

2008 BALA Hall of Fame

Normal View

Our inaugural class features 10 honorees. Designers. Builders. Founders. The people on the following pages have significantly impacted the residential design and construction field through their involvement in BALA and their success in their professions. We would not be here, experiencing our lives in the way we do, if these people had not envisioned and executed the kinds of change we've enjoyed over the last 25 years.

Aram Bassenian, AIA, and Carl W. Lagoni, AIA, Bassenian/Lagoni Architects
Barry A. Berkus, AIA, B3 Architects
Jack Bloodgood, FAIA, BSB Design
Roy L. Diez, Professional Builder
Carole P. Eichen, Carole Eichen Interiors
J. Carson Looney, FAIA, Looney Ricks Kiss
Stephen C. Moore, BSB Design
Christopher Homes
Taylor Morrison
Capital Pacific Holdings

Aram Bassenian, AIA, and Carl W. Lagoni, AIA, Bassenian/Lagoni Architects

After a quarter of a century, the architectural profession has finally gotten serious about housing design. Builders and developers, too, are more savvy about its importance. For Aram Bassenian, chairman and CEO of Bassenian/Lagoni Architects in Newport Beach, Calif., that's a big leap forward. He and his partner, Carl Lagoni, have been honing their expertise in all things residential for more than 35 years.



They've designed everything from conventional and high-density detached homes to townhomes, condominiums, apartments, senior housing and resort communities.

Bassenian has been honored with an Achievement Award from Professional Builder magazine as well as the Max C. Tipton Award for Marketing Excellence. Summing up the ongoing challenge, Bassenian observes, "As residential architects, it's our job to create homes that use the link to the past, look forward in technology and mix it with skilled hands to come up with an entity that has character yet appeals to the senses."



Lagoni, now president, started working for Bassenian in 1976, right out of college. Like his partner, he has a keen eye for detail and marketability and fine-tunes many of the company's designs.

"We like to pride ourselves on being on the leading edge in terms of design," Lagoni says. "We try to help predict trends, if you will." For example, while traditional elevations are likely to be around for awhile, he thinks that in the not too distant future we'll see more contemporized interpretations of authentic styles.

Adds Bassenian, "I find that I've been able to touch the lives of many people with design, and that's terribly rewarding."



Among many other industry awards, Bassenian/Lagoni Architects has won an estimated 79 Best in American Living Awards.

Barry A. Berkus, AIA, B3 Architects

One of the most influential (and best-traveled) figures in residential design today is Barry A. Berkus, AIA, founder and president of B3 Architects and Berkus Design Studio, Santa Barbara, Calif. During a career that spans 45 years, Berkus has established a reputation as an innovator, redefining living patterns in housing both in the United States and abroad. Through his design work, educational efforts, books and articles, he has tirelessly promoted the architect's role as a planner and designer of neighborhoods and communities. Recently he wrote, "I believe the future of architecture lies in respecting regional context through environmentally conscious design and embracing cultural and economic diversity in each community."



The Berkus portfolio includes more than 600,000 homes as well as resort and master-planned communities, urban infill, commercial and institutional projects and custom homes. In Japan, his work has ranged from the planning and design of new towns to developing building codes for framed construction. Other international projects include planning communities in Malaysia, master-planning residential villages for EuroDisney in France and designing the redevelopment plan for the waterfront Expo site in Vancouver, British Columbia, Canada.



Berkus has been named one of the world's top 100 architects by Architectural Digest, the most innovative housing architect in the U.S. by Professional Builder, and one of the 10 most significant figures of 20th century residential architecture by Residential Architect. His firm has won more than 300 design and planning awards, including 44 Best in American Living Awards.

Jack Bloodgood, FAIA, BSB Design

The accolades for Jack Bloodgood, FAIA, have been going strong for years now. Everyone in the home building industry recognizes his contributions: founding BSB Design, revolutionizing the architectural plan service, bringing great design to production builders.



Often, such recognition comes merely from strong involvement in the industry, but Bloodgood's excellence as a designer is paramount to his other achievements, including BSB Design's 36 Best in American Living Awards.

"Our design and our focus was the more traditionally minded home buyer," Bloodgood says, "rather than the contemporary one." He draws a contrast to the more cutting-edge design that come from California. "When people moved to California," he says, "they were moving to a new region and new life. New ideas. When they moved from Buffalo to Cincinnati, they were not moving to a new life. They wanted to fit in; they didn't want to be different. When people moved around the Midwest, they wanted something better, but not much different."



Bloodgood's focus on plan services that provided designs for primarily Midwestern builders as well as a column for the Hearst Newspaper Syndicate (Bloodgood started as building editor for Better Homes & Gardens in 1957) spread the name of his company but also allowed him to, as he says, "influence design and deliver a better look and feel for homes."

Roy L. Diez, Professional Builder

During Roy Diez's 34-year career at Professional Builder, he had many accomplishments, but perhaps none had as long-lasting an effect the Best in American Living Award. Working with the NAHB, Diez helped establish the premier national design contest that now celebrates its 25th Anniversary.



This design contest, unlike so many others, had a significant difference, though. "We worked real hard in the beginning," Diez says, to emphasize the following: they didn't want to simply "hand out trophies," and sales rates had to be included in the judging process and a devotion to educating about design trends.