

# Contract

A Gralla Publication

December 1978

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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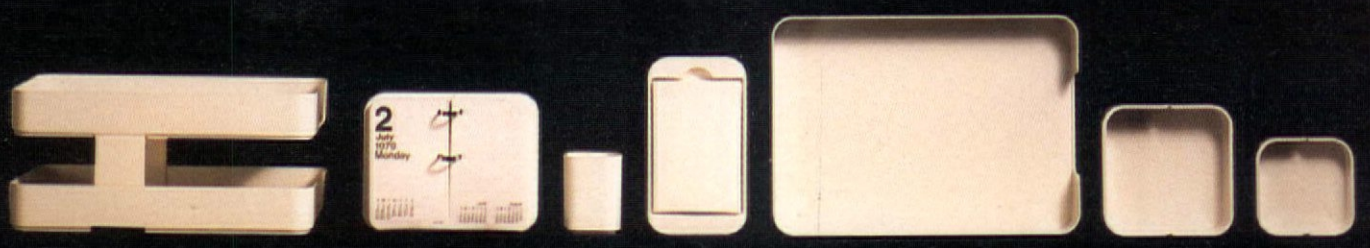


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Vol. 20 No. 12

DECEMBER 1978

# Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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# Contract

**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.

**February:** Health care installations portraying some of the latest hospital design philosophies and the products that go into them are laid out for CONTRACT readers in this Executive Buyer Edition going to an extra 5,000 health care administrators. Fire-retardant fabrics and codes for hospitals also will be covered, in addition to previews of two key industry shows: Westweek at the Pacific Design Center, Los Angeles, March 25-31, 1979, and the American Association of School Administrators Show, New Orleans, February 15 to 18. Also, NEOCON 11 Countdown.

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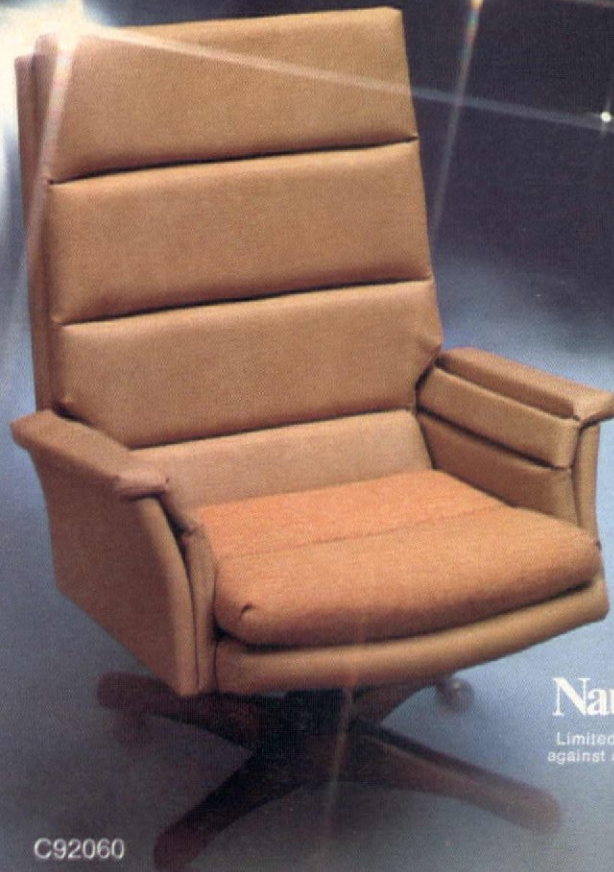
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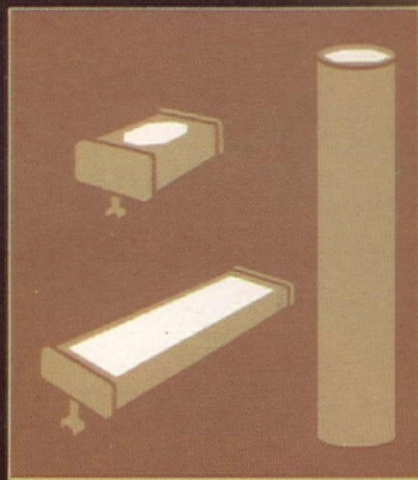
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10"	1.80	2.70	27"	3.50	4.40	44"	5.20	6.10	61"	6.90	7.80
11"	1.90	2.80	28"	3.60	4.50	45"	5.30	6.20	62"	7.00	7.90
12"	2.00	2.90	29"	3.70	4.60	46"	5.40	6.30	63"	7.10	8.00
13"	2.10	3.00	30"	3.80	4.70	47"	5.50	6.40	64"	7.20	8.10
14"	2.20	3.10	31"	3.90	4.80	48"	5.60	6.50	65"	7.30	8.20
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16"	2.40	3.30	33"	4.10	5.00	50"	5.80	6.70	67"	7.50	8.40
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19"	2.70	3.60	36"	4.40	5.30	53"	6.10	7.00	70"	7.80	8.70
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# CONTRACT WORLD

## Designer's Saturday party nets Metropolitan Museum \$30,000

**New York** — Three thousand of more than 6,000 space designers, architects, and specifiers participating in Designer's Saturday donated about \$30,000 to the Metropolitan Museum of Art in an event that climaxed the most successful Designer's Saturday yet.

Twenty-nine member showrooms reported in excess of 6,000 visiting designers, who came from all over the United States and Europe.

The traditional gala this year was held in the Great Hall of the Metropolitan Museum of Art, which opened its Egyptian galleries and the Temple of Dendur exhibit for the cocktail reception.

An annual scholarship award of \$3,000 was presented to Robert Gutman, Dean of the School of Art & Design at the Fashion Institute of Technology, by Designer's Saturday, Inc., Executive Committee at Met reception. The scholarship went to three Fashion Institute students: Marcy Barron, first place, \$1,500; Chantal Paret, second place, \$1,000; and Jane Ornellas, third, \$500.

Next year's event is planned for October 5-6, 1979.



**A**—Leonard Eisen, President Designer's Saturday (l.) presents check for \$30,000 to Robert Gutman, Dean of the School of Art & Design at the Fashion Institute of Technology. Looking on (l. to r.) are Jane Ornellas, Judson Spencer, Chantal Paret, Marcy Barron, Irving Rosen, Joan Bургasser, and Steven Brickel, Executive Committee Members of Designer's Saturday.

**B,C**—Temple of Dendur Exhibit and Great Hall at Metropolitan Museum of Art was scene of reception.

**D**—Heidi Turner of Turner Ltd. talks it over with Richard Babcock (r.) of Henningson, Durham & Richardson, Omaha, and unidentified designer.

**E**—John Riederer, Vice President Sales for Thonet (l.) shown with John Helms of Houston, Texas.

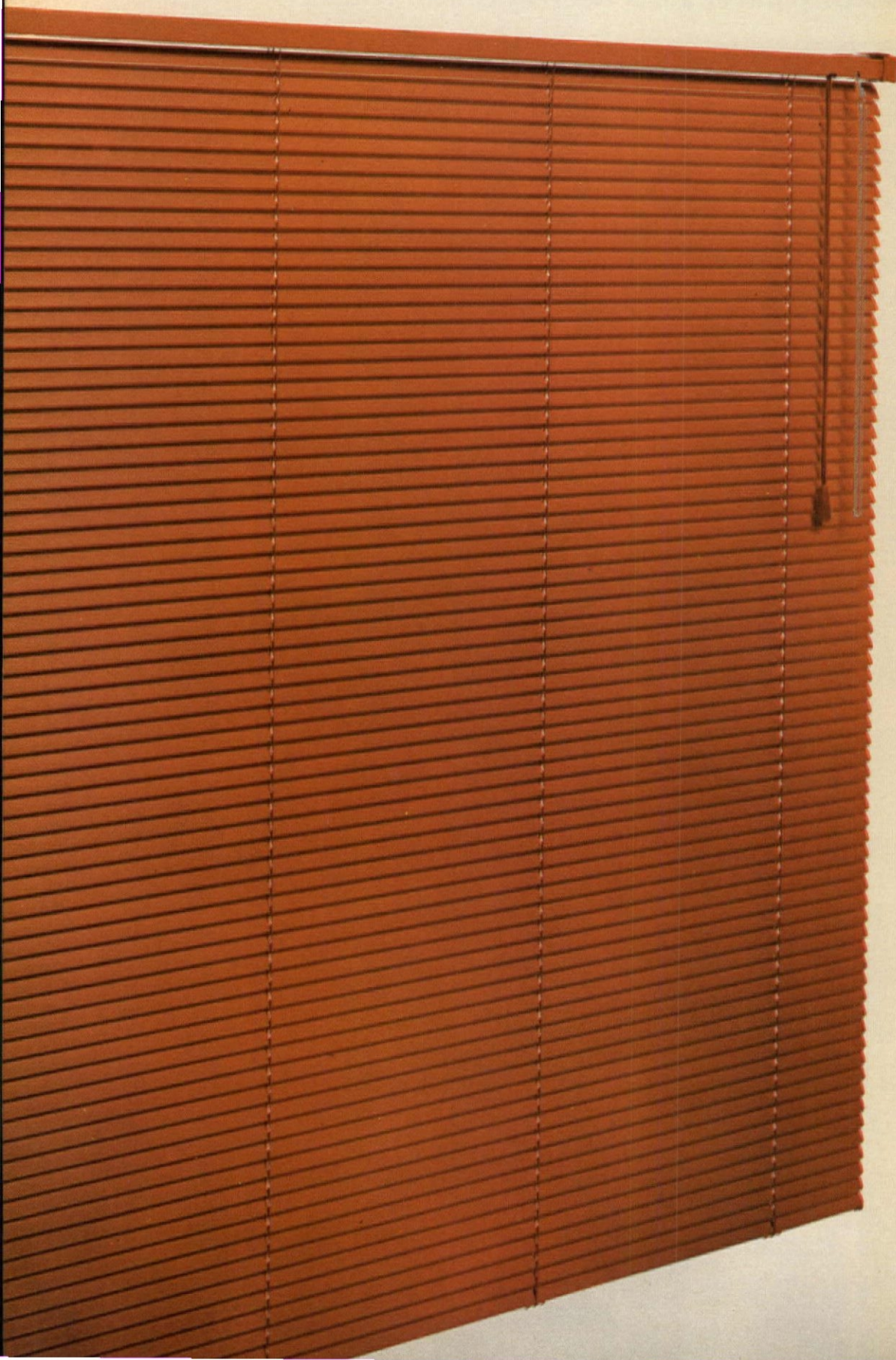
**F**—Furniture designers and wives are (l. to r.) Bernie Katzanek and wife, Rita, and Bob Aronowitz and wife Marsha.

**G**—Designers try it out at Herman Miller.

**H**—Perle Goodwin of Etchings International (l.) is shown with Jeanne Bouchette of Steelcase in Steelcase Showrooms.

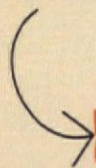
**I**—Dean of Designer's Saturday, Fred Seeman demonstrates line.

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**Canadian Canexus first-time event proves highly successful**

**Toronto** — The Canadian Canexus proved a huge success for a first-time venture, according to reactions by manufacturer hosts and designers who attended the event fashioned after New York's Designer's Saturday.

About 800 designers from Canada and the U.S., nearly double the anticipated attendance, registered for the two-day event, held September 29-30. Because of distances involved, designers traveled by groups in 12 buses. Bus routes were so planned that all 16 furniture showrooms of the member firms were covered. Each showroom hosted four groups each morning and four each afternoon, each group staying about a half hour.

Some manufacturers took advantage of groups arriving en masse and conducted informal presentations of their lines. And to the delight of many designers, some factory showrooms took them behind the scenes into the factory itself.

Designers, who were regaled at Canexus-sponsored breakfasts and luncheons, found that the sometime

standing-room-only buses offered them the chance to meet and exchange ideas with other designers. Canexus ended with a gala reception at the Art Gallery of Ontario.

Plans are now being formulated for next year. Among possible changes that will be considered: addition of two new members; longer times at showrooms; bus groups planned so that designers can be more selective as to showrooms visited; ending the day earlier (3:30 perhaps, instead of 5:00); an in-depth seminar on Canexus eve.

There is also a possibility that Canexus will be held in Montreal either in 1979 or 1980.



*Some Canexus buses had standing room only as they toured the 16-member furniture showrooms. Informal presentations and factory tours were among highlights of the two-day event in Toronto.*



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**Dallas Market Center sets programs for 1979 CONDES VI**

**Dallas** — The Dallas Market Center's annual Contract/Design show, CONDES VI, will be held Wednesday, January 17 through Friday, January 19, 1979, in the World Trade Club of the Dallas World Trade Center. The show will feature designs for the application of contract furnishings in commercial interiors, including lighting and carpet.

Each year, the Contract/Design Show is held in conjunction with the Dallas Winter Homefurnishing Market, scheduled for January 14-19.

Paul Lentz, vice president of the Dallas Market Center and CONDES VI coordinator, will moderate the three-day event, open to interior designers, specifiers, contract furnishings buyers, architects, students, and professionals in the contract design field. All programs are free of charge.

Richard J. Marquard, vice president of Specified Products, Inc. will speak on ambient lighting, a seminar that will explore the mechanics, economics, and other aspects of contract ambient lighting.

How health and safety legislation affect design will be the program presented by Norman DeHaan of Norman DeHaan Associates. He will focus on current information for flammability and barrier-free design in relation to government legislation.

Another program will be coordinated by the contract committee of the Carpet & Rug Institute. Trisha Wilson of Trisha Wilson & Associates will speak on the art and interior design at the Anatole Hotel, a new 1,000-room luxury hotel across from the Dallas Market Center.

The Institute of Business Designers (IBD) will host an annual dinner/dance on Wednesday, January 17, at the Hyatt Regency Hotel. For ticket information, call the Dallas Chapter of IBD at (214) 742-5941.

In addition to the programs, contract furnishings are concentrated in permanent showrooms on the sixth floor of the World Trade Center. More contract furnishings are located in the Trade Mart, Homefurnishings Mart, and Decorative Center.

For additional information, call the Dallas Market Center, toll-free: 1-800/527-2730.

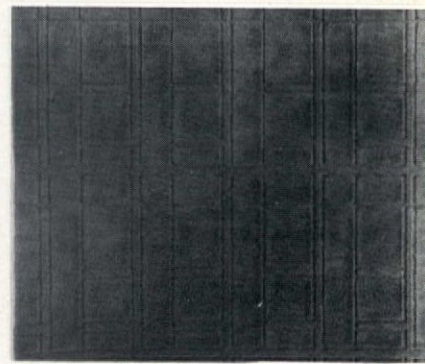
**33 showrooms hosted visitors at CONNY market**

**New York** — Thirty-three carpet showrooms were open October 5 and 6 for New York's contract floor coverings exposition, CONNY. Included among eleven newcomers were Evans & Black (Armstrong Commercial Carpet), Bigelow-Sanford, Galaxy Carpet Mills, Kane Carpet, Leonardo Carpet, Wunda Weve, Horizon, Lees, GFI, and Charisma. Allied Chemical, though not a tenant, participated as an industry source.

Seminar subjects included: flammability, fibers and specifications, maintenance, installation, and color and lighting.

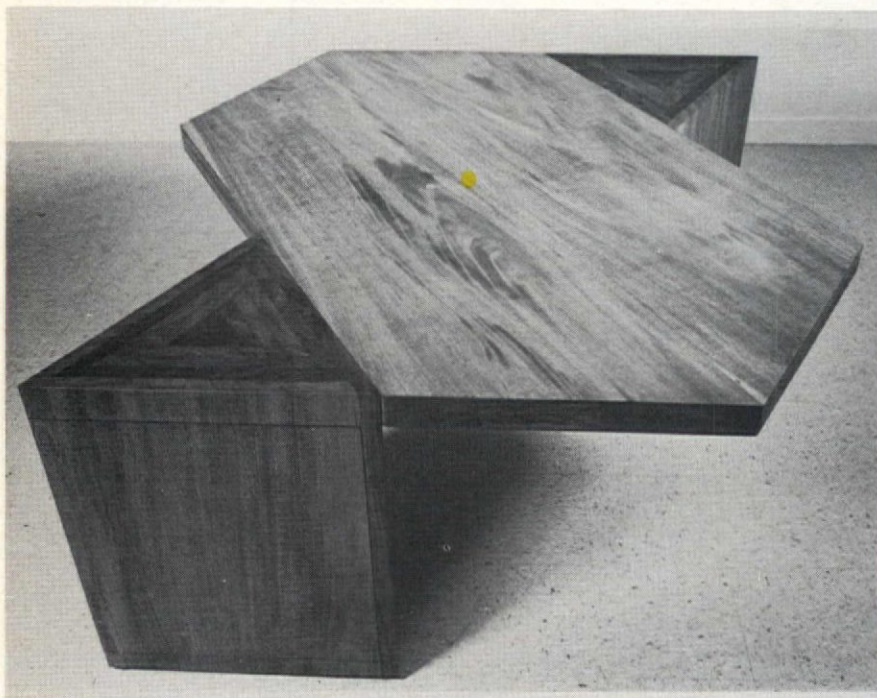
**Frank Lloyd Wright rug designs featured in art gallery**

**New York** — Two rugs designed for Karastan Rug Mills in 1955 by Frank Lloyd Wright are featured in an exhibition of decorative objects and designs



Frank Lloyd Wright designed rug is part of traveling exhibition.

**John Bryan wins best-in-show at design competition**



**St. Louis** — John Bryan won best-in-show at the Student Design Competition sponsored by the National Association of Furniture Manufacturers during the International Woodworking Machine & Supply Fair. Bryan represented the University of New Hampshire with his winning entry, a table/desk.

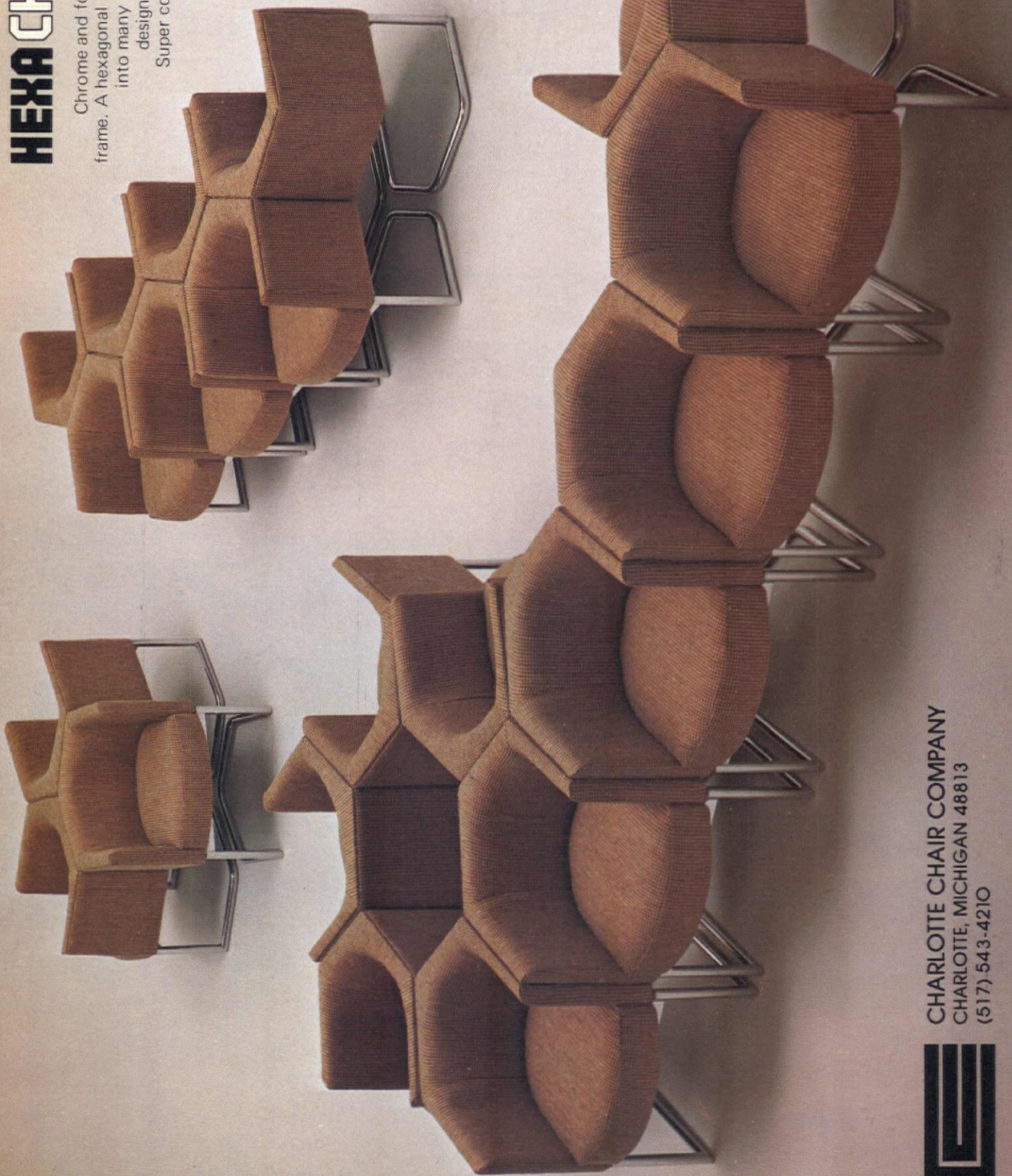
by the architect at New York University's Grey Art Gallery.

Part of a special Taliesin Collection of furniture, fabrics, wallcoverings designed by Wright in the mid-fifties, the rugs are composed of geometric patterns carved into thick wool plush fabrics. They were specially re-created for this exhibit by Karastan from the original pattern templates.

The exhibition, co-sponsored by the Grey Art Gallery and the Smithsonian Institution's Renwick Gallery, will move to the University of Chicago's David & Alfred Smart Gallery on January 10. It will later open at the High Museum in Atlanta.

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**Competitions:  
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is design project**

• A four story, walkup brick building in mid-town Manhattan currently being used by the Project Return Foundation, Inc. as a drug rehabilitation facility, has been selected as the design project for InterRoyal Corporation's 17th Annual Student Design Competition. The project was chosen to give the student both a challenge and an opportunity to create an environment for a real life situation. InterRoyal, manufacturer of health, office, educational and industrial furniture, conducts the student competition each year for matriculating students of any recognized school of architecture, interior design, or industrial design. A total of five awards are made, and top prize is \$1,000.00. Deadline is in late spring, 1979. For further information: (212) 686-3500.

Deadlines for previously announced competitions:

• February 28, 1979. Lumen Award Program. Co-sponsored by the New

York Section Illuminating Engineering Society and the International Association of Lighting Designers. Submit entries to: Awards Presentation Committee, c/o Susan Podufaly, Poor Swanke Hayden & Connell, 400 Park Ave., New York, NY 10022.

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

• 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.

**Expansions:  
3M Company adds to  
Scotchgard labs**

3M Company, Commercial Chemicals Division has expanded its Scotchgard Protector national technical services and laboratory facilities to meet mounting demand from carpet and

fabric mills. The enlarged facility, located in Chattanooga, Tenn., is more than three times the size of the previously occupied space . . . . **Brite Metal Industries, Inc.**, Brooklyn, has added 50,000 square feet of manufacturing area to the firm.

**New logo  
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NEOCON XI**

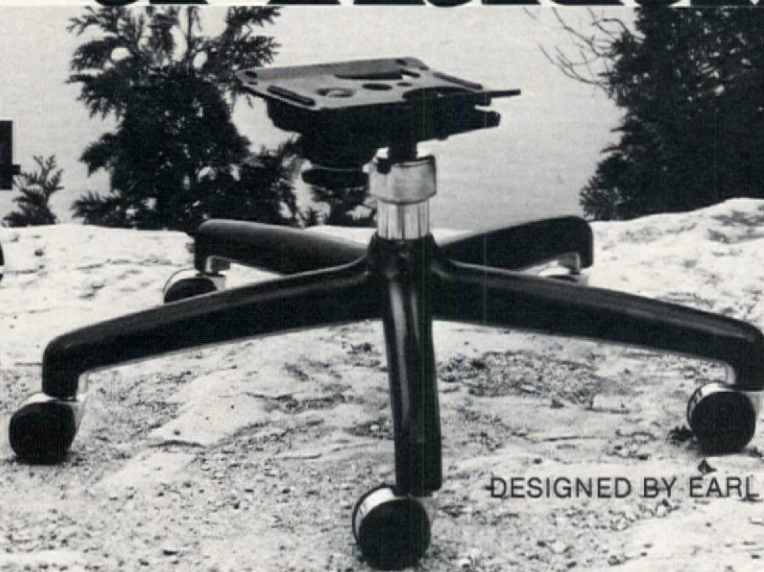


THE MERCHANDISE MART/CHICAGO  
JUNE 13, 14, 15, 1979

Chicago — NEOCON XI, to be held in Chicago June 13, 14, 15, 1979, again promises to be the major single event of the contract industry. Its new logo was designed by Garfield Linn & Company.

# it's a natural

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EST COMPANY, BOX 25F, GRAFTON, WI 53024 (414) 377-3270. A DIVISION OF LEGGETT & PLATT, INC.

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# WE MAKE DESIGNER II FOR EVERY KIND OF ORGANIZATION.

**RUBBERMAID COMBINES BEAUTY WITH EFFICIENCY.**

No matter what the business operation may be, Rubbermaid's Designer II is just right for every desk. Recently cited by *Industrial Design* magazine "For Excellence of Design," this superb collection helps make organization of any desk a simple task. Each individual piece has a rich, heavy feel—plus strong, seamless Rubbermaid construction for a look that will remain contemporary for years to come.

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

And it won't scratch desk surfaces either.

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

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

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

Circle No. 55 on reader service card



**Gulistan creates Prestigious  
Patterns...**



## with the enduring elegance of Anso-X<sup>®</sup> nylon

Jack Lenor Larson believes in pattern for both fashion and function. This world famous designer feels pattern can weave a magic all its own, transforming the drab into the dramatic. And he proves it, for Gulistan, with his new Cavalcade Collection, carrying the revolutionary concepts in his highly successful Systemic Collection one step further. Here, Intertwine is the coordinator, smoothly accomplishing the transition from bold, handsome "Parquet" to striking "Medallion." Maze is the third richly colored pattern and all three work off the ten stunning colors of more basic "Intertwine." A full range of coordinated solids complete the picture. The dense cut pile construction of these fabrics absorbs sound better than conventional level-loops so lush elegance can be added to any installation. Public areas, offices, corridors... all... can be treated with vitality and diversity with this new system of interior landscaping.

Fashion first, yes, but Gulistan's experts chose Anso-X permanently antistatic nylon yarns so they could build in function, as well. Anso-X nylon helped them get sharper, clearer colors. Anso-X is the ideal fiber for patterned carpet because of its superb dye receptivity. Further, Anso-X nylon's "reduced soiling" qualities combine with the soil hiding ability Gulistan designs right into the

pattern, to make colors stay brighter between cleanings. Once again Gulistan's professionals have come up with big news in commercial carpet.

It's not "news", however, that all commercial carpets made with Anso-X nylon are engineered for superior performance.

- Anso-X "reduced soiling" fibers for outstanding appearance retention.
- Permanent static control.
- Rigorous performance tests, including a 100,000 tread floor test for every cut pile style.
- The strongest wear and static guarantees in the industry; a lifetime anti-shock guarantee as well as free replacement if any portion of the carpet wears more than 10% in five years. That's the Allied Chemical Guaranteeth<sup>®</sup>... the guarantee with teeth.<sup>™</sup>

Is it any wonder that Anso-X tops the list with leading manufacturers of patterned carpet like Gulistan. For more reasons why it should be your choice... and to see the Cavalcade Collection in the flesh, write or call Allied Chemical Corporation, Fibers Division, 1411 Broadway, New York, 10018. (212) 391-5079. Ask for a Commercial Carpet Specialist.

ANSO-X means enduring elegance for

# Gulistan

by J.P. Stevens



**NFPA asked to approve revisions of National Electric Code**

**Grand Rapids** — The National Fire Protection Association, a non-profit organization that promotes fire prevention, has been asked to approve revisions and additions to the National Electrical Code which would further the national effort to conserve energy. If approved, the changes would

provide guidelines and regulations for open plan furniture systems to include electrical power for office appliances as well as integral task and ambient lighting. It would provide that this type of office furniture may include laboratory listed wiring systems using flexible cords or cables both within the furnishings and for connection to outlets that have been approved for the purpose.

According to Stephen D. Channer, executive director of the Business & In-

stitutional Furniture Manufacturer's Association (BIFMA), which proposed the revision, current industry estimates show that about 80 percent of all office furniture systems sold contain electrical power. Systems furniture, he says, will account for 40 percent of all the work stations and storage furniture sold this year. He points out that the demand is increasing at double the rate of all office furniture.

Main reason for the demand for systems furniture with power, Channer explains, is that task and ambient lighting provides better illumination for office workers, while wattage needed for lighting is reduced by half. Industry experts have found that standard office lighting requires four watts per square foot. Task and ambient lighting needs only two, and often less, watts per square foot. At ten cents per kilowatt hour, the savings in the nation's energy bill would be considerable.



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

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

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

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

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

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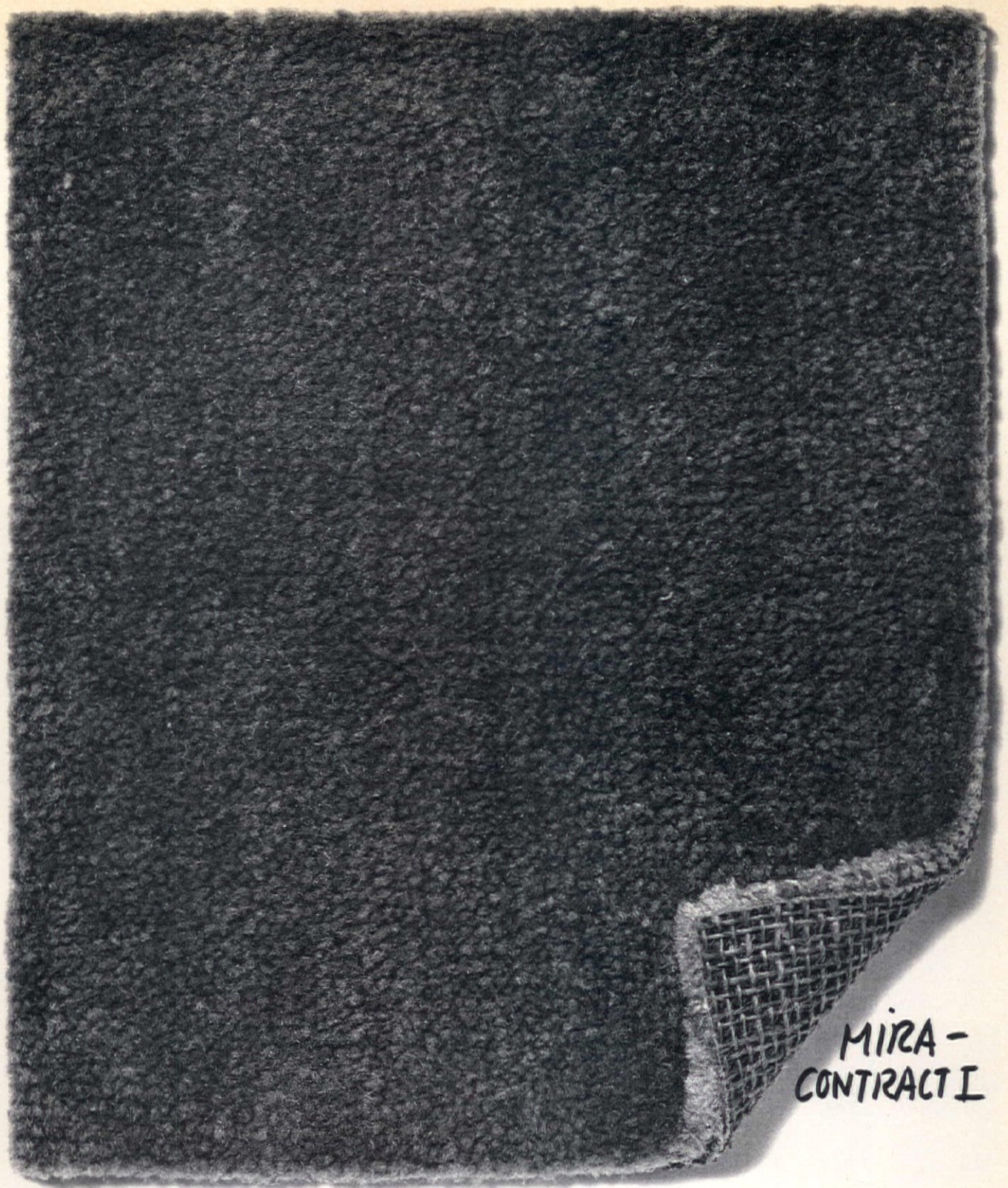
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Circle 14 on reader service card

**New assignments: Guy Norman Ltd. to redesign Environmental Agency**

**Guy Norman Ltd.**, Fort Lauderdale environmental and interior design firm, will redesign the promenade lobby, social area, and phase two of the personnel department for the Environmental Protection Agency in Triangle Park, N.C. ... Craig Leavitt and Stephen Weaver, the design team **One Twenty-Five** of Modesto, Calif., is designing the interior and exterior detailing of the Modesto Banking Company building ... **John A. Creasy**, Architect/Designer, Atlanta, has been retained by Sun Life Insurance Services, Inc. for the remodeling and interior design of its new Atlanta location ... Union Bank, located in Los Angeles' mid-Wilshire district, has awarded a contract in excess of \$10,000 to **Commercial Interior Services** of Los Angeles for the complete refurbishing of all upholstered furniture ... **Deco Purchasing Company, Inc.**, Maitland, Fla., has been retained for various refurbishing and design projects at the Fort Lauderdale 240-unit Sunrise Inn, A Rodeway Resort. ... **Ptolemy Designs, Inc.**, New York, has been signed to create the interiors of The Palm Beach Polo and Country Clubs major public building, Polo House, in West Palm Beach.





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CONTRACT I

**If you like it's structure...**

(...turn the page to know it's colors)



## This carpet program boasts 50 colors.

The MIRA-Contract I carpet program spans the spectrum of 50 solid colors. Based on a five-tone color series, the program explores grey areas in between the basic colors. Select from a range of brown/golds, greys, broken hues or pure spectrum colors. The cut-pile carpet of Antron III comes in 12-foot widths, is anti-static and ideal for heavy contract or residential use. MIRA-Contract I carpets are but one part of a larger MIRA-X program in which all textiles — carpets, upholstery fabrics and hand-screen prints — match or coordinate within the same 50-color spectrum.

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possibilities to help you completely control your design statements.

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**ASID conducts Sweepstakes to aid community programs**

**New York** — The American Society of Interior Designers is promoting a Certificate of Chance Sweepstakes to raise funds for ASID programs and Chapter community services. Premiere dividend is a Cadillac Seville; 41 other prizes will also be awarded.

In order to help at the Chapter level, ASID is conducting the program as a co-op venture. No contribution is required to enter, but each Chapter will receive 50 percent of all net proceeds based on the number of certificates contributed by that Chapter.

Among non-profit educational programs that will be aided are: Progressive Designs for the Handicapped; Design Students Scholarships; Historic Preservation of Interiors; Participation in Community Planning; Foundation for Interior Design Education Research; Barrier Free Design; Space Planning and Design Exhibits.

National Co-Chairpersons are Marion Gardiner, FASID, Anne

Keigher, ASID, Betty Ann Sherman, ASID. Dividends are payable by January 28, 1979. For further information: ASID Headquarters, 730 Fifth Ave., New York, NY 10019; 212/586-7111.

**NOPA aids dealers with government contract renewals**

**Washington D.C.** — National Office Product Association (NOPA) is stepping up efforts to maintain a role for office supply and furniture dealers in the government market, despite signs of growing pressure from within the General Services Administration to bar dealers from servicing that agency.

Following reports that several dealer members holding GSA contracts did not yet receive renewal notices on a number of major contracts, NOPA requested a meeting with Robert Graham, then commissioner of the Federal Supply Service. NOPA executive vice president Donald Haspel and government relations director Bruce McLellan, plus representatives from

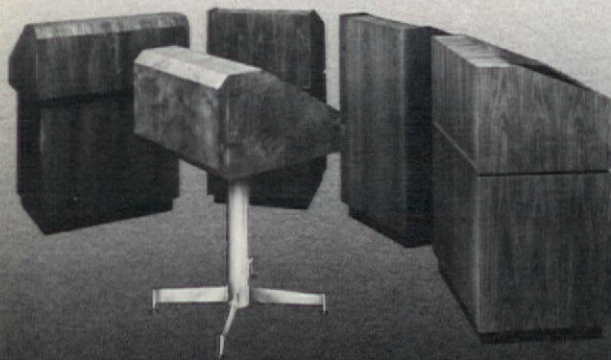
Washington area dealers involved in government sales, met with Graham, and following the meeting, dealers began receiving renewal notices.

At the same meeting, NOPA asked Graham for clarification on a draft policy memo on multiple award contracts seeking, in part, "to eliminate dealers from holding multiple award contracts if the original equipment manufacturer deals with any commercial user on a direct basis" and under conditions similar to those currently applying to multiple award contracts. According to NOPA consultant Mike Timbers, the memo specifies that "whenever an offer is received from a dealer, GSA will contact the manufacturer to determine whether they will sell direct."

When questioned on this draft policy, Graham, who has since resigned as FSS commissioner, said the entire multiple awards system is "under serious review."

NOPA executive vice president Donald Haspel feels that it is very important that the dealer distribution network in federal procurement be maintained.

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**"Behind a Risom/Burr, I can work all night."**



"I love evenings behind my Risom/Burr. It lets me... be me. Lets my personality swoop through. And the Risom/Burr never dominates or smothers me with overpowering design. For who wants to be buried behind a desk? Certainly not I."

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## **The Risom/Burr Desk Collection by Howe**

For details on the complete line, write:  
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Or call collect: (212) 826-0280  
Canada: Constellation Contract Furniture, Markham, Ontario

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

Carpet displayed on rotating space savers in redesigned showroom



**Chicago**—Space-saving units rotate to expose 21 carpet samples on either side at Karastan's redesigned Merchandise Mart showroom. Built into recessed spaces on three sides, each unit holds more samples than a pair of "waterfalls," in about a third of the space, say designers Bill and Erika Shank of Shank Studio, New York. All of Karastan's huge contract line (nearly 400 different items) are shown on the Spectra Color Units in 188 square feet of space. Each sample is on a removable horizontal bar. The center space, free of display, is a seating area for sales representatives and clients. When privacy is needed, the accordion doors can be drawn across, isolating the contract area. Variations of this scheme are also used in Karastan's New York and San Francisco showrooms.

Dallas Market Center starts massive expansion program

**Dallas** — The Dallas Market Center began construction in late June to more than double the size of its World Trade Center and add a half million square feet to its Apparel Mart.

A total of 1.7 million square feet on eight floors will be added to the existing seven floors of the World Trade Center. Project completion date is October of 1979. The Apparel Mart's expansion will add two more floors, and will be completed in July of 1979.

Due to the demand for space from current permanent exhibitors and manufacturers, the expansion project was accelerated ahead of the originally projected date of 1983. Approximately 70 percent of the new expanded areas in the World Trade Center and Apparel Mart are already leased.

Architects for the Apparel Mart are Pratt Box & Henderson, and Beran & Shelmire for the World Trade Center. Both firms are based in Dallas. Contractor for the entire expansion is Henry C. Beck Co., of Dallas.

Who can give even the smallest order all the attention it needs?

**Coral can.**

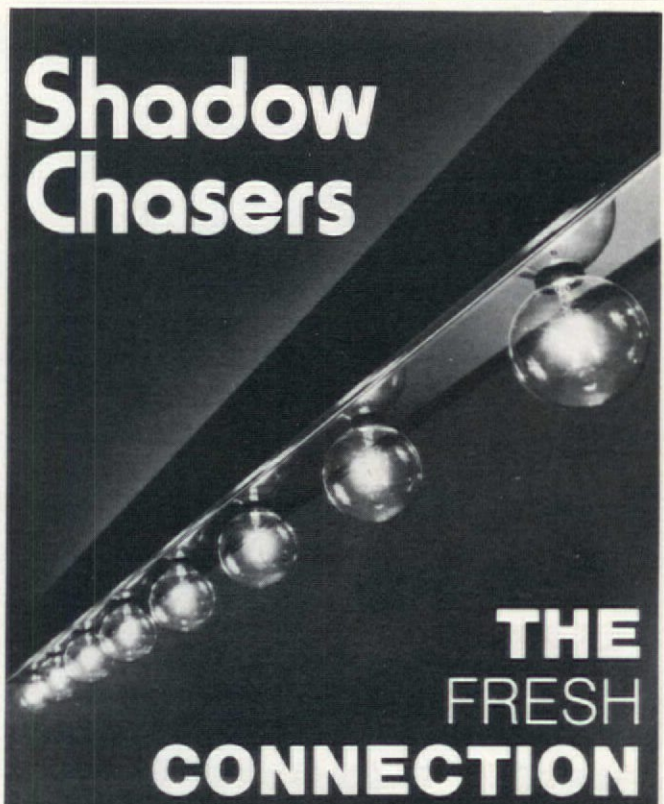


**Coral of Chicago**— Contract drapery fabrics

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

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

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

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

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

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

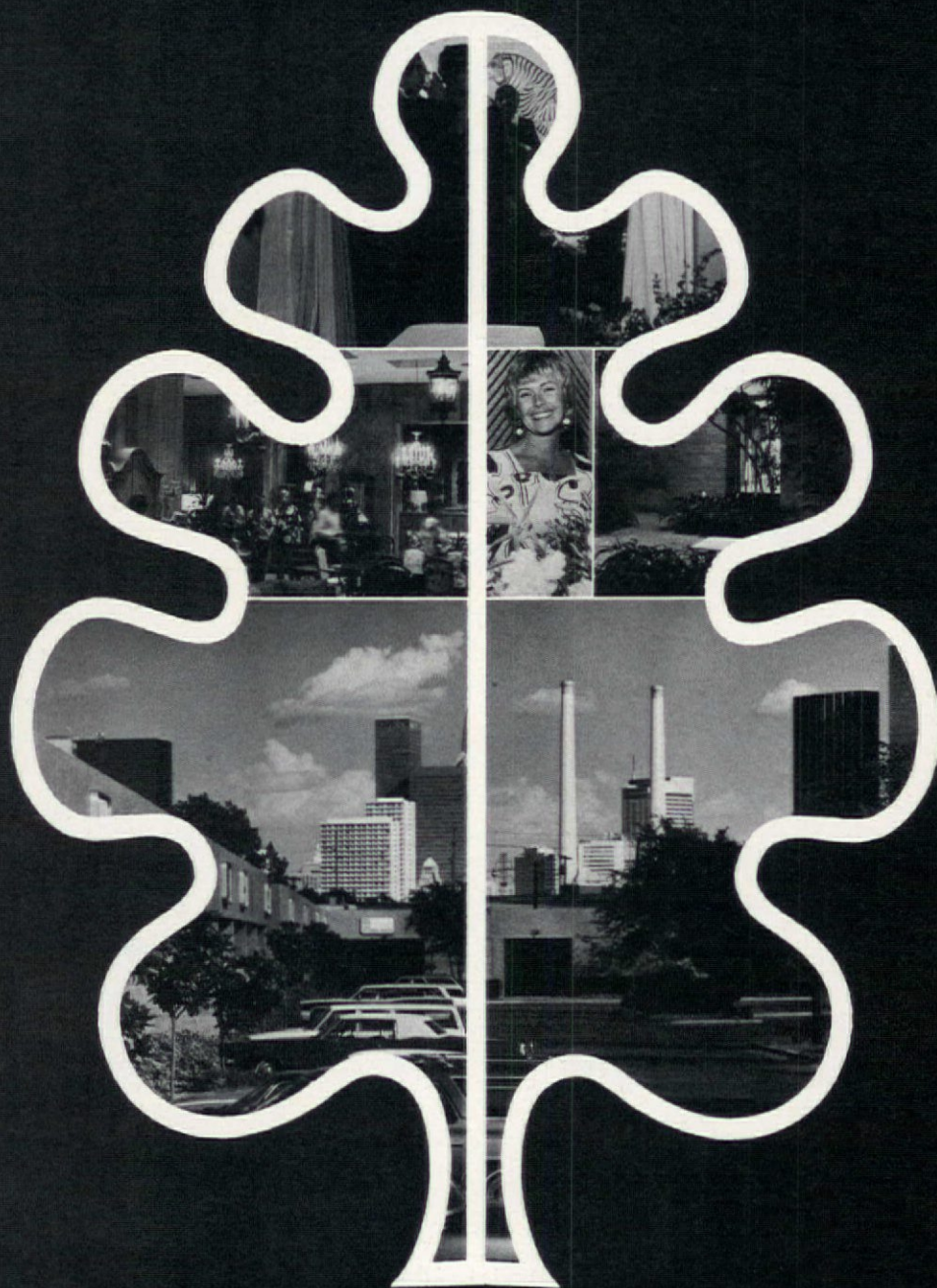
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\*T.M. Reg. O.-C.F. © O.-C.F. Corp. 1978

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**When it's market time in Dallas,  
the Oak Lawn Plaza design center  
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Sample the Southwestern hospitality  
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**the fabric · wool knit upholstery**



the designer · John Caldwell  
the series · covered in a handsome Berber wool, this comfortable and contemporary series would make a lasting impression on almost any working environment.

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our furniture has a future



The Woolmark is your assurance of quality-tested fabrics  
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Circle No. 24 on reader service card

February '79 CONTRACT  
is a Health Care  
"Executive Buyer Edition"  
featuring 32,576  
total circulation at  
regular ad rates



## Latest information on health care installations in February CONTRACT informs 27,576 regular readers plus 5,000 end-users

February CONTRACT'S Health Care "Executive Buyer Edition" will contain so many important details on the 1979 health care market, we've added 5,000 executives at leading hospitals, nursing homes, geriatric centers, etc. to this issue's regular 27,576 all-contract circulation. In this way, CONTRACT will bring both readers and advertisers in closer contact with influential end-users, while providing up-to-date information of interest to the entire contract industry.

**February Advertising Deadlines:** January 12, orders; January 16, film; January 18, furnished inserts.

Each 1979 "Executive Buyer Edition" will put the industry in touch with 5,000 end-users

**Hospitality/Restaurants in April**—Specialized editorial serves regular readers plus 5,000 executives at hotels, motels, restaurants, etc. **Space closes March 12.**

**Government in June**—Top government installations interests 27,000 contract specifiers plus 5,000 government purchasing executives. **Space closes May 11.**

**Commercial Buildings in August**—Remodeling editorial plus extra circulation to 5,000 corporate facilities executives and commercial building owners. **Space closes July 12.**

**Banks in October**—Top 1979 bank projects highlight editorial to regular audience plus 5,000 bank presidents and board chairmen. **Space closes September 12.**

**Offices in November**—Informative editorial plus extra circulation to 5,000 office managers/facility planners at large firms. **Space closes October 12.**

# Contract

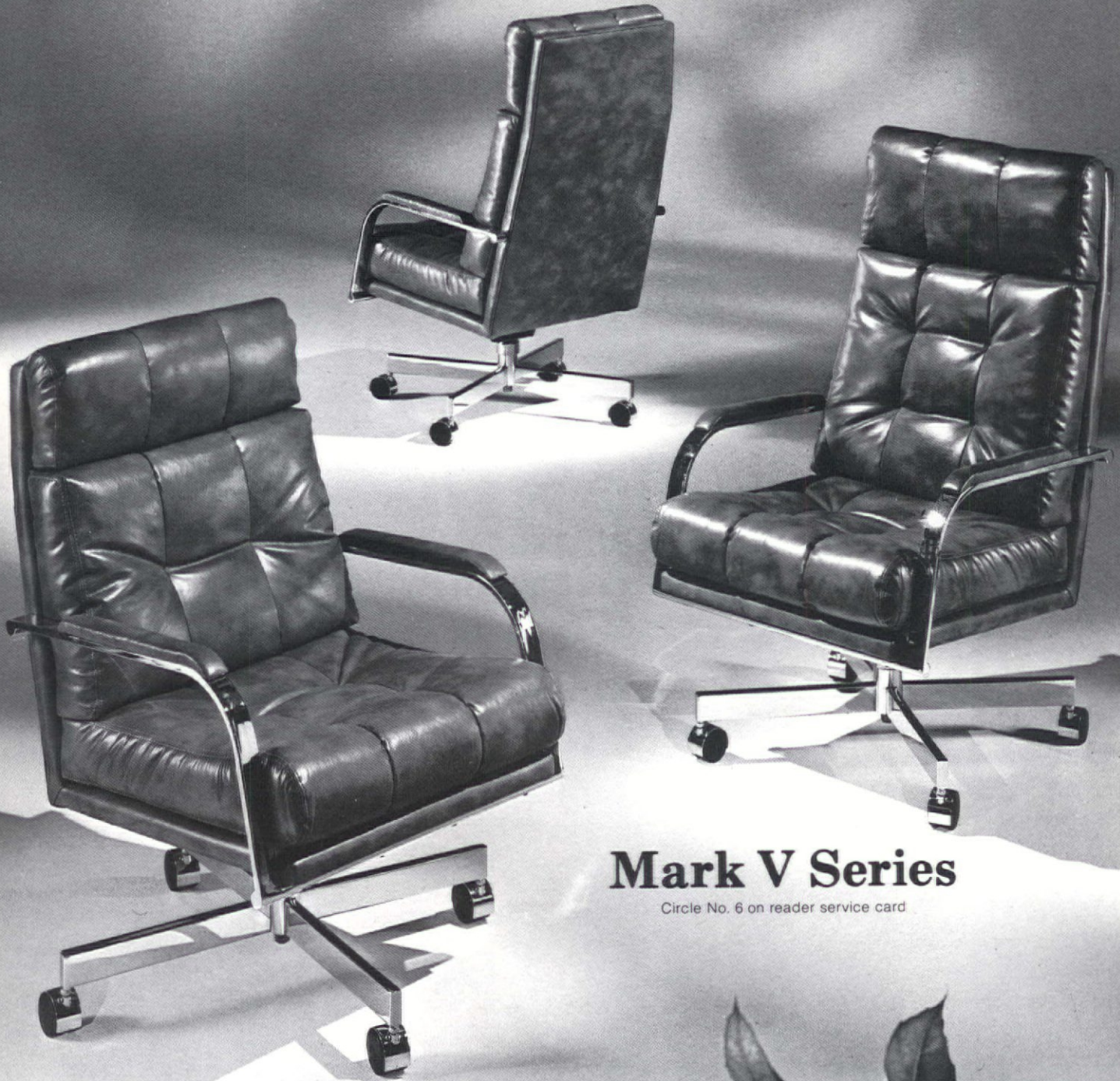
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The pride that hammered these nails made this chair a Gregson.

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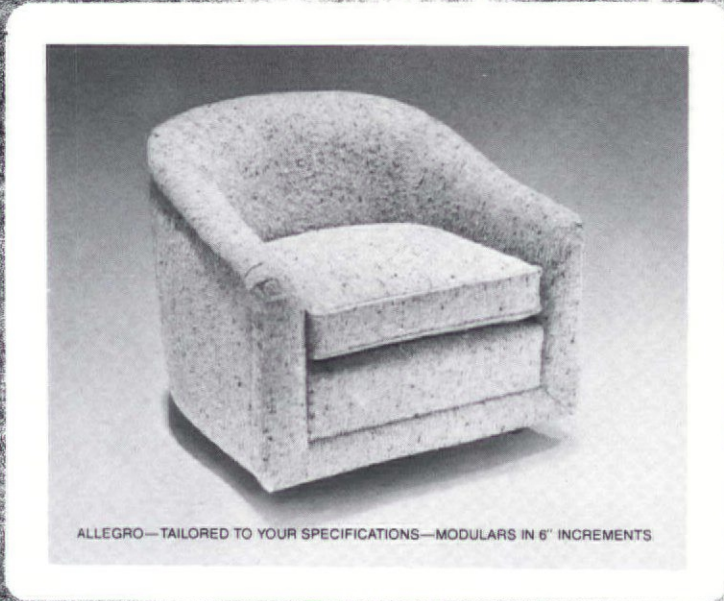
**Gregson Furniture Industries. Liberty, N.C. 27298**

Showrooms: Chicago Merchandise Mart/Dallas World Trade Center/  
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# Variations On Classic Themes



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CHILD'S CHAIR AND TABLE

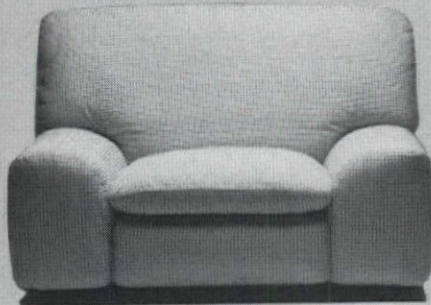


**ELCO**

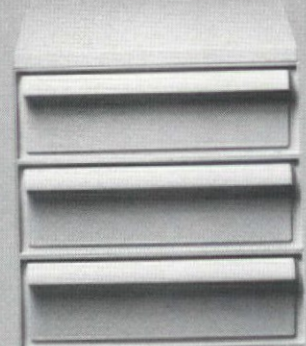


MUSIC CENTER

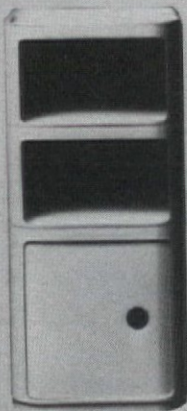
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BENGODI



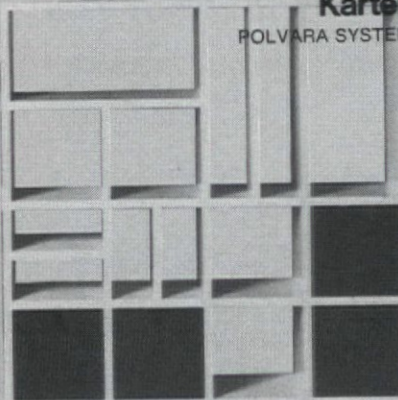
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Space 18D5, Merchandise Mart, Atlanta; Space 905, Western Merchandise Mart, San Francisco.

Design: Robert L. Wilson

**Chromcraft Furniture**



a Mohasco company



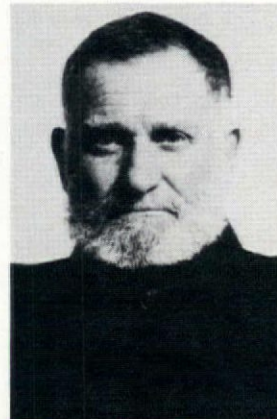
Purity of form  
marks Ward Bennett's  
new sofa, Cartouche

His chairs "are always pared down to the minimum—no tricks, nothing clever . . . . If the comfort and function are right, then it follows that the esthetics will be good. A working structure simply has to be beautiful."

Ward Bennett's statement in the book *Chair*, recently produced by Peter Bradford, may be an oversimplification of a complicated process. Yet it is a philosophy that has inspired, in Bennett's case, at least, an extensive line of chairs, for Brickel Associates, all achieving the highest level of design excellence.

Newest of Ward Bennett's seating for Brickel is Cartouche, a sofa that

unmistakably bears the Bennett design signature. Inspired by the decorative ornamentation of ancient Egypt, Bennett brings purity of form to the gracefully sculptured sofa. **Circle No. 219.**





In 1978, 2,000 students started giving this new Bigelow carpet a workout.



But after 8 graduations, the specifier knows this carpet will still be bright and beautiful. That's Beauty & The Bottom Line.

School carpet has to go beyond aesthetics! Bigelow's record of performance led the specifier to choose Campus in Brookland—Cayce High School, Columbia, SC. Campus stands up under the heaviest traffic without losing its "just installed" appearance and texture. And because Bigelow carpet absorbs impact noise and is easy to maintain, you can keep soundproofing and maintenance costs at a minimum. Bigelow's Campus also offers built-in static reduction.

Campus is available in numerous color combinations of heathers and stripes. The design possibilities are up to you. Bigelow's staff of professionals is ready to assist you with any project requirements.

After more than 150 years of producing quality carpet, Bigelow knows how to put great performance and beauty into the product. So when you decide on carpet, select Bigelow.

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.

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Title

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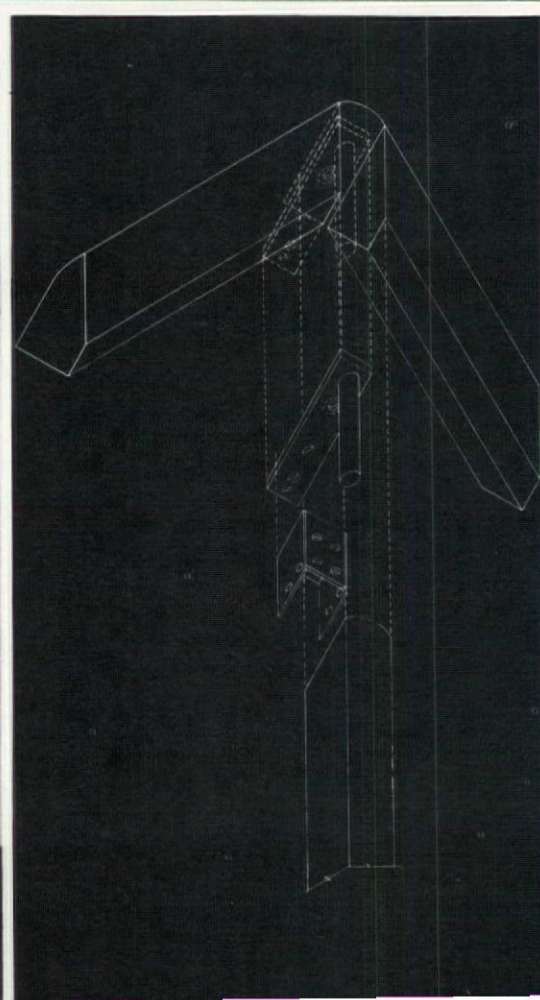
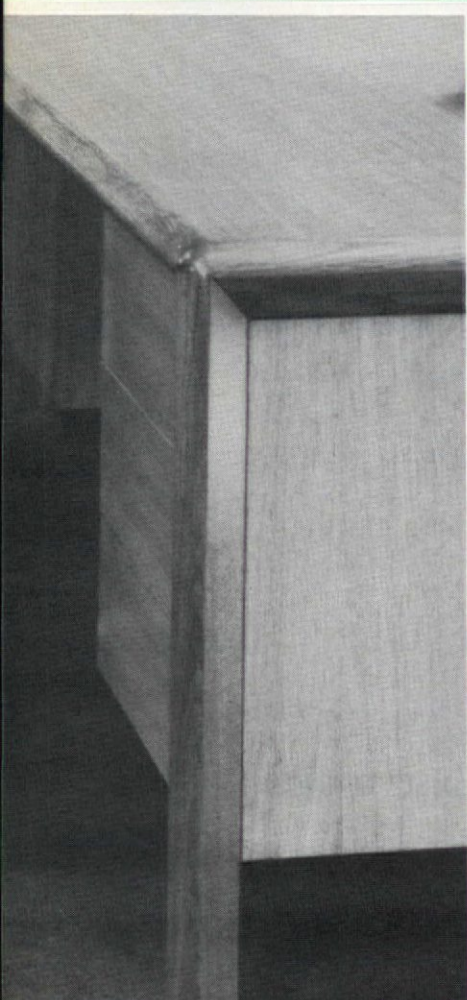
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**Bigelow** 

**Beauty up front, performance down the line.**

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C-12/78



## Craftsmanship in Platner's Sculptures in Wood

Architect Warren Platner has chosen wood as the medium to express Lehigh-Leopold's tradition of quality going back 100 years. Appropriately named Sculptures in Wood, the line spans a collection of desks and tables, credenzas, and a telephone console. Units are offered in varying oak finishes. The collection is competitively priced and furnished in a wide variety of pieces for different office application. Unique to the pieces is inter-Clasp, a patented fastening technique that eliminates side-to-side quiver and facilitates replacement of damaged leg, which is vertical member in illustration. **Circle No. 218.**

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Fit Axis 3000 seating system to just about any agenda. It's as easily adaptable to a large convention crowd as it is to a small seminar. And to make any meeting more productive, choose from such options as audio apparatus, folding tablets, armrests and bookracks.

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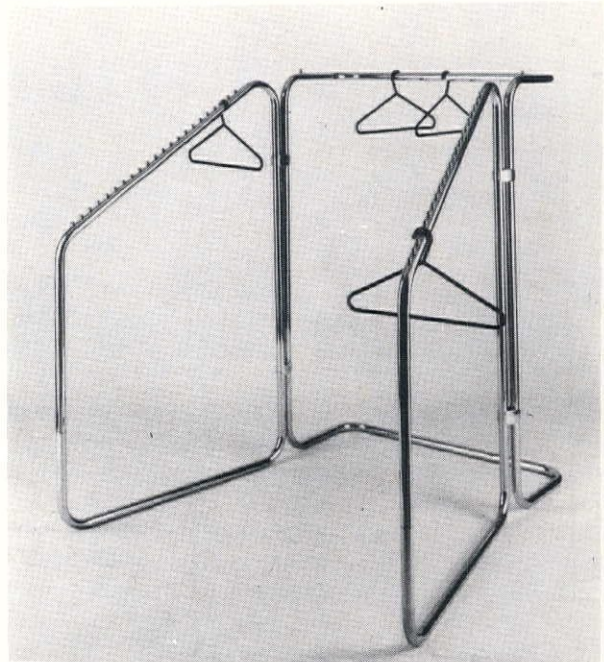
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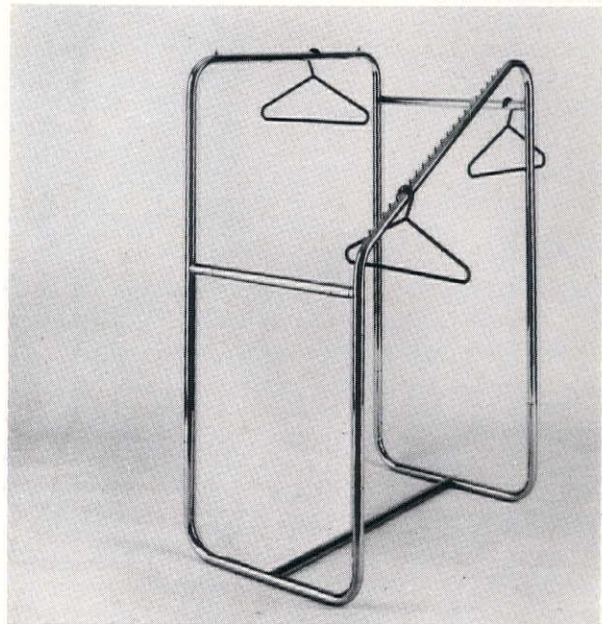
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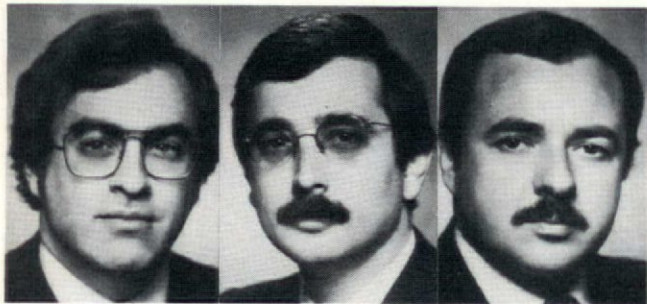
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**Decorators Walk** has acquired the firm of Patterson Piazza Inc., converter and distributor of wallcoverings and fabrics. The firm's showrooms, in New York at 979 Third Avenue and in Chicago at the Merchandise Mart, will be maintained under the Patterson Piazza name.

**American Seating Co.** has opened its East Coast Showroom in The Galleria, New York City.

**Lawrence and David Itkin** (shown), both formerly associated with Itkin Brothers, Inc., have become partners of **John A. Varacchi** (shown) in Furniture Consultants, Inc., an office furniture and systems firm serving corporate and design specifiers.



Lawrence Itkin      David Itkin      Varacchi

Several key executive appointments have been made at **GF Business Equipment, Inc.**, manufacturer of metal office furniture. Elected as officers are Clifford C. Wren, Vice President-Marketing Planning; William D. Oliver, Vice President-Sales; Arjan J. Cursahaney, Vice President-Product Engineering and Quality Assurance; Robert J. Miller, Vice President of Manufacturing-Northern Operations; and John C. Amer, Comptroller.

**Terri C. Fredericks** (shown) has been named National Sales Manager for Stendig International Inc. and its two marketing divisions, B&B America and Stendig Inc.



Fredericks

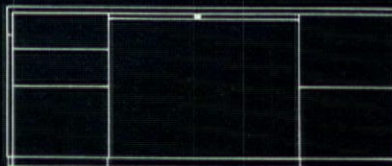
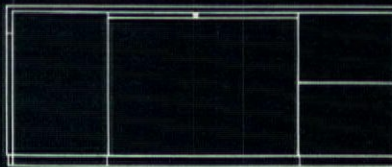
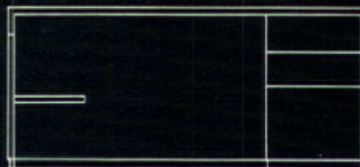
**Bill J. Davis** has joined 3D/International as Senior Associate and Director of Contract Administration.

**Ann Collier** has been appointed head of the Contract Department, East Coast Division, of Scalandre. **Art Milot** will become Sales Representative, East Coast Division.

**Bonnie Nathan Engel** has been appointed director of the Interior Design Group at the architectural and engineering firm of Sargent, Webster, Crenshaw & Folley.

Lewittes Furniture Enterprises, Inc. has announced its entry into the contract market. **Howard Meister** will direct the International Contract Division, which will be headquartered in the Lewittes Building, 171 Madison Ave., New York.

The **Jute Carpet Backing Council** held its annual election at its November meeting in New York. Reelected President was George Leighninger, of the Stein, Hall division of Celanese. Reelected Vice President was Dudley Langston of Langston Enterprises. William Larson of White Lamb Finley, Inc. was elected Treasurer.



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- \* 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
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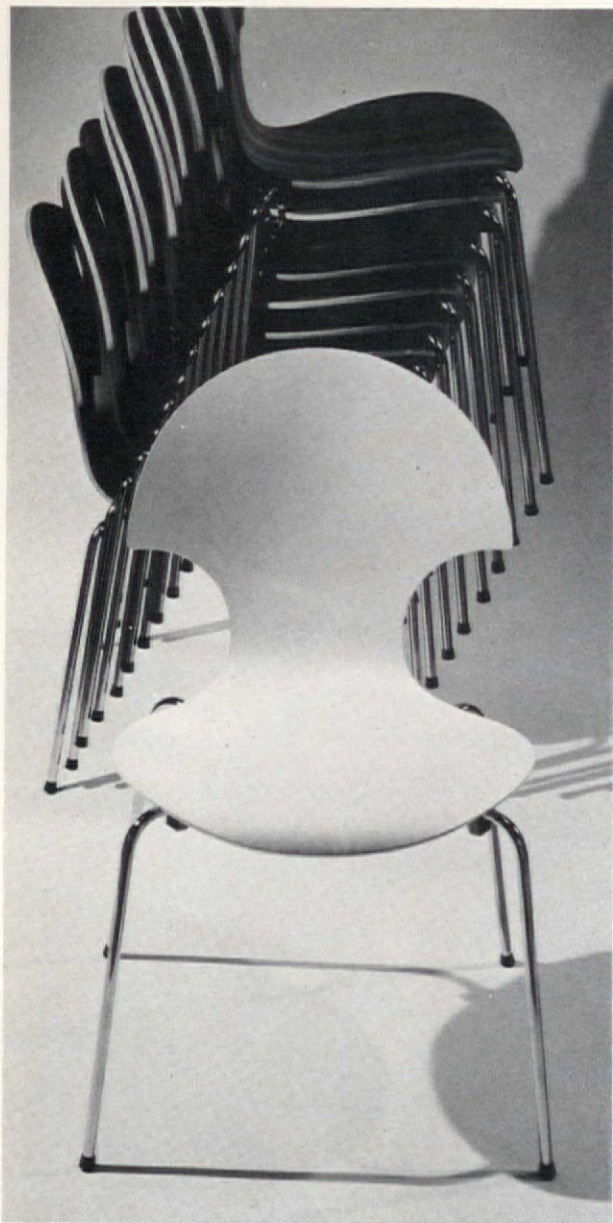
A close-up photograph of a wood-grain cabinet corner. The wood has a rich, warm brown tone with a visible vertical grain pattern. A sleek, silver-colored metal trim piece is applied to the bottom edge of the cabinet, following the corner. The trim piece is thin and has a brushed or polished finish. The background is a dark, solid color, possibly a floor or wall, which makes the wood and metal stand out.

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## PEOPLE/NEWS

**Chester D. Amond** has been named President and Chief Operating Officer of Syracuse China Corp. **Charles S. Goodman** has been appointed Executive Vice President.

**Gene Tricker** (shown) has been appointed Midwest Contract Manager for Couristan Carpet.



Tricker

**Charles W. Buck** has been named director of marketing in addition to his current duties as director of international operations for the furniture division of Mohasco Corp.

**Philip D. Ward** has been promoted to Executive Vice President of Duraclean International. He will head the dealership department and perform several administrative functions including industry relations.



Lam

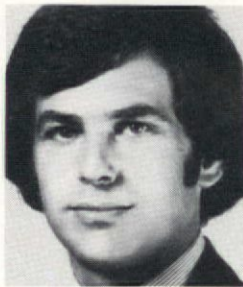
**Juliette Lam** (shown) has joined the firm of Neville Lewis Associates, specialists in corporate space planning and interior design, as Vice President with primary responsibility for marketing.

**John Moore** has been appointed Distributor Sales Manager, Western Region, of Barwick Corp., manufacturer of tufted carpet.

**Don Minkoff** and **Stuart Laff** have assumed controlling interest of Architectural Pottery, Manhattan Beach, Calif.

**Mari E. Ciestko** has joined Collins & Aikman as Chicago area architectural representative for its Colonnade Carpets sales division. Colonnade Carpets manufactures contract broadloom carpeting.

**Joseph L. Vitagliano** has been appointed Executive Vice President of Edward Axel Roffman Associates, Inc., New York.



Loeb

**Michael Loeb** (shown) has been appointed Vice President-Marketing/Sales of Selo, Inc., manufacturer of Magicsilk Flowers and Botanix Plants.

**James Gravalis** has been named Executive Vice President of the Burlington Carpet Group, a division of Burlington Industries. He will be responsible for Carpet Group operations planning and management of national accounts.

**Gerald I. Peters** has been named Vice President, Interior Design, of Ford & Earl Design Associates, Inc., interior, product, and graphics design firm of Warren, Mich.

**John Coley** has been named Western Marketing Manager for Rambusch Co. of New York. He will be located in the Denver area. The 80-year-old firm is expanding its activities and services in the West.



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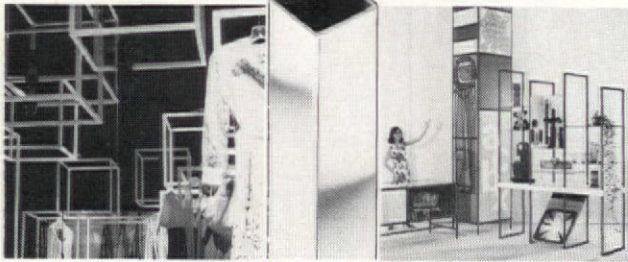
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Featured desk and credenza are from the new Series 3300, Alma's latest contemporary line.  
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## COMING EVENTS

1979

- January 7-11.** National Wallcovering Wholesalers Convention. Hotel del Coronado, Coronado, Calif.
- 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.
- February 15-18.** AASA School Administrators Show. New Orleans.
- March 4-7.** National Association of Floorcovering Distributors Annual Convention. Coronado, Calif.
- March 25-29.** West Week. Pacific Design Center, Los Angeles.
- April 15-18.** Design Atlanta, Contract/residential specifier market. Atlanta Merchandise Mart, Atlanta.
- May 19-23.** National Restaurant Show. McCormick Place, Chicago.
- May 13-15.** Carpet & Rug Institute Convention. Aladdin Hotel, Los Angeles.
- 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.
- August 3-6.** ASID Annual Convention and Exhibition. Seattle.
- October 3-7.** NOPA Office Show. McCormick Place, Chicago.
- October 22-24.** Third Annual Office Design Show. Pacific Design Center, Los Angeles.
- November 11-14.** National Hotel/Motel Show. New York Coliseum, New York.

### Foreign Trade Shows 1979

- January 11-15.** 10th International Furniture Exhibition, Salon International du Meuble. Exhibition Park, Paris, France.
- January 14-18.** Second Canadian Lighting, Accessory Furniture Show. Toronto, Canada.
- January 17-23.** German Furniture Fair. Cologne, Germany.
- May 2-6.** Scandinavian Furniture Fair. Bella Center, Copenhagen, Denmark.

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Donal O'Donnell, ASID  
Home Furnishings  
Fashion Director  
Dayton's  
Minneapolis, Minn.



Susan S. Szenasy  
Editor  
RESIDENTIAL INTERIORS  
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New York, N.Y.



Norman R. DeHann,  
AIA, FASID  
President  
Norman DeHann  
Associates, Inc.  
Chicago, Ill.

### The Awards:

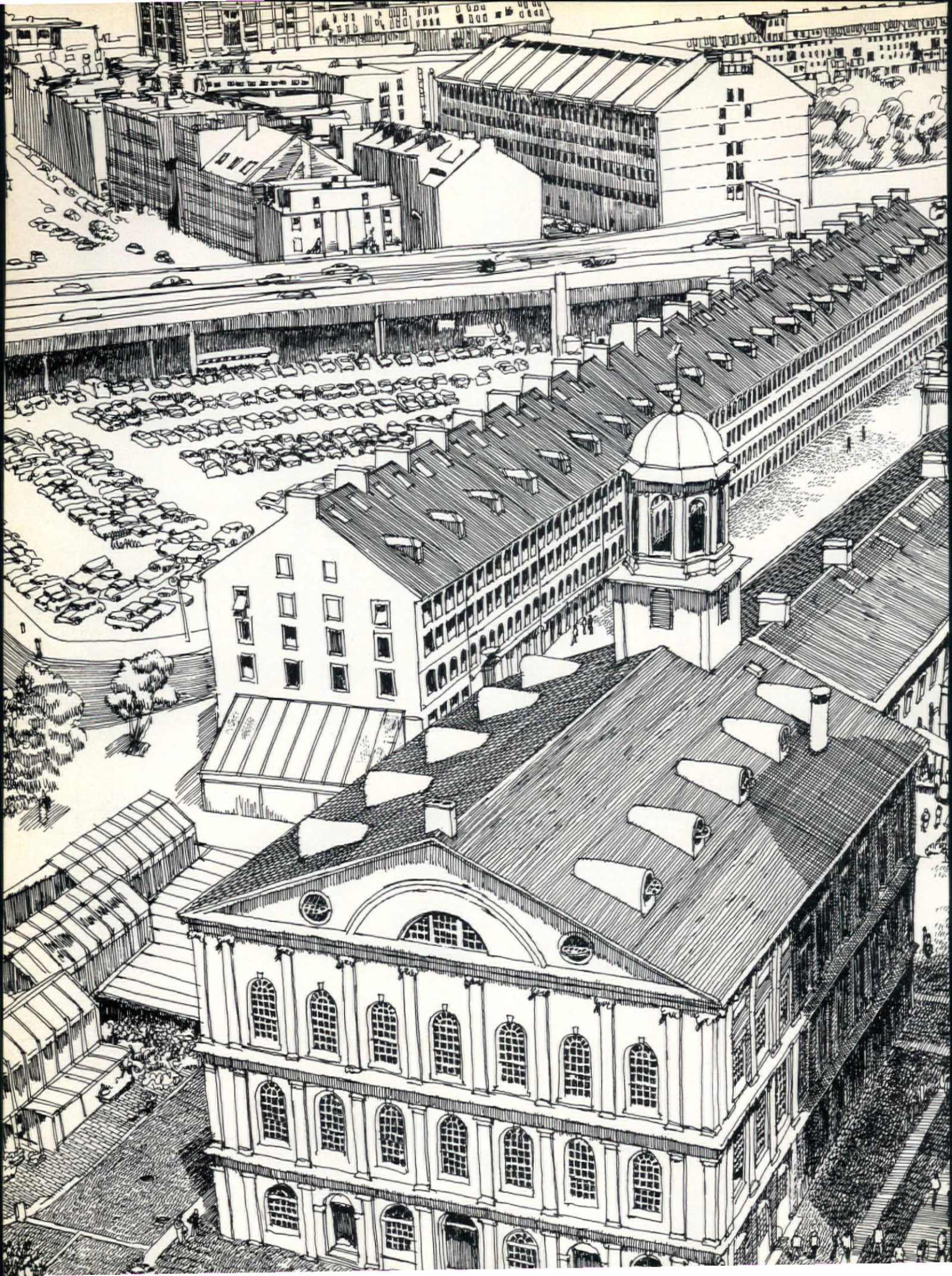
Two 1st Awards will be presented. One for residential design and one for non-residential design. The winner in each category will receive \$2500.

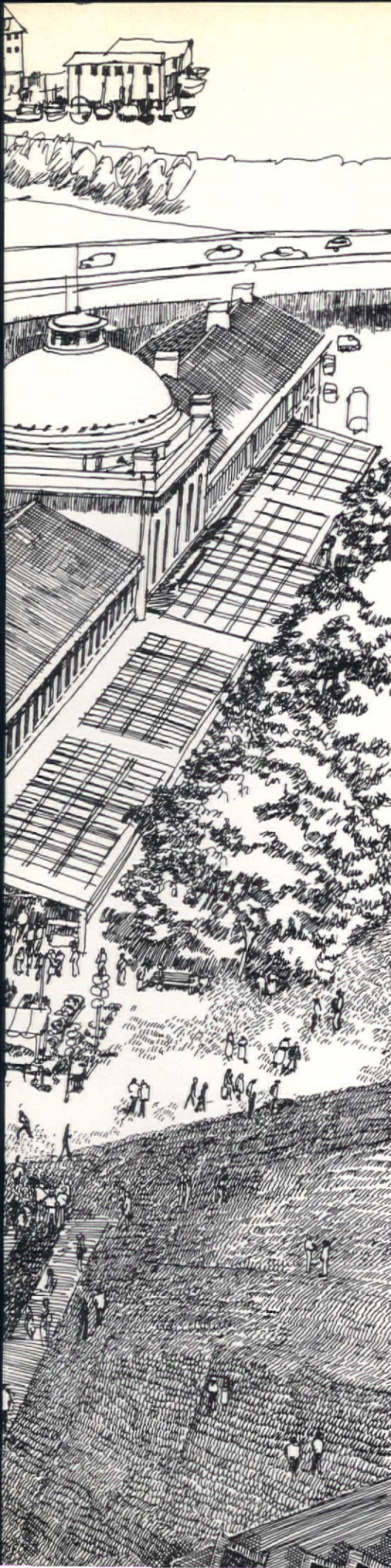
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## RETAIL STORE SALES GROW OUT OF EXCITING DESIGNS

If the ups and downs of retail merchandising concepts resemble a yo yo, so too does the theory of mall and store location. A relatively recent aversion to establishing stores in urban centers during the late '60s and early '70s has given way to establishment of highly successful urban malls. Faneuil Hall Marketplace in Boston, reported on these pages, is one. The Cannery in San Francisco, Minneapolis' Nicollet Mall, and Hartford's Constitution Plaza are others.

Surprisingly, Faneuil Hall is a smashing success despite a severe shortage of parking facilities. A few years ago, building a shopping center or store without parking facilities was unthinkable. But the built-in excitement of change that the fickle consumer responds to is a strong magnet.

Over \$29 billion of sales for the 100 largest discount store chains alone, according to Fred I. Smith, Jr., President, Smith, Stanley & Co., Inc., marketing and research consultant, Darien, Conn., has been accompanied by a 17 percent increase in the number of their stores. That figure went from almost 6,000 in 1977 to over 6,400 by the end of this year. Square footage increased from 387 million square feet to 441 million square feet with portents of continued growth into the eighties.

The psychological intermix of disparate retail stores—ice cream to leather goods—provides a valuable lesson to the space designer: build surprise into the design. We believe the project designers on these pages have done just that.—**The Editors**

*Faneuil Hall and Quincy Market, close to Boston's Atlantic Avenue waterfront, is enjoying a smashing success due to designed intermix of stores.*

## Faneuil Hall Marketplace's three renovated 152-year-old buildings comprise the latest in a string of urban malls that are changing the face of inner-city commerce and revitalizing downtown spirit

In two years, Faneuil Hall Marketplace, a trio of 152-year-old buildings in Boston, each 535 feet long, has changed that city's buying focus and also become a major gathering spot and entertainment center. It is the latest in a string of urban malls that are giving downtown areas a revitalized image.

Ghirardelli Square and The Cannery in San Francisco started the movement a decade ago. Constitution Plaza in Hartford and Nicollet Mall in Minneapolis followed. The Galleria in Houston, Water Tower Palace in Chicago, and The Car Barn in Salt Lake City continued the trend a few years later. The Gallery in Philadelphia and Citicorp Center in New York are also derivatives of this concept of blending a theatrically inspired environment with a creative tenant mix, combining entertainment and relaxation with commercialism.

Whether in newly constructed or revitalized vintage buildings, these malls have proved popular with people and financially successful. Faneuil Hall Marketplace was a massive, six-year, three-phase renovation project of

The Rouse Company, Columbia, Md., developer, and Benjamin Thompson & Associates, Cambridge, Mass., architect.

### Updates old urban renewal

The three parallel structures—a central granite, Greek-revival style, copper-domed building with monolithic Tuscan columns at either end, and two flanking red brick warehouse buildings—may have been this country's earliest urban renewal effort. They were designed by architect Alexander Parris for an area that had been Boston's town dump and were dedicated by Mayor Josiah Quincy on August 26, 1826. Known as Quincy Market, the complex housed the city's wholesale food purveyors for nearly 140 years.

By the early 1960s the volume of traffic and size of vehicles were too much for the market's narrow streets, and a modern food distribution center was built in South Boston. By 1963 the Quincy Market buildings were practically empty. For five years, three different developer groups, under the direction of Robert Kenney, then director of the Boston Redevelopment Authority, tried to amass financing for a revitalization project. Efforts failed until Rouse Co. and the Thompson firm developed a workable and potentially profitable plan that convinced a consortium of backers that the rehabilitation of Quincy Market could succeed.

### Opens in three phases

The plan called for a three-phase opening that would enable the architect to evaluate the results of initial designs and to revise plans for the other buildings in order to improve traffic flow and maximize the financial potential without harming the ambience. Projected opening of the first building was August 26, 1976, the Bicentennial year and the 150th anniversary of the complex. The South Market Building opened a year later, and, last August, the opening of the North Market Building completed the project.

Overall design objective was to preserve the original character and fabric of the Marketplace in a careful combination of restoration and con-



*Pedestrian malls flank all three market buildings, creating space for colorful spillover from unusual shops and areas for meeting, browsing, eating, and delighting in street entertainment. Joy and vitality form backdrop for commerce. Outdoor cafes, walkways, and foliage induce leisurely attitudes.*

Color photos by Patricia Portwine; B/W photos by Patricia Portwine and Vilma Barr.



**FANEUIL HALL  
BOLD VENTURE REVITALIZES  
COMMERCE & COMMUNITY IN BOSTON**



## **FANEUIL HALL**

Function and fun combine  
in meeting human needs







temporary interpretation. Says Thompson: "The marketplace should be neither historic nor modern, but simply the genuine continuation of a special place in city life, growing tastefully out of genuine urban commerce and answering human needs."

### Retains functional intent

Marc Rector, project architect for Thompson's firm, added: "We wanted to create a contemporary marketplace that was both functional and fun—a festive, sparkling atmosphere for selling unusual merchandise. We focused as much on the lighting, signage, and traffic flow as on the architectural and structural work. Creation of a leisurely, recreational shopping atmosphere was very important in restoring the historic market's original, functional intent."

Open air pedestrian malls run between Quincy Market (the center building) and South and North Market Buildings. They function as parks, providing seating space for people-watching and respite from shopping. They also give pedestrians a view of merchandise and activity in the markets.

The mall's light-level is low with ambient light spilling from the stores and highlighting the merchandise. The only other light on the mall comes from decorative fixtures chosen to accent the festive surroundings. They are stem fixtures with 20 clear bubble globe lights, and they are placed in two rows of 12 stems each along the brick-paved mall.

Rector so liked the effect from lights that were strung between the trees and along the rooflines of the buildings at Christmastime that he says: "We're experimenting with different lighting combinations and effects whenever special occasions arise."

Focal point, or anchor, of the complex is the copper-domed Quincy Market Building, which retains its original function as a food market. On either side of the colonnade, market stall tenants sell everything from fresh cod to Greek pastries, imported nuts, and dried fruits. The stalls average 500 square feet each and are open to each other, to the colonnade and to the glass canopied market areas that span the length of the building exterior on both sides.

Common, inexpensive industrial fixtures with metal shades are used to

define stall spaces and provide down lighting. They are suspended from the ceiling 8½ feet above floor level. Pipes, ducts, and other systems are exposed along the ceiling, but unobtrusive above the continuous plane of light. Stall lighting is incandescent to bring out natural colors of the food, and tenants can highlight particular merchandise with optional, specified track lighting.

### Sounds and smells intermingle

The same industrial fixtures are used for restaurants and stalls located under the market's ground-level glass canopies. Additional, natural light spills down to the restaurant area through the building's ten-foot-high, arched window openings. Glass in the windows was not replaced, to encourage sounds and smells to intermingle.

Quincy Market Building's rotunda, the first elliptical wooden-structured dome built in the United States, had been hidden under a plaster ceiling for 40 years. Structural consultants, Saldastani Associates, found an inexpensive way to uncover it,



*Stores were given lighting options and encouraged to create their own identity within the complex. Architects strived for an update that was "neither historic nor modern, but the genuine continuation of a special place in city life."*



## Modifications aid diversity, dollar return



clean it, and restore its original drama and beauty.

"The dome," Rector explains, "is actually two domes: an outer one of copper over two layers of wood boarding that is supported on 24 wooden arches that reach up to the lantern, and an inside plaster dome that hangs from the outer dome on 72 wood hangers."

Saldastani Associates devised a pair of saddle-shaped steel arches that could be slipped between the two domes and tied together with two slender rods. The firm removed 20 tons

of old strengthening structure by hand so that the original dome could be cleaned, reinforced, patched, and painted. Now concerts and parties are held under the dome's white walls and beautifully illuminated blue and gilt detail.

### Tenants provide individuality

The South and North Market Buildings are cellular structures, with tenants lighting and designing their own interiors to create different looks. South Market Building was originally designed as a series of individually owned structures with separate outside entrances and a common facade. Its design was modified to include several interior malls that connect three levels of stores and boutiques. Many of the retailers still use outside entrances.

South Market is a center for high fashion, quality giftware, and unusual accessories. North Market contains childrens, sports, and leisure product stores. Both markets are identical in basic design and both present a strong facade of individually designed storefronts. Each has an interior pedestrian mall and small pushcart and boutique operations, which proved popular in the Quincy Market Building.

The most dramatic lighting design in the Marketplace is the neon sculpture of the South Market Arcade. Electrified banners identify the Arcade entrance and highlight its compliment of small boutiques.

James Rouse originally planned to provide a majority of 2,000-square-foot spaces in the North and South Market Buildings, but found that by cutting a vertical traffic flow pattern into the buildings he could lease more 500-square-foot spaces. This produced a higher return per square foot and undoubtedly increased the diversity of wares on display.

Each phase of the project opened to critical acclaim, and the Marketplace has already collected several impressive design awards. More important to Boston, perhaps, the sales volume of Faneuil Hall tenants is said to be running two to three times higher than the national average.

After decades of hard use, low maintenance, and haphazard physical alterations, the Marketplace has been restored to the rhythm and proportion of its original 1826 design and intent, a festive commercial place for people, by day and by night. □



*Stores are grouped into basic areas of interest, such as fashion, sports, etc., but each market building has its own complement of pushcarts and boutiques. Floor space was reduced to include more diverse tenants and increase dollar return. Interior malls connect shops on three levels, while storefront exteriors boast individuality. Tenants' sales volume exceeds national average.*



# DOWNTOWN STORE? SUBURBAN SHOP? LIFESTYLES DICTATE DESIGN APPROACH

As observers and designers of retail stores for the past 20 years, key members of Pfeiffer & Associates point out new directions in store design that attract buyers and encourage sales performance

by **KEN PFEIFFER** and **FIDEL M. MIRO**

**A** double-pronged spear is, today, prodding store design in new directions. One prong is the new look of merchandise itself; the other is the rapidly changing lifestyles of our society.

The result has a startling effect on the appearance of the contemporary retail store.

There are changes in the way merchandise is shown, how it is lighted, how security is enforced, how the volume of the interior space is redistributed—in short, how the traditional approaches are responding to the new trends in merchandise and social mores.

Traditionally, store design does not undergo radical departures in concept each time a new facility is built. The design process is, for the most part, evolutionary, as old concepts merge with new. Today, however, the pace of this evolutionary process is so quickened that new looks seem to emerge overnight.

As store designers for more than 20 years, we have been on-the-scene participants. And while this is by no means a definitive report, here are some observations we have made on the

changes in store design, supplemented with illustrations of projects that show how we have responded to new stimuli and the options they suggest.

## **Downtown closes early; shopping centers offer other activities**

Before a store approaches anything like planning, a sophisticated demographic analysis is made to understand the community—young or old, growth vs. stability, economics of community, type of lifestyles, climate.

All together, these factors point to the distinctive composition of the store and its eventual design character.

Downtown stores with a lively daytime business community do not stay open evenings. Customers in downtown, business area stores often are in more formal dress and more often shop hurriedly. New stores in suburban communities away from city centers stay open evenings.

Customers in suburban shopping centers are in casual apparel; they may shop as a family and enjoy the other blandishments of a shopping center—restaurants, entertainment, lectures, movies.

## **Yesterday's store had straight aisles, uniform lighting**

Interior design of retail stores has always been an inside-out example of architectural design. Within the recent past, it has also been a strait-jacketed form that permitted little flexibility in the changing trends of merchandise

*At one time, everything below a 7-foot line was merchandise; above that, so-called design. Here, at Saks Fifth Avenue in New York, Pfeiffer & Associates deftly blends both.*



Ken H. Pfeiffer (top), Principal In Charge, and Fidel M. Miro, Director of Store Design, Ken Pfeiffer & Associates, New York interior design/space planning firm specializing in retail store design.





*At Woodward & Lothrop, Washington, D.C., angled bands of light, playful displays, and handsome wood flooring attract the eye, delight the senses, and encourage shoppers to browse and buy.*

and customers. Yet the functional size, shape, relationship of individual departments and the relative accessibility to customers is what truly shapes the building.

Until recently, all retail interior design could be characterized as being linear. That is, below a line about seven feet off the floor everything is merchandise; above that point, everything is so-called "design." The two exist independently of each other with only occasional or accidental rapport between both.

Aisles were straight—the shortest distance between two points—often from the front door directly to the back. Never mind the merchandise appeal between.

To be sure, occasional flights of fancy did use the volume of space more daringly, but only as individual efforts, never for conceptual improvements.

Thus, the tradition was to build in inflexibility that resisted change, except at substantial construction cost.

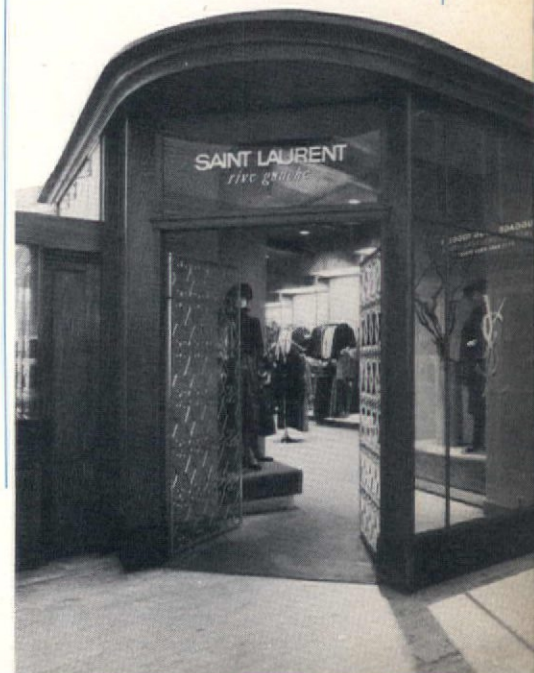
Lighting also was formularized. It was made as uniform as possible, so that every article of merchandise,

every wall and interior surface could be seen with the same bland intensity. Fluorescent lighting was especially adaptive to this purpose.

**Merchandise itself has new look, requires new environment**

Within the inflexibility of yesterday's design approach, merchandise was considered a plastic form—that is, it could adapt to whatever envelope was provided

*The advent of designer fashions has become a major sales attraction in department stores. Within New York's Saks, a special boutique houses collections of Saint Laurent.*



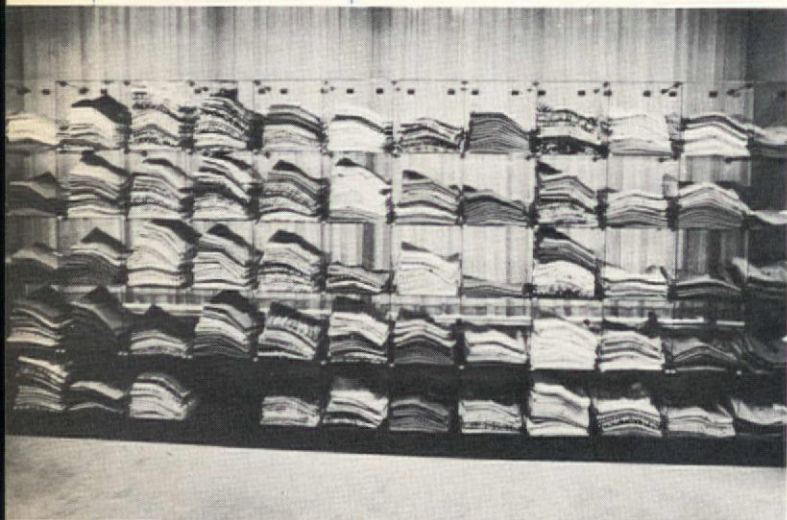
## STORE DESIGN

# Security systems highly defensive

for it. Wise merchants and designers have always been dubious about this lack of interplay.

But merchandise trends and changes are now being asserted, and designers are responding. There is a declining consumer interest in budget-store merchandise and a growth in moderate-priced merchandise. There is an increase in "designer" collections for both sexes, and the imprint being made by the fashion designers is unmistakable. There are discount and specialty stores that are taking over merchandise specialties—toys, sporting goods, and the like—resulting in smaller allocations of space, if not removal entirely, from the traditional department store.

Security also is changing, with store design imposing defensive measures against theft. There are fewer sales persons to cover all store areas, requiring a more open



floor plan, with as few hidden corners as possible.

And fitting rooms are becoming more clustered, one serving several departments where a watchful checker can maintain close surveillance. Some fitting rooms even open directly onto the sales floor.

### Design approach must be responsive too all needs

Today's cultural/social influences and the new kinds of merchandise that appeal to buyers must be reflected in the design of the store. No one set of criteria can possibly be applied to all facilities,

*Displays (upper) reflect the more casual lifestyles of today in a design concept that is carried throughout Woodard & Lothrop in Washington, D.C. Social mores no longer dictate that lingerie stay hidden from view (lower). At Famous-Barr in St. Louis, angled pathways avoid straight aisles from front entrance to back.*



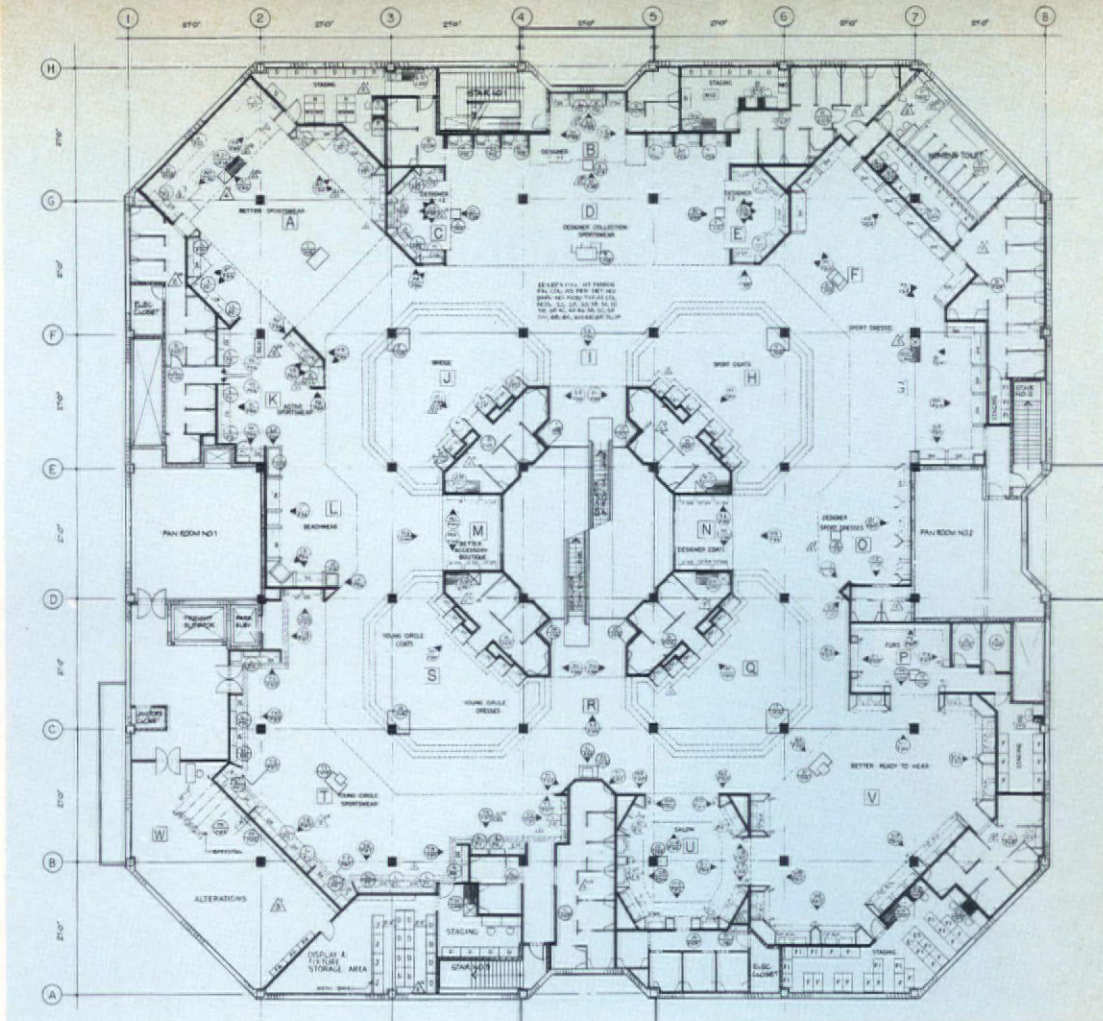
but basics cannot be ignored. In every case, the store's plan and appearance should be a response to all influences.

Here is a quick checklist of some of the other departures in design that have changed the retail merchandising facility:

- More casual viewpoints about space allow abandonment of the old reliable seven-foot line separating merchandise from "design." Both merchandise and display can use as much of the vertical volume of space as seem suitable.
- Store design must supplement merchandise and not be in conflict with or overwhelm it. A sense of simple, appropriate interior design has returned to the marketplace. The entire store—not department by department—must be pleasurable in design.
- It has been discovered that merchandise can be pleasurable for itself. A spectrum of color from a wall of towels is its own design statement and needs little complementing of imposed design. Towels and other similar, colorful merchandise can use as much of the vertical space dimension as the ceiling will allow. Organization into vertical color bands is more commanding and exciting than the usual horizontal display.

*Merchandise itself is often turned into a design element, such as this display of men's trousers at Paul Stuart in New York.*

Fixture plan of Saks Fifth Avenue in Skokie, Ill., exemplifies many merchandising and design concepts that mark the contemporary retail store. Pathways guide customers in and around departments, interest is created by placing some departments on angles, and the absence of merchandise supply/storage keeps all items on sales floor.



Merchandise becomes its own interior design.

- In fashion areas, whether for men or women, instead of viewing racks of shoulders on a hangrod, fashionable merchandise faces outward for better appreciation of its uniqueness.
- Aisles no longer need rush customers to a designated spot. No more straight aisles, but geometric

forms moving customers in different directions, using fixturing, ceiling structure, and varieties of floor surfaces and color. A path in the woods for a customer (a yellow brick road for the merchant?) leads to adventures in merchandise.

- Lighting is a more natural circumstance when its level is not uniform but produces highlights and shadows. The essential lighting purpose is to illuminate merchandise, not the total building volume—at best wasteful of energy. Ambient light sufficient for comfort and safety, with specific light that can be directed on merchandise is a part of the whole trend to natural design.

- The last point in this abbreviated listing shows how social mores have affected store design. Today's enlightened view toward life and sex no longer makes it necessary to hide lingerie in the back of the women's department. Bras and panties are no longer stashed in drawers but are hung in direct view of all—even the male members of society, who shop at ease for their wives and girl friends in all female departments. □

No longer is lighting a uniform blanket of dullness over all merchandise. Handbag display at Saks, New York, combines both mood and accent lighting.



# AUTHENTIC MASKS AT TOURIST OFFICE DEMAND ATTENTION

Expanded New York City office provides variety of images to stimulate tourism in design  
by Stephen Leigh & Associates and Caracas firm

Authentic Venezuelan masks adorning one wall of the newly expanded Venezuelan Tourist & Information Center in New York City provide strong visual attraction to potential tourists. The masks are but one of several important visual details that were used by space designer Stephen Leigh, working jointly with Diques, Gonzalez & Rivas of Caracas to capture the imagination of passersby.

Outside, immediate identity of the facility is achieved with two stainless steel logos of the country's name placed vertically on the side of the building. A glance by passing foot traffic into the large street-level windows gives maximum visibility of the exciting interior at this high traffic location. Clearly visible are the colorful masks and other visual images of different sections of Venezuela, which invite travel inquiries by those who simply come in to get a better look.

Just past the street level information area is a 12-seat mini-theatre. Individuals or groups can select slides they would like to see of various resorts or landmarks of the country from the Venezuela Tourist Center's extensive library of audio-visual material on this colorful country.

## Folklorian masks are hand-crafted

"One-tone beige color used throughout the office," explains Leigh, "is intended to serve as a backdrop for artifacts such as the Indian folklorian masks that will be displayed on the walls.

Consisting of around 3,000 square feet, nearly twice the size of its former space, the lower level provides large open areas to be used for exhibits.

Stephen Leigh & Associates worked with Diques, Gonzalez & Rivas in a previous project, as well, the Venezuelan Pavillion at the World's Fair, which won the American Institute

of Architects Award for the best small pavillion.

At the entrance, a semi-circular information desk of travertine marble is manned by two persons. Guests are invited to sit on drum chairs to discuss their inquiries. One wall is mirrored to expand the space.

Light oak wood paneled offices are located on the lower level. They incorporate natural yarn carpets in both the staff and special offices. In addition, there are conference rooms used for the convenience of government officials and Venezuelan business executives when they are in the United States, as well as for the travel trade.

Masks in the current display are used in the annual Corpus Christi (Texas) Day Parade by costumed persons on their way to church. They are made by the residents of San Francisco De Yare out of papier-mache, providing a colorful and startling display of colors against the neutral beige background. □

## SOURCES

**Reception seating**—Custom by Midhattan Woodworking Corp. **Audio-visual seating**—Knoll. **Carpet**—Patcraft, **Upholstered carpeting**—Soundtone Flooring Co. **Mirrors**—Midhattan. **Lighting**—Lightolier. **Planters**—Architectural Pottery. **Accessories**—Venezuelan craftsmen.

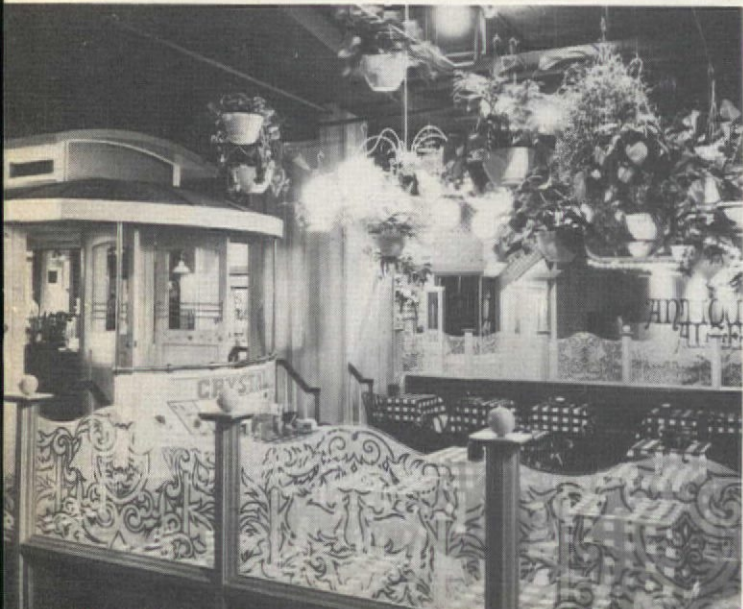


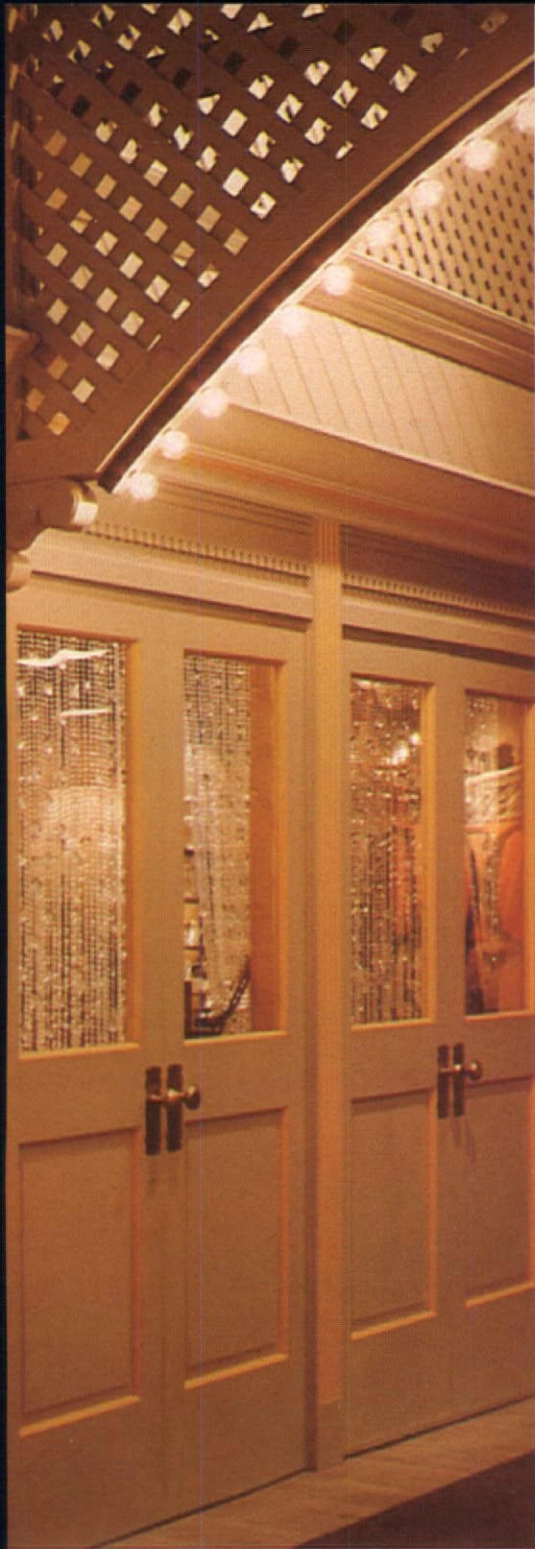






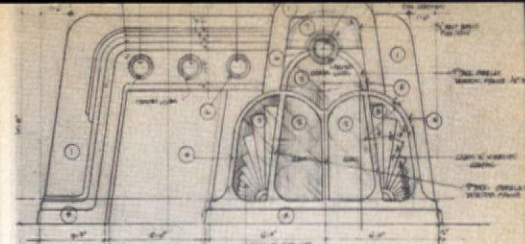
Photos by Ross Chappell





Gift shop facade (above) hides special plenum system for air ventilation. Detail of dining area in Trolley Stop restaurant and lattice work facade of plant store (left) are two of undergrounds Victorian themes.

**Tiles**—American Olean. **Mouldings**—Deejay Products, Western Wood Products. **Ceilings**—Dee Jay Products. **Fretwork and corbels**—Cumberland Woodcraft, Hallelujah Products. **Stairs and railings**—Coffman. **Doors and window facings**—Fypon Inc. **Metal ornaments**—Kenneth Lynch & Sons. **Shingles**—Shakertown. **Doors**—Simpson. **Cast iron**—Tennessee Fabricating Co. **Columns**—Turncraft.



## MIX OF STOREFRONT STYLES UNITES SUBTERRANEAN SPACE

Variety of architectural elements by Color Design Art draws shoppers to Crystal Underground

If Alice were to dream again, and follow the white rabbit below the earth's surface, she might well come upon Crystal Underground, a subterranean shopping center developed into a Victorian streetscape by Color Design Art. Headed by Beverly Trupp, the Santa Monica firm created a variety of architectural elements in the storefronts that range from Victorian to Art Nouveau and Art Deco.

The Underground, a few minutes from downtown Washington D.C. via Metro, is part of the Crystal City development of Charles E. Smith Companies, Inc. Its theme ties in with the adjacent Metro station while it provides the commercial center with a strong marketing identity. Led by Trupp and Don Anderson, director of design responsible for the storefronts, the CDA team used the Metro station as a point of theme departure. The subway led to a direct association with New York City, and from there to the nostalgia of Old New York.

First construction phase of the underground encompassed 50,000 square feet, and the second, an additional 25,000. CDA designed all common areas and storefront ele-

ments, and is now well into the third phase bringing the total to 100,000 sq. ft.

Storefronts are primarily wood, brick, and antique glass. (CDA was able to buy architectural antiques at auctions, and then incorporate them into the storefronts.) Pedestrian walks are paved in herringbone brick with wood and tile insets, and flush concrete curbing. Exposed ceilings are painted a deep blue, with some color accentuation on exposed ducts and electric components. To reduce the amount of air conditioning required, a special plenum air exchange system was designed into the entrances. Common areas are illuminated with a suspended system of light tracks and incandescent lighting.

Other than a few tiny headaches such as an authentic trolley car that would not fit into the warren, both CDA and the development corporation were amazed at how smoothly the operation progressed. That is why the relationship is now into phase three. To come: an enormous radio, a wild west saloon, giant books, a dolls house, and a public space replete with trees, benches and a victorian gazebo. □



Photos by Robert Perron



Executive office (opposite) has an antique rug, custom-designed woodwork, and a panoramic view of New York from the Pan Am Building. This same elegance pervades the two floors occupied by the law firm. A newly installed stairway speeds interfloor traffic.



## ANTIQUES DIGNIFY LAW FIRM INTERIORS

When international law firm Rogers & Wells expanded vertically, designer Neville Lewis reflected its professional tone in antiques

Neville Lewis Associates Inc., New York design firm, used fine antique furnishings and elegant accessories to reflect the professional tone of Rogers & Wells, an international law firm that expanded its headquarters to spaces on two floors of New York's Pan Am Building.

The firm acquired needed additional space on the floor immediately above its existing offices, which permitted it to accommodate expansion without moving. Because it soon became evident that the building's elevators would not accommodate the increased traffic and staff efficiently, the designers plan included the addition of two internal staircases to facilitate the flow of people and information and permit the two floors to function as one, integrated office unit.

"Since the relationship between attorney and client is such a close one, we wanted the interiors to inspire confidence and provide a sense of privacy," says Neville

Lewis, president of the firm. The antique furnishings give each private office distinction, yet all spaces, including secretarial and public areas, have a continuity of styling. The appearance of antiques is never outdated, and Lewis notes, "Oriental rugs and antique desks and chairs appreciate in value over time."

Desks in the partners' offices are matched with custom-built shelving and bookcases for reference works. An informal conference area is located at the end of the rooms opposite the desks. Secretaries are positioned outside offices to insure privacy, yet facilitate office communications. □

### SOURCES

**Desk, desk chair**—Frank Scerbo & Sons. **Pull-up chairs**—frames, Mazza Frames; workshop, Frank Scerbo & Sons. **Upholstery fabric**—Knoll Associates. **Woodpaneling, cabinetry**—Juno Woodworking. **Drapery fabric**—Ramsona; workshop, Homecraft Drapery & Upholstering. **Chippendale bowl stand**—Wood & Hogan. Oriental rug—antique.





## CURVES CONVERT LOFT TO EXECUTIVE SUITE

A profusion of textures and forms distinguish 4-room executive suite converted from a former printing plant by M.T. Powell Associates

Jewelry firm executive K.J. Wolf envisioned an executive suite on the second story of a former printing plant his firm, Kenneth J. Wolf Co., had purchased for a showroom and warehouse. He asked Mary Powell, ASID, of M.T. Powell Associates, to expand on the design theme of jewelry luxury that had won her and him honors when she remodeled the first floor of the building.

The walls themselves were at the designer's discretion, since the space was both expansive and empty. She used a series of curves to define four rooms within the area: executive office, reception area, conference room, and dressing room/bath, complete with a steam unit.

Walls were curved to form an oval executive office, and the curve was repeated in the arc of an eight-foot desk of natural elm burl accented with stainless steel notches. Curved windows on either side of the desk are covered with a mohair border of off-white casement fabric over mirrored-chrome vertical blinds, and they seem to frame the desk. Leather upholstery fabric on the desk chair softens the steel rim on a credenza that lines the wall behind it. An oil

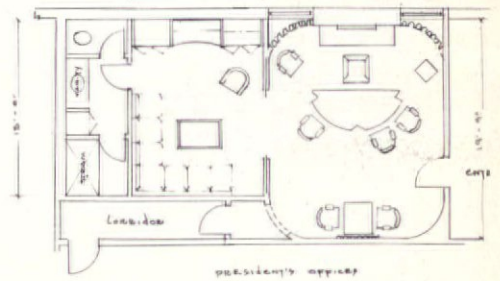
abstract by Claussen is centered over the credenza, between the windows.

A textured wall hanging of leather and fabric on the opposite wall hangs above a backgammon table of beige suede and brushed stainless steel. Behind a concealed panel are three television receivers that permit Wolf to monitor activity in the warehouse and showroom on the ground floor.

This office opens to a conference room with leather sectional sofas and an onyx marble parquet coffee table. An entertainment area with a television, bar, microwave oven, refrigerator, and ice-maker, is built into the 12-foot wall opposite the sofa. Two walls are covered with bronze mirrors and the sliding doors are fitted with 15-foot murals of mystic feminine figures on bronze mylar.

Bronze-mirrored walls in the dressing room repeat the decorative theme of conference room and reception area. To emphasize the theme of success, Powell selected outsized dollar bills silk-screened on bronze mylar for wallcovering. □

Photos by Yuichi Idaka



*A modern imperial setting (across page) was created of curved walls constructed on the second floor of former printing plant. Leather, steel, and wool combine at backgammon table (above left) while mylar, bronze, and wood paneling provide textural interest and variation in conference area (below left) and reception area (above).*

#### SOURCES

**Furniture**—Condi Div. Pacific Furniture, Pace.  
**Swivel chairs**—Skip Harvey Design. **Office chairs**—Deka design by G. Faleschini. **Coffee table**—John Caldwell Design. **Entertainment cabinets**—Sandel Cabinet Co. **Backgammon table**—Directional. **Wallcovering**—Jack Denst Designs Inc. **Wallhanging**—Dunbar. **Carpet**—Tintawn shepherd weave.

# ENERGY-EFFICIENT WINDOW TREATMENTS ON UPSWING

Biggest source of heat loss and gain can be controlled with variety of fuel-conserving products.

by RICHARD ZOEHRER, Associate Editor

Fiber glass fabric roller shade from MRS is specifically designed for contract installation. Circle No. 233.

Twenty percent of America's yearly energy production is consumed in the space conditioning of buildings, according to a study funded by the U.S. Department of Energy. Interest in designing energy-efficient buildings, consequently, is on the upswing.

One area of specific attention is the window. Because of their comparatively high thermal conductivity, windows permit heat losses and gains that account for 25 percent of this yearly energy consumption in buildings. This amounts to an annual energy loss of 3.5 quads, or the equivalent of 1.7 million barrels of oil per day.

In response to this vital problem, manufacturers are producing a number of energy-efficient window products ranging from time-honored, hand-operated window shades and blinds to tinted glass, and sophisticated, fully automatic systems.

## Energy saving potential is high

The potential for reducing heat losses and gains is exceedingly high. Buildings designed to new energy performance specifications in the last few years have demonstrated significant reductions in energy consumption based on the intelligent use of existing products.

One of the latest achievements solved a severe sun-control problem at the much acclaimed I.M. Pei designed National Art Gallery in Washington, D.C. It was brought under control with a vertical blind system manufactured by Master Recessed Systems, Inc. A motorized, electronically controlled version of MRS's vertical blind system—Sundrape—was installed in a horizontal position beneath the skylights. The louvers, tensioned between two vertical blind rails, were programmed to maintain a position perpendicular to the solar incidence, thereby providing maximum day lighting and minimal glare. The system is triggered by the sun, which activates a photoelectric cell when a certain brightness level is reached. Eighty motors then move the blades. MRS also offers a fiberglass fabric roller





*Solar Flect (below), a transparent polyester film vacuum deposited with thin layers of pure metal, and the comfort screen (left) are two energy savers from Holland Shade.*

Circle No. 232

shade designed for contract installation. It lets light in, keeps glare out, and is translucent.

Functional demands of windows are often contradictory. A window is expected to allow light and solar heat to enter when outside ambient temperatures are cool, but must control this gain to prevent overheating in warmer weather. It should provide natural ventilation in some cases, yet restrict infiltration and water penetration in others. In addition, windows should promote natural illumination and visual contact with the out-of-doors, but they also must provide desired privacy. Functional requirements such as these must be achieved by attractive, durable, and affordable window and window treatment designs.

### Solutions not always easily achieved

Window shades have been found to be the most functional of all products for reducing energy waste from window areas, since they reflect heat or can be raised to allow heat in. Sonny Voges, president of Plastic-View Transparent Shades, Inc., credits flexibility of the window shade as the key factor, in that it permits free light or heat to enter the room when desired. Shades eliminate glare, retain outdoor view, and reject or retain heat, depending on application.

The obvious advantage of the shade over other means of control such as solar glass, double pane windows, film that adheres to glass (FTG), and flow-on window coatings, is that it can



be rolled up or down. Although Plastic-View also manufactures FTG's, the company finds shades to be two to four times more effective in retaining interior heat and cooling.

Colored glass used to filter out heat is permanent and can often make even the sunniest day appear dark and dismal. Aluminized glass or FTG stops free solar heat from entering during cold days when it is desirable to get free heat. Aside from losing this

energy, they are inflexible and hinder nighttime views.

Double glazing does nothing for glare or privacy. The same holds true for storm windows. Both are inflexible as well.

Opaque window coverings eliminate visual contact with the out-of-doors. The more intense aluminization/coloring of window shades gives a better kickback of either interior or exterior heat, and dead airspace between

## SOLAR CONTROL

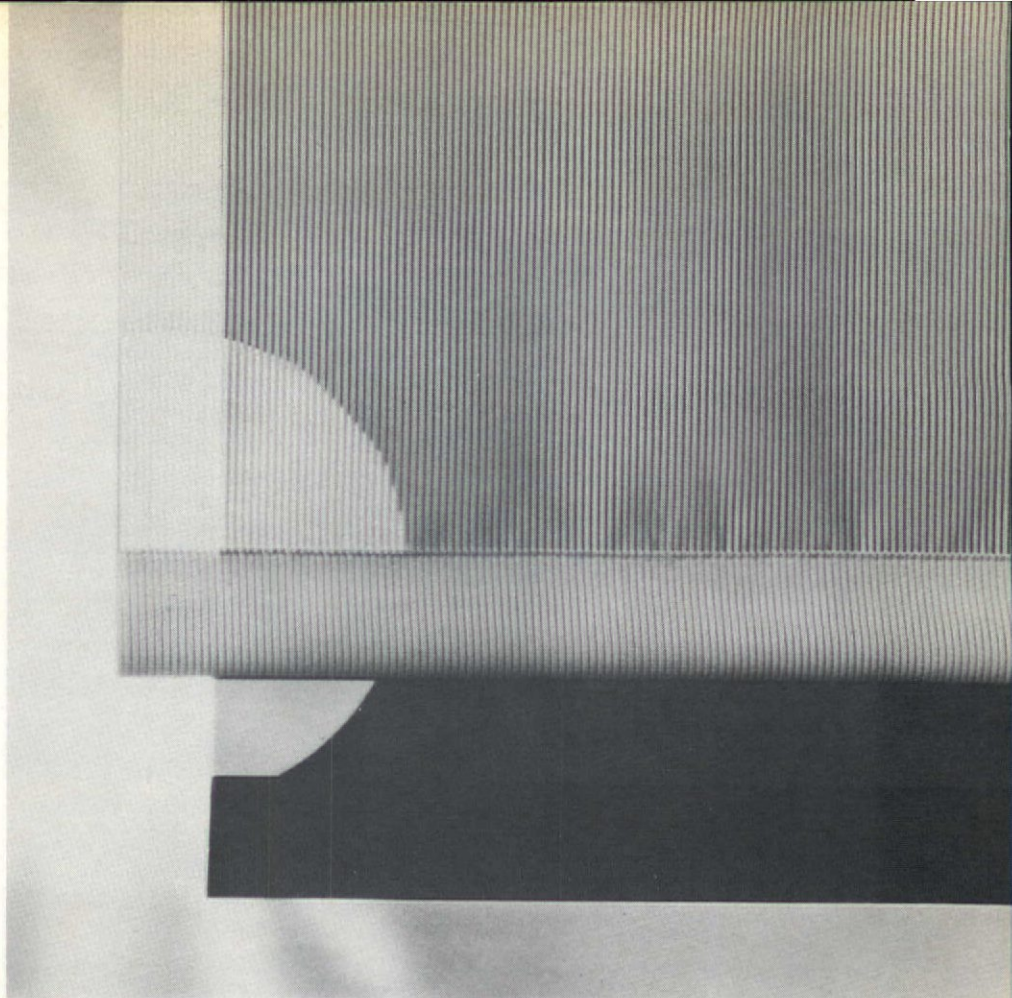
# Outdoor shades more efficient

glass and shade provides an insulating area which does not exist with certain other forms of window covering.

### Using the sun's energy two ways

When the sun's energy encounters the shade, most of it is reflected back immediately, some is absorbed by the shade, and a very small amount is directly transmitted. Using Plastic-View's dusk shade, 85.3 percent of total solar energy is rejected, thus saving air conditioning costs in the summer.

Essentially, the reverse procedure is used in preventing heat loss in winter. The glass/shade system is rendered partially reflective to long wave (or room temperature) radiation, kicking heat back into the room. With the Plastic-View ice shade, approximately



*Specially formulated to reduce window area heat loss, Energy Savers from Holland Shade (above) filter out the sun's ultra-violet rays. The energy saving shade method allows for total visibility from within, and total privacy from without.*

*Made of fabric, Flexalum Verticals (left) have the softness of draperies with the light control found in horizontal blinds.*

*For Holland Shade, Circle No. 234.*

*For Flexalum, Circle No. 235.*



half of all lost BTUs will be saved, according to Voges.

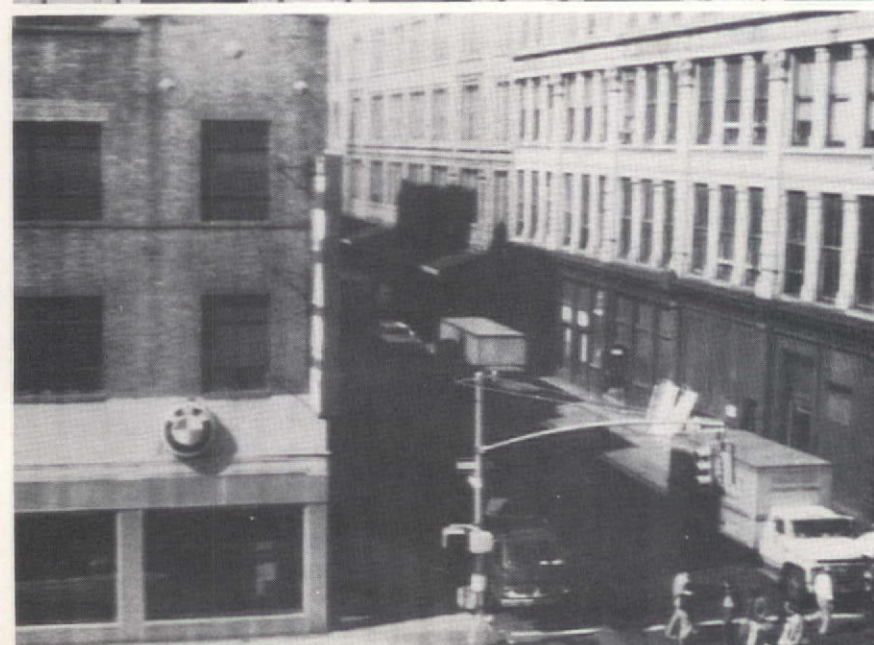
### Outdoor shades keep sun from glass

Elimination of window areas in a building obviously saves energy. However, the claustrophobic and depressed reactions to windowless buildings by employees make them hardly an ideal solution. Buildings can save energy by enlarging window areas to capture sun—generated heat and light, but this often has its drawbacks, too.

Paul Wrablica of General Drapery Services, Inc., says that tinted glass requires constant application, since the thin veil of tint begins to crack and peel after a few years and becomes costly to repair. Blinds, encased between two panels of glass, solve some window problems, but remain inaccessible in case of malfunction.



Outside application of Sol-R-Veil at General Drapery Services' New York headquarters. Descending shades are triggered by the sun. Photograph at bottom is taken through Sol-R-Veil when shade is totally down. **Circle No. 236.**



The least expensive, strongest, and best view is obtained by regular glass. But one must have control over air conditioning and heating losses nonetheless, and it is generally agreed that the best way to do this is to prevent the sun from getting to the glass in the first place. This is a European approach, and is also the approach of General Drapery Services, Inc., with Sol-R-Veil, a solar control fabric shade using PVC-coated fiber glass material.

Fiberglass is considered one of the best insulation materials. By placing the shades on the outside of the windows, shades are found to be twice as efficient. Material from GDS allows good light transfer and visibility while filtering out solar rays. The fabric can be implemented with a motorized apparatus, and solar cells have been designed in conjunction with the material to automatically raise and lower the drapery contingent upon the direct rays of the sun hitting the window. Automatic retraction is also instigated by severe winds. Motor-driven or manually operated rollers may be used for interior or exterior shades, vertical blinds, sliding panels, etc. Moho, the machine that electrically operates the shades, is less than 2 inches in diameter, is maintenance free, and emits low noise. Since Sol-R-Veil is made from glass yarn, it has a high noise-reduction coefficient and wipes clean with a damp sponge. The vinyl coated fiberglass yarn is also inherently flame-retardant, and color can be matched to the outside facade of any building.

#### Design alternatives possible

A study on energy efficient interiors developed by The Ehrenkrantz Group (New York architecture and planning firm) for the Department of Energy, presents significant alternative design strategies for the more aware designer. While the report goes into far greater depth than what is reported here, findings on energy efficient windows are as follows: Thermal quilts, to control winter night heat loss, and retrofit glazing, to reduce the heating and cooling load of perimeters, were both found to be currently not cost ef-

## Fabrics specially made to reduce window heat

fective, as payback occurs outside of their design life. Dual mode window shades and solar tint films, however, were found to be effective.

Greatly involved in energy efficient design, The Ehrenkrantz Group is presently working on the renovation of the Woolworth Building, a project that includes replacement of 2,800 windows with double-glazed, operable aluminum-sash windows. Estimated cost savings in heating: \$300,000 per year.

### Broad variety offered by venetians

The venetian blind market, which has doubled in the last five years, offers a broad variety of shades and a tremendous selection of color. Marathon Carey-McFall, Levolor Lorentzen, and

Hunter Douglas all offer blinds that are a far cry from the fat-slatted stereotypes that call to mind dull, 1950s middle-America offices. Levolor Lorentzen pioneered thin-slatted, one-inch blinds that are now seen virtually everywhere.

The versatility offered by blinds is apparent in their infinite adjustability. When open, they are practically invisible, and when closed, offer maximum privacy. Installation may be inside or outside the window casing, manually operated or motorized.

Marathon Carey-McFall's Bali Blinds are available in 60 different colors. Headrails are neat and trim. Bali Blinds have been used in buildings with arched windows and angled windows, providing all shapes and sizes for the contract specifier.

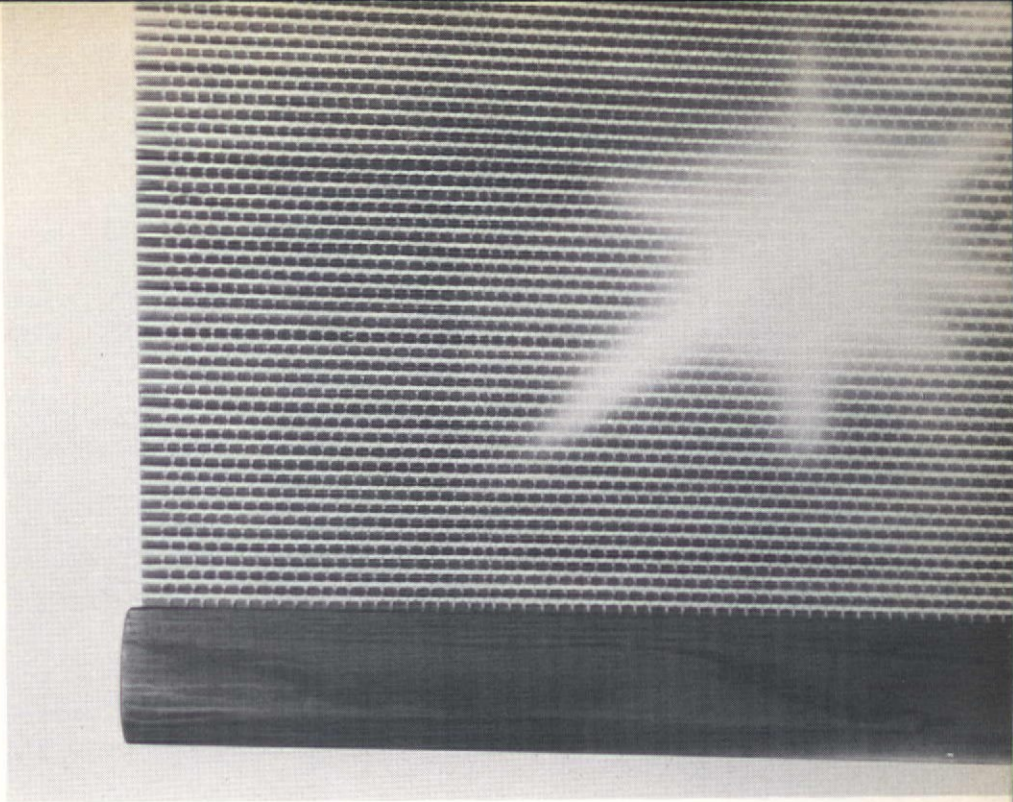
Levolor, well known for its Riviera blind, is now offering a new family of blinds called Genus. By fusing the finish to the substrate of the slat, a third dimension of depth is achieved. A blind with a silvery chrome finish on one side, and a choice of chrome, silver, alabaster or black on the reverse, and a blind in earth tones are two facets of Genus. Another offers wood grain patterns such as burl, plank, and poplar. Unlike conventional woods, they cannot warp nor splinter, and stacking depth is considerably less. Levolor has also added woven aluminum blinds to its nearly 200 colors and patterns. Interwoven with nylon, wool, cotton chenille, and rayon boucle, the aluminum will not split, splinter, rot, mildew, or chip, and requires no lining or maintenance.

Holland Shade Co. has a wide variety of cloth shades, woven woods, handloomed naturals, wovens, venetians, verticals, and shutters. The company also offers a newly developed energy-saving blind in a wide range of fabrics. Called Solarflect, it is made of specially formulated and tested materials that reduce window heat and filter out the sun's ultra-violet rays. The shade allows for total visibility from within and total privacy from without. The transparent Solarflect will filter out

*Woven Aluminum blinds (below) by Levolor Lorentzen are available in a wide range of color, yarns, and slat widths.*  
Circle No. 237.



Narrow wood slats (right) woven together with durable yarn produce a light and airy effect. Shade is from the Woven Woods Collection of Holland Mesh. **Circle No. 238.** Valence (bottom) by Levolor provides an unbroken visual pattern of slats from top to bottom. **Circle No. 239.**



99 percent of the sun's ultra-violet, and up to 82 percent of the glare. In the summer, 75 percent of the heat and in winter, 56 percent reduction of heat loss is obtained.

#### **Reflective materials combat sun**

Duracote Corp.'s new drapery liner, called Foylon, serves as an insulation barrier against cold or heat. It is highly reflective, and its opacity also affords personal privacy. This particular material has been used for the past five years as greenhouse shades to conserve heat and reduce energy costs. Two versions of Foylon are available, one of which is vinyl backed.

Woven fiber glass screening, according to the Screen Manufacturers Association, will not shrink, stretch, or curl. The fabric, which is vinyl coated, will not dent, corrode, rust, ravel, or cut hands. SMA also reports that some manufacturers offer guarantees of up to 10 years. Two types of fiber glass screening are popular: standard insect screens and solar screens. Solar screens have a special ribbed weave designed to effectively cut heat gain and loss. □

## COMPUTER RELIEVES ROUTINE TASKS, CUTS RESEARCH TIME IN HALF

In charting space studies, Duffy Inc. lets the computer do the legwork, thus saving much of a designer's time for more creative pursuits

by **RICHARD ZOEHRER**, Associate Editor

The use of computers to chart space studies and furniture allotments can cut a designer's time practically in half. According to J. O'Neill Duffy, of Duffy Inc., New York architectural interiors and space planning firm, the use of the computer cuts its design time by a good 45 percent.

Time spent on calculating and setting up formats is almost eliminated. Handling changes that one invariably gets from any client can be done quickly and much more efficiently with a computer, says Duffy. For example, if a client decides upon the reorganization of a department, this change can be accommodated on the printout with minimal disruption.

Alternatives considered during the course of the preliminary survey have been programmed into the computer. The computer does the leg work, coming up with new totals for each department, each sub-department, and each sub-unit as well.

### Guidelines ascertained first

Duffy Inc. first meets with the client to set up guide lines for the project and gauge the type of information needed. A series of interviews with the client are then held, and information is gleaned from a set of standard questions prepared by Duffy. In addition, further information is

"yellow paged"—a process that gives Duffy a more personal insight into the project by providing information beyond that gathered from the regular questionnaire.

Basically, studies are done by a team—a designer and a project director. This report reflects both statistical information and the character or personality of the company and its departments. The report is structured to handle extra information, helpful in setting up a department which may differ from others. Once Duffy has this block of information from the interview, it is keypunched for the computers and a data file is created.

### Developing space requirements

In developing space requirements, the projected number of people, space standards set up for them, and square footage requirements (including such areas as storage and conference rooms), are all taken into account.

Then, working with the relationships that exist between departments, Duffy Inc. sets up a stacking diagram; i.e., how areas will relate on multiple levels or on a horizontal plane, depending on building format. A block layout is then completed followed by furniture lay-outs.

Once all research is completed, computer printouts are bound into a

report and shown to the client along with layouts and graphic presentations. The introductory part of the computer report is basically an educational process for the client. It explains each of the sections, lets the client know what is described in those sections. (Actual computer programs were originated by Brogan Duffy.)

Design standards also are set up. For example, a secretarial design standard might require a 60-in. by 30-in. desk, typewriter return, and perhaps a two-drawer file and side chair. Square footage is set up for that particular standard. A manager's office would require a slightly larger standard, and so on. Dollar figures can be applied to each of the standards. Depending on the growth rate of the department, Duffy can come up with a plausible figure for expansion costs. Another section of the report deals solely with furniture and equipment, so that Duffy designers are able to take complete inventory for each particular standard or miscellaneous area involved.

### Four hierarchy level possible

In the case of Johnson & Johnson, a current Duffy project, two buildings are involved: a tower for chief executives and a modular building for executive staff and working operations. In

PERSONNEL AND AREA REQUIREMENTS

C C C	OPERATIONS MARKETING MARKET MGMT, SALES, + TRAINING	REQ. CODE	DFS STD	UNIT AREA	EXIST/RECD PERS AREA	1980		1985			
						PERS	AREA	PERS	AREA		
FUNCTIONAL + AREA DESCRIPTIONS											
M160010	DISTRICT MANAGER	PAV	D1S	150	1	150	1	150	1	150	
M160020	SECRETARY	G	NM1	60			1	60	1	60	
M160025	VISITOR SEATING					90		50		50	
M160030	MARKET MANAGER	V	SEC	100	5	500	6	600	9	900	
M160040	ASST. MARKET MANAGER		PTR	100	4	400	7	700	12	1200	
M160050	PLANNING MANAGER	V	SEC	100	1	100	1	100	1	100	
M160060	ASST. PLANNING MANAGER		PTR	100			2	200	2	200	
M160070	RESULTS/METHOD MANAGER	V	SEC	100	1	100	1	100	1	100	
M160080	MKT. MEASUREMENT STAFF SUPERVISOR		PTR	100	3	300	6	600	8	800	
M160090	MKT. MEASUREMENT STAT. CLERK	G	NM2	50			3	150	5	250	
M160100	METHODS STAFF ASST.		PTR	100	1	100	1	100	1	100	
M160105	ADDTL STG AT STAFF ASST STATION					24		24		24	
M160110	METHODS STAFF CLERK	G	NM2	50	1	50	1	50	1	50	
M160115	MAILING STORAGE					24		24		24	
M160120	METHODS STAFF SUPERVISOR		PTR	100			3	300	3	300	
M160130	COMPETITION MANAGER	V	SFC	100	1	100	1	100	1	100	
M160140	STAFF SUPERVISOR		PTR	100	1	100	1	100	1	100	
M160150	SR. SALES REP.	G	NM2	50			2	100	2	100	
M160160	TRAINING MANAGER	V	SFC	100	1	100	1	100	1	100	
M160170	TRAINING STAFF SPECIALISTS	V	SFC	100	1	300	5	500	6	600	
M160180	TRAINING RECORDS CLERK/RECEPTIONIST	G	NM2	50	1	50	1	50	1	50	
M160185	ADDTL STORAGE AT RECEPTIONIST					15		15		15	
M160190	ASST. STAFF SUPER w/ BUS. SERV.		PTR	100	1	100	1	100	1	100	
M160200	BUS. SERVICE ADVISOR	G	NM2	50	8	400	8	400	8	400	
M160205	DEPARTMENTAL OFFICE SUPPLY					24		24		24	
M160215	TRAINING RECEPTION/IDIDGE AREA					480		480		480	
M160216	TRAINING RECEPTION COAT STORAGE					45		45		45	
M160220	BROCHURE STORAGE ROOM					96		96		113	
M160221	BUS. SERV. ADV. ACTIVE FILE AREA					59		59		59	
M160222	BUS. SERV. ADV. STORAGE ROOM	L				113		113		113	
M160223	MKTG MANAGERS ACTIVE FILE AREA					24		35		40	
M160224	RESULTS/METHODS ACTIVE FILE AREA					179		221		230	
M160225	PLANNING ACTIVE FILE AREA					18		63		68	
M160226	TRAINING SUPPLY STORAGE					24		68		68	
M160240	TERMINAL ROOM					30		30		30	
M160241	COMP. PRACTICES TERMINAL					600		400		600	
M160251	AV TRAINING/CONFERENCE ROOM	AV				80		80		80	
M160252	TRAINING CLASSROOM A	LAV				400		400		400	
M160253	CLASSROOM A PROJECTION ROOM	LAV				80		80		80	
M160254	TRAINING CLASSROOM B	AV				400		400		400	
M160255	CLASSROOM B PROJECTION ROOM	LAV				80		80		80	
M160256	TRAINING CLASSROOM C	AV				400		400		400	
M160257	CLASSROOM C PROJECTION ROOM	LAV				80		80		80	
M160258	TRAINING HIDDLE ROOM	AV				120		120		120	
M160259	TRAINING HIDDLE ROOM	AV				120		120		120	
M160260	TRAINING CAMEL ROOM	AV				233		347		347	
M160261	CUSTOMER TRAINING ROOM	AV				480		480		480	
M160262	PROJECTION AVV STORAGE ROOM	L				177		211		214	
M160263	COAT SPACE					54		83		89	
M160264	INTERNAL CIRCULATION AREA					1420		1452		2087	
TOTALS FOR MARKET MGMT, SALES, + TRAINING					PERSONNEL	36		55		66	
					AREA	9056		11593		14000	

PERSONNEL AND AREA REQUIREMENTS

C C	INFORMATION + PERSONNEL MEDICAL	REQ. CODE	DFS STD	UNIT AREA	EXIST/RECD PERS AREA	1980		1985			
						PERS	AREA	PERS	AREA		
FUNCTIONAL + AREA DESCRIPTIONS											
M240010	MEDICAL DIRECTOR	PAV	DTR	400	1	400	1	400	1	400	
M240020	ASSOCIATE MEDICAL DIRECTOR	PAV	D1S	150	1	150	1	150	1	150	
M240030	NURSE	PAVS	NM1	60	2	120	2	120	3	180	
M240040	RECEPTIONIST/SECRETARY	V	NM1	60	1	60	1	60	1	60	
M240015	RECEPTION AREA					15		15		15	
M240016	RECEPTION COAT STORAGE					110		130		130	
M240020	ACTIVE FILE AREA					125		125		125	
M240021	TREATMENT ROOM - DIATHERMY					125		125		125	
M240022	TREATMENT ROOM - PEG					150		150		150	
M240023	TREATMENT ROOM - WHIP/INL					150		150		150	
M240024	TREATMENT ROOM - GENERAL					150		150		150	
M240025	TREATMENT ROOM - GENERAL					150		150		150	
M240026	AUDIOMETER TEST CURTICLE					80		80		80	
M240027	EYE EXAM CURTICLE					80		80		80	
M240028	REST ROOMS (2)					300		300		300	
M240029	LAB/PREP/SUPPLY ROOM					180		180		180	
M240030	STORAGE CLOSET					50		50		50	
M240031	TOILET					36		36		36	
M240032	NURSE REST AREA/DRESSING ROOM					150		150		150	
M240033	COAT SPACE					8		8		8	
M240034	INTERNAL CIRCULATION AREA					488		494		506	
TOTALS FOR MEDICAL					PERSONNEL	5		5		6	
					AREA	3277		3312		3395	

Actual pages from the computer printouts show all phases of personnel and area requirements, including space standards, projected number of people, storage areas and conference rooms.



*J. O'Neill Duffy, David Wind, and Denise Shay look over a computer printout. Virtually all space requirements and furniture allotments are reflected in the report, and changes can be handled far more efficiently and quickly with this method.*

## Computer can project growth

the computer report, an "M" and a "T" are used to differentiate between possible duplicated standards in either building. The first section of the J&J report is a summary dealing with overall departmental space. This is a total of each major department within the organization. Duffy arrives at an existing required figure: space that is actually needed. This includes miscellaneous equipment and also population figures. Projected growth also is studied, and in the case of J&J, figures are projected for 1980 and 1985. Thus, designers have the capability of expanding or contracting space according to client need and budget.

Sub-divisional or sub-departmental summary sheets are broken down into units and sub-units, with a possible four-hierarchy level concept. The same process is used in determin-

ing the number of persons for each sub-unit. Probably the closest look at each of these subdivisions is done on a person-by-person, or group of persons count, according to function. For example, at J&J, executive committee space is a sub-division of executive office space. Duffy goes through its yellow page notes, extracts pertinent information, then flags it on the report. This allows the client to see what the designer's understanding of the department is, and also gives them the option of re-defining the department.

### **Most effective for larger products**

Does the computer curtail creativity? No, says Duffy. The project director is concerned primarily with technical matters, and the designer, of course, with design aspects of the job. Computer printouts retain both types

of information, making it a sensible tool for the designer working on a large project to save valuable time. It enables the designer to ascertain such diverse data as visitor traffic and parking requirements. These are especially important in designing new buildings, or in buildings where there is a particularly large influx of people on a daily basis.

The use of the computer report makes sense only in projects larger than 50,000 square feet, says Duffy, who has been using it for about three years. However, a question that plagues the designer is that perhaps the computer is taking away his job. According to Duffy, it's not doing that. The computer simply takes the boredom out of routine and repetitive tasks, freeing the designer for more creative, in-depth planning. □



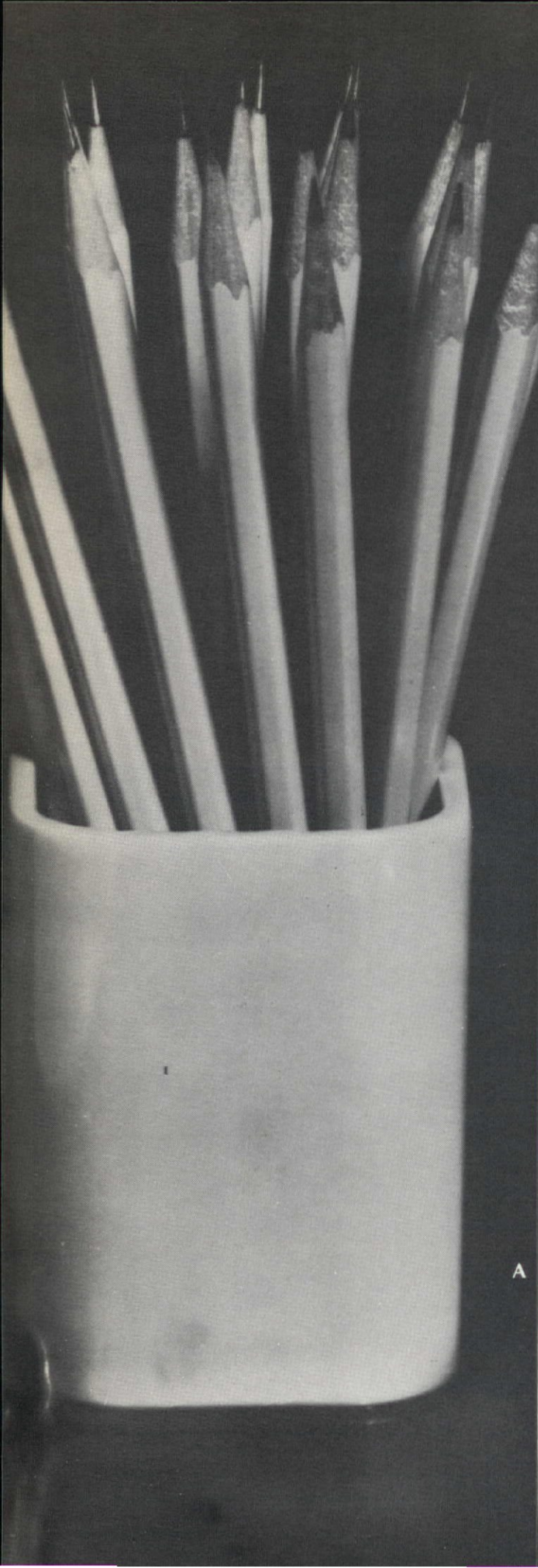
PERSONNEL AND AREA REQUIREMENTS

C INFORMATION + PERSONNEL C GENERAL PUBLIC RELATIONS C COMMUNITY RELATIONS		REQ. CODE	DES STD	UNIT AREA	EXIST/RECD PERB AREA	1980 PERB AREA	1985 PLRB AREA
FUNCTIONAL + AREA DESCRIPTIONS							
M3200010	COMMUNITY RELATIONS MANAGER	PAV	DTG	150	1 150	1 150	1 150
M3200020	SECRETARY/CLERK	G	NMI	60	1 60	1 60	1 60
M3200025	VISITOR SEATING				50	50	50
M3200030	STAFF SPECIALIST	V	SEC	100	1 100	1 100	1 100
M3200040	STAFF ASSOCIATE		PIR	100	1 100	1 100	1 100
M3200050	FILM ASST.	G	NMI	60	2 120	2 120	2 120
M3200060	STAFF SPECIALIST	V	SFC	100	1 100	1 100	1 100
M3200070	STAFF ASST.		PIR	100	3 300	3 300	3 300
M3200075	APDCL STORAGE AT RECEPTIONIST STATION				15	15	15
M3200076	RECEPTION SEATING AREA				150	150	150
M3200077	RECEPTION COAT STORAGE				9	9	9
M3200080	P.R. RECEPTIONIST	G	NMI	60	1 60	1 60	1 60
M3200090	STAFF ASSOCIATE		PIR	100	1 100	1 100	1 100
M3200092	EXHIBIT SPACE				200	200	200
M32000921	ACTIVE FILING AREA				24	24	24
M32000930	WORKSPACE FOR STORAGE ROOM CLERK				50	50	50
	COAT SPACE				18	18	18
	INTERNAL CIRCULATION AREA				291	291	291
TOTALS FOR COMMUNITY RELATIONS					PERSONNEL 12	12	12
					AREA 1897	1897	1897

EXISTING FURNITURE AND EQUIPMENT

C RETAIL BANKING C INSTALMENT LOANS C CREDIT SECTION		COND	FINISHES TOP	SIZE IN W D H	UNIT SOFT	UNIT COST	EXIS	1978
M7200010	ASSISTANT SECRETARY TREASURER				36	1	0	0
P7200010A	D6030DP I DESK-DOUBLE PEDESTAL	GOOD	PLW MTL BLK		6	1	0	0
P7200010B	CLRSW L LOW BACK SWIVEL CHAIR	GOOD	MTL FAR GRN		0	1	0	0
P7200010C	C2601A I	GOOD	PLW MTL BLK		4	1	0	0
P7200010D	CSIDEA B SIDE CHAIR WITH ARMS	GOOD	MTL FAR GRN			1	0	0
M7200020	SUPERVISOR				36	1	0	0
P7200020A	D6030DP I DESK-DOUBLE PEDESTAL	GOOD	PLS MTL GRG		6	1	0	0
P7200020B	CLRSW L LOW BACK SWIVEL CHAIR	GOOD	MTL VNL GRN			1	0	0
M7200030	CREDIT ANALYST				36	1	0	0
P7200030A	D6030DP I DESK-DOUBLE PEDESTAL	GOOD	PLS MTL GRG		6	1	0	0
P7200030B	CLRSW L LOW BACK SWIVEL CHAIR	GOOD	MTL VNL GRN		4	1	0	0
P7200030C	CSIDEA B SIDE CHAIR WITH ARMS	GOOD	MTL VNL GRN			1	0	0
M7200040	CREDIT ANALYST				36	1	0	0
P7200040A	D6030DP I DESK-DOUBLE PEDESTAL	GOOD	PLS MTL GRG		6	1	0	0
P7200040B	CLRSW L LOW BACK SWIVEL CHAIR	GOOD	MTL FAB GRN			1	0	0
M7200050	CREDIT ANALYST				36	1	0	0
P7200050A	D6030DP I DESK-DOUBLE PEDESTAL	GOOD	PLS MTL GRG		6	1	0	0
P7200050B	CLRSW L LOW BACK SWIVEL CHAIR	GOOD	MTL VNL GRN			1	0	0
M7200060	CREDIT CLERK				36	1	0	0
P7200060A	D6030TL I DESK-TYPEWRITER RETURN LEFT	GOOD	PLS MTL GRG		4	1	0	0
P7200060B	CPDS M SECRETARIAL POSTURE CHAIR	GOOD	MTL VNL GRN		10	1	0	0
P7200060C	FT1402L FILE TR	BAD	MTL GRG			1	0	0
M7200070	CREDIT CLERK				36	1	0	0
P7200070A	D6030TL I DESK-TYPEWRITER RETURN LEFT	GOOD	PLS MTL GRG		4	1	0	0
P7200070B	CPDS M SECRETARIAL POSTURE CHAIR	GOOD	MTL VNL GRN			1	0	0
M7200080	CREDIT CLERK (VACANT)				36	1	0	0
P7200080A	D6030TL I DESK-TYPEWRITER RETURN LEFT	GOOD	PLS MTL GRG		4	1	0	0
P7200080B	CPDS M SECRETARIAL POSTURE CHAIR	GOOD	MTL VNL GRN			1	0	0
M7200090	INVESTIGATOR							

From sub-departmental summary sheets, Duffy is capable of sorting out furniture, so that inventory can be taken at any time to locate any one kind of desk, chair, etc. The process, which would normally take hours, is often completed in 15 minutes or less.



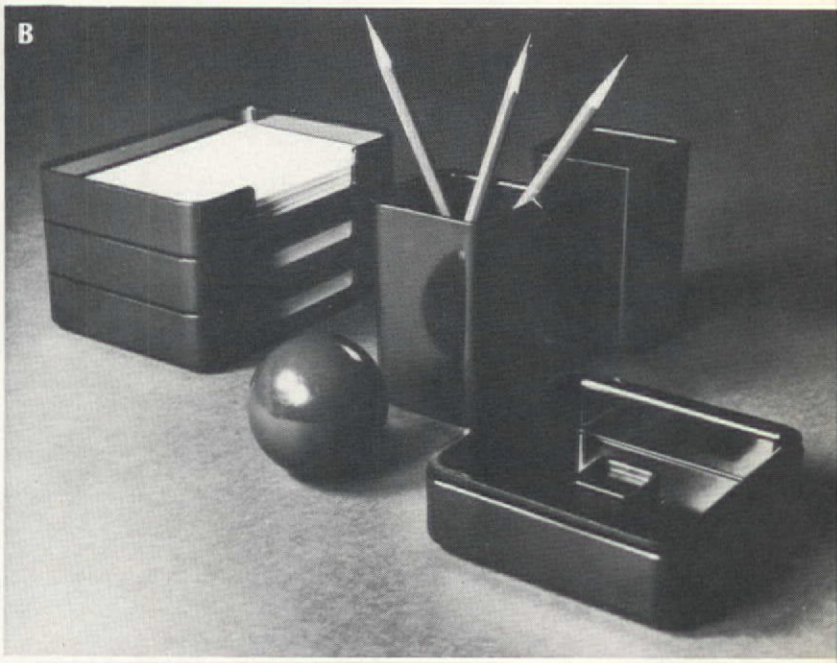
A

## DESK ACCESSORIES

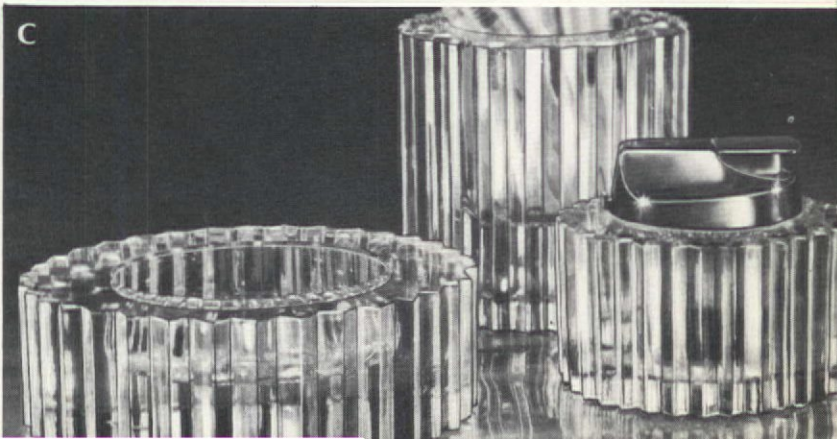
# ELEGANCE CREATED IN ANY MATERIAL

**A**—Smith Metal Arts has introduced a plastic version of its Radius One collection, designed by William Sklaroff. It is offered in seven designer colors and is completely scratch, stain, and break resistant. **Circle No. 200.**

**B**—Modu Plus Plastics is Smokador's latest line expansion in plastic, offered in 10 designer colors. **Circle No. 201.**  
**C**—Rosenthal U.S.A. offers cut glass accessories for the executive desk in crystal. **Circle No. 202.**



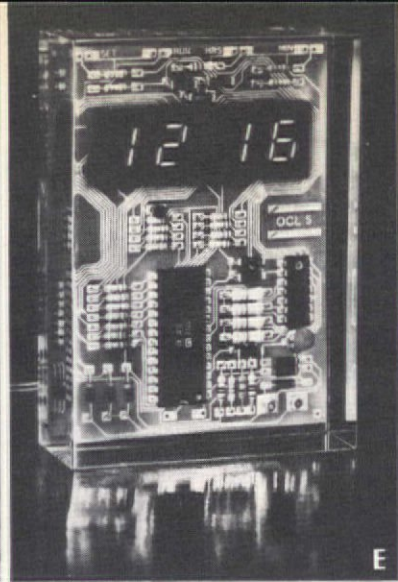
B



C



D



E



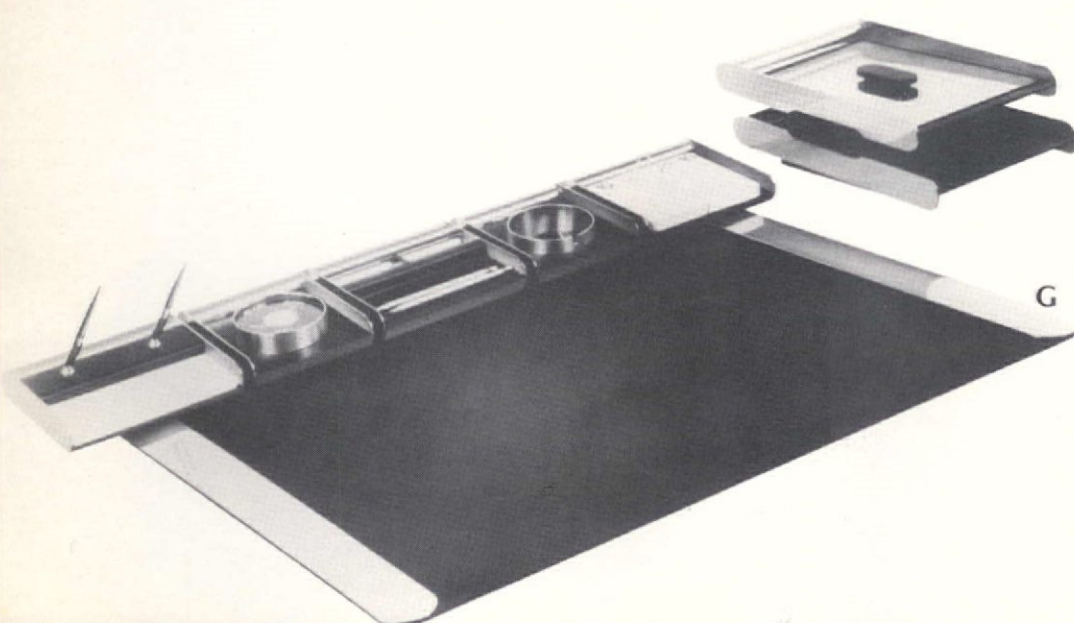
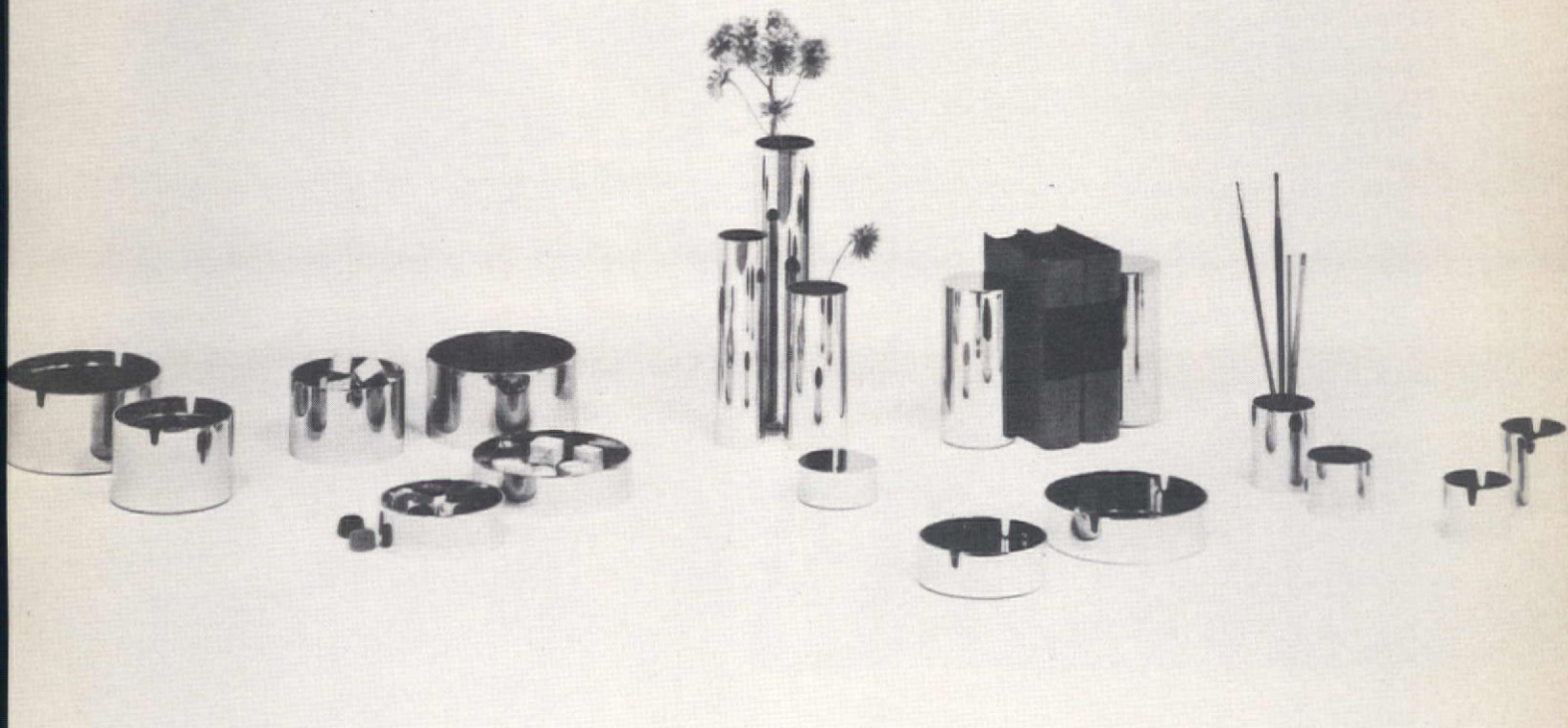
H

D—Indecor's 24-in., battery powered Carrington clock has quartz movement, Roman face. **Circle No. 203.**

E—Space-age digital clock is from Latama, Inc., is made of see-through acrylic, and is premium priced. Available in round shape, too. **Circle No. 204.**

H—One of eleven Wood Tone designs in Sterling's Desk Mate collection is this polystyrene desk organizer. **Circle No. 205.**

F



G

F—AMV accessories from Vecta Contract are in heavy gauge steel with mirror chrome finish; design by Hugh Acton. **Circle No. 206.**

G—System 4000 from Metcor is expandable, allowing groups of required components to be added as desired. Soft leather combines with either polished chrome, bronze or antique bronze. **Circle No. 207.**

DESK ACCESSORIES

# Winning designs by Italians

I—Top grain cowhide leather with stitching available in two-tone or solid colors is featured in the Ultima Series by Gift Craft. Circle No. 208.

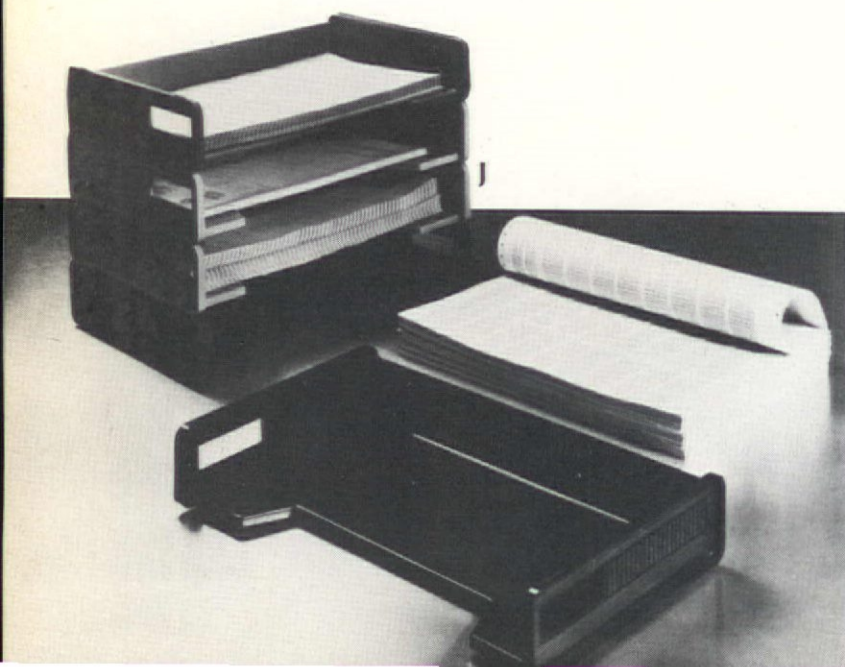
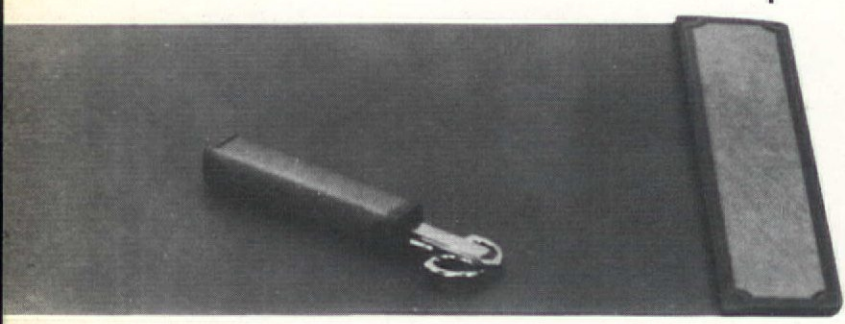
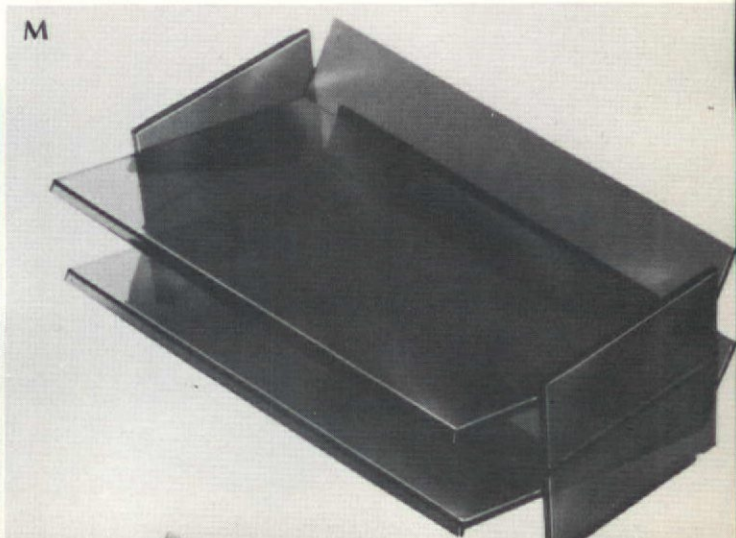
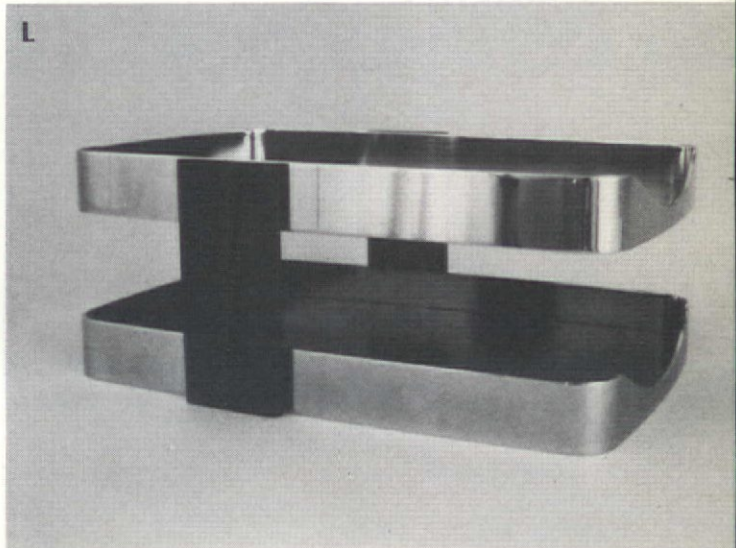
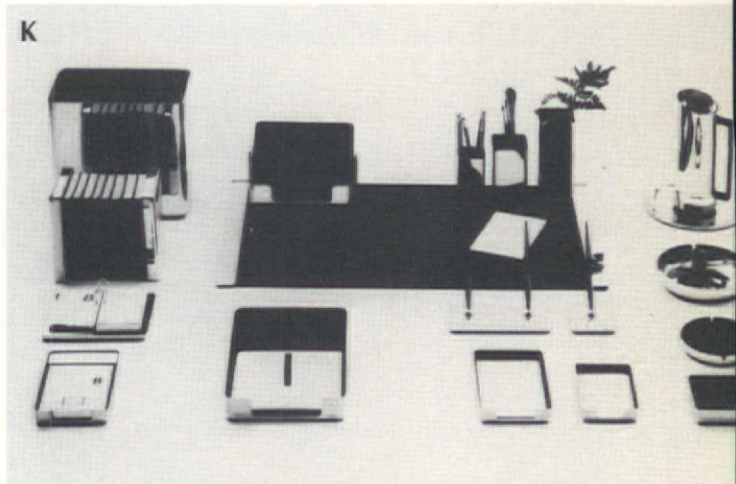
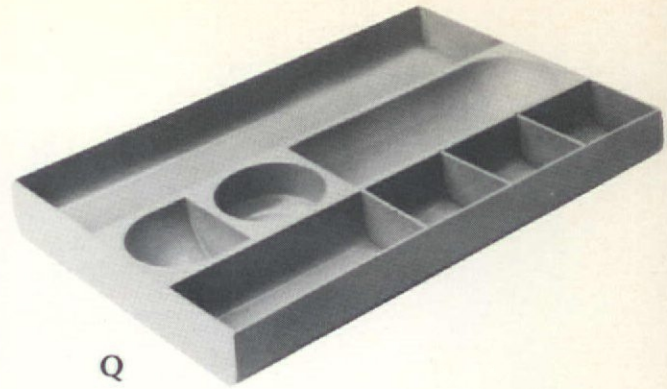
J—Snapstack letter trays from Rubbermaid are now available in legal size. Colors are molded in. Circle No. 209.

Q—Catch'all organizer from Eldon Office Products can be snapped to top of stackable letter trays or desk drawers. Offered in beige, black or smoke. Circle No. 210.

K—Nineteen pieces make up the 9000 Series McDonald's Eclipse line of accessories in three metals, and two woods. Circle No. 211.

L—New profile group of desk items from Peter Pepper Products includes this double filetray. Line was designed by Gino Russo. Circle No. 212.

M—Made of transparent bronze plastic, this double filetray is from Oxford Pendaflex's complete line of desk accessories. Circle No. 213.





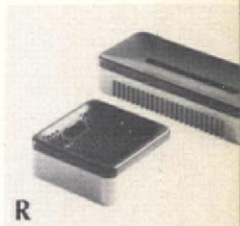
N  
O

**N**—TSAO introduces its line of black and white marble vases and pencil holders. **Circle No. 214.**

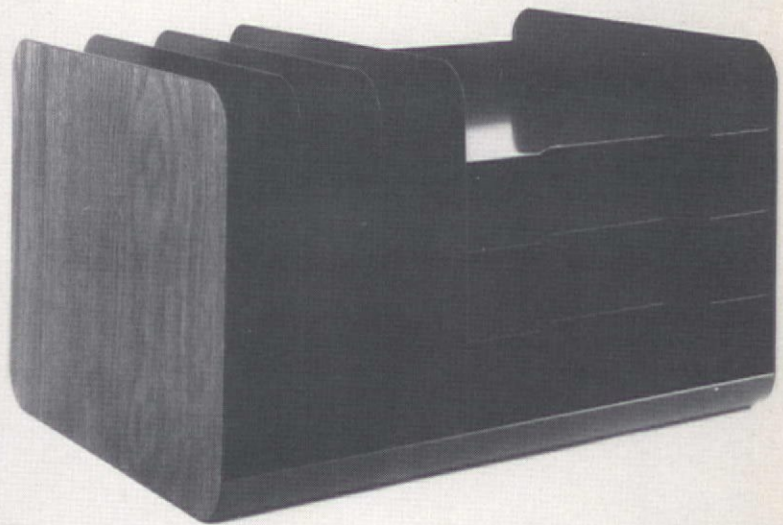
**O**—From **Architectural Supplements** comes this Paul Mayen designed line of polished chrome finish accessories. Main utility unit is shown. **Circle No. 215.**

**P**—Horizontal-Vertical File 20 HV desk organizer from **Globe-Weis** is available in four earth tone colors and three finishes. **Circle No. 216.**

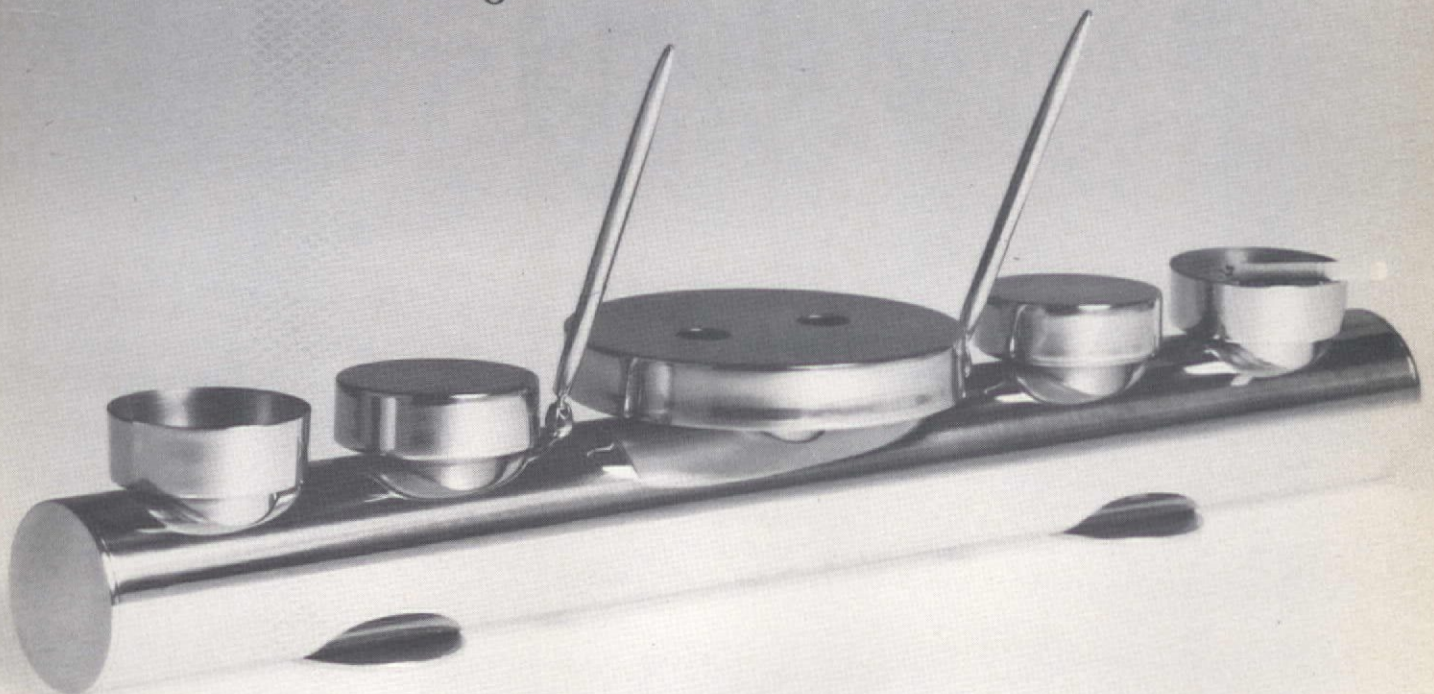
**R**—Designers Barbieri and Marianelli have designed these ABS plastic ashtrays from **AI**. Available in black, white, red or brown. **Circle No. 217.**



R



P



**New Casual  
Canyon Chair\* by  
Gold Medal**

Solid hardwoods.  
Natural canvas on  
clear or Danish walnut  
oil stain finish.  
Swivel back for  
lounging-chair comfort.  
Folding frame.

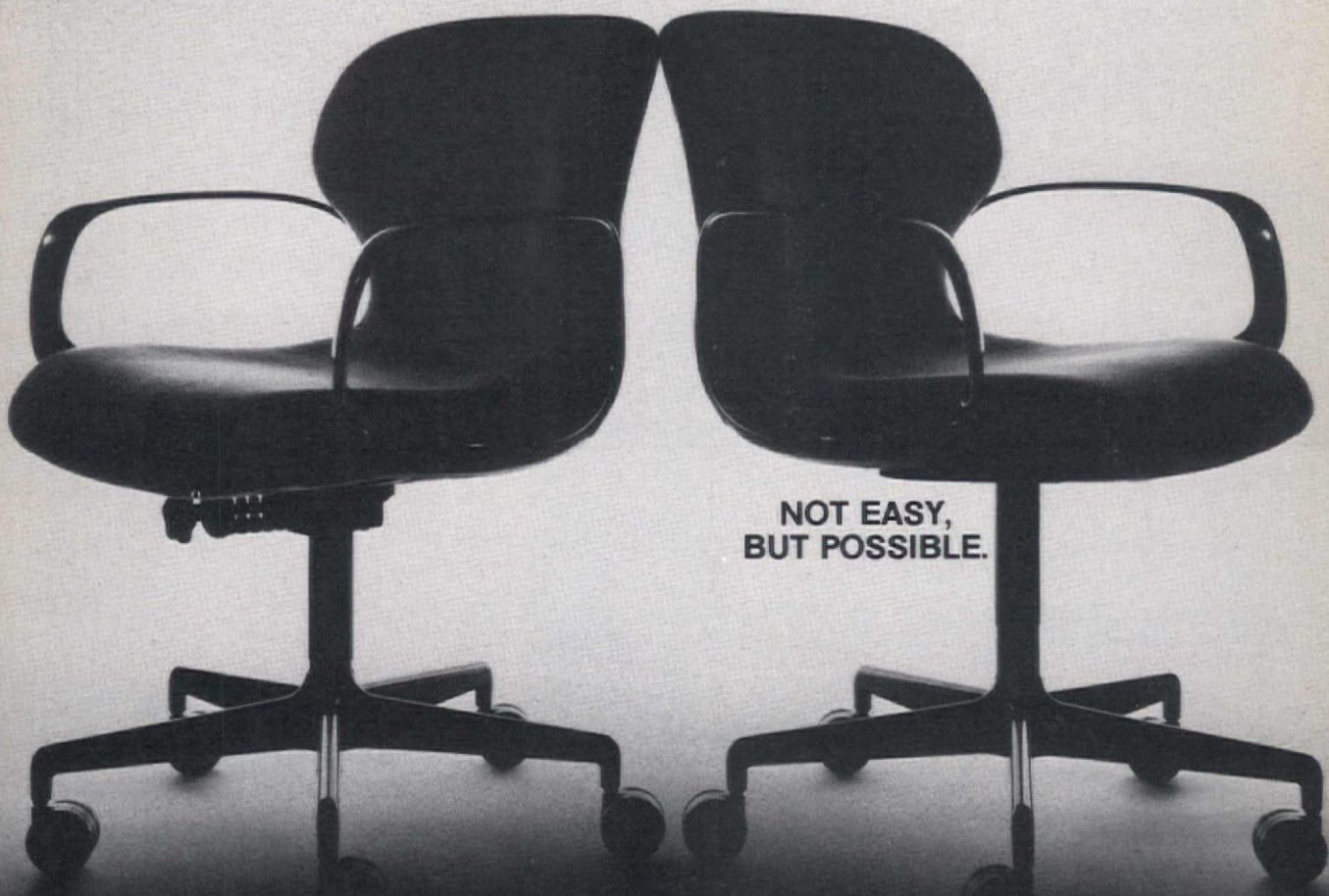


\*winner of the ASID  
international residential product  
design award for 1976

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A HARTER CHAIR.**



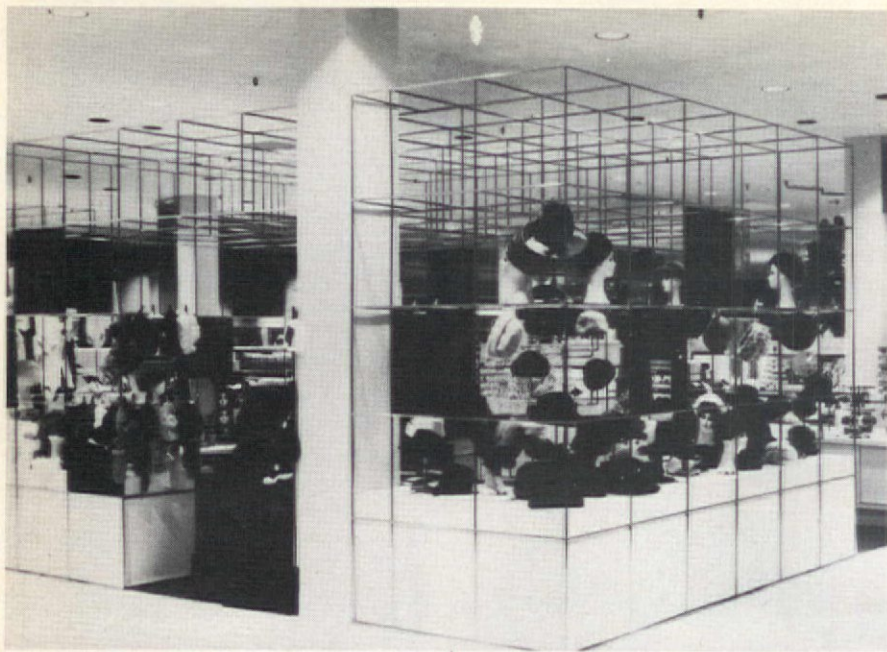
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STORE FIXTURES



## Vertical display can be reassembled

A vertical display/enclosure produced by **Abstracta Structures Inc.** is used to display women's hats at a new Thalhimers department store in North Carolina. The configuration of the unit also gives further definition to a heavily trafficked corner. Copeland, Novak, Israel, New York interior design/space planning firm that specializes in retail store design, selected the Abstracta 13mm system for its strength, simplicity, and versatility. It can be reassembled in other shapes for use in other departments for different type of merchandise. All members of the component system are chrome.

**Circle No. 220.**



## Displays take marketing messages

**Marketing Displays Inc.** describes its line of display units as The People Stoppers. Frames of PosterGrip (left), one of its display and marketing units, snaps open for easy front loading. Wall hung or as movable floor stands, units combine walnut/gold anodized aluminum or brushed silver/black finishes. They are made in several sizes.

**Circle No. 221.**



## Clamp gives flexibility to system

A universal clamp is basis of **Opto Corp.**'s flexible display system (above). Tubular members, easily reassembled for new needs, come in standard buffed finish, chrome and brass plate.

**Circle No. 222.**

## Chrome members fit changing needs

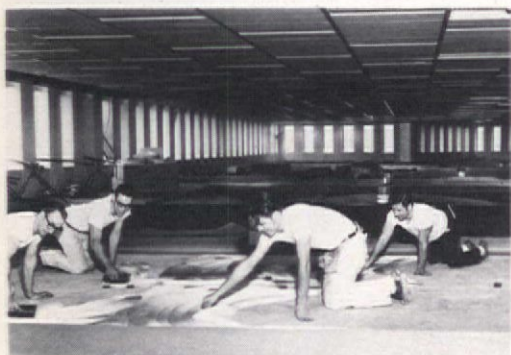
Display configurations can change as needed with System D tubular component system produced by **Unicube Corp.** In this display, the 2-inch diameter members are standard polished chrome. **Circle No. 223.**





# CONTRACT's Construction Lead Service –

bringing specifier/buyers  
and suppliers together



**Construction Lead Service:  
Another Industry-Wide Service from  
the All-CONTRACT Magazine**

#### **Valuable service for you**

Specifier/buyers and product suppliers both benefit from CONTRACT's Construction Lead Service — a free monthly report on new and remodeled contract projects in the planning stage.

#### **Free to CONTRACT readers: the help they need from suppliers**

Get the special literature, rep attention and manufacturer services that your current projects demand... just by filling out the "construction activity" portion of the reader service card in any issue of CONTRACT. Our Construction Lead Service is the free and easy way to explore products, supplies and services on a priority basis from manufacturers eager to meet your professional needs.

#### **Free to CONTRACT advertisers: exclusive leads to current projects**

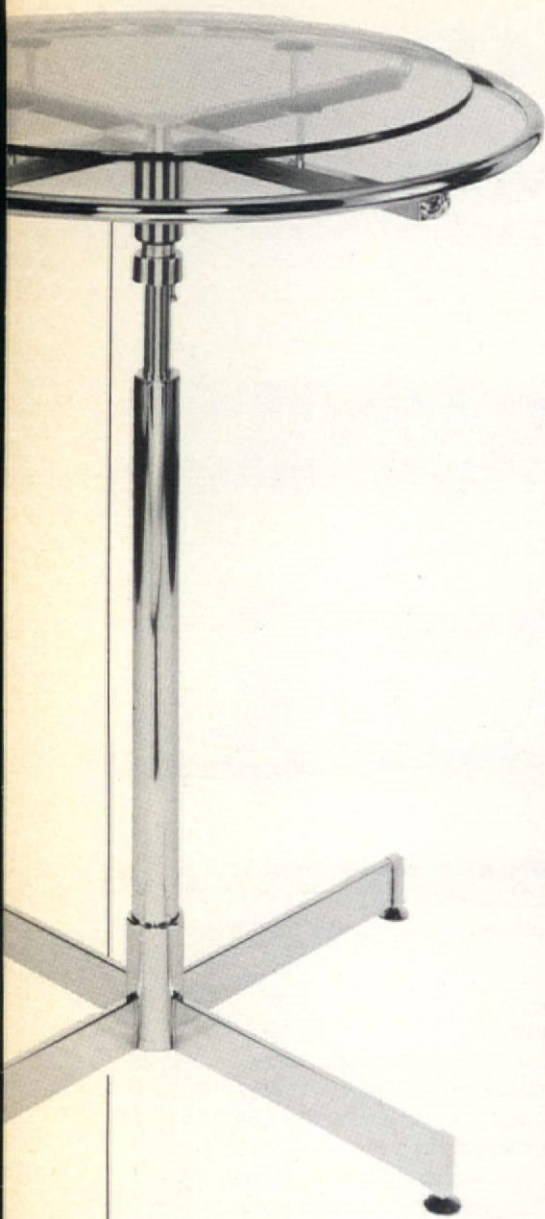
CONTRACT's Construction Lead Service gives you key details such as name of job, type of construction, location, purchase deadlines, projected budget, kind of furnishings, name of contact, and more on contract installations in the specification or purchasing stage. You get a free report for every month your ad appears in CONTRACT... or get a full year of reports with a six-time schedule. This free service helps you find immediate business, plus long-term new accounts!!

# Contract

A GRALLA PUBLICATION

**1515 BROADWAY, 24th Floor  
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STORE FIXTURES

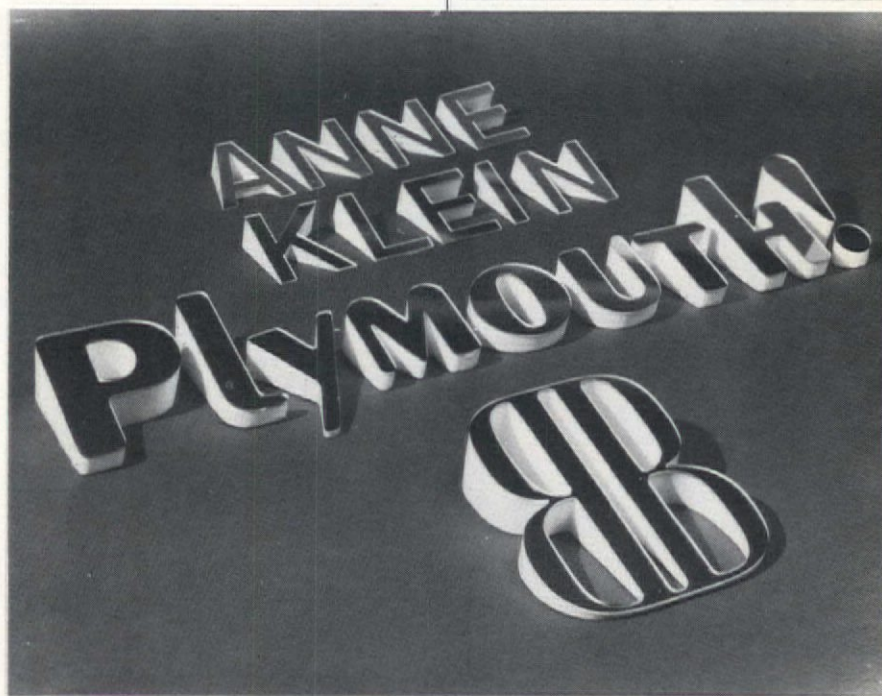


### Display rack rotates freely

**Sel-O-Rak** store display rack (left) remains level and rotates freely while supporting heavy loads of merchandise. Accessory glass tops are 3/8-in. thick with micropolished edges. Wide face tubing welded to a large diameter center column forms the base. Unit adjusts to increments from 46 to 68 in. high. **Circle No. 224.**

### Lightweight forms support merchandise

**Avanti Geometrix** (right) are lightweight polyurethane foam units adaptable for use in various store displays. Laminite finishes available include all colors, woodgrains, abstracts, and marbles. **Circle No. 225.**

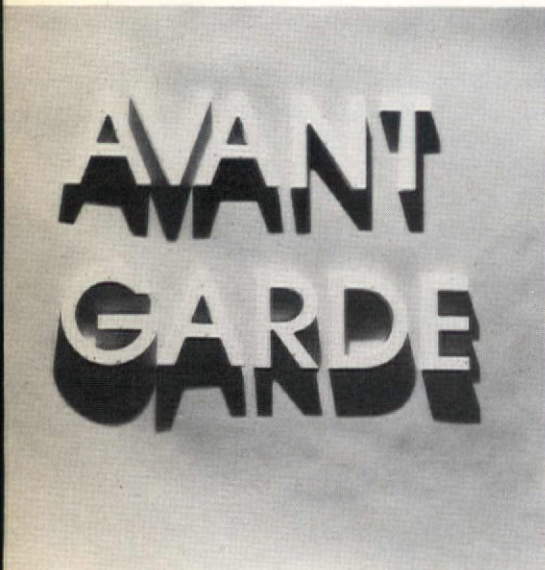


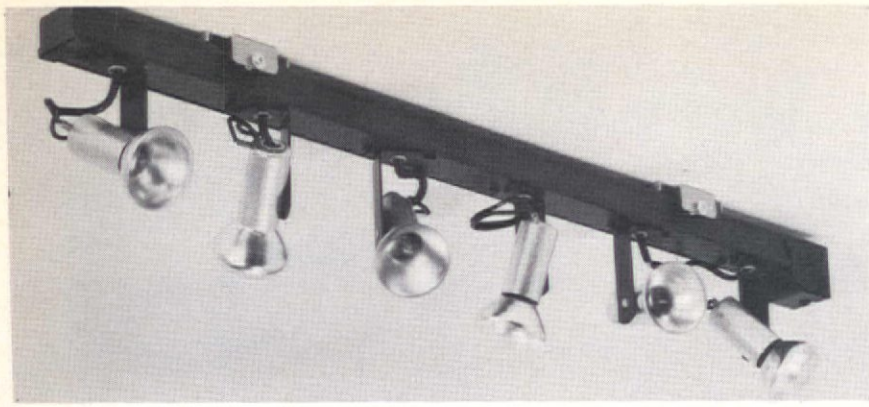
### Graphics unify store displays

Uniform display graphics throughout a store create a total design concept for maximum impact. **Avant Garde** (left) is a recent addition to **Scott Plastics'** selection of foam letters, numerals, and graphics. Available in sizes from 6 to 22 inches in 48 colors. **Circle No. 226.**

### Dimensional letters add window drama

**Electra's** dimensional letters (above) with angled foam backing are especially adaptable for showcase graphics, window floors, and low platforms. Letter face material can be plexiglass, mirroplex, woods, metals, or laminites in custom colors. Logos are also available. **Circle No. 227.**



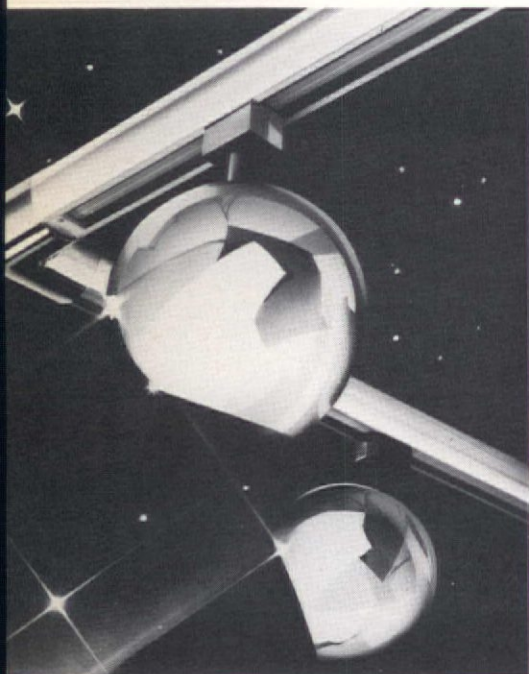
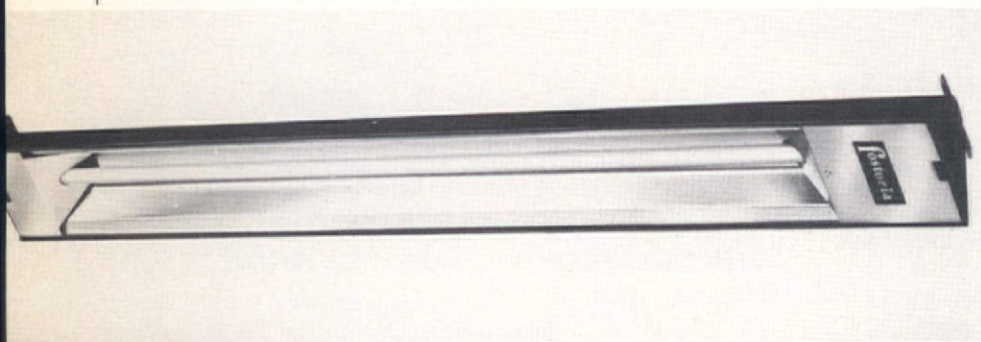


## Swivel lights reach limited spaces

Miniature R Swivel Series (left) from **Lighting Services** provides accent lighting for limited spaces. Individually adjustable swivel sockets are mounted at four-inch intervals along a linear channel. Each lampholder can be focused in all planes. Lamps are spots or floods. **Circle No. 228.**

## Compact design houses heater

Trimline Series electric infrared overhead heaters (left) from **Fostoria Industries** feature a single heat source in a compact design. Lamps measuring 46 or 57 inches sport painted brown oaked enamel finishes and come in 1,500 to 4,000 watts or 120 to 480 volts. **Circle No. 229.**



## Lamp facilitates design variations

Circa-1 tubular track lighting system (above) from **Swivelier** offers polished aluminum housing and mitred corners. Single-circuit lamp components facilitate many mounting and pattern variations including "space frames" and "track chandelier" design styles. Unit is pre-assembled and requires wiring only at the starter section. Lamp track comes inside the housing ready to install. **Circle No. 230.**

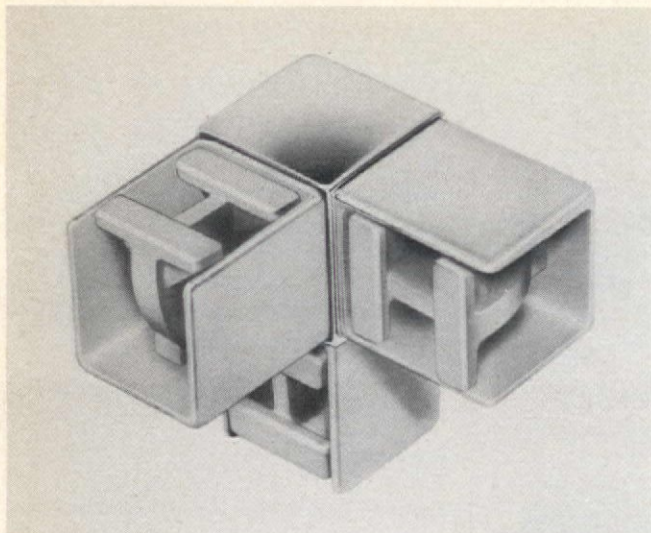


## Lighting system spotlights jewelry

Track lighting system (above) by **McGraw-Edison Co.** puts the spotlight on Jewelry in the Jewel & Things Store at Chicago's Century Shopping Center. Six polished aluminum lamps focus on

all planes providing high-intensity accent lighting for hard-to-reach spots. Lamps swivel in individually adjustable sockets that slide along the linear track. Track allows any lamp angle and placement for a variety of lighting design possibilities.

**Circle No. 231.**



**STORE FIXTURE TUBING LOCKS WITHOUT TOOLS**

Rocker-Lok is a new one-inch system used to assemble merchandising display fixtures without need of welding, bolts, screws, or any special assembly tools, claims its producer, Fixture-Ware Div. of Kason Industries. Rocker-lok, which joins tubing into required size and shape fixture, has a two-point holding mechanism. Seven different Rocker-lok configurations fit Kason's square tubing without need of spacers.

Circle 247 on reader service card



**OFFICE SERIES CONTAINS VARIETY OF CHAIRS**

Two new additions to GF Business Equipment's 450 Series line of seating products are a high-back swivel-tilt and a five-adjustment secretarial chair. Designed by Earl Koepke, the series also includes arm and armless guest chairs, swivel, and arm and armless swivel-tilt chairs.

Circle 248 on reader service card

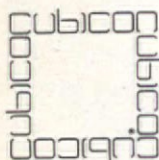
Cubicon's new slant front cube such as the shirt cube shown, provides dramatic accent and a new shape to bin systems. Not only does the new slant front provide a dynamic saw tooth shape, but the merchandise is further highlighted with more lateral exposure.

The new slant front is available on all the popular Cubicon special purpose cube products including the jean cube, record cube and the anywhere cubes.

Best news of all the new slant front cubes carry a lower price than the standard straight front product. Write today.

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Circle 40 on reader service card

# Betsy Palmer speaks for you when she enthusiastically endorses Duraclean® care for her furnishings...



The popular star of stage, screen and television says: "I trust the cleaning of my cherished French heirloom carpeting only to Duraclean."

With such a strong statement, you can be sure that if the Duraclean foam absorption process is gentle enough for the fine furnishings in her home, it is safe to recommend it to your clients.

Miss Palmer goes on to say: "I left my home in the hands of the Duraclean men this morning and returned to find myself surrounded by a sweet freshness everywhere. The furniture and rugs never looked brighter or more true of color."

This message is being told to your clients and prospects in major consumer publications. A Duraclean craftsman can help keep your clients happy by retaining the like-new look of the furnishings you have specified for their homes. Call your local Duraclean Specialist for a free demonstration or mail the coupon below.

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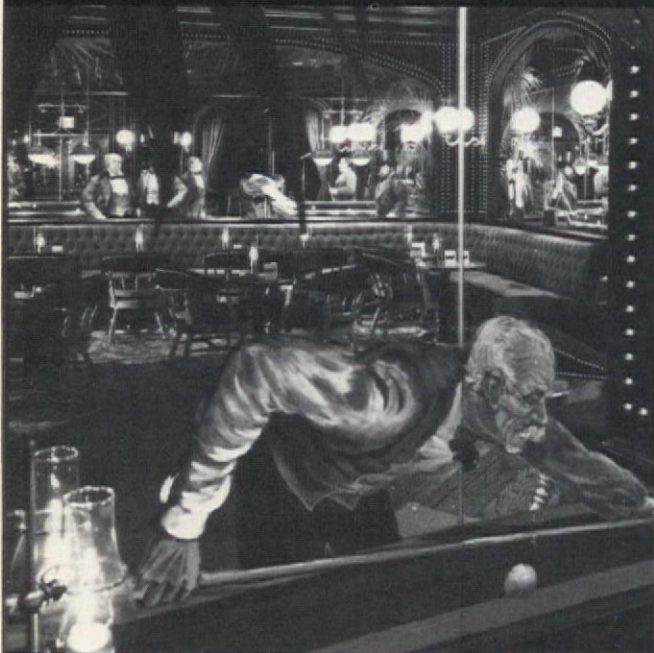


Betsy Palmer watches her furniture fabric become flower-fresh and clean with colors revived. There is no wear from scrubbing.

Miss Palmer admires her thoroughly cleaned carpet. The soil is OUT . . . not washed down to seep back and quickly resoil the surface. It will stay clean much longer.



*Shirley Tattersfield*



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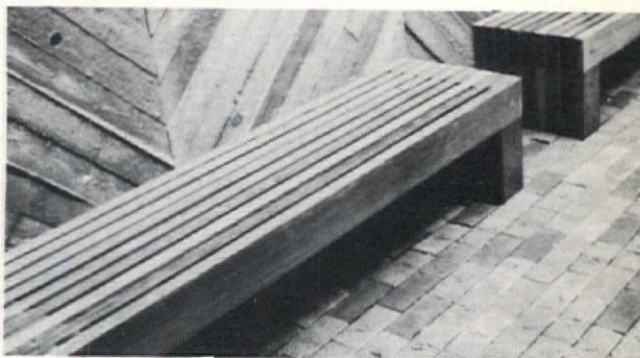
**PRODUCTS & SERVICES**



**OFFICE SYSTEM OFFERS VERSATILITY**

Desk, chair, and credenza are part of Capri series by Biltrite. Single pedestal desk, return, and utility table complete the series, available in light oak or walnut.

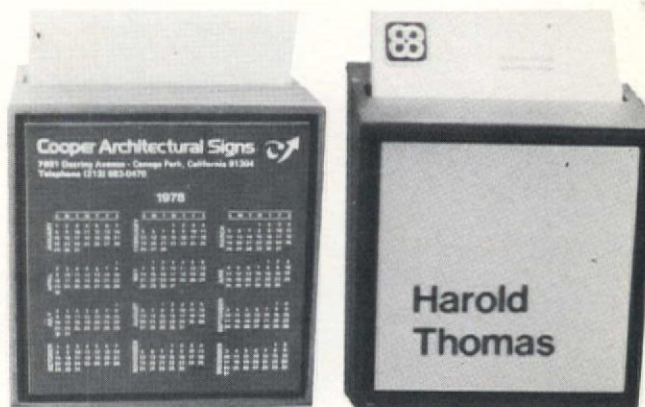
Circle 249 on reader service card



**REDWOOD BENCH RESISTS WEATHER**

Palisade bench by Landscape Forms is built of solid redwood. Made to stand up to heavy use, the benches are available in three contrasting wood grains and colors—oak, redwood, and purpleheart, as well as fiberglass in 12 standard colors. Matching tables and seats also can be specified.

Circle 250 on reader service card



**DESK PLAQUE DISPLAYS CARDS**

Executive desk plaque by Cooper Architectural Signs displays business cards in top. Bottom has felt pad for protection of desk and base is of bronze aluminum. Calendar on back is easily changeable each year.

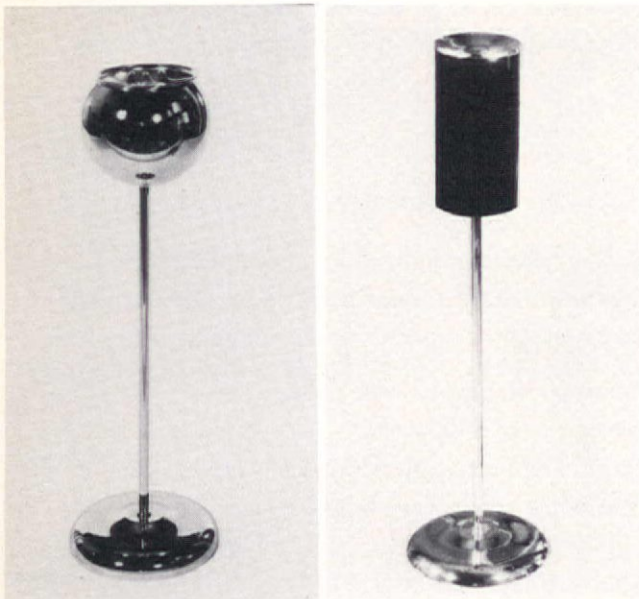
Circle 251 on reader service card



**FIREPROOF CHAIR HAS STEEL MESH SEAT**

Fireproof Astro mesh chair by Fixtures Mfg. has contoured steel mesh seat and tubular steel frame finished in bright chrome. Chairs stack 12 high and are available in conventional or sled-leg models, with or without arms.

Circle 252 on reader service card

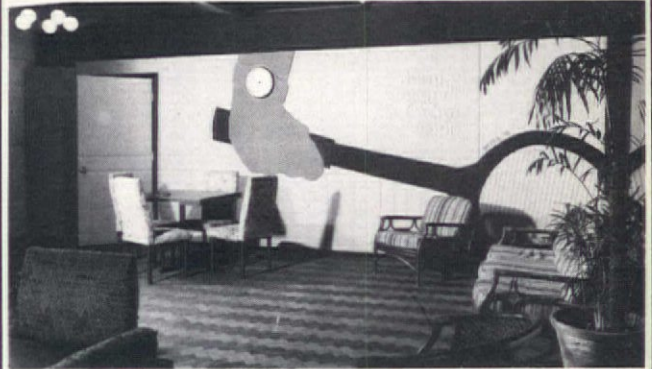


**ASH TRAYS HAVE BRIGHT, MODERN LOOK**

Modern lines and polished chrome steel enhance the new ash trays by LaSalle Office Products. A 6-inch chrome ball, complete with cigar, cigarette rest, stands 24 inches high on a 7½-inch dia. weighted base. Black baked enamel cylinder topped with a chrome funnel has an easily removable inner container to catch ashes. Height is 28 inches.

Circle 253 on reader service card

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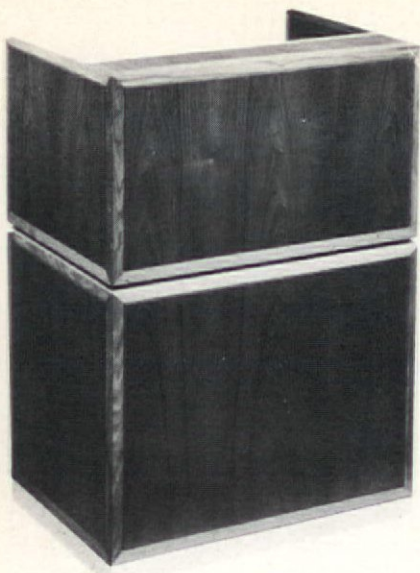
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Closing: 1st of preceding month.

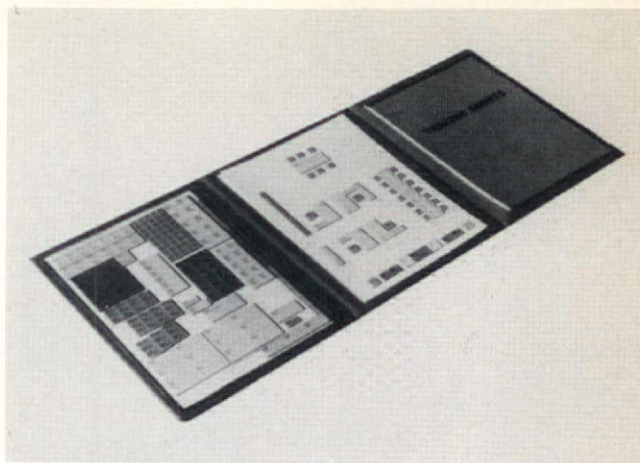
*See classified section for more details.*



**LECTERN HAS BUILT-IN LIGHTING, CONTROLS**

Executive lectern from Van San Corp. incorporates built-in diffused lighting, a large electric digital clock, ashtray, and recessed wheels. Also available is an electric height-control system.

Circle 254 on reader service card



**OFFICE PLANNING KIT SAVES TIME**

Magna Visual kit for rendering office and plant layouts comes in a self-contained portfolio case. Kit includes a full selection of multi-colored magnets with pre-printed templates for desks, chairs, credenzas, files, and all typical office furniture pieces in 1/4 in. scale. Office planners can position the magnetic templates on a gridded, magnet-holding sheet.

Circle 255 on reader service card

# DESIGN ATLANTA '79 PRESERVATION

APRIL 16-18

The Atlanta Decorative Arts Center

A three day market highlighted by a complete program of seminars, tours of historic preservation sites and gala events with a preservation theme.

In addition to the permanent showrooms, representing over 400 lines, the Atlanta Decorative Arts Center is now taking applications for temporary booth space.

For further information contact:

Linda Kuhn

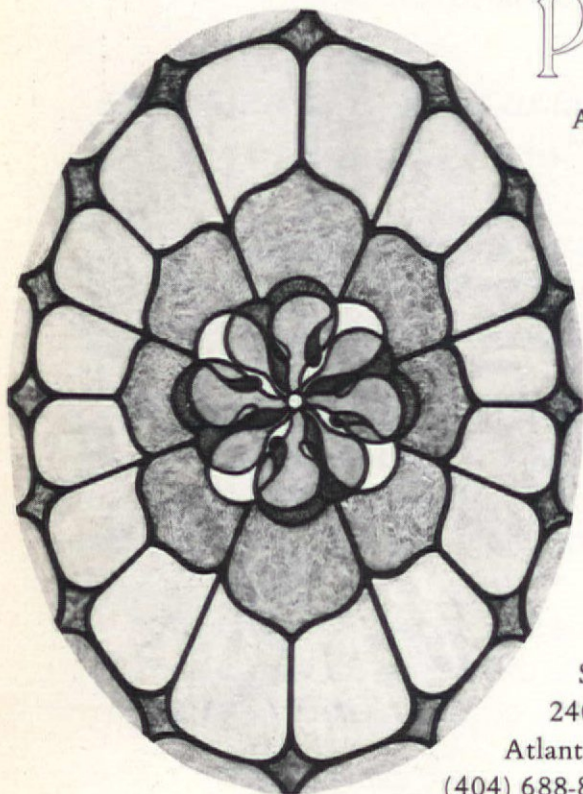
The Atlanta Decorative Arts Center

Suite 2200

240 Peachtree Street

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Circle 42 on reader service card



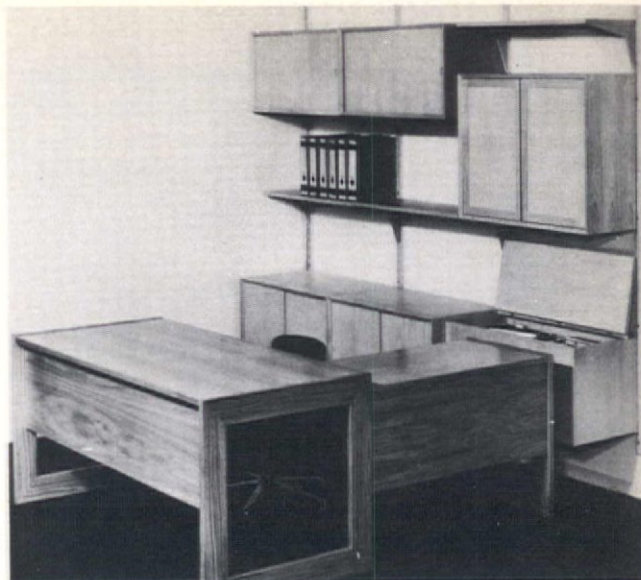


#### ENDLESS UPHOLSTERY OPTIONS AVAILABLE

Endless upholstery options are offered by Beelner & Thomas in its Danco Chair line. Solid oak or solid walnut can be specified with versatile usage in any contract application. Circle 256 on reader service card

#### TASK LIGHTING REDUCES GLARE

Lighting for Alma Desk Co.'s AD systems for open plan offices was designed by Jules G. Horton to eliminate glare at workspaces. Task and ambient lighting fixtures combine short fluorescent tubes with Holophane circle grid lens for the light shield to "produce intense beams that are intense only at the angle leading to the task surface," according to Horton. The system is said to save energy. Circle 257 on reader service card



#### FURNITURE LINE OFFERS VERSATILITY

The Ambassador line of wood office furniture by Cado/Royal System offers a multitude of design combinations, from a basic wood table to a complete executive desk system. Storage drawers, bookcases, and secretarial desks are among the pieces which may be added. The line is available in a choice of two Brazilian woods. Circle 258 on reader service card

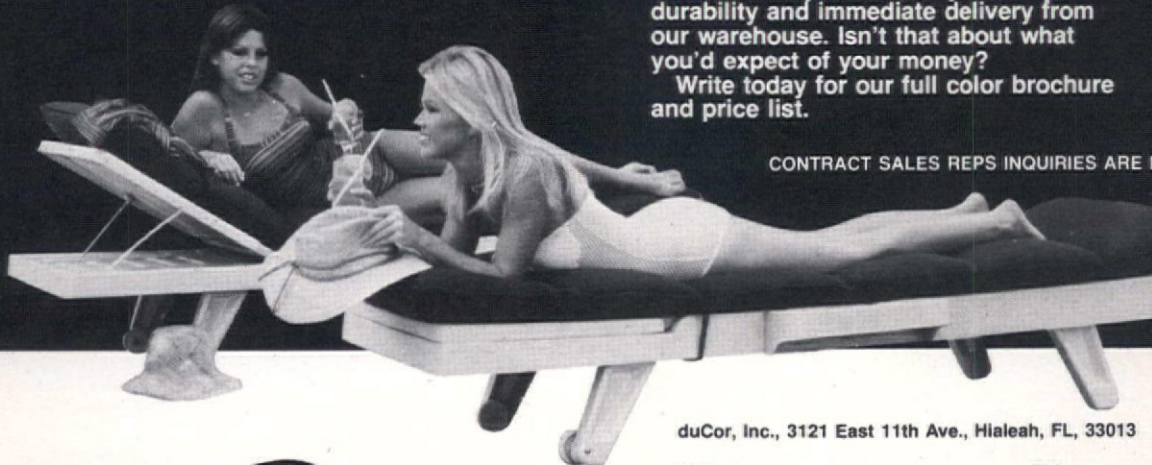
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Poolside furniture *must* take abuse. This duCor sun lounge has been a success since 1958 for that very reason.

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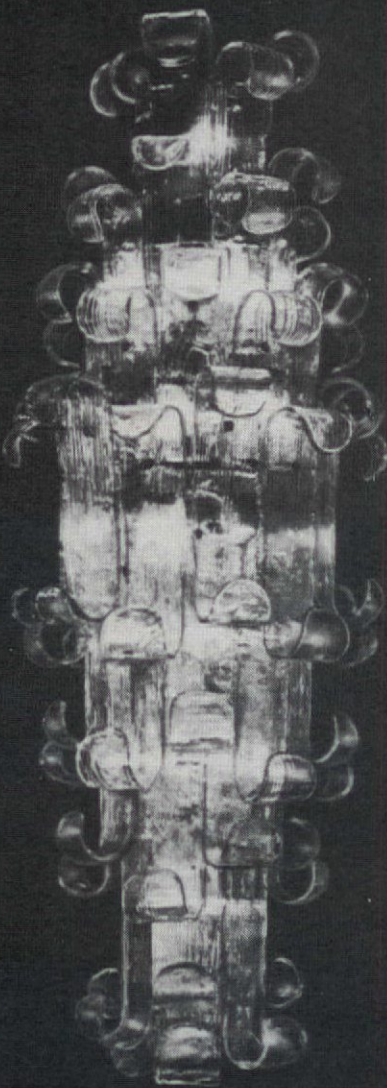
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## PRODUCTS & SERVICES



### LAMINATED PLASTIC DESK TOP IS STAIN-RESISTANT

Executive desk by Marnay-Signore has stain-resistant high pressure laminated plastic top, with stainless steel accent strip. Drawers are double-wall constructed with a spring-latch compressor follower-block in all file drawers. Finish is baked enamel in a variety of colors.

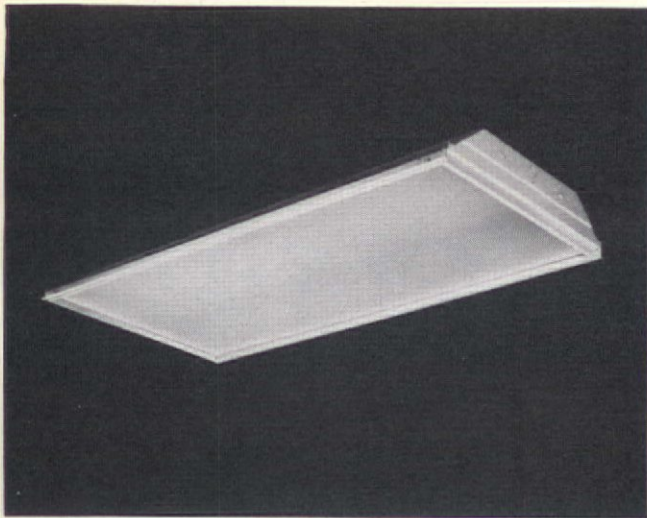
Circle 259 on reader service card



### NEON DESIGNS BRIGHTEN ROOM

Infinity View Neon Lightboxes by Designer's View are available in unlimited shapes and sizes, ranging from woman's profile to crescent moon to rainbow. Size and design can be customized in a wide choice of colors.

Circle 260 on reader service card



#### TROFFER HAS VERTICAL REGRESSED DOOR

Vertex/ST by the Lighting Division of Keene Corp. offers a vertical return door regressed 1/2 in. from the ceiling surface to blend with exposed T-bar grid ceilings. The troffer has fully enclosed wiring, UL-listed twin-knockout access plate for closed-door wiring, and captive bolt ballast mounting for fast, simple servicing.

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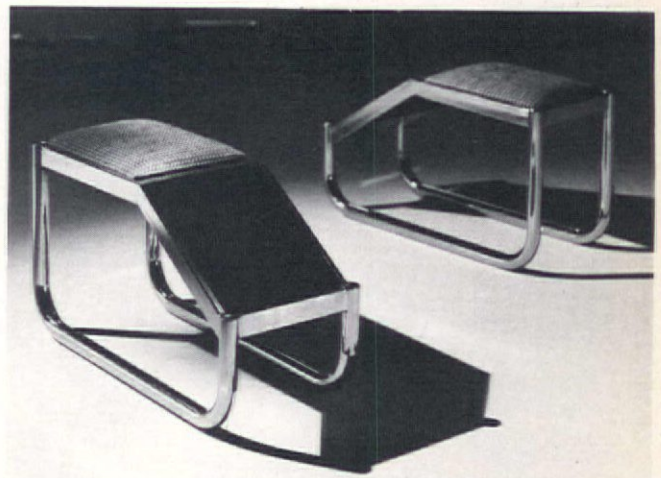


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**Regulations:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or items for sale on a one-time basis. Classified ads may not be used for extensive product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

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**Reps Wanted** — National distributor of modern tubular merchandising display, and exhibit system, is starting new rep program. If you call on the design and architectural market, our line is a natural. Excellent commissions and promo support. Send info on current lines and area covered. Contact Robert Casden OPTO Inc., 162 Northfield Rd. Northfield, IL 60093.

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**New York, New England, Illinois/Wisconsin** — Independent reps wanted for contract-oriented photographic art line. All pictures stocked for immediate shipment. Exclusive terr. Excellent comm. Must call on office furnishing dealers, designers, and architects. Contact Designer's Gallery, P.O. Box 1184, Roswell, GA 30077.

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**Manufacturer's Representative** — wanted (Female or Male) who has time to devote to one more profitable line, with specifier-dealer orientation and institutional-contract experience. Work out of Dallas; little or no travel. Phone day or night, Al Goldblatt, (214) 361-4530.

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**Dallas, Houston, Manufacturer's Representative** — Southern California contract chair manufacturer needs an aggressive contract representative to cover Texas. Please send all replies and resumes to P.O.Box 4386, Compton CA 90220. All replies will be held in strictest confidence.

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**Lines wanted** — Experienced 3-person agency with many important designer and dealer customers wants high quality lines. Stacking chairs, auditorium seating, accessories, visual aids, etc. Based in Boston suburb covering all New England states. High quality products must reflect on our good reputation. Reply Box 1201, CONTRACT, 1515 Broadway, New York, NY 10036.

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**Professional-Metal Office Furniture** — We are interested in a highly motivated individual with the ability to promote our products to office furniture dealers, architects, designers, specifiers and end users. National account development is an important segment of this position. Your background should include a knowledge of the metal office furniture market, including systems sales. Territory: Northern Ohio. Reply Box 1202, CONTRACT, 1515 Broadway, New York, NY 10036.

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**Sales Rep** — Wanted for Eastcoast, Westcoast & South Central U.S. Established tanner of quality upholstery leather requires sales organization carrying related lines, or having prior experience in leather upholstery sales to manufacturers. Only those who actively cover these territories need apply to Box 1203, CONTRACT, 1515 Broadway, New York, NY 10036.

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**Contract Lines** — Midwest rep. organization with large showroom seeking additional contract lines. Looking for volume lines with large potential. Have 4 reps calling on architects, designers, office & restaurant dealers. Reply Box 1205, CONTRACT, 1515 Broadway, New York, NY 10036.

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**Attention:** Contract furnishers, architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 24th Floor, 1515 Broadway, New York, NY 10036.

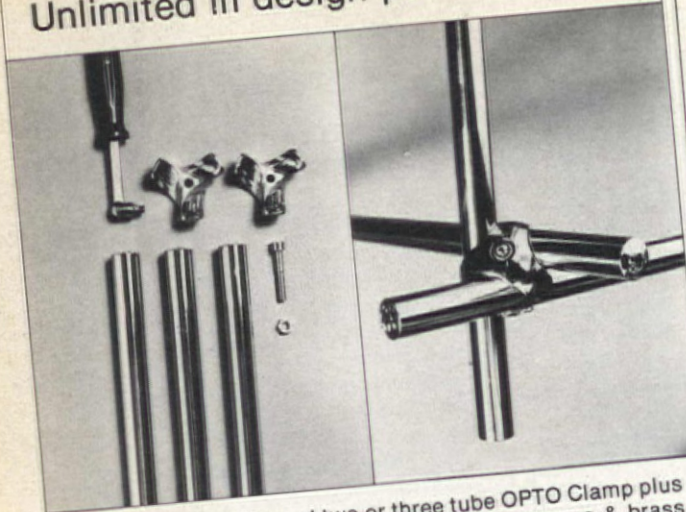
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OPTO has the System.



# NEMCON

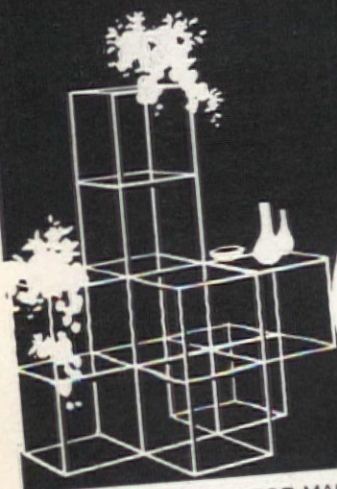
design Roland Nehma

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