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August 1978

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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Citibank plugs into future
Arts, flooring, lighting update



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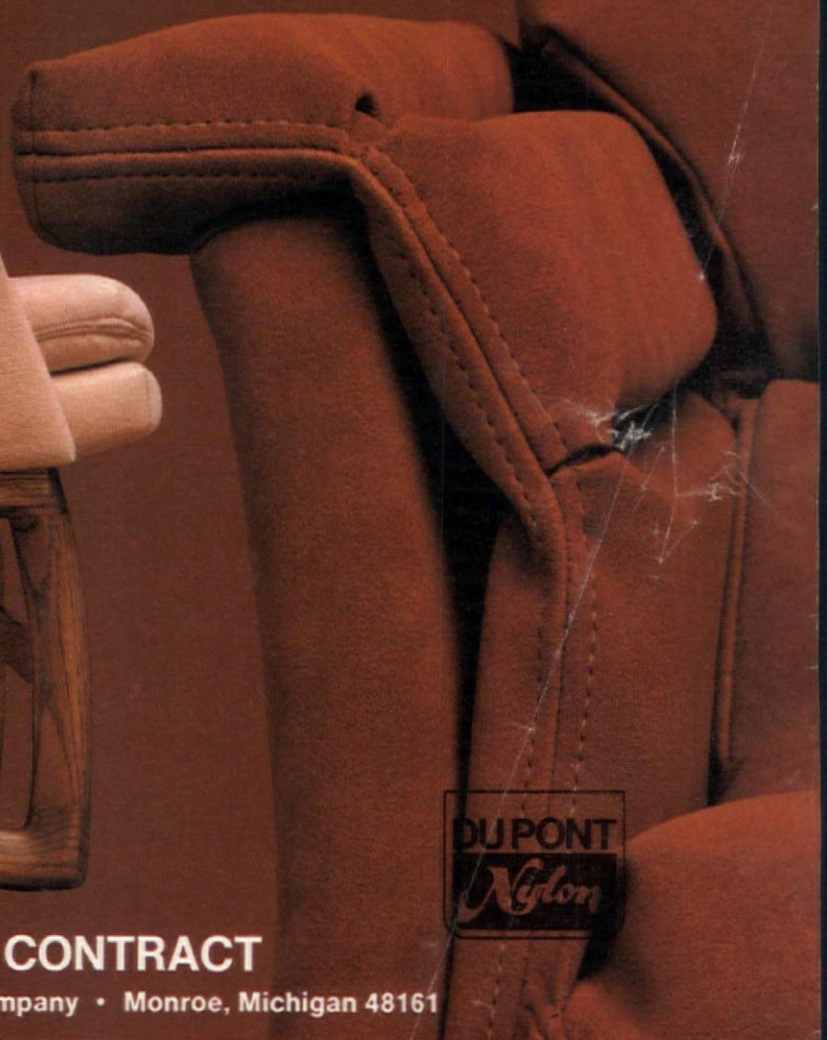
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THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

AUG 28 1978

The Library
NEW YORK SCHOOL OF INTERIOR DESIGN
155 East 56th Street, New York City 10022



EXECUTIVE BUYER EDITION

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66 Citibank Remodeling Puts Facts at Fingertips.

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70 230 Fifth Avenue Gets Innovative Low Budget Remodel.

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74 Old King Cole Gets Profitable Face Lift.

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80 New King Cole Called for Major Construction Surgery.

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82 Arts and Graphics More Diverse in Commercial Environments.

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88 Area Rugs, Tiles, Rubber Flooring Gain in Contract Specs.

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97 Canadian Firms Host Canexus 78 With Contract Showroom Tours.

Sixteen major Canadian contract manufacturers sponsor Canexus 78, in Toronto, September 29-30, for U.S. and Canadian designers.

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Cover—The before and after photos of the Old King Cole Restaurant at the St. Regis in New York set the tone for this issue that focuses on Remodeling. Cover design by Appelbaum & Curtis. Remodeling articles begin on page 64.



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Contract

September: The World of Contract Chairs—CONTRACT's periodic scrutiny of the ever-changing seating design field, with a variety of articles on anthropomorphic design considerations, testing, chair hardware and components, and the newest designs in seating. A summary of new chair designs seen at NEOCON X will have commentaries by the designers themselves.

October: Update on Bank planning and design will be featured in this issue, which will have a bonus circulation to 5,000 top bank presidents and board chairmen. There will also be a full Product Review on the latest furnishings for bank use. A detailed coverage on Signage, the newest products on the market from departmental identification to directions. Plus—Previews of: Hotel/Motel & Restaurant Show, New York, Nov. 5-8; Design Assembly/Philadelphia, Nov. 10-12; Canadian Design Exhibition, Toronto, Nov. 14-16.

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IBD/CONTRACT product design awards to be presented in New York October 6

New York — September 7 is the deadline for all entries in the 10th Annual IBD Product Design Competition awards. Winners are to be presented at a cocktail-dinner event in the Grand Ballroom of the Plaza Hotel in New York on Friday evening, October 6, starting at 7 p.m. Co-sponsored by CONTRACT, the competition is chaired by Charles S. Gelber.

Judges of the competition are: Vincent Kling, senior partner, The Kling Partnership, Philadelphia; Howard Hirsch, Howard Hirsch Asso-

ciates, Beverly Hills; Karen Daroff, Daroff Design, Inc., Philadelphia; Harold Leeds, New York; and Josephine Sokolosky, JCS Associates, New York. Judging will take place in the Dorset Hotel, New York, on September 11. Winning entries will be featured in November CONTRACT.

To assure seating, tickets must be ordered in advance and will be available from National Headquarters, Suite 2705, 1350 Avenue of the Americas, starting in September. Tickets are \$35. per person.

ASID presents fourth annual exposition of designer resources

New York — The Metropolitan Chapter of the American Society of Interior Designers will present its Fourth Annual Exposition of Designer Resources September 21 at the Plaza, Grand Ballroom and Promenades. A special award will be presented this year to the most creatively designed product, and ASID will present an award to the most imaginatively conceived exhibit.

Barmache captures Two Top Awards In rug design competition

New York — Leon Barmache won first prize in the 1978 Rug Design Competition sponsored by the Metropolitan Chapter of the American Society Of Interior Designers in cooperation with rugmaker Edward Fields. His prize-winning rug, called Diversion, featured six graduated shades of gray-mauve in a meandering linear design.

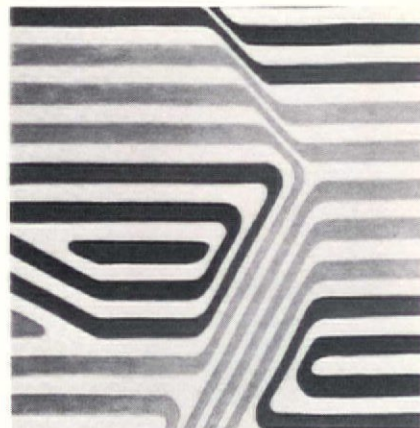
Barmache also captured second prize for a design in integrated shades of orange, red, and magenta. Third prize went to Eve Frankl for her contemporary design incorporating tile-

like technique in three shades of brown and cream.

All designs were executed by Edward Fields in 100 percent wool.

In addition, three designers were awarded Honorable Mentions: Lloyd Bell for his design in rouge colors; Bruce Rabbino for a design in three shades of beige and brown on white; and John B. Wisner for a design in eight shades of avocado and apricot.

Maurice Weir and Otho S. Shaw, who head the Design Awards Committee, served as co-chairmen of the Competition. Judges were Stanley Barrows, Sherman Emery, Lester Grundy, Ruth Lynford, Ellen McCluskey, Daren Pierce, and Edward Wormley.



First prize winning design by Leon Barmach in the rug design competition.

Vesta V'Soske receives NHFL's coveted Trail Blazer award

Minneapolis — The National Home Fashions League has honored Vesta V'Soske with the Trail Blazer Award in recognition of her outstanding contribution to the Home Furnishings Industry. A major influence on the development of the early V'Soske shops in Puerto Rico, she later established her own needlework craft-industry to serve the New York market. In 1957, she formed the Irish partnership of V'Soske-Joyce, Ltd. and began producing hand-tufted carpets in the West of Ireland. She has made innovative contributions to the use of color, design, and texture in carpet.



Vesta V'Soske receives NHFL Trail Blazer award for her outstanding contributions to the home furnishings industry.

Designers invited to apply for free directory listing

Washington D.C. — Architects, interior designers, and other design professionals with experience in designing facilities for handicapped and elderly users may apply for listing in a national directory of technical consultants on environmental accessibility. The directory is being compiled by the National Center for a Barrier Free Environment, 7th and Florida, NE, Washington D.C., 20002, tel. 202/544-7333. It will be distributed nationwide.

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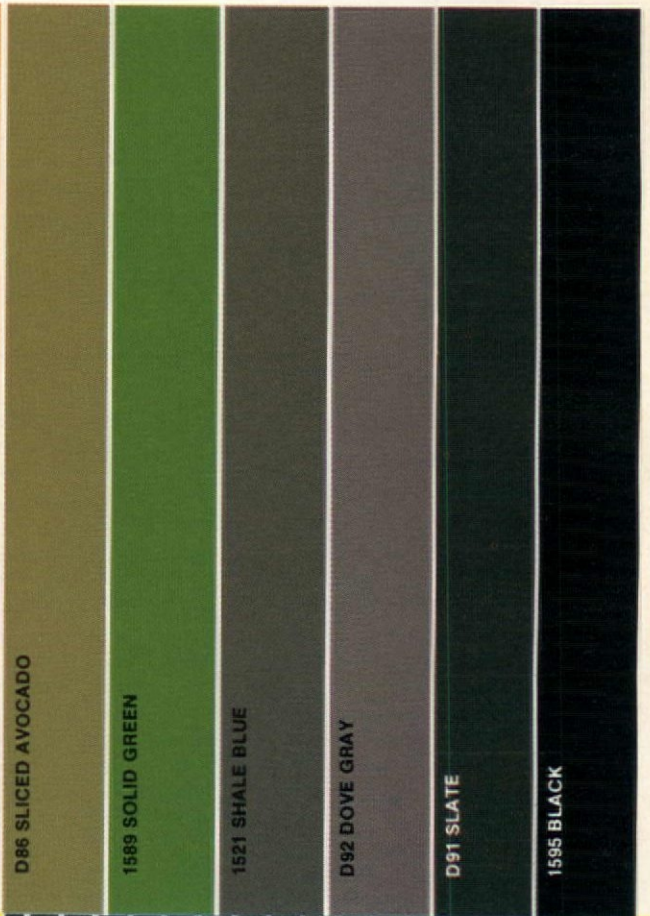
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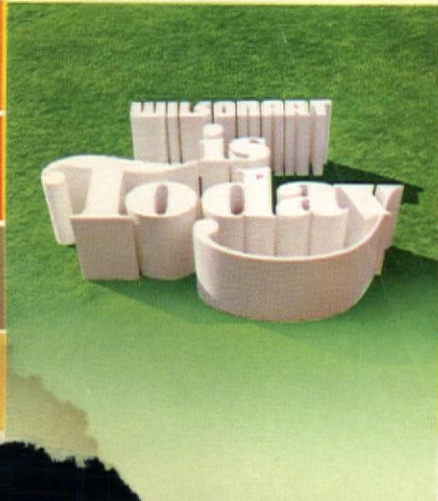
D59 LEMON TWIST

D61 TANGERINE

D64 AUTUMN GLORY

D37 MOROCCO SAND

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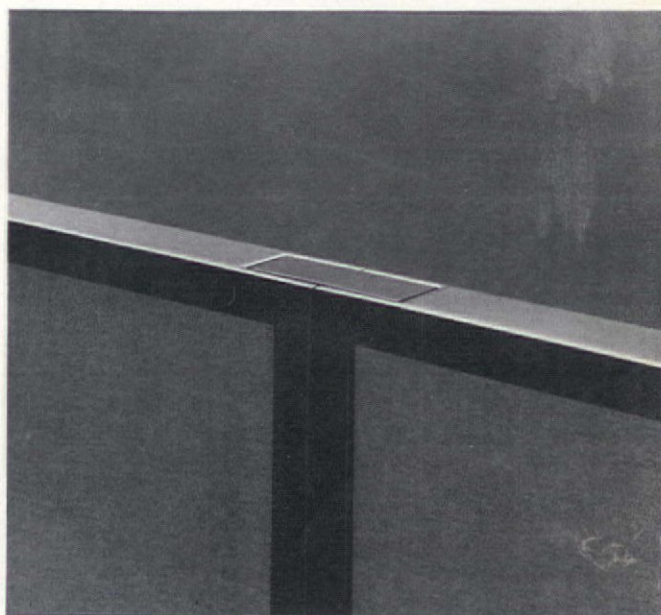
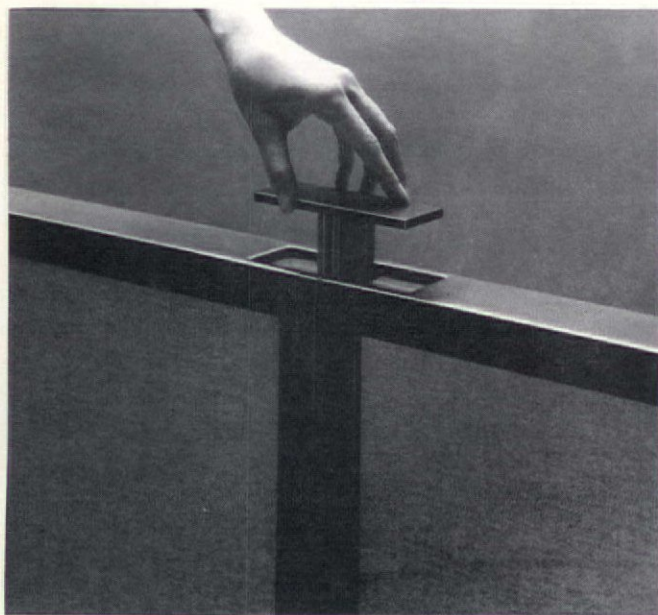


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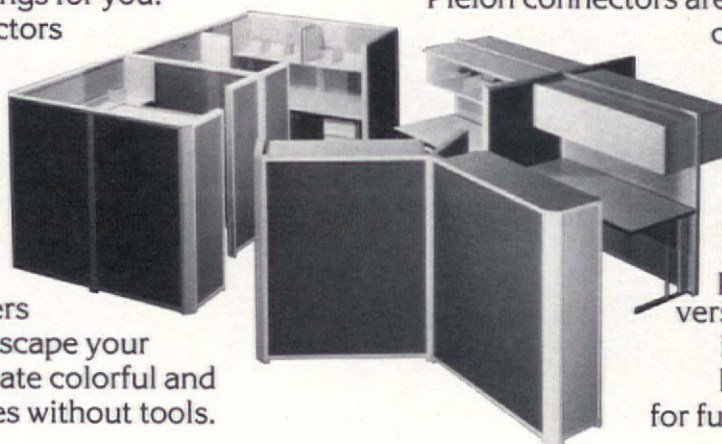
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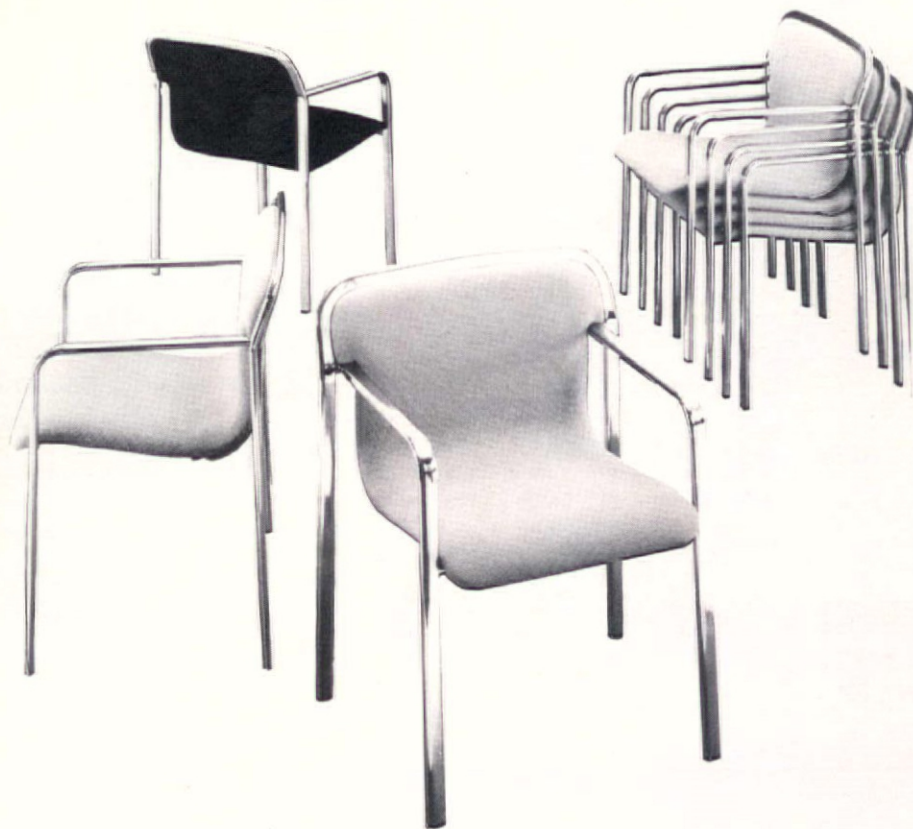
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Kissinger is main speaker at annual Knoll International Symposium

San Francisco — Knoll International hosted more than 400 dealers, interior designers, and architects from the U.S. and 13 foreign countries at its third annual symposium program.



Dr. Henry Kissinger, principal speaker at Knoll International's Symposium '78.

Symposium 78, held at the M.H. deYoung Memorial Museum, was designed to bring together outstanding political, academic, and industrial

figures to exchange conflicting concepts, assessments, and predictions. Speakers included: economist-author-diplomat John Kenneth Galbraith; American Stock Exchange Chairman Arthur Levitt Jr.; former Nixon speech-writer and advisor, William Safire; financial advisor Peter Bernstein; and statesman Dr. Henry Kissinger, who was the principal speaker opening night.

Winners honored in ASID, Cado Competition for creative designs

New York — The American Society of Interior Designers and Cado Royal System have announced the winners of their first National Design Competition. Professionals and students were honored for innovative and creative designs which showed exceptional use of space design concepts for both residential and contract use.

Winners in the Contract category were: Kay Fossick, student member ASID from O'More School of Interior Design, Nashville, first prize of \$1,000; Leon Barmache, ASID, New York, Honorable Mention; and Sean T. Lucart, student member ASID from

Arizona State University, Honorable Mention.

Judging was held in mid-April at the St. Regis Hotel in New York. Panel for the contract category were: Olga Gueft, Interiors; Sherman Emery, Interior Design; Louis Beal, ASID, New York; Irving Schwartz, FASID, Chicago; and Don Stephenson, FASID, Seattle.

All winning and honorable mention entries were displayed in the Cado exhibition at the ASID National Conference in Washington, D.C., July 22-25. Cado President Torben Hugenjensen presented the awards at the convention.

Designers create new organization to meet specialized needs

Bloomington, Ind. — Zetta H. Anderson and Joanna Henegar, interior designers at Indiana University Bloomington, have formed the Staff Designers Association to meet the specialized needs of in-house designers. Anderson was named to the group's board of directors and Henegar was named executive vice president at the group's first meeting in Chicago.



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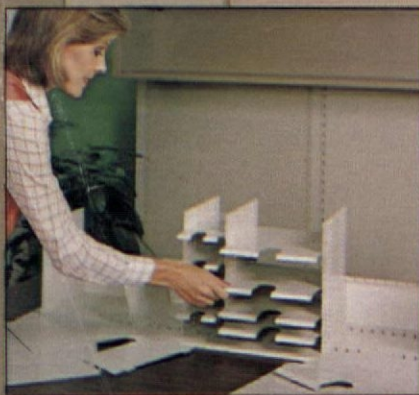
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Designer's Saturday sponsors second student scholarship program

New York — Leonard Eisen of Intrex, president of Designer's Saturday, Inc., announces the sponsoring of its second annual Student Scholarship program. The \$3,000 award is given to the interior design/architecture department of a college or university, which in turn determines how the scholarship will be awarded to students.

The 1978 scholarship was given to the Fashion Institute of Technology. That prize will be split into three scholarships to outstanding students

from the department. The students were judged on their year's work including a major project for the suggested recycling of the old Beaux Arts Police Headquarters in New York into a community cultural center.

Awarding of the scholarships will take place at the annual reception at the Metropolitan Museum of Art on Saturday evening, October 7, 1978. Judges for this year's awards are (l. to r.): Albino Cimonetti, Chairman of Department of Interior Design, Fashion Institute of Technology; John Mascheroni, ASID; R. Michael Brown, ASID; Nadine Bertin, House & Garden color director; Jack Lowery, ASID; Georgio Cavaglieri, ASID; and Mario Buatta, ASID.



Manufacturers receive product design awards at ASID reception

Chicago — Eleven manufacturers selected for superior product designs were honored by the American Society of Interior Designers at its International Product Design Awards ceremony. A reception for the third annual Awards program was held in the M&M Club of the Chicago Merchandise Mart during NEOCON.

The awards were given without "commercial" or "residential" classifications and were based solely on excellence of design and quality of manufacture. According to Irving D. Schwartz FASID, AIA, national president of ASID, a group of professional interior designers selected outstanding products now on the market.

The winners are: Brueton Industries for Ponte Desk and Credenza; Bickle/Bohan for Chronus Table; Clar-

ence House for Les Caprices Orientaux fabric pattern; Focal Point, Inc., for Polymer Mouldings; I.D. International for Tea-Ernst-Kollektion fabrics; Jack Lenor Larsen, Inc., for Pastorale fabric murals and Graphics Collection; Perma Grain Products, Inc. for Genuwood II Flooring; Sunar Limited for Pas System; Weavers Domain—Window Modes for Jacqwood Vertical Blinds; and Zographos Designs Limited for CH 16 Chair.

Contract editor appointed to Home Fashions League Educational Foundation

Dallas — Anne Fallucchi, managing editor of CONTRACT, has been named a director of the National Home Fashions League Educational Foundation. She was one of nine women selected to serve in that capacity.

IBD moves national headquarters to Chicago

New York — Ted Materna Associates, Inc., associated with IBD since 1970, has indicated it will not renew its three-year agreement with IBD for services when it expires in December. As a result, the national board of the Institute has decided to move its headquarters to the Merchandise Mart in Chicago. Design of the new office space is being supervised by an IBD Committee headed by David Maday of Steelcase, National Vice President for Education and National Graphics Chairman.

3M changes logo in corporate identification program

St. Paul, Minn. — The 3M Company has officially changed its logo as part of a new, worldwide corporate identification program. The new 3M with the "3" touching the "M" is displayed in red on a white background or vice versa. It replaces the familiar blue symbol in stylized block letters which had been used since 1961.

Helvetica type was selected for the logotype and corporate alphabet, reportedly because of its simplicity and worldwide availability. It replaces 3M's so-called "Russian alphabet," which was custom designed.

The new trademark and alphabet are only one part of the new identification program. Also affected by the change will be all 3M packaging and labeling, stationery, signs, exhibits and displays, advertising and promotional material, and business forms and calling cards.



Going up: New logo for 3M Co.



Weave Us

We think they'd want it that way. Why? Because the best carpet is wool, and the best wool carpet is woven. We should know. Brintons has been weaving wool into fine Axminster and Wilton carpet for nearly 200 years. Visit one of our showrooms and discover why for beauty and durability, there's no substitute for woven carpet.



Brintons
carpets

Brintons regional showrooms:

New York NY; 919 Third Avenue, (212) 832-0121
Los Angeles CA; Pacific Design Center, 8687 Melrose Avenue, (213) 652-4020
Chicago IL; 1829 Merchandise Mart, (312) 467-1139
Atlanta, Boston, Cleveland, Denver, Honolulu, Houston, San Francisco, Seattle



Illustrated:
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AMBIENCE COLLECTION
designed & styled by
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Albert
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Country Ambience

Announcing a new and very important collection of
WALLCOVERINGS & RELATED FABRICS

14 designs ingeniously interpreted for today from classic documentary sources of the past. In 95 vibrant and exciting colorways that are perfect for those inspired accents that always add so much to important areas in the business interior. Sample books are now available and filled with material that spells decorative individuality.

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Showrooms: **NEW YORK/CLEVELAND/CHICAGO/LOS ANGELES/SAN FRANCISCO/DALLAS**

Circle No. 14 on reader service card



The look you pick





is the look that lasts.

With the "Scotchgard" Carpet Protector System.

When the doors finally open to the public, that carpet will see a lot of traffic. Traffic that can make even the best lose its good looks.

Unless it's protected with the "Scotchgard" Carpet Protector System.

Carpets stay newer-looking longer because "Scotchgard" Brand Carpet Protector is a fluorochemical that surrounds and protects each carpet fiber. So spills and stains are easier to clean. And dirt, grit, and grime are held loose, near the surface. For vacuuming that's more effective. Cleaning that's less frequent.

To prove it, treated and untreated carpets were placed in a public building and vacuumed daily. After 30,000 traffic count, the untreated carpet needed cleaning. But the carpet treated with "Scotchgard" Carpet Protector didn't reach that stage of soiling until it was exposed to 121,000 traffic count*.

So not only does "Scotchgard" Carpet Protector keep the look you specify, it saves maintenance dollars, too.

And it contains 3M Brand Static

Control to reduce static build-up.

Freedom of design—from lights to darks so now you can choose just about any color carpet you like. "Scotchgard" Carpet Protector will keep it good-looking longer.

And it works on all types of carpeting. From level loops to sculptures. From nylons to polyesters. In fact, "Scotchgard" Carpet Protector can help even the newest generation nylons keep their new look longer.

The "Scotchgard" Carpet Protector System for Contract Carpets starts with mill-treated carpet. A regular maintenance program, including cleaning with 3M Brand Soil-Retardant Shampoo and reapplication of 3M Brand Carpet Protector, maintains optimum soil resistance.

Next time you specify carpet, make sure it's from one of the over 100 mills now treating lines with "Scotchgard" Carpet Protector.

It'll not only save your client money, it'll keep your look looking good.

3M Company, Commercial Chemicals Division, 3M Center, St. Paul, MN 55101.

Scotchgard[®] Carpet Protector



*Test details available upon request.

© 3M Company 1978
"Scotchgard" is a Reg. T.M. of 3M Co.

The Accessories You Asked For:

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We've created a line of desk accessories that provide you with a dramatic departure from the ordinary. And, best of all, Reflection 2000 lets you offer your clients a complete set at an easy-to-afford price.

Profitable and beautiful, Reflection 2000 completes the project with a coordinated touch at any level of organization.

Discover all the colors and items for yourself. Send for the new Eldon Reflection 2000 brochure now...the line designed with designers in mind.



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Division of Eldon Industries, Inc.

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“designers contemporary”

A collection of classic modern designs woven of 100% nylon yarns for durability. Handsomely styled geometrics, stripes and a companion plain cloth are color coordinated for maximum flexibility of design application.



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STAIN REPELLER

The complete line, in a sturdy triple bank display sample book, (12½" X 17") \$17.50 postpaid.



SCHUMACHER

CONTRACT DIVISION
939 THIRD AVENUE • NEW YORK, N.Y. 10022

Hospital planners establish new society for professional needs

Chicago — Overwhelming interest among hospital-based planners has led to the formation of a new society geared to their professional needs.

The American Society for Hospital Planners, an affiliate of the American Hospital Association, is being organized in response to a survey conducted by the Association's Division of Health Planning. Judith Neiman will be the society director.

banquet are planned for that evening. On Friday, Oct. 6, IBD trade member showrooms will be open to students. The Saturday Oct. 7 program is a day long seminar/workshop/luncheon program at Fashion Institute of Technology.

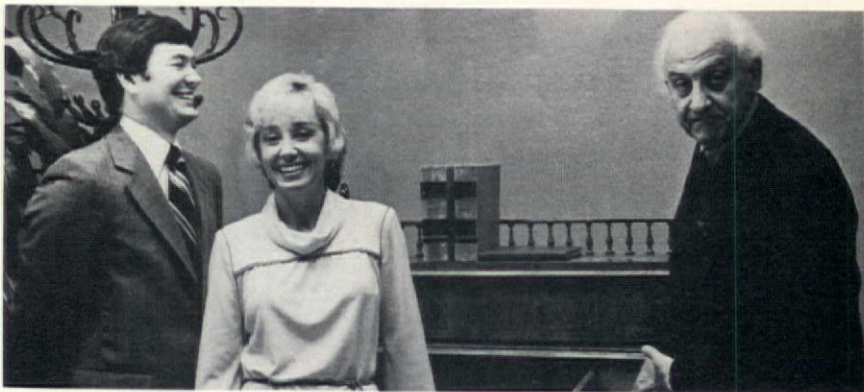
Guest speakers from the professional design community will conduct informative sessions. Tickets for the Designer Saturday evening reception at the Metropolitan Museum of Art will be available for students to purchase through the rally. For further information, write: IBD, P.O. Box 86, FDR Station, New York, N.Y. 10022.

Dealer lends furniture to crime prevention program for senior citizens

Seattle — Bank & Office Interiors loaned its Washington showroom facilities and an 18th century antique desk to the State Attorney General's office for use in the production of a slide/tape presentation on crime prevention for senior citizens. Actor Hans Conreid narrated the program, which is now available through law enforcement agencies as part of a statewide crime prevention program.

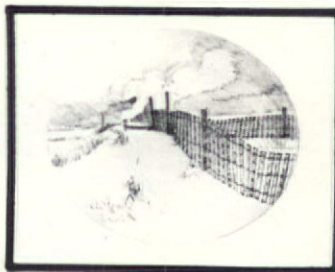
IBD sponsors student rally in conjunction with Designer's Saturday in Oct.

New York — The New York Chapter of IBD is sponsoring a student rally in conjunction with Designer's Saturday, which will begin Thursday, Oct. 5. All Designer's Saturday showrooms will be open to registered students on Oct. 5, and luncheon and a Chinatown



BOI's Lee Whittaker and Jan Lindell enjoy the antics of veteran actor Hans Conreid.

A
matter
of
taste



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Owens-Corning sound dividers. Designed so your design gets noticed. Not ours.

We don't expect people at work to appreciate the classic lines of our sound divider system.

They may not notice the handsome fabric covering. Or how beautifully the dividers fit together.

They may never see the electrical raceway hidden in the base or the shelf-hanging capability.

And they can't possibly know that their privacy comes from our special sound-absorbent Fiberglas* core inside each panel.

What they will notice is what really matters: the total landscape you've created.

For a free sound divider catalog, color selector, and booklet, "Speech Privacy in the Open Office," write T.E. Meeks, Owens-Corning Fiberglas Corporation, Fiberglas Tower, Toledo, Ohio 43659.

Circle No. 17 on reader service card

*T.M. Reg. O.-C.F. © O.-C.F. Corp. 1978

OWENS-CORNING
FIBERGLAS
TRADEMARK

**Editor selected
for honorary membership
on Educator's Council**

Richmond, Va. — CONTRACT co-publisher and Editor Len Corlin has been named an Honorary Member of the Interior Design Educator's Council. Membership is open only to those outside the field of education who have made outstanding contributions to the field, supporting interior design education and student projects.

**CRI board of directors
names 10 members
to ruling body**

Dalton, Ga. — The Carpet & Rug Institute Board of Directors announced five new appointments to the board: Al Gussin, president of Trend Carpet; Roy Jennings, president of Marlin Mills, Inc.; Robert McEntire, president of Executive Carpet Mills; and Ray Weddle, president of Wellco Carpet Corporation, Calhoun, Ga.



Field salespersons for Fixtures Mfg. Corp. bring their partners to quarterly sales meeting.

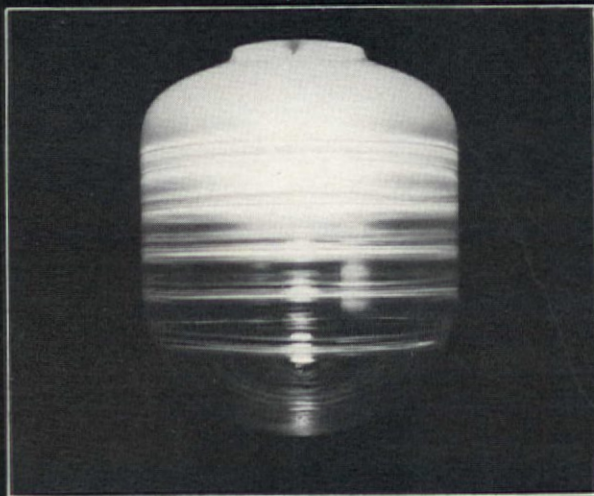
Five new members were also added to the Executive Committee: Edward Freedman, president of Sterling Carpets; Al Gussin, president of Trend Carpet; Herbert Harris, vice president, Purchasing & Licensing of Bigelow-Sanford, Inc.; Joe Maffet, executive vice president and chief operating officer of West Point Pepperell, and N. Laurence Nagle, president and chief executive officer of Commercial Affiliates, Inc.

**Quarterly sales meetings
in Kansas City
involves sales spouses**

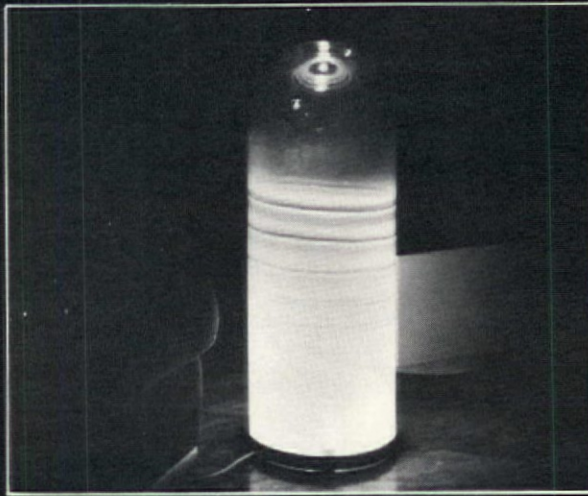
Kansas City — At Fixtures Manufacturing Corp. Field Sales personnel bring their wives and husbands to Quarterly Sales Meetings. Attendance, which is voluntary, allows partners to get involved with their spouse's work, as well as socialize with associates.

BARBINI

The Barbini Collection of handmade, Venetian glass lighting designed by Flavio Barbini. Imported to the United States exclusively by Lighting Associates, Inc.



BP201 Jama 18" high, 16" diameter. Hand-blown, varied intensity white glass in varied thicknesses of concentric rings. 1-150W.

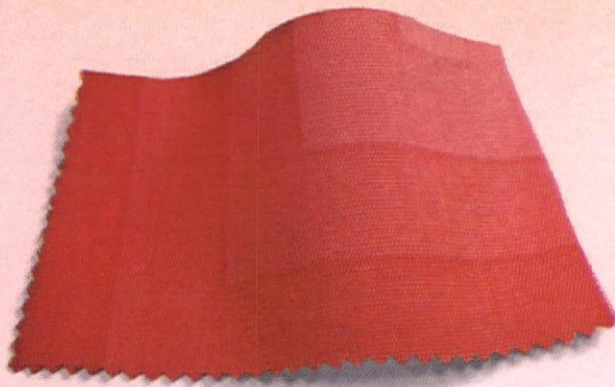


BF402 Bolla Terra 27½" high, 11" diameter. Hand-blown, varied intensity white and clear glass in varied thicknesses of concentric rings. 1-150W.

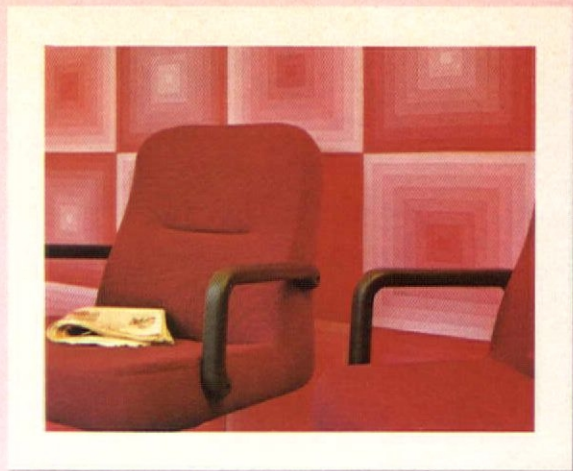
lighting
associates

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Or at:
Designer Products, Ltd., ADAC, Atlanta
Kneidler-Fauchere, Pacific Design Center, Los Angeles
Kneidler-Fauchere, San Francisco/Seattle/Denver/Portland
Waitman Martin, Inc. Oak Lawn Plaza, Dallas and Decorative Center, Houston
The Michael Roberts Collection, Chicago
Bob Sapan's 39 East Inc., N.E. 39th Street, Miami
Request catalog B



The draperies match the wallcovering...



...the wallcovering matches the upholstery.



Except Betty's blouse, everything matches...



...because her chair also matches the draperies.



A mellow match for bordeaux.



MIRA-X is unmatched in precoordinated home and contract textiles.

Enough said about bordeaux. We have more harmonies in every other color (with up to 50 hues in carpets and draperies alone!). MIRA-X's home and contract collections match not only colors, but also fabrics and designs. Discover good taste. And the unique advantages of a total coordination concept.

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NEW YORK: MIRA-X INTERNATIONAL, 246 East 58th, NYC 10022

CHARLOTTE, NC: The McClenney Company Ltd. **CHICAGO:** Milo E. Bloch & Assoc. **CINCINNATI:** William D. Johnson Assoc. **DENVER:** Perspective Unltd. **LOS ANGELES:** C.J. Welch, Inc. **MIAMI:** Carousel Designs, Inc. **MINNESOTA:** (Stillwater, MN 55047) Patterson Representation, Inc. **PHILADELPHIA:** Interior Space Coverings, Inc. **PORTLAND, OR:** Wayne Martin, Inc. **PUERTO RICO:**



(Hato Rey) Kroma Decorations
SAN FRANCISCO: C.J. Welch, Inc.
SEATTLE, WA: Seibel and Schy, Inc.
ST. LOUIS, MO: Belson & Belson, Inc.

Yes! I'd like to learn more about the MIRA-X collection. Please send me your 20-page color catalogue free (postage prepaid).

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 Company _____
 Street _____
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**Not new
but viable!**

**Krueger 6000 Series
fiberglass seating.**

Where have you seen such adaptability before? The fact is, you haven't! And there's nothing new about the 6000 Series either. It's just that we've never exposed you to its potential before.

Consider the possibilities: bugle, pedestal, stack, or side chair bases; pneumatically or mechanically controlled high-seat bases; beam-mounted modular seating, movable or floor-mounted; pedestal or beam-mounted school applications with tables or tablet arms. Fiberglass shells without upholstery; upholstered front and back, or front only with welt edge; or with seat cushions.

For more information on the viable 6000 Series, contact Krueger or showrooms listed below.



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New York 212/697-9565 · Boston 617/893-2752 · Philadelphia 215/666-9696
Indianapolis 317/788-4737 · Chicago 312/467-6850 · Dallas 214/823-4183
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POS*



DAVIS FURNITURE INDUSTRIES INCORPORATED/*PRIVATE OFFICE SYSTEM

P.O. Box 2065 High Point, N.C. 27261 Designed by Robert Bernard Associates

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“CRAFTIQUE”...another Patcraft winner!

“CRAFTIQUE” carpet is made of 100% Antron® III continuous filament nylon. The multi-level loop creates an unusual and intriguing design and the ten blendable colors complement any decor...any surroundings.

Here is a carpet that will add beauty...interest
...and years of perfect service to ANY place it
is used...homes...offices...ANY place you use it.

Du Pont TEFLON
carpet protector



MILLS INC.
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screens unlimited

by OS|



- Custom sizes and details are available
- Variety of edge details to choose
- Fire retardant fabrics in assorted colors
- Double Monocque constructed septum provides complete rigid construction
- Two layers of 1" thick fiberglass filler provide NRC rating .85 sound absorption
- Chrome base with leveling glides



Office Suites, Incorporated

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Showrooms: Chicago • Dallas • Los Angeles • Seattle • Salt Lake City

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**Competitions:
Sept. 7 is deadline
for IBD Competition**

• The 10th annual IBD Product Design Competition, co-sponsored by CONTRACT, is open to all manufacturers of contract and commercial furnishings and related items introduced within the past year. Winning entries will receive wide publicity, and their

designers and manufacturers will receive awards for design achievement. For information, write Institute of Business Designers, Suite 2705, 1350 Ave. of Americas, New York City, 10019. Deadline is September 7.

• The ASID/Mannington Award Competition has both a \$5,000 contract prize and a \$5,000 residential prize. For Information: Mannington Award, Box 1978, Salem, NJ 08079. Deadline is September 30.



**THERE'S MORE TO
CARPET STATIC
THAN THE SHOCK**

At best, carpet static is discomforting. It's annoying, disruptive and reduces staff efficiency. At worst, electrostatic build-up generated by walking on ordinary carpet often causes malfunctioning in EDP and other electronic gear. It can produce dangerous sparking—a hazard if flammable fumes or materials are present. But even in safer surroundings, static shock can be so severe that reaction to it might cause accidents.

**Specify Bekinox® Stainless Steel Fiber
or Bekitex® Static Control Yarn**

Blended into carpet pile yarns when they're spun, Bekinox stainless steel fiber has no equal in performance. Permanent, invisible, reliable, an average of only 0.2% by weight—of all kinds—staple nylon, acrylic, wool, polyester—guarantees static build-up will never reach troublesome levels. In continuous filament carpets, Bekitex static control yarn pre-blended of nylon and stainless steel fiber guarantees the same permanent, reliable performance. It works equally well in all constructions, accepts dyes and printing without problems and lasts for the life of the carpet.

**TO LEARN MORE, REQUEST A COPY OF
THIS BOOKLET...**
...or see the Bekaert insert in section 9.27/Be of Sweet's General Building File. For a copy of the booklet, address a request on your letterhead to:

BEKAERT
STEEL WIRE CORPORATION

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Offices in Akron • Atlanta • Chicago • Houston • New York • Toronto

Bekinox® and Bekitex® are registered trademarks of Bekaert Steel Wire Corporation.

Circle 23 on reader service card

**Upholstered furniture industry
sets voluntary program
to reduce flammability hazard**

Washington, D.C. — The upholstered furniture industry will implement a voluntary action program to reduce the product's flammability hazard from burning cigarettes, without waiting for approval from the U.S. Consumer Product Safety Commission.

The Upholstered Furniture Action Council informed the CPSC that it would proceed because of its belief that no bilateral agreement with the Commission would be reached.

Under the new program, all furniture produced to UFAC construction criteria and with rated fabrics will carry a tag indicating that the item is "engineered to reduce ignition by a burning cigarette."

**CMA appoints officers
for 1978-79
with Ernst as president**

Chicago — Contract Manufacturers Association has slated its 1978/79 board of directors. William F. Ernst of Ernst Assoc. takes over as President. Past president Melvin Blutter of Cohama Decorative Fabrics was made chairman of the board.

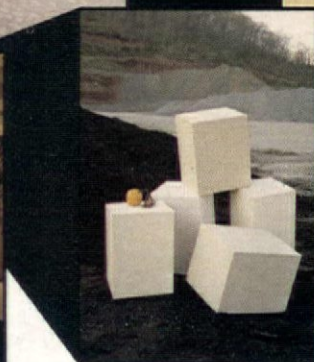
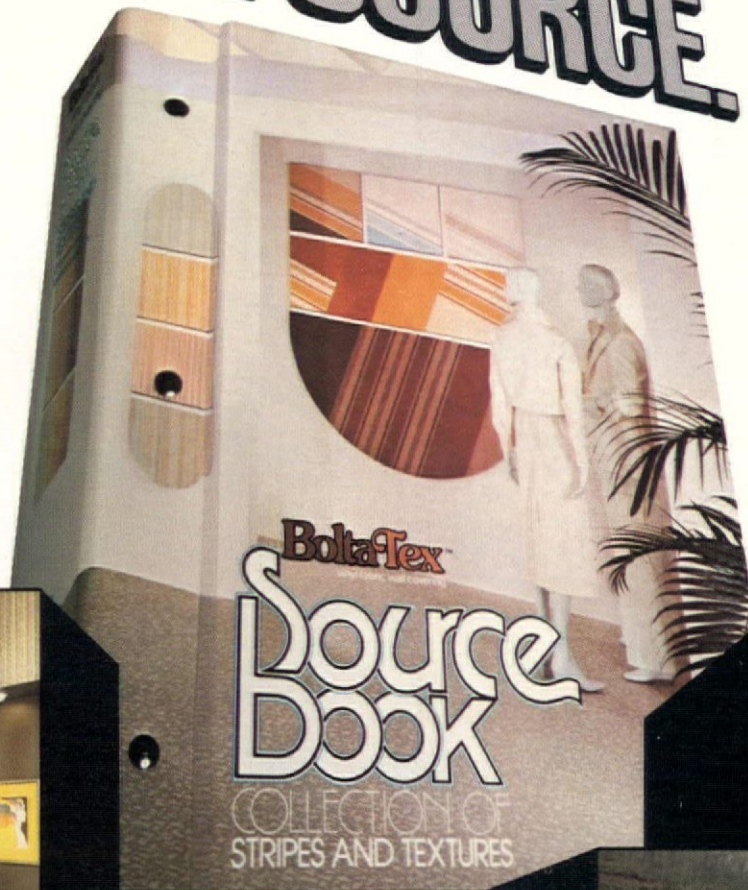
Vice presidents include: Robert Balonick, Marden Manufacturing; Alice Conner, Raphael Fabrics; Robert Quaintance, Myrtle Desk; and Jack Phillips, Romweber Co.

The new treasurer is Babs Lieberman, Coral of Chicago; secretary is Jackie Bergstrom, Gunlocke Co.

**Fabric fair
set for September
in Mid-West**

Chicago — A Mid-West Fabric Fair will be held September 21-22 in the American Mart with the Furniture Fabric Men's Association and the Mart as co-sponsors. More than 60 major mills will show their new lines, and displays will include almost every type of upholstery cover made. Invited are fabric-buying executives from the upholstered furniture manufacturing, contract furniture producing, and wholesale distributing fields; fabric buyers for recreational vehicle manufacturers, boating industry, and other specialty fabric users.

TURN TO THE SOURCE.



Inside this book, we've redefined what a vinyl fabric wallcovering collection should be. We call it The Source Book.

The Source Book...because it's a brilliant and innovative source of sophisticated stripe and texture design ideas for the architect, designer, and decorator.

The Source Book...because its high fashion melange of

A Resourceful Collection of Stripes and Textures.

stripes and textures offers strikingly beautiful design possibilities.

The Source Book...because this is where creative design begins. Turn to The Source.

To obtain your Source Book, contact your BoltaTex distributor, or write: Bolta Wallcoverings, Reading, Massachusetts 01867.

distributed by
REED
wallcoverings

Circle No. 24 on reader service card


BoltaTexTM
vinyl fabric wall covering

Cannell & Chaffin Commercial Interiors has appointed **Roger A. Klein**, ASID, to the position of Marketing Manager. He will direct the Business Development Division plus manage and coordinate interior design, architecture, and space planning projects.

Karen Randal (shown) has joined **Dow Badische Co.** as a Contract Carpet Consultant for the Chicago and Midwestern areas.



Randal

Stephen W. Brener, senior vice president of **Helmsley-Spear** and head of its Hospitality Div., has been named chairman of the Hotel/Motel Day's Program, an event in the 1978 International Hotel/Motel and Restaurant Show.

Falcon Products has announced two promotions: **Carole Glaser** has taken over as Advertising Manager, and **Penny Pitman** is the new Director of Marketing Communications & Design.

Albert J. Manz has been promoted to Sales Director of **McDonald Products Corp.** He will supervise the national sales team of eleven area managers.



Balmert, Lee

Richard P. Balmert has been named Executive Vice President of **United Foam Corp.** He takes charge of the production, sales, and finances of all the firm's divisions. The company also appointed **H.J. Lee** as Vice President of the newly created marketing office. He will be responsible for general products in all divisions of the firm's 26 plants.



Umemoto

Alycia Umemoto (shown) has been appointed Manager of Marketing Services for **Metropolitan Furniture Corp.** She will be responsible for the firm's marketing services and communications.

3M has named **Berkey K&L** as a national dealer for its computerized custom color murals.

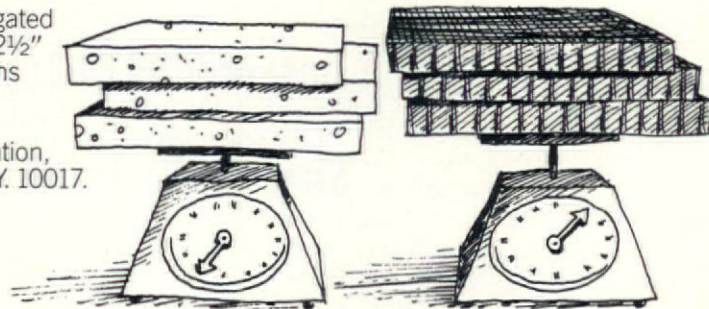
Couristan has opened a new showroom in Los Angeles at the Pacific Design Center, Suite 304, 8687 Melrose Ave., 90069.

COR-STAK[®], the revolutionary, low-density core material that can save you money 3 ways.

3. SHIPPING It's a matter of weight. The lighter something is, the less it costs to ship. Like Cor-Stak core material. A cubic foot weighs 6 pounds, while a cubic foot of particleboard normally exceeds 45 pounds. It's easy to see that a laminated panel with a Cor-Stak core can materially reduce your freight costs... whether shipped as a component or in a finished piece of furniture.

Whether you face Cor-Stak with plastic laminate, wood veneer, hardboard or plywood, you get a strong, rigid, laminated panel with a high strength-to-weight ratio. Perfect for furniture, partitions, doors, dividers, movable walls, screens, shelves, display panels, store fixtures and all kinds of millwork.

Cor-Stak, made with corrugated fiberboard, is available in 1" to 2½" thicknesses in widths and lengths to order. For more information and a sample, write to Don Meckert, Westvaco Corporation, 299 Park Avenue, New York, N.Y. 10017.



Westvaco

VISIT BOOTH EH-600, INTERNATIONAL FAIR.

Circle 25 on reader service card



WE MAKE DESIGNER II FOR EVERY KIND OF ORGANIZATION.

RUBBERMAID COMBINES BEAUTY WITH EFFICIENCY.

No matter what the business operation may be, Rubbermaid's Designer II is just right for every desk.

Recently cited by *Industrial Design* magazine "For Excellence of Design," this superb collection helps make organization of any desk a simple task. Each individual piece has a rich, heavy feel—plus strong, seamless Rubbermaid construction for a look that will remain contemporary for years to come.

And now Rubbermaid introduces a brand new Designer II ashtray that's specially made to resist stains and mars.

And it won't scratch desk surfaces either.

Designer II is available in contemporary orange, smoke, dark brown, black, sand, or classic black and

walnut—and is ideal for today's look in interior landscaping. Not only will it fit beautifully into every decor, but best of all, its moderate price structure will fit into virtually every budget. For example, two letter trays with risers retail for under \$12.

For more information on this exciting line, see your Rubbermaid distributor, or write us at Winchester, Va. 22601, phone (703) 667-8700.



RCP
RUBBERMAID
COMMERCIAL
PRODUCTS INC.

1978 PRODUCT DESIGN COMPETITION

PRESENTED BY **IBD** IN COOPERATION
WITH

A Gralla Publication

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

PURPOSE:

To Recognize exceptional design achievement in Contract and Commercial furnishings and related items of manufacturers and their product designers.

OPEN TO:

All manufacturers of Contract and Commercial furnishings and related items introduced within the past year.

RECOGNITION:

Manufacturers and their designers each will receive awards and the winning products will be widely publicized

DEADLINE FOR ENTRIES:

September 7, 1978 Institute of Business Designers
Suite 2705
1350 Avenue of the Americas
New York City 10019 • (212) 586-4222

RULES FOR ENTRY

1. Only products designed for contract use that have been offered for sale from September 16, 1977 are eligible. Entries are not limited in number. No entry may win more than one award.
2. A completed entry form must accompany each design submitted to IBD National Headquarters, Suite 2705, 1350 Avenue of the Americas, New York, N.Y. 10019. Submissions in Categories G, J, K, L and M must be actual samples. Photos to show design scope (repeat and scale) are to be mounted on an entry board.
3. Manufacturers and designers may enter as many categories and designs as desired. A check for \$50 shall be submitted to cover special handling of each entry.
4. The winners will be announced and presented at our Annual IBD Awards Dinner in New York Oct. 6th (Designer's Saturday weekend). Details to follow. Winning entries will be featured in the November issue of Contract Magazine. Grand Prize winner will be shown in color on the Front Cover.
5. IBD and Contract Magazine are not responsible for lost or damaged designs submitted, either through fire, theft, or any other cause, in transit or on location at its own or any other address where the designs may be judged or exhibited.
6. IBD and Contract Magazine reserve the right to exhibit individually or collectively for the period of one year the award-winning designs at its own or other address that may be included in a circulating exhibition tour.
7. Advertising and publicity on winning designs following the initial announcement of the award winners must be confined to and specifically referred to the winning design. No publicity is to be released by a manufacturer or designer of an award-winning product prior to IBD's release date. Date to be determined
8. Deadline for receipt of entries is September 7, 1978.

IBD RULES AND REGULATIONS OF IBD PRODUCT DESIGN COMPETITION

IBD and CONTRACT Magazine wish to recognize design achievement for all products used in Contract, Commercial, and Institutional interiors. In this way we wish to show our appreciation to the manufacturers who are helping us maintain a high level of design.

THE AWARD CATEGORIES ARE:

A. CASE GOODS	Any wood or metal unit such as a desk, table, storage unit, or combinations of both for Contract, Commercial, and Institutional usage.
B. OFFICE LANDSCAPING SYSTEMS	Any system, wood, metal or fabric covered.
C. SPECIAL EQUIPMENT	Partition systems, screens, mechanical equipment, etc.
D. CHAIRS	Any seating that is designed specifically for office or conference room usage.
E. LOUNGE FURNITURE	Lounge or reception, modular, group, individual, series, etc.
F. SPECIAL SEATING	Multi-purpose (stacking-ganging, folding, etc.) Special Usage (Hospital, Geriatric, Restaurant, etc.)
G. FABRICS	Drapery, casement, upholstery, natural or synthetic materials such as vinyl or leather.
H. DESK & OFFICE ACCESSORIES	Desk-top units, wall plaques, ceramics, clocks.
I. LIGHTING	Lamps, lighting fixtures or systems, etc.
J. WALL COVERINGS	Wallpaper, wall paneling, vinyl coverings, ceramic tiles, etc.
K. FLOOR COVERINGS	Carpet and Rugs
L. FLOOR COVERINGS	Hard surface flooring, resilient ceramic tile, wood, etc.
M. LAMINATES	Metal or plastic for vertical or horizontal surfaces.
N. GRAPHICS	Art-Signage-Sculture-Graphics

Gold awards will be presented for the outstanding product winners in each product category of the competition. At the discretion of the judges, silver awards will be made in each product category as well. An overall award will be made for the outstanding product design of the year. In the event of a tie, both will receive the same award.

ENTRY FORM

Forward To:
INSTITUTE OF BUSINESS DESIGNERS
 Suite 2705
 1350 Avenue of the Americas
 New York, N.Y. 10019

Category: _____

Product: _____ Designer: _____

Date product first introduced on market: _____

Manufacturer: _____

Address: _____

City, State, Zip: _____

Name of individual submitting entry: _____ Phone: _____

A CHECK FOR \$50 MUST ACCOMPANY EACH PRODUCT ENTRY.
 (Entries Must Be At IBD National Headquarters by September 7, 1978)

ENTRY SPECIFICATIONS

All entries must conform to the following specifications:

1. Entries shall be 8"x10" black and white photographs of the product, two views to an entry, mounted on either white or black artist's matte board (20"x24") plus 2 additional unmounted black and white 8"x10" photographs. Please do not deviate from size requested.

2. A typewritten description of the product, not to exceed 750 words, should be mounted as indicated on the illustration. **No information** to indicate to the judges the identity of the manufacturer, designer, or product name should appear on the front or back of the presentation. If identification appears, the entry will be disqualified from the Competition.

3. At the top, right corner of the board indicate the Category (by letter A, B, C, etc.) you are entering.

4. The following items must be placed in a plain, sealed envelope attached to the back of the board:

1. The name of the manufacturer, designer, product
2. Two or more 35MM color slides of the product for publicity purposes
3. Additional product information (catalogues, photos, etc.)

5. Decisions by the judges are final. Winning entries become the property of the Institute of Business Designers and Contract Magazine.

Workstations adapt to office technology

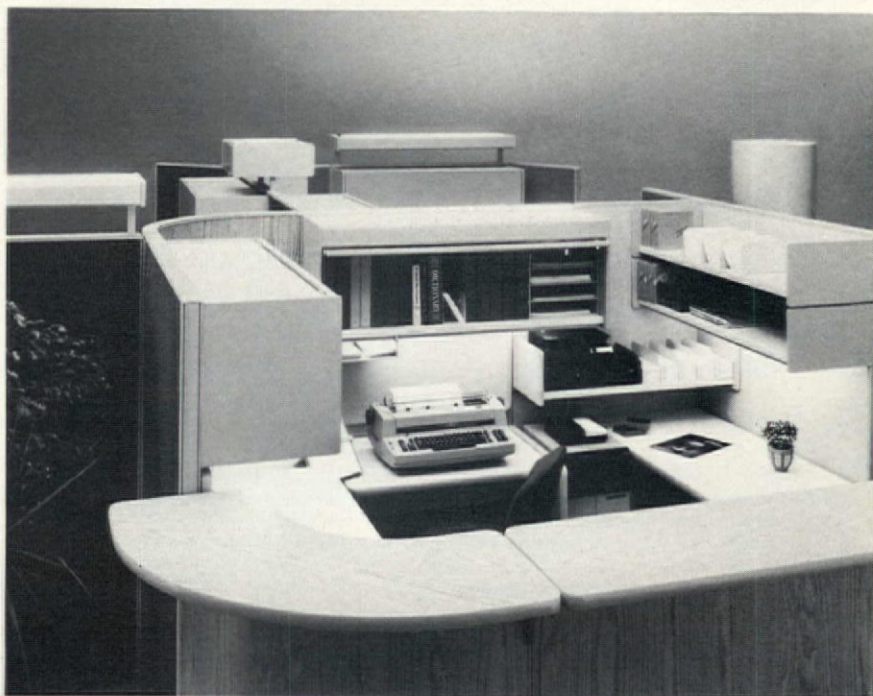
Word processing areas are among the types of flexible modules now being engineered into the design of workstations by **IKD-Haws Corp.** Stations are created for specific functions, yet made flexible enough to adapt to changing office technological needs and developments. Surfaces and hang-on components are compatible with the esthetics of existing components, yet designed to increase productivity and efficiency.

Circle No. 201.



New lighting system illuminates the open

TriAmbient Lighting, a three-part, indirect, ambient lighting system for the open office, has been developed by **Haworth Inc.** It is designed to complement the firm's UniGroup panel and component open plan furniture system, and it includes: panel-mounted fluorescent, panel-mounted high intensity discharge (HID), and free-standing HID fixtures. The combination is designed to provide application flexibility. **Circle No. 202.**



St. Timothy seating makes contract debut

Long-time residential seating manufacturer, **St. Timothy Chair Co.**, showed its first collections of contract seating at NEOCON X. The line includes traditional and contemporary style love-seats and sofas, and several styles of chairs and benches. Swivel chair (left), for desk or occasional use, has Pirelli webbing and a chrome-plated swivel base that moves on ball casters. Upholstery options range from solid wool fabric to textures, stripes, and vinyls. **Circle No. 200.**

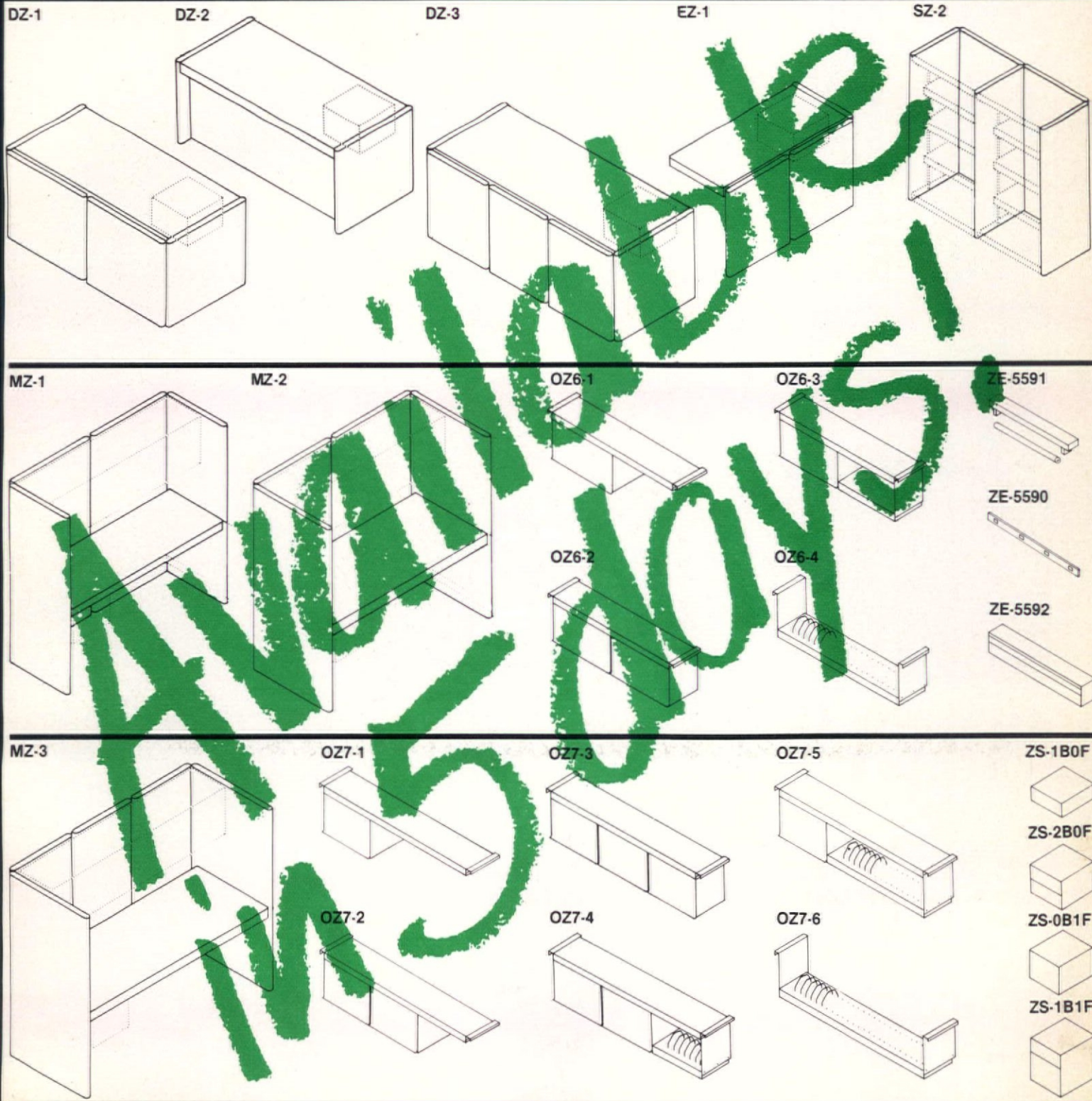


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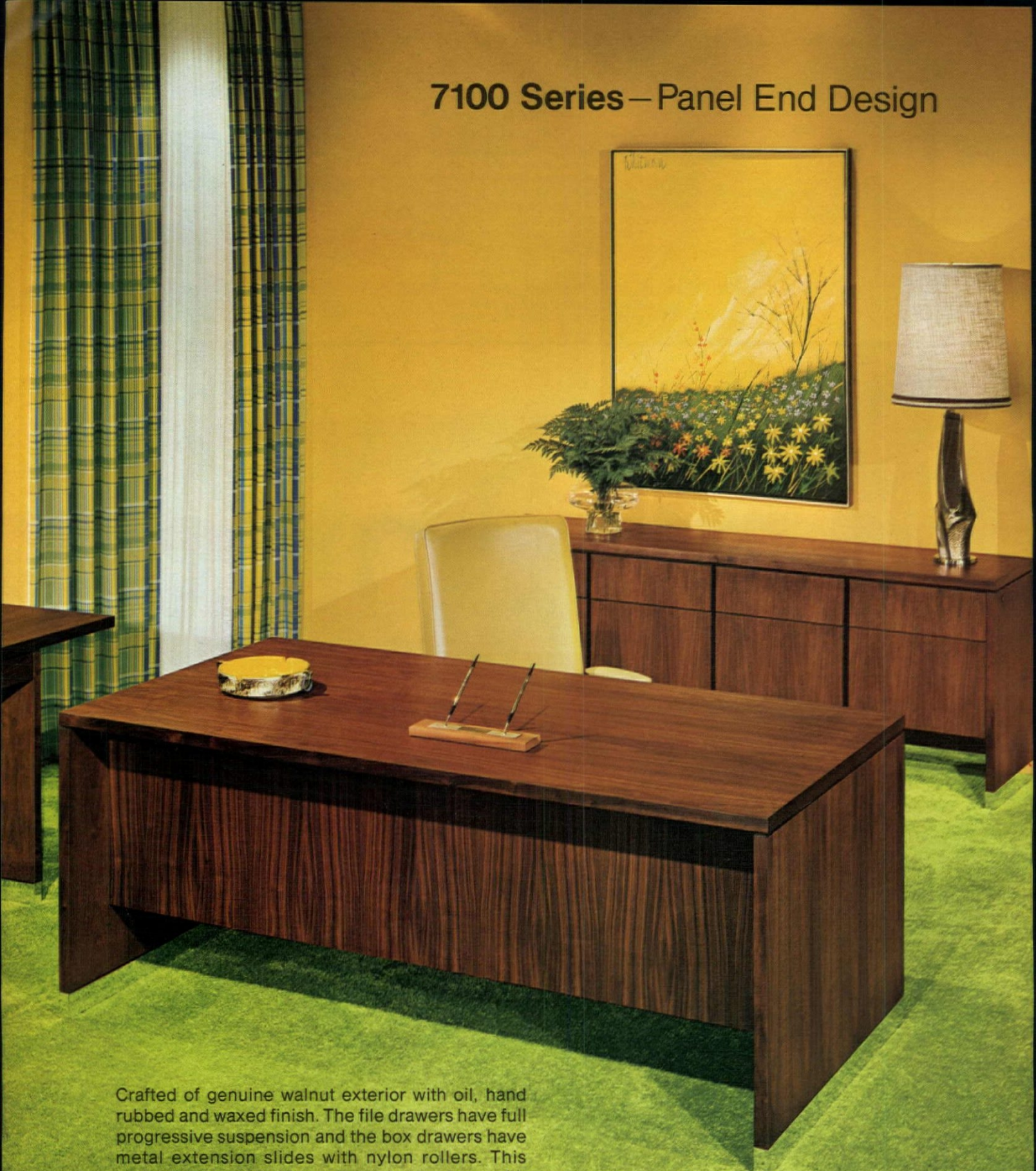
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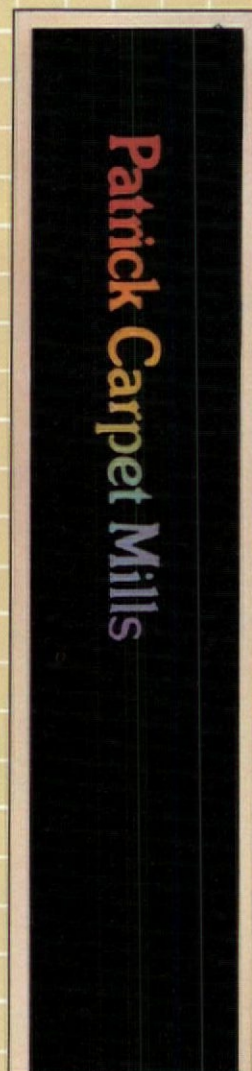
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1978



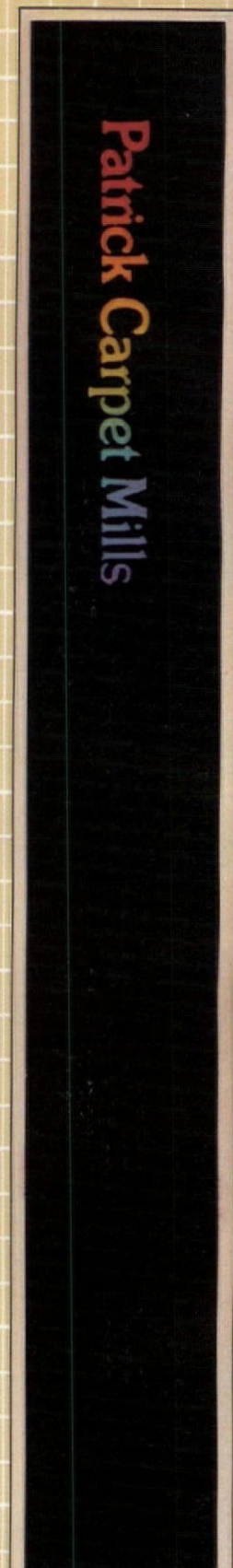
1979



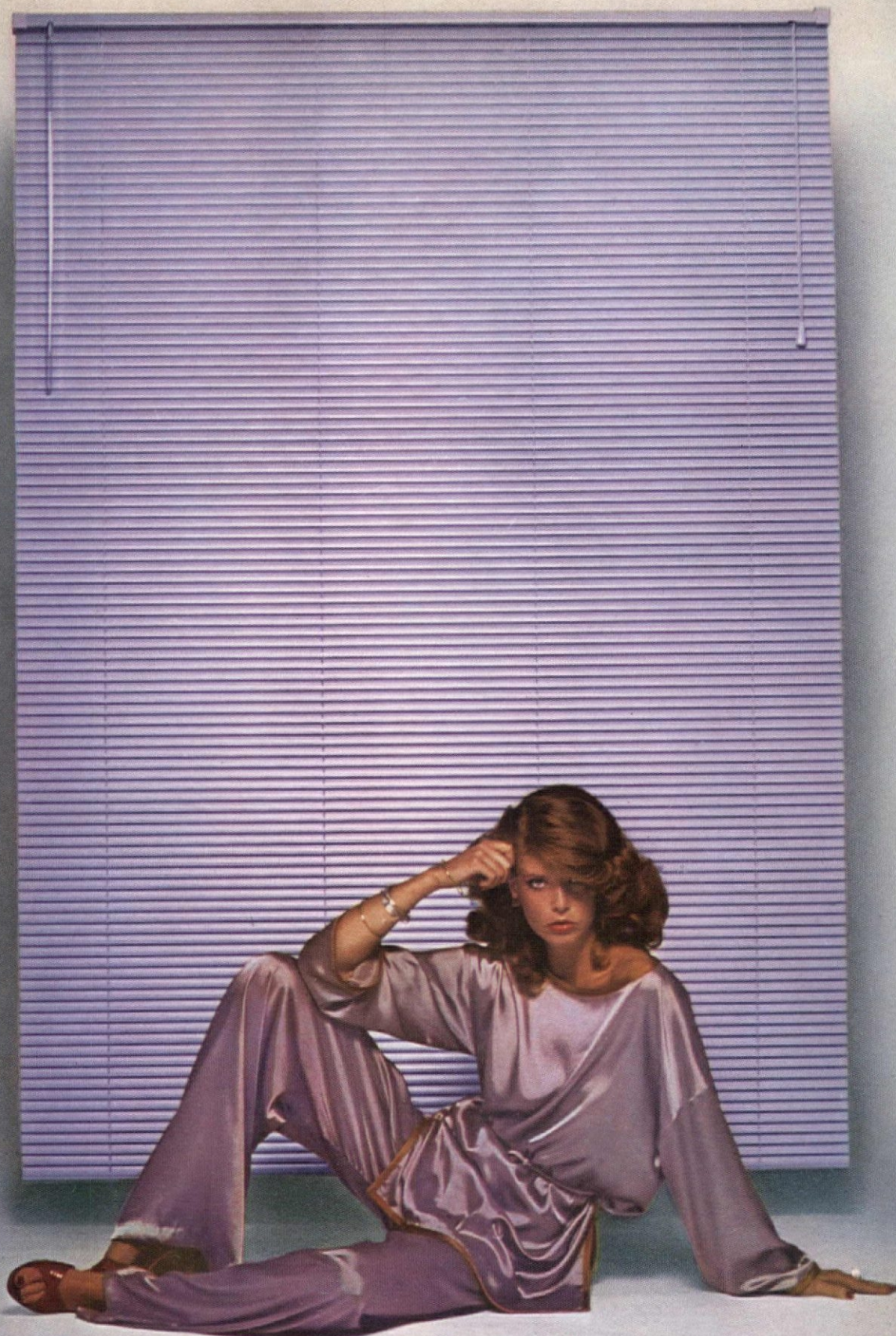
1980



1981



1982



There's nothing like the feeling of owning an original.

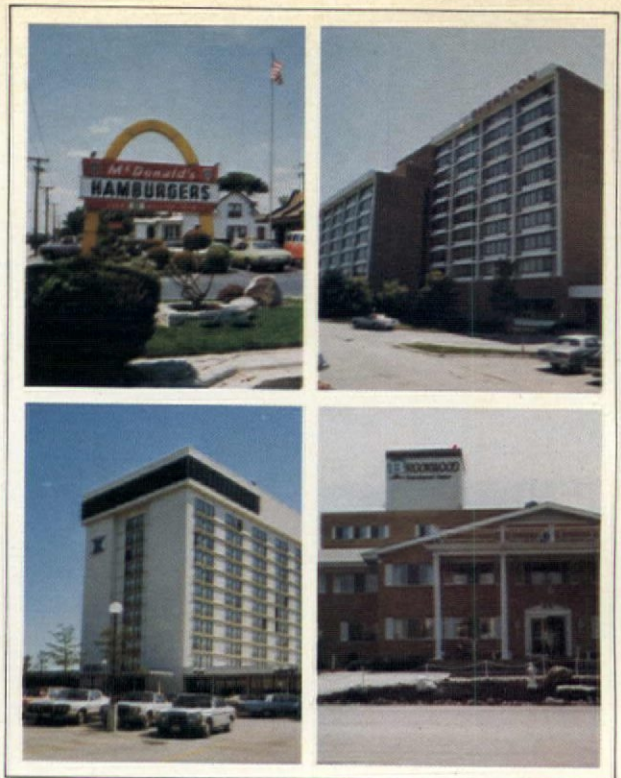
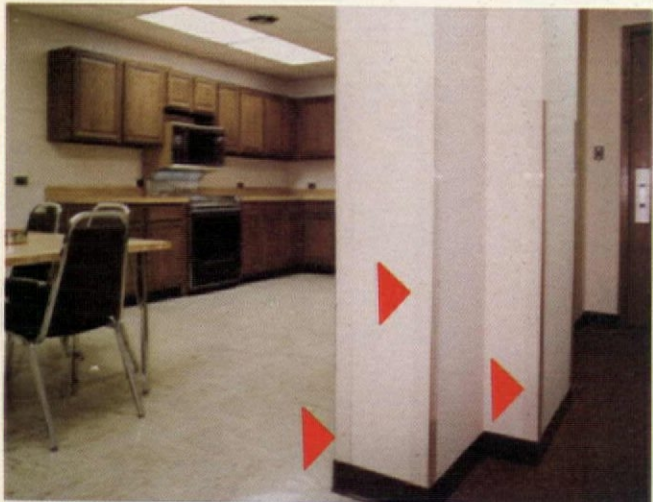
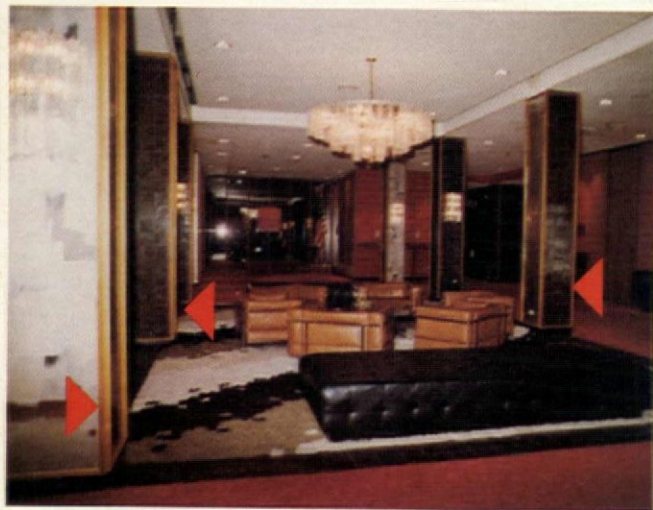
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Equipment in workstations at Citicorp's remodeled Operations Center is powered by unique umbilical floor outlet. Article starts p. 66.

REMODELING MARKET SETS RECORD PACE, TO REACH 50% BY 1980

When new commercial building starts declined in the mid-seventies, architects, designers, and their clients turned to existing space to answer planning needs. While remodeling always was an option, the excitement of creating new buildings inside and out held a challenge that both designers and clients preferred. With the shrinkage of new building starts, however, the design community was forced to test its mettle on existing buildings. Some had to be gutted, layout schemes had to adjust to preset forms, and cosmetic treatments had to cover up structure anomalies.

Today, remodeling is fast approaching half of the contract furnishings and design market. Many industry authorities feel it will be at least that by the turn of the decade, notwithstanding an upsurge in new building starts. Supporting this forecast is a recently completed survey of NEOCON participants by CONTRACT in which all categories of contract jobs by respondents averaged almost 49 percent remodeling work.

That is why we are devoting the bulk of editorial coverage in this issue to remodeling. Directed to corporate facility planning executives as well as interior designers, CONTRACT provides a cross-section of unusual design problems and solutions that deftly combine esthetics, efficiency, and long-run economies for the client. We are confident that readers will find information that will prove useful in their own remodeling plans.—**THE EDITORS**



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CITIBANK REMODELING PUTS FACTS AT FINGERTIPS

CRT, minicomputer data retrieval office of future created by Interior Facilities Associates, New York City, for bank's Wall Street Operations Center

A paperless, automated office system of the future is here today. It is alive and working well in 10 floors of one of New York City's largest and most progressive banks with about \$50 billion in deposits—Citibank.

The system is located in 10 floors of about 300,000 sq. ft. of space in Citibank's "back office" building at 111 Wall Street.

Bank executives talk about its flexibility and longevity. Bank customers marvel at its efficiency at getting them needed information fast. Rank and file employees remark about its comfort and ambience. And Robert Orlando, Executive Vice President of Interior Facilities Associates, Inc., New York space design firm, talks about all three.

Umbilical tether

His company was in great part responsible for development of the system, together with the bank's own experts with whom he worked so closely.

Heart of the system is a unique "umbilical" cord that enables a variety of power and communication plugs to be shifted on an eight-ft. diameter tether for maximum open plan flexibility during layout changes.

"That positioning," says Orlando, "reflects a greater flexibility in this remodeled space. Minicomputers can be shifted from position to position on any floor and even from floor to floor, with disruption, if any, kept to an absolute minimum."

Complex revamp in weeks

Use of minicomputers is part of the bank's redesign for future operations, as well as improvement in current efficiency. The minicomputers are the basis of several different types of multi or single unit management work stations (MWS), which are automated means for a manager and secretary to create, transmit, receive, and read information via cathode ray tube (CRT) terminals. This puts the entire data universe of the bank within arm's length of the executive or lower level employee.

Documents are filed on hard discs or tape, eliminating the standard space-consuming file cabinets. Records and files are on microfilm for short term storage and in digital form for the longer term.

While management of the bank and computer specialists designed the basic concepts underlying the system, Orlando's space planning firm shaped the environment in which the minicomputers and people are interfaced.

IFA's design created so much flexibility that an entire floor of the oper-

ations center can be completely revamped in weeks, rather than months of labor-intensive work. In conjunction with Bolt, Beranek & Newman, communications consultant; Lehr Associates, an engineering consulting firm; and Citibank, IFA installed standardized furniture, partitions, air conditioners, and auxiliary equipment. On premises storage of expansion items (furniture, partitions and so forth) also will eliminate uncertain delays between purchase and delivery, when changes are made.

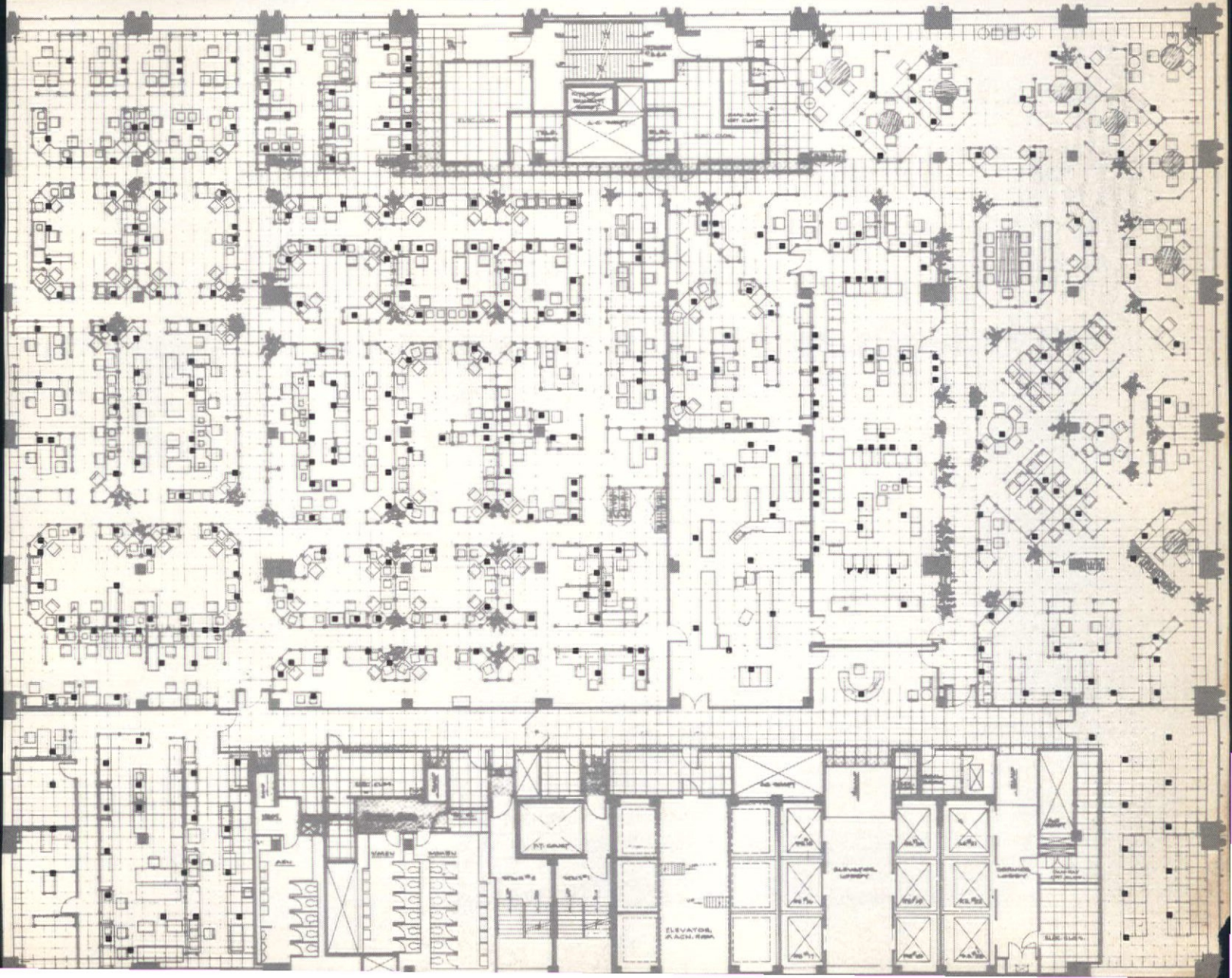
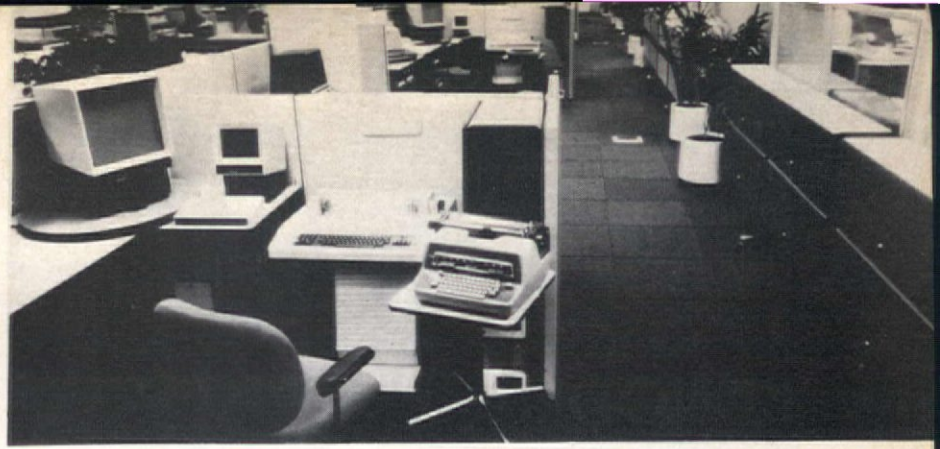
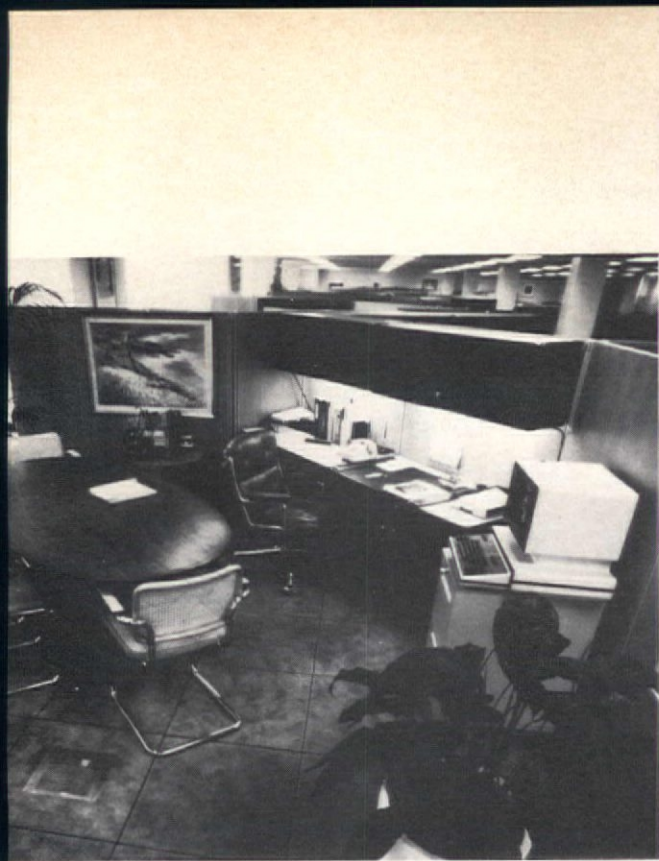
"Minicomputer work stations," says Orlando, "normally are not something one just plugs in and turns on. In order for the work stations to interface efficiently with personnel and flexibility requirements, a new environment had to be designed.

"Because of numerous problems, such as the need for supplying chilled water, a result of changes in air conditioning requirements caused by the minicomputers; changes in human work space requirements; the need for movable, multi-purpose electrical facilities; and elimination of certain office furniture, such as filing cabinets, this special environment had to be designed from square one."

To create needed easy access to high and low voltage wiring, CRT lines, the chilled water, and telephone lines, a standard raised computer floor was installed nine inches above the normal floor line.

"While that is nothing unusual,"

Power and communication plugs are incorporated into single service hatch (left) that is tethered on an 8-ft. umbilical chord for easy shifting as floor plans change. Acrosspage: Executive office (top left) is typical, employing CRT for fast retrieval of information. In the open plan. Work stations (top right) utilize all sorts of electrically powered machines requiring a variety of voltages and plug arrangements. In the computer room (center right) another service hatch is shown ready to be tapped at will as machines are moved. Floor plan shows grid of service hatches.





Umbilical cord permits equipment shifts

comments Orlando, "the innovation arose in the placing of these grouped facilities under the floor on eight-foot, tethered centers and on a flexible eight-foot radius. We incorporated them into a moveable 2-ft. by 2-ft. computer tile in a specially designed service hatch that permits placing of equipment virtually anywhere on the floor.

"The umbilical cord makes it practical and economical to simply shift the service hatch around to provide service points very close to or directly under machines or work stations, regardless of layout or how often such layout may be changed."

When not in use, the service hatches simply are closed and used as an ordinary computer floor tile. When closed, no projections remain and chairs and other furniture may be drawn back and forth over them without interference.

Each floor holds at the present time up to 10 minicomputers and can be serviced by more than one service point, as the result of the tethered "umbilical."

The existing ceiling, at 8-ft. 6-in., was reduced to 7-ft. 9-in. as a result of raising the floor 9-in., an efficiency-producing swap that Citibank says was well worth the investment.

Chilled water necessary for cooling the minicomputer-generated heat is pre-installed under the raised floor, together with the drain and the return. Citibank simply locates a water-cooled air conditioner at any spot, plugs into the proper outlet, and spot cooling is produced. The hatch has a small door flap that lifts and allows electrical and signal wire to pass through the hatch cover to get plugged in.

Pre-engineered system

How does the new system compare to what normally has to be done to make a change? Orlando answers: "If a change had to be made under normal conditions, a layout would have to be drawn to show existing electrical outlets and new ones that might be needed. If existing outlets were in the way, they would have to be indicated on the plan as needing to be capped. New outlets would have to be drilled into the slab to get into the underfloor duct system. Drawings would have to be issued, contractors would have to bid, an electrician hired—all very time consuming and costly.

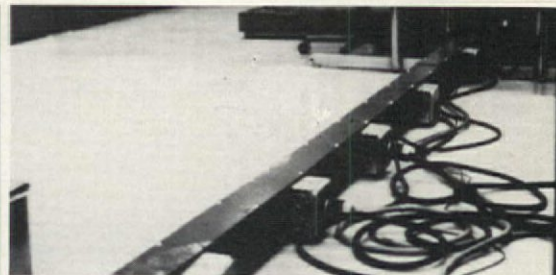
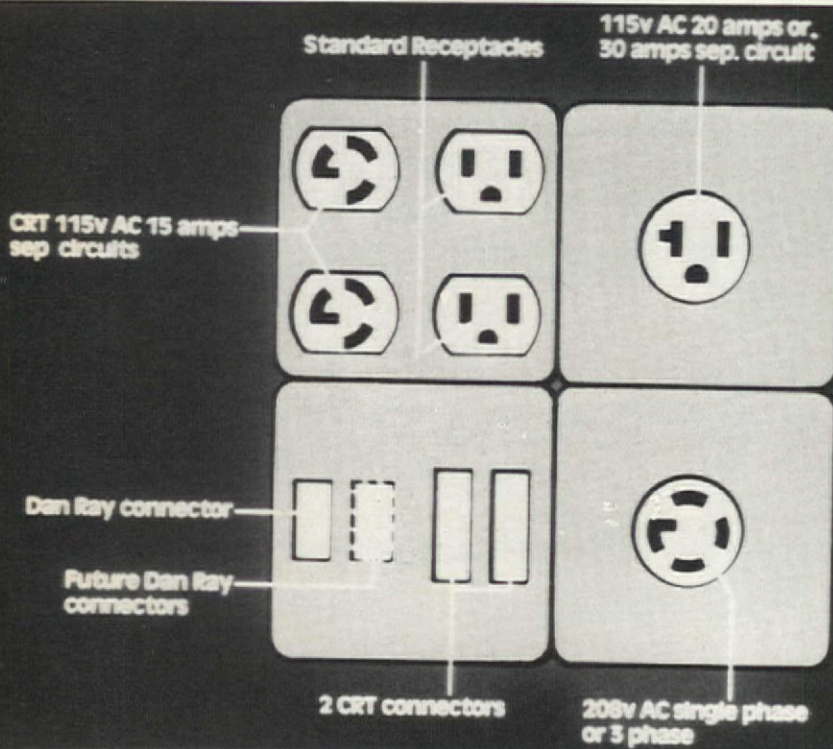
"Now, all that work is done in advance—pre-engineered, so to speak. One simply installs anywhere. And, of course, the Herman Miller System

modular furniture and partitions provide additional flexibility, so that the entire 10 floors are like an organic, living environment that is controlled by a master brain—the bank."

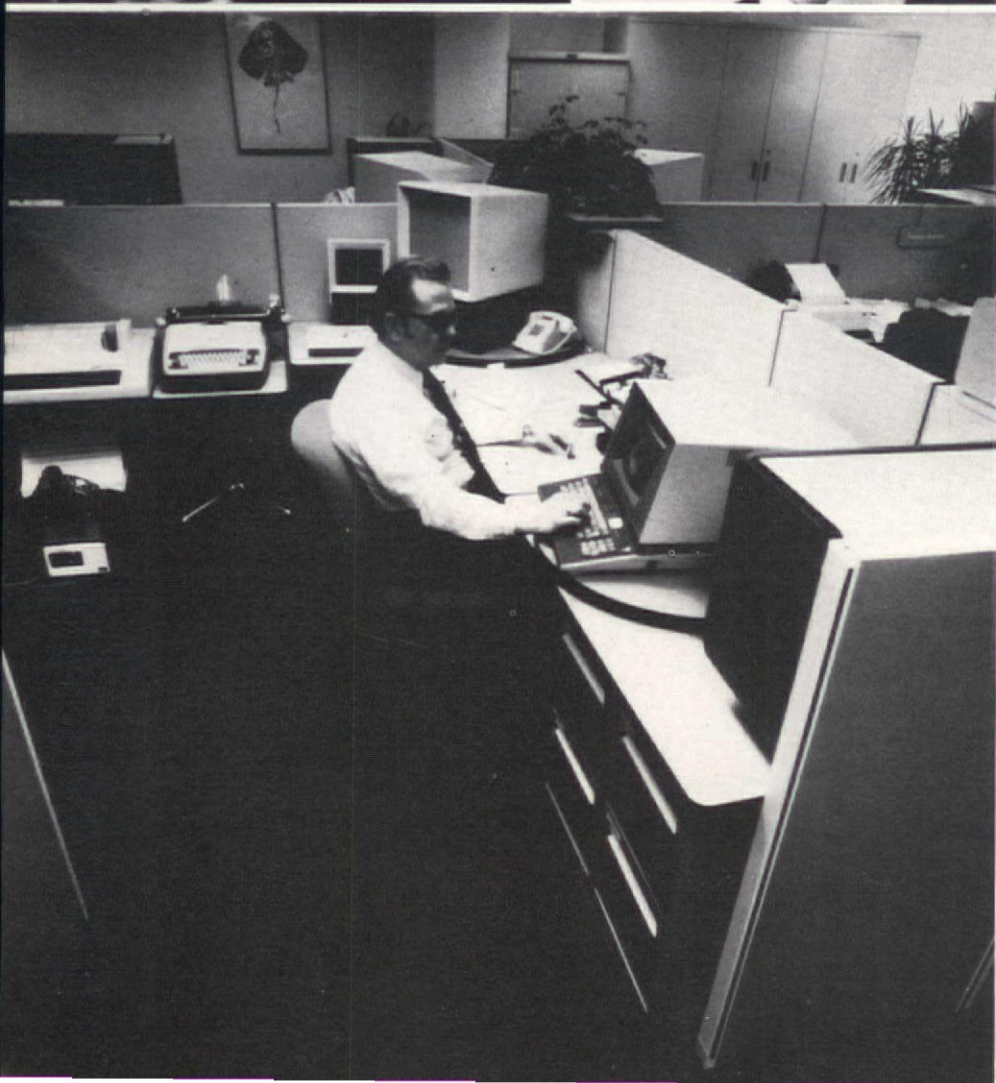
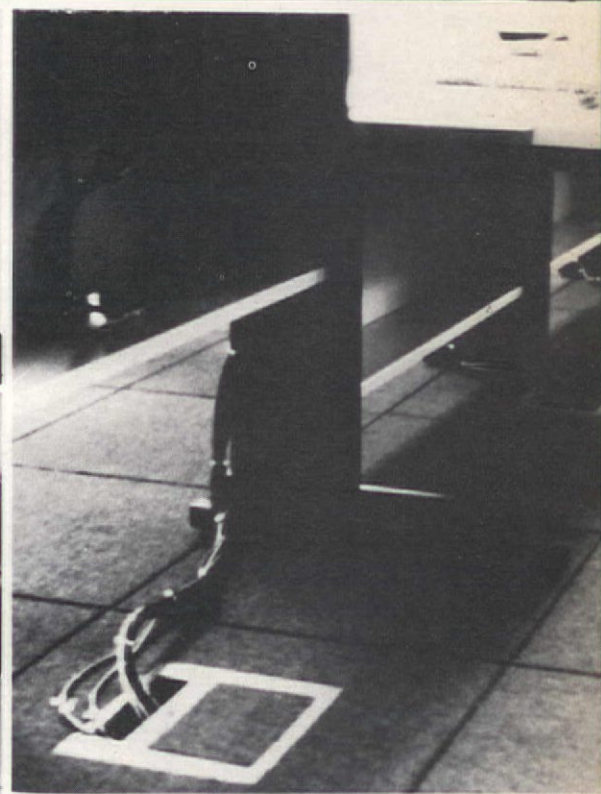
One of the biggest benefits has been the drastic reduction in paper generation, 90% of which is generally internally created. The computer/microfilm system encapsulates it all, displays it when needed at the punch of a button.

As for the future, Orlando says, "We don't know what the future has in store, so we have created an environment that will respond to change. But the environment also incorporates color-coordinated floor designs, acoustic ceilings, and other amenities of today. Working environments are functional, attractive, and far more pleasant and morale-building than the old-fashioned 'bullpens' that typified office design in pre-open plan days."

For what period of time into the future was the Citibank operations center created? "Citibank executives would like to think it was forever. But they and we are realistic, and we are hoping that the future will mean improvements in equipment that will reduce heat requirements and mean less special electrical arrangements. We think this arrangement is viable for at least the next 10 years, depending on what equipment is created. As for beyond, we don't know. The bank is only concerned with the foreseeable future for now, and, consequently, so are we." □



Wide variety of receptacle types incorporated into typical service hatch accommodates every type of electrical need for today's office and the foreseeable future. Note Dan Ray connectors and provision for future additions to system, as well as standard receptacles, CRT connectors, 115v 15 and 20 amps or 30 amps circuits, as well as 208v AC single phase or three phase outlet. Typical outlet configuration before remodel is shown above, with tangle of wires.



Wall Street Operations Center of Citibank (top left) was remodeled to accommodate the automated office (left) with everything needed for information management today and for the foreseeable future. Even reception area (top right) has provision for power as layouts of floor change. Typical computer hookup (above) repeats itself throughout for maximum flexibility. "Minicomputer work stations," says Robert Orlando (center), Executive Vice President, Interior Facilities Associates, "normally are not something one just plugs in and turns on. In order for the work stations to interface efficiently with personnel and flexibility requirements, a new environment had to be designed."

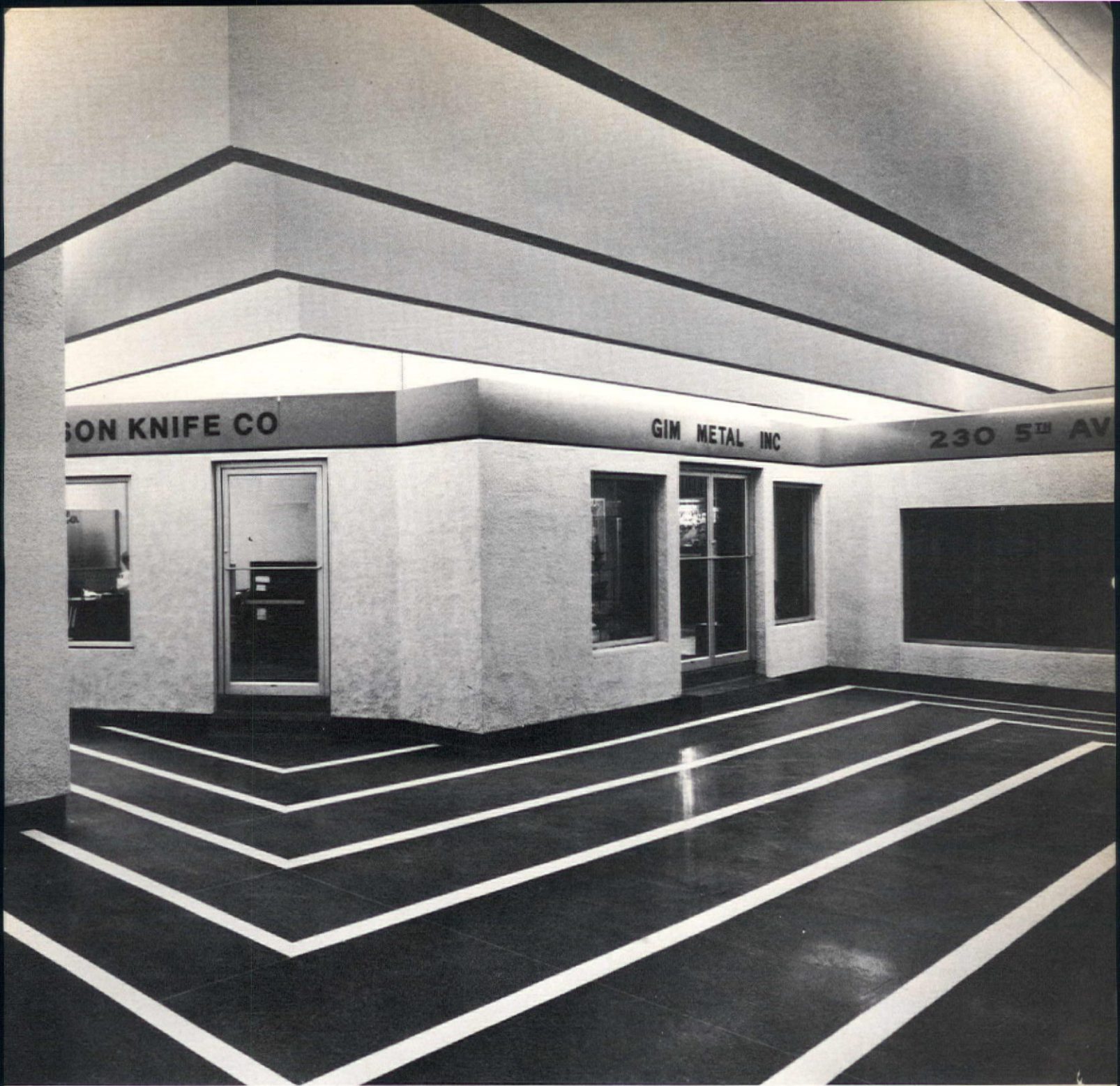
230 FIFTH AVENUE GETS INNOVATIVE LOW BUDGET REMODEL



Lighting & Accessories Center sought smart lighting image in awkward public spaces and got it from Architect Arnold Syrop with use of four-foot-deep Firecode 60 sheetrock baffles that zig zag throughout

Tenants in the 230 Fifth Avenue Lighting & Accessories Center, New York, had a host of special requirements and limitations, in addition to a strict budget, when they approached Arnold Syrop, architect, to redesign and renovate the building's interior concourse.

They wanted the arcade and lobby to reflect the building's function, so lighting was the primary consideration and proposed focal point of the re-



modeling. The space itself presented problems. It is a long corridor, with a slightly expanded width at the entry on the Fifth Avenue side, that then winds around a corner and through to Broadway, the parallel avenue.

Tenants hoped for a public scale walkway in this narrow elevator area and path. Floors and walls needed revitalizing. Showrooms off the concourse needed to be highlighted, yet tied in with the concourse design, and

then provided with uniform graphics.

"Budget restrictions," Syrop says, "necessitated our using standard, low-cost construction materials throughout. The budget was approximately half that for comparable projects then being completed in new buildings."

The primary solution was the use of four-foot-deep Firecode 60 sheet-rock baffles that hang from the ceiling. They are arranged in a zig-zag pattern

over the elevator areas at both entryway sides of the building, and continue, in straight parallel rows, into the open area of the space. Mirrors, also four-feet deep, line the walls at the top of the space to give an illusion of expansion and create a floating feeling for the ceiling forms.

Chandelier effect

Linear fluorescent cove sources at the top of the walls provide indirect

230 FIFTH AVENUE

Ceiling design echoed on floor

lighting on the ceiling and along the straight fins of the baffles as grazing light, producing what Syrop describes as "the effect of a gigantic chandelier."

A continuous plastic-laminate strip runs along the wall from Broadway to Fifth Avenue, providing accent to the linear design above and unifying the names of the companies in showrooms off the arcade. "Previously, the signs were in numerous styles at various sizes," says Syrop, "a visual chaos." The laminate strip provided uniformity at low cost.

An abstract graphic sculpture, designed by the architect in a matching finish, was placed on the Fifth Avenue entryway wall to act as a counterpoint to the strip. Showroom windows and doors were replaced with aluminum narrow stile storefront material for more design unity from the concourse.

The ceiling design was echoed on the floor pattern and the existing floor was covered with a ¼-in. thick polyacrylate terrazzo pattern flooring in terra cotta color with cream-colored stripes to repeat the parallel lines of the ceiling baffles.

"This thin set floor," explains Syrop, "permits maintenance of existing floor elevations with small adjustments to saddles at the showroom and elevator doors. No demolition of the existing floor was necessary, which eliminated the expense, dust, and dirt that usually accompanies such work."

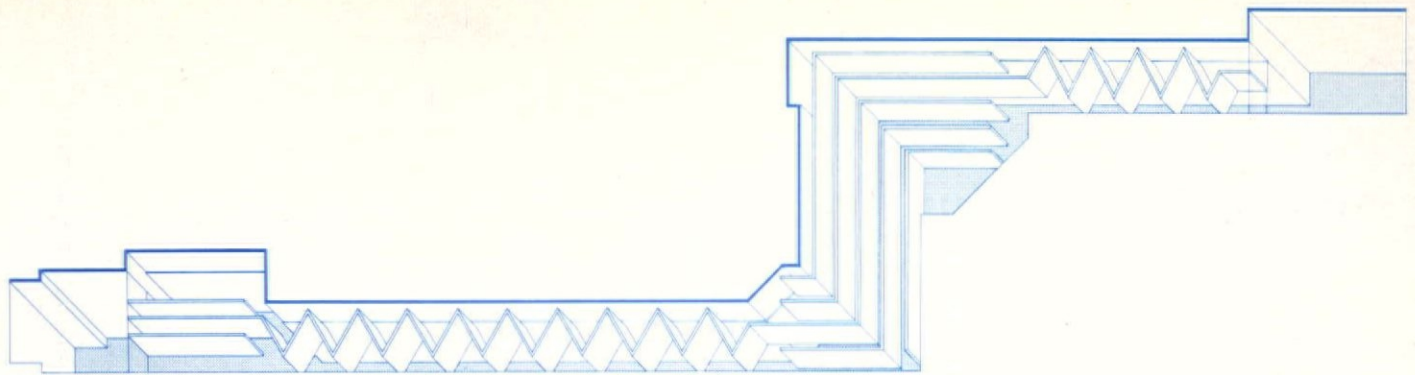
Existing walls replaced

Installation was done in stages, with divider strips used on the floor to avoid disruption of traffic. Ceiling work was done on scaffolding, while pedestrians circulated freely below.

Existing walls were cracked and stained marble. Complete replacement was required. "The client wanted a high level of design," says Syrop, "to keep the building competitive with new showroom structures that were being built in the vicinity. Yet, the budget would not cover the costs of new, more durable, low-maintenance materials. He suggested we use a material that offered a low initial cost and could be 'refreshed' each year with cleaning or painting."



FIFTH AVENUE



BROADWAY



photos by Alexandre Georges

The architect furred out and sheetrocked the existing walls for simplicity and economy, then applied a bonding agent to the sheetrock. That was covered with a cementitious binder and matrix, and white marble chips were inserted in the material before it hardened to provide texture.

"That texture has helped keep hands off the wall," Syrop points out. "Painting or washing will be required every few years, since atmospheric

grime collects on the exposed chips, particularly at the vestibules. The initial cost, however, was about one-third the cost of new marble or other wall materials that require minimal maintenance."

Integration of lighting and architecture in the renovation accomplished the tenants' multi-fold requirements. Conventional materials kept down the costs of innovative design and space planning. □

Zig zag baffles and continuous plastic-laminate strip unifies names of companies over showrooms off the arcade, bringing order to visual chaos, according to Syrop.





OLD KING COLE GETS PROFITABLE FACE LIFT

by ANNE FALLUCCHI



George Lang Corp. capitalized on the magnificent Art Deco ceiling of the original architecture and famed Maxfield Parrish mural in creating one of New York's poshest restaurants at St. Regis-Sheraton

For nearly 30 years, the Old King Cole Grille at the venerable St. Regis-Sheraton was a popular tradition with an elite coterie of New Yorkers. Yet the room was languishing close to an unprofitable level. Guest attendance was declining; food and labor costs were escalating. Even increased menu prices could not offset the trend.

The task of ministering to the aging and faltering Old King Cole was given to George Lang Corp., under the direction of internationally renowned restaurateur, George Lang. The firm was retained to develop all concepts and systems necessary for a new facility, one that would restore the vitality and splendor of times past. Deeply involved with Lang were his associates, Executive Vice President Alan G. Reyburn as project director, and Piroshka Savany, interior designer then on the Lang staff.

The full scope of work included food and beverage service, graphics, uniforms, and, of course, the new interior architecture of the major remodeling project.

Today, as the New King Cole Restaurant, it is one of New York's poshest facilities. It is elegant, formal, highly polished. By thoroughly coordinating all aspects from the grand concept down to the smallest detail, Lang handsomely met the challenge to devise "a financially feasible solution, a kind of merchandising to create a profit center for the hotel without destroying the integrity of the original architecture of the space."

Concept based on universal appeal

As a restaurateur with a flair for the dramatic and an eye to the practical, Lang and his associates analyzed the usage of the room in terms of

Interior Design and Merchandising

Concept: The George Lang Corp.

Project Engineer/Construction Management: RDF Construction Consultants.

Lighting Consultant: Donald Bliss Associates.

Graphics, Logo, Menu Designer: Milton Glaser Studio.

Kitchen Consultant: American Metal Restaurant Equipment Co.

General Contractor: Rockefeller Center Construction Corp.

today's market. The team envisioned a restaurant that would not be dated in a few years, one that would be right for the '70s and '80s, and even well beyond that.

"We wanted to achieve a restaurant of stature that would appeal to a large group of people because it is a hotel restaurant," says Alan Reyburn. "Yet it had to have a sufficient point of view of its own to attract others: business people for lunch, say, or women in social circles during the afternoon, or New Yorkers in general to celebrate an event with fine dining and dancing in the evening."

Old room had ice rink

The Lang group also considered the history of the hotel and the room itself. Thorough research uncovered only a few scant records on file with the city. They did, however, discover a retired engineer living in upstate New York who supplied invaluable data.

All information pointed to original interior architecture of magnificent proportions. Still evident in the Grille was the ceiling, the "most beautiful Art Deco ceiling in the world," says Lang. But other parts of the room had under-

gone so many changes during its 50-year existence that it was completely unrecognizable. As the room was gutted, layer by layer, a good deal of the original elements were found—often with surprises and occasionally with some danger, as the following article reveals.

The room had its beginnings in 1927 when a new wing was added to the St. Regis Hotel (the original hotel was erected in 1902). It opened as the Cathay Room with Chinese decor. In 1938, it underwent major remodeling and became the tiered Iridium room, with the lowest of the three levels as the dance floor. And for special entertainment, an ice skating platform rolled out from under the orchestra.

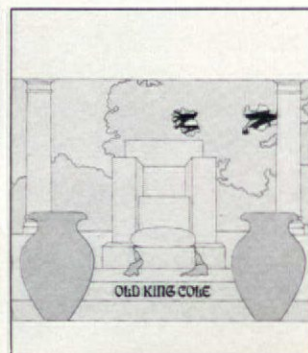
In 1947, the Iridium room closed and was replaced with the Old King Cole Grille, named after the famous Maxfield Parrish mural. The huge mural became the focal point of the room on the wall behind the bar.

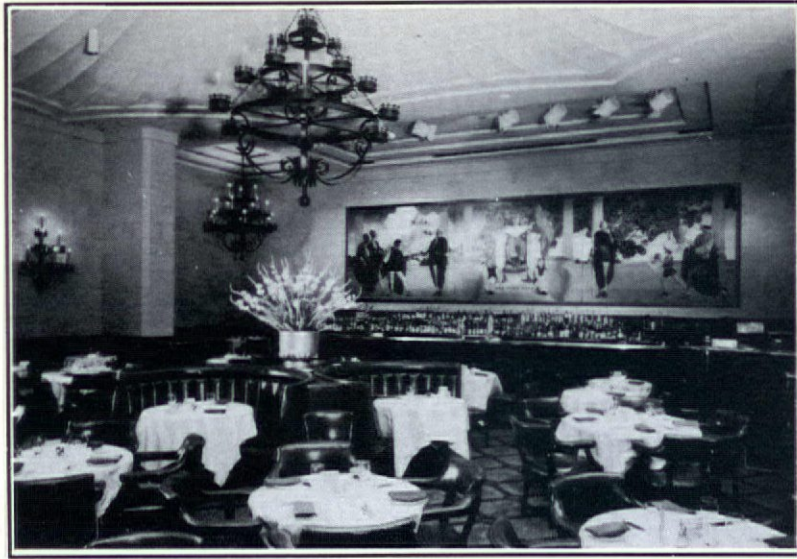
Mirror doubles mural appeal

In the development of a concept for the room, Lang and his associates felt that the grill concept of the Old King Cole Grille, which emphasized a men's drinking bar, was not the right formula for today's contemporary scene. The bar was removed from the main dining room, and a little used adjoining room was transformed into the St. Regis Bar.

The Old King Cole mural (originally owned by John Jacob Astor, who built the St. Regis) was cleaned and restored in keeping with such a major piece of art, valued at more than a quarter million dollars. It was installed in a position of honor, seen immediately as patrons enter the room. It was, in fact, given an added dimen-

Center portion of the Old King Cole triptych mural (1906) by Maxfield Parrish, and Milton Glaser's interpretation of it for the menu design in muted colors.





"I knew we'd have people accusing us of destroying a marvelous design, so I documented the Old Grille with photographs as a matter of record and reminder . . ." says George Lang, whose firm developed the full concept and design of the new room.

Color photos: Frank Peteroy





Bar moved to adjoining room

sion. A mirror its exact size faces the mural on the opposite wall, doubling its appeal.

Tiered fascias were designed around the mural and mirror where they seemed to lose contact with the sculpted, fluid lines of the Art Deco ceiling. The fascia continues around the room, bridging abrupt changes between ceiling and walls.

Lighting wins award

A superb lighting program was conceived by Lang and lighting consultant Donald Bliss to echo the splendid architectural features and to contribute to the overall ambiance.

There are no downlights. The effect is achieved with ambient and accent lighting, all on dimmers. From behind the stepped fascia rimming the room, a rhythmic play of cove lighting creates pleasant patterns on the walls. Sparkle is added with custom-designed crystal wall sconces. A huge chandelier, custom designed with about 1,400 pieces of imported Belgium crystal, draws the eye to the magnificent ceiling. The prisms are simple three-sided designs to add a glow of glitter to the room.

Base lighting provides continuous illumination at the floor level of the structural protective guard rails and stairs that lead to each of three dining levels. The guard rails are topped with 5-inch-diameter bronze tube that sparkles from the lights in the room. Recessed ceiling accent lights focus on the famous Parrish mural.

Lighting for the King Cole Restaurant recently received the Special Mention Award in the Lumen Award Program, co-sponsored by Illuminating Engineering Society, New York Section, and International Association of Lighting Designers.

Glaser designs graphics

The table top, often dull and uninteresting while diners wait for meals to be served, was specially designed for the room. Original Grille flatware of excellent design was all of the old table top that was kept.

Lang commissioned Milton Glaser for all graphics. Glaser created several

variations of the Old King Cole mural and used them on menus, cocktail napkins, match covers, plates, cups, saucers.

Lang's team also designed waiter uniforms ("but not cocktail waitress uniforms") to be as comfortable as possible as waiters carry trays and move about in the course of their work. The designs are simple and straightforward ("no foolish looking monkey suits"), and there are even pockets for a few personal items.

Waiter jackets are in gray; captain jackets in warm maroon. Both colors came from those used in the carpet.

Chairs are custom designed

"Despite thousands of chairs on the market," says Reyburn, "we could not find one that met all of our criteria for durability, quality, style. We designed them without arms, in keeping with the airy quality we wanted to achieve in the total room. Upholstery has an Art Deco feeling with the right degree of pattern and movement."

Since the major room no longer has a bar, as did the Grille, a new room, the St. Regis Bar and Lounge, was created next to the restaurant. It has a circular bar in the center and banquette lounge seating along the walls. These are paneled in beautiful French burlwood, divided with brass splines and highlighted with recessed lighting. Light also plays on the bottles resting on glass shelves, a focal point as patrons enter the small room.

A short passage connects bar to restaurant. It was created as an extra cachet for those guests who first have cocktails in the bar. When a table is ready, the captain calls for the party and walks them through the short passage way, into the restaurant.

The salon was once a dead-end space, a lobby of sorts for an elevator that went only to the second floor office area and that was used only by four employees. Lang ripped out the elevator, opened the space, and arranged sofas and chairs in a comfortable grouping where guests can wait for others to arrive.

Kitchen on three floors

The kitchen and its satellite facilities were an inefficient money loser and time waster spread over three floors. A thoroughly remodeled and modernized kitchen is now consolidated on the restaurant level.

"We also shortened the kitchen's counter lengths, for according to union regulations, each linear foot of counter space requires a set number of persons. And after days of scrutiny as to how the kitchen was used, we realized there were far too many ranges and ovens," says Reyburn.

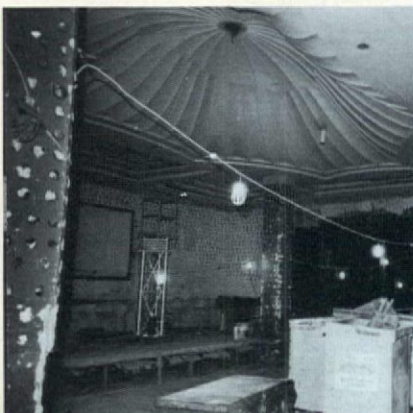
With kitchen engineer, Jack Freeman, Reyburn designed the kitchen and selected equipment according to the needs of the menu, also designed by the Lang organization as part of its food and beverage service.

Not changed, but different

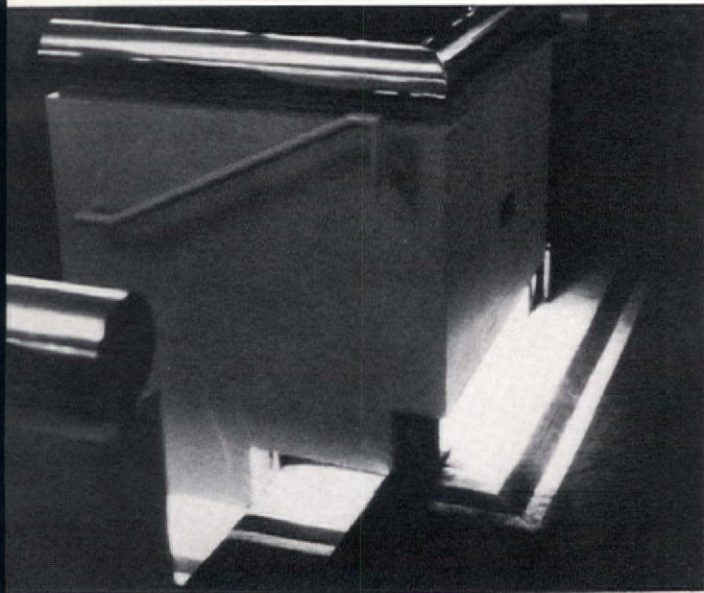
Despite the inefficiencies and deteriorating appearance of the Old King Cole Grille, patrons who regarded it as an all but sacred institution in New York protested when news of its remodeling was announced.

"I knew we'd have people accusing us of destroying a marvelous design," says Lang. "So I carefully photographed the old Grille as a matter of record and reminder of the plaster imitation of a medieval castle's stone wall, of made-while-you-wait antiques, of shields representing castles that never existed, of look-alike wood and leather materials."

Once the new room opened, however, everyone responded enthusiastically. "It was not their place changed," says Lang. "It was a different place, and they accepted it. If we had made only minor changes, I think it would have been less acceptable to them." □



The original Art Deco ceiling and famed Maxfield Parrish mural of Old King Cole were both restored to their original splendor. A mirror the exact size of the mural on the opposite wall doubles the impact of the room's namesake. Data showed that the original room was designed in three levels, which were uncovered when the room was gutted, layer by layer. The planters in the center of the lowest level move to the corners for evening dancing. Stairs connecting levels and the bottom of the low protective walls are etched with a ribbon of recessed lights.

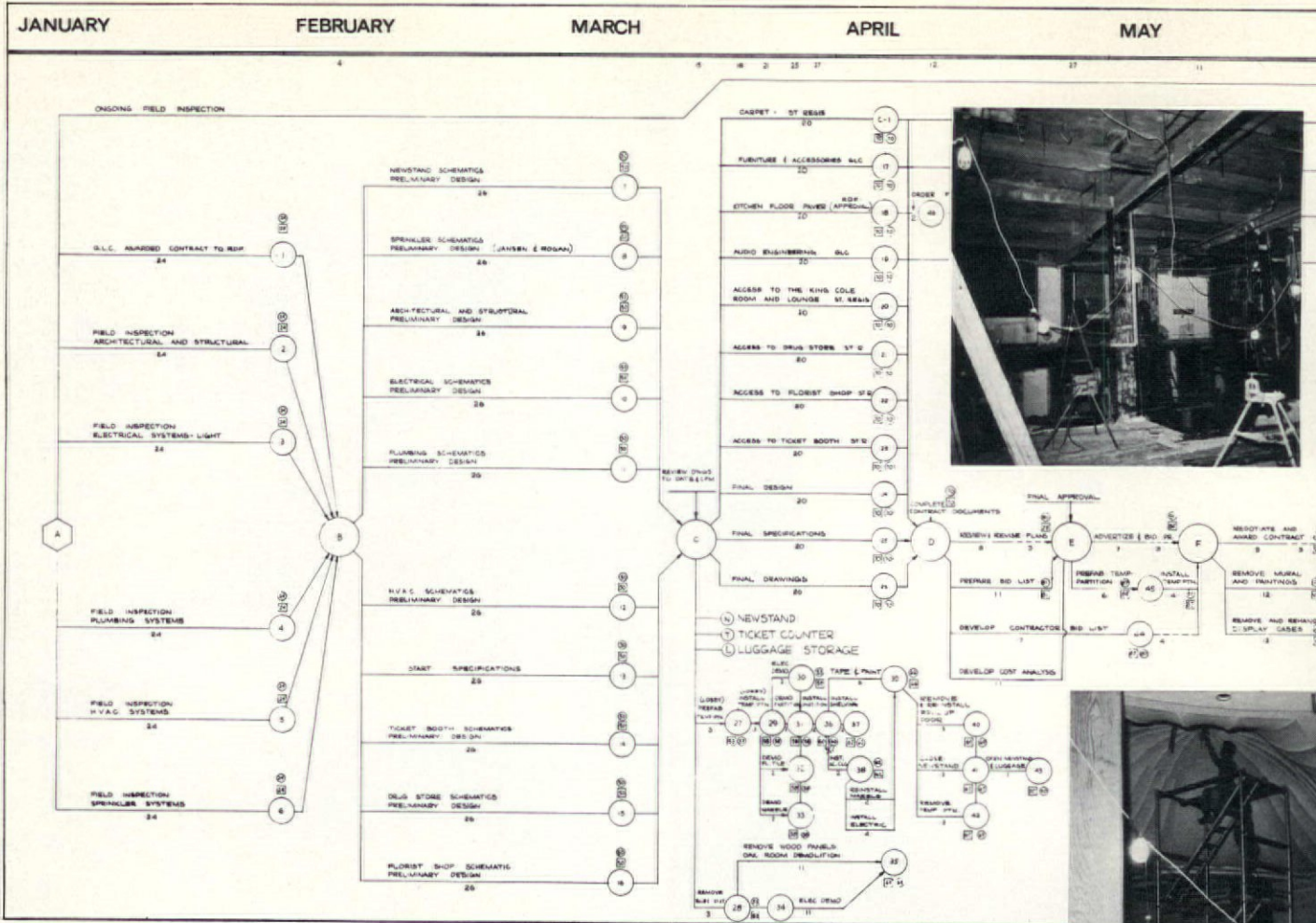


Adjoining the Old King Cole Restaurant is the St. Regis Bar (right). Center of the room is the bar itself, where light plays on the glass shelves and bottles for a touch of sparkle. Walls are elegantly clad in a light French oak burlwood.

SOURCES

Tables, chairs, banquettes—Chairmasters Inc.
Seating upholstery—Brunschwig & Fils.
Carpet—Goodlin Industries. Carpet installer—Consolidated Carpet. Wood flooring—Coughlin Floor. Chinaware—Schonwald (Germany). Glassware—Leerdam (Holland). Lighting fixtures—Lewis Smith Co. Graphics, menu printing—B.F. Doerfler Inc. Bar paneling—Brookside Veneers.





New King Cole called for major construction surgery

Refurbishment of the King Cole Room was far more than a cosmetic treatment by a design team. The age of the St. Regis hotel—more than ¾ of a century—and the solidity of its original construction required careful planning by designers and engineers.

The space concept by George Lang Corp. was based on known facts about the original construction, but unknown impediments that were hidden by the passing years.

Lang called on Frank Peteroy, Associate in Design for RDF Construction Consultants, Inc., with whom he had done other food service design work, to prepare a construction budget in November of 1976.

The remodeling job was both necessary and very complex. It involved not only the Old King Cole Room, but also the old St. Regis Lounge, and the defunct Oak Room, which was being used to store luggage. The kitchen and

its satellite services, located on three different levels, were consolidated on the King Cole level in the Oak Room space.

CPM established

A critical path method was established for the entire job, since the hotel would be losing revenue during the time that the project was underway. A tour of the facility and careful examination were designed to eliminate surprises and keep the job on time. Considering the monumental problems that simply could not be anticipated, everyone connected with the job was delighted that it was finished on October 15, rather than the projected October 1. It was started on June 30, taking about four months to complete.

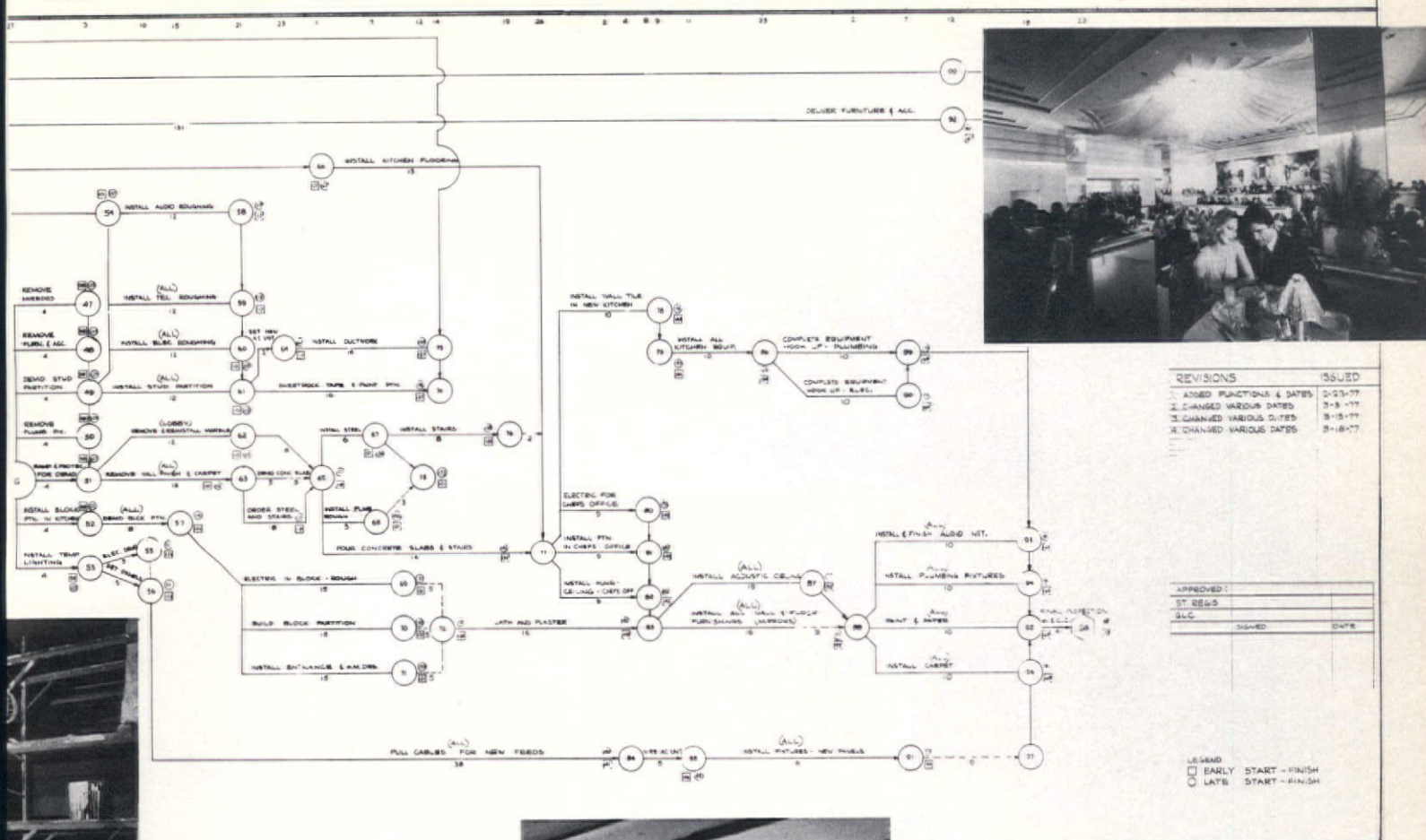
An ice rink that was built into the middle of the room in an earlier design—the Iridium Room—promised availability of new space for the rede-

sign. Taking up 2-ft., 7-in. of overall space, the rink provided the engineers with 1-ft., 6-in. of new, usable area. An over 1-ft. difference in space was needed for the air return of the HVAC, low velocity system, which moves 200 cfm of air. It uses a continuous grille at that floor level. The floor beneath was used as a plenum.

Deafening was worsening

"We knew that there was ductwork under the ice skating rink," says Peteroy, "but it turned out to be inactive. That permitted enough room to establish the three-level design of the new King Cole Restaurant."

In the new kitchen, located in the space of the Old Oak Room, contractors discovered a beautiful marble floor under the carpet, as they began to strip down to the slab. As the marble was taken up, 3-in. of deafening (setting bed) also was removed to reach



the original slab. Problems were encountered here, too, since the slab had been penetrated over the years by mechanics working from beneath on the floor below. Parts of the slab were extremely fragile as the result of 50 years of sundry work on it. One contractor employee fell through the slab up to his hips, as an indication of just how fragile the slab had become.

An independent slab was designed to provide a base for the quarry tile floor that was scheduled to be installed.

Also salvaged from the 30 by 30-ft. room were 21-ft.-high wood panels.

In the King Cole Room, where the ice skating rink had been removed, several new slabs were put down in two of the three levels. The lowest level received new Australian oak flooring, with bronze inserts to delineate cabaret, dancing, and dining areas. Remaining areas were carpeted.

The floor of the sunken part of the new King Cole Restaurant has split planters on rollers. They are brought

together in the middle during luncheon, and are moved to the mirrored columns in the four corners of the room, thus creating a small dance floor in front of an equally small bandstand.

Limited space throughout the room made staging difficult, according to Peteroy, as can be seen from pictures taken during reconstruction shown on these pages.

CPM guides complex work flow

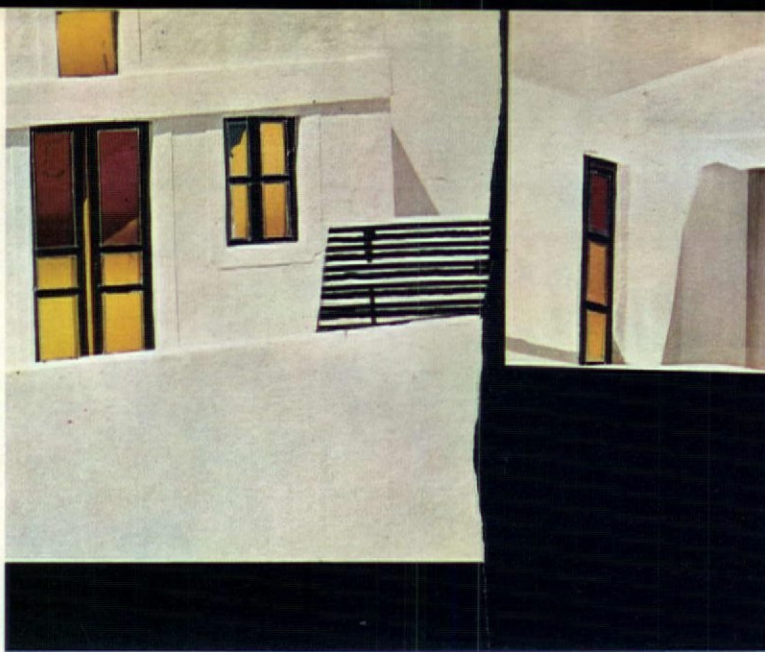
"Adherence to the critical path planning was crucial," says Peteroy, "since delays could have resulted in huge monetary losses for the hotel, which wanted to minimize the time renovation required. Considering all

the unknowns we faced in refurbishing the spaces, everyone was delighted with the time taken to bring in the job."

The entire job cost somewhere over \$1 million, despite numerous cost-saving efforts of the designers. For example, it had been intended to strip a small passageway and reuse that marble to complete an expanded saloon area. Cost savings were realized during the process of demolition when the same marble needed to complete the saloon was found beneath the fabric-covered walls.

The original marble, specified over 50 years ago, simply was not available. Designers then were able to recapture the marble, resize it to fit the new extension, and thus maintain the integrity of the basic lobby.

"This was a tough and challenging job, but a totally gratifying one," concludes Peteroy, who adds that the look of the new King Cole Restaurant belies the extraordinary engineering work and design detail that brought the project to successful completion. □



ARTS AND GRAPHICS MORE DIVERSE IN COMMERCIAL ENVIRONMENTS

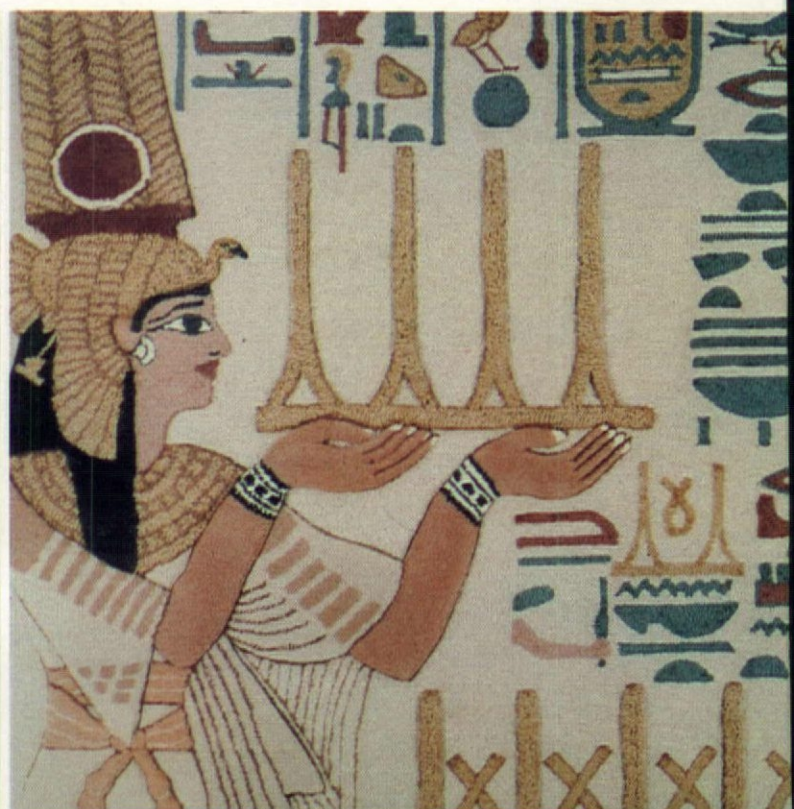
Art for contract use steadily grows with mix of painting, tapestry, photography, sculpture, prints, graphics

If a trend exists in art for contract it would be hard, if not impossible, to find. Art and those responsible for its selection have taken off in every conceivable direction.

From atrium tapestries to junked automobiles sprayed with asphalt and partially buried in a shopping center parking lot the choice is wide. Both inside public buildings and out, art has

been set free to appeal to a wide spectrum of viewers, young or old, conservative or way-out. Corporate art is not a very old idea; it has plenty of room for growth and change.

Whimsey, humor, urban frenzy, or simply bucolic calm all find themselves incorporated into the far-ranging variety of art offerings represented on these pages.



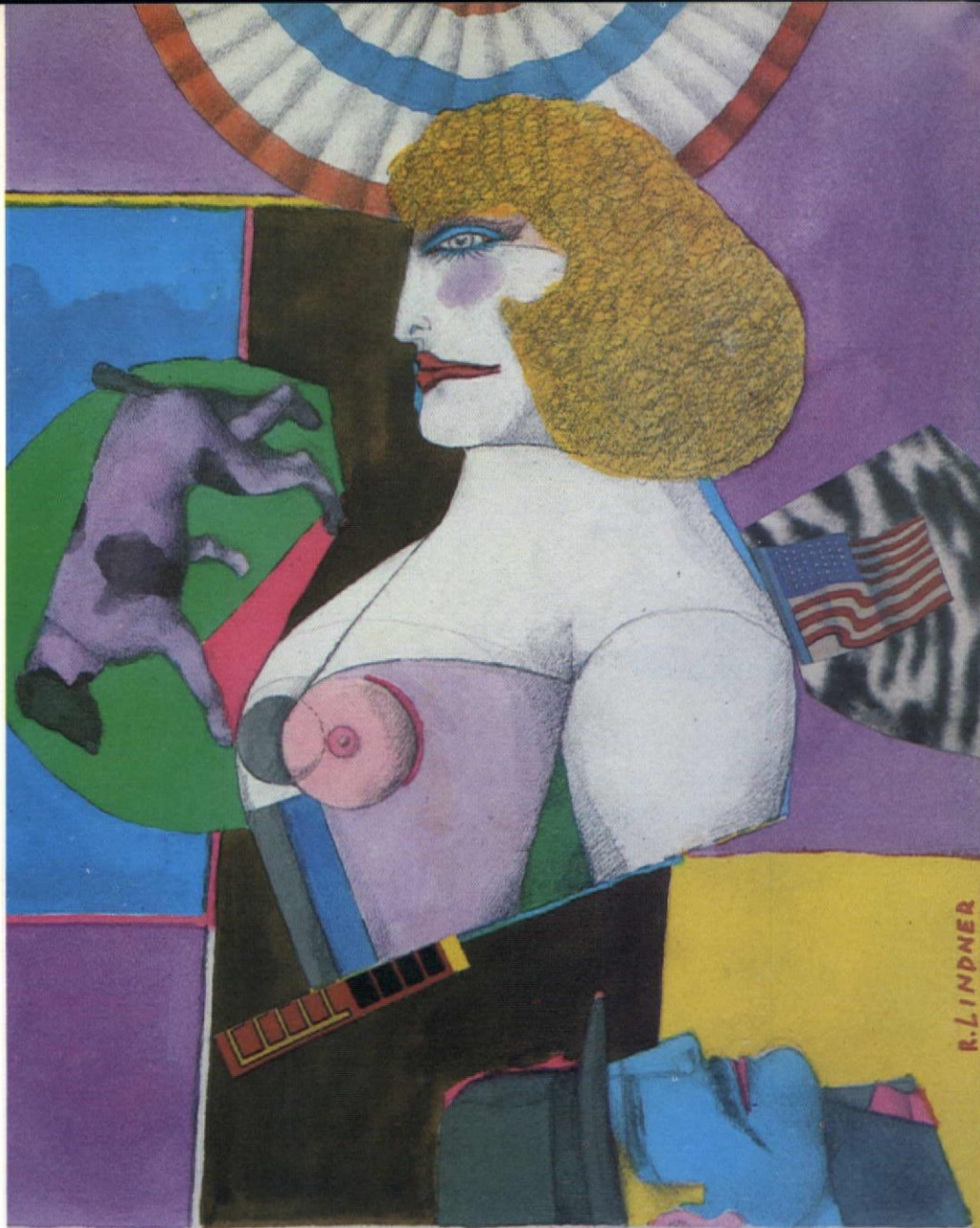
Tapestries, a specific and technical form of hand-woven fabric, come from the **Boccia Collection** in fine virgin wool and are handwoven in the aubusson technique. Shown, (top, left) Arinna I, by Zehra Boccia. **Circle No. 259.**

Atrium banners (far left) proportioned to unusual architectural space are from **TSAO Designs, Inc.**, and are made from nylon. They are also installed by TSAO. **Circle No. 260.**

Priestess (lower left) based on a tribute to an Egyptian priestess, is designed by the **Edward Fields Studio**. This pattern, and many others, is available in any size, shape or color. It is manufactured from fine, imported yarns. **Circle No. 261.**

Richard Lindner is just one of the artists, ranging from Stuart Davis to Larry Rivers, whose works are offered by **Modern Masters Tapestries, Inc.** Shown, (right) Lindner's Welcome to the USA, a 6-foot 5 inch-long aubusson tapestry. **Circle No. 262.**

Using discarded cars, block bond, and asphalt, **Site** (below) created Ghost Parking Lot in Hamden, Conn. The concept of taking mundane objects, and warping them into a new frame of reference is typical of Site in developing an urban art project. **Circle No. 263.**



ARTS AND GRAPHICS

Photography creates varied effects

Pace Editions, Inc. offers prints, paintings, and Japanese screens as well as tapestries in its collection. Dusk in the Desert, one of five tapestries by Louise Nevelson, is shown here.

Circle No. 264.

From **Judith Selkowitz Fine Arts Inc.** is this photo by Howard Sochurek employing a system he developed of density slicing. Prints, paintings, tapestries etc. are also available from Selkowitz.

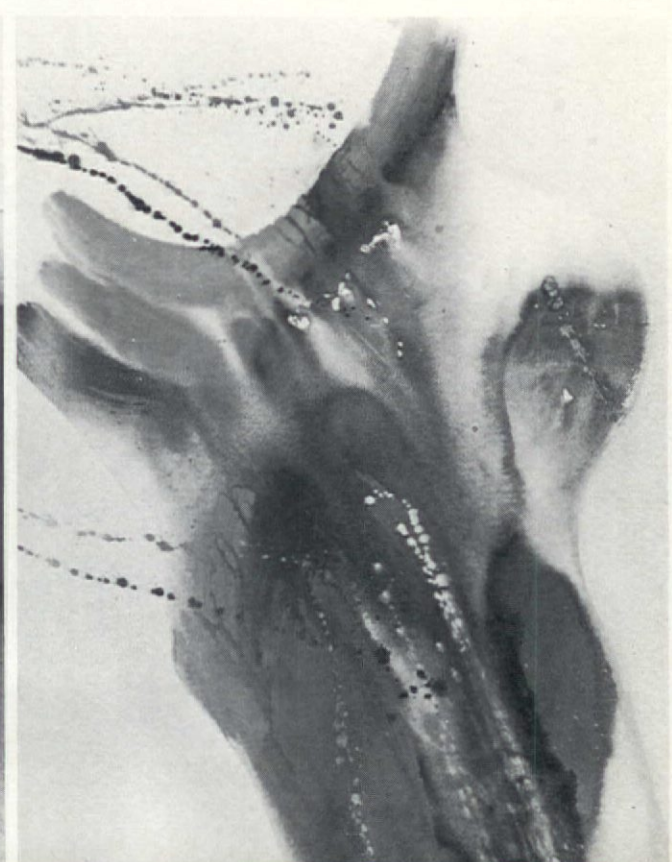
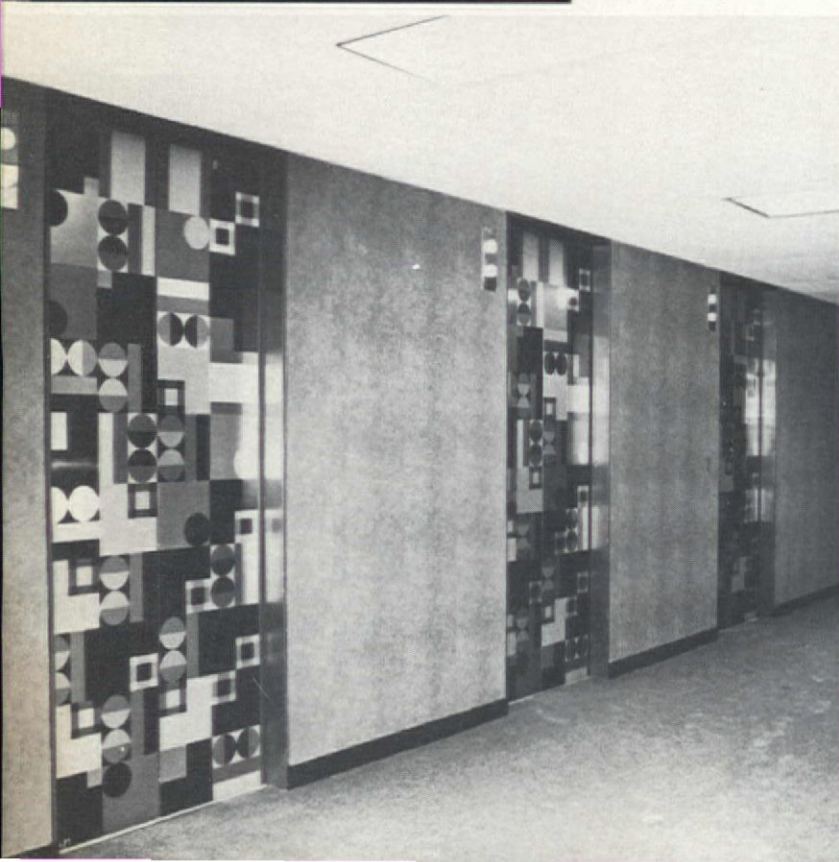
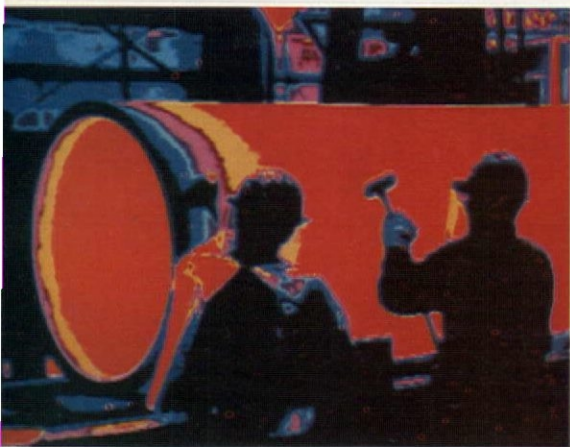
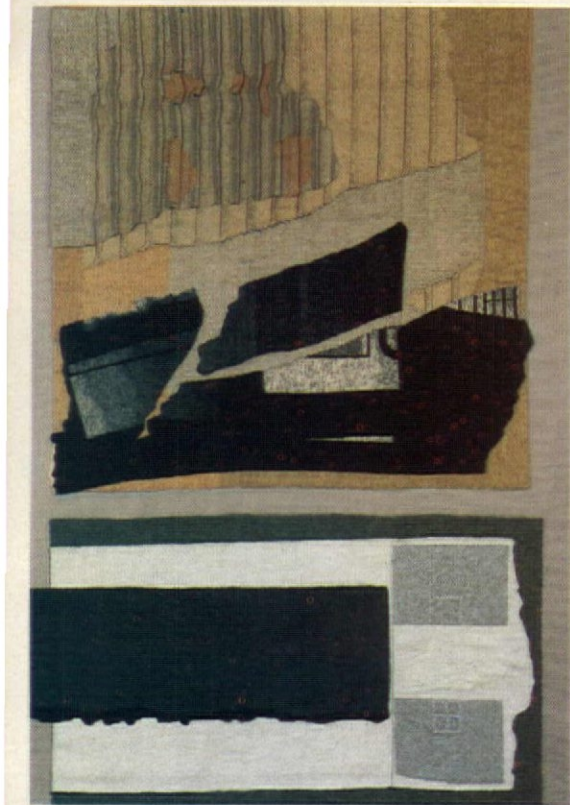
Circle No. 265.

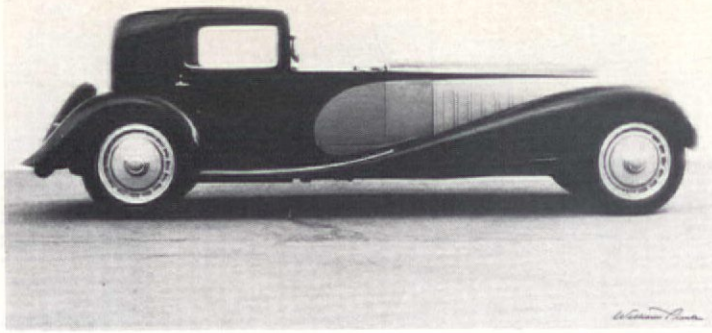
Meisel Photochrome's (right) professional photographic art program includes subject matter selected by the client from either his negatives or theirs. This may be blown up, framed, mounted on walls or office panels. Shown, a landscape for Omega Optical in Dallas. **Circle No. 266.**

Metalphoto uses a process similar to regular photographic methods except that a photosensitized aluminum plate is used to form the image instead. Here, artist Zbig Janus uses the Metalphoto process, for the elevator doors at New York City's Olympic Tower (below left). **Circle No. 267.**



National Art Services Co., Inc. introduces Feather Press with the publication of limited edition posters by artist Lamar Briggs (below). Feather Press specializes in custom serigraphy printing. Custom framing done at the same plant. **Circle No. 268.**





Peter Pepper Products, Inc. now represents the entire collection of color photography of Bill Plant. All of the original color photographs are fully double matted. They are behind glass and available in polished anodized aluminum frames in either silver or bronze finish. **Circle No. 270.**

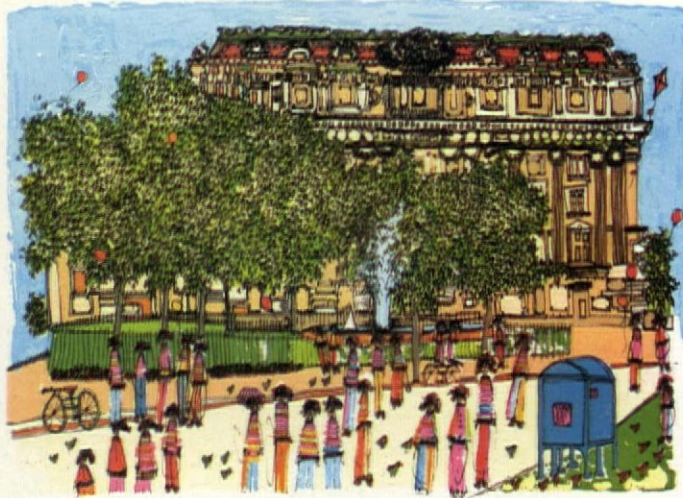
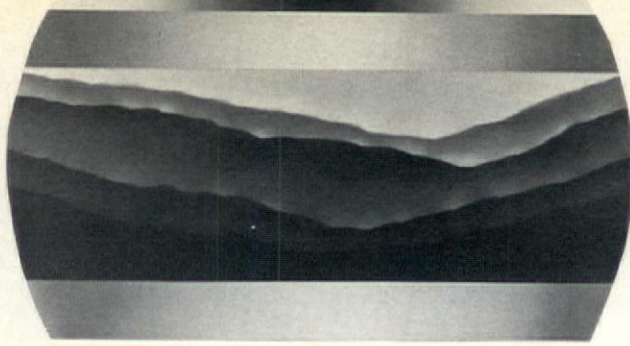


Tapestries are not only a product of beauty, but a by-product of necessity, as in medieval times when they brought life to great stone walls and sealed out the cold. Shown, a traditional tapestry from **Ware Intercontinental Co.** **Circle No. 273.**

Big Stills, a collection of large sized photographic artwork, now carries custom photographic panels for use in thematic spaces. Totally portable and adaptable, they can be hung, mounted, or free-standing. Custom photography can be designed to suit specifications, and signed limited editions are available. **Circle No. 271.**



Panels conform to building code



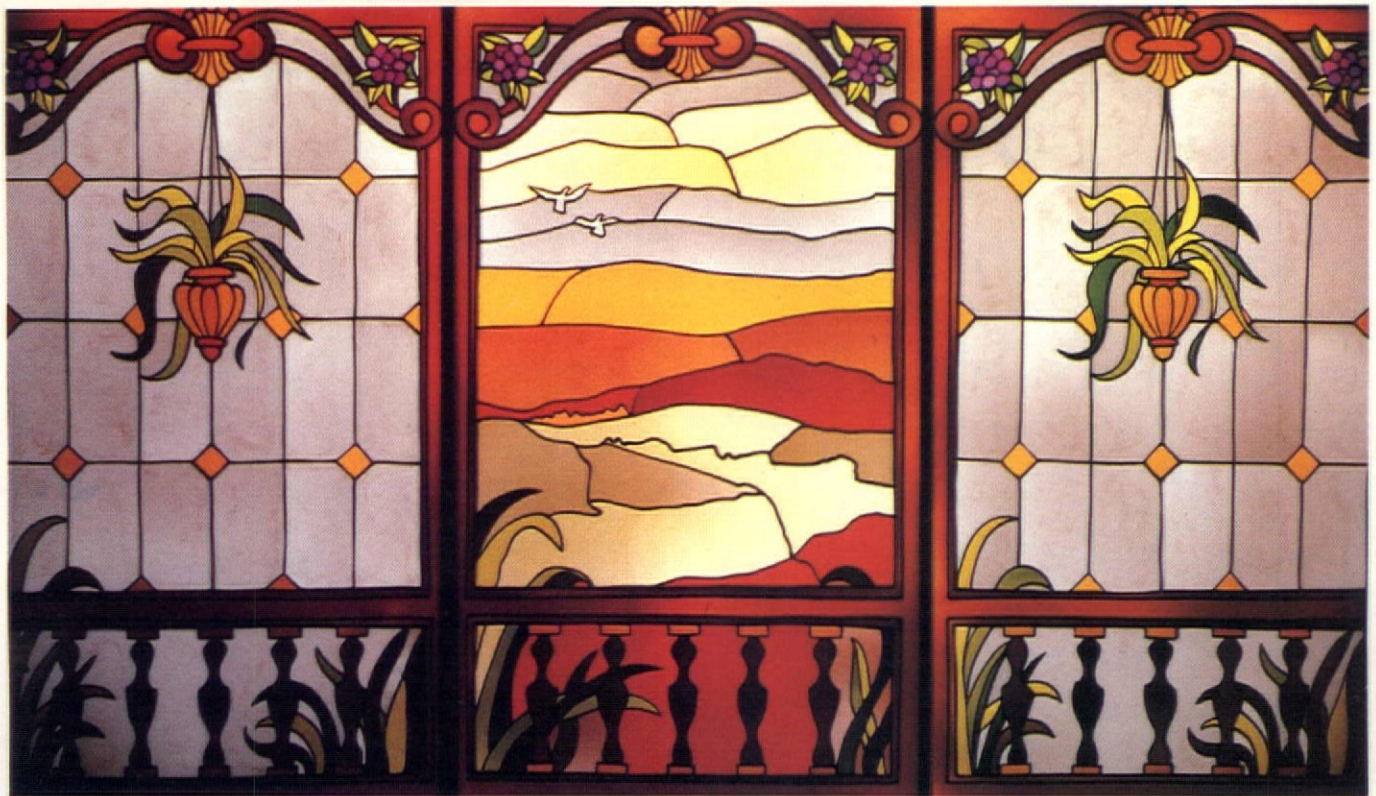
Arlene Cornell is one of more than 50 artists represented by the **Reece Galleries, Inc.**, a contract gallery for the architect, designer, and facilities planner. Shown, Circa 1920 (left), a Cornell watercolor. **Circle No. 272.**

San Francisco tapestry artist Helen Webber (**Helen Webber Associates, Inc.**) has created twelve new images in multi-textured fabric collage, including *Jungle* (shown). The tapestry, depicting a forest kingdom, consists of three pieces. They may be hung separately or side by side. **Circle No. 275.**

From **Robert Aaron Young, Inc.**, is this detail of an air brush and mixed media painting on canvas by artist Peter Mackie. Called *Western Landscape*, the painting is reported to create different visual effects under different light. **Circle No. 280.**

From **Transworld Art Corp.** come two new editions: an original lithograph from Fritz Scholder, and silkscreens from Susan Pear Meisel. Shown, *Old Customs House*, part of a portfolio of four prints. **Circle No. 269.**



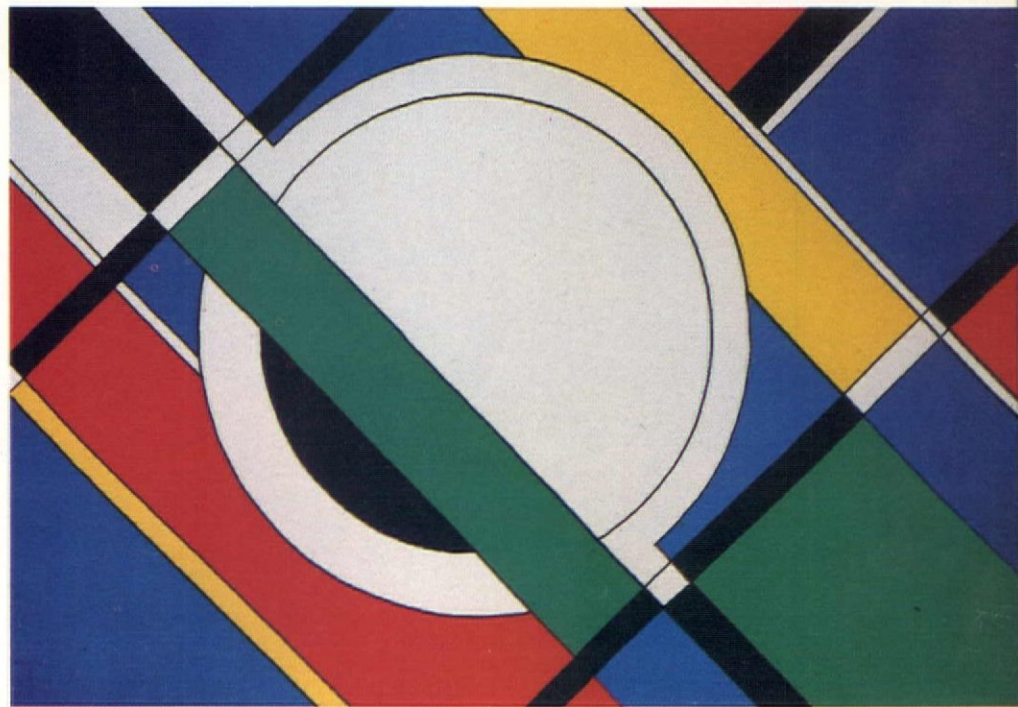


Envel Corporation offers its Envellex panel, Marquis, a dimensional panel with raised leading lines and integral colors. They conform to the Uniform Building Code and are also available in shatterproof fiberglass reinforced form. Offered in a number of designs, colors, and contours. **Circle No. 276.**

Photographer **Charles Nesbit** created this rose mural using **3M Company's** photo enlarging technique, where blow-ups of practically anything can be accomplished. Charles Nesbit, **Circle No. 277.** **3M Co., Circle No. 278.**

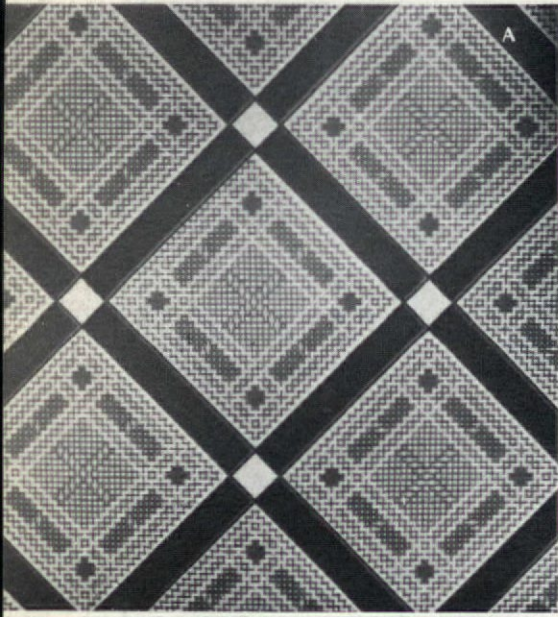
Bowie/The Sculpture Studio, Inc. has created the Flame Tree, a metal wall sculpture (bottom left) in three sizes, ranging from three-foot square to five-foot square. **Circle No. 279.**

Gerson-Gilford Designs offers Prime Time, a 7 by 5 foot wallhanging (below), in 100% wool felt. It is done in prime colors, applied with a heavy outline stitch. John Gerson and Ann Gilford design and make custom applied wallhangings, banners, and murals. **Circle No. 274.**



AREA RUGS, TILES, RUBBER FLOORING GAIN IN CONTRACT SPECIFICATION

Geometrics, seamless sheet vinyl, contract grade resilients, and natural materials, including marble and ceramics, offer unusual design possibilities



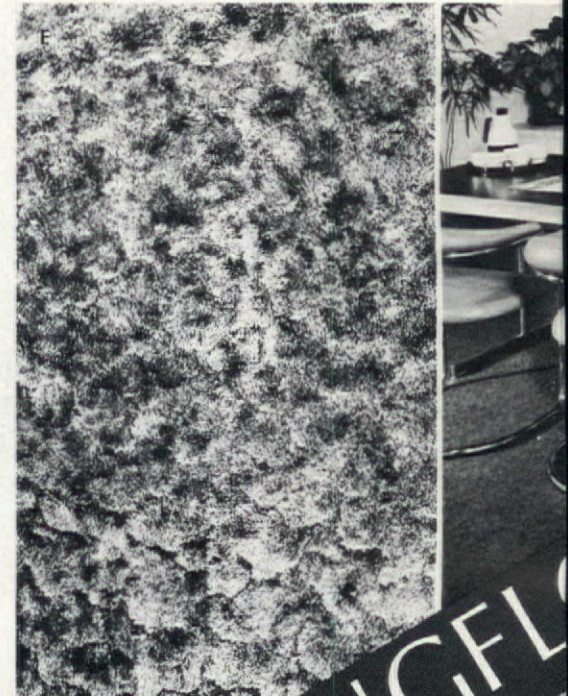
A—Carleton Varney's Crossroads design for **Harmony Carpets** is available in 145 colors on a white background or reversed. Tiles are available in a variety of forms. **Circle No. 221.**

B—Ludlow Carpets' Pebble Springs is a luxurious heavyweight of 100 percent nylon. Available in 10 colorations. **Circle No. 222.**

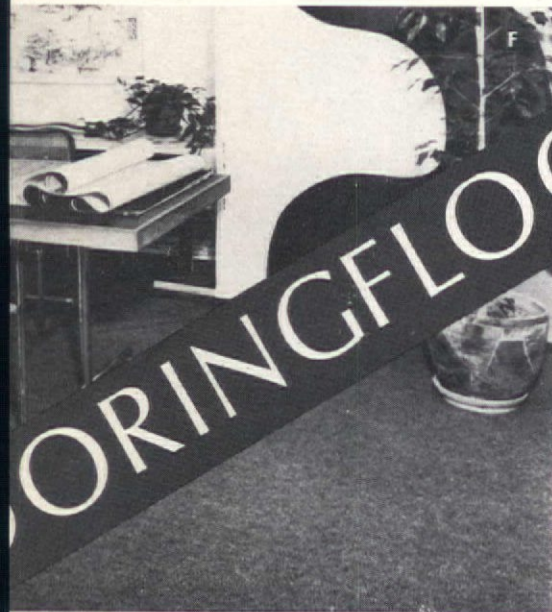
C—Natural Italian marble tile is offered by **Bufalini** in 6-in. x 6-in. squares, 1/4-in. thick. **Circle No. 223.**

D—Graficos Collection of Wilton carpets by **Eurotex** is furnished in various loop and cut loop qualities. Available in three colorways. **Circle No. 224.**

E—Soft-to-touch Chantilly by **Bervin** is printed in choice of 16 colors. Cut and loop pattern is of Anso fiber. For **Bervin**, **Circle No. 225.** For **Allied Chemical (Anso)**, **Circle No. 226.**

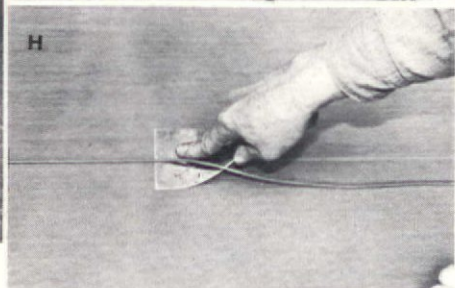


ORINGFLOORINGFLOORINGFLOORING



F—Patrick Carpet's Berbere uses Dow Badische's Zefran Acrylic Berber yarn for static control. For Patrick, Circle No. 227. For Dow Badische, Circle No. 228.

G—Contract grade sheet vinyl that can be "welded" into seamless flooring is offered by Tarkett. Seaming method is illustrated. Circle No. 229.



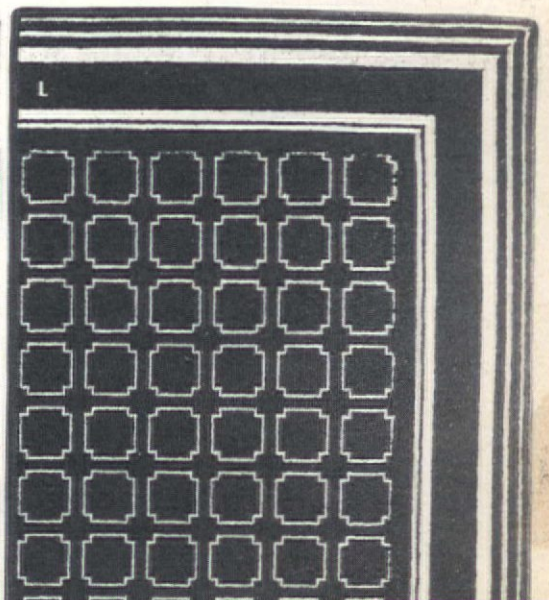
H—Excess vinyl is removed from seam, providing heavy-duty use.

I—Soil-resistance and static control is built into Robertson Carpet's Ovation series 100 percent nylon carpet, using 3M Scotchgard finishes. Offered in five earthtones. For Robertson Carpet, Circle No. 230. For 3-M, Circle No. 231.

J—Mexican Terra Cotta tiles by Hastings vary in colors ranging from deep brown tones to buffs and light pinks. Circle No. 232.

K—Fadeaway, an original Edward Fields design in nine colors, is made of 100 percent virgin wools in a variety of textures and sizes. Circle No. 233.

L—Regency Square is one of four in Saxony Carpet's color-correlated stock Wilton rug program. All wool pile is woven in petitepoint and is in 12-ft. stock broadloom. Circle No. 234.



FLOORING FLOORING FLOORING FLOORING FLOORING

Softer carpet surfaces offered for contract



A



B

A—Almost like playing on clay is tennis player's description of Pro-Gym, **Collins & Aikman's** soft surface recreational flooring. It is a super dense pile of nylon fused to special vinyl backing. **Circle No. 249.**

B—Epitropic fiber, an antistat agent, is incorporated into **Carpets International's** contract grade Sandown, a heavy, 21¾-oz. per sq. yd. face weight, 100 percent nylon broadloom, available in 12-ft. widths. **Circle No. 250.**



C—Suede Stripe is a patterned variation of **Karastan's** Suede Manner. It uses **Antron III** nylon yarns in five colors. **For Karastan, Circle No. 253. For DuPont Antron III, Circle No. 254.**

D—Cut pile carpet squares have been introduced by **Heuga U.S.A.** Called Jet, the squares are of Monsanto **Ultron** nylon. **For Heuga, Circle No. 251. For Monsanto, Circle No. 237.**

E—Finely detailed printed carpet from **Trend Carpet** is offered in Angles, a line so finely printed it resembles woven Wiltons. Six colors in dense nylon. **Circle No. 255.**

F—**R.C.A. Rubber Co.** has produced specially compounded Target Tile and Stair Treads that meet ASTM-E84 standards. Flame spread is less than 25. **Circle No. 256.**

C

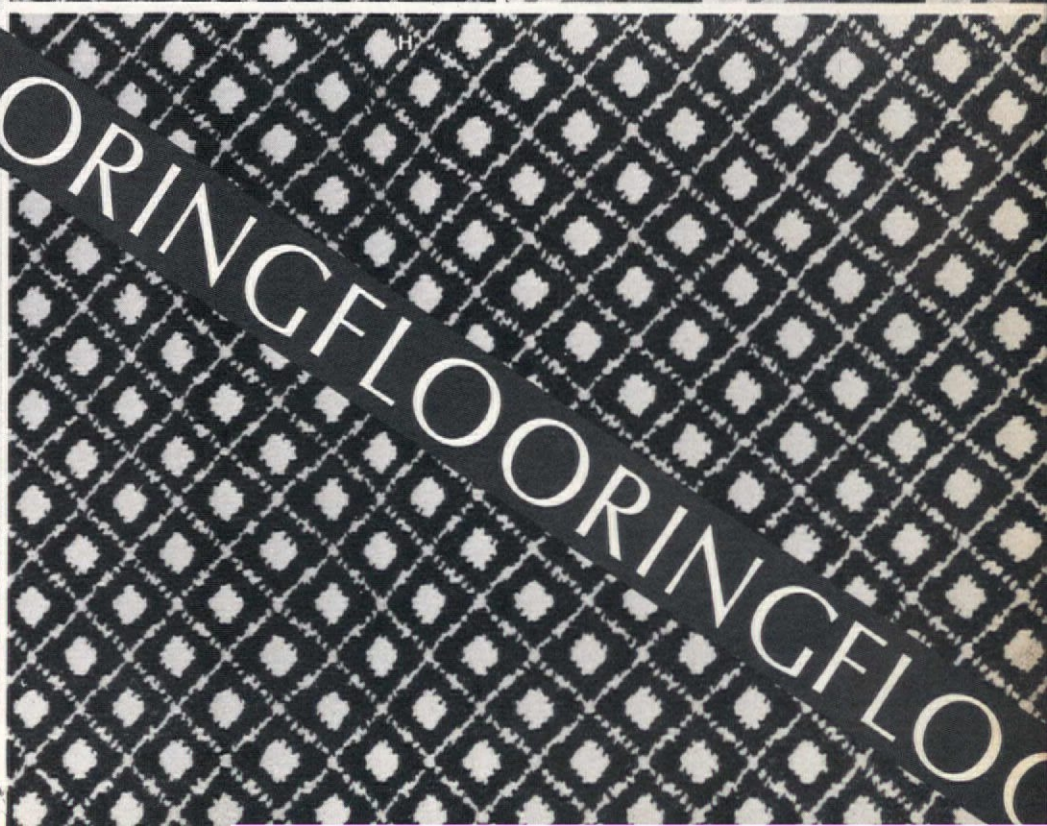
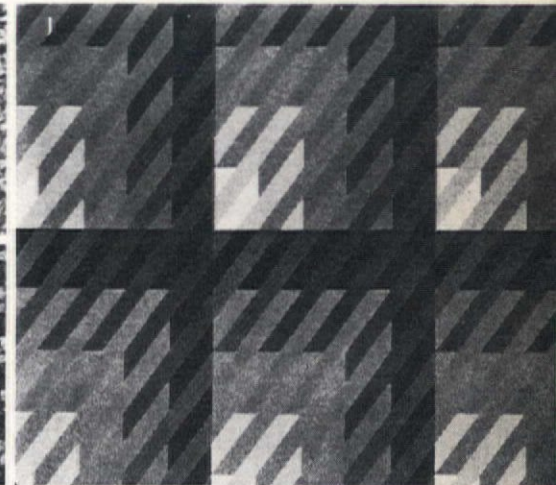
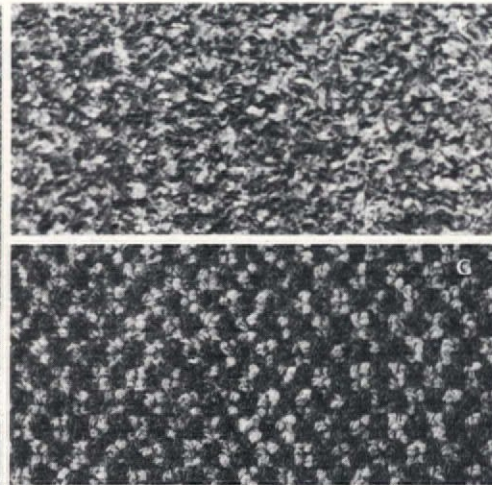
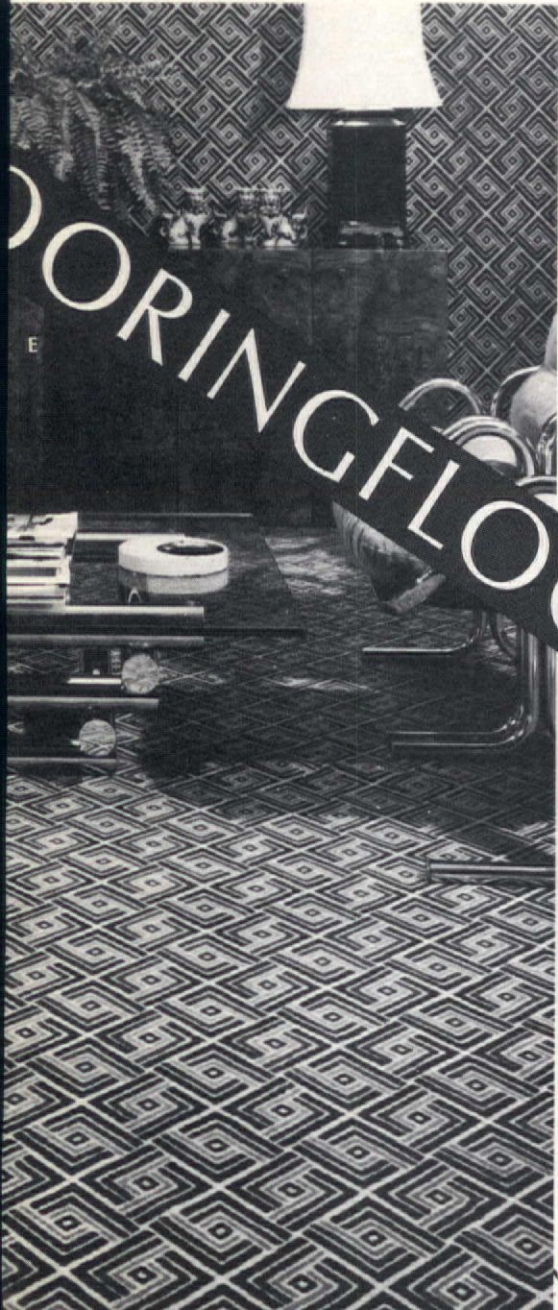
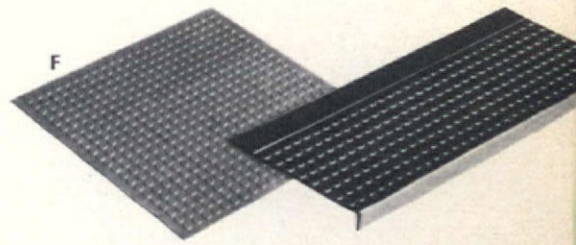


G—Decapoint from **Wellco Carpet** is a tufted fabric in heather colors that combine to produce a small woven check effect, in seven colors. **Circle No. 299.**

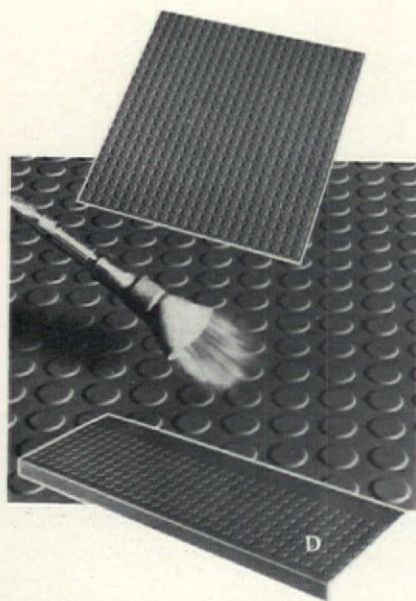
H—Bell Trinity pattern of 80-percent wool, 20 percent nylon is made in a Bell twist that is ideal for commercial installation from **Brintons Carpets (USA)**. It is available in seven colors and in combinations. **Circle No. 235.**

I—Patlon Plus texturized yarn is used in **Amoco Fabrics'** new "grass" carpets. It is offered in 13 solid colors, in a quality ideal for contract use. **Circle No. 258.**

J—Radiance, from **Jack Lenor Larsen's** The Sketchbook Collection, is a super graphic carpet consisting of geometric, discontinuous color bars of 100 percent wool Wilton. It has a 3 by 4-ft. repeat. **Circle No. 252.**



Natural/man-made fibers
mixed for greater wearability



A—Mannington Mills' Winterset is a new pattern sheet V/A tile in the Classicon Collection that needs no waxing. **Circle No. 257.**

B—End-grain wood-block floors from Jennison Wright are protected with a clear, transparent preservative. **Circle No. 236.**

C—Plush carpet is made of Ultron, an advanced generation nylon fiber from Monsanto. **Circle No. 237.**

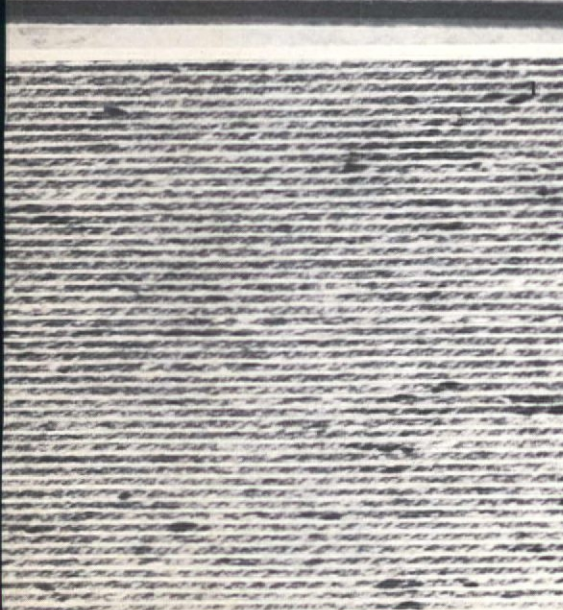
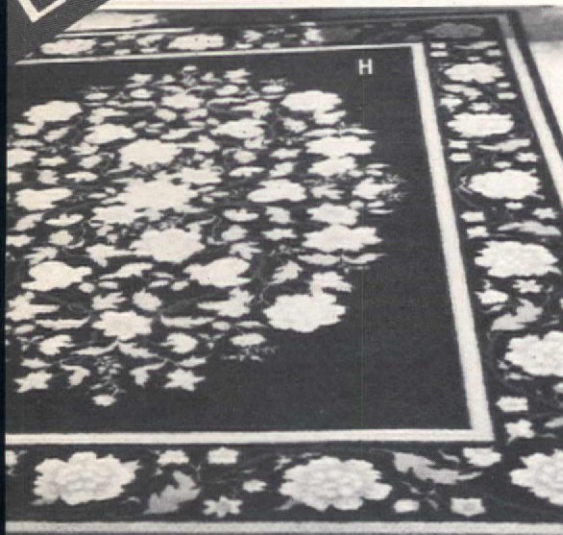
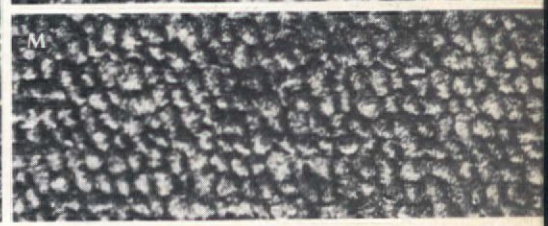
D—Flame-retardant rubber flooring and stair treads have been developed by R.C. Musson Rubber Co. Disc-O-Tile flooring and Disc-O-Tred stair treads meet ASTM-E84 standards. **Circle No. 248.**



E—Arden Marble, part of the new Congoleum Dynasty vinyl flooring lines has superior stain-resistance, color integrity, mildew-resistance, and durability. Available in six colors, in 6- and 12-ft. widths. **Circle No. 238.**

FLOORING FLOORING FLOORING FLOORING FLOORING

FLOORING FLOORING FLOORING



F—Commercial tufted cut pile of **Allied Chemical** Anso-X nylon is called EsTate Geneva II from **Tate Architectural Products**. For **Tate**, Circle No. 239. For **Allied Chemical**, Circle No. 226.

G—A new custom velvet program has been announced by **V'Soske**. Six qualities are available in wool faced velvet in custom widths, shapes, colors. Circle No. 240.

H—Traditional, oriental, Early American, or contemporary Gallaway area rugs by **Milliken** are produced using the Millitron, computer-controlled process. A total of 240 choices of design, size, and color are possible. Circle No. 241.

I—**Stratton Industries** offers a new fabric called Bramble Ridge in its sixth addition to the Woolex Collection. Employing 55 percent wool, 45 percent acrylic yarns, the berber look is available in six earthtone shades. Circle No. 242.

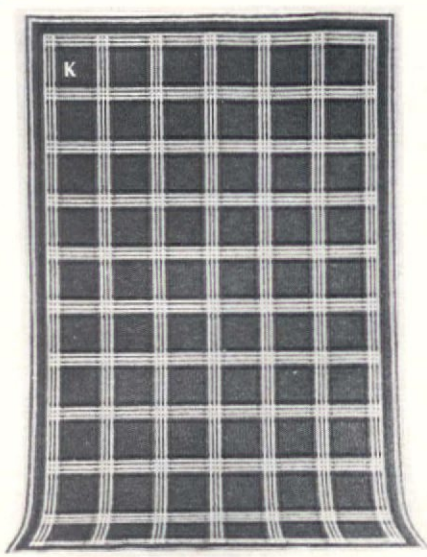
J—**Tempest** is a middle-priced carved Saxony of 100 percent bulked nylon in 10 colors by **Columbus Mills**. Circle No. 243.

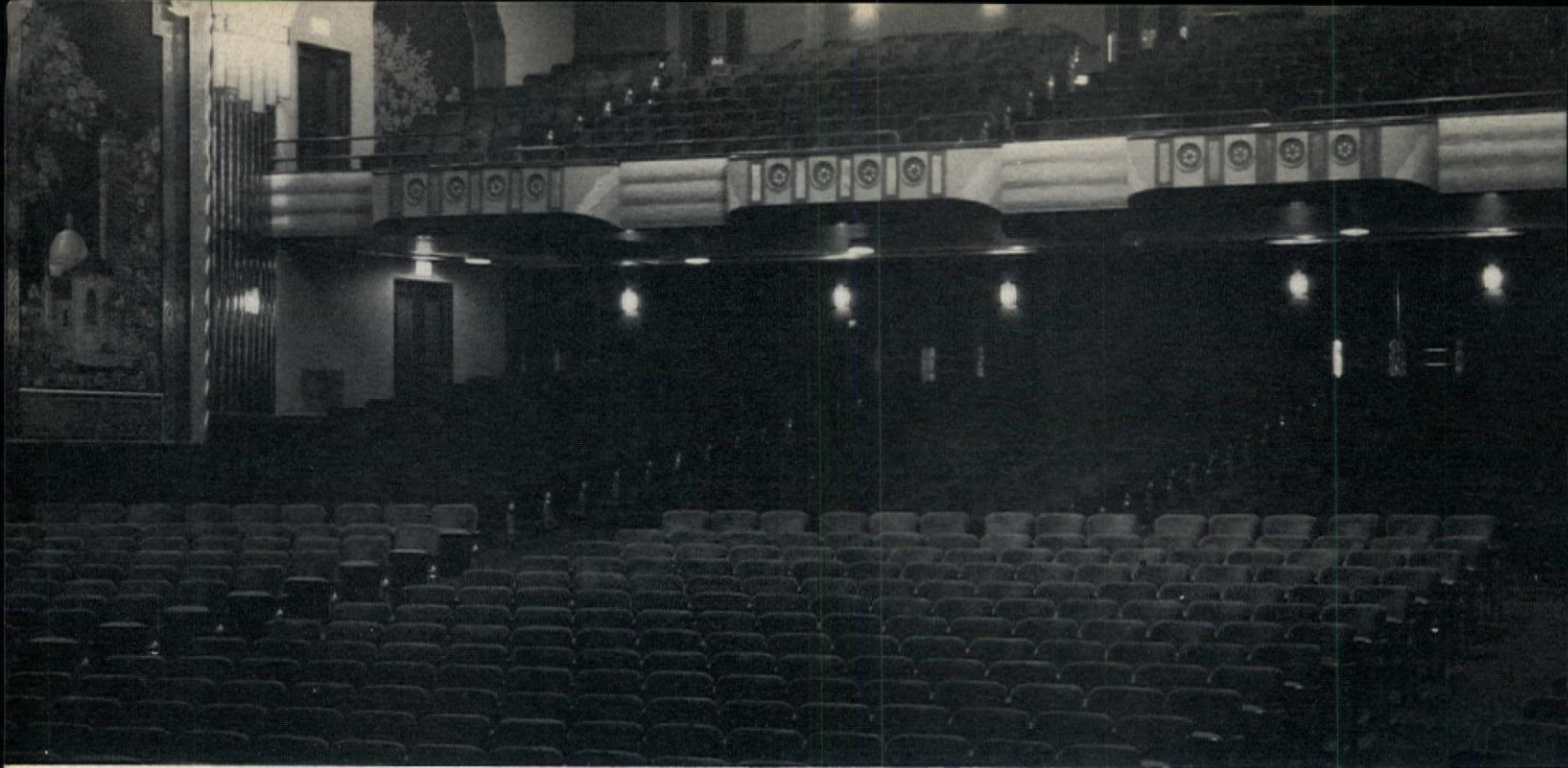
K—**Couristan's** Kalahari is part of its Contemporama Collection with a beige with brown Highlander Design. Circle No. 244.

L—Jack Lenor Larsen designed this medium-scale pattern on a dense, cut pile base for **Gulistan**. It is furnished in 10 colorations, has an **Allied Chemical** five-year warranty. For **Gulistan**, Circle No. 245. For **Allied**, Circle No. 226.

M—**Bainbridge** is a level-loop, anti-stat moresque from **Lees**. It has a soil-hiding surface, carries **Allied's** five-year warranty. For **Lees**, Circle No. 246. For **Allied**, Circle No. 226.

N—**Salem** produces this Museum Carpet of Anso nylon. It has a Winston Plaid, is tufted, and hides soil well. For **Salem**, Circle No. 247. For **Allied**, Circle No. 226.





Buy new? Refinish old? Options stretch furnishings budgets

A number of national companies provide on-the-spot, off-hour refurbishing services that provide big savings, no mess, and the least disruption of corporate operations

A redesign or renovation contract does not mean the automatic junking of what exists and the wholesale purchase of "new." More often it begins with a careful study and inventory; retention of what is usable; attainment of top dollar for the sale of good, but no longer suitable furnishings; refurbishing of some existing items; and the possible purchase of appropriate refurbished equipment, all supplemented with selected new items and materials.

Recycling, reselling, refinishing, and refurbishing contract spaces are often seen as economic gestures, "second-best" solutions to interior design problems, and methods of combatting inflation. They are being used by a growing number of interior designers and end-users, often in combination with the purchase of new furnishings and equipment, to stretch interior design budgets and hold them down.

The economic benefits of such a combination can range from a 50 to an 85 percent savings over "all new." And often the benefits exceed economy. When the processes are well orchestrated, they can reduce, even eliminate, down-time and work-loss for the end-user during renovation. Maintenance versus capital investment expenditures enhance the balance sheet to stockholders and offer tax advantages. Refurbished furnishings need not jeopardize the appearance or the efficiency of an interior. They can, in fact, enhance both.

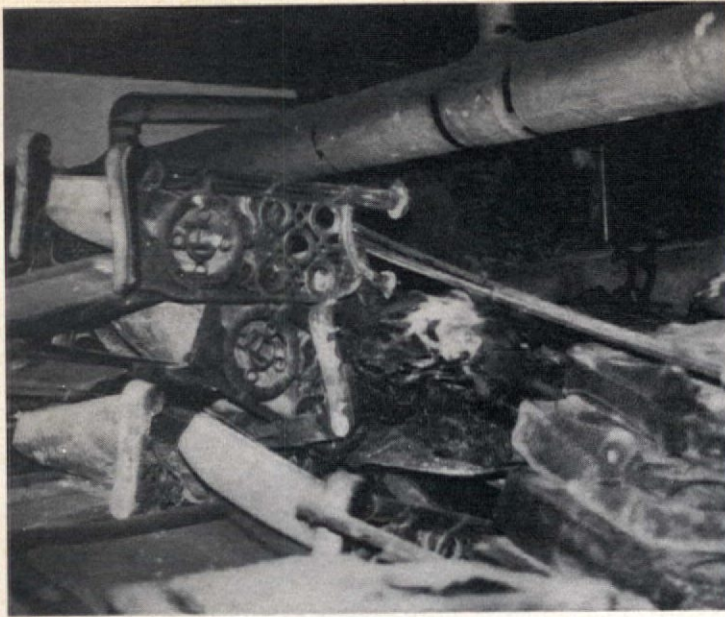
Here are some possibilities for the designer seeking innovative options, as opposed to specifying everything

new. They begin with how to get rid of what cannot be used.

OFMCO, based in Missouri, is one of a few companies that provides what is essentially a contract interior salvage business on a national scope. Coupled with extensive facilities for recycling its purchases, it offers two different services to the contract designer or end-user: 1. It buys used furnishings and equipment in bulk; sometimes it even buys whole buildings. 2. It operates a huge refinishing plant with capabilities for refurbishing its purchases, including wood, metal, plastic, and fabric components.

Since OFMCO combines the salvage agent and the refurbisher's roles, it is, says Don Lowe, its President, "able to offer top dollar on the items that are being removed from an interior space. The end-user makes money on the removal so he can ease his investment in redesigned space." Its factories are geared to year-round production on a massive scale. For example, it can refurbish and reupholster up to 1,000 chairs a month. Among the companies it recently has stripped of all outdated furnishings prior to renovation, according to Lowe, are offices for Conrail and the Pacific-Nevada Bell Telephone.

"Generally, customers for the refinished products are end-users and dealers," says Lowe. "We usually refinish and upholster in the colors and styles we think are best suited to those markets, though we do some custom refinishing for the interior design segment of the market. Our main contact with designers, however, is at the moving-out stage, when the designer can offer our salvage



Installed view (left) of refurbished seating at the Paramount Arts Center, Aurora, Ill., by ELS Design Group. Before and after examples (above and right) of theater seating by Country Roads, Inc.

services to his client, helping to preserve funds for the new interior. The more new furnishings that are sold, the better for our business in the long run."

OFMCO has been in the salvage and refurbishing business for approximately 10 years, and, according to Lowe, "we are growing at about 12 percent a year."

Country Roads Inc., based in Lowell, Mich., is also a buyer of old and a seller of refurbished commercial furnishings. But it specializes. The re-sold furnishings are primarily custom made to interior designers' specifications. Its specialty is theatrical seating for performing arts centers, movie houses, and schools.

Restores unreplaceable furnishings

Economy remains an advantage of using refurbished seating, but the primary advantage is often esthetic. For example, in working with Mark F. Pfaller Associates, renovation architects, it completely refurbished approximately 500 original gallery chairs for the Pabst Theatre for the Performing Arts in Milwaukee. The chairs dated back to the 1890s, and many of them needed to be completely rebuilt.

Quentin Van Dore, Vice President of Marketing at Country Roads, says, "We removed the chairs from the theatre and boiled off all the old finish in a caustic soda, then refinished them with a gold acrylic enamel. Seats and backs were completely rebuilt, and a new steel rear panel, duplicating the original, was attached. The chairs were then reupholstered in a nylon plush fabric that matched, in color, the original fabric which we discovered under some painted-over vinyl that was on the chairs when we took them apart."

Country Roads' president, Frank Southwell, estimates that the renovation of the Pabst chairs was done at approximately half the cost of standard new theater seating. "These particular chairs were so ornate and unusual," he continues, "that reproducing them from scratch would have cost about \$200 each. Some of the chairs we have

worked on could not be reproduced today."

Two thousand house seats for the Paramount Theater of the Performing Arts in Aurora, Ill., conformed with the structure's Art Deco architecture. They had ornate cast iron end standards among other design elements that ELS Design Group wanted to retain. Country Roads followed procedures similar to those employed on the Pabst seating. Vintage chairs from the 1920s with ornate hard maple standards were recovered from a fire at a theater in Yakima, Wash. "Reproducing them today would have cost a fortune," Southwell says. "We were able to rebuild them at a savings over standard new seating."

For less elaborate refurbishing jobs, Country Roads has developed "Porta Press," a mobile reupholstering plant that can be utilized on-site.

On-site and no mess

Electrostatic refinishing of metal furnishings is another option for refurbishing hospital, library, and office interiors. It is most often done on-site, during nights and weekends, to eliminate loss of production for the end-user.

An epoxy paint is applied to the old metal finish with a special gun-like apparatus that atomizes the paint and sends it through an electrostatic field. It results in a uniform covering that minimizes the mess created by usual spray paint processes. Aim is so accurate that the major companies that offer the service do not require the emptying of drawers or files prior to painting.

James Gronneck, president of R&G Services Inc., one of several electro-static refinishers that operate nationwide, says, "there's no over-spray at all. Drawers don't need to be removed, and tenants don't have to worry about damage to rugs, draperies, or walls. We work overnight, so the disruption to business for the end-user ranges from none to a very minimal slowing down.

"The furniture is usable the next morning, but it does take four days for the painted pieces to cure. During those few days the pieces can't be handled roughly or abused. We

Older pieces are often stronger than new

caution workers against scraping the surfaces or putting heavy equipment back in place on surfaces before a four-day interval."

A spokesman for Electro-Refinishing Co., which operates in a five-state area from New Jersey headquarters, agrees with virtually all the other major providers of this service: "There is no danger of disrupting other parts of the operation. When we have a job that can't be finished in one night, we set up a schedule with the company's office workers and come in on sequential evenings until the job's complete. There's rarely any down-time involved."

Both these companies and others will replace tops on desks and other surfaces, which not only eliminates the worn look, but updates the styling as well. It's called "capping," and Daryl Stack, Vice President of American Electro-Coatings, a nationwide firm, explains his company's options: "In a majority of cases we apply new plastic laminate tops over old on-site. In-laid tops are also replaced there. We remove the old surface, laminate a new top on the piece, and put a metal edging around it.

"We also manufacture caps for desks and counters at our plant, take them to a job and fit them in place on location."

Maintains chair parts stock

Reupholstering of desk seating is generally done off-site and the major electro-static painting companies either operate their own reupholstery plants or subcontract the work to companies with whom they are associated.

Electro-Painters, which is headquartered in Indianapolis and operates from 18 U.S. branches and through a group of foreign affiliates, also maintains a stock of some chair and desk parts from major manufacturers. Says Arthur Edwards, its President, "We will obtain new backs and seats from the major suppliers and refurbish and reupholster seating whenever necessary."

Electropainting by Steelcare Inc., another nationwide firm, based in Florida, also offers reupholstering and capping service along with overnight electro-static refinishing. Stan Kotler, its President, estimates that the average savings over purchase of new furnishings "ranges up to 85 percent. We can paint a new desk for 35 percent of the cost of a new one," he reports, adding, "a new top adds another \$50 to the job."

Like all the major electro-refinishers, Kotler provides

colors to match those of all current contract suppliers and will custom-match to an almost endless range of colors.

Stack of American Electro-Coatings, estimates overall savings on his company's jobs is approximately one-fifth the cost of new. There are added benefits, he points out:

"Delivery delays are eliminated. Historically, delayed deliveries on new furnishings have helped our business grow. The overnight aspect of this service has tremendous appeal to end-users on renovation projects.

"There is also a tax advantage for refurbishing, too. New furniture and equipment is considered a capital investment and is therefore subject to a tax credit of only ten percent. Refurbishing, as we do it, is considered a maintenance cost, and the cost of the entire job can be written off as an expense."

Kotler agrees and adds, "Many companies, particularly utilities and other publicly owned corporations, realize that low capital expenditure budgets reflect better on profit and loss statements provided to stockholders."

Arthur Edwards also points out, "New steel furnishings are not made with the intrinsic strength or gauge that was used on older models. Some of the quality of the pieces we refinish can only be obtained at a very high price."

Stack agrees. "Many times our customers have a budget that would accommodate low-quality new furnishings; but we can provide them high-quality items at a low price. The cost factor of replacing in like quality has moved many companies to opt for refinishing.

Utilities, insurance companies and the offices of manufacturing companies once made up the largest share of overall business for these refinishers. Now their market is expanding, particularly into banks, hospitals, hotels and motels, and schools. Country club and ship locker areas are also in the market for re-furbishing services, and the electro-static process can also be used for metal room dividers, partitions, and elevator interiors.

Once these refinishers worked primarily with end-users. As their markets expand, and as the need for blending old and new furnishings and equipment increases, they are coming into closer continuing working relationships with space designers. Inflation, they agree, will continue the trend as end-users seek to curb costs, reduce down-time, maintain tax advantages, and still enhance the efficiency and appearance of their working environments. □



Dingy, older desk is given clean new face lift by American Electro-Coatings.

CANADIAN FIRMS HOST CANEXUS 78, WITH CONTRACT SHOWROOM TOURS

Sixteen major Canadian contract manufacturers sponsor Canexus 78, in Toronto, September 29-30, for U.S. and Canadian designers

A two-day show by 16 major Canadian manufacturing firms has been scheduled to take place in Toronto, Canada, Friday, September 29, and Saturday, September 30, 1978. Called Canexus 78, the show will consist of showroom tours of all participating companies, a Visitors' Breakfast on Friday morning, and a concluding Designers' Reception on Saturday night.

Made up of high style Canadian furniture producers, the Canexus '78 show will ferry both U.S. and Canadian designers to all exhibitor showrooms over the two-day period, irrespective of starting point. It is designed to acquaint specifiers with the broad range of fine furniture available from participating Canadian manufacturers.

Kick off will be a Visitors' Breakfast to be held at the Hyatt Four Seasons Hotel in Toronto, official hotel for the event. To top off the two days of showroom hopping, a gala Designers' Reception will be held at The Art Gallery of Ontario and The Grange.

"Our intent," says John Geiger, President, Interiors International, and Secretary of Canexus 78 Steering Committee, "is to provide a gracious, unhurried format that will permit designers from both Canada and the United States to get a broad perspective of the different types of furniture, technology, construction, price levels on these furniture lines."

Member companies are: All-Steel Canada Ltd.; Croydon Furniture Systems, Inc.; Curtis Products Ltd.; Harter Furniture Ltd.; Herman Miller of Canada Ltd.; Interiors International; Kinetic's Furniture Inc.; Klaus Nienkamper Ltd.; and Lief Jacobsen Ltd. Also Metalsmiths Co. Ltd.; Precision Mfg. Inc.; Reff Products Ltd.; Standard Desk; Steelcase Canada Ltd.; Storval International Ltd.; and Sunar Ltd.

More information is available from Geiger at 416/745-4000 or Mike Cameron at 519/886-2000. Cameron, Sunar VP/Marketing, is Chairman of Canexus Promotion Committee. □

A — Series of 14 contract seating designs by Jeffery Fear are available from **Kinetics Furniture Inc.** Multi-purpose and office chair (shown) plus others come with choice of chrome or colored frames and upholstered or wood seats. **Circle No. 281.**

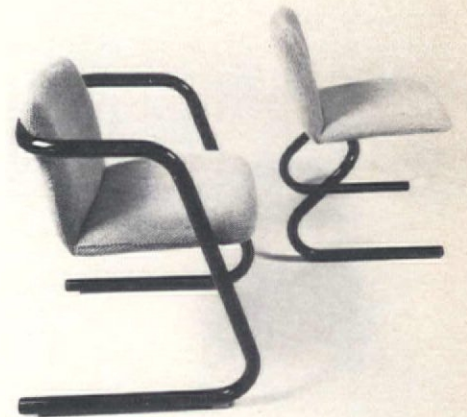
B — Executive chair line by **Curtis Products Ltd.** won the Australian Design Award. It comes in leather, standard, or custom upholstery. Arm pads are crafted over cast aluminum. Glides and casters are interchangeable. **Circle No. 282.**

C — Among the 17 new designs slated for display by **Leif Jacobsen Ltd.** is the *Topper Series sofa* (shown). Others include desks, tables, and additional upholstered seating. **Circle No. 283.**

NOT PICTURED: *Sculptures in Wood*, an executive desk and cabinet series, designed by Warren Plattner, will be exhibited by **Standard Desk** along with a second series by André Lemay. In addition, the firm will show chair lines by Robert Whalen and a revision of the SDS open plan system. **Circle No. 284.**

Executive Options to the Action Office Furniture System will be shown by **Herman Miller of Canada.** They include detailing for standard components. The firm will also introduce a modular sofa group. **Circle No. 285.**

A new seating series, designed by **Hel-land Thurston Associates**, will be displayed by **Harter Furniture Ltd.** It is modular in design with high-back, low-back, arm and armless versions, ranging from swivel-tilt chairs for executives to four-legged desk chairs. **Circle No. 286.**



A



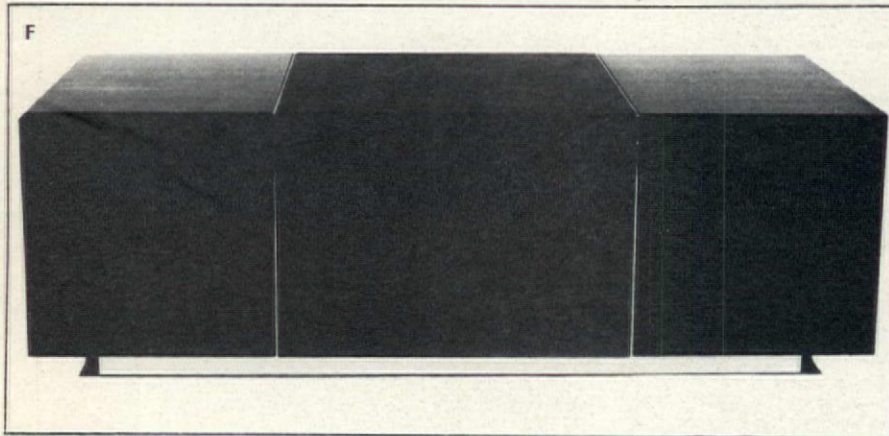
B



C

CANEXUS '78

"Unhurried format" shows Canada's design range





D — All-Steel Canada's MFC-17 work station system retains traditional furniture elements with added capabilities for lateral files, panels and overdesk units for visual communication. **Circle No. 288.**

E — Office furniture systems by **Reff Products Ltd.** include a wide range of panel-mounted and free-standing storage and surface option. **Circle No. 289.**

F — Domino executive desk suite, designed by Court Noxon for **Metalsmiths**, is 86 by 36 inches and has a pull-out bar with serving tablet and storage. Finish is a hand-rubbed dark brown glaze over walnut veneer. **Circle No. 287.**

G — In conjunction with displays of wiring and flexibility options on the **Steelcase Series 9000** systems furniture, the firm will show the 454 chair series. Cantilevered design (shown) has a frame of oval tubular steel and polished chrome finish. **Circle No. 290.**

H — **Interiors International Ltd.'s** executive chair series features open arms in polished chrome with an upholstered pad. Options include swivel, swivel/tilt, and caster models, rolled or tufted upholstery. **Circle No. 291.**

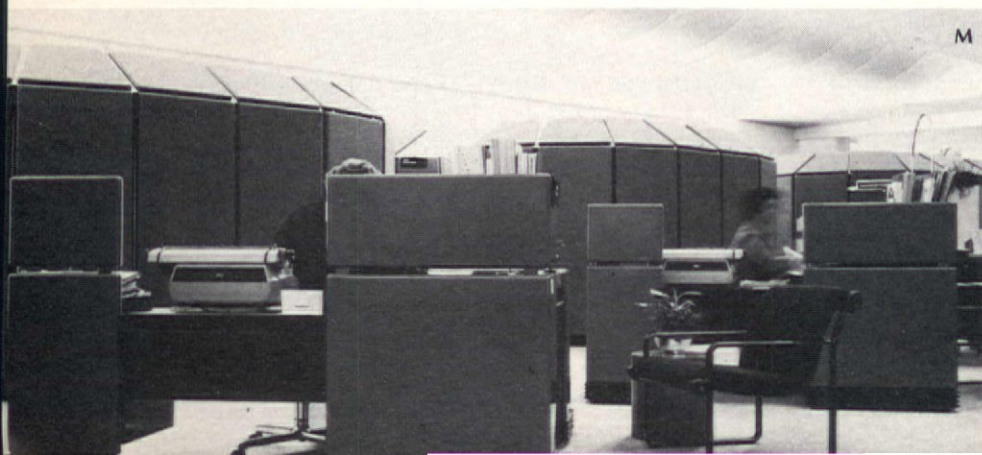
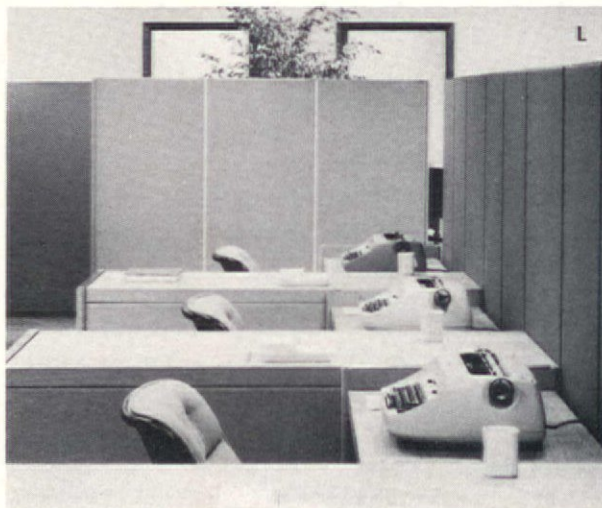
I — **Soft Cube** executive desk line by **Croydon Furniture Systems Inc.** comes in oak or walnut and is accented with base and trim in choice of chrome or antique copper. Credenzas come with or without kneespaces. **Circle No. 292.**

J — The EC series is part of the next generation of energy and communication work support systems from **Sunar**. Desks, credenzas, enclosure units come with or without a full duct wire option package. **Circle No. 293.**

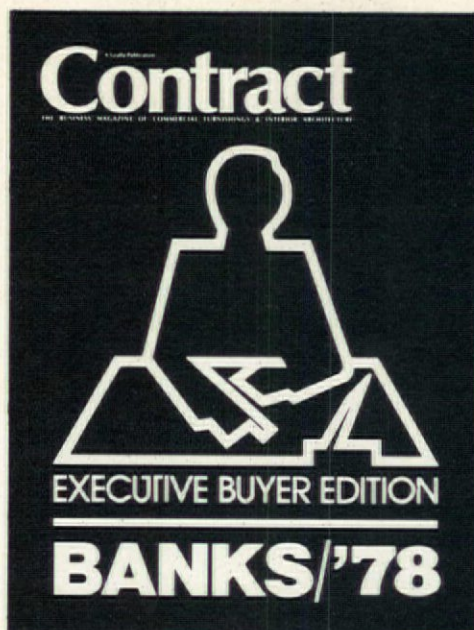
K — Interchangeable panels and pedestals constitute **Precision Manufacturing Inc.'s 6/5 Series Panel** line of office furnishing. Cube is underlined with recessed chrome bases. **Circle No. 294.**

L — **Zapf Plus** open office furniture system, designed by Otto Zapf for **Knoll International**, will be displayed by **Klaus Nienkamper Ltd.** The system includes acoustical fabric panels. **Circle No. 295.**

M — **Storwal's Nelson Workspaces** system, by George Nelson, starts with **KD steel desk** and hook-on units from phone holders to privacy shields, has free-standing partitions. **Circle No. 296.**



Coming in October...



**CONTRACT's Bank
"Executive Buyer Edition"
gives you and 5,000 bankers valuable facts
plus latest products and designs**

October CONTRACT's Bank "Executive Buyer Edition" will give you a full-color update on the latest in bank planning and design. This report will include all those hard-to-find details that typify CONTRACT's business-minded editorial. Plus, the newest in bank furniture and furnishings, and signage.

You and your fellow 27,551 specifier/buyers who regularly read CONTRACT will find much in-depth information in this special issue, as will the 5,000 bank presidents and board chairmen we've added to October's circulation.

Advertising Deadlines: September 8, orders; September 18, film; September 22, inserts.

Every "Executive Buyer Edition" spotlights a different end-user market, featuring specialized editorial and extra circulation to 5,000 executive buyers

Offices in November — Practical editorial, plus extra circulation to 5,000 office managers and facility planning executives. Space closes October 12.

Health Care in February — Specialized information, plus extra circulation to 5,000

health care executives. Space closes January 12.

Hospitality in April — Informative editorial, plus extra circulation to 5,000 hospitality/restaurant executives. Space closes March 12.

Government in June — Practical information, plus extra circulation to 5,000 government administrators and purchasing executives. Space closes May 11.

Contract

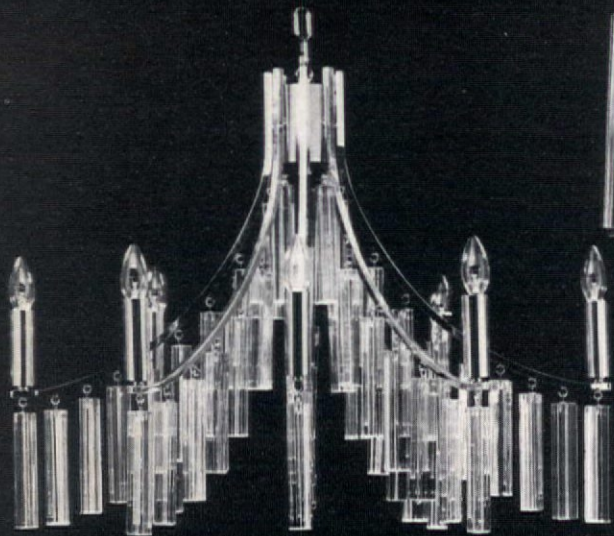
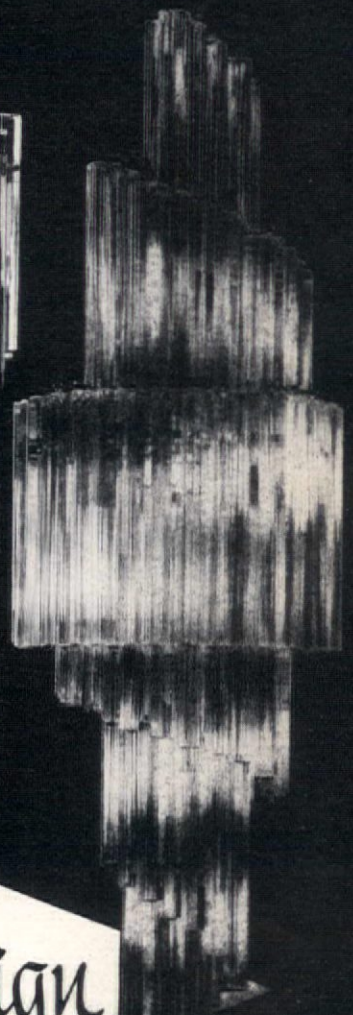
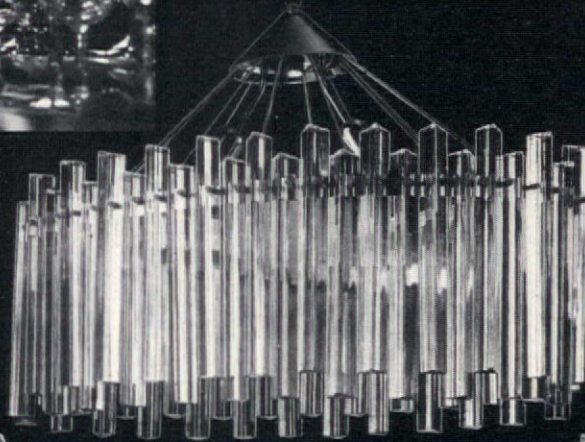
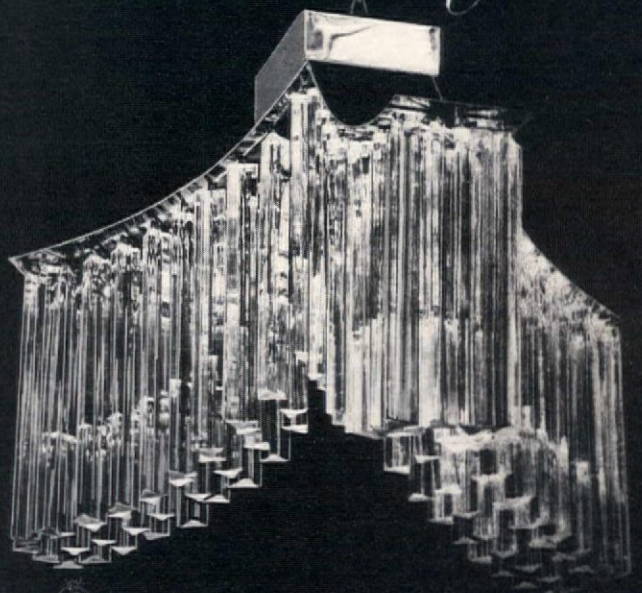
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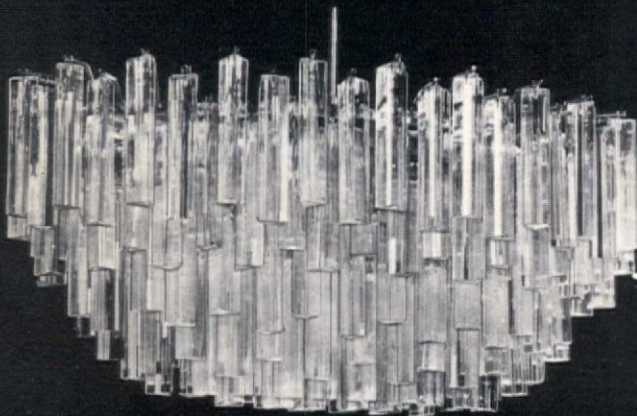
*Lighting Fixtures
of Hand-blown Glass*



Design by Nat Berger



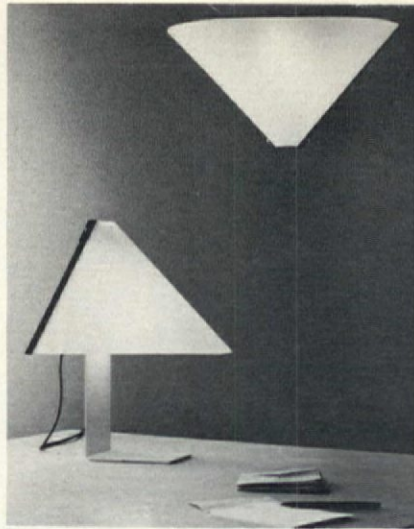
Lighting
Fixtures
by
Camer Glass



design

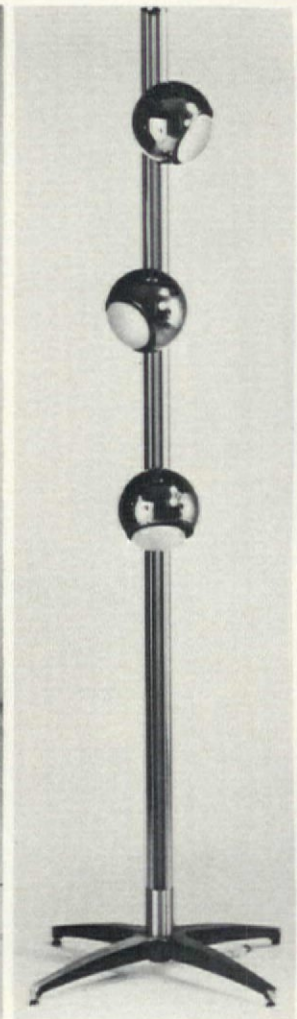
GALLERIES, INC.

Lighting: Metal achieves more design flexibility



The Cappello Desk lamp (far left) is one of three new lighting fixtures in **The Pace Collection** line. It has a polished chrome stem with a black base and globe holder. It stands 22 inches high; is 16 inches deep and 10½ inches wide. **Circle No. 208.**

New Artemide lighting, distributed by **Castelli Furniture** includes Porsenna desk and wall fixture (near left). Designed by Vico Magistretti, it consists of a stylized triangular shade of opal color polythane with supports in white hammer-finish metal. Desk-top design stands 18½ inches; wall mount is 9¾ inches. **Circle No. 209.**



Rekta floor lamp by **Koch & Lowy Inc.** is all metal and adjustable. It is offered in a choice of brass or chrome. Internal cord permits height adjustment from 36 to 47 inches; shade swivels for maximum lighting focus. **Circle No. 210.**

Track lighting concept can be adapted to vertical use on Circa-1 Light Stand by **Swivelier Co.** It consists of a 6- or 8-ft. length of track on a free-standing base of extruded aluminum, and choices of chrome spheres, cylinders, and square fixtures. **Circle No. 211.**

Flexible floor lamp from **Laurel Lamp** has a 6-in. diameter metal shade atop a 24-in. flexible arm on a 35-in. high rod. It comes in polished chrome, Swedish brass, blue, white, sand, or brown with black base and neck. Arm is adjustable. **Circle No. 212.**

Your client is convinced
you know more about
outfitting his office
than he does.

Prove it!

Specify
Chromcraft.



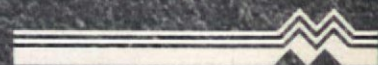
SHOWROOMS

Space 1131, Merchandise Mart, Chicago; Space 638, World Trade Center, Dallas;
Space 18D5, Merchandise Mart, Atlanta; Space 905, Western Merchandise Mart, San Francisco.

Design: Robert L. Wilson

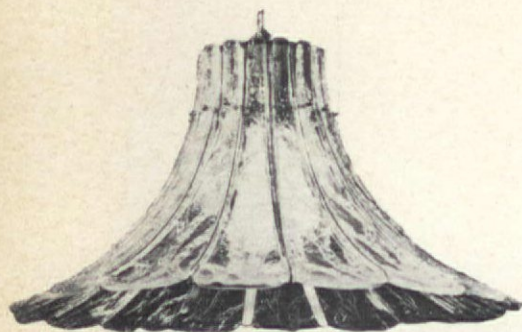
Circle 45 on reader service card

Chromcraft Furniture



a Mohasco company

Lighting: Ceiling mounts span wide style spectrum

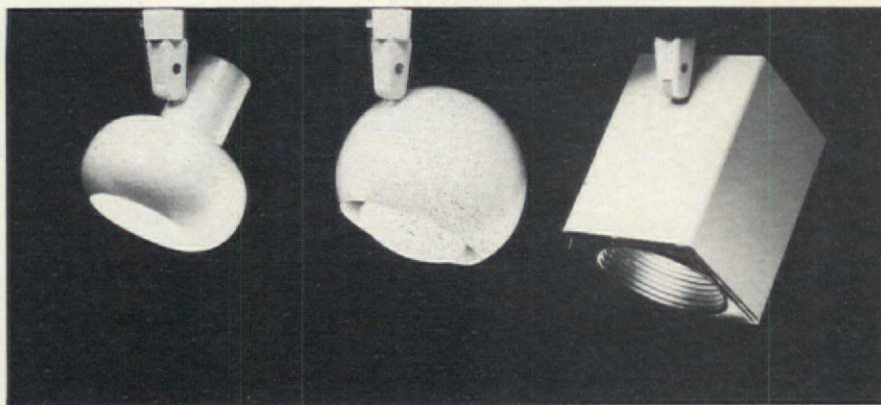
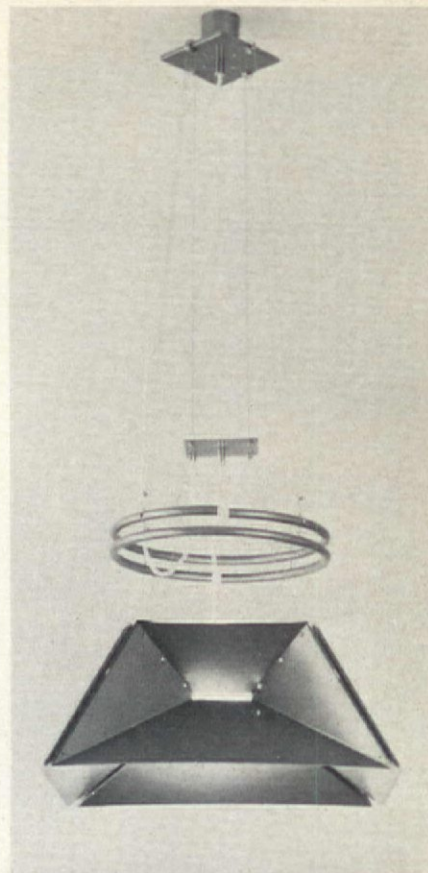


Chrome strips support leaves of crystal clear glass on pendant fixture (below left) from **Camer Glass Inc.** It accommodates a bulb of up to 300 watts and can be hung from a stainless steel chain or stem. **Circle No. 213.**

Pendant lamp with built-in pulley (right) affords maximum focus. Called **Bunker**, it is by **Venini** and comes in metalized silver, lobster red, and white. **Circle No. 214.**

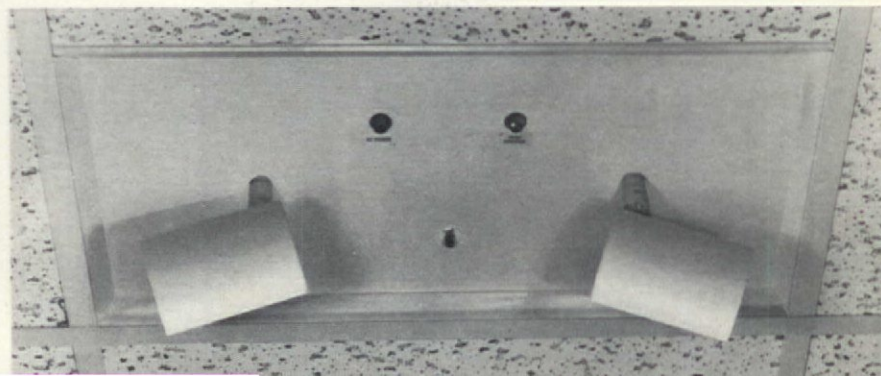
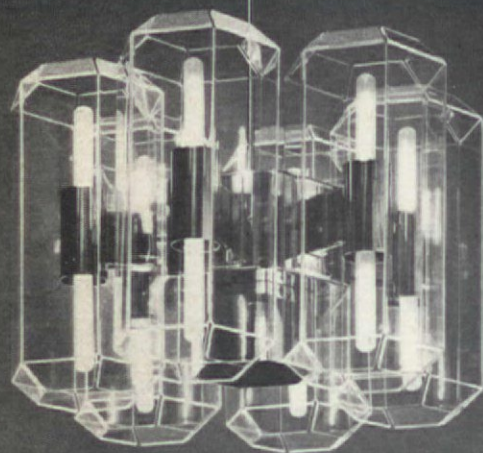
Translucent white Domaform Pendant from **Habitat** (left) provides even illumination through a polyethylene hemisphere with 26-in. diameter and 17½-in. height. Open bottom facilitates relamping. It adapts for three suspension methods. **Circle No. 215.**

Low-wattage track lighting (below) from **Keene Corp.** offers a choice of seven fixtures in five different finishes. Track sections are pre-wired and polarized for safe, easy installation. **Circle No. 216.**



Six hexagons (left) form a larger hexagonal shape chandelier in Georgine Aasen's design for **Robert Long Lighting**. Clear acrylic chimneys encase light sources, and polished chrome hub contains a downlight. Surfaces give sparkling glow. **Circle No. 217.**

C-Ling Lite by **Chloride Inc.** (below) is designed for simple installation in dropped panel-type ceilings. The fitting rests on the T-bar ceiling grid. White enamel finish blends with tiles. Twin cylindrical lamp heads are adjustable. **Circle No. 218.**



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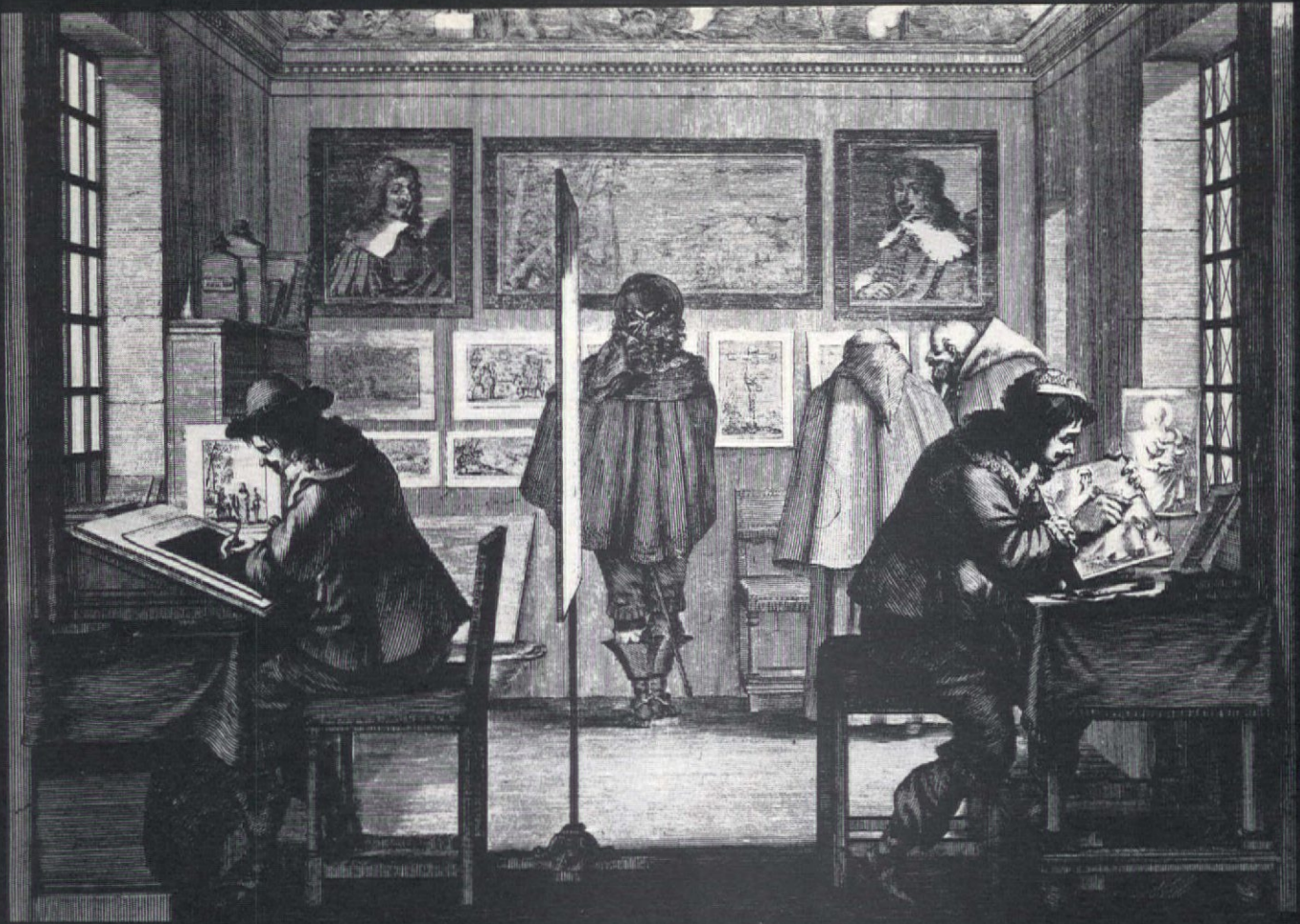
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Engraving by Abraham Bosse: *Graveurs en Taille-douce, au Burin et a l'eau Forte* ('49-69-1) Philadelphia Museum of Art: Given by Staunton B. Peck

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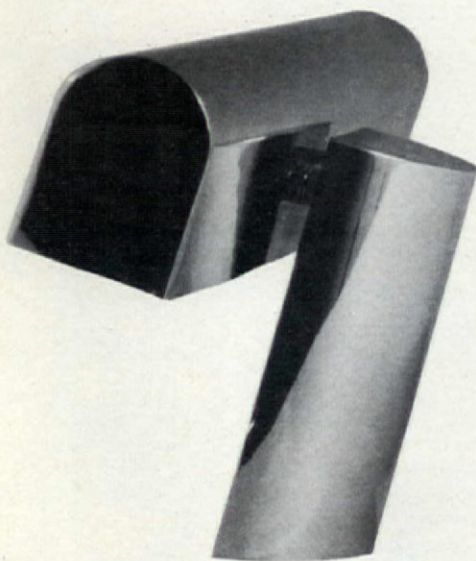
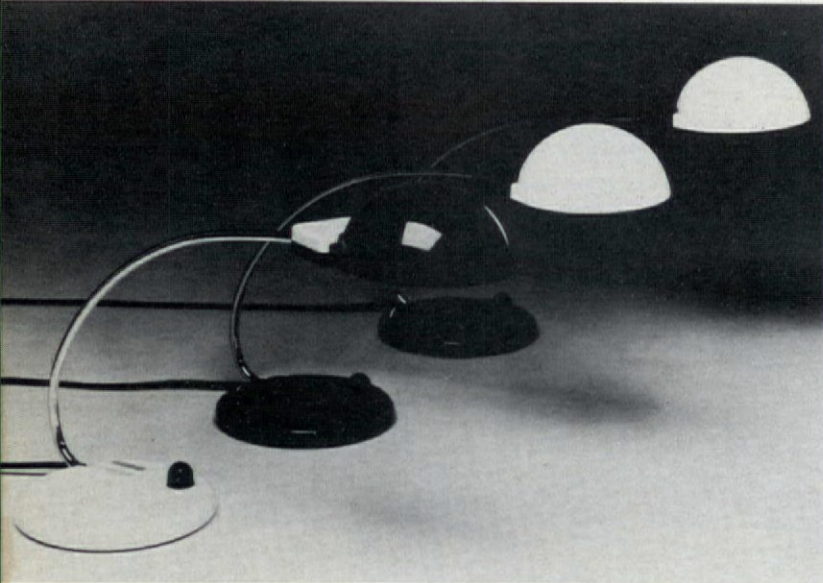
Lighting: Versatile desk units focus on tasks at hand



Apple Light from **L. Paul Brayton Ltd.** (left) is a cast polyester lamp that comes in a white sand-textured finish or a polished ebony finish. Three-way switch is standard; dimmer is optional. **Circle No. 300.**

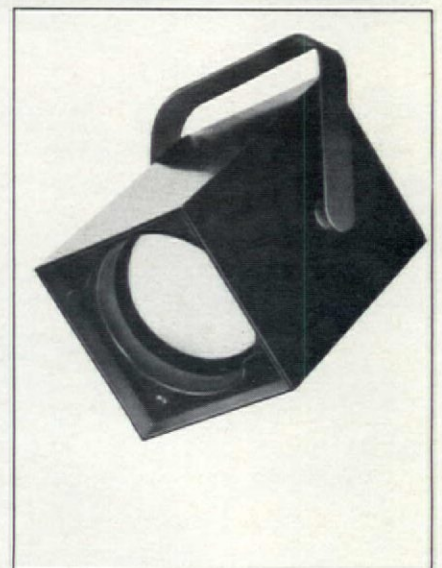
Alogena 50 (below far left), by **Lighting Associates**, consists of a chrome arm, a white or black base, and choice of white, green, or blue opal glass reflector. Arm is 17½ by 26 inches. **Circle No. 301.**

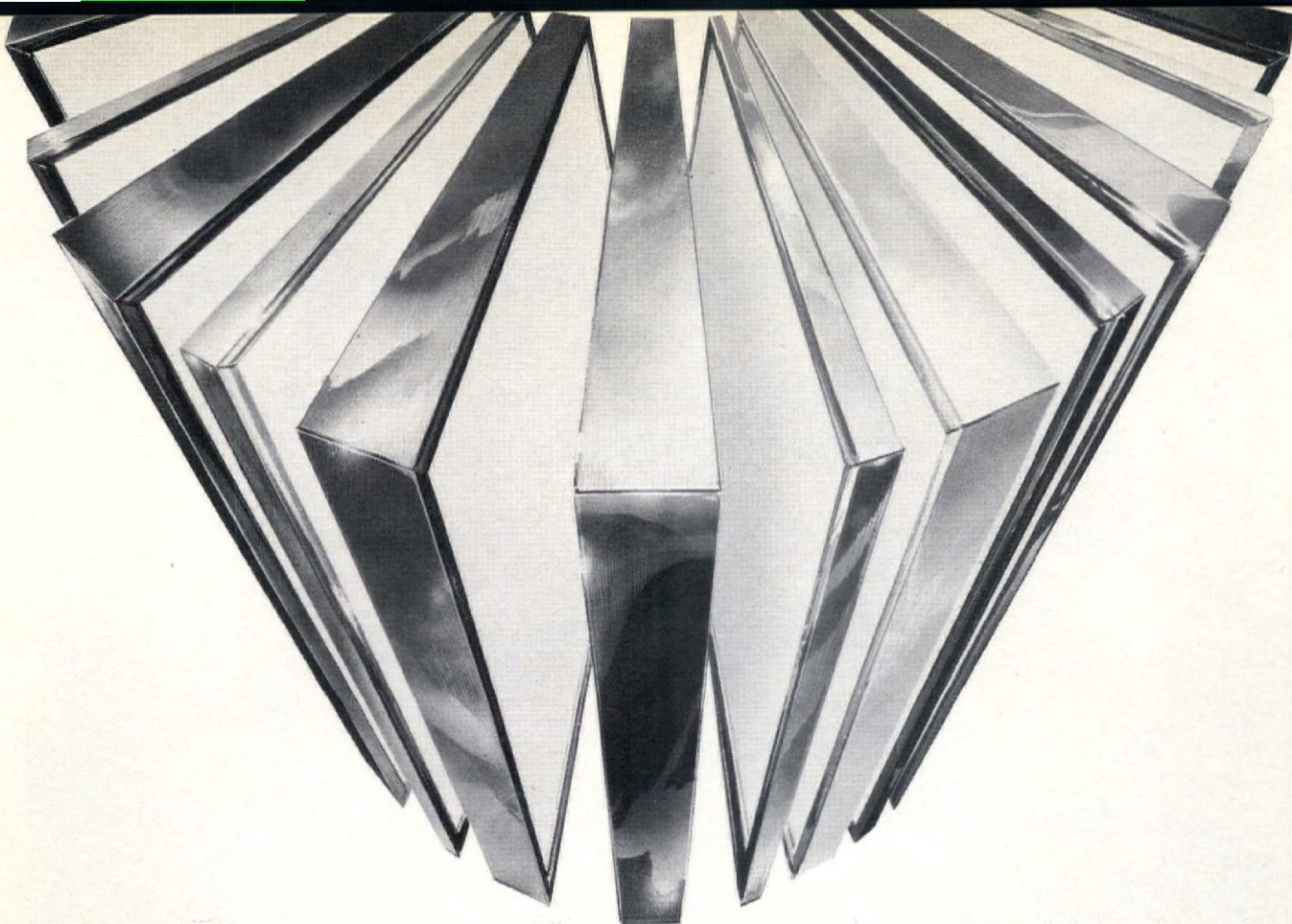
Bankers Brass (below) by **Electrix Inc.** includes two fluorescent tubes in a steel shade on steel columns. Base is solid wood. It stands 13 inches high, is 20 inches wide and comes in polished brass or chrome finish. **Circle No. 302.**



Polished chrome desk lamp (left) from **TSAO Designs Inc.** utilizes an incandescent-fluorescent bulb for warm lighting. Design is a simple combination of two contemporary forms, blended for base and shade in a jaunty design. **Circle No. 219.**

Extruded square spotlight (right) from **Lighting Services Inc.** is fully adjustable and self-locking in all horizontal and vertical planes. Standard colors are black, white, bronze, brushed aluminum, and mirror-polished aluminum. Designed for general accent lighting, it is said to require less power than similar models. **Circle No. 220.**





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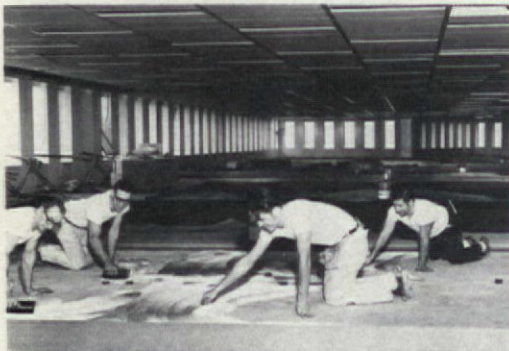
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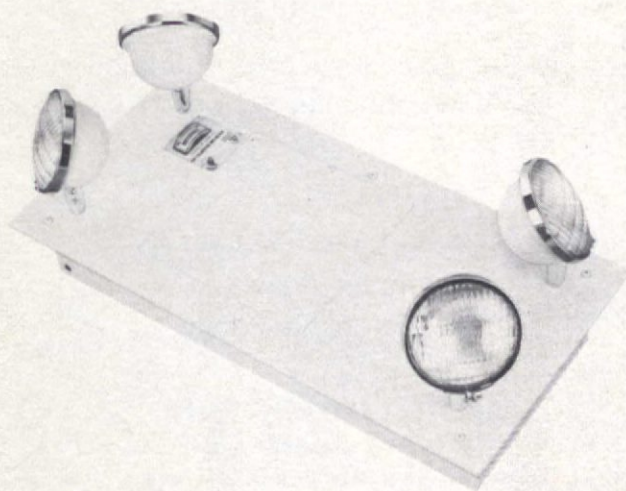
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Emergency light series RSC6G from Teledyne Big Beam utilizes a gelatin system with a life expectancy of from five to seven years. It reportedly has no "spill," and doesn't need refilling. It provides 1½ to six hours of lighting, and comes in models with from two to five lamp heads.

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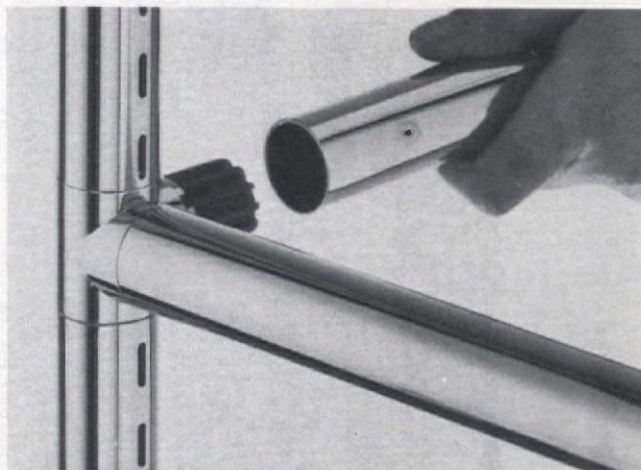


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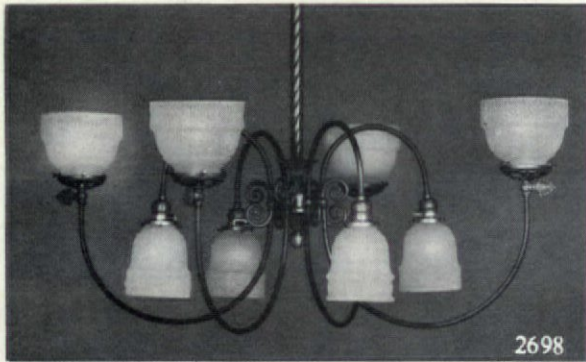
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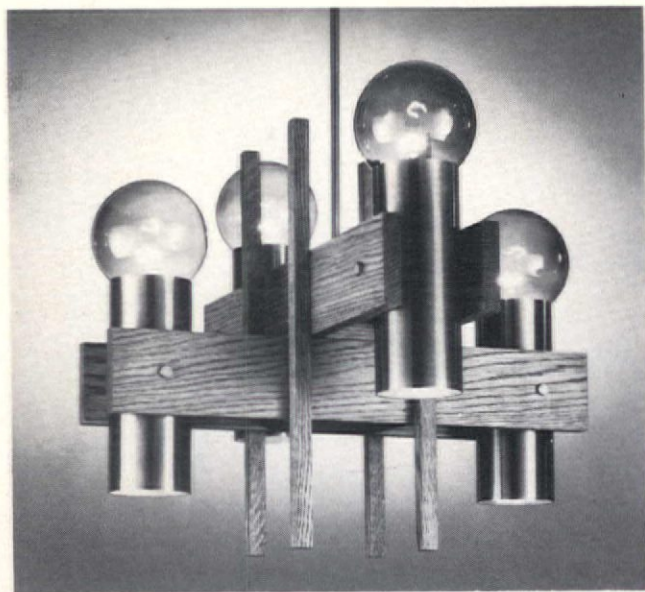
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BASE COMBINES CERAMIC AND WOOD

Ceramic and wood are combined on the base of Royal Haeger lamp from Haeger Potteries Inc.'s Dahlgren Collection. Bands of distressed wood are alternated with white crackled glaze ceramic. A wood finial tops the sand-colored, muslin pleated shade. Total height is 30 inches.

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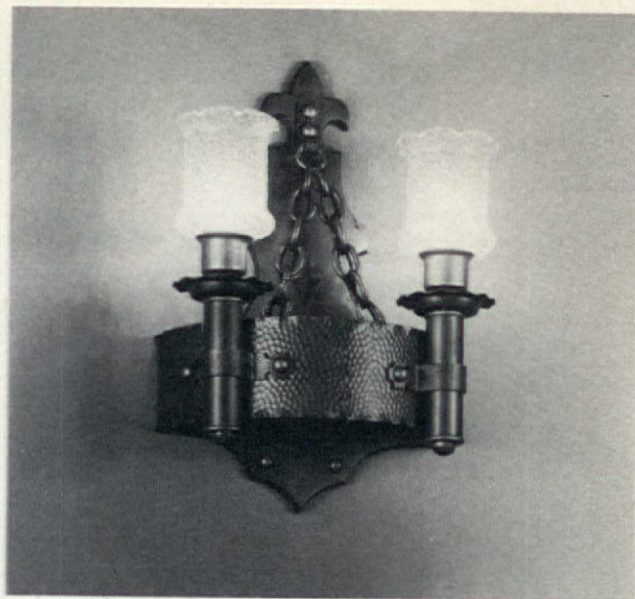
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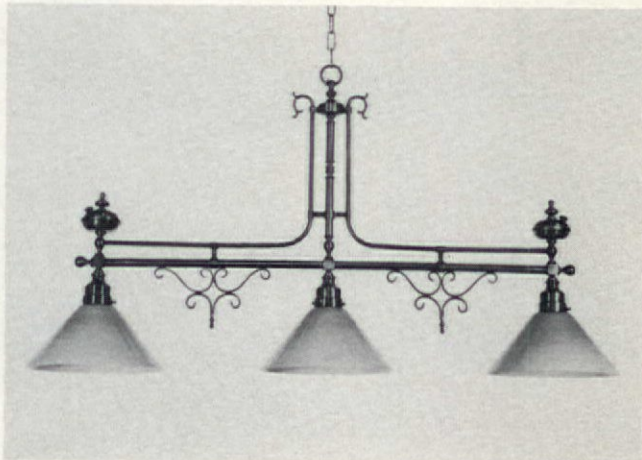
Old English style wall bracket from R.A. Manning Co. is fabricated from hammered steel and has a cast aluminum backplate and heavy accent chain. Larger chandeliers and pendants, up to 68-inches in diameter, are made to match.

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LAMP/BALLAST SYSTEMS CONSERVE ENERGY

An energy saving Slimline lamp, Watt-Miser II, from General Electric (shown), is said to be the first commercially available fluorescent lamp to produce 100 lumens-per-watt. It reportedly uses 20 percent less electricity than the company's standard slimline lamp. The firm also has developed Maxi Miser II, an electro-magnetic ballast, that is said to reduce wattage loss and boost efficiency by up to 24 percent.

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BILLIARD TABLE LAMP FAITHFULLY REPRODUCED

Stratton House fixture, once used over billiard tables, has been reproduced in detail by Georgian Lighting Studios. Fixtures are solid cast brass; shades are glass with an overlay in green or amber. Three ball bulbs are down lights.

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Upholstered Cane chairs from Virco Mfg. come with or without arms of natural formed wood. Frames are one-in. steel tubing, and seat and back supports are of plywood. Upholstered backrests and seats have 1¼-in. urethane foam cushions, covered in vinyl or fabric.

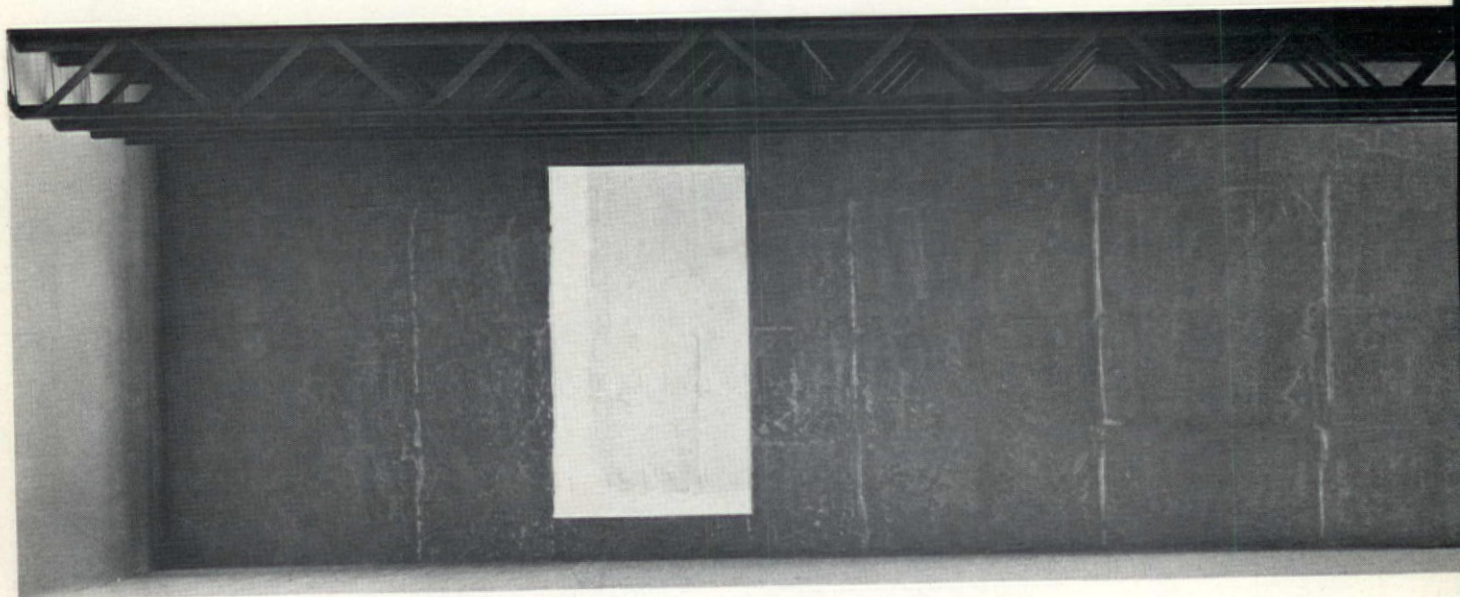
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FABRICS RECALL HISTORIC ERAS

Three new collections from Waverly Fabrics recall historic themes. Merchant Princes contains styles such as a French Paisley (shown), which is reminiscent of American emulations of European designs in the early 1800s. Royal Pavilion and Adriatic collection are based on designs from English Regency prints and the ancient civilizations of Egypt, Greece, and Rome respectively.

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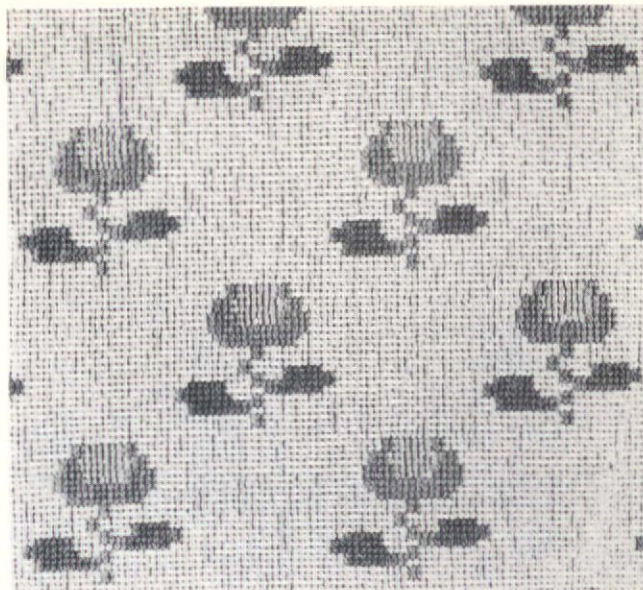
TRSC™ turns spaces



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Formica Corp.'s series of 12 International Collection wood-grain designs are shown in large scale samples. A full set of 20 by 20-inch real-laminate samples are packaged in a black carrying case for easy transportation and storage.

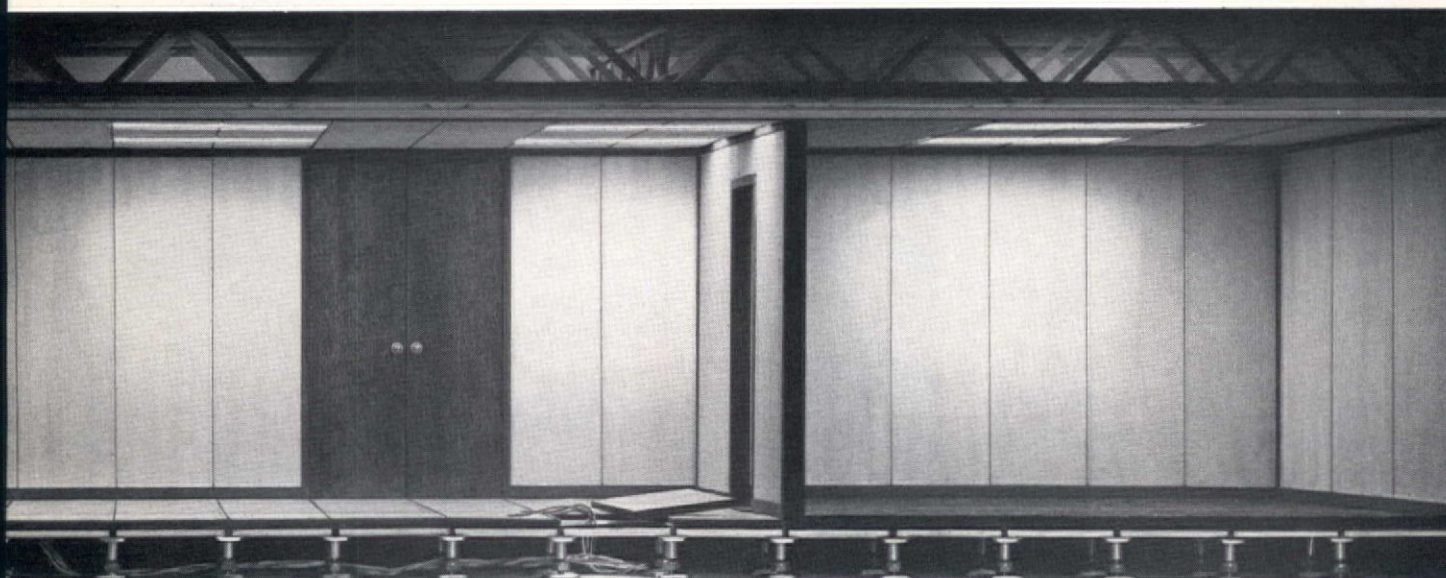
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WEAVES EMPHASIZE TEXTURE OF FABRICS

Texture and softer colors are emphasized in Brunschwig & Fils' spring collection of 80 fabric patterns, including 19 wallcoverings. Woven patterns range in texture from stripes to rough wools, and tone-on-tone effects add the textured look to printed designs. Marylis pattern (shown) is all-cotton with feel and look of tapestry.

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TABLES OFFER VARIETY AND DURABILITY

Cramer Industries has expanded its conference table line to include base pedestals of three-inch square steel upright and 1/2 by 3-inch solid steel bar stock legs. It offers 14 sizes in all shapes, with genuine wood or laminated plastic tops. For customers furnishing their own tops, Cramer will supply frames only.

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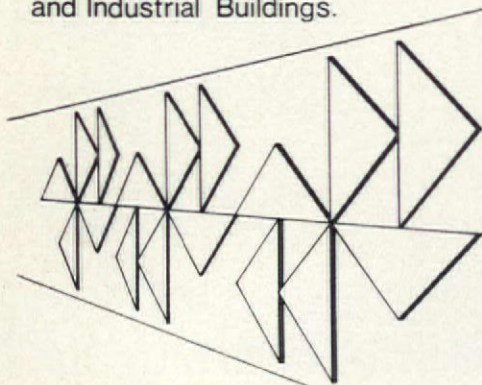
SEATING OFFERS LUXURY AND DURABILITY

A new line of executive office seating from Alex Stuart Design features solid oak bases and top grain leather. Each chair is hand tacked, hand tufted, and is scaled to office size. The line includes executive swivels, guest chairs, conference chairs and sofas.

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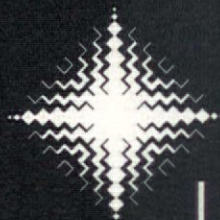
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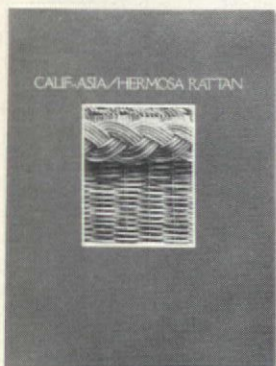
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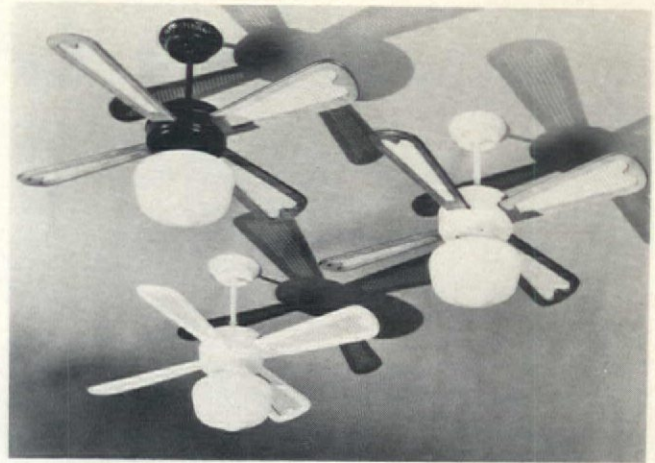
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PRODUCTS & SERVICES



FAN LIGHT TAKES WHIMSICAL TURN

Little Fannie, called an inexpensive offspring of the turn-of-the-century ceiling fixture by A.&G. Machinery Corp., contains wood blades with cane inserts. Blades do not rotate. Fixture colors are black, white, and yellow.

Circle 317 on reader service card



LIGHT SPHERES HANG FROM METAL FRAMES

Metal framework drops clusters of light in Light Spheres collection from Feldman Co. Glass cylinders come in smoke, raindrop, opal and clear, while metal frame options include choice of nickel or polished brass.

Circle 318 on reader service card

HALO ENTERS H.I.D. INDOOR LIGHTING FIELD

Halo Lighting Div., McGraw-Edison Co., has developed a line of H.I.D. (high-intensity discharge) indoor lighting. "Recent improvements in color rendition and noise reduction," said a spokesman, "now make H.I.D. luminaires ideal for a wide range of indoor commercial and industrial applications." The H.I.D. lamps are said to be up to three times as efficient as fluorescent sources and up to five times as efficient as incandescent lighting by delivering more lumens per watt. A new Quiet Cube ballast, designed to cut normal transformer noise levels, has also been developed.

Circle 319 on reader service card

Circle 64 on reader service card

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ACRYLIC MARKS DEPARTURE FOR DANSK

House of Dansk departs from its traditional knock-down lighting with the Delta series. Tops are of heat-resistant polypropylene on molded acrylic fixtures. Three models in 8-, 12- and 15-in. diameters, are 9-in. high. Stock colors include white, yellow, and orange, and models can be mounted or hung.


Circle 320 on reader service card



ADAPTS FOR TABLE OR PENDANT USE

Thirty handcut crystal facets contain low-voltage bulbs in fixture by Morrison Lighting that can be used as table lamp or in single pendant, triple pendant or twelve-unit chandelier form. Table model stands 27 inches high, has 17-in. diameter. Units come in choice of finishes and with custom modifications available on request.

Circle 321 on reader service card



129

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 915 Western Avenue/Liberty, North Carolina.

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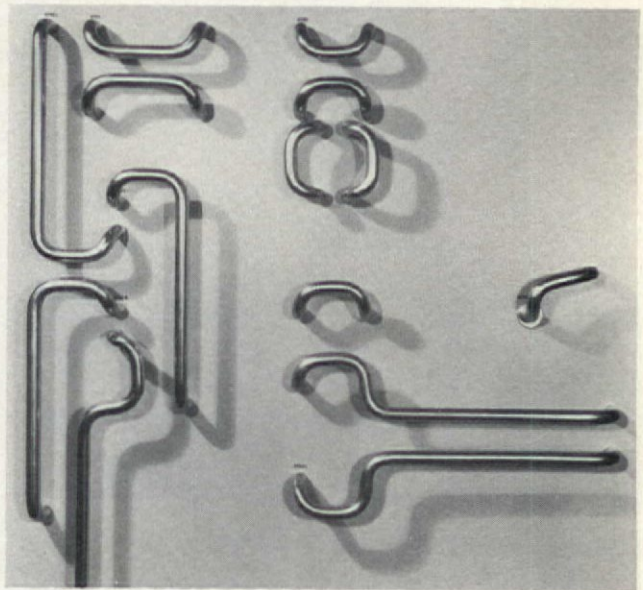
PRODUCTS & SERVICES



TALL SHIPS SAIL ON GRAPHIC COLLECTION

A photographic collection of 12 of the tall ships that sailed down the Hudson to celebrate the Bicentennial have been reproduced in full-color prints. A range of sizes up to 15- by 30-ft. murals, from Meisel Photochrome, come mounted on artboard, hardboard, canvas, or direct to wall.

Circle 322 on reader service card



HANDLES EASY TO MANEUVER

Limbar Doorpull System from the Ironmonger Modern Hardware Co. is a series of fixed center handles designed to be operated by the forearm. Especially useful in hospitals.

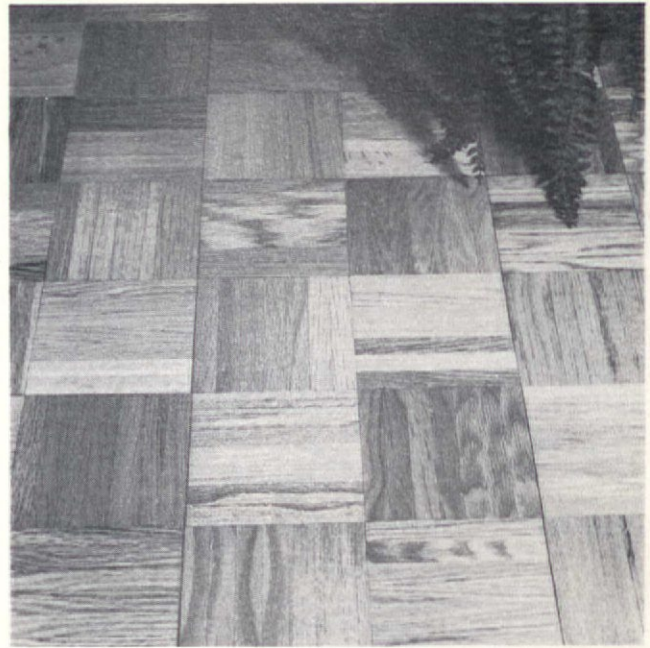
Circle 323 on reader service card

CONTRACT



LAVATORY OFFERS CONTINENTAL DESIGN

A new pedestal lavatory by Crane Company's Plumbing Division, has streamlined, continental design that blends with either contemporary or traditional decor. Called Diana, it is available in a variety of colors. Overall bowl size is 25 by 21 1/4 inches with a 20 1/4-inch basin. Height is 31 1/4 inches. Circle 324 on reader service card



OAK PARQUET COMES PRE-FINISHED OR NOT

Appalachian Oak Parquet tongue-and-groove flooring squares from Wood Mosaic Corp. come either pre-finished in natural or antique brown, or unfinished. Blocks are 11-in. square and 5/16-in. thick and have a web back. Circle 325 on reader service card



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- 11:30 am "Fibers and Specifications." A wide-ranging review of the newest carpet pile fibers and yarns as well as spec writing techniques.
- 4:00 pm "Assuring Good Installations." Avoiding problems by anticipating them. An incisive look into installation technology and its applications.

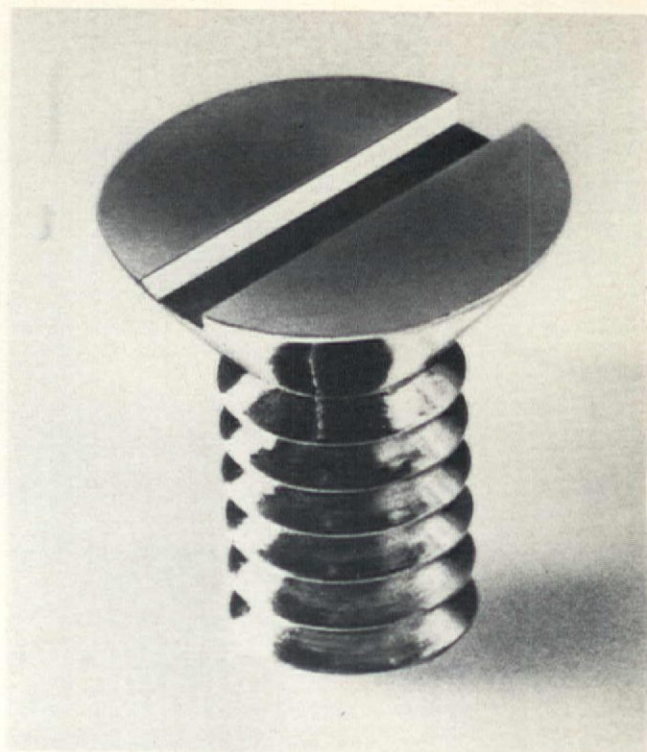
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COAT HOOKS SIMULATE INDUSTRIAL HARDWARE

Costumers, or coat hook collection, designed by Paul Mayen for Architectural Supplements Inc. (Habitat), are outsized replicas of hardware items, finished in polished chrome. Included are a large cast screw; a round rod cut in half and pried apart to form a double hook, and a series of reformed rods to accommodate one or two coats. All have hidden castings for attachment to the wall.

Circle 326 on reader service card



BRASS FURNITURE BRIGHTENS ROOM

Parallel tubes support a massive arch in Swan's new Harvest Moon pure brass bed, offered in twin, double, queen, king, and dual twin sizes, as a complete bed or headboard alone. Optional accessories include a 52-inch oval bench and Flora nightstand.

Circle 327 on reader service card

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Wilsonart

Jute Carpet Backing Council

A collection of 108 patterns, including woodgrains, leather, and slate, are illustrated in a new eight-page, four-color brochure from Wilsonart Brand Laminated Plastic. Complete specifications for .50-inch-thick general-purpose type laminate are included.

Circle 328 on reader service card

A new architectural guide specification for glue-down installation of jute-backed carpets explains the procedures and advantages of jute's innovative system. The guide is offered by Jute Carpet Backing Council.

Circle 329 on reader service card

Photographic wall murals by Naturescapes are reproduced in a 16-page, full-color brochure. In addition, some photo-

murals are shown in room settings, and the specifics of each are listed along with photographers' names. The mural installation process is described.

Circle 330 on reader service card

Window treatments and blinds are discussed in a dozen new style sheets covering lines by Window Modes/Weavers Domain. Each sheet is in color and includes color product and installation photographs.

Circle 331 on reader service card

Coordinated office furniture fills HON's 110-page catalog. From traditional to contemporary, the emphasis is on efficiency, comfort, and long-term durability.

Circle 332 on reader service card

Interior furnishings from Tri-Mark Designs, including numerous styles of tables, chairs, benches, headboards, etagères, and accessories are shown in color in a new 76-page brochure. All dimensions and options are included in specifications.

Circle 333 on reader service card

Heat welded vinyl flooring lines from Tarkett are described in color in an 8-page brochure. Specifications for Multiflor, Conductiflor, Acoustiflor, two Gymflor grades and Wallgard, a vinyl wall covering, are included along with installation photos showing typical contract uses for the various grades.

Circle 334 on reader service card



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Regulations: Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or items for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

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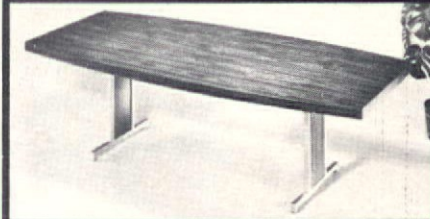
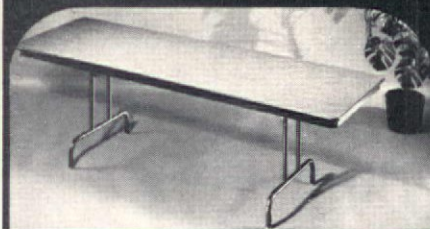
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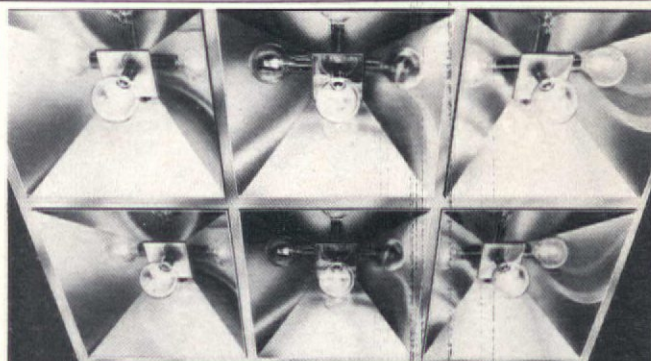
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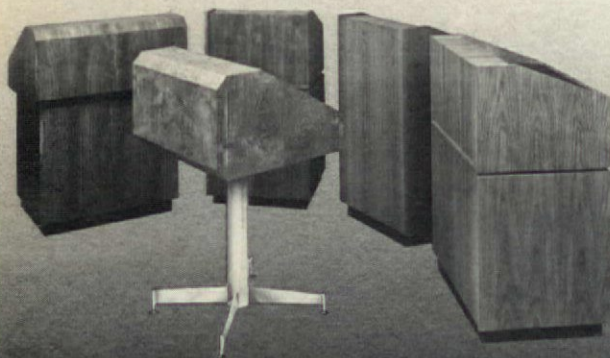
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