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**Autor:** Zach, Leon

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which is a disgrace to any nation which prides itself on its culture. The landscape architect, particularly when working in an industrial area, must know that prevention is better and more important than cure. To a great extent the man who provides green areas can be a healer of humanity, and by example and education—as the grandiose work of Peter Josef Lennè shows—can be a guide and shaper of people, and all the more in a landscape which is in danger. Such an example is an obligation to us. A children's playground of a suitable nature protected from smoke, noise and wind may cost less than the maintenance of a single Tb. bed in one year! Culture is always economic, from whatever point of view it is regarded.

Within easy reach of mother and pram should be:

windsheltered spots for mothers and small children, play-gardens and playgrounds, shops for every day things, quiet gardens for work veterans and those in the evening of life. The paths should also begin here which lead to the larger countryside, which belongs to us all and which has become the modern village common of the whole nation. Nobody should have the power to take away or diminish a part of this common heritage from anybody else. If it is necessary to interfere with or change the wider landscape, for reasons of general interest or superior policy, then the usufructuary should offer society full compensation, which cannot be limited to money. We must grow out of an age of heartlessness into an age of brotherhood.

## Recent examples of Industrial Landscape Design in the United States of America

By Leon Zach, President, American Society of Landscape Architects

As a result of the greatly expanding economy in the United States the large industries are undergoing corresponding expansion to satisfy increased consumer demand; and there is increasing recognition by the management of these fast-growing industries as to the desirability and wisdom of providing happy surroundings and pleasant working conditions for their many thousands of workers.

*Ford Motor Company.* Thus, one of our firms, Wilcox and Laird of Birmingham, Michigan, have been retained to develop the grounds of many of the new facilities of the gigantic Ford Motor Company. These include four different projects, all done by the same architects, Giffels and Vallet, Inc., and L. Rossetti, and located in four different cities.

These same architects and landscape architects have collaborated on many other industrial projects, such as for the General Electric Company (Electronic Parks, N. Y.); Federal Telecommunications Laboratories, International Business Machines Company, and the Fruehauf Trailer Company.

In other similar cases we find a firm of architects becoming familiar with the capabilities and methods of a favorite landscape architect; and, therefore, retaining his services in the collaborative work of site development and planting at many installations. Such is the case in three other projects, all of which are the collaborative work of Albert C. Martin and Associates, Architects and Engineers of Los Angeles, California, and Arthur G. Barton, Landscape Architect of Glendale, California.

*Pacific Tube Company,* Los Angeles, California. Here the industry undertakes the manufacture of steel tubing. For the comfort and convenience of their workers, and to improve the appearance to the benefit of the general public, the grounds have been planted and car parking has been provided. The planting was done in 1953.

*Consolidated Western Steel Company,* Los Angeles, California. A steel company improved its new general office building in 1954.

*Lakewood Center,* Lakewood, California. The largest single-family residential development must, of

### Figures of page 126

- 1 *Development Plan for the Future Landscaping of Industry.* If planning is omitted, the growth of the plantations is retarded.
- 2 *How to obscure Unsightly Constructions of considerable Height?* The plantations of protection must be well-planned for housing, gardens and roads.
- 3 *Where should "wood" be planted?* "Wood" must be planted in industrial areas and around settlements.
- 4 The plantation areas must be large enough, to include rides in order to allow sunlight into the growth. They must act as smokescreens and give adequate protection against the west wind.
- 5 *Where should "wood" be planted?* On all undulating slopes, in quarries and cuts, on dunes and marchland.

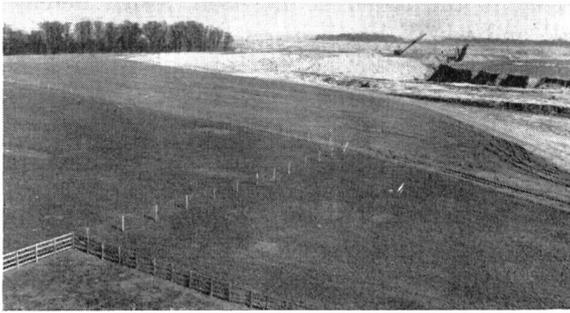
### Figures de page 125

- 1 *Projets préalables avant le développement des installations industrielles.* Si les projets sont omis, les plantations plus tard croissent mal.
- 2 *Comment masquer des constructions qui sont plus hautes que les arbres?* La plantation de protection doit être efficace pour les habitations, les jardins et les routes.
- 3 *Où doit-on planter du « bois »?* Le « bois » doit être planté dans le paysage de tout aménagement industriel et des cités d'habitation.
- 4 Les bandes de plantations doivent être larges alternant avec des laies de lumière. Elles doivent protéger contre le vent de l'ouest et la fumée. Direction des laies de lumière vers le nord.
- 5 *Où doit-on planter du « bois »?* Sur tous les mauvais terrains. Sur toutes les pentes et les versants d'élévations. Dans les carrières, dans les fosses et les creux. Sur les dunes et les terrains mouvants.

## Industrial Landscape in England

### Restoration and Afforestation of Land Worked for Ironstone

By D. R. Harper, B. Arch., Ph. D., F. R. I. B. A., A. M. P. T. I.  
on behalf of Steward and Lloyds (Minerals) Ltd.



course, have its own shopping center, and its shopping center its parking spaces. This development contains 30 000 single-family homes. The shopping center is to have 120-140 shops. Parking for more than 12,000 automobiles. The planting was begun in 1951.

**Bell Telephone Laboratories.** The theme of the development of the laboratory of the giant industry called Bell Telephone Laboratories was to provide technicians and scientists engaged in research with pleasant surroundings in which it was felt that they would work more efficiently. In developing the property it was desired to preserve the dignity of the general surroundings which were mainly residential. The project itself covers over 300 acres. There is one main laboratory building, 1300 feet long, which provides work space for approximately 4000 employees. Access provided from three public roads leads to two large parking spaces. The cost of the site development and landscape work was on the order of \$ 350 000. Early landscape work was designed by Olmsted Brothers, Brooklins, Massachusetts, and the more recent major development by the Office of Alfred Geiffert, Jr., of New York City. The intent of the designer was to provide comfort in the form of shaded walks and shaded parking spaces, as well as pleasure in the form of flower colour and interest as in the considerable show of Dogwoods (*Cornus florida*) in the entrance court, evergreen shrubs (*Rhododendrons*, *Mountain Laurel* [*Kalmia latifolia*] and *Azaleas*) at the bus turnaround and as foreground to the remaining existing natural woodland, and crabapples (*Malus* varieties) in hedge form to screen out a parking area.

**General Motors Technical Center.** Perhaps the most dramatic recent evidence in the United States of the part played by the landscape architects in the design of industrial projects is in this tremendous project. As in the Bell Laboratories project, the purpose of the project was to provide closely coordinated

- 1 Ironstone quarrying being carried out in conjunction with harvesting. Fully restored land can be seen at the lower level after the ironstone has been extracted.
- 2 Excavation being carried out at a greater depth by the use of subsidiary machinery. Tractors and scrapers are used to level worked-out areas, and finally, top soil will be restored to the levelled site.
- 3 An ironstone quarry at about the maximum depth of excavation when direct full restoration can be accomplished in one operation.
- 4 The Company's Nursery includes the following trees: Oak, Sycamore, Larch, Corsican and Scots Pine.
- 5 General view of the Company's re-afforestation.

- 1 Eisenerz wird neben der Ernte ausgebeutet.
- 2 Aushöhlung, welche durch Hilfsmaschinen noch tiefer durchgeführt wird. Erdbewegungsmaschinen ebnen die ausgebeutete Bodenfläche wieder aus.
- 3 Eine Eisenerzgrube auf der maximalen Tiefe der Aushöhlung und wie dieselbe wieder ausgefüllt wurde.
- 4 Die Baumschule der Firma verfügt über Eichen, Sycomoren, Lärchen und Nadelhölzer.
- 5 Hauptansicht der Aufforstung durch die Firma.

- 1 Exploitation d'une mine de fer à côté de la moisson. Au bas, du terrain cultivé.
- 2 Excavation rendue plus profonde par des machines de renfort.
- 3 Excavation maximum d'une mine de fer et restauration du terrain.
- 4 La pépinière de la Compagnie Steward & Lloyd Ltd. dispose de différents arbres: Chênes, sycomores, mélèzes et conifères.
- 5 Vue principale d'un reboisement. Les plantations alternent avec des laies, produisant résistance au feu et facilitant plus tard l'abatage.

activities working in an atmosphere conducive to original thinking and experimentation, and, in addition, to give an air of spaciousness with a quality similar to that of a well-planned collegiate institution.

The concept of the arrangement of the five major elements of the project—its site plan—was established by collaborative effort of the architects, Saarinen, Saarinen and Associates and Thomas D. Church, Landscape Architect, of San Francisco, California, Contract drawings for the landscape development, as well as specifications, selection of materials, and supervision were by the Associate Landscape Architect, Edward Eichstedt of Detroit, Michigan. The engineering was by Smith, Hinchman, and Grylls, Inc. The budget for lawns and planting alone was slightly over one million dollars. The site is 1 - ½ miles long by 1 - ½ miles wide containing 813 acres. Existing on the flat land were only a few scattered trees and a small woodlot of about 3 acres. The project, which is the place of work of some 10,000 people, is best described in the words of the Associate Landscape Architect as they appeared in the July 1952 issue of the Quarterly Landscape Architecture (pages 166 - 167):

“The buildings are organized into five principal groups—Research, Engineering, Manufacturing, Styling, and Service—surrounding a central lake twenty acres in extent. The general effect is that of a well-planned university group comprising several colleges... The overall composition is achieved by balancing tree groups against open spaces, buildings, and forest trees... A buffer of forest is thrown around the site, which will give the lawns the effect of clearings when the plantings have matured.”

“The plan includes no axial construction, no monumental allées. The spaces are designed to flow into each other without ostentation. Planting masses provide the outlines of areas which show off the building groups to best advantage. These open spaces interlock. Even the expanse of the big lake is broken up by means of small islands which are planted with willows, to participate in the plan to create somewhat local areas.”

“The lake cannot be seen from any single point, and this makes it appear larger than it would if one sweeping view could encompass the whole shore line... To carry out the feeling of simplicity and dignity, the range of plants used is restricted. Planting effects are carried out with trees, low evergreens, and ground cover. Shrubs are omitted except in the forest margin... There is no attempt at ornament... Gardenesque elements are considered non-functional in this plan... The simple type of planting... assures a tailored appearance at all times, and low maintenance cost.”

These examples provide ample evidence of the effort of the landscape architect to “add green” to industrial sites of all sorts in an effort to harmonize the projects with the existing landscape, and in so doing to provide pleasant, healthy surroundings of the industrial worker.



Schutt, Schlacke und Abraumhalden müssen bepflanzt werden.  
- Dumps and slopes have to be planted. - Des haldes de décombres et de scories ainsi que des terrils doivent être couvertes de plantations.