

Catchphrases

Remember These?

Television shows need to be sticky.

The best you can do is get the general population using your catchphrase, that's like a viral ad for the show. How did it all start?

In 1939, at the New York World's Fair, there was a special exhibit: RCA set up a bulky box looking much like the radios of the day. However there was one significant difference: there was a window set in the box showing pictures that went along with the sound. This was the first real television. TV broadcasting began in 1939 and lasted five months. Then there was the interruption of World War II. In 1945 production of TV's began again. One hundred (100) sets were manufactured in that year and they were snapped up by those at the top of a prewar waiting list.



The TV style show we call the Sitcom actually started on the radio in 1926 with the initial broadcast of Sam 'n' Henry on WGN in Chicago. It was a fifteen minute program. In the late 1940s the sitcom was among the first formats

adapted for TV. Most were 30 minutes long and aired weekly. In the 1960s a trend began which included the family in comedies like The Andy Griffith Show and The Brady Bunch. In the Brady Bunch the Dad was an Architect.

In the 1980s and 1990s saw stand-up comedians starring in sitcoms revolving around their comedic stage personas. Bill Cosby starred in the sitcom The Cosby Show, which was the earliest of the current trend. Other Stand-Up comedians in sitcoms include Roseanne Barr, Gary Shandling, Ray Romano as well as most popular Jerry Seinfeld in Seinfeld.



photo credit: Google Images

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Did You Know ?

We are the leading local provider of tools and resources for people planning on adding on to, renovating or building a home. We have several consumer guilds to help you.

**One of our recent publications is...
"Ten Advantages of Design Build"**



Down load it here and share it with your friends.

Archi-fact:

The Empire State Building is the tallest Leadership in Energy and Environmental Design (LEED)-certified building in the United States, having received a gold LEED rating in September 2011.

Catchphrases

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Here are some catchphrases that made it to the lexicon of the era.

"Heyy!" – Fonzie, Happy Days - Henry Winkler showed us how to enter a room with his super-cool greeting and the accompanying hand gestures. He also had people saying "Sit on it".

"Hey, let's be careful out there." - Sergeant Phil Esterhaus, Hill Street Blues - Wise words for many situations, and who wouldn't trust a cop?

"Yada yada yada." - Various characters, Seinfeld
A Jewish spin on "blah blah blah" became as nifty a way to truncate a story as it did in the famous New York diner.

"How you doin'?" - Joey Tribbiani, Friends
Joey's smooth pick-up line offered a new approach for single men on the brink of the metrosexual movement.

"What 'choo talkin' bout, Willis?" - Arnold Jackson, Diff'rent Strokes
Who can forget the chubby-cheeked cherub of this landmark bi-racial American comedy expressing suspicious confusion? Almost instantly daggy, and most definitely dated now, it is still occasionally invoked to convey cute dissatisfaction.



photo credit: Google Images



Archi-quote:



photo credit: Google Images

"I'm an Architect. I have always wanted to be an architect. I'm Art Van Delay" the architect!

George Costanza the character on Seinfeld played by Jason Alexander in making up an alias for himself giving Jerry an excuse for being in a building lobby looking for a girl he met the night before but could not remember the name of.

Iconic Building of the Month

We couldn't put together a list of world-famous buildings without including the grand Art Deco skyscraper. The Empire State Building is generally thought of as an American cultural icon. It is designed in the distinctive Art Deco style and was named as one of the Seven Wonders of the Modern World by the American Society of Civil Engineers.

At 102 stories it has a roof height of 1,250 feet with its antenna spire reaching to 1,454 feet and was the world's tallest building for almost 40 years. It is presently the fifth tallest building in the United States and the 25th tallest building in the world but arguably



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the most famous. Perhaps the most popular culture representation of the building is in the 1933 film King Kong, in which the title character, a giant ape, climbs to the top to escape his captors but falls to his death after being attached by airplanes. In 1933, for the 50th anniversary of the film artist Robert Vicino placed a huge 90 foot tall inflatable King Kong on the building mast above the observation deck. In 2005, a remake of King Kong was released, set in 1930s New York City, including a final showdown between Kong and biplanes atop a greatly detailed Empire State Building. The Empire

Ask M

Starting next month we are adding a new column for our newsletter designSpeaks.

In the James Bond books and movies the character "M" heads the Secret British Intelligence Service known as MI6, of which James Bond is Agent 007.

When contemplating adding on to you home or buiding, renovating or building a new home or building you should have someone like "M" on your side. Each month the "Ask M" column will answer a reader's question to place more information at your finger tips.

Email your questions to info@designMgroup.com ,and in the subject line type in "Ask M". We look forward to hearing from you and hope we can answer the questions to everyone's satisfaction.

Iconic Building of the Month



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State Building was designed by William F. Lamb from the architectural firm Shreve, Lamb and Harmon. Excavation of the site began on January 22, 1930. The project involved 3,400 workers, mostly immigrants from Europe, along with hundreds of Mohawk iron workers, many from the Kahnawake reserve near Montreal. According to official accounts, five workers died during the construction. The construction was part of an intense competition in New York for the title of "world's tallest building". Two other projects fighting for the title, 40 Wall Street and the Chrysler Building, were still under construction when work began on the Empire State Building. Each held the title for less than a year, as the Empire State Building surpassed them upon its completion, on April 11, 1931, 12 days ahead of schedule, just 410 days after construction commenced. The building was officially opened on May 1, 1931 in dramatic fashion, when United States President Herbert Hoover turned on the building's lights with the push of a button from Washington, D.C.. It was the first building to have more than 100 floors, has 6,500 windows, 73 elevators, and 1,860 steps from street level to the 102nd floor. It has a total floor area of 2,768,591 sq ft, houses 1,000 businesses and has its own ZIP code, 10118. As of 2007, approximately 21,000 employees work in the building each day, making the Empire State Building the second-largest single office complex in America, after the Pentagon.

The building's distinctive Art Deco spire was originally designed to be a mooring mast and depot for dirigibles. However, the idea proved to be impractical and dangerous after a few attempts with airships, due to the powerful updrafts caused by the size of the building itself, as well as the lack of mooring lines tying the other end of the craft to the ground. A large broadcast tower was added to the top of the spire in the early 1950s.

Archi-Speak

How many architectural styles can you find?

- | | | |
|---------|-----------|-----------|
| GOTHIC | MEDIEVAL | NEOLITHIC |
| BAROQUE | VICTORIAN | ART DECO |

X T I S X F V Q J F P Y R O J
 Y F E G W L T L N G M R W X X
 K D U R M G B A O D J J L B V
 A K B X W M Y V N E T I E I H
 D Y X R C E W E V A R O I T P
 F E A Z N M I I W Q Y N J H T
 F U R W K J P D W O C E D S S
 O Q T G K R U E I Z J O C A Q
 V O S N Z C F M S C B L A O E
 E R Q F D V I C T O R I A N U
 J A S T J B B D N M R T L U P
 F B A G O T H I C D G H G K A
 C H T A Y L V C M W K I G R Z
 L B T G S U L D X S W C S W C
 V P V B P N N Y J X S J E G C

Want to speak with the Architect

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Do you know the legal consequences of starting a project without approvals?

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About

Marcus Marino, RA, AIA
President



photo credit: Jenna Glatzer

Marcus Marino, RA, AIA is a leading architect in New York City. He received a Bachelors of Architecture from the prestigious Pratt Institute and Masters in the Science of Architecture and Urban Design from Columbia University Graduate School of Architecture Planning and Preservation. He received his license to practice architecture in New York State in 1981 and is licensed in a number of other States. Marcus Marino has served on numerous Governmental Panels and serves as an expert consultant to other architectural firms and legal firms. Presently he serves as the Vice President of Public Advocacy of the New York State. American Institute of

Our core beliefs are ...

Architects have a responsibility to our clients, community and the environment.

Architects should help provide information to our fellow world citizens about their homes, offices and the built environment in general.

Your Home should move you emotionally like your favorite song does.



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