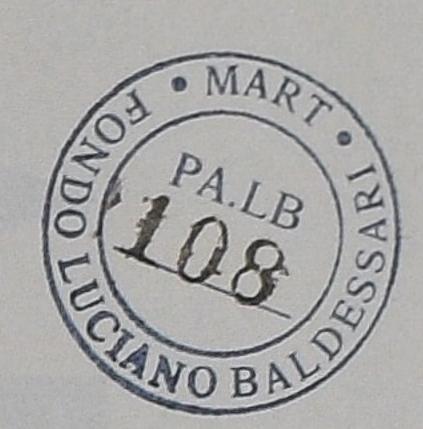
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### ART OF ARCHITECTURE

### Pepsi's palace 102

In its glass and aluminum headquarters in New York, designed by SOM, Pepsi-Cola has stayed true to its advertising theme: Be sociable.

## Umbrella house

Nine steel-framed umbrellas shelter Architect Ulrich Franzen's crystal pavilion.

# Three ace schools for the Trump Plan

To help meet Educator Lloyd Trump's program of better students with fewer teachers, three top architects have designed schools with new plan types.

## FLLW's Dallas theater

Its deep-shadowed, many faceted walls contain a revolution in stagecraft and define a new relationship between architectural form and performing arts.

## Noteworthy buildings

A grille-wrapped Houston headquarters; a fin-striped New England factory.

### CITIES

#### Water fronts 140

Most U.S. cities have a chance to capture the lambent charm that civilizes the European cities shown in these water-front views—a gallery.

### BUSINESS OF BUILDING

# Bob Dowling's woodland adventure

On a wilderness tract larger than Manhattan a big-city realtor is building a \$200-million community for science-based industry and its personnel.

### To rent or to own? 138

The decision is not easy, but most companies with low profit margins find it pays off to be their own landlords—particularly in office buildings.

### TECHNOLOGY

## The tube goes to work in structure

Pioneered by the bridge builders of a century ago, and recently refined in its technology, tubular construction is framing a growing number of buildings.

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Cover:

Tubular construction in nature: a bamboo grove, photographed by Fred Lyons-Rapho Guillumette (story, page 146).

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