

Architecture dean criticizes suburban office buildings

Continued from Page 1
 tecture," Gross said, adding the city is barely 30 years old. "But to some degree, I guess I would tend to agree with Bruno Leon."

THAT DEGREE extends to the Imperial Plaza on Eight Mile between Northwestern and Southfield, an office Leon called "kind of a golden-paneled building that demonstrates the taste of Donald Trump more than anything else." Gross acknowledged the building hasn't met appeal, but said the Plaza, like many buildings along Eight Mile, was built in the '50s.

"They have no appeal to them currently. They could. And they may in the future."
 "In order to retrofit them and make them more attractive, they have to do some things to just change their curb appeal," Gross said.

GROSS ALSO agreed with Leon on the Prudential Town Center. It probably is the best example of good architecture in the city, largely, in Leon's assessment, due to the spacious indoor garden and large atrium in the original building.

"The way that they were able to

build a half a dozen different buildings of different forms and still make them all a part of the same complex, I think, has turned out very well," Gross said.

But Gross didn't see the Northwestern strip, even partially, as the glass wasteland Leon described. Gross cited the Galleria office, a low-slung, vast expanse of angular, multicolored glass on Northwestern south of 12 Mile, as a building he liked.

As to how the buildings fit in with the community, Gross said that while design plans are available for inspection, and residents have the chance to review those plans, few take advantage of the opportunity.

"We don't have them lined up at the counter, but there are people who come in and want to see what the building's going to look like," Gross said.

KARL GREIMEL, dean of the school of architecture at the Lawrence Technological University in Southfield, wonders why people aren't lined up at the counter in Gross's office.

"People today have lost a sense of where they live. Communities flow together, and you can't tell where one begins and one ends," he said. "If you don't create some sense of identity, you don't create a coordinating

relationship with people of the area."

Leon and Greimel, whose opinions about architecture appear similar, don't heap the blame for bad buildings on the community alone. Leon added to the list "those developers who are simply interested in the making of money, those architects that participate by actually designing those buildings, and the architectural community at large that doesn't protest."

THEY ALSO think the excuse that today's high costs prohibit recreations of Fibar Building-type structures is a convenient lie perpetuated by greed.

"Good architecture is not more expensive, it's simply more productive and more humane," Greimel said. "The wrong force (money) drives architecture today. People are caught up in stylistic rather than human interests."

Without better architecture, Greimel said, neighborhoods deteriorate because "there is no common sharing, no common center."

"I would return to strong, visible symbols of (a) core city. We must maintain a sense of place," Greimel said. "Governmental identities must be established."

"But you can't produce instant history."

datebook

DIRECT MARKETING
 Thursday, June 1 - Canadian direct marketing scene discussed at luncheon meeting of Direct Marketing Association of Detroit in Southfield. Information: 258-8303.

MUNICIPAL BONDS
 Monday, June 5 - "How to Invest in Municipal Bonds" offered 7:30-9:30 p.m. in Birmingham. Fee: \$12. Information: 644-5832. Sponsor: The Community House.

ACCOUNTING ASSISTANTS
 Tuesday, June 6 - Free job opportunity about paraprofessional accounting career offered 7:30-8:30 p.m. in Rochester. Information: 370-3120. Sponsor: Oakland University.

STATISTICAL QUALITY
 Tuesday and Wednesday, June 6 and 7 through Aug. 1 and 2 - Nine-week statistical quality control workshops offered in Rochester. Fee: \$125. Information: 370-3120. Sponsor: Oakland University.

SUPERVISION I
 Tuesday, June 6-20 - "Principals and Practices of Supervision I" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$350. Information: 353-4500. Sponsor: American Society of Employers.

BUSINESS COMMUNICATORS
 Thursday, June 8 - International Association of Business Communicators meets in Detroit. Information: Nancy Skidmore, 546-5450.

DESKTOP COMPUTING
 Thursday, June 8 - "Desktop Power for the 1990" offered 8:15 a.m. to 3 p.m. in Detroit. Fee: \$75. Information: 1-800-328-6363. Sponsor: Businessland Executive Case Study Symposiums.

RADIO, TV WOMEN
 Thursday, June 8 - American Women in Radio and Television hold outstanding women in broadcasting award banquet at the Kingsley Inn, 1475 N. Woodward, Bloomfield Hills. Information: Lisa, 642-1411. Deadline: Friday, June 2.

A PROFESSIONAL IMAGE
 Thursday, June 8 - "Professional Images for Clerical & Administrative Staff" offered 9 a.m. to 4:30 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$185. Information: 353-4500. Sponsor: American Society of Employers.

CPA CONFERENCE
 Friday, June 9 - "Accounting for the Tax Practitioner" conference offered 8 a.m. to 5 p.m. in Detroit. Fee: \$90. Information: Michigan Association of Certified Public Accountants, 855-2288.

BUILDERS ASSOCIATION
 Friday, June 9 - "Better Advertising for Homebuilders and Developers" seminar offered 9 a.m. to 6:45 p.m. in Southfield. Fee: \$246. Information: Builders Association of Southeastern Michigan, 737-4477.

CPA WEEKEND
 Friday-Sunday, June 9-11 - CPA weekend offers up to 24 continuing professional education credits in Rochester. Registration fee: \$25. Information: 370-3120. Sponsor: Oakland University.

ZERO-COUPON BONDS
 Monday, June 12 - "Understanding Zero-Coupon Bonds" offered 7:30-9:30 p.m. in Birmingham. Fee: \$12. Information: 644-5832. Sponsor: The Community House.

EMPLOYER CHILD CARE
 Monday, June 12 - "Diapers and Dollars - A Bottom-Line Issue" conference offered 8:30 a.m. to 5

p.m. at the MSU Management Education Center, 811 W. Square Lake Road, Troy. Program examines ways employers can assist employees, from flexible schedule and benefit plans to on-site day care. Fee: \$78. Information: 641-8151. Sponsor: Troy Chamber of Commerce.

ACCOUNTING ASSISTANT
 Tuesday, June 13 - Examination to waive introductory accounting courses in the paraprofessional accountant program begins at 6:30 p.m. in Rochester. Fee: \$10 per examination. Information: 370-3120. Sponsor: Oakland University division of continuing education.

WOMEN IN SALES
 Tuesday, June 13 - "The Strength of Weak Ties: the Socialization of Women" is topic for meeting of Professional Women in Sales in Bloomfield Hills. Non-member fee: \$20. Information: 473-2253.

ACCOUNTING ASSISTANTS
 Tuesday, June 13 - Waiver examinations for Oakland University's paraprofessional accountant program offered at 6:30 p.m. in Rochester. Fee: \$10 per examination. Information: 370-3120. Sponsor: Oakland University division of continuing education.

TIME MANAGEMENT
 Tuesday, June 13 - "Time Management and Organization" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$205. Information: 353-4500. Sponsor: American Society of Employers.

LOTUS 1-2-3
 Tuesdays and Thursdays, June 13-22 - "Lotus 1-2-3 Intermediate on the IBM PC" offered 7:9 p.m. in Bloomfield Hills. Fee: \$75. Information: 645-3635. Sponsor: Cranbrook Educational Community.

STRESS MANAGEMENT
 Wednesday, June 14 - "Stress Management" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$205. Information: 353-4500. Sponsor: American Society of Employers.

DESKTOP PUBLISHING
 Wednesday-Thursday, June 14-15 - "Introduction to Desktop Publishing" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$310. Information: 353-4500. Sponsor: American Society of Employers.

CPA CONFERENCE
 Thursday, June 15 - "Accounting for the Tax Practitioner" conference offered 8 a.m. to 5 p.m. in Bloomfield Hills. Fee: \$90. Information: Michigan Association of Certified Public Accountants, 855-2288.

SUCCESS SYNDROME
 Thursday, June 15 - Steven Berglas, author of The Success Syndrome: Hitting Bottom When You Reach The Top, will give a free speech 8:30-10:30 a.m. in Dearborn. Reservations and information: Ronald D. Baker, 737-0930. Sponsor: Marketing Communications Council Inc.

FINANCIAL PLANNING
 Thursday, June 15 - Personal financial planning seminar offered in Southfield. Non-member fee: \$5. Information: 983-5088. Sponsor: Women's Economic Club.

PROBLEM SOLVING
 Thursday, June 15 - "Problem Solving Skills for Team Effectiveness" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$205. Information: 353-4500. Sponsor: American Society of Employers.

MINORITY WOMEN'S NETWORK
 Friday, June 16 - Minority Women's Network holds its annual Man of the Year Awards/Scholarship Dinner-Dance at the Southfield Hilton. Fee: \$30. Information: M. Faye Mance, 896-6200 or 896-3602.

COUPLES IN BUSINESS
 Friday-Sunday, June 16-18 - "Working Together: Entrepreneurial Couples" offered in Troy. Non-member fee: \$295. Information: Walsh College, 689-8282 Ext. 260. Sponsor: National Association for Entrepreneurial Couples.

ACCOUNTING PARAPROFESSIONALS
 Monday, June 19 - Summer term for accounting assistants, which can include 80-hour internship, begins at Oakland University in Rochester. Information: Division of continuing Education, 370-3120.

ESSENTIALS OF GRAMMAR
 Tuesday, June 20 - "Essentials of Grammar for Clerical and Administrative Staff" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815

Northwestern Highway, Southfield. Non-member fee: \$205. Information: 353-4500. Sponsor: American Society of Employers.

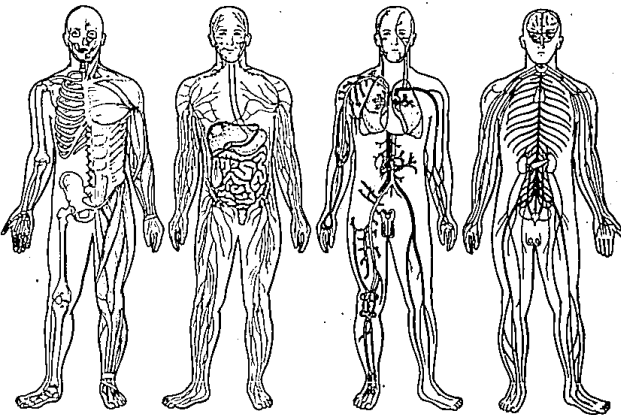
EFFECTIVE INTERVIEWING
 Tuesday, June 20 - "Effective Interviewing and Selection - Advanced" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$205. Information: 353-4500. Sponsor: American Society of Employers.

EFFECTIVE LISTENING
 Wednesday, June 21 - "Strategies for Effective Listening" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$205. Information: 353-4500. Sponsor: American Society of Employers.

SALARY LAW
 Tuesday, June 27 - "Wage & Hour Law Salary Review" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$205. Information: 353-4500. Sponsor: American Society of Employers.

GROUP FACILITATORS
 Wednesday, June 28 - "Developing Group Facilitator Skills" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$205. Information: 353-4500. Sponsor: American Society of Employers.

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