A Gralla Publication

November 1978

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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

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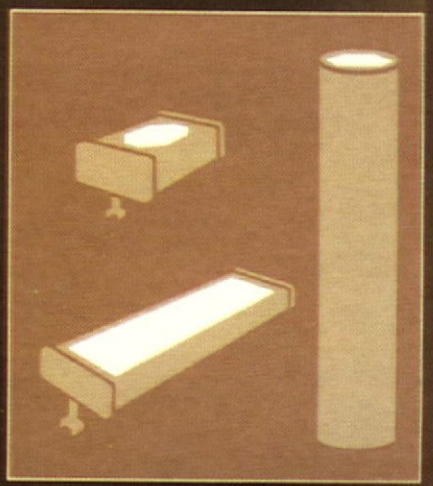

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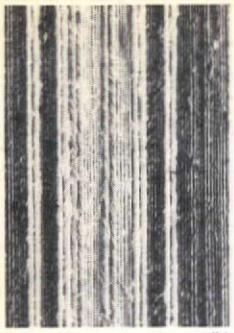

p. 84

p. 78

p. 56

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Vol. 20 No. 11 NOVEMBER 1978

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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

NOV 2 71978

EXECUTIVE BUYER EDITION

Bonus circulation to 5,000 office managers and facility planning executives.

15 **Contract World**
18 **Designed for Laughter by Michael Saphier**
40 **People/News**
48 **Coming Events**

56 **IBD/Contract Award Winners Reflect Direction of the '80s.**
Ten gold and nine silver medallions were awarded for this year's outstanding winners in the Institute of Business Designers/CONTRACT Product Design Competition.

64 **Employee Behavior Affected by Changes in Social Density.**
Social scientists find location of workers in office spaces has direct bearing on job satisfaction and several job characteristics.

68 **Open Plan Responds To Changes in Law Practice.**
Growing trend toward paralegal staff in the progressive law office of Lillick McHose & Charles is handled with a systems approach by Gensler Associates/Architects.

72 **Interior Zones Given Exterior Vistas.**
TVS & Associates' use of interior glass walls results in an unusual break up of space which visually opens up working areas.

74 **Multi-Levels Transform Bare Space.**
12-foot ceilings and varying floor levels give rise to sculptured look for Babcock Internationals's offices by Jack Lowery & Associates.

76 **Blackroom Dramatizes Client Presentations.**
Newly redesigned presentation/dining room at SLS Environetics' New York office departs from pristine white into a rhapsody in black.

78 **Current Crop of Office Furniture Bears Seeds of Future.**
The projected increase in the shipments of office and contract furniture for the eighties will be mirrored by design that is more sophisticated.

84 **Flame-Retardant, Natural Fibers, Pace Fabric Introductions.**
Nubby textures, open weaves for sound-absorption applications, and soft colors provide wide variety of offerings in this fabric product review.

90 **Elegant Texture is Appeal of Contract Fabric Wallcoverings.**
Installation wrinkles ironed out when designers use known good installers and installation techniques.

110 **Products & Services**
144 **Catalogs & Brochures**
145 **Classified Advertisements**
146 **Advertising Directory**

Cover—*A fitting cover design by graphic artist Zev Pratt for this office design-oriented issue is the Sunar Race System, winner of the Best of Competition Award in the IBD/CONTRACT Product Design Competition, covered in depth starting on page 56.*

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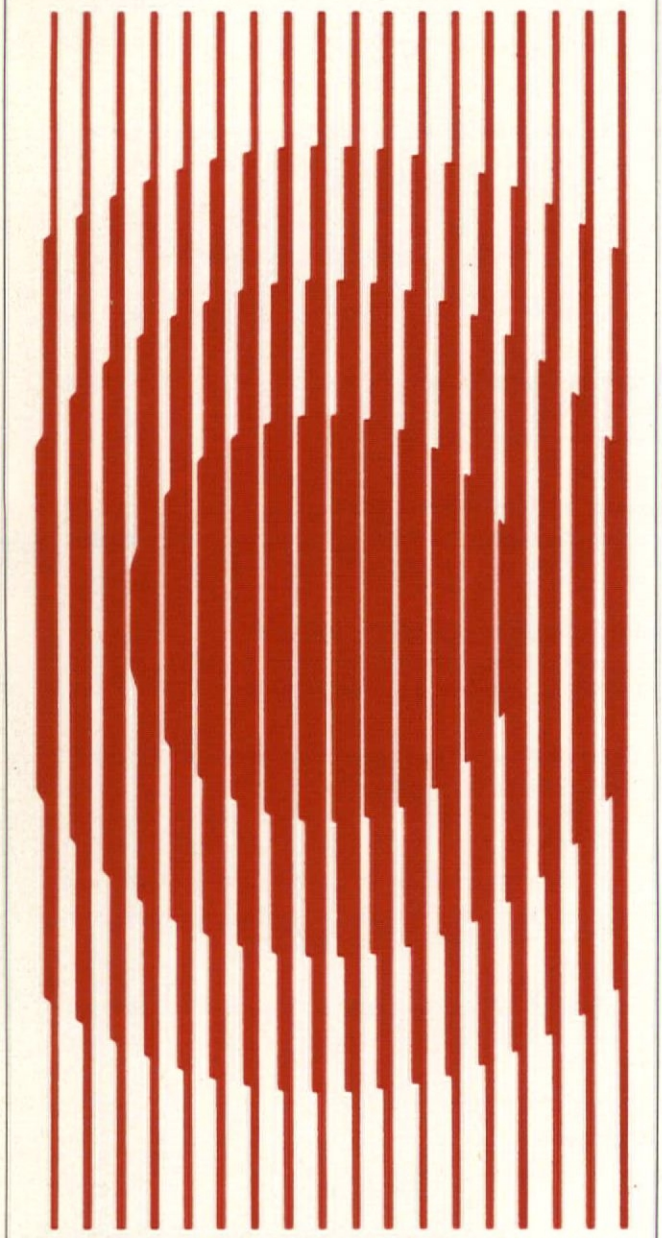

Solar No. SB428
Red on white canvas

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Contract

December: Shopping Center and Store Design—An exciting look at a highly successful mall design, Faneuil Hall Marketplace, Boston's new renovation. Plus new developments in store design. Energy conservation at the windows, with new products and techniques for keeping warmth in the winter and losing it in the summer. Super Executive Offices—a sampling of some of the creme-de-la-creme of executive office design. Desk Accessories—review of new introductions. Preview of the Dallas CONDES contract market show.

January: New products for 1979 are featured in this comprehensive product-oriented issue, which provides not only products in print of interest to the contract specifier, but also CONTRACT's most detailed Directory & Buyers' Guide yet, including alphabetized master list of contract manufacturers, national showroom guide, directory of associations and societies, and manufacturers listed by product category as well as alphabetically.

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CONTRACT is published monthly by Gralla Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036. Phone (212) 869-1300. Subscription price one year $8, two years $12, for firms and individuals who specify, design, buy, or replace contract furnishings. All other U.S. subscriptions $20 per year. All Canadian and Mexican subscriptions $9 per year for qualified subscribers and $20 per year for non-trade. All other foreign subscriptions $30 per year. Single copy $2. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publisher standards. SUBSCRIBER ADDRESS CHANGES: Send old and new addresses to our New York office at least four weeks in advance. Controlled circulation postage rates paid at Pontiac, Ill. 61764.

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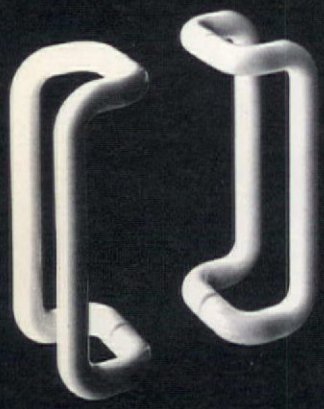

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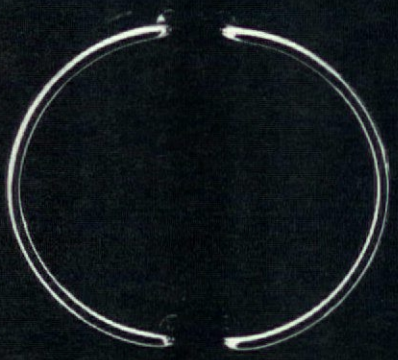

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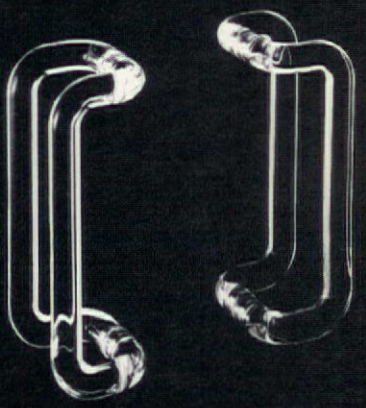

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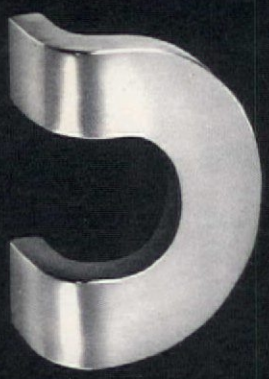

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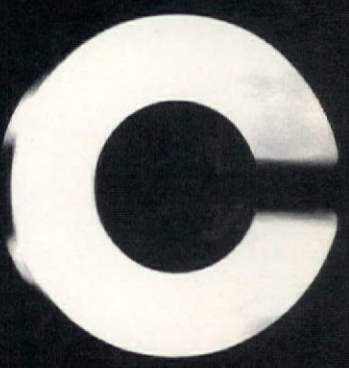

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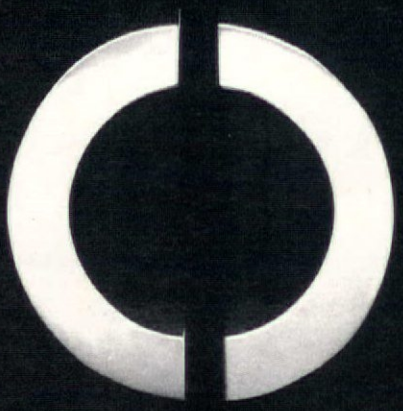

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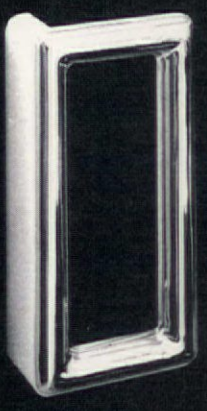

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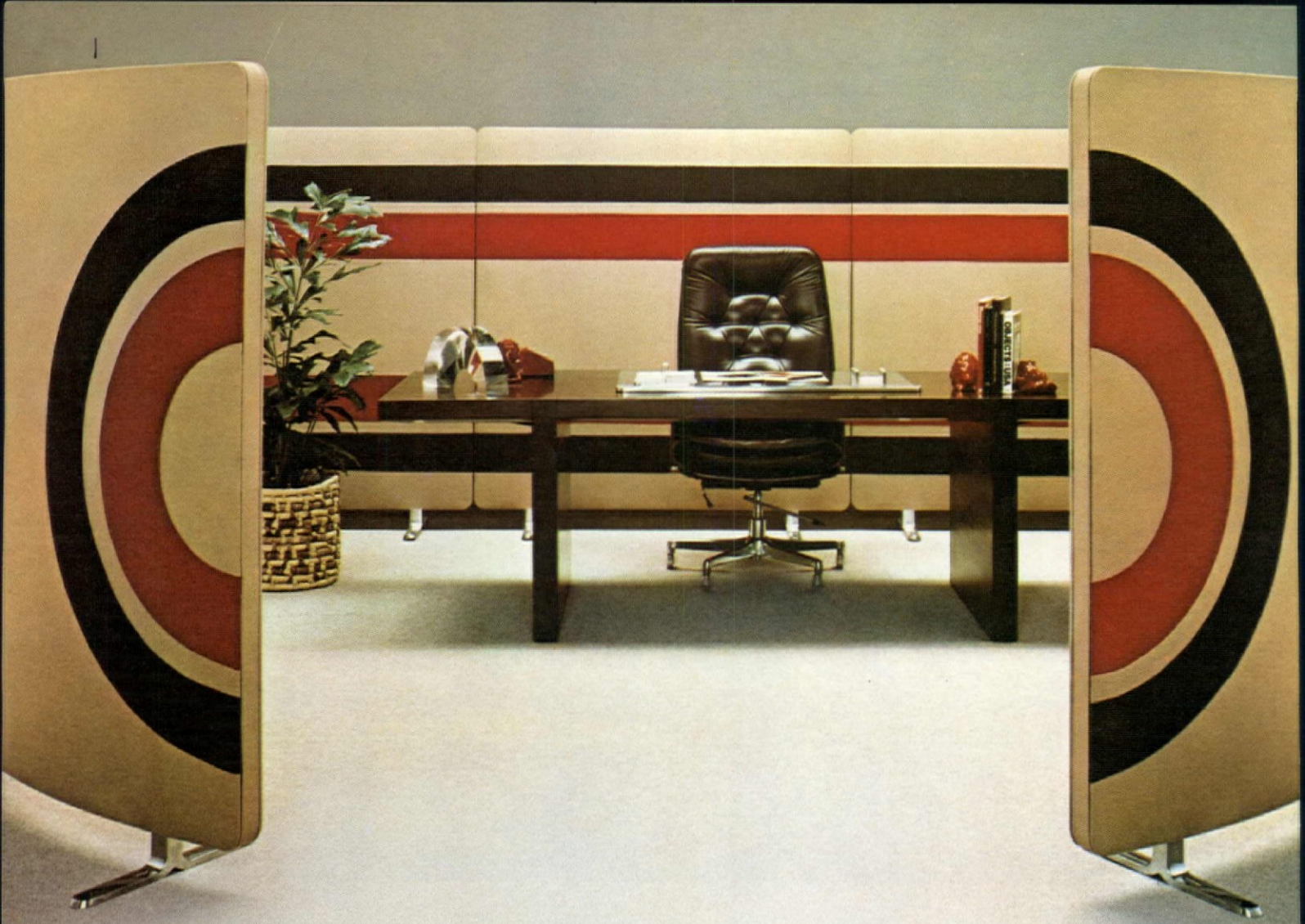

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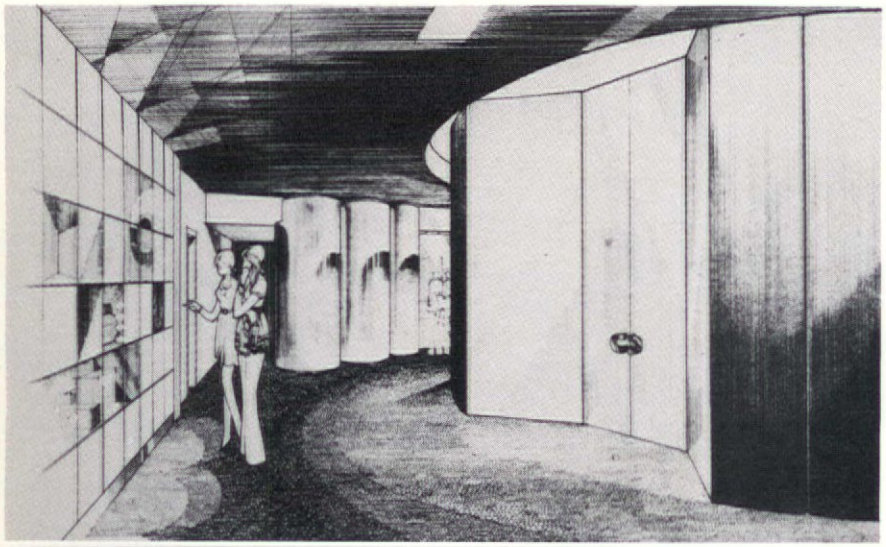
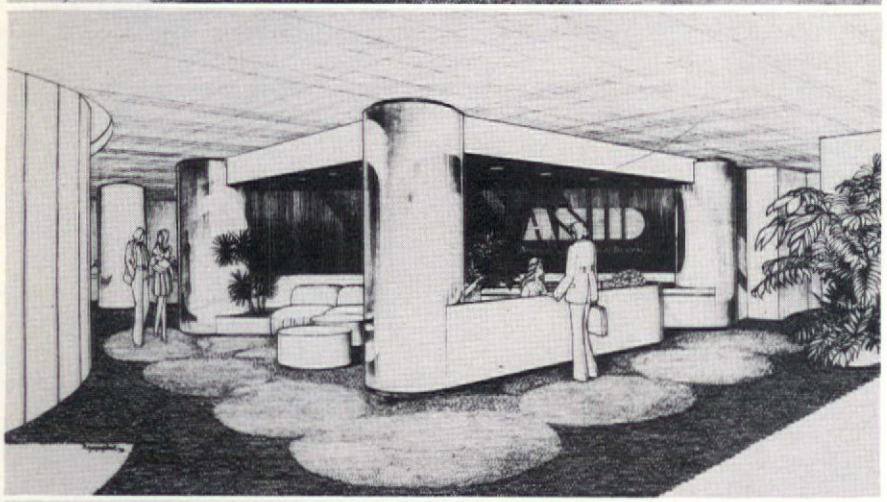
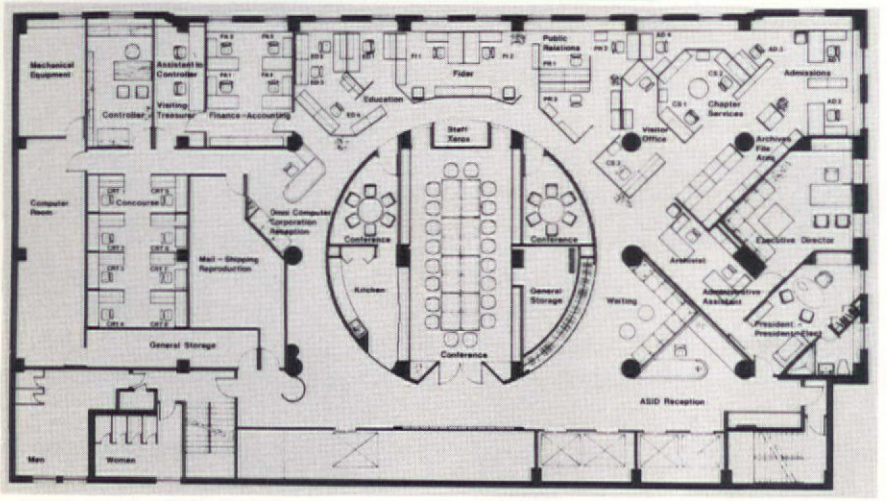
CONTRACT WORLD

The Design Collaborative wins national competition for new, expanded ASID offices







New York — The competition for design of the ASID National Headquarters, 730 Fifth Ave., New York City, was won by The Design Collaborative of Alexandria, Va.

Comprised of specialists in space planning, interior design, color planning, architectural signage and graphic design, the firm is affiliated with the VVKR Partnership, an architectural and engineering firm.

The design solution provides a functional and efficient working environment for the ASID and its related organizations, as well as projecting an outstanding image for the nationally recognized professional design society. General office areas utilize open-planning, and lighting throughout is task/ambient. Projected growth was taken into consideration as well, and furniture specifications were from the ASID Industry Foundation so that the headquarters would serve as a showcase for members' products.

Entrance and reception areas are in a series of putty, grey, and black tones with accents of maroon. The ASID logo is sandblasted into a black mirrored plexiglas wall, and the desk is putty plastic laminate with a counter-height front to conceal surface materials.

Cylindrical forms are repeated both in the shape of the large conference center mass and in the polished stainless steel columns which disguise structural columns. Exterior surfaces are upholstered in a black vinyl suede.

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FTC challenges Formica trademark as generic term

Cincinnati — The Federal Trade Commission is now seeking to cancel the Formica trademark registration by means of a previously unused clause of the Lanham Act of 1946. FTC's Denver office, which initiated the attack, charged the mark as generic and harmful to trade within the decorative laminate industry.

Martin B. Friedman, President of Formica, calls the FTC's attack on the Formica trademark "a systematic drive to destroy the symbols of quality and reputation."

Formica Corp., seeking to protect the right to its property as well as its name, filed a lengthy statement and a motion to dismiss the charges. The corporation feels that this action may signal a series of attacks on other trademarks, thus jeopardizing quality and restricting free trade.

Westweek '79 scheduled for March 25-29 at Pacific Design Center

Los Angeles — The only major market event for 1979 at the Pacific Design Center will be Westweek '79, to be held March 25-29, 1979. PDC management has taken affirmative action on a plan to have only one major market a year. It has also set the market week at a time when it will not conflict with other markets throughout the country. A market planning committee, composed of tenant representatives from each PDC floor, has been formed to assist management in planning an effective event.

Davis Furniture presents The Galleria throughout the country

Philadelphia — The Grand Ballroom of The Academy of Music will be the site of the Galleria, December 7 and 8, part of a series of new product presentations by Davis Furniture Industries of High Point, N.C. The Pabst Mansion in Milwaukee, the first presentation site of Nov. 15 and 16, has been renovated to its original state. After the Philadelphia showing, The Galleria will be located in other major cities throughout the country.

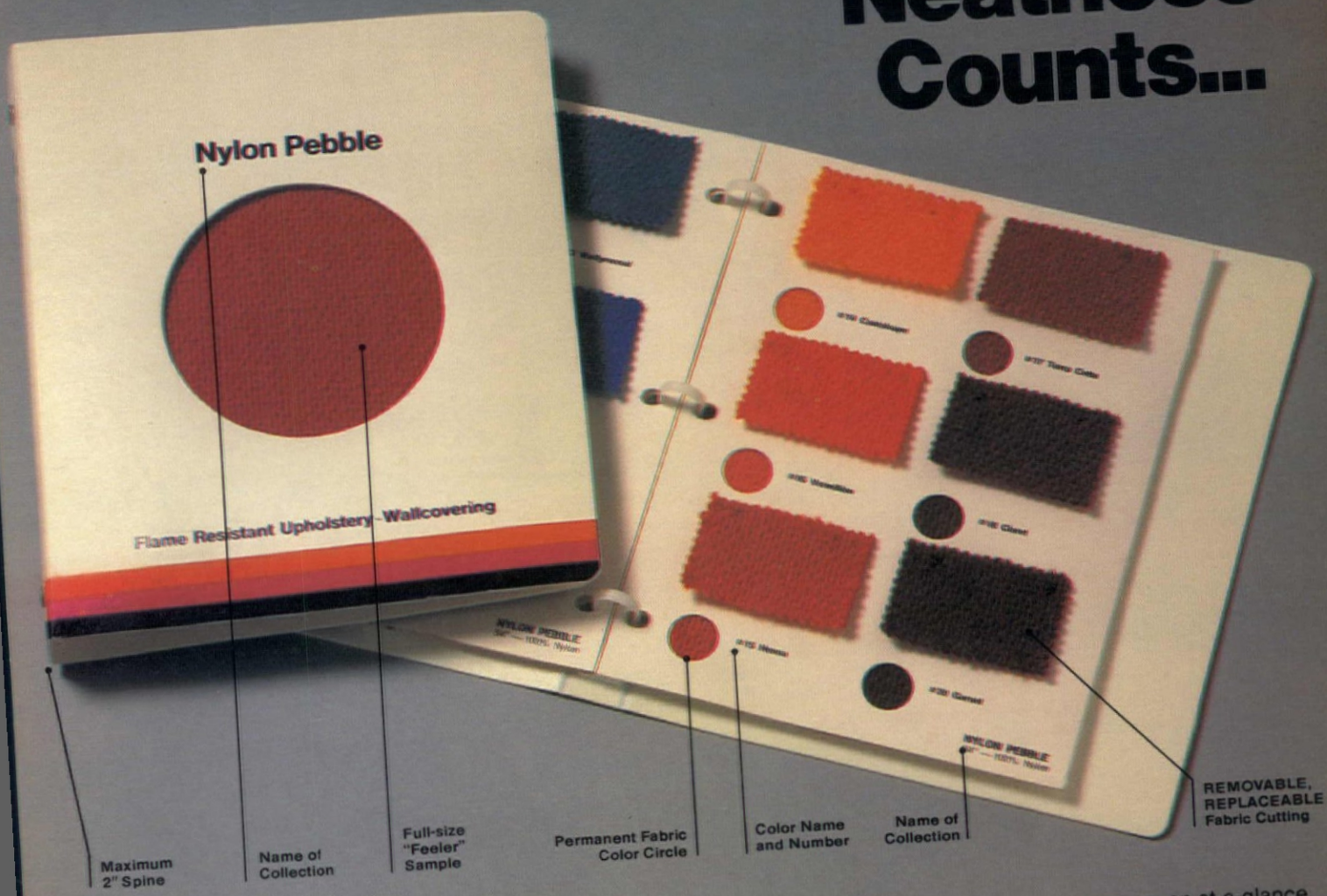
1978 Marketplace Design Assembly goes contract

Philadelphia — The Marketplace is hosting interior designers for a weekend of seminars, speakers, and demonstrations on November 10, 11, and 12. This year the entire fourth floor will be staffed with contract exhibit booths by Herman Miller, American Olean, Knoll, Lightolier, and many other major lines, according to a Marketplace spokesman.

. . . designed for laughter™
by Michael Saphier

"I can't decide what color to paint the wall."

Neatness Counts...



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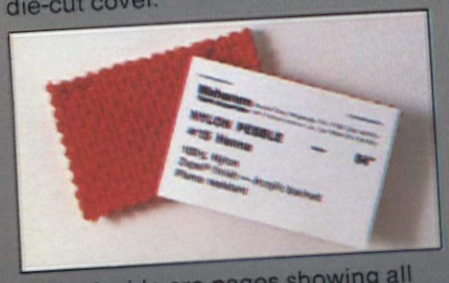
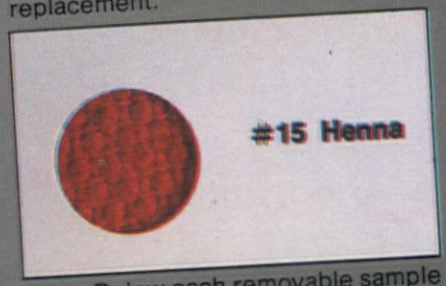
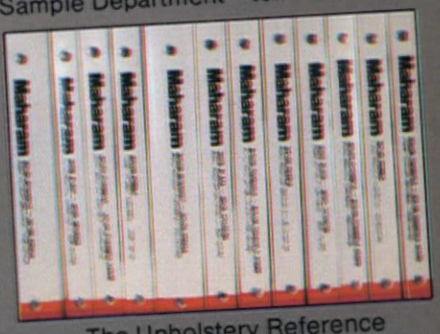


Inside are pages showing all the colors available in each collection. There is a REMOVABLE—and more importantly—REPLACEABLE fabric cutting of each color with all pertinent information printed on the reverse side. When the fabric has been mounted on your presentation board, the information card may be retained for your records or returned (with your address, please) to our Sample Department for immediate replacement.



Below each removable sample is a 1" fabric circle with the color name and number printed beside it. This always remains in the book as a permanent color reference. Should the removable fabric cutting be missing, this also serves as an at-a-glance reminder to replace it by calling our Sample Department—toll-free.



The Upholstery Reference Library is designed to be stored as a catalog-type book. We estimate it will save up to 50% of your fabric library storage space. It's compact. Convenient. Easy to spot and always in place when you need it.

We think we've got a really neat system here ... and remember, neatness counts!

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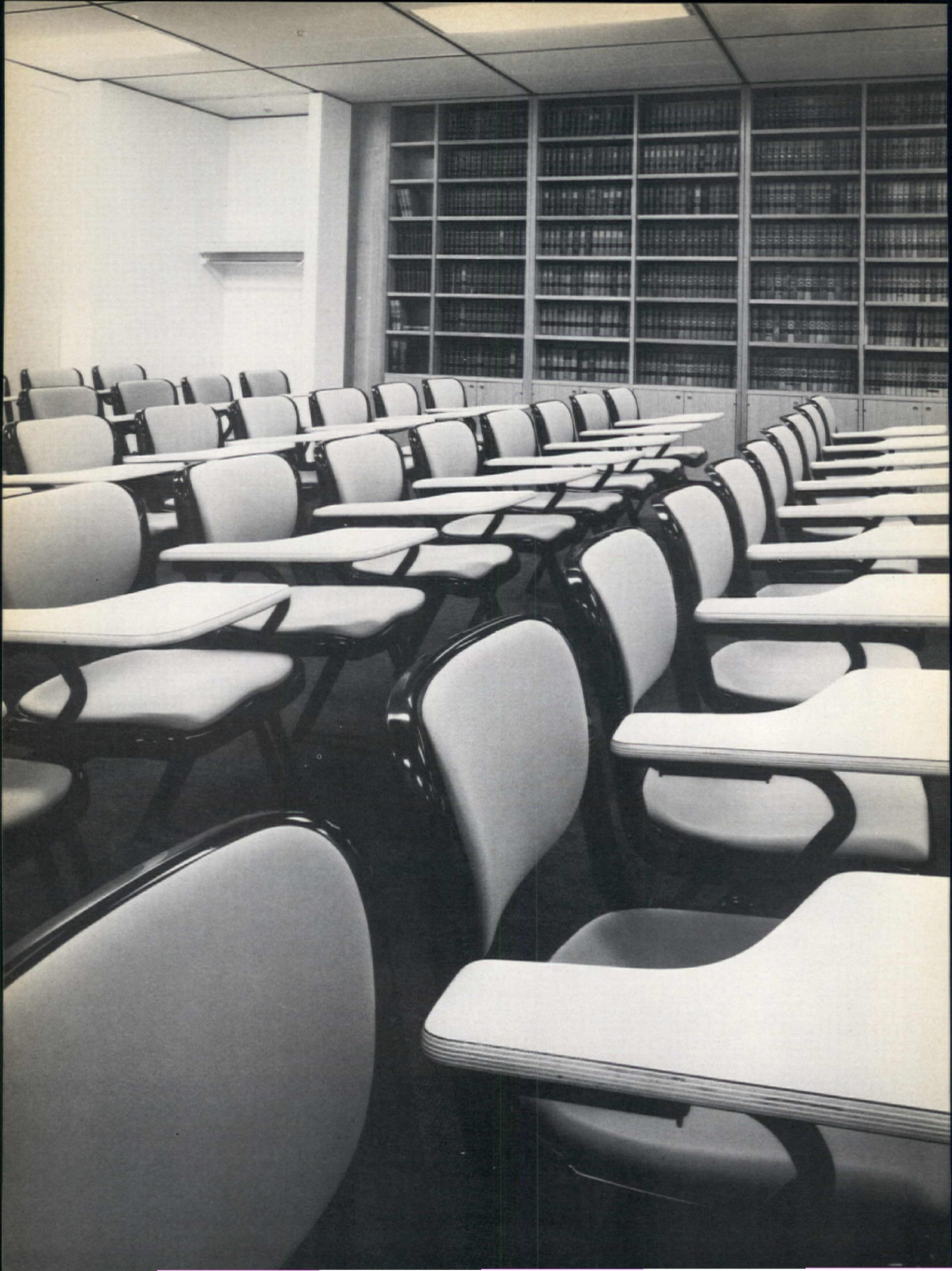

Vertebra®

The most advanced seating system

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Tilt forward

Relax

Tilt backward

Designed by
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Giancarlo Piretti
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Patents Pending Worldwide
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Vertebra is one of the most extensively tested seating systems on the market today. Only after extremely stringent criteria governing its technology, and the quality standards of Krueger and OPEN AR K were amply met, was Vertebra released for production. Over a year of grueling tests in the laboratory and field were required for proof. Now you are invited to test Vertebra.

Until now, seating has restricted body movement, denying the comfort that could only be found with complete freedom of movement. But now we have Vertebra. It reacts *automatically* to your changing desire for comfort.

Simply **relax**...and the seat slides forward while the backrest tilts backward; or **sit up**...and the chair automatically adopts a more comfortable upright position; ***lean forward***... and the seat and backrest tilt downward 6°; activate a release and the backrest **tilts backward** 12°, permitting you to stretch and relax.

Ergonomically conceived, Vertebra is the first seating system which deals scientifically and aesthetically with the special requirements of the seated person. Its simple, ingenious mechanisms react to any position you adopt. And, since no two bodies are alike, its mechanisms react independently to provide optimal weight distribution and continuous lumbar support for the comfort and efficiency of a wide variety of anatomies.

Vertebra's automatic operating mechanisms are covered with protective bellows which serve as armrests on certain versions. Seats and backrests are black injection molded thermoplastic with fabric upholstery covering seats and backrests.

These unique operating principles are available on stacking Institutional chairs, and pedestal base Operational, Managerial and Executive models for the office, plus Tandem versions for lounge and waiting areas.

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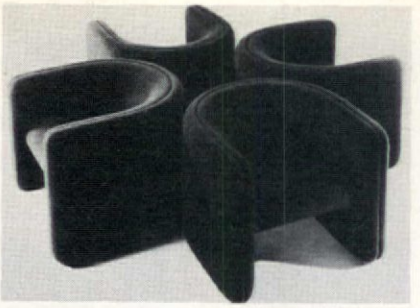
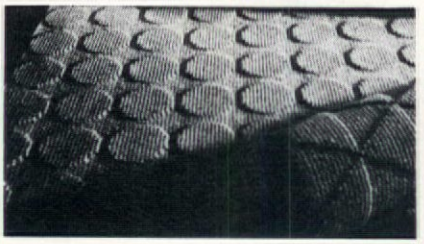
Vertebra Institutional Tablet Arm Chairs
Cook County Criminal Court Administration Building, Chicago, IL
Architects: Lester B. Knight and Associates, Inc., Chicago, IL

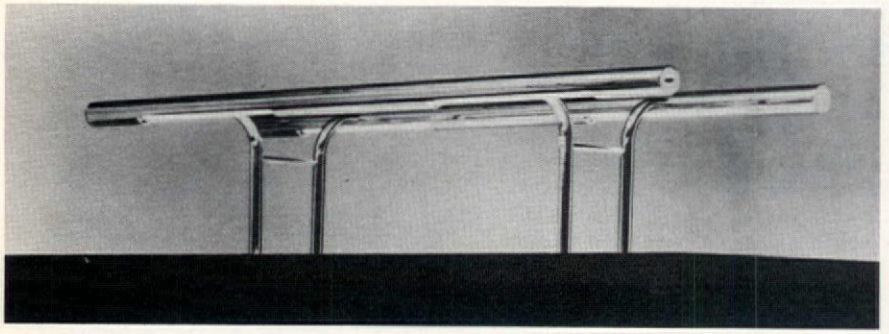
Circle No. 33 on reader service card

Italian designers at forefront of Resources Council's Roscoe Awards

New York — Italian designers made a good showing at this year's Resources Council Roscoe Awards. Also, this year brought the largest amount of entries to date since the program began eight years ago. The awards jury selected five nominees in each category, and sent them to Chicago, Dallas, San Francisco and back to New York during the Markets. They were voted on by designers and architects to determine popular winners in each category. These were awarded a Special Certificate, with all nominees receiving a Certificate of Commendation.







Roscoe Award winners Metropolitan 546 chair (top), Phoenix Carpet Marakeech (center), and Paul Mayan's task lighting for Habitat, which was also an IBD/Contract gold medallion winner.

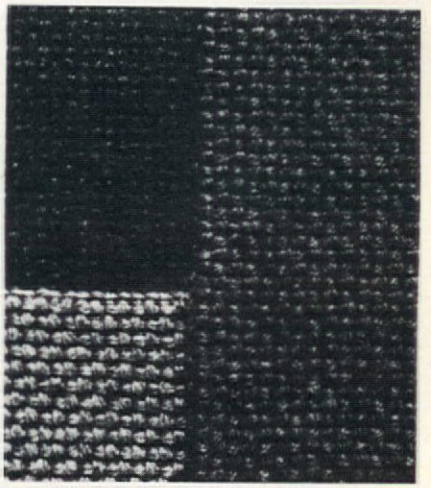
Roscoe winners for 1978 were: Atelier International, for a table designed by Mario Bellini; Beylerian Ltd./Airflex for seating designed by Cini Boeri and Laura Griziotti; Carole Gratale, Inc. for a table designed by George Constant; Bromante Collection, for a chair designed by Louis Bromante; Mansfield Manor, for a Jay Goldsamt designed table; Metropolitan Furniture Corporation, for a contract lounge chair designed by Jules M. Heumann; and Terra Furniture Inc. for an outdoor umbrella designed by Gere Kavanaugh.

Also, Stow/Davis for Peter Kaderka's woven fabric; Mariganan Inc. for a printed fabric designed by Primrose Bordier; I.D. International, for a printed fabric designed by Terri Della Stufa; Groundworks Inc./California Dropcloth for a handpainted fabric designed by Leonard Rollikof; and South Bay Design Corp. for John Elmo's casement fabric.

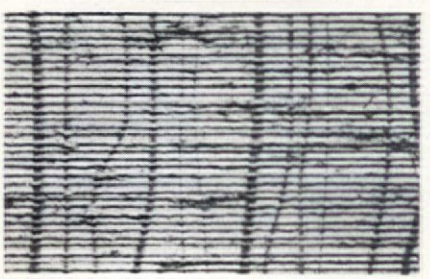
Also, Carnegie Fabrics/Bauman Weavers won for Frederick Baumans vertical blinds; Stark Carpet Corp. for its traditional kilim; Patterson Flynn & Martin/Romanoff Textiles for a contemporary floorcloth designed by Maya Romanoff; Phoenix Carpet Co. for its broadloom carpet; and Design Technics for a ceramic floor tile designed by Lee Rosen.

Raintree Designs Inc. won for a Mary McFadden designed wallcovering; Norton Blumenthal for a contemporary wallcovering; South Bay Design Corp. for a linen wallcovering designed by John Elmo and South Bay Design Dept.; Ambience, Inc. for an Isabel Mitchell designed lamp; Habitat Inc. for linear task lighting designer by Paul Mayen; and Vermillion Ltd., for a hand carved Byzantium screen designed by Suzanne Geismar.

Barbizon Appointments/L' Art du Bronze for architectural hardware designed by Moneque Gerber; Metaliberica/Hastings II Bagno Collection for a whirlpool bath; Angelo Donghia's bed sheet for J.P. Stevens & Co.; and Holland Shade Co. Inc. for window treatment designed by Alessandro Studios, Inc.



Stow/Davis fabric (top), and Design-Technics floor tile (above), are Roscoe Award winners.



Beylerian's Strips seating, designed by Cini Boeri and Laura Griziotti, and John Elmo's wallcovering for South Bay Design Corp., receive top honors at Resources Council's 8th Annual Product Design Awards.

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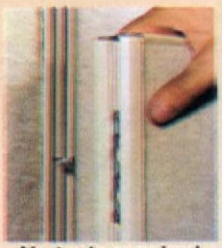

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In all, it's a lot to look at. And worth looking into. Call (612) 469-4416 for free information pack. Or write: Rosemount Office Systems, Inc., Box D, Airlake Industrial Park, Lakeville, MN 55044.

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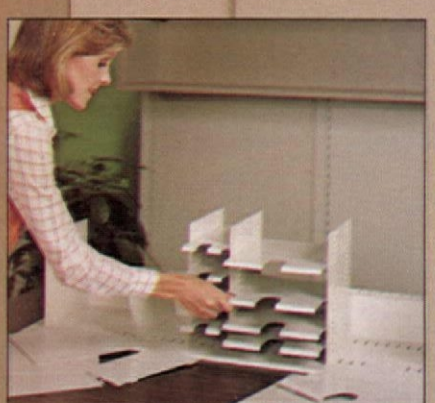

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Insertables maximize every inch of interior cabinet space.

Divide your own space with The Insertables™ by Kwik File

The problem with most cabinets on the market—bookcases too—is a surprising lack of design attention to the utilization of the interior space. The result is a chaotic stack approach with limited accessibility or organization.

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Kwik File and Insertables are registered trademarks. Insertables design and features are covered by U.S. Patent Nos. 3,481,485 and 3,269,558 as well as a Patent Pending.

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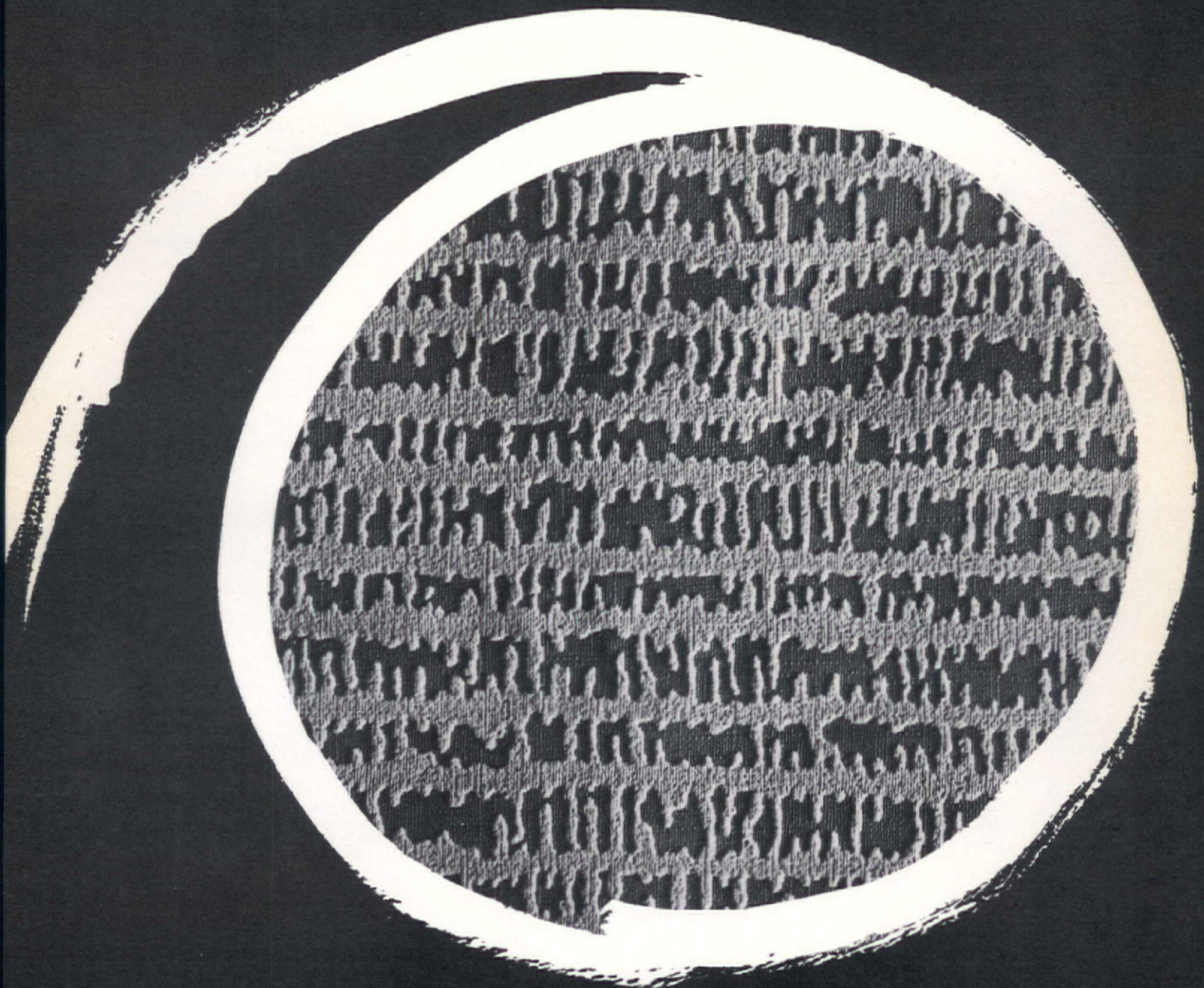

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More than 70 miles of carpeting in new MGM Grand Hotel

Reno — The new, 26-story, 1,015-room MGM Grand Hotel features more than 70 miles of carpeting.

Included in the array of designs was the MGM corporate symbol: the

Lion's head. This design has an overall repeat of 22 feet and was installed in the corridors.

Couristan also produced custom-woven broadloom with a 12 foot repeat for MGM's 40,500-square-foot Grand Ballroom which is one of the world's largest ballrooms. In all, Couristan carpeted more than ten separate public areas that included, besides the corridors and Grand Ballroom, four restaurants, meeting rooms, a plaza, two movie theaters and a wedding chapel. Gerringer Carpet Service of Las Vegas handled the mechanics of installation.

Steelcase commissions Harris Survey for office environment poll

Grand Rapids — Steelcase Inc., manufacturer of office systems furniture, has commissioned Louis Harris & Associates to conduct a definitive survey of public, executive, and designer attitudes towards the office. According to Harris, this is the first such survey to be conducted in the office equipment industry, and Steelcase hopes to develop new insights pertaining to the office environment through it.

The study is entitled "The Steelcase Office Attitude Survey," and addresses itself to three different groups—corporate decision makers, office planning/design professionals and office workers.

Qualification exam found to be fair despite low standards

New York — Despite a minimum level of competence set by the National Council for Interior Design Qualification for its examination, a survey among seventy-five professional designers and design educators found it to be comprehensive and fair. The NCIDQ, which administers the examination to qualify professional interior designers, sought the opinion of professionals for their philosophy toward a qualifying examination, and particularly their evaluation of the NCIDQ exam. Suggestions included more stringent pre-exam requirements, but since the exam is constantly being updated to reflect expanding knowledge, the general consensus of the jurors was that it works.

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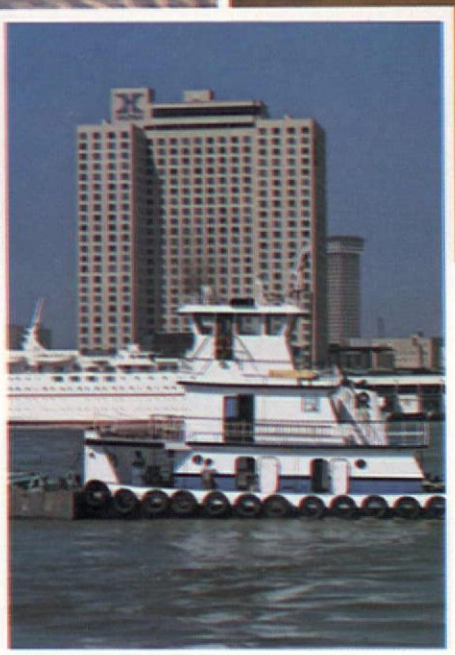

Did you hear about the Louisiana purchase that took place at the New Orleans Hilton?

It was coordinated by us.

The New Orleans Hilton, through Hilton's Design Studio and Hotel Equipment Corporation, was looking for a contract source to give its rooms an uncommon look with a gracious French flavor. That's why they came to Cohama Specifier Contract Fabrics.

With our vast design and technology resources, we achieved a completely coordinated look that's also practical. From bedspreads to draperies, wall coverings and upholstery fabric, we created rooms sans the impersonal look.

We were influenced by New Orleans in the fashionable 18th century. Hilton specifiers were influenced by our seemingly endless source of supply for fabrics and ideas.

At Cohama Specifier, we have something in common with our clients. To produce an uncommon look while meeting the exacting requirements of the designer/specifier.

The next time you're ready to make a fabric purchase, call on us. Cohama Specifier, the contract coordinators.

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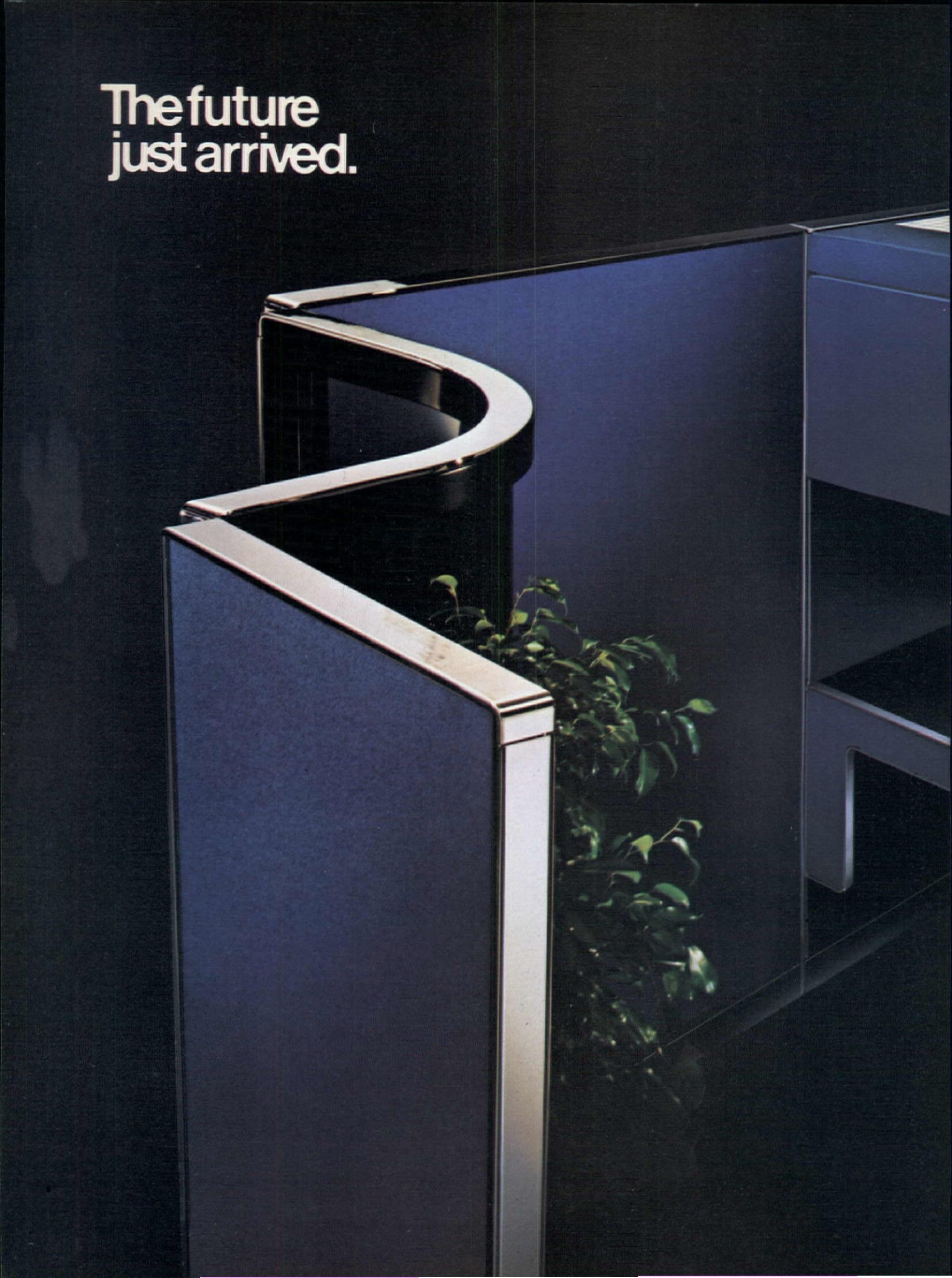
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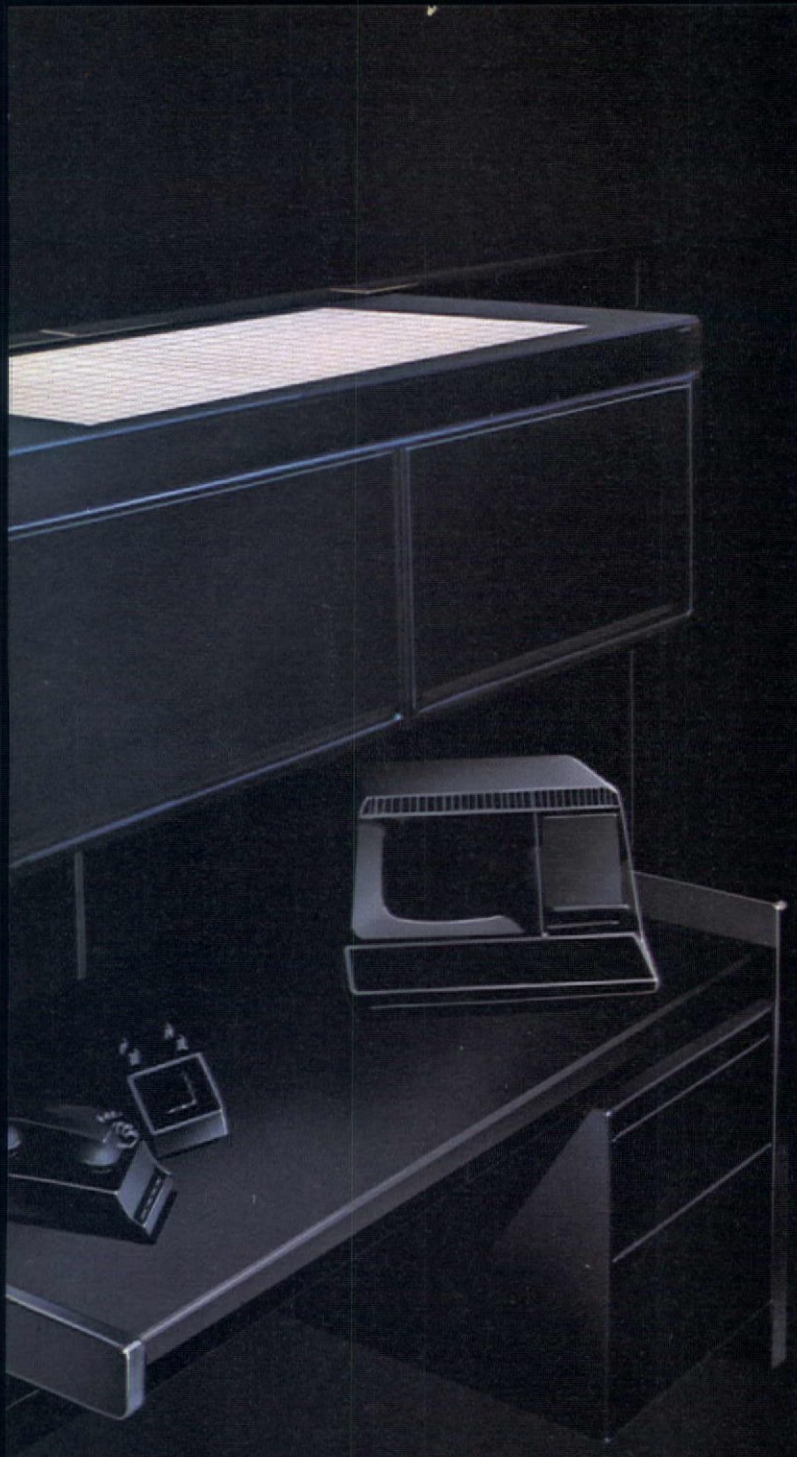

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It's the first systems furniture to assure the chief executive that the concept of R.O.I. has finally come to the office.

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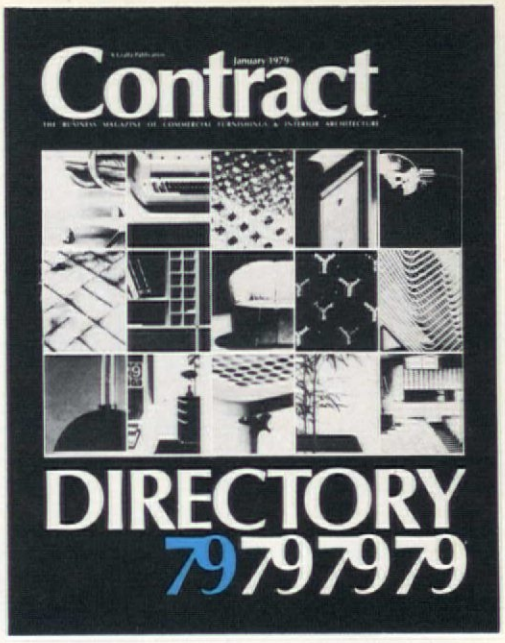
Coming in January . . .

CONTRACT's 1979 Supplier Directory & Buyers' Guide—

the 12-month guide to suppliers and products that specifiers & buyers will use 90,000* times



CONTRACT's annual Directory will be used immediately and through 1979 by 27,576 specifier/buyers looking for new suppliers and products. Plus, thousands of newly qualified readers will get copies as they are added to our circulation over the next twelve months. Containing complete information on 2,500 product manufacturers, the Directory gets repeated use from contract decision-makers.

New Directory study offers solid proof of value to readers and advertisers:

- **Spurs Immediate Buying Action** — Virtually every respondent (96.8%) contacted 2-5 or more suppliers found in the Directory. And well over half (56.8%) did it within four weeks of receipt of their copies.
- **Gets Year-Round Use** — An overwhelming 92% said they keep the CONTRACT Directory for 6-12 months or longer.
- ***Provides Multiple Exposure** — More than 89% report their Directory copies are used by two or more persons, for a total projected audience of 90,000 contract buying influentials.

Advertising Deadlines: December 15, orders; December 19, furnished film; December 22, furnished inserts.

Use this coupon to reserve your space in CONTRACT's 1979 Supplier Directory & Buyers' Guide

Frank Rizzo, Co-Publisher/Vice President
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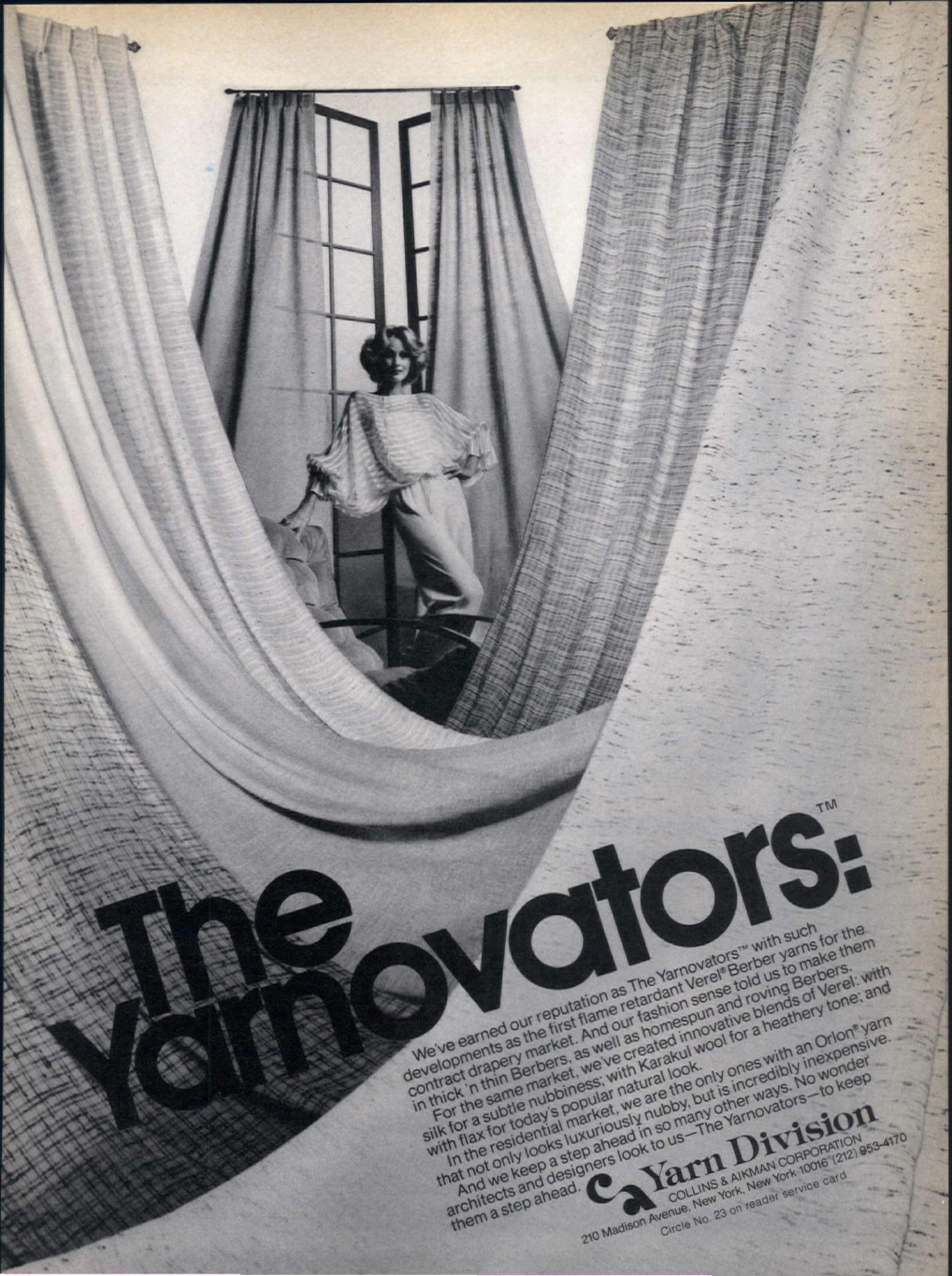

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BIFMA elects four new members to board of directors

Grand Rapids — Four new members have been named by the Business & Institutional Furniture Manufacturer's

Norman Polsky: New BIFMA board member.

Association (BIFMA) to its Board of Directors.

They are Philip J. Hendrickson, president and treasurer of Krueger Metal Products, Inc.; Norman Polsky, president of Fixtures Manufacturing Corp.; John T. Thyen, vice president-sales, Kimball Office Furniture Co., and vice president and national sales manager of Kimball International, Inc.; and Glenn Walters, executive vice president, U.S. Operations, Herman Miller, Inc.

Competitions: Annual Lumen award program encourages excellence

• The New York Section Illuminating Engineering Society and the International Association of Lighting Designers are co-sponsoring the 1979 Lumen Award Program. Any completed project, in whole or part, designed or installed in Metropolitan New York, is eligible. Awards are given to publicly acknowledge creative solutions to a variety of lighting problems, and each submitted project is evaluated on its own merit. There is no classification of projects and no competition between projects. Submissions will be accepted now through February 28, 1979, and should be submitted to: Awards Presentation Committee, c/o Susan Podufaly, Poor Swanke Hayden & Connell, 400 Park Ave., New York, NY 10022.

Deadlines for previously announced competitions:

• *March 1, 1979.* ASID/Barcalounger design competition. For information: Regina Baraban, ASID, 730 Fifth Ave., New York, NY 10019; (212) 586-7111.

• *April 1, 1979.* National Home Fashions League decorative wall accessories competition. For information: NHFL Headquarters, 107 World Trade Center, Dallas, TX 75258.

• *May 31, 1979.* The First Annual IBD National Student Competition. For information: Michael Wirtz, Institute of Business Designers, 1350 Ave. of Americas, New York, NY 10019; (212) 586-4222.

• *Resources Council Inc.,* Southern California Chapter, Pacifica Awards annual competition. For deadlines and further information: Pacifica Awards, Resources Council Inc., Southern California Chapter, 8687 Melrose Ave., Suite 471, Los Angeles, CA 90069; (213) 652-0122.

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and the new Gold Medal casual **canyon** chair becomes a comfortable folding lounge chair.

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BELGIAN LINEN

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Resources Council elects Mark Chases to Board of Directors

Beverly Hills — The Resources Council of Southern California has elected Mark Chases of the Swedlow Group to membership on its Board of Directors. Chases is currently the chairman of The Swedlow Group, a showcase and forum which invites outstanding designers and artists to execute their designs in Acrivue, an acrylic material produced by Swedlow Inc.

New assignments: $24 million Hyatt goes to Howard Hirsch

The Columbus Hyatt Hotel at Ohio Center, a $24 million hotel complex, has awarded a contract for the interior design and graphics to **Howard Hirsch & Associates,** a Beverly Hills-based interior space planning and design firm. The 660-room hotel, planned around an atrium lobby with gardens, trees, and waterfalls, is scheduled for completion in the spring of 1980 .... **Color Design Art,** Santa Monica, Calif., has been retained by Metropolitan Development Corp. of Arizona to design model complex interiors for Villa Hermosa .... **June Given,** ASID, has been appointed project interior designer for Desert Hospital by the architectural firm of Harnish, Morgan & Causey, Inc., of Ontario, Calif. .... **Redevco Corp.,** Miami, has scheduled the construction of four shopping centers in the Greater Miami area with a total of more than 300,000 square feet .... **DAC Inc. Architects** and **PC/Lyon Associates, Inc.,** designers, Chicago, are planning a new restaurant called Christie's to be located in the Fox Valley Shopping Center, Aurora, Ill.

Coral of Chicago celebrates 10th anniversary

Coral of Chicago celebrated its tenth anniversary and the opening of its new Merchandise Mart showroom by throwing a Disco party at the current Chicago hotspot, B.B.C. Pictured (l. to r.): Louise Hirschberg, Sheraton Corp.; Barry Rice, Coral; and Kathy Kent, Sheraton.

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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

3M COMPANY

*Test details available upon request.

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NOPA protests GSA Chief's comments on supplies procurement

Alexandria, Va. — NOPA has issued a strong protest to GSA administrator Joel Solomon concerning remarks attributed to him in The Washington Post on the multiple award system and government purchasing from independent dealers. An August 26 story in The Post quoted Solomon as saying "the middleman (who resells products from manufacturers to GSA) has got to be removed." Also, according to The Post, Solomon directed GSA to stop purchasing office equipment or any other supplies under multiple award contracts if they can be bought more cheaply at retail stores.

In a letter to administrator Solomon, NOPA executive vice president Donald Haspel expressed the association's concern over Solomon's remarks, suggesting that a more thorough investigation would reveal the extremely favorable terms enjoyed by the government under multiple award contracts.

"A careful look at the total acquisition costs . . . under the multiple award system," said Haspel, "will demonstrate that the current system is the most effective yet devised for the central acquisition of thousands of commercial items."

Radiant Panel test for carpet flammability approved by ASTM

Dalton, Ga. — The American Society for Testing Materials gave its final approval recently to the radiant panel test for flammability of carpet. The designation assigned by ASTM is E-648, "Standard Method of Test for Critical Radiant Flux of Floor Covering Systems Using a Radiant Heat Energy Source."

Many organizations worked with the association in adopting the standard, including the Carpet & Rug Institute and the Man-Made Fiber Producers Association working in conjunction with the National Bureau of Standards. The CRI Technical Committee was assigned the task of developing a standard, aside from the standard "pill test," which would meet the more stringent requirements needed for special conditions.

Expansions: Vecta Contract's new plant almost complete

Vecta Contract, new subsidiary of Steelcase Inc., anticipates completion of a new 300,000-square-foot plant in the Dallas/Ft. Worth Metroplex area within 17 months. Planning provides for future expansion to 600,000 square feet . . . . **Discovery Concepts Inc.,** manufacturer of modular contract office furnishings, has expanded its production facilities with the opening of a new 95,000-square-foot plant in Moonachie, N.J. . . . . **Terra Furniture Inc.,** So. El Monte, Calif., has added a 12,000-square-foot building to its existing facility. The new building will be used for the upholstery department, warehousing, and the general offices.

Circle 28 on reader service card

The secret of a great table is not why, but Howe.

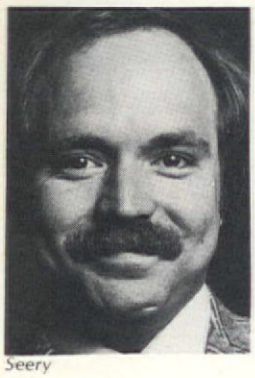
An exciting drama in modern shapes and structures.
A brilliant surge in creative design.
Tables flip, fold or stay fixed beautifully.
Tempest designs save space, nourish the mind of the innovative designer and fulfill every need, from cafeteria to conference room. Tempest by Howe—the secret of a great table.

The Tempest collection by Howe

Howe Furniture Corporation
155 East 56th Street, New York, N.Y. 10022
(212) 826-0280

PEOPLE/NEWS

Thayer Coggin Institutional, Tri-Mark Designs (Contract Division), and **Tulip, Inc.** are opening a new showroom in New York City under the name of Triad Collection, Inc. The showroom being designed by Milo Baughman for Thayer Coggin, is at 306 East 61 Street. Showroom manager is Leonard Rosen.


Seery

Craig Seery (shown) has been appointed Safety Coordinator for Stratton Industries. He will concentrate in the areas of hazard analysis and safety education.

Rosemount Office Systems, Inc., manufacturer of open plan office systems, has established a showroom and sales office at Suite 10-167 of the Chicago Merchandise Mart.

Jack S. Spalding has been appointed Vice President-Human Resources for Steelcase Inc. Activities under Spalding's management are wage and benefit administration, corporate training and development, affirmative action, counseling and referral service, and safety, medical, security and insurance.

Arthur W. Kennedy, Jr. (shown) has been elected Vice President of Designcraft. He will formulate and direct marketing and sales programs, as well as be responsible for developing new areas of marketing activity.

Kennedy

Milo E. Bloch & Associates has opened its new showroom in Chicago at 415 North LaSalle Street.

Augusto S. Ancheta has become an Associate with Bonvini/Kondos Associates, Inc., lighting consultant. His responsibilities will include staff supervision and on-site project work.

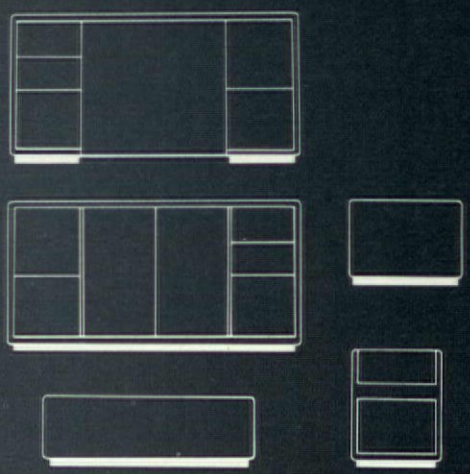
Bond

Ronald G. Bond (shown) has joined Panel Concepts, Inc., a subsidiary of Standard-Pacific Corp., as National Sales Manager. He will direct the national marketing of Panel Concepts' line of modular office systems.

Robert Hendy has been appointed Executive Vice President of Berven Carpets Corp.

Seven professionals have been appointed senior associate and associate with **Gensler & Associates/Architects.** The new senior associates are Derek Claudius, Linda Groth, Gordon Johnson, Kathleen Parker, and Terry Stephens. The new associates are Gary Fitschen and James Kautz.

Circle 30 on reader service card ►



8000
SOFT CUBE SERIES

Clean, uncluttered lines. Understated elegance and low-key dignity. Fashioned from the choicest walnut and oak available in North America.

Each year, Croydon's wood expert journeys to personally handpick every piece of veneer, rejecting those with the slightest flaw. His selection guarantees that ONLY PREMIUM VENEERS go into every Croydon wood line.

The strict engineering and gracious artistry that create the 8000 Series is evident in all wood suites built by the craftsmen of Croydon.

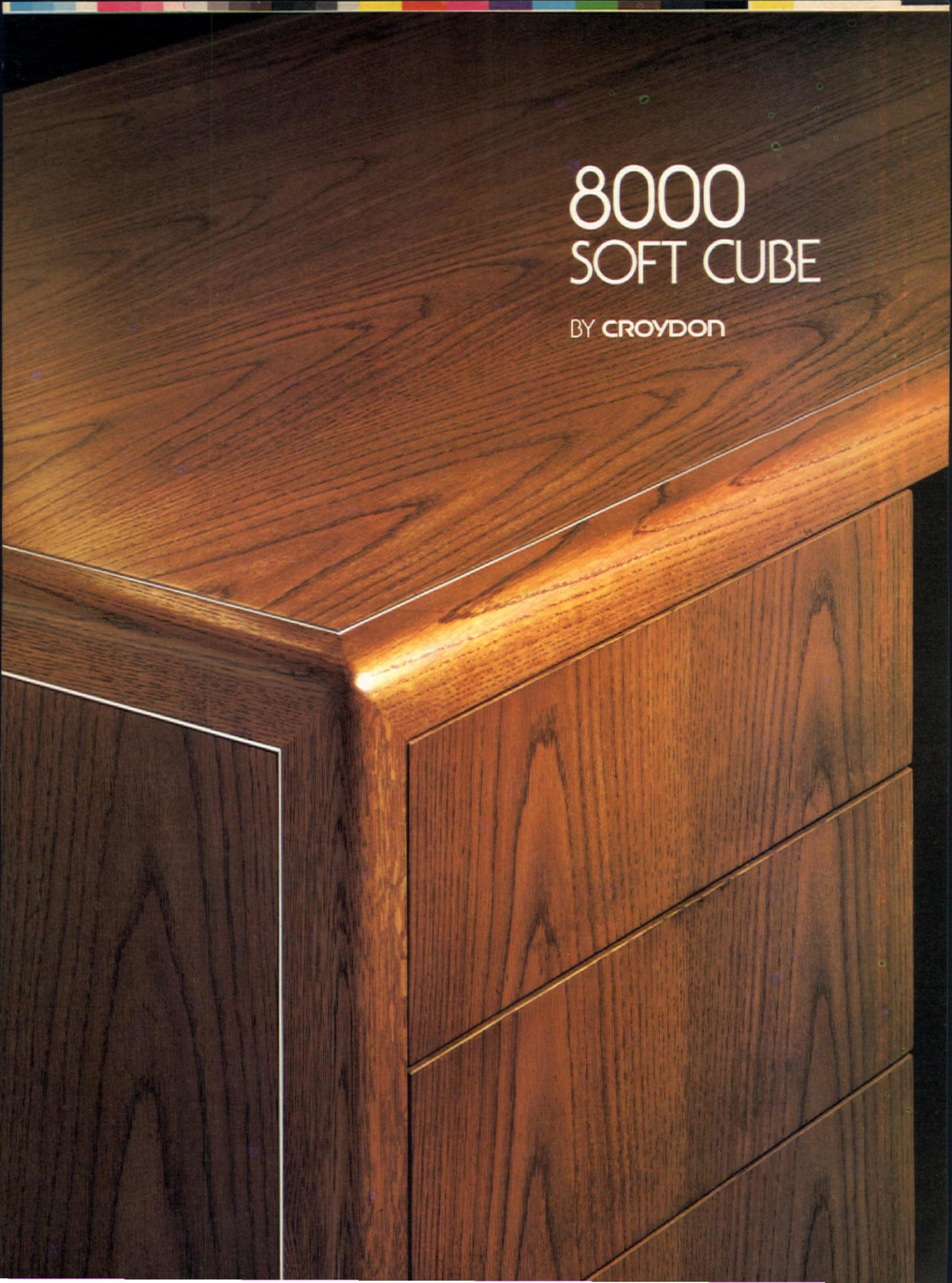
The premium difference.

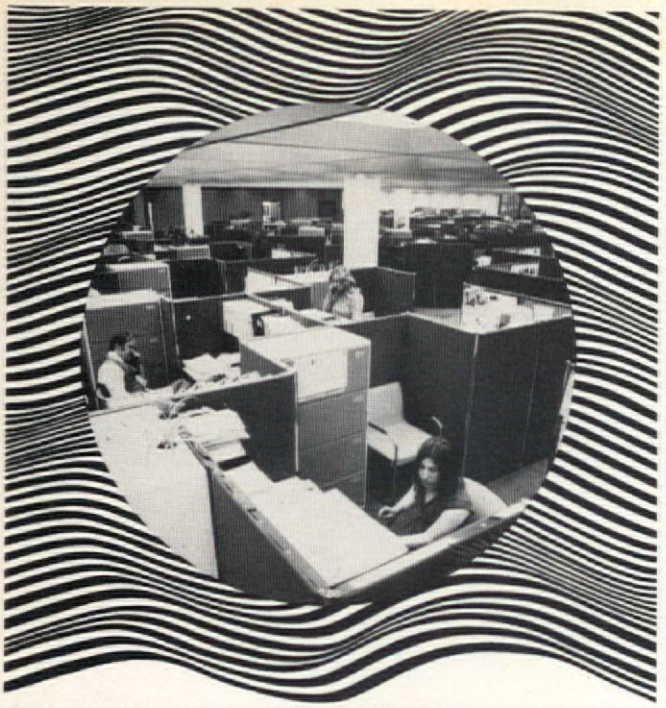
Representatives & Showroom Locations

*Design Products Inc., Pennsylvania 215 561-2770
*Design Products Inc., Maryland; D.C.; Delaware; Virginia 301 789-2800
Design Products Inc., Western Pennsylvania; West Virginia 412 931-4580
*O'Grady & Siegel Associates Incorporated, New York, N.Y. 212 688-4170
*Davis & Associates, Ohio; Michigan; Indiana; Kentucky 216 333-9665
Phillips Meyers Group, California; Nevada; Arizona 213 345-2266
M.G.L. Associates, Minnesota; North & South Dakota 612 336-9331
Edmund Kirk Associates, Texas; New Mexico; Oklahoma; Arkansas; Louisiana; Mississippi 214 744-0696
*Ray Young & Associates, Inc., Illinois; South Wisconsin 312 329-1690
Ray Young & Associates, Inc., Missouri; Kansas; Nebraska 314 469-7536
* Showrooms

CROYDON
FURNITURE SYSTEMS INC.
Box 340, Cambridge,
Ontario, Canada

Croydon Showrooms:
306 East 61st Street, New York, N.Y.
Merchandise Mart, Suite 1038, Chicago, Illinois
Place Bonaventure, Montreal, Quebec
York Centre, Toronto, Ontario

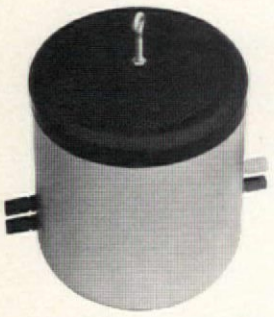

8000
SOFT CUBE
BY CROYDON



The ultimate in speech privacy

scamp®

The sound masking system that increases productivity and efficiency in open office areas.



SCAMP is a Self Contained Audio and Masking Package which provides a convenient method for providing sound masking, music, paging and/or emergency tone bursts.

The SCAMP system provides speech privacy in most office areas by generating a unique sound spectrum which masks unwanted speech, noise and its directivity.

Standard or junction-box SCAMP units are economical, too. They're small and lightweight. Require less than 3 watts of power. They're solid-state with virtually no maintenance required. And they don't need complex wiring.

So, if you're considering ways to improve employee morale, productivity and efficiency consider the advantages of an environment that utilizes the SCAMP sound masking system. Write or call today for complete details.

Control Electronics Co., Inc.

139 Florida Street, Farmingdale, N.Y. 11735 · (516) 694-0125

Circle 36 on reader service card

PEOPLE/NEWS

Wellco Carpet Corp. has announced the formation of Charleston Carpets, a new division. Robert C. McMillan has joined Wellco to develop a marketing plan and sales organization for the Charleston division.

Wade Ferguson (shown) has been appointed Western Sales Manager for Westinghouse Electric Corp.'s decorative Micarta division.

Ferguson

Michael S. Goodman has been appointed National Accounts Manager for the Contract Furniture Division of B. Brody Seating Co., Chicago.

Interspace Incorporated, a national interior design firm with offices in Philadelphia, Washington, and New York, has joined forces with Interior Planners, Inc. of Winter Park, Fla.

W. John Dixon has been appointed chief operating officer of Columbus Mills, Inc. He will be responsible for the overall administration of the carpet and yarn manufacturing company.

Sinnett

John M. Sinnett (shown) has been appointed Director of Systems Marketing for GF Business Equipment. He will be responsible for the total marketing program for GF Open Plan System products.

Weiman/Warren Lloyd Contract, in establishing a national sales organization, has retained John Alberti, Inc., as factory representatives in Texas, Oklahoma, Louisiana, and Arkansas.

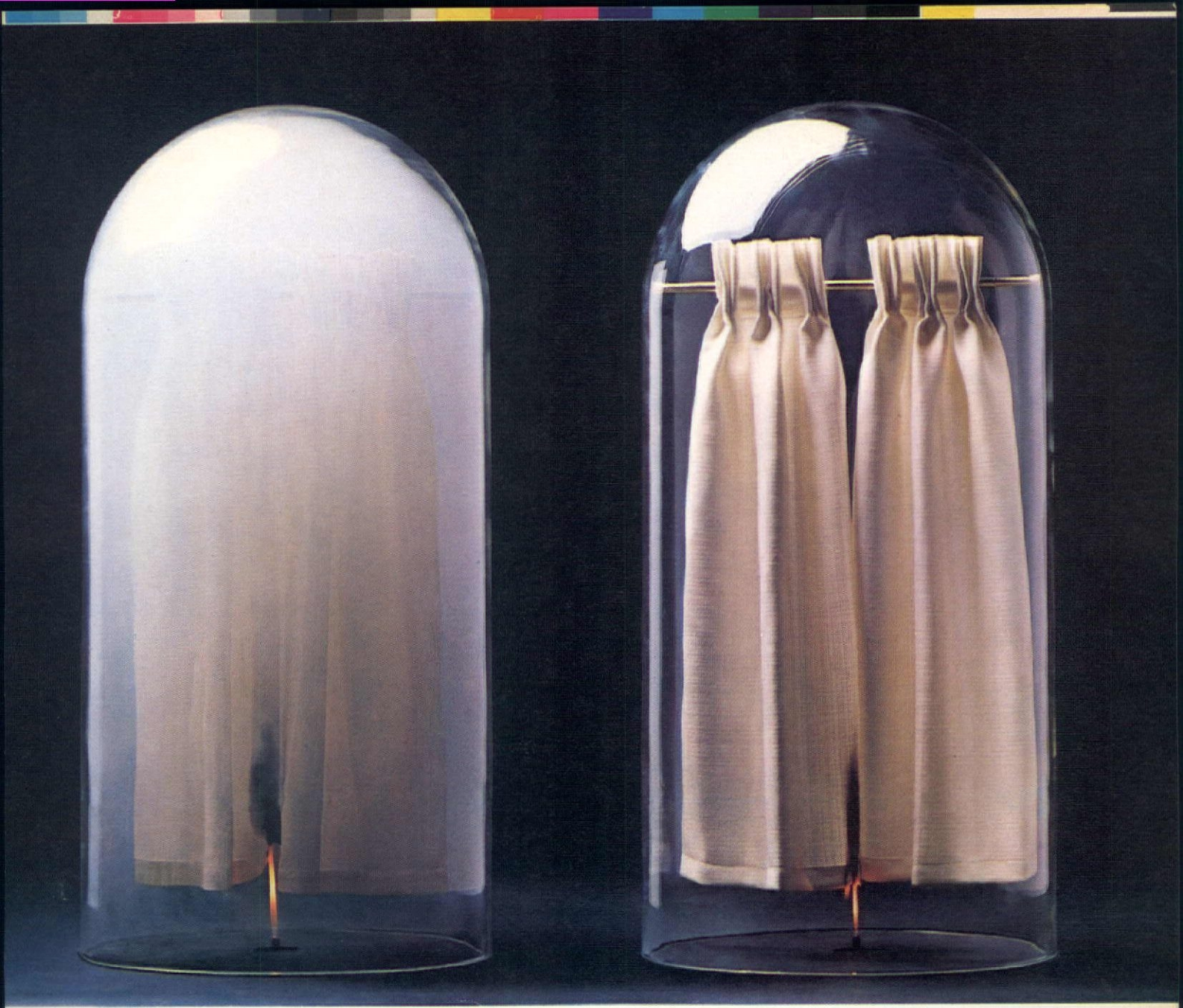
Bonsignore Brignati & Mazzotta announces the appointments of Peter Cacciola and Joan Schulz as Vice Presidents and John Fleming and Peter Skujins as Associates.

Tom L. Tyler (shown) has joined Stratton Industries as Contract Administrator. His responsibilities will include custom job bids, coordination of production of special fabrics, and the administration of national and key accounts.

Tyler

Marcia Dechtman has joined Design Resources as sales representative in the New York market.

Carol Hopkins has been appointed Nessen salesperson for the Greater Chicago and Milwaukee area. **Pat Brereton** has been appointed representative for New York State excluding the Greater New York City metropolitan area.



Depicted is a small-scale comparative demonstration of smoke being generated after 40 seconds. (Left: Representative modacrylic-blend fabric. Right: Beta-Care fabric.)

The drapery fabric on the right is smoke-retardant Beta-Care™. Which one would you rather have in your hospital?

Smoke is more dangerous than flame. The 1976 NFPA Fire Protection Handbook reveals that more than 62% of all deaths in building fires come from asphyxiation by smoke and gases. So we urge you to insist on Beta-Care fabric when you order draperies for your hospital.

Independent tests of the 15 most popular flame-retardant fabrics show that Beta-Care generates the *least* smoke under laboratory conditions.

What the Beta-Care label means

When the Beta-Care label is sewn into your drapery or cubicle curtain, you are assured that the finished product meets the rigorous standards of the Owens-Corning licensing program. Each fabric style must pass the NFPA 701 large and small scale flammability tests and generate minimal smoke as measured by NFPA 258. You get the optimum in fabric quality standards and fire and smoke retardation. And won't you sleep better at night because of it?

For further details, or to be put on our newsletter mailing list, call Mr. J. C. Snook (212) 759-3810 (collect) or write him at Owens-Corning Fiberglas Corp., 717 Fifth Ave., New York, New York 10022.

OWENS/CORNING FIBERGLAS

T.M. O.-C.F. for fabrics made of Fiberglas® yarn and meeting fire specifications. © O.-C.F. Corp. 1978

Brian Kane
Designer

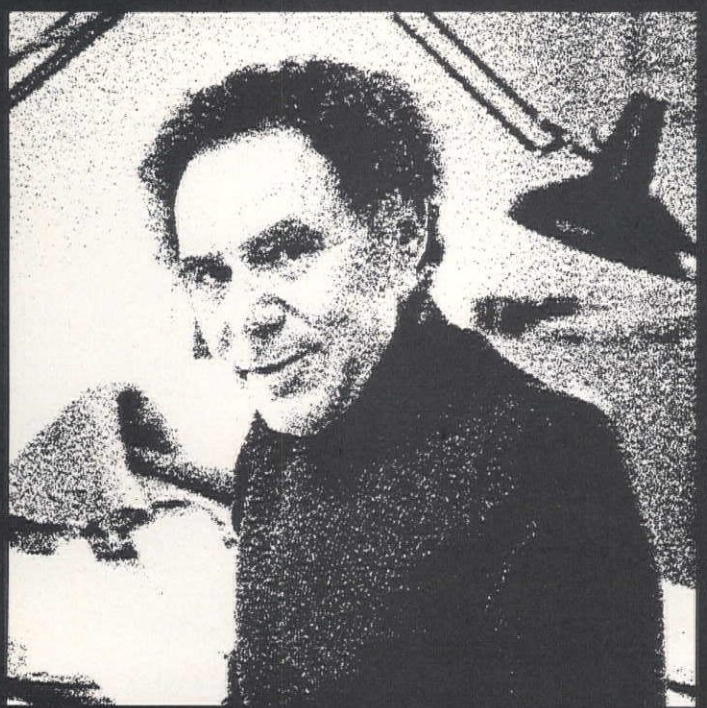
IBD Gold Award
Lounge Furniture

Metropolitan Furniture Corporation
950 Linden Avenue South San Francisco, California 94080

Jules M. Heumann
Designer

IBD Silver Award
Lounge Furniture

Resources Council
Roscoe
Contract Chair



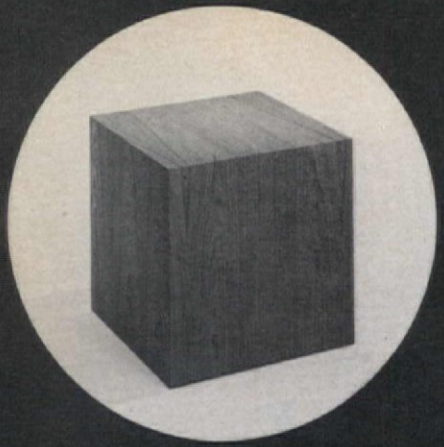
Showrooms San Francisco, Los Angeles, Dallas, Chicago, Houston, Atlanta, Philadelphia, Washington DC, Boston, New York, Miami, Denver.

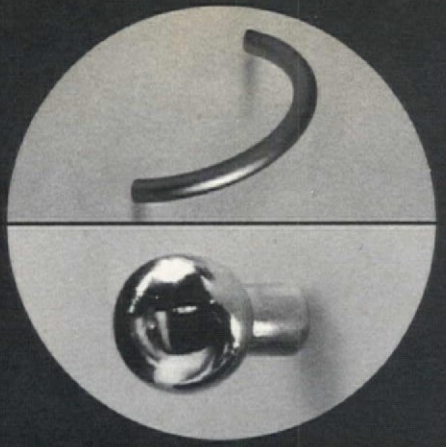
Metro

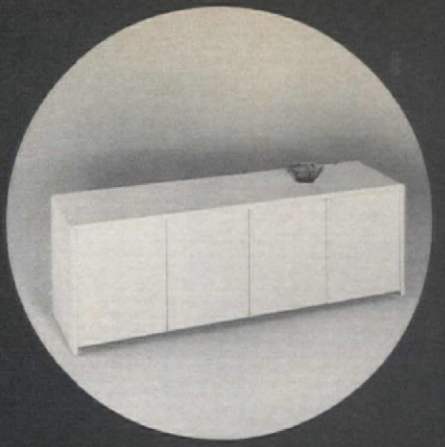
cube - 30"x30"x21" - oak

door & drawer pulls

credenza - 72"x20"x29" - white







drum - 18"x 18" - polished "chrome"

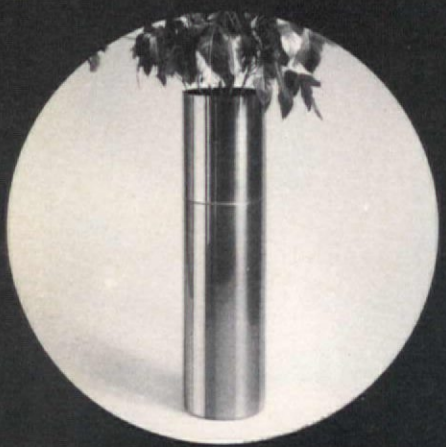
in stock program

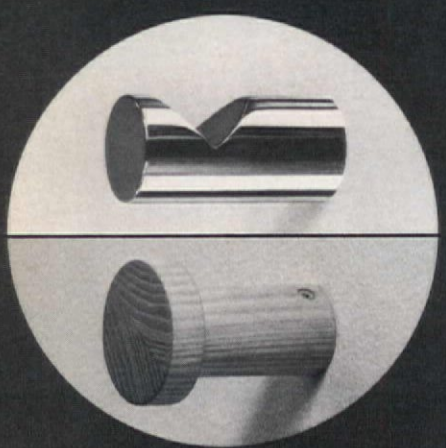
FOR THREE AFFILIATED COMPANIES

Normal Shipping:
72 to 96 hours after receipt of order

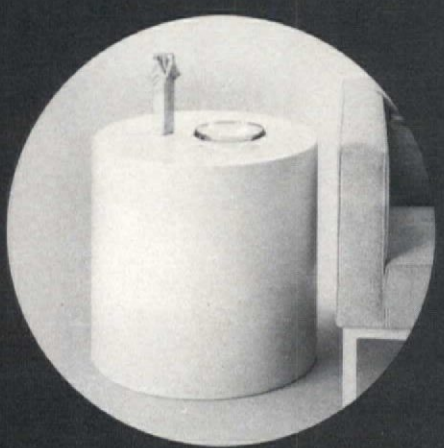
Illustrated products represent a small portion of our 1,060 In Stock items

metal floor planters





wall costumers

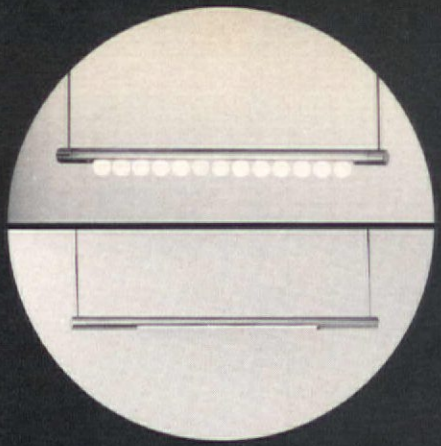


drum - 18"x 18" - white

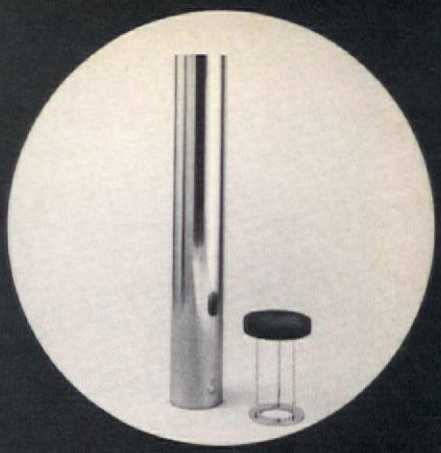
Toronto - 54"x29" - oak & "chrome"

Parsons - 24"x24"x21" - oak

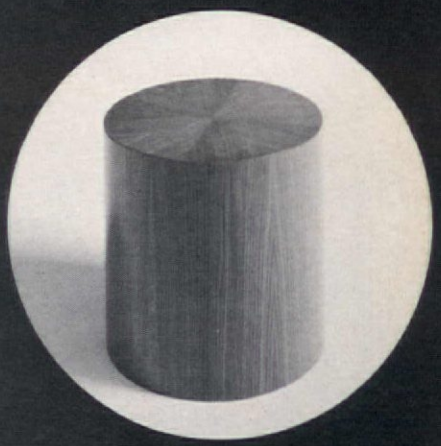
pendant lighting



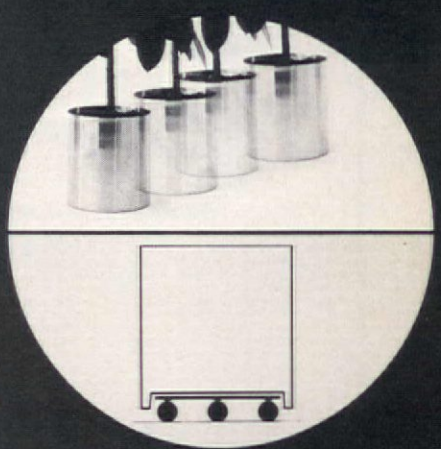
floor lamps



drum - 18"x18" - oak



movable planters



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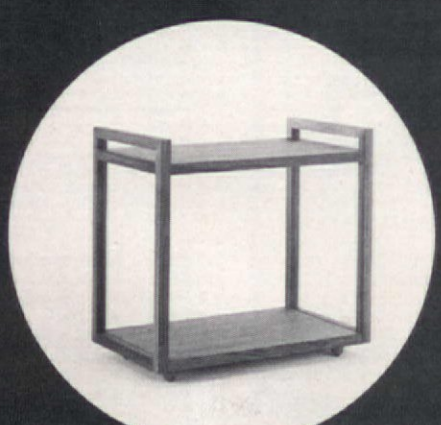
In Denver
Lounsbury - Bozik
In Boston
Furniture Marketing
In San Francisco
David White & Assoc.
In Washington D.C.
Ed Weber
In Philadelphia
Kennedy - Walker

table & hanging planters



cart - 31"x18"x26" - oak

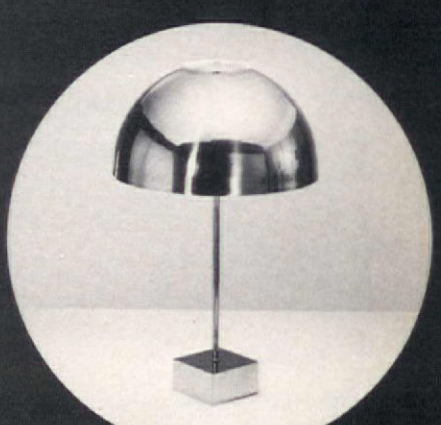


table lamps

Bigelow is proud to be a 1978 IBD Winner

First Place Gold Medal
Concorde: Arcade design

Second Place Silver Medal
Beauvais: Interchain design

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

Do look into
Bigelow's award winning lines
for your next installation.

Bigelow®

Beauty up front, performance down the line.
A SPERRY AND HUTCHINSON COMPANY

Bigelow-Sanford, Inc., P.O. Box 3089, Greenville, SC 29602

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COMING EVENTS

1978

November 8-10. Office Landscape Symposium. Marriott Hotel, Denver.

November 9-10. Mini-Market. Western Merchandise Mart, San Francisco.

November 10-12. Second Design Assembly. The Marketplace, Philadelphia.

November 12-14. New York Home Furnishings Council Market. New York Merchandise Mart, New York.

1979

January 7-12. NYMM Furniture, Lighting, Accessories Market. New York Merchandise Mart, New York.

January 14-19. Winter Furnishings Market. Dallas Market Center, Dallas.

January 17-19. CONDES VI, Dallas Contract/Design Show. Dallas Market Center, Dallas.

January 20-26. Winter Market Week. Designers Row, San Francisco.

January 21-25. Winter Furnishings and Floor Covering Markets. Atlanta Merchandise Mart, Atlanta.

January 21-25. Winter Furniture Market. Showplace Square, San Francisco.

March 25-29. West Week. Pacific Design Center, Los Angeles.

May 1. NYMM Designer Day. New York Merchandise Mart, New York.

June 13-15. NEOCON 11—National Exposition of Contract Furniture & Furnishings. The Merchandise Mart, Chicago.

June 17-20. Construction Specification Institute Annual Conference. Cincinnati.

July 8-19. Summer Furnishings Market. Dallas Market Center, Dallas.

July 15-19. Summer Furnishings and Floor Coverings Market. Atlanta Merchandise Mart, Atlanta.

July 15-19. Summer Furniture Show Market. Showplace! and Galleria Design Center, San Francisco.

July 20-22. Women in Design, National Conference. Galleria, San Francisco.

Foreign Trade Shows 1978-1979

November 11-19. TECNHOTEL-15th International Hotel/Motel & Tourist Equipment Show. Fairgrounds, Genova, Italy.

November 12-16. DACTEX (International Domestic & Contract Textiles Exhibition). National Exhibition Centre, Birmingham, England.

November 14-16. International Interior Design Show, Toronto, Canada.

December 1-10. International Hotel Equipment Fair, Rimini, Italy.

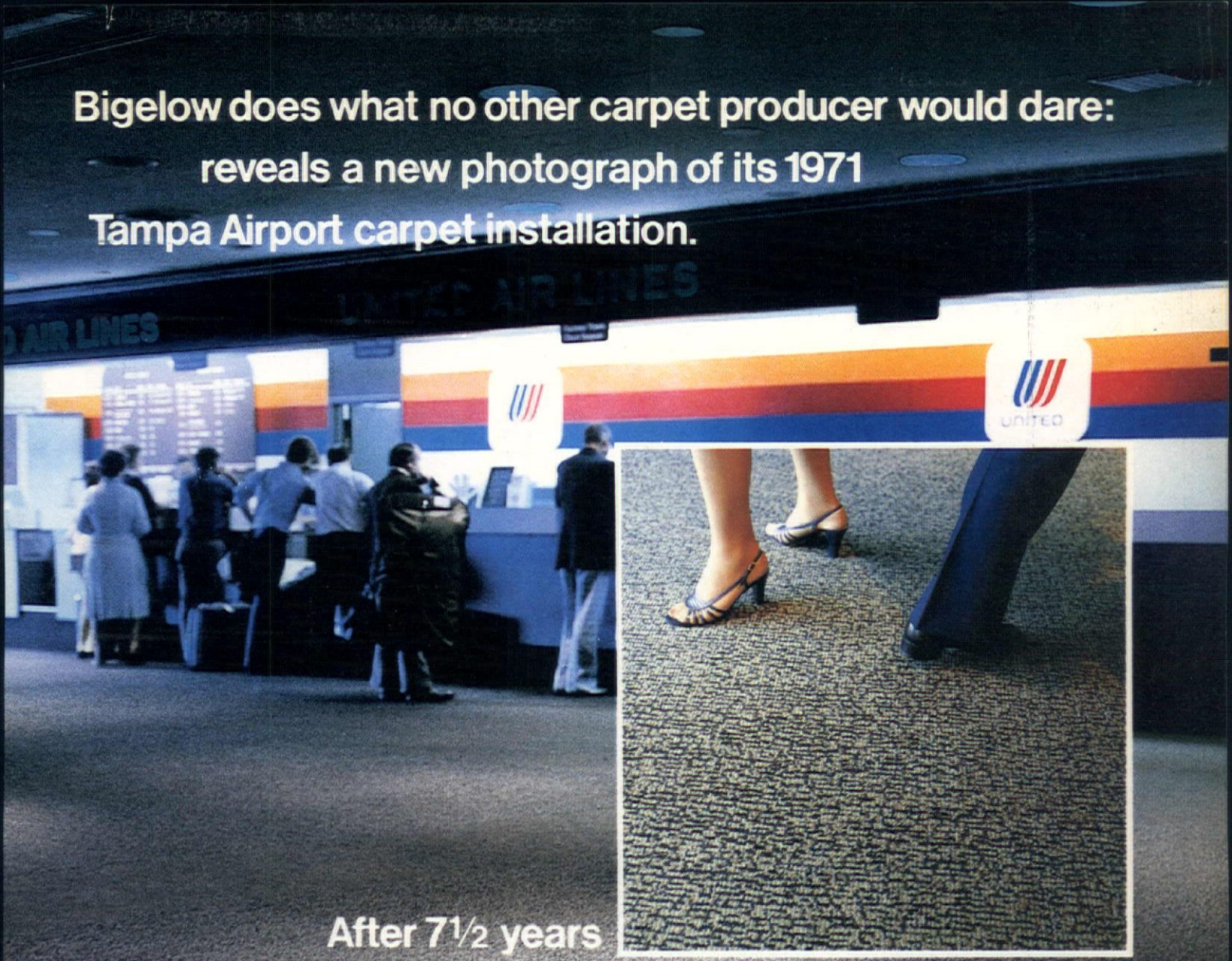
January 11-15, 1979. 10th International Furniture Exhibition, Salon International du Meuble. Exhibition Park, Porte de Versailles, France.

January 14-18. Second Canadian Lighting, Accessory and Furniture Show. Toronto, Canada.

January 17-23. German Furniture Fair. Cologne, Germany.

WANT INFORMATION FAST?
Use the free reader service cards in this issue.

Bigelow does what no other carpet producer would dare: reveals a new photograph of its 1971 Tampa Airport carpet installation.



After 7½ years and over 100,000,000 people, it looks brand-new and beautiful. That's Beauty & The Bottom Line.

Obviously good design, superb color, professional service, static control, soil resistance and sound absorption are all important in contract carpet. But the real question is...does it still look good long after it's on the job? If it's not tough under tough conditions...the world's best design is worthless. Take another look at the photograph. With this kind of extraordinary performance at Tampa Airport, think what Bigelow can offer you and your clients.

For further information on Bigelow Contract Products, write or call for our **"Proven Performers" Booklet:**
Bigelow Contract Department, Bigelow-Sanford, Inc.
P.O. Box 3089, Greenville, SC 29602, 803-299-2000.

Name _____

Title _____

Address _____

City _____ State _____ Zip _____

Bigelow®

Beauty up front, performance down the line.

A SPERRY AND HUTCHINSON COMPANY C-11/78

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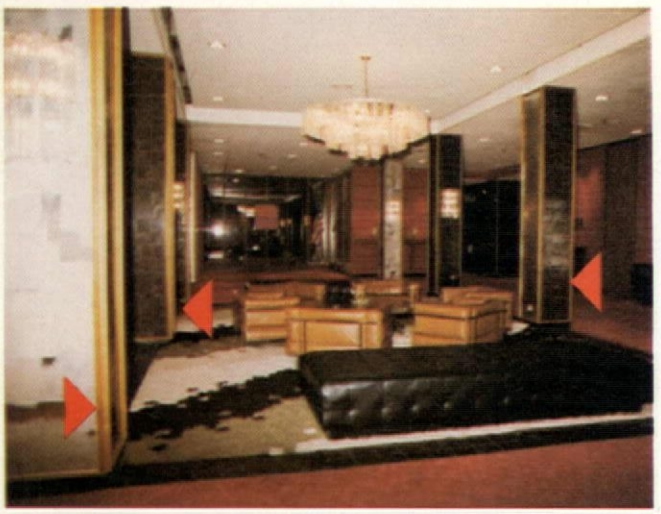
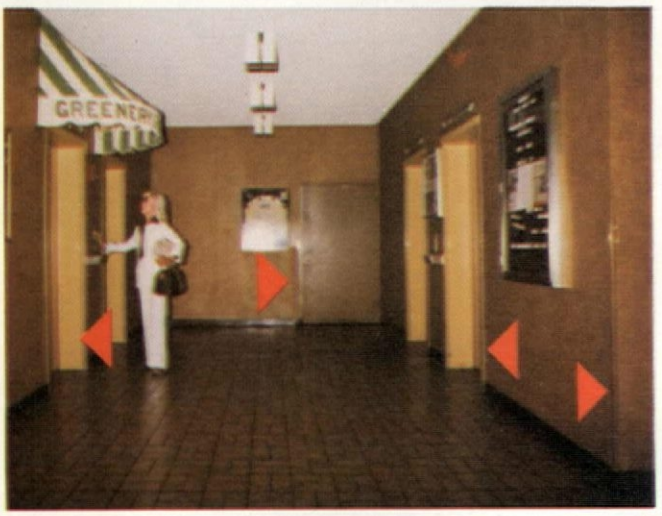
BEAUTY?
ECONOMY?
DURABILITY?





We admit that descriptive words such as durable...or economical...or beautiful, while frequently used when architects or designers refer to Tri-Guards Clear Corner Protectors; that such words are not totally accurate. Unfortunately, they suffer from a malady which is rare in modern advertising. They are understatements.

- Tri-Guards are manufactured from Lexan®, General Electric's space age plastic that is not only durable; it is virtually indestructable. Highly impact resistant, Lexan® is impossible to dent or crack and will not discolor with age. Worry about the appearance of high traffic areas, such as elevator access locations, is greatly reduced when Tri-Guards have been specified. Any client appreciates the concern for his future dollars shown by including Tri-Guards corner protectors in his construction and decorating plans.
- Crystal clear Tri-Guards become nearly invisible when installed. Thus they provide lasting protection while not interrupting the beauty and continuity of a decorating scheme.
- Tri-Guards are much more than just economical. Compared to stainless steel, opaque plastic or rubber guards, Tri-Guards cost less to install and do not require replacement as often as less durable conventional protectors.

Tri-Guards continue, for years, to provide attractive protection for the corners on which they are installed. They are available in sizes for any application and packed with removeable chrome plated fasteners to facilitate re-installation when redecorating.

Tri-Guards

CLEAR CORNER PROTECTORS

953 Seton Court, Wheeling, Il 60090 (312) 537-8444

DISTRIBUTED THROUGHOUT THE UNITED STATES. WRITE FOR NEAREST DISTRIBUTOR.

Circle No. 31 on reader service card

Rudd International's new S chair. Originally S stood for salon. But it could stand for serpentine. Or slender. Or strong.

Nothing in wood has ever mixed strength with delicacy like this chair.

Nor has anything in wood come as close to the classic simplicity of the Bauhaus tubular steel chairs as this one.

We expect big things from it.

Rudd International
1066 31st Street N.W.
Washington, D.C. 20007.
(202) 333-5600

Design: Rud Thygesen and Johnny Sørensen

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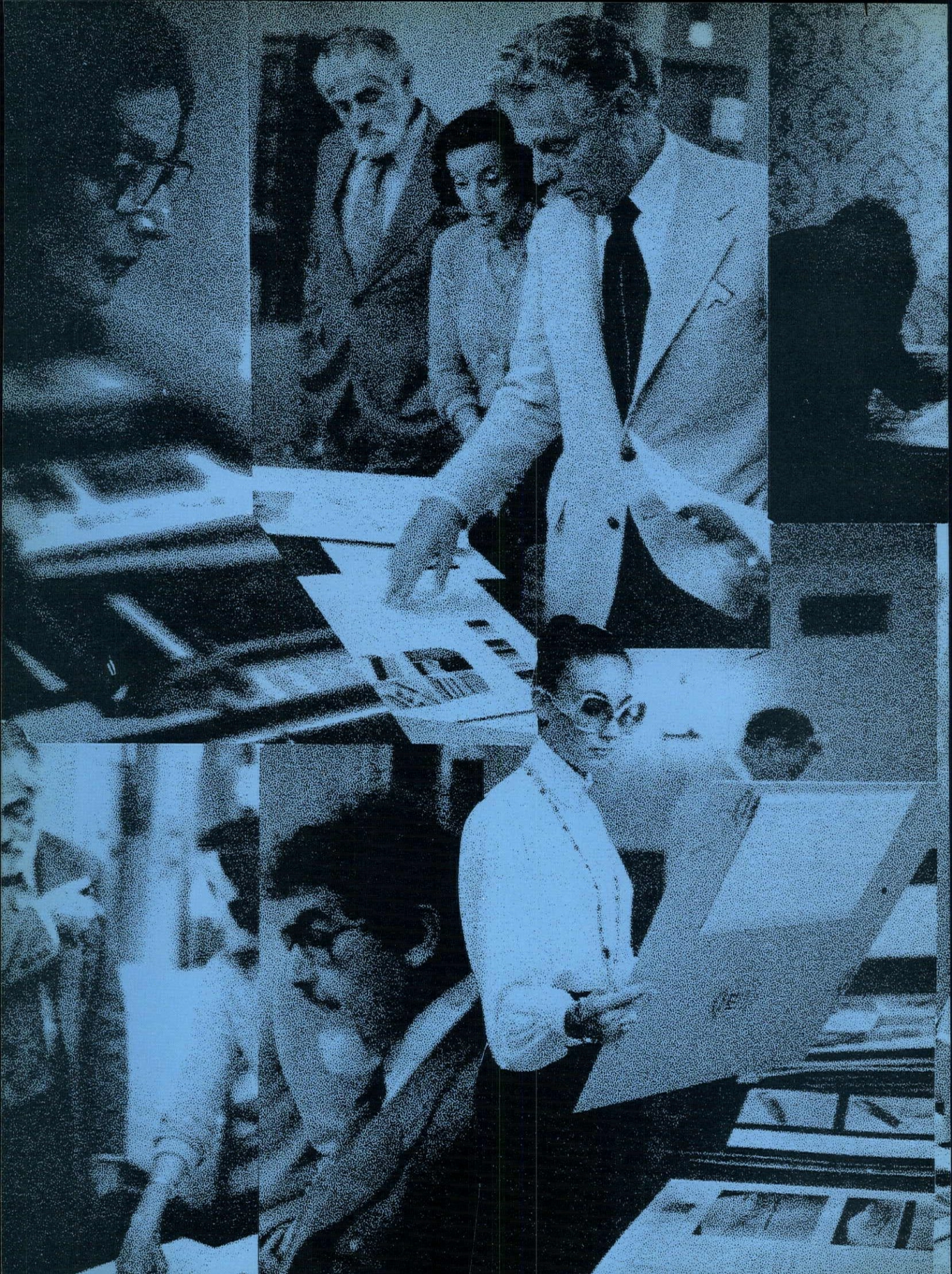
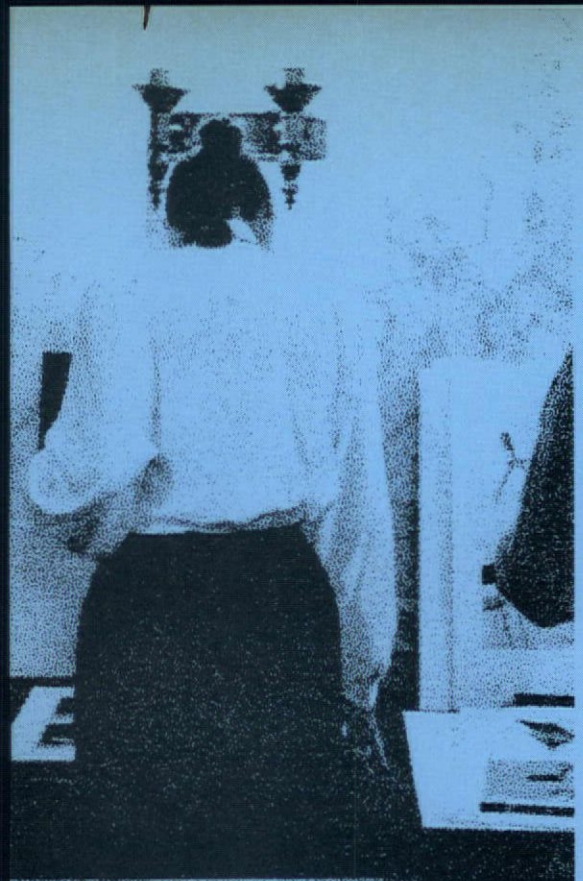
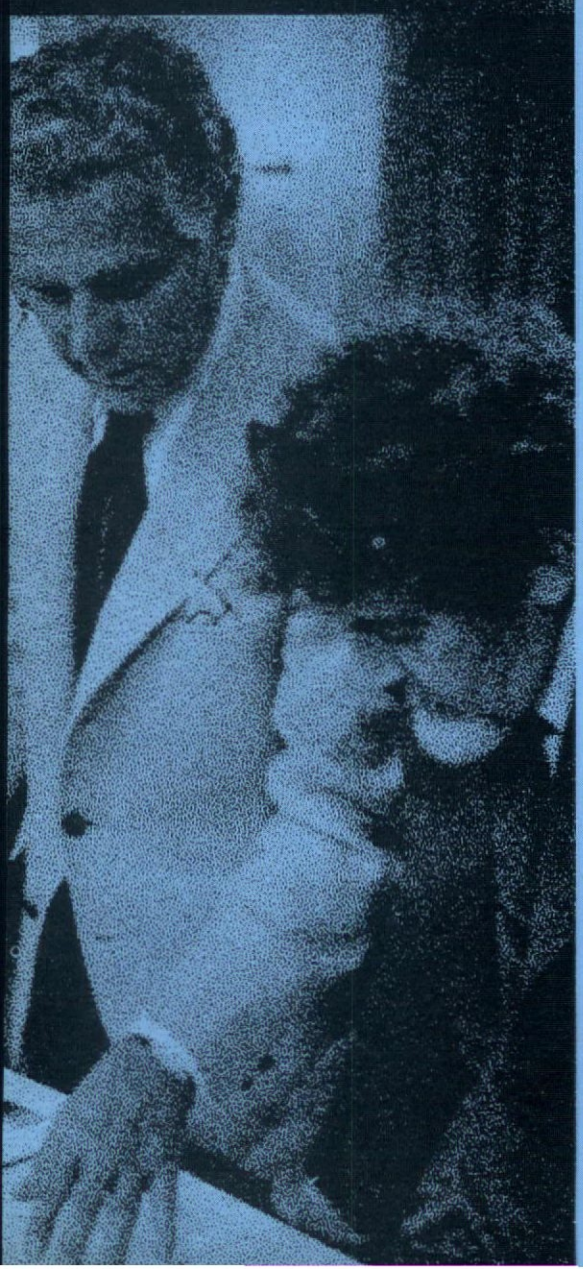






IBD/CONTRACT AWARD WINNER REFLECTS DIRECTION OF OFFICES THROUGH THE EIGHTIES

Douglas Ball, designer of the Sunar Race system shown on the cover of this issue, is not only a very good product designer, but an outstanding seer as well. Selection of his open plan system with its power and communication innovations as "best of competition" by a panel of tough but distinguished jurors in the Institute of Business Designers/CONTRACT Product Design Competition reflects his talent and foresight. The need, as statistically illustrated in the introduction to the office products review further in this section, is there.

Of 14 product categories judged for both Gold and Silver Medallion Awards and one best of competition, only ten Gold and nine Silver awards were made out of a potential 28. The jurors, who worked diligently both alone and in consultation with one another, agreed that if an award was to be given, merit had to be the reason.

Jurors, shown here at work, were: Karen Daroff, Daroff Design, Inc., Philadelphia; Howard Hirsch, Howard Hirsch Associates, Beverly Hills; Josephine Sokoloski, JCS Associates, New York; Vincent Kling, Senior Partner, The Kling Partnership, Philadelphia; and Prof. Harold Leeds, Pratt Institute, Brooklyn, N.Y.

We feel it fitting indeed to introduce this office design oriented issue with winners of this exciting competition.

—The Editors

IBD Jurors

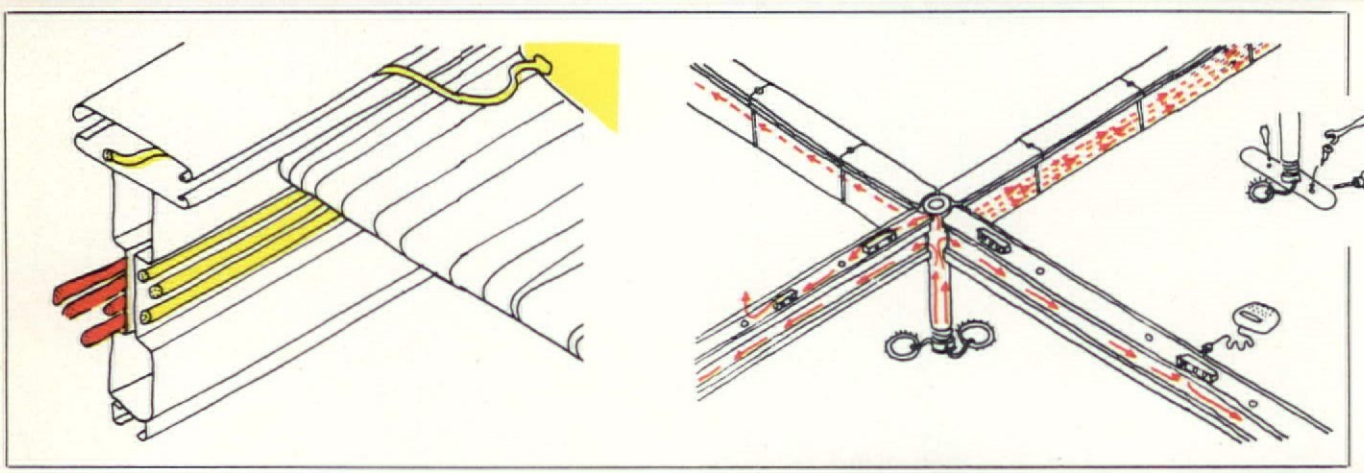
Hirsch

Sokoloski

Leeds

Kling

Daroff



BEST OF COMPETITION

GOLD MEDALLION

Sunar, Steel Div., for Race System (Special Equipment Category), designed by Douglas Ball.

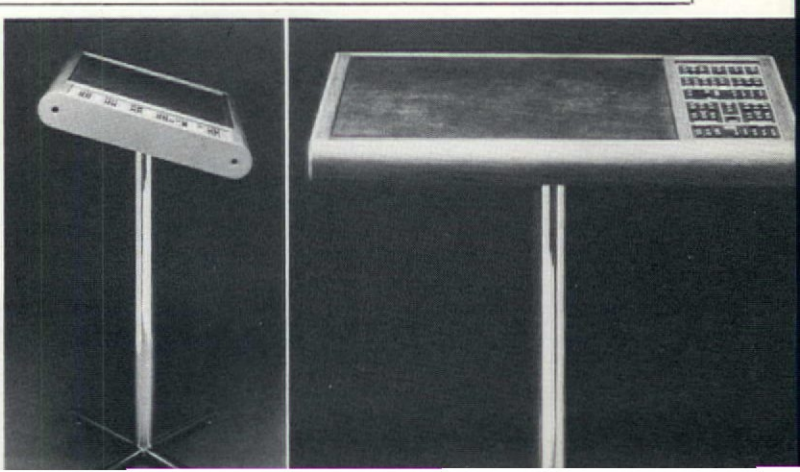
SPECIAL EQUIPMENT

GOLD MEDALLION

Sunar, Steel Div., for Race System (above), designed by Douglas Ball. Circle No. 254.

SILVER MEDALLION

Cibola Systems Corp., for Lectern (right), designed by Daniel Schwartz. Circle No. 255.



LOUNGE FURNITURE

GOLD MEDALLION
Metropolitan Furniture Corp., for 549 Series (right), designed by Brian Kane. Circle No. 256.

SILVER MEDALLION
Metropolitan Furniture Corp., 538 Series (below), designed by Jules Heumann. Circle No. 257.

FABRICS

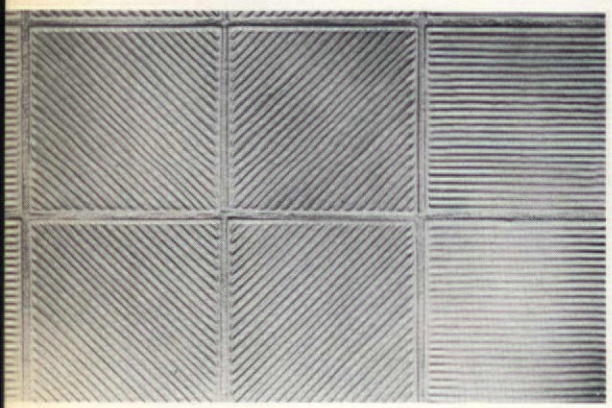
GOLD MEDALLION
Design Tex Fabrics, for Wool Twill (left), designed by Design Tex Studios. Circle No. 258.

SILVER MEDALLION
Gretchen Bellinger, Inc., for Corde du Roi (above), designed by Gretchen Bellinger Design Studio. Circle No. 259.

FLOOR COVERINGS HARD SURFACE

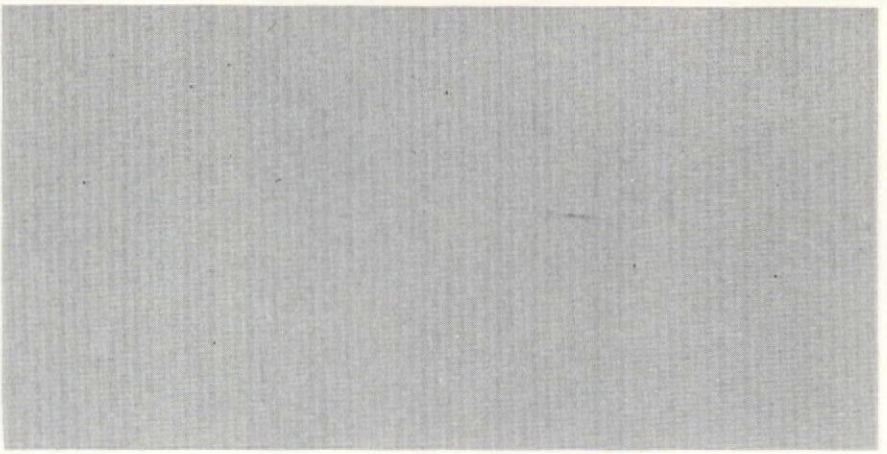
GOLD MEDALLION
PermaGrain Products, Inc., for Limed Oak GenuWood II (right), designed by PermaGrain Products Design Staff. Circle No. 265.

SILVER MEDALLION
Design-Technics, for Glazed Ceramic floor tile (below), designed by Design-Technics design staff. Circle No. 266.



LAMINATES

SILVER MEDALLION
Westinghouse Electric Corp., Micarta Div., for Linagrain (right), designed by Murray Smith. Circle No. 262.



IBD/CONTRACT MEDALLION AWARD WINNERS, PRODUCT DESIGN COMPETITION

BEST OF COMPETITION
Gold Medallion: Sunar, Steel Division

SPECIAL EQUIPMENT
Gold Medallion: Sunar, Steel Division
Silver Medallion: Cibola Systems Corp.

CASE GOODS
Gold Medallion: Sunar, Steel Division
Silver Medallion: Rudd International

OFFICE LANDSCAPING SYSTEMS
Gold Medallion: Knoll International
Silver Medallion: Sunar, Steel Division

CHAIRS
Gold Medallion: Atelier International
Silver Medallion: Sunar, Steel Division

LOUNGE FURNITURE
Gold Medallion: Metropolitan Furniture Corp.
Silver Medallion: Metropolitan Furniture Corp.

FABRICS
Gold Medallion: Design Tex Fabrics
Silver Medallion: Gretchen Bellinger, Inc.

LIGHTING
Gold Medallion: Habitat Inc.

WALLCOVERINGS
Gold Medallion: Design Tex Fabrics
Silver Medallion: Carnegie Fabrics

FLOOR COVERINGS/CARPET & RUGS
Gold Medallion: Bigelow-Sanford Inc.
Silver Medallion: Bigelow-Sanford Inc.

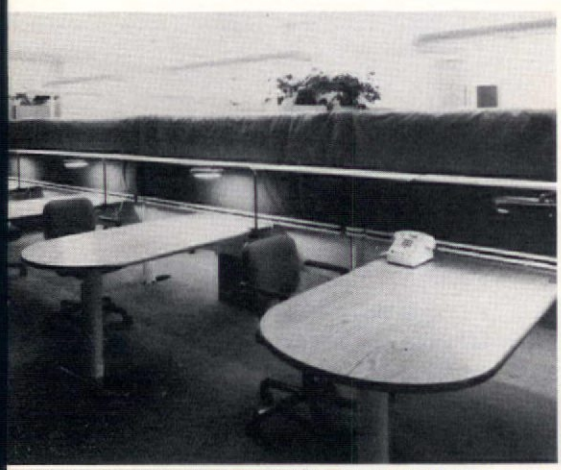
FLOOR COVERINGS/HARD SURFACE
Gold Medallion: PermaGrain Products Inc.
Silver Medallion: Design-Technics

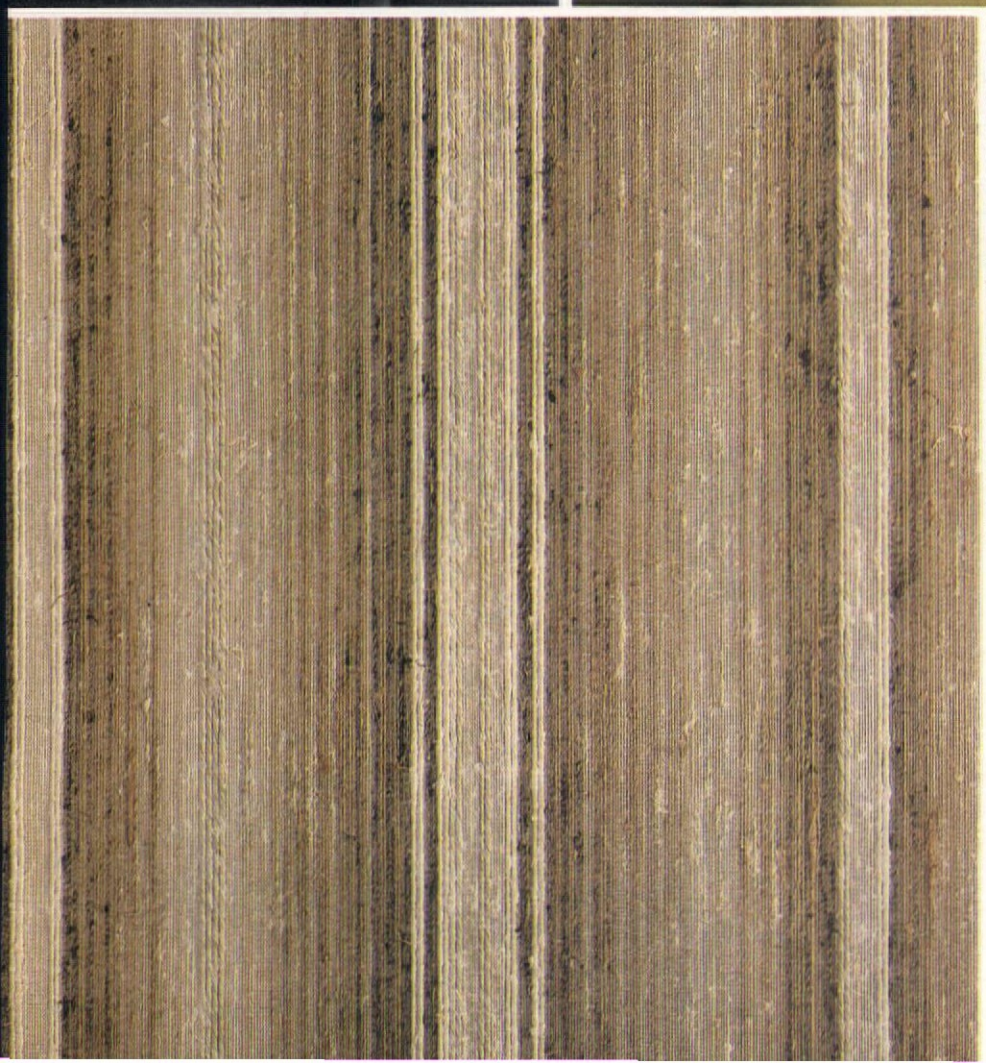
LAMINATES
Silver Medallion: Westinghouse Electric Corp.

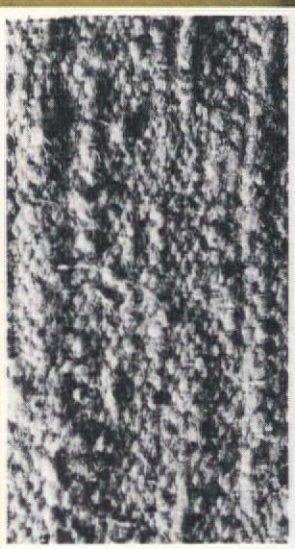
OFFICE LANDSCAPE SYSTEMS

GOLD MEDALLION
Knoll International, for Zapf Plus (right), designed by Otto Zapf. Circle No. 263.

SILVER MEDALLION
Sunar, Steel Div., for Race, Energy & Communications System (below), designed by Douglas Ball. Circle No. 264.



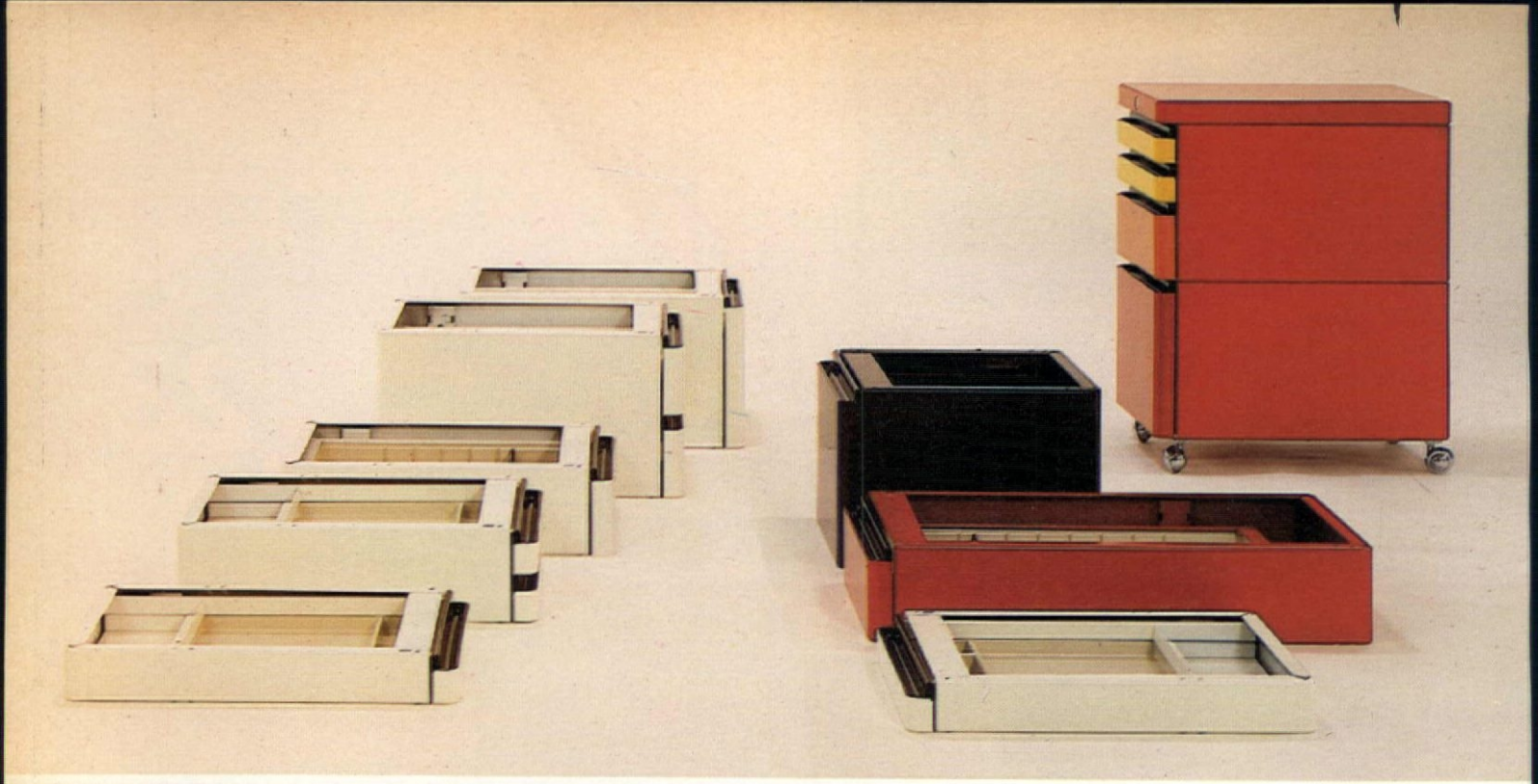




WALLCOVERINGS

GOLD MEDALLION
Design Tex Fabrics, for Eden, Belgian linen wallcovering (left), designed by Design Tex Studios. Circle No. 260.

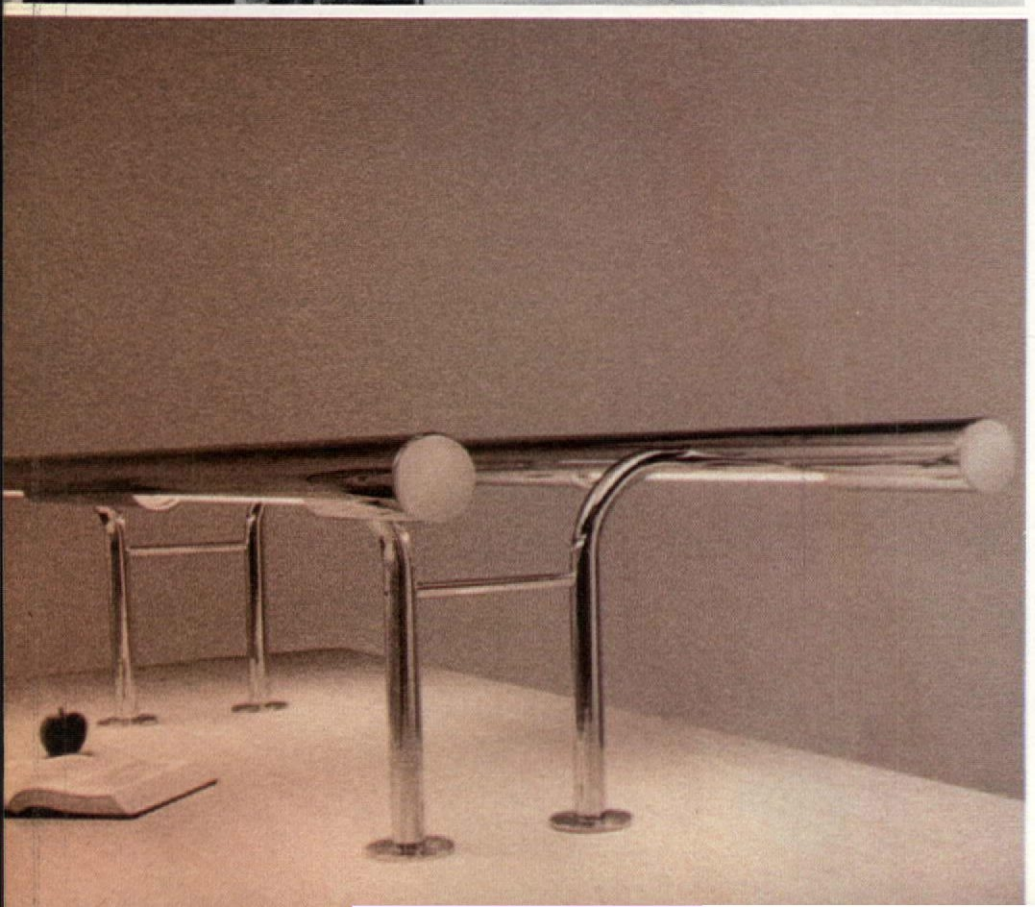
SILVER MEDALLION
Carnegie Fabrics, for fabric wallcovering collection (above), designed by Bob Goldman and Vi Becker. Circle No. 261.



CASEGOODS

GOLD MEDALLION
Sunar, Steel Div., S System Single Case drawers (above), designed by Douglas Ball. Circle No. 267.

SILVER MEDALLION
Rudd International, for MO 2000 Table System and EB 1000 Casegoods System (left), designed by Rud Thygesen and Johnny Sorensen. Circle No. 268.



LIGHTING

GOLD MEDALLION
Habitat Inc., for Designers Fluorescent Task Lighting (left), designed by Habitat Design Studio. Circle No. 269.

CHAIRS

GOLD MEDALLION
Atelier International, for Babar (right), designed by Andre Vandenbueck. Circle No. 270.

SILVER MEDALLION
Sunar, Steel Div., for CAS Management Seating, Executive & Zone Pad Chairs (below), designed by Douglas Ball. Circle No. 271.

FLOOR COVERINGS
CARPETS & RUGS

GOLD MEDALLION
Bigelow-Sanford, Inc., for Concorde-Arcase (left), designed by John Brock. Circle No. 272.

SILVER MEDALLION
Bigelow-Sanford, Inc., for Beauvais-Interchain (above), designed by Steve Crain. Circle No. 273.

by **WINFORD E. HOLLAND**
ANDREW D. SZILAGYI
CHRISTIE OLIVER

EMPLOYEE BEHAVIOR AFFECTED BY CHANGES IN SOCIAL DENSITY

Social scientists find location of workers in office spaces has direct bearing on job satisfaction and several job characteristics

We have long assumed that people who work together need to be located near each other. This assumption is strengthened when we observe the typical hand production line where each worker completes an operation on an object and then must hand it to the next person. But what about worker closeness in the office setting? Do workers in the "information business" need closeness like their brothers and sisters on the assembly line?

This article summarizes a joint research study of the effects of worker closeness on jobs (job characteristics) and worker reactions to these jobs (job satisfaction). The study was conducted with approximately 100 office workers in the headquarters unit of a major corporation. Work of the employees was clearly professional/technical rather than "physical," namely: product planning, financial analysis, and project management.

The study found that the location of workers in what we call "social space" has a direct and important bearing on job satisfaction and on several job characteristics. It suggests that the designer of new office space should preserve (or attempt to improve) the workers' location in social space in order to positively influence employee job satisfaction and perhaps productivity.

Researchers from the University of Houston and from Planning Design Research Corp. took on the assignment of answering the important question: What effect does office workers' location in social space have on their jobs and their satisfaction with these jobs? First, the concept of social space and its measurement is discussed. Second, the idea of social space is tied with what we know about workers' job characteristics and job satisfaction. Third, the results of the study are presented along with the implications for space planning strategies.

Social Space is a map

Social space for each worker is defined by us as a map of the possible physical accessibility of the worker to colleagues. The difference between a worker's location in physical space and in social space is shown in Figures One and Two. Figure One shows two examples of Worker A in an office depicted on a blueprint (physical space). Figure Two shows two examples of worker A in social space. For social space, the distances between worker A and colleagues are measured in *walking feet*—the number of feet that worker A would have to walk to physi-

Winford E. Holland is Professor of Management and Andrew D. Szilagyi is Associate Professor of Management for the University of Houston, Houston, Texas. Christie Oliver is Vice President of Planning Design Research Corp., also of Houston.

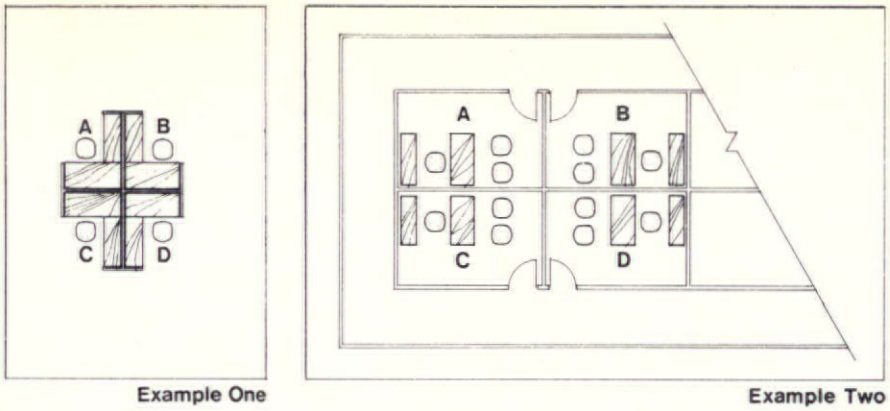


Figure One. The location of worker A in physical space.

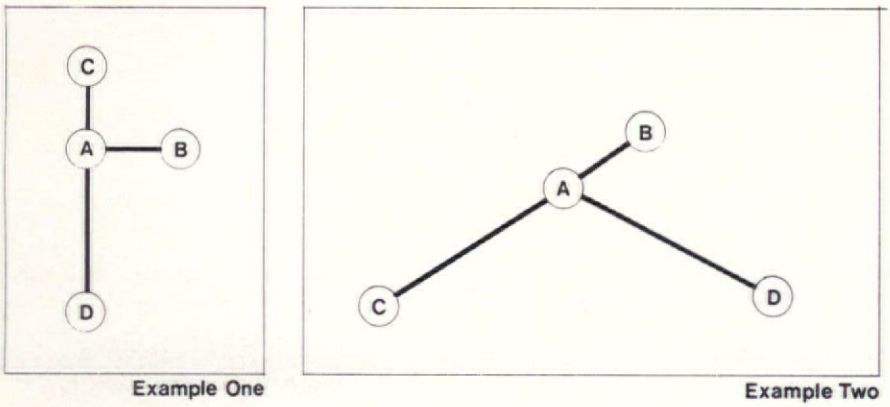


Figure Two. The location of worker A in social space.

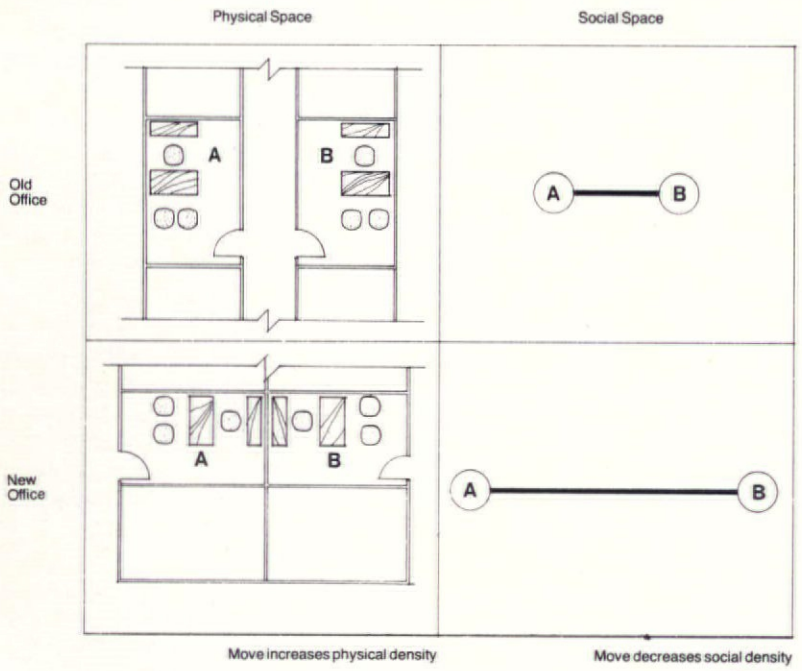


Figure Three. Illustration in changes in physical and social space.

cally touch (or confront) immediate co-workers.

Based on the concept of social space, we define a unit of measurement that could be useful to the designer and researcher alike. *Social density* for each worker is the number of people within a 50-foot *walking* distance of that worker. (The choice of a 50 foot as opposed to, say, a 30-foot travel distance was purely arbitrary and does not have any empirically derived significance.) In working with social density, we noted that changed office settings could cause changes in *social* density that were (1) similar to *or* (2) directly opposite from changes in *physical* density. Figure Three shows an example of this second case—a simple move from an old office to a new one that *increases physical density* while *decreasing social density*.

Effect of social density on organization

While the designer is working to create a new office area, the client has an underlying agenda: maintenance or improvement of the organization's productivity and worker satisfaction. The client may be *openly* asking for a new image (space that is more colorful or more elaborate or more conservative); but underneath, there remains the implicit requirement that the organization be more effective after a move to new space. The problem for

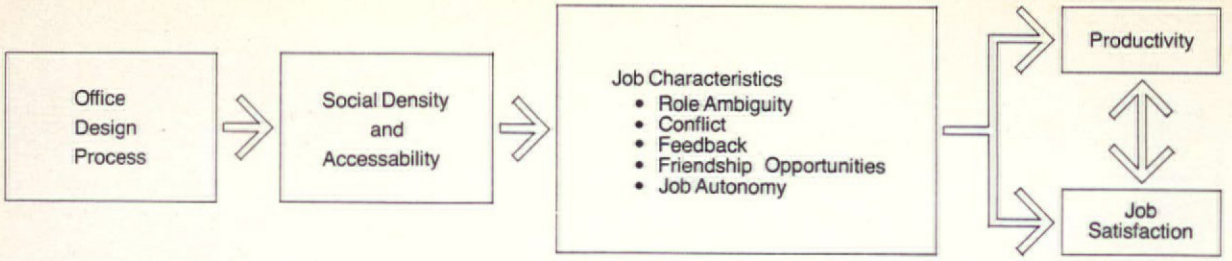


Figure Four. Social density and accessibility as they affect job productivity and satisfaction.

SOCIAL DENSITY

Increased social density results in greater job satisfaction

the designer is two-fold: to design a physical space which has an image the client wants, *and* which eventually results in a positive effect on attitudes and behavior of employees.

Density is manipulated by design

Social density is one variable that the designer manipulates through the choice of office shape, door location, and circulation configuration, etc. It is thought to affect the organization as shown in Figure Four. Changes in office space or moves to new offices have a direct effect on workers' location in physical space and, therefore, on workers' access to each other. Access to other workers influences the pervasive communication process in the organization. This accessibility to others affects interaction frequency and duration, and eventually affects the characteristics of the job itself.

Job characteristics that have been identified and frequently used by social scientists were chosen because they are useful discriptors of the job. They also were found to have an impact on both job satisfaction and, in many cases, productivity. Each characteristic listed below is directly impacted by information flow, and, therefore, by changes in accessibility to other workers.

Role Ambiguity—defined as the lack of clarity that an employee has about his/her job. Since ambiguity is dysfunctional (stressful) to the employee, normally as ambiguity is reduced, both satisfaction and productivity improve.

Role Conflict—defined as the degree to which the employee receives conflicting signals about the job. Normally, as conflict decreases, productivity and satisfaction increase.

Task Feedback—defined as the degree to which an employee receives information on how well he/she is doing on the job. Normally, as feedback increases, the employee is able to do a better job and has higher job satisfaction.

Friendship Opportunities—defined as the degree to which the employee has chances to develop and maintain warm and personal friendships on the job. Normally, as friendship opportunities increase, job satisfaction increases.

Job Autonomy—defined as the degree to which the employee feels free to operate independently on the job (or the degree to which there is the feeling of freedom to do the job without consulting with others). Normally, as autonomy increases, both performance and satisfaction increase.

Both organizational productivity and job satisfaction are of primary concern to the manager; both are directly affected by job characteristics discussed above. As shown in Figure Four, social density potentially can affect productivity and job satisfaction by directly influencing job characteristics. While the workers' productivity is obviously important, worker satisfaction may be just as important (if not as obvious). Worker satisfaction directly affects turnover, grievances, tardiness, as well as quality of performance.

Job satisfaction measured

The effect of social density on job characteristics and satisfaction was studied recently while a major corporation moved its offices from an old setting to a new one. Research information was collected two ways: (1) data on job characteristics and satisfaction were collected by having the 100 employees complete a pencil-and-paper research survey approximately 60 days before and 90 days after the move. The survey contained a standard job satisfaction measurement instrument (Job Descriptive Index). (2) data on social density were collected directly from blueprint measurement of the number of people within 50-walking feet of each employee before and after the move.

Blueprint data revealed that approximately one-third of the employees had their social density increased after the move, another third had their social density decreased, and another third had practically no change in social density as a result of the move. (The measurement of social

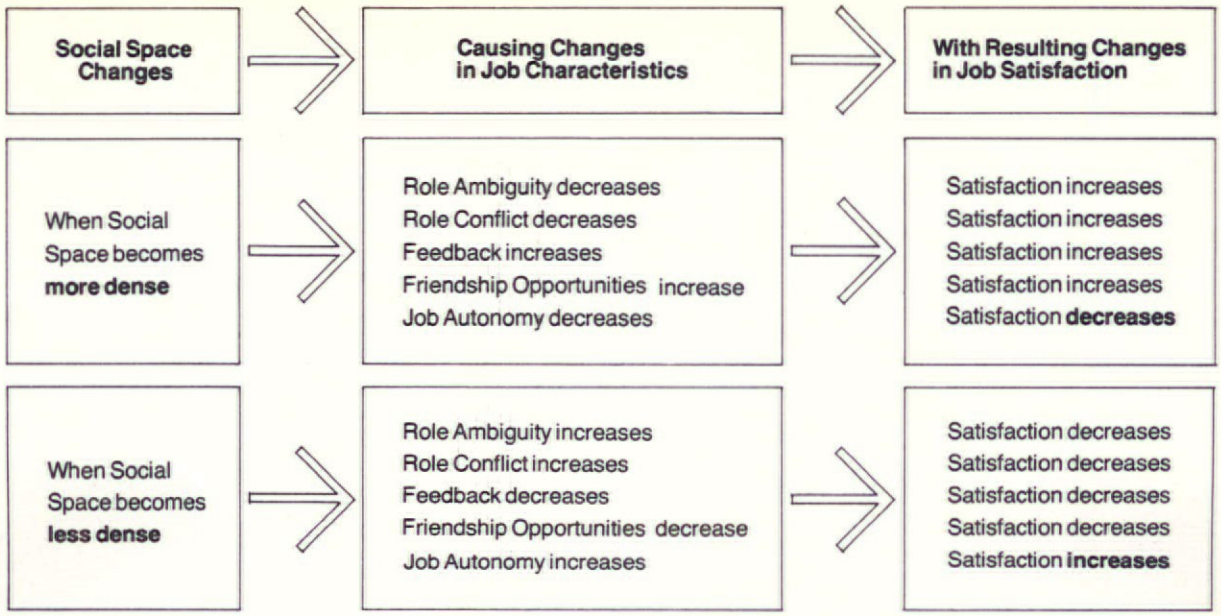


Figure Five. Summary of research findings.

density was done after the move and was not a design parameter.) The changes for the entire move were not large enough to make a substantial difference in the overall physical density of the office space. Both old and new offices were reported by employees as being generally satisfactory.

Results of the study are summarized in Figure Five. While employees with *no* change in social density had *no* changes in job characteristics or satisfaction, *substantial* changes were noted for those employees whose social density had been changed the most.

Where social density was significantly increased, these professional technical workers reported increased job satisfaction and significant changes in a number of the characteristics of their jobs in product planning financial analysis, and so forth.

Good feedback, bad autonomy

These workers reported significantly decreased role ambiguity and conflict as well as increased feedback. It seems likely that increased social density, with its resultant increase in access to workers, gave the employee increased chances to "check signals," share expectations, and to both give and receive informal feedback on task performance.

Increased social density also produced an increase in worker perception of friendship opportunities. Workers moved to more socially dense settings reported a significant change in one additional job characteristic that could have had a negative impact on job satisfaction. They reported significantly lowered job autonomy, indicating that increased closeness to other employees may have reduced the employee's feeling of being able to act independently.

Study limited; implications broad

Because of the nature of the work in this company, the workers viewed *decreased density* as dysfunctional to many job characteristics and, therefore, to job satisfaction (see Figure Five for a detailed listing of the findings under conditions of decreased density).

While the findings of this study are quite strong, some conservatism should be used in converting them to design strategies. First, it is important to note that the study was conducted in only one company. Second, the office workers in the study were moved from one set of "satisfactory" quarters to another. If employees had been in conditions of extreme crowdedness, increased social density would probably not have the effect shown in this study. Third, workers in that office were doing professional, intellectual work, as well as clerical or secretarial work. While the wide range of work conducted may be seen as a limitation to the study, it may also be a strength—suggesting a broader application of the findings.

Density quides for designer

Given these implications, the study's potential design implications are as follows:

1. Changing office configurations is more than an artistic exercise—it is an "organizational change intervention." That is, the new office will likely have an impact on the way the organization operates and on the way in which its employees perform.

2. In considering the employee's reaction to the new office environment, it might behoove the designer to think not only in terms of "physical space," but also in terms of "social density." The latter will affect the way employees view the characteristics of their jobs, which eventually influence their level of job satisfaction.

3. The impact of social density on the employee will vary significantly, depending on the type of work being performed. Employees in jobs which require a high level of information flow and interaction to be effective probably would react favorably to social density increases. On the other hand, where jobs require a great deal of independence and autonomy, social density increases might be viewed by some as a disadvantage. □

OPEN PLAN RESPONDS TO CHANGES IN LAW PRACTICE

Growing trend toward paralegal staff in the progressive law office of Lillick McHose & Charles is handled by Gensler Associates/Architects with a systems approach that is, in effect, interior architecture

The contemporary law firm is in a period of transition. New paralegal capabilities are being developed; word processing centers are being established; secretarial functions are becoming more administrative in nature.

As a result, the legal profession's operational needs are no longer as clearly defined as in the traditional mix of private attorney offices, fixed secretarial alcoves, and interior rooms for library and support systems.

Lillick McHose & Charles is an excellent example of a prestigious, growing law firm in the midst of such change. It is, specifically, experiencing a gradual mix of paralegal/secretarial staff, and it may convert from localized to centralized filing systems in the future.

For the law firm's new 35,000-square-foot offices, Gensler & Associates/Architects responded to the ongoing changes with an open plan that is appropriate to all job functions and that establishes an excellent format for flexibility.

The Los Angeles office for the law firm is located on the 44th and 45th floors of the UCB Bank Building, the city's tallest office tower.

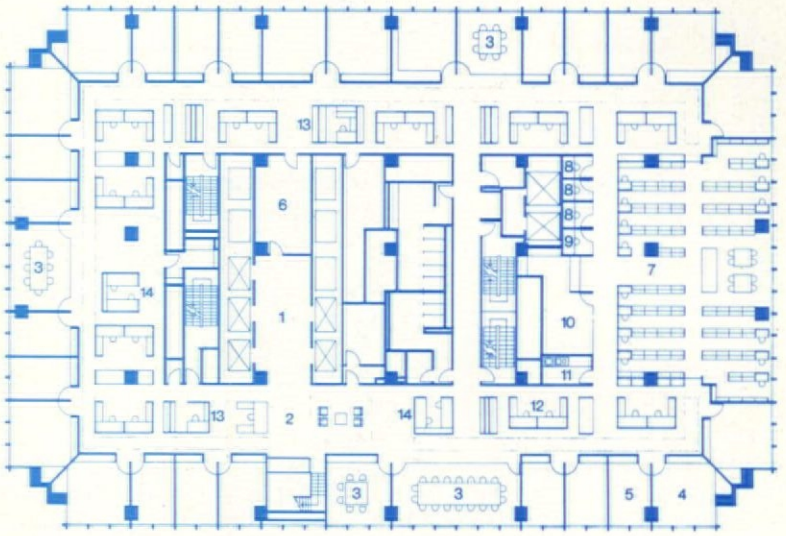
System has architectural look

The strong architectural flavor that pervades the new offices belies the fact that everything is movable. Everything, that is, except the core walls and the walls separating perimeter offices.

Gensler designers developed a custom-designed furniture systems approach—a new adaptation of the open plan and, notably, a progessive departure for a law office.

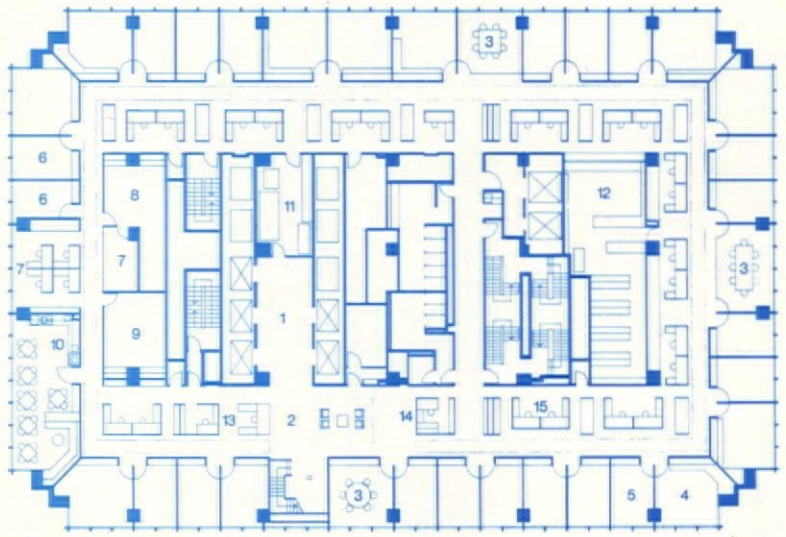
The furniture system components become major architectural elements, clearly delineating spaces within the open plan and establishing a sense of overall continuity.

"We believe that the level of systems development for flexible space



45th FLOOR LEGEND

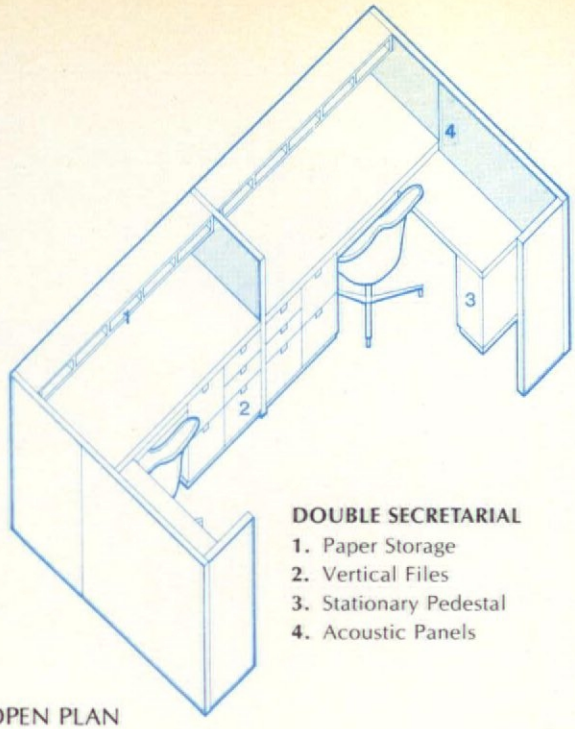
1. Elevator Lobby
2. Reception
3. Conference
4. Partner
5. Associate
6. Investigator
7. Library
8. Dictation
9. Lexis
10. Librarian
11. Kitchen
12. Secretary Station
13. Paralegal
14. PBX Station



44th FLOOR LEGEND

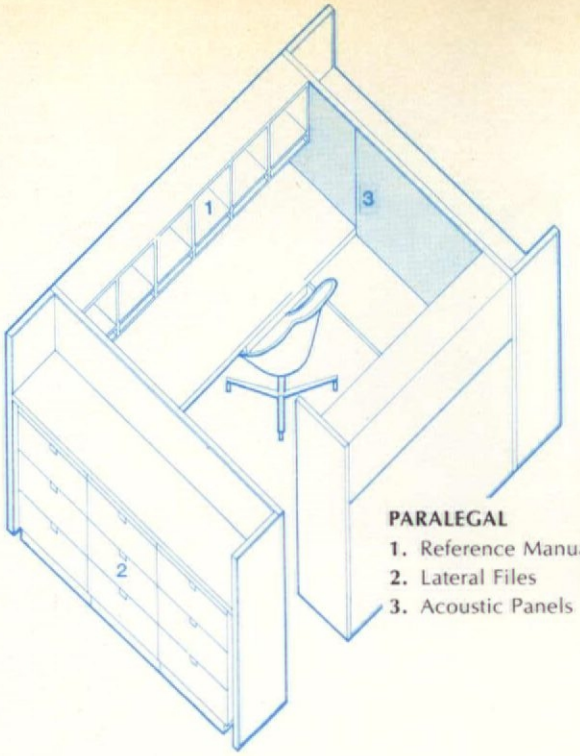
1. Elevator Lobby
2. Reception
3. Conference
4. Partner
5. Associate
6. Business
7. Accounting
8. Computer
9. Word Processing
10. Lunch Room
11. Print Room
12. Central Files/Mail
13. Paralegal
14. PBX Station
15. Secretary

Los Angeles offices of Lillick McHose & Charles are located on the 44th and 45th floors of the UCB Building, the city's tallest office tower. The only fixed elements are the core wall and the walls of perimeter offices. A carpet runner is placed on the hardwood flooring in the circulation aisle between private offices and custom-designed workstations. Private offices are fronted with fabric-wrapped acoustic walls topped with a planting well and floating, mullionless glass inset.



DOUBLE SECRETARIAL

1. Paper Storage
2. Vertical Files
3. Stationary Pedestal
4. Acoustic Panels

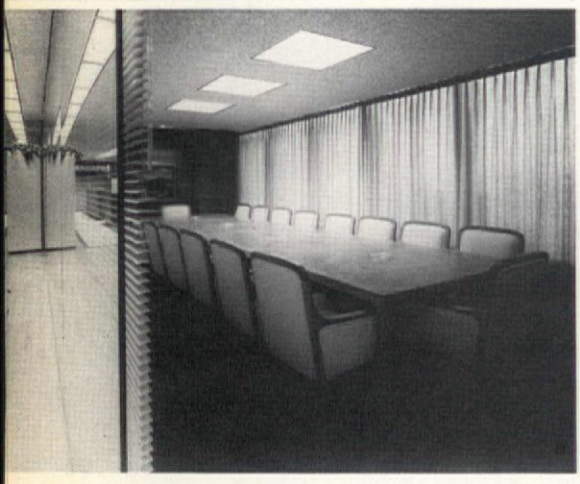


PARALEGAL

1. Reference Manuals
2. Lateral Files
3. Acoustic Panels

LAW OFFICE OPEN PLAN

Paralegal staff has special needs



Bright blue upholstered chairs on oriental rug bring color to waiting area outside of glass-walled conference room.

planning goes beyond interior design and is, in effect, an example of interior architecture," says Edward C. Friedrichs, AIA, Vice President and Managing Principal of Gensler's Los Angeles office.

The systems approach begins with the attorneys' private offices on the perimeter. These offices, designed to occupants' preferences, are fronted by six-foot-high, fabric-wrapped acoustic walls topped with a planting well and a "floating" mullionless glass inset to suggest a free-standing furniture system. Walls separating offices are set back and alternate in linen and cherry to read as a series of independent planes.

Acoustic control permits oak floor

Directly across from attorneys' offices is a system of workstations that act as another major architectural element in the space plan.

These cherry wood units are unusually large to accommodate legal secretaries with desk space for daily working files, supplies, reference materials. An adjacent file bank is designed with a stand-up collating counter.

Paralegal functions call for an oversized desk top to handle paperwork and dictation equipment, together with reference shelving and visitor seating, all housed in a five-foot-high workstation.

Stringent acoustical controls further distinguish the architectural quality of the design. All vertical surfaces including core wall and office fronts are finished with a stretch fabric wall system that muffles sound.

Interior workstation fabric panels further absorb sounds generated within the station. The hushed environment allows use of diagonally insert oak flooring instead of carpet, thereby simplifying future changes in the mix of secretarial/paralegal stations.

The wood furniture system set on a wood floor is framed by dark rust fabric on the core wall and textured neutral fabric on the office fronts to lend crisp architectural lines to the space.

Varied furniture system heights create a rhythmic flow of visual patterns, while the circulation aisle, defined by a rust and camel carpet runner, separates perimeter offices for attorneys from workstation areas.

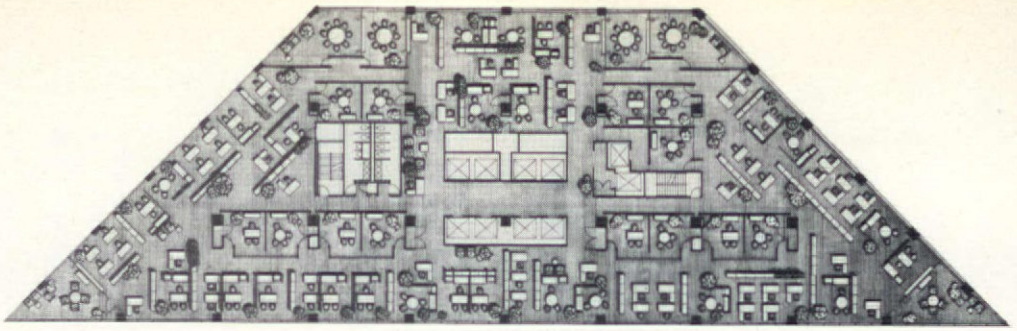
Within the systems context, the Lillick design goes beyond a traditional furnishing of individual offices and rooms to solve the firm's need for space flexibility. The result is a total design statement in which the scale of the entire floor and the logic of the space plan can be readily understood and appreciated from any vantage point.

Gensler & Associates project team for the Lillick McHose & Charles interior planning consisted of: Ed Friedrichs, Bill Brantley, Linda Moriarty Groth, Jean Runyon, and Randy Bemis. □

Photos by Marvin Rand

Custom-designed furniture systems become major architectural elements within the open plan. Two systems—secretarial and paralegal workstations (drawings opposite page, and photos above and right)—provide the flexibility needed to readily accommodate the firm's gradual changing mix of paralegal/secretarial staff. All workstations were carefully detailed and fabricated, a collaborative effort between the Gensler design team and Helikon Furniture Co. These systems, fully movable, qualified for investment tax credit as furniture, despite their appearance as built-ins.

SOURCES
Custom-designed workstation fabrication—Helikon Furniture Co. **Secretarial chairs**—GF Business Equipment. **Secretarial chair upholstery**—Boris Kroll. **Reception table**—Knoll. **Reception chairs**—Kasparians. **Reception, conference chair upholstery**—Design Tex. **Conference table, chairs**—Helikon. **Carpet**—Patrick Carpet Mills. **Runner**—V'Soske. **Oriental rug**—G.A. Gertmenian & Sons. **Wallcovering**—M.H. Lazarus (core walls); F. Schumacher (corridor walls). **Blinds**—Levolor Lorentzen. **Plants**—Mark Lowey. **Art Program**—Susan Rush Associates.



INTERIOR ZONES GIVEN EXTERIOR VISTAS

TVS & Associates' use of interior glass walls results in an unusual break up of space which reflects the design intent as well as visually opening up space

In most circumstances, executive office spaces occupy the conventional perimeter window areas. However, just the reverse is true of the interior office spaces at the Commerce Union Bank headquarters in Nashville, Tenn. TVS & Associates, the interior architecture branch of Thompson Ventulett & Stainback, Inc., combined general staff open space and individual executive offices in a rather unorthodox—but highly successful—manner.

This integration was achieved by placing most executive offices on the interior zones of each typical floor. Except for a few corner offices, exterior areas are programmed as open landscaped office spaces. Glass front walls used in the interior offices allow for the penetration of daylight into all areas, and also aid in opening up interior and exterior vistas for all employees.

Employee reaction has been good, as those without private offices can enjoy window space, and those with offices can also have a view. A very open feeling pervades these spaces and this helps in the everyday, working relationships that exist between people in an office environment.

The design team provided program development, space planning, basic interior design services and specialty services for about 126,000 square feet of office space. Also programmed were seven bank departments, an employee cafeteria, and a kitchen.

Custom design adaptations of all furniture work stations and reception desks were developed by TVS, which also coordinated the graphics and overall art program for the bank spaces.

The 20-story building, Phase One of a city block development in the Nashville Central Loop Urban Renewal area, has a concrete structural frame which serves as the exposed finish. This finish is created by chiseling and fracturing the concrete and limestone aggregates. Glass is an energy efficient insulated bronze set in a painted aluminum window wall. The design team of TVS & Associates consisted of T.W. Ventulett III, Ray F. Stainback, W. Donald Rutland, and William M. Leveille. Resident architect was Robinson Neil Bass & Associates. □

Photos by Otto Baitz

Open office space is set up around the perimeter of the building floor. Offices employ both glass partitions and module units to create privacy and overall openness.

SOURCES
Desks: Helikon, Knoll, Alma Desk. **Chairs:** All Steel, Knoll. **Tables:** Intrex. **Carpeting:** Patrick Carpet Mill. **Wall systems:** Knoll and Custom. **File cabinets:** Steelcase. **Planters:** Group Artec. **Artwork:** Art Sources Inc. **Blinds:** Levolor Lorentzen.

MULTI-LEVELS TRANSFORM BARE SPACE

12-foot ceiling and varying floor levels give rise to sculptured look for Babcock International's new executive offices designed by Jack Lowery

Presented with a clean, malleable space in which to work, the design firm of Jack Lowery & Associates was able to develop a multileveled conception of Babcock International's new executive offices in Washington, D.C.

Initially, the space was in a raw, unfinished state, with good column spacing and clean, attractive building standard details. The space also provided the possibility of a 12-foot ceiling after installation of ductwork and lighting systems. Therefore, the designers were able to enliven the space with varied floor and ceiling heights giving it sculptural connotations.

A scheme of diagonals was created to produce spaces and platforms in the form of attenuated hexagons. The placement of mirrors and textured accents on these platforms provided a continuously diversified interior space.

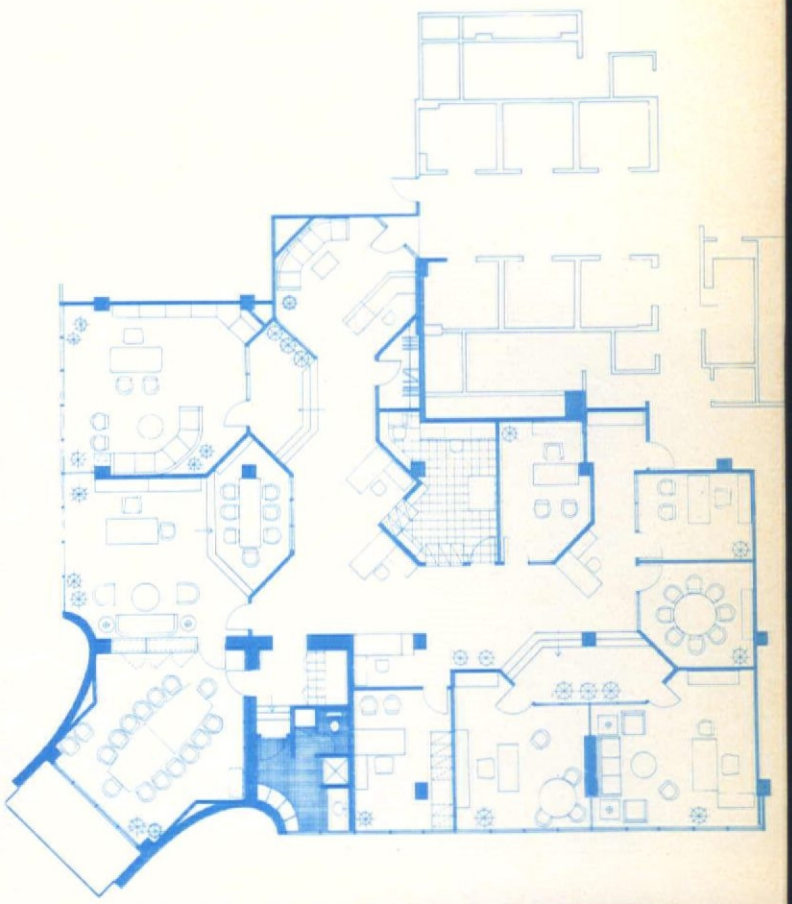
Cove lighting follows the contours of the interior partitioning, so that these elements appear to cut into the slab of the ceiling. It also emphasizes the sculptural quality of the space. Downlights, in the form of 12-inch cones, complement the cove lighting and are used judiciously only in areas that require additional lighting.

Although an overall design unity holds sway, as it should, special consideration was given in designing individual offices. The character of these offices, based on the occupants preferences, range from conservative to contemporary.

The president's office, the only space in which the full 12-foot ceilings are utilized, has a raised platform for conference space, with a dropped ceiling over it, breaking up the area in a way that relates to the overall office scheme.

Extensive plantings offer visual interest, and in some cases act as a shield. Blues and oranges accent an overall palette of beige, and all wood used is oak. □

View from outside president's and vice president's offices (far left), and two different views from the reception area (left and below), show the scheme of diagonals and varied floor and ceiling levels.



Photos by Mark Ross

Interior Design: Jack Lowery & Associates, Inc. **Project Designers:** Cynthia Sutherland, Sal Passalacqua. **Architectural Lighting Consultant:** Donald Bliss. **Contractor:** George Hyman Construction Co. **Mechanical Engineer:** Syska & Hennessy.

Desk and wall system: Helikon. **Chairs:** Sunar, Brickel. **Conference table:** Helikon. **Seating and coffee table:** Vecta. **Carpet:** Karastan/Jack Graham Carpet Co. **Grasscloth wallcovering:** Embassy Wallcoverings. **Planters:** Pouliot. **Plants:** Sunset Hills Foliage.

BLACKROOM DRAMATIZES CLIENT PRESENTATIONS

Newly redesigned presentation/dining room at SLS Environetics' New York office departs from pristine white into a rhapsody in black

For its new client presentation room in New York, SLS Environetics followed a theory it often recommends to clients with products to display: Do so in splendid isolation. The product must in itself be the sole source of attention, its form and color the only visible objects.

The result is SLSE Blackroom, a client presentation, conference, dining room. As its name implies, it is a striking study in black, from luxurius black marble floor to black walls and ceilings. Even the enclosed pin-up presentation walls, chalkboard, and furniture upholstery are black. It is a setting that indeed focuses attention in "splendid isolation" on materials to be viewed.

Yet the room does more. As clients enter, a sense of the dramatic heightens their anticipation and puts them in receptive mood for the designs that will be shown. The presentation itself is carefully orchestrated and controlled for maximum effect.

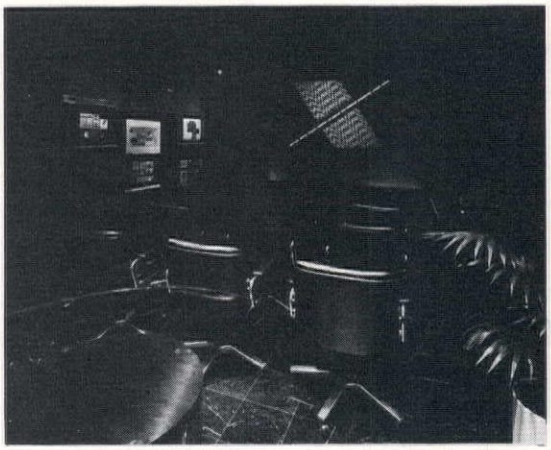
"A room in white, beige, or gray, which offers a neutral envelope, does the job well," says Lawrence Lerner, President of Saphier Lerner Schindler Environetics, "but not as well as our Blackroom." In fact, the Blackroom is becoming a major motif in SLSE branches, having already been used successfully in Los Angeles, Chicago, and the newly expanded office in Washington, D.C.

A detailed photographic tour of the new room also provides a glimpse at the SLSE approach to client presentations in general. □

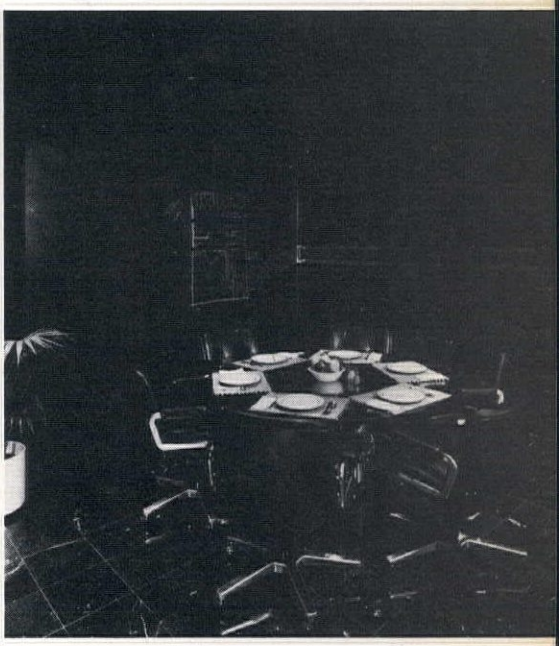
LERNER EXPLAINS HOW BLACKROOM IS USED

Opposite and near right: *"Overall views show Multi-Plex panels opened and closed."* **Far right:** *"Rigid line-up of chairs indicates one of many viewing positions possible. When client group is viewing work, the relationship and position of chairs react to dynamics of the individual group and its personality and responses."*

Near right: *"Chairs are in auditorium fashion for viewing of a projection presentation. We often present designs on the screen first, to permit broader and more interesting tour through a concept."* **Far right:** *"Wall behind screen, which has been recessed into ceiling, is, of course, black."*

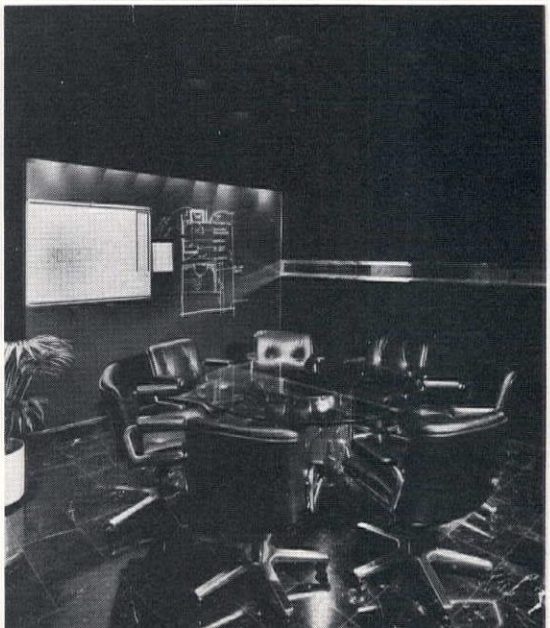


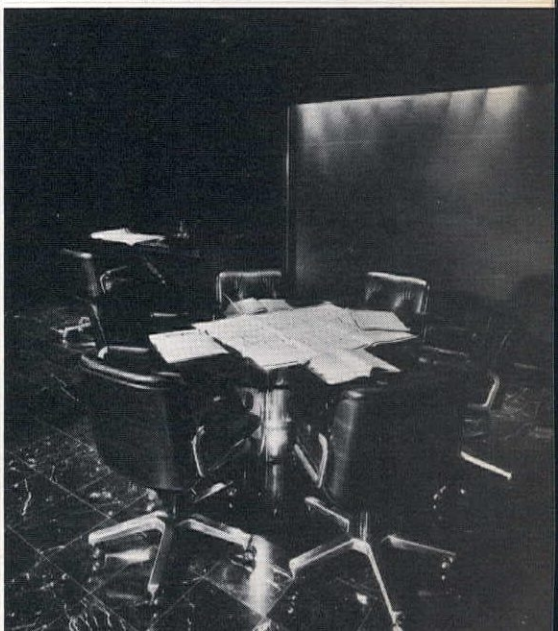
Near right: *"Close up of a Multi-Plex panel in action reveals the flexibility and depth of capacity for large presentations that the design offers. The boards are carefully controlled for sequential unveiling of plans, renderings, and sample boards."* **Far right:** *"The room is also used for luncheons. The horizontal stainless steel-framed glass strip just behind the table is the multi-projector opening from the projection room, which is also our newly installed full-service kitchen. The projection-slot height is set to clear the heads of those seated at the table."*



Near right: *"The full working wall of magnetic chalkboard offers a surface upon which we can draw and talk through the development or details of a design. We can rapidly display large sheets of plans or other lightweight displays. The hard surface floor permits participants to skate their chairs around the room from one display area to another. These chairs were selected because they are extremely articulated and comfortable."* **Far right:** *"Table and wall-hung shelf (in background) are used as platforms for paperwork."*

Photos by Marc Neuhof





CURRENT CROP OF OFFICE FURNITURE BEARS SEEDS OF FUTURE DESIGNS

Office furniture continues to be a growing and exciting market, not only for the foreseeable future, but also for well into the Eighties. By 1990, shipments of office and contract furniture generally are projected to increase by 11 percent over 1976, according to Predicasts, Cleveland-based research firm. Consisting of a $7 billion market by the close of the Eighties, office furniture's share of that market will be about 57 percent of shipments.

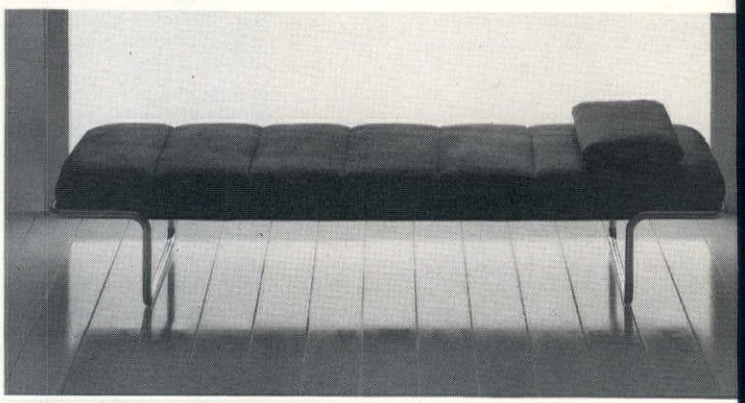
Within that market, panel systems will represent 20 percent of the office furniture market, according to Predicasts, and designs will continue to grow more and more sophisticated to accommodate the needs of the electronic office of the next decade.

Predicasts looks for a continued growth of about eight percent annually for office furniture and fixtures, despite slower growth in office building construction, white collar employment, and inflation. Reason for the growth will be product upgrading as the result of systems furniture development.

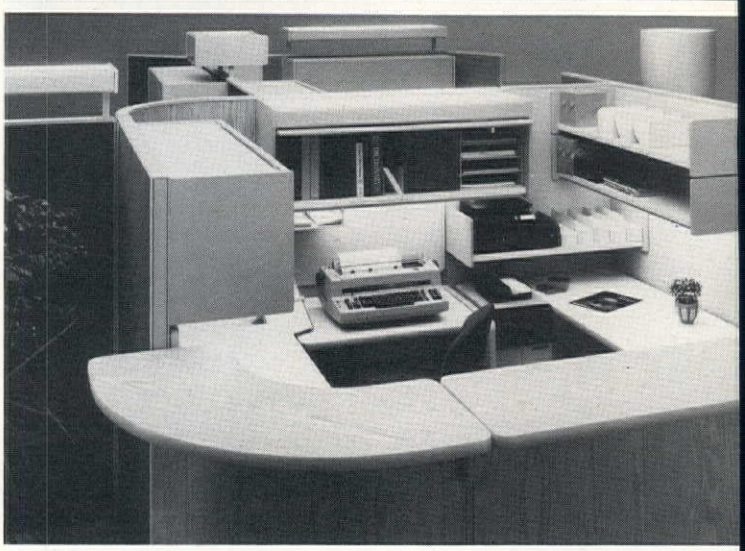
For the specifier/designer, these statistics are significant, pointing out directions that office design will take in the years ahead. Most certainly, development of task/ambient lighting that is furniture mounted has established itself as one answer to the growing energy shortage. Other problems seeking solutions will present themselves to successful designers, who are now gearing themselves for change.

Some of the products presented here are harbingers of that change. Others are representative of the continuing emphasis on style as well as technological innovation. But all are part of a healthy and expanding market. □

Mirror chrome chairs (top) by **Emeco** *include sled base arm and armless guest chairs, and standard and high back swivel arm chairs. Individual units connect side by side. Free standing end and cocktail tables with laminated plastic surfaces are available.* **Circle No. 200.**



Sofa (above right) by **Brayton** *has double-T base in stainless-steel finish.* **Circle No. 201**



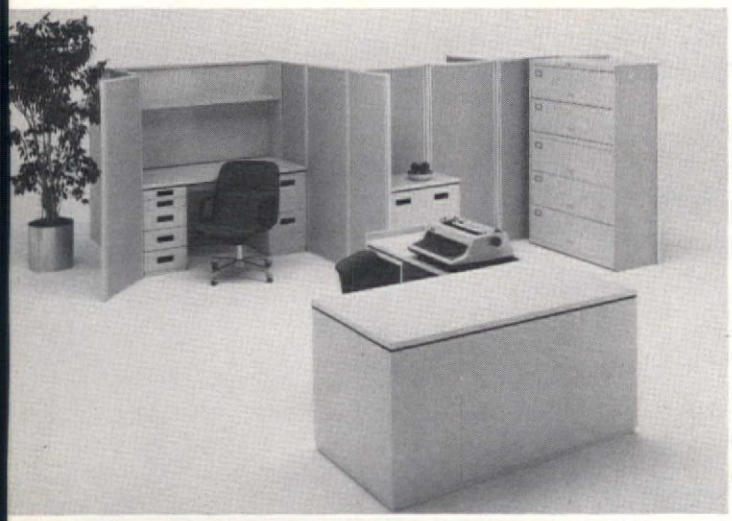
Word processing workstation (below right) by **Haworth** *utilizes pre-wired panels and ambient lighting. System puts equipment, supplies, and reference tools within easy reach of operator and eliminates wire management problems.* **Circle No. 202.**

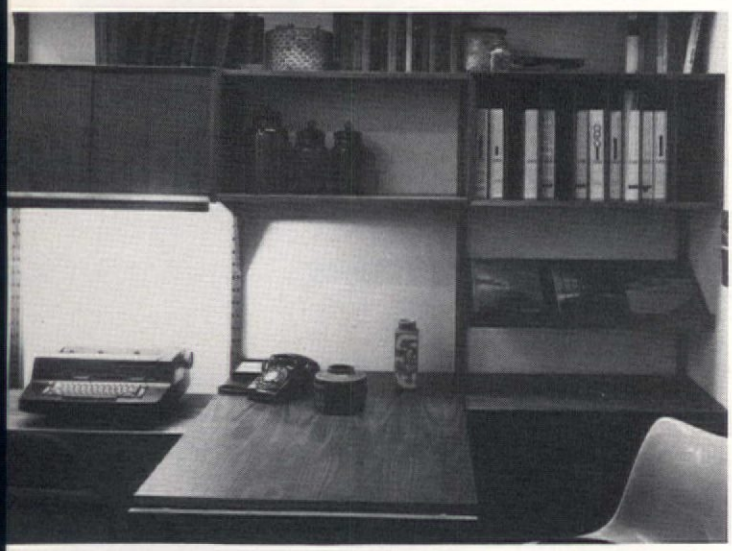
Oak system (bottom) by **Gunlocke** *includes complementing desks and seating as well as filing and storage space. Designed workstations can be furnished with a wide selection of hanging components. Designed by O.J. Holohan.* **Circle No. 203.**

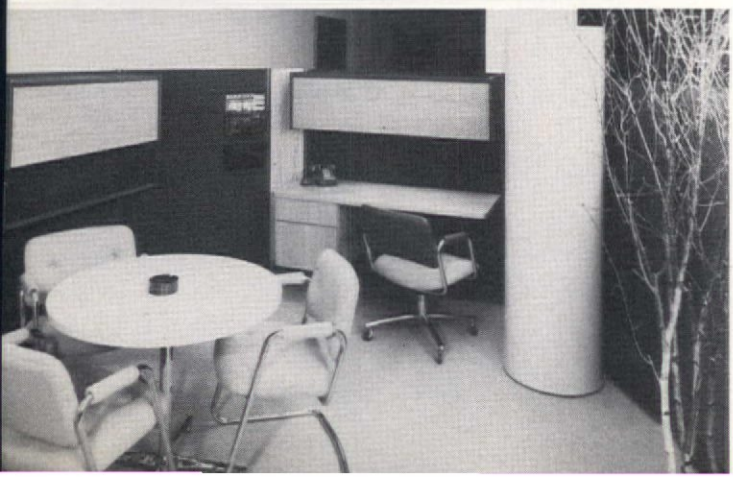
Cole *panel system (immediately below) offers visual and acoustical screens in various sizes for the open plan landscape office. Three heights and a variety of widths are available.* **Circle No. 204.**

Miniature track lights (second below) from **Cado** *illuminate cabinet or shelf spaces subtly. Any one of three lighting elements slides into individual tracks: the basic light (incandescent), spot light (incandescent), or the fluorescent light.* **Circle No. 205.**

Office system (bottom) by **Rosemount** *utilizes sound absorption panels to maintain proper acoustical control. Accent panels are finished with oak veneer.* **Circle No. 206.**



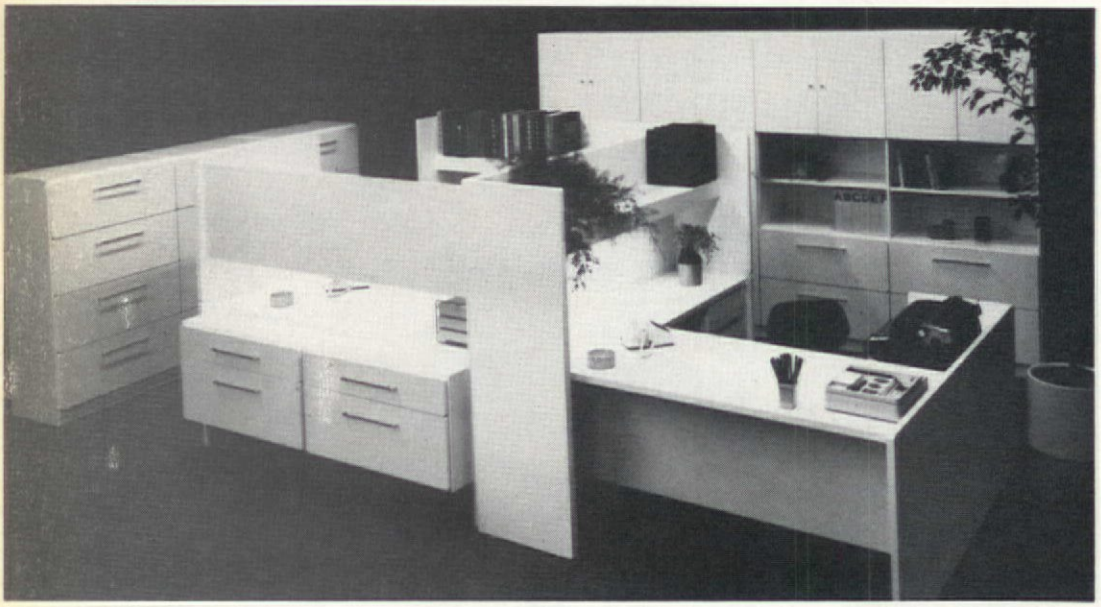




Desk and credenza (above) by **Precision** *have recessed polished chrome or brown bases. Matching side returns offer a wide selection of drawer cabinets, bookcases and lateral files.* **Circle No. 207.**

Sled base armchair (left) by **Blockhouse** *has dowel-pin back support and solid oak joinery. Matching side chair is available.* **Circle No. 208.**

Executive swivel chair (below) is one of six basic chair shells in **CBI**'s *Comforto ergonomic seating system. Chairs may be used in conference rooms, reception areas, and executive offices.* **Circle No. 209.**



OFFICE FURNITURE

Contoured lines soften office environment

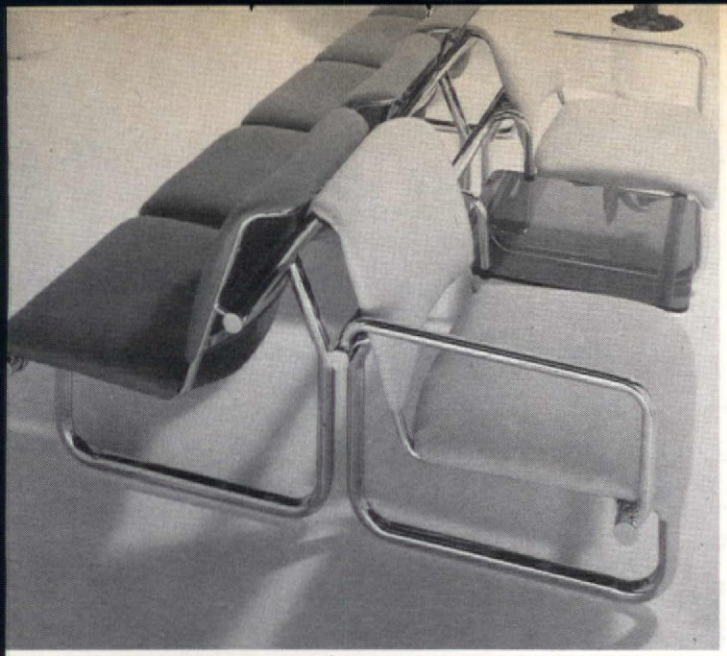
Contoured three-seat sofa (top left) by **Edward Axel Roffman** *is upholstered in wool. Two-seat sofa and club chair are also available.* **Circle No. 213.**

Executive desk (top right) by **Myrtle** *has shaped contours of walnut solid blended with walnut veneers in a handrubbed oil finish.* **Circle No. 210.**

System (above left) by **Discovery Concepts** *includes desks, workstations, and wall units in a variety of sizes and finishes.* **Circle No. 211.**

Armchair (above right) by **Madison** *is upholstered in fabric and has oak frame in dark or natural finish.* **Circle No. 212.**

Table (right) by **Stendig** *stands on base of chrome intersecting circles. Tops are available in a variety of marbles and smoked glass.* **Circle No. 214.**



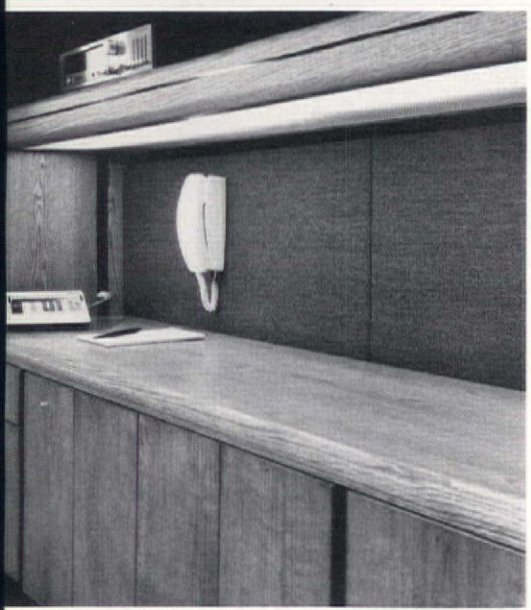
Modular seating (top) by **Croydon** *is available in Naugahyde or fabric. Frame is either polished chrome or nylon coated.* **Circle No. 215.**

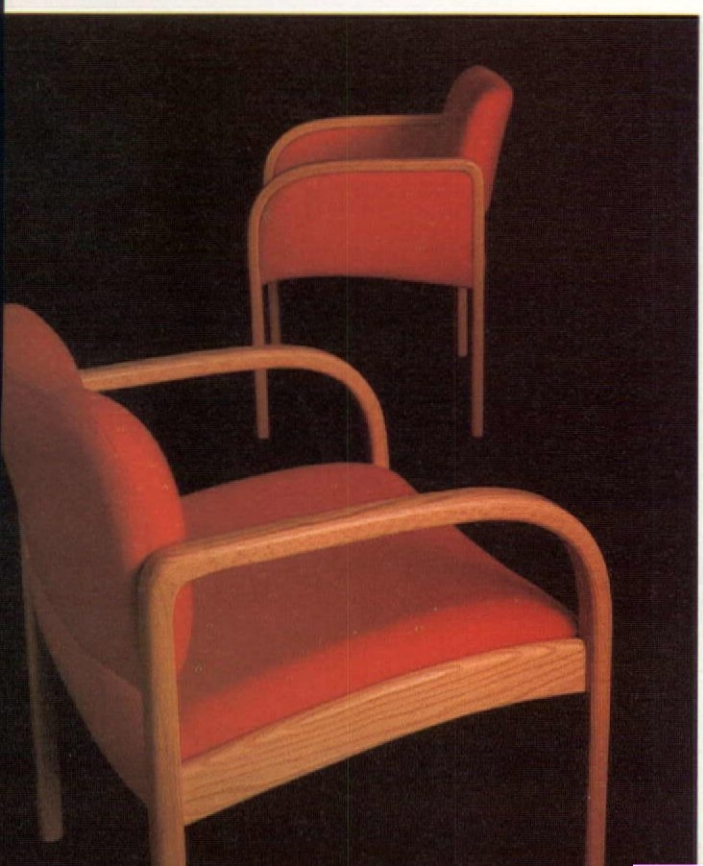
High-rise credenzas (below left) by **Davis** *offer a selection of storage, display and lighting variations.* **Circle No. 216.**

Executive swivel chair (below center) by **Gregson** *has diamond tufting and brass nail trim. Seats have coil springs covered with foam.* **Circle No. 217.**

High-back, swivel/tilt executive chair (below right) by **La-Z-Boy** *has wood base and vinyl upholstery.* **Circle No. 218.**

Armchair (bottom left) by **Thonet** *has solid oak frame with a continuous bentwood arm and front leg.* **Circle No. 219.**





Skagen collection by **R-Way** *(above) offers desks, credenzas, returns, and chairs in natural red oak or walnut.* **Circle No. 226.**

OFFICE FURNITURE

Systems accommodate communications equipment

System (top) by **Interiors International** *accommodates word processing and computer terminal equipment. Series includes desk, storage units, task and ambient lighting, and acoustic screens.* **Circle No. 220.**

Modular conference table (above left) by **Falcon** *consists of six 48 by 48-in. tables combined to form a T-shaped conference area.* **Circle No. 221.**

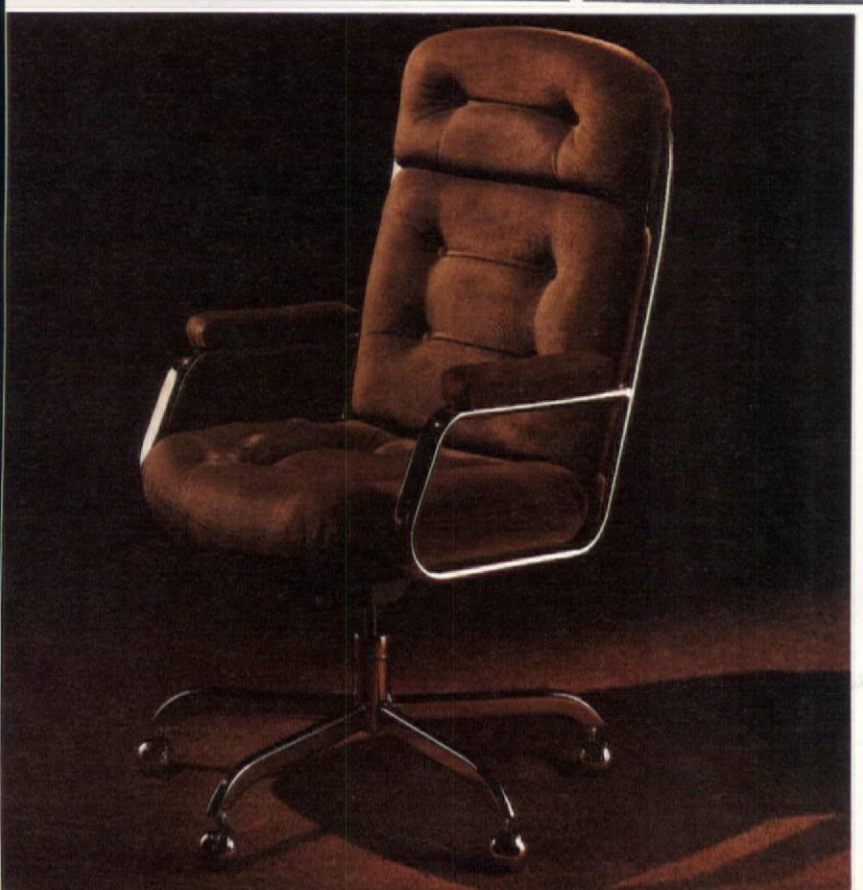
Virco*'s wood grain table (above right) is of Vircolite, a laminated plastic that is resistant to burns, stains, and scratches. Rattan woven over tubular steel forms frames of chairs.* **Circle No. 222.**

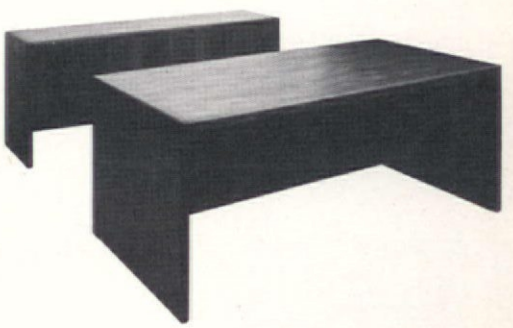
System by **AmSeCo** *(right) has frame of heavy-gauge steel. Panel inserts are available in steel, wood veneer on steel, chalkboard, or fabric.* **Circle No. 229.**

Acoustical fabric panels (left) by **Conwed** *are complemented by hard surface oak panels, desk, and storage space.* **Circle No. 224.**

System (below left) by **All-Steel** *offers panels with a choice of fabric, laminate, or textured paint surfaces. Panels are pre-assembled and include complete wire management provisions.* **Circle No. 227.**

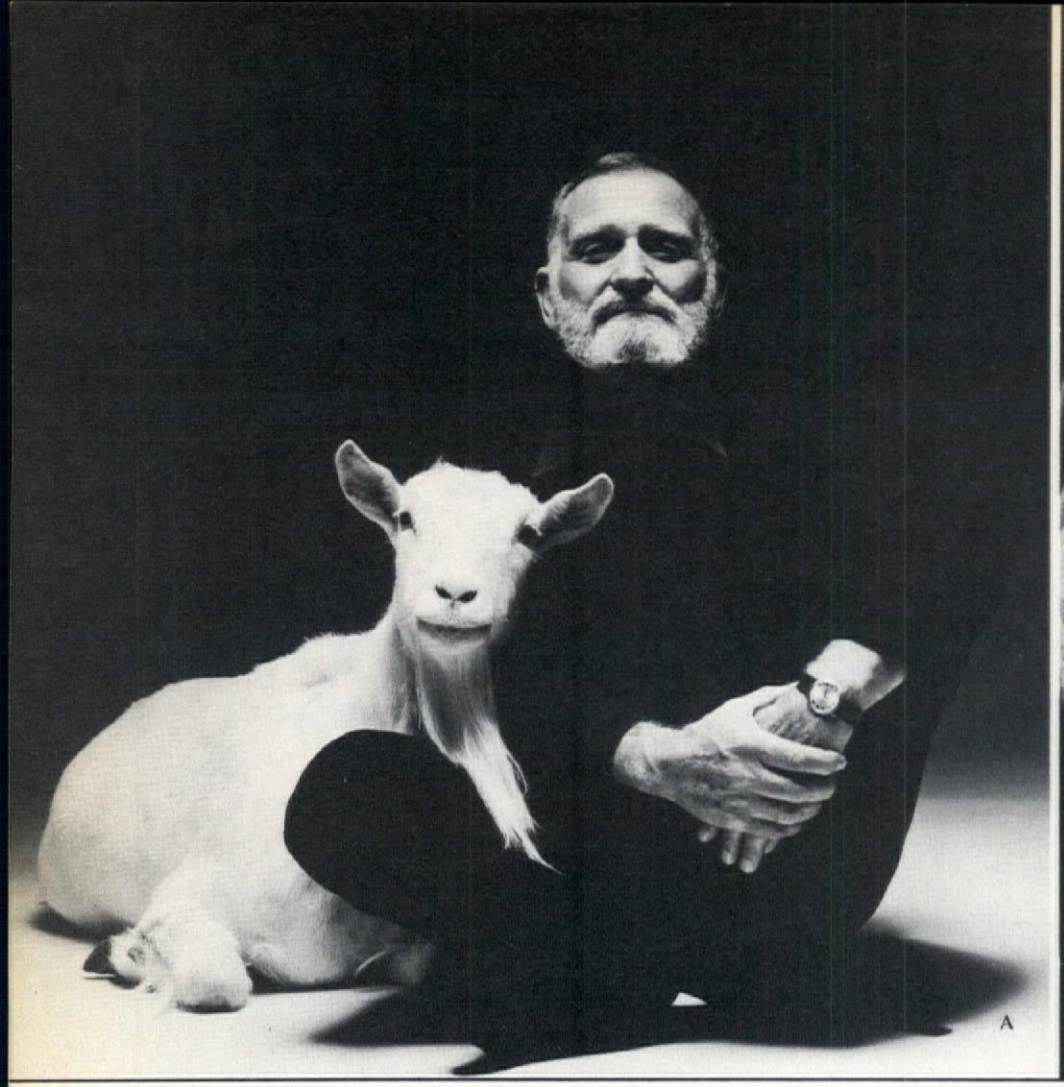
Walnut desk and credenza (below right) by **Kimball** *have choice of high-pressure laminate or wood tops.* **Circle No. 228.**

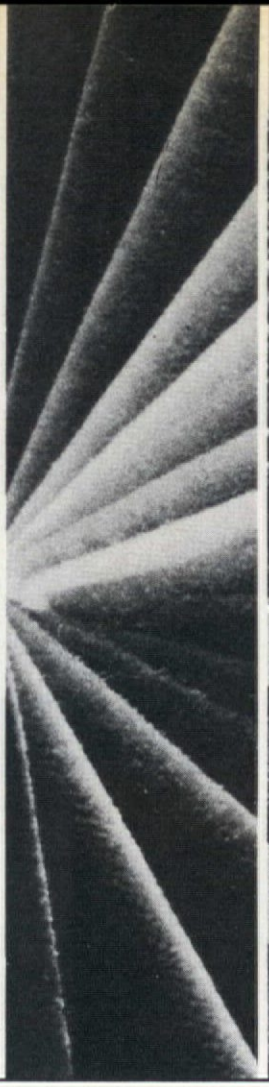


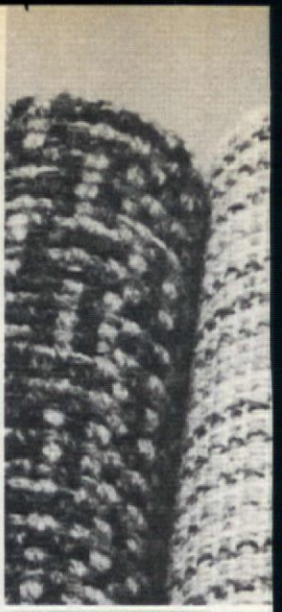


High-back swivel tilt chair (left) from **Haskell** *is available in UltraPlush velour or Naugahyde. Oval tubing frame has mirror chrome finish.* **Circle No. 225.**

Executive desk and credenza (above) by **Domore** *come in natural grain walnut or oak.* **Circle No. 223.**

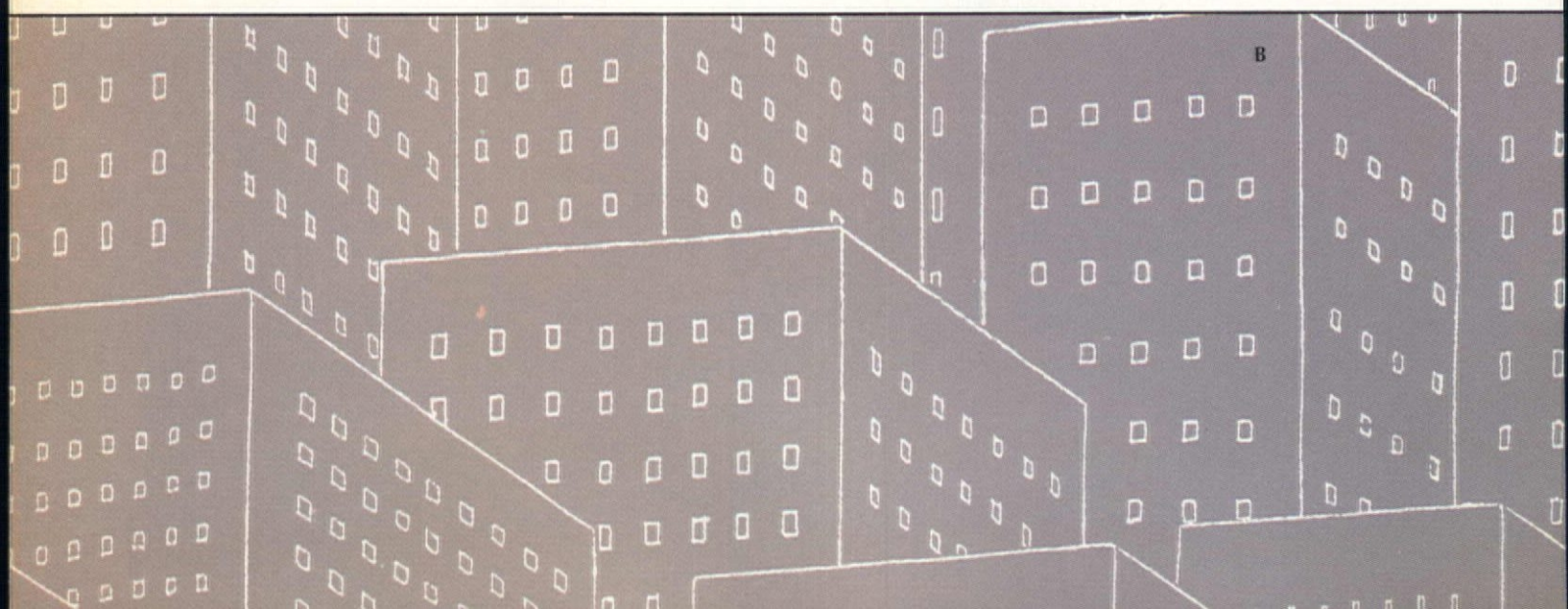


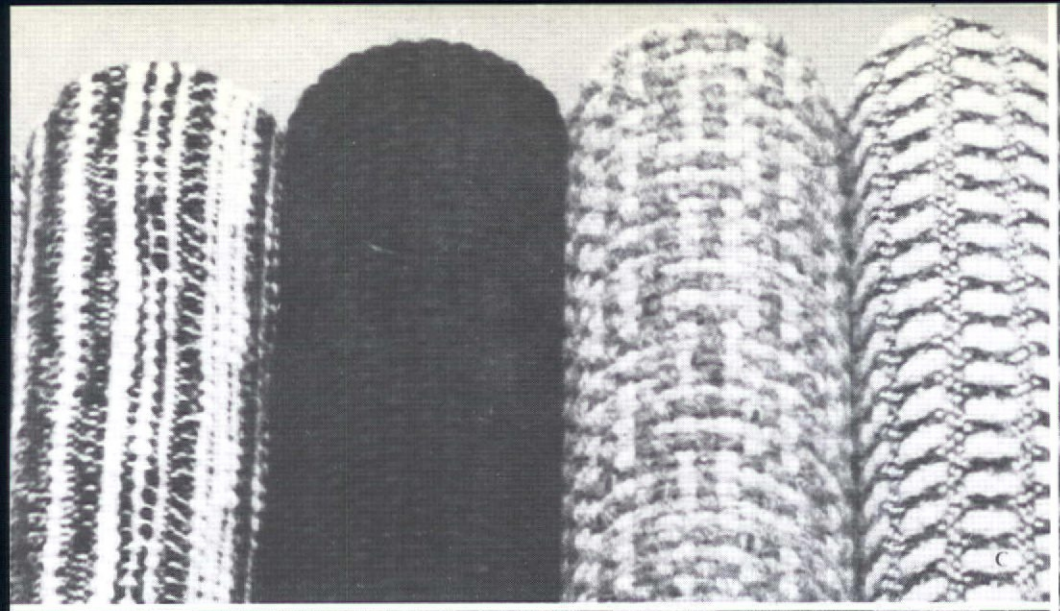


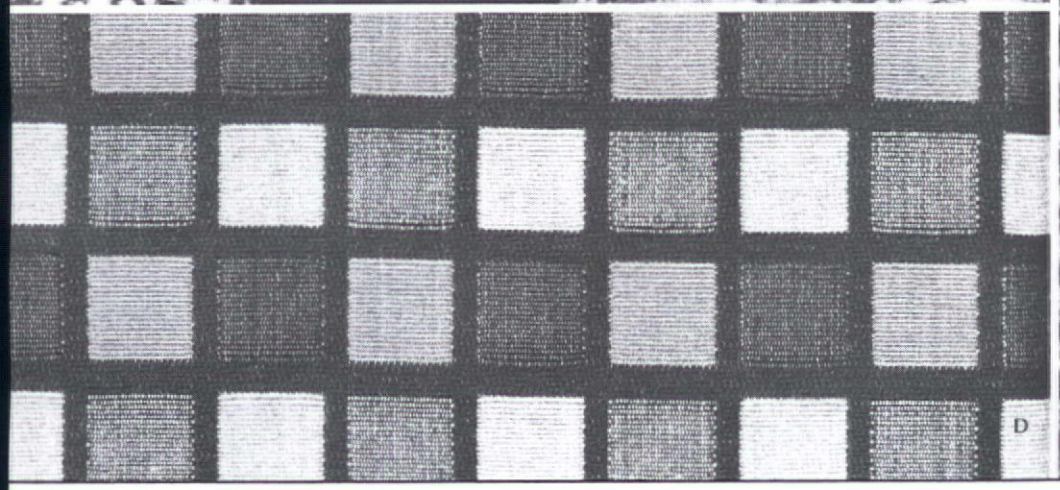


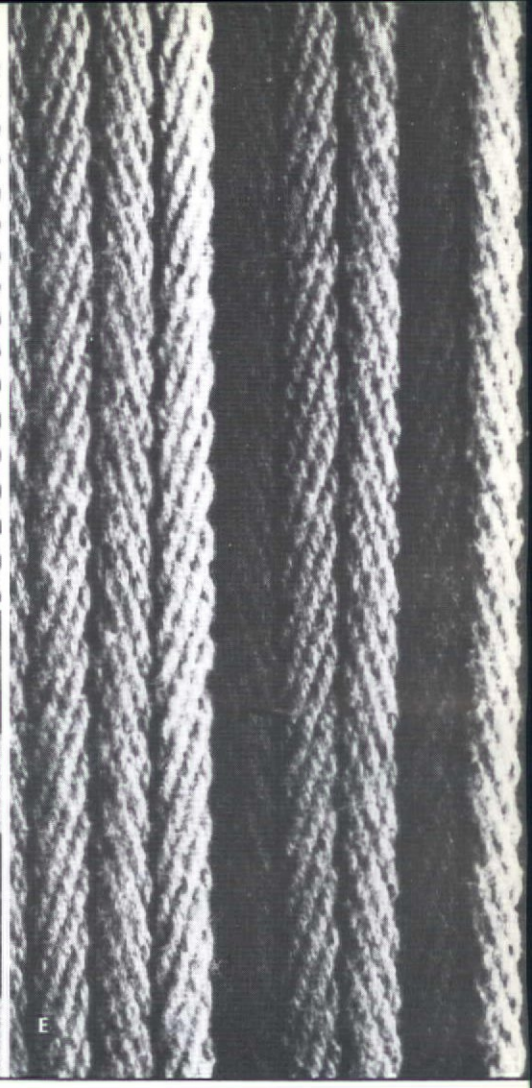
FLAME-RETARDANT, NATURAL FIBERS, PACE FABRIC INTRODUCTIONS

Nubby textures, open weaves for sound-absorption applications, and soft colors provide wide variety of offerings









A—*Designer Ward Bennett lets nothing get his goat but shears for his new upholstery fabric, Ankara Cloth, designed by him for the* **Brickel Associates** *textile collection. Line of 100 percent mohair velvet face fabric is available in 24 colors of soft-toned, vegetable-dyed yarns.* **Circle No. 275.**

B—*Skyrise is a cityscape by* **Jack Lenor Larsen Inc.,** *of 100 percent poplin chintz finish, handprinted in Thailand.* **Circle No. 276.**

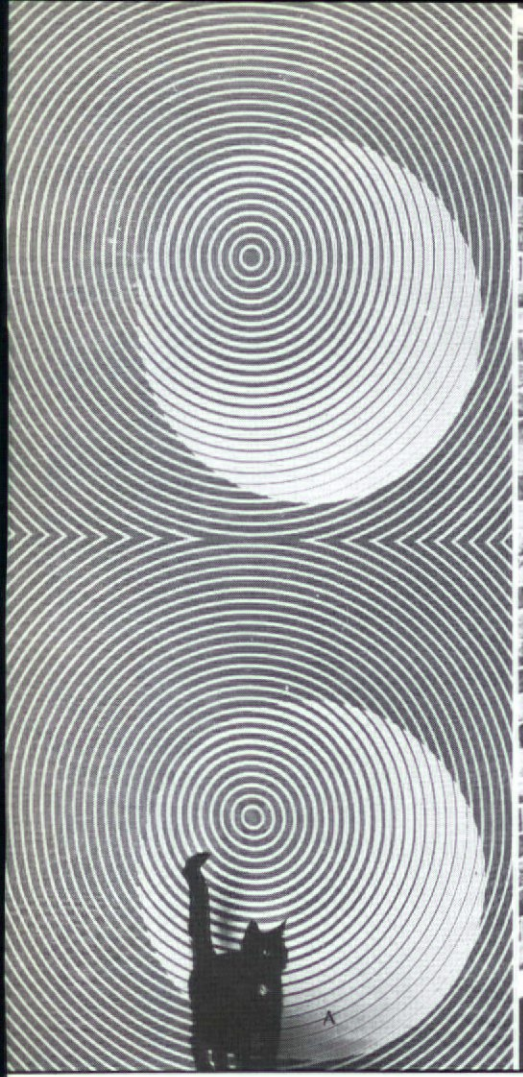
C—*Textured pure wools from* **Schumacher's** *Designers Wool Collection have a natural hand-woven look, are offered in six weaves and 28 colors.* **Circle No. 277.**

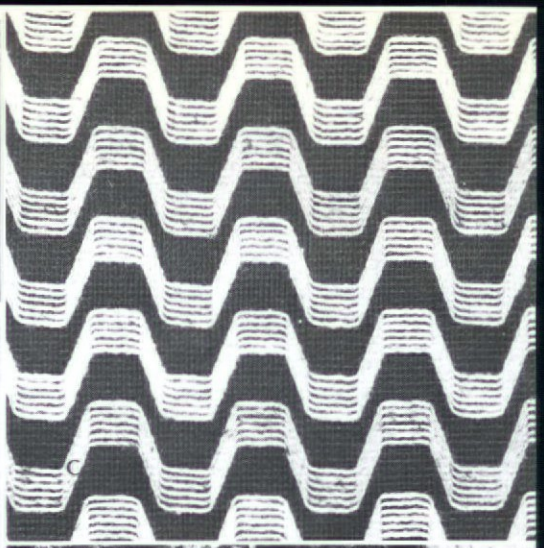
D—*Uptown, a nylon woven jacquard, is part of* **KT Furniture's** *new contract collection. It is 100 percent nylon, available in six colorways, each with four colors to match.* **Circle No. 278.**

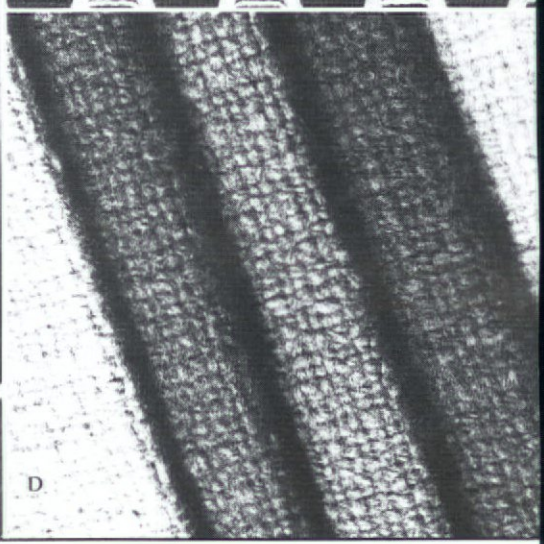
E—**Maharam's** *Nylon Channels Stripe is a four-color stripe in nine stripe colorways and 22 coordinating solids.* **Circle No. 279.**

F—**Arthur H. Lee and Jofa's** *Jardin Chinois by Joan Kaminski is adapted from a set of four 18th century Chinese silk wall panels. It is offered in 12 colorways, each containing an intricate combination of 19 colors.* **Circle No. 280.**

G—*A new, flame-resistant washable print line called Taurus is offered by* **Dazian's.** *This juvenile print is ideally suited for hospitals and nursing homes. The line includes florals on modacrylic material. Sample books are available.* **Circle No. 281.**





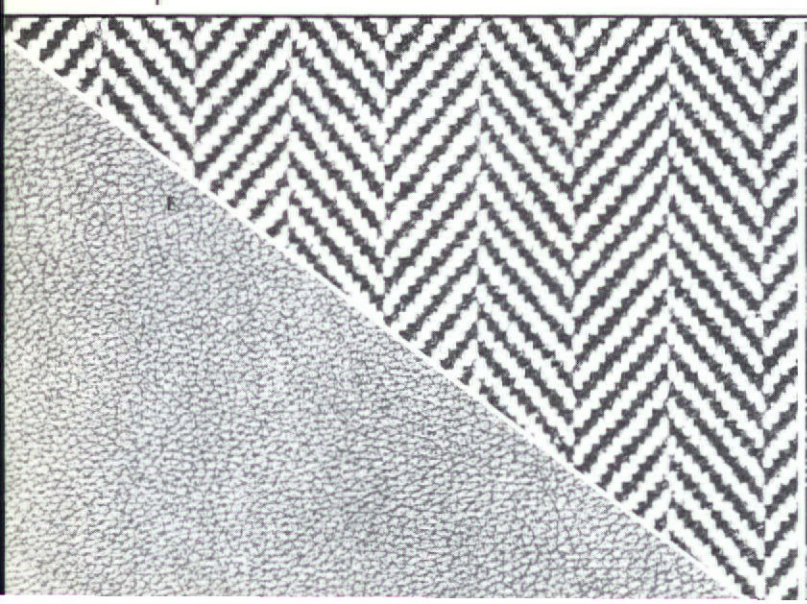


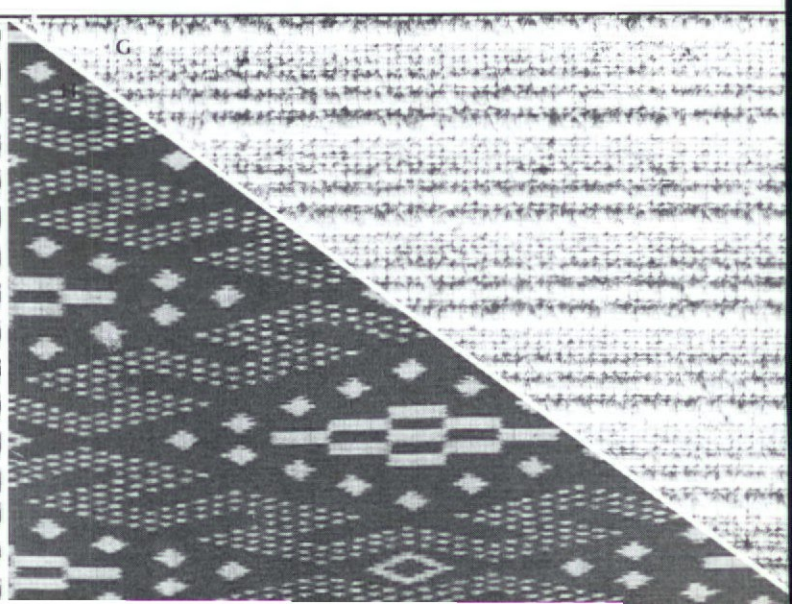
FABRICS

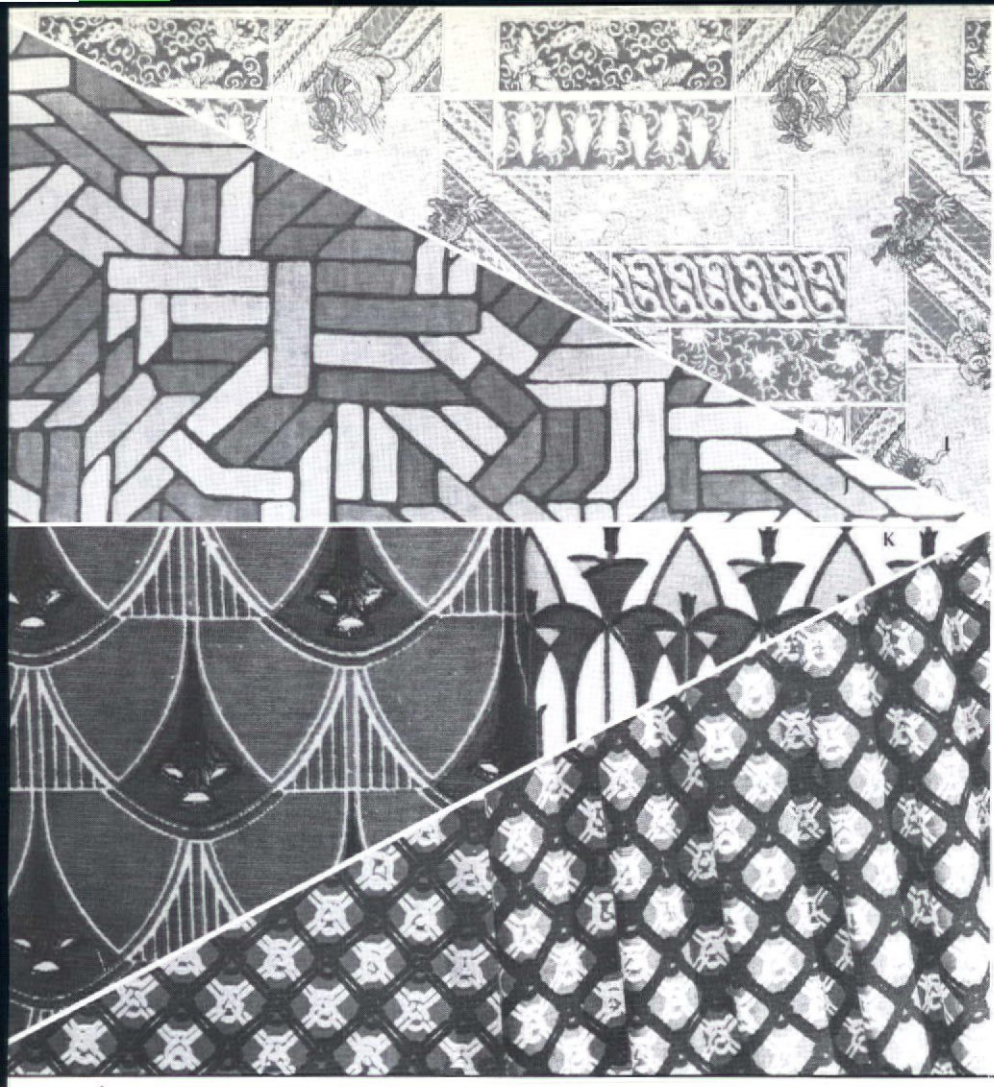
Burn-out casements unique for contract

A—*Design Globe I from the Mira-Linea Collection of burn-out quality casements by* **Mira-X International** *is white on white. Designer is Verner Panton.* **Circle No. 282.**
B—*Fabriwall from* **Diversitron Corp.** *is a newly patented system for covering walls with fabric at low cost. Method covers any surface using a track system that frames the wall.* **Circle No. 283.**
C—**Cohama Specifier** *has added Space Planners Collection III to its line of Verel modacrylic casements. Inherently flame-resistant, the line consists of eight new designs in up to 48 colorways.* **Circle No. 284.**
D—**Thonet's** *new Designer Fabric Collection includes seven groupings and 78 colorways.* **Circle No. 285.**
E—*Luxurethane by* **Gilford Inc.** *has a velvet touch, subdued matte finish combined with subtle top grainings. It is luxurious urethane, a non-woven fiber.* **Circle No. 286.**
F—*Two-color herringbone, Aries from* **Spectrum Marketing Ltd.,** *is part of a new collection of four coordinated fabrics designed for vertical screens and upholstery. It is 50 percent wool/50 percent modacrylic and inherently fire-retardant. Available in 72-in. and 54-in. widths.* **Circle No. 287.**
G—*From the* **DesignTex Fabrics** *Wool Naturals Collection is this one of two patterns, available in a range of five Berber colors. Width: 51/52-in.* **Circle No. 288.**
H—Sukotai is a hand-woven Ikat, 100 percent silk, made in Thailand, by **Stroheim & Romann.**
Circle No. 316.
I—**Bloomcraft** *offers this 100 percent cotton called Banjar. It is 54-in. wide, with*

F







L

N

Zepel finish. **Circle No. 290.**

J—*The Sarina Mascheroni Collection for* **Covington Fabrics** *includes Bengal, a rhythmic stripe in six colorways. It is Kanvastex, 100 percent cotton duck. All are Scotchgard-treated.* **Circle No. 291.**

K—**Scalamandre** *introduces two wool prints, Tiffany and Lotus (right), both designed by Joyce Vagasy for the Wool Bureau. Ground fabric is 100 percent wool faille.* **Circle No. 292.**

L—*Clayton from* **Van Luit's** *new Country Ambience Collection coordinates with wallcovering. It is 54-in. wide, in four colorways of 100 percent cotton, with three on a cotton and linen blend.* **Circle No. 293.**

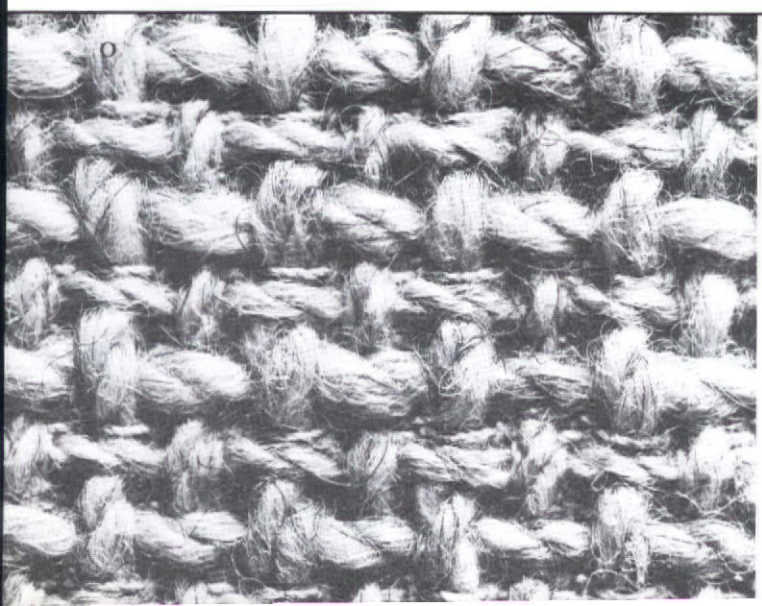
M—*Mikono from* **Ronald Charles Associates** *is 100 percent cotton, 54-in. wide. Five colors, 25#-in. repeat, treated with Zepel.* **Circle No. 294.**

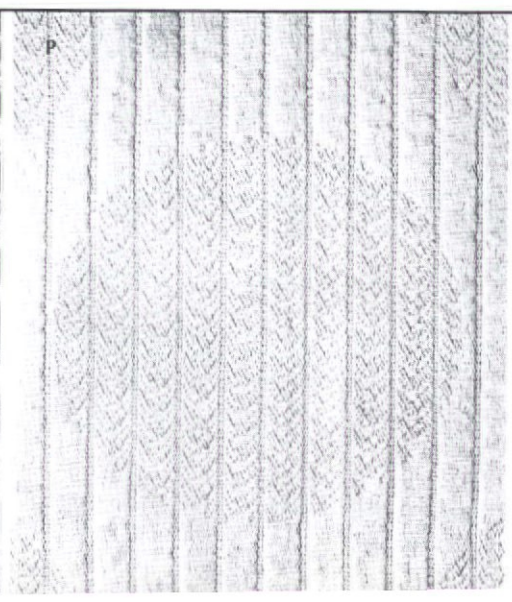
N—*A line of sound transmissible fabrics is offered by* **Acoustone.** *Fabrics are flame-retardant in natural colorings. Available in 50-yd. bolts—72-in. wide.* **Circle No. 295.**

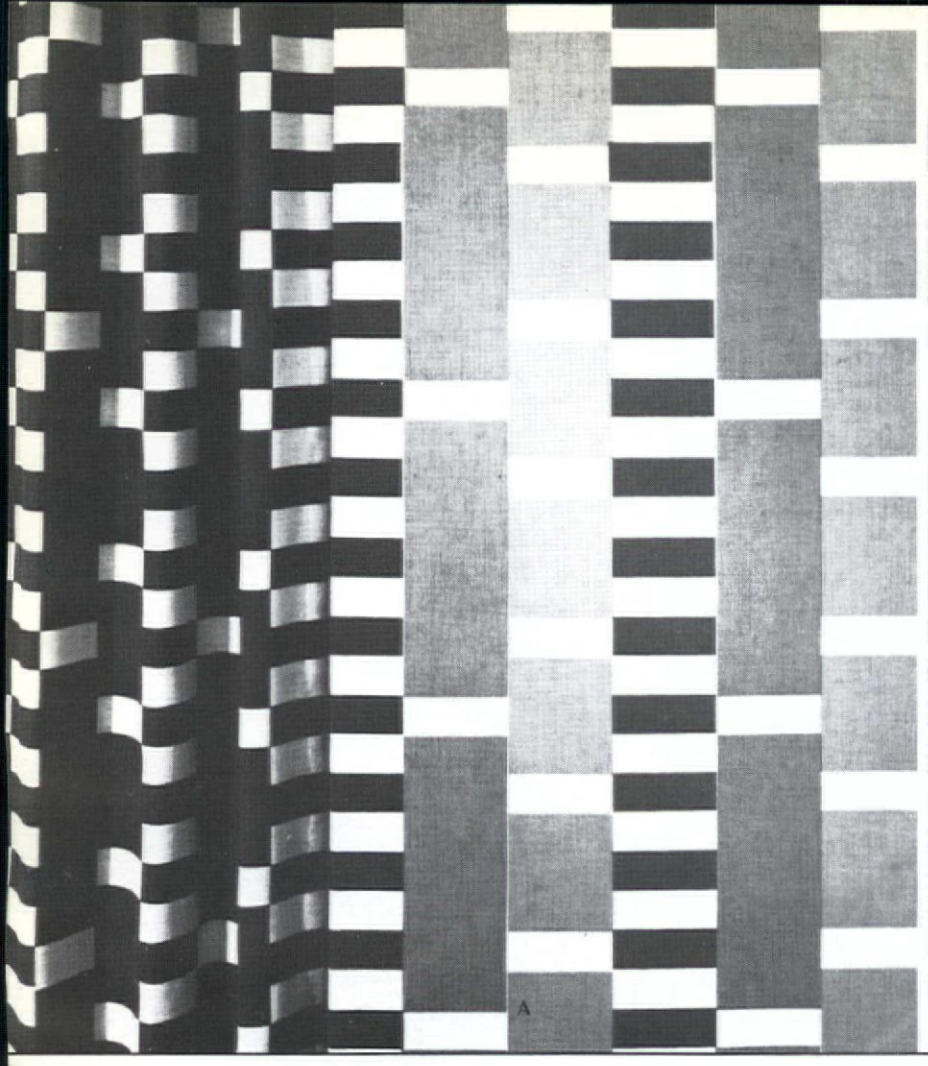
O—**International Fabrics** *has developed its Cobblestone Pattern of 81 percent wool, 19 percent cotton. It is available in 11 solid shades, and seven color coordinated plaids.* **Circle No. 296.**

P—*From* **Brunschwig & Fils,** *Kirisan is part of an expanded collection of woven textures. It is 47 percent cotton, 33 percent rayon, 20 percent acrylic. Available in cream only.* **Circle No. 297.**

Q—*Embossed vinyl fabric is Greenbrier, a* **Uniroyal Naugahyde** *offering. Palette is natural colors in an expanded vinyl construction or with Fosstretch back, a blanket of needle-punched urethane that adds more softness.* **Circle No. 298.**







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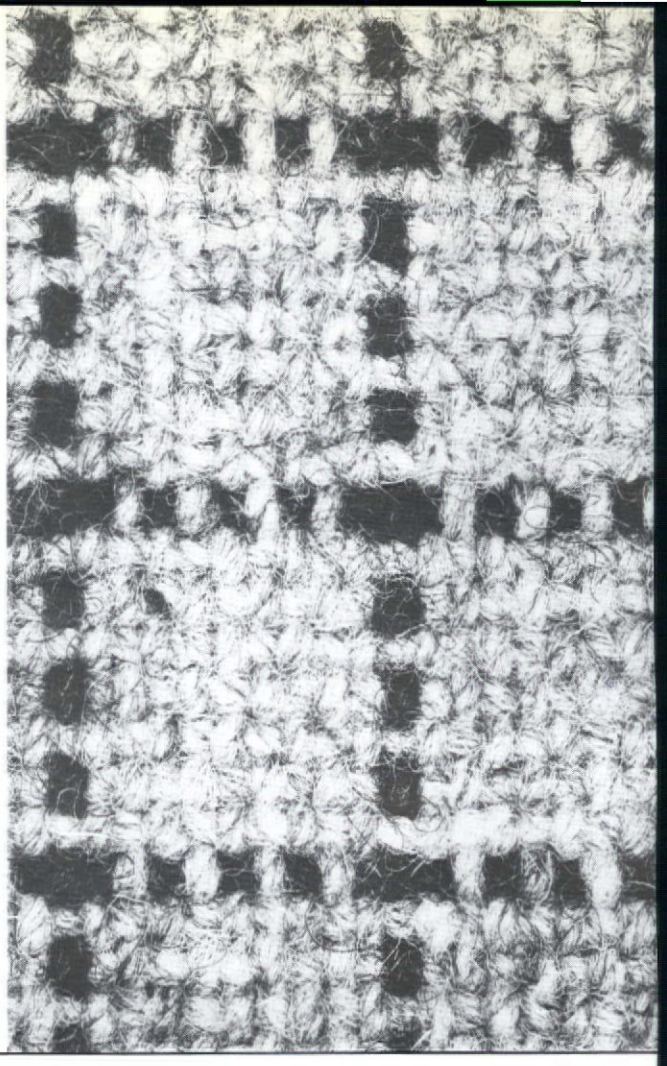


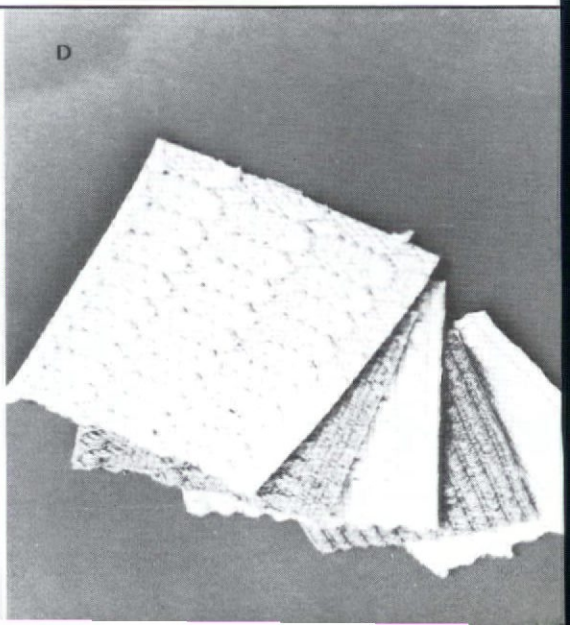
B

FABRICS

Flame-retardants emphasized

A—*Santiago is one of a new collection of printed stripes designed by* **Ben Rose,** *with colorways by Helen Stern. It has a 12-in. repeat in three colorways.* **Circle No. 299.**
B—**Knoll International's** *Irish Tweed is a wool fabric woven in Ireland exclusively for the company. It is a series of neutrals, two-tones, and a grid pattern.* **Circle No. 300.**
C—*Carre is a luxurious Italian imported suede by* **Brayton International.** *It is part of a specifier kit of 102 different exotic leathers.* **Circle No. 289.**
D—**Sinclair Paint Co.** *has introduced its Bridgeport Collection of 100 percent wool, heavy fabric upholstery. It comes in four patterns, five colorways, 54-in. wide Fabrics are flame-retardant.* **Circle No. 308.**
E—*A new super-graphic design of clouds, sea, and waves is called Ikama from* **Isabel Scott.** *Design is printed on heavy cotton, 50-in. wide, in blends of green, grey, blue purple, and peach.* **Circle No. 303.**

C



D

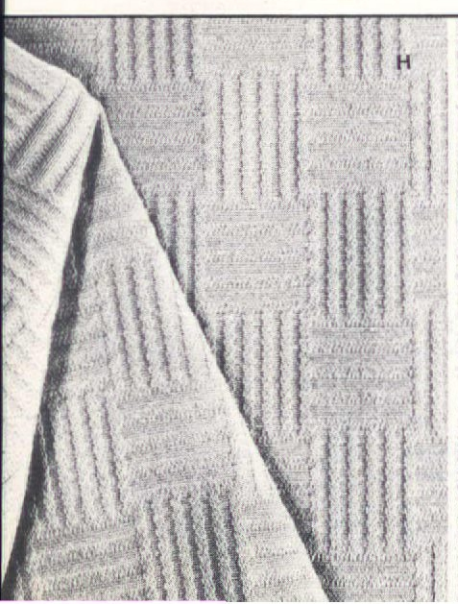
F—*Japanese Screen's from* **Greeff's** *"Eastern Opulence" Collection of screen-printed fabrics. It is 100 percent cotton in: Heather and slate on pewter, jade and lapis on parchment, blues on cinnabar, and coral and walnut on sard.* **Circle No. 305.**

G—*An architectural hand-cut panel for window treatment and wall hanging by* **Decorators Walk** *cuts the filling area so that it hangs loose, forming patterns of half circles.* **Circle No. 304.**

H—*Chequers is a jacquard weave from* **Gretchen Bellinger Inc.** *It is custom woven in West Germany.* **Circle No. 302.**

I—*A new collection of 152 fabrics has been designed by Charlotte Liebler for* **Baker Furniture.** *They are contract grade in 100 percent cotton.* **Circle No. 307.**

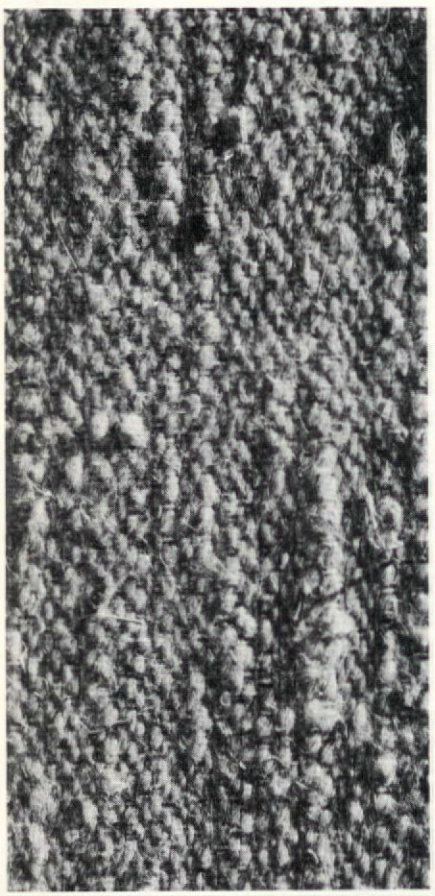
J—**Emak** *has a new suedelike urethane fabric called Laid. Leatherlike, it does not crack, lift, or peel.* **Circle No. 301.**



ELEGANT TEXTURE IS APPEAL OF CONTRACT FABRIC WALLCOVERINGS

Installation wrinkles ironed out when designers use known, good installers and installation techniques

by **MARITA THOMAS**



Just about a decade after its introduction, fabric specifically designed for covering walls is enjoying widespread use in contract interiors. The concept is much older than the product, for designers have been "upholstering" walls with fabric for a very long time.

It was designers' interest in putting fabric on walls that prompted fabric makers and importers to develop a material that would accommodate that desire. Manufacturers thus developed fabrics that provide more stability, ease of installation, ease of maintenance, and better flame-spread ratings (extending its use to more types of installations) than conventional fabric designed for other uses.

In testimony to their success, over the past three years, virtually every manufacturer and importer that pioneered the introduction of fabric wallcovering has expanded its line. Many others have joined the now prolific supply field.

Linen used most

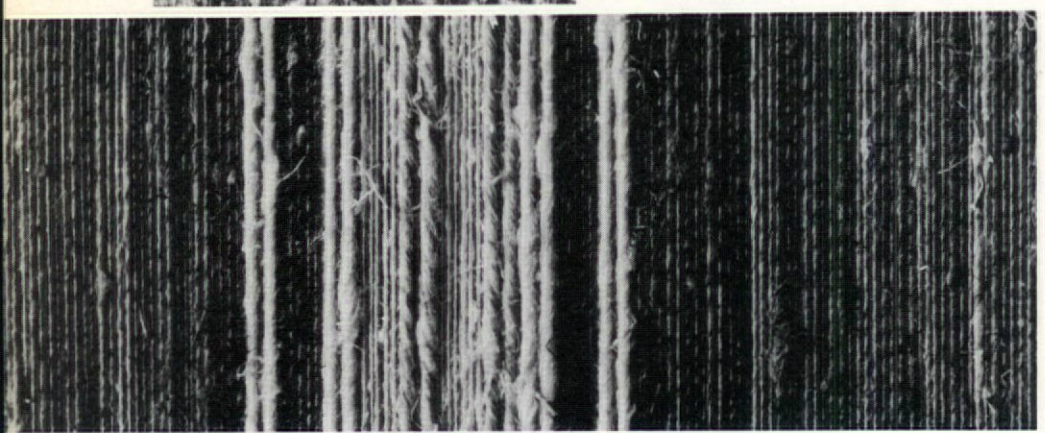
Patterns were once limited to standard, linen-look weaves in neutral colors. The overwhelming majority of lines still stress neutral shadings, but they contain a wide range of more intricate and various woven patterns along with newer warp-yarn vertical and horizontal line patterns in multi-thicknesses.

Belgian linen is the fabric most used in wallcovering application; but wool, silk, Haitian cotton, and fiber blends are now being backed for use on walls, too. Scalamandré is one supplier that will adapt fabrics in its collection to pre-backed wallcoverings for the contract market, permitting total coordination among upholstery, drapery, and wall fabric.

Pauline Delli-Carpini of the Belgian Linen Association says, "the Association started promoting fabric wallcoverings three years ago. At that time, there were only about 60 suppliers; now there are more than 200.

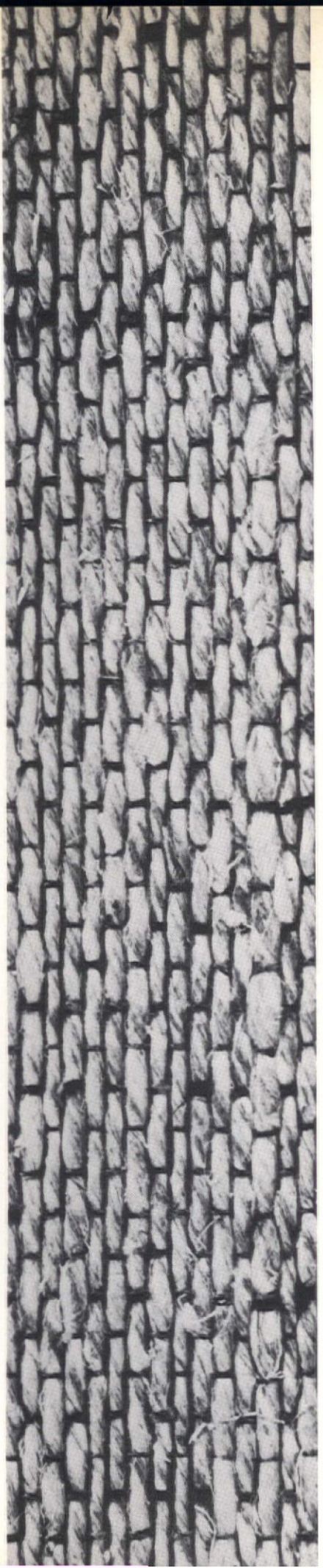
"The warp-yarn patterns are doing especially well in the current contract market," she continues. Warp patterns, sometimes called warp-lay fabrics, consist of a vertical or horizontal "stacking" of single strands of yarn in the same, or in a pattern of different, thicknesses.

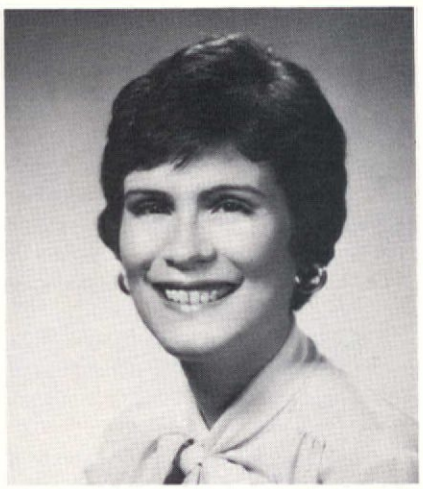
"Weave patterns permit perfect coordination with upholstery and drapery patterns," Delli-Carpini points out. "That duplication is not possible with the warp patterns, but interesting complimentary effects can be achieved by combining woven fabrics with warp-yarn wallcoverings in the



Linen and cotton wallcovering (top) is from **Carnegie Fabrics. Circle No. 309.**

Eden, a Belgian linen wallcovering by **Design Tex,** *won an IBD Gold Medallion.* **Circle No. 310.**





"The association started promoting fabric wallcoverings three years ago. At that time, there were only about 60 suppliers. Now there are more than 200."—**Pauline Delli-Carpini** *of the Belgian Linen Association.*

same neutral shades. In addition, the stripe effect of the warp-yarn patterns permits designers to create interesting overall room patterns by installing them diagonally, horizontally, or vertically in different wall locations."

Tight smooth fit from backing

Esthetics is considered the chief reason for the popularity of the covering, but other advantages are pointed out. "Backing, whether paper, acrylic or foam, facilitates installation (see sidebar). The fabric does not install in exactly the same way as traditional wallcovering; but the backing gives more assurance of a tight, smooth fit.

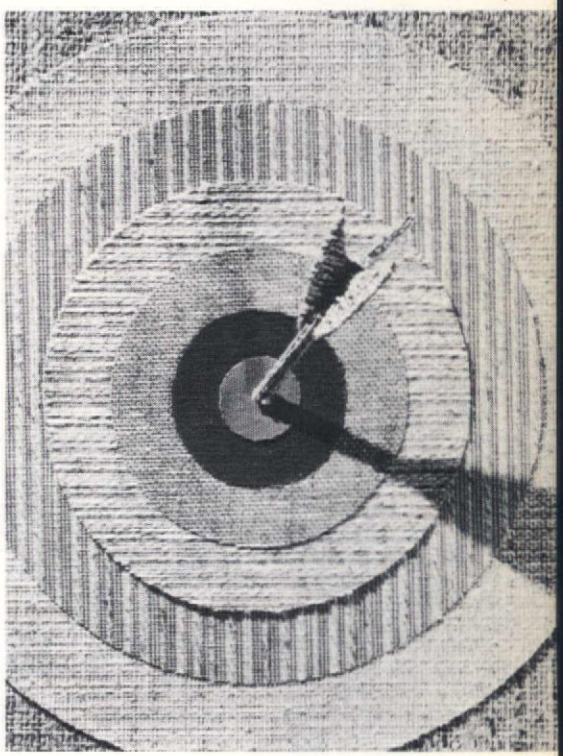
Some manufacturers claim that foam backing provides an acoustical advantage, though others suggest that the advantage is so small as to render its effect on interior noise negligible. The softness of the exterior fabric alone, they point out, suggests softness and an acoustic muffling of interior sound.

Castaway, a paper-backed 73% Belgian linen 27% viscose wallcovering (left) from **Gilford** *is available in 18 yard multiples. Characteristics of linen include dimensional stability, anti-static power, solidarity of color, and acoustical properties.* **Circle No. 311.**

The Belgian Linen Association claims that flame spread tests on linen products generally result in an A rating, with some of the heavier, warp fabrics getting a B rating. Don Maharam, president of Maharam fabrics, which offers about 35 different styles of fabric wallcovering, points out: "The vertical installation against a firm background improves the fabric's resistance to flame-spread.

"According to most fire safety regulations," he continues, "a loose fabric that is accessible to air on both sides, would not pass most tests. Therefore, many of the weaves and patterns would not pass flame-spread regulations as draperies. Many would pass in upholstery applications, since in those uses, there is less exposure to air. But, fire affects fabric differently on walls. The wallcovering fabrics are applied to solid surfaces, and the majority would pass the strictest of fire codes in that application."

Smooth and bulky textures create distinctive weaves in **Schumacher's** *Monte Carlo Collection of Belgian linen paperbacked wallcoverings.* **Circle No. 312.**



Most fabrics paper-backed; foam back evens rough surfaces

Gilford, which now has a total of more than 300 patterns, reports that the overwhelming majority of its designs have a Class A rating. "That is true of all the linens," says Winston May, vice president of merchandising. "There is a smoke factor with some wool lines that would prevent some of them from meeting the strictest codes," he acknowledges.

Foam provides wall cushion

A majority of lines are now paper-backed, though some are still available with double-acrylic or foam backing. In addition to foam's possible acoustic advantages, it can cut down preparation time on rough or damaged walls by providing a cushion between the wall and the fabric, leaving the exposed, fabric-side smooth.

Acrylic backing is said to be more flexible than paper backing, and, therefore, more vulnerable to distortion. Where patterns call for matching, paper backing is preferred. Smaller, overall patterns, it is pointed out, can sometimes benefit from acrylic's flexibility where walls are slightly uneven or not square.

Yet, Ralph Saltzman, president of Design-Tex, which offers a wide line of styles and selections in all three backings, reports, "paper backing is preferred, because it is the easiest to install. It's the kind of material contractors are most accustomed to working with."

Paper easier to handle

"We prefer to work with paper," adds Richard Felber, vice president of S.M. Hexter, "because it's easier to handle, and a little less expensive for us to manufacture and supply. It helps keep costs down."

Others note that, in loose weaves or patterns, adhesives can tend to seep to the front surface of the fabric, causing staining.

Most suppliers offer the material in standard wallcovering widths, from approximately 24 to 27 inches wide. A number also offer some styles in standard fabric widths of 48, 54, and 58 inches. In a few instances, the material is offered in wall-size widths, up to 120 in.

"This," explains Robert Goldman of Carnegie Fabrics, "permits a totally seamless installation. A roll can be applied vertically to a wall; then a single piece of fabric can be run along it. Most installers, though, are not equipped to handle the wider widths, and a good installer can provide an apparently seamless installation using regular width fabric.

Fabric wallcovering by **Hamilton Adams** *can be used for horizontal or vertical installations.* **Circle No. 314.**

Good installers hard to find

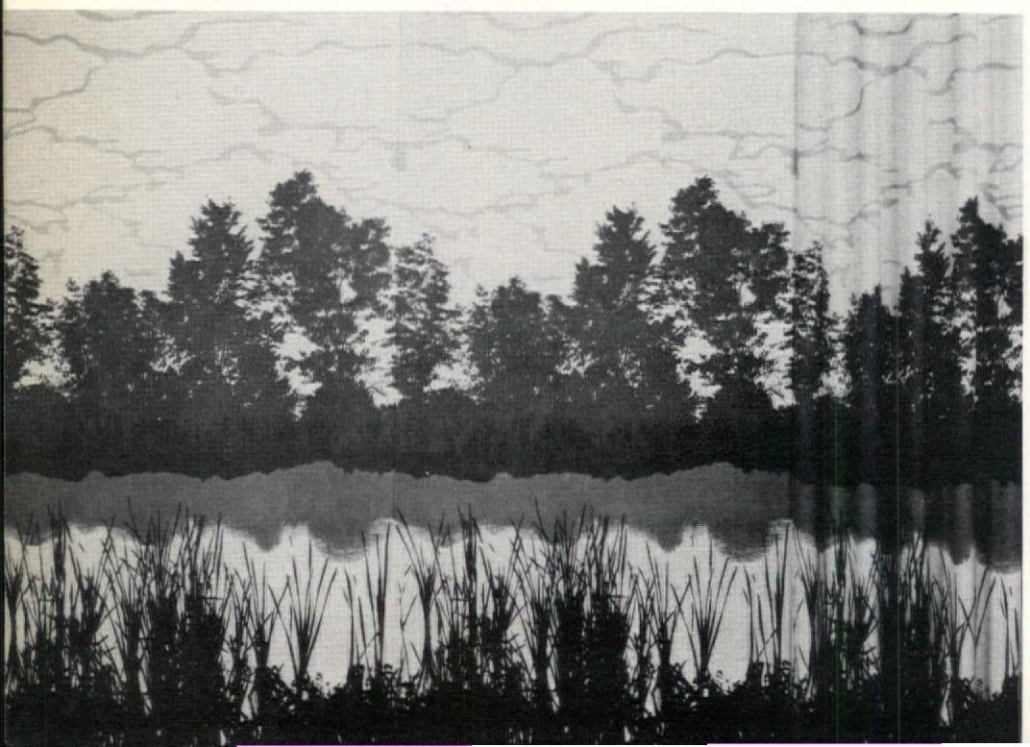
"Seamlessness," he adds, "is a sign of a good installer. But good installers are hard to find." Goldman also points out that specifiers can save waste by using the widest of fabric wallcoverings on panels for office landscape screens. "If a designer has to fit a 30-inch screen with 54-inch fabrics, for example, there's a lot of waste. He has more opportunity to cut a wider fabric to his exact needs."

Future is neutral

Some suppliers recently added color to their newest lines, but most expect the neutral shades to continue to dominate. "The fabric itself has been popular in Europe for many years," says Gilford's Winston May, "and, it's not unusual to see color applications abroad. We're in the early stages of using this material in the United States. I think more use of color will come here in the next two to three years. We added a few—green, blue, orange—to our new line."

S.M. Hexter is adding the first color choices to its line this fall. "But I think the neutrals will always dominate the market," says Felber. "We're interested to see what will happen with our color introductions."

Michael Sylvester, general sales manager of Scalamandré, reports, "some blue, red, and orange fabrics are used as wallcoverings for accent in commercial interiors. But the mainstays of the group are the neutrals and the browns."



Photographic images create a restful summer scene in Water's Edge by **Elenhank. Circle No. 313.**

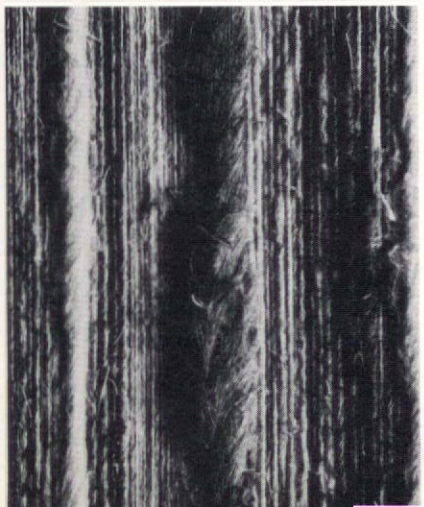
Harry Banks of Hamilton Adams Imports, one of the first U.S. firms to import and supply fabric wallcoverings, says, "this will probably always be a neutral shaded product. You can't change a classic. Neutrals blend well with all other accent colors; prints and paintings show up well on them, and they're easy to live with. I think the contract market—which is the primary market for fabric wallcoverings—will always stick with a rich, polychromatic neutrality."

Hamilton Adams offers an expanded line Color Croft II, through distributors, and Banks predicts, "the wallcovering material which now constitutes about eight percent of our overall fabric imports, will probably level off at a share of about 35 percent of the total market. It's growing very rapidly. I don't think it's yet reached the height of its popularity."

Other suppliers conjecture that its current use might threaten its futurg popularity, however. Some note that other, less expensive wallcoverings, such as vinyls and grass cloths, are improving their appearance for more direct competition with fabric. Others say that the proliferation of suppliers, offering such a wide range of fabric grades might eventually erode the status of the material.

Now, however, its the growing choice for the high-end portion of the contract market that calls for luxurious, textured wall surfaces. Many of the problems associated with wall upholstering have been solved. □

Natural woven linen wallcovering is from **S.M. Hexter Co. Circle No. 315.**



HEADACHE-AVOIDING INSTALLATION TIPS FOR FABRIC WALLCOVERINGS

Fabric is not traditional wallcovering when it comes to installation. Many installers are not yet familiar with its particular characteristics, though few admit it at the time of bid. Suppliers advise specifiers to ask for recommendations of qualified installers, supply them with detailed instructions, and supervise carefully.

The following tips have been condensed and edited from an eight-page booklet, *Insights Into Fabric Wallcoverings,* issued by Carnegie Fabrics. Carnegie's Robert Goldman suggests they be written into the installation specifications:

1. Wall preparation. Fabric wallcoverings should be hung only on surfaces covered with oil-based paint or sealed and prepared with Prep-Coat or a similar product. Walls covered with water-based (latex) paint must be prepared with a Prep-Coat type sealer. Sheetrock, Homasote, and plaster are excellent surfaces for installing fabric wallcovering without prior preparation; but, if the fabric is applied without preparation, it cannot be removed later, without damaging the surface of the underlay material.

Ceilings should be painted before installation of fabric wallcovering, so brush marks won't appear on the top edge of the fabric. Since most ceilings are painted with water-based paints, and the adhesive used to install wallcoverings won't hold on that surface, the ceiling area of the wall must be prepared as outlined above.

Varnished doors must be prepared, as above, to accept fabric wallcoverings.

2. Adhesives. Fabric wallcoverings should be hung with vinyl adhesive that has not been thinned with water or a chemical solvent. In installing paper-backed fabric, the adhesive should be applied to the paper. In installing acrylic- or foam-backed fabric, the adhesive should be applied to the wall.

3. Seams. Butting is recommended over double-cutting. An essential and difficult to achieve element of good installation is to get both edges of a drop perfectly straight and parallel to each other. This method is said to work:

A. Cut the drop to its proper length.

B. If the fabric is paper-backed, roll the adhesive onto the paper.

C. Fold the fabric according to standard installation procedures.

D. Fold the fabric again so that the two folded edges resulting from Step C are exactly parallel to each other.

E. With a blade, notch both folded ends on one side.

F. Measure off the desired width of the drop from each notch, then notch both folded ends on the other side.

G. Open folded fabric to the standard position (Step C).

H. Line up the cutting edge ¼ inch in from the notch marks and trim.

If there is horizontal distortion near the selvages, trim as far in from the selvage as possible.

The "Insights" booklet includes specific tips for installing wide-width fabrics along with other technical information. For a copy of the booklet, **Circle No. 274.**

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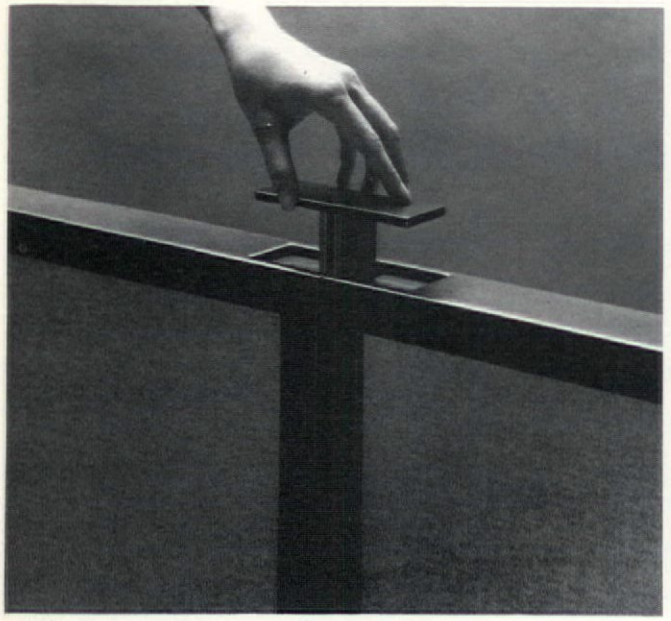

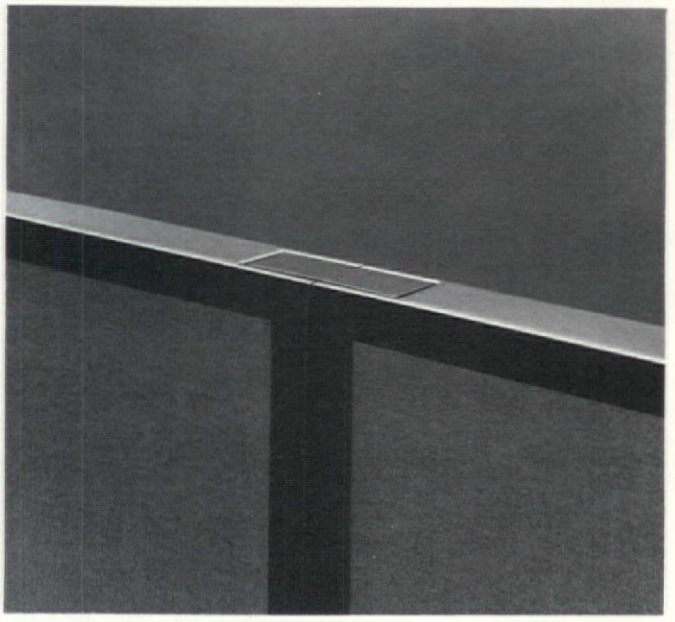

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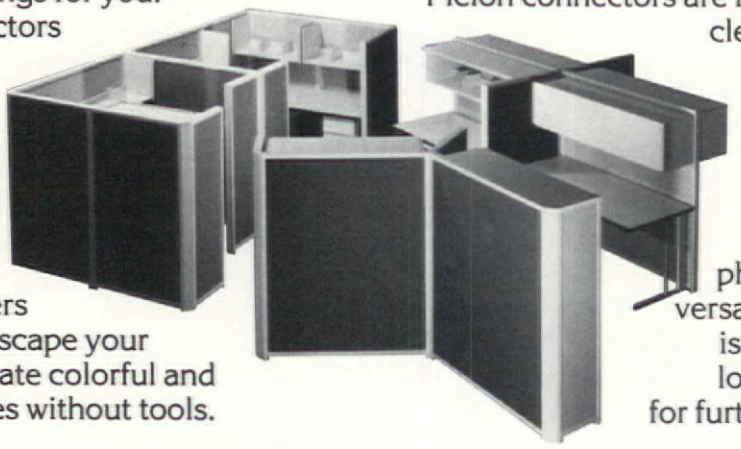

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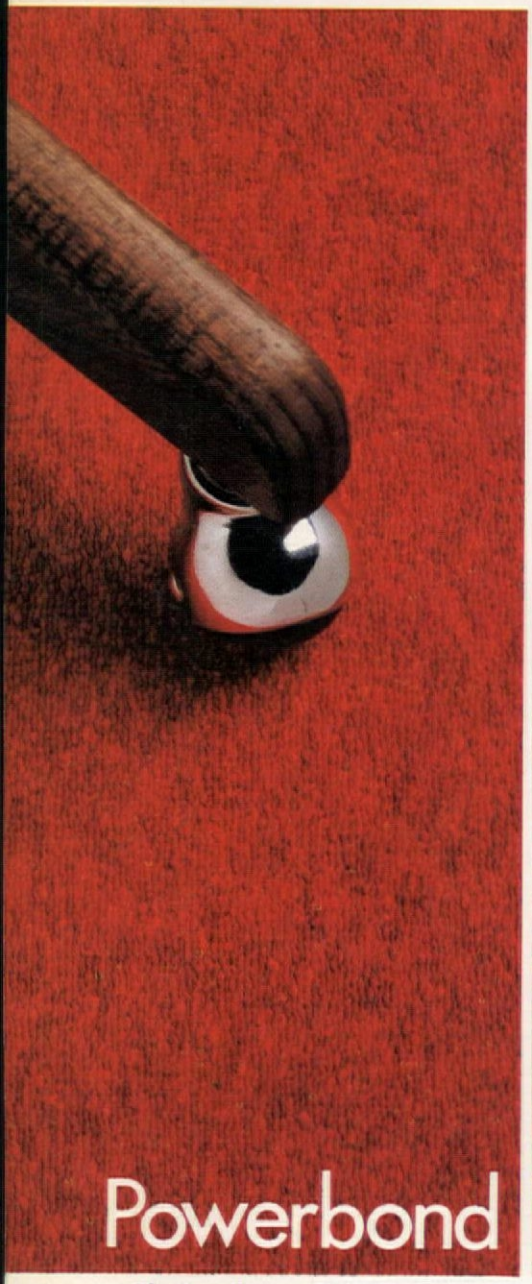

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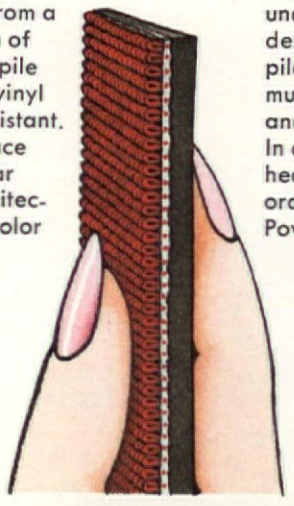
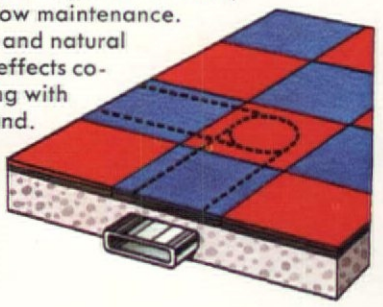


Tex-Tiles

The functional one. Soft-surface modular flooring system with easily removable 18″ Tex-Tiles® squares to get at under-floor duct systems, or to modify design. Each square a dense tough pile yarn with vinyl backing for maximum wear in high traffic areas, and for low maintenance. In colors and natural heather effects co-ordinating with Powerbond.



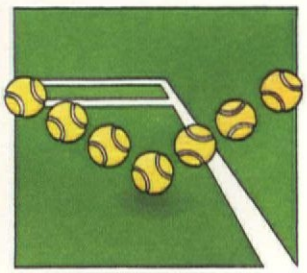
Pro-Gym

Indoor champion. New soft-surface concept in gym flooring replacing hardwood—Pro-Gym®. Good ball bounce and traction. Easier on legs and knees—less injuries. Installs over concrete, tile, or wood. A dense soil-hiding nylon and solid vinyl backing that vacuums clean. No buffing or refinishing. Costs 50% less to maintain than wood.

TOMORROW

Pro-Court

Indoor champion. Soft-surface designed for indoor tennis. Pro-Court™ is easy on knees and maintenance (a vacuum cleaner does it). True bounce, and excellent traction for life of court. Installs over any hard floor finish. For all player levels. Pro-Court is available in a choice of 4 colors.



Colonnade

Fashionable. Flexible. Park Square by Colonnade™ is a distinctive geometric carpet to enrich the room at the top. A Zefran Acrylic in ruggedly natural Berber tones. Because of our innovative dimensional design concept, it can mix and match with other Berber textures for a coordinated color scheme for a complete floor or building.

Bunker Hill (at top) is a handsome contract carpet of wooly Berber acrylic textured with a muted underlying design. Coordinates with Park Square and other Berbers.

Rockledge has a warm, wool-like Zeflon nylon lustre plus a cabled texture and soft heather glow for a rich, dramatic look. High performance of Rockledge makes it perfect choice for contract market.

Carpet Division
COLLINS & AIKMAN CORPORATION
Commercial Floor Systems 210 Madison Avenue, New York, N.Y. 10016 (212) 953-4354

Circle No. 40 on reader service card

ANY WAY YOU LOOK AT IT, IT'S STILL 1¾" THIN!

...it's a product of superior Collier-Keyworth technology.

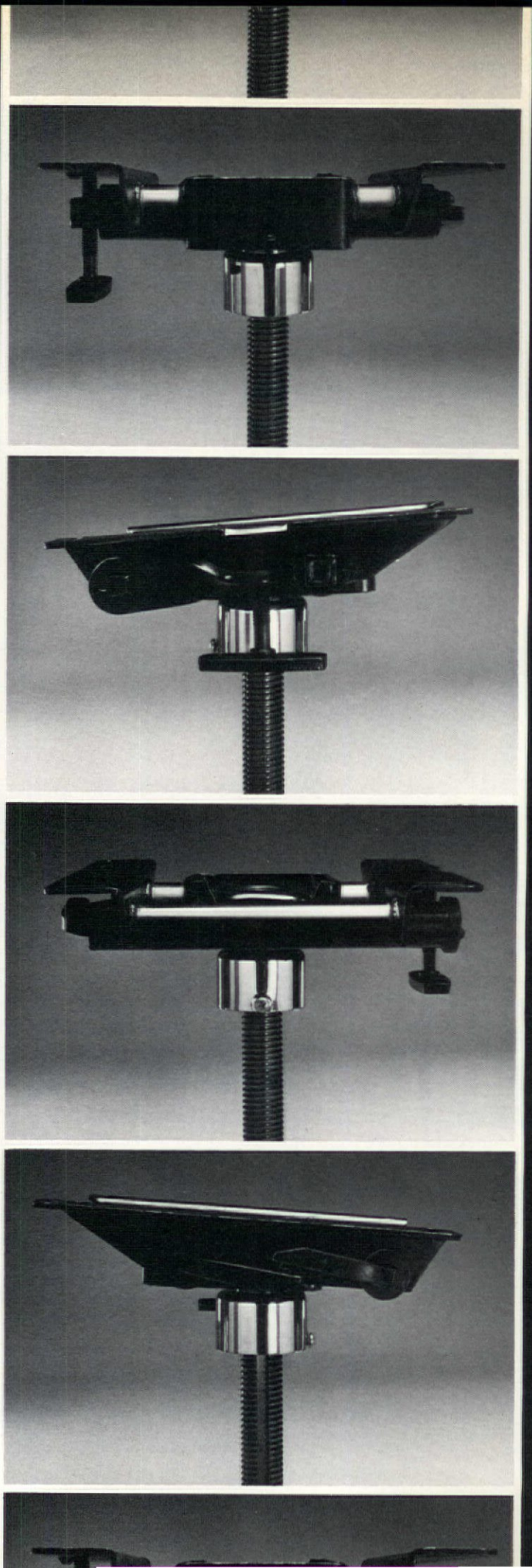
☐ Twin torsion bars, a C-K exclusive, allows a more compact design—added strength.

☐ Thoroughly laboratory and field tested.

☐ Smooth, quiet ride through the full range of tilt.

☐ Inherent built-in reliability with proven C-K performance.

Model 720. It may cost a little more but isn't the assurance of more than 60 years Collier-Keyworth experience and reliability worth it?



CK

COLLIER-KEYWORTH COMPANY

GARDNER, MASSACHUSETTS 01440 / 617-632-0120

Circle No. 41 on reader service card

Rose Acoustical Modular Panels

Panels *— 28 different panels, in heights and widths to fit most any need.*

Connectors *— a concealed connecting system allows flexibility in creating a multitude of configurations.*

Trim *— top and bottom rails of hand rubbed hardwood.*

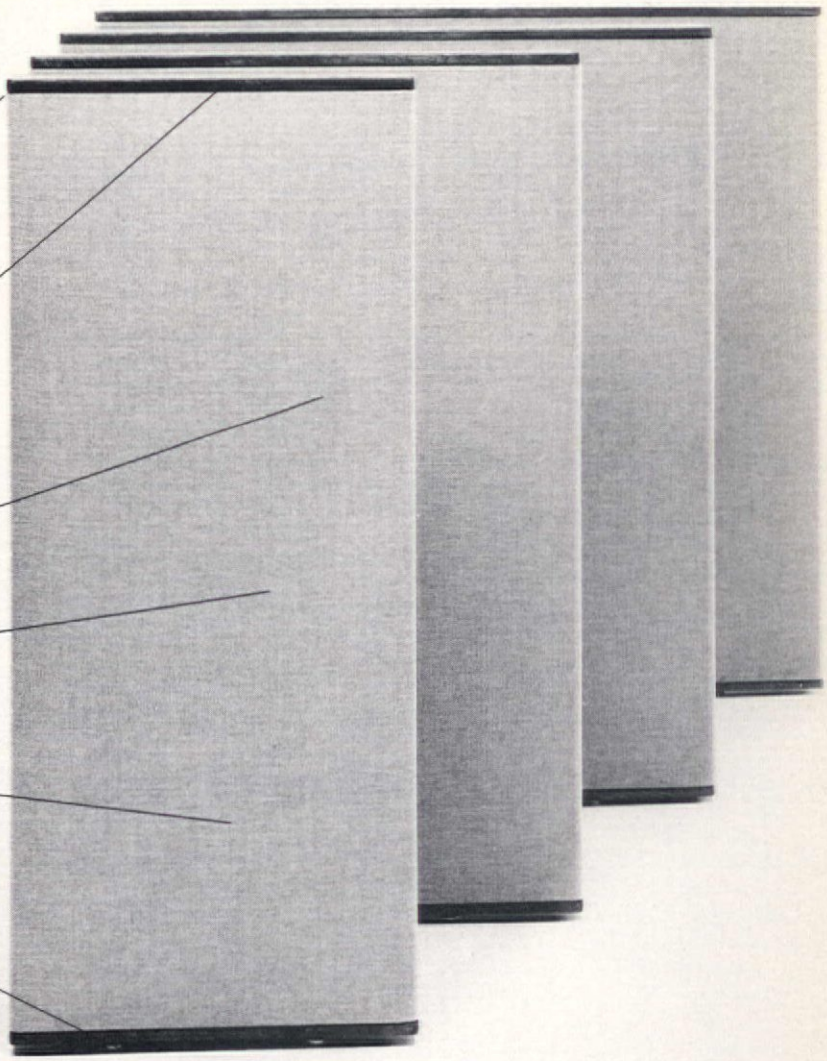
Fabrics *— a spectrum of colors and textures.*

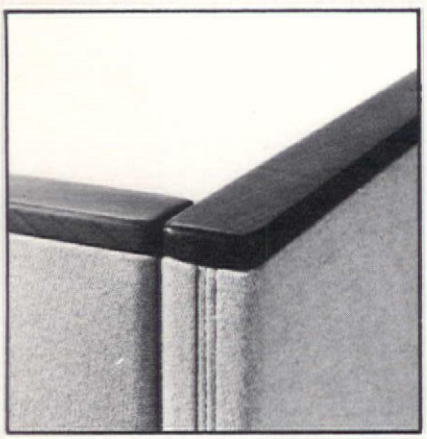
Quiet *— Noise Reduction Coefficient of 0.85*

Safe *— Class "A" fire rated.*

Base *— standard with leveling glides. Low profile feet are interchangeable with glides.*

Details *— double welt fabric trim and soft rounded edges.*





Acoustical panels for open office landscaping — the simple design solution that is compatible with conventional office furniture.

Economical — simplicity and compatibility make Rose screens less expensive to purchase than complex systems. Easy to install initially and much less costly to reconfigure as the office grows and changes.

Flexible — unlimited configurations are possible by joining panels using the concealed connecting system, or by adding feet for free standing applications.

Quality and Beauty — because it's made by Rose.

Rose — saying "quality" quietly for over half a century.

ROSE®

Rose Manufacturing Company, 1600 Marshall Ave., S.E., Grand Rapids, MI 49507

616/241-2451

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Suddenly all blinds look naked without it.

The Levolor Valance.

(No one else has it.)

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Our love is blinds.™

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Congoleum

Seamless commercial sheet vinyl flooring at its long-lasting best

Flor-Ever is proving its superiority in all kinds of installations throughout the country. Designed specifically for commercial use, it has the appeal of natural commercial designs and colors, combined with a durable, maintenance-saving, no-wax wear surface. In 9′ and 12′ widths, Flor-Ever offers the beauty of virtually seamless—and faster—installation. Abrasion and stain resistance are excellent for the toughest applications. (Flor-Ever meets federal specifications L.F.-001641 Type III, Class I.) The perfect product for changing commercial flooring needs. New Travertine, plus Marble, an over-all design, provides a total of 10 highly workable colors. For further information call a Congoleum® flooring contractor, Sweet's Toll-Free Buy Line (800-255-6880), or write Contract Sales Manager, Congoleum Corp., 195 Belgrove Dr., Kearny, NJ 07032.

FLOR-EVER® in new Travertine

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CARPET BEAUTY THAT LASTS!

The carpet shown here is "IRONCLAD" by Patcraft made of Zeflon 500™ Solution Dyed Nylon that locks colors into the fiber so they won't fade or streak. The dye lots match exactly... The rich, heathery pile... mellow and slightly textured... creates a luxurious wool-like look.

IRONCLAD is permanently shock resistant and soil repellent. It carries a 5-year wear warranty... a life-long Zefstat® anti-shock warranty... a Performance Certification label... and comes in plain colors and handsome coordinated stripes.

... and that's what makes it a PATCRAFT CARPET!

Du Pont TEFLON carpet protector

DOW BADISCHE

Zeflon 500™ is a trademark of Dow Badische Company.
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Patcraft MILLS INC.
Box 1087 • Dalton, Ga. 30720

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Think of ALL·STEEL as increased worker productivity.

What makes it happen is one of the most comprehensive lines of office furniture available. Our furniture is designed to improve your office environment. That means you can attract the kind of people you're looking for, and they can be more productive.

What makes it possible is our unusually comprehensive line. An almost endless choice, to accommodate any office plan.

All-Steel also protects your investment. Everything you buy from us now will be compatible with whatever you need in the future. Design continuity is built in.

We have the capacity to produce what you need, when you need it. And we can get it to you, and service it, through our national distribution network.

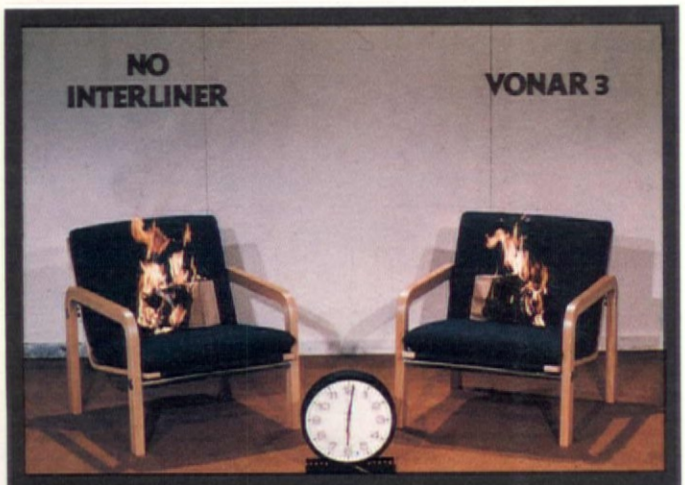
If you're planning an office, for more information, write to: All-Steel Inc., Aurora, IL 60507.

ALL·STEEL

ONE OF THE GF COMPANIES

Circle No. 46 on reader service card

In this flammability test, the chair with VONAR 3 interliner was not consumed.



Time: 30 seconds into the test.
Identical ignition sources nearly half consumed.

Time: 4 minutes.
Standard chair (left) involved.

Time: 10 minutes, 30 seconds.
Chair with VONAR 3 (right) is out.

Chairs for this test provided by and available from Thonet Industries, Inc.

At the start of this test, these chairs were identical in every way but one. Both were made with identical 60% wool/40% polyester upholstery fabric, standard polyurethane foam in the seat and back cushions, and wood structural parts. But the chair on the right had a layer of VONAR* 3 interliner (3/16" thickness) added as an envelope around the polyurethane foam in the back and seat cushions.

Test Results

Two 24" x 30" sheets of newspaper crumpled in a paper bag were placed on each seat cushion touching the back cushion, then ignited.

After four minutes, the paper fires were out, but the standard chair continued to burn, producing large quantities of flame, heat and smoke. The chair with VONAR 3 was only slightly involved.

At 10 and one-half minutes, the standard chair was completely consumed. The fire in the chair with VONAR 3 was out and had sustained relatively little fire damage. Far less heat and smoke were produced.**

The VONAR Difference

As flames heat the VONAR interliner, heat-absorbing moisture and a flame retardant are released. Then the VONAR forms an insulating char on the chair parts in contact with the ignition source. Result: in limited ignition situations, VONAR reduces the likelihood of ignition of upholstered furniture as a unit. Should ignition occur, it reduces the burning rate.

VONAR has little or no effect on furniture comfort, aesthetics or feel and can be added to many furniture constructions at a modest increase in cost.

To determine what a difference VONAR can make in your furniture or future specifications, use the coupon or write: DuPont Company, Room 35696L, Wilmington, DE 19898.

*DuPont trademark for interliner made by licensed manufacturers according to DuPont specifications. DuPont supplies the basic elastomer to such manufacturers, but DuPont does not make interliner.

**The test described here does not demonstrate that all furniture using VONAR interliners will perform in this manner or will not burn under all actual fire conditions. The test was not conducted to assign "numerical flame spread ratings" to any materials involved. The results show only that specific types of chairs, which used VONAR interliner properly, performed as indicated under the test conditions. Since DuPont does not make furniture or make or install interliner, we assume no responsibility for furniture performance. Consult your furniture supplier for flammability information on a specific furniture style.

Mail to: Du Pont Company, Room 35696L, Wilmington, DE 19898

VONAR® Interliner

Please send me:

- ☐ further technical data and test results.
- ☐ a list of furniture manufacturers using VONAR.
- ☐ a list of licensed manufacturers of VONAR.

Name_____ Phone_____

Title_____ Company_____

Address_____

City_____ State_____ Zip_____

Application_____

DUPONT

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Circle No. 47 on reader service card

Take a hard look at new soft Naugahyde®.

See those deep, lush tufts and folds over there?

The gentle curves?

Those are the things that say "sink-into luxury" long before you even touch new Status. That tell you this is the very softest Naugahyde® vinyl fabric we've ever designed for the contract market.

So soft in fact, that now you can do the things you've always wanted to do with Naugahyde fabrics. Like wrap a curving arm. Pull it into rows of elegant tufts. Let it flow over executive suite sofas, plush foyer chairs. And watch it follow every line just as smoothly as you can imagine.

The secret? A FOSSTRETCH® backing of spun polyester—giving more suppleness, more pliability than a woven backing could ever hope for.

And look at that finish. Soft again. Quiet. Exquisitely dull. With a waxy-rich hand. All thanks to a slip-thin top coating of urethane.

Yet Status holds its own in the heaviest of traffic areas. With superior durability, tear and soil resistance.

We've even focused on restrictions of the most stringent fire codes. So you know safety has been built right in.

Finally, colors. From Oyster to Cinnamon, Sun Gold to Charcoal, they're beautiful. And 29 in all.

But, one look (and one touch) is worth more than millions of words. So ask your Uniroyal Representative for samples of Status. Just call. Or write Uniroyal Coated Fabrics, Mishawaka, Indiana 46544.

We help you do it with style.

UNIROYAL

Naugahyde® Brand Fabric

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Circle 84 on reader service card

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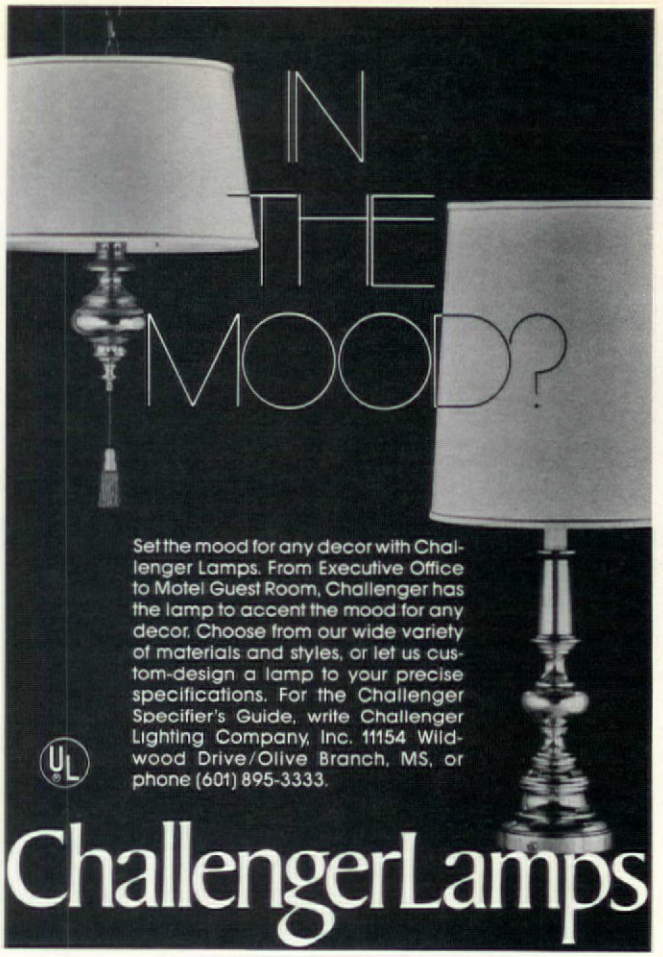

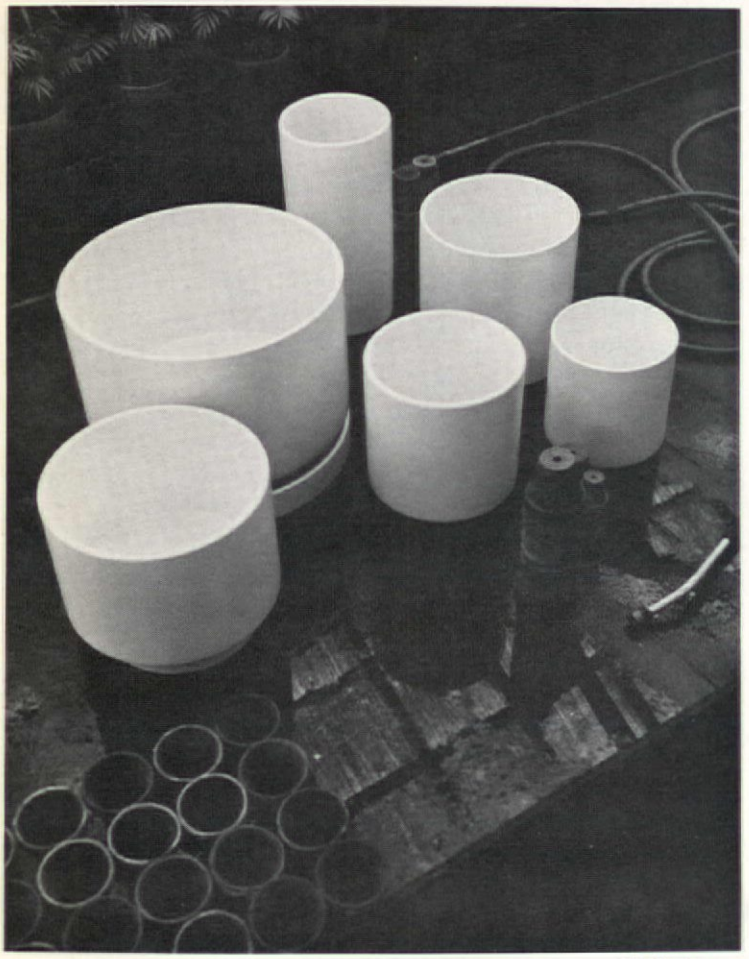

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Revel in a rich textured rug (MIRA-ROMANTICA), linen draperies sketched in reds, blues and oranges (MIRA-CASTELLO I), and upholstery in bright orange (MIRA-OBJECTA).

Harmonize in blue: printed cotton draperies (MIRA-DECOR I), lush velour carpet (MIRA-CONTRACT II) and a touch of sheer voile (MIRA-VOILE PLAIN). Or add contrast: semi-transparent, lightly-etched casements in white (MIRA-FANCY) and grey upholstery (MIRA-FABRIC).

Warm the room with autumn colors: yellow, rust and brown, print draperies in 100 per cent cotton (MIRA-CAMPAGNE II). It's your choice of carpet: chocolate velour (MIRA-CONTRACT II) or maize-coco (MIRA-PANAMA II).

The Elevation Ascend to new levels of interior design. A step above the conventional, we offer a multitude of ideas for coordinating draperies, carpets, upholstery weaves and much more. MIRA-X is a swiss-conceived textile collection that gives you the freedom to expand your decorating ideas in any home or office. Reach for the sky! Choose from any of our elevating combinations or create your own. The MIRA-X decorating concept never dictates, but allows you to create your own solutions in your own style. Select one color and match it with all its subtle tones (up to 50 hues in carpets and draperies alone). It's an uplifting idea.

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525 Executive Boulevard
Elmsford New York 10523
914 592 2462

MIRA

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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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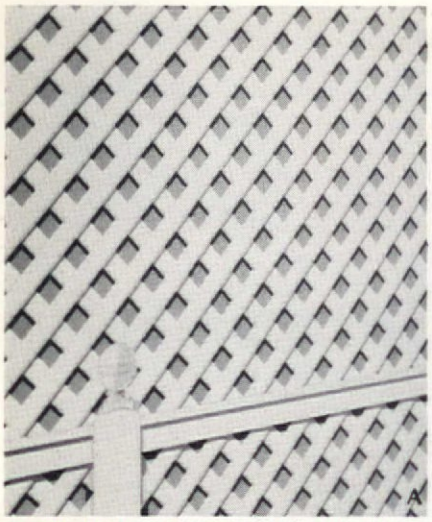
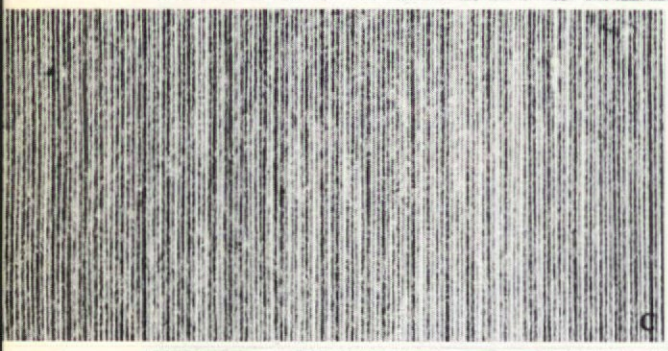
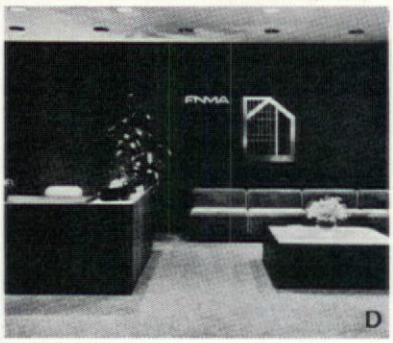
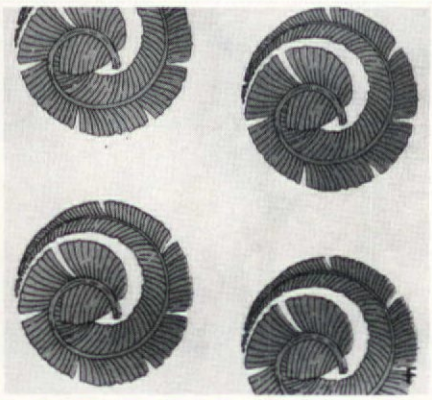








Wallcoverings are gauged for durability

A—From **Patterson-Piazza** is this lattice sidewall, dado, and border wallcovering. Ordered as a unit or separately, it comes in combinations of green and white, or gray and white. A correlated fabric is also available. **Circle No. 232.**

B—Sidlaw of Scotland, Inc. offers six new, natural wallcoverings to its Edinburgh Collection. All meet Grade One fire test results, are pre-trimmed, strippable, and come in several colorways. **Circle No. 233.**

C—Part of the Wall Textures Collection from **Maharam Fabric Corp.** is W630, shown here. The collection encompasses a wide variety of patterns, textures, yarn sizes, etc. Both woven fabrics and warp layouts may be obtained. **Circle No. 234.**

D—Magni-Roc panels from **Joel Berman Associates** are fabric-covered panel systems for walls and partitions which feature non-warping hardwood frames, concealed mounting, and balanced tension construction. Panels can be acoustical, tackable, or both. **Circle No. 235.**

E—A woven matting pattern, Calibogue Cay, is part of the Passport collection from **Wall-Tex.** It is available in sage, sand, and brown, and a flowered companion weave comes in three palettes. Wallcoverings are of fabric-backed vinyl from **Columbus Coated Fabrics. Circle 236.**

F—Nils Anderson Studios introduces its Andover Collection, part of which is the Feather Go Round pattern. Designs are handprinted on washable vinyl and Mylar paperbacked grounds, and are also fabric-backed for commercial installation. In all, there are 15 designs in 85 colorways. **Circle No. 237.**

G—Combi-Form wall panels, constructed of vertical stainless steel members, polished or satin finish, are from **Forms & Surfaces.** They can be mounted on colored plastic laminate or various metals, and read continuously without visible joints. Panels are attached by a simple concealed mechanical system. **Circle No. 238.**

heuga u.s.a., inc.
THE ORIGINAL CARPET SQUARES
185 Sumner Ave., Kenilworth, NJ 07033 201-245-3480
Client: Warner Gear, Division of Borg-Warner Corp., General Offices, Muncie, IN Architecture: George W. Cox & Assoc., Inc.
Interior Design: David Dale Designs Product: heuga flor-s Installation: 5,854 sq. yds., 52,686 sq. ft.
Installation Date: May 1977 Photography Date: May 1978 Photographer: Ron Forth
Circle No. 50 on reader service card

Zapf Plus for

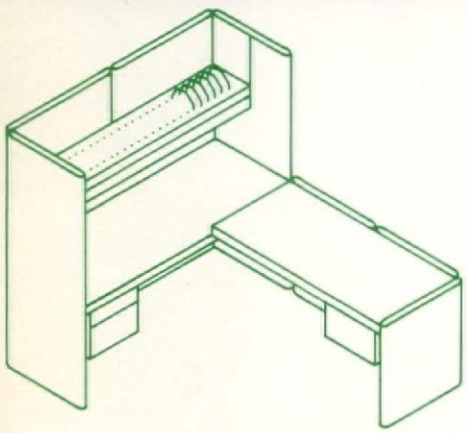
Knoll International **745 Fifth Avenue, New York 10022**

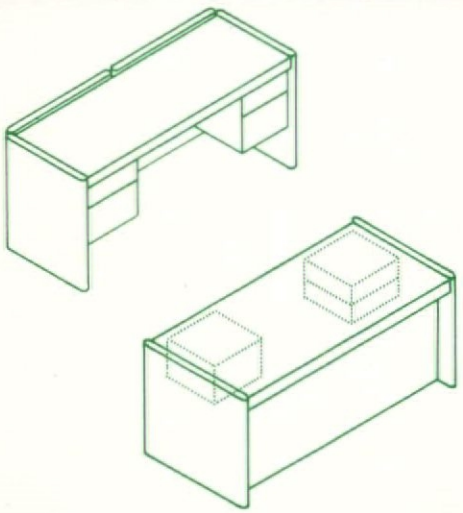
Change for Mobility Zapf Plus moves in minutes. No disassembly. No need to empty shelves or drawers. Just pick up the entire station and—zip—it's done. Even bantam secretaries can reposition up to 600 lbs. of Zapf Plus, with no strain or fuss. Unique Knoll "stay-put" construction makes it possible. Unique low-cost Lift-Dolly makes it easy.

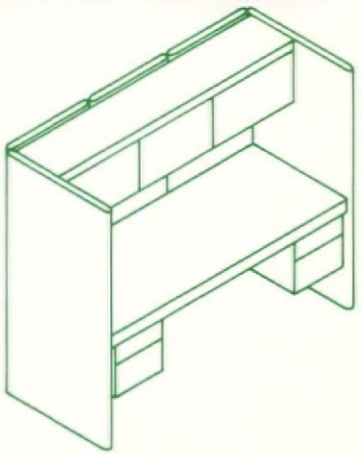
Knoll Mobility is a big plus. A Zapf Plus. Cuts down disruption. Cuts down labor. Cuts down-time. Eliminates the pitfalls of random linkage.
Change for Mobility with Knoll Independent Work Stations.

Change for Economy Zapf Plus cost-of-ownership is less. Initial cost is highly competitive. First installation cost is low. Cost of change frequently is below 10¢ per square foot. It all adds up to average maintained costs that don't upset budgets, don't upset top management. Even Knoll Task/Ambient Lighting saves big. With quality illumination that consumes significantly less energy. Often with investment tax credit rebates and accelerated depreciation.

Knoll Economy is a big plus. A Zapf Plus. Economy impossible with linked-wall systems that require break-down and build-up with every move.
Change for Economy with Knoll Independent Work Stations.







Change

Change for Simplicity Zapf Plus is simplicity. Tough, sophisticated simplicity. Handsome, modular simplicity. Knoll knows a work station is where people work. That's why Zapf Plus is few parts powerfully built. Panels with steel skeletons. Fabrics that are rugged, taut, acoustical. Veneer work surfaces with solid wood edges. Anodized aluminum hardware. Everything planned smart for daily punishment, frequent moves—from radius edges to fused-on finishes.

Knoll Simplicity is a big plus. A Zapf Plus. Simplicity you don't get with systems loaded with little-used gadgets.

Change for Simplicity with Knoll Independent Work Stations.

Change for Delivery Zapf Plus is 5-day delivery through Knoll's Zip Zapf in-stock program. You order. We ship within 5 working days. Specify complete in-stock work stations like the ones shown below. Specify separate in-stock components to meet unlimited custom needs. Everything is prepackaged with detailed installation instructions. The result: Knoll shrinks the order cycle from months to weeks . . . provides schedule insurance on emergency jobs that require yesterday delivery.

Knoll Delivery is a big plus. A Zapf Plus. Try us. Call (800) 523-5634 and say the magic words: "Zip Zapf order to go."

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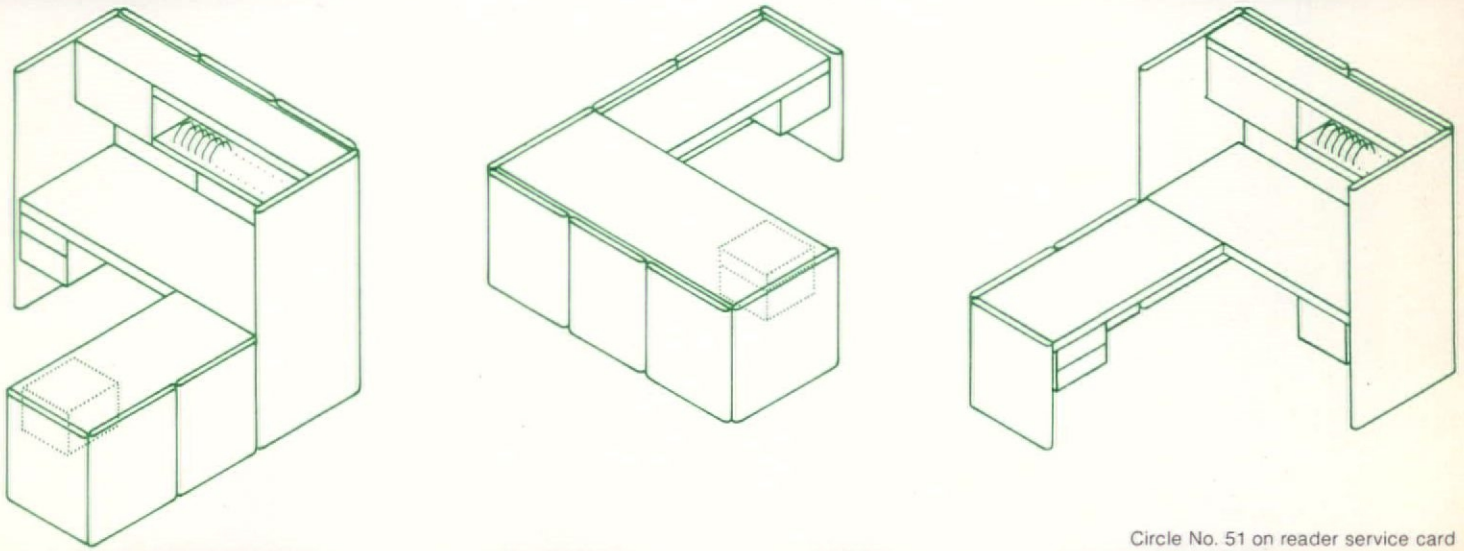
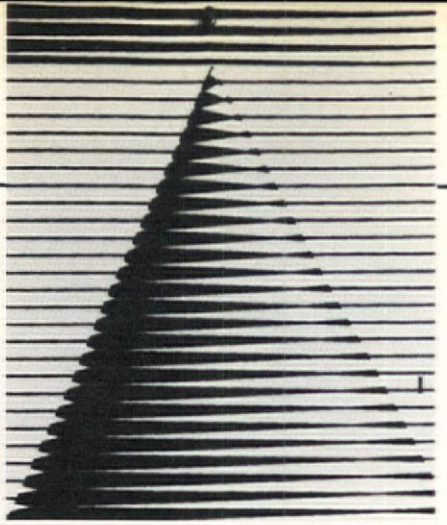


Circle No. 51 on reader service card



Hand-printed wallcoverings have matching fabric

H—From **Murart Inc.** are graphic wallcovering squares, available in a large assortment of colors. They are washable, pretrimmed, and easily applied with vinyl glue. Distributed in the U.S. by Reed Wallcoverings. **Circle 239.**

I—From **Mira-X** is Graphica Design Cone I, a fabric wallcovering. Repeats come in 17, 24, and 47 inches, and the wall fabric is available in brown or white (stock), or custom colors in large yardages. **Circle No. 240.**

J—With the introduction of Hush-Craft wallcoverings, **Stratton Industries** enters the textile wallcovering market. Hush-Craft utilizes a variety of yarns and yarn systems, with eight patterns of four colorways each. All have received a Class A fire rating. Shown, Thatchtex. **Circle No. 241.**

K—Anderson, from **Imperial Wallcoverings,** a Collins & Aikman company, features a houndstooth check available in four colorways. It is part of its new 1st Choice Collection, all of which is fabric-backed vinyl, scrubbable, stain-resistant, and strippable. **Circle No. 242.**

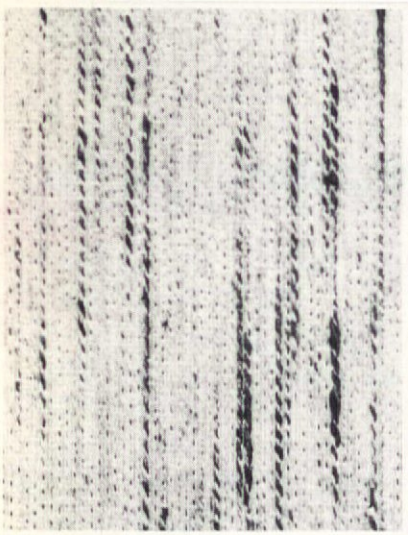
L—**L.E. Carpenter's** new Vicrtex vinyl wallcovering called Chaco is a deep-textured pattern inspired from natural straw sources. It is offered in 18 colorways, 54-inch width. **Circle No. 243.**

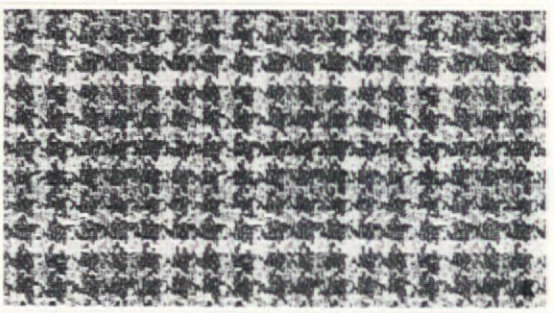
M—Jack's Plaid, a starkly simple geometric design from the **Manuscreens Private Collection,** is a paper-backed hand print on vinyl, Mylar, or foil. **Circle No. 244.**

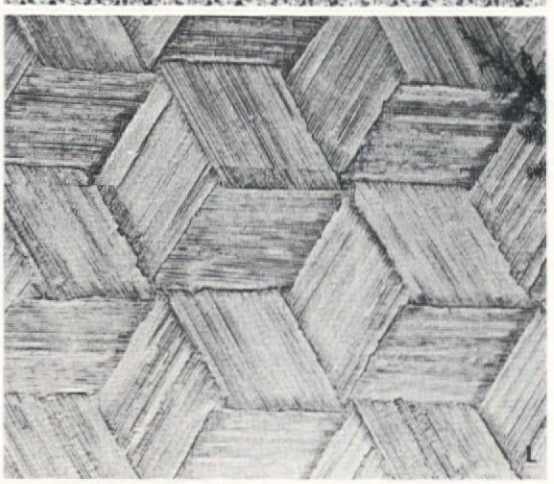
N—From **First Editions** new Perennial Collection comes Treillage (shown) hand-screen printed in vinyl and on matching fabric in a variety of colors. **Circle No. 245.**

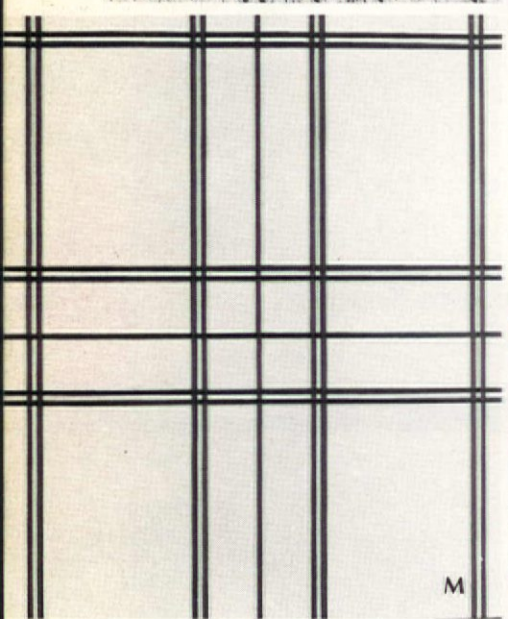
O—A flower interpretation of an Indienne tapestry is Myriade, from **Albert Van Luit's** Quintessence Collection. It is offered in six colorways. **Circle No. 246.**

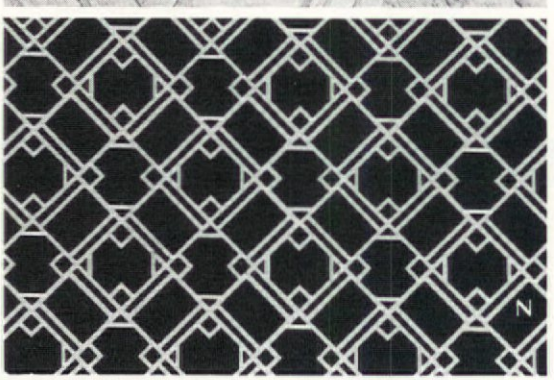
P—Fenway #208 is one of 14 patterns in Flametard's Interpretation Collection for **Charterhouse**-Contract Division. The vinyl-embossed wallcovering is two-toned, impervious to flame. **Circle No. 247.**

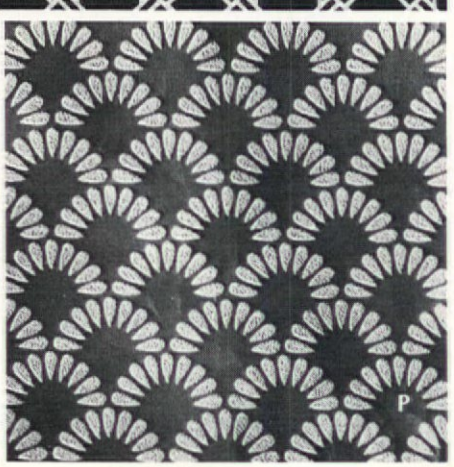












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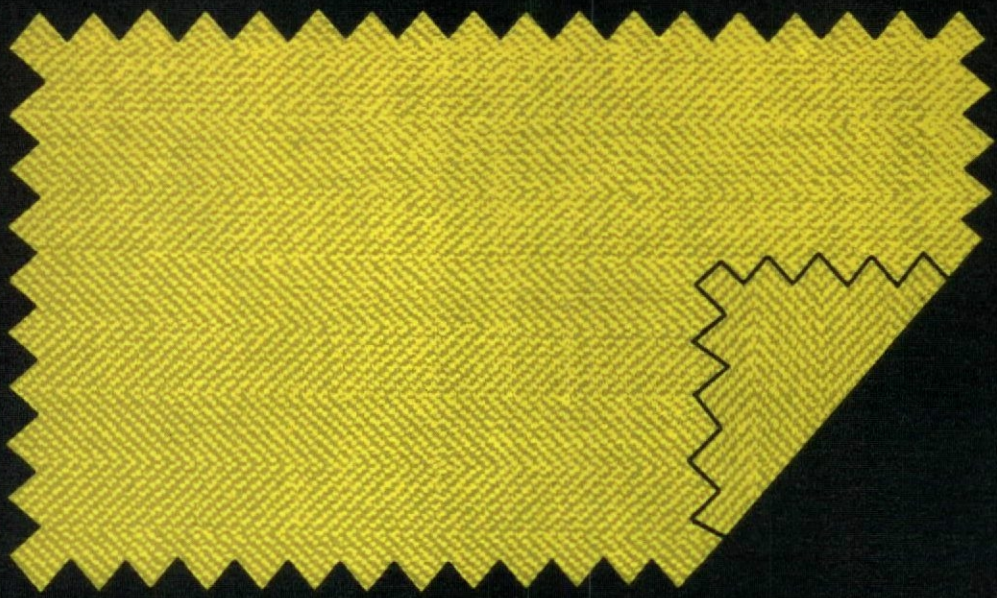

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7"	1.50	2.40	24"	3.20	4.10	41"	4.90	5.80	58"	6.60	7.50
8"	1.60	2.50	25"	3.30	4.20	42"	5.00	5.90	59"	6.70	7.60
9"	1.70	2.60	26"	3.40	4.30	43"	5.10	6.00	60"	6.80	7.70
10"	1.80	2.70	27"	3.50	4.40	44"	5.20	6.10	61"	6.90	7.80
11"	1.90	2.80	28"	3.60	4.50	45"	5.30	6.20	62"	7.00	7.90
12"	2.00	2.90	29"	3.70	4.60	46"	5.40	6.30	63"	7.10	8.00
13"	2.10	3.00	30"	3.80	4.70	47"	5.50	6.40	64"	7.20	8.10
14"	2.20	3.10	31"	3.90	4.80	48"	5.60	6.50	65"	7.30	8.20
15"	2.30	3.20	32"	4.00	4.90	49"	5.70	6.60	66"	7.40	8.30
16"	2.40	3.30	33"	4.10	5.00	50"	5.80	6.70	67"	7.50	8.40
17"	2.50	3.40	34"	4.20	5.10	51"	5.90	6.80	68"	7.60	8.50
18"	2.60	3.50	35"	4.30	5.20	52"	6.00	6.90	69"	7.70	8.60
19"	2.70	3.60	36"	4.40	5.30	53"	6.10	7.00	70"	7.80	8.70
20"	2.80	3.70	37"	4.50	5.40	54"	6.20	7.10	71"	7.90	8.80
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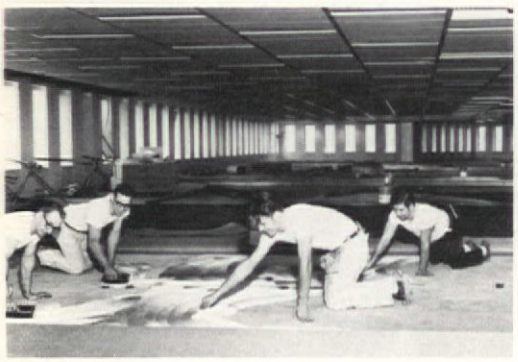

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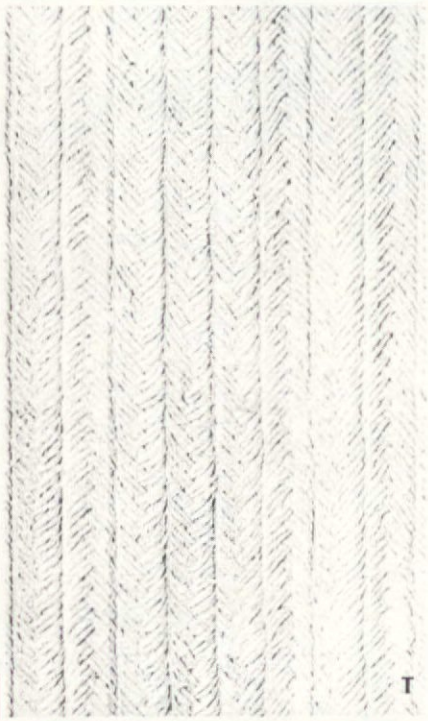

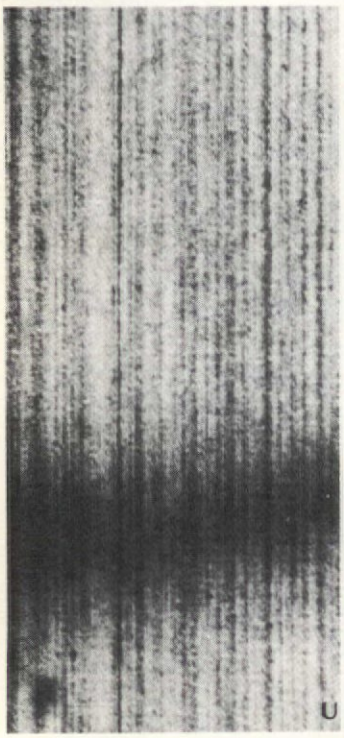

Wallcoverings range from naturescapes to classic stripes

Q—Bolta's latest collection of textures, stripes and embossings, from the Source Book Collection, is available in a wide range of colors and patterns. The vinyl fabric wallcoverings are scrubbable, strippable, durable. Distributed by Reed Wallcoverings. **Circle No. 248.**

R—A montage of antique postcards make up 1880's Scrapbook, a pattern from **General Tire & Rubber.** It is from the Fashion line of fabric-backed vinyl wallcoverings, and is offered in two colorways. **Circle No. 249.**

S—Naturescapes, creators of photographic wall murals, offer Eagle Creek by Philip Hyde. They may be trimmed to fit almost any wall, and waterproof, washable, strippable, and pass flammability codes. Many designs are repeatable, so as to be able to cover any expanse. **Circle No. 250.**

T—Three new natural textures have been added to the Guard collection of contract wallcoverings from **Columbus Coated Fabrics.** Djakarta has the look of grass matting, and the textured vinyl wallcovering comes in 30 colors. Also available in a vinyl-coated fabric. **Circle No. 251.**

U—Keash, a new collection of Warplaid natural wool wallcoverings from **Eurotex** comes in subtle colorations. The natural Berber Wool collection from Ireland is available in 12 colorways. **Circle No. 252.**

V—3M Company's Architectural Painting Scanamural process is shown here in its application for the renovation of the Virginia First Savings & Loan building. Each of the 12 murals, more than 20-feet high, are color-coordinated to match the interior color scheme. The process is capable of reproducing four-color, and can be painted on a great variety of materials with no size limitations. **Circle No. 253.**

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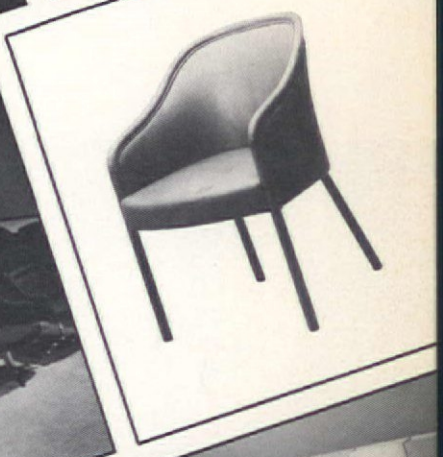

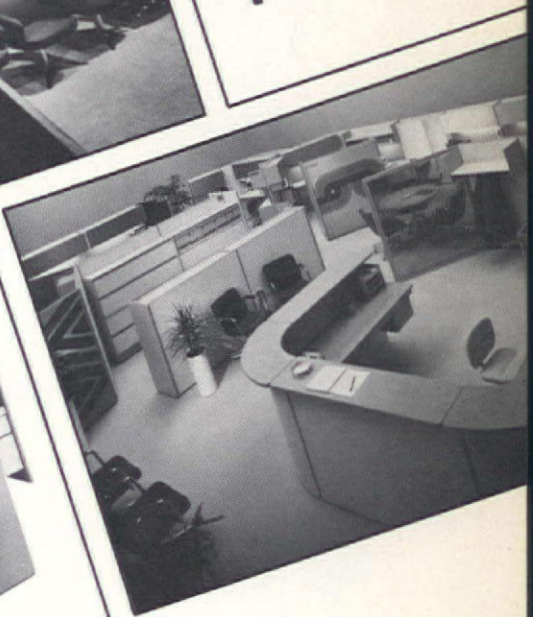

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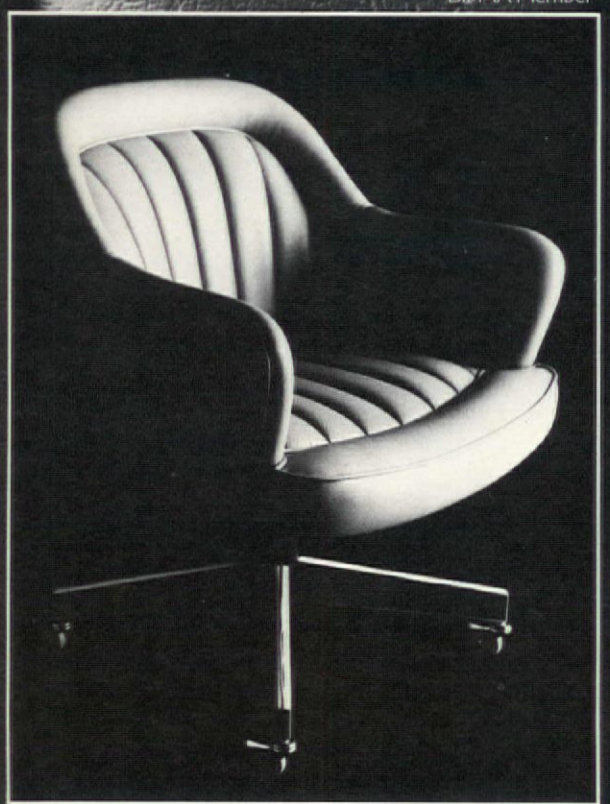

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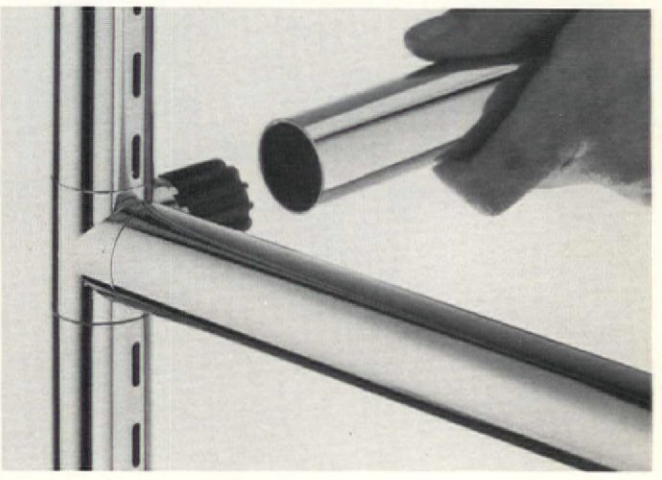

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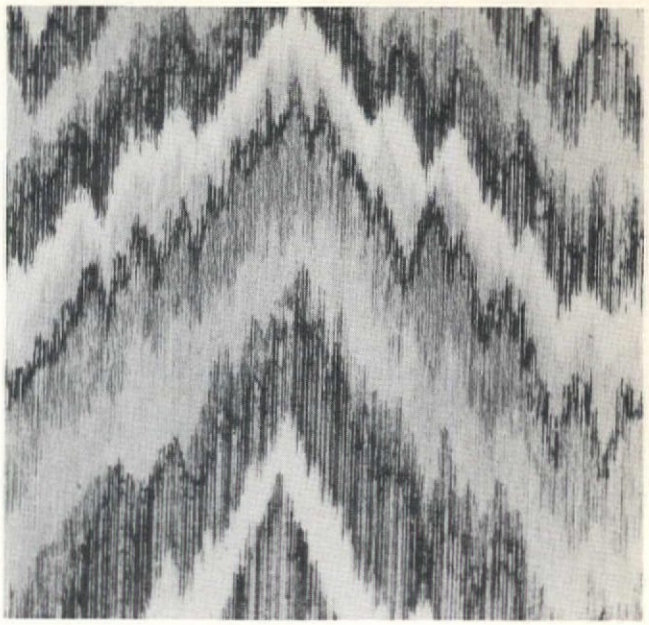

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Balkan Flame by Schumacher is part of a group of Belgium linen fabrics and screen printed warps laminated to a strippable paper. Wallcovering uses expandable dyes in printing technique that creates the appearance of a fine hand crewel embroidery.

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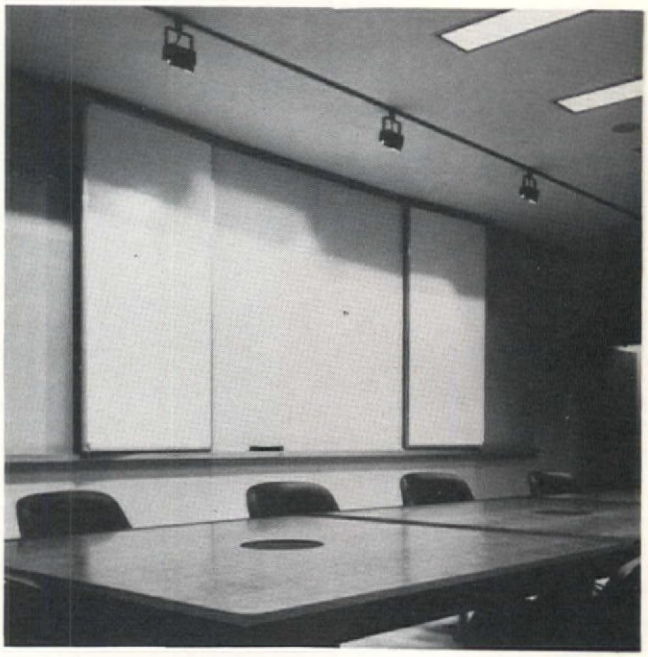

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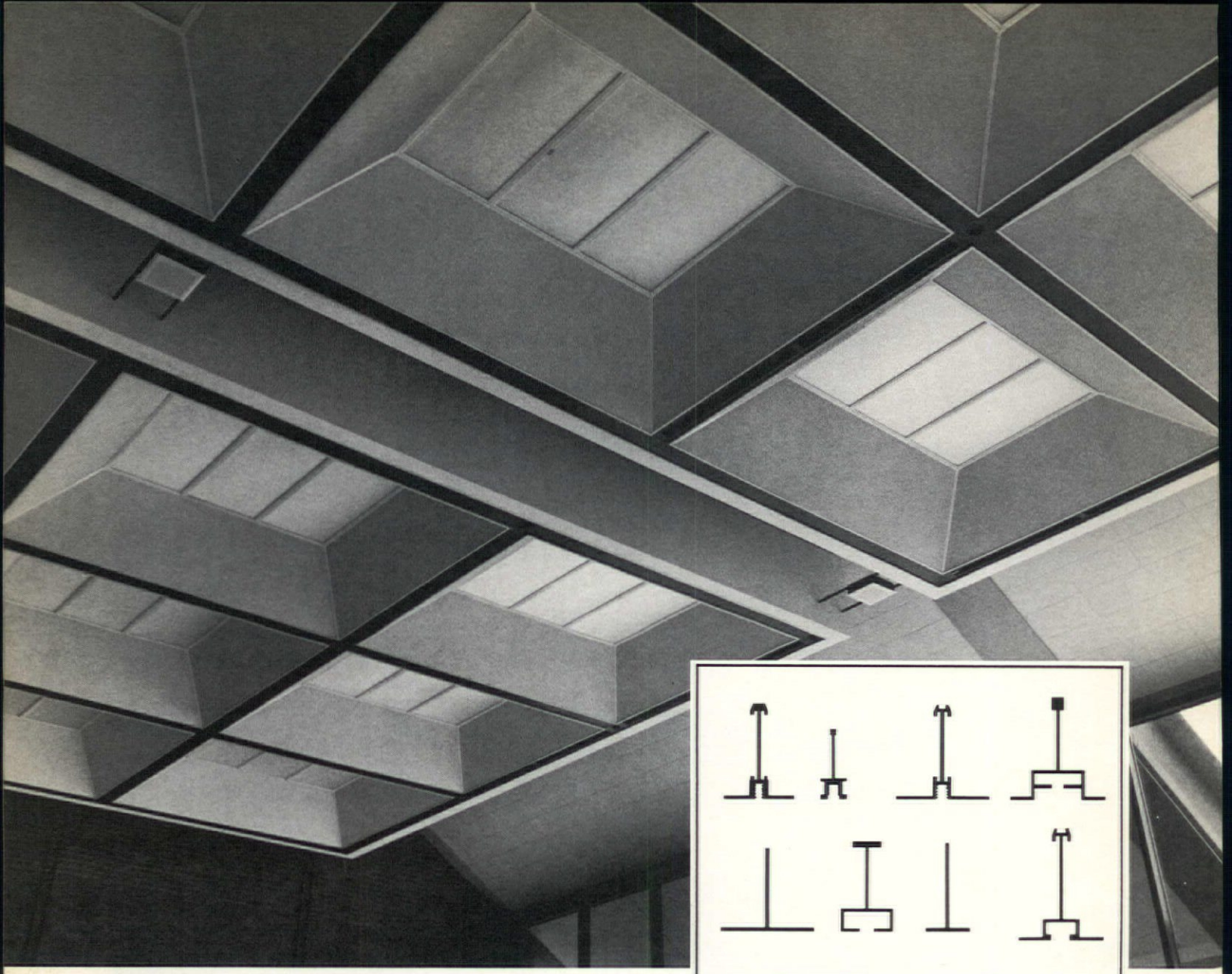

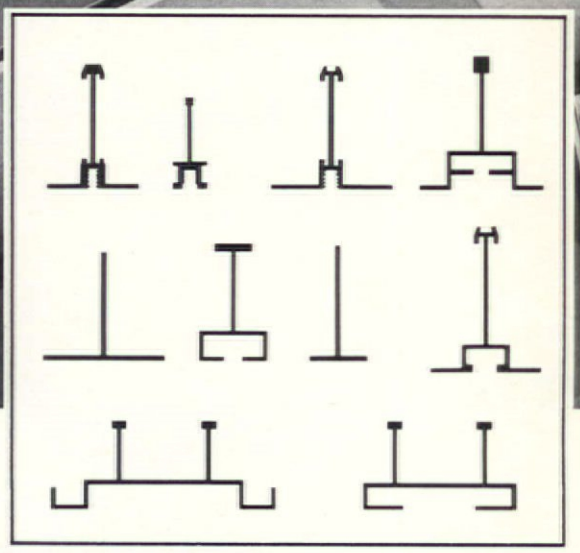

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PANELS HAVE NATURAL LOOK

Man-made stone panels from Masonite Corp. can be installed right over the old walls. The Marlite-brand panels are made from 60 percent crushed stone and reinforced with fiberglass. Available in white, gray, and buff tones, they reportedly require little maintenance.

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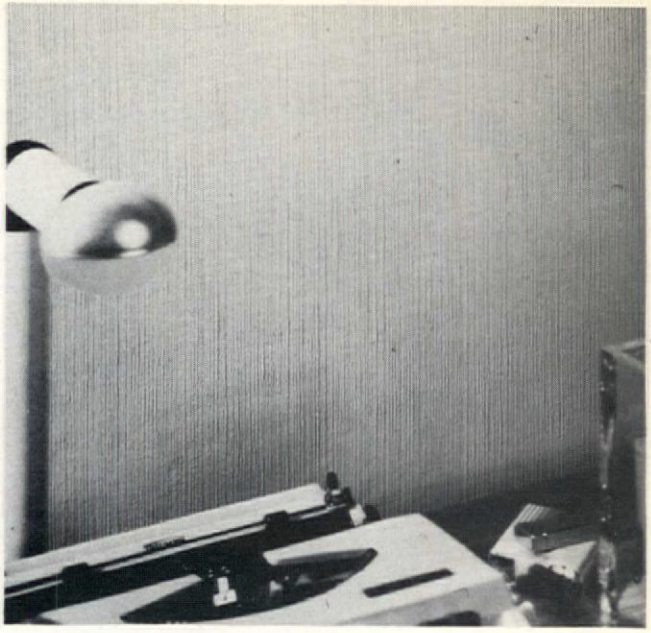

VINYL WALLCOVERING IN UNUSUAL PATTERNS

A vertical-striated pattern is featured in Durawall's Suwide collection of vinyl wallcoverings. Twenty-three other patterns in 143 colorways are also offered. All reportedly meet federal specifications.

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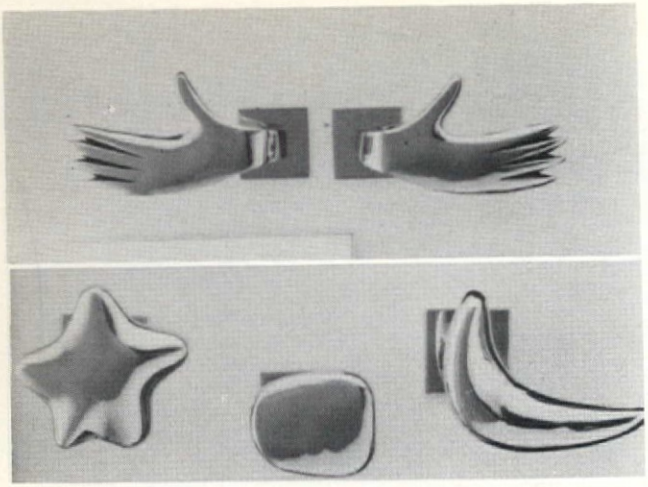

DECORATIVE KNOBS, PULLS ARE SOLID BRONZE

Architectural knobs, pulls, and levers are made of solid bronze in nickel and bronze, either polished or brushed. There are also solid bronze-plated silver and gold finishes, and all are protected by a tough baked-on resinous epoxy. A recent Roscoe Award winner, the collection can be used indoors or out. The sand-casted and hand-finished lines are manufactured in France by D'Art du Bronze, established in Alsace more than 150 years ago, and are represented exclusively in the U.S. by Barbizon Appointments Ltd.

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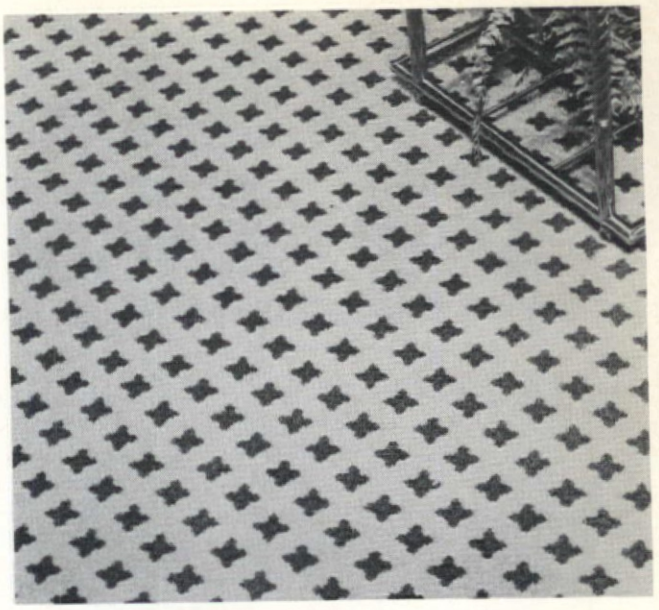

GEO-TRENDS PATTERNS ARE COLOR COORDINATED

Geo-Trends collection of contemporary geometric patterns by Trend Carpet includes French Knot. Antron II and Antron III nylon fibers provide wearability, including permanent anti-static properties. The collection is color coordinated so that several patterns can be installed side-by-side to form borders or define areas.

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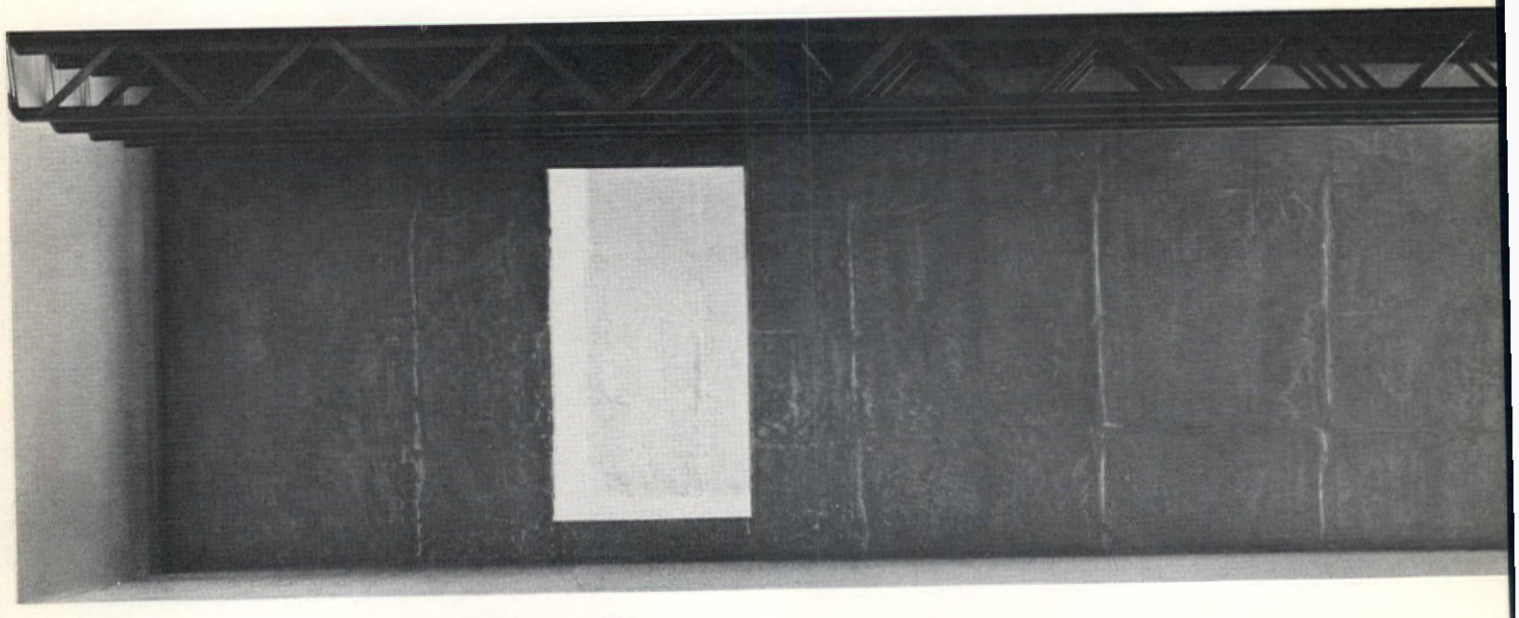
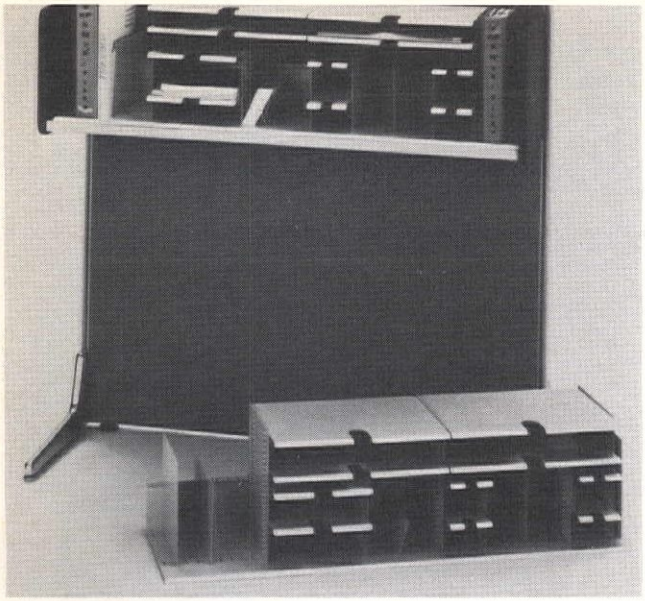


TRSC™ turns spaces



SHELF SYSTEM FOR CABINETS CAN BE REARRANGED

A system to divide interior cabinet space by Kwik File expands from 13 inches to any desired length. Slots in the base every inch accommodate metal shelf supports and horizontal shelf provides 11 different widths. Arrangement may be changed without screws, bolts, or special tools.

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SYSTEM MASKS SOUND IN OFFICES

Control Electronics has added a junction box model to its series of Scamp sound masking devices for open offices. Scamp Model G105 systems are designed for use in locales where regulations require junction-boxes with conduit wiring. Systems emit a non-discernible sound that masks distracting office sounds.

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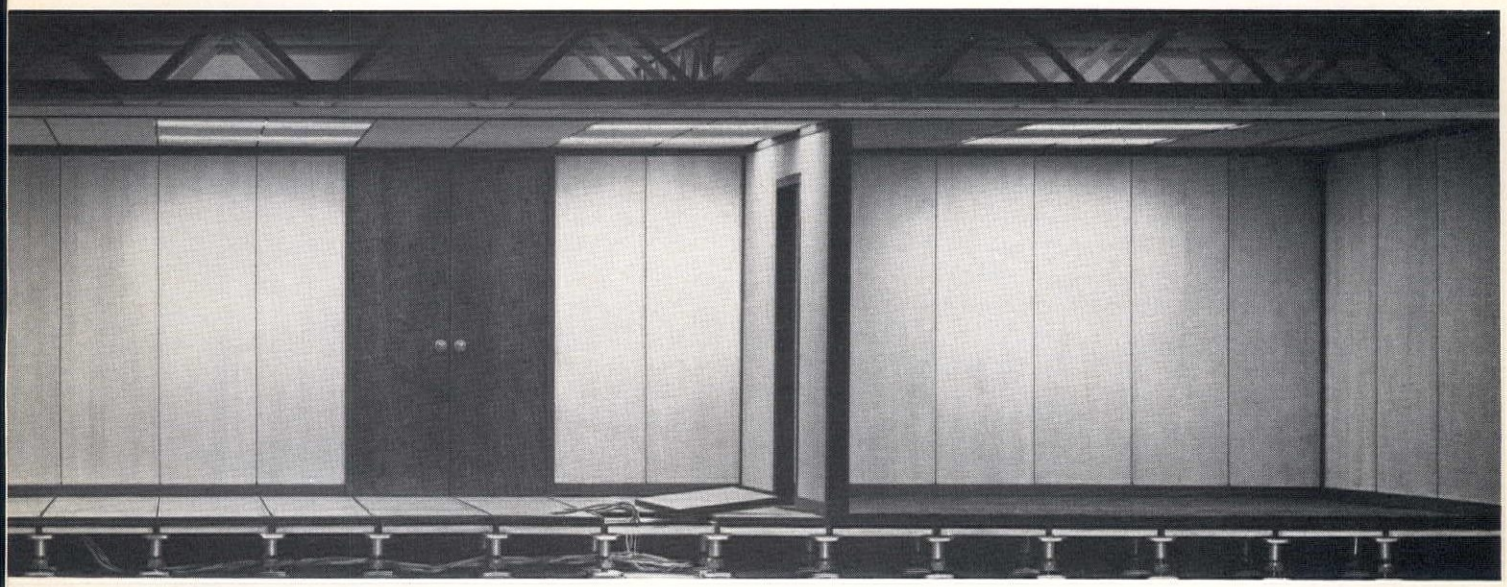

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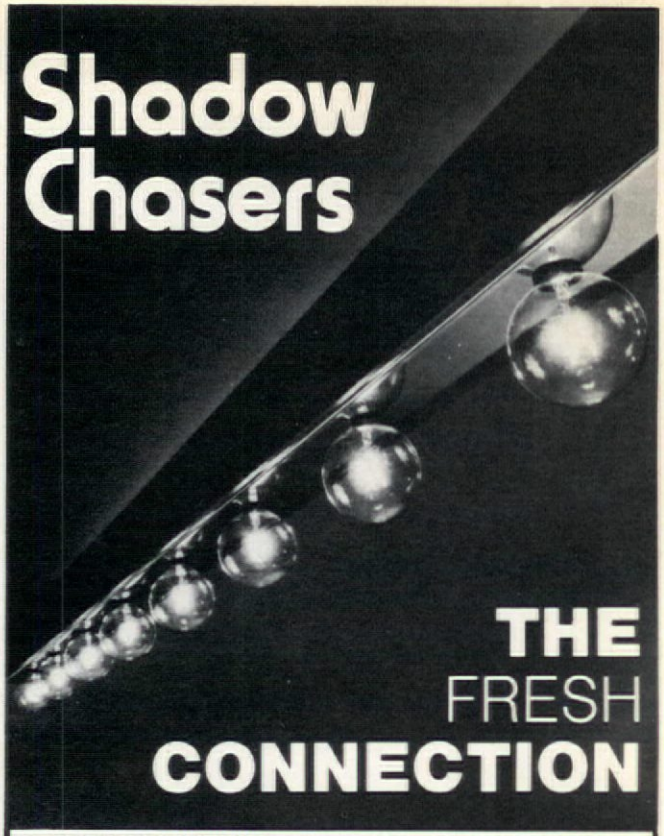

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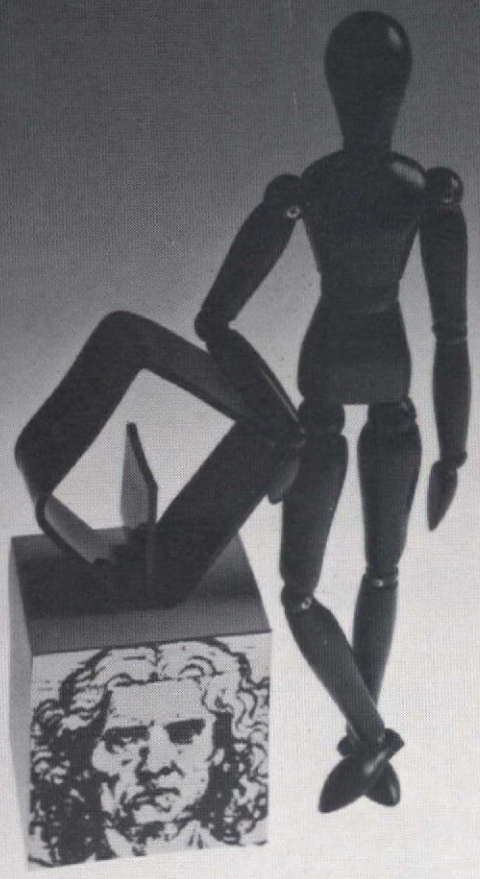
condes VI

Dallas Contract/Design Show
January 17-19, 1979
Dallas Market Center



Designs for the ultimate application of contract furnishings in commercial and residential interiors, including contract lighting and carpet.

Condes VI is another in a series of innovative shows introducing new designs in the contract field. An exciting program of special events brings the very latest in marketing concepts to contract buyers, specifiers, architects and interior designers.

See the newest designs in contract furnishings on the sixth floor of the World Trade Center and in other fine showrooms in the Trade Mart, Homefurnishings Mart and the Decorative Center.

For further information contact Paul Lentz, Vice President. For hotel reservations, call toll-free 1-800-492-6618 (Texas) or 1-800-527-2730 (other states).

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Rates a plus on both color and comfort.

Now you can have SurfLine's durable, welded stainless steel frames enveloped in a soft satin white sheath of fused polyester powder in SurfLine Plus. It's a definite "plus" for you who prefer chip-resistant frame color. And another "plus" for cool comfort under the hot sun. SurfLine is ranked number one by major motels for low cost in the long run. Consider its frame color as another "plus" improvement in America's most unimprovable commercial casuals. Write for color catalog and pricing information.

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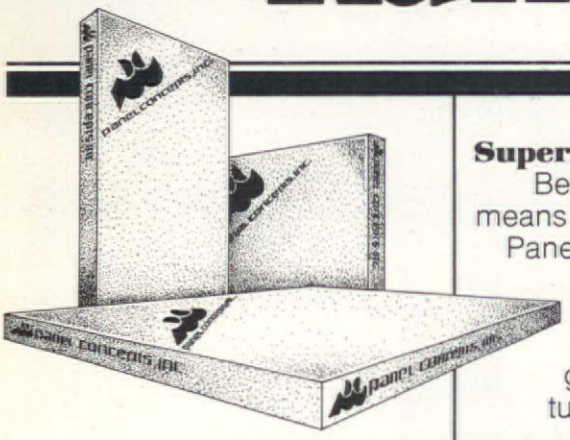
Turnaround vs. Runaround



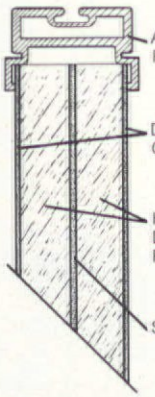
50% Faster Delivery

When it comes to delivery of our customized environmental office systems, Panel Concepts will never give you the runaround. Our average turnaround time is 50% faster than the industry. In fact, we'll usually deliver your order within six weeks.

We're panel specialists – exclusively. We don't make chairs, desks or files. Just panels. That means we carry large inventories, allowing us to concentrate our efforts on producing our products quickly, so we can pass along the benefits of speedy delivery to you.

Superior Construction

Being specialists also means that all three lines of Panel Concepts' customized systems are of the highest quality. From fire-retardant fiberglass cores to a virtually limitless selection of tackable coverings, all our panels are designed for maximum acoustical efficiency, superior stability and durability.



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In addition to top quality and faster delivery, our expertise allows us to offer special services, like our super-fast Turnaround 5 program. With Turnaround 5, you place an order for up to twenty-five panels in two of our popular styles, and we'll ship within five working days.

Whether you choose our regular speedy delivery program or take advantage of our Turnaround 5 program, Panel Concepts will give your order the fastest delivery possible. So you won't have to give your customers the runaround.

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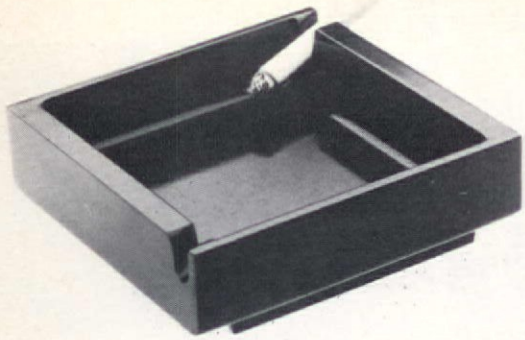

ASHTRAY HAS INNOVATIVE CONSTRUCTION

A new ashtray by Rubbermaid features an angled cigarette holder which directs ashes into the center of the tray. Available in orange, dark brown, sand, and black, it cleans and stacks easily for compact storing.

Circle 328 on reader service card

PATTERNS 'CUSTOMIZE' OPEN PLAN MODULES

A color system for Haworth's UniGroup office interiors system includes a range of solid color fabrics and silk screen patterned fabrics for use on open plan modular panels. Graphics include geometric and nature designs that can be adapted to several sizes. Solids and patterns are coordinated with three plastic laminate trim finishes.

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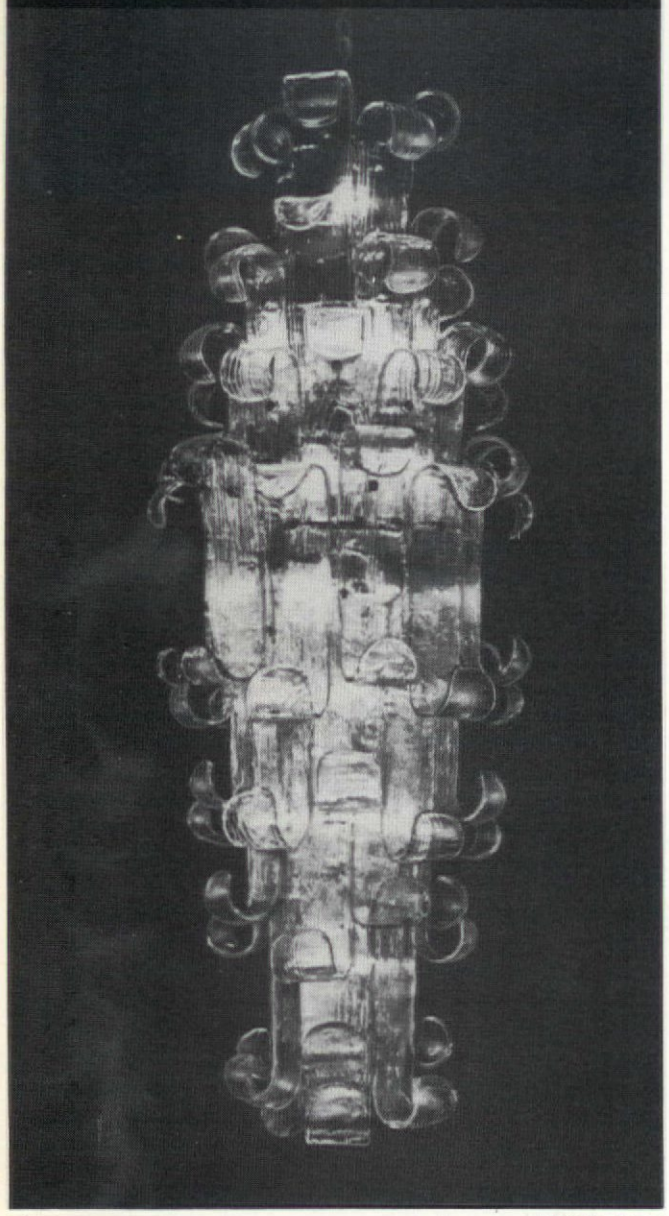

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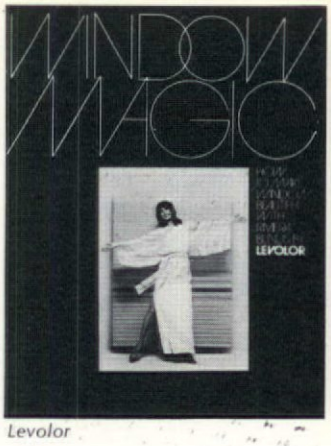

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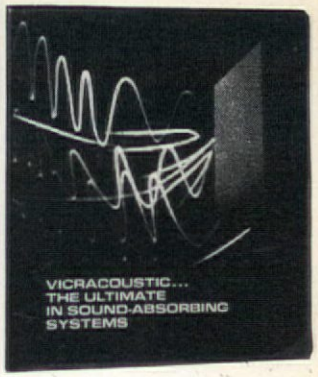

Vicracoustic

Window blind applications are illustrated in 24-page color brochure from Levolor Lorentzen. Advice is given on measuring, installing, painting, removing, and cleaning blinds.
Circle 330 on reader service card

Anti-stat carpet fiber is the subject of a 12-page booklet from Du Pont. Causes and control of static electricity in carpets are fully explained in text, charts and illustrations.
Circle 331 on reader service card

Vicracoustic sound-absorbing wall systems from L.E. Carpenter & Co. are described in its new catalog. Individual sections contain information on specific parts of the product line, including specifications and installation procedures.
Circle 332 on reader service card

Acrovyn wall protection system is illustrated in colorful brochures from the DecoGard division of Construction Specialties. Handrails, corner guards, wall coverings, and other items suitable for use in hospitals, restaurants, and schools are detailed.
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Adjustable highback patient chairs are described in brochure from Rudd Health-Care. Chair provides proper anatomical support in 12 positive-lock positions, adjustable while the patient is seated.
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Preserved and artificial trees, plants, and arrangements are illustrated in 128-page color catalog from Pouliot Designs.
Circle 335 on reader service card

Eighteen contract carpet grades are described in 24-page booklet from Mohawk Carpet. Fully detailed specification chart lists weight, flammability, acoustical ratings, and other facts on each grade.
Circle 336 on reader service card

Carpet for children's playroom, schools, or office waiting areas is illustrated in brochure from Jorges Carpet Mills. Checkers, Parchesi, Tic-Tac-Toe, and other game boards are woven into the design of the carpet, and all game equipment is included in an accompanying kit.
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Desk accessories, planters, file trays and umbrella stands are described in colorful catalog from Peter Pepper Products. Specifications are included.
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ADVERTISING DIRECTORY

ADVERTISER	PAGE
ASF Sales	119
Allied Chemical Corp.	116-117
All-Steel, Inc.	104
Alma Desk Co.	10
American Seating	8
Artafax Systems, Ltd.	4
Architectural Pottery	108
Belgian Linen Association	9
Berkey K&L	11
Bigelow Sanford Co.	48-53
Biltrite Furniture Mgr., Inc.	Inside Back Cover
A. Blank, Inc.	125
Blockhouse	145
CCI Concept	143
Challenger Lighting Co., Inc.	108
Chromcraft Corp.	16
Cohama Specifier Contract Fabrics	27
Collier-Keyworth	98
Collins & Aikman	31, 96-97
Congoleum Corp.	102
Contract/Directory	30
Contract/Lead Service	120
Control Electronics Co., Inc.	42
Coral of Chicago	143
Croydon Furniture Systems, Inc.	40-41
Dallas Market Center	139
Decorative Arts Center	133
duCor, Inc.	140
DuPont/Elastomers	105
Empire State Chair	141
Est Co., Inc.	38
Flametard/Charterhouse	25
Forms & Surfaces	5
Gold Medal, Inc.	32
Gregson Furniture Industries	126
Hamilton Adams	33
Hardwood House	Back Cover
Harter Corp.	95
Haworth, Inc.	Inside Front Cover
Helikon Furniture Co., Inc.	13
Heuga USA, Inc.	111
Howe Folding Furniture	39
Howmet Aluminum Corp.	130
Interiors International Ltd.	14
International Terra Cotta	26

ADVERTISER	PAGE
Intrex/Habitat	46-47
Kenmore Carpet Corp.	6
Kiesling Hess Finishing Co.	118
Kimball Office Furniture	135
Knoll International	112-113
Kravet Fabrics	17
Krueger	20-21, 129
Kwik-File	24
Laverne	138
Lawrence Metal Products, Inc.	126
La-Z-Boy	2
Lee-Jofa	131
Levolor Lorentzen, Inc.	100-101
Lighting Associates	35
Maharam Fabrics	19
Mannington Mills	123
Moebal/Mira X	109
Molla, Inc.	128
Neo-Ray	138
OHline	138
Owens Corning Fiberglas Fibers	115
Owens Corning Fiberglas/Sound Screen	115
Panel Concepts Inc.	142
Patcraft Carpet	103
Pleion	94
Pouliot Design Corp.	132
Rose Mfg.	99
Rosemont Office Systems, Inc.	23
Rudd International Corp.	55
Society of CPCU	134
Steelcase, Inc.	28-29
Swan Brass Beds	34
Thonet	7
3M Scotchgard	36-37
Tri-Guards	54
Unicube, Inc.	126
UniRoyal Fabrics	106-107
Unistrut/GTE Sylvania	136-137
Albert Van Luit	127
Van San Corp.	108
VeArt	144
Vogel-Peterson Co.	12
Wall Tube & Metal Products, Co.	140
Wellco Carpet	1
Westnofa, USA	138