

Architectural firm aims at world class dream

By Wayne Peal
special writer

In these inflated times, it is not enough to be merely All-American; one must be "world class." And that is what one Oakland County company is aiming for.

John Dziurman Associates, a Rochester-based firm, aims to become a "world-class" architectural organization.

"We really feel that someday we'll have a specific impact. That's our dream," said John Dziurman, founder of the four-man firm housed at 324 East Street.

In setting out to make its mark, the firm is utilizing a staff composed equally of American-trained and European-trained architects.

Dziurman, who founded the firm in 1979, studied at the University of Detroit and at Lawrence Institute of Technology in Southfield.

Dennis Bender, the firm's production manager, also studied at U.D.

The European influence is provided by vice president Rudolf (Rudi) Jensen, a Danish native educated at the Royal Danish Academy of Fine Arts, and by architect Jerzy (Robert) Pietrzyk, a Polish native educated at the Warsaw Institute of Technology.

DZIURMAN SAID his firm's international back-

ground is beneficial in providing depth and experience, but there also is a more pragmatic reason for the international approach.

Dziurman noted that U.S. defense spending is increasing and, with that increase, there is a potential demand for architectural design on overseas military housing projects. He added, though, that the firm also is looking at the potential for non-military, non-American projects.

Dziurman said his firm is negotiating with a multi-national company for projects in Europe and Africa.

He also said he and his European co-workers have debated whether there is a truly "world-class" architectural style.

If there is, they have decided, that architectural style — like the world itself — revolves around the sun.

"We're strong believers in the passive-solar approach," Dziurman said.

That approach, the Avon Township resident explained, involves developing a style that makes the best use of natural sunlight, without harnessing sunlight through windmills and other devices.

"When you come right down to it, passive-solar is a new idea that's not really new," Dziurman said. "For example, even as far back as cave-dweller days, man chose the caves which featured the best use of the sun."

IN THE U.S. States, because of decades of relatively low-cost energy, designers tended to move from utilitarian design to more aesthetic forms.

"Take colonial houses," Dziurman said. "They were designed to take the best advantage of New England's climate. Yet you have colonials in Los Angeles, in Florida and in Arizona."

Though solar utility is stressed, it does not mean the firm's designs are not striking in their own way.

Local residents can view a Dziurman Associates design by visiting the new parish center at St. Andrew Roman Catholic Church in Rochester, which features the passive-solar approach.

The firm also is involved in designing a government-financed housing project in the Macomb County village of New Haven. The design has been featured in several industry publications.

Passive-solar collectors, which consist of a glass-enclosed area ventilated by fans that push heat through the living area, are placed on the individual housing areas. Collectors are expected to reduce heating costs by 50 percent.

Passive-solar design has been a more-or-less accepted standard overseas since the energy crunch of the early-to mid-1970s, which, while affecting the United States, devastated Europe.

"In Denmark, heating costs doubled," Jensen recalled, while noting that the design should not be a novelty in America for long.

"When Americans catch ideas, they move fast," he said.

JENSEN, HOWEVER, said he still has trouble at times realizing just how important the automobile is to American architecture.

"In Europe, we design for people. In America, we design for cars," he said.

Pietrzyk noted that in Europe a five-minute walk from one's parking space to one's dwelling place is not at all unusual.

Both Jensen and Pietrzyk said automobile traffic is more restricted in downtown Copenhagen and Warsaw than in American cities.

They also said that parking in front of stores, as is the case with downtown Rochester, is largely unknown in European cities.

Dziurman, a member of Rochester's new Downtown Development Authority, has stressed the "people place" concept but noted that members of the local business community have expressed fear over the loss of Main Street parking.

Apparently, such fear is worldwide.

"In Copenhagen, the merchants were also opposed to taking parking off the main streets and of creating 'walk streets,'" Jensen said. "But it was done and it became an extraordinary success."

DZIURMAN AND Jensen became friends in the early 1970s, when both were employed by a Troy-based architectural firm.

Dziurman said, despite the difference in national origin, their friendship developed rapidly.



John Dziurman (left), Rudi Jensen and Jerzy Pietrzyk study design plans for one of their latest projects.

finances and you

Sid Mittra

Special seminar slated

The Observer & Eccentric Newspapers and Sid Mittra, a business columnist for the O&E, will present a financial planning seminar for doctors and other professionals 8-10 p.m. Oct. 6 at the MSU Management Center in Troy.

Mittra is president of Coordinated Financial Planning in Troy and a professor of management at

Oakland University in Rochester.

The seminar will focus on the basic features of a comprehensive financial plan most appropriate for physicians, dentists and professionals.

Registration is required for this free seminar by calling 645-8888. The MSU center is located at Crooks and Square Lake roads.

CUSTOM TRIM OF MICHIGAN
Exterior Automotive Trims
Serving Detroit Since 1970

- VINYL ROOFS FOR NEW and USED CARS
- BODY MOLDINGS • PIN STRIPING
- INSURANCE WORK •

21309 Hilltop St. • Bridge End Complex
Southfield, MI
358-1700

Now available in Birmingham

Public Telex, Twx & Telecopier

Many businesses that would like to have Telex, Twx and Telecopier capability have been frustrated by the high cost of their low volume, one or two transactions a day may be vital, but such volume simply does not produce a cost justification for in-house equipment. Somerset Secretarial of Birmingham offers an alternative. You can use our equipment. We are now providing 24-hour Telex service. In addition to our growing list of sophisticated secretarial and business services.

Telephone or drop off your message to us and we'll transfer for you... and receive the reply... to and from anywhere in the world. Of course, when you're a Somerset Telex customer, you may use our Telex number on your stationery.

Somerset Secretarial Service
We can be your secret office... as busy as your office.
• Word Processing • Photo Copying • Secretarial • Telex • Telecopier • Fax • Mail
(313) 645-0740
1100 N. Woodward Ave., Suite 120, Birmingham, MI 48211

"Where Quality, Service and Education Come First"

YAMAHA
Pianos & Organs

Professional Keyboard

3921 Rochester Rd.
Troy 48064
(313) 689-1700

save energy

Do not put up with dripping hot-water faucets. You wouldn't want to pay to heat 23,000 gallons of water and pour it down the drain... yet that's what happens in a year's time with just a drip a second.

Schuler's
So many different ways to make you welcome!

NEEDS GOOD PEOPLE

General Managers
Assist Managers
Kitchen Managers

Highly motivated, energetic individuals for positions in the metropolitan Detroit area. Must have 2-5 years experience in the hospitality field. Excellent communication skills and management background. We offer excellent pay and benefits. Salary will commensurate with experience.

Qualified applicants please send resume and salary history to:
Observer & Eccentric
P.O. Box 466
Livonia, MI. 48150

Plan NOW For A Golden Retirement

First National Securities Corporation invites you to attend a two-part forum on

Pre-Retirement Financial Planning

Sound financing during peak earning years is the best guarantee for security in retirement.

Our free forum covers such topics as:

- A balanced investment portfolio
- Inflation and taxes • Risk management • How to improve your income • How economics affects investments • Estate planning

This open forum will help anyone interested in Financial Planning but it will be especially beneficial to those within 10-15 years of retirement

Join us at our free seminar.

Time: Thursdays, Sept. 23 & 30
7:00 p.m. - 9:00 p.m.

Place: Southfield Public Library
Marcotte Room
Southfield Civic Center

Speaker: Douglas Frederick, CFP
Certified Financial Planner

For reservations call
Judy Mack at (313) 358-3600
Or mail this coupon

FIRST NATIONAL SECURITIES CORPORATION
4000 Town Center
Southfield, Michigan 48075
(313) 358-3600 Member: Midwest Stock Exchange

☐ Please reserve for me at my free forum
☐ Sorry I cannot attend, but please send me additional information.

Name _____
Address _____
City _____
State/Zip _____
Home Phone _____
Business Phone _____

GE JAMBOREE!

BUY A GE HEAT PUMP AND GET A FURNACE, AND UP TO A \$400 FACTORY REBATE.

Beat the high cost of winter fuel bills by adding a General Electric energy-saving Weathertron® heat pump to your forced-air furnace. Do it now and take your choice of three spectacular GE Jamboree bonus offers.

GE JAMBOREE BONUS #1

Get a GE high-efficiency gas furnace, plus your choice of a GE 19-inch color TV (PC 3704W), or a GE microwave oven (JET 88), or a \$300 factory rebate direct from General Electric when you buy a GE Weathertron WR Plus-One heat pump for your existing home.

Furnace must be installed by a participating GE dealer. Customer pays installation charges on the furnace.

GE JAMBOREE BONUS #2

Add any GE Weathertron heat pump to your existing gas, oil, propane or electric forced-air furnace and take your pick of a GE 19-inch TV (PC 3704W), a GE microwave oven (JET 88), or a \$300 factory rebate. With a GE Weathertron heat pump you not only save on heating bills, you also get economical central air conditioning. Your house stays comfortable all year.

GE JAMBOREE BONUS #3

Add a GE "Thinking" Thermostat to your new GE Weathertron heat pump and get an additional \$100 factory rebate. This heat pump system can cut your fuel bills from 20 percent to 54 percent (depending on locality and energy use, based on a single 8-hour, 10-degree set back).

A GE HEAT PUMP SAVES YOU ENERGY AND MONEY YEAR ROUND. A GE Weathertron heat pump cuts your heating bills because it moves natural radiant heat inside to heat your home. Your forced-air furnace doesn't have to go to work until the outdoor temperature is about 32° F or below. In summer, the Weathertron heat pump moves heat out of your home for energy-efficient central air conditioning.

Hurry! To qualify for Bonus Offers, furnace installation must be in a customer's residence by October 16, 1982 (Bonus #1). Heat pump installation by October 31, 1982 (Bonus #2, #3).

We bring good things to life.

Ann Arbor • Robertson Morrison Inc. • 662-3141	Macomb • Slane Bros. Htg. 791-0550	Redford • All Season Htg. 532-9570
Brighton • Air King Htg. & Ctg. • 227-6874	Melvindale • Mark Young Htg. 386-9700	Richmond • Afford C. Busch Htg. • 727-1300
Brighton-Howard • Aggregate Electric Htg. • (517) 345-9200	Metro-Detroit • Imperial Htg. 362-9000	St. Clair Shores • Kende Htg. • 777-1929
Dearborn/Dowdner • Reckinger Htg. • LO 2-3456	Metro-West • R. A. Grandell Htg. • 534-7088	Warren • A & S Htg. 757-4122
East/Northeast Areas • Reckinger Htg. • 773-4810	Monroe • Franklin Htg. 243-5278	Warren • Kolas Htg. Inc. 771-4242
Lake Orion/Romano • Smithers Htg. • 693-5838	North Woodward Areas • Reckinger Htg. • 541-8919	West Metro Area • D & S Htg. • 476-1022
Lincoln Park • James Htg. • 928-2600	Northern Suburbs • Andy's Htg. & Ctg. • 391-2069	West/Northeast Areas • Reckinger Htg. • 455-2888
Livonia • Moore • Furnace Co. • 421-9500	Oakland County • Matheson Htg. • 363-4868	Wyandotte • Krutich, Inc. • 282-1022
Livonia • Sasser Htg. 478-5475	Oakland County • O'Brien & Gary Htg. • 673-8788	
Livonia • Mark Young Htg. 522-0272	Port Huron • Ingell Ref. & Air Cond. Inc. • 982-4226	