

*Bob
Miss Selling you
Life do
Lunch!*

RECEIVED
AUG 16 1988
SRSS/

WRITING GUIDE WHEN DEALING WITH ARCH.

DO-IT-YOURSELF ARCHITECTURAL DIALOGUE

COMPOSE 40,000 IMPRESSIVE SENTENCES. SELECT ONE PHRASE FROM EACH COLUMN TO FORM GOBBLEDYGOOK STATEMENTS WHICH SOUND PROFOUND.

COLUMN A	COLUMN B	COLUMN C	COLUMN D
1. One might say	1. the massing of major elements	1. must utilize and be functionally interwoven with	1. the sophisticated design solution
2. Aesthetically speaking	2. the introduction of Brutalism	2. maximizes the real probability of cost overrun for	2. the anticipated degree of human ambience
3. On the other hand	3. the treatment of the main facade	3. adds specific critical path events to	3. the acuteness of the conflict gradient
4. Based upon inter-disciplinary considerations	4. the initial stage of conceptual development	4. necessitates that urgent consideration be made of	4. the pragmatics of value-engineering
5. With sensitive respect for human scale	5. the by-product of repetitive space articulation	5. requires exhaustive trade-off study to arrive at	5. the final quantitative analysis
6. Indubitably	6. the life-cycle cost control	6. is further compounded by taking into account	6. the evolution of performance specifications
7. Above and beyond plebeian comfort objectives	7. the environmental impact analysis	7. presents extremely synergistic challenges to	7. the philosophy of commonality and standardization
8. Beyond the horizon of the human intellect	8. energy conservation regulations	8. recognizes the critical necessity to subtract from	8. the study of true fecundity in the state of the art
9. Architecturally thinking	9. the structural dynamic analysis	9. imposes smothering constraints upon	9. the creation of an immortal monument to posterity
0. In the final ratiocination	0. the internal use adjacencies and circulation	0. adds overriding three dimensional constraints to	0. the final abaction

1981 MS7A

As a bonus service to our friends and clients, we thought it appropriate to provide the above "Do-It-Yourself Architectural Dialogue" Chart.

Those of you who are not school-trained in architecture will find this invaluable in conversing with designers and governmental authorities. Just think of any four-digit number (say 2447), consult your handy chart, and read off the similarly numbered phrases from Columns A, B, C and D, (i.e. - 2447 is "Aesthetically speaking, the initial stage of conceptual development necessitates that urgent consideration be made of the philosophy of commonality and standardization.")

Never mind what it means, just use it and watch the way you stop conversation. You can compose entire speeches or profound reports simply by using varied number combinations.

As you become more proficient in its use, you may wish to experiment with varying the column sequence, i.e. BADC, CBAD, etc. However, these advanced configurations are not recommended for beginners, requiring as they do sophisticated dexterity with punctuation.