

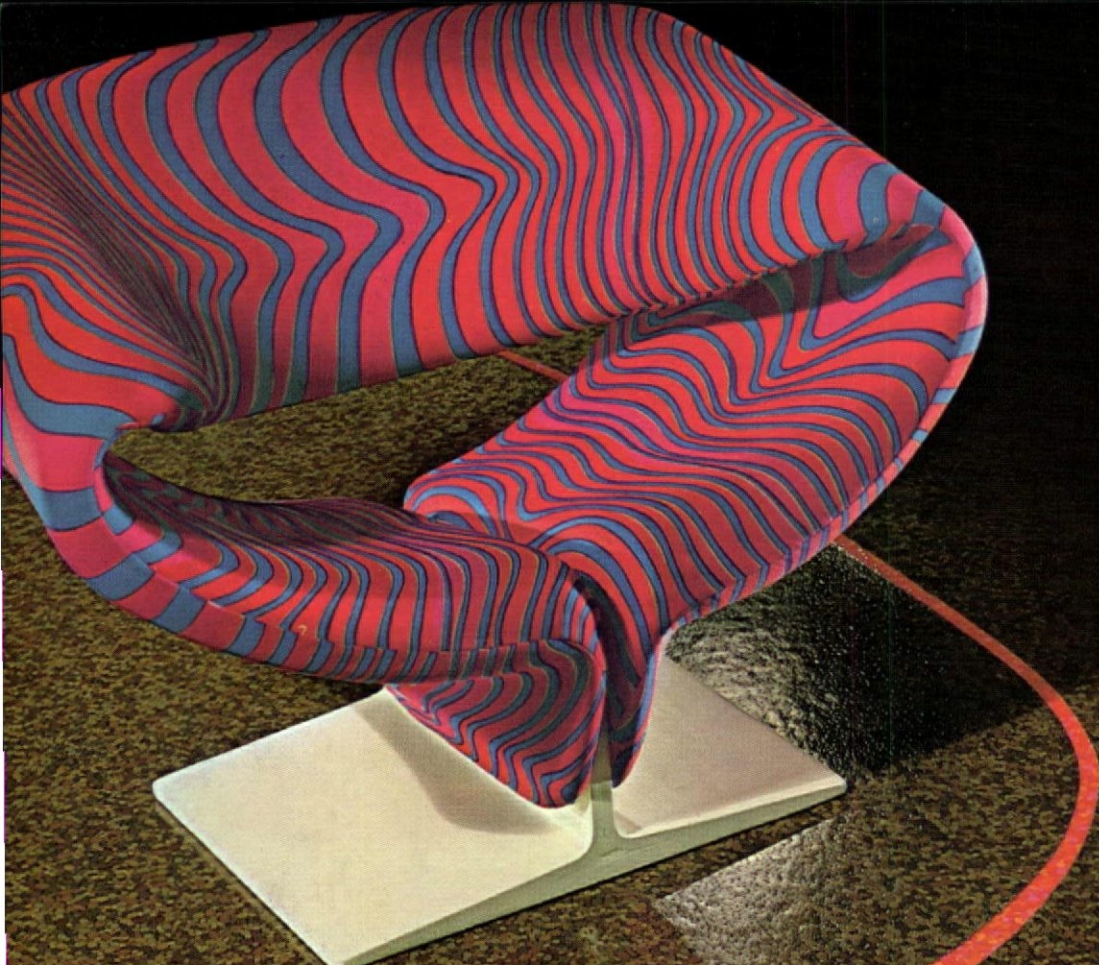
CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE • APRIL 1968

THE COMPUTERIZED OFFICE

DU PONT'S OFFICE LANDSCAPE

WALDEN PUBLICATION



Vibrations.

A surprising new twist in chair design. Willowy ribbons of vibrant color in a nylon stretch print. Brought together for a pulsating effect.

The inspiration for this custom floor design. And the striking parallelism is achieved with standard Armstrong flooring materials suitable for commercial projects.

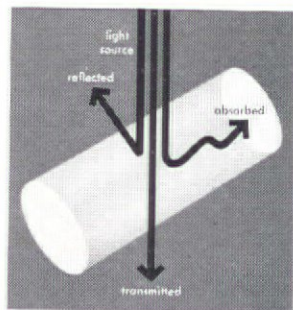
This is Norager™ Vinyl Corlon®, the newest addition to the Armstrong line of .090" gauge sheet vinyl floors. Meandering through the saddle brown background are swirling bands of Raja Red. To heighten the color interest, understated stripes of purple. Only a sample of what can be done when you're working with the world's largest selection of resilient flooring.

Your design? Let your Armstrong man take you on a guided tour through Norager and all Armstrong materials. He's the expert when it comes to the technicalities of floor selection. Call him. Or write Armstrong, 304 Naylor Street, Lancaster, Pennsylvania 17604.

Armstrong



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"Antron" fiber balances light to look clean.

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And "Antron" is remarkably durable. It resists crushing, pilling and fuzzing and is easy to clean.

When you combine all these benefits, your clients end up with carpets that need less frequent cleaning and keep their new look longer. Carpets with pile of "Antron" deliver a long term saving. And *that's* something you *will* believe!

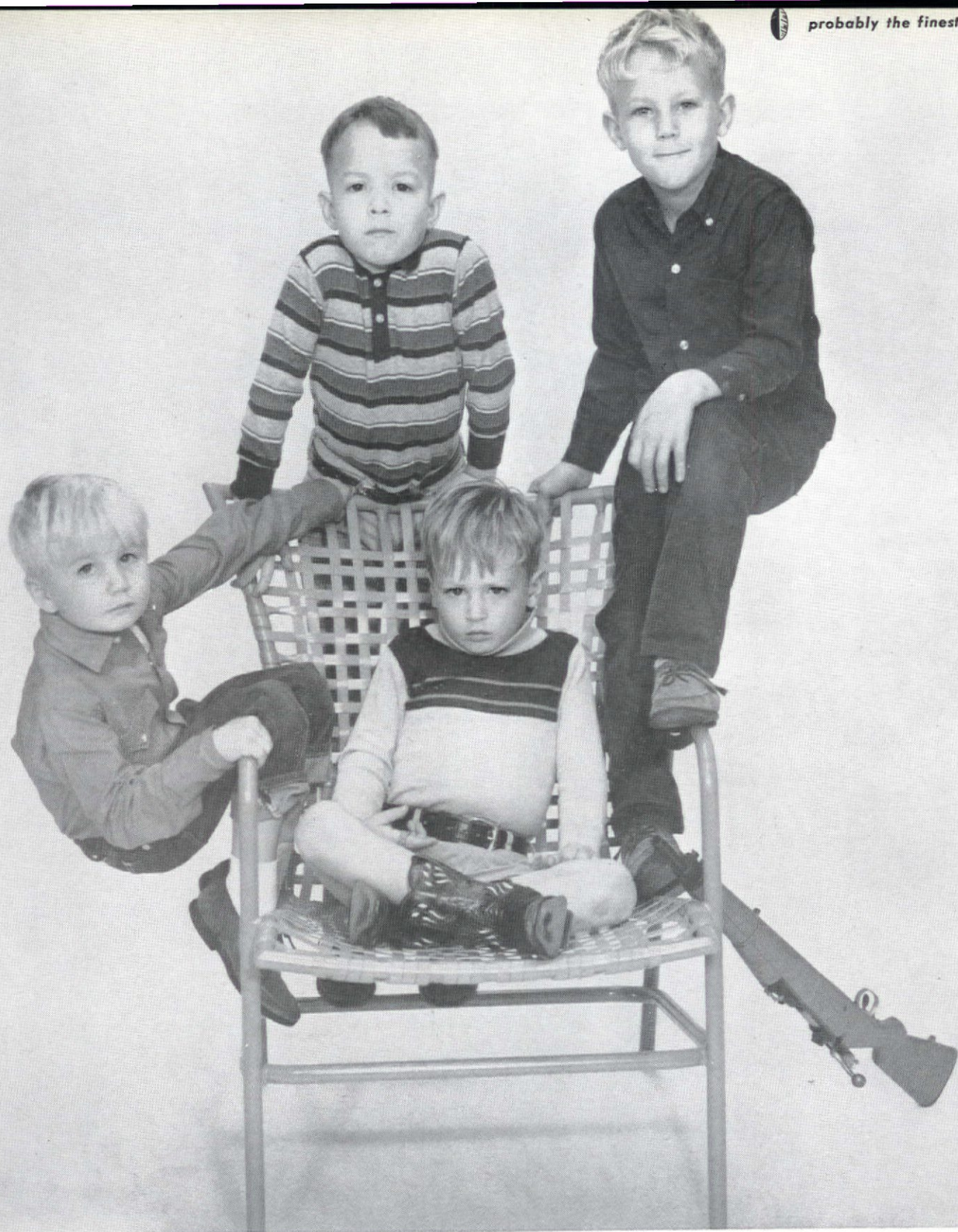
"Antron" is the optimal carpet fiber for high traffic areas and is available in a wide variety of contract styles from leading mills. Ask BARWICK about "Bourbon Street."

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*Du Pont registered trademark. Du Pont makes fibers, not carpets.

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The Mob

Here they come. In twos, threes, and fours. Dirty Fingers. Muddy Pants. Sandy Feet. Full of the devil. They'll turn your chairs into a jungle gym the minute you turn your back. Somehow, they know how to put the squeeze on outdoor furniture. In all the wrong places. They know how to bend legs, break webbing and scrape paint off like it was never there in the first place. With tough guys like them around it pays to buy a little protection. The kind of protection you get with heavy-gauge .065 tubing. Not .047 or .031. Protective coating afforded only by baked-on

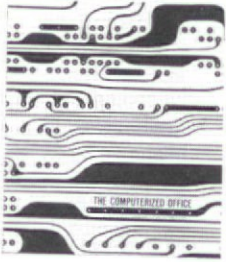
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tropitone

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CONTRACT



The Cover

A printed circuit is printed on our cover, designed by Angelo Abbate, to introduce our in-depth article on the correct way to approach the design of a computerized office, with its many unusual pitfalls and prerequisites.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE

VOL. IX, No. 4

APRIL, 1968

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COMING IN CONTRACT

MAY—Preview of CONTRACT '68 the nation-wide industry exposition and convention, June 4-5-6, New York Coliseum, with a run-down on exhibits, seminar and workshop programs, new products, and exposition guide to the show. Also, Designer Communities Series: Boston—an analysis of the design/space planning professionals in the Hub.

JUNE—The state of the office planning and design science comes into close focus with articles on the use of the computer by JFN in making client surveys. Plus—a review of CONTRACT '68 seminars.

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POINT OF VIEW



By Guest Editor:
James F. Steele
President, Lovelace-Steele Associates, Inc.

THE ROLE OF FINE ARTS IN THE COMMERCIAL WORLD

According to all signs we are in the midst of an Art Boom. The mass media—TV, magazines, newspapers—have helped to create and sustain the public's interest in art. All this enthusiasm is certainly welcomed by the artists, the art dealers, and the collectors. And as an interior designer I for one also welcome the boom—but with a few reservations.

I suppose an appreciation of good art goes with being a designer. For years now I have counseled clients on the pieces of sculpture, the oils, and the ceramics they should have in their lobbies and offices. It has not always been easy: my affection for good art has not always been shared by a client whose idea of "art" ranged perhaps as far as a print of Van Gogh's Sunflowers. However, I must confess that it is infinitely easier lately to specify *objets d'art* because more and more clients are knowledgeable about the field. It has become an accepted part of the design to include pieces of art.

But, as Alexander Pope said, "A little learning is a dangerous thing." All too many otherwise intelligent people simply don't know enough about art to be trusted. And woe to the designer who is taken in by a well-meaning but tasteless amateur. How to get off the horns of this dilemma?

Gallery for professionals

Recently I spent an entire afternoon in a most unusual art gallery, The Hemingway Galleries of James-town, N.Y. I have invested umpteen afternoons in galleries, but most are a blur. This was different. Owners Frank and Geri Hemingway—he is a first cousin of the late Ernest Hemingway—had assembled their collection with affection and taste. There were more than 3,000 pieces of art, including sculpture, oils, etchings, jewelry, and every piece was original.

In their own way the Hemingways are interior designers, more concerned with the total environmental concept than with merely making a sale. This has led to the establishment of a gallery in New York specifically to serve interior designers.

What is so significant about this? Well, it means that professionalism is creeping into the art world; it means that I need no longer be a moonlighter and I can stick to my last. After all, when I want a tooth pulled I don't go to a garage mechanic who flunked out of dental school: I go to a pro. Similarly, I expect that when a vice president-marketing wants a completely new office design, he does not want to do it himself, the reason for his calling me in.

It's all well and good for the "amateurs" to enjoy the Art Boom—but they shouldn't mistake appreciation for wisdom. If a man happens to like Rubens' nudes, that doesn't give him a license to hang a few in the board

room. Rodin's sculpture *The Kiss* has its place—but its place is not on an office desk. What he chooses for his home is none of my affair—but if I am commissioned to create a suitable work area for an office, that *is* my concern, as it is of any self-respecting designer. At the same time when it comes to specifying certain artistic pieces, I am inclined to defer to the expert taste of an art expert.

Until I had been exposed to them at a gallery, I had not heard of such artists as Gerald Hambelton, Tom Ide, Henry Faulkner, Cacaro, Auguste Escobedo, Rada, Matta D. and scores of other outstanding contemporaries. I discovered that a good piece of original art by one whose reputation is on the rise, has much more life, verve, and excitement than a print by a master. My own art horizons have broadened and I am better able to serve my clients. And while I try to keep an open mind and listen to my client, it is still my duty to do what is best for him.

If, as has happened, our ideas and tastes collide, then I must fold my tent and walk away from the job. This is what I mean about "a little learning." A regular perusing of the Art Section in *Time* magazine does not an expert make. It may help open the door—it does not guarantee entrance into the house.

Client taste and company image

As with most designers I am aware of my areas of responsibility. Primarily my job is to deal with functional items in the office, in terms of size and style and color. This is how I serve the corporation, and the inhabitant of the office rarely has much say about it. But when it comes to accouterments—the paintings, the glassware, the ashtrays—then the individual should be considered. His personality should be reflected in these items. (Let's hope his taste in paintings does not run to the explosive abstractionism of Grace Hartigan or Jackson Pollock, if he himself is an undertaker.) A brilliant executive I know heads up one of the world's most far-sighted, innovative associations—but he prefers to collect antiques.

The Art Boom is here to stay, and presumably more and more people take part. But interior designers, if they are to do their jobs properly, must keep up with the times, they must do their homework. Otherwise, the novice art lover may be carried away with his enthusiasm and utterly destroy whatever atmosphere you were trying to create. Since I cannot hope to keep up-to-the-minute, I will seek the advice of art experts.

Today's interior designer is a man for all seasons; few professions require the practitioner to be so expert in so many fields. But with time so limited we all must rely on other experts. And this is especially true of the world of art. (C)

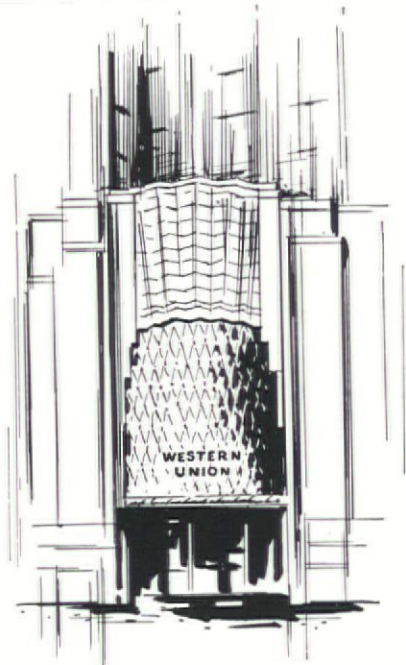
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CALENDAR

1968

- April 6-October 6.** Hemisfair, 1968 World's Fair. San Antonio, Tex.
- April 19-26.** Southern Furniture Market. High Point, N.C.
- April 30-May 4.** American Industrial Arts Association. Minneapolis.
- May 1-14.** NSID Conference, Palm Springs, Calif.
- May 8-11.** National Association of Educational Buyers. St. Louis, Mo.
- May 8-12.** National Home Fashions League Annual Conference. Ambassador Hotel, Los Angeles, Calif.
- May 15-July 14.** Fourteenth Triennale di Milano, Milan, Italy.
- May 20-23.** National Restaurant-Hotel-Motel Convention & Educational Exposition, including special exhibit Guest Room '68. International Amphitheater, Chicago.
- June 4-6.** CONTRACT '68—The National Contract Show & Convention, sponsored by Contract Magazine. New York Coliseum, New York City. For details contact: Mr. Jerome Brown, National Expositions Co., 14 West 40 St., New York, N.Y. 10018. Tel.: 212/564-8714.
- June 16-22.** International Furnishings Markets. American Furniture Mart and Merchandise Mart, Chicago.
- June 24-29.** American Institute of Architects, Annual Convention. Memorial Coliseum, Portland, Ore., and Ilikai Hotel, Honolulu.
- July 7-11.** Pacific Northwest Furnishings Market. Seattle.
- July 7-12.** Dallas Furnishings Market. Dallas Market Center, Dallas, Tex.
- July 8-12.** High Point Furniture Market. High Point, N.C.
- July 14-19.** Los Angeles Furnishings Market. Home Furnishings Mart, Los Angeles.
- July 15-19.** Atlanta Furnishings Market. Merchandise Mart, Atlanta, Ga.
- July 22-26.** Western Furnishings Market. Western Merchandise Mart and International Market Center, San Francisco.
- September 7-13.** American Institute of Interior Designers, 37th Annual Conference. Beverly Hills, Calif.
- September 14-18.** National Association of Furniture Manufacturers' International Woodworking Machinery & Furniture Supply Fair. Louisville, Ky.
- September 16-19.** American Hospital Association. Convention Hall, Atlantic City.
- October 29-31.** Business Equipment Manufacturers Association Fall Conference. Chicago.
- October 31-November 3.**—NOPA Annual Convention. Americana Hotel, N.Y. Hilton, Coliseum, New York City.
- November 11-14.** National Hotel & Motel Exposition. New York Coliseum, New York City.

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We know. Because during our nearly 20 years in business Barwick Mills has probably pioneered more innovations in carpet than anyone else. For example, we were among the first to recognize the potential of man-made fibers and their ability to withstand incredible traffic and wear without losing color or looks. Take Acrilan® acrylic fiber. We've helped develop its

use so that now you'll find carpets of Acrilan everywhere you go—in hotels, office buildings, schools, restaurants, and even in industrial plants.

Such things have made Barwick the tufting industry leader, with carpets engineered to meet the needs of any installation. More carpets in more colors, patterns and textures than anybody. So don't be surprised if you come across a carpeted loading dock. Very likely, it'll be another new idea from Barwick.

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CONTRACT BUSINESS: NOTES & COMMENTS

tion. Seventy-four grants of funds and 14 of equipment, shelving, and furniture were made to college and university libraries; two research grants were made to individuals. Total funds available amounted to \$63,550. Major support was provided by U.S. Steel Foundation, Inc., with other contributions from Library Bureau, Remington Office Systems Division of Sperry Rand Corp.; McGraw Hill Publishing Co.; Olin Mathieson Charitable Trust; Pitney-Bowes, Inc.; Time, Inc.; and H. W. Wilson Foundation.

Torture test for wallcovering

There was a new floor runner in the main lobby of the Statler Hilton in Buffalo, extending from the main door to the Golden Ballroom. Over it passed



3,000 persons, making 10,000 trips with spike heels and wet, snowy feet in a five-day period. Nothing particularly unusual in that — except that the runner was a flocked vinyl wallcloth undergoing a torture test. How did it fare? It was undamaged and virtually as clean as when it was laid down. Manufactured by The Birge Co. of Buffalo, the runner consisted of three widths of Dacron reinforced, vinyl-impregnated wallcloth decorated with Creslan acrylic flock fibers. It received no special care other than the normal maintenance received by the hotel's regular carpet.

New look for L.A. mart

The Los Angeles Home Furnishings Mart is readying itself for the coming Summer Furniture Market (July 14-19). Four floors have been revamped and work on the remaining nine floors

is well underway. Van Sheafor, design consultant, is coordinating all of the work, which is based on designs by Will Ross Co. All floors, when completed, will feature decorative directory bulletins, and all 600 showrooms will have specially designed number plates. Elevator lobbies and corridors will be completely carpeted; walls and ceilings will have a new look; custom-designed lighting fixtures will be installed. Each floor will have a distinctive motif. The 9th floor, for example, will be Spanish, with carved redwood panels, lavish use of silver foil wall-coverings, and the Traditional 8th floor will focus on gold and rust foil wall-covering panels framed in wood molding of English brown oak.

In line with the Mart's beautification program, Magee Carpet Co. has completely redesigned and remodeled its third-floor showroom after signing a new five-year lease.

Pratt plans workshops to coincide with CONTRACT '68

A summer seminar in space planning and business interiors, with a related workshop in lighting, will be conducted by Pratt Institute's division of continuing professional studies. The lighting workshop is scheduled for June 6 and 7; the space planning seminar for June 10 through 14. These dates were selected for the convenience of those who plan to attend the CONTRACT '68 exposition in New York City on June 4 to 6. John F. Pile, independent design consultant, is coordinator of the space planning seminar. Connell Worden, lighting consultant, is leader of the workshop. Field trips, guest speakers, and group discussion sessions are planned.

Tuition is \$150 for the space planning seminar; \$50 for the lighting workshop.

New Hotel Show manager

Charles E. Quain has been appointed general manager of the National Hotel & Motel Exposition, succeeding W. K. (Ken) Seeley, who is retiring. The National Hotel & Motel Exposition, an activity of New York State Hotel & Motel Association and Hotel Association of New York, will present its 53rd edition November 11 through 14, 1968, at the New York Coliseum. The show, largest and oldest trade

exposition serving the mass-housing and mass-feeding industry, last year featured 1,061 exhibits, representing the products of 769 exhibitors.

New assignments . . .

Corco, Inc., Chicago institutional design/equipment firm, has been awarded the contract to provide all furnishings for a new 164-bed co-ed dormitory of the University of Wisconsin Extension at Wausau, Wis. . . . Monganelli-Heumann & Rudd, Los Angeles/Seattle architectural design firm, has been retained as interior designer and planner for alteration and redecorating project for Saks Fifth Avenue department store in Beverly Hills. . . . Western Contract Furnishers of Fresno, supplier of furnishings for commercial and institutional interiors, is furnishing the 54-unit Pine Cone Inn Motor Lodge in Modesto, Calif. . . . Starrett Brothers & Elken Inc., New York builders and constructors, have received the contract to erect a heavy engineering laboratory on the State University of N.Y. campus. . . . ISD Inc., Chicago and New York space design firm, has been retained to plan new offices for James B. Beam Distilling Co., Chicago, Hallmark Cards, Inc., Kansas City, Mo., and Educational Facilities Laboratories, Inc., New York. . . . Laszlo, Inc., Beverly Hills interior planning/design firm, has received the following assignments: store planning and interior design of the Fashion Floor of Ohrbach's new Los Angeles store; interior design of the Cafe Continental theater-restaurant, and the lobby, gift shop, Tournament lounge, and lounge bar of the Stardust Casino, in the Stardust Hotel, Las Vegas; space planning and interior design of the executive offices of Desert Inn & Country Club, Las Vegas; space planning and interior design of Transpacific Equipment Corp.'s new headquarters offices in Century City, Calif.; store planning and interiors of the addition to Goldwaters' Phoenix store; store planning and interior design of a new Hudson's Bay Co. store in Richmond, British Columbia; space planning and interiors for new brokerages offices for Walston & Co. in Los Angeles, Santa Ana, and Beverly Hills; and space planning and interior design of brokerage offices for Dempsey-Tegeler & Co. in Los Angeles, Phoenix, Long Beach, Redlands, and San Francisco. (C)

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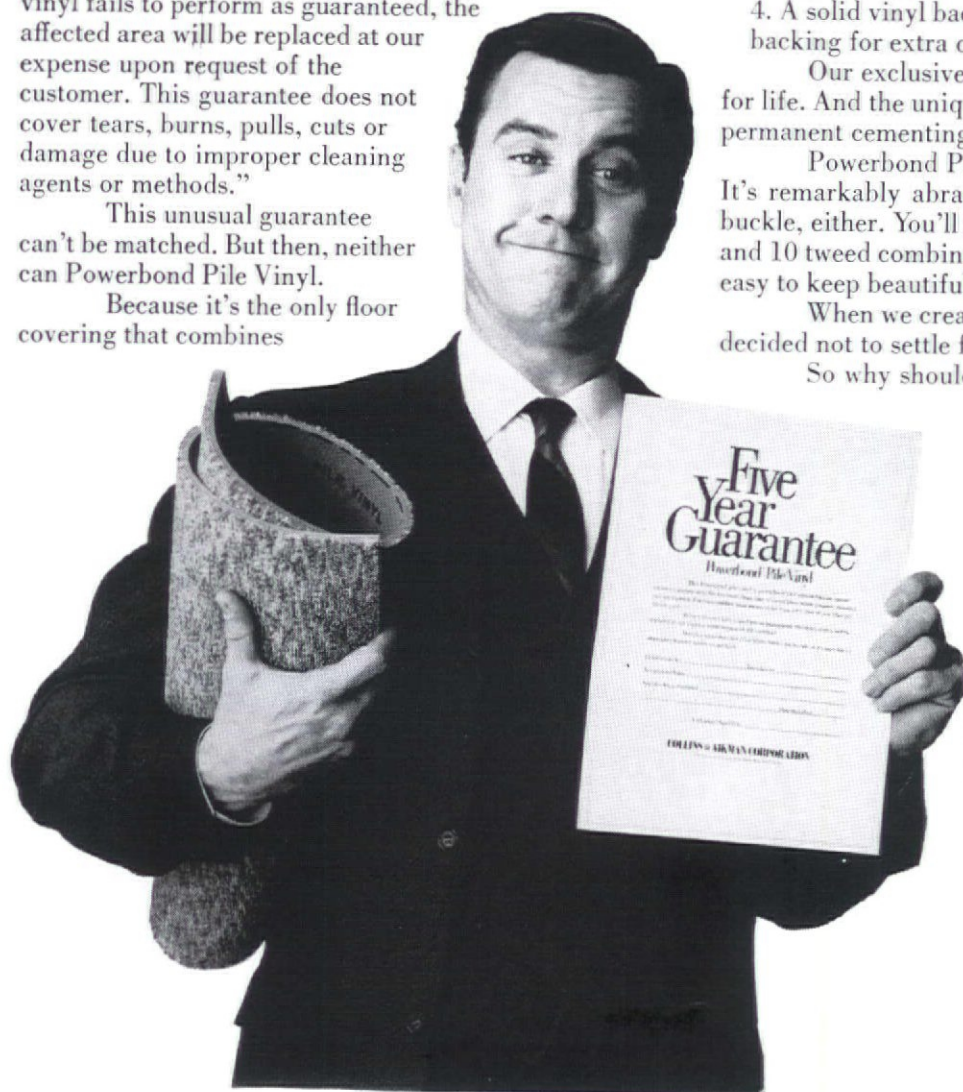
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Our exclusive Powerbond anchors pile loops for life. And the unique vinyl backing assures permanent cementing to any floor.

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Burke Division Divides Displays

Designer Hugh Acton of Burke Division of Brunswick Corp. has redesigned the firm's newly enlarged showroom in the Chicago Merchandise Mart, using three principles: display merchandise on an individual basis; items which take space must not waste or detract from it; space and a feeling of spaciousness is a requisite of good design. To meet these criteria, he created a system of free-standing partitions, which effect an invitation to the visitor to wander about in a dozen or more vignettes. Entrance to the showroom uses one of the partitions to identify Burke by the huge B of the logo. In another area, Acton has stacked Burke tables to display the firm's AMV desk and office accessories, which are also seen in desk settings in other areas. A large sampling of the firm's contemporary furnishings are displayed, including the area seating collection designed by Richard Reineman. (C)



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Artolier Lighting
Emerson Electric Co., Garfield, New Jersey

PEOPLE



"Moduline" Seating Group



Upholstered Chairs

Spring Base Convalescent Chairs



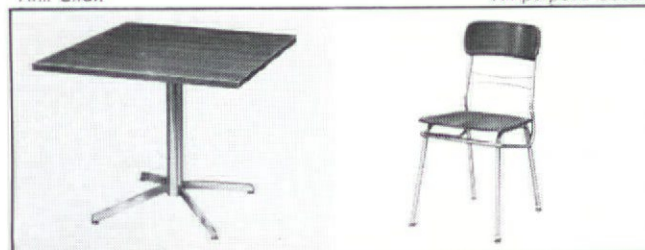
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Unmistakably Lloyd of Menominee.**

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Lloyd Manufacturing Company, Menominee, Michigan.
nationally known—established 1826
A division of Heywood-Wakefield

Circle No. 16 on product card facing P. 110

Walter Dorwin Teague Associates, Inc. has elected five new vice presidents: ARCHIE G. DRUMMOND, JR., packaging and graphics; HAROLD VANDERHYDE, technical packaging and product design; GEORGE MOORE, environmental planning and interior design; SYLVAN GOLLIN, engineering; and EDWARD F. KIBBLE, vice president, secretary and member of the board of directors.

ROBERT M. ZIEGLE has been named manager-contract sales for Lyon Metal Products, Inc., replacing Arthur W. Piggot, who died on February 1. Other new appointments: WILLIAM A. LITTLE, formerly sales manager southeast region, is now assistant manager, office furniture department; G. T. BEARD, new sales manager, southeast region; THOMAS V. LORAN, new sales manager, northeast region.

BENJAMIN R. STANTON has joined Albert Parvin Co. as director of sales promotion. He will be responsible for the development of new business for all divisions.

EDWARD HANDLEY has been appointed president of No-Sag Spring Division of Lear Siegler, Inc.

MICHAEL M. NOLLMAN has been appointed Northeast regional sales manager for Marnay-Signore to effect expanded coverage of the New York-New Jersey market.

ROY GILLIKIN has joined American of Martinsville as vice president for sales and marketing. He replaces Thomas N. Barbour, who has retired.

Kirsch has announced the following management shifts: LOUIS W. TACHELLA, former vice president marketing, has been named to the new position of senior vice president. He will continue in his position as president of Kirsch of Canada, Ltd. RICHARD U. SCOTT, former drapery hardware sales manager, assumes the position of vice president, marketing. HAROLD VAUGHN, national accounts manager, has been appointed general sales manager.

HERBERT ROME has been named a corporate vice president and member of the executive committee of Eldon Industries. He was formerly general manager of office equipment, premium, and custom division.

THOMAS J. McDONALD has been promoted to general sales manager of flooring products division of The Flintkote Co.

DONALD J. MURRAY has been appointed vice president of duCor Inc. and will be in charge of the wrought aluminum furniture division.

PAT J. MICHAUD has been appointed general sales manager for Amsterdam Corp.

RICHARD K. BERTA has been named fabrics industry manager of Ruco Div. of Hooker Chemical Corp.

ROBERT GOODMAN, president, Goodman Mfg. Co., recently acquired by Shelby Williams Industries, has been elected to the Shelby board of directors.

don't miss Contract '68

4 5 6 JUNE

More than 170 contract product lines, many of them incorporating important new ideas, and a challenging seminar program, await you free of charge, June 4, 5, 6, at the New York Coliseum. The exposition, substantially larger than last year's, is comprised of exhibits from the U.S. and overseas. The seminar program will permit you to hear industry leaders and discuss with them the most pressing problems, issues and design trends facing the industry today.

CONTRACT '68 is sponsored by Contract Magazine, for the contract designer, specifier, architect, furnisher, space planner, furnishing purchaser, and others involved in the commercial/institutional interior field. Register now by mailing the coupon below.

Seminar Program

Tuesday, June 4

Designing hotels for profit — panel: Roland W. Jutras and Ellen McCluskey. 9:00 a.m.

How to make effective presentations to the large corporate client — Niels Cabel-Jorgensen, Director of Design, J. Gordon Carr Associates. 10:30 a.m.

Is contract design a profession? Leon Gordon Miller. 11:15 a.m.

The special services and demands of hospital design—Miss Emily Malino. 2:00 p.m.

Wednesday, June 5

Interior design in the federal government — Miss Montyne Bisher, design-consultant for the V.A. 9:00 a.m.

Government procurement — how to do business with the federal government — George E. Baer, chief designer, Naval Facilities Engineering Command, Department of the Navy. 9:30 a.m.

Competition and how it is transforming the planning and furnishing of motels/hotels — Paul Bischoff, V.P., Albert Parvin Co., and H. E. Glave, V.P., Thalhimers Industrial Sales Corp. 10:15 a.m.

Managing a large space planning and office design firm: the major internal business problems — Malcolm Nicholson, V.P., JFN Associates. 11:30 a.m.

Cost-controlling the big contract job — Robert Duffy. 2:00 p.m.

Thursday, June 6

The educational crises — the role of colleges in training the contract professional — John F. Pile, Pratt Institute. 9:00 a.m.

Office landscape — the most controversial theory to emerge in many years — Hans Krieks, Norman DeHaan, Hans Lorenzen, The Quickborner Team, Hamburg, Germany. 9:45 a.m.

New challenges in planning and furnishing schools — Jack P. Solovy, Pres., Corco, Inc. 11:00 A.M.

Planning the millions of new dwellings needed for the elderly — nursing homes and geriatric communities — Max Wechsler, Wechsler & Schimenti, architects. 2:00 p.m.

EXHIBIT HOURS — 11:00 a.m. - 6:00 p.m. daily

Contract '68

The National Show and Convention Sponsored by Contract Magazine

NEW YORK COLISEUM / JUNE 4, 5, 6, 1968

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Belgian Government	Lava-Simplex-Scribe
Berkshire Hathaway	Lawrence Metals
Bigelow-Sanford	M. H. Lazarus
Black Mfg.	Leewood
Balen Int'l.	Levelor Lorentzen
Borden Chemical Co. (Columbus Coated Fabrics Div.)	Lewittes Furniture
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Burke Div., Brunswick Corp.	Charles Mayer Studios
Cabin-Crafts	McCardi
Callaway Mills	Medallion
Carnegie Textiles	Menell
Carolina Forge	Messrs. Paget
L. E. Carpenter	Metro Mosaics
Cavrok	Middletown
Celanese Fibers	Mitten Letters
Charlton	Mohasco
Chicago Hardware	Molla
Children's Workbench	Monsanto
Classic Wall Coverings	Terrence Moore
Columbus Mills	Multicolor
Commercial Carpet	No-Sag Spring
Contract Books	Naxon Carpet Div., Amtico
Contract Magazine	Onaida Silversmiths
Crown Products	Parkwood Laminates
Crown Rubber	Patterson Furniture
Customwood	Philadelphia Carpet
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Den-Gre Plastics	Porter Carpet
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Design-Tex	Robbins Products
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Excel	Shenango Ceramics
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Georgia-Pacific	Techfab
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Glenoit-Dobbie	Telescope Folding Furniture
Goodall Fabrics	Trend Mills
Hogo Designers & Builders	Tropitone Furniture
Hampden Specialty	Uniline
Hardwick & Magee	United Chair
Hercules Incorporated	Universal Carpets
Hope Picture	Unusual Fabrics
Hollytex Carpet	U. S. Plywood
Hough Mfg.	V'Soske
Howe Folding Furniture	Valtronic
Howell Co.	Van Heugten
Hunt Country Furniture	Virco
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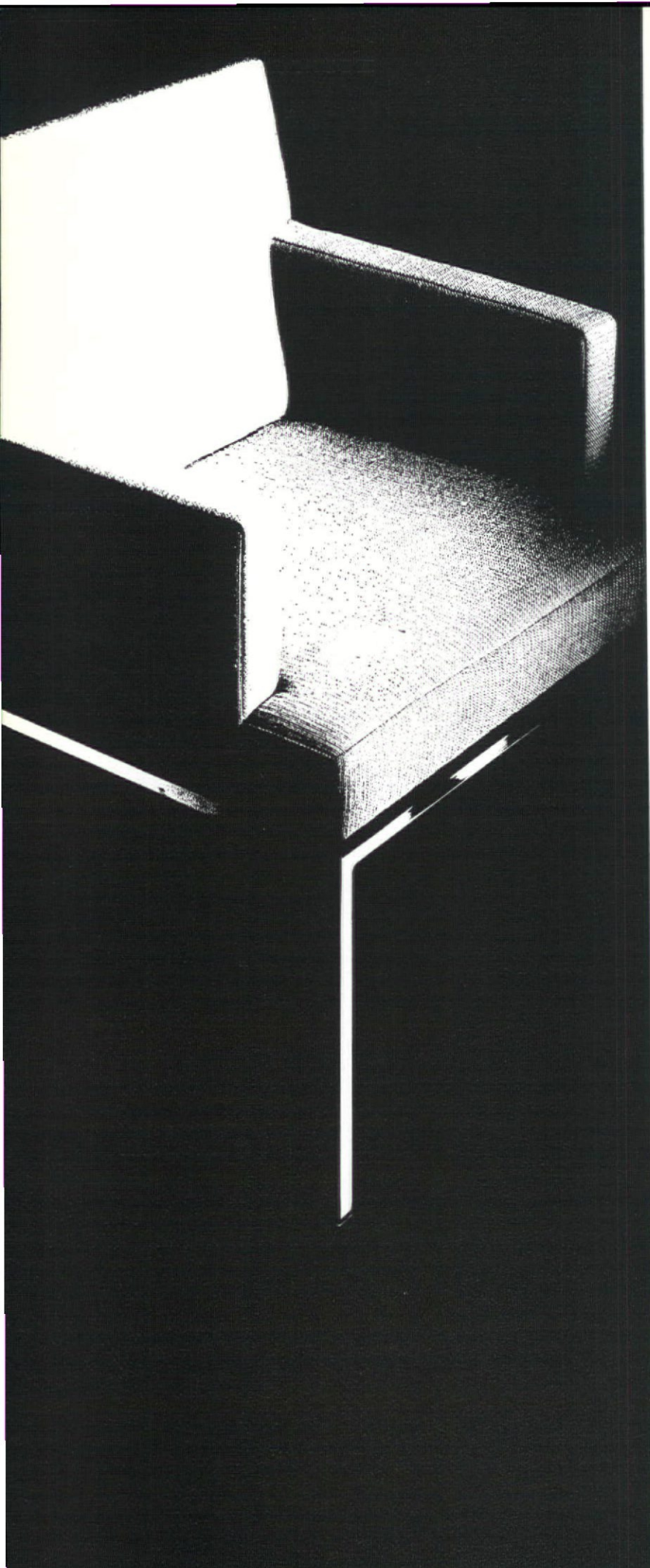
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HELIKON

PEOPLE

C. H. RIPPE, JR. has been elected executive vice president of Hamilton Mfg. Co.

F. GALEY CHANDLER has been appointed national marketing manager of Universal Carpets. He will be responsible for national sales of tufted carpets for contract.

RALPH E. FAITOUTE has been named vice president of sales at Interstate Industries. HOWARD KOVIN was promoted to executive vice president.

EVE NELSON, formerly sales promotion vice president of E. J. Korvette, has been promoted to corporate vice president of Spartans Industries in charge of two new operations: the Industrial Sales div. of Spartans, and the Audio Sales div. of Korvette; and the expansion of the Eve Nelson company with its line of beauty salons. The Industrial Sales div. will offer contract sales services for offices, hotels, motels, and institutions.

JOHN T. DAVIS was elected president of Davis Furniture Industries. He is former executive vice president. Bigelow-Sanford has made the following appointments in its marketing division: JEFFERY J. JOYCE, director of sales for the New York corporate headquarters; ALBERT E. VOSBURGH, general sales manager, eastern division; HENRY B. SPRAGUE, new post of general sales manager, special merchandise; and BERT H. CROCKFORD, director of national accounts.

FRANKLIN S. JUDSON was elected president of Strohheim & Romann. He succeeds his father, FRANKLIN I. JUDSON, who will remain active with the firm. Other appointments include: STEPHEN L. TATE, vice president sales; C. BENJAMIN BRUSH, vice president and treasurer; and MARGARET D. NELSON to vice president styling.

ALLAN E. FITZPATRICK has resigned as sales manager for the floor covering division of Roberts Consolidated Industries. BOB KLEINHANS, newly appointed assistant sales manager, will handle all activities until a successor is named.

New officers for Institutional Mart of America, Memphis, Tenn., are: general manager, HUGH BROOKS; vice presidents, LARRY SEITZ and CHARLES BURROW; secretary-treasurer, BILL JACKSON, and assistant secretary-treasurer, VIRGINIA DAVIS.

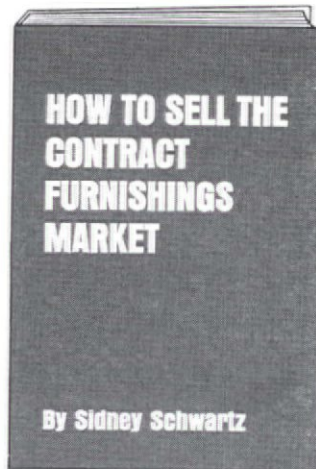
THOMAS P. THIEL has been named to represent Faultless Caster Co., as a specialist in furniture hardware in the Hickory, N.C., area.

BARRY ROSENGRANT has joined Architectural Pottery/Architectural Fiberglass as executive vice president with specific responsibility for sales and marketing.

Walter Carpet Mills has appointed CECIL L. MOON as sales representatives in the midwest, to work out of the firm's Denver office.

Announcing **CONTRACT BOOKS, INC.** a new publishing firm launched to create books for you—the contract professional

JUST PUBLISHED! A COMPLETE SALES MANUAL—THE ONLY BOOK OF ITS KIND!



How To Sell The Contract Furnishings Market.

By Sidney Schwartz

Mr. Schwartz, merchandising director of Trend Mills, Inc., and a veteran in establishing and running contract departments for leading manufacturers of furniture and furnishings, has written a complete sales manual—A MUST for companies and sales personnel who want to sell their products and services to the multi-billion-dollar contract market.

Contents: Part I. Pinpointing the Contract Market—Offices, Educational Market, Religious Market, Hotels & Motels; Restaurants, Clubs & Resorts; Industrial; Government; Stores, Shops & Showrooms; Places of Entertainment, etc.—including lists of leading customers in each of these market segments and how they buy. **Part II.** The Organizations in the Contract Market and Their Roles—The Contract Dealer, Architect, Contract Designer, Corporate Purchasing Agent, Government Procurement Agencies, Hospital Planners, Store Planners, etc. Introduction by Ben Hellman, Publisher of Contract Magazine. \$20.00; illus.

ANOTHER FIRST! JUST PUBLISHED.



Office Planning and Design. By Michael Saphier.

Written by the Chairman of the Board of Saphier, Lerner, Schindler, Inc., this book is the first authoritative guide to the science of office planning, specifying, and furnishing. Explores in detail the techniques that have evolved over the past 20 years—esthetic goals; best methods of working within budgets; fee structures; specifications and standards; “do’s and don’ts” checklists. PLUS, an indispensable chapter on how to organize and run a successful office planning firm. Includes a large number of detailed drawings and photos.

\$12.50; illus.; 256 pp.

OTHER TITLES

Buildings, Plans and Designs, by Frank Lloyd Wright. One of the landmark publications of contemporary architecture — A portfolio of 100 drawings, each 16x26”, suitable for framing. \$100.

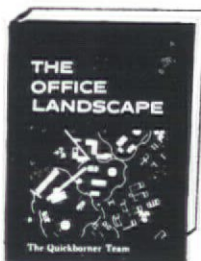
The Use of Color in Interiors. By Albert O. Halse, AIA. A broad examination of the elements required for color design in interior architectural spaces. Illustrated with color and black-and-white photos. 256 pp., \$15.

Art in Architecture. By Louis G. Redstone. Unique reference book for architect and designer on integration of art with architecture. Splendid photos, wealth of technical information; endorsed by AIA. 252 pp., \$18.50.

Architectural Rendering. By Albert O. Halse, AIA. The techniques of contemporary presentation—a comprehensive manual of treatments for interiors, exteriors, lighting, perspective, media. Over 300 illus. Quarto vol., 277 pp., \$16.50.

Lighting in Architectural Design. By Derek Phillips, Architect & Lighting Consultant. A thorough presentation of the techniques of lighting for architects and designers; 385 illustrations. 312 pp. \$18.50.

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Look at the extra measure of comfort you get with Criterion II by Harter. Seating space is unrestricted—even if you like to sprawl—because Criterion II has unique cantilevered arms, with no interfering supports.

And to add to your comfort, Harter uses only natural latex foam rubber cushioning, precisely molded in gentle curves to fit you best. Natural foam rubber won't sag, pocket, or break down. You'll enjoy "like new" comfort, year after year.

Criterion II is offered in a wide variety of chair models to meet every office need. And the broad spectrum of Harter upholsteries complements every decor.

Write today for your free Criterion II brochure. Or see your Harter seating specialist. He'll welcome you with open arms!

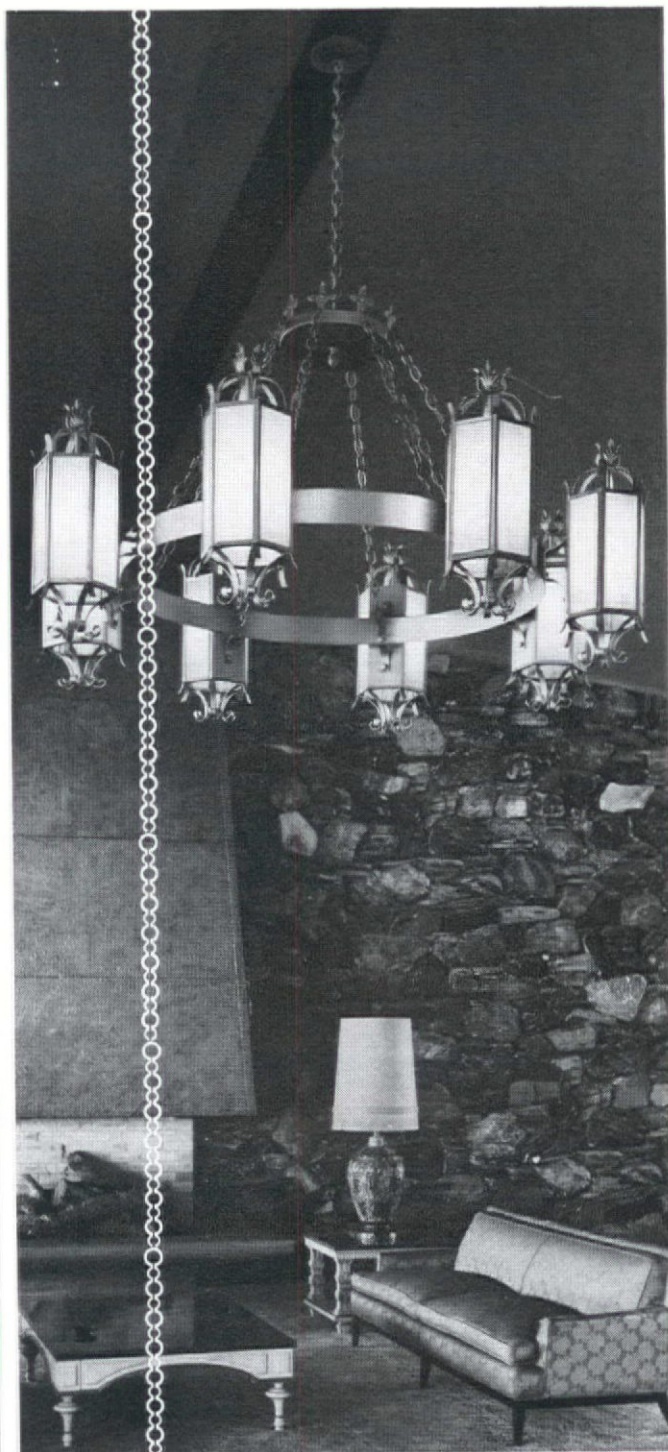
HARTER

HARTER CORPORATION, 430 Prairie, Sturgis, Michigan 49091

Harter Metal Furniture, Ltd., 139 Cardigan, Guelph, Ontario

Briones-Harter, S. A., Lago Iseo 96, Mexico 17, D.F.

Circle No. 20 on product card facing P. 110



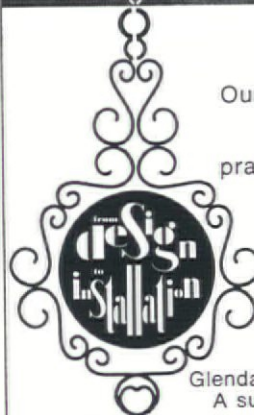
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Circle No. 21 on product card facing P. 110

These are the commanders.



They're the ones who gave Allied Chemical
top command of commercial carpeting.

Allied Chemical commands in commercial carpeting.

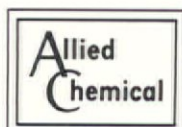
6 years ago, Allied Chemical saw the commercial carpet market as a potentially fantastic booming area. Allied Chemical took command immediately with sound product know-how and a total-range market plan. They created a unique new carpet fiber. Not a fiber adapted from residential use, but a round cross-section nylon, specifically engineered for commercial conditions.

Today, 6 years of vital experience with every commander from technologists to the man who actually buys carpeting of Allied Chemical nylon has solidly given ALLIED CHEMICAL TOP COMMAND OF COMMERCIAL CARPETING.

Proven performance commands.



Allied Chemical nylon fiber has proved itself in conditions far more demanding than the most severe lab tests. For 6 years it has stood up where it really counts. In office buildings, cafeterias, supermarkets. In lounges, restaurants, hotels, industrial installations. In day-to-day living where excessive demands are made, Allied Chemical nylon fiber has met every demand. Its color lasts longer, it wears better, it cleans more easily. In short, it performs. Example: This unretouched photograph of the actual carpet that covered the floor of a major pavilion at the New York World's Fair. If you think you may have some special carpeting problem, take another look. 16,000,000 people walked on this blue carpet!

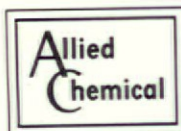


In top command of commercial carpeting.

Product innovation commands.

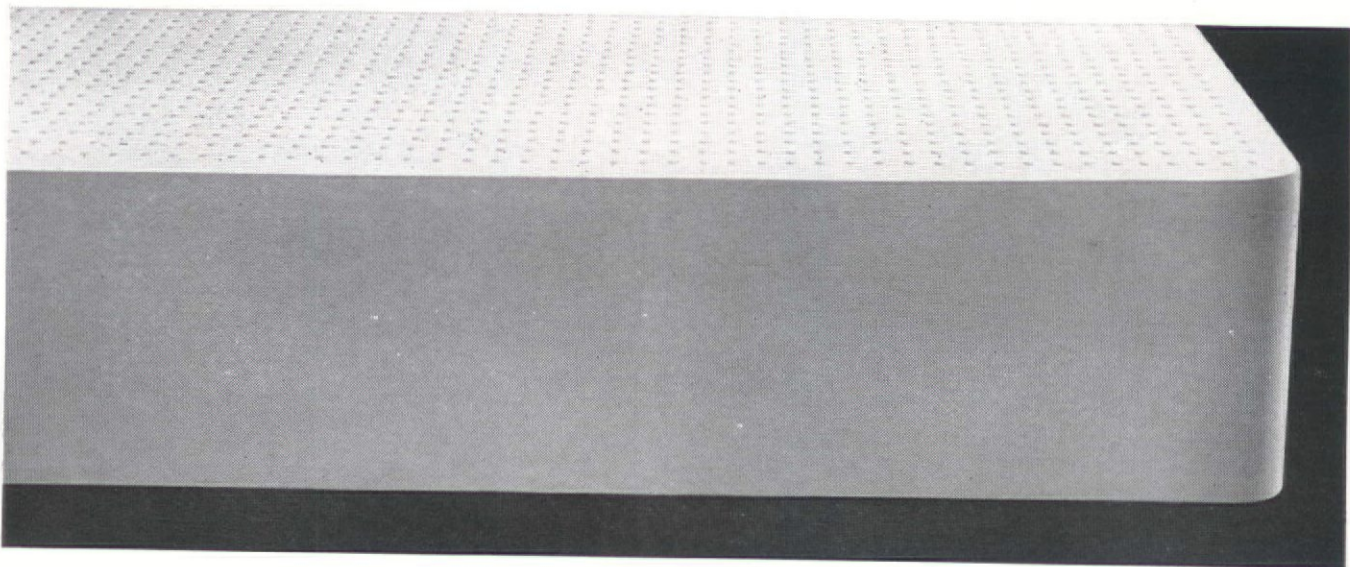


Standing by the dye beck is Lee Rush, technical director at Allied Chemical's Research Center in Petersburg, Virginia. Under examination is a sample of their new tri-dye fiber . . . unique in that it requires only a one-step color bath to achieve a brilliant three-color effect! This is only one of the many new processes developed at the Center which are opening up new styling and performance possibilities for the commercial carpet market . . . another example of how Allied Chemical works consistently toward tomorrow's most contemporary applications.



In top command of commercial carpeting.

Think thick



**B.F. Goodrich 5 1/2-inch-thick Texfoam® mattress
is thicker, looks better, sells better.**

Many foam rubber mattresses look like pads.

But a genuine B.F. Goodrich 5 1/2-inch-thick Texfoam® mattress looks like a mattress.

And acts like a magnet. It'll draw in customers who used to pass foam latex by. BFG still makes a 4-inch-thick mattress. And customers still

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When they sit on it, lie on it, bounce on it, they'll find it pleasantly firm, yet gently yielding. Won't ever lump, break down or sag. Never loses its comfort or its cool. And never has to be turned!

This new BFG Texfoam mat-

tress is perfectly easy to carry. And to deliver. One driver can roll it up and handle it handily.

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GENUINE LATEX FOAM



Circle No. 23 on product card facing P. 110

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Tiara

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Doors fold completely open from the center. Custom wood grain accent for a truly distinctive bath.



Introducing two exciting newcomers, created to bring unrivalled beauty as well as convenience and safety to your bathrooms. Nine decorator colors, gold or silver trim. Discover their many advantages now. For complete information, write:

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INDUSTRIES
INCORPORATED

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Chicago, Illinois 60646
12621 Western Avenue
Garden Grove, California 92641

Circle No. 24 on product card facing P. 110

CONTRACT NEWS

GENE McDONALD INC. has appointed two new representatives: GEORGE E. COX, Decorative Arts Center, Atlanta, and BRANDT'S, Phoenix, Ariz.

MONARCH FURNITURE Co. has appointed KATZMAN-GROSSMAN ASSOCIATES, St. Louis, Mo., to cover Missouri, Kansas, Nebraska, and Iowa.

GEORGIA-PACIFIC CORP. has expanded its Northeastern gypsum drywall sales region to include all of New England and the New York City metropolitan area. PAUL J. KOWAL, formerly Southwest regional manager, has been named manager of the expanded sales area.

CAROLINA FORGE, manufacturer of wrought iron furniture, has opened its new showroom in Space 810 N., Decoration & Design Building, New York City.

F. SCHUMACHER & Co. has moved its sales office in Houston, Tex., to 2631 Revere St., and its Washington, D.C., sales office to 1033 33 St., N.W.

JAMES SEEMAN STUDIOS, INC., has moved its Chicago offices to 124 W. Kinzie St. Warehousing facilities for all of the firm's divisions will be located at the new address.

LAW, LAW, POTTER & NYSTROM, architectural firm of Madison Wis., has changed its name to POTTER, LAWSON, FINDLAY & PAWLOWSKY, INC.

WALTER E. HELLER & Co. has formally completed its acquisition of Art-Metal, Inc., which now becomes Heller's third and largest wholly owned manufacturing subsidiary. Its subsidiaries include Knoll Associates.

The full collection of BERGAMO FARRICS, INC.'s silks and imported fabrics are now on display at Hasi Hester Showroom, 115 N. Robertson Blvd., Los Angeles. The Bergamo collection will also be shown at a new showroom Hester is opening this month in San Francisco.

SEQUOYAH CARPET MILLS plant to open two more plants before the end of 1968 to manufacture case goods. Presently, Sequoyah has two carpet mills, a third under construction, a case goods furniture manufacturing plant, and two bedding and upholstered furniture plants.

ROBERT J. LE FORT and JOHN M. STRITE, AID, space planners and interior design consultants, have announced the consolidation of their facilities and staffs to form LE FORT & STRITE ASSOCIATES, INC., 1733 Chestnut St., Philadelphia, 19103.

Shelby Chair Mfg. Co., Fort Smith, Ark., has changed its name to CRAFTMASTER INDUSTRIES, INC.

UNITED STATES GYPSUM Co. plans to acquire FIBERESIN PLASTICS Co., Oconomowoc, Wis., and its three affiliated companies. Fiberesin Plastics will be operated as a division of U.S. Gypsum.

BRUCE CRUM and SY PELS, manufacturers' agents, have formed the firm of CRUM & PELS, with offices at 347 Fifth Ave., New York City.

Circle No. 25 on product card →

magnificent

**this is the finest chair
you can recommend.**



CRAMER INDUSTRIES INC.

A Subsidiary of USM Oil Co.
Cramer — The leader in style and quality

REAL LEATHER WALLS

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PRACTICABLE AND ECONOMICAL



Photo Courtesy of Directional Furniture

Vikon leather-covered aluminum tile is an entirely new decorating material. It is both economical to buy and easy to install.

The leather is beautiful . . . glove soft, superior upholstery leather, magnificently finished. It is available in six decorator-oriented colors: tangerine, gold dust, pine green, tortoise shell, cranberry and saddle tan. Other colors, as well as black, can be produced at slight extra cost for any order in excess of 50 square feet.

The tiles, available in a variety of sizes, are impeccably designed and produced. No grouting of any kind is needed to obtain flawless coverage. Tiles can be supplied with preapplied adhesive tabs or with aerosol-packaged mastic for application at time of installation. In either case, the bond is permanent and not affected by moisture or heat up to 300°F. Installation is so simple that no special skills are required.

Vikon's exclusive leather wall tile may be applied to almost any wall surface, for remodeling or for redecoration. Though permanent, it is purely decorative and its extraordinary light weight will impose no strain on the structure.

We will be delighted to send you more detailed information, prices and samples. Write us on your letterhead.



VIKON TILE CORPORATION
Washington, New Jersey 07882

Circle No. 26 on product card facing P. 110

CONTRACT NEWS

AMERICAN DRAPERY & CARPET Co. is occupying new quarters at 33 E. 17 St., New York City.

OZITE CORP. is moving its corporate headquarters into new and larger quarters in Chicago's Merchandise Mart.

RICHARDS, MORGENTHAU & CO. INC., and its affiliate RAYMOR, INC., leading national distributors of decorative accessories, will be acquired by SIMMONS Co. The acquisition will mark Simmons entry into the decorative accessory field. Richards, Morgenthau & Co. and Raymor will continue to operate independently.

GENERAL DRAPERY SERVICES, INC. has tripled its operating facilities and floor space in a move to a new address at 60 W. 18 St., New York City.

BRUNSWICK CORP. has consolidated its Burke and Hugh Acton contemporary furnishings operations into a single division known as the BURKE DIVISION. The reorganization will provide greater flexibility and variety in design, manufacturing, and marketing.

SCHUTTE-PHILLIPS-MOCHON, architect/planner/engineer of Milwaukee, Chicago, Kenosha, and Appleton, has changed the firm name to SCHUTTE-MOCHON INC. Ralph J. Phillips will continue with the firm as an engineering consultant.

HUNTINGTON PRODUCTS Co. and SERAPRINT INC. have moved into new quarters at 21 Glenn St., Lawrence, Mass.

DESIGN-TECHNICS, has appointed DAVID-EDWARD Co. of Philadelphia, as its representatives for Pennsylvania, southern New Jersey, and northern New York.

AZROCK FLOOR PRODUCTS has appointed NEW YORK METAL MOULDING OF MASSACHUSETTS, INC. Boston, as a wholesale distributor serving the Boston trading area.

HARDWICK & MAGEE has moved its New York showroom from the Textile Bldg. to 309 Fifth Ave.

PATCRAFT MILLS, INC. has moved its warehouse and office facilities to its newly acquired building in Dalton, Ga. Located on a 10-acre tract in Whitfield Industrial Park, the building gives Patcraft ample room for future expansion.

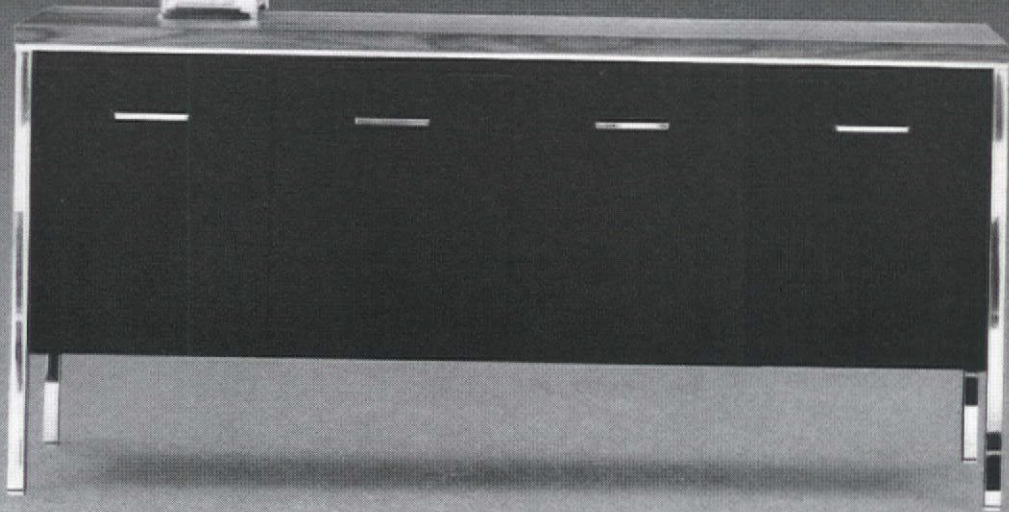
A new Fiberglas converting company has begun operation on the West Coast under the name SOFT-FLEX FABRICS INC., of Torrance, Cal. According to Sherwood Gumbiner, president, it is the first such converter in that region to finish and distribute Fiberglas decorative fabric on an exclusive basis. The following California firms will distribute Soft-Flex: KAS-TEX CORP., R. STEIN (TREND OF THE TIMES), and SUNSET HOUSE FABRICS.

TUFTED TEXTILE MANUFACTURERS ASSOCIATION plans to open a new marketing office in Atlanta. The group will maintain headquarters in Dallas, Ga., but will handle marketing and PR activities in Atlanta.

the All-Steel® environment

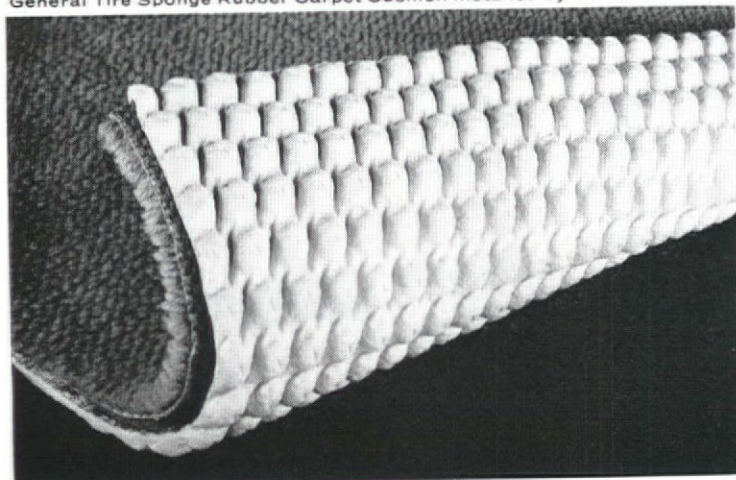
It says a lot. About your clients. For you. The best in contemporary design with superb craftsmanship in steel—at a price that invites comparison. Catalog available. Showrooms in New York, Chicago, Los Angeles and Aurora. All-Steel Equipment Inc., Aurora, Illinois 60507.

All-Steel





General Tire Sponge Rubber Carpet Cushion installed by Revere Furniture & Equipment Co., Washington, D. C.





General Tire Sponge Rubber Carpet Cushion helps keyed-up executives unwind at Pittsburgh's Sheraton Motor Inn-South

Luxurious, comfortable General Tire Sponge Rubber Carpet Cushion makes the new Sheraton Motor Inn-South at Pittsburgh a restful haven for weary travelers. Operators of the Sheraton Motor Inn-South, as with owners of other prestige hotels and motels, chose General Tire underlay to provide guest satisfaction and to insure themselves long, trouble-free carpet life. Installers and specifiers like the way it tailors to any floor plan . . . the choice offered by its full line of quality grades. To help unwind problems in your next installation, specify genuine General Tire Sponge Rubber Carpet Cushion.

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Jeannette, Pa.



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All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance for the life of the original carpet. This guarantee applies to installations on grade and above grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.

THE GENERAL TIRE & RUBBER COMPANY
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Circle No. 28 on product card facing P. 110



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Model 1245



Model 1205

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- Same modern design concept in both stacking and folding chairs.
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The hallmark of quality since 1905 • Showrooms in principal cities.

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If you're an office building you don't need carpet. You need a carpet system.

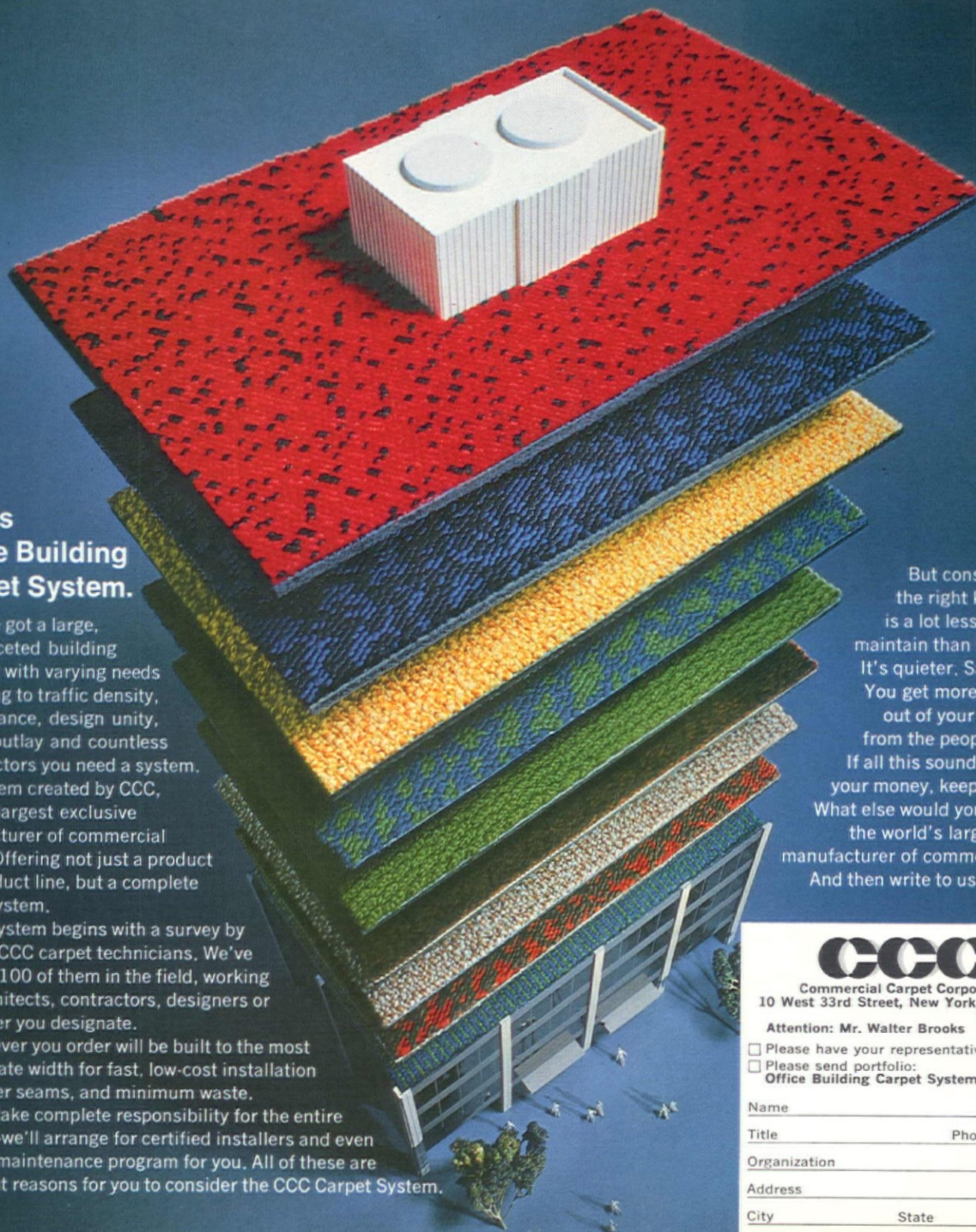
CCC's Office Building Carpet System.

If you've got a large, multi-faceted building complex with varying needs according to traffic density, maintenance, design unity, capital outlay and countless other factors you need a system. The system created by CCC, world's largest exclusive manufacturer of commercial carpet. Offering not just a product or a product line, but a complete carpet system.

The System begins with a survey by trained, CCC carpet technicians. We've got over 100 of them in the field, working with architects, contractors, designers or whomever you designate.

Whatever you order will be built to the most appropriate width for fast, low-cost installation with fewer seams, and minimum waste.

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But consider this too: the right kind of carpet is a lot less expensive to maintain than hard flooring. It's quieter. Safer. Warmer. You get more performance out of your building, and from the people who use it. If all this sounds like a lot for your money, keep this in mind: What else would you expect from the world's largest exclusive manufacturer of commercial carpet? And then write to us and find out.

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What makes our carpet so sunproof is something new from Monsanto called Solution Dyed Acrilan® acrylic. This is a fiber that locks in color and is practically impervious to fading.

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chance, either. Heather-Lok is woven through the back with four ply yarn. So you can use it in offices, halls, lobbies, wherever traffic is heavy.

Colors? Fifteen of them will give you a lot of choice in the matter.

We'll send you samples as soon as we receive your phone call or letter. Ask for the Sunfighter. We'll put him on the next train out.

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New! Chateau™ Avocado Oak: a fashion original for about \$13.

Two home fashion pacesetters, subtle avocado and rugged oak, are combined in the most interesting real wood panel in years. And that low price makes every four-by-eight-foot panel a special value.

Avocado Oak and the 30 other hardwood grains and colors in the Chateau line are family-proof, too. All have the protection of the exclusive Acryglas® finish . . . and the Good Housekeeping seal.



Gold Crest Walnut

The Decorator Panel

Gold Crest™ can be decorated with tape, metal strips, or fabrics applied in half-inch-wide channels provided every 16 inches. Golden Elm, Pecan, American Walnut, or Rosewood.



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Style IV™ is designed especially for masculine appeal. Black Walnut panels are custom-matched for grain and color. Gives the handcrafted look of four-inch planks.



Walnut Inlaid with Pecan

The Luxury Panel

Inlaid™ gives any room a prestige background. Choose Pecan or Elm inlaid with Walnut strips 1¼ inches wide, 14¾ inches apart. Or Walnut inlaid with Pecan.



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Circle No. 37 on product card facing P. 110

Soften a room today.

Start by covering a dull, drab wall with B.F. Goodrich Koroseal vinyl wall covering. And presto—you have a warm, inviting wall. Koroseal comes in 26 patterns, many textures, over 500 warm colors.



If you agree that a lumpy, saggy pillow is a nightmare, get B.F. Goodrich pure latex foam pillows. They're sheer comfort. And nothing but sweet dreams.

People have enough problems, so don't make them sleep on one. Give them a mattress that's firm but comfortable. Non-allergenic, too. In other words, a B.F. Goodrich Texfoam mattress. It's 100% latex, 100% relaxing.

A chair should be soft and supple, as well as attractive, right? Then cover it with Koroseal vinyl upholstery fabric. It lasts longer and won't fade or discolor.

For real deep-seated comfort, get B.F. Goodrich Texfoam molded foam cushions. They're firm but comfortable. And won't bottom out or sag.

The minute someone steps into a room, floor them with softness. B.F. Goodrich carpet cushion softness. It's natural rubber, so it's always soft, but not mushy. It adds years to carpet life. And always feels good underfoot. If you'd like more details on the B.F. Goodrich line of soft products, contact B.F. Goodrich Consumer Products, Akron, Ohio 44318. We'll send out a contract furnishings specialist to help you soften any tough decorating jobs you may have.

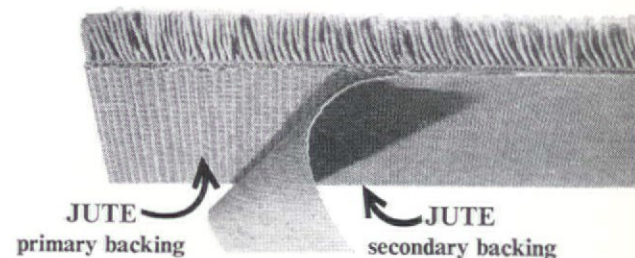
B.F. Goodrich

Don't handicap your carpet installer.

When he installs your client's carpet, don't give him less than

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“contract show” in the country
where you can see full-line
displays in all categories
of interior furnishings.
*And it's open every day.***



ALL IN A DAY'S WORK. The Interior Furnishings Planning Committee for the Edwardsville University Center Building, Southern Illinois University, recently paid a fruitful visit to The Merchandise Mart. Their purpose was to select representative samples and determine specifications of interior furnishings for the Center's ballroom, private dining rooms and multiple lounge areas. Members of the Committee were: Robert Handy, Director of University Center; Richard Madison, Ass't. Director of University Center; Janet Witte, Student Chairman of Food Service Committee; Joann Bimslager, Student Chairman of Program Council; Lyle Ward, President of Student University Center Board; William Crabb, Food Service

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If you would like to receive a complete directory of the more than 2,000 lines in The Merchandise Mart Contract Center, please write: The Merchandise Mart, Room 830, Chicago, Illinois 60654.



Director; John Oxford, Bookstore Manager; Richard Hardy, Campus Architect; Thomas Barschak, Buyer; and J. W. Stevenson, Ass't. Purchasing Agent. Photographs indicate the Committee's search among The Mart showrooms, to find the variety of chairs needed for their Center Building. Design, material and construction features of many competitive lines were compared quickly and conveniently. Next morning, after breakfast at the M & M Club, the Committee made a final check of preliminary choices (last photo), which had been sent to the Club from Mart showrooms they had visited. At The Merchandise Mart Contract Center, you and your clients can enjoy this kind of unmatched convenience *every working day of the year*.

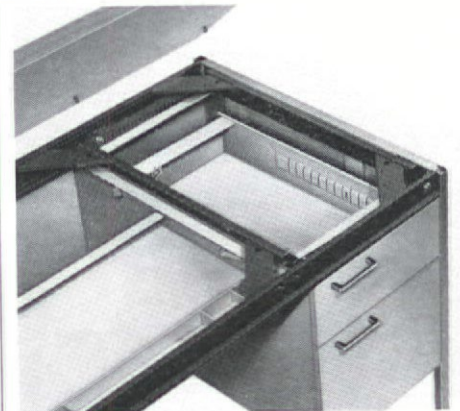
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accent' from Invincible is not only beautiful—it's the most *practical* furniture you can buy!



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strong—I-Beam construction provides a framework of built-in strength... does not rely on top for primary support. Makes every Accent' desk firm and solid...and a solid investment, too.

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Don't feel bad if you couldn't tell at first glance. Oneida creates rich, elegant patterns in solid stainless that will delight both you and your customers. Actually, these patterns do rate a second look because, at Oneida, every idea begins in sterling. Skilled craftsmen polish each surface to a deep lustrous finish, and

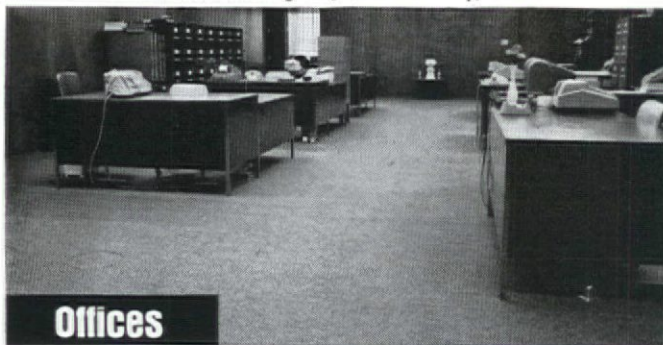
perfectly balance every piece. On the practical side, you get all the maintenance-free service and economy of durable solid stainless. For the pattern that perfectly fits your individual needs and decor, see your Oneida distributor, or write: Oneida Silversmiths, Oneida, New York 13421. Then . . .

Look again . . .
it's stainless



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Offices

Samter Bros. Company, Scranton, Pa.



Stores

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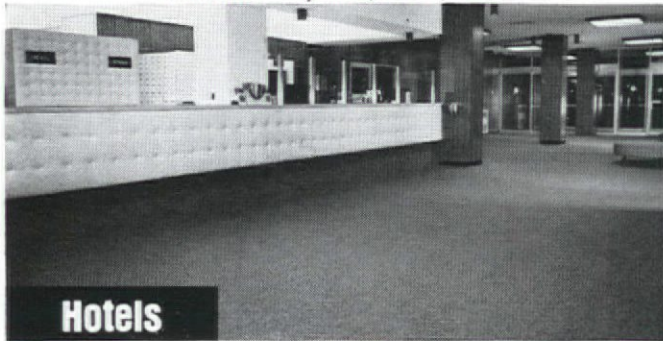
Theatres

Webb Cadillac, Jenkintown, Pa.



Showrooms

Commodore Perry Hotel, Toledo, Ohio



Hotels

Kerr-McGee Oil Corp. Oklahoma City, Okla.

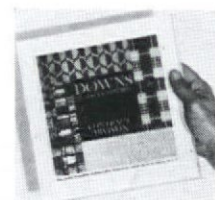


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Everywhere.

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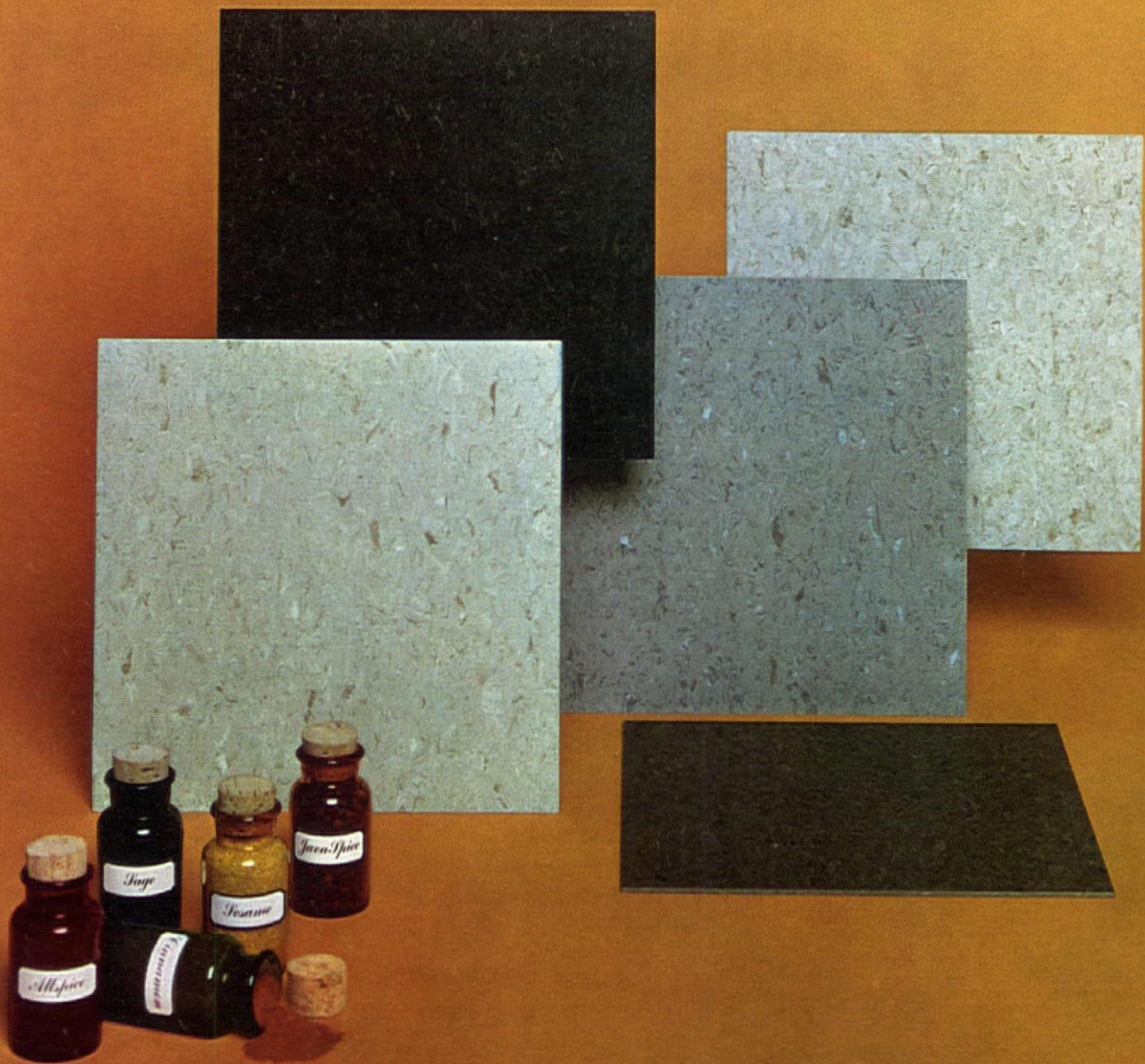
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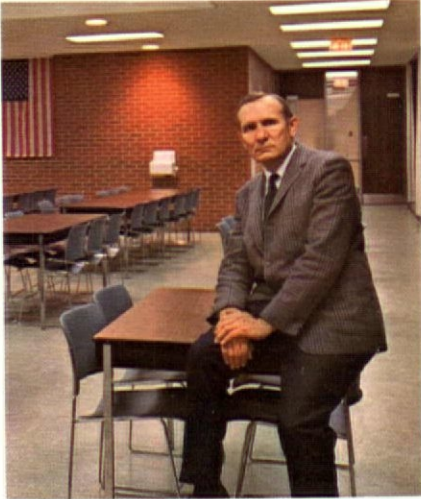
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Azrock imagination puts the tints and tones of spice in easy-care vinyl asbestos floor tile. The result — new Custom Cortina Series, in colors that accent today's trend to neutral tones in commercial and institutional interiors. Like all Azrock vinyl asbestos tile, Custom Cortina is greaseproof, alkali and stain resistant, and can be installed on, above, or below grade. It provides all the simple maintenance you know your clients want, plus longer life because the color chips are distributed through the full thickness of the tiles. Custom Cortina comes in five colors in 12" x 12" modular size, 1/8", 3/32", 1/16" gauges. For floors with a dash of spice, specify new Azrock Custom Cortina.

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Mr. Stan Glow
Supervisor of Buildings and Grounds
Evanston Township High School

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Hamilton folding tables are available in a variety of sizes and shapes. Round. Oval. Square. And rectangular. They're also available in your choice of Formica colors and patterns. For the complete story, call your Hamilton representative. Or write: Hamilton Manufacturing Company, Mobile and Folding Products Division, Two Rivers, Wisconsin 54241.

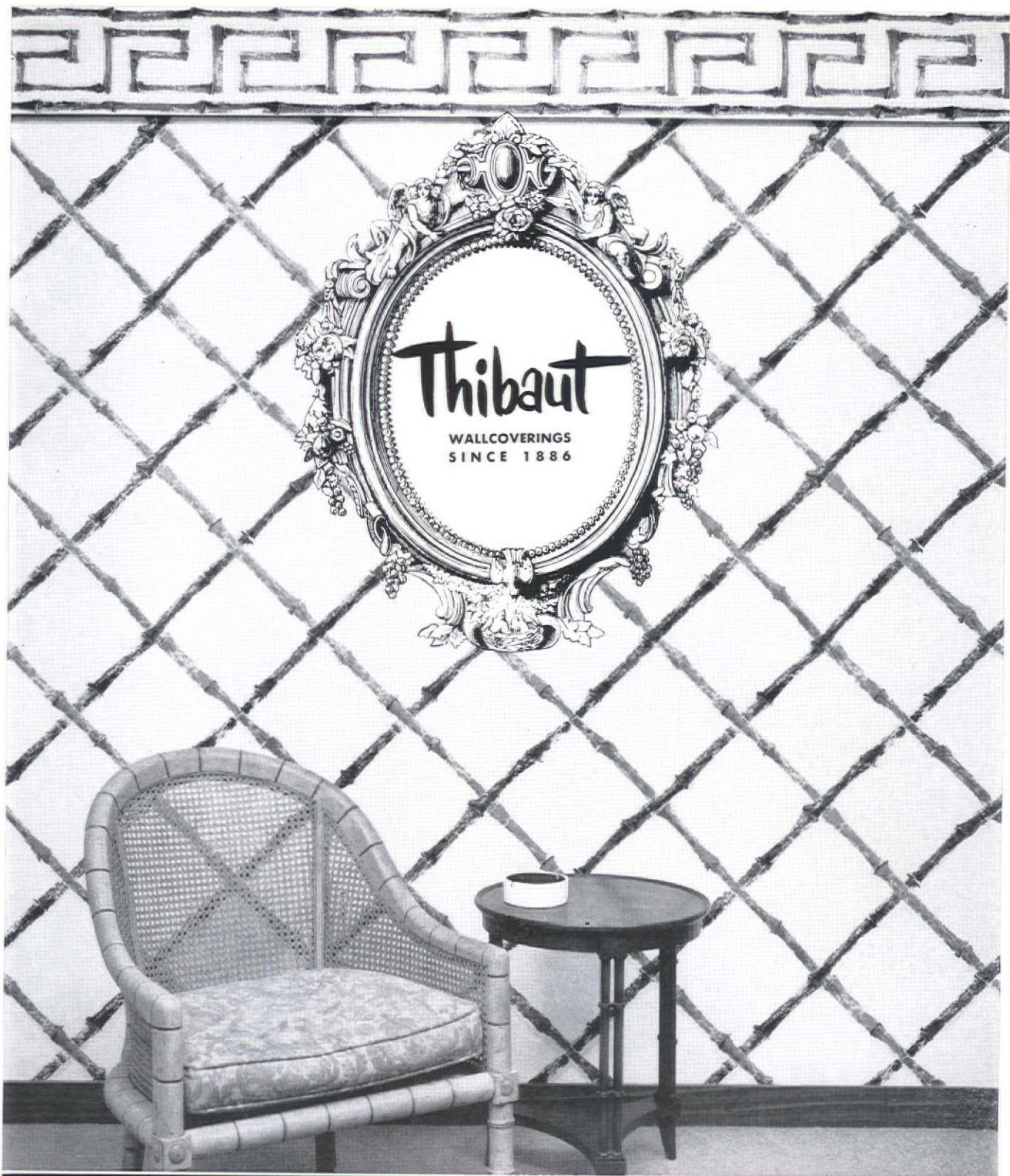
Study Hall and Lunchroom
Evanston Township High School
Evanston, Illinois

Designers: Arthur Ehrlich Associates
Chicago, Illinois

Architects: The Perkins & Will Partnership
Chicago, Illinois

Hamilton®

Circle No. 48 on product card facing P. 110



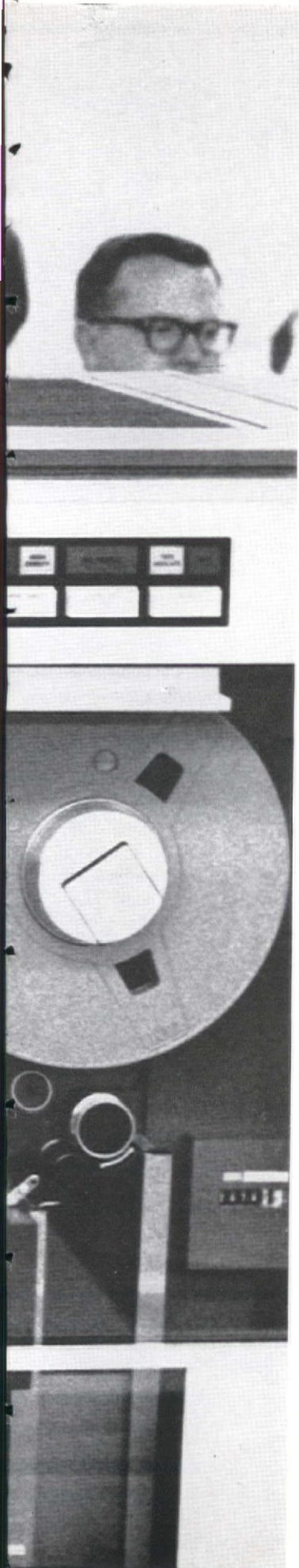
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THE COMPUTERIZED OFFICE: TODAY'S DESIGN CHALLENGE

Computer facilities, unquestionably the most complex of all offices to design, will be valued in multi-billions of dollars by the mid-seventies, offering interior planners and designers who understand their complexities unlimited opportunities. **CONTRACT** Magazine presents this comprehensive study of design problems—and their solutions—inherent in the computer age office.

BY ROBERT MALONE

THE COMPUTER: ITS BACKGROUND, ITS FUTURE

Conservative predictions are now being made by industry that computer facilities in this country alone will be valued in excess of \$31 billion by 1975, or nearly four times what they are now worth. This, on the basis of the computer industry's past performance and prior predictions, is an ultra-conservative prediction.

Consequently, the number, size, and quality of computer facilities to be installed in the next ten years will be staggering. For the designer, the interaction of the effects of these facilities may make the office landscape one of the prime creative targets we have. Certainly, we can expect more widely distributed electronic displays and sub-controls throughout the average office, and we may also count heavily on the introduction of total facilities packaging, which will offer levels of simplicity, structural standardization, and modular variation unheard of today.

The man-machine relationship

As the conversational mode of exchange between man and machine emerges, we will see a greater intimacy of relationship between management and machine develop, where the language of the machine will be more proximate to the language of management.

We now can foresee that in the near future the majority of our nation's workers will be in a white-collar classification, which means an office role. That they will live in, around, and with automated facilities is requisite to our existence and further growth. What must be more clearly understood is the complex relationship that exists at the interface between man and machine.

One of the more curious aspects of technology change is how long it takes us to become conscious of what is happening. Think how long it has

Robert Malone is an independent designer and writer. He started the industrial design program at Parsons School of Design and now lectures at Pratt Institute. His current projects include exhibit work for N.Y. State Council on the Arts, the Metropolitan Museum, and N.Y. City Parks Department.

taken us to live with business offices before we could recognize the social and psychological effects of the typing pool, the bull pen, or the cellular office, and could begin to deal flexibly with the design problems involved. Office Landscaping as a concept is very recent, although the large-scale business office has existed for longer than a century.

The same cultural lag has dogged the automation revolution: when it began to appear, most people assumed that it would apply mainly to semi-skilled factory operations, while the world of management would remain solidly human-powered for a long time to come. How many of us recognized that the most revolutionary effects of this new trend would be felt in the office rather than in the factory? *It isn't the control of machinery that is making the most fundamental changes in our lives today: it is the control of information.*

Even today, when we know that information technology is the spearhead of the revolution, we are prone to consider the computer as primarily an aid to inventory and accounting. It is extraordinary how slowly we grasp the possibilities of computer technology for applications beyond listing and calculating. Interpretation, problem solving, even design execution—all traditionally considered intractable parts of the executive function—are properly areas where machine processing is not only applicable but rewarding. An architect recently designed a 13-story apartment building in Washington, D.C., and managed, by the use of a computer, to come up with 167 different plans for 240 apartments. This is just one small example of the way in which automatic technology can enhance human flexibility and creativeness, rather than hindering it.

Lag in information output

In recent years, automation took on the phenomenal rate of growth that still characterizes it: the computing capacity of the nation began to double each year. It is still growing at this rate, which is an important fact to remember when dealing with the installation of computer facilities.

The fourth generation computers, now in the research stages and not yet operative, can be expected to carry the earlier developments of increased speed and micro-miniaturization further and to branch out into cryogenics (low temperature technology), fluid circuits, microwave develop-

ments, and perhaps even "grown" (chemically oriented computer) circuitry and talk-to machines.

Even the telephone continues to grow in numbers, types, and complexity; it is now, among other things, a featured part of the input and output devices of automatic information handling. When we are considering the impact of automatic technology on the office, we need to remember that switchboards, telephone rooms, air conditioning, and electrical circuitry are all involved and interconnected with it. Even more important than these peripheral services, however, is the advance thinking and planning needed before any automated services are acquired.

The spread of this vast and intricate technology has been faster than the spread of information about it, and far faster than business managers, architects, and designers can familiarize themselves with it. The technology has all but outrun our capacity to cope with it effectively. It is the aim of this article to sort out some of the kinds of thinking that are necessary if we are to avoid costly errors in dealing with computer installation.

Each project a "custom" job

First of all, a company thinking of automating certain parts of its operation should decide what level of service is actually needed. There are a number of options available, embodying various degrees of automation, appropriate to different needs. For example, it is possible simply to buy a certain amount of computer time from an installation outside the company.

It is also possible for a company to buy a computerized accounting service and/or inventory service; in this case all the company need furnish is information. Or the company can install its own computer facility, on any given level of complexity. What is needed for making the choice is an accurate knowledge of the types of work to be done by the newer electronic means, and their frequency.

Assuming that the decision has been taken to install the company's own computer facility, one or more of the manufacturers of electronic equipment can be consulted as to factual data on both hardware and software systems. Such firms as IBM, Univac, Honeywell, NCR, Burroughs, RCA, General Electric, Control Data, and others are more than cooperative about supplying information and specifications to prospective clients.

Since each installation is, in effect, a custom operation, most suppliers of equipment will want to work with their customer as early as possible in the planning stage. It should be kept in mind that this planning will have to be in a very great depth of detail: we are talking of tools which operate in nano-seconds (which are to a second as a second is to thirty years); tools which will operate up to 24 hours a day and 365 days a year; and tools which represent a major investment, financially, in costs of purchase, rental, maintenance, and supervision.

ADVANCE PLANNING STAGE

The company or institution planning automation usually assigns an internal group to the regular supervision of plans, and later enlarges this staff while in consultation with the companies providing the central equipment as well as with a designer or architect. Since the latter role is more complex than in most design jobs (the logical and functional factors being of a high order of complexity) it is well to bring the designer into the planning group at as early a stage as possible. He will not only be able to work more effectively, having become familiar with the project from the beginning, but he will be able to contribute his own talents in helping to sort out some of the spatial problems involved. Some of these are fundamental, and should not be thought of as a matter of esthetics, or as a later stage in planning.

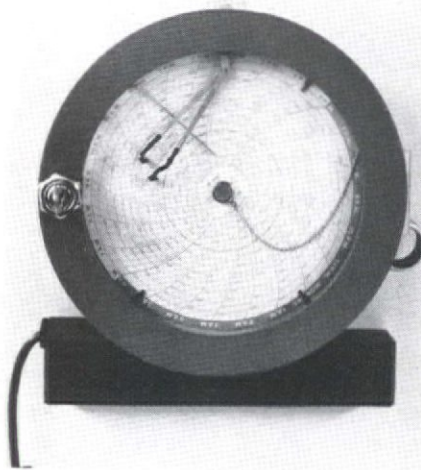
One of the most basic factors involved in the planning of computer space, and one that should be kept in mind both by the company and the designer, is the inevitability of expansion. Information is expanding at a much faster rate than business: will the installation, as planned, be able to accommodate additional services when these are needed, or will a major architectural change be needed when that happens?

The location can affect both the present and the future usefulness of the system; it should allow for both expanded facilities and expanded uses, such as servicing a market group in addition to existing accounting and sales data.

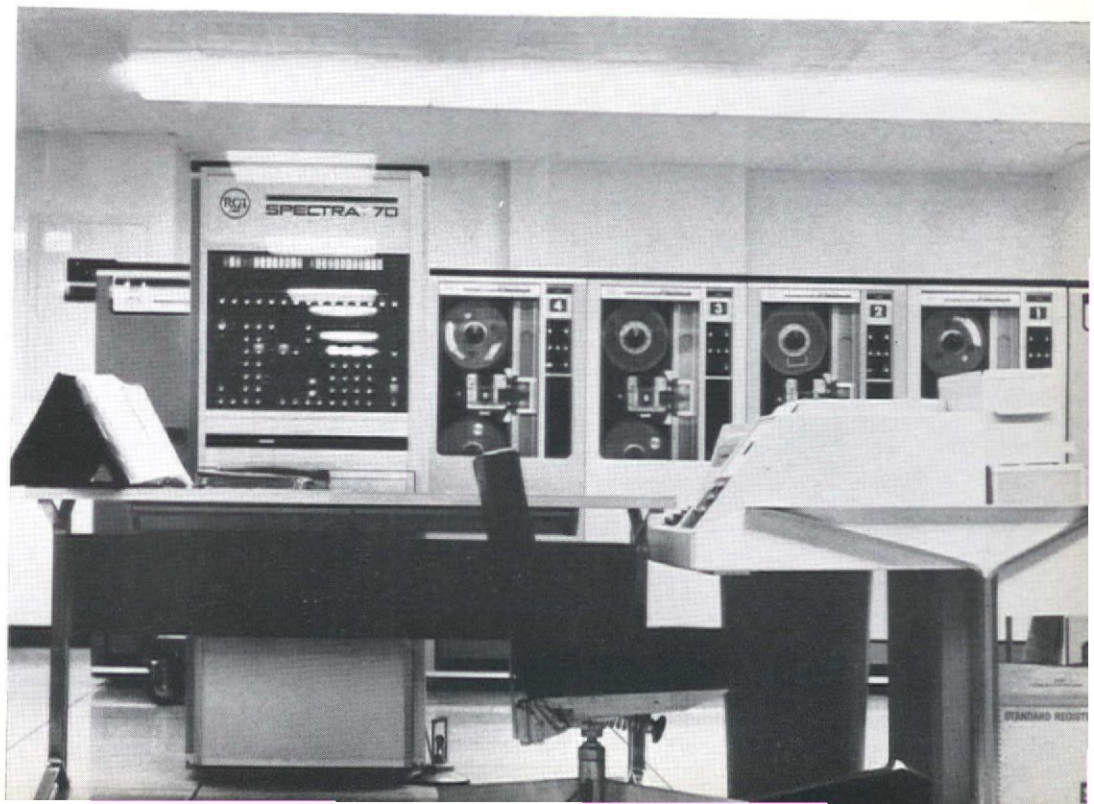
Aside from considerations of future expansion, all computer systems re-



Photos: Herb Solomon



Computer center at Gray Advertising, New York City, was planned and installed by Environment Planning, Inc., design/planning firm specializing in this phase of office design. The computer room is elevated on a raised floor, its base visible at the end of the corridor (above). Key punch room (uppermost left) is on regular floor level. Temperature and humidity are carefully controlled, both recorded continuously and simultaneously on hygrometer (left).



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quire at least three basic component systems: for input, processing, and output, with variations determined by such factors as speed, complexity, cost, and type of application. The basic hardware consists of four kinds of units, which in the smallest systems may be integrated into one cabinet. These are input devices, output devices, storage, and the central processing unit with its attached control console.

Once the specific components are chosen, a general location must be established and a preliminary layout prepared. The choice of location may be partly determined by physical requirements, such as sufficient space, structural soundness, availability, etc.

During the period of preliminary layout, a sequence of order must be arrived at for supplying the support equipment to the desired location; this means that air conditioning, power, flooring, and so on should be planned and scheduled for installation in advance of delivery of hardware. These support systems, like the choice of location and the spatial arrangement, should be such as to allow future expansion with a minimum of expensive architectural alteration. All these considerations should be part of the advance planning, before the actual layout is taken up.

PREREQUISITES OF THE GENERAL LAYOUT

The general requirement of business for business equipment has grown in excess of a seven-billion-dollar-a-year market, of which more than half is spent on computers and computer accessories. In spite of this staggering sum, the cost of a million calculations made automatically has dropped in less than 20 years from \$30 thousand to less than 30 cents. It is in the light of such information as this that an individual concern must review its own systems requirements, and the space, time, and architecture needed.

A layout must be based upon projected corporate needs, taking into consideration the flow of information between people and people, between people and machines, and between machines and machines. Often this re-

quires introducing certain security measures, for purposes of personal or corporate privacy.

Ideally, a good layout will make the use of equipment and space as convenient as possible for those involved in its use, testing, and maintenance; to lay out a computer facility primarily in terms of its use as an adjunct to accounting, or in terms of its possible use as a status symbol, is to invite awkwardness and inefficiency in its wider uses. Although the style and standards of the concern are of great importance in general, these factors should not dominate in such a way as to compromise the vital functioning of the facility.

Location of space

The building that houses the computer facility imposes more specific restrictions. It is most helpful to be able to work backwards, so to speak: if a new building is to be erected it is best to have the automated facilities thought out before building plans are initiated. This is equally true when extensive rebuilding is contemplated. But regardless of the age of the architecture involved, the major prerequisite after convenience of location is space. This means three-dimensional space, because height is rapidly used up in most installations by dropped ceilings and raised floors. Another prerequisite is a good power source; this is of far greater importance than an attractive exposure, for example.

The machine environment is most easily satisfied by no exposure at all, so that a nice view is more of a liability than an asset, since computers are extremely sensitive to atmospheric variations. Column spacing and the availability of wet columns are both vital to the proper placement and flow of environmental equipment. Ready access to service entrances and/or elevators, and to staff areas, is also vital. And since we may be dealing with the greatest single investment area in a building, it is important that the highest standards of safety—particularly in regard to fire—should be maintained.

Subdividing the space

Within the typical facility there are area subdivisions consisting of operations area, test area, storage area, environmental control area, and entrance-and-exit area.

The *operations area* houses the working components of the system, including such equipment as input and

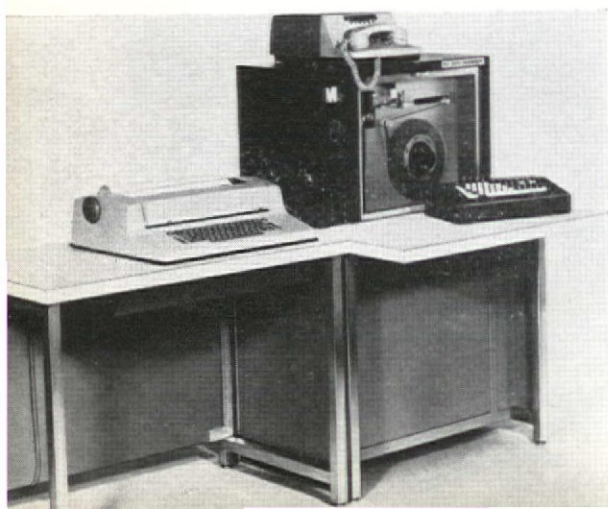


Ampex Corp.'s Videofile (above) records documents on 2-inch-wide video tape—one reel holding 250,000 letter-sized papers. Entries are located and viewed on TV screen, or reproduced full size in minutes. Circle No. 149.



Omnitec Series-300 card readers (above) read the varying punch patterns of different computer brands; re-reads on request. Circle No. 150.

Basic Mohawk data recorder permits transcribing from source documents to magnetic tape. Model 1183 (below) also operates output typewriter, transmits long distance. Circle No. 151.



output devices (printers, card punch readers, paper tape readers, transmission units, card punches, magnetic tape units); central processing units, core, drum, or disk storage units, and one or more control consoles. It is in this area that all actual calculations are made.

A calculation consists of the following factors: data reading, location of data in storage, adjustments, returns to storage, and transcription of the results. Through the use of programs stored in the main storage unit, many sequences of calculations are rapidly available. The nature of the operations area should reflect its use and its contents as accurately as a good suit fits a man.

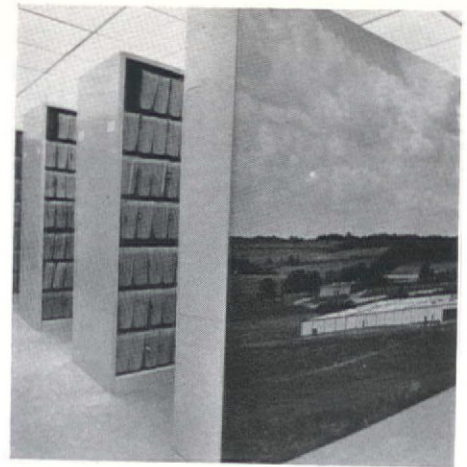
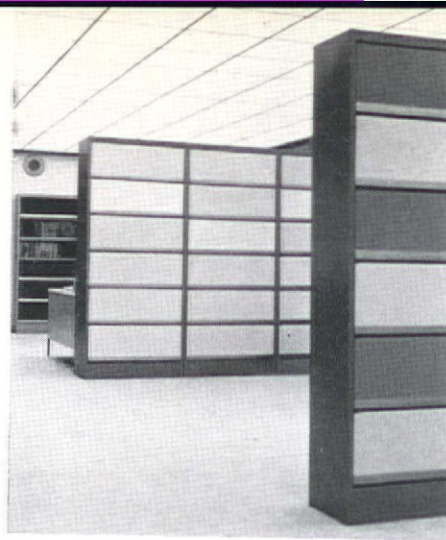
The test area consists of space for engineering testing of the operating equipment. Since the test apparatus is contingent on the system, its size and specifications will be custom, and fitted to the system it serves. However, certain requirements are constant: it must have the same environmental conditions, must be easily accessible, and must be large enough to house and move any of the equipment used in the operations area.

A storage area immediately accessible to operations is a necessity as well. Inside that area a great variety of types of data storage must be considered: punched cards, magnetic tape, paper tape, optically readable cards, print-out sheets, magnetic character data. The various media must be available as new material, and, by fast reference systems, in a used state. It is critical that enough space be allotted for storage expansion and for ease of moving data.

Computer room furniture

A great deal of sophistication has been achieved in the design of storage equipment and furniture that complements both the functional necessities and the style of operations equipment. (Among the companies offering such lines of storage equipment are Wright Line, a division of Barry Wright Corp., Supreme Equipment & Systems Corp., Tab Products Co., Monarch Metal Products, and others.)

No final plans should be established before consultation with a sales engineer from one of the storage equipment suppliers. Specifications of the equipment (just as with the data processing equipment) vary greatly with the manufacturer. It is interesting to note that these suppliers have increased their lines into traditional fur-



Tab Products' Cabinet Spacefinder (left) is all metal with retractable doors. The Unit Spacefinder filing system (right) has 4-inch boxes that hang on a rail at a slight angle for increased visibility. Note mural on back of unit. Circle No. 152.

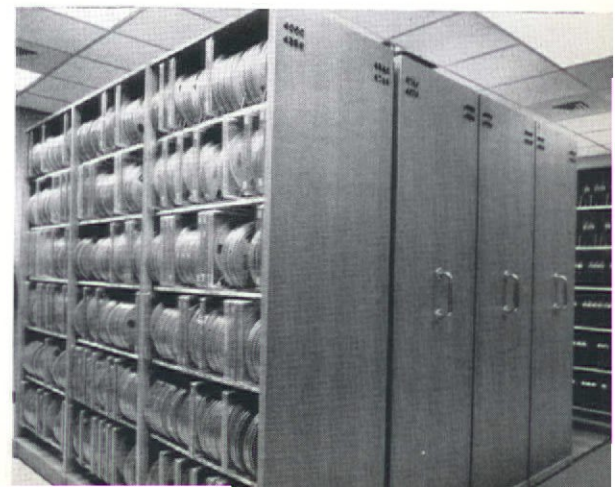


Tape vault in the new computer room of Prudential Insurance Co.'s corporate home offices in Newark, N.J. (above) uses Supreme's Conserv-A-File V. The space-saving unit has outer cradles that roll laterally to provide access to inner storage racks for fast tape selection. Circle No. 153.



Wright Line control center (left) has automatic top, which opens by release button to expose built-in scheduling board and cork bulletin area. Circle No. 154.

Lundia Fullspace (right), by Lundia, Myers, has movable units of storage shelving or reel racks mounted on rollerized, rail-riding pallets. Units are rolled left or right by hand to open a "floating" aisle to storage sections. Thus one aisle replaces four, five, six, or more permanent, conventional aisles. Space saving is up to 40 percent. Circle No. 155.





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niture areas, such as desks; but of course they are made to be compatible with computer accessories.

Environmental control equipment may or may not be separated from the operations area, depending on the size and complexity of the installation. Monitors of the equipment are generally made available for easy reading by a supervising engineer or programmer in the operations area.

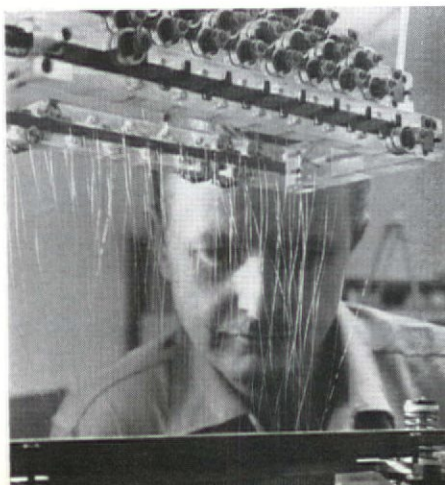
Environmental controls will be discussed in some detail a little further on, but one or two points should be noted at this stage, for purposes of planning the general layout. First, a separate area is recommended for this equipment; second, a separate system of air-conditioning, temperature, and humidity control is desirable — separate, that is, from the rest of the building, and placed as close as possible to available ventilation. Unlike standard climate-control equipment, the equipment serving a computer facility must operate up to twenty-four hours a day, possibly at maximum load.

This fact, among others, has an effect on the *entrance area*. A partial air-lock condition is recommended, in order to create an efficient transition from the atmosphere of the outer office to the different atmosphere of the inner facility. More often than not, the entrance area will include a ramp, to allow for the difference in height of the two sections' floor level. If the entrance is also to be used for delivery and servicing, proper allowance must be made for equipment in transit through the passageways and doors.

To meet the need for specialized furniture, the Herman Miller Action Office (A) was adapted for El Paso Natural Gas Co.'s control Center—Circle No. 156. Steelcase's communications center credenza (B) can take data-phones—Circle No. 157, as can Interstate's VIP Electronic Desk (C)—Circle No. 158. Computer firms are entering furniture field, either by buying furniture firms or by manufacturing specialized items. Special desk (D) for data processing managers and programmers is by Wright Line, a division of Barry Wright Corp.—Circle No. 159.



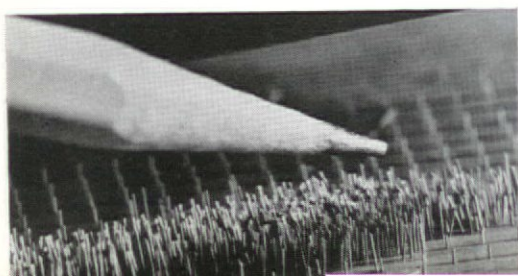
Inside NCR's newest Century Series computer (left) are tiny metal rods (lower left), heart of the computer memory. Rods replace conventional magnetic cores. Solenoid-winding machine (below) forms basic memory plane structure. Circle No. 160.



MACHINE LAYOUT BASED ON CORPORATE NEEDS

When it comes to the layout of the actual machines themselves, the variety of available systems and of company requirements makes it impractical to offer more than general considerations, which will apply to most systems.

All the supplying companies known to us give careful specifications and advice as to how best to apply them. The data processing staff needs to establish machine priority before any of the specifics of layout become meaningful. This priority creates a tree



of relationships among the machines, and in operation will govern their interaction and usefulness in the data channel. Given a schematic of priority, a schematic of cabling can be drawn.

On the basis of this, trial layouts can be made, allowing for operational use of the various components and their actual servicing clearances. Most machines have service access through swing doors, which may be located on all sides of the machine. This means that the space allowance for the machine may be considerably more than double its size in plan.

In some cases, overlap of swings will not affect efficiency, but such overlapping should be carefully plotted, taking into consideration the direction of swings, types of servicing, and other maintenance hazards. Many suppliers provide templates that have clearances built in. (Experience suggests that these are good as rules of thumb, but need close checking.)

Some machines can be close packed; others, for reasons of accessibility, heat, or weight, require an island treatment. The layout must be checked for weight distribution on the floor. In some cases, the allowances for normal partitioning load can be used as an extra margin, where codes allow.

Layouts will also be affected by the air-intake and heat-output characteristics of a particular machine. Most machines feed in from below and flow out at the top. Each machine is rated for electrical load, BTU's, temperature variance, relative humidity needs, and so forth. Machines are also rated for their environmental needs in both operative and non-operative condition, which can differ quite widely.

Plan paper solutions first

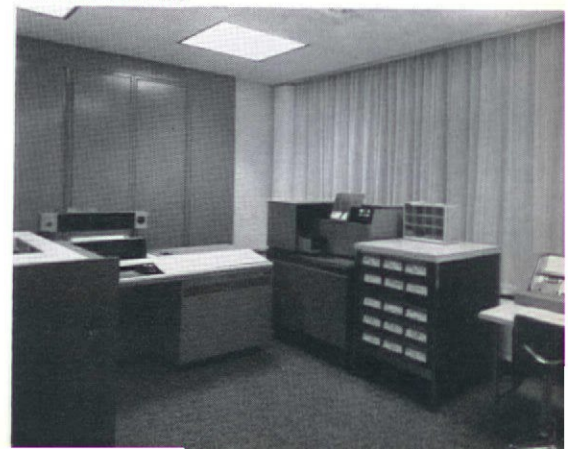
While developing the plan, it is well to give the operations data processing manager or senior programmer a clear view of all necessary display information from at least the key control station. (In large installations there may be more than one station.) It is quite possible, in establishing channel priorities for the interconnection of the machines, to overlook certain awkwardness built into the actual human supervision of the machines and handling of the data media (tapes, cards, etc.). Since revisions are costly, the best solutions and least compromises need to be arrived at on paper.

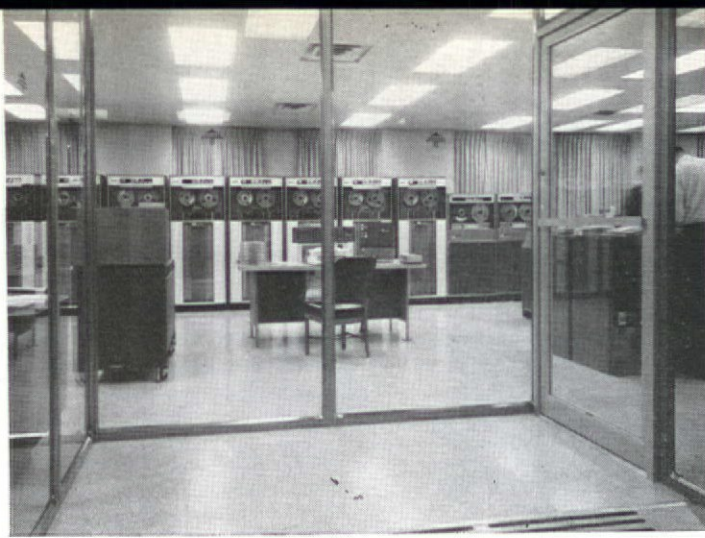
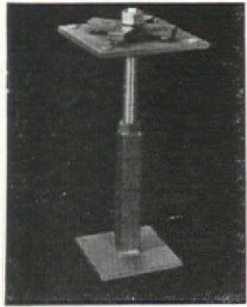
In tight cases, where space seems to dictate a railroad-flat type of arrangement, it may be better to use a dif-



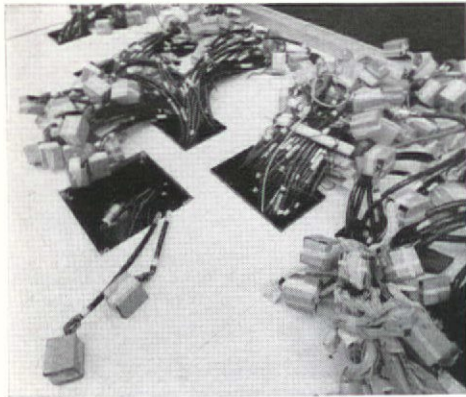
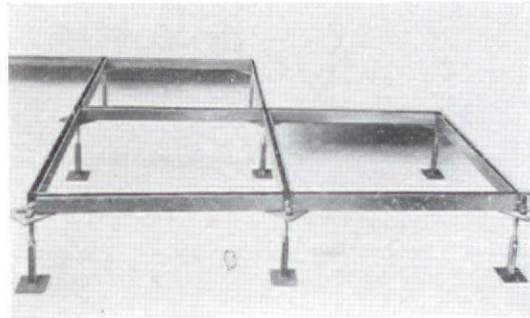
The Miller Organization, typical of a growing number of space planners, has applied itself to this very specialized computer environment, from initial planning to final installation. Top: For H R Television, Inc., Miller placed the computer room in the heart of the space, separating it from the reception area with glass partitions. Immediately above: Univac section of Bache & Co. has decorative column of black-and-white graphics to contrast with colorful equipment. Right: The compact computer area at Argus Research Corp. is carpeted to hold noise to minimum.

Photos: Bill Rothschild





Met-L-Strut raised floor system (above right), by Unistrut Corp., has lift-out floor panels and individual grid channels. The gridwork (right) provides strength without bulk; pedestals (above left) are adjustable. Circle No. 161.



Raised floor system by Floating Floors (left and below) graphically illustrates what goes on underneath. The aluminum flooring can support 2,500 pounds concentrated load per square inch. Circle No. 162.

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ferent space altogether, where a freer and squarer open plan is possible. It should be clear by now that the final choice of space is dependent in part on some planning in depth of the facility; keeping all factors in balance at once in such a plan is rather like playing a game of three-dimensional tick-tack-toe.

STRUCTURAL LAYOUT VARIATIONS

The plan for a computer facility actually is a three-dimensional matrix. The building space can be thought of as the exterior package, within which will be placed a facility package consisting of (probably) a dropped ceiling, behind which, or part of which, we find lights, air conditioning, acoustical treatment, thermal treatment, piping, etc.; surrounding partitions, walls, or doorways, in most cases movable; and a raised floor which hides or carries cables, venting, pipes, etc. Inside this package is the operational furniture and controls. The structural suppliers and designers of space are rapidly converging on this space as a totally integrated and compatible product.

Groups like the Computer Installation Division of the Matrix Corporation see these installations as a new and rapidly expanding business for design and design supervision.

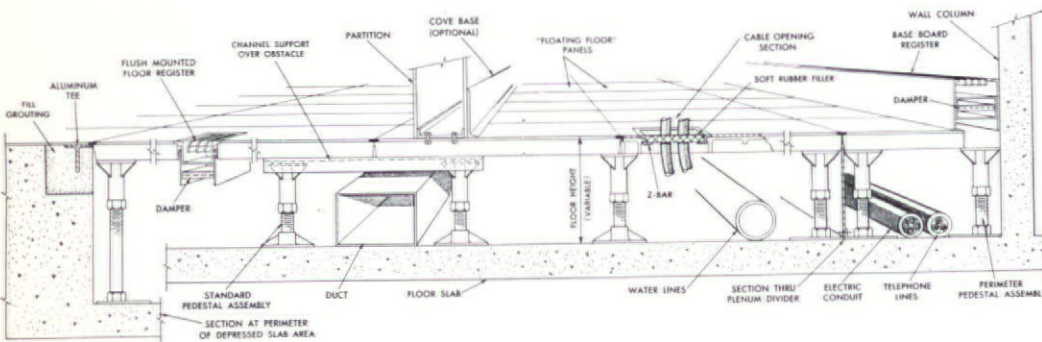
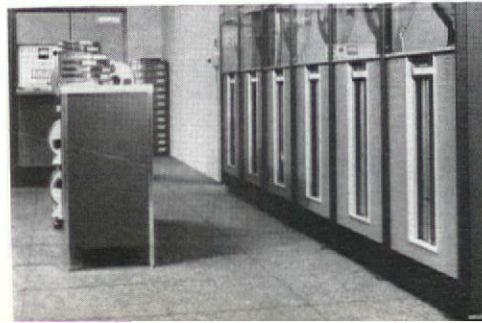
Selecting the proper floor

There are three types of flooring condition: use of existing floor with cable bridges (these are up-and-down ramp sections which allow the interconnecting cables a passage); raceway type flooring, which utilizes removable trench covers as part of the floor grid; and the free access type floor. The last of these is preferable when and where existing codes allow them.

The free access floor comes in two basic forms, either with pedestals which attach directly to the removable floor panels, or with pedestals which attach to a grid-like sub-frame upon which the flooring panels rest. Free access floors have been thoroughly designed by suppliers like Floating Floors, Inc., Tate Engineering, Inc., and Liskey Aluminum, Inc. The ad-

Commercial Carpet Corporation supplied carpet to reduce noise, improve dust control, improve appearance. Circle No. 163.

Seamloc Loma-Loom carpet is of tightly woven, sponge-bonded A.C.E. nylon which provides spring to step. Circle No. 164.



vantages of the raised floor are many: it offers freer changes in layout, both present and future; it provides a measure of personal safety, both physically and electrically; it gives protection to the usual labyrinth of cables; and, when allowed, it provides a space for air supply ducts or an air plenum.

Suppliers offer a wide variety of structural solutions to the unique conditions met in the course of layout and installation: floor panels with flush registers, panels with perimeter registers, around-column structuring, ramping fixtures, doorway hardware, weight-load spreading fixtures, plenum dividers, sealed cable openings, cove bases, adjustable pedestals, expansion joints, and in many cases handrail systems that coordinate with flooring.

Ceiling and wall factors

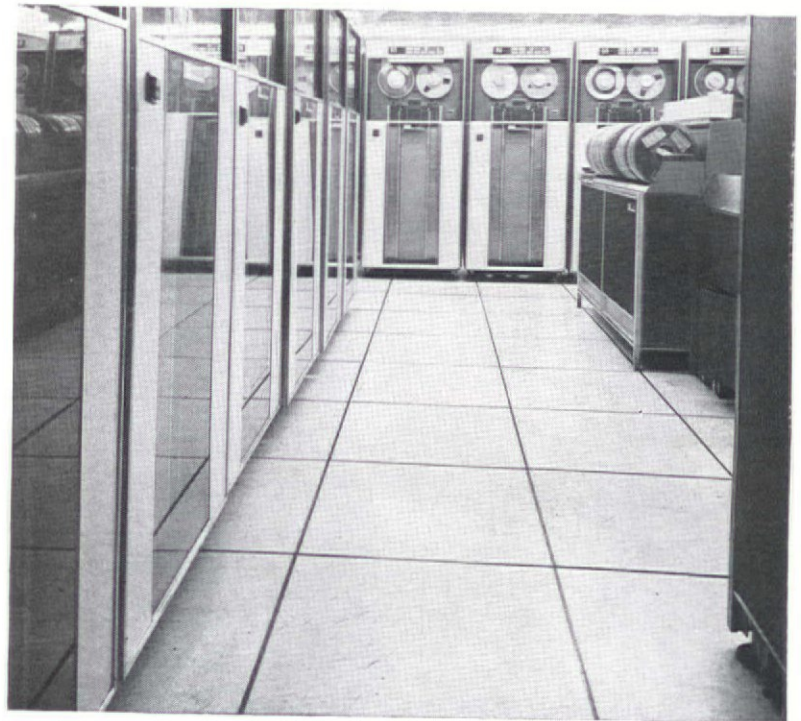
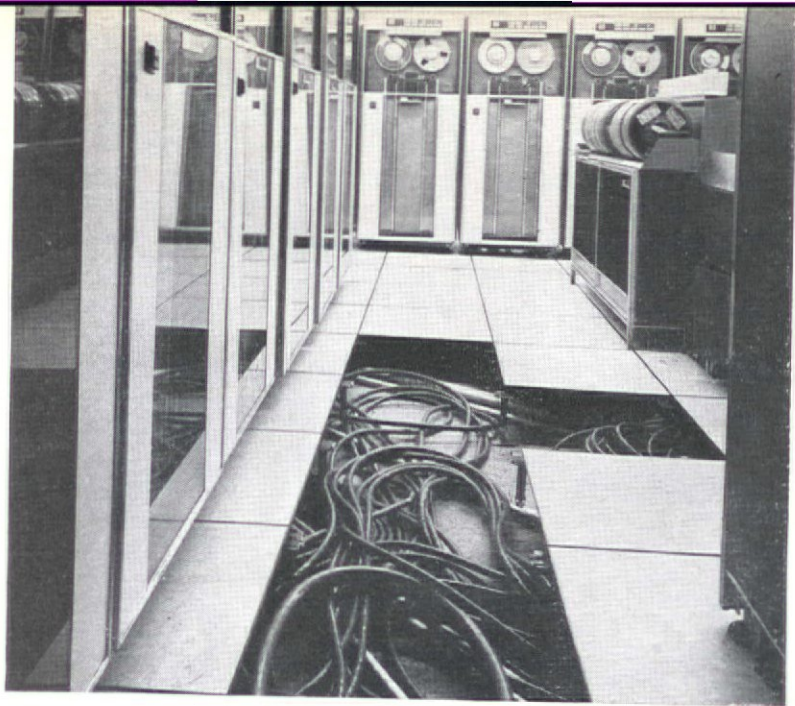
Both the ceilings and walls are of conventional construction as of this writing; however, there are some considerations which have specific application or reference to computer facilities. If the locality of the facility falls in an area of extreme cold weather, the walls of the building should be waterproofed or sealed to vapor on the inside. Any glass exposure would also need to be double to prevent condensation build-up.

Partition systems and conventional dry wall construction must be checked to control vapor as well, or the passage of harmful particles of gases from outside areas. Air flow through walls and ceilings must be carefully considered for position and volume, in order to work into the overall environmental control.

Working conditions within the facility will be optimum when basic acoustical conditioning has been designed into both ceiling and wall systems. Card printers and blowers are particularly noisy, and both partitioning and good insulation can help to dampen the sound if used properly. This would indicate sealed floor-to-ceiling partitions and walls, sealed doors, acoustical tile or its equivalent above, and the use of a floor system which does not transmit sound to adjacent spaces. The entire facility package is best designed in non-combustible fire-rated material.

The proper lighting

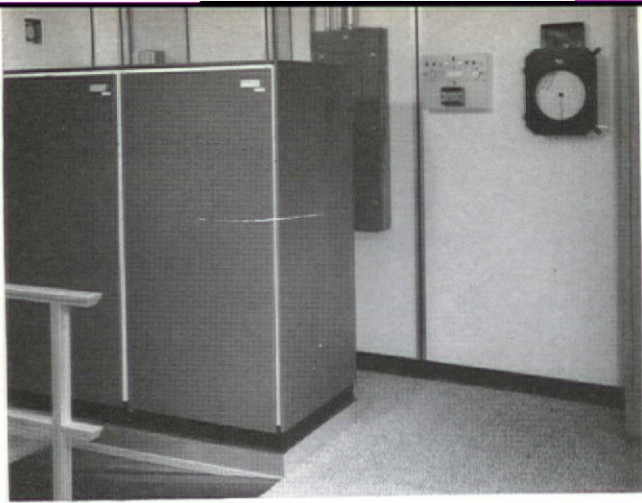
Lighting in the facility is almost synonymous with a ceiling fixture system except for the additional ambient light through the glass of partitions, light from the machines themselves,



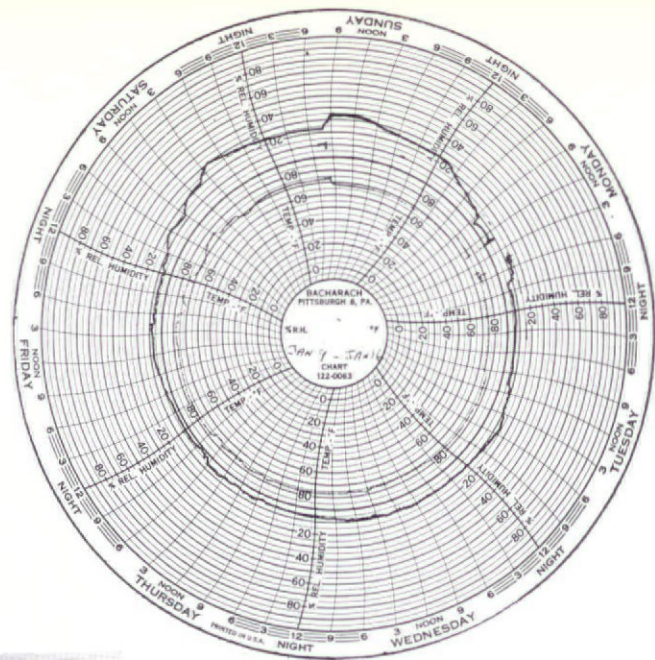
Total access to underfloor is provided by Tate Engineering raised flooring system. Each panel is lifted quickly and easily by a hand-held suction device; panels can be interchanged. Circle No. 165.

Liskey aluminum floor panels are lifted out to permit wiring at NASA's new computer installation (below left). Liskey's Elafloor is shown at IBM Data Center, Philadelphia (below right). Liskey also supplies special computer room partitions for such installations. Circle No. 166.

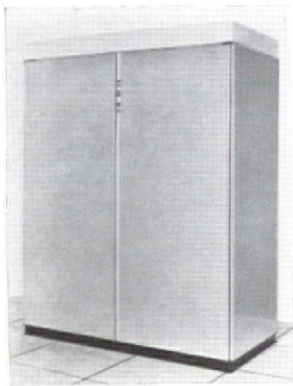




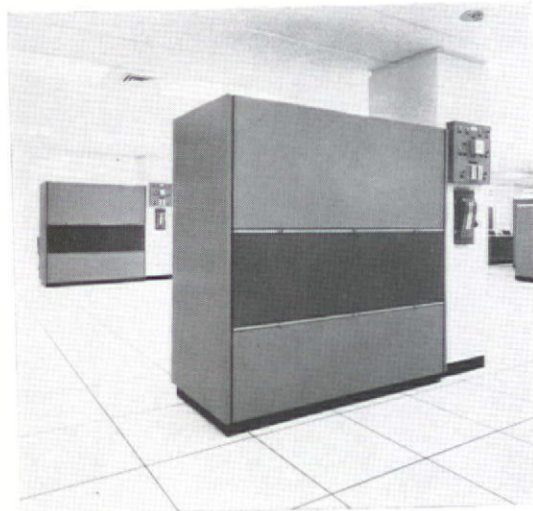
Liskey Aluminum's Data-Aire air conditioning system is designed specifically to operate with elevated flooring, using underfloor space as a plenum. Circle No. 167.



Reproduction of an actual recorder chart (above) shows a typical week's performance. Inner area is for humidity; outer for temperature.



Self-contained cooling/heating system is made specifically for computer rooms by A.C. Mfg. Co. Circle No. 169.



SES (Site Environment Systems) units, by Environmental Control Div. of Floating Floors, combine temperature, humidity, dust control in one, self-contained unit. Circle No. 168.

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or occasional outside light, which, if available, should be isolated from direct reflection on displays. Generally, 40 foot-candles is recommended, as measured about 30 inches above the floor. Intensity of more than 50 foot-candles should be avoided around information display areas or near electronic plotters or giant wall displays. Glare can be muffled by reducing the use of high-gloss or white surfaces on walls, ceiling, floors, and equipment.

As a matter of convenience and safety, a light should be installed in the facility whose only purpose is to indicate when power is on. This may be coordinated with a push-button operated main-line breaker at several convenient locations, such as the operating console and the main exit door. It is also recommended that auxiliary, battery-powered lights be available in

the facility, in the event of a light circuit failure. The specific power needs of the facility will depend directly on the nature and size of the operating equipment and its supporting environmental-control equipment. If continuous operation of equipment is a necessity, a secondary power source should be available.

Temperature, humidity controls

Air conditioning is of vital importance to a facility. The machines put out a great deal of heat themselves, when in operation, but in making any estimate of a/c needs, the following factors should also be taken into account, and compensated for: heat from personnel, passage of heat through walls, floors, windows, doors, etc., latent load, and introduction of fresh air. Individual components within a system may have more or less restrictive limitations in regard to air flow, temperature, and relative humidity. Each system

will have general limitations and critical maximums beyond which damage is incurred in the machines.

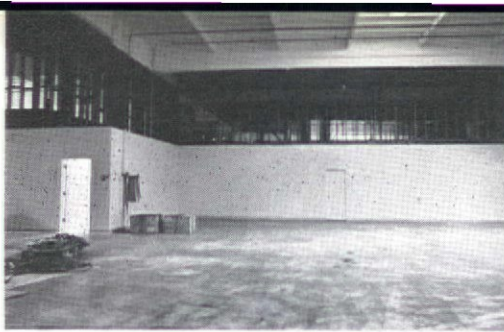
In addition to these air requirements, the facility needs both mechanical and electrostatic air filtration. The filtration must work over a long time-range, and not just at peak efficiency on installation. There are many types of air conditioning available to the designer, each of which can be recommended in certain cases: a single duct overhead system, a double duct system using a single air-conditioning unit, a double duct system using a double air-conditioning unit, and an under-floor system. No matter what the system, each machine must receive the air necessary to its inner fan capacity, and monitors of the system must be available for regular and convenient checking. These monitors can prevent loss of time in shut-downs attributable to the need for drying out the area.

TIMETABLE FOR INSTALLATION

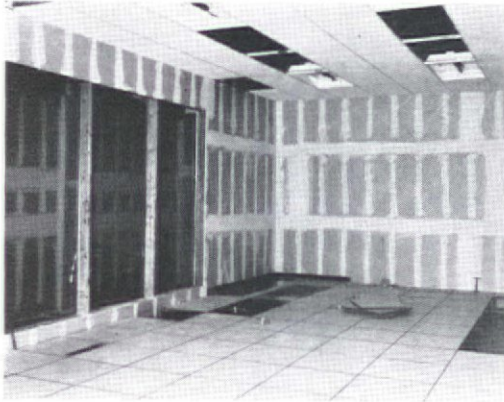
The installation of a computer facility should progress from an ordering and delivery stage, to an erection stage, to a testing stage. Given the best of all possible situations, this is the way it runs. In the case of large installations, the use of PERT or other tracking systems may be either helpful or indispensable. Planning and machine specification needs to take place approximately a year before installation, ordering of auxiliary equipment six months before, and the layout completed and cables ordered with a four-month lead. Air conditioning should be installed and working at least a week ahead of machine delivery, which means that to be tested properly the environment needs to be fairly complete this far ahead of delivery as well.

The erection of facilities is generally of standard procedure with the possible exception of double inspection and close, even over-riding, supervision. A deficiency in standards will not just be a matter of shoddiness or minor inconvenience: it will have a detrimental effect on the entire function and balance of the facility. It will be noticed that the types of trades involved in all stages of the job will be more highly specialized and technical than a normal office interior would require. This is not to suppose, however, that everyone engaged in the job knows and does only good work. During construction, the level of cleanliness needs to be of somewhat higher level than usual, and last-minute checks are recommended to insure material specifications, particularly in regard to non-conductivity and basic chemical compatibility.

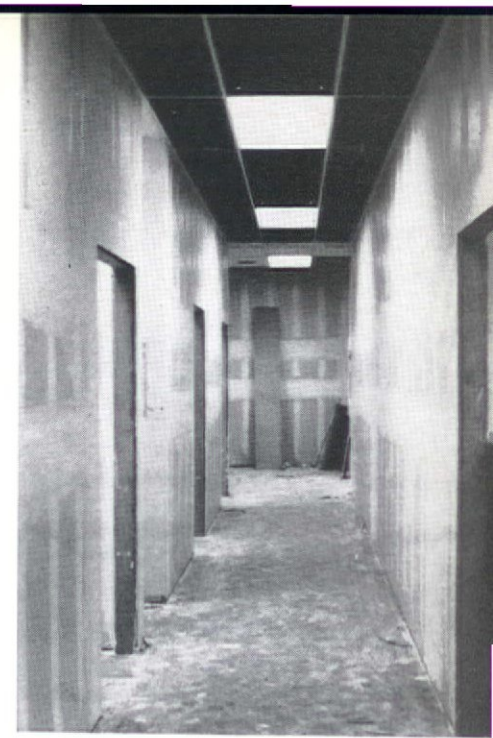
An installation is only fully operative after extensive testing. All parts of the system must be tested at the full working level for operational consistency, for clearance, balance, and so on. It is at this stage that good and thorough planning pays off in a quiet, efficient, vibration controlled, well lighted, operational facility. Anything less, unfortunately, is never quite good enough. It is strongly recommended, therefore, that three schedules be developed, to help assure a profitable result: a detailed delivery schedule, a detailed installation schedule, and a detailed testing schedule. A good job for someone's computer. (C)



1 The empty space ready for construction.



3 Computer room ceiling, floor, and walls under construction.



2 Construction of corridor from computer room to client areas.



4 Computers installed according to layout.



5 Machines ready for testing.

6 The system in operation.



Progress photos show step-by-step installation of Matrix Computer Center in El Segundo, Calif., planned and designed by Frank LaPrelle, director of Matrix' computer installation division. Matrix offers complete commercial/scientific computer services.



MIXED REACTIONS TO FIRST U.S. OFFICE LANDSCAPE

Benefits and shortcomings of DuPont's experimental office landscape emerging after six months of trial operations in Wilmington, Delaware.

The courage to attempt what had never been attempted before in the United States—an office landscape—is paying off in a valuable fund of office planning knowledge for E.I. du Pont de Nemours & Co., Wilmington, Delaware. Referred to as an experimental “office landscape,” the Du Pont installation thus far has produced mixed reactions from those involved with it—office inhabitants, management, and planners and designers.

On the plus side, communications have become freer and more instantaneous; a sense of personal involvement and *esprit de corps* apparently has infected the entire “Freon” Products Division which occupies the space; and the bright colors and sense of space have provided an excellent working environment for employees. All of the theoretical advantages promised by office landscapemanship have not materialized, however, according to Thomas D. Johnson, Jr., director of sales for the division.

Johnson and several other executives in Du Pont's General Services Department which provides design, planning, and installation services for Du Pont's main offices had visited several office landscape installations in Europe. When the opportunity to try the cybernetic systems approach presented itself, Johnson, who like other Du Pont directors operates his division autonomously, gave the go-

ahead for the test installation. He did so on the basis that the theory, as spelled out by Hans Lorenzen of the Quickborner Team, Hamburg, Germany, was good; that the benefits promised were worth going after; that the probability of realizing such benefits was very good; and that the “Freon” Products Group was the type of “project-oriented” team that would lend itself well to this experiment.

A team of Du Pont executives was involved with setting up the office landscape. Coordinated by Phillip G. Twitchell, manager of General Services' industrial engineering section, J. Edward Cathell of that section and James O. Wright of “Freon” Products' marketing services worked with Hans Lorenzen of Quickborner.

Drawbacks of the space

Du Pont's office landscape is located on a leased upper floor of a building in 9,965 square feet of space. The area selected for this first United States landscape had features that normally work to the detriment of an office landscape, such as solid glass exterior walls on three sides, no in-floor raceways, and a 9-foot suspended ceiling. Yet the space was selected because the experience would enable planners to draw conclusions on the validity and value of the concept.

When the original layout of the department was made, it provided for 81 persons, about 10 more than had been anticipated. Currently, there are 69 persons in the landscape, with vacant areas reserved for about 10 more, as orderly expansion takes place. The initial overflow was corrected by transferring a complete section out of the landscape.

“Oral privacy,” says Wright, “was better with 81 people than now, taking into account that about 20 percent of



Approximately 10,000 square feet on one floor of a leased upper floor of an ordinary office building was used for Du Pont's office landscape, thus presenting some problems not ordinarily found in a building specifically designed for an open layout scheme.

UNSUITABLE GRID SYSTEM

those in the landscape office are generally out of the office at one time because of travel, vacation, illness, or whatever the reason. With 60 to 65 people in the office landscape population here, the sound level is measured at about 40 decibels. Design conditions call for 50. Consequently, we are now considering piping in sound to bring it up to that level and provide proper masking acoustics."

Another problem encountered with both the initial and the present layout, both of which are pictured at the left, was a grid system in the building structure better suited to standard type offices. Every time a desk is moved, maintenance people have to drill through concrete several inches thick in places. The precast concrete waffle pattern floors, of course, limit electrical and telephone outlet capability.

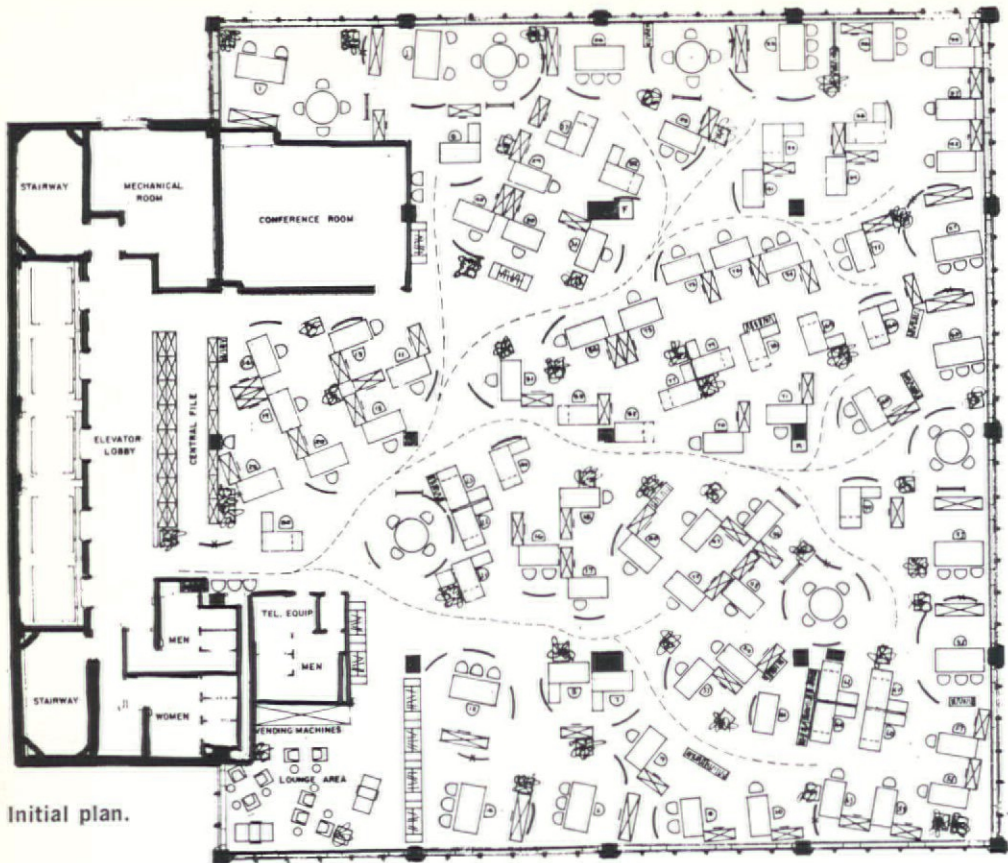
"For an office landscape," Wright continues, "ideally the building should be built literally from scratch." He points out that glass in an exterior has advantages for traditional offices, but it is a disadvantage in an office landscape because of sound reflectance, for one thing, and an executive's natural tendency to gravitate toward window space for his office.

In the Du Pont office landscape, as a result of the windows, considerable amounts had to be spent on acoustically lined draperies, which would not have been spent had there been the more preferable 25 percent window configuration, according to Wright.

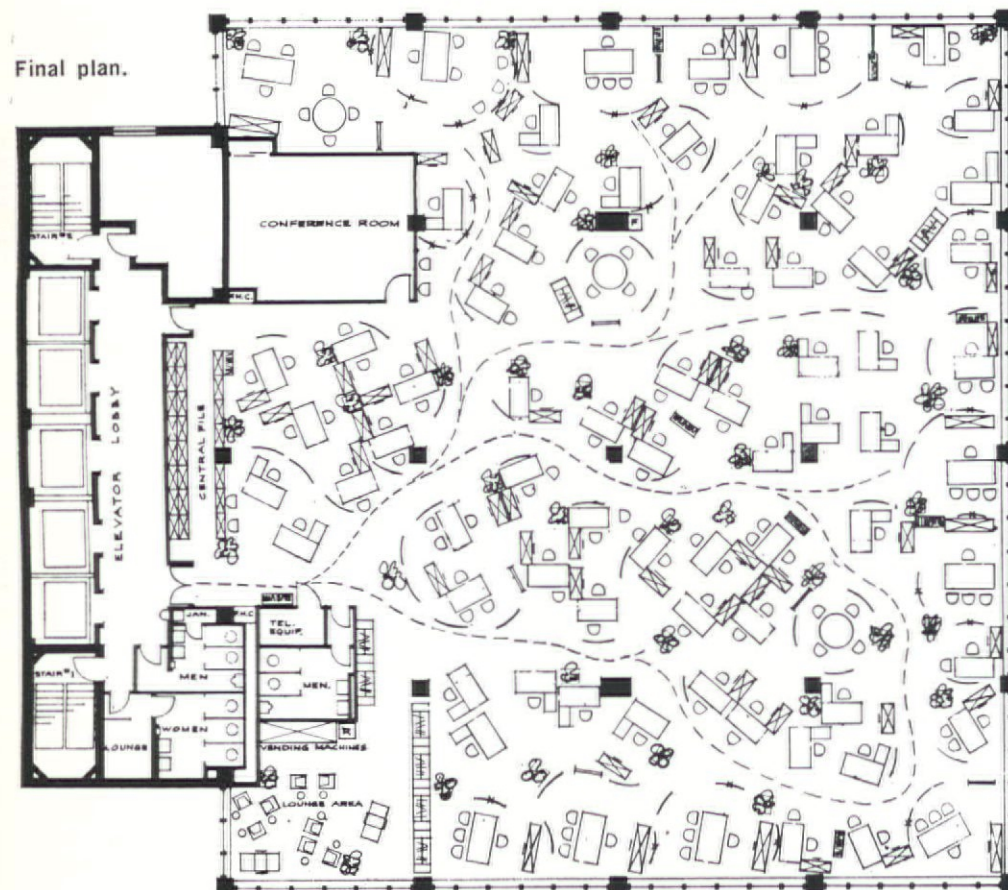
Rearrangement easy, economical

One of the interesting benefits spelled out by Wright involves a last-minute decision to add about eight more people to the initial installation. The rearrangement was made in a matter of a few hours, says Wright, pointing out this never could have been accomplished that fast or for so little cost if partitions in a regular office were involved. Later, a complete rearrangement was made. About seven small conference areas were reduced to three, and, as mentioned earlier, a large group was replaced with a smaller one to provide more room.

"We did all this at a cost of 33¢ per square foot, compared to from \$5 to \$10 per square foot with partitions," Wright elaborates. "This change was effectuated from 5:00 P.M. Friday to 10:00 P.M. Saturday, including the



Initial plan.



Final plan.

- LEGEND**
- BOOKSHELF 72" HIGH
 - PLANTER
 - WARDROBE
 - CHALK BOARD
 - OPEN FILE BASKET
 - BACKBAR
 - SOUND ABSORBING SCREEN (LOW 55" HIGH)
 - SOUND ABSORBING SCREEN (HIGH 72" HIGH)

Initial plan (top) was designed to accommodate 81 persons, 10 more than anticipated. With one section moved out of landscape, final plan (immediately above) was changed at a cost of only 33¢ per square foot. Number of conference areas also were reduced, as can be seen in diagram, and space redistributed.

time to drill some new holes through the concrete."

It is easy, according to Wright, for an executive to decide he needs more people. The real problem then becomes one of figuring out what has to be done to existing offices to accommodate them. With the office landscape, he continues, they can be accommodated with minimal displacement of existing arrangements and structures, in equally minimal time.

As for Tom Johnson, sales director of the division, he says: "Even though it is experimental, I personally like office landscape. The theory is good, although there are several advantages that have not materialized as yet. Some of the problems are technical—a desire for higher partitions, a few more baffles, or more screens. To me, the atmosphere is pleasant, spirits are uplifted, even on drab, rainy days. Psychologically, the effect is wonderful."

Wright echoes this feeling, since he worked in the office landscape for a time, before shifting out and says he misses the involvement with others, the sense of participation that the office landscape provides.

Privacy sometimes a necessity

Johnson, who has carefully evaluated and continues to watch developments very closely, points out that under the old office system, private offices always had their doors open, with doors rarely shut for privacy purposes. His own need for complete privacy is 5-10 percent of in-office time. "The same is true for others," he comments, "so why design a building just for something you need so infrequently?"

One of the drawbacks of the apparent lack of privacy, however, manifested itself with customers of the division. In discussing trade developments, for example, several manufacturers expressed fear that a competitor might be sitting in the next office behind a partition and that important competitive plans would inadvertently be revealed. Consequently, one of several office conference rooms, with four walls, is used for such meetings outside the landscape.

There has been a positive improvement in communications in the landscape, evaluates Johnson. He says that people are put together in functional groups. As sections expand or contract, groups will be able to be kept together. He says that it cannot be done easily in other type office environments with rigid requirements.



Executive office (top) features simple furniture, more space, and in-office conference area. Partitions afford a degree of privacy. View from the aisle (immediately above) illustrates function of varying height screens. Note simple file under desk and chair that will extend well into aisle when visitor is seated (right) and instant communication capability of employee to employee in layout.

Coat closet (right) is in middle of everywhere, lacks esthetic appeal, but provides individual lockers and locks for employees. Coffee breaks bring employees into open area (below) in corner for *tete-a-tetes*. Note planters and carpeting throughout.



DuPONT's OFFICE LANDSCAPE—cont.

NEGATIVE POLL RESPONSE

Phil Twitchell makes an interesting point: it requires 15 to 20 percent fewer manhours to clean and maintain the office landscape than ordinary offices. He also believes that the openness of the landscape impels people to keep their areas cleaner, giving them an incentive to keep their desks in order for the sake of appearance.

As for space allocations for executives, the landscape was worked out to give more space where the function demanded it. Johnson, who has commodious office space in one corner of the floor, together with his assistant, expressed the wish to be located right in the middle of the landscape. Space and layout considerations precluded this, however.

Wright says that with a manager or director, more space must be provided for functional reasons, in that this type of executive has more people visiting his office and is constantly having informal conferences and meetings. "In a situation of this nature," says Wright, "we figure the space that we will need for the furniture and then double it. There are four or five different levels of space allocation, depending upon the function of the individual involved."

Time heals most objections

A survey of employee reaction was taken early in the life of the landscape, during October 1967, and others are planned. While the exact results of the survey are not available, management points out that there was some negative response, but that many of the complaints were generally not too serious and were correctable—overcrowding, higher or more screens, for example.

The secretarial help is very pleased with it generally, since they are more involved in the total operation in the landscape setting. Management hopes that there has been a diminution of whatever objections did exist in the survey, that the passing of time has improved the adjustment, and that the upcoming survey may reveal this substantially.

Du Pont executives accepted the Quickborner recommendation that brighter-than-usual colors be used to provide a more open feeling. Stripes on columns look tolerable, make them appear narrower, and blend with the color scheme, which includes orange carpeting throughout.

OBJECTIVES	RESULTS
Faster communications	Yes
Better esprit de corps	Yes
Happy working environment	Yes
Better acoustical environment	No
More flexibility in office arrangements	Yes
Reduction in maintenance costs	Yes
Workplaces arranged according to functional needs	Yes
Juxtaposition of executives and staff	Yes
Better paper storage capability	No
Easy telephone and communication arrangements	No
Faster office rearrangements	Yes
Adequate conference privacy	No
Adequate partitioning	No
Elimination of hierarchy problem in office assignments	Yes
Structure suited for office landscape	No

Would Johnson recommend that a landscape be used again? "I certainly would do it again, provided I thought that there was something to be gained," he answers. "In the long run, this general approach will be more economical and better, although this is not necessarily true now.

"I feel very strongly that one of the things the office landscape can do is eliminate the hierarchy problem, about who gets what office.

"You know, the standard office system isn't perfect either. It is very difficult to prove whether or not the office landscape is more efficient. If you look at the utilization of the company's money, this is a good way to save it. It is better to have an office arranged functionally than hierarchically."

Conclusion? Too soon to tell

There apparently is no real conclusion that is being drawn yet by Du Pont executives involved with the office landscape. They still consider it experimental, particularly in view of the fact that the landscape was imposed on a structure not really suited for it. It is not known if the internal efficiencies—paper flow, storage, utilization of time—have improved. Perhaps they can't under the existing limitations, but could under different circumstances: a building specifically designed for office landscape, with a complete operating division employed.

The results of the Du Pont installation are inconclusive at this time. Either time or more elaborate installations will ultimately prove the value of the concept or the fact that it is simply an old concept with new gimmicks, as some of its opponents claim. But office landscape bears close watching, despite the tendency of some designers to dismiss it too patly. (C)

Schedule of Suppliers

Management desks, backbars, conference tables, secretarial chairs: Robert John. Standard desks, bookshelves: Modern Steel. Lounge chairs: Knoll Associates. Desk chairs: Marble/Imperial, Knoll Associates, Corry-Jamestown. Lounge tables: Burke Div., Brunswick. Files: Conserv-A-Files by Supreme Steel. Carpet: Bigelow. Drapery fabric: Maharam. Casement fabric: Portage. Drapery liners: Central/Shippe. Screens, wardrobes: Interior Milling. Chalk/bulletin boards: Modern Steel. Open file baskets: Modern Steel. Ceiling baffles: Owens Corning. Walls: DuPont paint. Plants, planters: Penny Hill Flower Shop. Plants are alive.



As conference proceeds (above), executive carries on business in his office. More sound is being piped into office landscape to provide privacy and better (50 decibel) sound level. Arced screens (left) illustrate flexible partition system. Extended support brackets at bottom of screens apparently have not been a negative factor.

A VALID PROTEST AGAINST RIGIDITY, REGIMENTATION

By Ronald Beckman

Our office space at the Research & Design Institute is a demonstration of Office Landscaping—good 20th century innovative design. It is also a protest against what is normally done.

When you design an office, or anything else for that matter, if you begin with the concept of human behavior you end with what is truthful and varied, and it may even become recognized as beautiful. This is design generated by socio-physical requirements—not esthetics.

What is significant here at the Institute is our choice. We consciously elected to design our offices this way as opposed to the "fashionable" approach. More than that, it is a protest against any kind of rigidity and regimentation in planning — of rows and rows of desks lined up in an open plan; or of the fragmentation of space in a succession of tiny cubicles, or tiny rooms, one after the other without regard to the work flow — or to the individual whose mental horizons will be cramped by the setting in which he will spend half his waking hours five days a week.

We are becoming more firmly convinced of the validity of open planning, provided a use/program is synthesized with the space and facilities intentions.



Ronald Beckman, Director, Research & Design Institute

OPPORTUNITY FOR DESIGN OF FLOOR PATTERNS

By T. C. Bernardi

Office Landscaping? Does a tile on the door rate a lawn on the floor?

As a reaction to a narcissistic monasticism, can we achieve regional groups acting in a total environment to the end that the wind whistling through the trees will create a symphony? (Higher net return?)

I have a recollection of first seeing this idea of Office Landscaping in German publications. Is this a 19th century romantic revival? In Walde? The Dusseldorf School?

Is the idea of Office Landscaping really new? I have read that J. P. Morgan never closed the door between his private office and the executive compound (the cabbage patch).

Or are we trying to find ways of using these long-span spaces without a hierarchy of outer cubicles and inner ghettos.

A cursory glance at some of these "scrambles" suggests the need of directional lines in the floor: "follow the red line to surgery"; "the green line to psychiatry"; "The purple line to X-ray." A great opportunity for design of floor patterns.

If it is going to be the romantic (English) landscape, perhaps the question is where is the green field, where is the meadow?

And who decided that landscape means irregular and at odd angles to the horizon? Versailles? Villa d'Este? Imperial Gardens?

Are we speaking of environment, man-built? What about the Larkin Building (Frank Lloyd Wright; sad, it exists only in photos)? What

about the exquisite dreams of Mies (Bacardi offices) carried on and more often accomplished by his disciples, Bunschacht (Connecticut Life Insurance Co.), Johnson, etc.?

But if you will decry symmetry, what about the beautifully balanced arrangements by Paul Rudolph and Louis Kahn, and by Le Corbusier? The Carpenter School of Art at Harvard? All right, it's not an office building, but maybe you office gardeners better give it a careful look.



Theodore C. Bernardi, Wurstler, Bernardi & Emmons, Inc., Architects

IT DICTATES HORIZONTAL LAND USE

By M. H. Mogulescu

If this controversy over Office Landscape serves no other purpose than to awaken American management to the fact that the efficiency of office operations is important to the profit of the company, it will have served a purpose.

With respect, however, to the application of the so-called Office Landscape concept to the solution of office operational and planning problems as they relate to most American businesses, we do not feel that this concept offers any advantage over the rectilinear modular planning concept except in certain rare situations, and it then may well create more problems than it solves.

Wolfgang Schnelle, founder of the Quickborner Team has stated that Office Landscape projects to be effective should not exceed two stories in height and is not applicable to the high-rise offices. If we take Mr. Schnelle at his word, this would dictate a horizontal development of land rather than a vertical development, which is the dominant land-use pattern of American urban areas.

It is axiomatic that a thorough research job must be conducted by the office designer/planner before plans and layouts can proceed. Any professional planner undertaking a major office design program first makes a study of work flow, internal and external communications, work station requirements, and other basic needs, including projected corporate expansion. It is as a result of this research that plans and layouts are developed to provide a functional, efficient, flexible, and stimulating

OFFICE LANDSCAPE:

working environment. We are of the opinion that following this procedure a rectilinear modular concept will prove more satisfactory than the Landscape concept for the vast majority of corporate offices.

Insofar as "open planning" is concerned, we have for many years been preaching and planning in this direction, but "open planning" does not mean Office Landscaping, and I seriously challenge the claims that 20 to 30 percent of floor space can be saved by office landscaping as against rectilinear open planning. Not only do I challenge the claim of space savings, but I also seriously condemn a concept that subjects white collar workers to what, in my opinion, is a chaotic working environment.

In any case, since 80 percent of operational efficiency is dependent on personal factors and only 20 percent on technical factors, it is more important that the office environment created be one that is esthetically pleasing and psychologically human, one that allows the individual employee to identify with the organization and participate in its activity in an orderly setting. We do not believe that the Landscape theory is conducive to creating these conditions.



Maurice H. Mogulescu, President, Designs for Business, Inc., Interior Designers/Space Planners

IT IS NOT "THE" SOLUTION FOR OFFICES

By Wm. L. Pulgram

My feelings regarding Office Landscaping are as mixed (ranging from good to bad) as the contradictory statements published by the proponents of the system.

I wholeheartedly agree that the basis for any office planning solution must be found on thorough research of the operation to be served, but I do not agree that the solution can be predetermined by saying from the outset that it will be *Burolandschaft*.

In the development of any project, it is the creative designer's goal to solve the problem with a well balanced functional total design within given limitations. A functional solution includes attention to paper flow, an item much stressed by the Quickborner Team. But along with it, the total functional design develops from a consideration of many other operational, esthetic, and psychological elements.

I am very much in favor of the team effort, in which specialists from various fields, such as the Quickborner Team as management consultants, would participate in arriving at a solution. We, the architects and space designers, do not claim to know it all, but we are generally selected as the creative individual who is to assimilate the information from the specialists such as management consultants, sociologists (see *AIA Journal*, January 1968), mechanical, electrical, and acoustical engineers, audio visual specialists, etc. The designer must keep an open mind, remain flexible: Let the design solution be whatever it needs to be.

Maybe in some cases, or in

many cases, it should be open planning, a truly flexible system which has been known to all of us for a long time, without the fifty or sixty rules dictated by the proponents of Office Landscaping.

In my opinion, Office Landscaping is no more The Solution for office planning than a pencil is The Solution for a writing utensil.

Dogmatism stifles the experimental and creative mind. It produces inadequate solutions and with it an unsatisfactory service to the client.



William L. Pulgram, AIA, Executive Vice President/General Manager, Associated Space Design, Inc., Interior Designers/Space Planners

THEORY MUST BE SEEN IN ITS CLIENT CONTEXT

By Norman DeHaan

Evaluating the application of this German concept to American business organizations must be placed within three major contexts: The nature of the client; the nature of the building; and a new relationship among interior designers, architects, and mechanical engineers.

First, the nature of the client. For example, organizations open to public circulation daily must retain fairly obvious circulation and visual identity patterns. These are not always apparent in Office Landscaping. Also, the impact of the computer is resulting in plans as diverse as the firms employing them, since programming relationships now outweigh the resulting data distribution. Thus, the Landscape theory must be seen in its "client context."

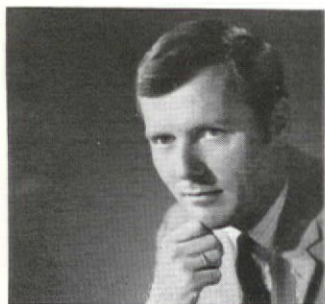
Second, and closely related, is the physical nature of the housing. Speculative office buildings, which dominate U.S. business centers, and the rigid control and dictates of real estate organizations regarding mechanical services provided therein, may well determine the acceptance of Landscape by corporations. The relatively few buildings commissioned by corporations for specific needs may well become the only valid area in which one may evaluate Landscaping theories.

Last, but most important, is the future cooperative nature of joint ventures involving the interior designer, architect, and mechanical engineer in programming building commissions. This team will, in the last analysis, determine client acceptance through pace-setting pilot projects where initial costs can be

PRO & CON

Office design professionals from all parts of the country add fuel to the office landscape controversy with their views

documented and weighed against personnel work output. The relative cost of mechanical services to overall building costs in America, together with the increasingly complex mechanical requirements of general office work stations, will establish the economic criteria of any building. A radical change in our economic philosophy may be required before the Office Landscape can flourish.



Norman R. DeHaan, AIA, AID, Norman DeHaan Associates, Inc., Architects/Interior Designers

ONLY A SURFACE INVESTIGATION AT BEST

By Sy Miller

Is it basically good? No. Is it basically bad? No.

Like any concept that seems to have arrived full-grown, there are always several answers.

Has it been done before? Innumerable times — perhaps under other titles, and then, for many reasons, abandoned or slowly assimilated and changed.

Do I think it will do everything that the Quickborner Team says it will? Certainly not.

The Office Landscape concept puts its greatest emphasis on providing better communications within an organization. In many instances, improved communications may be the biggest factor in aiding a small- or moderate-sized corporation to get more out of its physical plant than it had heretofore.

However, as an organization grows and its lines of communication attenuate, no matter what the space and configuration, greater attention has to be given to the development of business systems and technologies that will improve, change, or be substituted for present systems. With the introduction of another method of accomplishing a given task in an organization, it may, and many times does, change the necessity for certain individuals, groups, or areas to be in juxtaposition to one another.

The Office Landscape technique of making a thorough survey into the individual's communications needs is only a surface investigation at best.

We, on the other hand, have for years used an investigation procedure coupled with specially structured question-

naires that go more deeply into why X communicates with Y, and how to either improve or eliminate the communication. This becomes especially important when X and Y represent groups rather than individuals.

If the inventory suggests a "Landscape" like the one already in use, then concepts are being encased in concrete when it might be far better to scrap them and start all over again. Also, many of the findings may be merely symptoms of a pattern that is unsatisfactory. To treat the symptom without getting at the cause is self-defeating.

Space can be used effectively to force communications. I have often set up "task forces" within a layout. These task forces group various types of operations and often require the exact opposite of fluid main-traffic channels. Perhaps a better phrase would be "think tanks," an operation that exists in advertising agencies and large engineering firms.

Much of the Office Landscape concept, while probably revolutionary in Europe, is to us just so much attitudinal "old hat." To say that an office plan never needs full partitions is just as dogmatic as to say that a plan always needs them. And I never forget that one of the prime jobs of an interior designer is to benefit a company image and uplift employee morale.



Sy Miller, President, The Miller Organization, Inc., Planning & Design Division

WE ALREADY KNOW WHAT IT PROFESSES TO HAVE INVENTED

By Lawrence Lerner

Office Landscaping is indeed a misleading phrase. The boys who thought that one up are really superb propagandists. At this point, I am a little fed up with the bunk I've been forced to wade through in my hitherto favorite publications.

The management heart (the office) of any business in the U.S. is much too dynamic, vital, and original to be digested "system"atically by the simplistic, pompous jingo of the opinionated, misled, delusive, and narrow-minded methodology as put forth on pages 164-173 of the January issue of CONTRACT.

The sweeping generalizations and contradictions, within the principles outlined, might make glib sales talk to the unenlightened, but to me they are less than much ado about nothing. The Office Landscaper's ignorance of our clients can only narrow the scope of their work in this country, where management is highly sophisticated.

Our industry is bigger, better, and smarter than what they've been dealing with abroad. We know. We've been working internationally for some time. Furthermore, their lack of knowledge as to the capabilities, experience, sensitivities, methodologies, and tolerances of the design profession in this country can only lead to the ultimate demise of their narcissism.

We already know how to do everything that Office Landscape professes to have invented. We have been interviewing, inventorying, charting, computing, tabulating, measuring, judging, projecting, analyzing, planning, and designing with great modesty,

tenderness, and generosity for a great many years. We know how to produce business premises that are manageable, flexible, durable, openable, closable, plantable, arable, expansive, claustrophobic, beautiful, profitable, and whatever else it is that our client's program demands.

We hope that the Office Landscapers will join us, but please gentlemen, be a little humble.



Lawrence Lerner, President, Saphier, Lerner, Schindler, Inc., Interior Designers/Space Planners

FAILS IN USE OF PROPER FURNISHINGS

By Hans Krieks

In the creation of Art, subject matter is irrelevant. Our art today makes this view obvious. For this reason, a space plan and interior environment based on a complex systems approach, like Office Landscape, should be able to be transformed into an environment of high artistic gratification.

The Office Landscape has failed to create such an environment so far. It has failed to create an architectural space; it has failed in the use of proper equipment. Furnishings now in the Office Landscape are more or less conventional — only modified to satisfy the special requirements. The German furniture currently used as well as American-made copies are perfect examples. The need of the "office-land(e)scapist" (sic) should be thought through more deeply in order to create equipment that has its own character.

These objections about equipment can be similarly applied to the creation of architectural space. The Office Landscape, while having variety in detail, becomes dreary and endless.

I am sure the solution can be found, namely by more intensively expressing the functional needs of the Office Landscape. If we assume that the functional needs and the efficiency of the office is in several instances better served through the Office Landscape concept, then it is the designer's task to give it its proper expression and to make it an environment of artistic gratification. Without this gratification, the office cannot be a happy work place.

Hans Krieks, President, Hans Krieks Associates, Inc., Space Planners, Interior/Industrial Designers



FIRST EVALUATE, THEN SELL THIS WONDERFUL IDEA

By David L. Eggers

Office Landscaping is basically good, entirely feasible, and provides many opportunities and benefits. Two months ago, we visited eight landscape offices in Germany, England, and Sweden, and we believe the benefits are well demonstrated and far outweigh the objections.

Improved communication and efficiency, particularly in the decision-making process, top the list of benefits. Closely related are the benefits of social contact, breaking down caste barriers, bringing employees and management together. There is an easy relationship where closer supervision results naturally and where relaxation is permitted at any time in the rest areas without abuse of this privilege.

Economy has been claimed for Office Landscaping, but this is more likely to result from operating efficiency than from savings in initial construction cost. Flexibility in relocating or expanding departments is excellent and substantial savings can be proved in comparison with the cost of relocating masonry or even conventional movable partitions. Savings in gross area may be possible, but should not be achieved by over-crowding. We feel that the higher cost of superior environment will about offset the savings in partitions, duct work, and individual heating, ventilating, and air-conditioning controls.

We are concerned about a few problems, both physical and psychological. Disturbances, both acoustical and visual, can be minimized, but not entirely eliminated. In close proximity, telephone

conversations and machine noise are disturbing. The advantages of good supervision are somewhat negated by visual distraction of both the observer and the observed. The greatest psychological problem is the loss of status, which managers feel keenly as long as any at management level retain private offices. There is in fact little real loss of functional privacy, but it takes time and personal experience before this fact can be accepted by those evicted from private offices.

A successful Office Landscape requires an all-out approach without compromise. We do not believe a space designed for Landscape offices can be easily converted for conventional layouts. The cost of converting, adding controls to the HVAC system, eliminating baffles from an acoustical ceiling, and replacing lighting fixtures is too expensive to allow indecision. Likewise, an intricate under-floor electrical and telephone distribution system is too expensive to waste on a conventional layout.

Before deciding, we recommend a thorough investigation of several European of-

fices. Note that Europeans benefit comparatively more than Americans because of their existing standards are less efficient and less comfortable. Further, remember technological unemployment in many areas in Europe is high enough at this time to silence objections of any sort by employees. In this country, the employee, unhappy with his working environment, can resign and secure another position.

So investigate personally and carefully. Evaluate the pluses and minuses. If you then agree with us, go all-out and sell this wonderful idea from the top to the bottom of your client's organization.



David L. Eggers, AIA, Eggers & Higgins, Architects

NOT THE TOTAL ANSWER TO OFFICE PROBLEMS

By Paul G. Lips

We contend that the Quickborner Team concept cannot totally dictate the design of the building itself, since there are such over-riding factors as zoning and economics, building codes, and economics. The majority of office buildings are erected for investment purposes, and the plans are fairly well solidified even before negotiations are started with a prime tenant. This does not preclude, however, application of the Office Landscape system should it truly suit the client's needs.

It has been our experience that total abolition of private offices is impossible, since there are job assignments that require a high degree of concentration. In these cases, paper flow and face-to-face communication is of minor importance (in the case of analysts, lawyers, or researchers, for example).

The Quickborner Team contends that Office Landscape systems save considerable sums of money by eliminating partition changes. This is true only to a limited degree, since as we said there will always be a need for private offices. An expense at least equal to the partition changes is the relocation of electric and telephone outlets, which will be necessary despite a 5 by 5-foot under-floor grid system. Furthermore, it should be kept in mind that such a grid system would add to the initial cost of the building, which in turn would be ultimately reflected in the rent. An additional cost with respect to air conditioning, lighting, and acoustical treatment with office landscaping must also be considered.

We question the fact that a building can be made more flexible for future growth. We question the fact that there is considerable saving of space. We question the fact that furniture and operating costs are lower.

There may be situations where Office Landscape systems might be used to advantage, but it must fit specific circumstances. It is not the total answer to office planning problems.



Paul G. Lips, AIA, Partner & General Manager, J. Gordon Carr & Associates, Architects

UNIQUE SINGLENESS OF APPROACH

By J. Ethan Solosky

The two basic characteristics of Burolandschaft or Office Landscape concept—grouping work stations to meet primary communications requirements and eliminating offices with full-height partitions for maximum architectural flexibility—is essentially application of the basic office work-simplification theories that were first advocated in this country 20 years ago.

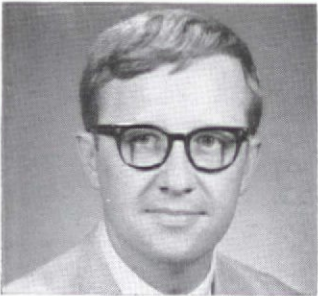
What is unique is the singleness of the approach, particularly the emphasis on communication to the exclusion of other commonly accepted planning principles. But the fundamental business problems of improving communications and reducing overhead are met quite effectively and therein lies the strength of the approach and the reason for its acceptance. I do question whether the "quantity" aspect of the communications problem has not overbalanced the "quality" aspect, but I do not have the first-hand experience with the German work necessary to make a judgment.

In any case, Burolandschaft is a positive force in the office planning field and reflects the definite trend by business to demand systems-oriented rather than design-oriented space. We can expect this demand to ultimately result in the development of a new planning technology based on human engineering and business systems technologies (the beginnings of which can be seen in the Herman Miller Action Office concepts).

Unfortunately, many "office planners" are really "office decorators," and neither a design nor architectural back-

ground are adequate to properly integrate the required technologies to plan today's offices. Not only do the communication requirements emphasized by Burolandschaft have to be met, but also individual work stations must be job engineered, long-range equipment programs must be established, human engineering and psychological factors must be carefully weighed, and all planning decisions must aim at the proper integration of individuals to the entire systems/organizational network.

I believe the office will rapidly assume a new sophistication, and that the Office Landscape concept is a portent of the future and not a restricted technique, as do some of my colleagues.



J. Ethan Solosky, Ethan Solosky Associates, Planning & Design Consultants

INTERESTING AREA OF EXPLORATION; NOT A PANACEA

By L. G. Miller

The interior design field in the last score of years has changed from a group of practitioners engaged as tastemakers to a profession of planners, systems analysts, equipment- and function-oriented designers for business who service their clients as space equipment specialists as well as image makers.

Interior landscaping has little new to offer the really imaginative space planner who long ago recognized the functional, proximity, traffic, and equipment needs of his clients, along with the esthetic needs. He is also acutely aware of the economics, architectural realities, and the psychological and physical needs of work, play, and living spaces.

The Quickborner Team and others who have recently explored the Landscaping approach offer one prime benefit: they merely re-emphasize to those who are in a planning rut that there are more workable solutions to most problems, of which Office Landscaping is but one. It is not the answer to all problems.

Some of the more common requirements of acoustical needs, growth provisions, service areas, existing architectural conditions, and the privacy and status of individuals are much too glibly answered by the proponents.

In summary, the idea has great merit where it applies. It is not new as a concept; only the semantic is new. It is an interesting area of exploration, but not a panacea to all space problems. And, last but not least, it may have a value in stimulating many new areas of space-use exploration and research.

Leon Gordon Miller & Associates, Interior Designers/Space Planners



HUMAN DESIGN NEEDED FOR GERMAN WORKERS

By John M. Petroff

It is indeed a pleasure to be quoted accurately, and then commented on intelligently, as Ben Hellman did in the November 1967 issue (p. 69) of CONTRACT.

In general, I agree with your contention that Europe is offering a meager contribution to the advancement of management, especially office management.

Those of us active in management here in Germany are trying very hard to pry the Europeans out of the 19th century. But please realize that my clients get just a bit weary of being preached at about how things are done better in America. That's why we make such a big issue out of anything indigenous. That's why we ballyhoo the Landscaped Office.

There are two distinct kinds of offices here: the conventional and the landscaped. Incidentally, the latter is called "Grossraumburo" in German, which literally means "big-space office." I'd estimate that at least 80 percent of Germany's office workers work in a conventional style office. It is dismally inefficient.

It is hard to grasp, but the conventional style, bad as it may be, is so universal and so ingrained here that it's next to impossible to enlist enthusiastic support from the office staff for conversion to a more modern, open plan. Middle and top management are only slightly more amenable. Therefore, it has been necessary to buy the workers' support with truly excellent interior design.

This requirement for missionary effort also explains why there has been a lot of special emphasis on the hu-

man values in the open designs. And here is where my opinion is precisely opposite yours, and apparently that of Marvin Affrime ("The Office Landscape: Some Unanswered Questions," October 1967 CONTRACT).

The important fact is that workers here need to be convinced that they are being treated as individuals and human beings, not just levers in a machine. Truly, if we have anything in America to learn from European designers, it is in this human approach.

To sum up, we're trying here in Europe to radically overhaul the psychology of the office worker. To do this the leading professionals are striving toward excellent, humane, but nevertheless efficient designs. The excitement and publicity is generated partly through missionary zeal and partly because of the extreme difference between the old and the new. Keep in touch, because a lot of talented professionals are applying themselves to the task. You're going to see a continuing stream of new ideas from Europe, many of which will be good.

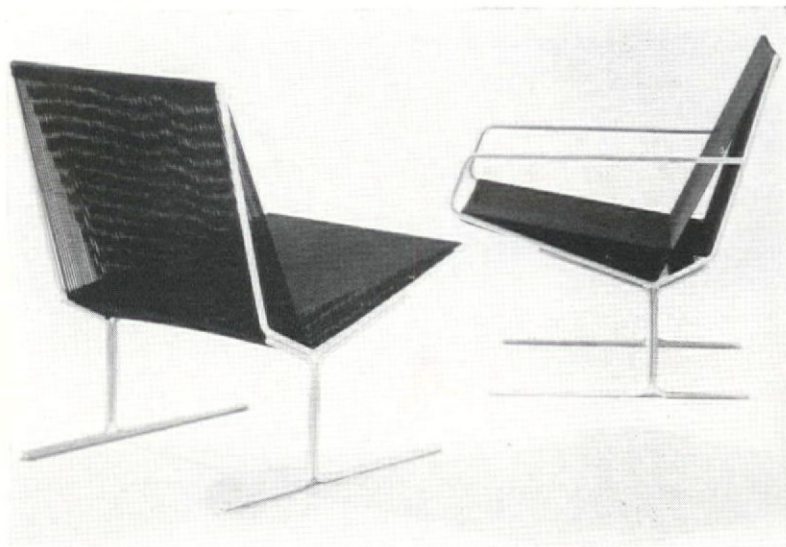
John M. Petroff is an American management consultant now living and working in Germany.

TREND: THE CASUAL LOOK IS MOD!

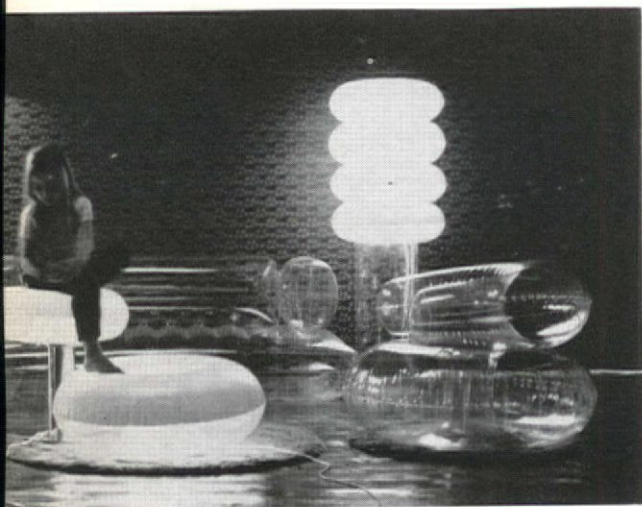
Acrylite acrylic, wrought iron and aluminum, polyvinyl chloride, cast iron, redwood, rattan, reed, and bamboo, canvas, and clear vinyl plastic, leather, string, and tempered glass—these are the elements of the contemporary casual scene.



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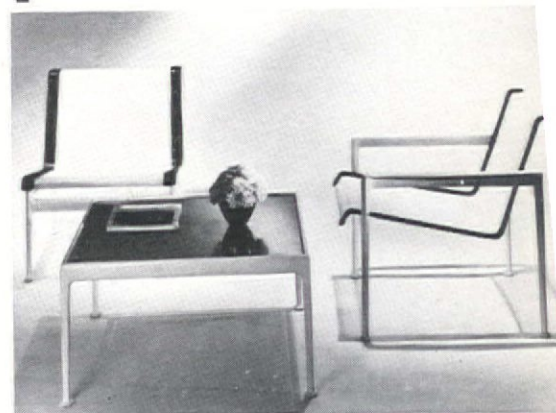


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A Resembling a squadron of flying saucers hovering near New York's Lincoln Center, these bronze Acrylite cast acrylic canopy domes shelter patrons at Sherry's Plaza Cafe. Effectively grouped in pods of three and hung from steel trees, the domes serve as a dramatic counterpoint to the stone facades surrounding the plaza. The domes are manufactured by E&T Plastic Mfg., of Acrylite, produced by American Cynamid Co. Circle No. 100.

B An Allan Gould design for Janet Rosenblum Inc., these metal and string chairs are guaranteed for outdoor use. The frames are in stainless steel, satin or polished finish, or in carbon steel which is sandblasted and zinc-coated. The string is cotton in black or white. Circle No. 101.

C In keeping with the see-through-everything spirit found in today's furnishings and fashions, Quasar Khanh has designed a sofa, chair, and lighting fixture in clear plastic, for Otto Gerda. The pieces are said to withstand the weight of a heavy man or several bouncing children. Circle No. 102.

D Willow & Reed uses rattan and reed to create the model 713 sedan chair and model 770 end table with glass top. The chair and table are available in any of

twelve standard finishes, and in custom finishes. The cushion can be covered in W&R fabric or client's own. Circle No. 103.

E The Eastern indoor-outdoor seating collection, by Burke Division of Brunswick Corp., is available in a variety of bases, finishes, upholstery fabrics. Suggested for outdoor use are bases with fluidized butyrate finish in white, beige, or charcoal, and vinyl upholstery in any of twelve colors. Circle No. 104.

F The model 916 stacking chair, designed by Frattini for Atelier International, Ltd., in white plasticized steel with a plasticized fabric covering in a range of colors. Circle No. 105.

G Glass-topped table with wrought iron base is 23-inches high. Designed by Terra for use as an end table for a tuxedo sofa or as a tea table. Circle No. 106.

H The lobby of the Dos Pueblos Convalescent Hospital in Santa Barbara, Calif., is furnished by Maderas de Santa Barbara with hand-carved Spanish style pieces. The chair, which matches the large corner lamp table, is covered in black Naugahyde. The sofa is upholstered in a variegated stripe of gold, red, and yellow. Circle No. 107.

I Teak lounge chairs, created by CI De-

signs, are used at the Rockefeller Library at Brown University. The chairs are assembled with marine glue, and the solid teak slats turn a silvery-gray when exposed to the weather. Circle No. 108.

J The Gull Rocker by Gold Medal Folding Furniture Co., incorporates a hardwood frame with a one-piece form-fitting cover. Available in a variety of frame finishes and fabric colors and covers. Circle No. 109.

K The Gallery collection designed by John B. Wisner for Ficks Reed Co. features hardwood maple seat platforms, Pirelli webbing, doweled construction, genuine reed bindings, and Guardsman finishes. Using vertical reed in conjunction with large stock rattan, the 12-piece collection has the charm of wicker. Circle No. 110.

L Knoll Associates' leisure collection is designed by Richard Schultz in wear-and-weather resistant contemporary materials which come as close as possible to being maintenance free. The designs are strongly rectilinear, as is the chair, where leg and arm are cast in a continuous single piece. The seat is simply a floating sling of resilient fabric suspended in the frame. Circle No. 111.

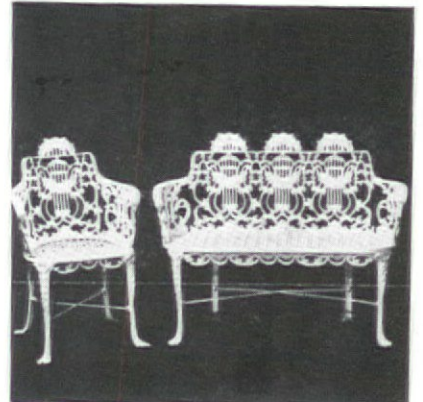
DESIGN VARIETY FOR PATIO DINING



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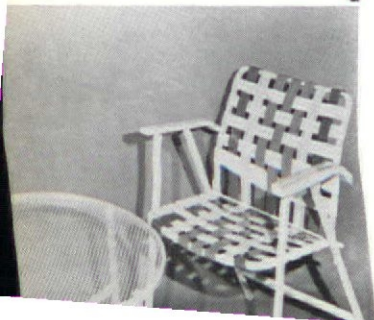


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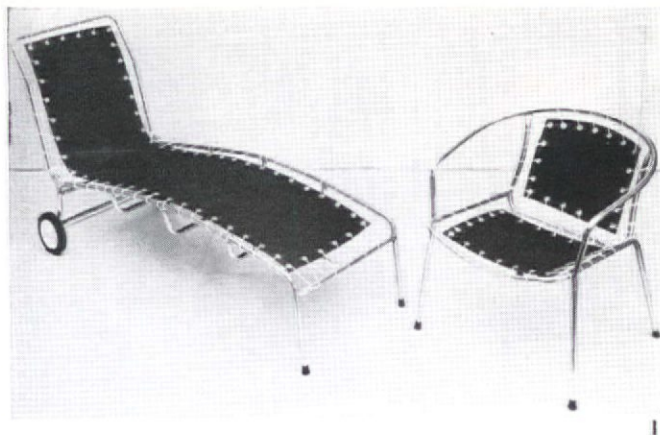
H



A The Idyiwild group, designed by Jerry Johnson for Landes Mfg. Co., consists of the 5-piece dining group, lounge chairs, and cigarette table. Material is PVC (polyvinyl chloride), which eliminates rust damage, corrosion, warpage, chipping, or peeling. Available in white only with snap-on canvas pads. Circle No. 112.

B Expanded metal mesh is shaped by Gallo Original Iron Works for use near the pool and in other open areas where easy care is important. In addition to the director's chair and square table shown, the group also includes round umbrella tables in three sizes, a two-seat settee, cocktail tables, and spring base chairs. Circle No. 113.

C In the historical tradition is the lyre-back settee and chair, manufactured by Tennessee Fabricating Co. The pieces are iron or aluminum. Circle No. 114.



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D The look of bamboo is achieved by John B. Salterini Co., by the use of a process which modifies tubular steel. The group includes almost 50 pieces and is available in 12 colors. The loose cushions are reversible in a selection of plain or figured material. Circle No. 115.

E Where comfort is important, but upkeep is small, durability is needed but lightness a must—Del Mar is the answer, says Thinline Mfg. Co. Constructed of heavy duty, tubular aluminum for light weight and service, the frame finish is baked enamel. Circle No. 116.

F The Crown 'Brella by Crown Decorative Products is eye-catching and easy to keep clean. Made of formed sections, the construction is aluminum with a baked on enamel finish. Circle No. 117.

G The Vacationer chair and table by Hampden Specialty Products Corp. fea-

tures a square tubular steel frame with baked-on white satin enamel finish. The lacing is polyvinyl chloride. Circle No. 118.

H The game table and chairs are part of Vandy-Craft's English Village group. Constructed of heavy 2-inch kiln-dried redwood, braced and bolted with rust-resistant hardware. Circle No. 119.

I Bunting Co.'s stainless steel frames support acrilan covers laced with polyvinyl chloride cord. The chaise adjusts to several positions and folds for storage; the chairs stack. The covers are in three colors. Circle No. 120.

J Graceful wrought iron outlines the chair backs of the dining group by Virtue of California. The octagonal table is surfaced in a dark oak pattern of plastic laminate. The sturdy wrought iron bases of the Villa Conte group have baked-on enamel finish. Circle No. 121.

K du Cor shapes wrought aluminum into a dining group with sweeping, graceful lines. Representing the firm's entry into this field, the Pompeii group is ideal for use in hotels and motels. Circle No. 122.

L Oil-rubbed solid teakwood, chromed steel and aluminum castings are featured in Yngve Ekstrom's designs for International Contract Furnishings, Inc. The indoor-outdoor group includes the table, bench and swivel chair. Circle No. 123.

M Recommended for use where wind is troublesome, this scroll back group from Mallin Co., features a glass or metal top table with a cast iron base. Circle No. 124.

N These airy meshwork chairs and love-seat are new additions to the Mayfield collection by Lee L. Woodard Sons, Inc. The wrought iron surfaces are given a special treatment which gives guaranteed rust protection for 10 years. Circle No. 99.

WEATHER OR NOT—DURABILITY A MUST



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A Keller Casual, Inc., uses rust-free aluminum with a chip-resistant permabond finish in six colors for a new line of outdoor furniture. Vinyl strap colors match, or contrast with frame. Circle No. 125.

B The metal umbrella table swings with lots of color in its spin-coat triple-baked finish. Shott Chairs uses avocado on white, or yellow and white on flame on the table tops, and color coordinating umbrellas are available. Circle No. 126.

C Ames Aire by the J. R. Clark Co. features all steel construction with a high quality enamel finish baked on. Vinyl cords are hand wrapped, and the terrace table is adjustable, with a sturdy mesh top. Circle No. 127.

D Cast and wrought aluminum blend for Adventure, by Casual Furniture Industries, with the look of bamboo. The lounge chair and ottoman are part of the group that includes more than 12 designs. Circle No. 128.

E Marina, made of Alumaloy, a Molla Contract Co., exclusive, is strong, lightweight, and won't rust. Heavy-duty vinyl straps are individually suspended. Available in a choice of 12 bright metal finishes and vinyl straps to mix or match. Circle No. 129.

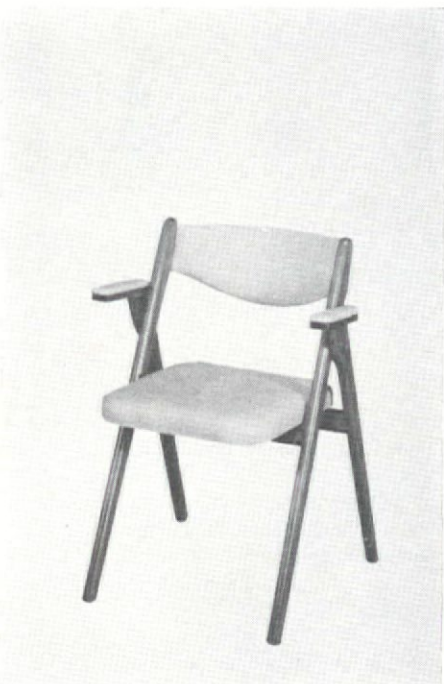
F Norquist's model 240-A folding arm-chair provides comfortable seating on deep foam padding and luxurious vinyl upholstery. Constructed of northern hardwoods, the chairs open and close easily with a single motion. Circle No. 130.

G Amontillado by Carolina Forge, wrought iron with a metalized finish, is completely rust resistant. The cushions are Alfresco, especially designed for use outside. Circle No. 131.

H The director's chair goes wild with a fur steerhide seat and back, by Telescope



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I J



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Folding Furniture. The chair is one of over 50 styles that the firm produces and finishes for outdoor use. Circle No. 132.

I Cushionaire by Samsonite features foam-cushioned slats in orange and yellow on a white frame for this lounge chair and ottoman. The slats are individually replaceable and weather resistant. Circle No. 133.

J Casual comfort is designed into Siesta's new bar stool. Individually suspended, the heavy-duty vinyl straps are mildewproof and easily replaceable. Strong, double-braced legs, plus steel tubing inserts at the bottom brace, provide extra safety. Circle No. 134.

K A hint of the Far East is detected in Tropitone's Lanai series. High flared backs provide support for the shoulders and back, and the seat bends slightly at the front to eliminate leg pressure. The furniture is seen here on the dining terrace of the 71 Club in Chicago. Circle No. 135.

L Folding adjustable aluminum web recliner by Duralite has genuine hardwood arms with a high-gloss outdoor finish. Durable woven plastic puff webbing on high strength one-inch polished aluminum tubing. Circle No. 136.

M The Honeymoon lounge is part of the Bahama Group from Cypress Furniture. Ageless cypress and 1½-inch vinyl strapping provide a care-free double lounge with two separate, five-position headrests. There is a choice of eight stain finishes and eight strap colors. Circle No. 137.

N The simplicity of the curve is the basis of this rugged folding chair by Brown-Jordan. Fabricated of tough, oval extruded aluminum and laced with individually attached wide vinyl straps, the chair folds and stacks with ease and stability. Circle No. 138.

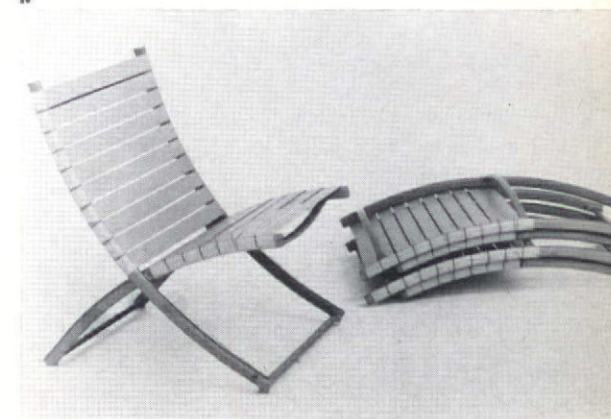


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429-1

BOUILLOTTE: Antique green, tole finish wood column. Inlaid old brass finished mountings. Shade ...matching tole octagonal opaque parchment. Overall Height 32".

*Paul
Hanson*

15 East 26th Street
New York
1256 Merchandise Mart
Chicago

Circle No. 45 on product card facing P. 110

**SHOW
SHOW**

NEW DESIGN TRENDS AT CONTRACT '68

Exhibitors will unveil a vast array of new products at CONTRACT '68 industry-wide show and convention, which will take place June 4-6, 1968, at the New York Coliseum. An impressive number of innovations in seating, case goods, furnishings, and accessories, all specially designed for the contract market, will be shown by more than 175 exhibitors, occupying 270 booths, according to Jerome H. Brown, president of National Expositions Co., which manages the show.

"A poll of exhibitors," says Brown, "reveals a number of innovations and design surprises planned for the CONTRACT '68 Show, including handsome, rugged new furniture pieces; new and improved fibers for draperies, upholstery, and carpeting; maintenance-free vinyl wallcoverings; astonishingly flexible lighting fixtures; and decorative accessories that are unhackneyed and unpilferable."

Brown pointed out that surveyed exhibitors have found, almost unanimously, that the trend is toward top-quality products for contract applications. As a consequence, manufacturers have gone all-out to offer improved furniture and furnishings, and many of their innovations will be presented for the first time at the June Show. He added that there will be more emphasis on simplicity of design, multipurpose uses, and maintenance-free surfaces and fabric finishes.

Comprehensive preview of exposition

A preview of the entire CONTRACT '68 Show will be presented in the May issue of CONTRACT Magazine, together with a complete rundown on planned seminars (a 500-seat conference room and two others will be used) and a complete guide to the exhibits.

"The beauty of the CONTRACT '68 Show," continues Brown, "is that it brings together under one roof all resources for all contract applications, rather than only for schools, only for hospitals, or only for offices. This provides the designer/specifier an opportunity to swiftly get caught up with all that is new as well as select seminars of principal interest to him."

Seminars planned for the Show cut across the entire contract field. Topics to be discussed by top specialists include: hotel/motel designing; client presentations; a look at the profession of contract design; hospital planning; procurement procedures of the Federal government; cost-controlling large jobs; the educational crisis; office landscape; school planning and furnishing; nursing homes and geriatric communities. A complete program, with speakers, topics, and time schedule will be featured in next month's issue.

CONTRACT '68 is offering the convenience of pre-registration by mail. Identification badges will be issued on request prior to opening day by writing to: Mr. Jerome H. Brown, National Expositions Co., 14 West 40 St., New York, N.Y. 10036. (C)



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Circle No. 50 on product card facing P. 110



If you doubt that steel furniture belongs in executive offices, take a good look at Steelcase *Chromattechs*



Communications Center: vertical telephone panel, pull-out dictating machine shelf, vertical letter file.

When you do, you'll enjoy a pleasant sense of discovery. You'll see things you've never seen before in steel office furniture. Or any other. Like lustrous Ember Chrome, whose onyx-like surface glows with muted reflections of its surrounding colors. (With brown, for instance, it takes on the look of polished tortoise shell.) And unique new Matte Textured acrylic enamels that make panel and drawer surfaces warm, pleasant to touch. Chromattechs' colors are appropriately muted. Brown and gold are basic, in a palette from umber to olive. With an entirely new range of handsome upholstery textures and colors, that will add rich dimensions to your clients' offices.

Steelcase Chromattechs are luxurious but unobtrusive—elegant yet businesslike. Practical, economical. Dozens of personal preferences are provided for. Such as: hand-rubbed wood tops for desks and credenzas; solar glass table tops; superbly comfortable chairs; a communications center; and many credenza arrangements. Visit one of our showrooms soon and see how Chromattechs can bring a refreshing difference to your next office project. If this isn't convenient, we'll have a representative call with samples or we'll send complete information. Just write Dept. K, Steelcase Inc., Grand Rapids, Mich.; Los Angeles, Calif.; Canadian Steelcase Co., Ltd., Ontario.

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Circle No. 51 on product card facing P. 110

Introducing Les Indestructibles

Keller Casuals.

As indifferent to Sahara sun and sand as a Legionnaire.

Unlike other outdoor chairs and chaises, Keller Casuals have thick, pure vinyl strapping that laughs at the sun's ultra violet rays. And square tubular aluminum frames that are totally unaffected by the worst of the elements. It's the thickest, strongest tubular aluminum you can specify, and it can be ordered with either anodized or Permabond finish.

There's a wide choice of colors (including two-tone) for the framing, and you can specify the vinyl strapping to achieve even more color variations. Choose color combinations carefully, however, because Keller Casuals will be around for a long, long, time.



We'd like to be of service when you're planning your next contract installation. Write for information to Keller Casuals, Inc. 850 Northwest 166th Street, Miami, Florida 33164. A subsidiary of Keller Industries.

As stated in American Hospital Supply Buying Guide...



"Our quality built contract mattresses specify Perm-A-Lator grid to prevent coil-feel"

Bert Vonderahe, Product Manager, American Hospital Supply

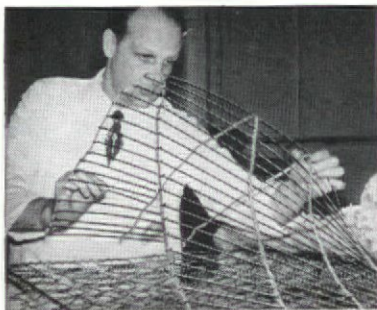
Copies of American Hospital Buying Guide may be obtained by writing to Perm-A-Lator or Bert Vonderahe, American Hospital Supply, Evanston, Illinois

Why Perm-A-Lator Grid?

"The hospital mattress **must** supply the type of support and comfort that patients require and deserve. Inner construction must have the lasting qualities that mean true economy."

What does eliminating "coil-feel" mean to you? Quality mattresses. Customer satisfaction. Fewer "come-backs". Greater profits. And that's the name of the game.

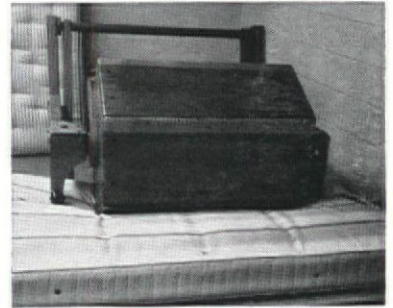
Here's how Perm-A-Lators contribute to comfort and true economy.



Perm-A-Lator is the only true insulator that prevents the padding from cupping into spring openings that cause "coil-feel". Fibrous material just cannot do this alone. Closely spaced flexible wires hold all padding materials up above the spring unit (or coils) with spring-back flexibility.



Perm-A-Lator Wire Grid allows sleeping surface to flex with body shape and movement. No comebacks from insulator failure and comfort does not diminish with use.



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Circle No. 53 on product card facing P. 110

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Circle No. 86 on product card facing P. 110



A Chair for all Seasons – And for all Sizes

Picture yourself in the chair in place of the little fellow. You'll feel just as comfortable as he does — unless perhaps you weigh over 300 lbs. You will enjoy the steadying effect of the self-leveling, hard nylon ball-and-socket glides.

Test the resiliency of the chair, how it yields to your body weight and shifting positions. In laboratory tests it withstood, with no impairment of resiliency, a 100 lb. pressure applied 250,000 times at the rate of 60 times per minute. In use in 23 countries, not one chair has ever been reported crazed or cracked.

You will like the feel of the leather-like texture, deeply etched into seat and back. It is mar and scratch resistant, and washable.

Study the design by Robin Day RDI FSIA, celebrated British architect. Note the contours of the chair that distinguish it from any other chair that might resemble it.

Examine the construction, something of an engineering achievement. The compound curvatures of the design make structural reinforcements unnecessary. The seat is attached to the steel supporting member by self-tapping screws that go into webbed bosses integrally molded with the underside of the seat. The screws set at angles in line with the direction of stresses when the chair is in use.

Learn all about it. Write for catalog with specifications, color chart and illustrations of the chair; stackable, with ganging hook for multiple seating; bench-mounted and floor-mounted for public seating; with tablet arm for educational seating; with stacking arm chair and all its other multipurpose versions. Also available fully upholstered. *Oh, about prices. They will astonish you.*

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Please send catalog of Robin Day Chairs.

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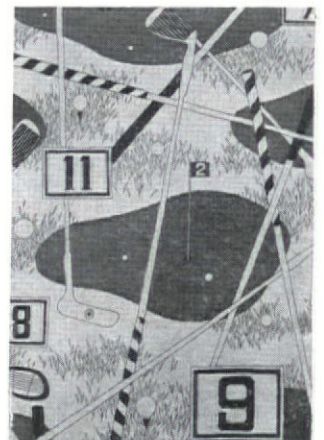
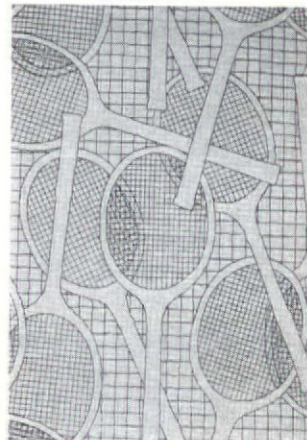
CONTRACT DIVISION OF JOHN STUART INC.
205 EAST 58TH ST., NEW YORK, N. Y. 10022

CONTRACT PRODUCTS AND SERVICES



A simple but graceful design highlights Calif-Asia's Coronado Group created by Tadao E. Inouye. Durability of frames and finishes plus unusual comfort are among the important features, says the manufacturer. Hand crafted with close attention to details is the production method, and an improved finishing technique features hand-rubbed lacquer in a great variety of colors. Circle No. 139.

The new Sportin' Life collection of Pageant Wallcoverings is based on such sports as tennis and golf, seen here, and boating, fishing, hunting, bowling, and card playing. Thirteen new designs are stocked on vinyl in a variety of colors and may be custom colored and printed on canvas-backed vinyl or paper. The line is suitable for use in pro shops, clubs, resort hotels and motels, and lounges. Circle No. 140.

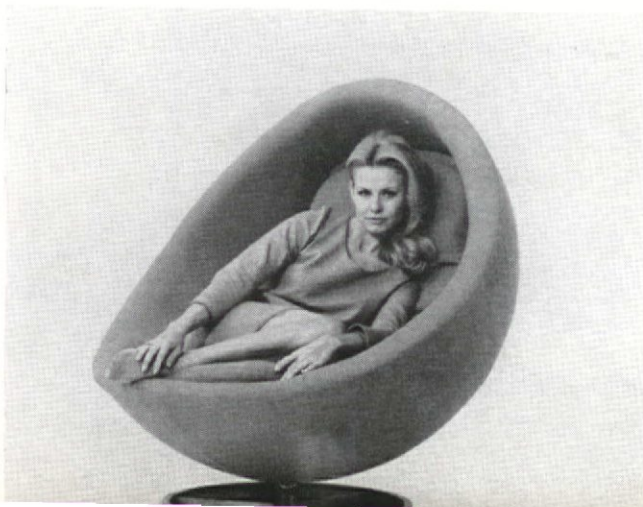


Solid valsain pine, an exceptionally hard lumber grown in the mountains near Segovia, Spain, is hand-tooled and carved by native craftsmen for Afesa. Castilla, one of Afesa's three classic door patterns, is shown. The doors, certified kiln-dried to 6 percent moisture content, are available in standard sizes. Circle No. 141.

Group 370 is the name of an exciting new line of interchangeable furniture for reception and lounge areas by Design Concepts Group. Legs, frames, tables, and seats are easily interchanged, and accommodate an unlimited number of seating arrangements. Circle No. 142.



Corona, the chair designed by Norwegian designer Sven Dyste, will hold even the largest man comfortably. And you can see what it does for pretty girls. The exclusive U.S. distribution for this chair and a matching table has been received by Scandiline Furniture. Circle No. 143.





Please be Seated

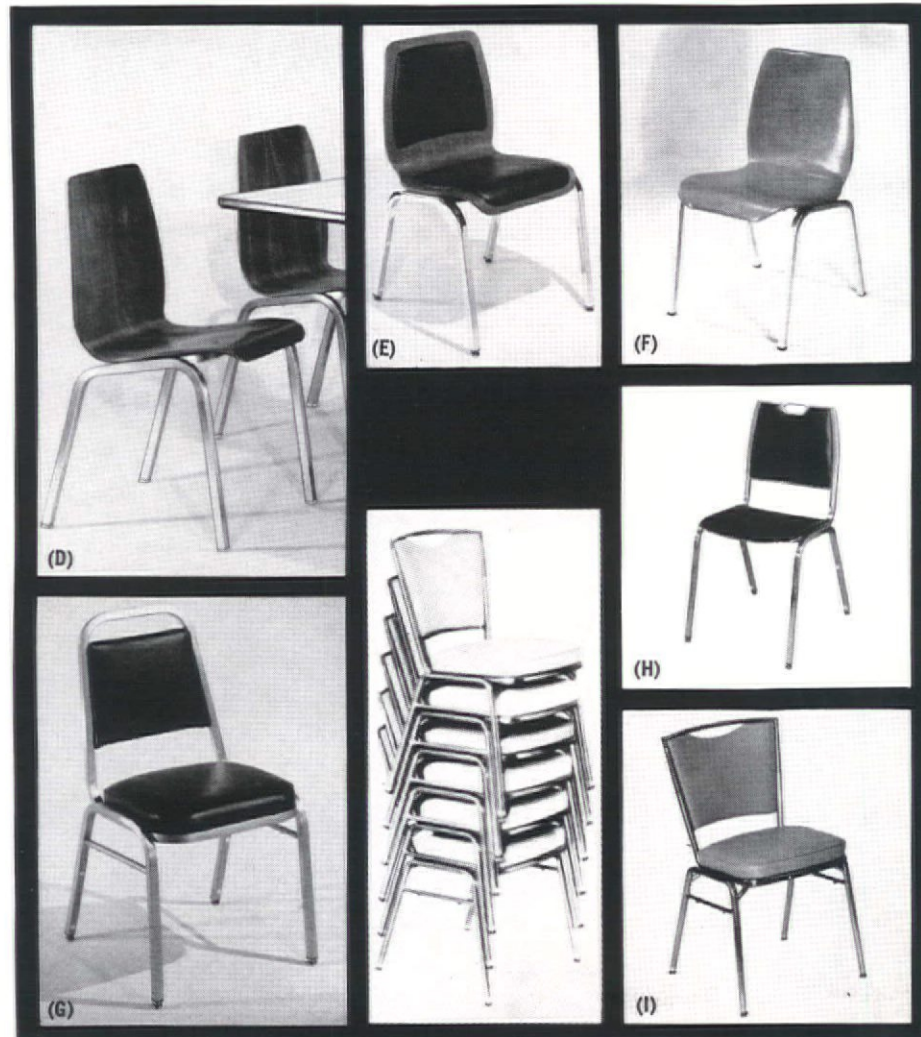
HOWELL

STACKING CHAIRS

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Howell, also, makes the tables that go with their chairs.

CHAIRS SHOWN: (A) Molded Fiberglass, (B) Fiberglass with upholstered seat and back, (C) Fiberglass with upholstered seat only, (D) Molded Plywood, (E) Molded plywood with upholstered seat and back pads, (F) Fully upholstered molded plywood, (G) Upholstered and padded seat and back with square frame, (H) Deluxe upholstered and padded seat and back with metal frame, (I) Round tube with upholstered and padded seat and back.



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Circle No. 55 on product card facing P. 110

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... any way you look at it*



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Circle No. 56 on product card facing P. 110

PRODUCTS & SERVICES

CONTINUED

Printed fabric has matching wallcovering

Nakota, a hand-printed original on Everglazed cotton,



is available from Croydon in 54 inch widths with an 18 inch repeat. Its matching plastic-coated wallcovering is 30 inches wide.

Circle No. 170 on product card facing P. 110

Nevamar sculptured slate plastic laminate

Nevamar slate, a new plastic laminate surface duplicating the natural cleft configuration of a quarried

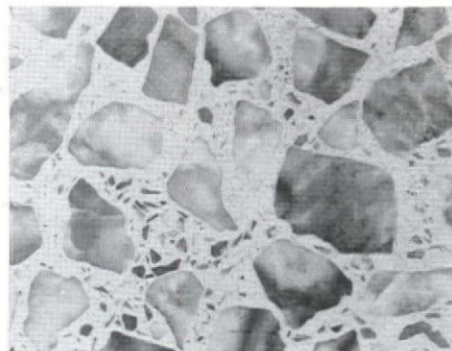


slate, has been introduced by Enjay Fibers and Laminates Co. (formerly The Nevamar Co.). Nevamar slate is not a printed pattern but a sculptured three-dimensional surface, and is presently available in a 1/16 inch general purpose grade.

Circle No. 171 on product card facing P. 110

Bolero II is new Softred vinyl pattern

Bolero II is the name of the new pattern in Ruberoid's Softred vinyl flooring line. It is an embossed marble chip design in five colors: soft blue, mellow



cream, spring green, earth brown, and sandpiper beige. Bolero comes in 6-, 9-, and 12-foot widths and its resin backing permits it to lie flat without cementing on any suspended floor.

Circle No. 172 on product card facing P. 110

Swivel bar stool has its own footrest

B. Brody has introduced this swivel bar stool with its own footrest. The stool is equipped with a mech-



anical memory device which automatically returns the seat to its original position. The base, equipped with rubber-cushioned chrome glides, and foot-rail are cast aluminum. Seat and curved back are filled with foam. The stool has a seat of 30 inches with a 7½-inch high back. A high back model, 10¼ inches, is available. Both models have a wide selection of upholstery patterns and colors.

Circle No. 173 on product card facing P. 110

Product information rushed to you via computer.
Use free reader service card facing page 110.

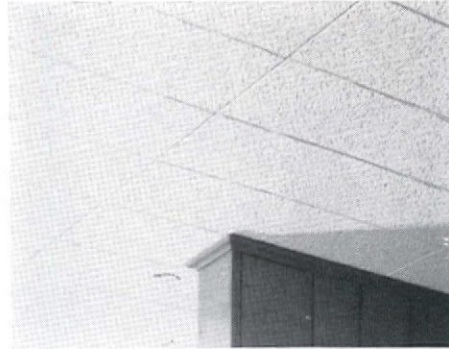
Consoweld offers four leather colors

Four leather pattern colors are now offered in Consoweld's line of decorative plastic laminates. The leather pattern colors are white, sauterne, avocado, and Moroccan. Other recent additions at Consoweld are black jade, a black marble pattern, and avocado classic. These are available in the standard sizes.

Circle No. 174 on product card facing P. 110

Plank ceiling with three installation patterns

Mini Plank Cushiontone, Armstrong Cork Co.'s first acoustical plank ceiling can be installed in any of three different patterns, each of which conveys a distinctly



different ceiling appearance. Each 1-foot by 2-foot plank is center-scored lengthwise to create the effect of two 6-inch by 2-foot mini-planks. The embossed surface with a two-tone paint finish of warm gray and white hides the acoustical perforations.

Circle No. 175 on product card facing P. 110

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Circle No. 57 on product card facing P. 110

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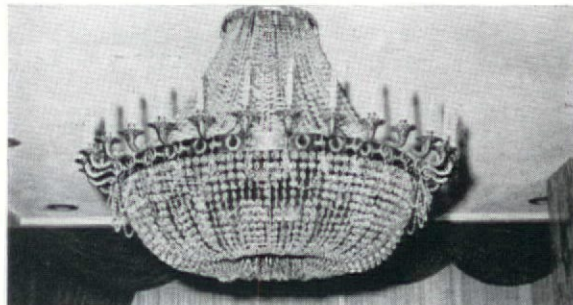
Circle No. 58 on product card facing P. 110

PRODUCTS & SERVICES

CONTINUED

Made-to-order chandeliers

This is one of the many elegant, made-to-order chandeliers from Coronet Chandelier Originals. The



company offers a large selection of sizes, shapes, and styles, from the simplest to the most elaborate.

Circle No. 176 on product card facing P. 110

Movable office partitions

Movable office partitions, selected in interesting colors, from the color theme of the overall office plan no matter how often they are moved and

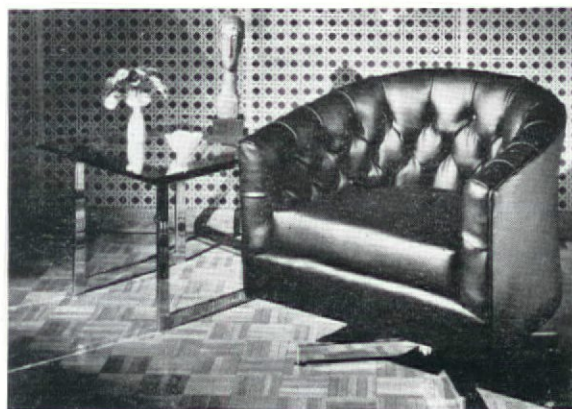


altered. The partitions from Henry Weis Co. feature 22 baked enamel finishes. Available colors include pumpkin, light plum, beige, bronze, as well as vinyl laminates, in patterns and woodgrains.

Circle No. 177 on product card facing P. 110

Tufted tub chair on swivel base

Polished chrome swivel base is coupled with a deeply upholstered tufted tub chair to provide comfort with



convenience. The chair, from Moore Furniture Industries, has a companion side table with a polished chrome sled base and heavy plate glass top.

Circle No. 178 on product card facing P. 110

New flat fabrics coordinate with velvets

La France division of Riegel Textile Corp. has created a new group of flat upholstery fabrics to coordinate with its velvets. The fabrics come in prints, stripes, and jacquards.

Circle No. 179 on product card facing P. 110

Chair control eliminates spider arms

A new chair control design from Faultless Caster Co. eliminates spider arms for a low silhouette, and slim-line appearance at lower chair control cost. Called the SP-1500, the new control utilizes a curved mounting plate and is designed for all light-



weight and medium-weight stenographic and posture chairs. The SP-1500 is standard with center to center dimensions of 7 inches front to back and 3 1/4 inches side to side. Available in two styles, plain or Nylabush, the detachable spindle inserts permanently into the control with Faultless' keylock fit.

Circle No. 180 on product card facing P. 110

Baughman combines vinyl and rosewood

Designed for Thayer Coggin Institutional by Milo Baughman, this rosewood group includes a sofa, a love-



seat, and chair; black vinyl with large rectangular tufts overhang all sides of each piece. The arm height of the love seat is 24 inches. Fabrics include black and orange vinyl, stria and crushed velvets in red, avocado and gray, and black and white tweeds.

Circle No. 181 on product card facing P. 110

Choice of seven colors on new tole lamp

White, black, green, red, yellow, blue, beige and pink are the color available on Herman Kashins' new tole lamp. The lamp is 25 inches to the top of the shade with a 15-inch empire tole shade, 6-inch opal glass reflector. Hand-decorated, the lamp takes a 3-way bulb.

Circle No. 182 on product card facing P. 110

Georgian Grouping by Scerbo (17E)

Graceful delicacy and simplicity of style straight from the ever fashionable 18th Century Drawing Room. So smart . . . so elegant . . . lends 18th Century charm to modern office interiors.

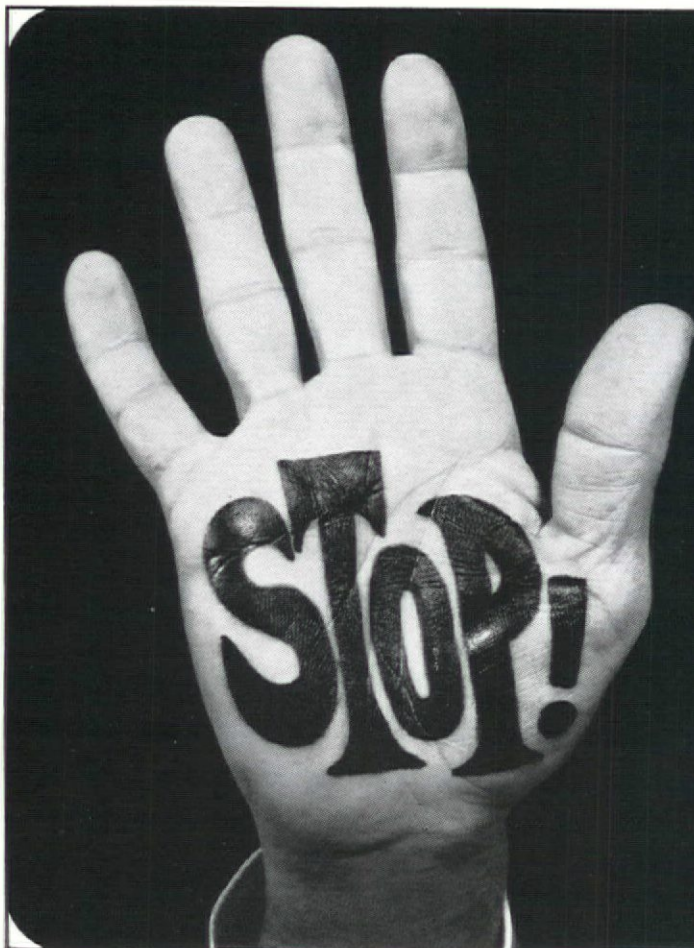
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Circle No. 59 on product card facing P. 110




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See Sweets Architectural file or write for samples and specifications.

51-186



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PRODUCTS & SERVICES

CONTINUED

Refrigerator/freezer combo in furniture cabinet

This is Model 365FR in Sub Zero's line of refrigerated furniture. The left side is a 2.3 cu. ft. freezer with an automatic icemaker producing 8 lbs. of ice per 24 hours. The right side is a 2.3 cu. ft. refrigerator. The



unit is available in contemporary styling with wood base as pictured, modern style with metal legs, or traditional style with scroll door trim. Choice of wood or plastic laminate top. Overall dimensions are: height, 29 inches, width, 36 inches, depth, 20 inches.

Circle No. 183 on product card facing P. 110

Circle No. 63 on product card facing P. 110

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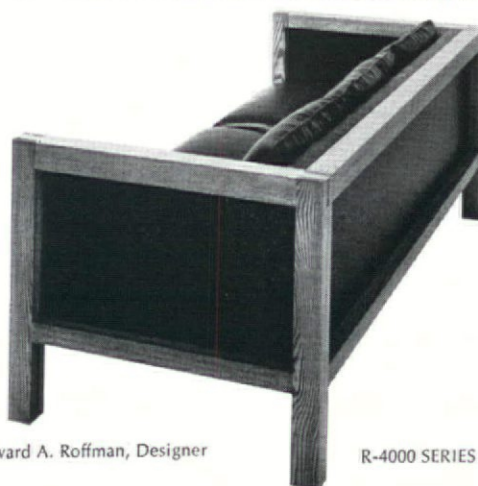
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Circle No. 64 on product card facing P. 110



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EDWARD AXEL ROFFMAN ASSOCIATES, INC.



Edward A. Roffman, Designer

R-4000 SERIES

Circle No. 92 on product card facing P. 110

Chair storage units

Clarín Mfg. Co., manufacturer of metal folding chairs and seating systems, acquired Space Saver Truck Co., a manufacturer of trucks for folding chairs. Space Saver will continue to manufacture trucks

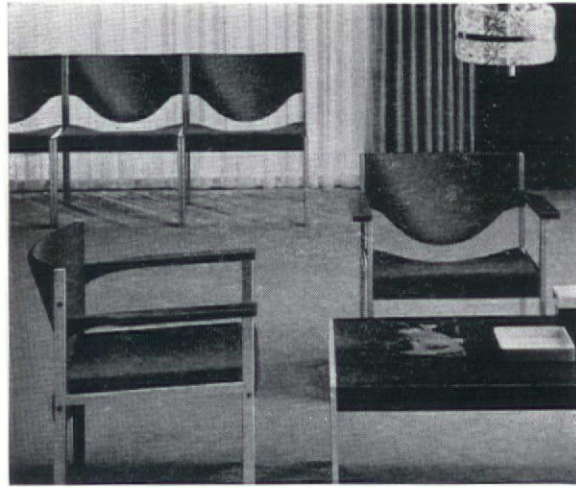


custom fitted to specific chair storage and handling requirements. Trucks will be manufactured for specific sizes of Clarín chairs, and also in sizes to fit all makes of folding chairs. A new model, HT-100, stores chairs upside down and vertically in double rows, occupying one half the floor space required by conventional trucks.

Circle No. 186 on product card facing P. 110

Seat and back curves add comfort, visual interest

A compound curve of both seat and back, adding visual interest and comfort, characterizes Team Form, a seating collection created by the Swiss Design group of Muller, Hero, & Odermatt for Lubke KG of Rheda/Westphalia, Germany. Sole rights to manufacture and



distribute Team Form in the United States have been granted to Harter Corp. Particularly suited for lounge and reception area seating, models which gang and combine with drop-in tables are available. The armchair and armless styles are produced in a variety of seat heights and sizes. Complementing free-standing tables complete the series.

Circle No. 187 on product card facing P. 110



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PRODUCTS & SERVICES

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Ruberoid adds three colors to agate pattern

Ruberoid has added three colors to its Mexican Agate pattern of Luran sheet vinyl flooring. The new colors are gold, dark taupe multicolor, and dark brown. Other colors in the translucent-looking broken marble



pattern are green, beige, and red brown. Mexican Agate comes in 6-foot-wide sheets with an extra-heavy Quiet-Cor vinyl foam interlay, an embossed vinyl wear surface, and an Aquaflex polymer impregnated asbestos backing.

Circle No. 191 on product card

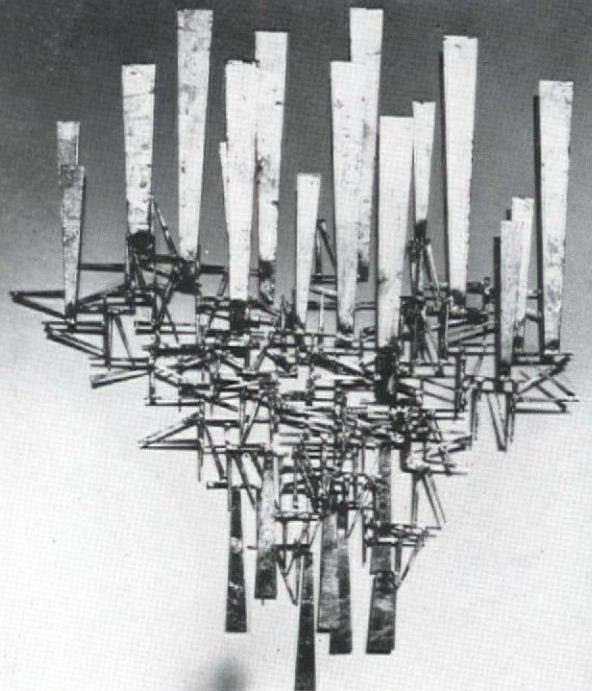


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Circle No. 68 on product card

Circle No. 69 on product card facing P. 110



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perpetual calendar
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size 13" x 15"...many colors



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Circle No. 71 on product card facing P. 110

Circle No. 70 on product card facing P. 110

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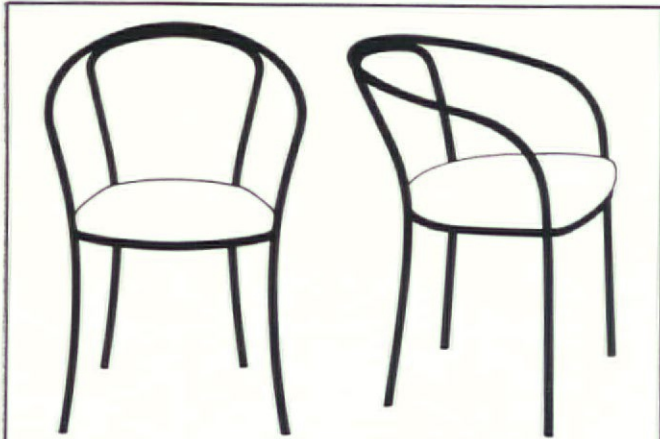
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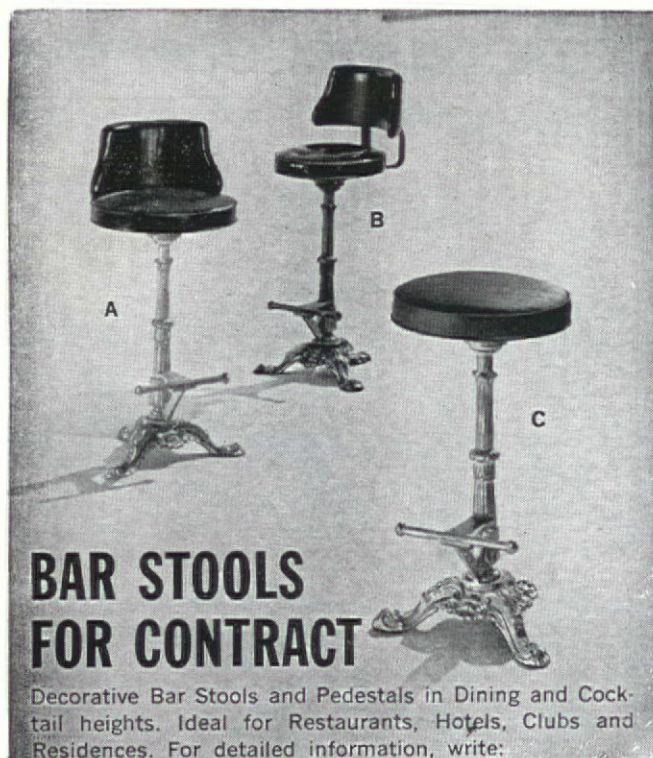
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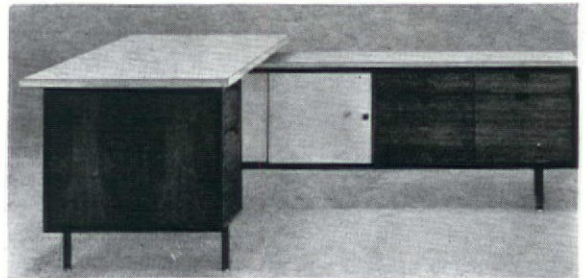
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PRODUCTS & SERVICES

CONTINUED

Panels, drawers fitted in steel framework

A framework of steel, fitted with wood panels and drawers, describes the basic design of Robert John's Steelwood contemporary office furniture group. Desks, credenzas, and cabinets can be combined to create different working arrangements and decorative effects. The steelwood frames are chrome-plated with stain or polished finish, or enameled



in black or white. Panels and drawer fronts are available in walnut, oak, or teak wood, or in any of 16 lacquer shades. Tops may be selected in walnut, oak, teak, black, or white plastic laminate. Illustrated is a combination of white plastic laminate top, white lacquered and walnut panels, and matte black frames.

Circle No. 188 on product card facing P. 110



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Circle No. 75 on product card facing P. 110

Fountain needs no plumbing

Rain Jet is offering completely packaged fountain and bowl assemblies. The Bursting Stars model illustrated, includes a three-foot deluxe black bowl with gold thread overlay, fountain head, pump and



motor, stainer, and underwater lighting. No plumbing is necessary. Other Rain Jet assemblies are available in 48-, 52-, 72-, and 94-inch bowl sizes.

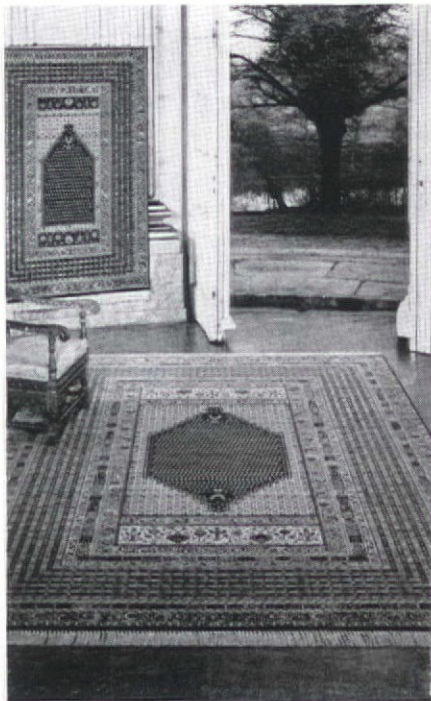
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Non-flammable rubber backing on carpeting

Du Kane Textiles has developed a high-density rubber backing that will not ignite. The company says that Fire-Guard backing acts as a barrier against flame and will not support combustion. The rubber backing meets all standards of flame-resistance. Also added to the Duke line of 54-inch woven nylon carpeting are four jeweltone colors.

Circle No. 190 on product card facing P. 110

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Shown here: Style #5843, Design #319. The 17th Century Prayer Rug has been hailed as the most precious and beautiful product of the Turkish carpet weaving art. Backgrounds available in red, gold, blue, and dark blue. Four sizes from 4'6" x 6'6" to 9'10" x 13'2". A hard bound portfolio containing 44 pages of full color illustrations and room settings of 73 patterns is available at \$5. plus postage. Free quality sample included.

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Circle No. 76 on product card facing P. 110

Circle No. 77 on product card facing P. 110



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No. 149 Officer's Chair with matching No. 150 Ottoman



No. 35 "Classic" Director's Chair



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Circle No. 78 on product card facing P. 110

Circle No. 79 on product card facing P. 110



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The Hunt family makes its furniture rugged. And the deeply oiled finishes take on a mellow patina with use. Generously fashioned, full of character, a success everywhere. Can this be the most practical furniture you'll find?

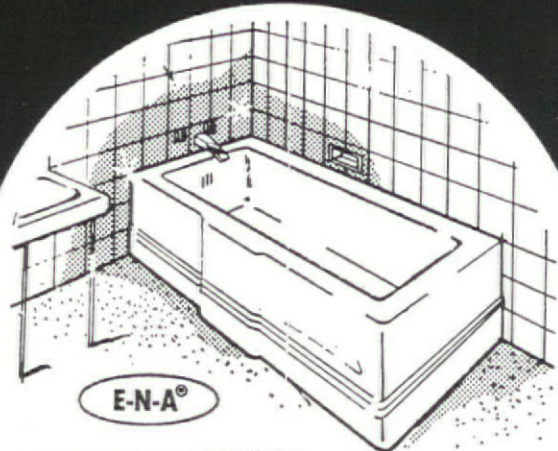
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Circle No. 80 on product card facing P. 110

MANUFACTURERS' LITERATURE

A guide for builders and specifiers to the new design direction in door locks is now available from Weslock. The complete range of 1968 Weslock styles and finishes is shown in full color. Included are the latest lever handles, entry handle keylocks and door trim along with the Weslock 800 series. With emphasis on dramatic style and finish combinations, the guide offers a stimulating source of new designs for homes and commercial buildings.

Circle No. 192 on product card facing P. 110

Flexible space planning is the topic of a 16-page catalog from Rockaway Metal Products Corp. on its Partitioner panel divider. Assembly is shown, along with panel accessories, doors and gates, types of panels, interchangeable top inserts, and thirteen colors. Mobil-Booth partitioners, especially for schools and libraries, are also covered.

Circle No. 193 on product card facing P. 1110

Among the new products shown in Smith Metal Arts 24-page catalog are wall-hung ash and ash/waste receivers and floorstands. Also new are stainless desk appointments, and single and double letter trays. Swiss-made Section wall and desk clocks receive special coverage.

Circle No. 194 on product card facing P. 110

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Circle No. 81 on product card facing P. 110

A booklet describing and illustrating the "Picture Story of Architectural Acoustics and Acoustical Materials" can be obtained from the Acoustical Materials Assoc., for 25 cents a copy.

Circle No. 195 on product card facing P. 110

Literature describing Western Fireplaces' custom unit is available from A. R. Wood Mfg. Co. The unit was designed for taverns, restaurants, and lobbies. Detail diagrams and specifications are included.

Circle No. 196 on product card facing P. 110

A foam carpet, Bonanza, is the subject of a brochure from its manufacturer, Universal Carpets. Durability, color choices, specific spot removing suggestions, and cleaning suggestions are covered along with a section on installation procedures.

Circle No. 197 on product card facing P. 110

The Ozite Corp. has published the Ozite Architect Handbook on its Town-Aire carpet, Town-Aire carpet tiles and Town 'N' Terrace outdoor-indoor carpeting. Construction specifications, recommended applications, and performance tests can be quickly checked. Swatches of carpet showing Ozite's color selection are a permanent part of the handbook. The fiber, reinforcement, backing, thickness, and total weight of the three lines are described as are testing methods, results for colorfastness, flame resistance, dimensional stability, and resistance to mildew.

Circle No. 198 on product card facing P. 110

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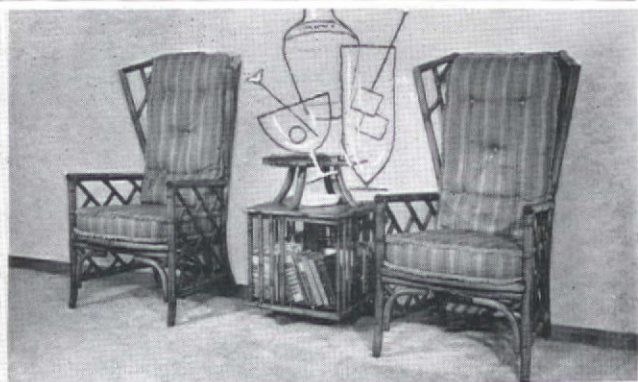
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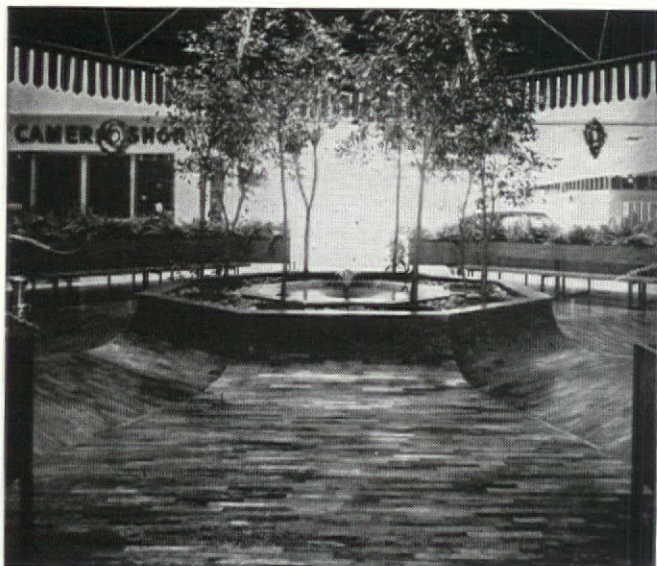
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Circle No. 84 on product card facing P. 110



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Thai-Teak Brick Pattern in King of Prussia Shopping Plaza,
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Circle No. 85 on product card facing P. 110

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