

Dated January 10, 1941

Received February 19, 1941.

Granted March 7, 1941.

MEMBERSHIP NO 752



THE AMERICAN INSTITUTE OF ARCHITECTS

APPLICATION FOR MEMBERSHIP

RECORD OF THE SECRETARY OF THE INSTITUTE

*In due order  
February 19, 1941*

A Name of applicant..... Louis Rossetti..... Chapter..... Detroit.....

B Address of applicant..... 1000 Marquette Building, Detroit, Mich.....

C Applicant proposed by... Talmage C. Hughes..... and... Clair W. Ditchy.....

D Application received with check for \$10.00..... on..... February 19, 1941.

E Application returned for correction..... 19 ..

F Application in due order on..... February 19 1941.

Record of registration, Form S39, Sent Mich. Feb. 20, 1941 Received. February 27, 1941.  
" " " " " " N.J. Feb. 20, 1941 " February 25, 1941

G Notices sent to chapter executive committee:

(a) Form S11, reasonable time ending on..... 19 .., on..... 19 ..

(b) Form S12, 30 day extension ending on..... 19 .., on..... 19 ..

H Acknowledgments to applicant, proposers, and chapter on..... February 20, 1941.

I Certified resolution of chapter executive committee recommending admission  
~~or that application be denied~~ received on..... February 19, 1941.

J No report from chapter executive committee on..... 19 ..

K Application sent to The Board of Examiners on..... March 4, 1941.

L The Board of Examiners reported on application on..... March 4, 1941.

M Applicant was admitted on..... March 7, 1941.

N Notice and certificate to applicant and notice of assignment to chapter and letter  
to proposers on..... March 7, 1941.

O Notice of denial of application to chapter and applicant and \$.....  
returned to applicant on..... 19 ..

CERTIFICATION OF ELECTION AND ASSIGNMENT

I, Secretary of The American Institute of Architects, hereby certify that, under authority vested in me by The Board of Directors, I have this day duly elected

Louis Rossetti

to membership in The Institute, and hereby declare him to be a corporate member of The Institute and assign him to membership in the Detroit Chapter.

Date March 7, 1941.

(a)

Secretary

A member, by virtue of his membership in The Institute, becomes a member of the chapter of The Institute within the territory of which he resides or has his place of business, as he elects, but he pays an admission fee to The Institute only. The admission fee to membership in The Institute normally is twenty-five dollars. (For 1936 this fee was reduced to five dollars.)

A member pays annual dues both to The Institute and to the chapter. The annual dues to The Institute normally are twenty-five dollars (for 1936 Institute dues were reduced to twenty dollars) and those to the chapter are fixed in its by-laws.

Normally the period between the time of filing

an application and the time it is acted on by The Board of The Institute is four months. The period will be longer if the application must be returned to the applicant for corrections or if additional exhibits of the applicant's work are required by The Board of Examiners.

If an application is denied, the amount prepaid by the applicant for annual dues and for admission fee, less five dollars for examination fee, will be returned to him.

An applicant whose application has been denied without prejudice may reapply for admission to membership a year or more after the date of The Secretary's notice to him of his non-admission.

I, the undersigned, do hereby apply for corporate membership in The American Institute of Architects.

1. My full name is Louis Rossetti .
2. I am a naturalized citizen of The U. S. A. .
3. My legal residence is in the City of Grosse Pointe Park ,  
County of Wayne State of Michigan .
4. My address in The Institute records will be  
Street 1000 Marquette Building  
City Detroit , State Michigan .
5. I am engaged in the profession of architecture as a practicing architect .
6. I desire to be a member of the Detroit Chapter.
7. I declare that I have read the by-laws, the rules and regulations, and the Standards of Practice of The American Institute of Architects, and the by-laws and rules and regulations of the chapter of which I desire to become a member, and that I understand the duties, responsibilities and obligations thereunder of a member of The Institute, and I do hereby expressly agree and declare that, if admitted to membership, I will to the best of my ability abide by and comply with such by-laws, rules, and regulations, and will abide by and uphold said Standards of Practice and conduct my practice of the profession accordingly. I am financially able to undertake all pecuniary obligations of a member to The Institute and to the chapter.
8. I filed the duplicate of this application with the secretary of the chapter above named and attach his receipt therefor.
9. I enclose my check for \$25.00 , for admission fee and the current annual dues. It is my understanding that if for any reason you do not admit me to membership, all of said amount will be returned to me, except five dollars which you will retain as an examination fee.

Date Jan. 10 1941 .

*Louis Rossetti*

Sign full name in ink

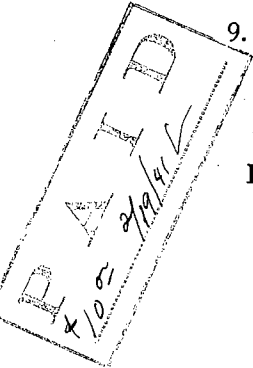
THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

2. State whether a natural or a naturalized citizen.

4. State whether residence or office address.

5. State whether as a practicing architect, a teacher, a public official, etc.

8. Exhibit required.



## STATISTICS

10. Date of birth May 6, 1895 Place of birth Paris, France

11. I am registered or licensed to practice architecture as follows:

States	Registration or license numbers	Date of last registration
Michigan	2060	
New Jersey	C-2255	

(a) I hold a Certificate No. .... of the National Council of Architectural Registration Boards.

## EDUCATION

12. I attended the following schools:

(a) High School	Dresden	Germany	1914	(c) (d) (e) Write in initials of degree.
	City	State	Graduation year	
(b) Private School				
	Name of School	City	State	Graduation year
(c) College or University	Berlin	Germany	for one years.	
	Graduation Year	1915		
				Degree
(d) College or University	Rome, Italy - Royal College of Architectural Engineering	for five years.		
	Graduation Year	1920		
				Degree
(e) Post-graduate at	Rome, Italy	for one years.		
				Degree
				Architectu: al Engineer Dr. Eng.

13. I held the following named scholarships:

Trip to U.S.A. sponsored by Prince G. Caetani and the R. Institute	
(a) of Italian Engineers and Architects	Year 1924
(b)	Year

14. I have traveled in the following countries:

in Italy, Austria, Germany	Year 1921
in Italy, Austria, Germany, France, Belgium	Year 1927
in Italy, France	Year 1936

## PROFESSIONAL TRAINING

15. I list below, in chronological order, the periods of my training as draftsman, the names and addresses of my principal employers, and my classification as draftsman while employed by each:

Classification	From	To	Name of Employer	City
Junior	1921	1922	Gina Dompieri	Rome, Italy
Junior	1924	1926	Ford Motor Co.	Detroit, Mich.
Junior	1927	1927	Albert Kahn, Inc.	Detroit, Mich.
Senior	1928	1930	Giffels & Vallet, Inc.,	Detroit, Mich.

Write in Classification Column the word Student, Junior, or Senior, to indicate your classification as draftsman in each case.

## PROFESSIONAL PRACTICE

16. I list below, in chronological order, the periods during which and the states in which I have practiced architecture as an individual or as a member of a firm or corporation:

State	From	To	Name of Firm or Corporation
Italy	1922	1923	
Michigan	1930	1941	Giffels & Vallet, Inc., L. Rossetti

If your practice was individual do not write in the last column to the right.

17. I have taught architecture or the arts and sciences allied therewith as follows:

State	From	To	Name of School or College	My Title
Rome, Italy	1922	1924	R. Istituto Naz. d'Istruzione Professionale	As assistant Professor

18. In my capacity of architect, I have held the public offices listed below:

Title of Office	City and State	From	To
-----------------	----------------	------	----



19. I list below and attach photographs of two or more of the buildings or other works of which I am the author.

<i>Name of Work</i>	<i>City</i>	<i>State</i>
Tool and Die Shop Ford Motor Company (1 entrance detail and 1 general view)	Dearborn	Michigan
Museum (1 general view)	Traverse City	Michigan <i>Exhibits required.</i>

#### MEMBERSHIP IN NON-ARCHITECTURAL ORGANIZATIONS

20. I am a member of civic or semi-public organizations listed below:

<i>Name of Organization</i>	<i>City</i>	<i>State</i>
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21. I have held offices in non-architectural organizations as follows:

<i>Office</i>	<i>Name of Organization</i>	<i>Year</i>
---------------	-----------------------------	-------------

22. I have written the following papers relating to architecture and the arts and sciences allied therewith:

<i>Title</i>	<i>Publication</i>	<i>Year</i>
--------------	--------------------	-------------

## MEMBERSHIPS IN ARCHITECTURAL ORGANIZATIONS

01  
 MIL LORCH  
 ROBERT B. F.  
 MALCOLM R.  
 LEO I. PERE  
 TALMAGE C.

	<i>From</i>	<i>To</i>	<i>Reason for Termination</i>
23. Member of Institute			
24. Junior of Institute			
25. Associate of following Chapters:			

26. Member of State Association in Michigan from 1935 to 1941  
*State*

27. I have held offices in the architectural organizations listed below:

<i>Office</i>	<i>Architectural Organization</i>	<i>Year</i>

28. I am not indebted to The Institute or to any of its chapters or state association members.  
*(If there are exceptions, state details)*

I certify that each and all of the foregoing statements are true and correct.

Signed *Louis Rossetti*  
*Applicant*

I, the undersigned, do hereby certify that I have read the statements made herein above by the applicant and believe them to be correct. I vouch for him and for his honorable standing in this community and in his profession. I believe he is fully qualified for membership and I propose him therefor. I have known the applicant for \_\_\_\_\_ years. I have known the applicant for \_\_\_\_\_ years.

Signed *Talmage C. Hayes*  
*Proposer*  
*929*

Signed *Earl C. [unclear]*  
*Proposer*

*120 Madison Ave  
 Detroit*



AP No 752  
THE AMERICAN  
INSTITUTE OF ARCHITECTS  
1941 FEB 25 AM 9:14  
WASHINGTON, D. C.

THE AMERICAN INSTITUTE OF ARCHITECTS  
THE OCTAGON, WASHINGTON, D. C.  
Office of The Secretary

RECORD OF REGISTRATION

OF

Louis Rossetti, Detroit, Mich.  
(Name of Applicant)

SECRETARY,

BOARD OF ARCHITECTURAL EXAMINERS,

Address 448 Industrial Office Bldg., 1060 Broad Street  
Newark, New Jersey

Dear Sir:

The above named applicant for membership in The American Institute of Architects is an architect practicing in your state.

To qualify for such membership, an applicant, if resident in a state having registration or licensing laws for architects, must be registered or licensed by the state to practice architecture therein.

Will you please answer the following questions relating to the applicant's registration, to assist The Institute in determining his eligibility for membership? A duplicate of the form is enclosed for your files.

Date February 20, 1941

[Signature]  
Secretary

1. Is the applicant registered or licensed to practice architecture in your state? Was licensed to practice.
2. Was his registration or licensing by examination? Board or by exemption?
3. What was the scope of the examination? Submitted satisfactory exhibits of his work for the Board's consideration.
4. What was the period of the examination?            days. Written examination            hours; Oral examination            hours.
5. When examined, did applicant have a certificate from the National Council of Architectural Registration Boards? No. If so, give Certificate No.
6. Date of last registration July 13, 1939. Registration No. 6-2255 Is it current? No.

Date Feb. 24, 1941

Gilbert C. Higby  
(Signature of Secretary of Board)  
Gilbert C. Higby  
New Jersey State Board of Architects  
(Name of Board)



THE AMERICAN  
INSTITUTE OF ARCHITECTS

AP No 752

1941 FEB 27 PM 1:19

WASHINGTON, D. C.

THE AMERICAN INSTITUTE OF ARCHITECTS -

THE OCTAGON, WASHINGTON, D. C.

Office of The Secretary

RECORD OF REGISTRATION

OF

Louis Rossetti, Detroit, Mich.  
(Name of Applicant)

SECRETARY,

BOARD OF ARCHITECTURAL EXAMINERS,

Address 306 Transportation Building,  
Detroit, Michigan.

Dear Sir:

The above named applicant for membership in The American Institute of Architects is an architect practicing in your state.

To qualify for such membership, an applicant, if resident in a state having registration or licensing laws for architects, must be registered or licensed by the state to practice architecture therein.

Will you please answer the following questions relating to the applicant's registration, to assist The Institute in determining his eligibility for membership? A duplicate of the form is enclosed for your files.

Date February 20, 1941

Chas. J. Ingham  
Secretary

1. Is the applicant registered or licensed to practice architecture in your state? Yes
2. Was his registration or licensing by examination? Yes or by exemption?
3. What was the scope of the examination? Outline of examination already on file in your office.
4. What was the period of the examination? 3 days. Written examination 28½ hours; Oral examination No hours.
5. When examined, did applicant have a certificate from the National Council of Architectural Registration Boards? No. If so, give Certificate No. \_\_\_\_\_
6. Date of last registration May 28th 19 30 Registration No. 2060 Is it current? Yes

C. T. Olmsted  
(Signature of Secretary of Board)

C. T. Olmsted

Michigan State Board of Examiners for  
Registration of (Name of Board)  
Architects, etc.

Date February 26, 1941

THE AMERICAN INSTITUTE OF ARCHITECTS

THE OCTAGON, WASHINGTON, D. C.

23  
COPY

March 7, 1941

Dear Mr. Rossetti:

The Secretary is happy to inform you that your application for membership in The Institute was acted on favourably by The Board of Directors and that you were admitted to corporate membership in The Institute and assigned to membership in the Detroit Chapter, effective on March 7, 1941. You will be a member of that chapter, or of some other chapter if you later transfer thereto, until your membership in The Institute terminates.

Your certificate of membership, duly executed by the officers of The Institute, will be sent in due course.

The Board of Directors welcomes you to membership in The Institute and The Secretary's office is at your service to the extent of its powers.

The policies and activities of The Institute are developed largely from problems arising within the chapters. By taking an active part in your chapter affairs you will contribute to the advancement of the objects of The Institute and will increase the benefits to be derived from Institute membership.

We bespeak your active cooperation.

Sincerely

*Chas. J. Ingraham*  
Secretary

Mr. Louis Rossetti, A.I.A.  
1000 Marquette Bldg.  
Detroit, Michigan

CTI:bl



THE AMERICAN INSTITUTE OF ARCHITECTS

JURY OF FELLOWS

Received Oct. 29, 1952

Voted On March 1953

Voted On March 18, 1954

Voted On Mar. 24, 1955

Granted March 24, 1955

Nº M

NOMINATION FOR FELLOWSHIP

CASE RECORD

1. *Name of Nominee* Louis Rossetti *Date of Nomination* Oct. 1952
2. *Address of Nominee* 1000 Marquette Building, Detroit 26, Michigan
3. *Nominee's firm* Giffels & Vallet, Inc., L. Rosetti Associated Engineers and Architects
4. *Nominee's principal place of business* Michigan
5. *Nominee's Chapter* Detroit Chapter, A.I.A.
6. *Nominee's State Organization* Michigan Society of Architects, A.I.A.
7. *Nominee admitted to Institute* 1941
8. *Nominee has been in good standing in Institute from* 1941 *to* Dec. 31, 1952.
9. *Nominee's age* 57 *Birthplace* Paris, France
10. *Nominators:* Executive Committee, Detroit Chapter, A.I.A.

11. *Achievement in Design*

CONFIDENTIAL



THE AMERICAN  
INSTITUTE OF ARCHITECTS  
OCT 29 AM 9:33  
WASHINGTON, D. C.

## THE AMERICAN INSTITUTE OF ARCHITECTS

## NOMINATION FOR FELLOWSHIP

BY  
CHAPTER

## THE JURY OF FELLOWS

The Octagon, 1741 New York Avenue,  
Washington 6, D. C.

Date October 19 52

The Executive Committee of this Chapter, at a duly called meeting on Sept. 17 19 52<sup>\*Type in full name.</sup> nominated\* Louis Rossetti member of this Chapter, for fellowship in The Institute. We enclose evidence of the qualifications of the nominee for the fellowship on which the nomination was based and certify the resolution is as follows:

"Whereas, this Executive Committee believes\* Louis Rossetti a member of this Chapter, has made so notable a contribution to the advancement of the profession because of his achievement in\*\* Design that he is worthy of fellowship in The Institute; and

"Whereas, said member has been in good standing in this Chapter for† twelve years prior to this date; therefore be it

"Resolved, That‡ Detroit Chapter,  
The American Institute of Architects, does hereby nominate\*  
Louis Rossetti

for fellowship in The Institute, and the President and the Secretary be and hereby are authorized and directed to prepare the nomination papers and forward them to The Jury of Fellows of The Institute and to do all things proper to forward said nomination."

✓ *Sharon Peluffa*

✓ *Falmage C. Hughes*

✓ *Paul B. Brown*  
President

✓ *David H. Williams*

✓ *Amelio Leone*

✓ *Raymond C. Perkins*

✓ *L. Robert Blakeslee* Secretary.

\*Type in full name.

\*\*Type in "Design," "Science of Construction," "Literature," "Education," "Service to The Institute," or "Public Service," as is appropriate.

†Type in number of years.

‡Type in name of Chapter.

\*Type in full name.

THE NOMINATORS SHOULD SEE THAT LETTERS OR DATA ARE SENT TO THE JURY OF FELLOWS IN SUPPORT OF THIS NOMINATION.



# BIOGRAPHICAL STATISTICS

1. Nominee's full name **Louis Rossetti**

2. Strike out in-  
appropriate word  
and write in name  
of Country.

2. Nominee is a ~~XXXXXX~~ naturalized citizen of **U.S.A.**

3. Nominee's legal residence **71400 Fisher Road, Romeo, Mich.**

4. Nominee's firm name **Giffels & Vallet, Inc., L. Rossetti  
Associated Engineers and Architects**

5. Nominee's principal place of business, address  
**1000 Marquette Building  
Detroit 26, Michigan**

6. Type in "N.C.  
A. R. B." or  
name of State  
Board, as case  
may be.

6. Nominee is registered or licensed to practice architecture by **NCARB**, also Michigan,  
Connecticut, Illinois, Indiana, Maryland, Massachusetts, Minnesota,  
New Jersey, New York, Ohio, Oklahoma, Pennsylvania, Tennessee, Texas,  
Virginia, Wisconsin.

7. Strike out in-  
appropriate  
words.

7. Nominee is engaged in practice of architecture as a practicing architect—~~teacher in architecture~~  
~~teacher in science of construction—public official—engineer~~

8. Type in date  
of birth and city  
and Country.

8. Born **May 6, 1895** . Place of birth **Paris, France**

9. Nominee's schools, colleges and universities:

	Location	No. of Years	Year of Graduation	Degree
High School	Dresden, Germany	12	1914	
Private School				
College or University	Berlin, Germany	1	1915	
College or University	Rome, Italy	5	1920	Arch. Engr.
Post Graduate at	Rome, Italy	1		Dr. Eng.
Scholarships held	Prince G. Caetani scholarship sponsored jointly with the R. Institute of Italian Engineers and Architects 1924			

10. Type in im-  
portant experi-  
ences during em-  
ployment or ad-  
ditional statistics  
of importance in  
nominee's record.

10. Other data concerning nominee's record.

Winning design for school building for R. Institute of  
Professional training, Rome, Italy 1924

Award of Merit for V.A. Hospital, Fort Wayne, Ind.  
National Honor Awards Committee, A.I.A. 1951

Honor Award for Hekman Biscuit Co.'s office Bldg.  
and Mfg. plant Western Mich. Chapter, A.I.A. 1952

Nominators should read "Principles Underlying the Bestowal of Fellowships", Institute Document No. 9, before completing this nomination. Additional sheets may be inserted to supplement any page, 3 to 7, inclusive. Use typewriting only.

## NOMINEE'S ACHIEVEMENT IN ARCHITECTURAL DESIGN

### 1. Works

Type (a) Commercial (b) Monumental (c) Domestic (d) Special	Identification of Work	Location of Work  (City) (State)	Completed Construction Work (Year)	Photographs Drawings, or Sketches Submitted	
(d)	V.A. Hospital	Fort Wayne, Indiana	1948	1	Under column headed "Type" type in (a), (b), (c), or (d), as the case may be.
(a)	Hekman Biscuit Co.	Grand Rapids, Michigan	1948	1	
(a)	Federal Telecommuni- cations Lab.	Nutley, New Jersey	1948	3	Type in last col- umn to right the number submitted in each case.
(d)	Everett Elementary School	Detroit, Mich.	1951	1	
(a)	Race Track	Detroit, Michigan	1950	1	
(d)	F. Cody High School	" "	1952	1	
(d)	Parcells Jr. High School	Grosse Pointe, Mich.	1951	2	
(a)	W.W.J. TV Studios	Detroit, Michigan	1952	1	
(a)	Dearborn Motors Corp.	Birmingham, Mich.	1950	2	
(a)	General Electric, Electronics Park	Syracuse, N. Y.	1948	2	
(d)	Patton Park Pool	Detroit, Michigan	1950	1	
(a)	General Electric, Aircraft Div.	Lockland, O.	1952	1	
(b)	Ford Motor Company, Lincoln-Mercury Div.	Wayne, Michigan	1953	1	
(b)	Convention Hall Exhibits Bldg.	Detroit, Michigan	Prelim.	1	

2. Describe nominee's notable work in design, to bring out the particular achievements the nominators believe have notably contributed to the advancement of the profession.

## NOMINEE'S ACHIEVEMENT IN SCIENCE OF CONSTRUCTION

### 1. CONSTRUCTION WORK

Type of Work Constructed	Identification of Work	Location of Work	Completed Construction Work (Year)	Photographs, Drawings, or Sketches Submitted
-----------------------------	---------------------------	---------------------	---	---

Type in last  
column to right  
the number sub-  
mitted in each  
case.

### 2. BOOKS, TREATISES, OR ARTICLES WRITTEN

Subject Title	Where Published	Date Published
---------------	-----------------	----------------

Invention for Roof Structure  
Patent No. 2,028,877

U.S. Patent office Jan. 28, 1936

3. Describe nominee's notable work in the science of construction and any recognition thereof by other societies, to bring out the particular achievements the nominators believe have notably contributed to the advancement of the profession.

## NOMINEE'S ACHIEVEMENT IN EDUCATION AND LITERATURE

### 1. EDUCATION WORK

(List the degrees and the educational positions held by the nominee, and bring out clearly the nominee's signal work and its particular force and influence which the nominators believe to be a notable contribution to the advancement of the profession, and state evidences of recognition of such work by pupils, the profession, other societies, or the public.)

Assistant Professor at Royal Institute of Professional Training, Rome, Italy 1922 to 1924

Visiting critic at University of Michigan, 1951

This year, when the builders introduced an amendment to the Architects' Registration Act, it was through Mr. Rossetti's influence that his firm contributed \$1,000 toward a fund to defeat the amendment, by employing counsel and otherwise working to save the Act. This could have become a national movement by spreading to other states.

### 2. LITERARY WORK

(List the original written works of the nominee and state clearly the particular force and influence of that work which the nominators believe to be a notable contribution to the advancement of the profession, and state evidences of recognition of such work by other societies, the profession, educational institutions or the public.)

*Book, Treatise  
or Article*

*Subject*

*Name of Book or Periodical  
Containing Work*

*Year Work  
Published*

NOMINEE'S ACHIEVEMENTS IN SERVICE TO THE INSTITUTE

1. State fully the nominee's signal service to The Institute, his chapter, or his state organization, or to the profession, which the nominators believe has notably contributed to the advancement of the profession, and list the offices in architectural organizations occupied by the nominee and the period of each.

Director, Detroit Chapter, A.I.A.

1950 - 1951- 52 (present).

Chairman, Education Committee

## NOMINEE'S ACHIEVEMENT IN PUBLIC SERVICE

1. List the public offices held by the nominee and the positions of trust held by him in recognition of civic leadership, and state clearly his notable work in public service and the particular influence of that work which the nominators believe to be a notable contribution to the advancement of the profession.

Member, World Affairs Committee  
Detroit Board of Commerce 1950 to 1952

Director, Detroit International Trade Fair Comm. 1950

Chairman, Planning and Zoning Committee, Rome, Italy 1951

Member, Architects Advisory Committee on Civic  
Design, Detroit 1951

Rosetti

Administration Building  
1735 New York Avenue, N.W.

April 9, 1953

Dear Mr. Diehl:

Report of Actions of The Jury of Fellows  
Re: Nominations of Members of your Chapter

The Jury of Fellows has requested me to advise you of the following actions it has taken on nominations before it of corporate members who were considered for advancement to Fellowship:

Nominee Elected to Fellowship:

Clarence William Palmer, F.A.I.A.

Herewith is copy of letter of notification sent to Mr. Palmer which is self-explanatory.

It is requested that no publicity be given to his election until after public announcement has been made by The Institute.

Nominations Referred to 1954 Meeting of Jury:

Leo M. Bauer, A.I.A.

Alexander H. Girard, A.I.A.

Amedeo Leone, A.I.A.

Louis Rosetti, A.I.A.

John C. Thornton, A.I.A.

In the meantime, the Jury has asked that better exhibits of work of Mr. Alexander H. Girard be furnished, to more fully support his nomination; and it has asked, also, for a better selection of exhibits of completed work by Mr. Amedeo Leone, rather than exhibits of buildings under construction.

The Jury will be most grateful for your cooperation and assistance in obtaining these additional photographs for consideration with the nominations at its next meeting.

Sincerely yours,

Edmund R. Purves  
Executive Director

Mr. Gerald G. Diehl, Secretary  
Detroit Chapter, A.I.A.  
120 Madison Avenue  
Detroit 26, Michigan

ERP/g-Enclosures



March 26, 1954

Mr. Gerald G. Diehl, Secretary  
Detroit Chapter, A.I.A.  
120 Madison Avenue  
Detroit 26, Michigan

Dear Mr. Diehl:

Report of Actions of The Jury of Fellows  
Re: Nominations of Members of Your Chapter

The Jury of Fellows has requested me to advise you of the following actions it has taken on nominations before it of corporate members who were considered for advancement to Fellowship:

Nominations Referred to 1955 Meeting of Jury:

Frederic A. Fairbrother, A.I.A.	Amedeo Leone, A.I.A.
Alexander M. Girard, A.I.A.	Charles B. McGrew, A.I.A.
Ralph W. Hammett, A.I.A.	Louis Rosetti, A.I.A.
David B. Williams, Jr., A.I.A.	

Nominations Before The Jury of Fellows for Three Meetings Without Favorable Action:

Leo M. Bauer, A.I.A.  
John C. Thornton, A.I.A.

Enclosed are copies of letters to Messrs. Bauer and Thornton which are self-explanatory.

Sincerely yours,

Edmund R. Purves  
Executive Director

ERP/G  
Enclosures

May 12, 1955

Mr. Suren Pilafian, President  
Detroit Chapter, A.I.A.  
153 East Elizabeth Street  
Detroit 1, Michigan

Dear Mr. Pilafian:

Report of Actions of The Jury of Fellows  
Re: Nominations of Members of Your Chapter

The Jury of Fellows has requested me to advise you of the following actions it has taken on nominations before it of corporate members who were considered for advancement to Fellowship:

Nominee Elected to Fellowship -

Louis Rosetti

Herewith is copy of letter to Mr. Rosetti which is self-explanatory.

It is requested that this information be held confidential and that no publicity be given to his election until after public announcement has been made by The Institute after the Annual Dinner at the Convention in Minneapolis in June.

Nominations Referred to 1956 Meeting of Jury -

Fairbrother, Frederick Arthur  
Hannaett, Ralph Warner

McGrew, Charles Babcock  
Williams, David Hampson, Jr.

Nomination Before the Jury for Three Meetings Without Favorable Action -

Amedeo Leone

Enclosed is copy of letter to Mr. Leone which is self-explanatory.

Sincerely yours,

Edmund R. Purves  
Executive Director

ERP/fhg  
Enclosures

May 11, 1955

Mr. Louis Rossetti  
1000 Marquette Building  
Detroit 26, Michigan

Dear Mr. Rossetti:

The American Institute of Architects desires to confer upon you the honor of Fellowship and membership in the College of Fellows in accord with the action of The Jury of Fellows at its recent meeting.

The purpose of this letter is to request your presence at the 1955 Convention of The Institute to be held in Minneapolis, Minnesota, starting June 21, 1955, in the Radisson Hotel.

At the formal dinner of the Convention on the evening of Thursday, June 23, those who have been elected to Fellowship will receive their certificates. Presentation will be with appropriate ceremony and it is highly important that each of the newly-elected Fellows be present. The Officers of The Institute and The Jury of Fellows join in the request that you come to receive this honor in person.

Your Chapter has been notified and has been requested to make no public announcement until after such announcement has been released by The Institute after the Convention Annual Dinner. We ask you, also, to hold this information confidential until that time.

Please send your response to The Institute at an early convenient date.

Yours sincerely,

Edmund R. Purves  
Executive Director

ERP/G

May 12, 1955

Mr. Louis Rossetti, F.A.I.A.  
1000 Marquette Building  
Detroit 26, Michigan

Dear Mr. Rossetti:

At the recent meeting of The Jury of Fellows you were selected for advancement to Fellowship and membership in the College of Fellows of the A.I.A., for achievement in Design.

At the Convention there will be an exhibition of the work of the newly-elected Fellows premiated for Design, and to that end the Jury has had to make as comprehensive, yet as small a selection of your exhibits as possible, for this occasion.

Under separate cover your exhibits are being returned, and those selected have been designated by scraps of tape affixed to the three selections.

These should be reproduced to conform with the instructions enclosed and should be sent to:

Mr. Arthur B. Holmes, Convention Manager  
The American Institute of Architects  
C/o Radisson Hotel  
Minneapolis, Minnesota

to be delivered between the 14th and 18th of June, 1955.

We should like you to keep this information confidential.

Cordially yours,

William J. Bain, Chairman  
The Jury of Fellows, A.I.A.

WJB/G  
Enclosure

*Excerpted P.P.*  
*5-12*  
*B*

*Members  
Rossetti, L.*

L. ROSSETTI • ARCHITECT • 1000 MARQUETTE BUILDING • DETROIT 26, MICHIGAN

*members  
L. Rossetti*

FILE COPY - PLEASE RETURN

May 13, 1955

The American Institute of Architects  
1735 New York Avenue, N. W.  
Washington 6, D. C.

Attention Mr. Edward R. Purves

Gentlemen:

In accordance with your request of May 11th, I am forwarding herewith one glossy print of a portrait of myself to be included among the portraits of newly elevated Fellows in the Journal.

*5-18  
Sent to  
Mr. Sayla  
mrs*

Also, I plan to be present at the formal dinner of the Convention on the evening of Thursday, June 23, at the Radisson Hotel.

I wish to thank you for your kindness in advising me of this honor to be given me by the Institute.

Sincerely,

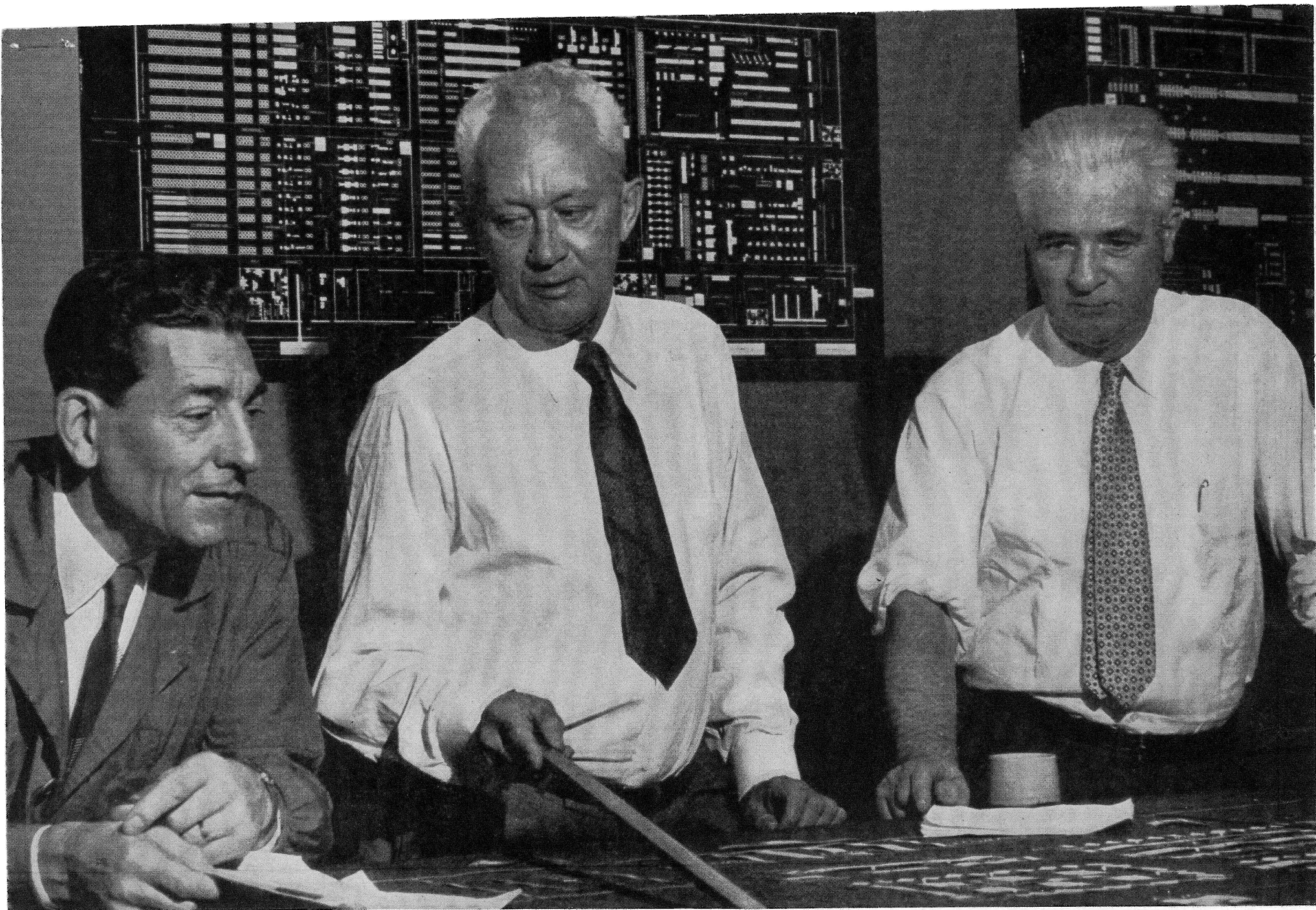
*L. Rossetti*  
L. Rossetti

LR:jh



# 34 ROSETTI 134 -





At the layout table in their Detroit office, Louis Rossetti, Victor Vallet and Raymond Giffels work out the production line for a proposed factory.

# The Boys With the \$5,000,000,000 Brains

By ARTHUR W. BAUM

*architects  
Biography  
Rossetti, Louis*

These three gentlemen from Detroit, when they aren't playing with paper dolls, will draw you plans for anything to do anything: factories, atomic reactors, baseball stadiums, race-track grandstands or doorknobs. But houses? Not a chance—too difficult.

**T**HIRTY-ODD years ago the rough, ambitious and rocketing American automobile industry fathered the assembly line, a novel system of moving work past stationary workmen who whopped the passing units in various ways as they went by. In large areas of industry the new system replaced the old-fashioned workbench and the walk-around workman. Its products have been many. They include low-priced automobiles, cans of beans, labor troubles, inexpensive refrigerators and higher living standards.

The assembly line, or rather the concept of manufacturing by a continuous flow of operations, also changed the industrial artisan. It made him into a specialist who did only one thing, and did it repeat-

edly. But it is now apparent that this scheme of producing in line, this form of putting in materials at one end and receiving a completed product at the other, has gone farther than we thought. It has begun to breed people who are specialists in the very thing that makes specialists. They are the experts in laying out continuous-flow processes and they are thinking some very peculiar thoughts.

There is, for example, a group of three otherwise normal men in Detroit who are so specialized they don't know what to call themselves. These three maintain the odd belief that a building isn't a building any more, but a species of skin, and they tend to look down on human hands and muscles as distinctly old-fashioned. They also hold a low opin-

ion of such commonplaces as stairs and elevators, ordinary daylight and fresh air. Moreover, they play with paper dolls.

The fact that the three Detroiters are even associated is a professional oddity, because individually they belong to two professions, engineering and architecture, which traditionally consult each other, but in somewhat the way a dog might consult a cat about a bowl of milk. The Detroit trio, however, have not only joined in a relatively new combined function, but are casting about for a hybrid word like "archineer" or "engitect" to describe themselves. They cannot be dismissed as an isolated economic aberration, because there are increasing numbers of such firms, and the threesome with



whom we are concerned, as the largest, have already designed about \$5,000,000,000 worth of the means to make things we all want and use. This includes a good share of atomic-energy-production facilities.

The three men are Raymond Francis Giffels, Victor Emil Vallet and Louis Rossetti. Among them, and with the help of 1100 employees, they can design anything to do anything, even if they must invent tools and methods on the spot. Only one job has baffled them thus far. They cannot think of a reasonable name for their own company, Giffels and Vallet, Inc., L. Rossetti; or a simple type of organization—the firm is a partnership between a corporation and an individual. Architect Rossetti, who is the partner of the Giffels and Vallet Corporation, dangles at the end of the company name because the law in many states restricts the practice of architecture by corporations.

For twenty-nine years Giffels and Vallet, who are engineers, have been telling Rossetti that architects are merely eccentric beauticians who doll up the nonfunctional outside shells or walls around something inside that is important. And Rossetti has been pointing out that engineers are dull fellows prone to pile steel and machines into boxlike buildings so dreary that no one can either work inside or view them from the outside with the remotest enthusiasm. But both sides smile when they say it, and in view of the firm's growth and prosperity there is no reason to do otherwise. Furthermore, engineer and architect are now inextricably entangled. The professional feud is consequently reduced to the luncheon table, where, in a whimsical guessing game called Honest John, the architect tries to stick the engineers for the tab. And emphatically vice versa.

Giffels and Vallet, Inc., L. Rossetti, or GVR for short, builds nothing. The firm does not believe that designing and construction should be performed by the same interests, lest a construction company with a lot of idle cement mixers, for example, might be tempted to design nothing but concrete structures. On the smallest GVR job ever undertaken, remodeling a doorknob for a church door, the company did not make the doorknob. GVR produces only drawings and blueprints, a sheet or two for the doorknob or perhaps a ton or more for an ammunition plant and storage area covering 2800 acres. Last year, according to a company calculation, GVR drawings and blueprints would have paved a yard-wide path from Detroit to St. Louis.

GVR has another prohibition. They will not design residences. "Too difficult," says Edward X. Tuttle, vice-president. "The average home is a hotel, restaurant, factory, utility plant and clubhouse all in one miniature package with a price limit on it. That's too tough."

So the company undertakes the simpler jobs like laying out an automatic foundry where a heavy mold is positioned, filled with hot metal, kicked



Philco executive Samuel Regenstrief (center) with GVR men Roy Jones and Bert Giffels at a Connersville, Ind., plant their firm planned for Philco. GVR will design almost anything, but builds nothing.

aside and the next one positioned in twenty seconds—possibly the world's fastest. For breathers the firm does jobs like building a 300-foot microwave tower and laboratory, or an automatic no-hands cookie factory that cuts, bakes, frosts and decorates cookies, or a race track, an atomic-energy reactor or a baseball stadium. Once in a while the task is only consultation, and the result shrinkage instead of expansion. Thus GVR once recommended that a factory's personnel be reduced 25 per cent because employees were getting in one another's way. The reduction was made and, despite the shrinkage, output was increased.

The reason for the commingling of architects and engineers in GVR is twofold. For one thing, modern manufacturing plants are built according to the nature of their production lines, which may stretch out in a long line, double back on themselves, branch like an inverse tree or even run in circles. Thus the architect who used to design imposing square multistory monuments to factory owners, in which machinery was placed as you would furnish a house, is now controlled by the basic manufacturing plan which determines what kind of structure he shall design. Business Week once described this system, practiced by GVR, as "wrapping the factory around the processing layout."

Perhaps the lessening importance of building walls is one reason the GVR people refer to walls as skin. Just as wood has given way to concrete, GVR now anticipates a rising popularity of metal-clad factories and skyscrapers in which thin metal

plates sheathe the steel framework, replacing concrete and masonry. GVR's Ned Tuttle is currently trying to speed up this change by bringing together the manufacturers of all metal skins, including aluminum and enameled-steel panels. The objective is simply to put walls in their proper perspective as protective shells to be built as cheaply as possible.

A second reason for throwing architects and engineers into the same pot, as GVR does, is that the company has a stubborn determination to handle anything that comes up without going outside its own organization. Although the firm will and has worked by the hour, it is also ready to take on complete "gleam-to-door-key jobs." A door-key client describes what he wants to make and how much he can spend on a factory to make it. Thereupon GVR selects the site, lays out the process, designs the skin to house the process, hires and supervises the contractor, tends to permits and documents, inspects the final result and then hands the front-door keys over to the client.

It is along the course of such a job that the GVR modern peculiarities appear. Giffels and Vallet do not believe that men were made for physical work. They consider it expensive. So, if the client consents, they will contrive a flow of mechanical operations in which the widget being born is punched by one machine, transported to the next station by another machine, which perhaps drills it and then boots it along to the next necessary processing robot.

This mechanical flow is an extension of the original assembly line. It is becoming popular to call it "automation." Giffels and Vallet are in favor of automation, but regard it (Continued on Page 78)

PHOTOGRAPHY BY GEORGE BURNS



At Decatur, Ill., Giffels goes over the plans for a factory with Caterpillar Tractor Company vice-president T. R. Farley and George Kimber, of GVR.

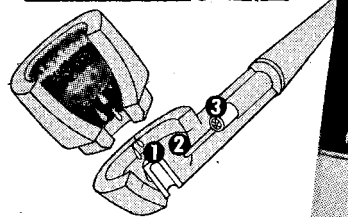


Architects Rossetti and Greer with a model of the \$30,000,000 worth of buildings that GVR designed for the mammoth Detroit Civic Center.

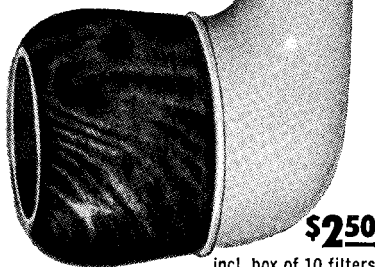


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**CADILLAC MARINE & BOAT CO., Dept. 35, Cadillac, Michigan**

## THE BOYS WITH THE \$5,000,000,000 BRAINS

(Continued from Page 37)

as nothing new. Their own definition of automation is that it is simply "the machinery required to move materials from one processing operation to the next without the application of any human endeavor." The goal is to lay out the travel pattern of work so that the widget gets manufactured in the best form, the fastest time and at the least cost. In modern industrial competition, this more and more means automation, and the economies obtained by up-to-date processes often mean that competitors must themselves build new plants to remain in the race for the consumer's pocketbook and favor.

The GVR enginets are especially offended by the expenditure of any energy, even mechanical energy, on lifting or lowering. Hence they are strong advocates of one-story plants of the it-goes-in-here-and-it-comes-out-there variety. Of course, there are times when elevation is necessary to the process, and GVR does not quarrel with this fact.

A client who leaves the details of a new plant to GVR is more than likely to find himself with not only a one-story plant but one situated in the country or a small town. Giffels and Vallet think very well of industrial decentralization, and they frown on cities. However, clients frequently have their own site ideas, not always good. One manufacturer triumphantly presented for approval a proposed plant location that would have lost him half his work force. He had picked a spot on the outskirts of a large city at the farthest possible distance from the homes of nearly everyone who worked for the company. The site had only one advantage, and GVR couldn't see that one. It was only a half mile from the owner's home, and he liked to walk to work.

Another impetuous manufacturer had already acquired his site, and a very pretty one it was. Unfortunately the buildings to be built required pretty deep foundations, and when GVR had the site test-drilled, one of the finest underground lakes in the whole state was found just below.

As a general rule the GVR view of the sun is that it is nice for golf and fishing, but otherwise a pretty ragged actor. They definitely consider the sun an undependable source of factory lighting, and windows a needless expense, except as observation ports so employees can look out occasionally to see what kind of weather they are missing. After a lot of research, GVR observers have concluded that employees turn on the lights anyway, regardless of sunlight, so why not plan for proper artificial lighting in the first place? They once caught an employer on a plant tour bragging about how copiously his plant was windowed and skylighted and how beautifully bright everything looked. They let him carry on until the party reached the exit door. Then a GVR man agreed with him that it was as bright as day in his plant, but would he kindly turn around and see why? Every light in the place was turned on, helping the sun.

The GVR archineers also consign nature's air to the recreational outdoors and tend to bar it from their buildings. They look upon air-conditioned interiors as frequently less expensive than

free air, and to support this point they produce the building costs of A-roof buildings equipped with ventilating monitors designed to achieve chimney-like effects in carrying off heat and changing air. The savings that can be made with flat-roofed construction, plus additional change picked up in lower cleaning expense and employee well-being, are specified as more than paying for the air-conditioning. This view is held even by two GVR heads, Oscar Pocock and Louis Rossetti. It is big of Pocock and Rossetti to agree, since some years ago they jointly patented a new kind of ventilating skylight, or monitor. Their monitor was used on just one job before the firm was overcome by new ideas which rendered the invention dormant.

The engineers, however, are happy to make any sacrifice in the interests of soundness and thoroughness, a quality amply demonstrated in the last few years by Bert Giffels, GVR department head and brother of Raymond Giffels. Bert is a structural-steel expert, most often occupied with facilities that manufacture tractors and heavy machinery, but on one occasion he was assigned to a race-track-grandstand job, which incidentally won second prize in a 1952 international design contest. At the time, Bert knew nothing of horse racing, even though GVR, having planned about two thirds of Detroit's Briggs Stadium, possessed some general grandstand experience. Thus Giffels found it curious that the racing people wanted their grandstand-seat rows forty inches apart, whereas baseball people were quite happy with seat rows on thirty-inch centers. In tracking down this difference Giffels discovered that race-track owners, unlike ball-park owners, want their patrons to have plenty of room to get up and move around, presumably so they can improve the breed by visiting the fifty-dollar windows.

It was to familiarize himself with such fine points of racing before he detailed the stand construction that Bert undertook a typically thorough study of horse racing. And it is cited as an example of the engineer's intense

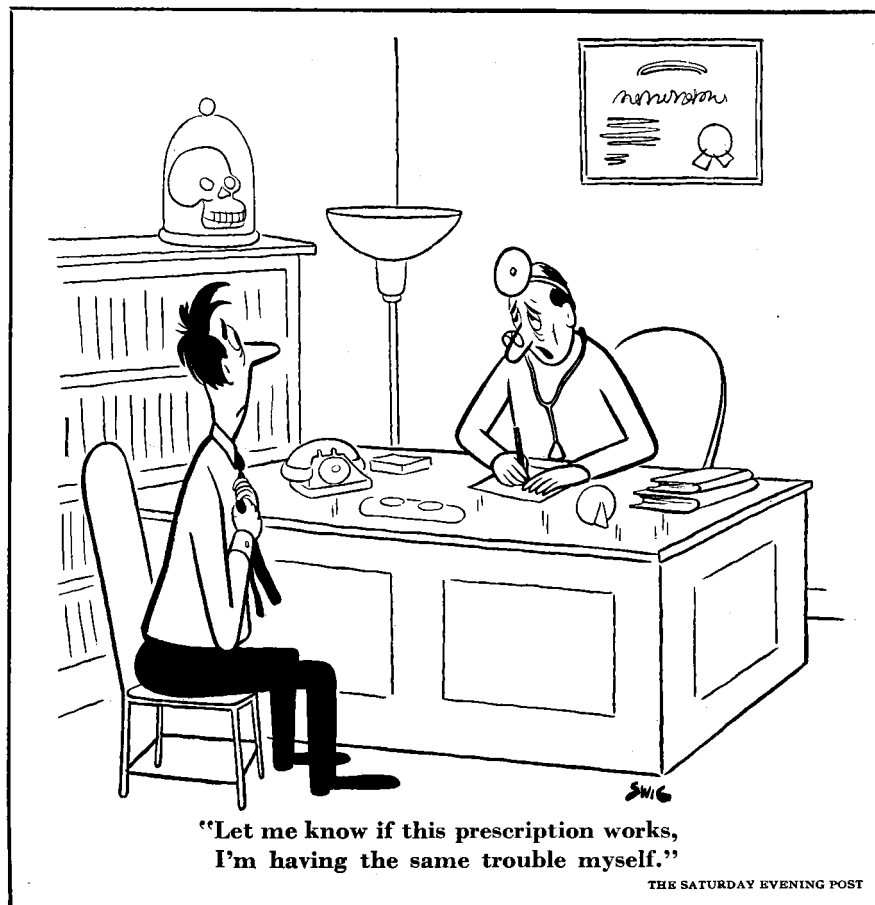
preoccupation with construction problems that Giffels is still studying the horses, even though the grandstand was finished three years ago.

The race track fell into GVR's non-industrial classification and was outside of the company's paper-doll specialization. It is with the paper dolls—they are properly called templates—that the process-layout men arrange the low-labor, efficient production lines which increasingly pass on to consumers the benefits of this automated mechanical age. The little figures are made of cardboard and they are scale representations of machines and stations at which work is to be done. GVR has a drafting room almost wholly occupied with a giant drafting table, and it is here that the dolls are shuffled around in an effort to form the slickest sequences for the manufacturing operation at hand.

This job is an industrial version of nature's task in arranging the Mississippi watershed so that tributaries join the main stream at the proper points and everything comes out right at New Orleans. The most familiar industrial example is the automobile assembly line, where the frame starts its travel and at the proper points other lines feed into the main flow, bearing motors, bodies, wheels, and so on, which are then attached to the growing car as it moves along. GVR's specialty is simply to adapt this system to any product and to do it without any or with as little as possible of the "application of human endeavor." So they push around the paper dolls until that result is achieved, then build a factory around the layout.

The company is constantly trying, however, to lessen the percentage of industrial and atomic-energy jobs in its total work packet. Vic Vallet insists that at least one of every ten jobs undertaken shall be a school, church, hospital, public building or other non-industrial project. Architect Rossetti, naturally, is highly in favor of this rule, since the nonindustrial projects require more architecture and less engineering.

Rossetti at the moment is enjoying a nice example of his preference, since



"Let me know if this prescription works,  
I'm having the same trouble myself."

THE SATURDAY EVENING POST



GVR was awarded the design and engineering of the two main buildings of Detroit's new Civic Center, a duo of convention-hall and exhibition buildings which will cost about \$30,000,000. The exhibition building will be the largest of such buildings in the country and the two buildings together are designed to hold as many as 57,000 people at one time, with hundreds of automobiles on the roof. The engineers, of course, figured out the steel columns necessary to support the great buildings, but Rossetti's architects devised the traffic patterns and Rossetti secretly believes these convolutions are as difficult as any assembly line ever set up. Since the center is on the edge of downtown Detroit, the task is to welcome thousands of private and public vehicles into the grounds, park them, and then turn them around and emit them into Detroit streets.

The problem is not simple, as Rossetti demonstrated on a plastic model of the new buildings. He was following a theoretical automobile visiting the convention building when suddenly he stopped. "If you don't mind," he said, "we will start over. Frankly, I'm lost."

Victor Vallet's wish to maintain a constant backlog of nonindustrial work is also supported by Ray Giffels, the third principal of the firm, and for a reason common to all three. None of them ever wants to be caught again with all the job eggs in a single industrial basket, as they were during the depression of the '30's. At that time, GVR was almost exclusively occupied with automobile-industry work, and when the auto plants shut down, GVR was worse than reduced to a skeleton—it actually had some bones missing.

This calamity occurred when the young firm was only a few years old. It had grown directly out of automobiles and, even more pertinent, right out of the office of Albert Kahn. Kahn is generally regarded as the father of modern industrial architecture which developed along with the automobile industry's assembly-line methods. Both Giffels and Vallet worked as young men in the Kahn office. They left together to form their own small firm and they found enough tedious detail jobs which no one else wanted to give them a fair start. Much of the work was for the Ford Motor Company, and shortly after the Giffels and Vallet firm was started, Ford also handed them a spare Ford employee who was being laid off, Louis Rossetti.

The little group had grown from three to two hundred when the depression struck. By the end of 1933 the company was back down to two of the principals, plus Oscar Pocock and a secretary with no work to do, Mary Averill. Ray Giffels had landed a small job with a Government make-work agency and the survivors envied him. He had also discovered that he could buy groceries on his charge account at a Detroit department store. He scraped this barrel bottom carefully, spacing his purchases to remain inconspicuous while he loaded up urgent provender for the Giffels family. Numbers of the former staff took WPA jobs or tried to sell insurance, and in a couple of cases became temporary schoolteachers.

Rossetti and Vallet remained with the office, allowing themselves, out of their dwindling dollars, sixty cents an hour for doing nothing. Repeal was in the air at the time, and as a hopeful practice the GVR remnant designed some fancy breweries during this period. Not one of them was ever built. Rossetti moved in with his in-laws, carried his own lunch and walked

three miles to work every day to save carfare. Mary Averill, prepared to answer a phone that never rang, drew as little as thirty-five cents an hour, but lived through it and is now chief shepherdess of the GVR feminine employees, who are isolated from the men. Mary believes that draftsmen dealing with precise mathematical figures should not be subject to diversion by any other kind.

This drought, which very nearly left the bleached blueprints of GVR lying on an economic desert, was broken by a nice little auto-factory job in 1934. The partners remember the assignment as one of the finest they ever received. From then on, GVR recovered along with American industry to play their part in what is called the "second industrial revolution," the rise of automatic-production lines. Ahead lie possibilities, they believe, in peaceful atomic-power work, a great expansion in school and hospital construction, changes in building exteriors, and always more industrial automation to release human beings from physical work.

In the midst of this world of mathematics, drafting tables, huge bundles of blueprints and structural and machinery details, it would be easy to picture the GVR principals as afflicted with occupational dullness. They are nothing of the kind. Vallet is a quick, alert man with a biting sense of humor and a real appetite for all the details of the business. He is one of the finest worriers in the profession, especially when things are going well, and his colleagues confidently assume that all the ulcers inherent in the design-and-layout trade will naturally go to him and leave them alone, which appears to be the case. He has them. Vallet is a Hoosier who took his engineering at the University of Colorado, because that distance matched his funds at the time. If he had been flush he might well have studied at Hawaii or Oxford. He is a mover and a jumper.

Ray Giffels is the opposite, an affable, easygoing, gregarious man. Born on a Michigan farm, he went to school where it was comfortable to do so, at nearby Michigan State. He likes little pranks, and on a visit to Paris last summer he discovered gleefully that his draftsmanship enabled him to change the lettering on post cards of the Eiffel Tower so that the alteration would be almost unnoticeable. This enables him to present pictures of a little job he did in Paris, the Giffels Tower. He is a consistent winner of the luncheon game, Honest John.

As fellow engineers, these two feel morally obliged to needle Louis Rossetti, the architect. They couldn't find a more charming target. Rossetti is gracious, good-humored and has never been known to raise his voice. As an artist he is privileged to maintain his own office as if a high wind had just passed through. There is a sign to identify it, if nothing else would. The sign reads: BAT ROOST. Other signs come and go. If Rossetti takes a vacation or even a short trip, he is almost sure to find that his associates have put up a sign reading: FORMER OFFICE OF LOUIS ROSSETTI.

Sometimes he puts up his own signs. There is one on his drawing table reading: THIS DESK IS FOR WORK ONLY. DO NOT PILE THINGS HERE. The table is piled with architectural miscellany, partly obscuring the sign. Samples of marble, enameled metal, wood, plastics and all sorts of building materials are stacked everywhere. And usually there are nicely colored renderings of build-



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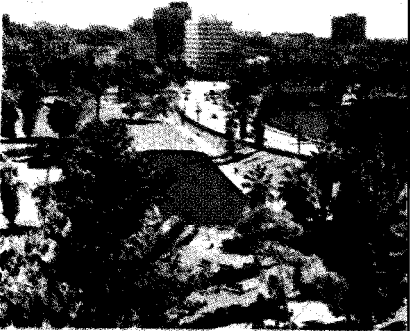
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Rossetti, L.

ings on the drawing boards, perhaps ranging from a huge cement plant to a modest church. In Rossetti's division, which is one floor of the GVR offices, wives appear to be talented, since sculptured pieces and hand-done ceramics created by the architects' wives are scattered around. Rossetti's wife is an accomplished silversmith.

Out of all this easygoing informality, which is scattered over five floors of two buildings pretty well sprinkled with blond pin-ups on the walls, there issue precise drawings of the most intricate

machines and structures. Many of these jobs are so involved that GVR sends out supervisors and interpreters to see that contractors read the blueprints correctly, and the firm maintains a hundred or more field men at atomic-energy installations alone. It is frustrating to GVR that they rarely get public credit for what they do, but they rarely do. Contractors refer to "jobs we just finished" and owners speak of "a plant I just built," and printed notices merely formalize these sayings without ever mentioning GVR.

The company knows, however, that it would soon get credit if it devised a production line that produced motors with cylinders missing or a building with no doors. This hasn't happened yet, but some of the slips that have occurred within the two professions of architecture and engineering keep Giffels, Vallet and Rossetti more tolerant of client foibles than they might otherwise be.

The classic story of the basement-built boat that was too large to get out is no myth. A new airplane-assembly

plant in the South completed its first plane before discovering that the exit doors were smaller than the airplane. GVR itself once designed a factory truck bay into which loaded trucks passed nicely, but when the cargo was unloaded and the trucks rose on their springs they couldn't get out again. The company also once planned an under-street crossing for a pipe line that turned out to be eighteen inches above the street level.

Some of the big boo-boos of the two professions—not GVR's—have been hair-raising. A traveling crane was built into a steel-plant building in the Midwest for the purpose of carrying fifty-ton ladles of molten metal to the end of the building, where the ladles were to be deposited on flatcars. The flatcars were then to rush the hot metal to the next operation elsewhere in the plant. On opening day the crane carrying its initial ladle sped the length of the building toward the first waiting flatcar. Unhappily, the crane missed connections by ten feet. It was impossible to reach the flatcar. The end of the building had to be torn out and rebuilt.

Although dozens of people normally check building steel before it is fabricated for a job, the steel columns for a large school managed somehow to turn up three feet short, and a nationally known architect once designed a school four feet longer than the city block it was supposed to fit. The error was unearthed only after contracts had been let and staking out had begun.

A GVR man once solved a compelling problem of ventilation where gasoline fumes underground were to be dispersed. A dozen inspectors had failed to find out why the system didn't work—a huge fan was running backward. A similar misperformance in a giant steam-pressure vessel was uncovered by dismantling the vessel. A workman had left a pair of overalls, a stool and a paint bucket inside.

It is unthinkable to picture a laboratory without Bunsen burners, yet a large one was completed before anyone discovered that no facilities had been provided for gas. And possibly the most humiliating of all cases was unearthed on the proud day of dedication of a new post office. Someone had a reasonable impulse to mail a letter, only to find that there were no mail slots anywhere in the building.

Although there is a precedent for practically any imaginable blooper in the design-and-plan trade, even a sewer system that worked backward, Giffels, Vallet and Rossetti are glad to risk the occupational hazards. They have confidence that their automated manufacturing sequences will move in the right direction, bend, drill or stamp the right parts and put them together correctly. They have faith that industry can thus make it possible for everyone to have a little more by working less.

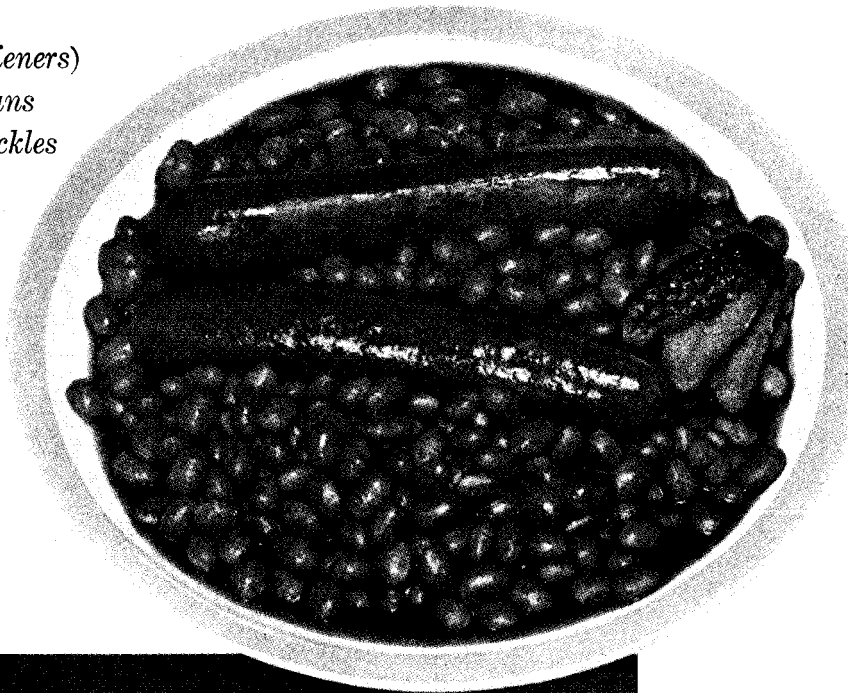
They are even willing to smile about the eccentricities of clients like the factory owner who wanted and got a windowless factory, and then complained bitterly that he couldn't look out and see how things were going around the plant. They also hope that their drafting labors will be put to better use than a bridge they once designed for the Navy at Norfolk, Virginia. It was a fine bridge, complete with recessed lighting and flattened sides to minimize interference with nearby air operations. But unhappily, shortly after it was completed, the Navy filled in the stream which it crossed. THE END

## The Best Cooks way to QUICK MEALS

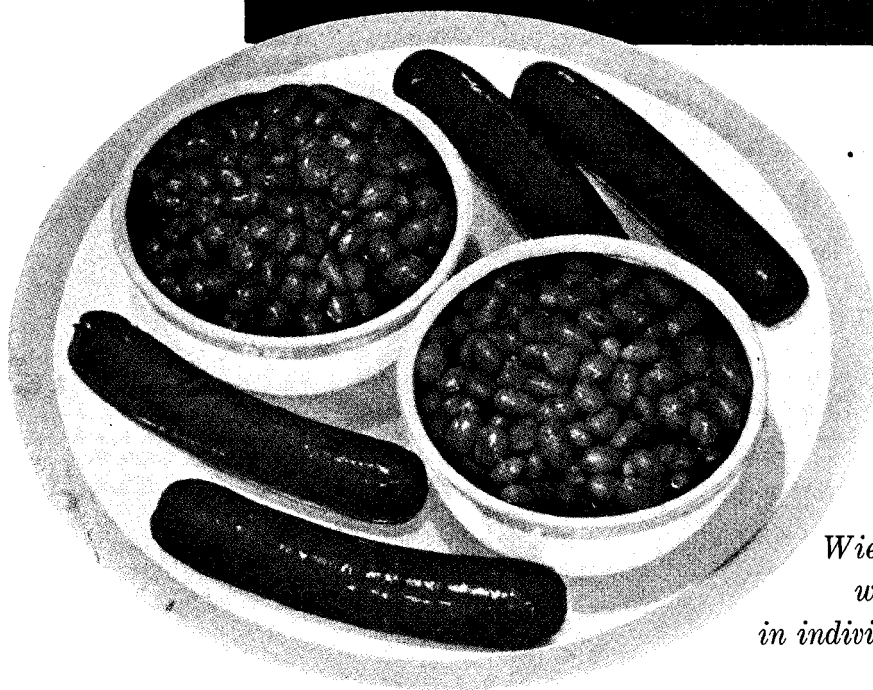
2 QUICK-TO-MAKE DISHES made more delicious with

### Van Camp's PORK AND BEANS

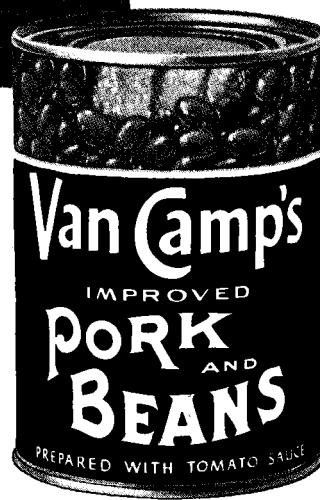
*Franks (some call them wieners)  
with Van Camp's Pork and Beans  
and Stokely's Finest Pickles*



Stokely-VanCamp



*Wieners (others call them Franks)  
with Van Camp's Pork and Beans  
in individual casseroles*



VAN CAMP'S • THE LARGEST SELLING BEANS IN ALL THE WORLD

Louis Rossetti, F.A.I.A.  
Director of Architecture

Rec'd 7-25-64

Mr. Rossetti was elevated to Fellowship of the American Institute of Architects in 1955 for his notable contribution to the advancement of the profession by his "achievement in design."

He has complete responsibility of planning and architectural design in all area of building development, including structures and facilities for institution, municipalities, research, commerce and industry.

Mr. Rossetti is registered with the National Council of Architectural Registration Boards, and holds architectural registrations in Michigan, 37 other states, and in the District of Columbia.

In recent years he has served as a consultant to the Board of Design of the Inter-American Center Authority in Miami and as a member of the planning board of the District of Columbia Auditorium Commission, a founder group for the design of the National Cultural Center. Also in recent years, Mr. Rossetti has served on the Michigan Cultural Commission as the committee chairman of architecture, landscaping and planning. Since 1952, he has been a member of the Civic Design Committee of the Detroit Chapter, American Institute of Architects, also past president. He is also a member of the Michigan Council of the Arts; also a corresponding member of Committee on Industrial Architecture.

Mr. Rossetti is now serving as the consultant to Grand Rapids in planning Civic Center facilities and urban renewal projects, one of many major complexes for which he has directed the master planning and design. Other programs include the new 381-bed Providence Hospital in Detroit and units of the University of Michigan Medical Center, including the Kresge Medical Research Building and its adjoining library, the Outpatient Clinic, and the Medical Science and School of Nursing Building. His recent master planning and design direction in the institutional field also includes a new \$10 million campus for the Sisters of Mercy, located in Farmington,

Michigan, a 12-unit campus expansion for St. John Fisher College, and a Fine Arts Center for Nazareth College, both in Rochester, New York.

For his designs, G&R has been the recipient of many awards. In recent years, Mr. Rossetti was presented an Honor Award Medal by the AIA Detroit Chapter for Design Excellence, and an Honor Award by the Western Michigan Chapter, AIA. The National Body of the AIA has presented him an Award of Merit for the design of the Veterans Administration Hospital in Fort Wayne, Indiana. For his design of the Detroit Race Course in Michigan, Mr. Rossetti received an international second prize for design excellence in a competition sponsored by a Belgian National publication.

At the present time, G&R is expanding and modernizing the WWJ-TV Studios, originally designed by Mr. Rossetti and for which he received an Award of Merit by the Detroit Chapter of the AIA. He has also received a Distinctive Design Award from Church Property Administration for a Convent located in suburban Detroit. For his design of the Athletic Building at the University of Michigan, the editors of McGraw Hill presented this project a First Prize-International in the Institutions category.

His planning of Cobo Hall has been highly commended, including an Honor Award from Institutions Magazine, and a number of regional and national design commendations from technical societies.

Mr. Rossetti, born in Paris, France, took his undergraduate college work in Berlin. After service in World War 1, he returned to his professional studies in Rome, Italy, where he graduated as an architectural engineer and later took his Doctorate. For two years, he was an assistant professor at the Royal Institute of Professional Training in Rome, followed by a traveling scholarship to the United States in 1924.

December 3, 1969

Louis Rossetti, FAIA

Louis Rossetti, born in Paris, France, took his undergraduate college work in Berlin. After service in World War I, he returned to his professional studies in Rome, Italy, where he graduated as an architectural engineer and later took his Doctorate. For two years, he was an assistant professor at the Royal Institute of Professional Training in Rome, followed by a traveling scholarship to the United States in 1924.

Louis Rossetti was elevated to Fellowship of the American Institute of Architects in 1955 for his notable contribution to the advancement of the profession by his "achievement in design." He was awarded the Gold Medal of the Michigan Society of Architects in 1967.

Mr. Rossetti is registered with the National Council of Architectural Registration Boards, and holds architectural registrations in Michigan, 37 other states, and in the District of Columbia.

In recent years he has served as a consultant to the Board of Design of the Inter-American Center Authority in Miami and as a member of the planning board of the District of Columbia Auditorium Commission, a founder group for the design of the National Cultural Center. Also in recent years, Mr. Rossetti has served on the Michigan Cultural



Commission as the committee chairman of architecture, landscaping and planning. Since 1952, he has been a member of the Civic Design Committee of the Detroit Chapter, American Institute of Architects, also past president. He is also a member of the Michigan Council of the Arts.

Lou is now serving as the consultant to Grand Rapids in planning Civic Center facilities and urban renewal projects, one of many major complexes for which he has directed the master planning and design. Other programs include the new 381-bed Providence Hospital in Detroit and units of the University of Michigan Medical Center, including the Kresge Medical Research Building and its adjoining library, the Outpatient Clinic, and the Medical Science and School of Nursing Building. His recent master planning and design direction in the institutional field also includes a new \$10 million campus for the Sisters of Mercy, located in Farmington, Michigan, a 12-unit campus expansion for St. John Fisher College, and a Fine Arts Center for Nazareth College, both in Rochester, New York.

For his designs, Giffels & Rossetti has been the recipient of many awards. In recent years, Lou was presented an Honor Award Medal by the AIA Detroit Chapter for Design Excellence, and an Honor Award by the Western Michigan Chapter, AIA. The National Body of the AIA has presented him an Award of Merit for the design of the Veterans

Administration Hospital in Fort Wayne, Indiana. For his design of the Detroit Race Course in Michigan, Lou received an international second prize for design excellence in a competition sponsored by a Belgian National publication.

He has received a Distinctive Award from Church Property Administration for a Convent located in suburban Detroit. For his design of the Athletic Building at the University of Michigan, the editors of McGraw Hill presented this project a First Prize-International in the Institutions category. His planning of Cobo Hall has been highly commended, including an Honor Award from Institutions Magazine, and a number of regional and national design commendations from technical societies.

Currently, Lou is a principal of Rossetti/Associates, Inc. with his son Gino Rossetti, AIA.

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# THE AMERICAN INSTITUTE OF ARCHITECTS

## Application for Membership Emeritus

TO BOARD OF DIRECTORS,  
THE AMERICAN INSTITUTE OF ARCHITECTS

2/28/75

I wish to apply for Membership Emeritus in the Institute for the following reasons:

*Check the appropriate reason*

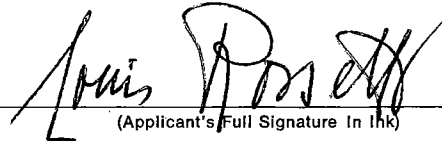
- ☒ I am more than 70 years of age.
- ☐ I am 60 years of age, retired, and not engaged in architecture.
- ☐ I am unable to engage in architecture.

*The Detroit Chapter, AIA  
Approves the request for  
Emeritus Membership of  
Louis Rossetti, FAIA.*

*R. Dumke*

I have been in good standing in the Institute and the Detroit Chapter  
for 15 successive years or more immediately preceding the date of this application.

Date 24 Feb 1975

  
(Applicant's Full Signature In Ink)

*Louis Rossetti, FAIA*

*1234  
Penobscot  
Bldg.  
48226*

The applicant may supplement the above reasons in writing below or on sheets which he shall attach to this application. Under exceptional conditions and circumstances, the Board of Directors may lessen the period of good standing but not the requirements as checked above.

MAR 3 1975

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## THE AMERICAN INSTITUTE OF ARCHITECTS

March 4, 1975

Mr. Louis Rossetti, FAIA, Member Emeritus  
1234 Penobscot Building  
Detroit, Michigan 48226

Dear Mr. Rossetti:

On behalf of the Board of Directors, I have the pleasure of informing you that you have been elected a Member Emeritus of the Institute.

The Board joins with me in expressing my great appreciation for your many years of support of the work and projects undertaken by the Institute towards creating better architecture and a better environment.

I hope your interest in the Institute and your Chapter will continue, even though you now are relieved of all dues payments.

With best wishes,

Sincerely yours,

Hilliard T. Smith, Jr., FAIA  
Secretary

cc: Detroit Chapter, AIA  
Michigan Society of Architects, AIA



Detroit Chapter  
The American Institute  
of Architects

December 2, 1977

CONTACT: Detroit Chapter, AIA  
553 East Jefferson  
Detroit, Michigan 48226  
(313) 965-4100

Ann Stacy, Hon. AIA  
Executive Director

IMMEDIATE RELEASE

AIA AWARDS GOLD MEDAL

The Detroit Chapter, American Institute of Architects awarded its highest award the Gold Medal at their Annual Awards Banquet to Louis A Rossetti, FAIA, President of Rossetti Associates/Architects Planners, Detroit. Mr. Rossetti received the 1977 Award for his outstanding contribution to the profession (please see attached criteria).

Also at the awards banquet the 1976 Gold Medal was awarded to William R. Jarratt, FAIA, of Smith, Hinchman & Grylls, Associates, Inc., Detroit for his outstanding contribution to the profession. Mr. Jarratt was the Michigan Society of Architects Regional Director to the National AIA Board of Directors and was unable to receive it last year.

The 1977 Honorary Membership was given to Ray W. Macdonald Chairman of the Board for The Burroughs Corporation for their contribution to the City of Detroit. Please see attached criteria from the Chapter Bylaws.

###

# Dragline

**WOODFORD TO RETIRE.** John P. Woodford, former director of the Michigan Dept. of Transportation, will be retiring from his post of chief deputy to current MDOT Director James P. Pitz in January. Mr. Woodford, 60, will thus culminate a career spanning 35 years of service to the state of Michigan. Last week he was honored by Lansing's Capital Area Transportation Authority for championing state aid for bus systems over the years. We'll be following Mr. Woodford's transition in the weeks ahead and, in a latter issue, will be recapping his many outstanding accomplishments.

**COURT TO DECIDE ON FUNDS.** The Michigan Supreme Court is set to decide the fate of \$18.5 million in state funds earmarked for new waste and water treatment plants and related construction. Some 305 municipalities, some of which having already paid contractors in anticipation of state reimbursement, will be affected by the court's decision. The \$18.5 million represents money the municipalities hope to get under a 1968 bonding program for fighting water pollution. The legal problem arose when the voter passed measure which created the bonding program limited interest to 6%. The program has sold about \$302 million in bonds but, at today's high interest rates, the bonds can no longer be sold at that figure. The legislature responded to the problem by amending the bond program to permit the use of a floating interest. The Court was consulted when legal question arose over the actions of the legislature. Oral arguments were heard last March, but state officials still are waiting for the final word.

**I.R.P., LOUIS ROSSETTI.** The designer of Detroit's Cobo Hall, Louis Rossetti, FAIA, died Oct. 22 in Laguna Beach, Calif. He was 88 and had been suffering from heart disease. Until about a year ago he had been a senior consultant to his son Gino's firm, Rossetti Assoc. Inc. of Detroit. Mr. Rossetti was born in Paris and studied at the College of Engineering in Berlin and the Royal Institute of Applied Engineering in Rome, graduating as an architectural engineer and receiving a doctorate in 1922. He came to the U.S. in 1924, worked in industrial architecture for Ford Motor Co. until 1927, was employed at Albert Kahn Associates for a year, then joined Giffels & Vallet in 1928. He rose to chief architect and, in 1957, became a partner in the company, when the name was changed to Giffels & Rossetti (now Giffels Assoc. Inc.) In 1969 he retired and his son formed Rossetti Assoc. Mr. Rossetti was named a Fellow of the American Institute of Architects in 1955 and received more than 100 awards from the AIA during his lifetime. Besides his wife, Anita, and son, Gino, he is survived by another son, Carl; two daughters, Dorothy Chetter and Angela Brauer; and a brother, Adolph.

**BETWEEN 1990-2000.** While chances of getting Congressional authorization for a new lock at Sault Ste. Marie have been termed good by U.S. Rep. Don Albosta, chances are likely that ground would not be broken for it until the next decade. The St. Charles Democrat told a breakfast gathering of Sault Ste. officials the other week that the proposed \$240 million lock project is not a big project, as far as U.S. Army Corps of Engineers construction programs go, and has a favourable 4-1 benefit to cost ratio. Rep. Albosta, a member of the House Public Works Committee and Water Resources Subcommittee, said, however, "if you rally support, I'd guess that 1986 you could see the mud flying — but that would be real fast track, faster than normal." A somewhat less optimistic

outcome presented by Col. Ray Beurkett, district engineer from the Corps' Detroit office, would see bids for the project being taken just before 1990, under a "fast, fast track" that would have construction taking place during 1990-92. A more pessimistic view, the colonel added, assuming the lock would be built, would have the project under construction in the year 2000. Rep. Albosta asked for support from Sault Ste. Marie area residents for the project — suggesting that State Sen. Mitch Irwin and State Rep. Pat Gagliardi put together a group to come to Washington to lobby for the lock.

**GASOHOL'S BITE.** It's Count Dracula's time of year but, even so, one may still be shocked by a projection issued by the Michigan Road Builders Assn. concerning gasohol's impact on gasoline tax revenues. The group forecasts that the Michigan Dept. of Transportation will lose approximately \$18 million this year because of gasohol's 4¢ per gallon exemption from the state's 13¢ per gallon tax. Sales of gasohol in the state in the first ten months of fiscal 1983 had tripled sales of all previous fiscal years. In 1982 MDOT figured it had lost \$6.5 million and fiscal 1981 the department lost \$2.3 million. While the exemption was put into the law to encourage the development of the gasohol industry — thus conserving petroleum — we believe that when the state's Transportation Package comes up for renewal, in 1985, such encouragement should be dropped. After all, the use of ethanol as an octane booster has become common practice. An economic subsidy from the public is no longer necessary, if indeed it ever was.

**GOVERNMENT CONTRACT BIDS 'SUSPICIOUS'.** A state attorney, speaking before the Michigan House Judiciary Committee, told lawmakers that new anti-trust legislation would help his office investigate suspicious bidding practices on government contracts. Assistant Attorney General Edwin Bladen said he would support legislation introduced by Rep. Perry Bullard, (D-Ann Arbor) which is designed to curb fraudulent bidding practices. Mr. Bladen said his office has been informed of instances of identical bids being submitted on state and other government practices. He also noted that there have been cases where contractors apparently have taken turns submitting the low bid. Mr. Bladen cited other instances of anti-competitive practices. Officials in the Budget Dept.'s Purchasing Div. said they were aware of instances in which identical bids were received, but, acting as the "Voice of Reason" in this case, they noted that the problem is not widespread or on the increase.

**DETROIT'S FUTURE PLANS.** "Detroit on the Move — Today and Tomorrow" will be the topic of a luncheon gathering Nov. 8 sponsored by the Construction Activities Committee of the Engineering Society of Detroit. Kicking off at 11:30 a.m. at the ESD Building at 100 Farnsworth, the program features presentations by Emmett Moten, director of the City of Detroit's Community Economic Development Corp.; George Swede, PE, director of engineering for the Southeastern Michigan Transportation Authority; and Nick Nicholas, president of Nicholas & Co., a consultant to the Detroit Downtown Development Authority and the Central Business District Assn. Mr. Moten will address the city's economic development plans, Mr. Swede will focus on transportation options (including the downtown people mover,) and Mr. Nicholas will present a market analysis of the city. Tickets are \$16 at the door. For more details contact Mrs. Dufrane at (313) 832-5400.





Architect Louis Rossetti attends the American Institute of Architects convention at Cobo Hall in 1971. He was the designer of Cobo Hall and Arena.

## Louis Rossetti, designed Cobo Hall and Arena

By JEANNE MAY  
Free Press Staff Writer

Architect Louis Rossetti, who designed Cobo Hall and Arena, died of heart disease Saturday in Laguna Hills, Calif. He was 88.

Mr. Rossetti also designed the terminal at Metro Airport, the downtown Post Office building and the Blue Cross-Blue Shield Building.

Until about a year ago, he was a senior consultant to Rossetti Associates, his son Gino's architectural firm on Washington Blvd.

"Louis and Gino were very different," said James Pfendtner, executive vice-president of Rossetti Associates. "Gino is controversial, and Louis was very quiet. But Louis' great pride and joy was having his son follow in his footsteps."

### obituaries

LOUIS ROSSETTI was born in Paris and studied at the College of Engineering in Berlin and at the Royal Institute of Applied Engineering in Rome, where he was graduated as an architectural engineer. He earned a doctorate there in 1922 and came to the United States on a traveling scholarship in 1924.

He was to spend a year studying industrial architecture at the Ford Motor Co., but he met Anita Castellucci, and that changed his plans. They eventually married.

He stayed at Ford until 1927, when he joined Albert Kahn Associates. A year later, he joined Giffels & Vallet, where he became chief architect and, in 1957, a partner. He was with Giffels & Rossetti (now Giffels Associates) until 1969, when he retired and his son formed Rossetti Associates.

"We were encouraged to draw," Gino Rossetti said in a 1978 interview. "It became a way of life."

In 1955, Louis Rossetti was named a fellow of the American Institute of Architects, from which he received at least 100 awards over the years.

Besides his wife and son Gino, survivors include another son, Carl; two daughters, Dorothy Chetter and Angela Brauer, and a brother, Adolph.

Memorial services will be held at a time to be announced.

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