``Second Century' program to beautify campus

Already straining the 125-acre area of its campus, the Institute must come face to face with the impossibly high cost of Cambridge real estate while in the future of its $66,000,000 "Second Century" expansion program and try to present an attractive face.

In addition, the campus is cut in half by Cambridge's main street and otherwise mingled with the city's business district so as to produce a basic lack of unity.

Confronted with these multifaceted problems, Mr. Portnoy must work with what he has: small corners left between "big gray buildings" and a limited budget.

Past successes

In spite of this, the beautification program has quite a history of success. The Chapel, Kresge Auditorium, and the lawn around them occupy what was once a parking lot.

McQuistion Court resulted from joint planning of the department and the Institute Art Committee, while other smaller courtyards have been landscaped, most notably those around Buildings 10 and 7, the Alumni Pool, and the Student Center.

Most unusual for a college campus in the playground at East Campus, built for the MIT nursery school. Actually it isn't starting to train engineers early, but serves as a nursery for many prospective students.

With all these improvements Simha hopes to show that an attractive campus "is not just sort nice, but something that affects us all." Already a favorable attitude on the part of the administration has helped to bring his plans nearer reality, yet Simha feels his staff could do nothing without the support of the students.

Their attitude, as expressed in everyday actions and suggestions phoned in to the planning office, will be the deciding factor.

Perhaps everyone could stand to take a new perspective in looking at MIT. And those people who said the walls looked gray... well, the Waldorf's famed Oscar is a bargain, too. And wouldn't you just love... it's a Hilton. How's that for a college try?