

The Library

A Gralla Publication

FEBRUARY 1980

NEW YORK SCHOOL OF INTERIOR DESIGN

65 East 56th Street, New York City 10022

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

New health facility
costs kept in line

Fifty state-by-state
fabric fire codes

Lutheran General has
media services wing

Fantasy environments
for sick children



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BONUS CIRCULATION:
5,000 HEALTH CARE
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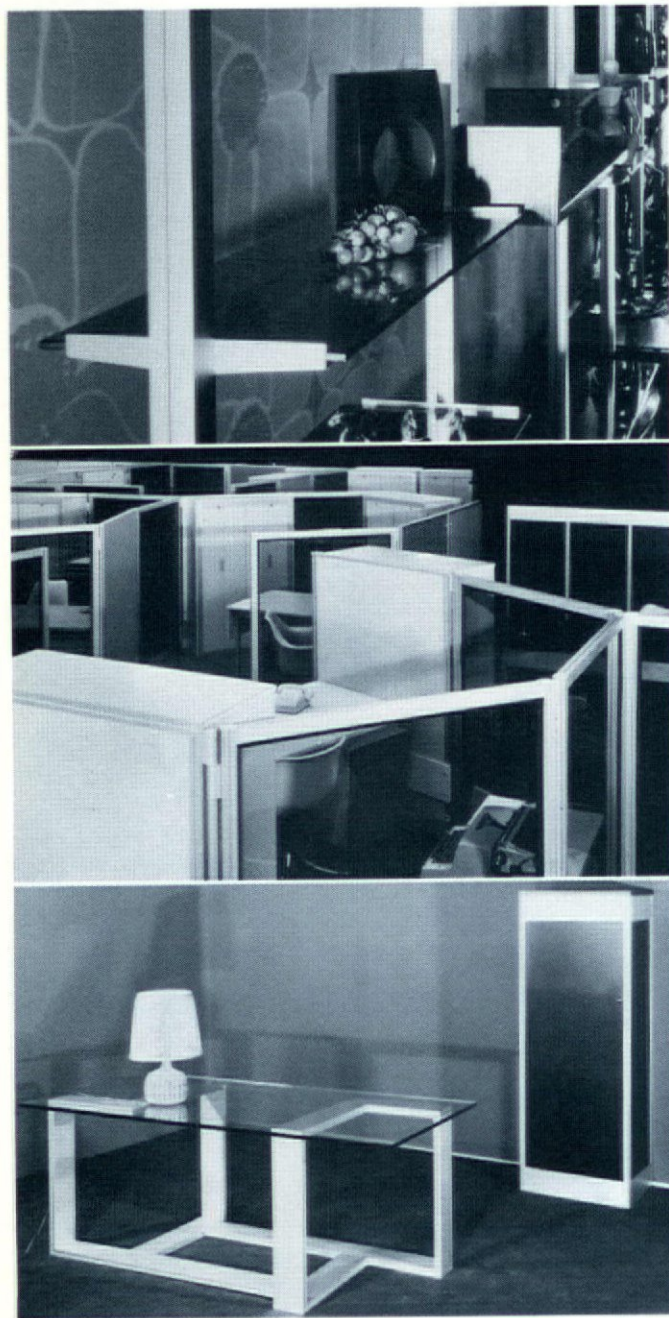
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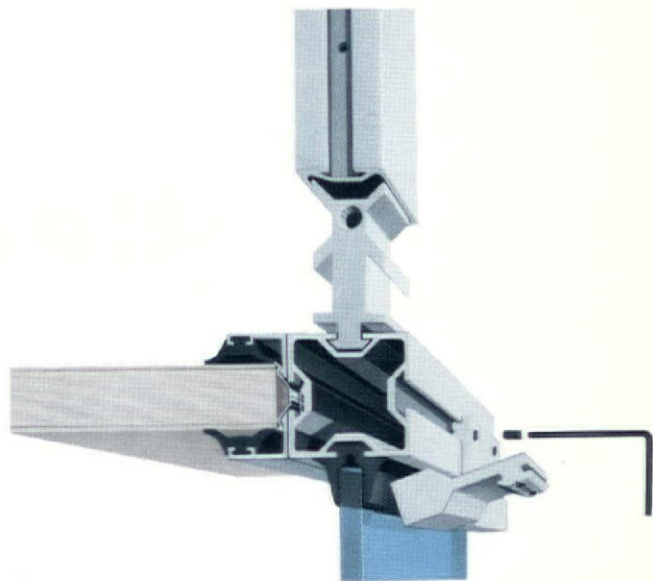


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THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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



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EXECUTIVE BUYER EDITION
Bonus circulation to
5,000 Health Care
Executives

54 New Design Process for Hospitals Keeps Soaring Costs in Check.

By Jacqueline Nalli.

As health-care facilities move in new directions, early involvement, careful research of materials and furnishings, plus comprehensive understanding of function can provide cost-efficient implementation of design.

60 Fantasy Environments Promote Health-Care Therapy.

A colorful world of child-oriented medical aids and play facilities has been pioneered by environmental designer Dr. Dolores Pacileo.

64 Hospital's New Media Wing Boosts Patient, Staff Communication.

Lutheran General addition required meticulous technical research by Cristies Contract Associates and Burnham & Hammond Architects.

70 Three Existing Hospitals Convert to One Modern Facility.

Candler General, Telfair, and Central are skillfully combined in a modern complex emphasizing expansion and flexibility by Gresham & Smith.

72 Function First Sets Hospital Pace.

Working closely with hospital staff, William Sklaroff Design Associates planned the Silverstein Pavillion to satisfy all physical as well as psychological needs of a major health-care facility.

78 Treatment, Environment Inseparable In Psychiatric Facility.

Analysis of behavioral and architectural program for 40-bed facility, by Dr. Paul Lozanoff, behaviorist, and David Chapin, architect, reveals need for sensitizing designers and planners to needs of mentally disturbed children.

82 Ronald McDonald House: Rooms for Families of Ailing Children

35 designers turn old New York townhouse into a homelike, temporary lodging for families of children afflicted with serious diseases.

84 Owens/Corning Charts Fire Codes On Hospital Fabrics.

State-by state breakdown of fire codes pertaining to hospital draperies and cubicle curtains provides simplifying tool for designer, specifier.

88 Health Care Furniture Easily Adapts to Individual Patient Needs.

Mobile material handling units provide storage space, permit easy transport.

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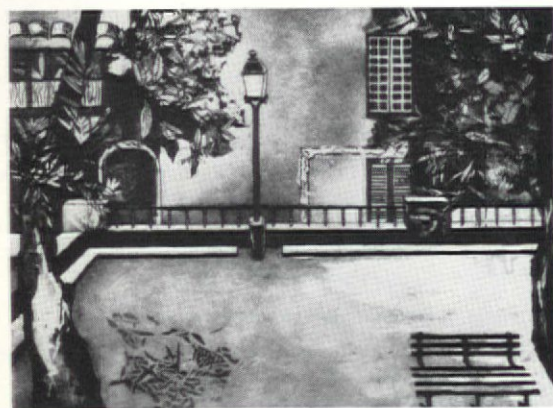
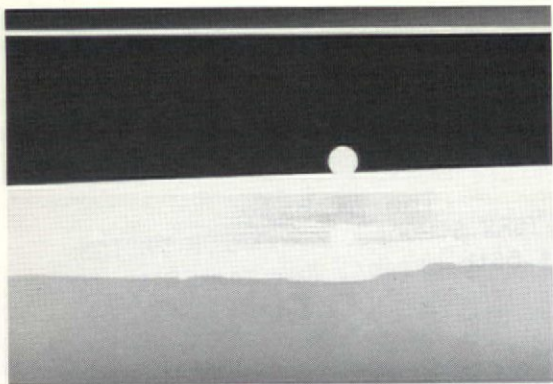
112 Advertising Directory

COVER—Therapeutic design by Dr. Dolores Pacileo, "Rooster"® playfully covers wheelchair to ease fears of handicapped children. Cover design by George Koizumi sets pace for health care section starting on page 54.

Contract

March: Office Furniture, Furnishings, and Space Design, including new directions for the 1980s. Carpet Scope: Wool contract carpet availabilities and an update on the market by George Levine of Contract Carpet Research. NEOCON XII Countdown, updating the most important contract furniture and furnishings show anywhere. Preview of Design Atlanta '80.

April: Fundamentals of restaurant specification by George Lang Associates and a look at some of the newest concepts in hospitality design—hotels and food service operations. Review of hospitality products, including casual and rattan furniture and furnishings. Preview of the National Restaurant Show, McCormick Place, Chicago, May 17-20; NEOCON XII Countdown—early preview of the world's biggest and most important contract show and exhibition. Carpet Scope: artificial turf.



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CONTRACT (USPS 307-970) is published monthly by Gralla Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036. Subscription price one year \$10, two years \$16, for firms and individuals who specify, design, buy, or replace contract furnishings. All other U.S. subscriptions \$26 per year. All Canadian and Mexican subscriptions \$12 per year for qualified subscribers and \$26 per year for non-trade. All other foreign subscriptions \$40 per year. Single copy \$3. The publisher assumes no responsibility for opinions expressed by editorial contributors to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publisher standards. SUBSCRIBER ADDRESS CHANGES: Send old and new addresses to our New York office at least four weeks in advance. Controlled circulation postage rates paid at Pontiac, Ill. 61764.





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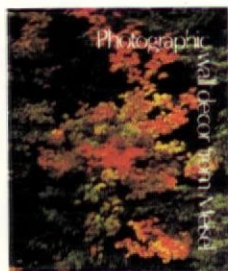
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Hyatt Regency Hotel, Indianapolis —
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A 9x27-foot mural for Omega Optical, Dallas.

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Twenty-seven feet of wood bent into a spiral only 52" high; a virtuoso demonstration of Thonet technology.



In 1860, Thonet introduced the bentwood rocker, extending the application of the process to other modes of seating.

Michael Thonet's bentwood furniture first won international acclaim in 1851, at London's Crystal Palace Exhibition. His five sons joined the Viennese firm, and in 1853 the name was changed to Gebrüder Thonet (Thonet Brothers.) An American assembly operation and showroom were established in New York, followed by showrooms in all major European capitals. When, in 1856, Gebrüder Thonet received a patent on its revolutionary technique of manufacture, the furniture industry had clearly entered the "bentwood era."

The earliest known furniture assembly line methods were perfected at Thonet's first factory in Koritschan, Moravia (Czechoslovakia.) These advances made it possible for Gebrüder Thonet to market the first mass-produced furniture in the world.



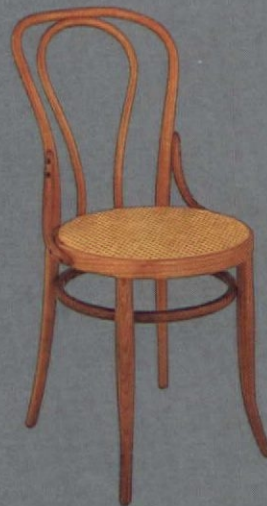
Thonet's first folding chair (c. 1860-1866).



Arm Chair #B9, originally produced in 1870. Le Corbusier used it in so many of his interiors that this model is widely referred to as the "Corbusier chair."



Embossed and perforated seats offered decorative alternatives to the more widely used cane.



Export Chair #18—the "hairpin chair" was introduced in 1876 and established a standard of simple elegance that remains unchallenged.

Preise loco Fabriken.

PARIS, 15, Boulevard Poissonnière.
Grosse Medaille, Paris 1887

LONDON, 124 High Holborn.
Grosse Medaille, Athen 1880

Kaiserl. Königl. landespriv. Fabriken
massiv-gebogener Holzarbeiten
VON
GEBRÜDER THONET.

Fabriks-Niederlage in **WIEN** untere Donau-Strasse 1
nächst der Ferdinandsbrücke

BERLIN, W. Leipziger Str.

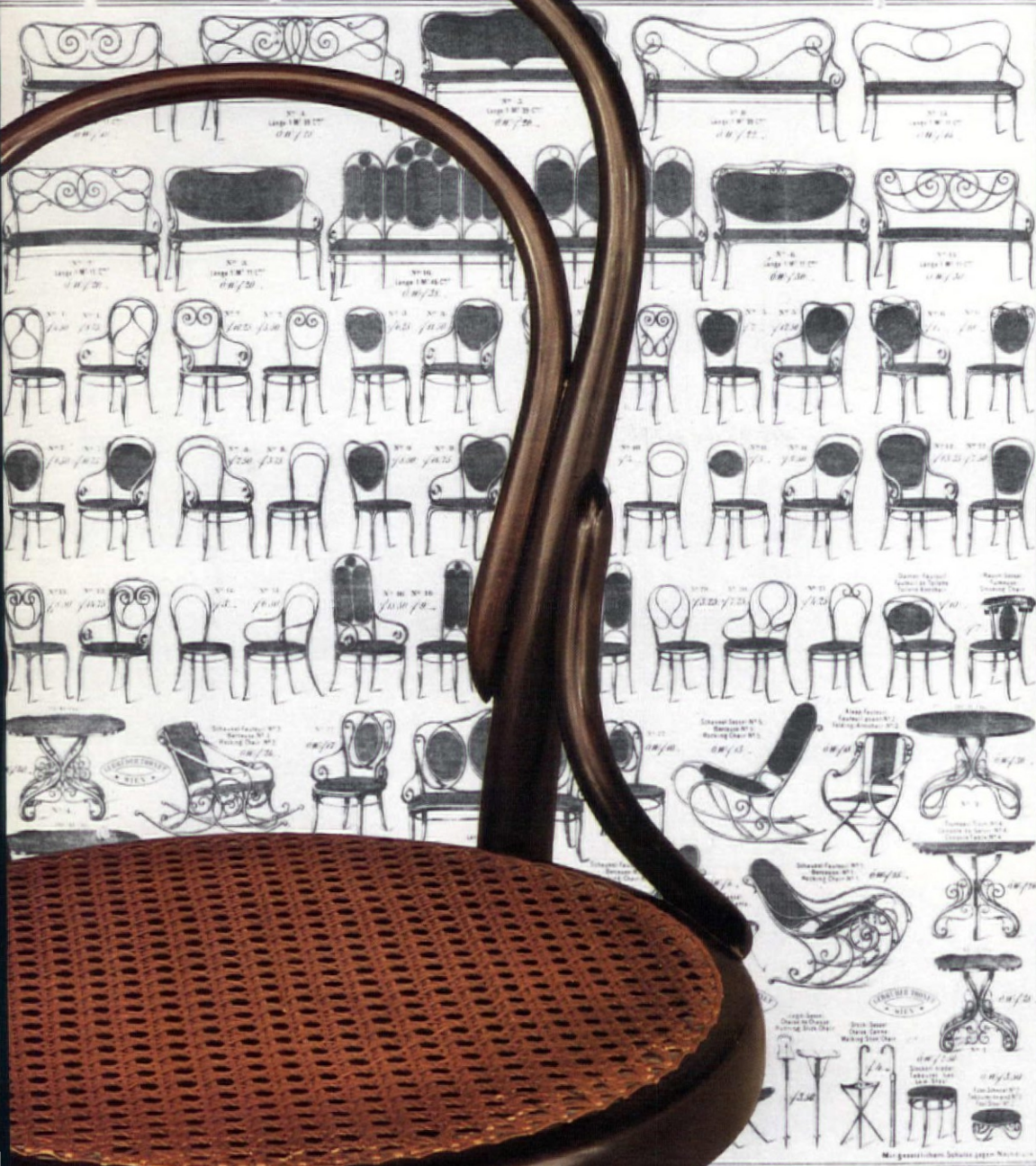
HAMBURG, Hermannstrasse 27.

PEST, Thonet-Hof, | BRÜNN, Ferdinandsgasse 7.

AMSTERDAM, Kalverstraat E 66.

BRÜSSEL, Boulevard Central 2.

NEW-YORK, Broadway 808.



This Thonet poster, circa 1873, illustrates the enormous range of bentwood products and styles, and the international growth of the firm—from high chair to rocker, from Berlin to Broadway.

This is the second in a series of capsule histories saluting the 150th anniversary of Thonet. The entire series will be reproduced as a poster. For a free copy, write us.

Thonet
Dépt.: Poster
491 East Princess Street
P.O. Box 1587
York, Pa 17405

Production #14 (1859)—
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and became an extremely
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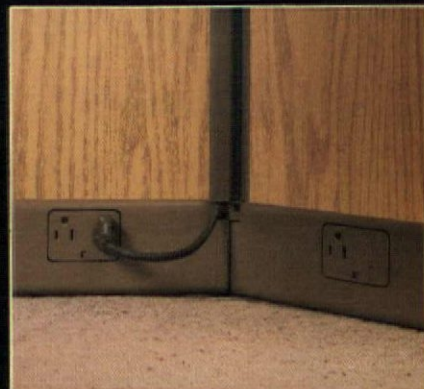
a built-in switch, circuits can be reallocated according to need. Click. Click. Click.

Snap-in receptacles place power wherever needed and complete circuit selection means no capacity is wasted—unlike most dual-circuit systems, where a factory-dedicated lighting circuit leaves only

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HAWORTH

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CONTRACT/Danish Furniture Manufacturers Association co-sponsor tour to Scandinavian Fair

New York — CONTRACT Magazine and the Danish Furniture Manufacturers Association are co-sponsoring a space design study tour to the Scandinavian Furniture Fair in Copenhagen, May 5-12, 1980.

Designed to provide architects, designers, and contract specifiers with a comprehensive view of the latest developments in Scandinavian furniture design, as well as manufacturing and delivery capability, the tour also will feature a number of parties and receptions by the industry. In the plans are receptions by the Scandinavian Furniture Mart and the Danish Furniture Manufacturers Association, as well as a seminar on the United States contract market. The seminar will be sponsored and run by CONTRACT and the Danish design magazine *Mobilia*, with anticipated participation of the Swedish design magazine *FORM*.

Cost of the tour is \$829.00, which includes round trip fare aboard an SAS 747, hotel accommodations at the First Class Admiral Hotel, transfers between the hotel and airport on arrival and departure, half-day Copenhagen sightseeing; the special seminars, Danish buffet breakfasts, and other activities.

Scheduled for the Bella Center in Copenhagen May 7 to 11, the Fair brings together the best designs and craftsmanship of 800 manufacturers from the four Scandinavian countries and 100 international exhibitors.

Corporate and institutional displays will particularly be centered on ergonomic designs, fast delivery capability, and quality furniture, fabrics, and lighting from 150 major Scandinavian firms. Both in the seminar and in meetings with individual manufacturers and local designers, there will be ample opportunity to discuss ideas and the needs of specific or anticipated projects and ways of meeting them, according to the sponsors.

To be led by Len Corlin, Co-Publisher and Editor, and Frank Rizzo, Co-Publisher and Advertising Sales Director of CONTRACT Magazine, the tour offers a number of free evenings

and additional tour opportunities, including visits to the Louisiana Museum of Modern Art and Kronborg Castle of Hamlet fame at Elsinore; Tivoli Gardens entertainment and dining; and the Royal Danish Ballet, among other possibilities.

More information is available from Scandinavian Tour, CONTRACT Magazine, 1515 Broadway, New York, N.Y. 10036, Tel: 212/869-1300.



Len Corlin and Frank Rizzo to lead space design study tour to Scandinavian Furniture Fair this coming May.



AO Super Room houses \$1.5 million gold exhibit

New York — A totally enclosed Action Office Super Room in the Roosevelt Rotunda of the American Museum of Natural History houses an "It's Gold" exhibit—a departure from traditional exhibiting techniques.

Housing the three-dimensional and graphic exhibit, Super Room is a plug-in, demountable, moveable, security room introduced a few years ago by Herman Miller, Inc. The idea of using it to house the exhibit occurred to Ralph J.T. Bauer, Manager of the Museum's Exhibitions, an industrial designer with AO components in his own office. He contacted R&G Affil-

iates, Inc., a large New York dealership who was appraised of special needs, including quick delivery, and special moldings to hold exhibits as architectural glass with a gold film coating. R&G designed and built the special moldings as well as helping with specifications.

A companion exhibit to "Gold of El Dorado: The Heritage of Colombia," a spectacular showing of 500 gold objects of the Indians of Colombia, "It's Gold" provides an overview of the precious metal from daily quotation of price on the London Exchange to its use in medicine, technology, science, finance, art, and ceremonies. It will be on view through April 18 in New York before a limited tour to other U.S. cities.

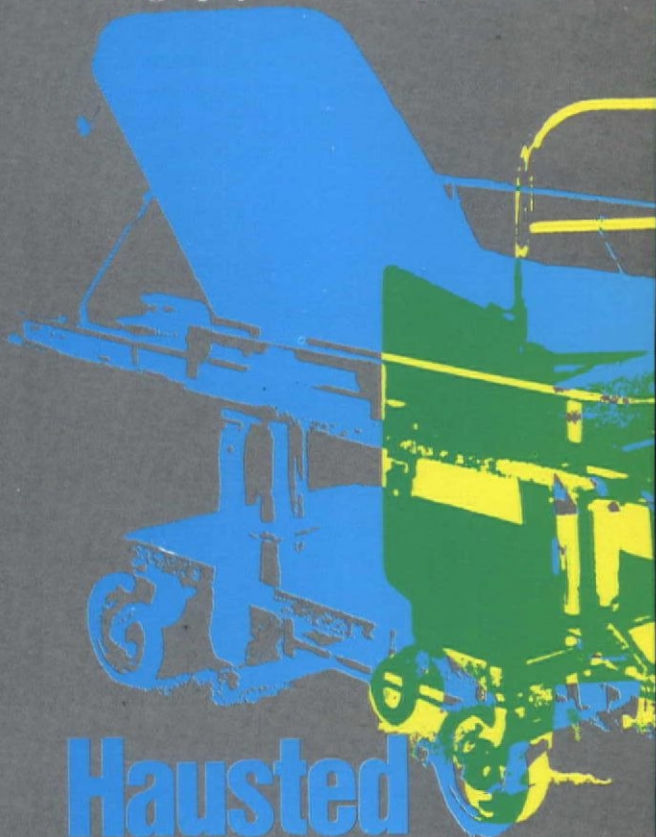
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We've combined the strengths of three outstanding manufacturers, but we're much more than just the sum of their parts.

G+W Healthcare: Our integrated sales force and administration will provide faster delivery and an improved service response. And the financial and management capabilities of one of America's foremost diversified corporations allow us to deepen our commitment to research and development, and continue the search for new products and companies that will further enhance our ability to supply and service a full spectrum of hospital and healthcare equipment.

G+W Healthcare.
Doing more. By design.



Simmons

Thonet

Hopsack print texture



LouverDrape Verticals—100 more choices in texture & color.

Now you can enjoy LouverDrape Vertical Blinds with the rich texture of fabric. Select the soft subtle effect of Hopsack Prints or the richness of Suede, each with its own special look. Choose from 50 colors, each in practical room darkening opaque or delicate translucent louvers that glow like stained glass, 100 choices in all. Select a single color or mix and match to create an original striped effect. The outside surface offers a uniform appearance with a white, specially created heat reflecting surface of durable solid vinyl; reducing heat, cutting air-conditioning loads and saving energy. Additionally, unlike horizontal blinds, vertical louvers don't catch dust, making maintenance a breeze. LouverDrape, there is a difference. Write for our free 32-page "Vertical Imagination" brochure.

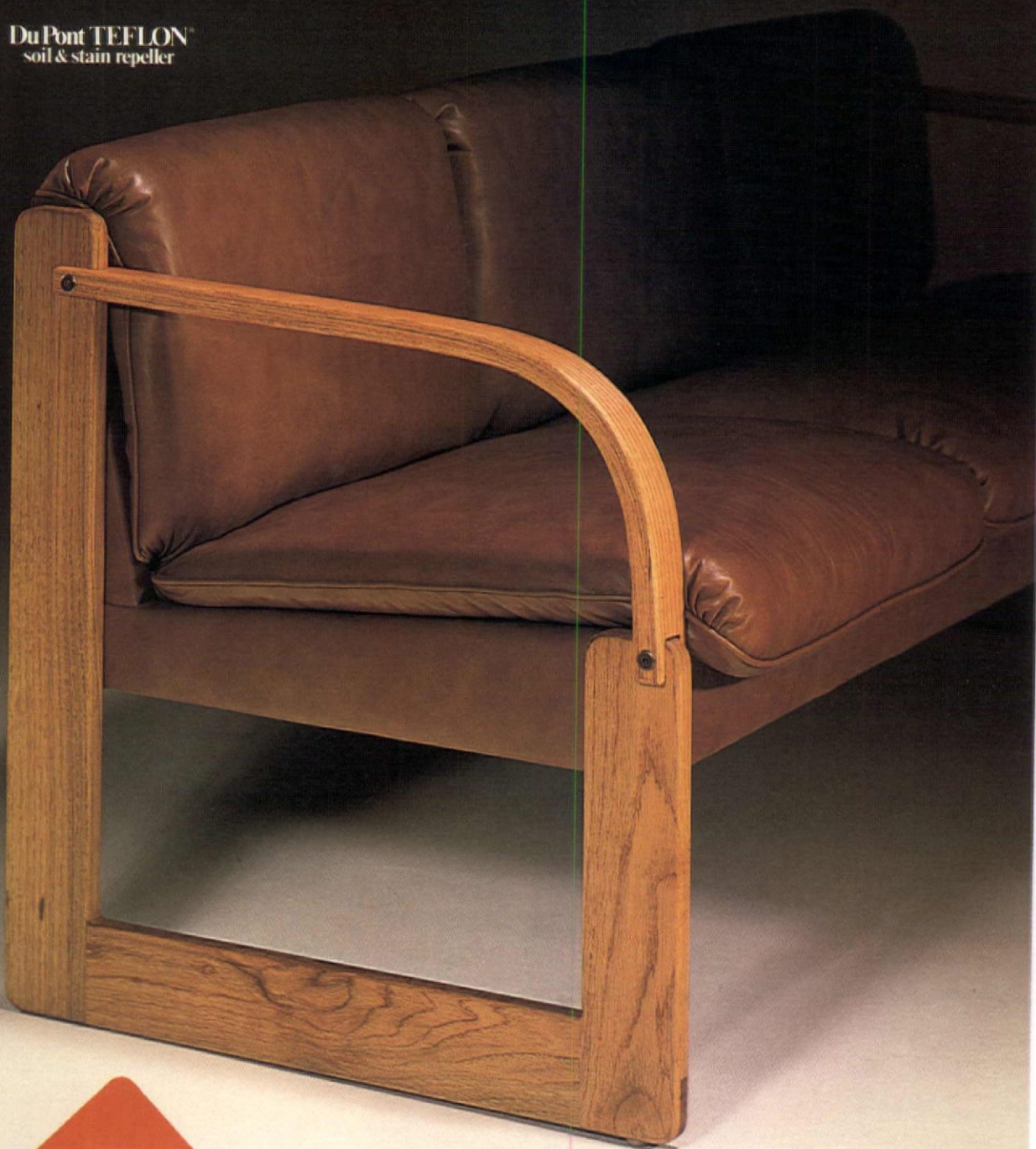
LouverDrape Inc., 1100 Colorado Avenue, Department 48, Santa Monica, California 90401.

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Organic building form is contoured to land



Nyack, N.Y. — Concerned with preserving the natural beauty of the land and removing as few trees as possible, the St. Regis Paper Company hired The Eggers Group, New York City based architects, to erect its office building on 76 wooded acres here. The Eggers Group designed an organic building form that complements the contours of the land, spans an existing stream, and creates terraced office space for 450 people. Use of double-glazed, bronze-tinted solar glass and deep overhangs make the structure energy efficient in accordance with new State Energy Codes. Completion is scheduled for 1981.

SLS, Intersol form international design service

Los Angeles — SLS Environetics, office space planning/interior design firm, and Intersol, a Mexico City condominium and office building developer, have agreed on a joint venture named Environetica, S.A. to perform interior architectural services for the office building market in Mexico City and other Mexican cities.

Lawrence Lerner, president of SLS, an international firm with offices in 10 cities worldwide, said that the economic vibrancy of Mexico City offered an opportunity for introduction of sophisticated American design techniques in Mexico's office buildings. The new company will offer complete services now supplied by SLS in the U.S., including the MAN/MAC computer graphics system devised and operated by SLS, and will initially coordinate its services with the American firm. The Mexican operation involves the training of people in both offices, with SLS monitoring growth.

CONTRACT MAGAZINE'S

designed for laughter®

by Michael Saphier



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Nova, an exceptionally comfortable, stacking chair, can cater to the upscale image of corporate dining rooms, or stand up to the pandemonium of teen agers in cafeterias and classrooms.

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Nova's unique cross-frame design eliminates the need for easily-breakable welded connections found in many other systems.

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The shell, molded in either nylon or polypropylene, is light enough to move, yet heavy enough to provide extra strength and durability. And unlike painted metal shells, the color is integral, so a scratch on the surface only reveals the same color underneath.

Nova. Unlimited options.

When Gerd Lange designed the Nova system in 1970, winning one of Germany's leading design awards, he planned for almost every option.

You can order upholstered pads that can be replaced right on the premises, chair-stacking dollies, ganging frames, tandem units with or without tables, tandem riser mounts (for theater riser steps), fixed pedestal bases (that bolt into the floor), book racks, glide feet, tablet arms, removeable-top tables, table-top dollies, even a variety of ashtrays.

But if you're ingenious enough to think of something more, we can probably make it on special order.

Nova. It's parked everywhere.

Since its invention in 1970, Nova has sold by the tens of thousands all over the world.

Mt. Sinai Hospital, The University of Alaska, the Guggenheim Museum and the Largo Library use it.

When Pan Am flies into J.F.K., Nova is waiting.

Prudential Life, Bell Telephone, Holiday Inn, and Zip's ice cream parlors use it.

And, of course, Cuyahoga Vocational High School.

So whether your clients include the carriage trade or the galloping herds, Nova is the best parking place you'll find.

For more information about Nova write or visit Atelier International, 595 Madison Avenue, N.Y., N.Y. 10022. Or phone us at (212) 644-0400. Our complete catalog of furniture, lighting, art and accessories is available upon request. Some major credit cards accepted.

For your convenience, we have additional showrooms in Chicago, Dallas, Los Angeles, Atlanta and Seattle; sales offices in Boston, Cincinnati, Detroit, Houston, Miami, Philadelphia, Pittsburgh, San Francisco, Washington, D.C. and selected furniture dealers nationally. Member ASID, IBD, BIFMA.

ai

New directions in contract design to be stressed at West Week '80

Los Angeles — Women In Design will be the theme of the fourth annual West Week to be held at the Pacific Design Center. Scheduled for March 23-26, it will include seminars on such topics as business partnerships in contract design, generating publicity, and interpersonal relations. Showrooms will be open throughout the week.

Participating in West Week will be the American Society of Interior Designers, Women In Design, National Home Fashions League, American Institute of Architects, and the Institute of Business Designers. Officers and members will be joined by PDC executives, tenants, and guests to celebrate opening day. This year, the celebration centers around the merger of Otis Art Institute of Los Angeles and the Parsons School of Design. Highlight will be presentation of PDC's first

scholarship awards to three first year students of Otis/Parsons school.

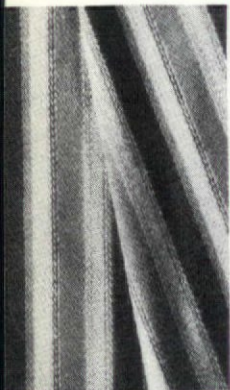
The Sunday program also includes an exhibition of student work in fine art, interior design, and graphic design.

Women In Design, an interdisciplinary association of women in the fields of fine art, interior and graphic design, is in charge of the Monday programming. Sculpture, music, and dance programs will be presented. Taped interviews with women in various creative fields will be highlighted in the afternoon. These interviews feature an address by Eudorah Moore, Crafts Coordinator for the Visual Arts Program for National Endowment for the Arts.

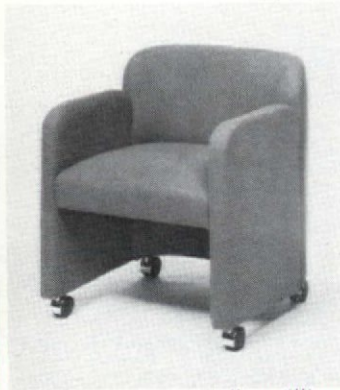
First awards for interior, graphic, and product design, along with one for fine arts will be presented by WID at a



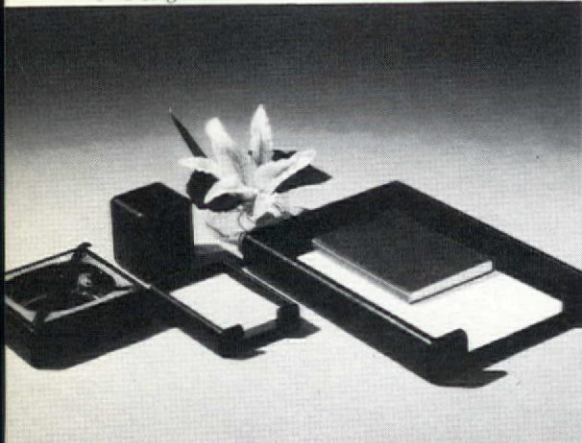
Beylerian



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Forms & Surfaces



Herman Miller

reception on Monday evening. Cocktails and buffet dinner will be served, and proceeds will go to the Los Angeles County Museum of Art where the event takes place.

On Tuesday, the Los Angeles chapter of the AIA is planning a series of panels which will feature women in architecture and urban design. Subjects for discussion include city and regional planning, office structure, and architectural design. A reception is planned for 7:00 pm with Beverly Willis, FAIA, 1979 president of the California Council of AIA as speaker.

Dr. Jerald Jellison and Marilyn Skelton will discuss "Increasing Interpersonal Power" on Wednesday morning. This seminar is sponsored by the Southern California chapter of the NHFL. Dr. Jellison is an associate professor of psychology at the University

of Southern California, specializing in research on interpersonal relations. Skelton is head of Olen Enterprises, a West Coast-based management consultation and training firm.

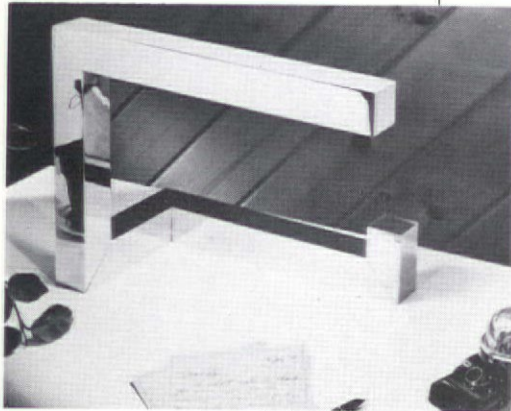
Media experts will discuss "Media Communication for Designers" on Wednesday. Sponsored by Designers West magazine, this seminar will analyze methods and goals of editorial coverage in both trade and consumer publications. Moderator is Joan Blutter, FASID, of Chicago. Panelists are: Carolyn Murray, editor of the Los Angeles Times Home Magazine; Carol Soucek King, editor of Designers West; Eleanor Phillips, West coast editor of House & Garden and Vogue; Patricia Ockenfels, who heads her own public relations office in New York; Thelma Lager, head of Lager Associates; and Genia Logan, president of Associates &

Genia Logan. Box lunches will be available for those attending.

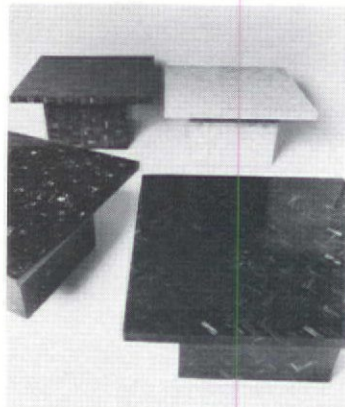
Wednesday afternoon, the Los Angeles chapter of ASID presents a program on "The Designing Woman—A Perspective." Participating designers in this discussion will be Adele Faulkner and Sammie Erickson, both fellows of the ASID, Penni Paul and Carole Sumner. Subjects to be covered include contract interior design—a business partnership, traditional and contemporary design, and new directions in contract interior design.

The annual post-market West Week Student Rally, sponsored by the IBD, takes place Thursday from 9:00 to 5:00 pm.

Additional West Week '80 products continue on page 22.



Koch & Lowy



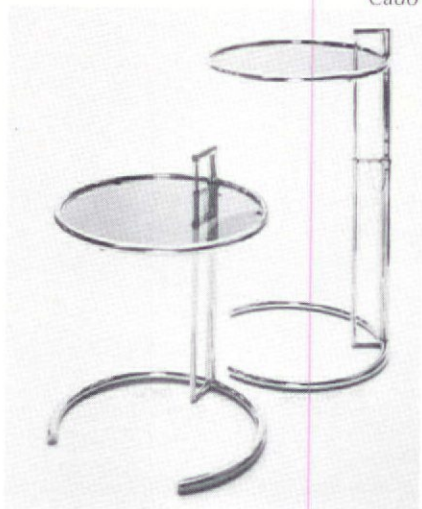
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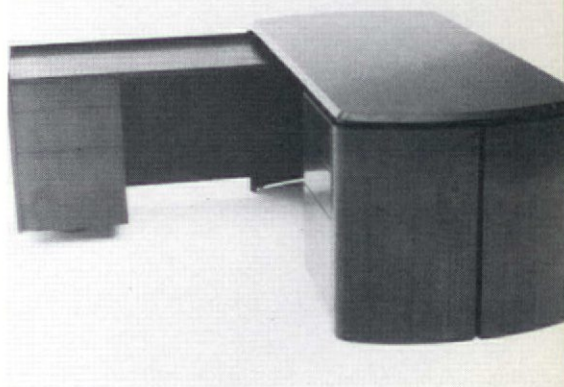
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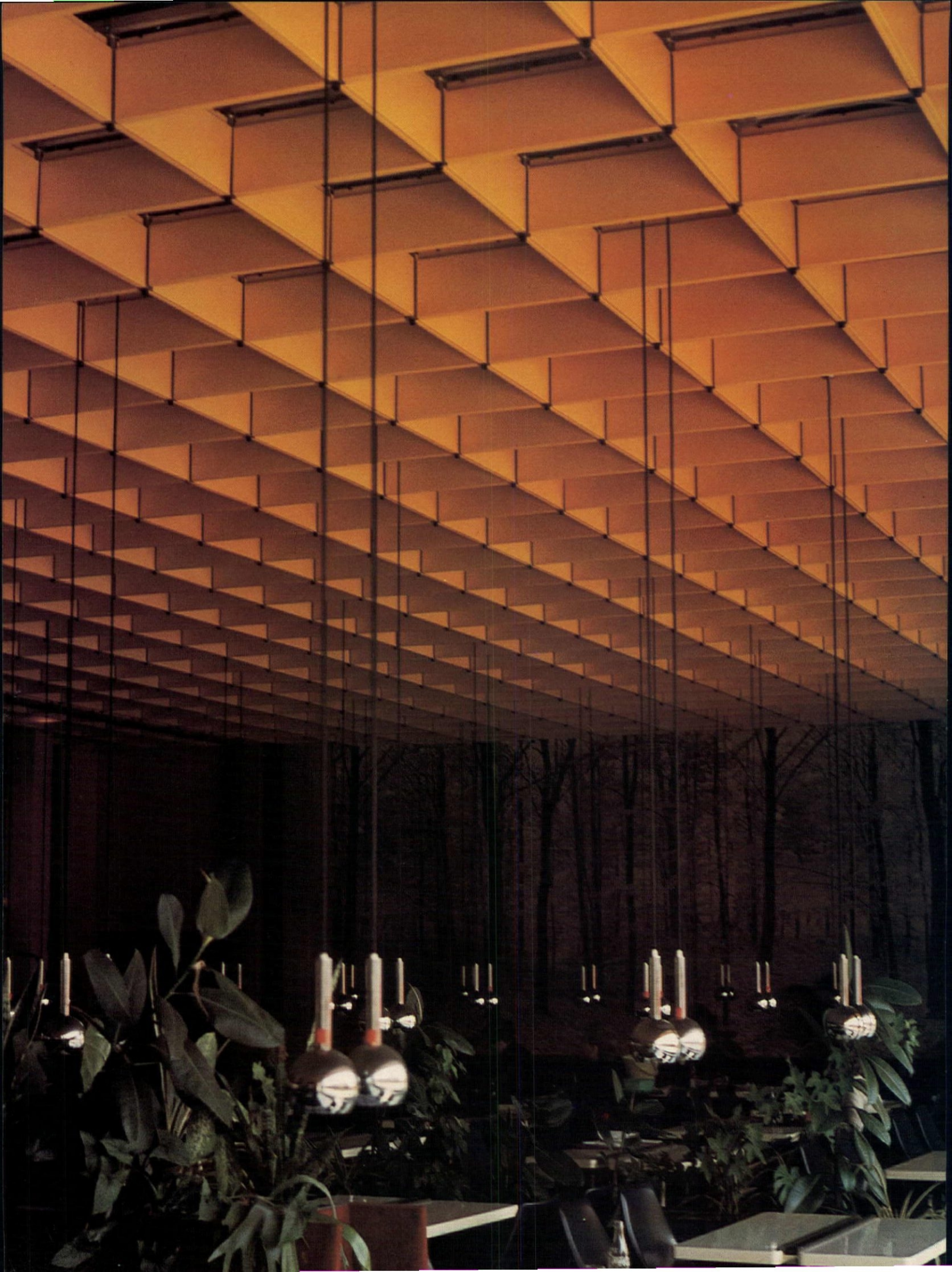
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West Week '80



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 Why the elderly have difficulty seeing the colors green and blue?
 What age group makes up over 50% of hospital patients?

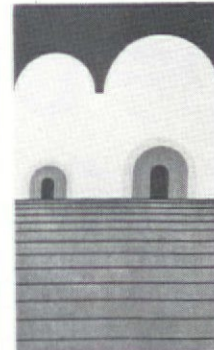
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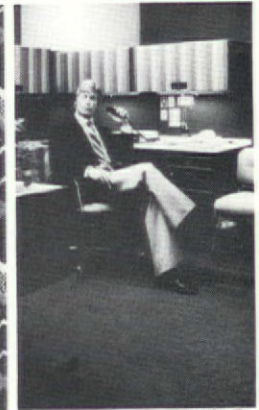
Karastan



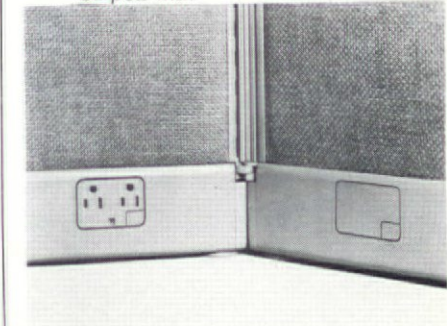
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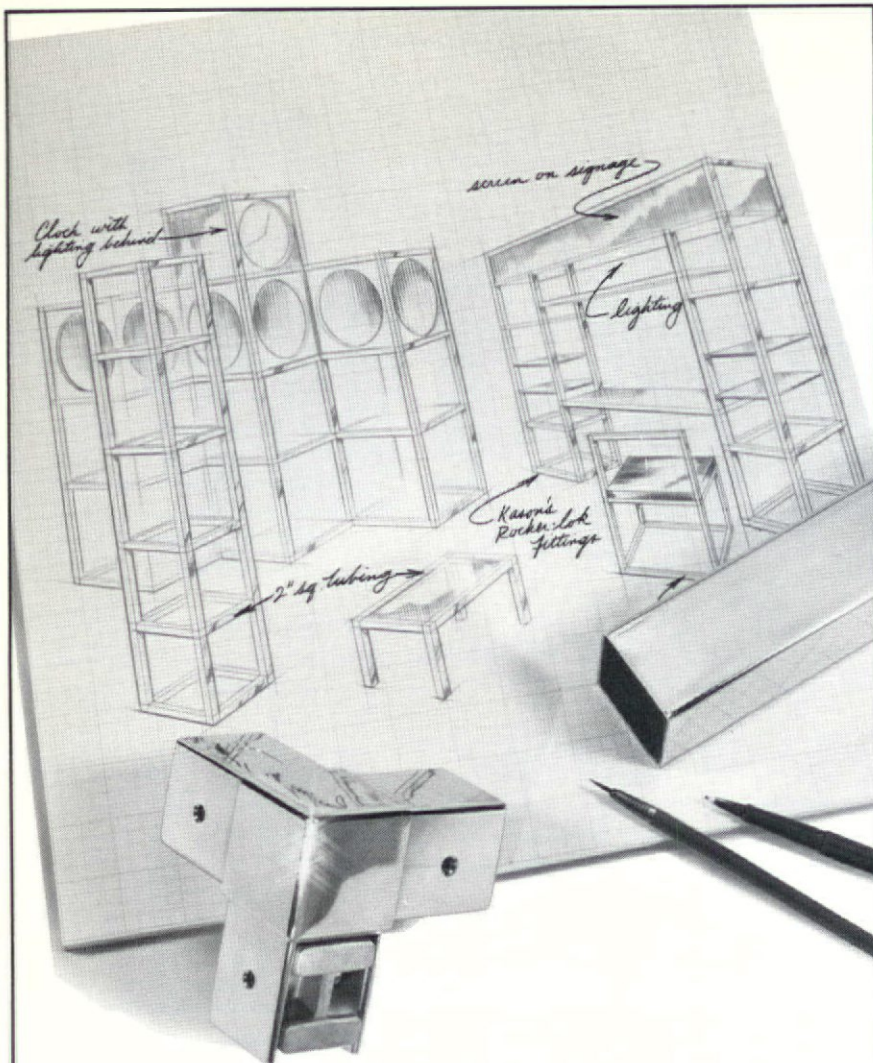
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New Assignments: Switzer Group to renovate Bowery Bank HQ

The Switzer Group, New York, N.Y., will do a large-scale renovation of The Bowery Savings Bank headquarters in New York City. Switzer Group will also plan conference centers for Avon Corporation in its New York headquarters . . . **Kenneth Parker Associates'** Philadelphia office will do space planning for McNeil Laboratories, Fort Washington, Pa., Beneficial Corporation, Wilmington, Del., and Exxon Biomedical Sciences, Inc., East Millstone, N.J. . . . **Susan R. Wilson Design Associates**, Los Angeles, will plan, design, and remodel dining facilities for Downey Community Hospital, Downey, Calif. . . . **Bonvini/Kondos Associates**, New York City-based lighting consultant, has been retained to develop a master lighting plan for the Brickell Key on Cloughton Island Development. Bonvini/Kondos will also develop lighting design and control systems for Hilton International's hotel at London's Gatwick Airport . . . **Sikes Jennings Kelly**, Houston architectural and project consulting firm, has been selected as architect for the \$40 million Poydras Building in New Orleans.

Who reps what: Brayton rep has Ice House showroom

Trade Secrets, with showroom at the Ice House, San Francisco, will represent **Brayton International** in northern California . . . **Eurotex Inc.**, appointed **Jerry Leterman, Jr.**, as sales rep for Illinois and Wisconsin with offices at 11-121 Merchandise Mart . . . **Jim Urckfitz** is representing **Peter Pepper Products Inc.** in upstate New York . . . **Alan Packer** is regional sales director for **Swan Brass Beds**, in charge of Delaware, eastern Pennsylvania, southern New Jersey areas . . . **Stately Wallcoverings** of Boston will distribute **S.R. Wood** collections in the New England area . . . **Donald C. Allen** will cover eight western states as new Western Division sales manager for **Azrock Floor Products** . . . **Dunbar, Inc.**, New York, will represent **Boyd Lighting** . . . **Frank Nizzia** is Southwestern Contract Manager for **Carpets International USA**.



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**Expansions/Acquisitions:
Masonite's new plant;
Weiman/Warren Lloyd sold**

Masonite Corp.'s commercial division has moved its Marlite manufacturing operations from Dover, Ohio, to new and larger facilities in Memphis, Tenn. The 100,000 sq. ft. facility is about three times larger than the former plant **Woodlee Furniture Corp.** has acquired Weiman/Warren Lloyd Contract Division. According to Lee Jacob-

son, president of Woodlee, same management, plant facilities, factory supervision, and production/sales personnel are being retained under the Woodlee Contract name **Unicube Corp.** has moved to larger, modern facility in the Bronx, N.Y. Sales, design, and manufacturing are now consolidated **Westinghouse Electric Corp.**'s Micarta division is planning a new \$36-million laminate manufacturing plant near Pendleton, S.C. The new 200,000-sq.-ft. plant will produce decorative and copper clad laminates,

increasing the division's manufacturing capacity by more than 50 percent. Construction will start in mid-1980; completion is scheduled for early 1981.

**Competitions:
\$1150 to winners of
new student program**

Student members of the American Society of Interior Designers will have a chance to develop unusual and inventive uses for one-inch aluminum blinds in the first annual ASID/Flexalum "Design With Blinds" competition. First prize winner will receive a round-trip ticket to the ASID National Conference plus \$500 in cash. Second prize winner will be awarded \$400 and third prize is a cash award of \$250. **Entries are due no later than April 30, 1980.** For additional information and entry forms: Lloyd Bell, FASID, ASID Advisor, c/o The Siesel Co., 845 Third Ave., New York NY 10022.

• **February 26, 1980.** Lumen Awards Program. Susan E. Podufaly or Steve Dobrowal, Swanke, Hayden Connell & Partners, 400 Park Ave., New York, NY 10022; (212) 826-1880.

• **February 29, 1980.** Hexter Awards Program, S.M. Hexter Co., 2800 Superior Ave., Cleveland, OH 44114.

• **March 1, 1980.** OHline Designer Award Contest. Designers Awards, OHline Corp., 1930 W. 139 St., Gardena, CA 90249; (213) 770-0760.

• **March 7, 1980.** Design Center Northwest's Annual Student Interior Design Competition. Design Center Northwest, 5701 Sixth Ave. S., Seattle, WA 98108.

• **April 15, 1980.** Architectural Woodwork Institute's Fourth Annual National Student Design Competition. The Architectural Woodwork Institute, 2310 S. Walter Reed Dr., Arlington, VA 22206; (703) 671-9100.

• **May 1, 1980.** Fourth Annual American Society of Interior Designers/Barcalounger Design Competition. J. Bentley Rambin (212) 586-7111, or Elaine Siegel (212) 661-2650.



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A photograph of a wooded area with a building in the background. The text "In these woods great ideas" is overlaid in a stylized font. The text is white with a dark green outline and is arranged in two lines. The background shows a dense forest of tall, thin trees, with a paved area and a building visible through the trees. The lighting is soft, suggesting a late afternoon or early morning setting.

**In these woods
great ideas**

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Here, in the historic woodlands of New Hampshire, the General Tire Design Center... where GENON Vinyl wallcovering originates. The Design Center is an unequalled resource for wallcovering design and development... with total capabilities ranging from creating new styles to producing richly embossed samples.

You can choose from over 1,000 styles in the GENON collection. Also, the Design Center's superb staff can help you create custom designs. Or show you how new effects can be created from stock GENON patterns. See your GENON distributor or write on your company's letterhead to:

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ROSCO INCORPORATED
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CONTRACT WORLD



Two free concerts sponsored by ADAC

In an open air theater, Albert Coleman and the Atlanta Pops Orchestra played for Atlanta's cultural and arts patrons recently during the grand opening weekend at the Atlanta Decorative Arts Center. The two free concerts were sponsored by ADAC and the Atlanta Federation of Musicians in conjunction with the opening activity.

Who reps what: Patrick Hershey joins Stroheim & Romann

Patrick Hershey is new regional sales manager of **Stroheim & Romann's** Seattle territory, including Idaho, Montana, Oregon, Washington, Western Canada, and Wyoming **The D.L. Walts Co.** has been appointed **Westinghouse Architectural Systems Division** dealer for the Detroit Metropolitan area **Mel Gerton** and **Ken Koehler** of Gerton Koehler Inc. will handle **Peter Pepper Products, Inc.**, in Northern California and Northern Nevada. **Jenkins Associates** is Peter Pepper's New England rep **Sound Floor Coverings, Inc.**, has been named distributor for **Patcraft Mills, Inc.** **Flor-Wall Distributors, Inc.** will distribute **Everest Carpets** in central and northern New York **Business Accessories** has appointed two new representatives, **Allyn Richert**, for West Virginia, Maryland, D.C., and Virginia; and **David Sjoberg**, for Montana, Idaho, Wyoming, Colorado, Arizona, Utah, and New Mexico **Compendium** and **Hugh Cochran Associates** will represent **Les Prismatiques** collection. Hugh Cochran will represent Florida, Alabama, Georgia, Mississippi, North and South Carolina, and Compendium will represent Northern California **Hammer of**

California is now represented at The Marketplace in Philadelphia, by **Hinkley & Associates Colwell/General Inc.** has appointed **Ted Bockweg** as sales representative in the southeastern states, and **John Abbott** as representative in Iowa, Illinois, and Wisconsin.

Expansions/Acquisitions: Euster Associates expands contract services

Euster Associates, Inc. is enlarging its contract division resource center to provide additional services and a wider selection of furniture and accessories for institutions, offices, and professional work environments **Panasonic** is enlarging its company headquarters complex, adding a new facility containing 68,000 sq. ft. of office area, and 110,000 sq. ft. of warehouse space **Keene Corp.'s** Lighting Division has begun construction on a new 80,000 sq. ft. manufacturing and assembly plant in Fontana, Calif. . . . **Patchogue Plymouth Div.** of Amoco Fabrics has finalized plans on construction of a new plant in southeastern U.S. designed to have an annual capacity of 300 million sq. yds. of woven synthetic fabric **Best Sign Systems'** new manufacturing facility will serve 13 Northeastern states.

Circle 20 on reader service card



Marketplace honors professional associations

Philadelphia — In recognition of their outstanding contribution to design, The Marketplace recently honored five leading professional associations with its first annual Agora Award. Accepting crystal trophies on behalf of their respective organizations were: John Nelson, Chairman, Interior Design Council; Margaret H. Demant, President, National Home Fashions League; Rita St. Clair, President, American Society of Interior Designers; R. Randall Vosbeck, President-Elect, American Institute of Architects; and Jo Heinz, President, Institute of Business Designers.

Walter Carpet shows contract line with outdoor ads

City of Industry — In addition to its trade magazine advertising schedule, Walter Carpets has started an outdoor advertising program. 48-ft. by 18-ft. full-color boards will show at various locations close to the Pacific Design Center in West Los Angeles. Pictured are Walter's Don Kuhn, vice president, general manager; Sandy Mahaffey, advertising supervisor; and Tom Harrison, marketing manager, contract sales. "This is another example of how Walter is stepping up support for its contract dealers," says Kuhn.



New organization of college professionals names officers

Chicago — JoAnna Henegar, Indiana University, was elected president of the newly formed association of University Interior Designers at its first meeting. The organization was established to benefit membership through education, communication, and research; to work toward elevating the level of professionalism of its membership; to increase knowledge in all areas of design that deal with public health, safety, and welfare. Membership is composed of professional staff personnel employed by universities and colleges, whose primary responsibility and sensitivity is to the design of interiors, design management, and related environmental functions, and whose efforts are solely for the benefit of those institutions.

Other officers are: Virginia Denham, University of Michigan, vice president; Zetta A. Anderson, Indiana University, secretary; Kent Brigham, Western Michigan University, treasurer. Further information can be obtained from Zetta Anderson, Indiana University, Halls of Residence, 801 N. Jordan Ave., Bloomington, IN 47405.

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America's finest quality and most authentic designs, traditional and contemporary... hand-crafted collectibles of grace and elegance, protected by clear baked epoxy enamel. Custom modifications available to order. Contemporary styles also available in stainless steel.

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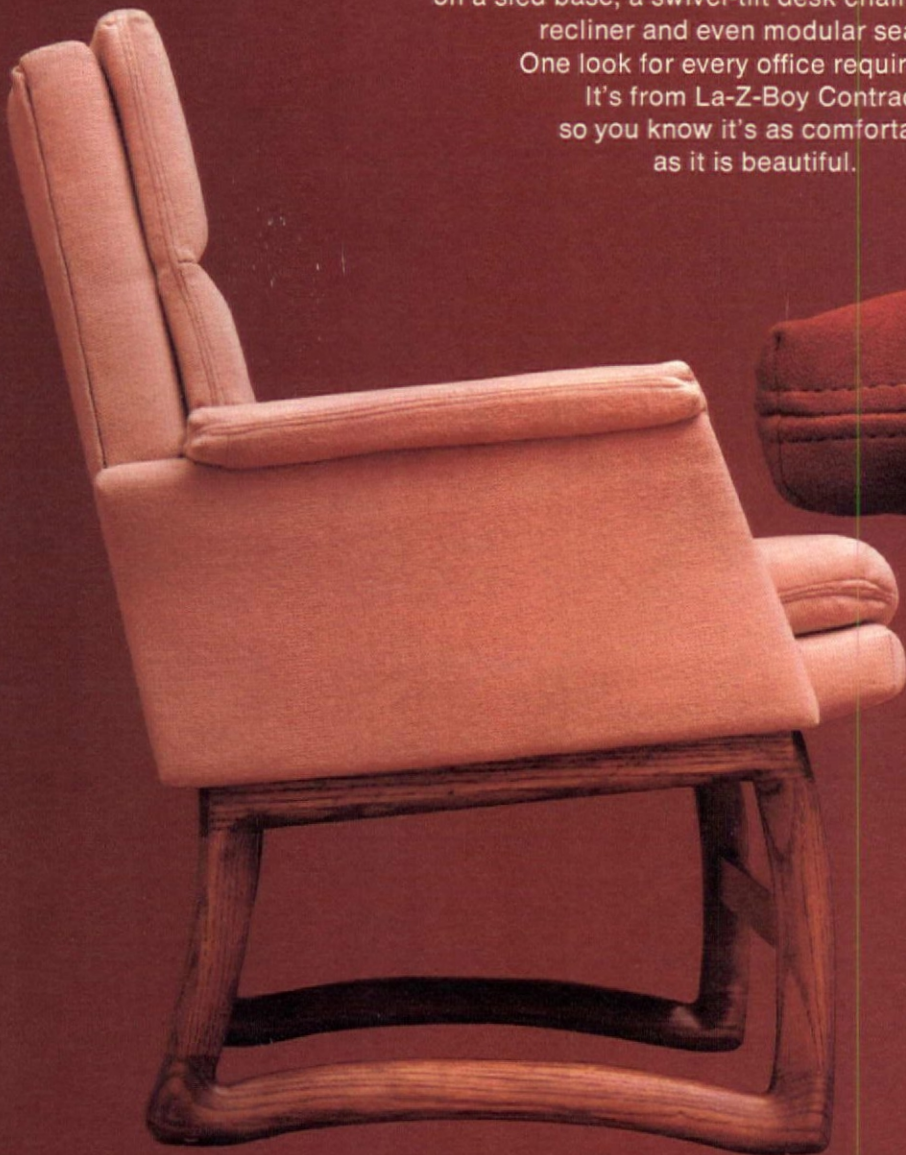


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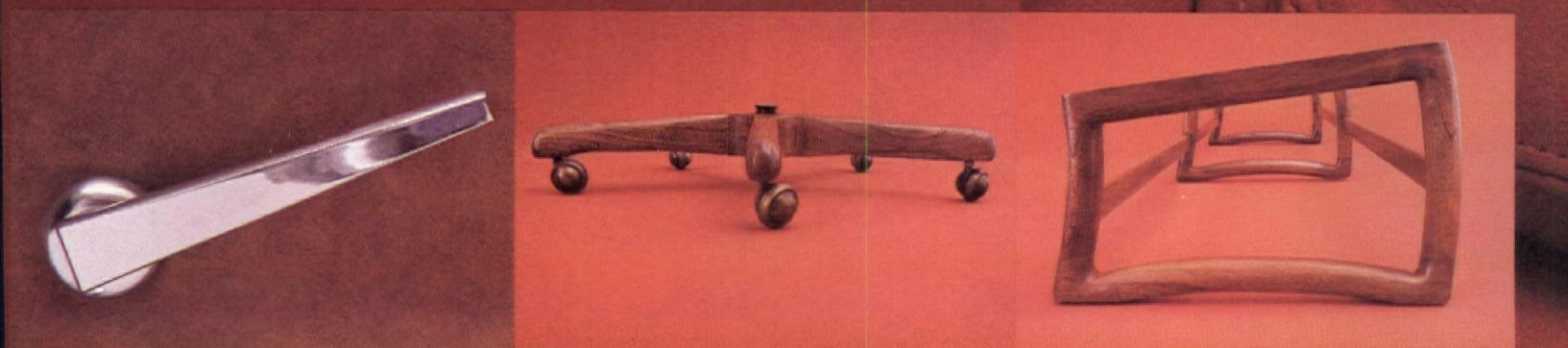
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Circle 22 on reader service card

Varied seminar program to analyze industry at Wallcoverings '80 Show

New York — More than 35 experts on wall-coverings and business subjects are scheduled to conduct informative seminars at the first annual Wallcoverings '80 Show. To be held at the Sheraton Center, March 28-30, the Show is the first ever to be devoted exclusively to flexible wallcoverings, according to the sponsors.

Product displays in the exhibit hall will include a number of elaborate booths by European manufacturers, as well as a variety of flexible wall-covering offerings from U.S. producers.

Among the seminar topics specifically aimed at the contract market are: "Why Designers Should Specify Wallcoverings," "Why the Builder Should Use Wallcoverings," "Why Should the Architect Use Wallcoverings," and "Everything the Builder and Developer Needs to Know

About Wallcoverings, But Didn't Know Whom To Ask."

Alan Saks, President of the Saxon Paint & Home Care Center Chain in Chicago will conduct a seminar explaining "How the Wallcoverings Retailer and Designer Can Work Together for Mutual Benefit."

CONTRACT Editor and Co-Publisher Len Corlin will team up with his Co-Publisher Frank A. Rizzo to explore "Selling the Contract Market—Identifying Contract Specifiers and How They Work."

Two color experts, Yale Forman and Harry Shortway, are scheduled to discuss the role of wallcoverings in



Alan Saks

creating interior environments. Forman, President of Yale Forman Design in New York, is the former president of the Color Marketing Group. Shortway, Vice President of Styling and Design at Congoleum, is a Color Marketing Group Chairholder.

Seminars will be open to attendees at a modest fee.

NOPA publishes anti-trust guide for members

Alexandria, Va. — The National Office Products Association has published a brief guide to Anti-Trust Laws, intended to alert members to provisions of those laws that may affect their businesses.

In an easy-to-read question and answer format, the guide explains different kinds of agreements that can violate anti-trust laws and outlines penalties that violation can incur.

The guide's purpose is to alert members when to consult an attorney and check that Anti-Trust Laws are not being violated. It is simplified and should not be considered an exhaustive discussion of anti-trust legislation.

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Make The Connection
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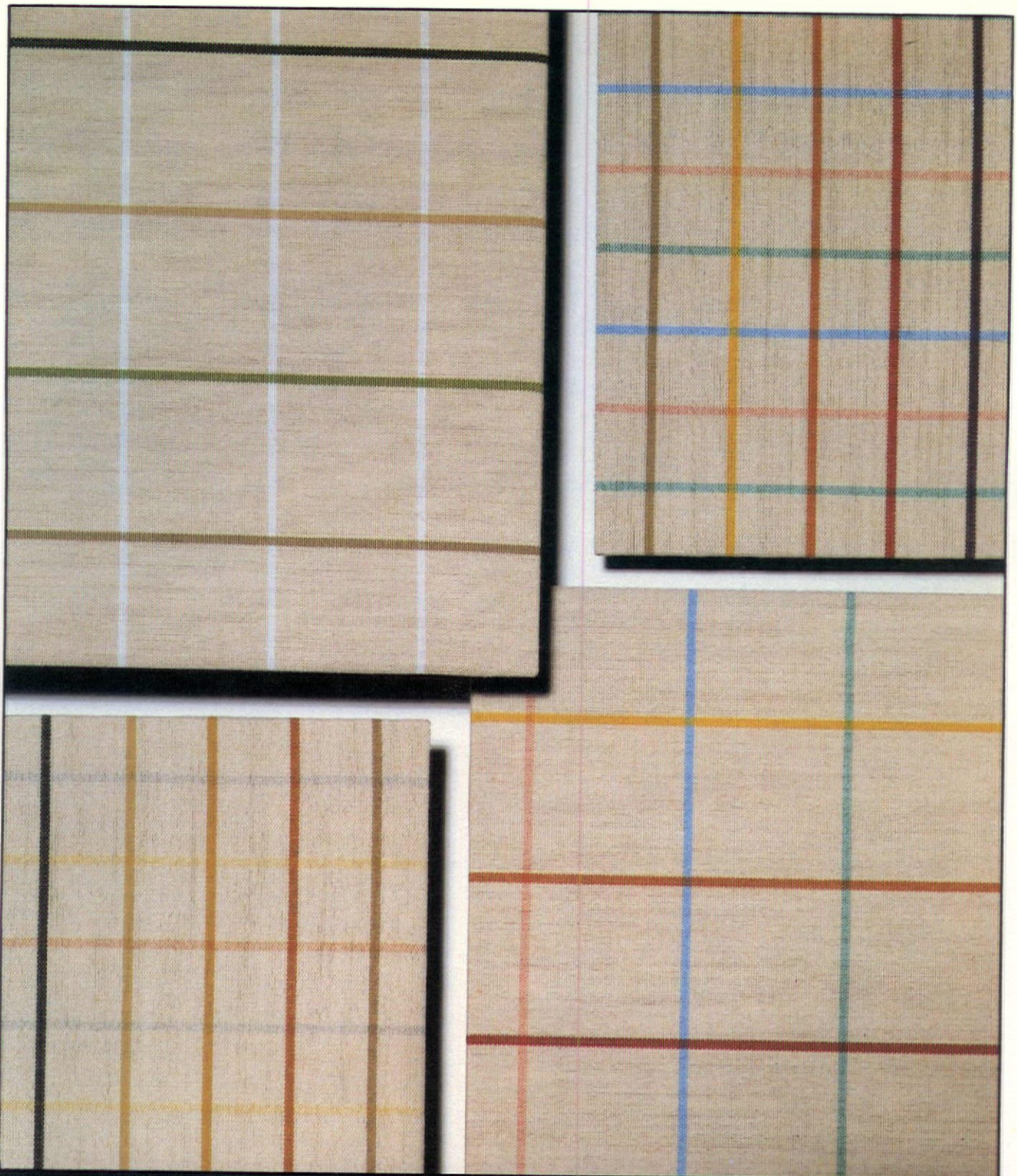
Rose offers you an acoustical modular panel that's economical to use & reuse, harmonious with conventional furniture allowing change to take place easily & quickly. Hand-rubbed oak trim accents a limited selection of fabric Quick-Ship Five is a program that means shipping product in five working days from receipt of your order.

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40 designer patterns and in-stock colors available.
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Carpeting of Antron® III resists dirt better, stays new-looking longer.

**The secret: Unique
hollow-filament fibers.**

Antron® III nylon is the only carpet fiber with a rounded hollow-filament structure. So it resists dirt better than other nylon fibers. The smooth exterior shape of Antron® III minimizes dirt entrapment, and the hollow-filament structure scatters light to make dirt less apparent. So the carpet stays new-looking longer than ordinary nylon carpeting.

Antron® III is durable. Pile of Antron® III resists crushing and abrasion even in heavy-traffic areas. Keeps its fresh, new look.



Magnification 250X of Antron® III nylon showing hollow filaments and round, anti-static filament.

Antron® III controls static shock. Gives you protection that won't wear out or shampoo out—because it's built right into the fiber.

That's why Memorial Hospital of Phoenix used carpeting of Antron® III nylon to cover over 58,000 sq. ft. in its new building in Phoenix, Arizona. And why your next contract carpet should be Antron® III nylon.

Write for Specifiers' Information Kit:
Du Pont Company
Room 37230
Wilmington, Delaware 19898

Installation: Memorial Hospital of Phoenix.

Architect: Varney, Sexton, Sydnor Associates, Phoenix, Arizona.

Interior Designer: Don Beams, A.S.I.D., B. Eric Bron & Associates, Phoenix, Arizona.

Flooring Contractor: Bruce Floors, Phoenix, Arizona.

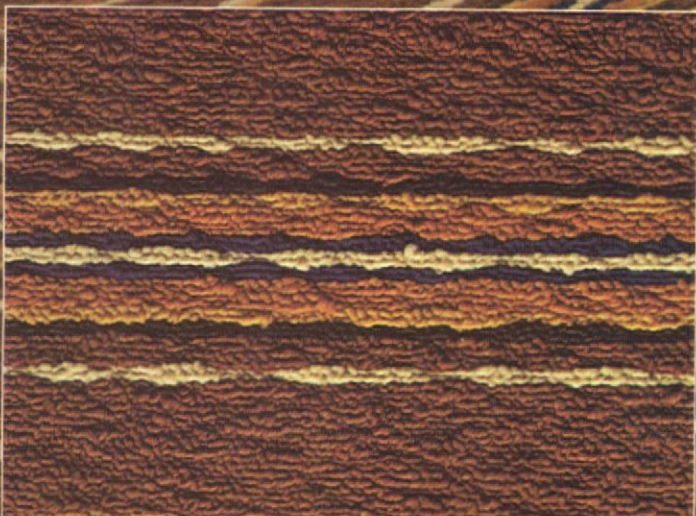
*Du Pont registered trademark for nylon fiber. Du Pont makes fibers, not carpets.

Circle 25 on reader service card



Antron® III

hollow filament nylon
The leading contract carpet fiber brand.





Photos by Norman McGrath



Exedra wall contrasts old and new

Staggered and narrow corridors pace the sequence of display areas like a Japanese garden in Thonet's New York showroom, redesigned by John Saladino, John Saladino, Inc., New York, in a tour de force of post-modernism.

Small, conventional windows on the south side of the Decorative Arts Center were replaced with canted glass from floor to ceiling, adding four lengthwise feet to the showroom and miles of vista beyond. A free-standing limecoat plaster wall curves about the entrance, creating an exedra (ancient Greek term for a room, building, or outdoor area with seats for conversations). This exedra area forms a dazzling reception as a flood of light from the window wall bounces off bone-colored tile. The word "Thonet" penciled across the wall conveys Saladino's concept of a showroom as a

sketch in transition, rather than a finished painting. A traditional cornice atop the wall pays tribute to the past, especially suitable for Thonet's 150th anniversary this year. In contrast, the canted south wall, with its view of the metropolis below, represents modern design, augmented with Mylar-faced interior walls.

Three zones of faded colors—sylvan haze, brushed sterling, and smokey violet—become progressively darker towards the north wall, covered by silver vertical blinds. All furnishings color coordinate with rows of carpeting, while staggered silver laminate (a Saladino custom color through Lamin-Art) covering casegood desks combine with a personnel desk to create pockets of privacy. Special product displays are sectioned off behind the limecoat east wall. □

...and beautiful too

Beautiful, inherently flame resistant washable to 160°F. The Kimberly Collection from Frankel . . . 9 designer patterns in 32 colorways that add aesthetics to practicality.

Frankel offers a complete line of exclusive contract and health care fabrics including cubicle stripes, plaids and solids . . . all competitively priced and stocked for prompt delivery.

For samples and more information call us at 212/679-8388. Frankel . . . for the fabrics of your vision.

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1122 Broadway, New York, New York 10010

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Indirect HID reduces need for task light

Indirect lighting from fixtures with HID lamps provides offices with a comfortable atmosphere, reducing eye-strain and errors for employees, according to Wide-Lite, which now produces a full family of Torchier luminaires. Wide-Lite further claims that well-designed indirect illumination typically eliminates need for task lighting. Properly used, indirect lighting yields very high ESI (Equivalent Spherical Illumination). In addition, photometrically efficient Torchier units operate at less than two watts per sq. ft. Equipment usually qualifies for accelerated depreciation and investment credits. Placement of luminaires

is non-critical because indirect lighting is "forgiving," and units may be placed to best fit specific office layouts. Choice of three light distribution patterns for movable floor units: asymmetric, bisymmetric, and symmetric, with optional dimming and/or emergency light provisions built-in. Quiet ballasts insure against annoying hum. Torchier luminaires may be ordered in many decorative laminate or wood veneer finishes. Wide assortment of bracketry for mounting allows fixtures to become integral with panels, partitions, and other office furnishings.

Circle No. 202

SuperBlend

CR-4 its rugged endurance makes carpets pay off for years.

5 years ago, Giants Stadium Club at The Meadowlands installed this carpet of Badische's SuperBlend CR-4. The fans treat it rough, but it still looks like a super pro.



Nearly half a million people have walked all over the carpet and "it hardly looks used," comments Francis H. Werneke, Director of Engineering and Maintenance for the ultra-modern Meadowlands Sports Complex in New Jersey. The reason? The SuperBlend combination of nylon ruggedness and acrylic aesthetics present in Zefran® Blend CR-4.



Engineered for heavy duty commercial carpets, Zefran Blend CR-4 is a parallel spun acrylic/nylon yarn that imparts the best features of both fibers to a carpet. The nylon contributes strength, durability and greater abrasion resistance than a 100% acrylic yarn; and the acrylic creates the rich wool-like appearance, color clarity and subtle luster that 100% nylon can't match. This blend also gives carpets good cleanability which helps extend wear life.

Next time an installation job requires a carpet with a projected long lifespan, specify a Performance Certified carpet made of the SuperBlend, Zefran Blend CR-4. The Giants Stadium Club found the years prove it's lasting. So will you.

For full details, write for the new SuperBlend CR-4 color brochure. Badische Corporation, Williamsburg, Virginia 23185.

Free specifying help is always available from the Badische Contract Carpet Consultants Service. Call (804) 887-6573 or contact the consultant in your area.

Northeast Area	Gus Kratsios	(212) 730-4345
Southwest Area	William Borges	(214) 352-2324
Midwest Area	Patricia Nasrallah	(312) 527-0066
West Coast Area	Diane Jemmott	(213) 636-2101
Southeast Area	Sharon Mohney	(804) 887-6441



Badische Corporation
Williamsburg, VA 23185

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Zefran® is a registered trademark owned by Badische Corporation, formerly Dow Badische Company.

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"Marketing Radar"

Arthur C. Nielsen, Jr.

This is how the Chairman of the Board of one of the country's largest marketing research firms describes the value of the Census to the nation's business community.

READ on to see how the Census can be of value to you and your business.

Who is your market?

If you own or manage a business, you are a marketer. Hopefully, a successful one. But you can't market successfully unless you know to whom you are selling. You must understand both your present customer and your potential customer. To do this, you need accurate information about the population, and lots of it.

It's easy

To get this information you usually have to hire a professional marketing firm, or purchase several series of reports.

This can get very complicated.

You can get an enormous amount of this kind of valuable marketing research data from the Census Bureau on your own. All it takes is a letter or a phone call and this information is readily available to you.

Just answer the Census

All you have to do is create this information. Just answer it and encourage your employees to do the same. The more people who answer the Census, the more valid and abundant the information will be. So, you see, it's in your best interest to have your whole company participate along with you.

More from Nielsen

"The Census is an essential tool in modern marketing research...the Census is essential in the manufacture and distribution of products...essential, too, for service companies." Mr. Nielsen said, further, that all his clients use Census data for these purposes:

- Allocating sales efforts
- Picking areas for evaluating new products with selective appeal
- Studying relationships between retail sales and consumer characteristics
- Forecasting long-term sales trends

- Selecting sites for manufacturing plants, retail stores
- Targeting for direct-mail programs
- Evaluating the potential for speciality products
- Analyzing trends for marketing planning
- Developing advertising strategies based on demographic characteristics.

Here's how it can work

- A men's clothing store, planning to mail a circular to potential new customers, could use Census data on income by Zip code area to select Zips which have a high proportion of families and individuals in the appropriate income ranges.

- A lumber and hardware store, seeking a theme and particular products for an advertising campaign, would find Census statistics for its marketing area valuable in researching age of housing, presence of basements, family income, heating fuel used, and other housing and population characteristics.

- A business person, selecting a site for a new sporting goods store, would want to consider Census data on the number of people by age group, household composition, family and individual income, and other population characteristics, to decide which area would offer the most promising market for sporting goods.

A lot of people pay a lot for professional marketing services. You can get a lot of this information just by answering the Census.

How to encourage your employees

It is crucial that not only you but also your employees answer the Census. To help get your employees solidly behind you in this national effort to answer the Census, write to the following address for a free Census poster:

Poster Offer
1980 Census Promotion Program
Bureau of the Census
Washington, D.C. 20233

**We're counting on you.
Answer the Census.**

CENSUS '80
A Public Service of
This Magazine &
The Advertising Council





The Park Bench

A booth designed by Matthew Beals for the dining environment. Constructed of cast iron and solid oak slats.

Scope:

single booth

double booth

wall bench

Available in a variety of finishes. Write for brochure.

9387 Dielman Industrial Drive
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800.325-4077

1192 Merchandise Mart
Chicago, Illinois 60654
312.321-9228

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and Clinical Laboratories

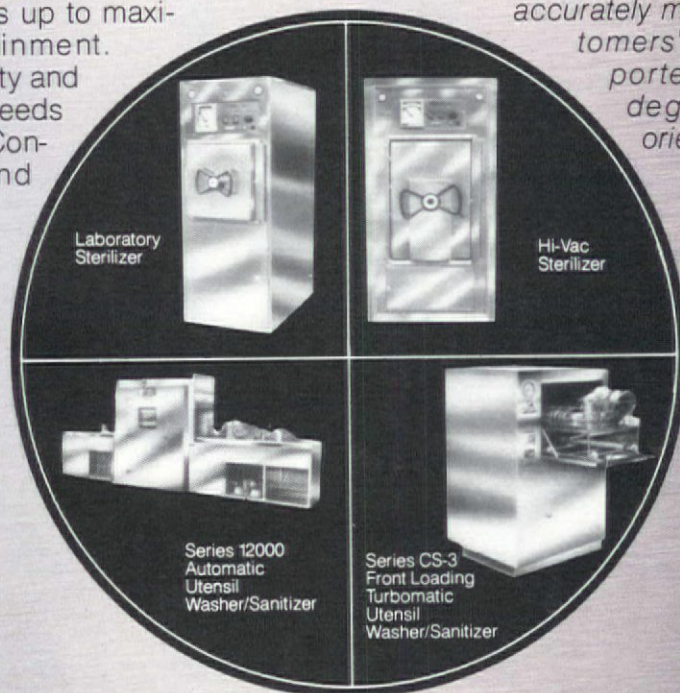
In Manual or Automatic Systems

Now, the industry's broadest range of autoclaves, sterilizers, washers and dryers—the precise equipment to match your decontamination requirements. They're manufactured to exacting performance specifications.

Economy of design, operation, and maintenance adds up to maximum cost containment. Equipment reliability and minimum service needs shrink downtime. Control accuracy and

repeatability boost operator efficiency. **Most standard replacement parts are available locally, eliminating the cost and clutter of stockpiled spares.** And, professional service is a phone call away.

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CONTRACT's 1980 ANNUAL DIRECT REPLY CARDS

Get Fast, Direct Action From 54,400 Contract Specifier/Buyers For Just Over 1¢ Per Name

Your message printed on its own, low-cost CONTRACT DIRECT REPLY CARD will attract new accounts, expand your market and boost your sales leads from an exclusive list of 54,400 top-qualified contract specifiers, furnishers and end-users. And the cost of this penetrating impact is just over 1¢ per name!

Less expensive than your own direct-mail efforts, CONTRACT's ANNUAL DIRECT REPLY CARDS give you all the direct mail advantages while saving you time and money (only \$845*). Your message printed on a tear-out, individual direct-reply postcard will be mailed to 54,400 contract decision-makers in these 13 major markets:



Architect Firms	9,000	Hotels/Motels & Restaurant Chains ..	5,000
Banks	1,100	Interior Design Firms	5,500
Contract Furnishers	6,200	Office Furniture Dealers	3,200
Furniture/Dept. Store Chains	3,000	Religious Organizations	700
Government Buying Agencies	5,000	Schools/Colleges	5,000
Hospitals/Nursing Homes	5,000	Theater Furnishers	700
Corporate Offices	5,000		<hr/> 54,400

Plus, high pass-along use delivers thousands of extra contract prospects

Earn Additional Discounts Via Special 2- and 3-Card Rates

To dramatically stimulate response — and save money at the same time — use 2 or 3 cards (you can even feature a different message and product on each card!) at discounted rates (\$795* for 2 cards, each; \$750* for 3 cards, each).

Cover Ads Deliver Prime Visibility & Action

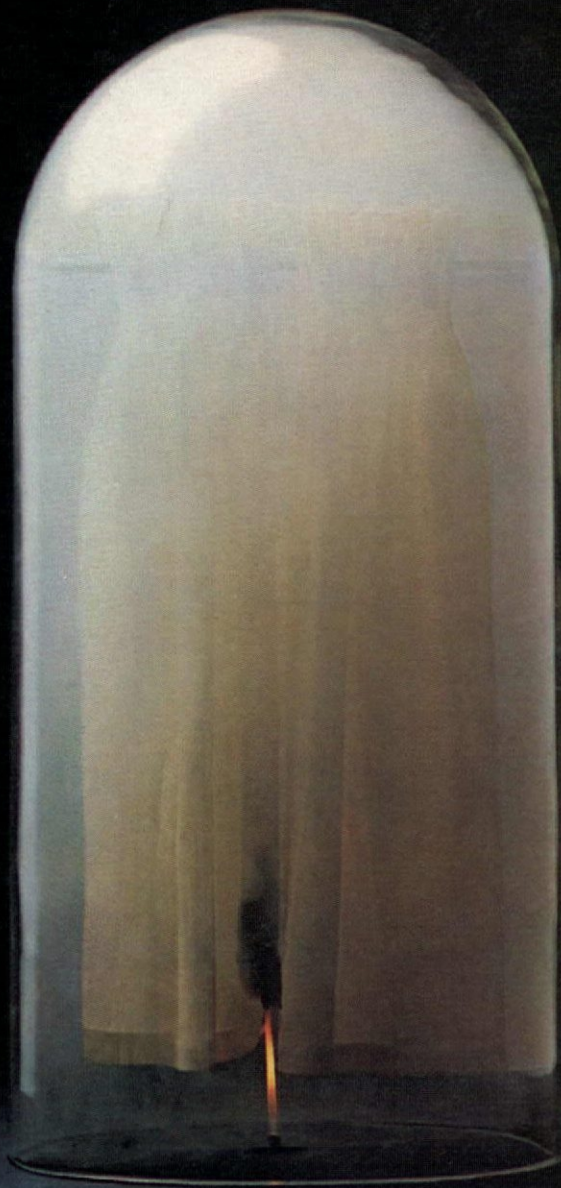
Get maximum buyer attention for your postcard with an ad message on the front or back covers. (Publisher's second color and bleed are included in cover rates: back cover, \$775; inside front or inside back cover, \$995.)

Your Best 1980 Direct Mail Opportunity Closes March 31

Your postcard will be received by 54,400 contract specifier/buyers in Spring '80 — but we must receive your camera-ready art and materials by March 31.

To reserve space, write: Gary Puro, Advertising Sales Manager, CONTRACT Magazine, 1515 Broadway, 24th Floor, New York, N.Y. 10036.

* Rate for current CONTRACT advertisers. Slightly higher for non-advertisers.



Depicted is a small-scale comparative demonstration of smoke being generated after 40 seconds in a 3-foot glass chamber. (Left: Representative modacrylic-blend fabric. Right: Beta-Care fabric.)

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

Most hospital draperies are flame-resistant. But to be as safe as possible, fabric should be smoke-retardant, too. So we urge you to specify Beta-Care[™] fabric woven of yarn from Owens-Corning when ordering draperies for your hospital.

Independent tests of the fifteen most popular flame-resistant fabrics demonstrate that Beta-Care generates the least smoke under laboratory conditions.

What the Beta-Care label means
When the Beta-Care label is sewn into your drapery or cubicle curtain, you are assured that the finished

product will meet the rigorous standards of the Owens-Corning licensing program. Each fabric style must pass the NFPA 701 large- and small-scale flammability tests and generate minimal smoke as measured by NFPA 258. You can be sure you are getting the optimum in fabric quality standards and fire and smoke retardation. And isn't this what you've been searching for?

For more details, or to be put on our newsletter mailing list, write Decorative and Home Furnishings Division, Owens-Corning Fiberglas Corporation, 717 Fifth Avenue, New York, New York 10022.



OWENS/CORNING
FIBERGLAS
REGISTERED TRADEMARK

Where to order Beta-Care draperies and cubicle curtains.

For colors and designs, for prices, for specific delivery dates, contact the Beta-Care™ licensees in your area:

Aero Drapery

846 North Senate
Indianapolis, Indiana
317-639-6551

Ben Rose, Inc.

6828 North Clark Street
Chicago, Illinois 60628
312-274-8185
L.A., Calif. 213-655-8790

Continental Textile Corp. of America

12046 Lackland Road
St. Louis, Missouri 63141
314-878-3800

Contract Decor, Inc.

2633 East 28th Street
Long Beach
California 90806
1-800-421-6759

Decor Fabrics

100 West 17 Street
Los Angeles
California 90015
213-746-3800

Drapery Corporation of America, Inc.

30 North Dean Street
Englewood
New Jersey 07631
201-567-2343

Haag, Inc.

2920 N. Arlington Heights Rd.
Arlington Heights
Illinois 60004
312-394-2700
Compton, Calif. 213-979-1163

Hospi-tel Manufacturing Co.

545 North Arlington Avenue
East Orange
New Jersey 07012
201-678-7100

Hospitex

Div. of American Hospital
Supply Corp.
5000 B Snapfinger Woods Drive
Decatur, Georgia 30035
404-987-2100

I.P.S.

950 East 11th Street
Los Angeles, California 90021
213-623-2714

Northeast Contract Drapery, Inc.

502 Old Country Road
Hicksville, New York 11801
516-822-5602

Premier Fabrics, Inc.

30 Lenox Street
New Haven
Connecticut 06504
203-469-5325

Thomas W. Raftery, Inc.

P.O. Box 3221
Central Station
Hartford
Connecticut 06103
203-278-9870

Rosco Products, Inc.

P.O. Box 1316
65 South Canal St.
Lawrence
Massachusetts 01843
617-683-8781

Sears, Roebuck and Co.

Contract Interiors
Sears Tower
Chicago, Illinois 60684
312-875-6920

Sherriff Associates

368 East First Street
Clifton, New Jersey 07011
201-478-5588

Standard Textile Co., Inc.

1 Knollcrest Drive
P.O. Box 37832
Cincinnati, Ohio 45222
800-543-7452
Denver, Col. 303-421-9675

Tami Products Company

2485 North Airport Rd.
Ft. Myers, Florida 33907
831-936-8200

Victor Rome Company

410 Asylum Street
Hartford
Connecticut 06103
800-243-1976

Wolf Textile Company

2214 Pacific
Dallas, Texas 75201
214-748-3366

Woodbridge Designs, Inc.

38 East 29th Street
New York
New York 10016
212-532-2433

PEOPLE/NEWS

Boyd L. Loendorf, FASID, Seattle, and William Richards Whaley, FASID, Washington, D.C., were reappointed to the Foundation for Interior Design Education Research Board of Trustees for three years by ASID President, Rita St. Clair, FASID.

Interiors International Ltd. has implemented a policy to ensure quality installation and maintenance services. IIL furnishings will be obtainable only through selected dealers to provide delivery, installation, and after-sales service, to take full responsibility for processing all damage claims, and to guarantee punctual service to clients. IIL will no longer sell directly to designers and architects that purchase on behalf of clients.



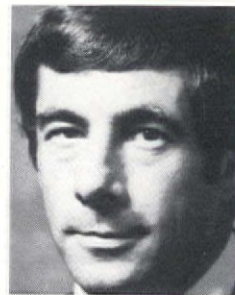
Bennett

Deborah A. Bennett (shown) has been appointed National Manager, Corporate Accounts, for Stratton Industries.

GF Business Equipment, Inc., has formed a new Architectural/Design Group to assist the company in better serving major projects through a coordinated approach to the design community. Manus A. O'Donnell is Manager of Architectural/Design Sales.

Bernard Lee has been elected Vice President of J.H. Montteath Co., major source for foreign and native hardwoods in veneers, plywood, and lumber.

Jute Carpet Council held its annual election at its November meeting. Elected President was Dudley Langston of Langston Enterprises, Memphis. Elected Vice President was S.D. Keen of Cosmic Inc., Dalton, Ga.



Haskell

Sherwin Haskell III (shown) has been appointed Controller of Stratton Industries, Inc. Haskell will have supervisory responsibility for all business functions concerning accounting, office services and credit, and claims. Suzi R. Horne (shown), ASID, has joined Stratton as National Sales Manager, Wall-covering Division.



Horne

Basil Schneeweis has joined Gemini Carpet Mills as Chief Operating Officer.

Michael W. Pearson has been appointed Central Regional Sales Manager for Structo Division, King-Seeley Thermos.

A new subsidiary, Space/Data Systems, has been formed by Space/Data Group, national office location and interior planning firm headquartered in Philadelphia, with offices in Los Angeles. Space/Data offers computerized interior office plans and inventories of furniture and equipment. Jonathan Dyer, AIA, is President, and Meredith Herting Swift is Vice President.

"Very good information
for specification
writers."

Interior Designer - Honolulu, HI

"An excellent report...very helpful to us."

Contract Furnisher - Dallas, TX

"The industry needs such efforts."

Contract Furnisher - Cincinnati, OH

"Gives me something to show clients
when they have questions."

Architect - New Canaan, CT



Casters and carpets— how to get the right combination

Achieving compatibility between carpets and casters has always been pretty much a matter of guess-work. But no more.

Shepherd devoted two years of research, testing and evaluation to the relationship between casters and carpets. The result: "Casters & Carpets: A Guide for Contract Specifiers."

Categorizing commercial carpets into 10 systems, this valuable guide tells you which caster provides the best combination for long carpet life. It gives you (and your clients) an understanding of the wear levels to expect from a particular carpet system under caster traffic. It contains a helpful caster recommendation chart for both carpeted and non-carpeted floor surfaces.

Don't specify another installation without it. Send for your FREE copy today.



shepherd casters

203 Kerth Street

St. Joseph, Michigan 49085

For fast action, phone 616-983-7351

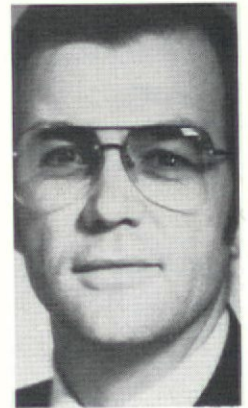
In Canada: 37 Esna Park, Markham, Ontario

Circle 33 on reader service card

PEOPLE/NEWS

Page Thomson has been named Regional Marketing Manager for Atlanta-based AllianceWall Corp., manufacturer of architectural porcelain on metal panels.

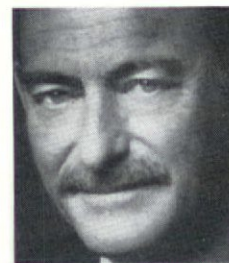
Richard A. Galash (shown) has been appointed Marketing Manager for 3M's line of Scotchgard Protectors from the firm's Commercial Chemicals Division.



Galash

Sallie R. Durham, Vice President/Development for Interspace Inc., interior design and space planning firm, has been named as Associate of the Urban Land Institute. The ULI is a non-profit, educational and research organization concerned with improving land use planning and development.

Judith Selkowitz Fine Arts, Inc. has created a new division, **Fine Art Affordables**, 530 Park Avenue, New York City. Fine Art Affordables makes available acquisition resources of Judith Selkowitz Fine Arts with limited services provided at no extra cost.



Feldman

Joseph M. Feldman (shown) has been elected President of the American Home Lighting Institute. Feldman is Executive Vice President of the Feldman Co., manufacturer of lighting fixtures.

Steven P. Lester has joined Bolta Wallcoverings as Merchandising Manager.

Keith M. Bentley and **Brian Warsham** have joined Georgia-Pacific Corp. central engineering department as senior environmental engineers.

Steve Robertson, Vice President/Marketing, has assumed national merchandising responsibilities, and **Charles McCartney**, Vice President/Market Development, has become National Sales Manager of Charlton Co. The appointments follow the resignation of Bob Tomlin who had been Vice President/Merchandising, and has joined Malden Mills.

The seventeenth chapter of **National Home Fashions League, Inc.**, the Rocky Mountain Chapter, was formally chartered in Denver. First President is Linda L. Love. Other officers are Janet L. Pneuman, National Director; Vesta V. V'Soski, Foundation Director; Heldreth L. Hooker, Executive Vice President; Pamela S. Roettger, Secretary, and Dorothy Pemberton, Treasurer.

Stanley Interiors has been formed as a result of Mead Corp.'s sale of its interiors division. Henry O. Timnick is Chief Executive Officer.

Robert Mulvin, Vice President/Sales and Marketing, has assumed management of Huntington/Pacific Ceramics, Inc. Mulvin is responsible for sales and marketing of all Huntington Tile and Pacific Clay Building Products lines as well as distribution of imported lines.

IT TOOK MICHELANGELO FOUR YEARS TO DECORATE THE SISTINE CHAPEL.

WE COULD HAVE DONE IT IN FOUR DAYS.

But, instead of working with paints, we work with photographs.

At Photographic Specialties, we can make Cibachrome® prints or transparencies large enough to cover an entire wall or ceiling. And we can make them from virtually any photograph.

So you can use a photo of the outdoors, for example, to open up a small room. Or use large transparencies to display products in a sales office. The only limit to their usefulness is your imagination.

And Cibachrome prints won't fade. They may not last as long as Michelangelo's masterpiece. But only time will tell.

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PS 
PHOTOGRAPHIC SPECIALTIES



The hand that shaped this tuft made this chair a Gregson.

Each hand that makes a Gregson adds something to it. Each detail of workmanship adds a measure of integrity to the finished chair. The result is a chair that lasts for years because it's a Gregson right down to each tuft.

Discover the pleasure of getting together with a Gregson.

BIFMA Member



Gregson Furniture Industries . Liberty, N.C. 27298

Showrooms: Chicago Merchandise Mart/Dallas World Trade Center/
Denver-1940 Blake Street/New York Furniture Exchange/Seattle-
915 Western Avenue/Liberty, North Carolina

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COMING EVENTS

1980

- February 6-8.** Beyond Hi-Tech, 1980 Student Design Rally. High Point.
- February 15-18.** American Association of School Administrators (AASA) Convention. Anaheim, Calif.
- March 2-5.** National Association of Floorcovering Distributors Annual Convention. Tarpon Spring, Fla.
- March 5-6.** Info Fair/Chicago. ExpoCenter, Chicago.
- March 23-26.** West Week '80. Pacific Design Center, Los Angeles.
- March 28-30.** Wallcoverings '80. Sheraton Centre, New York.
- April 11.** Career & Professional Day. Design Center Northwest, Seattle.
- April 13.** Public Open House, Design Center Northwest, Seattle.
- April 15-17.** Purchasing Management Products Show. ExpoCenter, Chicago.
- April 16-17.** Contract Canada '80. Marketplace, Philadelphia.
- April 17-23.** National Furniture & Accessory Market. Merchandise Mart, Hickory, N.C.
- May 7-11.** National Home Fashions League 21st Annual Conference. Doral on the Ocean, Miami Beach.
- May 17-21.** National Restaurant Show. McCormick Place, Chicago.
- May 24-26.** Mid-America Furniture & Accessory Market. Veterans Memorial Exhibit Hall, Columbus, Ohio.
- June 8-13.** Furnishings Market, Merchandise Mart, Chicago.
- June 11-13.** NEOCON XII—National Exposition of Contract Furniture & Furnishings. Merchandise Mart, Chicago.
- June 14-16.** Tampa Furniture Show, Expo Hall, Tampa, Fla.
- June 15-20.** International Design Conference. Aspen, Colo.
- June 16-18.** Construction Specification Institute Convention. Anaheim, Calif.
- June 22-25.** Summer Furnishings Market. New York Furniture Exchange, New York.
- July 1-3.** National Education Association 1980 Educational Expo. Los Angeles.
- July 6-11.** Summer Furnishings Market, Dallas Market Center, Dallas.
- July 12-13.** Summer Market. Design Center Northwest, Seattle.
- July 13-16.** International Carpet & Rug Market. Merchandise Mart, Atlanta.
- July 13-18.** Summer Market. Designer's Row, San Francisco.
- August 16-18.** Florida Furniture Show. Convention Center, Miami Beach, Fla.
- August 21-25.** ASID Annual Conference and International Exposition of Designer Sources. Hilton Hotel, New York.
- August 22-26.** World Woodworking Expo '80. Georgia World Congress Center, Atlanta.
- September 13-17.** International Woodworking Machinery & Furniture Supply Fair. Kentucky Fair and Exposition Center, Louisville.
- October 1-5.** NOPA Office Show. McCormick Place, Chicago.
- October 2-3.** CONN.Y. Floor Coverings Show. New York Carpet Center, New York.
- October 2-5.** Woodworking Show. Hyatt Regency, Chicago.
- October 4-12.** Arts & Antiques Festival. Park Avenue Armory, New York.
- October 12.** Contract Show & Seminar. Design Center N.W., Seattle.
- October 17-21.** National Summer and Casual/Lifestyle Furnishings Show. ExpoCenter, Chicago.
- October 17-22.** National Summer & Casual Furniture Market. Merchandise Mart, Chicago.
- October 23-29.** National Furniture & Accessory Market. Merchandise Mart, Hickory, N.C.
- November 9-12.** International Hotel/Motel & Restaurant Show. New York Coliseum, New York.
- November 18-20.** International Energy Trade Show. ExpoCenter, Chicago.

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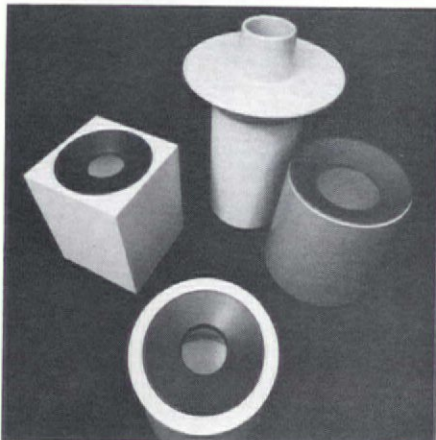
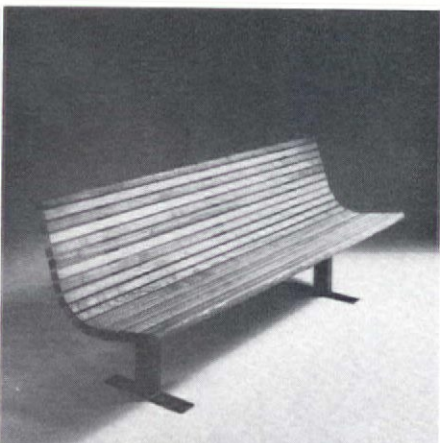
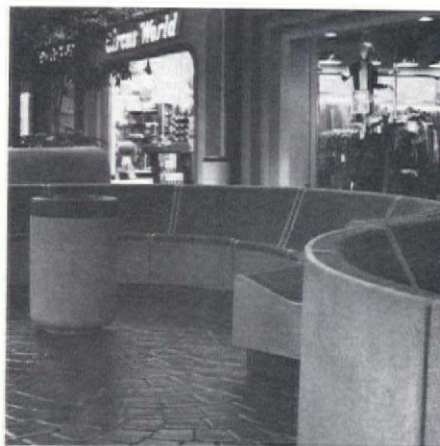
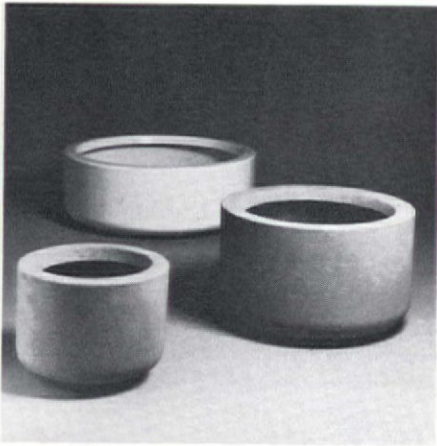
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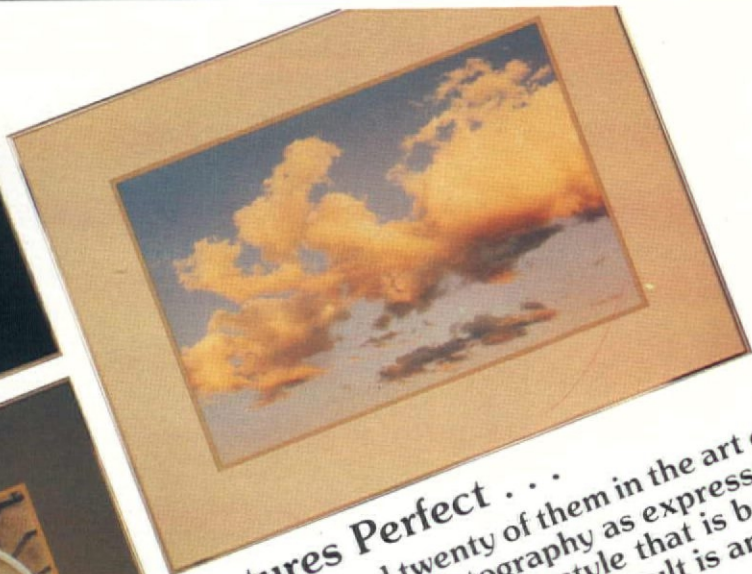
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Foreign Trade Shows 1980

- March 2-6. International Contract Furnishing & Interior Design Exhibition. Olympia, London.
- March 16-20. Middle East Business Equipment Show. Bahrain Exhibition Centre, Bahrain.
- May 7-11. Scandinavian Furniture Fair. Bella Center, Copenhagen.
- May 15-21. INTERBIMAIL '80—International Biennial Exhibition of Woodworking Machinery and Tools. Milan Fair Quarters, Milan, Italy.
- May 16-20. STAR, International Exhibition for Furnishings Textiles. Milan Trade Fair.
- September 19-24. International Furniture Show, Milan, Italy.
- October 21-26. Orgatechnik '80. Cologne Furniture Fair, Cologne, Germany.

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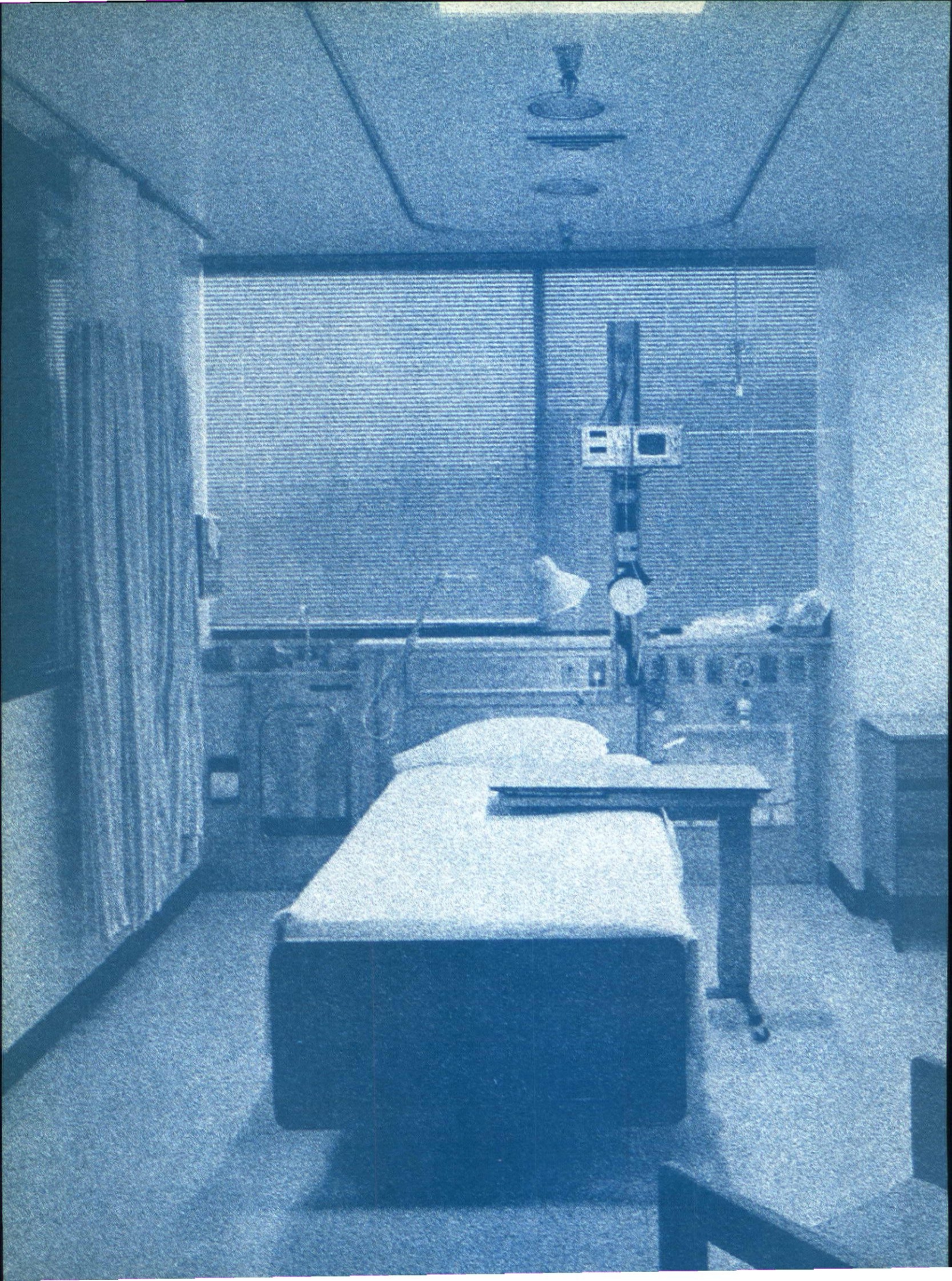
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NEW DESIGN PROCESS FOR HOSPITALS KEEPS SOARING COSTS IN CHECK

As health-care facilities move in new directions, early involvement, careful research of materials and furnishings, plus comprehensive understanding of function can provide cost-efficient implementation of design

by JACQUELINE NALLI

Because of soaring costs in the health-care field, hospitals will be subjected to more and closer scrutiny as the public eye focuses on cost-containment efforts.

Affecting this situation are tighter government controls resulting from certificate of need requirements, regulations governing construction, expanding technology costs, inflation, and limited natural resources. As a result, hospitals will be forced to develop responsive solutions.

That there is a continued demand for more health-care space is clearly indicated by a report recently issued by The American Hospital Association. It states that hospital expenses in this country were \$16.1 billion for the first quarter of 1979, marking an increase of 13.2 percent over the first quarter of 1978.

As the health field continues to expand, it must do so with greater emphasis on efficiency and organization in the delivery of health services.

Bedded hospitals decreasing

Soaring costs have brought a number of new directions in the type of facility being constructed. New bedded hospitals are decreasing, and more space is being developed for ancillary services that provide diagnostic departments and advanced technological treatment departments. These include radiology, intensive-care and coronary-care units, emergency and surgery departments. As



Interior designer Jacqueline Nalli specializes in hospital interiors and is design consultant to Seltzer Design Group and Health Facility Systems, both of Santa Monica, Calif. This article was prepared primarily as a guide for hospital administrators, but it also serves as a refresher for interior planners. Photos accompanying the article are of Mercy Hospital, Bakersfield, Calif., involving the collaborative effort of Linda Seltzer, Seltzer Design Group, interior planning/design; Health Facility Systems, medical equipment planner; Caudill, Rowlett, Scott, architect. Photography by Julius Shulman

existing hospitals add new ancillary facilities, they experience more effective utilization of services.

In line with fewer bedded hospitals, unproductive existing spaces are being converted into out-patient ambulatory-care units. They synthesize the practice of physicians and the advanced technology and staff because of their common location. They also offer less inconvenience for patient and physician and more efficient out-patient care by encouraged use of hospital services.

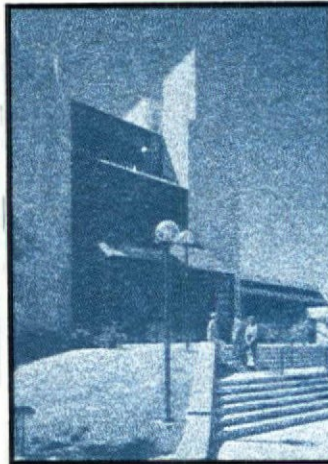
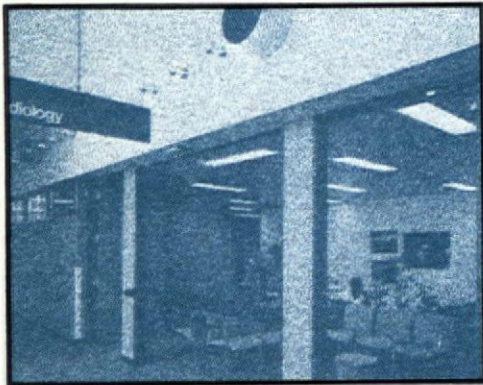
We are also witnessing an increasing number of health maintenance organizations (HMO) sponsored in large by community efforts and stimulated by federal dollars. These facilities provide complete health-care services for a prepaid amount by each subscriber, competing with traditional separate fees for each individual service.

Studies of HMOs have shown reduced hospitalization rates and lower investments in health resources as well as good organization and management policies, all of which add incentives for cost-efficient community health care.

Three steps in design process

These new directions represent an increasing amount of work for the design/planning field. But consultants will have to come to grips with the needs of the evolving health-care facility picture.

Designers/planners will have to address



Entrance to Mercy Hospital and radiology waiting area.

themselves to the cost-containment efforts in the overall planning of a project. In essence, the following three steps in the design process will lead to the accomplishment of goals:

- First: Investigation, which necessitates designer's early involvement with architects and related consultants to determine functional requirements, analysis of government code restrictions, integrity of architectural materials and their applications, furniture requirements, and budget limitations.
- Second: Synthesis, which involves creative decisions for all design requirements and methods of application.
- Third: Implementation, which is the specification of design to satisfy all relative requirements.

The following fundamental approaches illustrate the possibility of the planning process.

EARLY INVOLVEMENT

Success of a comprehensive construction bid document depends on the input of architects, medical planners, mechanical and electrical planners, designers/specifiers, and other related consultants. Early involvement by all will contribute effectively to the fusion of operational and design requirements needed for the initial bid package.

If interior designer/planner's scope includes, for example, selection and application of architectural materials, a close working relationship with the architect in early phases will insure materials that suit each

area. Careful analysis of these materials within the established budget will enable better designation and application and assure appropriate dollar allowance for products intended for bid. A comprehensive bid specification can reduce the expense of change orders to add, up-grade, or alter the application of materials in line with the approved design concept.

After designers interview departments to determine their function and needs, a feasibility study will determine the most favorable locations for phone and electrical outlets. Architects advised of these outlet locations can incorporate them in the final construction drawings, reducing possible expenses of relocating them later.

Early involvement with medical planning consultants is necessary because of the large variety of medical equipment in modern hospitals. Should custom designs be required to accommodate this equipment, assessment of their function and location at the outset will also lead to a more complete bid specification and minimize additional expenses in final construction documents.

GOVERNMENT CODES

It is important to become well versed in the network of government codes that establish life safety, health, and fire ratings of all materials. There are federal codes that apply universally and individual state codes that differ regionally.

These codes govern all furnishings and architectural materials used for ceilings, walls, and floors with respect to flame spread, fuel contribution, smoke generation, total weight, and surface textures. If a material does not need government approval, costly delays and change orders will be incurred.

Codes subject to revision by government

Architectural materials are classified according to surface textures. Smooth surfaces, which offer less opportunity to collect dirt or surface bacteria growth, may be required in such areas as surgery, delivery, nursery, isolation rooms, burn units. More textured sur-

faces are acceptable in public areas, such as lobbies, lounges, waiting rooms, administrative offices. Specifiers must understand requirements of local health and fire codes as well as federal codes to assure compliance of all materials.

Government codes are subject to revision as higher standards are imposed on health-care facility construction. Therefore, it is necessary to review all materials as to their current ratings and understand how all areas are classified. The specifier's library should include laboratory test data on materials from reputable manufacturers to substantiate material performance and reliability to meet government standards.

Subject to such approval are ceiling tiles, vinyl wallcoverings, epoxy and standard paint, wood paneling, resilient flooring, ceramic tile, carpet, fabrics, finishes, and furniture.

MAXIMIZED PERFORMANCE

Careful evaluation of the performance of materials maximize their potential life. Superior performance products are an obvious cost-saving factor. For instance, the carpet industry is continually producing static-control

“Limiting number of fabrics and sizes reduces special labeling or location problems. It will also facilitate reordering without inventory analysis of each area.”

methods, new yarns, more durable weaves, higher-grade backings. As these products improve, so does their use in a facility.

Carpets offer long-term values

Carpet is no longer installed only in lobbies and offices, but also in corridors, patient rooms, treatment rooms, and the like. Carpet offers esthetic value, reduces noise levels, absorbs shock from foot traffic and equipment wheels, and reduces accident rates and injury-related falls.

In our research of carpet products, we have found the following to offer maximum performance.

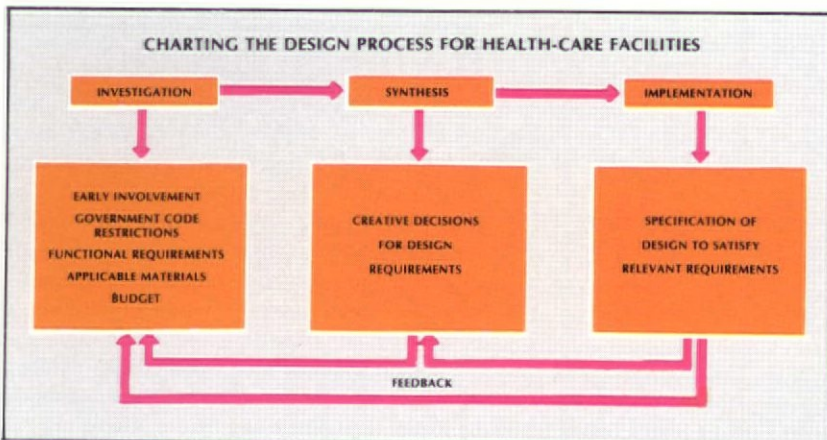
Synthetics prevent mildew, mold, and rot. Pile height should be low; pile density high. This creates a tight construction to keep soil on the pile surface for better cleaning. A sealant primary back prevents liquids from penetrating below its surface, and an integral synthetic pad will absorb shock.

Among synthetic yarns, nylon is extremely strong, abrasion-resistant, easy to clean. Solution-dyed nylon yarns have the advantage of color-fastness.

Many carpet manufacturers provide these combined benefits in line with fire and safety codes.

Seam diagrams of carpet installation should be examined to avoid seams in hard-wear areas. Current installation methods are more sophisticated, and seams can now be adhered together in a more permanent way. These methods should be specified according to the carpet manufacturer's instructions.

Resilient flooring, vinyl wallcoverings, upholstery fabrics, draperies, and furniture should be evaluated in the same manner to extend life and avoid early replacement expenses.



PRACTICAL APPLICATION

Selecting the type of architectural material appropriate to each area's needs contributes to improved maintenance costs.

For example, vinyl wallcoverings, which are durable, easily cleaned, are available in a variety of different woven fabric

backings—light, medium and heavy weights. They become integral parts of the wall-covering's ability to resist ruptures and damage from movable equipment collisions. Heavier backings should be used in these areas; lighter backings for others, such as public and administrative sections. The light weight materials are not as expensive as the heavier, and a savings can be gained by not over-specifying backing weight where not required.

Specify fabrics to fit cleaning methods

Another practical consideration is knowing the cleaning methods a facility has for quantity items like drapery and cubicle fabrics.

Some hospitals have their own laundering facilities; they wash fabrics at temperatures from 120 degrees to 160 degrees F for optimum conditions. But not all fabrics will survive frequent washings at these temperatures. Therefore, it is wise to ascertain the cleaning methods and then select materials that meet performance standards against deterioration, fading, and shrinkage.

Limiting the number of different fabrics and sizes reduces special labeling or location problems. This will also facilitate re-ordering in quantity without separate inventory analysis of each area.

Creating a set of standards for large quantity items, both architectural materials and furnishings, adds to efficiency over years of use.

FURNITURE

It is important not to sacrifice quality in furnishings in order to cut costs. Durability is essential in a facility where a variety of persons with different habits will use, and often abuse, the furniture over a long number of years. Appearance and performance must be upheld. Quality construction and durable finishes with good cleaning capabilities will last much longer, serve their function better, and reduce replacement costs.

Furniture should be selected for esthetic value, durability, performance, government code regulations, and specific usage.



Recessed photo mural in main lobby reception of Mercy Hospital.

Interviews with departments will supply invaluable information regarding specific use requirements for patient, visitor, or staff areas. The following seating variations are a few examples that demonstrate this point.

Seating differs according to use needs

In ambulatory-care waiting rooms, select arm chairs with moderate seat depth and seat height slightly higher than standard, so that patients can be seated and rise with ease. Here and in all other areas, the furniture layout should provide access and waiting space for wheelchairs.

It is advisable in emergency waiting rooms to restrict upholstery fabrics to vinyl or to use plastic molded seating because there is a likelihood of stains.

Family members rather than patients will be using the maternity department waiting room for extended periods of time. Therefore, deeper seats and normal seat height can be specified for their comfort.

Patient room chairs should have firm arm support and seat-back tilt for easy access. A higher back and an integral footrest or ottoman offer good posture support. Separation between seat and back and vinyl upholstery provides cleaning and drainage advantages.

POSITIVE ENVIRONMENT

Today's interiors no longer cling to the anti-septic feeling of the '30s and '40s. Color, new fabrics, finishes, coverings for floors and walls, and artwork make modern facilities highly decorative. With modern technology, specifiers have an extensive range of products that can be used to create environments of order and brightness while enhancing a feeling of well being.

Flourescent lighting is usually associated with commercial/institutional use, and incandescent with home use. Therefore, a more familiar and pleasant accent can be achieved with warm-toned, softer lighting.

Lighting can be designed to cast decorative patterns on walls of long corridors, a far more interesting alternative to a blanket of even light without relief.

Consider human response to color

Art programs should by no means be limited to public areas but integrated throughout for enjoyment of patient, visitor, and staff. Art in patient treatment and examination rooms bring both distraction and interest.

Color is often the designer's personal sentiment, yet there are some colors to avoid in specific areas. Yellows, yellow-greens, and sometimes violet reflect unfavorably on the human complexion, casting a jaundice skin color, and should be avoided in patient, treatment, and examination rooms.

It is also wise to consider human response to color. Red, for instance, is associated with blood, danger, or fire. A heavy red accent will hardly be therapeutic in a burn unit.

In general, however, the total spectrum of color can be used if done so in proper proportions. Color used as an accent can complement the architectural space without aggressive saturation.

DIRECTIONAL SIGNAGE

In all structures, particularly large institutions, patients and visitors need encouragement in finding their way without the added stress of being lost. As existing hospitals begin to add new wings, there must be an adequate means of routing persons through the complex as efficiently as possible. Properly located signs with clear direction information is important for a feeling of order and organization so important to a health-care environment. Clear access to all departments presents an environment for better working conditions and overall efficiency for patient and staff.

SPECIFICATIONS

A thorough set of specifications for all furnishings and architectural materials are essential for the health-care facility's long-term use. These specifications should describe each item as clearly as possible and include all information for efficient ordering. Of im-

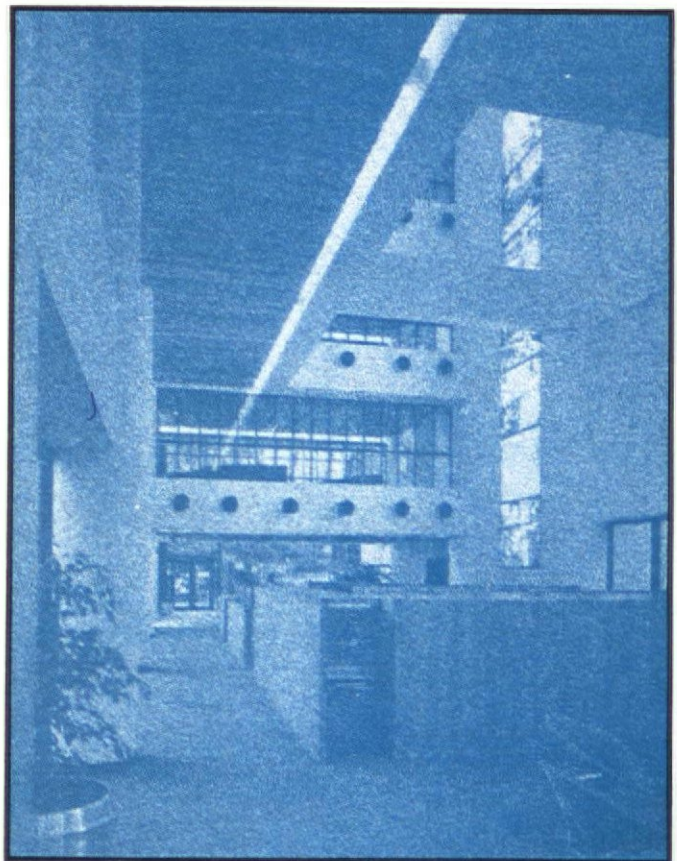
"It is important not to sacrifice quality in furnishings in order to cut costs. Durability is essential in a facility where a variety of persons will use and abuse furniture over a number of years."

portance are size, construction features, components, hardware, wood, metal and plastic finishes, upholstery material and finishes, and all architectural material types and finishes from each manufacturer.

It is also instructive to supply manufacturers' cleaning instructions for good maintenance programs that can add years to the life of products.

Appropriately defined installation methods according to manufacturers' data is another way to offer best results.

Comprehensive specifications that cross-reference items, locations and plans, and clearly defined items can reduce dollar costs for future ordering and alterations handled by the health-care facility. □



Main lobby, Mercy Hospital.



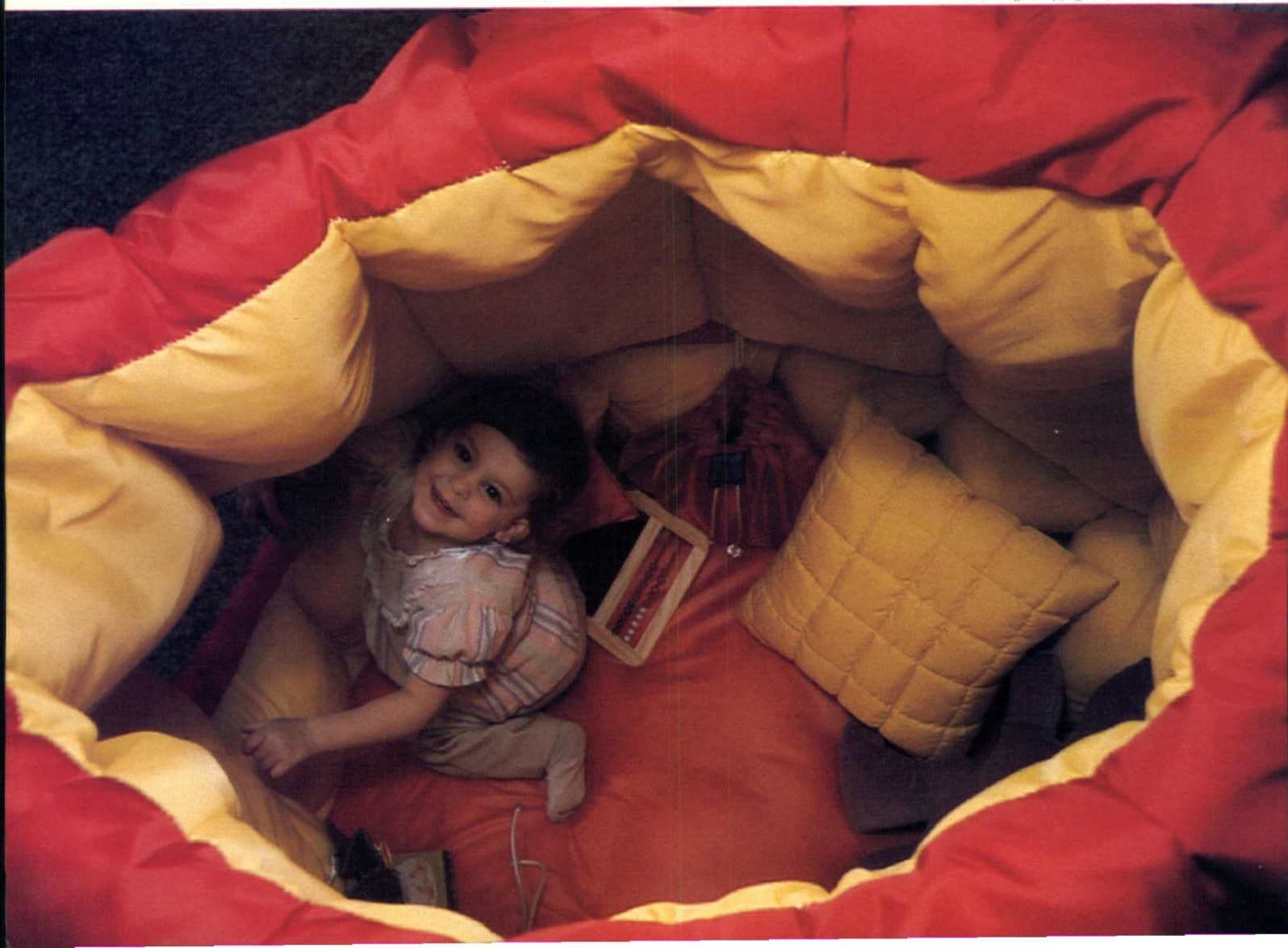
Photo by Claus Körber

FANTASY ENVIRONMENTS PROMOTE HEALTH-CARE THERAPY

A colorful world of child-oriented medical aids
and play facilities has been pioneered
by environmental designer Dr. Dolores Pacileo

by **KAREN SCHWARTZ**, Associate Editor

All designs copyright by Dolores Pacileo



Picture a blind child clambering over a space filled with balls of many sizes—some as large as “mountains,” others small enough to swirl above his head. Imagine a non-handicapped child fighting for a chance to use a wheelchair.

Dolores Pacileo, Ph.D., environmental designer/inventor, creates just such spaces and objects, designing therapeutic playgrounds to tickle any or all of a child’s five senses. These modular fantasy environments encourage physical exercise as well as a psychological boost in a child’s struggle back to health.

Through the use of hand held toys, soft, portable play pads incorporating three-dimensional forms, Dr. Pacileo seeks to nurture confidence in a handicapped child’s exploration of the world. Crutch covers of friendly animals and colorful rockets distinguish “right” from “left” and add stimulus to difficult exercises.

Starting with a fine arts background, Dr. Pacileo’s investigation in the field of functional, therapeutic art has led to exhibiting soft sculptures in schools, hospitals, and museums on an international scale. One of her latest projects was called Sticks & Stones, a museum exhibition in Berlin, 1979. Dr. Pacileo is currently president of the board and founder of The Children’s Institute of Research & Design, Inc., a non-profit organization.

Using interdisciplinary approach

“No two fantasy environments are going to be alike,” says Dr. Pacileo. “Each requires a very scientific approach.”

The emphasis, she says, is on teamwork—doctor, therapist, health administrator, children, and even the maintenance staff. Input from all is required before a designer can zero in on actual designs. The designer must also keep in mind what the total value is to, say, the cerebral palsied child, the blind, the retarded.

Dr. Pacileo has found public spaces to be a very effective way of transmitting her ideas to a range of institutions. The museum serves as a “soap box” for the designer, inviting hospitals, schools, and therapy centers to test the designs.

One such exhibit was Der Ball, environmental art for normal and handicapped children displayed in the Neue Galerie, Aachen, Germany in

1977. Based on Piaget’s theory of loose parts, Dr. Pacileo began with a form that was very familiar to children and proceeded to design it in many variations. Some balls divided into sections, others became objects to ride in, fly in, lift, hit, or climb in, incorporating elements of sound and texture.

“Der Ball was a grandiose sculpture, set in a former castle, covering 65 by 39 feet with forms rising nine feet in the air. I may have 20 ideas expressed in a museum project, but only five will have universal potential,” Dr. Pacileo remarks.

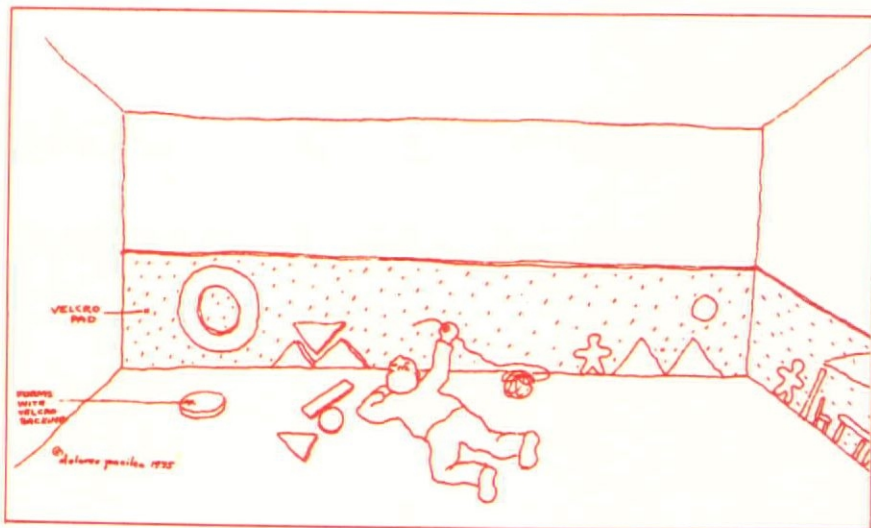
Re-examining floors and walls

General hospitals usually have a quick turnover of young patients, requiring the designer to consider the child’s changing capabilities as he heals. In the initial stages of an illness, quiet play may be more appropriate in

a soft, colorful hideaway, such as Dr. Pacileo’s Red House (see photo). Later, when more strenuous roughhousing is permitted, a total soft arena introduces physical exercise.

Designing a multi-sensory environment, Dr. Pacileo looks at the total space—walls, floors, ceilings, hallways, and stairs—thinking of unusual ways to use them. Obvious ideas come first and these are tested. Dr. Pacileo tests herself by using her five senses as a checklist to see if all possibilities have been considered.

Working with handicapped children, especially infants, doctors and therapists are trying to learn the total scope of that child’s abilities as early as possible. How can a blind, multiple-handicapped child be encouraged to lift his head and strengthen his muscles? A designer can experiment with devices using sound, smell, and



Rooster’s perky orange cockcomb and plumage of soft, stuffed feathers (acrosspage, top) is a slip-on wheelchair sculpture. Removable “outer skin” allows therapist to determine time of use in learning or therapy experiences. Red House (acrosspage, bottom) forms a soft cocoon for privacy. Dr. Pacileo designed the Velcro Wall (above) during a research/observation period at the United Cerebral Palsy Rehabilitation Center, Roosevelt, N.Y. “I saw a child pull his body to a blank white wall many, many times in one morning. It seemed so easy to put something on that wall to go to.” She developed a variety of Velcro flat, round, and string items. Crutch covers teach the handicapped child “left” from “right.” These items can be coded with sound, i.e., the cat crutch “meows” when it touches the floor.



Der Ball (right) was first international project of The Children's Institute of Research & Design, Inc., developing a major soft room environment for normal and handicapped children. Knob Ball (lower right), also part of same project, has protuberances that start out narrow at base and widen at top. This design allows children lacking fine motor control to grasp and throw the ball. "Art for children offers fantasy worlds to enter that children can affect, change, and manipulate," notes Dr. Pacileo (above). "These experiences must give concepts that promote reasoned thinking patterns in children."



FANTASY ENVIRONMENTS

Communicating with key people

appealing textures working closely with the doctor.

"The child with cerebral palsy must develop certain muscles and often repeats the same position or exercise over and over again. If that position or exercise can be disguised as a play experience, perhaps it will be done more easily," Dr. Pacileo explains.

In the case of children and adults who spend many years in a facility, sculptural environments provide a means of changing the sameness of institutional surroundings.

Dr. Pacileo introduces challenge or metaphoric fantasy as a replacement for fear and/or isolation. In a soft environment, a blind child learns to lose his fear of falling, experimenting with new territories. Such experiences, introduced at an early age, open a new life for a child. The therapist and designer work with a careful plan of progressive exercise, considering how a play space will help the child in a positive way, rather than becoming a crutch.

Knob Ball, an offshoot of Der Ball, is designed for children lacking fine motor control. Soft protuberances have a narrow base that gets wider at the top for easy grasping. The play toy can be produced in many sizes, with and without sound. Rooster, another part of Der Ball (featured on the cover of this

issue), creates a fantasy of a wheel chair, transforming a very mechanical object into a lovable character. Therapeutic influences of such products and environments hardly end at the hospital. As handicapped children are increasingly mainstreamed into public schools, such designs become a necessary means of socializing with peers.

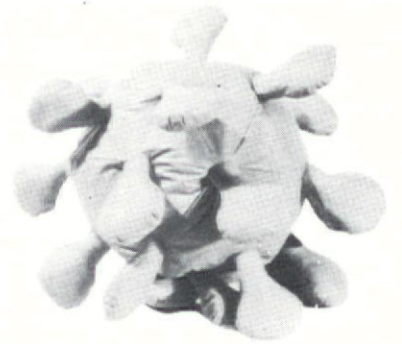
Communications key to success

"Creating art for children is possible only with crossing over of knowledge from other fields and seeing and being with the children themselves.

"Once you have met with 20 persons involved in the project and observed the children, you will come away with a book of knowledge. You may find the facility needs a proposal opposite from the one everyone thought they needed. For example, an indoor playground may be more versatile than an outdoor one because the staff works indoors 90 percent of the time," says Dr. Pacileo.

A good communion with management, doctors, therapists, and parents broadens the scope of functional design and answers questions of portability, storage space, the kinds of cleaning agents stocked, and how the rooms will be used throughout the day. A free play space for children may be needed for geriatric use 15 minutes after the children have been moved. Dr. Pacileo stresses the importance of networking—reaching every member of the team. If the designer fails to confer with one part of the hospital team, the health administrator could get negative feedback on the project.

"You'll hit good and bad exam-



ples," Dr. Pacileo notes. "In one situation, toys were locked up because the staff felt it was a real effort to clean up, therefore, the children were deprived. If money is expended on design, the designer should ask, 'how can this be designed so that the attendant doesn't view maintenance as a burden?'"

Pacileo feels the designer's job is to translate staff requests in a manner mutually beneficial to the children. An

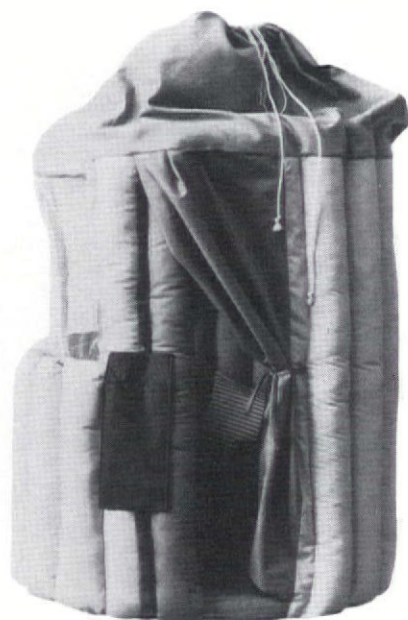


Soft, portable playpads introduce texture, sound, and color areas, as well as simulated or abstract forms in nature.

administrator is likely to solve problems in a very different way from a designer.

Creating play areas incorporating sound and smell brings a designer in contact with professionals in a variety of fields. Working in a collaborative capacity brings a new perspective to each team member.

"There's a special electricity when a designer and electrical engineer are working together, giving ideas from each one's area of expertise. We have to diffuse information so that others don't have to re-invent the wheel."



Yellow House encourages quiet play. Pockets, pouches, and "attic" storage room hold books, games, and toys.

While communication spawns new ideas for designs, designers are faced with meeting stringent hospital codes on flammability, hygiene, and durability. Independent testing labs provide data on materials. Hospitals with sufficient funds, or government grants, can be sought to aid design research. Major chemical and materials manufacturers are often interested in becoming involved from a humanitarian standpoint, as well as uncovering new markets for their products.

Follow-up strengthens design

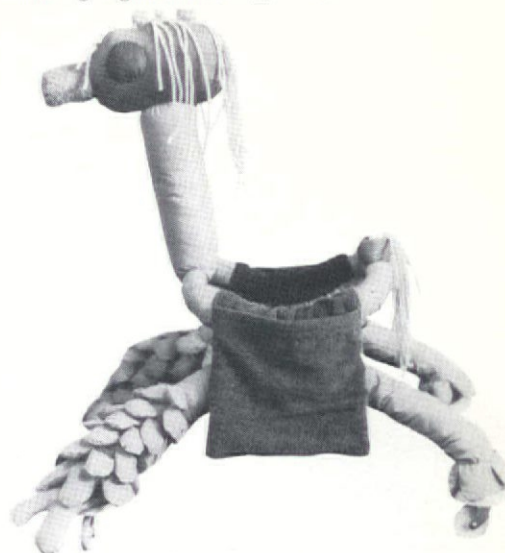
Despite thorough technical research and program planning, the success of a design cannot be determined until the children's responses have been recorded.

"A beautiful design can get opposite results and produce unhealthy reactions which is why follow-up is important," Dr. Pacileo comments. "A project sometimes takes two, three months to produce and undergoes adjustments, but if anything, the design improves, the construction gets stronger, and the evolving perceptions bring the designer to an advanced stage of development."

Questionnaires and observation are used to gather input from therapists, psychologists, parents, teachers, and children, building groundwork, expanding the network for future research.

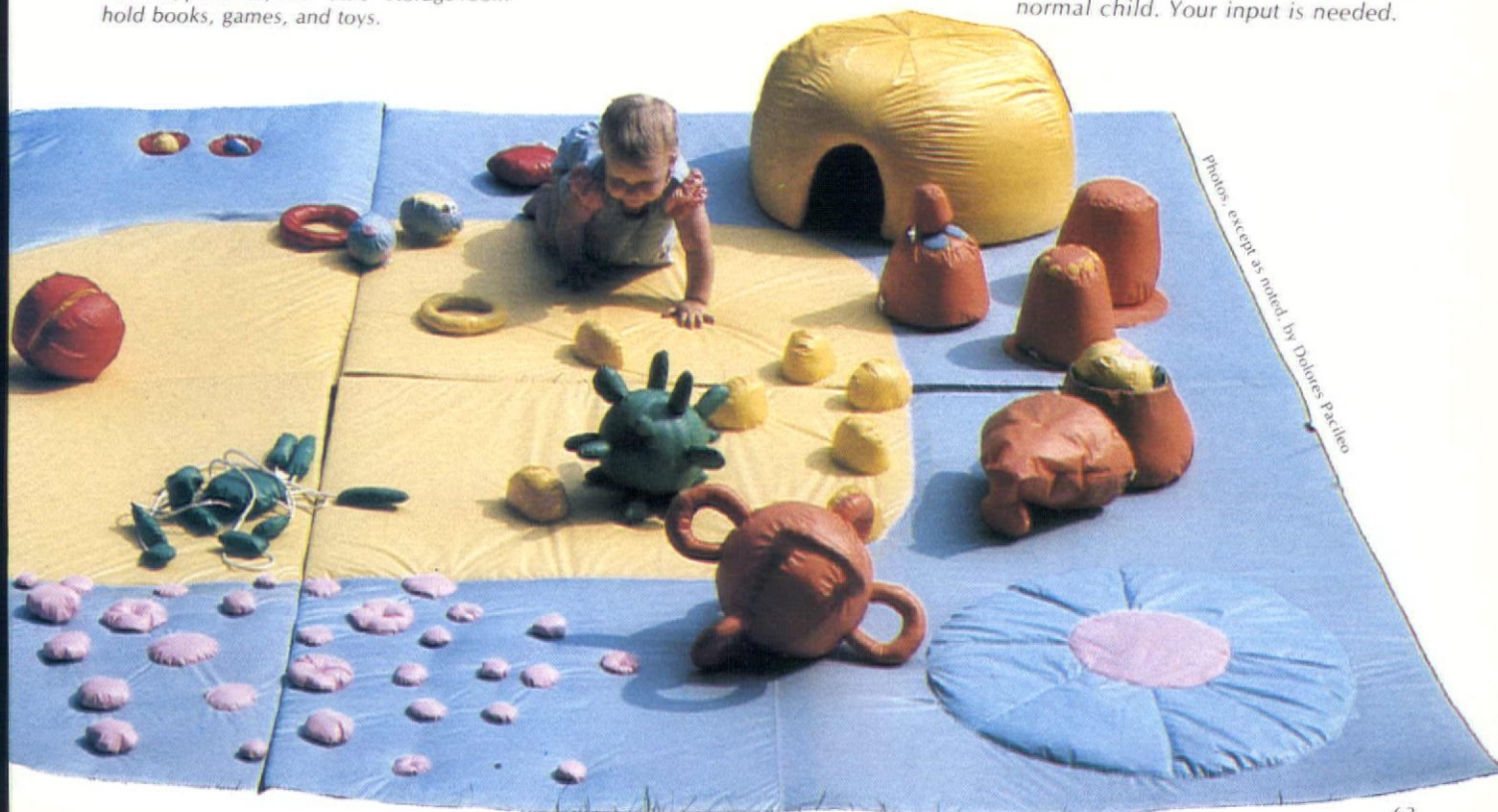
"The media can also be invaluable. When 5,000 kids are shown

stamping through Der Ball, people can't help noticing that non-handicapped children are playing with handicapped children and they're all having a good time." □



"Horsey" aids the young, handicapped child in walking exercises. Multi-colored animal with soft outside form and rigid internal frame has a nose that squeaks and side pockets for delivering toys from one side of room to the other.

Do you have suggestions and ideas on the projects and concepts discussed? Please write: Dr. Pacileo, c/o The Children's Institute of Research & Design, Inc., P.O. Box 26, Manhasset, NY 11030. The primary goal of the Institute, a non-profit organization, is to research, develop, and disseminate information related to contemporary art resources for the handicapped and normal child. Your input is needed.



Photos, except as noted, by Dolores Pacileo

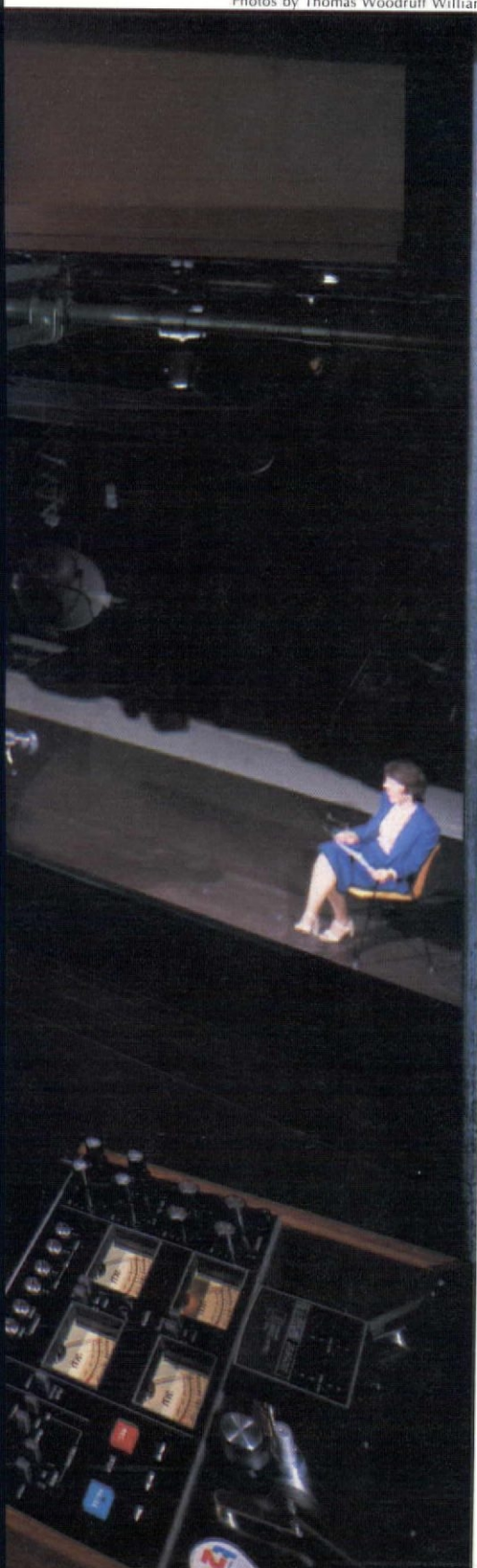
HOSPITAL'S NEW MEDIA SERVICES WING BOOSTS PATIENT, STAFF COMMUNICATION

Lutheran General addition required meticulous technical research
by Cristies Contract Associates and Burnham & Hammond Architects



Television technician mans control panel, as cameraman zeroes in on speaker at new wing of Lutheran General Hospital in Chicago, devoted to Media Services. Tapes are channeled to patient rooms and other hospitals for their own in-house media programs. Live operations also can be televised.

Photos by Thomas Woodruff Williams



When TV talk show guests prepare to go before the cameras, they are admonished not to wear tight plaids, check fabrics, or shiny objects. Such adornments tend to vibrate on screen and reflect glare into the camera lens.

Such was the caution imposed on Wes Snyder, IBD/ASID, of Cristies Contract Associates, Chicago, and his staff in the design of the Lutheran General Hospital's new Media Services Wing. Many of the facilities were slated to function as backdrops for hospital-produced educational TV films aimed at staff, doctors, patients, and for distribution to other hospitals all over the country. That meant that furniture, furnishings, fabrics, and wall coverings, as well as special fixtures, had to be compatible with the unerring eyes of the hospital's TV cameras.

New hospital media function

Included in the wing are a two-story television studio with full taping and productions facilities; a medical illustrator's studio housing three artists, complete with air brush room; a two-story photography studio; a dark room; copy stand area; film editing area; and offices. The wing also incorporates a 305-seat auditorium both for program presentations that are filmed and for viewing operations in progress on a special screen; a two-story glass-roofed lobby; a 70-seat chapel, with lobby; two family consultation lobbies for use by clergymen; a Pastoral Care center; offices for Media Services personnel; and a 12-seat conference-viewing room.

Representing a relatively new direction in hospital function, the Media Services Wing is as technically

proficient as any TV broadcast studio. It, in fact, employs a professional TV director and technicians to carry out its mission: an educational medium to staff and patients.

Light-tight design specified

Coupled with esthetic considerations, as well as such technical imperatives as "design light-tight film-holding drawers," Cristies designers were confronted with a series of technical design criteria rarely encountered by interior space designers.

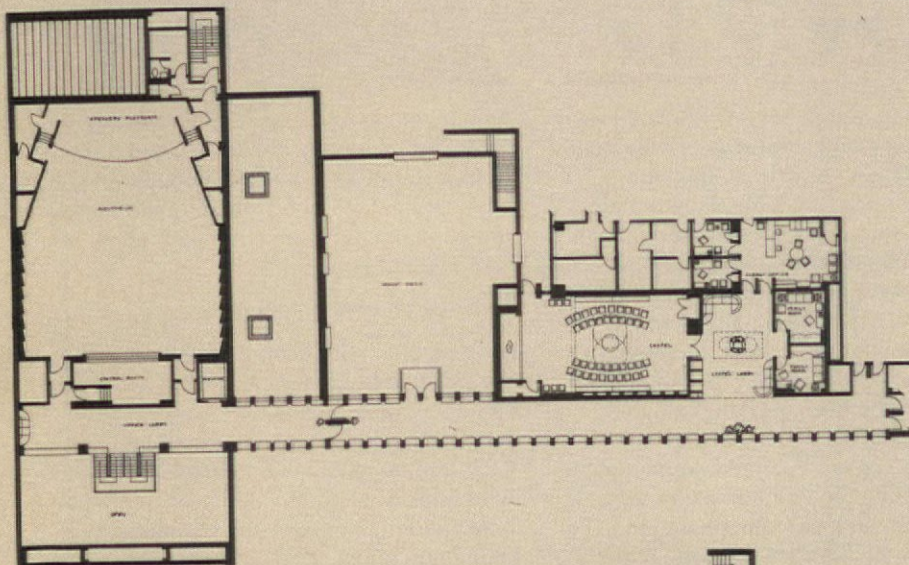
"Our design and specification function," says Snyder, "brought us into the realm of TV producers, camera operators, darkroom technicians, graphic artists, medical educators, and electrical engineers. We had to research each of these areas as they affected on the interior space design. Our people spent long hours interviewing staff members to determine what products would work and to design the needed furnishings when they did not exist in standard manufacturer inventories."

In the darkroom alone, where all film is processed, Snyder, as project director, had to get intimately involved with the step-by-step film development process, so that the darkroom could be layed out properly. Cristies designers fashioned the light-tight cabinetry, developed a custom enlarger stand, and specified the coloration of cabinetry to facilitate operations.

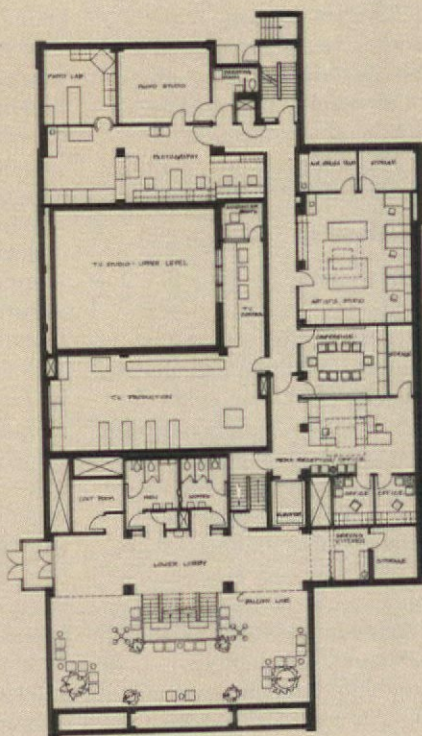
How does color do that? Cabinetry fronts were specified in a medium light gray, with tops in a brighter laminate, surrounded by a black vinyl bumper edge. Photographic technicians working in

MEDIA SERVICES WING

Darkroom, graphics, and artist studios provide total communications package



Live operations can be televised and piped into new auditorium (above), which seats 305 medical students, doctors, and technicians. Studios are located in lower level (plan view right), together with supporting storage and production facilities. Upper level also houses chapel and family rooms.



the starkly filtered light of the darkroom thus are able to distinguish were the table top ends. Light colors, according to Snyder, also minimize the effect of the safe lights used in black-and-white film development and printing.

Skeleton storage counters

Other counters of a strange kind were designed for storage of a complete human skeleton, a skull, and a complete vertebrae-pelvic structure. "This was not the usual mix of storage for stationery and ball point pens," comments Snyder wryly, "although provision had to be made for storage of gallon cans of rubber cement, solvents, paper, flat art boards, and other art and graphic materials."

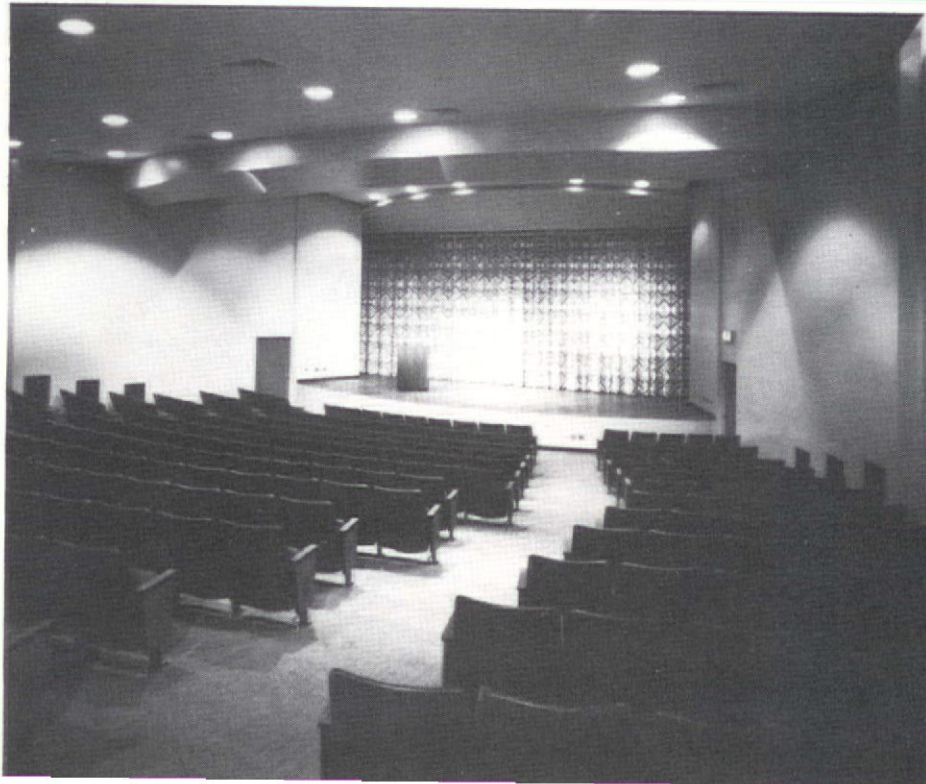
Custom lighting, repair benches, and cable trays had to be developed for the television production area, as well as a studio cyclorama, a black velvet background curtain, and chairs and tables for on-camera use that had no chrome parts to reflect back into the camera. Different sets of chairs were specified and purchased so that there are four complete set changes available to lend variety to shows produced there.

In the auditorium, stage curtains had to be tested not only for sound-absorbency, but for suitable color and texture as a background for televised programs. Colors had to be pretested to see how they came across in color transmissions and how they translated to the gray scale for black-and-white productions. Patterns, too, were tested to make sure that they neither would vibrate nor become a focus of attention at the expense of people participating in the videotaping.

Windowless rooms are bright

To give the building a sense of continuity, the design team chose to use a limited paint palette of warm beige and white and a single warm neutral carpet throughout. Because the Media Services area is below grade and windowless, a light airy color scheme was employed to combat the subterranean feeling.

Skylights in the reception and office area and medical artists studio



Audio-visual conference room (above) incorporates swivel spotlights aimed at rails that support graphics to be used in TV and other media productions. Auditorium (left) seats 305, has equipment for viewing operations in progress.

MEDIA SERVICES WING Fixtures had to be custom designed

provide the only daylight through six-foot long light shafts.

All steel furniture is in white finish with wood tones in light, warm oak or butcher block, except for the conference room table, which has a walnut laminate top.

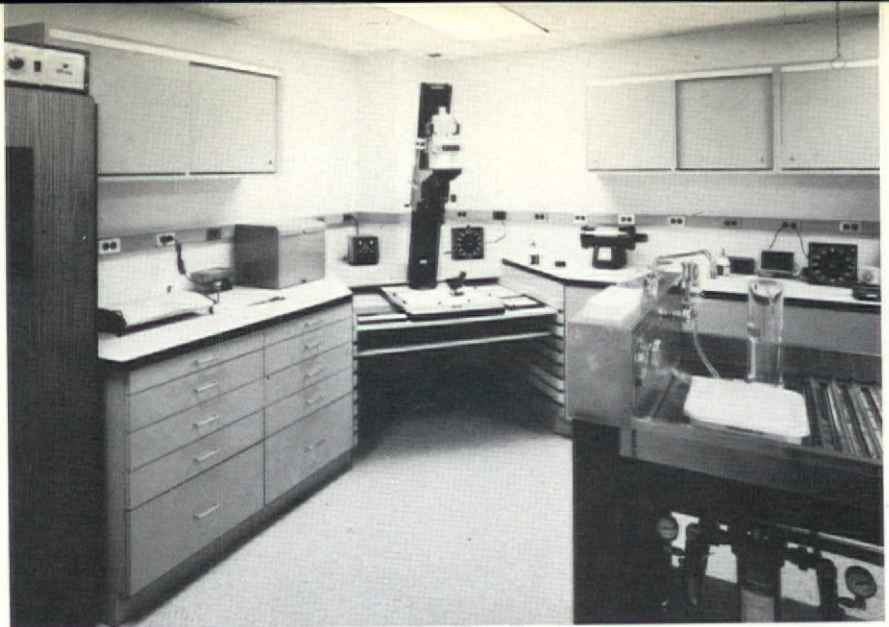
Accent colors are found in upholstered pieces, ranging in color from neutral tone stripes to yellows, golds, and red oranges, all of which had to be color checked through the camera for television production use.

In-house telecasts promoted

The television system is capable of broadcasting on six in-house channels to patient rooms. Consequently, a physician may specify that a film on use of insulin be broadcast at a specific time, so that diabetic patients may thus be instructed, or have instruction reinforced. Eight hours of health-care programming is transmitted to patient rooms during the day, as well as televised special events from the auditorium, chapel services, and remote pickups from anywhere in the hospital, even outside the Media Services Wing.

Coming on stream is the ability to monitor medical operations from nine new surgical suites now under construction. In addition, such operations will be able to be taped for future viewing. Also in the offing is the ability for up to 305 medical personnel in the auditorium to view medical operations in progress from a 16-ft. high, 46-ft. wide screen, using a General Electric P.J. 5000 Light Valve Video Projector. Tapes and remote broadcasts can also be seen on monitors in any of 20 conference rooms throughout the facility.

Still photography, with film developed on premises, is used for illustrations in printed material, medical displays, surgical procedures records, and documentation of conditions caused by disease or injury (as well as the progressive healing process). Such material is developed in



Lutheran Hospital's own Graphic Arts section of the Wing.

The Media Services Department is the brainchild of Louis Crane, Chairman of Educational Resources. It positions Lutheran General Hospital, which is a member of the University of Illinois Medical Group, at the leading edge of a new wave of health care facilities devoting major resources to the education of their patients and community on matters of preventative health care.

Architect for the project was Burnham & Hammond. Susan Boecher, Janet Kreig, and Derrick Harding, all of Cristies Contract Associates, worked with Snyder on developing the interior space design and custom features of the project, all within budget. Dennis Pabich, IBD, developed the large scale of the auditorium curtain pattern. □

Darkroom stand and special storage fixtures (top) were custom designed by Cristies Contract personnel, as were graphic arts storage fixtures and cabinets in medical illustration studio (above). Lobby of auditorium (right) is on lower level. Stairway up leads to auditorium, down to studios and other audio-visual facilities.

SOURCES

Furniture—Davis Furniture, Erwin, Harter, Krueger, Lyons Metal, Marden, St. Charles, Steelcase. **Carpet**—Lees. **Fabrics**—Kroll, Design Tex, Raphael. **Custom cabinets**—Hutchings. **Tapstry**—Stephen Thurston. **Tile**—Armstrong. **Planters, ash urns**—Pouliot Designs. **Plants**—Tropical Plant Rentals.

CREDITS

Drapery Manufacturer—Art Drapery. **Custom cabinetry**—Hutchings Enterprises. **Ecclesiastical furnishings**—Botti Studios. **Sinks**—Leedal. **TV Equipment**—Swinderski Electronics. **Other equipment**—Graphic Technology, Martin/Neolt.



THREE EXISTING HOSPITALS CONVERT TO ONE MODERN FACILITY

Candler General, Telfair, and Central are skillfully combined in a modern complex emphasizing expansion, flexibility with references to a traditional past by Gresham & Smith

Creating a modern 308-bed, campus style hospital that retains the historic character of three old, established hospitals it will replace, required Sonya Kelley, ASID, IBD, Director of Interior Design, Gresham & Smith, Nashville, to seek a mix of contemporary efficiency with colors, photographs, and antiques of Old Savannah.

Candler General Hospital, the nation's oldest structure that has been continuously used as a hospital, currently manages Telfair and Central Hospitals, each with its own speciality. The new Candler General, projected to be complete in a year, will be a series of single story, interconnected buildings using a 40 by 40-ft. bay for maximum flexibility in design. The patient tower is the one exception, containing six stories. The architectural plan, also designed by Gresham & Smith, allows expansion capabilities for a 388 bed level.

Based on function, accessibility, flexibility of services, and economy of operation, typical patient floors will contain two 40-bed nursing units joined by staff and service elevators. Nursing stations are based at the end of halls to reduce noise for patients. However, four- and five-bed clusters have built-in desks if the hospital should opt to decentralize personnel. Each corner cluster has a modification to provide semi-private rooms. This combination fulfills the client's request for 80 percent private rooms.

Color will be used to work historic references into the facility. Artist Ann Werner Osteen, Trustee for the Historic

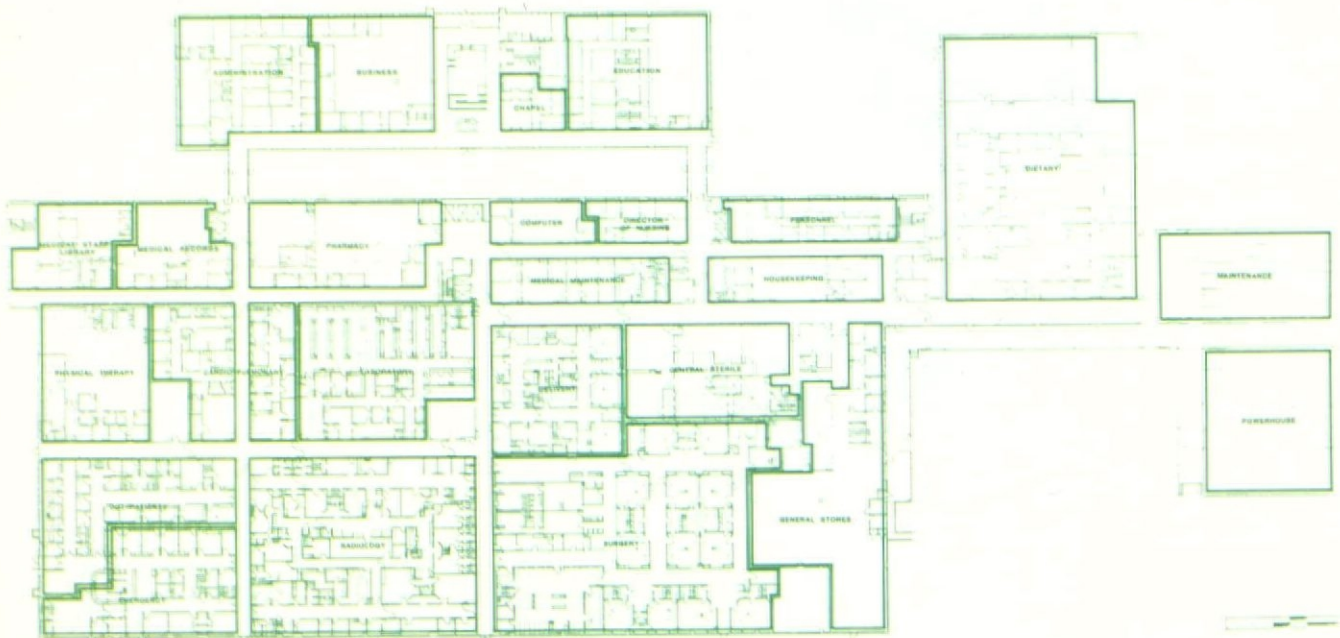
Savannah Foundation, researched the city spectrum for authentic colors and patterns. The result was Martin Senour Paints' Historic Savannah collection and Scalamandre's collection of the same name. These colors will be used in vinyl wallcoverings, fabrics, plastic laminates, paints, and carpets. Due to budget constraints, all existing furniture from the three hospitals will be used in the new setting. This put Kelley to the test in making a harmonious color match of these furnishings with a historic palette.

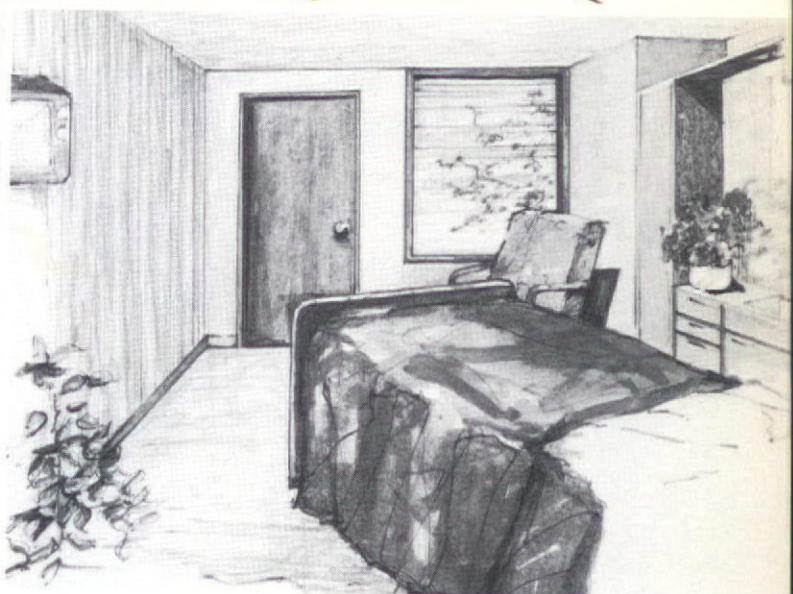
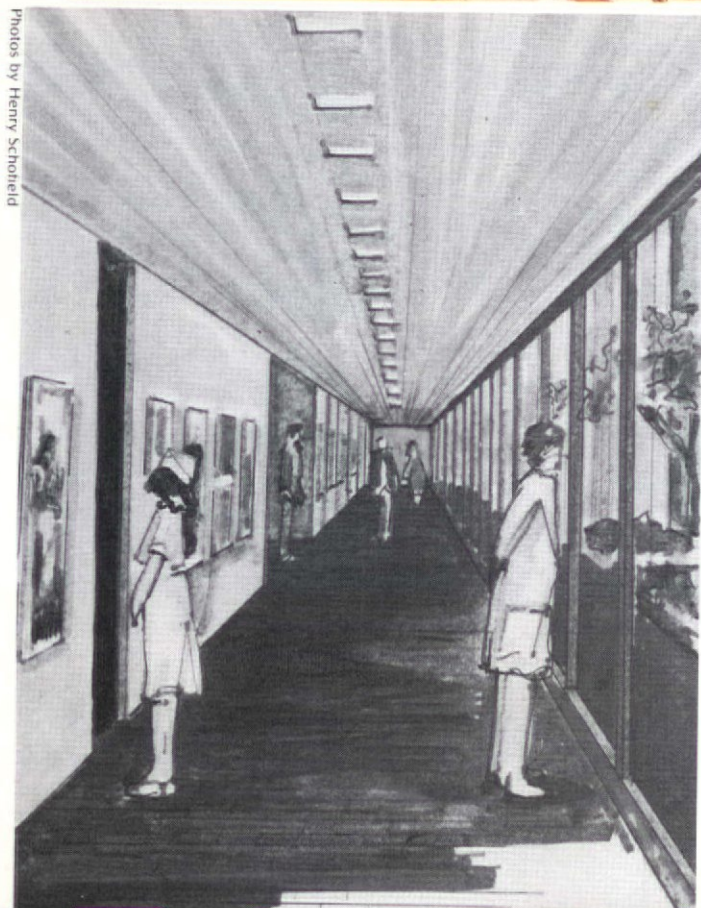
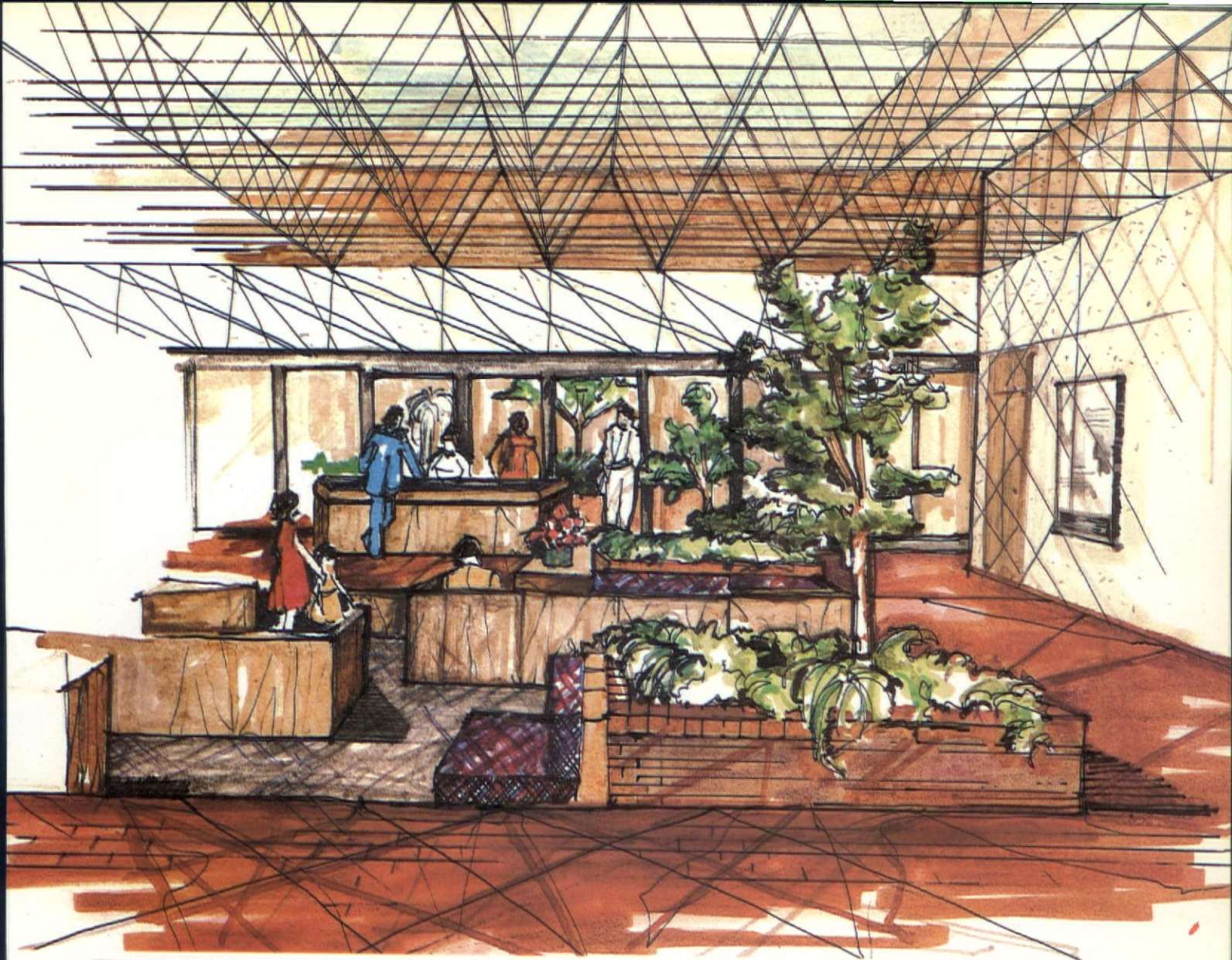
Color theme based on authentic samples

Mulberry red, gray, and blue combined with plants, skylight, and recessed seating will give the aura of a resort hotel in the lobby. A gallery wall exhibits art collections from all three hospitals.

"Both Telfair and Central had a magnificent collection of antiques and objets d'art which we felt were essential pieces of the overall design picture," Kelley comments.

Administrative offices will also incorporate a number of existing antiques and Scalamandre's fabrics. In the dining area, plexiglass partitions will highlight scenes of Savannah and portions of the original Telfair and Central facilities. Patient floors Two and Four will emphasize a sunny color scheme with golds, greens, yellows, and oranges, while the third and fifth floors, named after Telfair and Central, use a more traditional mulberry and Davenport blue to blend with the many antiques incorporated in the facility. □





Floor plan (far left) shows distribution of services in the new 400,000-sq.-ft. Candler General. Plants, skylight, and recessed seating give a brisk flavor to admissions area (top). Memorial Hall (left) is a gallery wall for the exhibition of art collections from all three existing hospitals. Each floor in the patient tower (above) is composed of two 40-bed nursing units joined by staff and service elevators.

Photos by Henry Schofield

FUNCTION FIRST SETS HOSPITAL PACE

Working closely with hospital staff, William Sklaroff Design Associates planned the Silverstein Pavilion to satisfy all physical as well as psychological needs of a major health-care facility

A sense of order and an atmosphere of reassurance is what first greets incoming patients and their families at the Silverstein Pavilion, Hospital of the University of Pennsylvania. William Sklaroff Design Associates, a firm with vast hospital experience, pinpoints the design concern: "There are no frills here—nothing exists that does not serve the primary function of this space."

For example, a large curvilinear reception desk is designed to efficiently handle all incoming procedures and questions, and an oversized, illuminated map provides highly visible reference points to visitors and patients. Even the art work serves a purpose beyond its decorative value: hand-etched copper plates trace the history and progress of the hospital from its inception to one of the world's greatest medical centers.

Patient needs are stressed

In planning the Silverstein Pavilion, WSDA designers-in-charge Diane M. Hecht and Ellen Magen worked closely with a cross section of the hospital's administration.

"Our aim was not only to create a series of beautiful spaces," explains Hecht, "but also to fully satisfy physical and psychological requirements of a major health-care facility. Everything, from wallcoverings to furniture, from carpets to lighting, was developed and designed to serve that aim."

With an eye out to soaring health-care costs, WSDA developed and selected materials for their durability and low maintenance, insuring that the hospital would be economically as well as functionally efficient.

A full suite of patient-room furniture was designed and scaled especially for Silverstein Pavilion rooms.



Main lobby (top) of Medical Education Building, which was designed to allow maximum flexibility for either teaching or research purposes. Nurses station (above) emphasizes curvilinear aspects of space and is situated in open area of corridor created by junction of T-shaped building. Main lobby of the Silverstein Pavilion (right) assures incoming patients and families of order and organization.

Photos by Lawrence S. Williams, Inc.



Human qualities enhanced in rooms

WSDA designed the furniture to efficiently utilize space and to enhance human qualities of a patient's immediate environment.

A bench unit under every window, for example, offers a private conversation area for patients and visitors. A bulletin board allows for personal decoration in what is usually an anonymous setting.

Psychological as well as functional factors were considered when selecting colors for the patient rooms. Colors were chosen not only because they were warm and pleasing to the eye, but also because they wouldn't interfere with the hospital staff's ability to get a true rendition of the patient's skin tones.

Neutral color accents in patient rooms occur on floors where corridors have bright accent colors, and vice versa. Wall and window coverings are coordinated to create a total flow of pattern. All materials and furnishings were previously tested in a special mock-up room.

From color and pattern to content, the carpet was tested strenuously for two years in the hospital prior to its installation. Made of Antron II, it has two special backings: a fire-retardant sponge backing, and between this and the floor, a shield impossible for moisture to penetrate.

Privacy without isolation

Intended as a physical and psychological oasis for families who are waiting for long periods of time, the mezzanine insures privacy without isolation. To do this, the designers created a visual link between interior and exterior spaces by using identical

Originally a doctor's lounge, this reception room's function was revised by WSDA who instructed the client on the optimum use of such a flexible space.





Materials tested for safety, durability

materials such as wall tiles and ceiling surfaces in both areas.

Furniture in this area was designed to make waiting easier. Sofa modules, made of molded polyurethane, are durable and comfortable and also insure maximum seating with no loss of individual privacy.

All hard edges were rounded off on the patient floors, as elsewhere in the hospital, to prevent injury to patients and staff. Carpeting is used throughout not only for durability and comfort, but also for the safety it offers to post-operative and elderly patients. Wallcoverings in corridors were specially developed by WSDA to withstand frequent impact of hospital equipment. Conversely, corridor corners are cushioned to prevent damage to hospital equipment.

Optimum use of flexible space

Originally planned as a doctor's lounge, the reception area function was revised by WSDA for optimum use of such a flexible area. It is located on a covered walkway which links a medical center building with the medical school and the rest of the university

campus. Shielding the walkway is a linear aluminum ceiling.

The reception area now houses high-level conferences, parties, and dinners. Although originally intended for medical personnel only, it is now a revenue-producing space for the hospital, drawing use from executive levels of the university for receptions and meetings with educational and industrial interests. □

SOURCES

Reception: Lounge seating—B&B Italia. Dining seating—John Stuart. Dining tables, buffet, side tables—Intrex. Carpet—Commercial Carpet. Vinyl wallcovering—Genon. Planters—Architectural Supplements. Vases—Smith Metal Arts. Graphics—Diane Dunning. Drapery workroom—Architects' & Designers' Drapery Studio. Drapery fabric—Boris Kroll.

Main Lobby: Seating and tables—John Stuart. Custom reception desk—Alexander Woodwork. Area carpets—Jack Lenor Larsen. Tapestry—Modern Master Tapestries. Copper etchings—John & Tish Albright. Plants—DIF. Ash urns—Architectural Supplements. Directory—Cooper Signs.

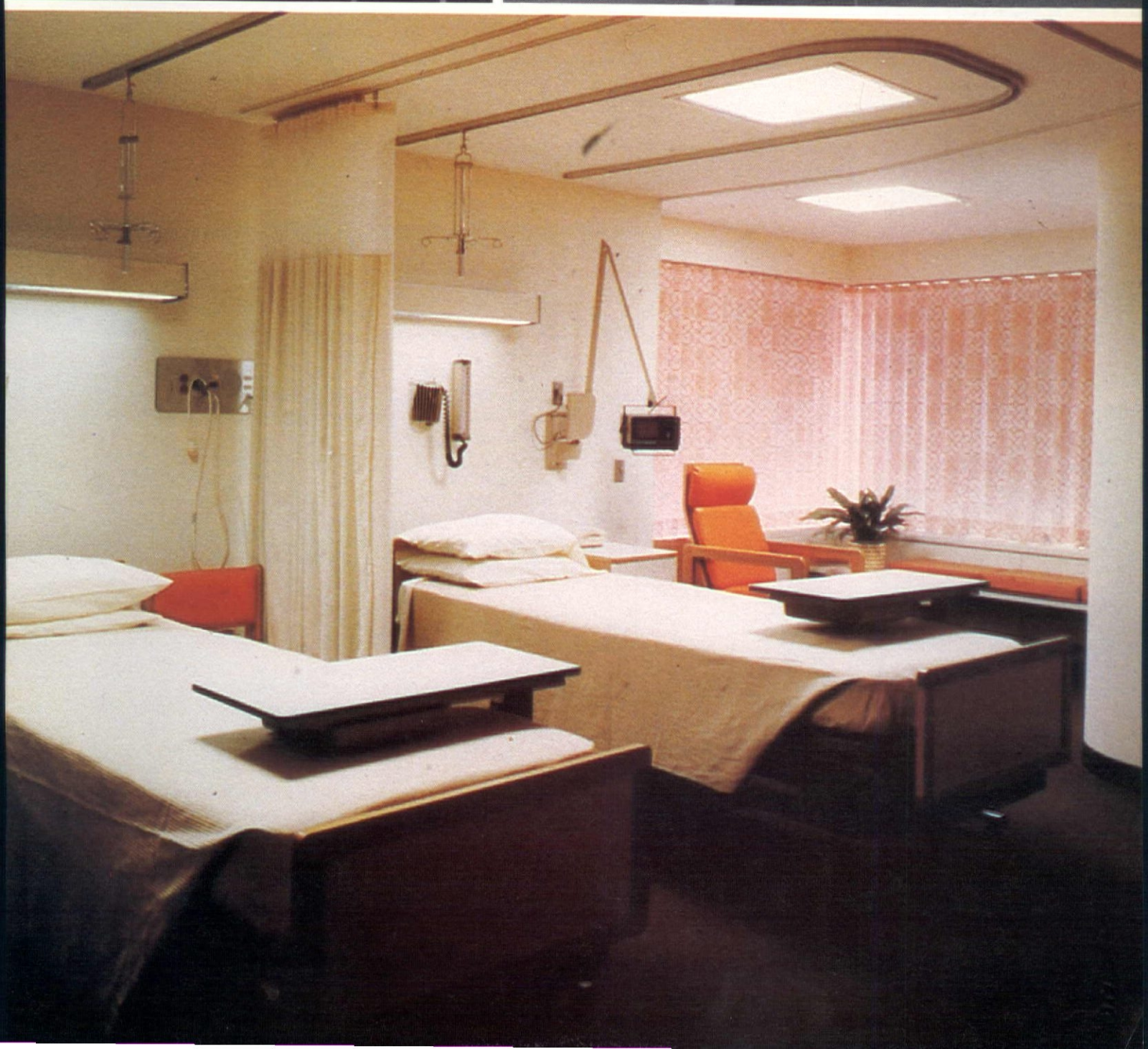
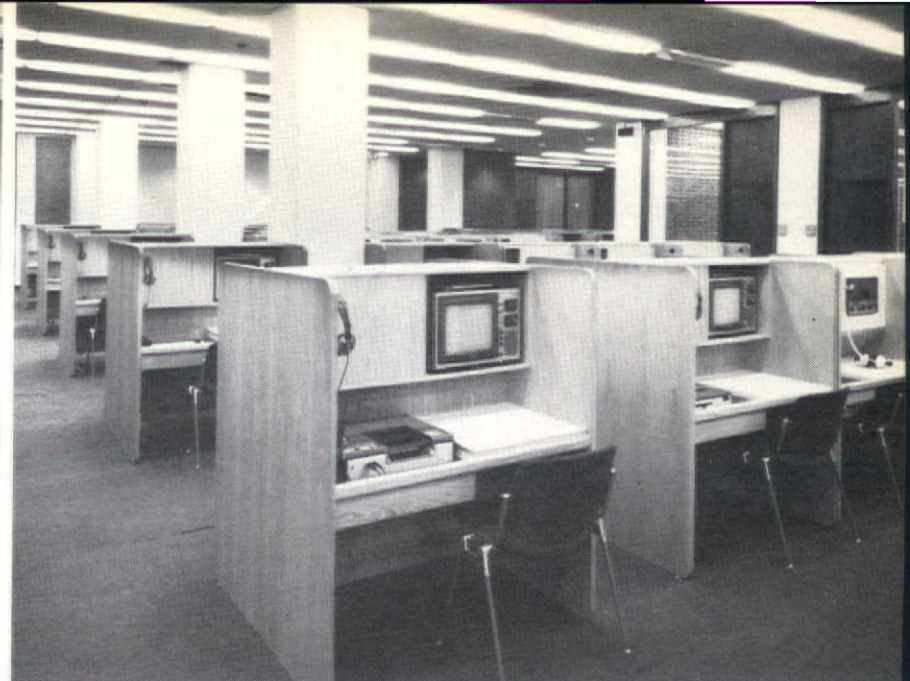
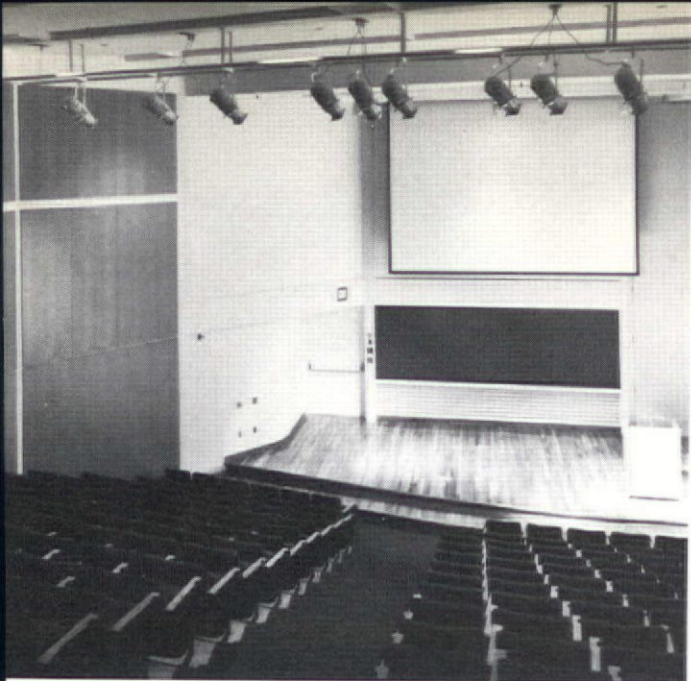
Patient rooms: Beds, overbed tables—Hill-Rom Furniture. Benches, side chairs, patient lounge chairs, flower table, built-in wardrobe—Thonet. Accent vinyl and drapery fabric—Ben Rose. Vinyl wallcovering—Genon. Drapery fabrication—Architects' & Designers' Drapery Studio.



Located on covered walkway linking medical center with its medical school, the glass enclosed reception lounge is now used for meetings, receptions, dinners, and conferences. When privacy is desired, room is shielded by casements and draperies mounted on tracks.

Patient room (below) has full set of furniture designed and scaled by WSDA to humanize and utilize space efficiently. Five floors of inpatient units, four floors of physicians' offices, a cancer research and treatment unit, and an emergency area make up the Silverstein Pavilion. It is the first step in a five-year renovation and construction program. Auditorium (right) can be divided into two areas. Carrels for library were specially designed by WSDA to meet specific technical equipment requirements.





Analysis of behavioral and architectural program for 40-bed facility, by Dr. Paul Lozanoff, behaviorist, and David Chapin, architect, reveals need for sensitizing designers and planners to needs of mentally disturbed children

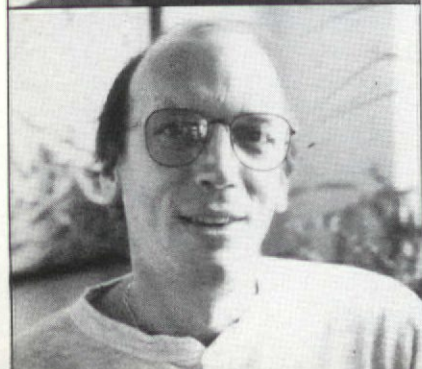
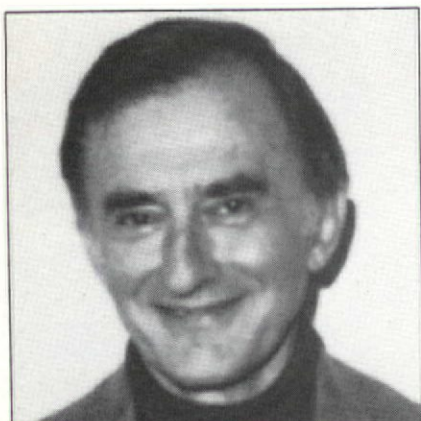
TREATMENT AND ENVIRONMENT INSEPARABLE IN CHILDREN'S PSYCHIATRIC FACILITY

by **DR. PAUL LOZANOFF, Ph.D.**, Visiting Professor Ohio University
DAVID CHAPIN, Architect

To the emotionally disturbed child, a dismal and forbidding building will do little for his state of mind. Institutions breed institutionalization. All too often, meetings on architectural designs of children's mental health facilities fail to use the word "child." This omission is obvious in many buildings used to house children. For the most part, these facilities are built to conform to political and civil service systems.

The basic problem with these buildings is that many health administrators and architects are not sensitive to treatments children require. It is presumed that children

The authors, Dr. Paul Lozanoff (top), and David Chapin (bottom).



who do not behave normally will somehow benefit from being in a subnormal environment. Unfortunately, program people i.e., childcare workers, educators or psychologists, are excluded after the program needs are expressed. The actual design is then drawn up by architects and facilities people interested in institutional images, externally imposed building standards, and seemingly capricious limitations which may actually be counter to treatment. In planning a building, it is important to remember that the expense of therapeutic programs far exceeds the cost of the building over its lifetime. An improperly designed building can do tremendous damage to the intent and content of costly programs. Initial investment in the physical environment should be well thought out not primarily in terms of administrative prudence, but program viability. Youngsters and staff are going to live in the facility for a long time.

The following case study involves an interrelated program and architectural analysis of a set of drawings for a 40-bed residential state facility for severely disturbed children. The mental health complex was to be built on the grounds of a larger state facility. The program was to be based on organizational integration. On inspection, however, it became quickly apparent that the architects had not seriously conferred either with members of the program staff or with residents. It was also clear the architects had proceeded in virtual ignorance of the emerging field of

environmental psychology.

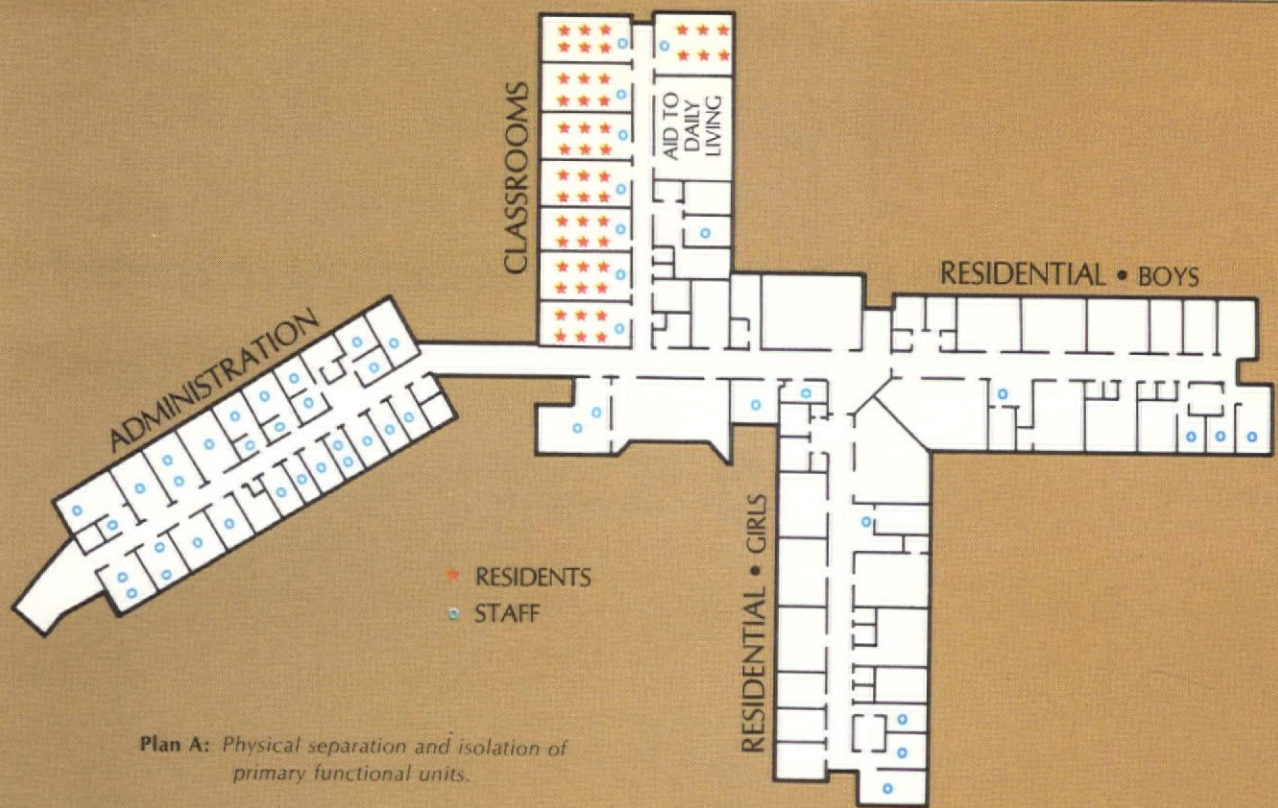
The design encompassed a large dormitory, gang toilets, and other aspects of collective living designed to perpetuate and entrench the lack of self-identity, which was a contributing factor in bringing the children to their present state.

Alienation rather than intimacy

At first glance, the general layout (plan A) looks innocent enough, but a building plan must be read in terms of how people actually use the space. Using information found repeatedly in behavioral mapping studies, movement through the building is represented with stars for residents, open circles for staff.

The entire building is laid out so that movement is channeled through single points with consequent reduction in flexibility. The use of space is rigidly defined. If the children were allowed off the residential unit, they would have access to 52 doors of various rooms and another three doors leading outdoors. Such a layout is impossible to monitor except during the day shift so that its function is critically restricted. Clear-cut compartmentalization of space into restricted areas assumes that management problems will be minimized, but also presumes that all of the children will be management problems. There is no allowance for individual variation; no place to be alone with someone else, to be angry, or just to vent aggression.

The argument that corridors must be kept as non-use space for fire safety is not valid. Fire safety regulations do



“School unit is isolated from the offices creating an overall design of alienation rather than intimacy since the decision makers are isolated from those who will be affected by the decisions.”

not require such areas to be long corridors in a one-story building which has the inherent advantage of directing fire exits outdoors from every useful space. This maze of corridors is an incredibly confusing experience for disturbed children who cannot find themselves *in* space, let alone find their way *through* space.

Information flow stymied

The school unit (plan A) is isolated from the rest of the complex with all communications passing through one single corridor opening. During the week, major scheduled program activities are spent in classes which corresponds to the day shift of the professional staff. Hence, counselors spend time isolated in their offices in the administrative wing and the classroom teachers bear the major burden of working with the children. The administrative wing defines operational boundaries and its function is “strictly business.” Such design discourages information flow, coherence, and program understanding. Therefore, the original program description, based on the concept of organizational integration, is contradicted in the layout. One of the most crucial factors in developing

individual treatment plans is direct observation. Competent design assures that children will be observable by professionals and that professionals will be available to children.

Reduced to a common denominator

A significant number of disturbed adolescents function at an elementary level which requires a large area extending the range of subject matter from kindergarten to high school. There is no such differentiation in Plan A. Instead, the wing shows a traditional, unimaginative classroom design which contradicts the individualized treatment approach. Children and subject matter are reduced to a common denominator; a phenomenon long since abandoned by regular schools.

The “aid to daily living” space (note plan A) seems misplaced since this wing is not an integral part of the residential area where daily living skills are normally developed. There should be an integrated area to serve as an informational, educational setting where the development of learning skills could facilitate the transition to a more formal educational setting.

The geography does not allow

easy access to different facilities. The bathroom is far removed from some of the classrooms. How are they monitored? Will such an arrangement promote runaways? Why is the professional staff segregated from the classroom? What if a child needs medical attention and has to be taken to the first aid room in the administrative wing? There is a “crisis room” next to the principal’s room which is frequently occupied. Will its location be disruptive to the principal’s work? But even more important, there is no clear-cut evidence such an arrangement has a positive influence on a child. From a child’s perspective, why not use it to remove yourself from an unpleasant situation.

It would not have been difficult to provide variations in size and shape of rooms consistent with teacher and pupil needs. A crisis area could have been built into each classroom as a partially enclosed niche. This space could serve several uses including tutoring, teacher’s office or as a reward room. Access to an outside courtyard could provide an essentially private area where a child could be taken if a full-blown explosion is occurring.

The physical layout should follow

Analyzing actual use of space

a natural course of psychosocial development. Spaces might have been arranged to provide classroom, and cubicle within, to a slightly larger mini-resource room where human relationships are more communal. This intermediate size space could serve as a library, audio-visual or group exercise room. A large, integrated multi-purpose area, similarly could offer activities ranging from private card games to more socialized dancing.

Within these suggested variations, the purpose remains definitive and directional, yet flexible. Thus, there could be a variety of places to send a child where an imminent problem may be avoided without changing the purpose of the setting. Just as a child needs an identity as to the center of the universe, a building for children should have a center—the equivalent of a hearth in a traditional home.

Home-scaled environments

Administration should live in the same "house" as the program. Metaphorically, it should be placed in the foyer of the home for easy access. Segregating administration from classrooms underlines patients' perceptions of the "white hats" (peers) and "black hats" (staff). Youngsters need to see these real people acting in real situations. They serve as role models and mystification would be reduced on both sides.

All staff should be situated in a proximal location to bring them in regular contact with the children. The teachers should have a territory designed for both respite and business. The concept of ownership and responsibility for security and surveillance would be extended to each staff member. Even non-professional staff, such as housekeepers, could be integrated in the spatial arrangement and assume a significant role in providing a truly supportive environment.

No privacy 24 hours a day

Multiple occupancy and single occupancy bedrooms are called hospital rooms (plan B). There is virtually no privacy for 40 children 24 hours a day. The Joint Council for Accreditation of Hospitals calls for 80 sq. ft. per patient minimum, per bed space, which is precisely the amount of space allotted in this building. This is inadequate, limiting the therapeutic possibilities of using the bedroom for anything more than merely sleeping.

Confined to these quarters, 40 youngsters are conditioned to associations with other troubled peers despite the recognized value of viable role models in child development as well as a solid body of research indicating the destructiveness of lack of privacy in institutional settings. Imagine a child in treatment over a period of months, perhaps years, where the only privacy to be had is psychological withdrawal.

Gang toilets shared by 20 youngsters accompany sleeping units. Without adequate supervision, this setting will become the bane of

existence to staff and a Pandora's box for the child who acts out scenes. Over a prolonged period, the ultimate cost of expected damage will far exceed the kind of private socializing milieu that appropriate design would encourage.

Tyranny of physical constraints

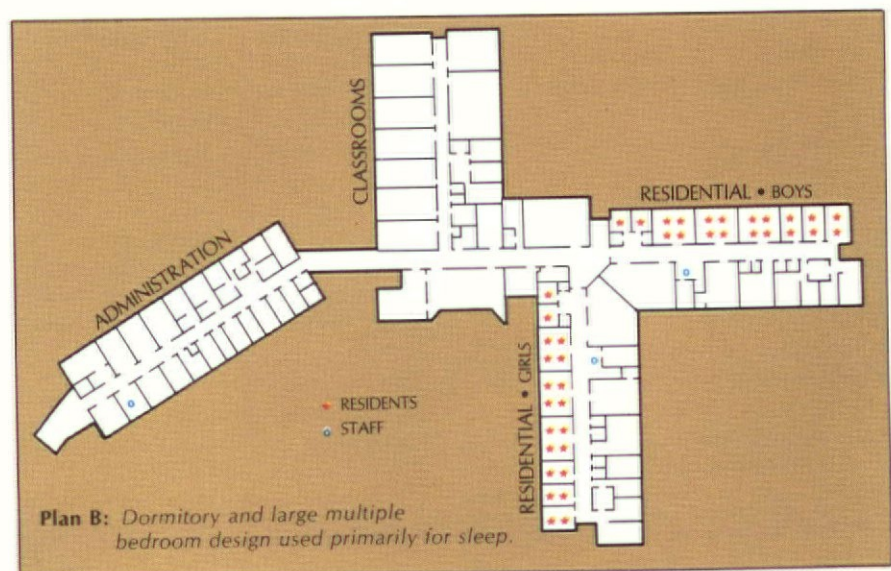
Territoriality is no less necessary with humans than it is with animals. Each needs a private territory which is prepotent to self-responsibility. In this facility, there is not a single place a child, or staff member for that matter, can feel a sense of ownership or being "at home."

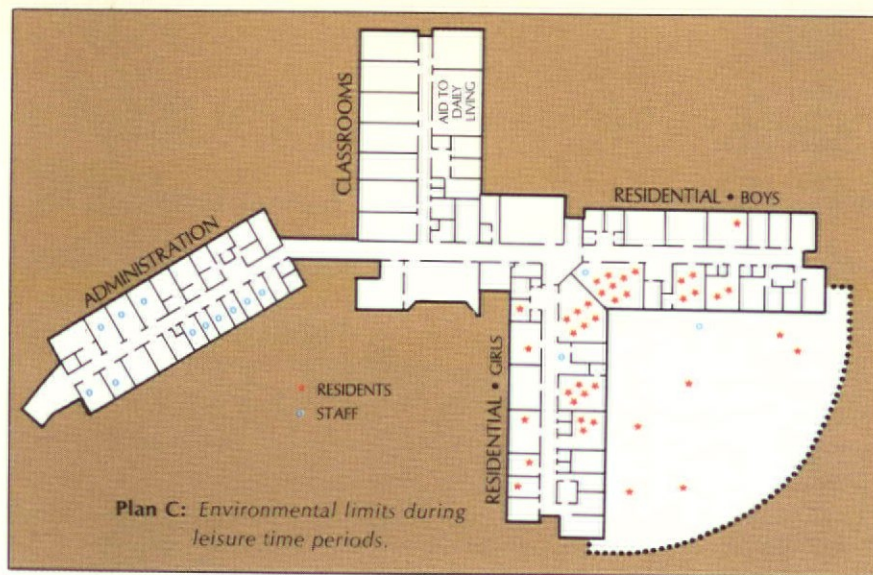
Weekends, holidays, and evenings are particularly difficult for youngsters who are required, for whatever reason, to remain in an institutional setting. The two residential wings and one enclosed yard (plan C) presents a sterile environment which does not lend itself to lessening the psychological problems that attend the hurt from having no place to go after everyone else has gone. The layout of the other wings with their many doors and exits are kept off-limits to the children. Any attempts to break out of the facility will be taken as evidence of their further pathology, rather than as a result of an inadequate building. Instead of altering the building, the children will be given more therapy.

Dining: a socializing experience

Lunchtime finds 40 kids and few staff members in the dining room. Children with an incomplete sense of themselves are placed in a situation where basic activities of daily living, such as eating habits, cannot be practiced. Consider that the number of

"There is essentially complete disregard for privacy. Imagine a child in treatment over a period of months, perhaps years, where the only privacy to be had is psychological withdrawal."





“Weekends and evenings, residents are restricted to two wings and one enclosed yard. Any attempt to break out of this restrictive environment will be taken as evidence of the child’s further pathology rather than as a result of an inadequate building.”

potential contacts (C) within a given population (P) is expressed by the formula $C = \frac{P(P-1)}{2}$. In a normal family setting of five, the number of potential contacts is $C = \frac{5(5-1)}{2} = 10$. In the mental health facility, the number of potential contacts, assuming that four attendants will be on duty, is $C = \frac{44(44-1)}{2} = 946$.

How does such an inherently chaotic environment lend itself to individual control? Anyone who has worked with disturbed children (or children of any kind) realizes the noise and tension potential of the situation. A compounded absurdity is the fact that the “aid to daily living” area is intended to teach home skills. Why shouldn’t these skills be learned in all areas at all times, simply by having the children live in home-scaled settings where their participation, as individuals and as members of small

groups, would be expected and potentially valued in all events of the day? Eating is not only an instinctive and physiologically necessary experience, but a social and human learning experience.

The authors are clearly aware of both economical and managerial limitations imposed in architectural design. However, these limitations cannot be used to justify buildings which are not consistent with good treatment. How much would it cost to replace a large dining area with four smaller dining rooms, even if they had to be clustered centrally about a serving kitchen? Granted, staff would be needed, but then again, we should not be building with a prison mentality. The argument that a large room is more socializing is demonstrably fraudulent and, in fact, “undoes” some of the efforts of other members.

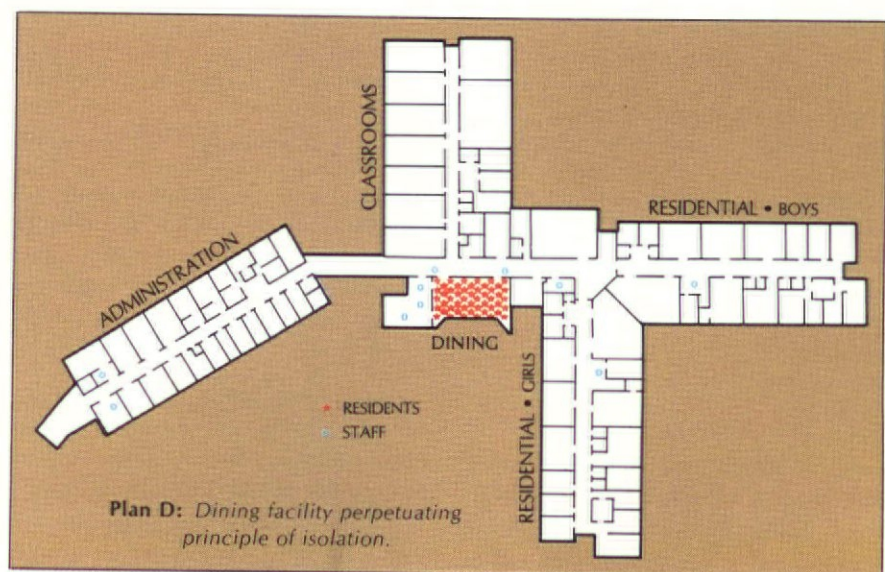
Even if the building were redone and judged to be internally adequate,

the authors feel it would be a mistake to build it since it was intended to be built on the grounds of an existing state institution. It is impossible to justify additional capital expenditure insuring the perpetuation of this already too-large state institution. The informed trend in many parts of the world is towards community-based, preventive treatment.

If the purpose of treating mentally disturbed children is to return the youngster to the home environment, it follows that the treatment setting must provide, in toto, for the range of human needs extending from security to freedom under controlled environments.

The foregoing study is a critical assessment of value systems and the translation of those systems in terms of process, program, and design. One system deals with mechanics of design serving needs of a system, and the other deals with mechanics of design serving the art of living. □

“The argument that a large room is more socializing is demonstrably fraudulent. How much would it cost to replace a large dining area with four smaller dining areas?”



RONALD McDONALD SHOWCASE HOUSE: ROOMS FOR FAMILIES OF AILING CHILDREN

35 designers turn old New York townhouse into a homelike, temporary lodging for families of children afflicted with serious diseases



A-home-away-from-home is probably the best way to describe the Ronald McDonald House on East 86 Street in New York. It is not a medical treatment facility, hospice, hotel, motel, or psychotherapy unit. The house serves as a temporary lodging facility for families of children afflicted with leukemia and other serious diseases. While children are being treated at New York medical centers, parents and siblings can reside in a comfortable, homelike atmosphere and share concerns with other families that can best understand them.

Thirty-five designers contributed both their time and talent to furnish the 35-room double brownstone, a former convent. All rooms were designed with function and practicality in mind. Each designer worked in accordance with challenging guidelines, including the requirement that the most functional and easy-care products available be used. In addition, designers were compelled to work around such problems as old-fashioned sprinkler

systems, radiators, and bathroom fixtures.

During October 1979, thousands of area residents paid to view the designers' work with all funds going directly to support the house. After the showhouse, the furnishings in the rooms remained.

Featuring 26 bedrooms, a library, living room, kitchen/dining room, playroom, and garden, the house also contains a four-room apartment for the house manager.

Special ramps inside and out accommodate wheelchairs, and a barrier-free room features furnishings to be used by a handicapped person. This room was designed by Janis Herman who is herself confined to a wheelchair.

One of 40 being developed in major cities across the country, the Ronald McDonald House idea was born in Philadelphia when a Philadelphia Eagle football player, whose daughter had contracted leukemia, recognized

the need for inexpensive lodging near hospitals for parents and families.

Donations from numerous furnishings manufacturers, corporations, and community groups greatly aided in financial aid, services, development, and maintenance of the House. McDonald's restaurants in New York, New Jersey, and Connecticut committed up to \$600,000 in matching funds over a five-year period to support Ronald Houses. □

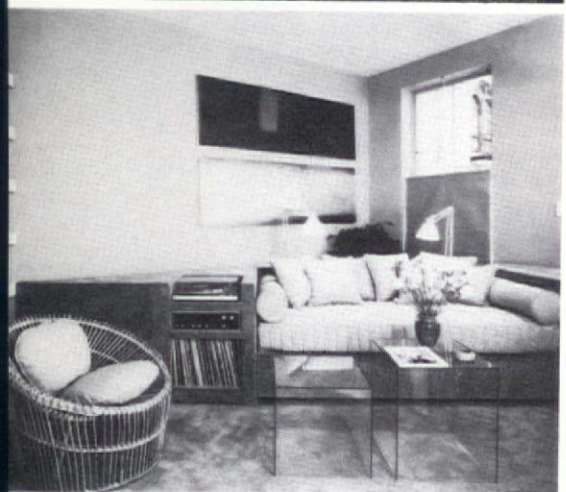
Manufacturers who contributed to the living showhouse include:

Flooring: Edward Fields; Saxony; Monsanto; Karastan; Bigelow; DuPont; Phoenix; Kenmore; Stark; Harmony; Hoboken; Agency; Pawling; and Country Floors.

Furniture: Knoll; Castelli; Thayer Coggin; Keller Williams; Charles Craig; Harvey Prober; Mica-Mar; Simmons; Thonet; Custom Craft; Avery Boardman; Deutsch; and Gampel-Stoll.

Fabrics/Wallcoverings: Lozano Fisher; Fiber Seal; Bloomcraft; GTR Wallcoverings; J. Neff; Casa Bella; and Window Modes.

Accessories: Lightolier; Eastman Kodak; Falcon; Harry Gitlin; and Luxo Lamps.



David Riley

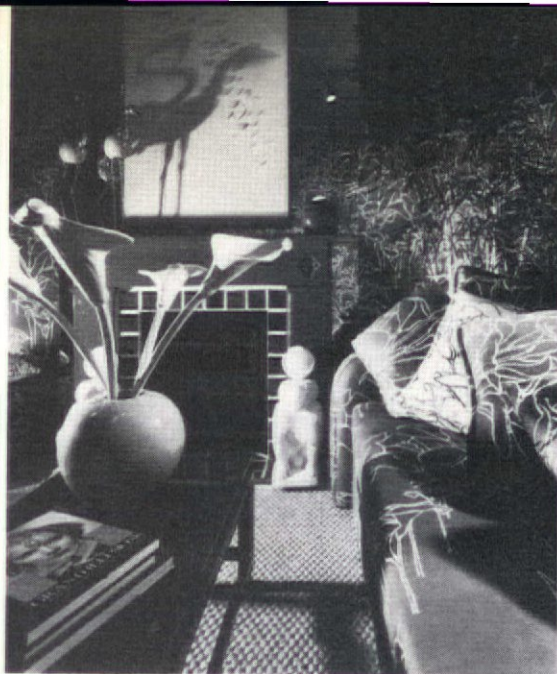
Rus Calder's townhouse parlor (opposite page) boasts minimal but multi-functional furnishings and can double as either a bedroom or a sitting room.

Allmilmo Corp. and two New York dealers, Euro Concepts Ltd. and Three K Cabinet Corp., donated this kitchen (top). Designed by Carol Levy, it includes a play area as well as a dining area that seats 15.

Pastor-Toffolo Interiors created this room (center) to meet the needs of families temporarily residing at Ronald House. It sleeps three persons.

Functionalism is the key to this guest-room/study (above) designed by Richard Mervis.

Showcase directors: TD Management.



Mark Ross

Lynne Prager designed this room full of fantasy for families to relax in and retreat from realities of the day.

Functional simplicity with art deco overtones highlight the living room designed by Vince Lattuca.



Photos by Bill Rothschild, except as noted

OWENS/CORNING COMPILES FIRE CODES ON HOSPITAL DRAPERIES, CUBICLE CURTAINS

FILE CODES

STATE	CODE	DESCRIPTION	TEST	ENFORCING BODY
ALABAMA	Adopted NFPA Life Safety Code 101 into State fire laws.	Furnishings, decorations (including draperies and cubicle curtains) shall be non-combustible or rendered flame retardant as per NFPA 701 (LSC 101)	NFPA 701	State Fire Marshal 205/832-5844
ALASKA	(Same as above.)	(Same as above).	NFPA 701	State Fire Marshal 904/465-4331
ARIZONA	Adopted NFPA Life Safety Code 101 and refers to Uniform Building Code Standards. (Fire codes.)	NFPA 101 Same as above. Uniform Fire Code (Sect. 11.204)	NFPA 701	Commissioner of Public Safety. Health Dept. for hospitals. 602/255-5062
ARKANSAS	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	State Fire Marshal 501/371-1846
CALIFORNIA	Title 19 of the California Administration Code, Article 9. (Except Federally funded health care facilities. Here, NFPA 101 applies.)	All draperies in public areas shall be non-combustible or treated and maintained in a flame-retardant condition by a method approved by the State Fire Marshal.	State Fire Marshal Test. Call Marshal for further details.	State Fire Marshal 916/322-2370
COLORADO	Adopted NFPA Life Safety Code 101 into State fire laws. Also refers to Uniform Building Code. (Fire codes.)	(LSC 101) Uniform Fire Code (Sect. 11.204)	NFPA 701	Colorado Industrial Commission. Health Dept. for Hospitals. 303/839-2446
CONNECTICUT	Connecticut Fire Safety Codes (similar to NFPA 101). (Except Federally funded health care facilities. Here NFPA 101 applies.)	"No furnishings or decorative fabrics of an explosive or combustible nature can be used anywhere but in private dwellings."	NFPA 701	State Fire Marshal 203/238-6620
DELAWARE	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	State Fire Marshal 302/678-4393
DISTRICT OF COLUMBIA	Title 7 of the D.C. Fire Prevention Code. (Except in Federally funded health care facilities. Here NFPA 101 applies.)	Fabric in draperies shall not sustain a flame. Manufacturers must provide the Fire Department with a certificate ensuring that the fabric is or has been rendered flame-retardant.	NFPA 701	Chief of Fire Dept. 202/745-2250

Completion of a 50-state and District of Columbia survey of fire codes pertaining to hospital draperies and cubicle curtains by Owens/Corning Fiberglas Corporation provides an excellent tool to help designers, specifiers, and hospital administrators decipher today's maze of fire regulations. The chart is a prelude to a "state-of-the-art" guidebook being completed by the company and scheduled to be released this spring. It will include, in addition to the chart, a complete summary of drapery fabric fire codes, future fire

concerns such as smoke generation and toxicity, listings of organizations that influence fire codes, and information on how certain products comply with the fire codes.

For further information on fire codes from the National Fire Protection Association, circle No. 200 on the Reader Service Card opposite page 112. To receive a copy of the Owens/Corning "state-of-the-art" guidebook, circle No. 201 and it will be sent to you by the company when it comes off press.

STATE	CODE	DESCRIPTION	TEST	ENFORCING BODY
FLORIDA	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	State Fire Marshal 904/488-1732
GEORGIA	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal 404/656-2064
HAWAII	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal 808/955-8165
IDAHO	Basically uses NFPA Life Safety Code 101 standards, however, this may vary within each city.	(LSC 101) Contact individual city fire departments.	NFPA 701 but may vary	Law Enforcement Commissioner is responsible for hospitals. 208/384-3896
ILLINOIS	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	State Fire Marshal 217/785-0969
INDIANA	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal 317/232-2222
IOWA	(Same as above.)	All Iowa hospitals must be accredited by the Joint Commission on Hospital Accreditation or surveyed by HEW. Both organizations require compliance with NFPA 101.	NFPA 701	State Fire Marshal Health Dept. for hospitals. 515/281-5821
KANSAS	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal. Health Dept. for hospitals. 913/296-3401
KENTUCKY	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	State Fire Marshal. Health Dept. for Hospitals. 502/564-3626
LOUISIANA	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal 504/925-4909
MAINE	(Same as above.)	(LSC 101)	NFPA 701	Director of Fire Prevention. 207/289-2481
MARYLAND	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal 301/383-2520

FFDC CODES

STATE	CODE	DESCRIPTION	TEST	ENFORCING BODY
MASSACHUSETTS	a) State fire regulations. (In Federally funded health facilities, NFPA 101 applies.)	a) No decoration shall be approved by the State fire department for use until the manufacturer provides a certificate stating the fabric meets the State flame test.	a) State flame test. (Call Fire Marshal for further details).	State Fire Marshal 617/566-4500
	b) Boston Regulations. Recently adopted a new code. (In Federally funded health care facilities, NFPA 101 also applies.)	b) All hanging decorations must be tested by the Boston Fire Department. Hanging decorations shall be resistant to ignition. The Fire Department has the authority to use heat and smoke producing criteria. Explosive or highly flammable hanging decorations shall not be used. The Fire Department can prohibit use of hanging decorations which have excessively dangerous reactivity or produce smoke in such amounts as to obscure egress. Treated fabrics must be retested by the Fire Department if laundered or cleaned.	b) The Boston Tests: Flaming Ignition Test for treated fabrics (11-2). Flaming Ignition Test for synthetic fire-retardant materials (11-3). Call Fire Dept.	b) Boston Fire Dept. 115 Southhampton St. Boston, Mass. 02218 617/442-8000
MICHIGAN	Refers to NFPA Life Safety Code Standards	(LSC 101)	NFPA 701	State Fire Marshal 517/322-1924
MINNESOTA	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	State Fire Marshal 612/296-7641
MISSISSIPPI	Southern Standard Fire Prevention Code. (In Federally funded health care facilities, NFPA 101 applies.)	No decorative material shall be used if it ignites and allows a flame to spread over the surface when tested.	NFPA 701 Southern Standard Code Test. Call Marshal for further details.	State Fire Marshal 601/354-6304
MISSOURI	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	State Fire Marshal. Health department for hospitals. 314/751-2930
MONTANA	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal 406/449-2050
NEBRASKA	Fire Marshal's Law	Sets specific flame spread restrictions for fabrics in certain hospitals.		State Fire Marshal 402/471-2027
NEVADA	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	State Fire Marshal 702/885-4290
NEW HAMPSHIRE	Laws are parallel to NFPA Life Safety Code 101	(LSC 101)	NFPA 701	State Fire Marshal 603/271-3336
NEW JERSEY	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	Department of Human Services 609/292-3730
NEW MEXICO	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal. Health Department for hospitals. 505/827-2357
NEW YORK	State Medical Facility Construction Code refers to NFPA Life Safety Code 101.	(LSC 101)	NFPA 701	State Commissioner of Health 212/474-2121
NORTH CAROLINA	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	State Fire Marshal 919/733-3901

STATE	CODE	DESCRIPTION	TEST	ENFORCING BODY
NORTH DAKOTA	Laws are parallel to Life Safety Code 101 and the Uniform Building Code (fire codes).	(LSC 101) Uniform Fire Code (Sect. 11.204)	NFPA 701	State Fire Marshal 701/224-2434
OHIO	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	State Fire Marshal 614/864-5510
OKLAHOMA	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal 405/424-4371
OREGON	Uses NFPA Life Safety Code 101 and Uniform Building Code (fire codes).	(LSC 101)	NFPA 701	State Fire Marshal 503/378-4917
PENNSYLVANIA	State Fire Prevention Act is parallel to NFPA Life Safety Code 101.	(LSC 101)	NFPA 701	State Fire Marshal 717/787-2121
RHODE ISLAND	Adopted NFPA Life Safety Code 101 into State fire laws.	(LSC 101)	NFPA 701	State Fire Marshal 401/277-2335
SOUTH CAROLINA	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal, Health Dept. for hospitals. 803/758-0221
SOUTH DAKOTA	State laws refer to NFPA Life Safety Code 101.	(LSC 101)	NFPA 701	State Fire Marshal, Division of Fire Safety for hospitals. 605/773-3562
TENNESSEE	Uses NFPA Life Safety Code 101.	(LSC 101)	NFPA 701	State Fire Marshal, Health Dept. for hospitals. 615/741-2981
TEXAS	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal 512/475-4204
UTAH	State laws refer to NFPA Life Safety Code 101.	(LSC 101)	NFPA 701	State Fire Marshal 801/533-5318
VERMONT	Adopted NFPA Life Safety Code 101 into state fire laws.	(LSC 101)	NFPA 701	State Fire Marshal 802/828-2106
VIRGINIA	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal 804/786-4751
WASHINGTON	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal 206/753-3605
WEST VIRGINIA	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal 304/348-2191
WISCONSIN	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal or Fire Prevention Div. 608/266-7874
WYOMING	(Same as above.)	(LSC 101)	NFPA 701	State Fire Marshal or Fire Prevention Div. 307/777-7288

HEALTH CARE FURNITURE EASILY ADAPTS TO INDIVIDUAL PATIENT NEEDS

Mobile material handling units provide storage space, permit easy transport and dispensing



Herman Miller

Co/Struc process table (on the right) is a general-purpose mobile unit that combines a large work surface, storage capability, and interchangeability of components to permit easy transport and dispensing. Part of the Coherent Structures system manufactured by Health/Science Division of **Herman Miller, Inc.**, process table can be used for purposes other than materials handling in pharmacy, laboratory, operating room, radiology, and emergency rooms. **Circle No. 203.**

Seamless, frameless furniture by **ModuForm** has standard rigid pedestal base with integral corner risers to avoid fluid entrapment on hard flooring or air entrapment on carpet. Bases are equipped for ganging of modular units, or bolt-down to the flooring. Armchair, settee, armless and corner chair, hassock, bench, coffee and end table modules are available. **Circle No. 204.**



ModuForm



Helikon



Lloyd

Multiple Choice modular seating group was designed by Hans Krieks for **Helikon Furniture**. System consists of seat, wide, back, narrow back, tapered table, and rectangular table. Seating units are composed of polyurethane foam with plywood panel supports on wood base. Tables are walnut, natural, or toned oak. **Circle No. 228.**

Spring base imparts rocking motion in high-back chair from **Lloyd Mfg.** Seat and back frame is mounted on spring base to permit armrests to remain stationary, thus providing necessary support



Lumex

when occupant rises from chair. Urethane headrest is adjustable to various positions, or can be removed entirely. Legs are fitted with self-aligning, rubber-cushioned floor glides. **Circle No. 205.**

Drop-arm commode and shower chair by **Lumex** has 4-way seat, adjustable to side, front, or rear. Thick, two-inch padding is completely sealed in waterproof vinyl. Drop-arm release mechanism can be operated without the requirement of finger dexterity. Swing-away legrests are removable and height adjustable. **Circle No. 206.**



American Seating



Gregson



Tulip

Acton Stacker by **American Seating** has chromed tubular steel frame with sculptured seat and back. Back cantilevers rearward to give maximum support; integral arms provide strength and comfort. Case-hardened steel glides protect sled base from wear on hard-surfaced floors. Colors offered are gold, white, black, red, blue, and green. **Circle No. 207.**

Reception room chair by **Gregson** has stainless steel frame, firm urethane padding in seat,

back, and upholstered arm pads, and waterfall front on seat. **Circle No. 208.**

Optional footrest is recent addition for Karla series health care chair from **Tulip Inc.** All designs in Karla Series can be made totally fire-retardant by using a fire-retardant fabric, since there is no wood or other combustible material used in its construction. Footrest can slide under seat of chair when not in use, or may be used as an ottoman for extra guest seating. **Circle No. 209.**

HEALTH CARE FURNITURE

Convalescent chairs adjust to reclining position



Falcon



La-Z-Boy



Harter

Metal geriatric chairs from **Falcon** are constructed of 16-gauge square steel tubing, wood armrests and wall-saver legs. High-back model provides firm posture support. Wood geriatric chairs and matching lounge chairs are also available. **Circle No. 210.**

La-Z-Boy health care recliner Style C90806 has height of 40 inches and width of 33 inches. Chairs are used for geriatrics, pediatrics, coronary recuperation, and in hemodialysis units. **Circle No. 211.**

Muffin-On-A-Rail health care seating system by **Harter** can be assembled in various formats. Arm and armless chairs are easily reupholstered in all standard colors and fabrics, with nylon-coated finishes on metal arms and backs. Table spacing is at option of user. Supporting rail is heavy steel. **Circle No. 223.**

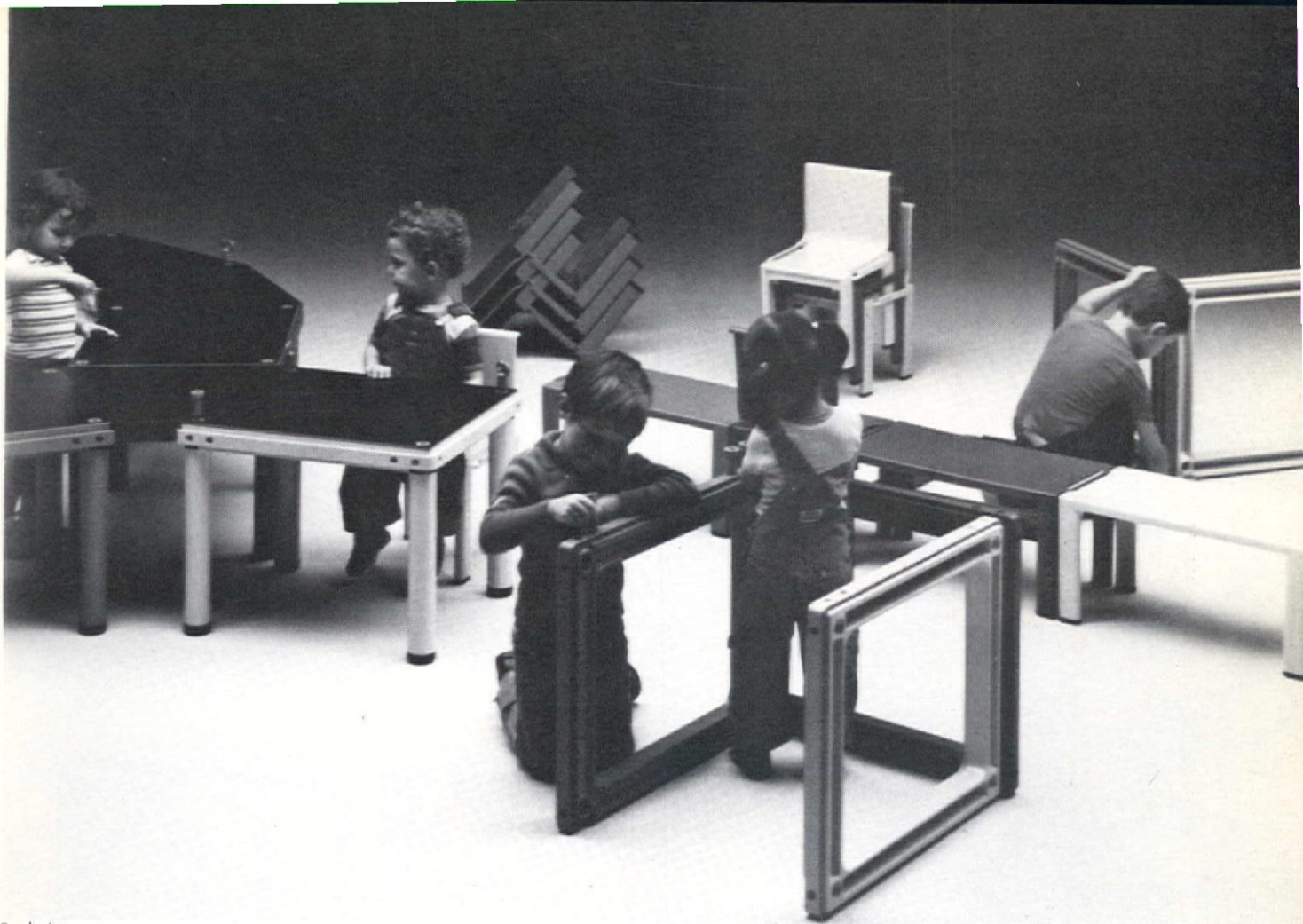
School system designed by Centrokappa for **Beylerian** was winner of IBD Silver Medallion in Special Seating Category. Suitable for pediatric waiting rooms, the versatile nursery furniture uses latest techniques in molding and materials. System

consists of chair, bench, table, triangular connector top, table tray, set of two hooks, and tidy basket. **Circle No. 213.**

Convalescent chair by **Artopex** adjusts for straight or reclining incline. Rectangular tubular steel construction is chrome-plated or enameled. Steel frame sling seat is treated canvas, lined with fiberglass belt, upholstered with 1½-in. polyurethane foam. Armrests are solid walnut or upholstered self-leveling. **Circle No. 215.**

Designed by Duncan Burke and Gunter Eberle for **Vecta Contract**, Zermatt Seating System has padded arms and smooth lines with no sharp projections to cause injury. Sling construction of seat acts as shock absorber. Cantilever construction simplifies cleaning. **Circle No. 212.**

Omni Hi-Lo health care bed has lift system which mechanically raises casters above floor level when bed is in low position, assuring firm resting of metal legs. Baseboard-bumper system eliminates marring of walls when bed is rolled into position. **Circle No. 229.**



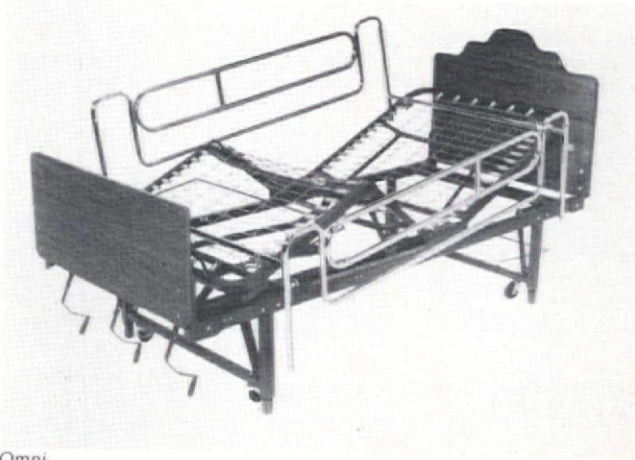
Beylerian



Artopex



Vecta Contract



Omni

HEALTH CARE FURNITURE

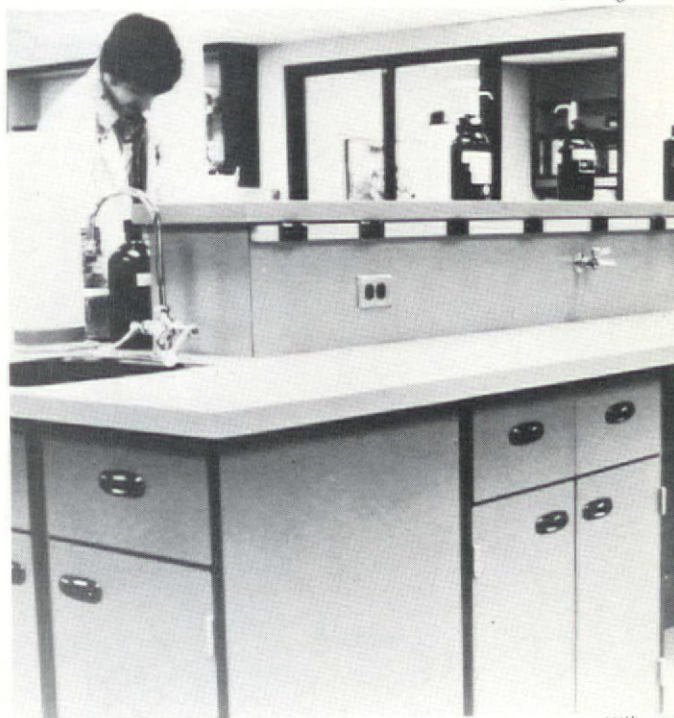
System designed
for severely handicapped



Artisans' Guild



Flemming Hvidt



Wilsonart



James David



Gunlocke

Artisans' Guild has expanded its Bright Spots health care, school, and library furniture line to 22 stock items. Design features include no sharp edges to cause possible injury add triple-sewn seams with fabric tape reinforcement. Cover choice of the lightweight, portable furniture may be made from 12 colors of heavy-gauge vinyl. **Circle No. 224.**

Reception area seating from James David has tufted cushions, oak accent arm rests, and nickel-chrome steel frame. Tables and occasional pieces in grouping are blend of safety-tempered glass, nickel-chrome steel, and brass accent buttons. **Circle No. 225.**

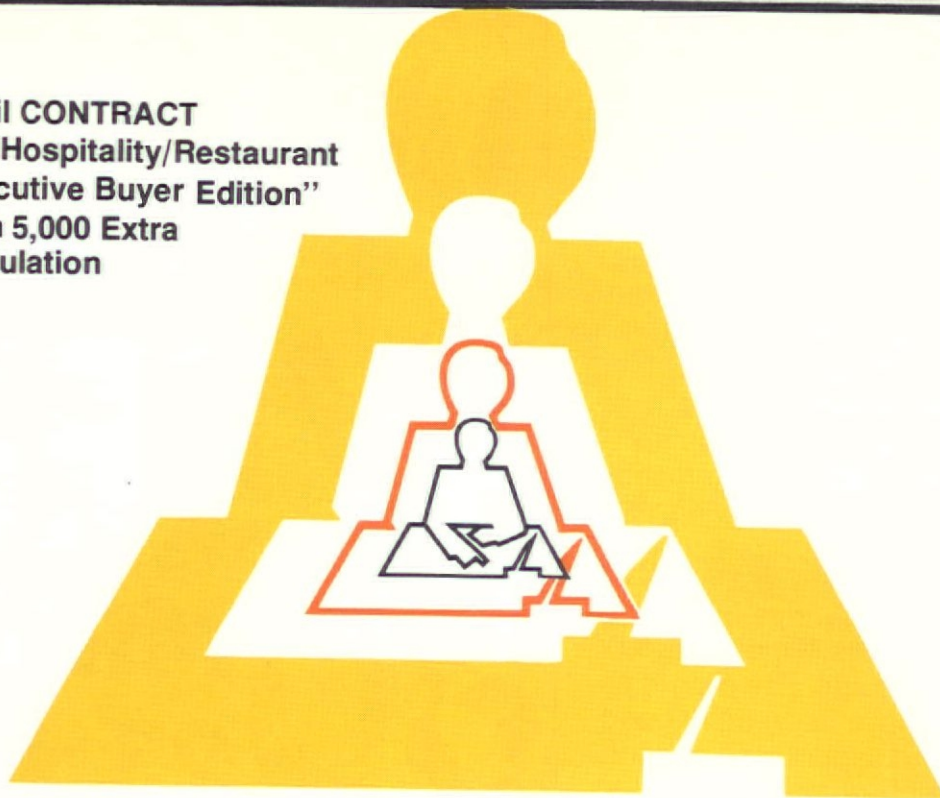
H-Series patient chair from Gunlocke has headrest for proper support and comfort. Oak frame has distinctive side rail detail and soft radial contours. **Circle No. 214.**

Danish architect Flemming Hvidt designed this chair as part of total furniture system for severely handicapped. Patient can walk directly into chair while it's in vertical position and then be lowered into sitting/reclining position by means of an electric motor. Hvidt was awarded 10th annual Danish Furniture Prize for system, which consists of 23 parts

that can be assembled to suit each individual patient's need. System will be shown at Scandinavian Furniture Fair in May 1980. **Circle No. 226.**

Wilsonart Chem-Surf decorative surfacing was used on lab tops and base cabinets in Scottsdale Memorial Hospital. Laminated plastic is chemical-resistant and comes in 12 colors. **Circle No. 227.**

April CONTRACT
is a Hospitality/Restaurant
"Executive Buyer Edition"
with 5,000 Extra
Circulation



April CONTRACT will take 32,000 specifiers—including 5,000 end-users—to the best hotels

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Get the in-depth story on the nation's most impressive new hospitality installations in April CONTRACT's Hospitality/Restaurant "Executive Buyer Edition." You and 32,000 other contract specifiers—including 5,000 executives at hotels, motels, restaurants, clubs, etc.—will enjoy all the hard-to-get details that only CONTRACT provides.

April Advertising Deadlines: March 12, orders; March 14, film; March 17, inserts.

Now there are seven CONTRACT "Executive Buyer Editions" featuring special editorial content and extra circulation to 5,000 hard-to-reach end users

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

Store Planning in December—Newest "Executive Buyer Edition" adds 5,000 planners, developers and managers of stores, chains and shopping centers. **Space closes November 12.**

Health Care in February—Health care editorial informs regular audience plus 5,000 health care executives.

Contract

A GRALLA PUBLICATION

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It's happening in Los Angeles!

The Pacific Design Center responds to the need for a "one market a year" major new product presentation and design conference. West Week '79 was a smash success...and now, **West Week '80** promises to inaugurate the new decade with an even greater market. More products — new showrooms — exhibits — seminars — social events — all in one fantastic blue package: The PDC...and you are invited!

This fourth annual West Week is the first of an innovative new series of themed markets. **West Week '80** is **Women in Design**. The programs and exhibits have been developed to explore and support the expanding roles which women fulfill in the vital design functions of our industry.

This is the **West Week**:

Sunday

A celebration of the merger of Otis Art Institute and Parsons School of Design...champagne — music — scholarship presentation.

Monday

Women in Design present a full day of programs and the inauguration of Women in Design Awards at a Los Angeles County Art Museum reception in the evening.

Tuesday

The American Institute of Architects programs which explore Women in Design and Architecture.

Wednesday

The N.H.F.L. and A.S.I.D. sponsor seminars on "Interpersonal Power" and "The Designing Woman" plus a special Media Communication luncheon seminar.

Thursday

I.B.D. repeats its fantastic Student Rally.

West Week '80 is the market of the year in The Marketplace of the West. **"Be there."**

WEST WEEK 80 MARCH 23 ★ 26



WOMEN IN DESIGN

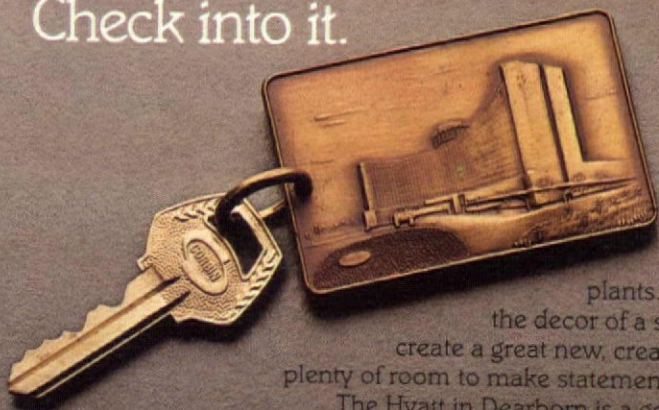
Pacific Design Center

8687 Melrose Avenue, Los Angeles, CA 90069, (213) 657-0800

Circle 36 on reader service card

CONTRACT/February 1980

Designing with photography. Check into it.



The Hyatt Regency in Dearborn, Michigan, did. Ford Motor Land Development Corporation, owner and developer, wanted to give Hyatt's guests something to remember the hotel by. So they chose photo decor to highlight their restaurants, meeting rooms, guests rooms—even their business offices.



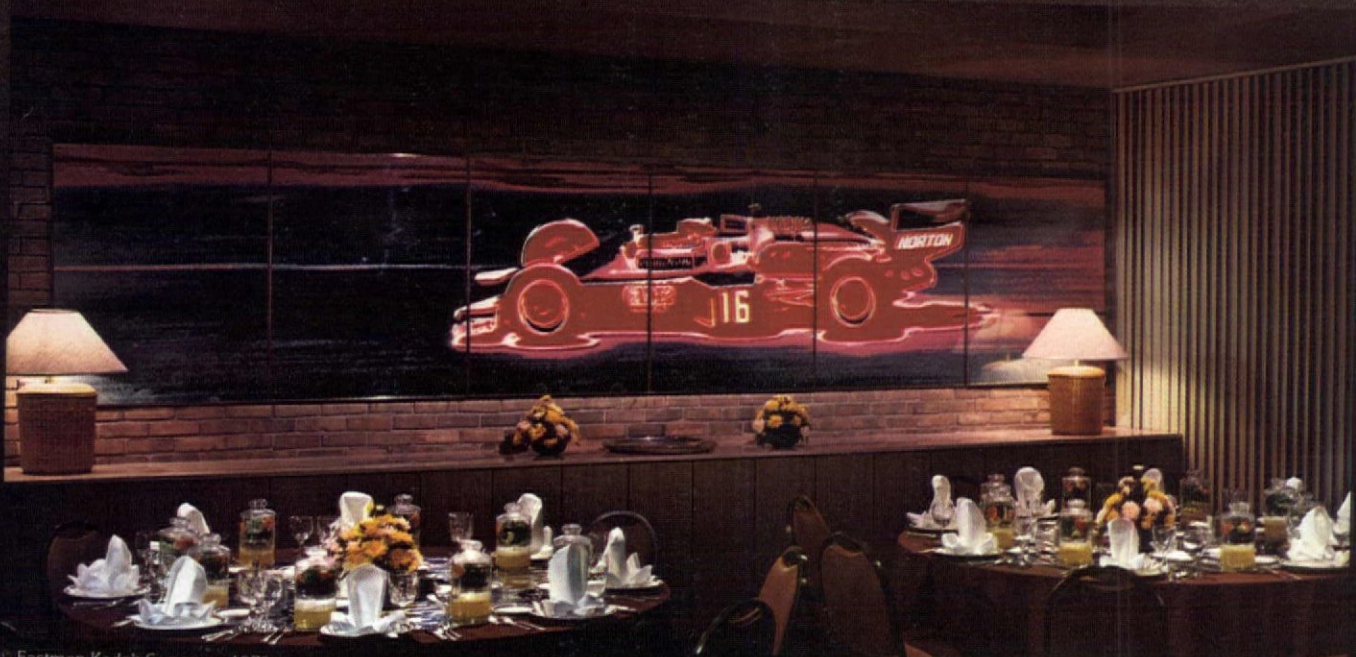
More and more, photography is playing a key role in the interior design of office buildings, retail stores, even industrial plants. For one thing, photography allows the freedom to customize the decor of a specific room to evoke precisely the right mood. And this helps create a great new, creative outlet for you. Because designing with photography leaves plenty of room to make statements of your own through your work.

The Hyatt in Dearborn is a good example. Through inspired use of photography, the interior designer is able to remind guests that they are someplace special. Someplace unique and memorable. Someplace worth coming to again and again.

Why not consider the possibilities of photo decor in your next job. And when you do, remember to specify Kodak paper for your images. It helps bring out the best in your design. For more ideas on photo decor, send for your free copy of a new book on designing with photography. Write: Eastman Kodak Company, Dept. 412L-161, Rochester, NY 14650.



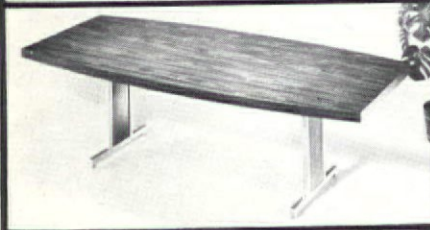
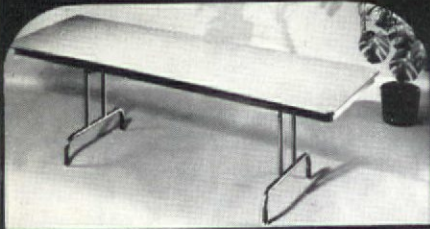
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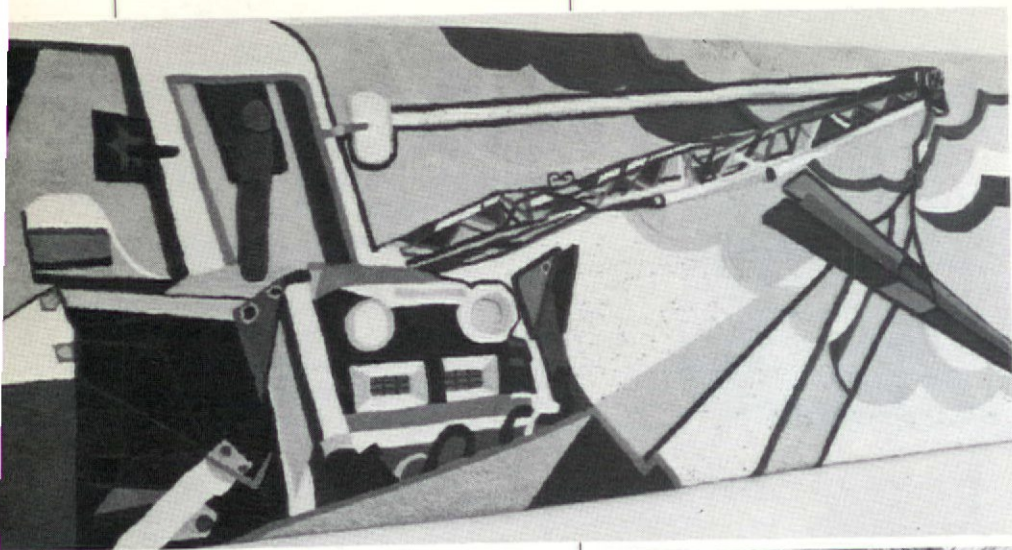
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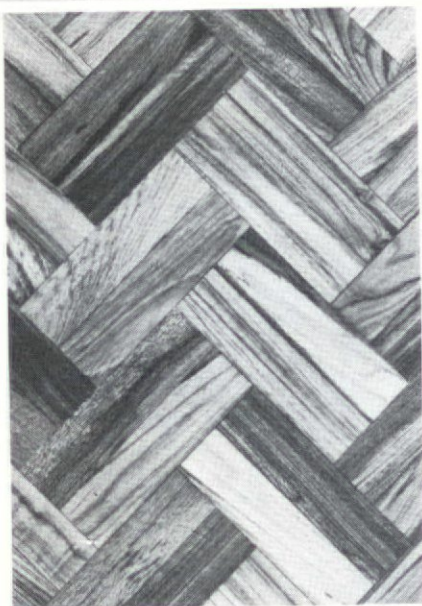
Rug represents corporate identity

A 6 by 16-foot wall tapestry tells the story of Schulman Investment Co., White Plains, N.Y., with a colorful builder's crane swinging an iron I beam through space. Rebecca Conviser, designer and owner of **The Rug Works Ltd.**, designs and manufactures custom rugs, as well as stained glass windows, nylon banners, and stenciled floors.

Circle No. 217.

Chair suits user's knee/thigh angle

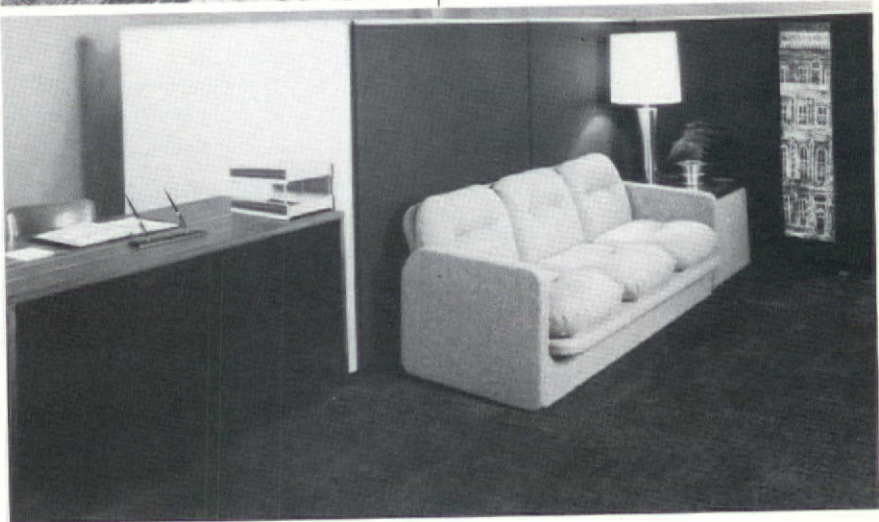
Developed by a team of orthopedic surgeons, physical therapists, engineers, and designers, the **HAG USA Executive Model 2030** (below) offers a gas-lift automatic seat height adjustment that permits one-hand, one-touch pneumatic regulation while seated. Proper knee clearance and thigh/knee sitting angle is controlled with underseat knobs allowing forward/backward seat shift. With automatic tilt-lock mechanism, seat tilts back freely or locks securely. Tapered, double-curved posture backrest provides firm lumbar and thoracic support. Circle No. 216.



Larger herringbone saves time, labor

Bangkok Industries has introduced a longer, broader double herringbone pattern in teak. This paper-faced, assembled double unit measures 5/16 by 20 by 24 inches. Job-finished pattern in this large size reduces installation time and labor.

Circle No. 218.

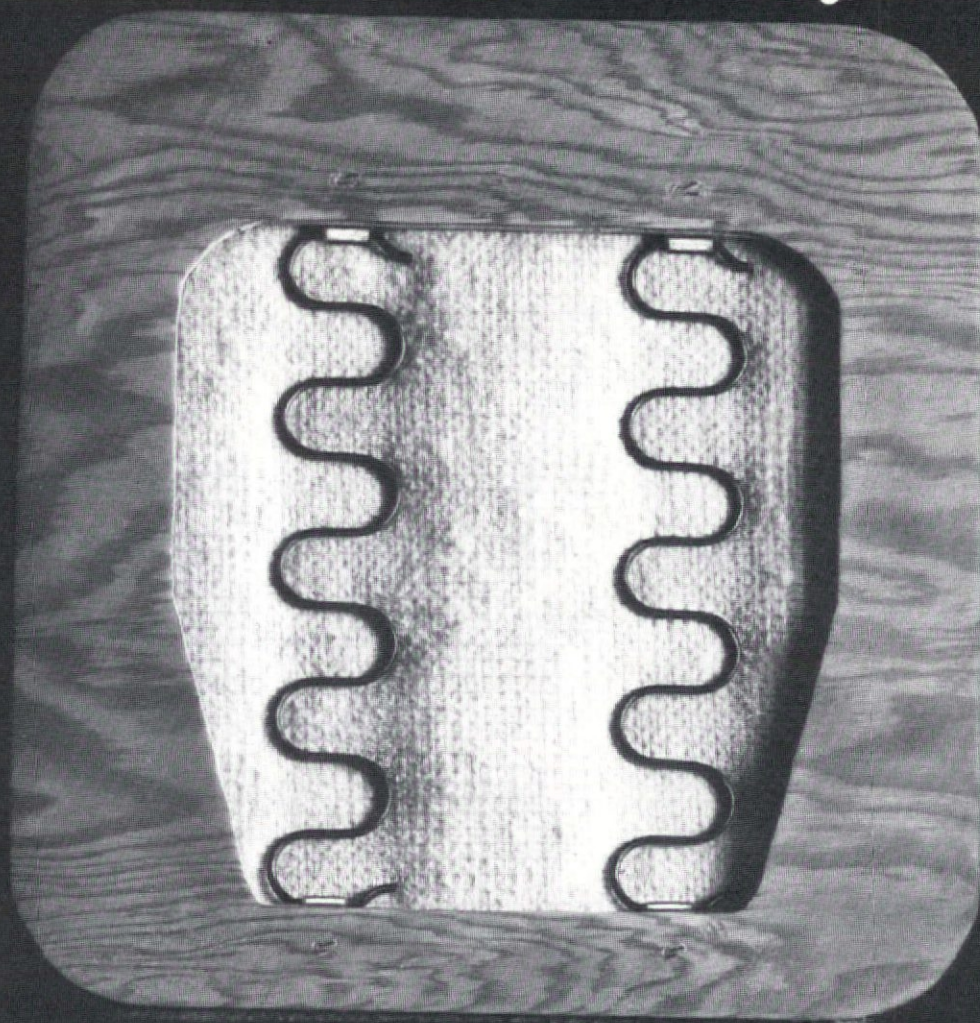


Connecting plates allow flexibility

Modular acoustical screen system (above) has connecting plates for segmentation and fitting modules to specific needs. Plates are designed for

easy assembly and proper alignment. Fire-retardant panels are produced in a range of colors, from **Nexa Seating**. Circle No. 219.

Kay's anatomy.



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Circle 44 on reader service card

Convalescent Seating by Paoli



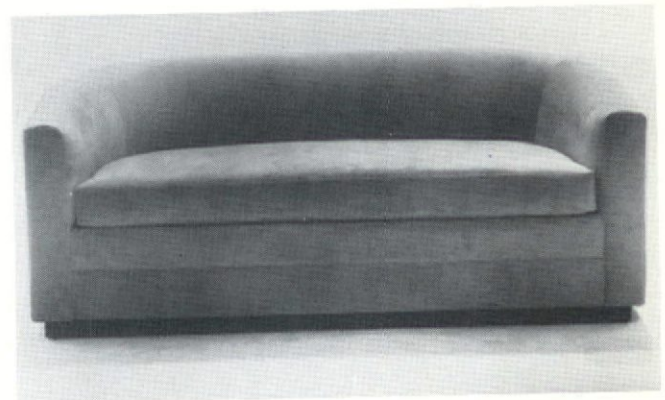
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PRODUCTS & SERVICES

BARREL LINE EXPANDS WITH WIDE SETTEE AND SOFA

Mueller's Barrel Series of lounge chairs has been expanded into a full line of lounge seating with the addition of settee (shown) and sofa. Settee model 101 offers simple detailed styling with plain or button-tufted upholstery. Sixty-four-in. width coordinates dimensionally with two chairs of the same group. Settee's single seat cushion and three-seat, 81-in. wide sofa offer comfortable seating arrangements for banks, offices, and reception areas. Constructed on a hardwood frame, seats are placed over rubber webbing, backs over heavy burlap. Back cushions and reversible seat cushions are foam-wrapped with polyester fiber. Choice of plinth bases in black plastic laminate or oak or walnut veneers.

Circle 230 on reader service card



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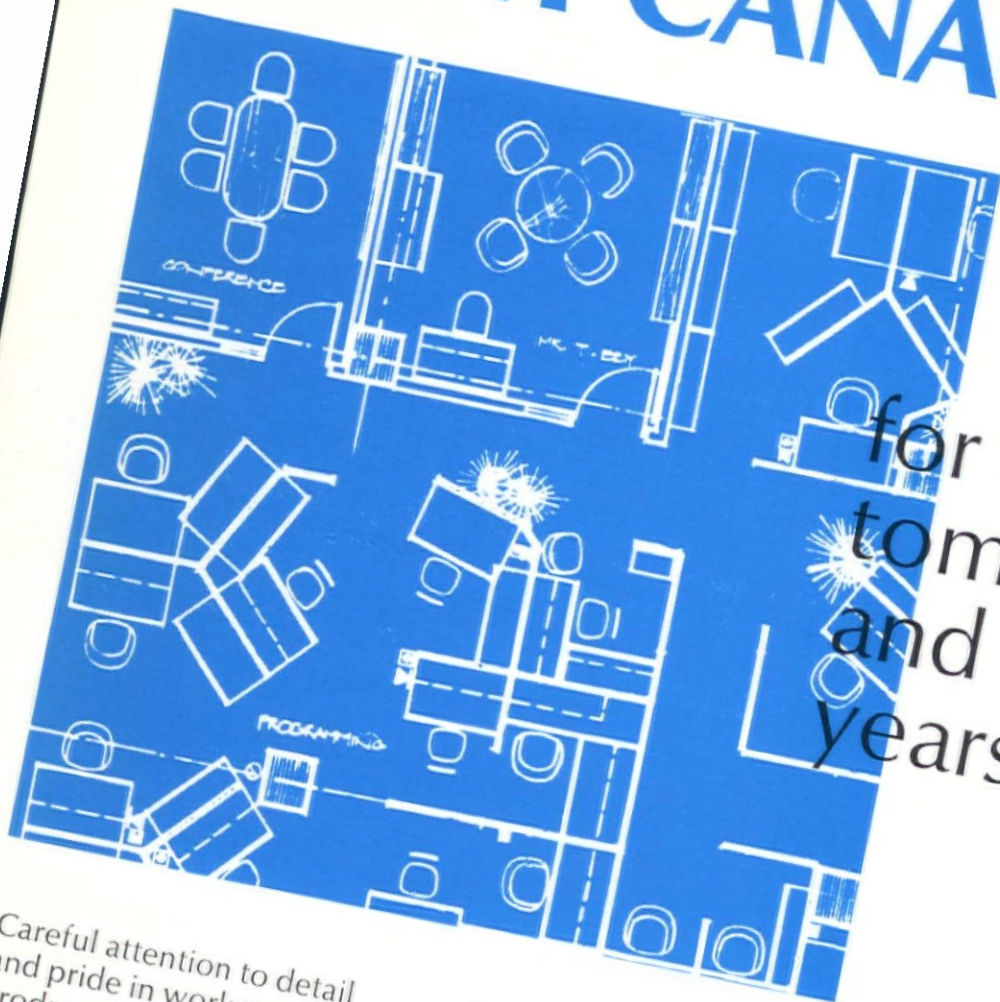
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Circle 232 on reader service card



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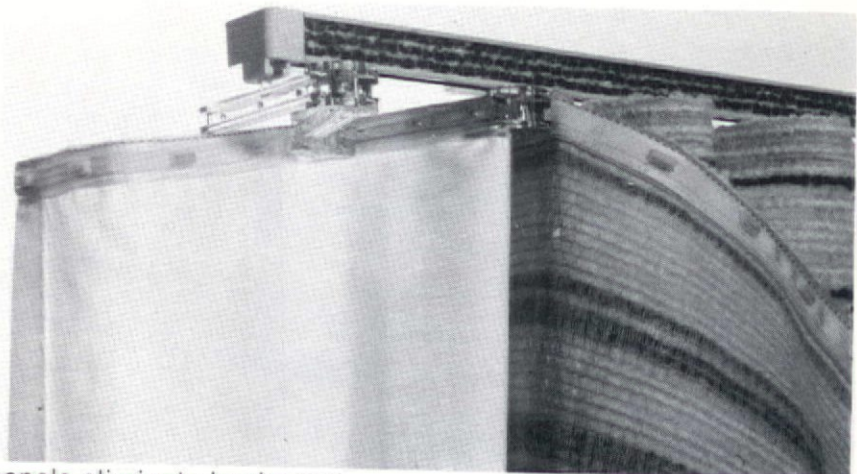
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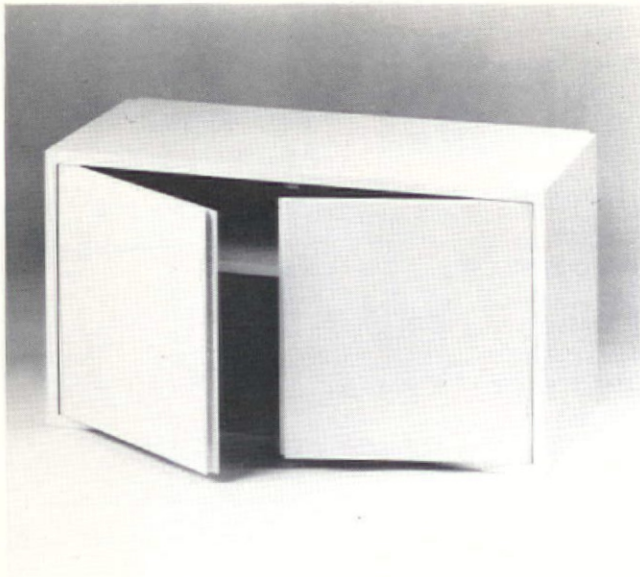
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PRODUCTS & SERVICES



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Circle 52 on reader service card

"KARLA-20" Health Care Chair, shown with footrest. Totally Flame Retardant. Mid-back height also available.



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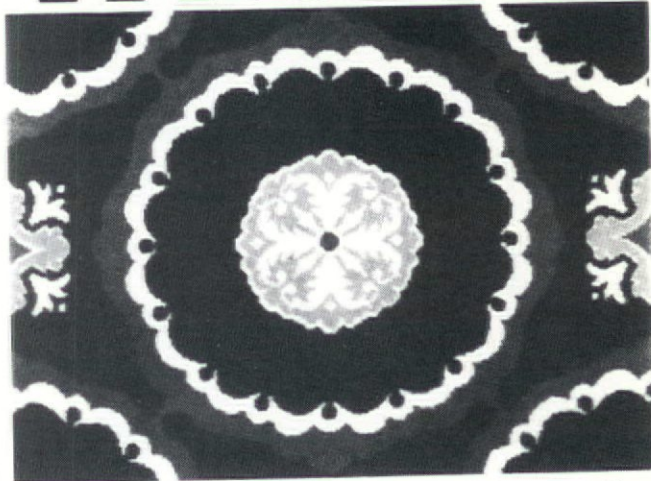
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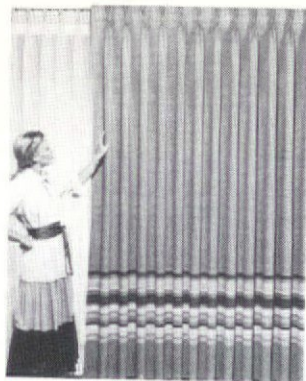
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The State House on Beacon Hill recently underwent a complete renovation when the Commonwealth of Massachusetts revised the number of seats in the House of Representatives from 240 to 160. The objective was to preserve the original classical flavor down to the tiniest detail. Custom Wilton carpet by Pennsylvania Wilton Carpets was specified to establish the appropriate keynote in design and color. William Adams, AIA, Beacon Architectural Associates, Boston, created a carpet with gold medallions on a textured Federal blue background, the official state colors. Pile is 70 percent wool, 30 percent nylon.

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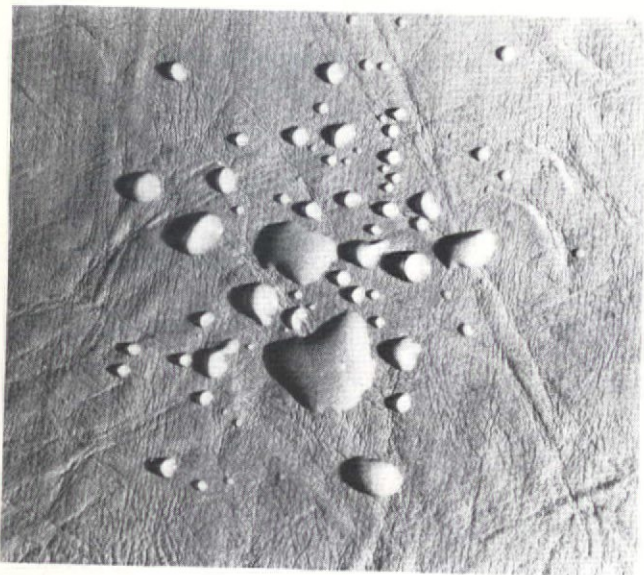
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Circle 59 on reader service card

SUN VALLEY

SOLID ALUMINUM FURNITURE

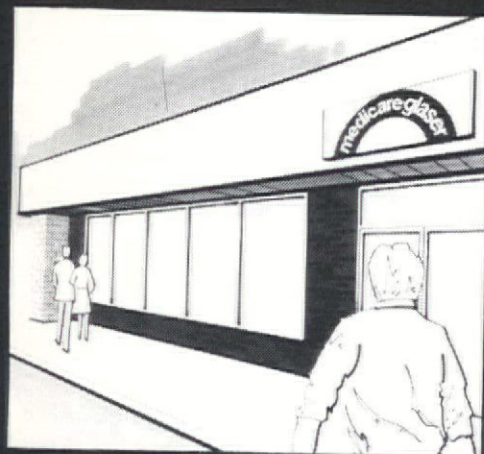
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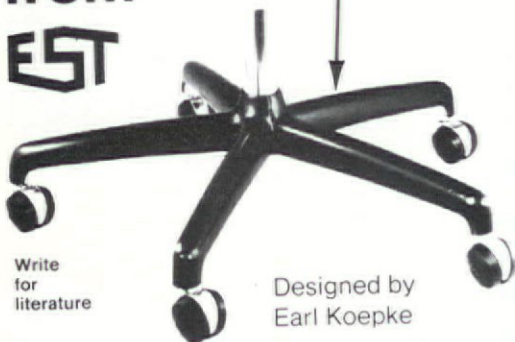
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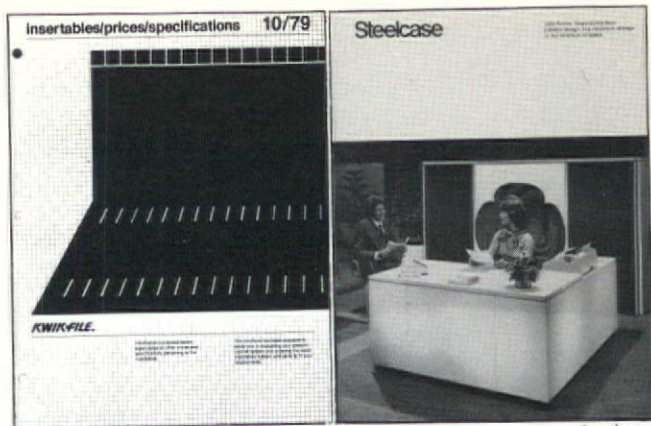
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CATALOGS & BROCHURES



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Steelcase

Kwik File's Insertables and Mailflow Systems of filing and sorting units divide and maximize space inside cabinets or in mailroom. Catalogued parts in various widths, heights, and lengths provide storage and file flexibility. Brochures picture different units and custom installations.

Circle 238 on reader service card

5200 Series down-to-floor desk line by Steelcase allows planners to make maximum use of floor space while benefiting from large amount of storage space in flush-cube pedestal. New literature describes more than 60 different single- and double-pedestal desks, credenzas, tops, and component cabinetry that make up 5200 Series.

Circle 239 on reader service card

Contemporary graphics, mirrors, traditional paintings, and prints are pictured in catalog from Vanguard Studios. Large variety of distinctive frames is available.

Circle 240 on reader service card

Wall Directions natural wood graphics/signage by Natural Interior Concepts combines architectural signage and graphic shapes into unusual interior identity system. Custom-designed shapes and logs can be reproduced in all wood tones or custom colors. Pamphlet illustrates standard shapes and mounting process.

Circle 241 on reader service card

Carpet squares by Heuga are shown in pamphlets featuring color photographs of institutional installations.

Circle 242 on reader service card

Coordinated wallcoverings and fabrics patterns make up the Wall-Tex Miniatures collection from Borden's Columbus Coated Fabrics division. Collection consists of 126 small-scale wallcovering patterns and 39 companion fabrics, all of which can be combined in multiple ways. Sixteen-page decorating guide is actually a sample book which gives color-by-color preview of the patterns and ideas on how to use them.

Circle 243 on reader service card

Carpet backing material for tufted carpet is examined in illustrated booklet from Jute Carpet Backing Council. Booklet relates backing in finished carpets to its behavior during carpet manufacturing, effect on carpet selling, performance in seaming, response to "tackless stretch" installation, adaptability to direct glue-down installation, protection provided for carpets under stressful conditions, and reaction to cleaning.

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