
IBM San Jose

"Hydrogyro," aluminum mobile sculpture by Robert B. Howard, highlights the pool and Education Center at IBM *San Jose.*

A well-run plant embodying the modern principles of industrial planning . . . a handsome structure designed to harmonize pleasantly with its rural setting . . . a place where people can enjoy their work and associations . . . this is the objective of IBM San Jose. The culmination of years of research and planning, this plant combines sweeping, functional modernism with an atmosphere of friendly intimacy.

When the company decided to build its new 305 RAMAC® computer, there was no doubt that the plant should be situated at San Jose in California — a state well known for its rapid development in electronics. Within six years IBM San Jose became a reality — a series of attractive buildings in the heart of the Santa Clara valley. One by one, a Manufacturing Building, Education Center, Research Laboratory, and Product Engineering Unit came into being.

The language of architecture is the language of visual perception. It is through pictures that IBM San Jose can be best described. Its novel architectural pattern was created by a group of dedicated California artists and architects and is presented here, for you, in vivid photographs of the plant exterior taken by Ansel Adams of San Francisco.

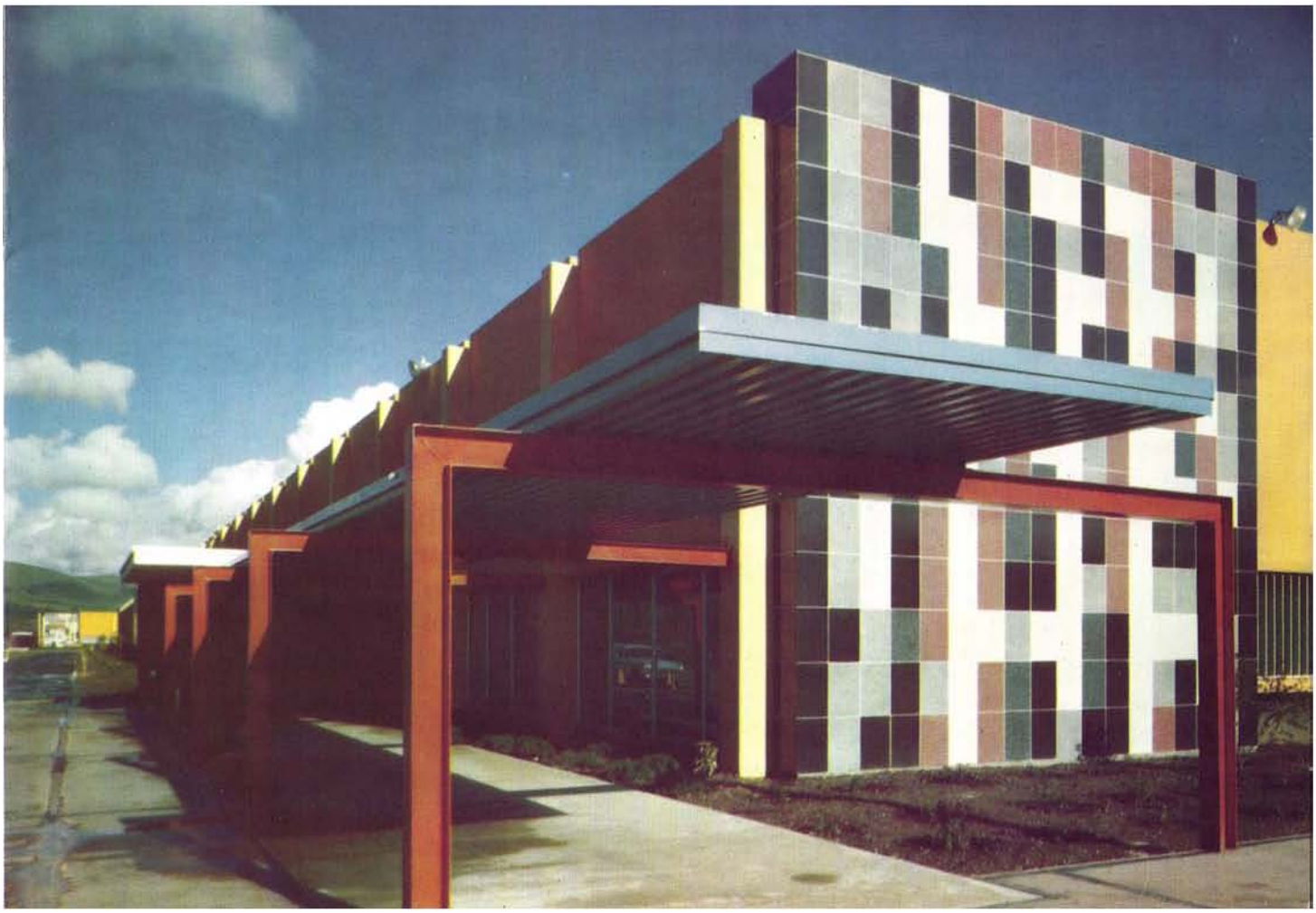
Manufacturing

Traditionally, the design of manufacturing buildings has stressed their functional purpose. Here at San Jose, the harmonious colors and modern lines of IBM's Manufacturing Building create an easy, non-industrial atmosphere which belies the tremendous activity going on within.

The structure, clearly visible from the highway, railroad, and air lanes connecting Los Angeles and San Francisco, is long and rectangular in shape, providing for the ultimate in continuous assembly flow and efficient layout. Brilliant colors are used to produce both symmetry and variety. Two large reflection pools are actually a decorative feature of the plant's fire protection system.

Manufacture of the 305 RAMAC, a completely modern process, takes place in one vast, air-conditioned room. RAMAC components and systems are assembled and tested here before shipment. A dust-free Humidity Control Room provides immaculate conditions for the delicate process of RAMAC disk coating.

Another building, designed along similar lines, houses the Product Engineering group responsible for the engineering specifications from which the RAMAC systems are manufactured.



Research

The product of an IBM research laboratory is the development of concepts that lead to new business machines, components and systems. In the planning of the San Jose Research Laboratory, emphasis was placed on giving the IBM scientist the most effective working environment possible.

Five connected brick and decorative-tile buildings comprise the Research Laboratory, featuring floor-to-ceiling glass throughout. Patios between the wings, vine-covered garden walls, and birchwood office panels add to the attractiveness of the overall layout.

The larger wing of the building houses the library, computer laboratory, and a dining-conference-lecture room called a "Cafetorium." Complete flexibility for office and laboratory space is provided by movable partitions. Private offices and small laboratories ensure maximum quiet for engineers and scientists. A wide central corridor is used for intradepartmental visits and guest tours of the laboratory.

Hub of much research activity is the Technical Library, where books and publications on electronics, physics, computing machines and other subjects are available.

Education

IBM's new Education Center at San Jose incorporates modern architectural design with the latest techniques and equipment for industrial education. Located on the west side of the campus near the Mount Hamilton Range, its entire length is bordered by colored ceramic tiles, which serve in bright contrast to a towering live oak nearby that has been on the site for five hundred years. Adorning the main entrance is a series of abstract figures of welded iron representing the four elements — air, fire, water and earth — sculptured by Henri Marie-Rose.

The Education Center serves the needs of both customers and IBM personnel. In the light, well-ordered classrooms, courses are given by instructors on electronic data processing, IBM products, and many other technical and general subjects. A Customer Executive Program enables decision-making members of business management to keep abreast of the latest data processing techniques.

In addition to a data processing center for use of customers, the Education Center contains an auditorium, library, twenty-three classrooms and fourteen engineering laboratories. A lounge and outdoor patio furnish comfortable facilities for informal discussions.

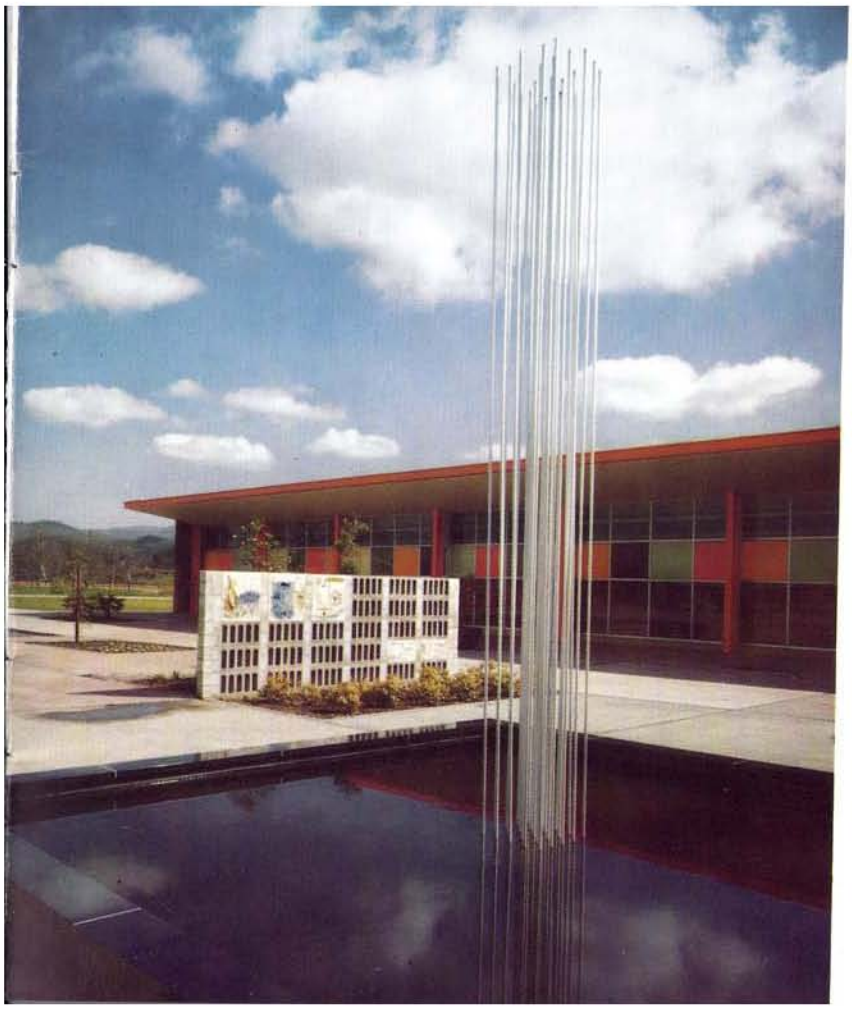
Architects, artists and sculptors who combined their talents at IBM San Jose are all closely associated with the cultural centers of Northern California. The talents of Architect John S. Bolles, Landscape Architect Douglas Baylis, and Art Coordinator Robert L. Holdeman were engaged, as well as those of artists and sculptors who were commissioned to do the various works of art which form part of the plant's exterior décor.

Some unique uses of color and sculpture are shown:

1 *"Unfolding," ceramic fountain taking the form of half-opened lotus bud, was designed by Mary Erckenbrack.*

2 *"Reeds," by Keith Monroe, a shaft of wind-propelled musical tubes, rises from the pond near the Bella Feldman panel, "Beginnings of Science."*

3 *Small bridge leads over one of the many pools to the Cafeteria Building, with its cheerful outdoor dining area.*



2

3

IBM®

International Business Machines Corporation
Monterey and Cottle Roads, San Jose, California