

Transcript of my opening remarks at our first Model Cities project  
Seminar. *W. W. W.*

" Citizens of Model Cities are now rightly participating in activities which aim to do immediately what can be done immediately---while planning for the future.

They are tired of being the passive subject of surveys and plans that bring no immediate benefits--

But as they move forward by self determined practical steps---as citizens of the State of Georgia, they will expect to take advantage of all the new systems and devices that modern technology can come up with to meet their needs and requirements-- and to benefit from the State's investment in Technological Research and Education.

But <sup>however</sup> Modern technology is now oriented to other things--- to the middle class "incentive" values of suburban affluent living---and the "security" values of making ~~work~~ war.

It is not yet oriented to the needs and requirements of "Model Cities"--- and has no on-going program, in this area, that can now come up with spectacular advances at short intervals---such as occur in the other areas.

*Meanwhile* The National Model Cities and similar programs are <sup>becoming</sup> ~~however~~ so vast and critical to the Nation, that technology is now obliged to become oriented to them-- and ready to serve the Citizens who live there.

Atlanta's Model Cities program has the opportunity and shows the promise of leading the nation-- and Georgia Tech wishes to do its part in this by providing the technologically-based education and innovative research that is needed to do this job.

Such new purpose and direction can act as a great incentive to help raise our levels of academic achievement-- and our students will be better citizens because of their involvement in it. One thing in particular has to be said about this---

We should not ever imagine Georgia Tech's store of technological expertise to be like the wealth of some rich family, ready to make charitable gifts to poor relations.

The shoe may well be on the other foot. Tech very much needs new challenges that are commensurate with its resources-- and the challenge of the 'Model Cities' program is in this sense something of a gift to Georgia Tech.

Our association with Model Cities can be much more fruitful to us than similar association with Urban Renewal has been in the past.

'Model Cities' has the built-in capacity to succeed where previous programs *often* proved abortive. This is because of its basic principle of Citizen participation and its total integration of Social economic and physical improvement measures.

What this architecture class is attempting, is a relatively small project, to

be explored and developed at a high speed-- as these things go ----  
but it is important to us at Georgia Tech, because it can prepare the way for  
deeper studies.

Our immediate assets here are:

- 1) Students, members of the AIA National Student Organization,--  
who have asked to be given this kind of task in their classes--- They  
are already motivated.
- 2) Current climate of opinion that sees improved educational values in  
this kind of project--- when properly organized.
- 3) People who know the difficulties we face in attempting this--- and  
are equipped and ready to give us all the help they can.

The students will produce reports and graphic displays covering survey and  
analysis of the health service needs and possibilities for meeting these with  
services and facilities. The study will also, of course, include projected designs  
for major health service buildings, with emphasis on the use of recently developed  
techniques likely to be most appropriate in this situation, as well as of imaginative  
but basically practical innovations.

The presentation products emerging from the study will be as follows:

- 1) An exhibition type display of graphics and models.
- 2) A distributable record of the project in the form of a published  
brochure.
- 3) A series of synchronized audio tapes and slides for auditorium  
presentation.

Utilization of these products will be as follows:

- a) Educational use for future classes, not only to communicate valuable  
knowledge of this area of public need, but also as a stimulus and  
guide for those making similar studies in other areas of need.
- b) For practicing professionals in architecture, city planning, engineer-  
ing, medicine and health services----- to promote and facilitate  
better understanding of the needs and possibilities for effective  
action, including interdisciplinary collaboration (such as mutually  
advantageous adaptation of various aspect solutions, to allow for  
their consolidation in a unified total assembly).
- c) For local leaders and citizens-- as an aid to democratic decision-mak-  
ing, in an on-going process of community improvement. "