



## UCI Stories

William Pereira, Jr.

### Goals/Objectives of UCI Stories:

The UC Irvine Libraries has developed and implemented a 50<sup>th</sup> Anniversary Historical Documentation Project to collect, preserve, and make available historical records and memories focusing on UC Irvine's pioneering intellectual contributions, key turning points, and unique legacy. One aspect of the Project is the collection of oral histories from campus leaders, innovators, alumni, and other difference-makers representing the diversity of UCI in the broadest sense.

The goal of these interviews is to learn about the unique histories and lasting contributions of UCI's difference-makers. Your first-hand perspective on UCI will offer valuable information about the University's past and its brilliant future, which is rooted in its community. The objectives of UCI Stories will be primarily met through a few broad questions regarding your life and affiliation with UCI.

**Helpful hint:** You know your UCI story, but others may not. Try to be as specific as possible when referring to people, departments, programs, dates (decades are fine), etc. Try to define acronyms whenever possible.

### Begin by introducing yourself

- Your name
- Your current affiliation with UCI

### Your Background / Family Life

*I understand that you grew up in Los Angeles.*

1. When and where were you born?
2. What was it like growing up in Los Angeles?
  - a. Where was your childhood home?
  - b. Where did you go to school?
  - c. How would you describe your personality as a child?
  - d. What do you remember most about the city of Los Angeles?
3. Reflect on your family life. What was it like growing up a Pereira?
  - a. Recall a fond memory from your childhood.
4. Reflect on your relationship with your father.

- a. How would you describe him as a parent and/or friend?
- b. Recall a fond memory of you and your father.

### **Your father, the architect**

*You grew up during a time when your father's architectural career was at its height. In an interview in 1963, he said, "Everybody was standing in line with projects for us to do." In the same year he landed on the cover of Time magazine.*

1. How, if at all, did your father speak about his work?
2. Did you know he was a world renowned architect?
3. Do you remember seeing him on the cover of *Time* magazine? If so, what did you think about this? Did your father or mother ever talk about this honor? If so, what did they say or how did they react?

*In the *Time* article, your father talked about his plans for Irvine.*

4. What did you know about his plans for the city of Irvine and UCI?
5. Did he ever talk about his vision for the campus and the city? If so, what did he say?
6. Please describe what was going on in your life during the time your father was involved in planning UCI and Irvine.
  - a. For example, talk about attending Stanford.
  - b. What were your personal goals and plans for your future?
7. When did you first visit the campus of UC Irvine? What were your thoughts?
8. Please describe your current relationship with UCI and the city of Irvine.
9. If possible, please share a fond memory of UCI and Irvine.

*I have read that your father had a strong belief in the integration of architecture and the environment, and a rare ability to combine form and function. He once commented,*

*"In recent years, we have become rather expert at abusing our land and our resources. We carve up our mountains not for the purpose of living, but only to drag our car to our bedroom door. Having learned to rely on the T-square and the triangle in the uses of land, rather than an understanding of land itself, we have come to accept with enthusiasm the unprofessional, unappreciative, unskilled butchery of the land that goes on under the name of planning."*

*And, he wanted to change this approach.*

*In 1972, he told a Los Angeles Times interviewer,*

*“There are architects who simply build buildings. But not me. I’m interested in planning in the multidisciplinary sense – anything concerning form and design.”*

10. From your perspective, how, if at all, is your father’s personality, and/or vision for architectural design reflected in structures he built and the cities he planned?

11. Is there a structure that your father built of which you are particularly fond? If so, why?

*Your father’s influence can be seen and felt around the world. His iconic architecture from the brutalist buildings on UCI’s campus, to the organization of the city of Irvine, to the Geisel Library at UC San Diego, to the Transamerica Pyramid in San Francisco, and the Los Angeles County Museum of Art. And many others.*

12. How, if at all, do you and your family remain connected to the many structures and places that your father helped design?

**Your personal milestones, and your father’s influence on you and the world**

13. You are a renaissance man, a former journalist and businessman, among other things. Please reflect on the major milestones in your personal life.

- a. For example, please reflect on your time as a journalist, your ownership of an airline and ad agency, your interest in baseball, and your Arabian horse farm and book.

14. How, if at all, did your father influence you (i.e. your career choices, life goals, worldview, values, etc.)?

15. From your perspective, what was your father’s greatest contribution to UCI, Irvine, California, and/or the world in general?