

Dated June 21, 19 48
Received June 30, 19 48
Granted August 14, 1948.

MEMBERSHIP NO ⁷¹⁹⁹ 62



In due order
July 14, 1948
J. J. Gerovani's

THE AMERICAN INSTITUTE OF ARCHITECTS

APPLICATION FOR MEMBERSHIP

RECORD OF THE SECRETARY OF THE INSTITUTE

- A Name of applicant Victor D. Gruen Chapter Southern California
- B Address of applicant 8460 Santa Monica Boulevard, Hollywood 46, California
- C Applicant proposed by Rolf Shlarek and Vincent Palmer
- D Application received with check for \$ 10.00 on June 30, 19 48
- E Application returned for correction 19 .
- F Application in due order on July 14, 1948 .
- Record of registration, Form S39, Sen (Cal.) July 13 19 48 Received. July 23, 1948.
- G Notices sent to chapter executive committee:
 - (a) Form S11, reasonable time ending on August 14, 1948, on July 14 1948 .
 - (b) Form S12, 30-day extension ending on 19 , on 19 .
- H Acknowledgments to applicant, proposers, and chapter on July 14 1948 .
- I Certified resolution of chapter executive committee recommending admission ~~or that application be denied~~ received on July 19, 19 48 .
- J No report from chapter executive committee on 19 .
- K Application sent to The Board of Examiners on August 5, 19 48
- L The Board of Examiners reported on application on August 5, 19 48
- M Applicant was admitted on August 14, 19 48
- N Notice and certificate to applicant and notice of assignment to chapter and letter to proposers on August 14, 19 48
- 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

Victor D. Gruen

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

Date August 14, 19 48

Carl A. Dink
Secretary

(a)

7799
62



INSTRUCTIONS

Type in all information carefully and sign with ink.
Mail this original and check for \$10.00 to The Secretary, The American Institute of Architects, 1741 New York Avenue, N. W., Washington 6, D. C.
File the duplicate, on yellow paper, with the secretary of the local Chapter of The Institute.

The American Institute of Architects

APPLICATION FOR CORPORATE MEMBERSHIP

THE AMERICAN
INSTITUTE OF ARCHITECTS
WASHINGTON, D. C.
JUN 30 AM 9:06

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

1. My full name is **Victor D. Gruen**
2. I am a **Naturalized** citizen of **the United States**
3. My legal residence is in the City of **Los Angeles**
County of **Los Angeles** State of **California**
4. My address in The Institute records will be
Number **8460** Street **Santa Monica Boulevard**
City **Hollywood** Zone **46** State **California**
5. I am engaged in the profession of architecture as **a practicing architect**
6. I desire to be a member of the **Southern California** Chapter.
7. I declare that I will comply with the By-laws; and the Standards of Professional Practice of The American Institute of Architects, which are attached hereto; and the Rules and Regulations supplementary thereto; and that I understand the duties, responsibilities, and obligations of a member of The Institute.
8. I have filed the duplicate of this application with the secretary of the Chapter above named. I am not indebted to The Institute or to any of its component organizations.
9. I enclose my check for \$10.00, for admission fee and the first year's annual dues, of which \$1.00 is for a year's subscription to the *Bulletin of The American Institute of Architects*. It is my understanding that if I am not admitted to membership \$5.00 will be returned to me, and \$5.00 retained by The Institute as an examination fee.

Is Architecture your principal vocation? **YES**
If you are practicing any other vocation kindly indicate the nature of the work.

Date **June 21 1948**

Victor D. Gruen
Applicant sign full name in ink

PAID
4/10 - 7/20/48

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State whether a natural or a naturalized citizen.

State whether residence or office address.

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

STATISTICS

10. Date of birth July 18, 1903 Place of birth Vienna, Austria

11.(a) I am registered or licensed to practice architecture in the following-named states:

Austria
California (Certificate No. C-1029)

(b) I passed the State Board Examination in the following-named states:

California

(c) I hold Certificate No.....of the National Council of Architectural Registration Boards, for having passed their Standard Examination.

EDUCATION

12.(a) I attended high schools, private schools, colleges, universities, as follows:

<i>Name of School, College, University</i>	<i>Location</i>	<i>No. of Years</i>	<i>Year of Graduation</i>	<i>Degree</i>
Realgymnasium (Highschool)	Vienna	4	1918	
Technological Vocational Federal Institute (Dept. of Architecture)	Vienna	4	1923	Graduated by unanimous decision
Academy of Fine Arts (Master School of Architecture)	Vienna	2	1925	

(b) I have held the following-named scholarships or other honor awards, and have traveled in the following-named countries:

Travels: Austria, Germany, Italy, Switzerland, France, England, Czechoslovakia, Hungary, United States, Hawaii

PROFESSIONAL TRAINING

13. 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:

	<i>From</i>	<i>To</i>
Melcher & Steiner, Architects Vienna, Austria (draftsman, head designer, building executive)	1923	1932
Own Office in Vienna (Architect)	1933	1938
Morris Ketchum, Jr., Architect New York, N. Y. (Associate)	1938	1940
Gruen and Krummeck Associates New York, N. Y. Los Angeles, California (Partner)	2. 1940 1941	1941 to date

PROFESSIONAL PRACTICE

14. 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 or as a public official or have taught architecture or the arts and sciences allied therewith. (State names of firms or corporations or public office and of schools or colleges).

	<i>From</i>	<i>To</i>
With Melcher & Steiner, Architects Vienna, Austria (*date of receipt of Austrian Architectural Certificate)	*May 3, 1929	1932
Own Office in Vienna	January 1, 1933	May 1938

BUSINESS AFFILIATIONS

15. I list below other business in which I participate or own an interest, and the extent of such participation or interest.

None

PRESENT OR PREVIOUS MEMBERSHIPS IN ARCHITECTURAL ORGANIZATIONS

16. Member of Institute from	to	
17. Junior of Institute from	to	
18. Associate of	Chapter from	to
19. Junior Associate of	Chapter from	to
20. Student Associate of	Chapter from	to
21. Member of State Organization in	from	to
Architectural League of New York - 1946		

ENDORSEMENT BY PROPOSERS

(The two proposers must be corporate members of The Institute in good standing.)

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

I have known the applicant for 7 years. I have known the applicant for 2 years.

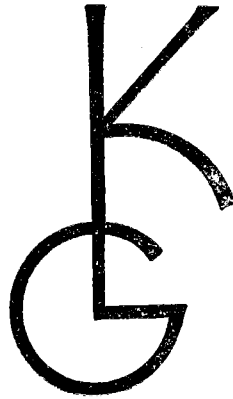
Signed Roy S. Klear
Proposer

Signed [Signature]
Proposer

962 N. LA CIENEGA BLVD.
LOS ANGELES - 46, CALIF.

3006 Wilshire Blvd
Los Angeles 5, Cal.

Roy S. Klear³



THE AMERICAN
INSTITUTE OF ARCHITECTS
1948 JUN 30 AM 9:06
WASHINGTON, D. C.

G R U E N A N D K R U M M E C K

V I C T O R G R U E N A R C H I T E C T

June 28, 1948

MICHAEL AUER
R. L. BAUMFELD
KARL VAN LEUVEN JR
HERMAN GUTTMAN

The Secretary,
The American Institute of Architects,
1741 New York Avenue, N.W.,
Washington 6, D. C.

Dear Sir:

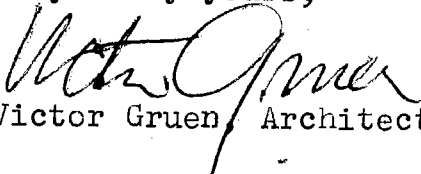
Enclosed please find application for corporate membership, completed, signed and endorsed by the following proposers:

Mr. Rolf Sklarek, 962 N. LaCienega Blvd, Los Angeles
Mr. Vincent Palmer, 3006 Wilshire Blvd., Los Angeles

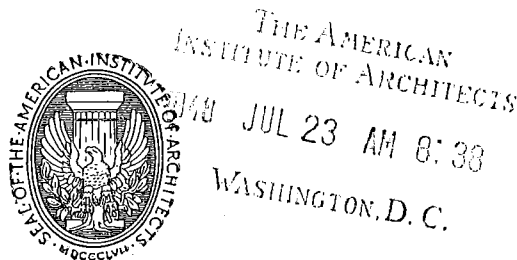
Enclosed also find my check for \$10.00 for admission fee and first year's annual dues.

Please let me know if there are any further steps necessary to membership or if there is any other information which you will require.

Very truly yours,


Victor Gruen, Architect

r/d
encs/2



AP No

7199
6299

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

RECORD OF REGISTRATION

OF

Victor D. Gruen, Hollywood, Calif.

(Name of Applicant)

SECRETARY,

BOARD OF ARCHITECTURAL EXAMINERS,
Los Angeles, Calif.

Address

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 July 13 19 48

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? Oral examination in California
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? If so, give Certificate No.....
6. Date of ~~last~~ registration May 21 19 48 Registration No. C-1029 Is it current? Yes

Fisher

Executive

(Signature of Secretary of Board)

Date July 19, 19 48

Calif. State Bd. of Arch. Examiners
(Name of Board)

THE AMERICAN INSTITUTE OF ARCHITECTS
THE OCTAGON, WASHINGTON, D. C.

COPY

August 14, 1948

Dear Mr. Gruen:

The Secretary is happy to inform you that your application for membership in The Institute was acted on favorably by The Board of Directors and that you were admitted to corporate membership in The Institute and assigned to membership in the Southern California Chapter, effective August 14, 1948. 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 the 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 yours,


Secretary

Mr. Victor D. Gruen, A.I.A.
8460 Santa Monica Boulevard
Hollywood 46, California

CWD:MS
Enclosures

cc to - Proposers: Mr. Rolf Shlarek, A.I.A.
Mr. Vincent Palmer, A.I.A.

STATE OF MINNESOTA

GEORGE M. SHEPARD, CHAIRMAN
M. E. CHAMBERLIN, VICE CHAIRMAN
KENNETH M. FULLERTON,
SECRETARY-TREASURER

LEWIS L. ANDERSON,
SPECIAL ASSISTANT ATTORNEY GENERAL

BOARD OF



REGISTRATION

A. REINHOLD MELANDER
E. S. RANKIN
DALE R. MCENARY
BURTON J. ROBERTSON
PAUL V. BURGETT
LEROY A. GRIFFITH

OFFICE OF THE BOARD
316 NEW YORK BLDG.
ST. PAUL 1, MINNESOTA

FOR ARCHITECTS, ENGINEERS AND LAND SURVEYORS

TELEPHONE: CEDAR 3013
EXTENSION 383

October 28, 1952

American Institute of Architects
1741 New York Ave. N. W.
Washington, D. C.

Gentlemen:

Mr. Victor D. Gruen of 31 W. 12th St.
New York 11, N. Y. has applied to this Board for
registration as an Architect
under the laws of Minnesota, and his application shows
membership in the American Institute of Architects.

Will you please send us a copy of Mr. Gruen's
record? This will be held in confidence, and only used
for the purpose it is intended under the Minnesota law.

A stamped return envelope is enclosed for your
convenience.

Very truly yours,

State Board of Registration for A.E. & L.S.

Helen D. Carlson
Helen D. Carlson J.R.
Executive Secretary

VICTOR GRUEN *architect a.i.a.*

R. L. Baumfeld

Edgardo Contini

NEW YORK • DETROIT • LOS ANGELES

Karl Van Leuven, Jr.

November 24, 1952

Mr. J. Winfield Rankin, Administrative Secretary
American Institute of Architects
1741 New York Avenue, N. W.
Washington 6, D. C.

Dear Mr. Rankin:

Mr. Victor Gruen has asked me to write to you concerning a change in his resident A.I.A. status. He is at present a resident member of the Southern California chapter, but since he is now living in New York, he would like to become a resident member of the New York chapter and change his status in the Southern California chapter to that of non-resident member.

We would very much appreciate it if you would take the necessary steps to effectuate this change. We are sending a copy of this letter to the Southern California chapter so that they will be informed of this request.

Sincerely,

Valerie S. Goldstein

Valerie S. Goldstein
Secretary to Victor Gruen

vsg

cc: A.I.A., Southern California Chapter

31-33 West Twelfth Street, New York 11, New York • CHelsea 3-7423

Suspense



THE AMERICAN INSTITUTE OF ARCHITECTS
1741 NEW YORK AVENUE, N. W.
WASHINGTON 6, D. C.

NOTICE OF REQUEST FOR TRANSFER

November 26, 1952
(Date)

Member Requesting Transfer: **Mr. Victor Gruen, A.I.A.**
Address: **31-33 West Twelfth Street
New York 11, New York**

From: **Southern California Chapter, A.I.A.**
(Chapter)

To: **New York Chapter, A.I.A.** *Rec'd*
(Chapter)

TO: THE SECRETARIES OF THE ABOVE NAMED CHAPTERS:

The member whose name appears above has requested that his membership be transferred as indicated.

In accordance with the By-laws of The Institute, we are writing to request if this proposed transfer meets with the approval of the chapter to which he desires to be transferred, and if he is in good standing in the chapter to which he is presently assigned.

Upon receipt of your advices, final action can be taken. A prompt reply will be appreciated.

Very truly yours,

Edmund R. Purvis

EXECUTIVE DIRECTOR

P.S. to Southern California Chapter:

As you have been advised, Mr. Gruen wishes to be affiliated as an unassigned member of your Chapter.

ERP

CHARLES E. FRY, *President*
HENRY L. WRIGHT, *Vice-President*
C. DAY WOODFORD, *Secretary*
ROBERT THOMAS, *Treasurer*



DIRECTORS
WM. GLENN BALCH, *One year*
JOHN J. LONDON, *One year*
KEMPER NOMLAND, *Two years*
S. KENNETH JOHNSON, *Three years*

SOUTHERN CALIFORNIA CHAPTER
THE AMERICAN INSTITUTE OF ARCHITECTS
SUITE 9, 3723 WILSHIRE BOULEVARD, LOS ANGELES 5
DUNKIRK 4-1197

December 5, 1952

Mr. Edmund R. Purves, Executive Director,
American Institute of Architects
1741 New York Avenue
Washington, D. C.-6-

Dear Mr. Purves:

Request for transfer Mr. Victor Gruen.

Mr. Gruen is in good standing in the Southern California Chapter with dues paid up to January 1st, 1953.

We are very happy to keep Mr. Guren as an unassigned member of this Chapter.

Sincerely,

C. Day Woodford
C. Day Woodford, Secretary.

2.3
Gruen



THE AMERICAN INSTITUTE OF ARCHITECTS
1741 NEW YORK AVENUE, N. W.
WASHINGTON 6, D. C.

December 8, 1952

NOTICE OF TRANSFER OF MEMBERSHIP

Effective Date - December 1, 1952

TO: Transferred Member:

Mr. Victor Gruen, A.I.A.
51-33 West 12th Street
New York 11, New York

Handwritten initials

Secretary of Chapter
To Which Member is
Transferred

Mr. Richard A. Kimball, Secretary
New York Chapter, A.I.A.
115 East 40th Street
New York 16, New York

Secretary of Chapter
From Which Member
Is Transferred

Mr. C. Day Woodford, Secretary
Southern California Chapter, A.I.A.
3723 Wilshire Boulevard
Los Angeles 5, California

In accordance with Chapter II, Article 1, Section 7 of the By-laws of The Institute this will advise that the above-named corporate member has been transferred as indicated.

Sincerely yours,

SECRETARY

Copies to the Secretaries -

New York State Association of Architects, A.I.A.
California Council of Architects, A.I.A.

P.S. - Mr. Gruen will continue his affiliation with the Southern California Chapter as an unassigned member thereof.

THE AMERICAN INSTITUTE OF ARCHITECTS
THE OCTAGON, WASHINGTON, D. C.

2-3
COPY
Gruen

Administration Building
1735 New York Avenue, N. W.

November 7, 1952

Dear Miss Carlson:

As requested in yours of October 28th, we are pleased to send, herewith, copies of the applications for corporate membership filed by

Maurey Lee Allen, A.I.A. - Elected April 30, 1946

Victor D.Gruen, A.I.A. - Elected August 14, 1948

We trust this information will be helpful.

Yours sincerely,

(Miss) Florence H.Gervais
Membership and Records

Miss Helen D. Carlson, Executive Secretary
State Board of Registration for Architects, etc.
316 New York Building
St. Paul 1, Minnesota

Enclosures

DEC 8 0 1952

RUDER & FINN ASSOCIATES

32 EAST SIXTY EIGHTH STREET, NEW YORK 21, N. Y. TRAFALGAR 9-3600

December 29, 1952

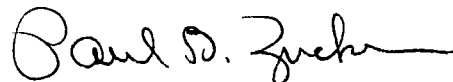
Mr. Henry H. Saylor, Editor
Journal of the American Institute
of Architects
1741 New York Avenue, N. W.
Washington 6, D. C.

Dear Mr. Saylor:

To help bring your photographic files up to date, we are sending you a new portrait photo of Victor Gruen, Architect, A.I.A. which you may find occasion to use in future issues of your publication. Most of the photographs of Mr. Gruen in your files were taken some time ago and we felt you might like to have a recent one.

We are pleased to have this opportunity to be of service and if we can be of any further help, please let us know.

Cordially yours,



Paul B. Zucker

PBZ:djk

enc.

cc to: Mr. Victor Gruen

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Mr. Pettengill
me

December 30, 1952

Mr. Paul B. Zucker
Ruder & Finn Associates
32 East 68 Street
New York 21, New York

Dear Mr. Zucker:

Thank you for sending us the recent
portrait of Mr. Victor Gruen.

We are glad to have this for our file
of architects' portraits.

Very truly yours,

(Miss) Audrey Teele
Assistant to the Editor

PROFESSIONAL RECORD

VICTOR GRUEN, ARCHITECT, A. I. A.

NEW YORK - DETROIT - LOS ANGELES

BORN: VIENNA, AUSTRIA

EDUCATION: TECHNOLOGICAL INSTITUTE, ADVANCED DIVISION FOR BUILDING CONSTRUCTION,
VIENNA, AUSTRIA.

ACADEMY OF FINE ARTS, VIENNA, AUSTRIA.

REGISTRATION: ARCHITECT IN VIENNA, CALIFORNIA, MICHIGAN, MISSOURI, NEW YORK AND
MINNESOTA.

MEMBER: AMERICAN INSTITUTE OF ARCHITECTS
ARCHITECTURAL LEAGUE OF NEW YORK
MICHIGAN SOCIETY OF ARCHITECTS
MISSOURI STATE ASSOCIATION OF REGISTERED ARCHITECTS
ILLUMINATING ENGINEERING SOCIETY
URBAN LAND INSTITUTE
NEW YORK STATE ASSOCIATION OF REGISTERED ARCHITECTS

PUBLICATIONS:

1932 - 1938 PROJECTS IN AUSTRIA, GERMANY AND CZECHOSLOVAKIA PUBLISHED IN
BRITISH, FRENCH AND GERMAN MAGAZINES.

1935 MONOGRAPH ON HIS WORK PUBLISHED IN VIENNA.

1938 TO DATE PUBLICATION OF COMPLETED PROJECTS IN VARIOUS ARCHITECTURAL AND
TRADE PUBLICATIONS, INCLUDING SPECIAL SECTIONS IN 1943, 1949 AND
1952 ISSUES OF ARCHITECTURAL FORUM.

ARTICLES ON CITY PLANNING, SITE DEVELOPMENT AND LIGHTING IN
VARIOUS TRADE AND TECHNICAL PUBLICATIONS.

BOOK ON CLIENT RELATIONS ENTITLED, HOW TO LIVE WITH YOUR ARCHITECT.

COMPREHENSIVE STUDY OF SHOPPING CENTER PLANNING PUBLISHED IN
JUNE, 1952 ISSUE OF PROGRESSIVE ARCHITECTURE IN COLLABORATION WITH
LAWRENCE P. SMITH, REAL ESTATE CONSULTANT.

VICTOR GRUEN'S WORK IS EXTENSIVELY DESCRIBED AND QUOTED IN THE
FOLLOWING BOOKS: STORES AND SHOPS; THE SPECIALTY STORE; SHOPPING
CENTERS; STORES; FORMS AND FUNCTIONS OF TWENTIETH CENTURY ARCHI-
TECTURE; LIVING SPACES (VOLUME 1 OF INTERIORS LIBRARY) AND DISPLAY
(VOLUME 3 OF INTERIORS LIBRARY); ORGANIZATION AND OPERATION OF
BRANCH STORES; WORLD'S CONTEMPORARY ARCHITECTURE (2ND VOLUME,
U.S.A. 1); ARCHITECTURAL DETAILING; LANDENBAUTEN; AND WHO'S WHO
IN AMERICA (VOL. 28).

EXPERIENCE:

- 1923 - 1932 BUILDING SUPERVISOR, EDMUND MELCHER AND ING. STEINER, VIENNA, AUSTRIA. SUPERVISION OF RESIDENTIAL AND COMMERCIAL CONSTRUCTION.
- 1932 - 1938 INDEPENDENT PRACTICE IN VIENNA. DESIGN AND SUPERVISION OF LARGE RESIDENTIAL AND COMMERCIAL PROJECTS IN AUSTRIA, GERMANY AND CZECHOSLOVAKIA.
- 1938 DESIGN AND SUPERVISION OF CONSTRUCTION OF MANY COMMERCIAL UNITS DEVELOPING NEW APPROACHES TO MERCHANDISING PROBLEMS.
- 1939 TO DATE INDEPENDENT PRACTICE IN NEW YORK, WITH ADDITIONAL OFFICES IN DETROIT, LOS ANGELES, SAN FRANCISCO AND MINNEAPOLIS.

DESIGN AND CONTROL OF A DIVERSIFIED RANGE OF PROJECTS WHICH HAVE GROWN IN SCOPE FROM INDEPENDENT STORES AND SMALL STORE GROUPS - FROM INDIVIDUAL HOUSES AND SMALL HOUSING GROUPS - TO LARGE-SCALE LAND-USE PROGRAMS INVOLVING THE INTEGRATION OF REGIONAL SHOPPING DISTRICTS WITH EXTENSIVE SINGLE AND MULTIPLE DWELLING DEVELOPMENTS.

SIGNIFICANT PROJECTS: THE J. L. HUDSON COMPANY DECENTRALIZATION PROGRAM IN DETROIT; STUDY FOR AN INDUSTRIAL NEIGHBORHOOD FOR THE UPJOHN COMPANY IN KALAMAZOO; REGIONAL SHOPPING CENTER AND 400-ACRE DISTRICT DEVELOPMENT FOR THE DAYTON COMPANY IN MINNEAPOLIS; STUDIES FOR OFFICE BUILDING DECENTRALIZATION FOR INVESTORS DIVERSIFIED SERVICES; ARCHITECTURAL SERVICES FOR A TRAINING STATION FOR THE UNITED STATES AIR FORCE; PUBLIC HOUSING PROJECT (400 UNITS) FOR THE HOUSING AUTHORITY OF THE CITY OF LOS ANGELES; TWO REGIONAL SHOPPING CENTERS IN CALIFORNIA FOR R. H. MACY AND THE CAPITAL COMPANY; MASTER PLAN FOR THE PALOS VERDES PENINSULA, LOS ANGELES, CALIFORNIA, A COMPLETE COMMUNITY CONSISTING OF HOMES, APARTMENT BUILDINGS, OFFICE BUILDINGS, SHOPPING CENTERS, RECREATIONAL AND COMMUNITY CENTERS, HELIPORT AND SPECIAL-PURPOSE PROJECTS (FOR THE GREAT LAKES CARBON CORPORATION).

AMONG THE INDIVIDUAL PROJECTS OF SPECIAL INTEREST ARE: MILLIRON'S DEPARTMENT STORE, LOS ANGELES, CALIFORNIA, A ONE-STORY STRUCTURE WITH ROOF PARKING. IT HAS BEEN REPRODUCED IN THE ENCYCLOPEDIA BRITANICA AND SELECTED BY THE BRITISH ARCHITECTURAL REVIEW AS ONE OF THE IMPORTANT EXAMPLES OF CONTEMPORARY ARCHITECTURE.

THE MID-WILSHIRE MEDICAL BUILDING, LOS ANGELES, CALIFORNIA, A SIX-STORY LIGHT STEEL STRUCTURE, REPRESENTS AN IMPORTANT STEP FORWARD IN CREATIVE STRUCTURAL ENGINEERING.

VICTOR GRUEN HAS BEEN ACTIVE IN THE FIELDS OF SITE PLANNING, CITY PLANNING, AND COMMUNITY DEVELOPMENT, AND HAS SPOKEN ON THESE SUBJECTS BEFORE SUCH ORGANIZATIONS AS THE URBAN LAND INSTITUTE, THE AMERICAN INSTITUTE OF ARCHITECTS, THE NATIONAL RETAIL DRY GOODS ASSOCIATION, THE AMERICAN SOCIETY OF PLANNING OFFICIALS, AND THE AMERICAN BANKERS ASSOCIATION, AS WELL AS ON NUMEROUS RADIO AND TELEVISION PROGRAMS.

AWARDS AND EXHIBITIONS:

SOUTHERN CALIFORNIA AMERICAN INSTITUTE OF ARCHITECTS AWARD FOR ARCHITECTURAL MERIT IN 1949, FOR MILLIRON'S WESTCHESTER DEPARTMENT STORE.

SOUTHERN CALIFORNIA AMERICAN INSTITUTE OF ARCHITECTS HONOR AWARD IN 1951, FOR THE MID-WILSHIRE MEDICAL BUILDING.

AVENUE OF THE AMERICAS ASSOCIATION (NEW YORK) AWARD FOR BARTON'S BONBONNIERE (CANDY STORE).

SELECTED TO EXHIBIT IN THE 1952 AND 1953 GOLD METAL EXHIBITIONS OF THE ARCHITECTURAL LEAGUE OF NEW YORK.

SELECTED TO EXHIBIT IN THE EIGHTH PAN AMERICAN CONGRESS OF ARCHITECTS, MEXICO CITY, OCTOBER, 1952.

"SHOPPING CENTERS OF TOMORROW," A TRAVELLING EXHIBITION CREATED BY VICTOR GRUEN ASSOCIATES FOR THE AMERICAN FEDERATION OF ARTS, HAS BEEN SHOWN AT THE ROSWELL MUSEUM IN ROSWELL, NEW MEXICO, THE WICHITA ART MUSEUM IN WICHITA, KANSAS, AND THE J. B. SPEED MUSEUM, LOUISVILLE, KENTUCKY. FUTURE SHOWINGS ARE SCHEDULED FOR THE DETROIT INSTITUTE OF ARTS, DETROIT, MICHIGAN, THE WALKER ART INSTITUTE, MINNEAPOLIS, MINNESOTA, THE NATIONAL GALLERY OF CANADA IN OTTAWA, ONTARIO, AND MANY OTHER MUSEUMS IN THE UNITED STATES AND CANADA.



THE AMERICAN INSTITUTE OF ARCHITECTS
JURY OF FELLOWS

Received Oct. 24, 1960.
Voted On Feb. 9, 1961.
Voted On 19 .
Voted On 19 .
Granted Feb. 10, 19 61

NOMINATION FOR FELLOWSHIP

CASE RECORD

1. *Name of Nominee* Victor David Gruen *Date of Nomination* Oct. 18, 19 60
2. *Address of Nominee* 2 West 13th Street, New York 11, New York
3. *Nominee's firm* Victor Gruen Architect A.I.A.
4. *Nominee's principal place of business* New York
5. *Nominee's Chapter* New York
6. *Nominee's State Organization* New York State Association of Architects
7. *Nominee admitted to Institute* August 14, 1948
8. *Nominee has been in good standing in Institute from* August 14, 1948 to Dec. 31, 19 60
9. *Nominee's age* 57 *Birthplace* Vienna, Austria
10. *Nominators:* Executive Committee, New York Chapter:

<i>President:</i> Frederick J. Woodbridge	<i>Directors:</i> A. Gordon Lorimer
<i>Vice-Pres.:</i> David L. Eggers	Michael L. Radoslovich
<i>Secretary:</i> Peter S. Van Bloem	Lathrop Douglass
<i>Treasurer:</i> Michael M. Harris	Max O. Urbahn
	Richard G. Stein
11. *Achievement* in Design and Public Service

Exhibits Rec'd

NO NF 805

CONFIDENTIAL



THE AMERICAN INSTITUTE OF ARCHITECTS (Nominators leave blank)

1960 OCT 24 PM 9:15

WASHINGTON, D. C.

THE AMERICAN INSTITUTE OF ARCHITECTS

NOMINATION FOR FELLOWSHIP
BY
CHAPTER

THE JURY OF FELLOWS, A.I.A.
The Octagon, 1735 New York Avenue, N. W.
Washington 6, D. C.

Date October 18, 19 60

The Executive Committee of this Chapter, at a duly called meeting on October 18, 1960 *Type in full name.
nominated* Victor David Gruen
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* Victor David Gruen
a member of this Chapter, has made so notable a contribution to the advancement of the profession because of his achievement in** Design and Public Service
that he is worthy of fellowship in The Institute; and

*Type in full name.

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

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

†Type in number of years.

"Resolved, That‡ The New York Chapter,
The American Institute of Architects, does hereby nominate*
Victor David Gruen

‡Type in name of Chapter.

*Type in full name.

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."

Michael L. Radoslovich

Lathrop Douglass

Charles S. Haines, II

Max O. Urbahn

Richard G. Stein

Frederick J. Woodbridge, President

David L. Eggers, Vice-President

Peter S. Van Bloem, Secretary

Michael M. Harris, Treasurer

A. Gordon Lorimer

SECRETARY

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

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BIOGRAPHICAL STATISTICS

1. Nominee's full name Victor David Gruen
2. Nominee is a ~~XXXXX~~ naturalized citizen of United States of America
3. Nominee's legal residence 321 Fordyce Road, West Los Angeles, California
4. Nominee's firm name Victor Gruen Architect A.I.A.
5. Nominee's principal place of business, address 2 West 13 Street, New York 11, N.Y.

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

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

7. Strike out in-appropriate words.

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

6. Nominee is registered or licensed to practice architecture by NCARB, New York and 24 other states
7. Nominee is engaged in practice of architecture as a practicing architect—teacher in architecture—teacher in science of construction—public official—retired.
8. Born 18 July 1903 . Place of birth Vienna, Austria

9. Nominee's schools, colleges and universities:

	Location	No. of Years	Year of Graduation	Degree
High School	Realgymnasium Vienna, Austria	4	1918	
Private School				
College or University	Technical Institute for Architecture Vienna, Austria	5	1924	Matura
College or University	Post Graduate at Academy of Fine Arts, Master School	1	1925	
Scholarships held	Architecture Vienna, Austria			

10. Other data concerning nominee's record.

- 1926-1934: Employed consecutively as draftsman, designer, supervising Architect, by Melcher and Steiner, Architects, Vienna, Austria.
- 1934-1938: Own architectural practice in Vienna, Austria.
- 13 July 1938: Arrival in United States.
- 1939-1940: Associated with Morris Ketchum, F.A.I.A.
- 1940-1948: Worked as designer.
- 1948: Architectural license based on senior examination in California. Opened architectural practice with main office in New York and Los Angeles.
- Present: Offices in New York, Los Angeles and Chicago employ approximately 250 staff members. Projects vary widely in scope and size, from residences to city planning; and in size expressed in construction cost, from \$30,000 to \$100,000,000.

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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	
(c)	San Fernando Gardens*	Los Angeles, Cal.	1953	2	Under column headed "Type" type in (a), (b), (c), or (d), as the case may be. Type in last col- umn to right the number submitted in each case.
(a)	Northland Shopping Center	Detroit, Mich.	1954	2	
(d)	Merchants & Manufacturers Club	Chicago, Ill.	1955	1	
(d)	City National Bank	Palm Springs, Cal.	1959	1	
(a)	Barton's Bonbonniere	New York, N.Y.	1956	1	
(a)	Southdale Shopping Center	Minneapolis, Minn.	1956	2	
(a)	3325 Wilshire Blvd. Bldg.	Los Angeles, Cal.	1956	2	
(a)	Eastland Shopping Center	Detroit, Mich.	1957	1	
(a)	May Company-University Heights	Cleveland, Ohio	1957	1	
(c)	Wilshire Terrace	Los Angeles, Cal.	1958	2	

*In association with Arthur Gallion A.I.A.

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.

Mr. Gruen has made major contributions to the advancement of the profession not only in the design of distinguished individual buildings, as illustrated by the accompanying photographs, but also in the design of large groups of buildings, such as Northland and Southdale Centers, and in addition, and perhaps ultimately meaning the most to the profession, in the replanning of central city areas in our nation's redevelopment program, of which the best known example is Fort Worth, Texas. His plans, his writing, and his talks have done much to dramatize the plight of our urban centers, the need for redevelopment, and the basic solution requiring the separation of vehicular and pedestrian traffic—the liberation of the city from the motor car.

(see attached supplement)

Other examples of Mr. Gruen's work in urban planning, community planning and redevelopment are: the plan for the projected Washington World's Fair (1959); the plan for Midtown Plaza in Rochester, New York, downtown (under construction); the plan for the revitalization of the City of Kalamazoo (partially implemented and partially in development); the plan for the City of Fresno, California (1960); master plan for the new harbor of Redondo Beach, California, (in construction); plan for the Syracuse Community Plaza (in association with Ketchum Miller-Arnold and Gordon P. Schopfer) now being implemented, etc.

The nominee's work in design has found appreciation in the bestowal of the following awards:

The American Institute of Architects

Gold Medal Award	Memphis Chapter, for Outstanding Achievement in Architecture and City Planning	1958
Merit Award	National, for Northland Shopping Center, Detroit, Michigan	1954
Honor Award	Detroit Chapter, for Northland Shopping Center, Detroit, Michigan	1955
Honor Award	Southern California Chapter, for Milliron's Department Store (now The Broadway), Los Angeles, California	1949
Honor Award	Southern California Chapter, for Mid-Wilshire Medical Building, Los Angeles, California	1951
Certificate of Merit	New York State Association of Architects, for Outstanding Design of Midtown Plaza, Rochester, New York	1958
Merit Award	Southern California Chapter, for Tishman Office Building, 3325 Wilshire Boulevard, Los Angeles, California	1957
Merit Award	Southern California Chapter, for Pacoima Housing Project, Los Angeles, California	1957
Merit Award	Southern California Chapter, for Woodley Medical Building, San Fernando Valley, Los Angeles, California	1957
Certificate of Recognition	For Participation in the Institute's 1958 International Exhibition.	1958

National Association of Home Builders

Merit Award For Neighborhood Development,
Maryvale Land Planning, Arizona 1959

Merit Award For Neighborhood Development
Land Planning, La Mirada, Cali-
fornia 1958

Miscellaneous

Commendation For Consistency in Creating
Contemporary Architectural
Design of Outstanding Originality
and of the Highest Aesthetic Appeal,
by G.W. Davis, Mayor of Beverly Hills,
California 1959

Appointment To Hall of Fame in Distribution
Boston, for Practical Vision and
Construction of Shopping Centers 1956

Certificate of Recognition Housing and Home Finance Agency 1959

Certificate of Cooperation Foreign Operations Administration 1955

First Prize For Store Modernization in New York
of Kutler's Men's Wear Shop 1955

Award By Avenue of the Americas Associ-
ation for Barton's Bonbonniere,
New York, N.Y. 1953

Certificate of Recognition United States Department of State
for Assistance in the American
Program for the Brussels Universal
and International Exhibition 1958

NOMINEE'S ACHIEVEMENT IN SCIENCE OF CONSTRUCTION

1. CONSTRUCTION WORK

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

Type in last column to right the number submitted in each case.

2. BOOKS, TREATISES, OR ARTICLES WRITTEN

<i>Subject Title</i>	<i>Where Published</i>	<i>Date Published</i>

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.

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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.)

The candidate has lectured or served as guest critic at the following universities, colleges and schools:

- Harvard University Graduate School of Architecture
- Harvard University Graduate School of Business Administration
- Yale University (Guest Critic, School of Art & Architecture)
- University of California at Berkeley
- University of California at Los Angeles
- University of Texas, Austin, Texas
- New School for Social Research; New York
- New York University
- Mt. Holyoke College, Massachusetts
- Scuola di Architettura, Venice (Prof. Rogers)
- Academy of Arts Architectural School, Vienna
- Summer School of Architecture, Salzburg, Austria (Prof. Konrad Wachsmann)
- Cooper Union, New York

The value of the educational work of the nominee has been widely recognized. He has been appointed an Honorary Trustee of the Harvard Graduate School of Business Administration; elected member of the Lambda Alpha International Honorary Professional and Economic Fraternity of Land Planning; elected member of the Detroit Economic Club; made a charter member of the Executive Committee of the Yale Arts Association; made a charter member of Associates of Action, Inc.

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.)

<i>Book, Treatise or Article</i>	<i>Subject</i>	<i>Name of Book or Periodical Containing Work</i>	<i>Year Work Published</i>
Book	SHOPPING TOWNS, USA- The Planning of Shopping Centers	Co-author: Larry Smith Pub: Reinhold	1960
Book	HOW TO LIVE WITH YOUR ARCHITECT	Pub. by Store Modernization Institute	1949
Book	CITIES - DEATH OR TRANSFIGURATION	To be published by Prentice-Hall	1961

(see supplement attached)

<u>ARTICLES:</u>	<u>SUBJECT</u>	<u>PERIODICAL</u>	<u>DATE</u>
Debunking the Fads in Store Design with Some Grains of Common Sense		Building Supply News	April 1948
Somewhere in Claustrophobia		Architectural Forum	May 1948
What's Wrong with Store Design?		Women's Wear Daily	October 18, 1949
Architect's & Lighting Engineers Use Similar Approach to the Problem of Suitable Lighting		Southwest Builder & Contractor	April 1950
The Planning of Shopping Centers		Michigan Society of Architects, Monthly Bulletin	February 1952
Shopping Centers the New Building Type		Progressive Architecture	June 1952
Traffic Impact of the Regional Shopping Center		Traffic Engineering	March 1953
Planned Shopping Centers		Dun's Review	May 1953
A Shopping Center is More Than a Collection of Stores		Practical Builder	October 1953
Dynamic Planning for Retail Areas		Harvard Business Review	November-December 1954
Sculpture and Architecture: An Architect's View		Arts Digest	April 1955
On Cityscape and Landscape		Print	July-August 1955
Cityscape and Landscape		Arts & Architecture	September 1955
The Cost of Architectural Services		Progressive Architecture	September 1955
Cityscape and Landscape: Crossroads of the Arts		Pacific Architect & Builder	November 1955
Urban Renewal		The Appraisal Journal	January 1956
The City in the Automobile Age		Perspectives USA #16	Summer 1956
How to Handle this Chaos of Congestion, this Anarchy of Scatteration		Architectural Forum	September 1956

<u>ARTICLES: SUBJECT</u>	<u>PERIODICAL</u>	<u>DATE</u>
Signs & Symbols Issue - The Challenge that Graphic Design Presents	Architectural Record	September 1956
American Architecture Looks to the Future	Buildings	November 1956
Introverted Architecture	Progressive Architecture	May 1957
Renewing Cities for the Auto Age	Traffic Engineering	May 1957
The Cure for the Ills of Our Cities	Inside Michigan	June 1957
What's Happening to the Landscape?	Real Estate News	July 1957
Where Is Modern Architecture Taking Us?	A I A - Journal of the American Institute of Architects	August 1957
Sculptor Meets Architect	Architectural Products	March 1958
The Emerging Urban Pattern (Guest Editor)	Progressive Architecture	July 1959
No More Offstreet Parking in Congested Areas	The American City	September 1959
And After the Sixties - Cluster Communities for Tomorrow?	Journal of Homebuilding	December 1959
Cities of the Future - But Watch out for Pitfalls	Life Magazine	December 1959
Plan to End our Traffic Jam	New York Times	January 1960
L.A.'s Luxury Apartments Are Mansions in the Air	Real Estate News	January 1960
Save Urbia for New Urbanites	A I A - Journal of the American Institute of Architects	February 1960
Retailing and the Automobile	Architectural Record	March 1960

<u>ARTICLES: SUBJECT</u>	<u>PERIODICAL</u>	<u>DATE</u>
An Appraisal and a Proposal (Concerning proposed building of large garages in midtown New York)	Progressive Architecture	March 1960
Close Look at Costs of Shopping Centers	The Mortgage Banker	May 1960
Challenge of the Sixties	Current	June 1960

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.

The nominee became a full member of the Southern California Chapter in 1948; of the New York Chapter in 1952. He is also a member of the Michigan Society of Architects, the Missouri State Association of Registered Architects. He has served as Chairman of the Public Relations Committee of the Southern California Chapter in 1950. He has addressed meetings of the American Institute of Architects as follows:

- | | | |
|----------|--|--|
| 10/3/47 | Catalina A.I.A. Convention, Catalina Island, California | " <u>Store Fronts</u> " |
| 11/18/47 | Northern California Chapter A.I.A., San Francisco, California | " <u>Store Fronts</u> " |
| 2/10/50 | Southern California Chapter A.I.A., Los Angeles, California | " <u>Design With Light</u> " |
| 1/16/52 | Detroit Chapter A.I.A. | " <u>Shopping Centers</u> " |
| 4/19/55 | Kansas City Chapter A.I.A. | " <u>Honor Awards</u> " |
| 6/ /55 | A.I.A. Convention, Minneapolis, Minnesota | " <u>Architecture of Community Expansion</u> " |
| 8/14/56 | Southern California Chapter A.I.A., Los Angeles, California | " <u>Commercial Structures and the Architect</u> " |
| 11/16/56 | Pennsylvania Regional Forum A.I.A., Hershey, Pennsylvania | " <u>The Challenge of Architecture</u> " |
| 2/21/57 | San Francisco Chapter A.I.A., San Francisco, California | " <u>Problems of Urban Design</u> " |
| 4/18/58 | Middle Atlantic District A.I.A., Regional Conference, Baltimore, Md. | " <u>The Architect and Tomorrow's City</u> " |
| 4/30/58 | Memphis Chapter A.I.A., Memphis, Tennessee | " <u>The Architect and Tomorrow's City</u> " |

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.

Nominee was appointed a director of the Citizens Planning and Housing Council of New York, Inc.

Serves on Administrators Advisory Committee on Housing and Community Development of the U.S. Housing and Home Finance Agency. Testified concerning architectural and planning problems before such bodies as the Joint Committee on Washington Metropolitan Problems, the City Planning Commission of New York, etc.

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NEW YORK CHAPTER

AMERICAN INSTITUTE OF ARCHITECTS

September 20, 1960

To Whom It May Concern:

This will certify that Victor Gruen has been a corporate member of the New York Chapter of the American Institute of Architects in good standing from the date of his election on August 14, 1948.

Peter S. Van Bloem
Secretary

A. QUINCY JONES, *President*
C. DAY WOODFORD, *Vice-President*
CLINTON TERNSTROM, *Secretary*
JAMES MOUNT, *Treasurer*



DIRECTORS
DELMA J. DANIEL, JR., *One Year*
EDWARD FICKETT, *One Year*
MAYNARD LYNDON, *One Year*
HERMAN RUHNAU, *One Year*
ARTHUR B. GALLION, *Two Years*
HOWARD MORGRIDGE, *Three Years*

RITA MILLER
Executive Secretary

SOUTHERN CALIFORNIA CHAPTER
THE AMERICAN INSTITUTE OF ARCHITECTS
SUITE 9, 3723 WILSHIRE BOULEVARD, LOS ANGELES 5
DUnkirk 4-1197

September 7, 1960

Miss Margot A. Henkel, Executive Secretary
New York Chapter, AIA
115 East 40th Street
New York 16, New York

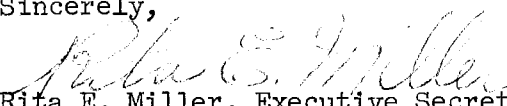
Dear Miss Henkel:

Victor Gruen was in good standing in this Chapter at the time he was transferred to the New York Chapter. Mr. Gruen is an unassigned member of this Chapter and is in good standing as of this date.

For your information the Southern California Chapter is also considering the nomination of Victor Gruen for advancement to Fellowship.

I just returned from my vacation yesterday therefor the delay in replying to your letter.

Sincerely,


Rita E. Miller, Executive Secretary.

*Members.
Gruen, Victor*

VICTOR GRUEN ASSOCIATES

architecture engineering planning

*Victor Gruen
R. L. Baumfeld
Edgardo Contini
Karl Van Leuwen
Ben H. Southland
Herman Guttman*

DECEMBER 1, 1960

8

DEAR FRIEND:

THE JULY ISSUE OF THE MAGAZINE INTERIORS WAS DEVOTED TO A CASE STUDY OF VICTOR GRUEN ASSOCIATES.

INASMUCH AS THIS MAGAZINE IS NOT AVAILABLE ON THE NEWSSTANDS AND AS WE KNOW THAT YOU ARE INTERESTED IN THE WORK OF OUR ORGANIZATION, WE ARE ENCLOSING A REPRINT OF THIS ISSUE FOR YOUR USE. WE ARE OF COURSE VERY PROUD OF THE RECOGNITION WHICH OUR WORK HAS THUS RECEIVED.

*filed and
away*

VERY TRULY YOURS,

Victor Gruen

VICTOR GRUEN ARCHITECT A.I.A.

VG

JM

ENCLOSURE

NEW YORK CHICAGO LOS ANGELES MINNEAPOLIS SAN FRANCISCO

ADDRESS REPLY TO: 135 South Doheny Drive, Beverly Hills, California • BRadshaw 2-0464 • CRestview 4-7134

One or more of the principals listed above are licensed architects or engineers in the following states: Arizona, California, Connecticut, Florida, Illinois, Indiana, Kansas, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nevada, New Jersey, New Mexico, New York, Ohio, Pennsylvania, Texas, Vermont, Virginia, Wisconsin; and in the District of Columbia and Hawaii.

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THE AMERICAN INSTITUTE OF ARCHITECTS



The Octagon · 1735 New York Avenue, N.W. · Washington 6, D.C.

February 20, 1961

Mr. Victor David Gruen, F.A.I.A.
2 West 13th Street
New York 11, New York

Dear Mr. Gruen:

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, for your notable contribution in Design and Public Service.

The purpose of this letter is to request your presence at the 1961 Convention of The Institute, to be held in Philadelphia, Pennsylvania, starting April 24, 1961.

At a special ceremony to be held on the afternoon of Wednesday, April 26, at the Philadelphia Museum of Art, those who have been elected to Fellowship will receive their certificates and medals. Presentation will be with appropriate ceremony and it is highly important that each of the newly-elected Fellows be present.

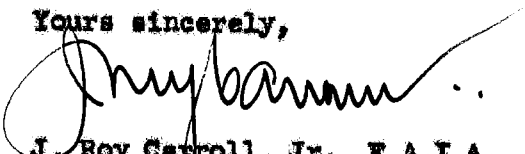
The Officers of The Institute and The Jury of Fellows join in the request that you come to receive this honor in person. Please send your response to The Octagon at an early date.

The Public Information Department will issue press releases announcing the names and home towns of the newly-elected Fellows. The releases will suggest to editors that they get in touch with local chapters for pictures and biographical information and the new Fellows' architectural accomplishments.

Chapters will be advised of these releases well in advance of their issuance.

Will you please send a 5 x 7 black-and-white, glossy photograph, suitable for newspaper use, together with a short biographical sketch, to the Department of Public Information at Institute headquarters?

Yours sincerely,


J. Roy Carroll, Jr., F.A.I.A.
Secretary

JRC/g

February 21, 1961

Mr. Victor David Gruen, F.A.I.A.
2 West 13th Street
New York 11, New York

Dear Mr. Gruen:

At the recent meeting of The Jury of Fellows you were selected to be advanced to Fellowship in The Institute with membership in The College of Fellows of the A.I.A. for achievement in Design and Public Service.

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

Under separate cover your entire exhibit is being returned, and those photographs selected are indicated by pieces of tape and are as follows:

1. Northland - Detroit (from air)
(Crop to an area of 100' around building)
2. City National - Palm Springs (entrance front)
3. Eastland - Detroit (mall with pool)

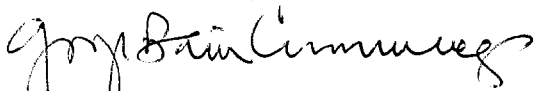
these should be reproduced, in black and white only, to conform with instructions enclosed (see pages 2 and 3) - all on one mount 40" x 40" - and should be forwarded to

E. A. Gallagher & Sons
(Attention: Mr. Tighe)
3 North Delaware Avenue - Pier #3
Philadelphia, Pennsylvania

marked "Fellowship Exhibit" to be received there not later than April 15, 1961.

The members of the Jury are happy to express their welcome to you in your new status.

Cordially yours,



George Bain Cummings, F.A.I.A., Chairman
The Jury of Fellows, A.I.A.

Enclosure

Fellowship nomination material

VICTOR GRUEN architect a.i.a.

planning architecture engineering

Victor Gruen
R. L. Baumfeld
Edgardo Contini
Karl Van Leuven
Ben H. Southland
Herman Guttman

February 27, 1961

Mr. George Bain Cummings, F.A.I.A., Chairman
The Jury of Fellows, A.I.A.
1735 New York Avenue, N.W.
Washington 6, D.C.

Dear Mr. Cummings:

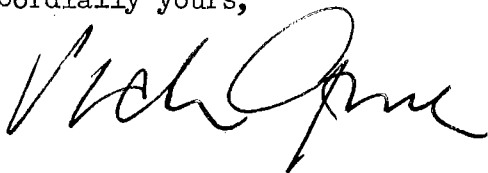
I was pleased and honored to receive your letter of February 21st, in which you notified me that at the recent meeting of the Jury of Fellows I was selected to be advanced to Fellowship in The Institute, with membership in The College of Fellows, for achievement in Design and Public Service.

I would appreciate it if you would extend my warmest greetings and my elation about this selection to the other members of the Jury.

I will comply, of course, with your request for the Exhibition material, and I am looking forward to seeing you at the Convention in Philadelphia.

Warmest regards.

Cordially yours,



VICTOR GRUEN ARCHITECT A.I.A.

VG/hh

NEW YORK DETROIT LOS ANGELES MINNEAPOLIS SAN FRANCISCO

ADDRESS REPLY TO: 31-33 West Twelfth Street, New York 11, New York • ALgonquin 5-7110

One or more of the principals listed above are licensed architects or engineers in the following states: Arizona, California, Florida, Indiana, Kansas, Maryland, Michigan, Minnesota, Missouri, Nevada, New Jersey, New York, Ohio, Wisconsin; and in the District of Columbia and Hawaii.

Biographical Notes on Victor Gruen
Senior Partner, Victor Gruen Associates

1961

BORN: Vienna, Austria, July 18, 1903

EDUCATION: Technological Institute, advanced Division For Building Construction; Academy of Fine Arts, Vienna, Austria.

EXPERIENCE: 1924-1933 - employed by Melcher & Steiner, Architects, Vienna.
1933-1938 - practiced independently in Vienna.
1938-1948 - worked as designer in association with various architects and in own offices in New York and Los Angeles.
1948 to date - opened architectural office in Los Angeles and subsequently branches in other cities; principal offices are now in Los Angeles, New York and Chicago. Expanded organization and scope of work under firm name of Victor Gruen Associates, which has six partners and 200 employees. Planning and engineering divisions were added. Under his guidance and direction, Victor Gruen Associates has executed projects ranging in cost from \$50,000 to \$100,000,000 in commercial, residential, master planning, redevelopment, cultural and civic and industrial fields.

MAJOR PROJECTS: Shopping Centers - Cherry Hill Shopping Center, Delaware Township, N.J.; Conejo Valley Shopping Center, California Eastland Shopping Center, Detroit; Maryvale Shopping Center, Phoenix; Northland Shopping Center, Detroit; Midtown Plaza, Rochester; South Shore Plaza, Boston; Southdale Shopping Center, Minneapolis; Randhurst Shopping Center, Mt. Prospect, Ill.; Valley Fair Shopping Center, San Jose; Winrock Shopping Center, Albuquerque; Westchester Terminal Plaza, New Rochelle, N.Y.; South Bay Shopping Center, Los Angeles.

Community Planning - Coronado Community Planning, El Paso Tex.; Huntington Shores, Huntington Beach, Calif.; Laguna Niguel Development, Laguna, Calif.; Marina Del Rey, Los Angeles; Palos Verdes Peninsula, Calif.

Urban Renewal and Revitalization - Charles River Park, Boston; Fort Worth, Tex.; Fresno, Calif.; Green Bay, Wis.; Newark, N.J.; New Rochelle, N.Y.; Kalamazoo, Mich.; Paterson, N.J.; St. Paul, Minn.; San Francisco, Calif.; Santa Monica, Calif.; Syracuse, N.Y.

Others - Civic Center Parking Garage, Los Angeles; Pacoima public housing project, Los Angeles; Rose Marie Reid swimsuit factory, San Fernando Valley, Calif.; Tishman office buildings, Los Angeles; Wilshire Terrace luxury apartments, Los Angeles.

- PUBLICATIONS:** Author of books: "How To Live With Your Architect" and, together with Larry Smith, "Shopping Towns, U.S.A. - The Planning of Shopping Centers," for Reinhold Publications. Author of Numerous articles on design architecture and planning for LIFE, N.Y. TIMES MAGAZINE, A.I.A. JOURNAL, HARVARD BUSINESS REVIEW, PROGRESSIVE ARCHITECTURE, DUN'S REVIEW, THE AMERICAN CITY, NATIONAL CIVIC REVIEW, TRAFFIC ENGINEERING, INTERIORS, etc. He and his firm have been extensively discussed in LIFE, TIME, FORTUNE, THE SATURDAY EVENING POST, NEWSWEEK, BUSINESS WEEK, THE NEW YORK TIMES, LADIES' HOME JOURNAL, THE REPORTER, ESQUIRE, U.S. NEWS & WORLD REPORT, HORIZON, THE NEW YORKER, etc.
- AWARDS:** Gold, Medal, . A.I.A. Memphis Chapter; Hall of Fame, Boston Conference in Distribution; 7 Honor and Merit Awards, A.I.A.; 4 Awards and Award Citations, PROGRESSIVE ARCHITECTURE; 4 Honor Awards by INSTITUTIONS Magazine; 1st Prize Store Modernization Institute; Awards, Avenue of the Americas Association, New York; National Association of Home Builders, etc.
- EXHIBITIONS:** National Gallery, Washington, D.C.; Brussels World's Fair; United States Information Service; 4 Gold Medal Exhibits of New York Architectural League; Eighth Pan-American Congress of Architects, Mexico City; A.I.A. Moscow Exhibit; Berlin International Building Exhibit; American Embassy Exhibit, Paris; Brooklyn Museum; Walker Art Institute; Detroit Art Institute; Los Angeles County Museum; American Federation of Arts (shown in leading museums of U.S., Canada and Australia).
- MEMBERSHIP:** Administrator's Advisory Committee on Housing & Community Development, U.S. Housing and Home Finance Agency; American Institute of Architects; American Institute of Planners; Architectural League of New York; Faculty Club, U.C.L.A.; Citizens' Planning and Housing Council of N.Y. (Director), Harvard University Graduate School of Business Administration, Honorary Trustee; Lambda Alpha, International Hon. Prof. & Econ. Fraternity; Yale Arts Association, Charter Member; Architectural Guild, University of Southern California School of Architecture; Democratic Advisory Committee on Urban and Suburban Problems; Traffic & Transit Committee, Los Angeles Chamber of Commerce, 1961.

M 4

VICTOR GRUEN architects f.a.i.a.

architecture engineering planning

*Victor Gruen
R. L. Baumfeld
Edgardo Contini
Karl Van Lensen
Ben H. Southland
Herman Guttman
Bede Zwicker*

November 11, 1966

Miss Margot A. Henkel, Executive Secretary
New York Chapter The American Institute
of Architects
115 East 40th Street
New York 16, New York

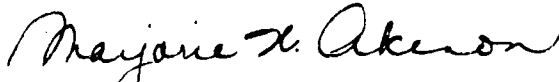
Dear Miss Henkel:

We have received the renewal notice for Mr. Gruen's personal membership in the New York Chapter and wish to advise that we will not renew this any more inasmuch as Mr. Gruen's permanent residence is now in Los Angeles and he is a member of the Los Angeles Chapter.

We do, however, wish to maintain our firm's membership in the New York Chapter for which you will receive our check in the next few days.

Sincerely,

VICTOR GRUEN ARCHITECT F.A.I.A.



(Mrs.) Marjorie W. Akeson
Secretary to Mr. Zwicker

ma/-

NEW YORK

CHICAGO

LOS ANGELES

ADDRESS REPLY TO: 2 West Thirteenth Street, New York, N. Y. 10011 • ALgonquin 5-7110

One or more of the principals listed above are licensed architects or engineers in the following states: Alaska, Arizona, California, Colorado, Connecticut, Florida, Hawaii, Idaho, Illinois, Indiana, Kansas, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Jersey, New Mexico, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, Texas, Vermont, Virginia, Washington, West Virginia, Wisconsin; and in the District of Columbia.



NEW YORK CHAPTER
THE AMERICAN INSTITUTE OF ARCHITECTS
115 EAST 40TH ST., NEW YORK 10016
MURRAY HILL 9-7969

To: Maureen Marx, Manager, Membership Procedures, AIA

From: Margot A. Henkel, Executive Secretary

Re: Membership Transfer - Victor Gruen *RAA*

We have received a most peculiar letter from Mr. Gruen's secretary, informing us that he is a member of the Los Angeles Chapter. I wrote back and informed her that that is not the case. At any rate, to make the story short, Mr. Gruen is applying for transfer from the New York Chapter to the Los Angeles Chapter. Will you please be good enough to take care of this. He is in good standing. I have requested an official request for transfer. If it should come in, I will forward it to you immediately.

MAH:jm

Margot

16 November 1966

11/18/66

*135 S. Doheny Dr
Beverly Hills, Calif.
'66 Inst on*



THE AMERICAN INSTITUTE OF ARCHITECTS
1735 NEW YORK AVENUE, N. W.
WASHINGTON 6, D. C.

Scarp

NOTICE OF REQUEST FOR TRANSFER

(Date) **November 18, 1966**

Member Requesting Transfer: **Mr. Victor Gruen, FAIA**
Address: **135 South Doheny Drive**
Beverly Hills, California

From: **New York Chapter, AIA (advice of good standing received)**
(Chapter)

To: **Southern California Chapter, AIA** *you*
(Chapter)

TO: THE SECRETARIES OF THE ABOVE NAMED CHAPTERS:

The member whose name appears above has requested that his membership be transferred as indicated.

In accordance with the By-laws of The Institute, we are writing to request if this proposed transfer meets with the approval of the chapter to which he desires to be transferred, and if he is in good standing in the chapter to which he is presently assigned.

Upon receipt of your advices, final action can be taken. A prompt reply will be appreciated.

Very truly yours,

William H. Scheick
EXECUTIVE DIRECTOR

P. S. to Mr. Gruen:

The Executive Secretary of the New York Chapter has informed us that you wish to transfer your chapter affiliation. In order for us to proceed with your request, we will need confirmation from you. Please send it to the attention of the Membership Department.

Wed.

SOUTHERN CALIFORNIA CHAPTER / THE AMERICAN INSTITUTE OF ARCHITECTS

November 22, 1966

Mrs. Maureen Marx, Manager
Membership Department
American Institute of Architects
1735 New York Avenue
Washington, D. C. -6

Dear Mrs. Marx:

The Southern California Chapter approves the request for transfer of Mr. Victor Gruen, FAIA, from the New York Chapter to this Chapter.

Mr. Gruen has remained an unassigned member of this Chapter and is in good standing as of January 1, 1967.

Sincerely,

Rita E. Miller
Rita E. Miller, Executive Secretary

OFFICERS

President

Frank Gruys

Vice-president

Edward A. Killingsworth, FAIA

Secretary

Douglas Honnold, FAIA

Treasurer

Robert D. Bolling

Executive Secretary

Rita E. Miller

11/28/66

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January 17, 1967

Mr. Victor Gruen, F.A.I.A.
135 South Doheny Drive
Beverly Hills, California

Dear Mr. Gruen:

This is with further reference to your pending chapter transfer.

Both the New York Chapter and the Southern California Chapter have forwarded the required approvals to this office. However, final action has not been taken in the absence of the necessary confirmation from you.

If you do not wish to transfer, of course, your assignment will remain in the New York Chapter.

Please advise us if it is your intention to transfer your chapter affiliation to the Southern California Chapter or remain a member of the New York Chapter.

Sincerely yours,

Patsy Weir Golato
Assistant Manager
Membership Procedures

bc: Southern California Chapter, AIA
New York Chapter, AIA

VICTOR GRUEN architect f.a.i.a.

architecture engineering planning

Victor Gruen
R. L. Baumfeld
Edgardo Contini
Karl Van Leuven
Ben H. Southland
Herman Guttman
Beda Zwicker

January 23, 1967

The American Institute of Architects
The Octagon - 1735 New York Avenue N.W.
Washington, D.C. 20006

Attention: Patsy Weir Golato
Assistant Manager
Membership Procedures

Dear Mrs. Golato:

In reference to your letter of January 17th, the situation is as follows:

In spite of the fact that has been pointed out to me that it is not possible to belong to two chapters (the Los Angeles and the New York chapters), the impossible has taken place. If I remember rightly, this has been the case for about a dozen years. I became a member of the Los Angeles chapter first, at the time I got my license in California in 1948, and I later on became a member of the New York chapter shortly after I got my New York license.

So now that something which is theoretically impossible has been an actual fact, it should not be necessary to transfer my membership to the Southern California chapter because I have been a member in good standing here since 1948. The only way to correct the "impossible" situation is to give up one of the two memberships and inasmuch as our largest office is located in Los Angeles, it seems to be logical that I should give up the New York membership. I am sending a copy of this letter to the New York chapter of the A.I.A.

Very sincerely,


VICTOR GRUEN ARCHITECT F.A.I.A.

P.S. Please note our correct California mailing address.
LOS ANGELES CHICAGO MINNEAPOLIS BOSTON NEW YORK

ADDRESS REPLY TO: 6330 San Vicente Boulevard, Los Angeles, California 90048 • Telephone 937-4270

VG/hh

One or more of the principals listed above are licensed architects or engineers in the following states: Alaska, Arizona, California, Colorado, Connecticut, Florida, Hawaii, Idaho, Illinois, Indiana, Kansas, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Jersey, New Mexico, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, and in the District of Columbia.



NEW YORK CHAPTER
THE AMERICAN INSTITUTE OF ARCHITECTS

MAX O. URBAHN FAIA / PRESIDENT
WILLIAM B. TABLER FAIA / FIRST-VICE-PRESIDENT
PHILIP C. JOHNSON FAIA / VICE PRESIDENT
GILLET LEFFERTS, JR. AIA / VICE PRESIDENT
OWEN L. DELEVANTE AIA / SECRETARY
LATHROP DOUGLASS FAIA / TREASURER

January 27, 1967

Miss Patsy Weir Golato, Assistant Manager
Membership Procedures
THE AMERICAN INSTITUTE OF ARCHITECTS
1735 New York Avenue, N. W.
Washington, D. C. 20006

Dear Patsy:

We have received a copy of Victor Gruen's letter to you, dated January 23, 1967. The substance of his letter is quite puzzling to me as it must be to you -- to have Mr. Gruen, in a very positive statement, say that he has been a member of the Los Angeles Chapter since 1948.

We are extremely interested -- and will appreciate it very much if you keep me informed of the details concerning this matter.

Kind regards.

Sincerely yours,

Margot

Margot A. Henkel
Executive Secretary

MAH:jm

*transferred to So Calif
effective 1/3/67
notice dated 1/25/67
since Dec 11 1952*

H. DICKSON McKENNA AIA / EXECUTIVE DIRECTOR
MARGOT A. HENKEL / EXECUTIVE SECRETARY
115 EAST 40TH STREET
NEW YORK, NEW YORK 10016
MURRAY HILL 9-7969

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2/3/67



THE AMERICAN INSTITUTE OF ARCHITECTS

1735 NEW YORK AVENUE, N. W.

WASHINGTON 6, D. C.

January 25, 1967

NOTICE OF TRANSFER OF MEMBERSHIP

Effective Date **January 3, 1967**

TO: *Transferred Member:* **Mr. Victor Gruen, FAIA
6330 San Vicente Boulevard
Los Angeles, California 90048**

Transferred to:
Chapter **Southern California Chapter, AIA**
State Society **California Council, AIA**

Transferred from:
Chapter **New York Chapter, AIA**
State Society **New York State Association of Architects, AIA**

In accordance with Chapter II, Article 1, Section 7 of the By-laws of The Institute this will advise that the above-named corporate member has been transferred as indicated.

Sincerely yours,

SECRETARY

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

THE AMERICAN INSTITUTE OF ARCHITECTS

The Octagon • 1735 New York Avenue, N. W. • Washington 6, D. C. • EXecutive 3-7050

February 8, 1967

Gruen

Miss Margot A. Hankel, Exec.-Secretary
New York Chapter, AIA
115 East 40th Street
New York, New York 10016

Dear Margot:

This is in response to your letter dated January 27th regarding Mr. Victor Gruen's "puzzling" letter concerning his transfer to the Southern California Chapter.

Our records indicate that Mr. Gruen's assignment has been in the New York Chapter since December 1, 1952.

The Southern California Chapter confirmed our assumption that he maintained an unassigned membership in a letter which stated "Mr. Gruen has remained an unassigned member of this Chapter and is in good standing".

We have issued final "Notice of Transfer of Membership" effective January 3, 1967 and dated January 25, 1967, which you have probably received by now.

Sincerely yours,

Patsy Weir Golato
Assistant Manager
Membership Procedures



THE AMERICAN INSTITUTE OF ARCHITECTS

Application for Membership Emeritus

TO BOARD OF DIRECTORS,
THE AMERICAN INSTITUTE OF ARCHITECTS

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 ~~65~~ ⁶⁸ years of age, retired, and not engaged in architecture. (IN THE U.S.A.)

I am unable to engage in architecture.

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

Date August 5 1971

[Signature]
(APPLICANT'S FULL SIGNATURE IN INK)

1948
So. Calif
pae
1971

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.

AUG 11 1971

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

VICTOR GRUEN, *Architect, F.A.I.A.*

Goldeggasse 7 · 1040 Wien · Austria

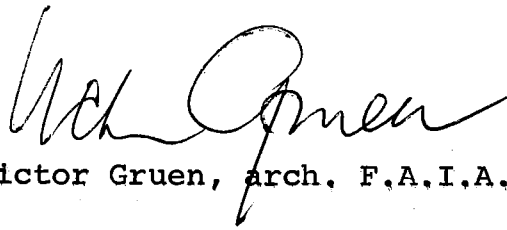
I am 68 years old.

I have resigned from VICTOR GRUEN ASSOCIATES, which I founded in 1950, in July 1968, when I reached my 65th birthday.

Since then I have moved my activities to Europe, where I am acting as consultant.

I have joined the Southern California Chapter of The American Institute of Architects in 1948.

I am a fellow of The American Institute of Architects since 1961.

A handwritten signature in cursive script, appearing to read "Victor Gruen".

Victor Gruen, arch. F.A.I.A.

Vienna, August 5, 1971



THE AMERICAN INSTITUTE OF ARCHITECTS

RECORD AND SUMMARY OF RECOMMENDATION FOR

Membership Emeritus Election

To The Secretary and
The Committee on Membership
The American Institute of Architects

Name of Member: Victor Gruen, FAIA Chapter Assignment: Southern California
Corporate Membership Record: State Organization Assignment: California Council
Elected: 1948
Dues Status—National: paid 1971
Dues Status — Component(s): in good standing
Age: 68

Recommendation: See attached record.

Suggested Effective Date: August 27, 1971

August 27, 1971

DATE

MEMBERSHIP PROCEDURES

CERTIFICATION OF ACTION OF THE SECRETARY THE AMERICAN INSTITUTE OF ARCHITECTS

On the basis of the information provided above, and related data attached, and in accordance with the Bylaws and rules of The Institute, as the Chairman of the Committee on Membership and the Secretary of The American Institute of Architects, I hereby declare that I have this day elected Victor Gruen, FAIA, a Member Emeritus.

Effective: August 27, 1971

August 27, 1971

DATE

SECRETARY

NO. _____

**BALDWIN MEMORIAL ARCHIVE
of American Architects**

Name: VICTOR DAVID GRUEN of (address) 10 Schwarzenberg Pl., 1040 Wien, Austria

Born: July 18, 1903 at Vienna Died: Feb. 14, 1980 at Vienna, Austria

Parents: Adolph Gruenbaum and Elizabeth Lea Levy (Gruenbaum)

Married: 1. Elsie Krummeck, June 2, 1941 (divorced)
2. Lazette Van Houten, Sept. 28, '51 (deceased)
3. Kemija Saliefendic, Feb. 28, 1963, to whom he was married at the time of his death

Children: Michael Stephen Gruen (3/25/42) and Margaret Gruen (3/23/44) by Elsie Krummeck

Education: Technological Institute, Academy of Fine Arts, Vienna, Austria

Training; and practice as Principal: (Firm Names, Places, Dates, Specialization)

Melcher & Steiner, Vienna, Austria, 1924-1931: Designer
Architect, independent practice, Vienna, Austria, 1932-1938
Founded Victor Gruen Associates, 1951, in Los Angeles. Served as its President until his retirement in 1968: planning, architecture, engineering. Innovated "environmental architecture" concept. Designed first shopping centers such as Northland, near Detroit, Southdale, near Minneapolis, and Randhurst, near Chicago. Created famous Fort Worth Plan.

Professional Memberships and Service: (Institute and Chapter Activities; Teaching)

American Institute of Architect, College of Fellows
American Institute of Planners, Affiliate
Architectural League of New York
Architectural Guild of Southern California
Authors Guild
Other Affiliations: (Religious, Fraternal, Political, Social)

(For further listings,
see Who's Who)

Please see "Encyclopedia of Modern Architecture" or "The International Who's Who"

Harvard University Graduate School of Business Administration, Honorary Trustee
Lambda Alpha International Professional Land Economics Fraternity UCLA Faculty Club
Public Service: (Civil and Military; Community, State, National)

Founded the non-profit Victor Gruen Foundation for Environmental Planning in 1968 in Los Angeles, an organization devoted to research and education; established a sister organization for public education in Vienna, the Zentrum Fur Umweltplanung. Both organizations served the public with symposia, workshops, conferences, libraries open to the public until

Published Material: (Articles and Addresses; Executed Work; Biographical Data) Mr. Gruen's Death in 1980, when they were forced to close for economic reasons.

1964, Simon & Schuster, HEART OF OUR CITIES
1973 Van Nostrand Reinhold, CENTERS FOR THE URBAN ENVIRONMENT
1975 List Verlag, Munich, THE LIVEABLE CITY
1975, Europa Verlag, Vienna, IS PROGRESS A CRIME?
in work at the time of his death, AN AUTOBIOGRAPHY (to be published by Europa Verlag, Vienna)

Gruen wrote many chapters within books, such as "The Future of the Planned Shopping Center," pg. 89, Fairchild Publications, Lectures, Harvard Graduate School of Business Administration.

"The Interdependence of Man's Own Space and the Urban Environment," pg. 72-74, Citizen in the Year 2000, European Cultural Foundation, 1971.

"In Defense of the City," pp. 382-391, City and Country in America, Appleton-Century-Crofts, New York 1962

"A Design for Urban Development, pg. 236-241, Urban Problems: A Canadian Reader, Holt, Reinhart and Winston of Canada, Ltd. 1971 **(OVER)**

"New Forms of Community," pg. 172-213, Who Designs America, Anchor Books Edition, Doubleday, New York 1966

General Background: (Personal Characteristics and Accomplishments; Interests, Digressions, Travels, Friendships, Side-lights, Honors, and Awards.)

Prize for Architecture for the City of Vienna, June 19, 1972, a sizeable monetary prize for Gruen's plan for redesigning the inner city core of the city of Vienna, a project on which Gruen worked two years and one which has a plan projection of a 20 year work schedule. This plan embodied many of Gruen's environmental concepts and was his crowning glory. The award-winning plan embraces the principle of redirecting "city enlargement" into "city redevelopment". It incorporates an Environmental Oasis for the Heart of the City. It separates pedestrians and automobiles. A new subway will move people during peak hours and goods during non-peak hours. The downtown parking garages will also be Central warehouses. Gruen felt cities should be for people, not for automobile traffic.

Honorary Doctor of Fine Arts, 1976, Pepperdine University, Los Angeles

July 5, 1978, "Grobes Goldene Ehrenzeichen fur Verdienste um die Republik Osterreich" (Large Golden Honor Medal for Services to the Republic of Austria). Presented to him on July 18, 1978, his 75th Birthday, presented by the President of the Republic of Austria, who said, "The fascination I feel about Victor Gruen is his gift to see mankind and the world which surrounds the man as a unit in which technology is not regarded as a foreign body but as a necessity for nature and for man. The catastrophe starts when technology or man or both become inhuman. To listen to Victor Gruen is to gain knowledge of humane planning." The "Goldene Ehrenzeichen" is the highest honour which the Republic of Austria can award.

Victor Gruen received awards almost annually from 1949 for designing Milliron's Dept. Store in Los Angeles (So. Calif. Chapter, AIA, Honor Award) to the end of his life. A separate list is attached.

Victor Gruen was a short, pudgy man in a rumpled suit, always holding a pipe, whose mind and vision were creative, forward-looking, and humanistic. He had a gift for friendship and counted architects like Philip Johnson, Sybil Moholy-Nagy among his friends; politicians such as President Lyndon Johnson and Stewart Udall praised him; he knew and travelled with business tycons like Cyril Magnin. His gracious hacienda home in Bel Air, Los Angeles, California, saw many great people sit around the huge dining table. His sense of humor was legendary. Once, to cheer up architect Edgardo Contini, then at Gruen Associates and now (1980) President of Urban Innovations, he appeared at a meeting with his socks over his shoes and his suspenders over his suit jacket. He wrote poetry and his poems to Lazette, his second wife, are with his private papers. They are tender, beautiful, and fun. As a boss, he gave personnel a lot of freedom to be creative. He didn't watch over your shoulder. At the Victor Gruen Foundation, he turned over the running to first, Claudia Moholy-Nagy, and then to Tracy Susman, and gave them full control. However, he was very prolific and hard-working and generated more challenge than many people were able to meet. As with many great men, too, he had a very large ego and constantly wanted to know that people appreciated his ego, which, more often than not, they did. Because of his humor and hard-work and genius, small ego-flights were forgiven. He had a country home in the Prein, in Austria, and the greats from all over the world visited him there -- often playing word games, swimming, discussing world events, and, above all, trying to find solutions to the world's environmental problems. For, although a gifted city planner and creative architect of urban environments, he was, above all, a man who prized the interaction of people as they worked and played within the space called a "city" and he had an almost religious feeling about conserving agricultural land, open space, and all species.

Principal Commissions: (Classified, with locations and Reference Data) (Above)

Compiled by: Tracy Susman, Director, Victor Gruen
Center for Environmental Planning

Date: May 26, 1980

Acknowledgements: 14242 Valley Vista Blvd.
Sherman Oaks, CA 91423

VICTOR
GRUEN

ENCYCLOPEDIAS AND DIRECTORIES

1959-

1964

1951-

1969-1972

ion

SUPPLEMENTARY
DATA

PERSONALITIES OF THE WEST AND MIDWEST

Royal Blue Book

Who's Who in America

Who's Who in California

Who's Who in The West

World Book Yearbook

Calif. Environment Yearbook + Directory 1972-1973

All current

the plan for Valencia, a new satellite city near Los Angeles with a 250,000 population; revitalization plan for Fresno, California; revitalization plans for the city core of Boston, Massachusetts; about fifty regional shopping centers and urban sub-centers, etcetera

As a Fellow of the A.I.A., and an Affiliate of the A.I.P., as well as a member of many other professional organizations, Mr Gruen has been the recipient of honors and awards too numerous to list here. His work has been exhibited at World Fair exhibits, in museums, and in shows all over the world. He is a lecturer at many universities and colleges and to professional groups in the United States and Europe. He is the author of SHOPPING TOWNS, USA (with Larry Smith) and "THE HEART OF OUR CITIES", as well as many articles on design, architecture, planning, and building economy.

SELECTED REFERENCES TO VICTOR GRUEN IN ENCYCLOPEDIAS AND DIRECTORIES

- Current Biography 1959-
Encyclopedia of Modern Architecture 1964
Enclopedia De L'Urbanisme 1951-
The International Who's Who 1969-1972

National Trust For Historic Preservation
lists The Victor Gruen Foundation for
Environmental Planning

Personalities of The West and Midwest

Royal Blue Book

Who's Who in America

Who's Who in California

Who's Who in The West

World Book Yearbook

All current

Calif. Environment Yearbook + Directory 1972-1973

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VICTOR GRUEN: American (b. Austrian) architect & planner;
b 18 July 1903; ed. Vienna Technological Institute and
Academy of Fine Arts.

Designer, Supervisor & Co-ordinator with Melcher & Steiner in Vienna 1924-33; independent practice in Vienna executing a large number of residential and commercial projects 1933-1938; designer in Los Angeles and New York 1938-1948; licensed in California as architect in 1948 and later on in 26 other states; founded VICTOR GRUEN ASSOCIATES in 1950 and as Senior Partner directed the work of this organization with offices in Los Angeles, New York, Tehran, and Washington, in the fields of architecture, planning & engineering.

In 1968 founded VICTOR GRUEN INTERNATIONAL with offices in Los Angeles, Vienna, and Paris. Concentrates main work efforts in Europe now as consultant to the Institut D'Amenagement De La Region Parisienne, which specifically concerns the planning for city centers of six new satellite towns with populations of 500,000 each; as planning consultant for a new university town in Ottingnies, Belgium for 50,000 inhabitants and 20,000 students; as consultant to the City of Lyon, France, for large urban redevelopment projects; as consultant to the City of Vienna for various projects, and as consultant for "DIE NEUE HEIMAT" for "Alster Zentrum", Hamburg, Germany. Mr. Gruen is also engaged in other planning work in France, Belgium, Switzerland, Italy, Spain, and South Africa.

Mr Gruen also founded "THE VICTOR GRUEN FOUNDATION FOR ENVIRONMENTAL PLANNING", a non-profit organization devoted to research and education in the fields of urbanism and environmental planning, with its offices in Los Angeles, California.

His most important projects include: Northland Shopping Center in Detroit; Southdale in Minneapolis; Midtown Plaza in Rochester, N.Y.; the Master Plan for the revitalization of downtown Fort Worth, Texas; the plan for Valencia, a new satellite city near Los Angeles with a 250,000 population; revitalization plan for Fresno, California; revitalization plans for the city core of Boston, Massachusetts; about fifty regional shopping centers and urban sub-centers, etcetera

As a Fellow of the A.I.A., and an Affiliate of the A.I.P., as well as a member of many other professional organizations, Mr Gruen has been the recipient of honors and awards too numerous to list here. His work has been exhibited at World Fair exhibits, in museums, and in shows all over the world. He is a lecturer at many universities and colleges and to professional groups in the United States and Europe. He is the author of SHOPPING TOWNS, USA (with Larry Smith) and "THE HEART OF OUR CITIES", as well as many articles on design, architecture, planning, and building economy.

EXHIBITIONS

National Gallery, Washington, D.C.

Brussels Worlds Fair

United States Information Service

4 Gold Medal Exhibits of New York Architectural League

Eighth Pan-American Congress of Architects,
Mexico

A.I.A. Exhibit in Moscow

Berlin International Building Exhibit

American Embassy Exhibit, Paris

Brooklyn Museum

Walker Art Institute

Detroit Art Institute

Los Angeles County Museum

American Federation of Arts

(shown in leading museums of U.S., Canada and Australia)

SELECTED REFERENCES TO VICTOR GRUEN IN
ENCYCLOPEDIAS AND DIRECTORIES

Current Biography	1959-
Encyclopedia Of Modern Architecture	1964
Encyclopedia De L'Urbanisme	1951-
The International Who's Who	1969-1972
Lamba Alpha, Los Angeles Directory	1969-1970
National Trust For Historic Preservation (lists V.G.F.)	
Personalities Of The West And Midwest	
Royal Blue Book	
As Werk Der Auslandsosterreicher In Der Welt	1969
Who's Who In America	
Who's Who In California	
Who's Who In The West	1973
World Book Yearbook	1972
Calif. Environment Yearbook & Directory	1972-1973

BOOKS BY VICTOR GRUEN

<u>How To Live With Your Architect</u> 32 page booklet	1949	Store Modernization Institute, New York
<u>Shopping Towns, U.S.A.</u> co-author, Mr. Larry Smith 287 page book	1960	Reinhold Publishing Corporation, New York
<u>Stadsfornvelse i Forenta Staterna</u> 14 page booklet in Swedish	1963	Bonniers, Stockholm
<u>Heart Of Our Cities</u> 368 page book	1964	Simon & Schuster, New York
<u>Heart of our Cities</u> (Japanese Edition)	1971	Shogyokai
<u>New Cities, U.S.A.</u> 42 pages	1966	by VCA for HUD
<u>Downfall And Rebirth Of City Cores On Both Sides Of The Atlantic</u> 52 page booklet	1972	Victor Gruen Foundation For Environmental Planning, Los Angeles
<u>Centers for the Urban Environment</u> 266 pages, book	1973	Van Nostrand Reinhold 1973
<u>The Livable City</u> (In German)✶	1975	List Verlag, Munich
<u>Is Progress a Crime?</u> (In German)✶	1975	Europa Verlag, Vienna

*Have been translated into English and will soon be published in the US.

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CHAPTERS WRITTEN BY VICTOR GRUEN WITHIN BOOKS

ADVANCED RETAIL MANAGEMENT, 1957 (Tobe - Harvard Lectures, Harvard Graduate School of Business Administration)
Chapter by Victor Gruen "The Future Of The Planned Shopping Center", pp.89. Fairchild Publications.

APPRAISAL AND VALUATION MANUAL, 1960, Vol. 5 - American Society of Appraisers, Washington, D.C.
Chapter by Victor Gruen, "Shopping Centers, Suburban and Urban", pp.287-294.

CITIZEN IN THE YEAR 2000

European Cultural Foundation. Kluwer, Deventer 1971. Chapter by Victor Gruen, "The Interdependencies of 'Man's Own Space' and the Urban Environment", pp. 72-74.

CITY AND COUNTRY IN AMERICA

Edited by David R. Neimer. Chapter by Victor Gruen, "In Defense of the City", pp. 382 -391. Appleton-Century-Crofts, New York, 1962.

CITY PROBLEMS OF 1960 (U.S. Conference of Mayors Annual Proceedings).

Edited by Harry R. Betters. Chapter by Victor Gruen, "Urban Planning for the Sixties", pp. 69-81. The U.S. Conference of Mayors, Washington, D.C. 1960.

ENVIRONMENT AND POLICY - THE NEXT FIFTY YEARS

Commissioned and edited by William R. Eward, Jr., on behalf of the American Institute of Planners' 50th Year Consultation. "Comments on Lynch" by Victor Gruen, pp. 157-161. Indiana University Press, Bloomington & London, 1968.

THE IDEAL CITY

Edited by Robert Kevin Brown. Chapter by Victor Gruen, "The Hearts of Our Cities", pp. 21-28. Published in 1964.

Osterreichischen Gewerkschaftsbundes Vienna

Roof organization of the Austrian trade unions. "Im forlschritt Nicht Ersticken" (We Should not Allow Progress to Suffocate Us) by Victor Gruen, 1973. pp. 111-119.

CHAPTERS WRITTEN BY VICTOR GRUEN WITHIN BOOKS

THE PEOPLES ARCHITECT

Edited by Harry S. Ransom. Chapter by Victor Gruen, "Environmental Architecture", pp. 51-61. University of Chicago Press, 1964.

PERSPECTIVES U.S.A., No. 16, Summer 1956

Article by Victor Gruen, "The City in the Automobile Age", pp. 45-54. Published by Intercultural Publications, Inc. New York.

READINGS IN URBAN TRANSPORTATION

Edited by George Smork. Chapter by Victor Gruen, "No More Offstreet Parking in Congested Areas". Indiana University Press, Bloomington, Indiana, 1968.

URBAN PROBLEMS: A CANADIAN READER

Edited by Ralph R. Krueger and R. Charles Bryfogle. Chapter by Victor Gruen, "A Design For Urban Development", pp. 236-241. Holt, Rinehart and Winston of Canada, Ltd. 1971.

WHO DESIGNS AMERICA

Edited by Laurence B. Holland, Chapter by Victor Gruen, "New Forms of Community" pp. 172-213. Anchor Books Edition, New York, Doubleday, 1966.

DAS SALZBURG BUCH

Festungs, Verlog, Salzburg, Austria, 1961.
"Erfahrungen mit Fubgangerzentren" by Victor Gruen. 154-160

*EUROPA - GESPRACH

Verlag Fer Jugend und Von Volk, Vienna, 1963.

*These writings are not part of the VGF Library collection. Please verify that they have been classified properly.

Ersticken unsere Cities im Verkehr?

"Die Stadte Mussen Weider Urban Weiden" chapter by Victor Gruen. Bern und Frankfort, Herbert Lang, 1971.

AMERICA (Special issue of the magazine, Zodiac)
Chapter by Victor Gruen "Architecture & Urban
Development", Ing. C. Olivetti & Co. Ivrea, Italy. p.90-95.

DIALOGUE, Vol. 7 1974 No. 3
Article by Victor Gruen, "The Architect as City Planner", pp.69-77.
U.S. Information Agency, Washington D.C 1974.

ACTIVITIES AS A LECTURER

- 1967 The Centennial Conference of the American
Institute for Planners
- 1967 The Conference for Urbanism and Commerce in
Milan
- 1967 The Conference of Scandinavian Architects
in Bergen, Norway
- 1967 International Congress of Commerce & Urbanism
in Milan
- 1968 Associated Merchandising Corporation
- 1968 Press Club in Hamburg
- 1969 Chamber of Commerce in Vienna
- 1970 European Cultural Foundation in the Netherlands
- 1970 The Victor Gruen Foundation for Environmental
Planning in Los Angeles
- 1970 Technical University of Vienna
- 1971 O.E.C.D.
- 1971 La Prefecture de la Region Parisienne
- 1972 Cal-Poly in Pomona
- 1972 I.B.M. Executives in Vienna
- 1972 University of California at Los Angeles
- 1972 University of Southern California in Los Angeles

ACTIVITIES AS A LECTURER

A.I.A (Detroit Chapter)	January 16, 1952	Vol. I, #7
A.I.A. (Kansas City Chapter)	September 29, 1967	XIX, #164
A.I.A. (Memphis Chapter) & the Downtown Assoc. of Memphis	April 30, 1958	VI, #65
A.I.A. (Middle Atlantic District Regional Conference)	April 18, 1958	VI, #62
A.I.A. (N.Y. Chapter with <u>Lighting & Lamps Magazine</u>)	January 21, 1953	Vol. I, #8
A.I.A. (So. Calif. Chapter)	August 14, 1956	Vol. III, #31
A.I.A. Convention in (Chicago)	May 8, 1951	Vol. I, #6
A.I.A. Convention (Minneapolis, Minn.)	June, 1955	Vol. II, #18
A.I.A. Honor Awards Meeting	April 19, 1955	Vol. II, #16
A.I.P. Conference	October 1967	XIX, #165
Akron, Ohio (Annual Banquet of the C. of C.)	January 15, 1957	Vol. IV, #43
American Bankers Association (Los Angeles, Calif.)	February 9, 1953	Vol. I, #9
American Furniture Mart	January 9, 1961	XII, #106
American Society of Appraisers (Greater N.Y. Chapter)	December 2, 1959	IX, #84
Architectural League of New York	September 4, 1958	VII, #69
Architectural League of New York (Gold Medal Exhibit)	October 29, 1959	VIII, #81
Ashley, T. L. (notes for his speech)	March, 1966	Vol. XVIII, #155
Aspen, Colorado	June 15, 1955	Vol. II, #17
Associated Merchandising Corp.	April 30, 1968	XX, #169 (also French ed.)
Association of Danish Architects	November 12, 1968	XX, #174
Austin, Texas	May 16, 1958	VII, #66
Baltimore, Maryland	April 18, 1958	VI, #62
Barcelona, Spain	September 5, 1966	Vol. XVIII, #158
Barnsdall Park Municipal Art Gallery (L.A., Calif.)	December 7, 1955	Vol. II, #23
Bermuda	May 2, 1962	XIV, #122
Beverly Hills, Calif. (Urban Renewal Conf.)	August 19, 1958	Vol. VII, #68
Beverly Hills Realty Board	March 12, 1957	Vol. IV, #47
Beverly Hills Realty Board	August 13, 1964	XVI, #140
Boston, Mass.	October 18, 1955	Vol. II, #22
Boston, Mass.	March 8, 1960	IX, #87
Boston, Mass.	March 21, 1961	XII, #111
Bridgeport Chamber of Commerce	December 8, 1966	XVIII, #160
Brno, Czechoslovakia	June 10, 1968	XX, #171A
Brooklyn, N. Y.	December 6, 1961	XIII, #118
Brussels, Belgium	November 15, 1966	Vol. XVIII, #159
Buffalo & Erie County Planning Assn.	May 22, 1961	Vol. XII, #115
Building Owners and Manager's (50th Annual Conv. Nat'l. Association)	June 25, 1957	Vol. V, #54

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California Council of Landscape Architects	October 13, 1956	Vol. III, #33
California Mortgage Bankers Association Convention	April 1, 1960	X, #90
Central City Growth Conference	May 10, 1960	X, #95
Chain Store Age 14th Annual Seminar	February 26, 1968	XIX, #167
Chamber of Commerce of the US (46th Annual Meeting)	April 29, 1958	VI, #64
Channel City Club	October 16, 1956	Vol. III, #34
Chicago (Convention of the A.I.A.)	May 8, 1951	Vol. I, #6
Chicago, Illinois	March 28, 1957	Vol. IV, #48
Chicago, Illinois	May 13, 1960	XI, #96
Chicago, Illinois	January 9, 1961	XII, #106
Chicago, Illinois	January 31, 1961	XII, #107
City Club of New York	April 17, 1961	Vol. XII, #113
City Club of New York	November 20, 1964	XVII, #143
Columbia University (School of Architecture)	December 14, 1960	XI, #104
Commercial Club, San Francisco	January 31, 1956	Vol. III, #26
Commercial Town Planning (International Congress)	November 15, 1966	Vol. XVIII, #159
Community Appearance Conference	January 5, 1962	XIII, #121
Conference of Canadian Mayors	May 18, 1965	XVII, #149
Congress Internazionale "Commercio E Urbanistica"	October 14-16, 1967	XIX, #166
Connecticut General Life Insurance Company	September 9-11, 1957	Vol. V, #55
Cooper Union	March 15, 1961	XII, #110
Cooper Union (New York, N.Y.)	January 9, 1956	Vol. II, #25
Copenhagen	November 12, 1968	XX, #174
Democratic Advisory Council (Draft for platform on Urban & Housing Problems)	June, 1960	XI, #99
Detroit, Michigan	February 2, 1951	Vol. I, #5
Detroit, Michigan	November 12, 1956	Vol. III, #37
Detroit, Michigan	January 8, 1958	Vol. VI, #57
Detroit, Michigan	April 7, 1961	Vol. XII, #112
Detroit, Michigan (A.I.A.)	January 16, 1952	Vol. I, #7
Detroit, Michigan	November 15, 1962	XIV, #128
Economic Club of Detroit	November 12, 1956	Vol. III, #37
El Paso, Texas	January 21, 1957	Vol. IV, #45
Evangelische Akademik Loccum	October 8-11, 1968	XX, #173
Forth Worth, Texas	1956	Vol. II, #24
Forward Paterson Movement (3rd Anniversary Meeting)	June 10, 1959	VIII, #79
Fresno, California	May 19, 1959	VIII, #78
"Future on File" (radio broadcast)	February 26, 1953	Vol. I, #10
Grand Central Palace	July 8-11, 1948	Vol. I, #2
Geneva, New York	June 20-23, 1957	Vol. V, #53
Goodyear Meeting	January 13, 1964	XV, #135

Bay Committee

	April 10, 1957	Vol. IV, #48
	June, 1968	XX, #171
Connecticut	September 9-11, 1957	Vol. V, #55
University	April 12, 1957	Vol. V, #49
University (Graduate		
School of Bus. Adm.)	April 17, 1957	Vol. V, #50
Harvard University (Graduate		
School of Design)	March 21, 1961	XII, #111
Harvard University		XXI, #184
Hobart College	June 20-23, 1957	Vol. V, #53
Houston, Texas	January 9, 1963	XV, #130
Howard University	May 18, 1962	XIV, #125
Illuminating Engineering		
Society Meeting	April 20, 1954	Vol. I, #15
Inland Empire Downtown		
Redevelopment Conference	January 14, 1964	XV, #136
Institute of Real Estate		
Management	February 27, 1957	Vol. IV, #46
Institute of Traffic Engineers		
(Washington, D.C., Section)	May 14, 1957	Vol. V, #51
International Association of		
Town Planning & Distri-		
bution Congress in		
Stockholm	May 19-23, 1968	XX, #170
International Council of		
Shopping Centers Conv.	May 5, 1965	XVII, #148
International Design Conference	June 15, 1955	Vol. II, #17
International Store Moderni-		
zation Show	July 8-11, 1948	Vol. I, #2
Joint Committee on Washington		
Metropolitan Problems		
(Testimony)	November 12, 1959	IX, #82
Kalamazoo, Michigan	November 15, 1956	Vol. III, #38
Kansas City	September 29, 1967	XIX, #164
Kansas City, Missouri		
(Chapter of A.I.A.)	April 19, 1955	Vol. II, #16
Kingsley Art Club	February 19, 1958	Vol. VI, #60
La Mirada, California	August 9, 1956	Vol. III, #30
Lambda Alpha Fraternity	November 18, 1965	XVII, #153
Lambda Alpha International		
Fraternity	March 28, 1957	Vol. IV, #48
Lambda Alpha University Club		
(First luncheon meeting)	July 21, 1955	Vol. II, #19
Landscape Architects		
(Calif. Council)	October 13, 1956	Vol. III, #33
Lansing, Michigan	January 22, 1958	Vol. VI, #59
Lexington Democratic Club	March 4, 1961	XII, #109
Lighting & Lamp Magazine (with		
N.Y. Chapter A.I.A.)	January 21, 1953	Vol. I, #8
Little Rock, Arkansas	June 9-12, 1957	Vol. V, #52
"Living by Design" (text of		
TV broadcast)	January 19, 1954	Vol. I, #12
Los Angeles, (American Bankers		
Association Conference)	February 9, 1953	Vol. I, #9

Los Angeles	December 7, 1955	Vol. II, #23
Los Angeles	March 13, 1956	Vol. III, #27
Los Angeles	July 11, 1956	Vol. III, #29
Los Angeles	September 23, 1956	Vol. III, #32
Los Angeles	February 27, 1957	Vol. IV, #46
Los Angeles	November 13, 1965	XVII, #152
Los Angeles	November 18, 1965	XVII, #153
Los Angeles Art Directors Club	March 11, 1960	IX, #88
M.I.T. College of Architecture	March 20, 1961	XII, #111
Mayor's Conference	November 13, 1965	XVII, #152
Memorial Art Galleries (Rochester, N.Y.)	September 30, 1955	Vol. II, #21
Memphis, Tenn.	April 30, 1958	VI, #65
Miami, Florida (Downtown Business Council)	November 8, 1956	Vol. III, #36
Michigan Society of Architects	April 7, 1961	XII, #112
Milano	October 14-16, 1967	XIX, #166
Milwaukee, Wisconsin	May 10, 1960	X, #95
Minneapolis	June, 1955	Vol. II, #18
Minneapolis Sundry Tribune (Interview)	March 14, 1954	Vol. I, #13
Mount Holyoke College	March 20, 1959	VIII, #75
Mount Holyoke College	March 21, 1959	VIII, #76
Municipal Art Gallery Barnsdall Park, L.A.)	September 23, 1956	Vol. III, #32
Mutual Buying Office	October 20, 1959	VIII, #80
N.A.R.E.R. Conventions	November 15, 1962	XIV, #128
N.R.D.G.A. (National Convention)	March 3, 1953	Vol. I, #11
N.R.D.G.A. National Convention	January 8, 1957	Vol. IV, #42
National Association of Architectural Metal Manufacturers (24th Annual Convention)	May 2, 1962	XIV, #124
National Association of Home Builders (Nat'l. Conv.)	January 31, 1961	XII, #107
National Association of Housing & Redevelopment Officials Conference	May 19, 1959	VIII, #78
National Home Fashions League (So. Calif. Chapter)	July 11, 1956	Vol. III, #29
National Home Fashions League (Luncheon)	May 9, 1961	Vo. XII, #114
National Housing Center	January 3, 1957	Vol. IV, #41
National Municipal League (Conference)	November 18, 1959	IX, #83
National Retail Merchants Association (Panel Discussion)	January 13, 1959	VIII, #74
National Retail Merchants Association 1966 Convention	January 11, 1966	XVIII, #154
New Orleans, Louisiana	January 19, 1957	Vol. IV, #44
The New School	April, 1958	VI, #61
The New School Associates	April 20, 1958	VI, #63
The New School's Forum (questioning Panel members)	January 15, 1960	IX, #86
New York Chapter A.I.A. (with Lighting & Lamps Magazine)	January 21, 1953	Vol. I, #8

New York ("Future on File" radio broadcast)	February 26, 1953	Vol. I, #10
New York ("Living by Design", TV broadcast)	January 19, 1954	Vol. I, #12
New York	Junly 8-11, 1948	Vol. I, #2
New York, N.Y. (Cooper Union)	January 9, 1956	Vol. II, #25
New York, N.Y.	June 25, 1957	Vol. V, #54
New York, N.Y.	April 19, 1958	VI, #61
New York, N.Y.	April 20, 1958	VI, #63
New York, N.Y.	September 4, 1958	VII, #69
New York, N.Y.	November 25, 1958	VII, #70
New York, N.Y.	January 13, 1959	Vol. VIII, #74
New York, N.Y.	April 13, 1959	VIII, #77
New York	October 29, 1959	Vol. VIII, #81
New York, N.Y.	January 15, 1960	IX, #86
New York, N.Y.	December 14, 1960	XI, #104
New York, N.Y.	March 15, 1961	XII, #110
New York, N.Y.	April 17, 1961	Vol. XII, #113
New York, N.Y.	May 9, 1961	Vol. XII, #114
New York, N. Y.	November 9, 1964	XVI, #141
New York, N. Y.	November 20, 1964	XVII, #143
New York, N. Y.	May 5, 1965	Vol. XVII, #148
New York, N. Y. (CBS interview to Los Angeles)	January 11, 1966	XVIII, #154
New York, N.Y. (N.R.D.G.A. National Convention)	August 29, 1960	XI, #103
New York, N.Y. (Nat'l. Arts Club)	March 3, 1953	Vol. I, #11
New York State Citizens Council (13th Annual Inst. of Community Leadership)	December 2, 1959	IX, #84
New York State Fed. of Official Planning Org.	June 20-23, 1957	Vol. V, #53
New York University	September 23, 1963	Vol. XV, #134
New York World's Fair Exhibit (Idea Outline)	June 10, 1958	Vol. VII, #67
Northland (Press Preview)	1960	XI, #102
Oakland C. of C. and Oakland City Planning Comm.	March 15, 1954	Vol. I, #14
Pacific Northwest Conf. of Building Owners & Mgrs.	October 19, 1956	Vol. III, #35
Palm Springs, California	October 23, 1956	Vol. III, #35
Paris, France	April 1, 1960	X, #90
Pasadena, California	November 14, 1968	XX, #176
Paterson, New Jersey	July 26, 1966	XVIII, #156
Pennsylvania, University of Philadelphia	June 10, 1959	VIII, #79
Phoenix, Arizona	November 16, 1964	XVI, #142
Pittsburgh Plate Glass Foundation	February 26, 1968	XIX, #167
Planning Commission of the City of New York	January 13, 1964	XV, #135
Planning Meeting concerning the projected Roseville Shop- ping Center	April 8, 1965	XVII, #145
	April 13, 1959	VIII, #77
	January 19, 1967	Vol. XIX, #163

Portland, Oregon	October 23, 1956	Vol. III, #35
Pratt Institute	December 6, 1961	XIII, #118
Press Review (Northland)	March 15, 1954	Vol. I, #14
Princeton, Univeristy	May 1964	XVI, #138
Progressive Architecture (Fourth Annual Awards)	January 19, 1957	Vol. IV, #44
Real Estate Board of Rochester	April 6, 1960	X, #91
Redondo Beach, Calif.	June 18, 1964	XVI, #139
Regional Plan Association (Annual Conference)	November 9, 1964	XVI, #141
Rice University	January 9, 1963	Vol. XV, #130
Rochester, New York	September 30, 1955	Vol. II, #21
Rochester, New York	April 6, 1960	X, #91
Rochester, New York	September 23, 1963	Vol. XV, #134
Rochester Memorial Art Gallery	December 3, 1958	VII, #71
Rochester Public Library	November 21, 1961	XIII, #117
Rotary Club of Detroit	January 8, 1958	Vol. VI, #57
Sacramento, California	February 19, 1958	Vol. VI, #60
San Francisco Museum of Art	April 20, 1954	Vol. I, #15
San Francisco Planning and Housing Commission	January 31, 1956	Vol. III, #26
Santa Barbara, California	October 13, 1956	Vol. III, #33
Santa Barbara, California	October 16, 1956	Vol. III, #34
Smith College	April 9, 1965	XVII, #146
South Bay Board of Realtors	June 18, 1964	XVI, #139
South Hadley, Mass.	March 20, 1959	Vol. VIII, #75
South Hadley, Mass.	March 21, 1959	VIII, #76
Springfield, Mass.	November 18, 1959	IX, #83
Stamford, Connecticut	April 26, 1960	X, #92
Stockholm, Sweden	October 15, 1962	XIV, #127
Stockholm, Sweden	May 19-23, 1968	XX, #170
Teachers' Seminar	June 15, 1962	XIV, #126
Technische Hochschule Wien	November 21, 1968	XX, #176A
Texas, University of	May 16, 1958	VII, #66
Tobé Lectures in Retail Distribution	April 17, 1957	Vol. V, #50
Traffic Engineering (8th Int'l. Study Week)	September 5, 1966	Vol. XVIII, #158
United States Conference of Mayors	May 13, 1960	XI, #96
University of Pennsylvania (Architectural Society)	November 16, 1964	XVI, #142
University of Texas (Institute of Public Affair)	May 16, 1958	VII, #66
Urban Design Conference (Harvard U.)	April 12, 1957	Vol. V, #49
Victor Gruen Associates	February 13, 1962	XIV, #122
Vienna	November 3, 1960	XI, #105
Vienna	June 11, 1963	Vol. XV, #133
Vienna	November 21, 1968	XX, #176A
Voice of America (Lecture for Forum Lectures Program)	July 1960	XI, #100
Washington, D. C.	January 3, 1957	Vol. IV, #41

Washington, D. C. (Institute
of Traffic Engineers)
Washington, D. C.
Washington, D. C.
Washington, D. C.
Washington, D. C.
Washington, D. C.
Westwood Art Association
Windsor, Canada
Women's City Club of New York
Yale University, School of
Architecture

May 14, 1957
April 29, 1958
November 12, 1959
January 5, 1962
May 18, 1962
October 5, 1965
March 13, 1956
May 18, 1965
November 25, 1958

January 7, 1959

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VIII, #73

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RECOGNITION

- Honor Award
Southern California Chapter, AIA for
Milliron's Department Store, Los Angeles
California, 1949
- Honor Award
Southern California Chapter, AIA, for
Mid-Wilshire Medical Building, Los
Angeles, California, 1951
- Design Award
Progressive Architecture Magazine, for
Bay Fair Shopping Center, San Leandro,
California, 1953
- Award
Avenue of the Americas Association for
Barton's Bonbonniere Candy Store, New
York, New York, 1953
- Merit Award
National Chapter, AIA, for Northland
Shopping Center, Detroit, Michigan, 1954
- Honor Award
Detroit Chapter, AIA, for Northland Shop-
ping Center, Detroit, Michigan, 1955
- First Design Award
Progressive Architecture Magazine, for
Urban Redevelopment project in Detroit
(in association with Yamaski and Stonorov),
1956
- Merit Award
Southern California Chapter, AIA, for
Tishman Office Building, Los Angeles,
California, 1957
- Merit Award
Southern California Chapter, AIA, for
Pacoima Housing Project, Los Angeles,
California, 1957
- Merit Award
Southern California Chapter, AIA, for 16100
Ventura Blvd. Medical Building, Los Angeles,
California, 1957
- Award Citation
Progressive Architecture Magazine, for
Redevelopment Plan for Fort Worth, Texas,
1957

RECOGNITION

- Award Citation Progressive Architecture Magazine, for Wilshire Terrace Apartment Building, Los Angeles, California, 1957
- Award Citation AIA and United States Department of State, for participation in Brussels Exhibit, World's Fair, 1958
- Gold Medal Award Memphis Chapter, AIA, for Outstanding Achievement in Architecture and City Planning, 1958
- Merit Award National Association of Home Builders, for Neighborhood Development, La Mirada, California, 1958
- Merit Award National Association of Home Builders, for Neighborhood Development, Maryvale, Arizona, 1959
- Award Citation Progressive Architecture Magazine, for Charles River Park Urban Redevelopment Project, Boston, Massachusetts, 1959
- Commendation City of Beverly Hills, California, for "Consistency in Creating Contemporary Architectural Design of Outstanding Originality and of the Highest Aesthetic Appeal," 1959
- Community Award Los Angeles Beautiful, Division of the Los Angeles Chamber of Commerce, for City National Bank Building, Venice, California and World Savings and Loan Building, Lynwood, California, 1959
- Award Factory Magazine, "Top Ten Plants of 1961," for Manufacturing Plant, Van Nuys, California, 1961
- Award San Fernando Valley Beautiful, Civic Award to Rose Marie Reid - Victor Gruen Associates, 1962 (?)

RECOGNITION

- Award Citation
Progressive Architecture Magazine, for
Redevelopment Plan for Cincinnati, Ohio,
1962
- Special Medallion
Victor Gruen named by Rice University,
Houston, Texas, as "Architect of the People
in program honoring eight American Architects
for "Contributions to a Socially Significant
Architecture," 1963
- Design Award
Progressive Architecture, 1963 on Urban
Design. Citation for revitalization of
the city core of Cincinnati, Ohio
- Community Award
Los Angeles Beautiful, Division of the
Los Angeles Chamber of Commerce, for Leo
Baek Temple, Los Angeles, California, 1964
- Excellence In Community
Architecture Citation
California Council of the AIA, for Fulton
Mall Development, Downtown Fresno, California
1965
- Excellence In Community
Architecture Citation
Chicago Regional Council of the AIA, for
Lincoln Square Development, downtown
Urbana, Illinois, 1965
- Excellence In Community
Architecture Citation
New York State Association of
Architects, Regional Division of the
AIA, for Midtown Plaza Development,
Downtown Rochester, New York, 1965
- Community Award
Whittier Community Beautiful, for the
May Company, Whittier, California, 1966
- Honor
One of Five U.S. Citizens to receive Who's
Who in America's "Significant Contribution
to Society" award, 1966
- Certificate of Excellence State of California, Governor's
Design Awards Jury, for Fox Plaza in
category of Urban Buildings, 1966

RECOGNITION

Award of Merit	1966, Michigan Society of Architects for Westland Center, Nankin Township, Michigan
Merit Award	HUD for Design Excellence, for Fulton Mall, Fresno, California Urban Renewal Program, 1968
Merit Award	HUD award for Design Excellence, for Park Slope North Rehabilitation, Brooklyn, New York, 1968
Citation	Engineering News Record, "Victor Gruen is cited by the publisher and editor from among the many men who serve the best interest of the construction industry. February 15, 1968
Architectural Merit Award	City of Torrance Chamber of Commerce for Del Amo Financial Center, Torrance, Calif. 1968
Environmental Award	San Mateo County Development Association, Inc. for contribution to environmental and aesthetic characteristics of Industrial Community in Schannon Industrial Park for Raychem Corp/Rayclad Tubes Inc., Menlo Park, California
Prize	Prize of the City of Vienna for the year 1972 "In Appreciation of Victor Gruen's Significant Artistic Achievements."
"Stern der Woche" (Star of the Week)	ABENDZEITUNG "Stern der Woche" award to Victor Gruen upon publication of <u>Das Überleben der Städte</u> (Munich, F. Molden, 1973 April 23, 1973
Honorary Degree - Doctor of Fine Arts	Conferred by Pepperdine University, Los Angeles, California, on June 4, 1976

(Continued)