



AIA San Francisco
A Chapter of The American Institute of Architects

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For Immediate Release

Golden Gate Bridge Selected Fifth Favorite Architecture Structure in America, According to the American Institute of Architects Public Poll

San Francisco City Hall, TransAmerica Pyramid, Also Named to Top 150 List

SAN FRANCISCO, Calif. (March 19, 2007)--The American Institute of Architects (AIA) recently unveiled the results of a public survey tallying the national public's most favorite buildings, with several San Francisco structures prominently on the list. After the Empire State Building, The White House, the Washington National Cathedral and the Jefferson Memorial, the public selected the Golden Gate Bridge number five on the list of America's Favorite Architecture. Since its opening to vehicular traffic on May 28, 1937, (pedestrians were allowed a day earlier), the Golden Gate Bridge has established itself as a worldwide symbol of San Francisco that reflects the creativity, durability and uniqueness of the city and its citizens.

Hired in 1930 as a consulting architect, San Francisco architect Irving Morrow designed small features such as streetlamps, railings and pedestrian walkways for the bridge, and introduced these elements during several work delays. Morrow also added vertical fluting to the bridge, a stylized geometry in the era's Art Deco style. The design caught light from the bay throughout the day, casting dramatic shadows and contributing to people's view of the bridge as a sculpture. Morrow's most famous contribution to the Golden Gate Bridge may have been its distinctive red-orange paint called International Orange. Others suggested the bridge be painted aluminum, dull gray, or the Navy's preference - highly visible yellow and black stripes.

"The Golden Gate Bridge is a beautiful structure that is an international icon of style and substance," said Zigmund Rubel, AIA, president of the AIA San Francisco. "This year, the bridge will have served residents and visitors for 70 years, all the while

maintaining a simplistic elegance that Irving Morrow provided as an architect. He is an inspiration to architects around the world.”

San Francisco City Hall (#49), the TransAmerica Pyramid (#61), the Fairmont Hotel, (#89), S.F. Giants Stadium (#104), the Museum of Modern Art (#109), the SF International Terminal (#121), V.C Morris Gift Shop (#126), and the Hyatt Regency San Francisco (#141) were also named to the top 150 buildings selected.

The bridge’s selection is part of the American Institute of Architects (AIA) 150th anniversary celebration this year. Part of the anniversary involves community-based initiatives by AIA members around the country who are collaborating with mayors, local government officials, and fellow citizens to define and advocate a shared vision for healthier, safer, and more dynamic communities. Through “Blueprint for America” grants provided by The AIA, the component-led initiatives tackle such issues as accessibility, affordable housing, homelessness, sprawl, disaster preparedness, and renewal of infrastructure, among many others.

Initial ArchCasts feature Bay Area architects in conversation about issues of relevance to architecture and design. While the series is designed to educate the general public, it can be used by professional architects, students and design enthusiasts alike. The AIA San Francisco chapter initiative is to provide “Archcasts,” which are podcast walking tours of significant San Francisco buildings.

For more information about the walking tours or AIA San Francisco, please call 415-362-7397, or visit www.aiasf.org.

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Serving the Bay Area for more than a century, the American Institute of Architects, San Francisco Chapter (AIA San Francisco) is the third largest of the national AIA’s 300 chapters, and represents more than 2,300 members in San Francisco and Marin County. Headquartered in the historic Hallidie Building (one of the world’s first glass-curtain-wall-buildings, designed by Willis Polk and completed in 1917) AIA San Francisco is the Bay Area’s premier destination for architecture and design.

On October 3, 2006, AIA San Francisco reopened in a new, state-of-the-art home within the Hallidie Building. The new home serves as a “sustainable project” to educate architects and the general public about the advantages of sustainable design. Featuring improved acoustics, multiple exhibition spaces, and conference rooms. It also houses the new Center for Architecture + Design.