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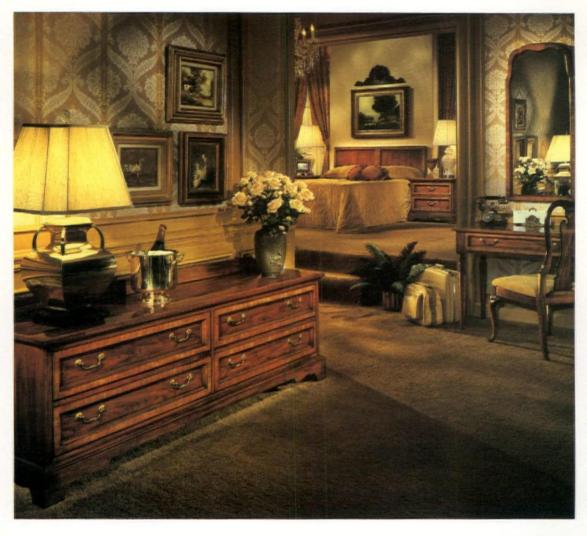




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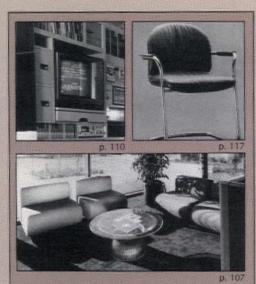


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DESIGN

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- 11 Contract News
- 16 Designed for Laughter by Michael Saphier
- 37 Contract Quotes
- 42 Contract Technology
- 52 NEOCON Countdown
- 56 Report From Cologne
- 62 Product Showcase: GF
- 68 Product Showcase: Panel Concepts
- 72 Product Showcase: Lee Jofa
- 74 People/News
- **84A Coming Events**

#### 86 CONTRACT Asks For CAD Questionnaire Cooperation

- 88 Lighting Boosts Efficiency at J. Walter Thompson HQ 23-story atrium complements unique illumination scheme
- 94 Computer System Expanded To Meet Space Planning Needs Time sharing absorbs CAD costs at Aeck Associates, Atlanta
- 98 Dental Association Changes Image With Exposed Computer Room Remodel of American Dental Assoc. HQ upgrades computer use
- 102 Glass Walls Bring Texas Inside Oil Company Offices Cool colors and wide-open spaces complement sunlit, exterior environment at La Jet headquarters
- 105 CONTRACT Computer Survey

Questionnaire results, to be published in a future issue, will determine how industry uses computers.

- 107 Rapid Changes in Computer Firm Met By Open Plan System Design by Intergraph Environmental Planning & Design meets consistent change needs of Magnuson Computer Co.
- 110 On-site Technology Displays Educate Designer's Clients Host of electronic capabilities—from computers to security serve as showcase examples of what can be done for new offices
- 114 Computer Furniture Adapts To Small Spaces
- 117 Modularity, Ergonomics Are Strong Criteria For Office Products
- 143 Products & Services
- 176 Catalogs & Brochures
- 178 Classified Advertisements
- 180 Advertising Directory

**Cover**–J. Walter Thompson HQ atrium is focal point of cover design by our graphic artist George Koizumi–a preview of the ad agency's new offices, described on pg. 88.



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# **Contract**

#### Vol. 24 No. 3

April—Hospitality and restaurant design are featured in an issue replete with related products in review, including hotel and food service establishment furniture and furnishings and wall surfaces (wallpapers, vinyls, and rigid materials). Plus NEOCON Countdown and Preview of the National Restaurant Show, Chicago.

May—Everything you have to know in advance about NEOCON 14 will be included in the most comprehensive coverage of the world's largest contract furniture and furnishings show and exhibition. Floor-by-floor previews of people, products, and events, including the new Eighth (contract) floor. Plus, summary of activities at NEOCON International, Apparel Mart Expo Center, across from Merchandise Mart—and other Chicago events and activities. Preview of Construction Specification Institute Show.

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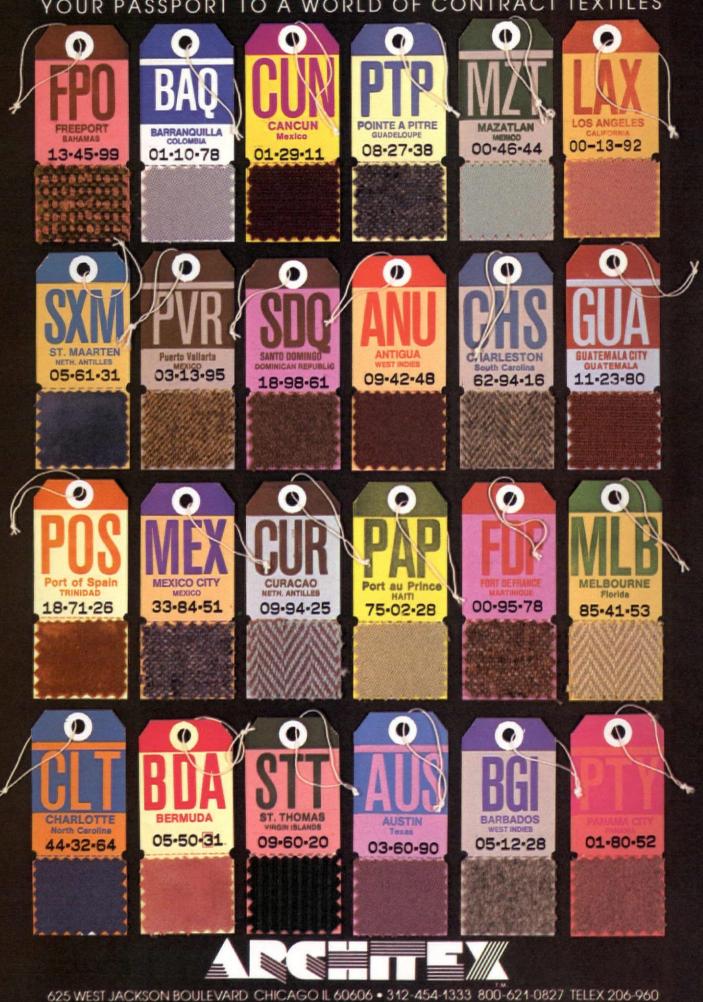
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# The 24 hour contraction of the second second

The business world doesn't run from 9 to 5 anymore—it runs around the clock. Office buildings, hotels, stores, airports even schools—open early and close late, if they close at all.

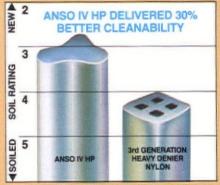
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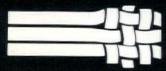
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# CONTRACTNEWS

#### AIA approves management reorganization program as institute commences 125th year

Washington, D.C.—A major management reorganization program announced by AIA is expected to increase membership and streamline services.

The reorganization, effective with the institute's 125-year anniversary, calls for consolidation of five subsidiary corporations. They are the AIA, the AIA foundation, the AIA Research Corp., AIA Corporation, and Production Systems for Architects & Engineers (PSAE).

Under the new structure, these entities will fall into three categories: the AIA, the AIA foundation, and the AIA Service Corporation. AIA itself continues as the umbrella organization for all institute professional membership programs and services.

#### Lawrence elected president

Also announced by the group is the election of Oklahoma City architect Robert M. Lawrence, FAIA, as president for 1982. Other installed officers include first vice president/president elect Robert C. Broshar, FAIA; three vice presidents—Ellis W. Bullock Jr., FAIA; James R. Nelson, AIA; and William A. Rose Jr., FAIA; and treasurer Henry W. Schirmer, FAIA.

#### Gwathmey Siegel honored

New York architectural firm Gwath-



Oklahoma City architect Robert M. Lawrence, FAIA, elected 1982 president of AIA, will serve throughout the group's 125th year.

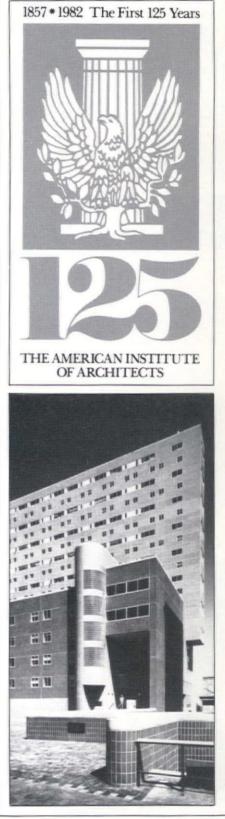
mey Siegel & Associates, recipients of over 45 design awards during a 12-year history, was honored with AIA's 1982 Architectural Firm Award.

One of the institute's highest honors, the award recognizes a firm that has "consistently produced distinguished architecture for at least 10 years." Award presentations will be made during the group's 1982 National Convention in Honolulu, June 6-9.

Other honored AIA members include Washington, D.C. architect Edward H. Noakes, FAIA, who initiated the institute's first task force on barrier-free design. Noakes received the National Easter Seal Society's 1982 Leon Chatelain Award for "outstanding leadership in advancing barrier-free environments for the elderly and disabled."



Charles Gwathmey, FAIA, and Robert Siegel, AIA, (above I. to r.) of Gwathmey Siegel & Associates were honored with AIA's 1982 Architectural Firm Award. The award recognizes a firm which consistently produces distinguished architecture for at least 10 years. Shown (right) is a recently-completed example of the firm's 45 award-winning projects, Columbia University's East Campus building, in New York City.



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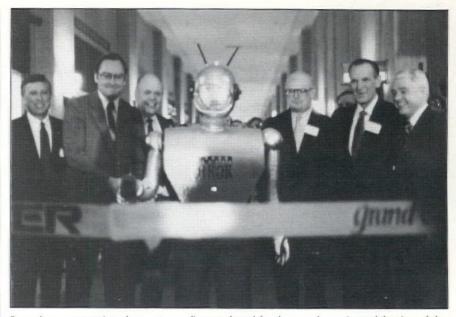
#### CONTRACT NEWS

#### Charter tenants signal opening of new Mart business center

Chicago—Five business systems manufacturers, who are also charter tenants, celebrated the grand opening of the new Business Products Center at the Merchandise Mart. The 50,000-sq.-ft. center, on the Mart's well-traveled ground floor, is heralded as the world's first permanent marketing center for electronic business equipment and computer products.

On hand for the festivities were executives Kenneth Olsen, president and chief executive officer, Digital Equipment Corp.; Robert F. Kane, Monroe Systems for Business; Eugene Sirbaugh, president, business centers division, Control Data Corp.; Michael J. Keliher, group vice president and general manager, U.S. marketing and services group, Honeywell; and Charles Clough, vice president, corporate marketing, Texas Instruments Inc.

Targeted as prime visitors to the center are businesses with \$250,000 to \$15 million in sales volume. These businesses are also expected to be newcomers to the marketplace for electronic



Executives representing charter-tenant firms gathered for the grand opening celebration of the Chicago Merchandise Mart's new Business Products Center. Shown here with Thomas V. King, Mart general manager (far right), participants overlook ribbon-cutting ceremonies appropriately performed by a robot.

business and computer products.

Comments Thomas V. King, Mart general manager, "The Business Products Center is a cost-effective way for manufacturers to gain increased traffic and to display and sell equipment. At the same time, it provides a convenient, central shopping location for business owners."

According to Mart reports, an additional 80,000 sq. ft. of space is planned for the Business Products Center. Among new tenants slated for the space are Apple Computers and 3M.





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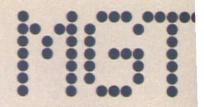
designer<sup>™</sup> — designed to allow form to follow function. Careful attention produces the clean simple lines of the fineline delicately formed solid one-piece 1/2" rod frame. Available in 16 high gloss finish designer colors including luscious pastels and 5 frame finishes. There are no exposed cross braces or external fasteners and no welds to mar the "d chair" appearance.

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#### CONTRACT NEWS

#### Theme widens during planning of Saudi design expo

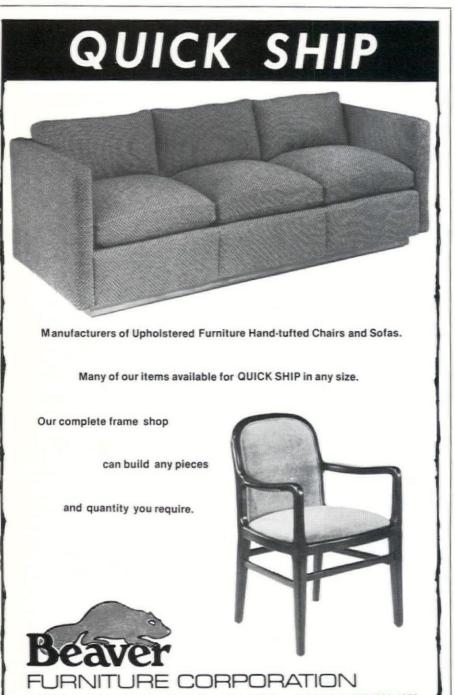
Al Khobar, Saudi Arabia—Participants in the May Design International Expo express increased interest in educational equipment, signage, street furniture, architectural metal work, and floorcoverings. Other products of key importance to attendees include ceilings and partitions, decorative glass, bath products, and fittings, according to surveys conducted by Middle East buying organizations.

Recent reports from expo management confirm that 30 percent of available exhibit space is already booked. Australia, Thailand, Italy, Spain, Holland, India, and the United Kingdom are among the nations committed to the event.

Design International '82 will take

place from May 16-20. It is slated to be the shop window for furniture and furnishings required by the Middle East and will cover domestic, commercial, and institutional products.

Sponsored by Ahmed Hamad Algosaibi & Bros. of Saudi Arabia, in conjunction with Builder Group Exhibitions of London, the expo will be housed at the Al Khobar Exhibition Centre located in the country's Eastern province.



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#### Western Mart holds contract day at winter market

San Francisco—January 20 was contract day at the recent Winter Home Furnishings Market held here.

Sponsored by the Western Floor Covering Committee, it brought contract flooring dealers and designers together with carpet manufacturers and their representatives during seminars and panel discussions.

Topics discussed included specifications and regulations governing contract carpet installations; promoting better communication between designers, manufacturers, and contractors; and the effect of bidding and price slashing on contract carpet purchases.

#### Contract furnishings get new attention at Showplace Square

San Francisco—A recent gala celebrated the opening of the Showplace Design Center, soon to be this city's new resource center for contract and residential furnishings.

Previously titled The Showplace!, the building also houses gifts, jewelry, and gourmet wares. With completion of the Gift Center at 8th and Brannan Streets in 1983, gift, gourmet, and jewelry tenants will relocate, leaving the entire Design Center as a showplace for contract and residential interior products.

Future plans call for total remodeling of the lobby floor. Executive offices will move to the fourth floor. Both the first floor Cabaret Lounge and top floor Penthouse will be retained as facilities for industry luncheons, meetings, banquets, and other business or social functions.

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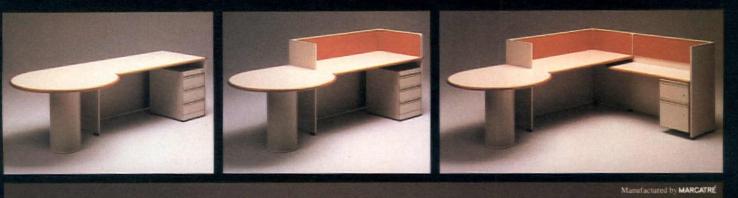
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#### CONTRACT NEWS

#### Whitney Museum opens new Connecticut branch

Stamford, Conn.—Champion International Corp.'s headquarters facility is the home of the Whitney Museum's new Connecticut branch. This opening is the



White walls and pedestals and charcoal carpet offer a quiet foil for exhibits at the Whitney Museum's new Stamford, Conn.-based branch. It is the first out-of-state location to be opened by a major Manhattan art museum in the Metropolitan area.

first effort on the part of a major Manhattan-based art museum to establish an out-of-state location.

Ulrich Franzen, whose architectural firm designed Champion's headquarters complex, planned the museum as a separate unit. The glass-walled, two-story module projects from the lobby and outdoor plaza and features 3,000 sq. ft. of floor space and two-story high ceilings.

Exhibition space is divided in three parts, providing wall space for some 50 paintings and areas for sculpture display. A large, open, central gallery is divided by two wings, housing separate collections.

#### WSU student receives undergraduate award from ASID

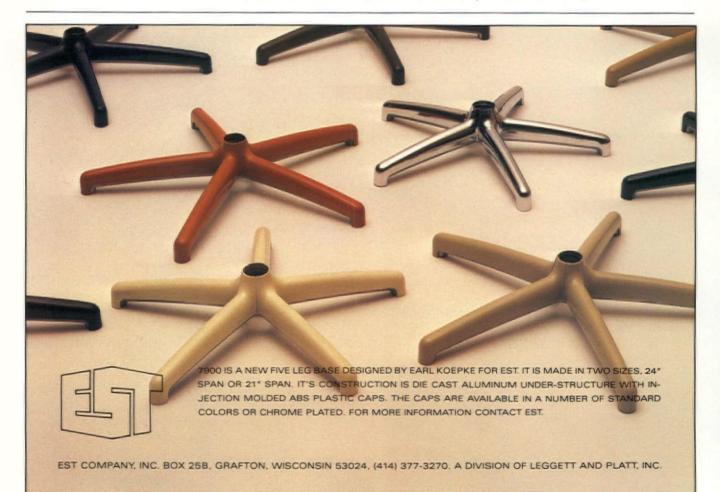
**Davenport, Wash.**—Terris Guell, a fifth year student at Washington State University, was awarded the first undergraduate scholarship to be given by ASID's Washington Chapter. The scholarship is given to financially assist an interior design student and to promote interior design studies within Washington State educational systems.

#### California student takes first prize in Walker/Group store design contest

**New York**—California architecture student Kimmo P. Sahakangas won first prize for his design of a retail outlet in Walker/Group's National Student Design Competition.

Nearly 300 students submitted entries to the judging panel which consisted of three retailers and architects Ken Walker, AIA; Charles Gwathmey, FAIA; and Hugh Newell Jacobson, FAIA.

Sahakangas, a student at California State Polytechnic University, was judged the winner on the basis of his sophisticated approach to interior and exterior store design.



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#### CONTRACT NEWS

#### Competitions: Wool Bureau sponsors print design contest

Through the auspices of ASID, The Wool Bureau will sponsor a National Wool Print Student Design Contest. Participants must create coordinated print designs for use on wool drapery and two wool upholstered chairs. Prize-winning designs will become part of a wool print drapery and upholstery line to be introduced by Wool Print International in Fall '82. Entries are available through ASID student regional vice presidents. **Deadline: May 15, 1982.** 

• McGraw-Edison's sixth annual lighting design competition will judge entries using Halo Power-Trac lighting and SPI lighting in residential and contract work. Held in conjunction with ASID, the contest is open to interior designers throughout the U.S., who are professional, associate, or student members of the organization. A total of \$8,100 in prizes will be awarded after judging in early June. Entries may be obtained through The Hanlen Organization, 401 N. Michigan Ave., Chicago, IL, 60611. Deadline: June 1, 1982.

• ASID and Hunter Douglas Window Products division launched the fourth annual "Design With Blinds" Competition for most innovative use of Flexalum Decor and Vertical blinds. Three awards will be granted with a first prize of \$3,000, second prize of \$1,500, and third prize of \$500. Winners will be announced at ASID's National Conference to be held in San Francisco this July. For more information contact ASID at national or regional headquarters. **Deadline: May 14, 1982.** 

• Creating the most innovative and multi-functional interior, using "fashion" recliners or other motion seating, is the task of entrants in the sixth annual ASID/Barcalounger Interior Design Awards Competition. All professional designers and interior design students are eligible to enter. Each entrant may submit an unlimited number of designs provided they are unpublished works and will be ready for photography by June 1982. Contact Hayes-Willaims Inc., 261 Madison Ave., New York 10016. **Deadline: May 1, 1982.** 

#### Design ADAC '82 offers sneak previews of market intros

Atlanta—Design ADAC '82 will feature dozens of new introductions and special showings. As an early-bird preview, various showrooms have released several of their latest offerings to the market this year.

Among new products to be shown is "Wallpride Collection" from Gilford, suite 214. This group is a contract line of wall and upholstery fabrics which includes a wide selection of silks.

Also to be seen is "Olivetti Synthesis" from Pace, suite 127, a collection of office furniture that offers executive and general use designs.

S.M. Hexter, suite 139, will introduce "Carole," the firm's exclusive screen print on cotton fabric, available in six colors. Part of the "Zuber Archives Collection," it displays bird and flower designs derived from 19th century French wallcoverings.

Design ADAC '82 will be held at the Altanta Mart Center, May 6-7.

# New Roller Glide

C

A much better way to hang heavy draperies

> Kenney has designed a new, adjustable traverse rod, creating a fine, precision mechanism that's strong and easy to operate.

This new telescoping traverse rod is engineered like an Alpine ski lift. It gives perfect support, even with the heaviest energy-saving draperies, and you get straight drapery hanging, with no header toe-in.

You also eliminate the cost and bother of cut-to-fit custom ordering. The new Roller Glide rods come in six size ranges, accommodating drapery widths from 30" to 300".

Here are some of the improvements we've madeand what they mean to you:  We use acetal plastic (environmentally inert) rollers, not slides. The rollers ride on edge rolled steel, not in channels that clog with dust.

 All carriers have swivel action, allowing draperies to fall naturally.

• Eliminates flatspot (dead space) when draperies are fully open.

 Completely enclosed tube. Looks good front and back, making rod usable for room dividers, too.

 Cords pull back to the wall, eliminating downward pressure direct from the rod.

• Universal mounting brackets mount on right or left side.

More information? Contact Kenney Mfg. Co., 1000 Jefferson Blvd.,

Warwick, R.I. 02887, (800) 556-6531. In Rhode Island, 739-2200. Kenney

NAMES OF STREET, STREE



One in a series of letters on doing things right.

At Gunlocke, we've fostered an 80 year tradition for doing things right. Today, we're making fine contract furniture with an uncommon sense of enthusiasm. We've committed all of our resources into manufacturing furniture that puts responsive design, craftsmanship, value and service in harmonious balance.

Our Tempus Seating Series is one of many recent designs that enhances our commitment to manufacture products that meet the needs of today's active environments.

For literature, we invite you to write: The Gunlocke Company, 11385 South Lackawanna Street, Wayland, New York 14572.

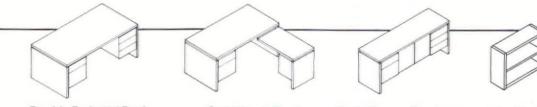
Showrooms in New York, Chicago, Dallas, Los Angeles,

# First Profile

## Lunstead

Lunstead First Profile Series creates a clean, contemporary office environment with simple, pleasing lines and a unique method of concealing office equipment wires through wireways located under the edges of all desks and accompanying credenzas. This unobstructed simplicity offers an alternative to cluttered workspaces.





Double Pedestal Desk PS3672 36×72×29h Lock on Box/File Pedestal Only Secretary L-Desk PS3264SL 32×64×26h Desk 21½×42×26h Return Door/Drawer Credenza PS2172D 211/2×72×29h

Low Bookcase PS1442L 14×42×29h

Quick Ship available on the First Profile Series.

Available in standard walnut or medium oak.

Your order will be shipped within five working days. Contact factory for your area representative.

# Soft Profile

### Lunstead

Introducing Soft Profile, the natural evolution of the First Profile Series. Available in either oak or walnut, Soft Profile incorporates First Profile's distinctive wire management features with new radiused-edge styling. Soft Profile combines handcrafted quality with highly functional design to create warmth and character in any office environment.



Factory: Harry Lunstead Designs, Inc./8655 South 208th Street/Kent, Washington 98031 Telex: 320195—LUNSTEAD—KENW/Phone: (206) 872-8835.

Chicago Showroom: 1167 Merchandise Mart/Chicago, Illinois 60654/(312) 670-2140

San Francisco Showroom: Pioneer Square/555 DeHaro Street/San Francisco, California 94107 Phone: (415) 861-1441

#### Who reps what: BF Goodrich appoints New York distributor

Northeastern Wallcoverings Inc. was named exclusive distributor of BF Goodrich vinyl wallcoverings throughout New York State . . . Rose Manufacturing Company appointed Contract Marketing Associates, Connecticut, as its New England representative ... Six new representatives were appointed by Scope Furniture Ltd.-New England Design Products Inc., Eastern New England; Joanne Sousa, Western New England; Kingman Associates, Northwestern region; SCS Contract Ltd., Arizona, Utah, and Colorado; Quinlan & Doody, Midwestern region; and Sam Sarat & Associates, Northcentral region .... Helikon assigned Ronald F. Wright as Illinois sales representative ... Patricia Crary will represent Lee lofa as contract sales specialist for Southern Florida ... Lonseal Inc. named Butler-Johnson Corp., San Jose, as full line distributors of firm's PVC sheet vinyl products in California ... DEC-CON Inc. added two regional sales representatives to its staff of contract fabric marketers—Joyce Seigle, who covers west coast states, and Bill Norris, serving southeastern area ... Facit Inc. will be represented by Frank A. Daughn Associates throughout the New York metropolitan area, and by Pro Three Inc. in the Rocky Mountain region. Van Sant Inc. will represent the firm's Southwestern interests ...

### Some noise is good noise

**Grand Rapids**—Researchers at Steelcase determined that total quiet can be more distracting than some noise within an office. Using a method called "distraction analysis," researchers found that stress levels among employees increase when there is absolutely no noise in a work area.

Ability to concentrate improves when a moderate noise level, "ambient sound," is introduced. Ventilation or masking systems, otherwise known as "white noise," provide correct levels of ambient sound while screening distracting noises from adjacent offices.

#### Italian manufacturers open gallery in Southeast furniture showroom

Atlanta—Combined collections of 20 Italian furniture manufacturers are the focal point of a recently opened gallery at the Charles S. Martin Showroom.

Three strictly contract manufacturers are featured: Cini, maker of traditional desks and credenzas; Tris, offering mahogany and brass wall units, desks, and credenzas; and Efmar, manufacturer of marble conference tables.

Located at 1000 Marietta St., the gallery occupies 5,000 sq. ft. of space in the 20,000-sq.-ft. showroom. It is the fourth U.S. gallery to be opened by Selmont Inc., U.S. representative for the Italian firms. Other spaces are in Dallas, San Francisco, and High Point.



Circle 123 on reader service card

### LouverDrape introduces the HIGHLINER the solid vinyl louver with the inlaid design

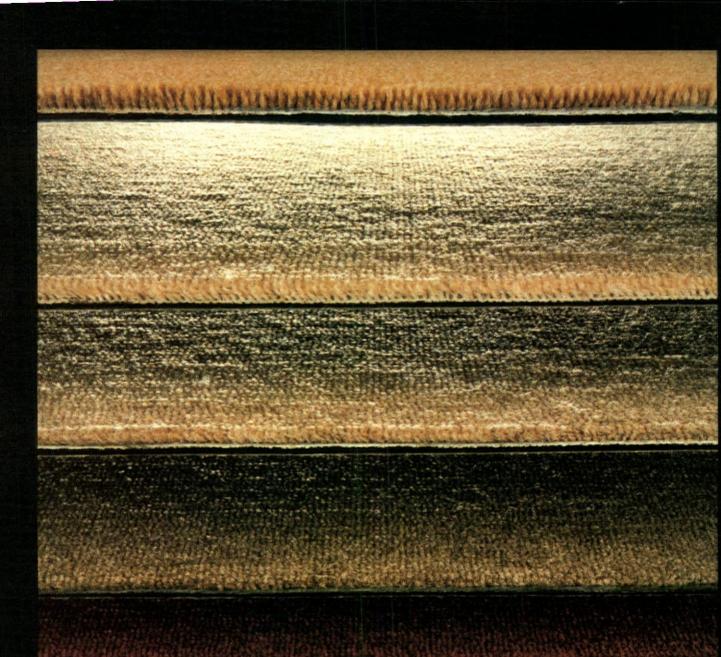
The LouverDrape<sup>®</sup> Solid Vinyl louver is now available with a tastefully designed HighLiner<sup>®</sup> Stripe, created in a fascinating combination of translucent and opaque solid vinyl. The HighLiner<sup>®</sup> Stripe is an integral part of the louver. It is the same composition but a different color and translucency, plus it penetrates the thickness of the louver, it is not laminated or painted on.

The HighLiner<sup>®</sup> Solid Vinyl louvers retain the energy efficient advantages of regular LouverDrape<sup>®</sup> Solid Vinyl louvers. They minimize heat transfer both summer and winter and because they're vertical, they collect no more dust than a wall. For more information and the name of your nearest Louver-Drape® distributor, write for our free 36 page, full color "Vertical Imagination" brochure.



#### Louver Drape

LOUVERDRAPE® INC., 1100 COLORADO AVENUE, DEPT. 59 SANTA MONICA, CA 90401



#### heuga sheds some light on the subject of carpet squares.

heuga? Who are we? We're the world's largest and most experienced maker of commercial carpet squares. We started producing modular carpet squares for the commercial and industrial market in 1957.

Make no mistake about it, manufacturing modular carpet squares that will perform properly is a high-technology process. Carpet squares must be more than just broadloom carpet cut into squares.

The backing is crucial. Our exclusive backing makes our modular carpet squares do what they are supposed to do. And not do what they're not supposed to do. In fact, we will guarantee that heuga modular carpet squares will not curl, roll, or shift when installed and maintained as directed.

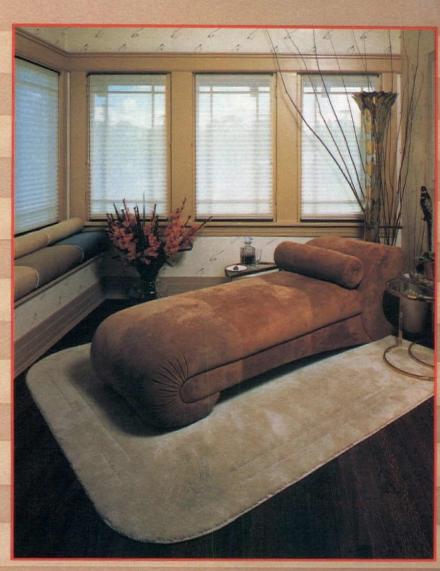
Tests prove that our exclusive backing will hide flat cable and disperse moisture better than competitive carpet squares ... and that's in addition to being dimensionally stable, long-wearing, soil-hiding, relocatable, nonstatic and sound absorbing. What more can we say? Oh, yes. heuga carpet squares are very beautiful, too. As you can see.



The original carpet squares 185 Sumner Ave. Kenilworth, New Jersey 07033 Call 800-526-4062 In N.J., 201-245-3480 Also in Canada 514-878-2785



JUST ONE OF SEVEN TEMPTING MODELS OF THE MARK 1 GENERAL OFFICE SEATING COLLECTION. HARTERCORPORATION 616-651-3201



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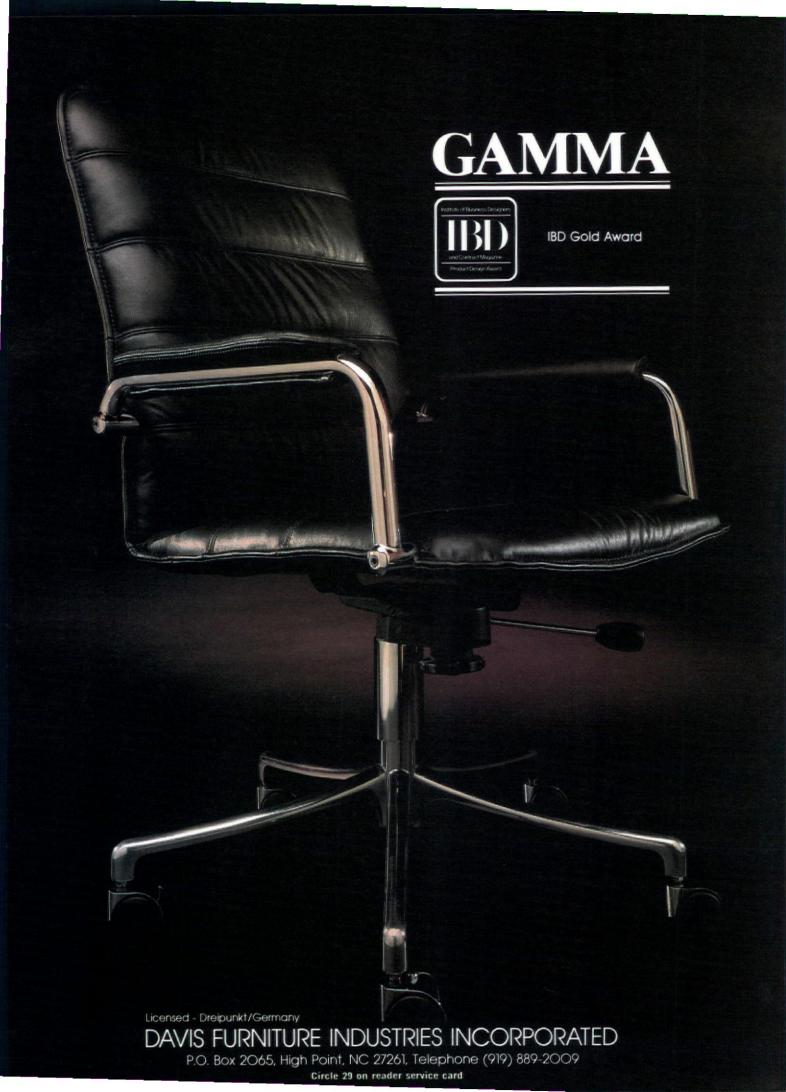
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# SOFTLIGHT SHADES

**Decorate with a shade of difference.** With Softlight Shades you do more than decorate. You illuminate rooms in a whole new way—by softening light, diffusing it, even screening it with a Solarized version that eclipses sun's heat and glare by 87%.

Softlight's crisply pleated, woven polyester fabrics are perfect for virtually every application. They range from softly transparent to completely opaque ... from versatile neutrals to the good earth tones. Use them singly or in combination with other window treatments. The design possibilities are endless. For details, dial Del Mar toll free at (800) 854-6436 and ask for the "Commercial Desk."





# Softlook



## **Corry Jamestown**

**DIVISION. HON INDUSTRIES** 

Call toll-free, 800-458-0593. In Pennsylvania, 800-352-0095.

## CONTRACTUOTES

#### ON HANDICAP DESIGN

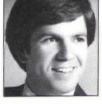


James J. Peters Executive Director Eastern Paralyzed Veterans Assn.—

**66** 70 percent of barrier-free modifications result in rip-offs because a contractor doesn't know what he is doing. He may put in a \$5,000 elevator when he can install a \$250 poured ramp. Contacting a local chapter of the Paralyzed Veterans Association for barrier-free environment planning and guidance has often saved dollars for prospective clients. **7** 

### **ON COMPUTERS**

Robert Hinman Regional Mgr., Chicago/Detroit Knoll Int'l—



**66** Computers are indispensable—but designs are done by people; it is people who manufacture and produce products. People still sell and specify, and ultimately do the buying. Our industry is and will continue to be a people business. **79** 



Jay Schoeppe President Schoeppe Design—

**66** More clients, today, are specifying designs that accommodate computers. This means that there is now a more

sophisticated manner in which products must be meshed into the total environment. Part of the trouble with computer use is that manufacturers make furnishings suited to an immediate size requirement for technological equipment. Yet within a few months those needs could change totally. Eventually there will be panels on which to hang CRTs directly, thus eliminating the need for worksurfaces that so many manufacturers already make. **??** 

Stephen D. Channer Exec. Dir. Business & Institutional Mfrs. Assoc.—



66 Today, half of the U.S. workforce, numbering close to 100 million people, is in the white collar area. Thus the computer, and more recently the small computer, continues to gain popularity. The widening productivity gap of the past two years has greatly stimulated sales of electronic equipment to business. And computers are moving from the backroom to the front office in ever-increasing numbers. This is causing a change in the appearance of office interiors and causing manufacturers and dealers to recognize that they must keep pace with the needs of today's industry to do their jobs. ??

### **ON PRODUCTIVITY**



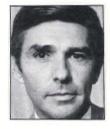
Samuel C. Clarke President Corry Jamestown—

**66** Given the typically higher salary levels of white collar workers, how difficult it is to determine whether a white collar type is 'producing,' and the enormous growth rate of white collar jobs, it is apparent that the real produc-

tivity problem is in the office environment. Automation, mechanization, simplification, workplace humanization, and job enrichment were the techniques that helped to make America's industrial output the envy of the world. Isn't it very likely that we shall follow similar paths in improving the productivity of the white collar workforce? **77** 

### ON NEW CHALLENGES

Larry Ryan President Knoll Int'l—



**66** Furniture manufacturers can no longer assume that their responsibility to clients is fulfilled by providing well-designed, conventionally-functional, and competitively-priced equipment. Today, we must develop the skills to anticipate advanced technologies that will characterize the office of the future. The degree to which our products and services accommodate change while encouraging productivity and providing a pleasant environment will utimately determine the success of our industry as a whole.**7** 

Harry Paley Principal Design Tex Fabrics Inc.—

**66** Professionals involved in contract design must be well-versed in totalconcept long-range planning. An open dialogue should exist between architects/designers and their suppliers. The supplier should be involved at the inception of a project and be kept informed by the designer through to its completion. In view of this fact, the contract design community will relate to suppliers who are fully committed to providing a complete range of services and products.

Some people are more comfortable making decisions than others.

## Introducing the new Norman Cherner seating group.

Manufacturers of fine wood office furniture. PO. Box 6667, 6425 San Leandro Street, Oakland, CA 94603, (415) 568-6650 Showrooms in: New York, Chicago, Miami, San Francisco, Los Angeles, Dallas, Houston, Seattle.

## We put your imagination in Focus.

Picture it. A blue so rich you feel a swell of waves breaking across a conference room floor. Or a green so lush that a showroom takes on the feel of a tropical forest. Let your mind go. Come up with the image, then bring your imagination into Focus. No matter what your job requires, Focus can put it all at your feet

No matter what your job requires, Focus can put it all at your feet with carpet that's designed and produced to your exact specifications.

And, at Focus, we do it beautifully with well-constructed carpet of the heaviest density available—our unsurpassed 16th gauge Vassar.

A blend of top quality yarns and dyes, Vassar boasts a density that exceeds even the fusion-bonded products available on the market today. The result—a carpet that's totally unique in its ability to offer high performance with unadulterated style.



So, when your creation calls for a miracle, call Focus. Because we'll not only take your design to heart, we'll bring it to life.

### Focus Carpet Corporation

A General Felt Industries Company P.O. Box 266, Dalton, GA 30720, (404) 278-1234

Circle 31 on reader service card



## TOTAL TRADITIONAL FULL-LINE OFFICE SEATING IN THE GRAND MANNER. FROM KIMBALL. Genuine leather, solid hardwood in new additions to Kimball's total selection of Traditional sofas, love seats, executive and occasional seating. Smooth or tufted contours, in a comprehensive range of fabrics and finishes.

KIMBALL OFFICE FURNITURE CO. A Division of Kimball International, Inc. 1549 Royal Street • Jasper, Indiana 47546 Telephone: (812) 482-1600

SHOWROOMS: Chicago 312/644-8144

Philadelphia 609/467-1423

Los Angeles 213/854-1882 Circle 32 on reader service card Dallas 214/242-8592 New York 212/753-6161

Bavarian Motor Village Detroit, Michigan

## Focus floored BMW with Vassar, carpet that stands up to the long haul.

When hundreds of feet and tons of inventory are regularly making their way across your carpet, that carpet had better be tough enough to roll with it.

So, when BMW Corporation set out to cover the showroom floor of the Bavarian Motor Village, they had some pretty stiff requirements. Stiff enough that only one carpet company in the country had the capability to lay the answer at their feet. That company was Focus.

The reason? Simple. Focus has sophisticated manufacturing equipment able to produce 16th gauge pile, carpet strong enough to do the job. The result—a dense, luxurious carpet that offers a unique blend of high performance and style. And every square foot of it is custom colored and designed according to BMW's exact specifications.



With one-on-one attention all the way down the line, BMW found Vassar carpet from Focus to be a pure joyride. Carpet that can go the distance, without ever showing its mileage.

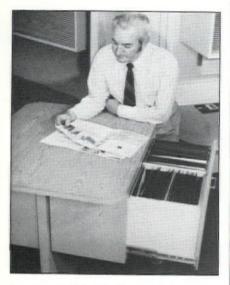
### **Focus Carpet Corporation**

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## CONTRACTECHNOLOGY

## File/workstation simplifies data usage at files

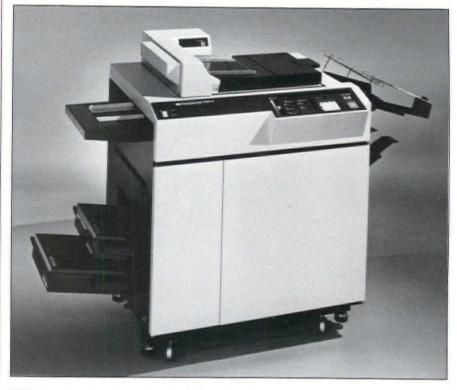


Rockaway Metal Products has developed a combination file/workstation which enables convenient use of file material at files. System consists of two waist-high lateral file drawers, arranged back-to-back, capped by oak- or walnut-grained worktops. Steel drawers can be mounted on opposite sides of office partitions to form through-thewall file/workstations. Drawer dimensions are 16<sup>1</sup>/<sub>4</sub>-in. high by 15<sup>1</sup>/<sub>2</sub>-in. deep by 29<sup>1</sup>/<sub>4</sub>-in. long. **Circle No. 350**.

## Mobile files double as end tables

Marvel Metal Products updated its Chairside File, a mobile file cabinet that doubles as a side or end table. Two colors—putty and chocolate brown —are offered, both with oak-woodgrain tops that lock. File holds EDP printouts in hanging binders, letter-sized folders, legal folders, and letter-sized files. **Circle No. 351.** 

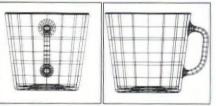
## Two reduction modes are standard in Pitney Bowes dry tone copier



PBC from Pitney Bowes is a dry tone electronic console model offering copies up to 11 by 17 in. Two reduction modes are standard and an optional enlargement mode and semi-automatic document handler are offered. Other features include a dual 500-sheetcassette system, electronic controls for monitoring cassette selection, paper size, copy count, reduction ratio, and exposure. Copier has a self-diagnostic

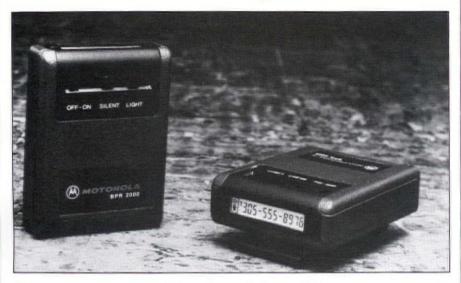
microprocessor system and solid-state, pull-out modules. System monitors operation of the copier, alerts operator to low supplies, and identifies trouble spots for maintenance. Copier is UL approved and requires 115 volts and 14 amperes. Digital one-999 numeral display, batch counter, long-run interruption, contrast control, and articulated document cover for large or bulky originals are included. **Circle No. 302.** 

## 32-bit turnkey graphics system geared to design, engineering, mathematics



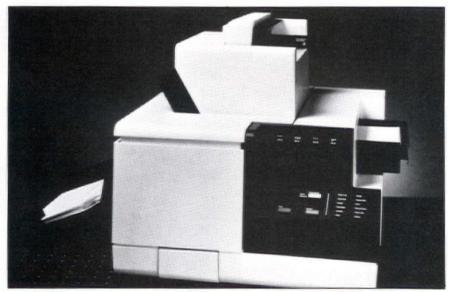
A 32-bit turnkey graphics system from Auto-trol Technology Corp. can be installed on a company's existing central processor. The system permits users to perform engineering analyses, mathematical modeling, and engineering problem solving on the same computer using the same data base—that is used for design and drafting. With this system, users can see multiple views of an image simultaneously. **Circle No. 324.** 

## Pager receives up to 24 characters and stores two messages



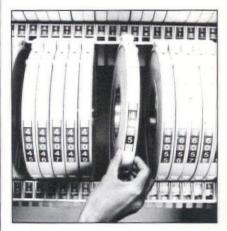
Communications Sector of Motorola Inc. offers BPR 2000 display radio pager which receives messages of up to 24 characters. Unit stores two most recent messages and can overwrite old ones, eliminating the need to clear memory bank. Two paging codes, marked by separate source identifier digits on the display, enable user to screen incoming calls by calling initiating source for additional information. Top-mounted LCD display provides instant status update if pager is on, activated, storing unread messages, or in need of battery replacement. **Circle No. 297.** 

## Companies collaborate on design of word processing printer



Plumb Design Group Inc. and AM Printer Systems have combined efforts in designing and producing the PXL-6 word processing printer. Unit is compatible with all word processing systems, and comes with either parallel or serial software interface. Printer has both dual and single sheet feeders, automatic envelope feeder, and document separator. Four type styles are on-line as well as varied font styles. Unit can print six pages per minute. LED supply status indicator and page counter are included. **Circle No. 299.** 

### Plastic hangers eliminate computer tape abrasion



TAB Products Hang II plastic tape storage system eliminates plastic-to-metal abrasion and contamination of tapes and drive heads. Cartridges and seals hang from a single plastic hanger which exerts a spring-loaded effect on each tape. When tapped, tape swings back, then out, making it easy to grasp. Rack and hangers move laterally to accommodate varying tape widths. **Circle No. 352.** 

## Wall mounting accommodates VDT units



Terminal support is wall-mounted for VDT use in limited space. From Facit Inc., unit has two individually adjustable surfaces for screen and keyboard. Each surface is positioned on slotted vertical wall rails for easy adjustment. Lower keyboard support surface glides to allow unit to recede when not in use. **Circle No. 326.** 

## they also fold, ask HOWE

1

Where form and function meet

Howe Furniture Corporation, Dept.CTA, 155 E. 56th St., NY, NY 10022 (212) 826-0280

Circle 34 on reader service card

## Mohawk brings carpet to light.

## Light reflectance is now a factor in carpet.

LRF stands for Light Reflectance Factor. Simply put, LRF measures a carpet's ability to reflect light.

It can mean more productive, more energyefficient commercial environments.

Let Mohawk show you how.

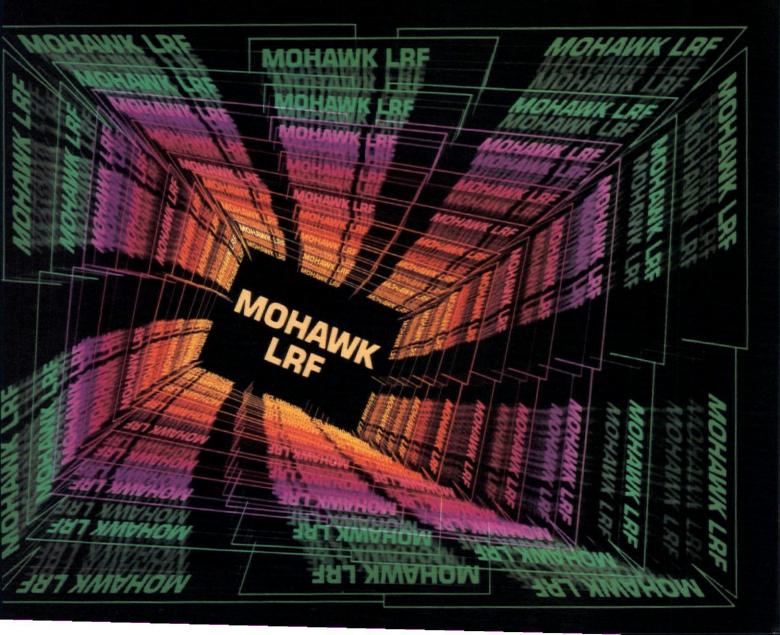
### Mohawk—The leader in LRF commercial carpets.

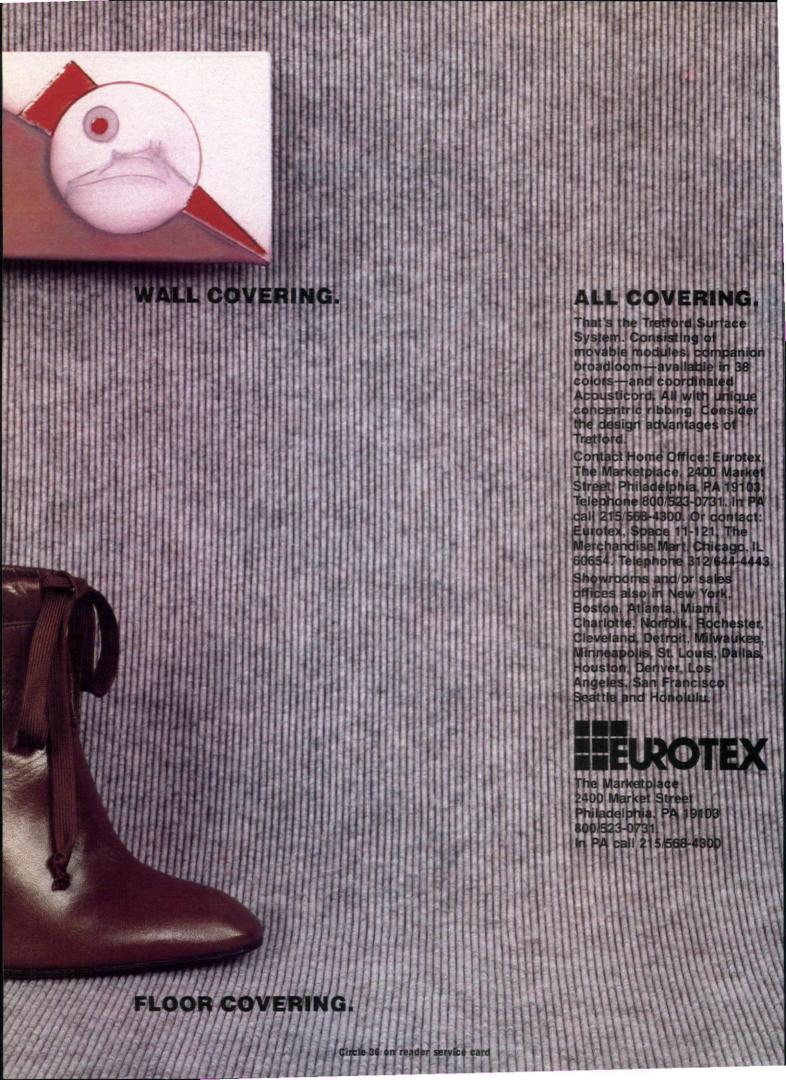
We've given virtually every Mohawk commercial carpet an LRF rating. Our latest fabric additions mirror the growing emphasis on light reflectance. We can show you all the exciting possibilities—and the proven applications—of LRF technology as no one else can.

Contact your local Mohawk representative today and talk to the experts. Get the facts on Mohawk LRF rated carpet. You'll see just how bright the future can be.



Circle 35 on reader service card







## brayton international collection

p.o. box 7288.	919/434-4151
high point, n.c.	27264
boston	(617) 423-0040
chicago ·	(312) 822-0711
dallas	(214) 747-7130
denver	(303) 825-5093
houston	(713) 523-4900
los angeles	(213) 652-5450
minneapolis	(612) 872-0510
new york	(212) 371-6131
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logos design

walter k. collection







Automatic, accurate area calculations let you generate location layouts immediately.

> Using a custom-created library of symbols, space planners can create and modify plans in minutes.

> > Plan views can be converted to perspective views at the touch of a button . . . for stronger presentations and faster client approvals.

## The fastest way to put a client in his place.

Your client wants to be up and operational no later than yesterday — preferably at yesterday's costs. Your drafting department, on the other hand, is making its life-work out of hand drawing the 200 identical chairs called for in the design. And your designer knows that every minute of drafting cuts down on the time available for exploring alternative design solutions.

Now, SIGMAGRAPHICS II can give you pushbutton solutions to all three problems.

SIGMAGRAPHICS II is a microprocessor based Computer Aided Design and Drafting system. It automates many of the space planner's most tedious and time-consuming functions:

area calculations, furniture inventories, repetitive element drawing among others. And, produces a fully detailed, accurate drawing at a speed that will keep you ahead of your time schedule. It makes modifications instantaneously; and allows you to convert automatically from interior designs seen in plan view to the same designs in orthographic, isometric and perspective.



For a surprisingly small investment, SIGMAGRAPHICS II will greatly increase your productivity . . . and make your clients very happy at the way you put them in their places. For additional information, call **800-525-7050** and ask for our free brochure.

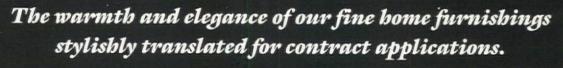


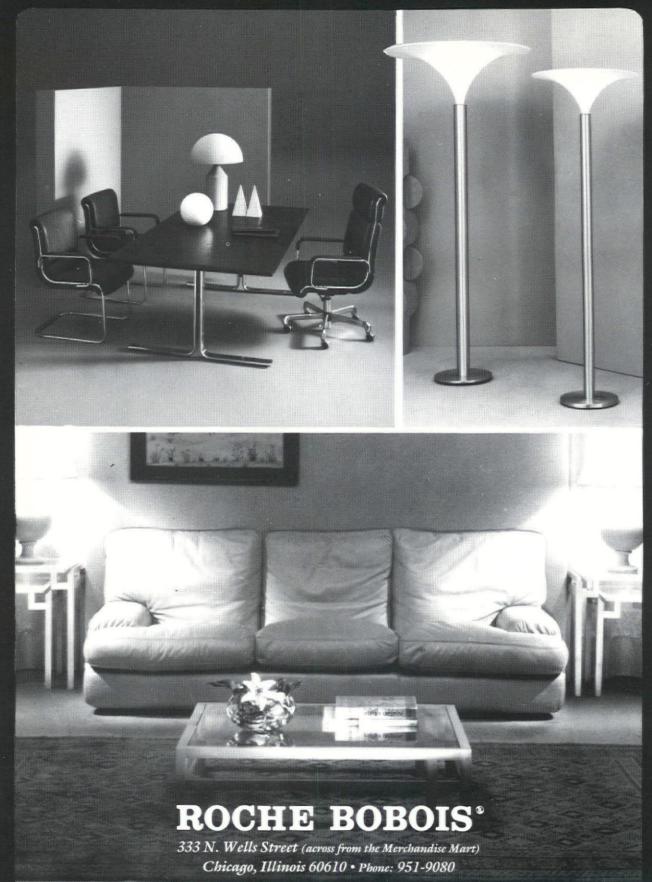
SIGMA DESIGN INC. 7306 S. Alton Way Englewood. CD 80112 (303) 773-0666

SERIES III The Jasper Desk Company JASPER, INDIANA 47546

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Circle 40 on reader service card

"Where did you get the carpeting?" "Schumacher."

"And the rugs?" "Schumacher."

"And the wallcoverings?" "Schumacher."

"And the upholstery? And the draperies?"

"Schumacher." "Schumacher."

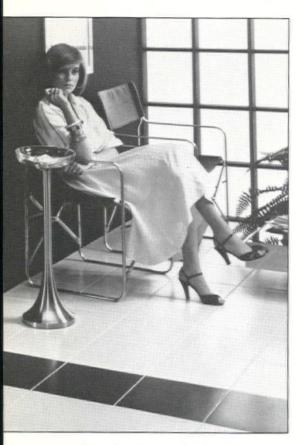
"So what took you so long?" "They have a lot to see."

> Du Pont TEFLON<sup>\*</sup> soil/stain repeller

quire: SCHUMACHER Contract Division • 939 Third Avenue, New York, NY 10022 • (212) 644-5960.

#### NEOCON COUNTDOWN

## New products, showroom openings set fast pace for biggest NEOCON yet projected

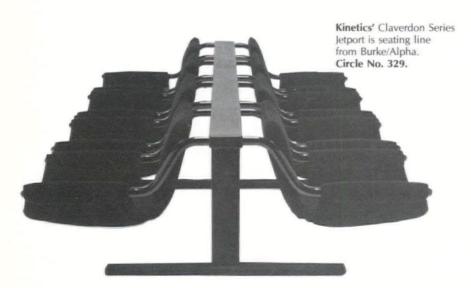


**Marazzi's** Atomar product line, "Metropoli" Series 12½-in. x 12½-in. tiles, are distributed by RAMM Brick and Tile Craft Inc., which has opened a showroom in Space 13-125 in time for NEOCON. **Circle No. 328.**  An onslaught of new showroom openings, typified by Levolor Lorentzen Inc. (opposite page), and launching of the eighth floor for contract exhibitors foretell the biggest NEOCON in the event's 14-year history.

"We are gearing for a vastly expanded show, both in number of contract showrooms, seminars, workshops, and number of specifiers, end users, and participants," says James Bidwill, NEOCON coordinator for the Mart.



Koch & Lowy will show a new and original lighting design, the Opal Series, which includes a ceiling fixture with three imported hand-blown, opal glass globes, similarly configured floor lamps, and a matching wall fixture with one globe. Circle No. 330.



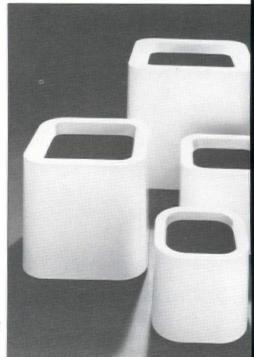
In addition, a large number of new products have been commited by manufacturers to be introduced for the first time during the show, which runs from June 15-18, according to Bidwill. Some of the new products that will be exhibited at NEOCON 14 are shown on these pages. Late news will break in CONTRACT's April NEOCON Countdown, and in the May Preview issue which is almost totally devoted to the event.

Glasspec Corp. will show a new line of soft corner planters of fiberglass. They range in size from 12-in. to 60-in. square, 6 to 128 lbs. Circle No. 331.

Knoll International will preview its new Stephens office seating. Shown is the Management Chair, designed by Bill Stephens. Circle No. 332.

Cy Mann Designs Ltd., will show Optimo, a 28-in.-wide armless chair, 36-in.-wide chair with one arm, or a 44-in. two-arm chair, all featuring acrylic finished base in seven colors, or base can be upholstered as an option. Pieces are only 38-in. deep. Circle No. 333.

Boyd Lighting offers option of pin-up, pin-up with cord protector, or outlet box mounting for its No. 1154 Decoline I round, polished brass fixture, shown in Space 1226, Patterson, Flynn and Martin. Circle No. 334.





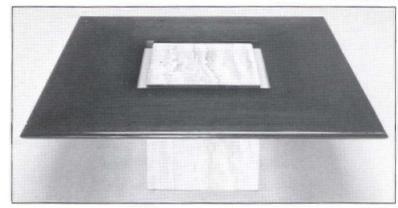
Levolor Lorentzen showroom opening is celebrated with cutting of ribbon using huge shears. Participating in ceremony are (l. to r.) Emmett Dinneen, leasing director, the Merchandise Mart; William A. Keyser, vice president sales and marketing; Eric Lorentzen, vice president; and Richard W. Mumford, territorial marketing and sales manager, all of Levolor; and John T. Caruso, ASID, president, Illinois Chapter of ASID.

Harvey Probber's new Saturn Table Series has a mysteriously floating appearance that is heightened by contrasting base material. Shown is central pedestal of Travertine, which invisibly suspends the parquet mahogany top. Available in both round and square shapes, with optional choice of bronzed aluminum and mahogany, beige or gray Travertine. Circle No. 335.

Boyd Lighting



Levolor Showroom Opens



Harvey Probber

Cy Mann



Executive Office Furniture. Quick-Ship Program. Stocked in Houston. What More Can You Ask?





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The Almatic lever.



The Almatics. A touch of the Almatic lever allows adjustment of the seat back and seat incline, individually and at the same time, while seated. Gas operated seat lift, spring loaded seat shaft prevents bottoming.

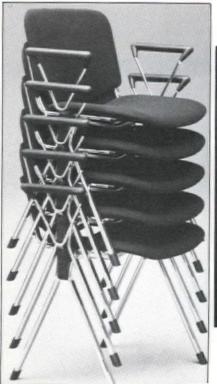
Affordable ergonomic office seating.

Loewenstein.

## Functional, whimsical, high tech designs pervade 18th International Cologne Fair exhibits

Exciting new chair series from Wilkhahn, designated the 180 program, features seat and back of polyester for indoor/outdoor application. Base and frame in chrome or painted. Circle No. 338.

Variation of Lubke's stack chair design 140, called System Cazarro, was designed by Gino Gamberini. Circle No. 339.



by NIELS RISOM Furniture Design Consultant



Many functional furniture pieces, some whimsical, a few high tech, but most typified by improved quality and detailing. That is how one knowledgeable observer described contract furniture offerings at the 18th International Furniture Fair recently held in Cologne, West Germany.

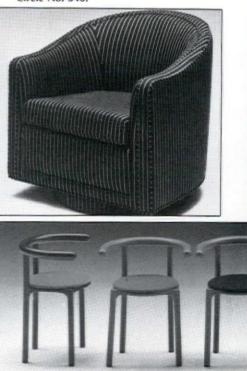
A total of 1,500 manufacturers from 39 countries—50 percent of them German—exhibited in over two million sq. ft. of space, making the Fair one of the largest furniture events in the world.

While no new trends or directions were in evidence, a leaner look prevailed—possibly a reflection of the flat European economy at the time of the show. Continued improvement in quality was also apparent.

This year's exhibits demonstrated cleaner detail on pieces and less use of nostalgic themes than was evident at the Fair two years ago.

Heavy metal is the underpinning of a number of introductions, with some un-

Jack Lenor Larsen Bub chair was designed by Ben Baldwin, employs a Larsen stripe fabric. Circle No. 340.



Conference chair and table line designed by Jorgen Kastholm for Alfred **Kill Intl.** (above) is distributed in U.S. by **Harvey Probber. Circle No. 342.** 

Bolero, from Finland's **HT** collection (below) has frame of tempered flat iron, legs of birch laminate. **Circle No. 343.** 





Anna Castelli Ferrieri design (left) for **Kartell** is glass reinforced, polypropylene. From **Beylerian. Circle No. 341.** 



Rosenthal's executive office group (left) designed by Cini Boeri, features side unit (inset) that can contain telephone, dictation equipment, or special computer items. Circle No. 345.

> Walter Knoll's "Things collection" offers tubular steel coat rack distributed by Brayton Intl. in U.S. Circle No. 344.

## Technical, structural developments stand out



usual metal twists contributing to whimsical fancies of designers such as Herbert Ohl and Susann Rovenstrunck. Wilkhan's 180 Program chairs by Ohl and the tubular steel floor-to-ceiling coat rack by Rovenstrunck were excellent examples of whimsical design that is both functional and smile-inducing.

Structural innovations were incorporated throughout the huge exhibition. A cross section of these designs are shown on these pages.



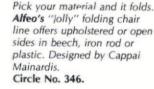
line offers upholstered or open

Dreipunkt's Contract Division offers this Beta laminated wood side chair upholstered in a very thick leather seat and back. Distributed by Davis Furniture Ind. in U.S. Circle No. 348.

"Joker" the name given to an adjustable desk by Moll of Germany. Desk can be raised or lowered for anyone age 10 or up, with top that can be tilted from 9 to 45 degrees. Circle No. 347.

DS 41 is DeSede's latest seating. Upholstered in a flawless hide of leather-60 sq. ft. of itwith no visible seams. Circle No. 349.





Moll









Walnut Multi-bevel Desk Waterford Collection



RANCIIS

Natural Oak Soft Radius Desk Kerrigan Collection

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Delight in the discovery of enduring quality in contemporary design. Two distinctive collections, each classically crafted of choice aak or walnut veneers and solids. Painstakingly hand-rubbed to a luxurious satin patina. Attention to every detail.

Kerrigan and Waterford Collections each feature complete lines of desks and credenzas, bookcases, modular wall systems and visual aid cabinets, conference tables and accessory tables. Available in walnut, natural oak and medium oak finishes. Custom coordinated pieces, to designer specifications, also available. Normal delivery 4-6 weeks. "Quick Ship" program for all standard items.

The Architectural Millwork Division invites inquires for the quality manufacture of complete interiors and custom furnishings for banks, restaurants, and special office requirements.

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Circle 65 on reader service card

## No one can match Karastan.

When you want to create an elegant look with carpet, there's always one simple solution: Karastan.

If you want to make things more interesting, by mixing textures for contrast, Karastan now has two simple solutions: Executive Command and Executive Order.

Executive Command is a loop style carpet fashioned of soil-hiding, static-controlled ANTRON® III nylon. Executive Order is made of ANTRON<sup>®</sup> XL nylon yarns, resulting in a surface of exceptional density for a plush style carpet. It offers resilience, wear resistance and the ability to resist soil.

Both styles come in a sophisticated variety of coordinated Karastan colors, so you don't have to worry about breaking up the flow of color from one area to the next, if you're mixing textures.

## Except Karastan.

However, don't think these are the only two ideas we have for giving all of your floor space the best in quality carpets. We have an extensive range of other contract carpets from which to choose.

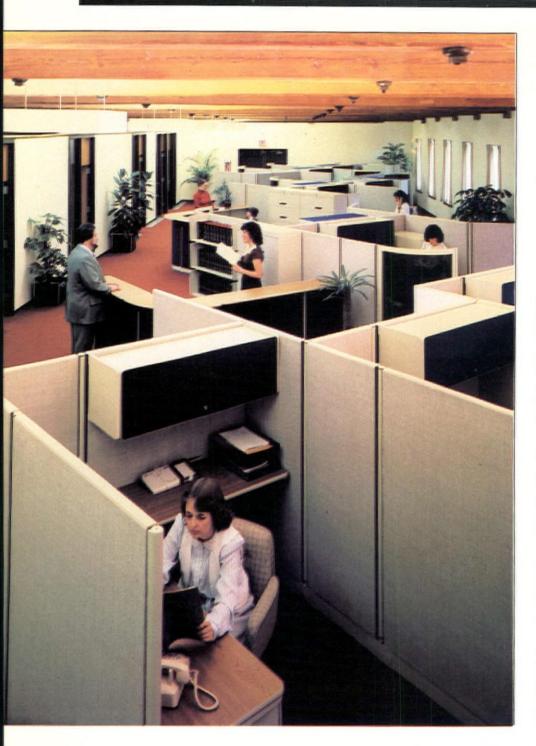
When it comes to matching carpets for just the right look, you don't have to look any further than Karastan.

arastan Invest in (





#### PRODUCT SHOWCASE



## A 19th century remodel uses GF open plan

Architectural remodeling and installation of a GF open plan office system completely updated a Civil War era building for Rogers Corp., Rogers, Conn. After gutting the fourth floor, exposed wood beams were refinished, windows replaced, roof insulated, and executive office walls built. GF open plan systems furnish all remaining areas with multi-level partitions, storage units, and workspaces.

Nancy Watson, IBD, director of interior design, GF, selected coordinating fabrics for panels and furnishings and then allowed individuals at Rogers to choose their workspace scheme from her selection. Light, neutral colors were used on panels to emphasize open space and de-emphasize clutter.

Trans-Vue translucent panels were employed as curved partitions to add interest. Natural wood ceiling beams and rust carpet provide bold color in the space. Large plants were also specified for added color.

Rogers system includes GF conference areas, reception desks, conventional work areas, and electronic support stations. Panel heights are consistent in work areas, but higher in conference rooms and filing sections. The long, narrow layout of office space is enhanced by angular positioning of GF systems.

Wiring from Rogers' third floor can be concealed in GF panel raceways. Color changes may be made by reupholstering chairs and panel doors for an updated look. Richard Sharpe, FAIA, principal, Richard Sharpe Associates, Norwich, Conn., was project architect. **Circle No. 251.**  In a unique process, Roland Kentfield Ltd. has integrated welded steel frames into their rattan furniture. These frames not only ensure almost unheard of durability but permit a freedom of design that is impossible using rattan alone. This modular sofa group is an exclusive innovation made feasible only because of its steel intrastructure. It is just one example of the intriguing and novel designs Roland Kentfield has fashioned out of rattan.

## THE FINEST RATTAN IN THE WORLD IS PART STEEL.

See the complete collection. CHICAGO: Chippendale's & Associates, 1600 Merchandise Mart (312) 644-8242 • SAN FRANCISCO: Chalfonte St. Giles, Inc., Galleria/Design Center (415) 621-6901. Also in ATLANTA, DALLAS, DENVER, HOUSTON, LOS ANGELES, MIAMI, PHOENIX and SEATTLE. Call or write Roland Kentfield LTD., 1104 Lincoln Ave., San Rafael, CA 94901 (415) 456-0822.

## HANDSOME AND THEN SOME

Spherical Twin Wheel Casters from the Shepherd Collection

203 Kerth Street, St. Joseph, Michigan 49085 In Canada: 37 Esna Park, Markham, Ontario





## 

## SYSTEM 4000 DESK ACCESSORIES

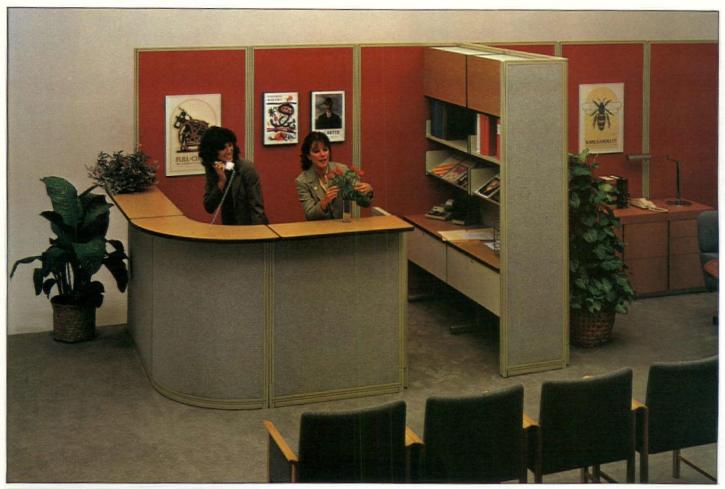
A DETAIL OF THE FINE ART OF DETAIL....

DESIGNED BY ROUTEN

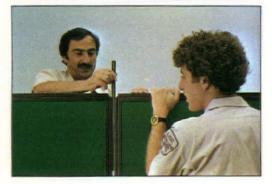
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#### PRODUCT SHOWCASE







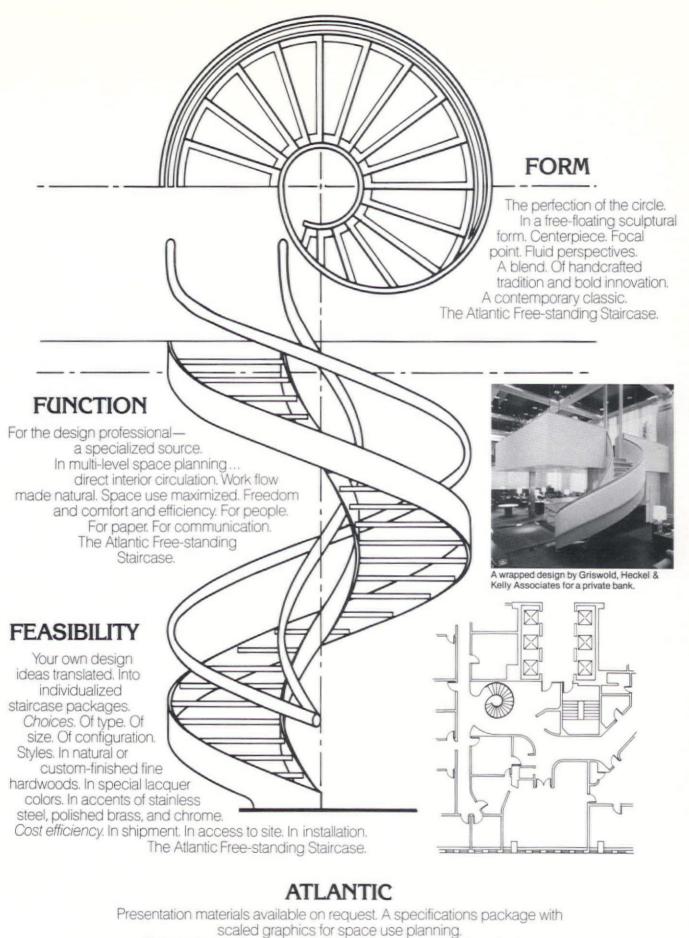
## Varied panels, electric circuits heighten system options

Panel Concepts' open plan office systems accommodate fabric coverings in metal or wood frames, full- or partialvision glass inserts, and straight and curved configurations in various heights and sizes.

Steel shelving, straight and curved worksurfaces, and channeling tracks for electrical power routing support a full range of clerical and executive workstation needs. Panel positions include two-way, 90-degree; three-way, 90- or 180-degree; and end-of-run caps for single panels and system edges.

Electrical components conduct power throughout workstations with a power distribution harness as a flexible conduit. An electrical glide foot of Lexan polycarbonate permits convenient installation of component parts over the power system. Power poles allow power to be drawn from an overhead source and integrated with the panel system. **Circle No. 327.** 





Call or write our Design Department direct. Atlantic Stairworks, Inc.

P.O. Box 244, One Newburyport Turnpike, Newburyport, MA 01950. Tel. (617) 462-7502; (617) 465-2212.

#### Circle 49 on reader service card

## Surrounding Achievements

HarterWall is designed to frame the action...not dominate it; to establish surroundings that enhance productivity...not detract from it; to achieve its purposes quietly...without ostentation.

• Clean, uncluttered lines create a noticeably unobtrusive environment for individuals or multiperson work groups.

• Acoustic wall sections a full 2½" thick absorb sound, foster a reassuring sense of permanence and stability.

• Straight, curved and seethrough elements in a complete range of heights and widths allow



unexcelled versatility in layout, maximum space utilization.

• Subtly rich wall fabrics in a variety of shades blend gracefully with existing office furnishings.

 Completely hidden supports permit the use of matching hanging work surfaces and storage units.

We call these achievements to your attention simply because HarterWall isn't likely to call attention to itself. It isn't supposed to.

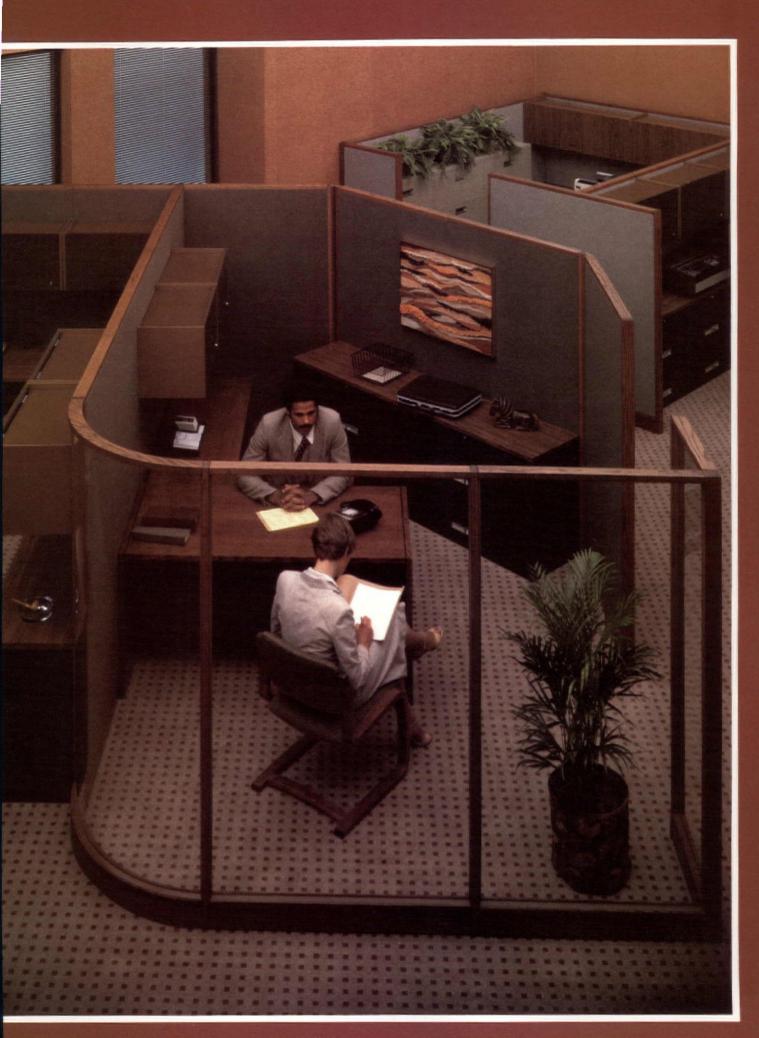
The HarterWall Environment. Always Appropriately Fitting.

For descriptive product portfolio and exclusive HarterColor Key, write to:

Harter Corporation • Sturgis, Michigan 49091







Circle 50 on reader service card

### PRODUCT SHOWCASE



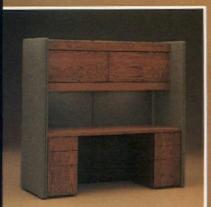
## Lee Jofa fabric collection engineered for durability



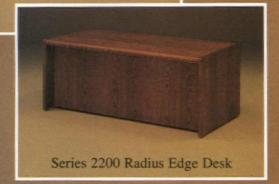
Selection of classic, textured weaves and solids from Lee Jofa includes 22 different fabrics. Developed especially for contract use, weaves are very dense. Natural fibers from the U.S., England, Ireland, Scotland, Holland, and France are featured in the collection.

Transportation seating material, billiard cloth, herringbone weave, and horsehair are among fabric styles. Color palette ranges from neutrals and pastels to deep jewel tones. Nearly 300 colorations are available in the line, with each fabric offered in at least eight colorways.

Lee Jofa's D&D Building showroom highlights this COM collection in upholstery displays. Project designer Nadim Racy developed small display areas in puzzle-like arrangements. Color combinations such as henna, forest green, plum, gray, and taupe were used. **Circle No. 252.** 



System 2 Manager Work Station



## The Executive System that Works for the Entire Office...

### Conwed<sup>®</sup> System 2<sup>™</sup> Open Office Furniture

**The Look**—A beautiful interplay of design ideas, with distinctive wood styling and rich fabric colors. The result? An atmosphere of warmth and well-planned privacy.

The Listen—Balanced acoustical control reduces distracting noise to maintain privacy for people at work. That's the real secret of a successful open office.

**The Light**—We call it 'logical illumination.' Task and ambient lighting systems that put the right amount of light just where you need it. System 2 lighting conserves energy and saves you money.

### ... and is affordable for the entire office.

Choose from a variety of component options and price points without sacrificing quality or performance. The matching design of Conwed Series 2100 and 2200 freestanding desks allows you to carry the System 2 look throughout the open office as well as adjoining private offices.

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## CONWED

#### **PEOPLE/NEWS**

Kinder Div., Congoleum Corp., appointed **Bob Exel** (shown) national sales manager, contract division.

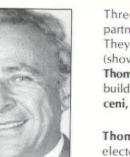
Mort L. Bloom (shown), New York, will represent Kenmill Textile Corporation's new contract fabric collection.

GF Business Equipment appointed **Robert C. Arevalo** to the position of director, international marketing and sales, a newly-created title.

Stylex Inc. named **Hank Franzone** product salesman serving the firm's New England territory.

Alma Desk appointed **Robert B**. **Hubbard Jr.** to the position of Southeast area manager. **Joseph C. Comment** is new Northeast sales representative for the firm.

**Projections Inc.**, in conjunction with Lighting World International, is offering audio cassette tapes of seminars held at The First Advanced Illumination Exposition And Conference, December 7-9, 1981. Contact Projections Inc., 62 W. 45th St., New York 10036.





Three executives were elected partners of The Kling Partnership. They are Florinda Donato Doelp (shown), director, interior design; Thomas A. Bathgate, chief engineer, building services, and Peter J. Saraceni, chief electrical engineer.

Thomas Liebhold (shown) was elected president of Landes, succeeding his father Martin Liebold, chairman of the board.

John C. Golisano (shown) was appointed president and chief operating officer of MIRA-X International Furnishings.

Thomas M. Trybus was appointed to the position of vice president, marketing for All-Steel.

Modern Mode opened two Texas showrooms and expanded its Los Angeles facility. Texas spaces are located in Dallas at #657, World Trade Center, and in Houston at 50 Briar Hollow.







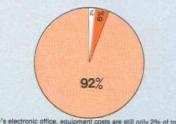


# **EVERYONE IS COMPATIBLE WITH**

Systems Furniture introduces an entirely new concept in office furniture—the User Friendly Office<sup>TM</sup>Ever since the first secretary sat at a desk, furniture manufacturers have been faced with the problem of making offices more hospitable to people—or "user friendly"—in the language of data processing.

The introduction of computer-related equipment has only compounded the problem—especially for the video display terminal (VDT) operator. He or she has to put up with a new array of stressful conditions including:

- Muscular and circulatory problems, numbness, headaches, fatigue or even nausea due to sitting in a fixed, unnatural position for long hours.
- Difficult optical adjustments to the display screen due to improperly positioned VDT units.
- Work surfaces which are no longer appropriate for the VDT's, disc drives, printers and other data processing machines now in use.
- Irritability and depression—along with resulting job dissatisfaction and dramatically reduced productivity—brought on by an inappropriate work environment.



In today's electronic office, equipment costs are still only 2% of total corporate expenses. Space is 6%. Corporate expenses as they relate to people are 92%.

Systems Furniture is responding with a new solution-the User Friendly Office.

Systems Furniture has been designing and building furniture for the Information Age longer than anyone. We're uniquely prepared to give today's video display terminal operator furniture that's both functional and efficient.

- The UFO 2000 is ergonomically designed to adapt to the needs of VDT operators and management. Six separate adjustments allow variations in an operator's line-ofsight angle, height and length of reach.
- All work surface adjustments are fully independent and simple to perform.
- Work surface tops are finished to minimize glare from reflective light sources.
- Systems Furniture can match finishes and surfaces of Steelcase, Herman Miller, Haworth, Westinghouse and a host of other

conventional and open plan furniture manufacturers.

Custom configurations are available on request.



To find out more about the requirements of today's electronic office, send now for our booklet, "Planning the User Friendly Office," or send for more information about companion pieces to the UFO 2000. Just write us on your company letterhead or circle our number on your Reader Service Card.

Systems Furniture's UFO. It's going to help everyone in the office get along a lot better.



Circle 52 on reader service card

Steelcase announced completion of a joint venture agreement with Strafor, a French office furniture manufacturer.

**Bill Kaiser** was named marketing director for Walter Carpets. **Clay LaMont** is the firm's new marketing representative for Riverside and San Bernadino counties, Calif.



Schirn

Stratton Industries reorganized its sales/marketing staff for the Pacific Soutwest region. Charles Mallinson (shown), new regional manager, will coordinate Stratton's overall sales and marketing efforts for carpets and wallcoverings. Serving him will be Dick Williamson, Bob Flood, and Tom Taoda, three new territorial managers. Suzanne Kuhn was appointed Pacific Design Center showroom supervisor for the firm.

Janet Schirn, ASID, (shown) was elected first woman president of the Chicago Architectural Assistance Center, a community design group.

National Office Products Association (NOPA) appointed Martha C. Krafton Conventions Director.





Kev

Thomas Leach (shown) was appointed dealer sales manager for Meilink Safe Company, Ohio.

**Rebecca L. Key** (shown) was named 3M sales representative for Scotchgard protector, Scotch-Release fabric treatment, and related products.

Lee Jofa appointed two new sales specialists for its upholstered furniture division. Mary McCoy is Western furniture sales manager, with headquarters at the Pacific Design Center, Los Angeles. Charles Immordino was named Eastern furniture sales manager and will work out of New York

Angelo Donghia expands operations to the contract market with formation of Donghia Contract, a division of Donghia Assoc. Heading the division is **Robert A. W. Jones**, former director of Omni International Hotels, Ltd. **Karen McNeil** was named director of marketing for the Southern Furniture Market Center, High Point.



Lkge Friendly Office by SYSTEMS FURNITURE COMPANY

DuPont registered trademark. DuPont makes fibers, not carpets.



## Beautiful today. Beautiful tomorrow.

## No wonder Du Pont Antron<sup>®</sup> is the most specified commercial carpet fiber in America.

More designers specify Antron\* nylon than any other commercial carpet fiber for two persuasive reasons: because Antron\* offers complete design flexibility with more styles and colors than any other commercial nylon fiber and because Antron\* wears so well.

Antron\* nylon is engineered for high performance in commercial installations. It provides excellent soil resistance, built-in static protection, and appearance retention – under a wide variety of traffic conditions.

The carpeting in the new Texas Commerce Bank Quorum, Dallas, is made of Antron\* XL, Du Pont's newest and best-performing commercial carpet fiber. Because the tellers' area is subjected to a constant stream of traffic, the carpeting has to stand up to a lot of abuse.

Antron\* XL can take that kind of abuse. Antron\* XL features extra-large filaments for extra-long resistance to soiling and crushing. Because of the large filaments, carpets of Antron\* XL have 25% to 30% less surface area to attract and trap dirt. The result: carpets of Antron\* XL require less frequent maintenance to retain their original good looks.

Specify Du Pont Antron\* for commercial carpets that will offer a lasting complement to your design.

Interior design by Hellmuth, Obata & Kassabaum, Inc., Dallas. Carpet supplied and installed by Carpet Services, Inc., Dallas.

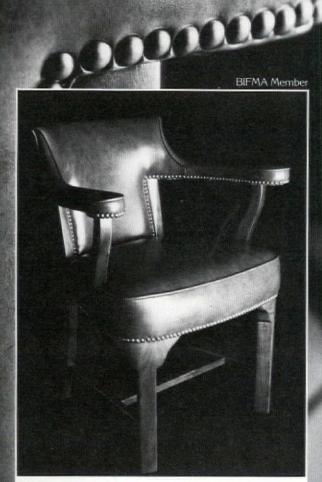
DUPONT ANTRON.\* COMMERCIAL CARPET FIBERS ENGINEERED FOR PERFORMANCE.

# mand

## The pride that hammered these na made this chair a Gregson.

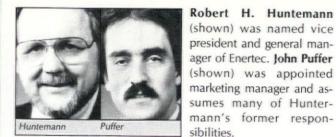
Each part of a Gregson is fashioned with a pride in the finished chair. Each detail of workmanship bears the stamp of the craftman's pride. The result is a chair that lasts for years because it's a Gregson right down to each nail.

Discover the pleasure of get ting together with a Gregson.



Gregson Furniture Industries. Liberty, N.C. 27298 Showrooms: Chicago Merchandise Mart/Dallas World Trade Center/Orlando, Florida/Los Angeles, California/San Francisco, California/Montclair, New Jersey/Liberty, North Carolina.

#### **PEOPLE/NEWS**



Ron Santore (shown) assumes responsibilities of firm comptroller for Furniture Consultants Inc. Jaye Ellington Shepard (shown) was named salesmanager.

James J. Sficos (shown) and Richard S. Thomas (shown) were both promoted to vice president and partner for Perkins & Will. Sficos heads up architectural design; Thomas is partner for health facilities and project management areas.



Betty L. Williams was promoted to the position of Southwest regional manager for Westinghouse's architectural systems division.

**Ernest R. Lawrence**, former vice president, marketing, was elected president and chief operating officer for the Paul Hanson Company Inc.



Bumgardner

James Burke (shown) assumes the responsibilities of Southern California district manager for Mannington Mills operations.

Peter M. Winters (shown) was appointed managing director of HKCP/The Interiors Group, a new company formed by Harper, Kemp, Clutts, and Parker Inc., Architecture/Planning.

ASID/Washington State Chapter honored **A.O. Bumgardner, FAIA**, (shown) for exceptional contribution to the cultural advancement of Seattle. Bumgardner is a senior partner at Bumgardner Architects.

Image Design Inc., Atlanta-based commercial design firm, named Jeffrey S. Ribnik, AIA, senior designer and architect.

John B. Platt was named regional administrator of General Services Administration (GSA) serving Missouri, Kansas, Nebraska, and Iowa.

# P A C K A R D

### DID YOU KNOW?

YOU CAN DESIGN YOUR OWN OPEN PLAN SYSTEM Now you can have complete freedom in designing open plan office systems. You select the width, height, thickness, fabrics, finish; and you'll have the widest choice of lighting, electrical and acoustical options. Only Packard offers a virtually unlimited choice ranging from simple partition dividers to custom design/build options illustrated by the custom designs shown below.

Write or call toll free (800) 253-0866 for instant information and our free Custom Design/Build Options kit.

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NY'S NEWEST D



design problems. Rather than travel around the world, come to 200 Lex. You will find resources from the Far East and Mid-West, from South America and Europe, from Africa to Asia. Best of all, it's all in one convenient location. Come and see just what is at the Design happening Center. After all, one of your talents is knowing all the best sources. The Design Center, 200 Lexington Ave., (at 32nd St.) New York, NY 10016 (212) 679-9500. Open exclusively to the professional interior designer and architect.

ESIGN CENT

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# Communication Station

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### COMING EVENTS

#### 1982

March 18-19. Spring Designers Preview. Michigan Design Center, Trov.

March 19-21. West Week '82. Gateway to the Pacific. Pacific Design Center, Los Angeles.

April 1-4. Design Focus '82 Miami. Coconut Grove Exhibition Center, Miami.

April 4-7. Kitchen Bath Industry Show. Georgia World Congress Center, Atlanta.

April 15-17. Interior Design Educators Council (IDEC) Annual Conference. Hyatt-Regency Hotel, Baltimore.

April 16-19. Presentations Northwest '82. Design Center Northwest, Seattle

April 20-22. Hotel & Motel Suppliers Show. Las Vegas Convention Center, Las Vegas.

April 24. Acoustics Seminar, Pennsylvania East Chapter ASID. Moore College of Arts, Philadelphia.

April 26-29. Office Landscape Users Symposium. Marriott Inn, Rochester, N.Y.

May 6-7. Design ADAC. Atlanta Decorative Arts Center, Atlanta.

May 12-16. National Association of Plastic Fabricators (NAPF) Annual Convention. Maxwell House, Nashville.

June 6-9. American Institute of Architects 1982 National Convention.

June 15-18. NEOCON, National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.

June 18-20. Construction Specifications Institute Annual Convention. Georgia World Congress Center, Atlanta.

June 25-27. National Guild of Professional Paperhangers Second Annual Convention. Fallsview Resort & Hotel, Ellenville, N.Y.

July 17-20. International Carpet & Rug Market. Atlanta Merchandise Mart, Atlanta.

July 18-22. Summer Home Furnishings Market. Showplace Square, San Francisco.

August 9-11. 1982 Window Energy Show. Las Vegas Convention Center, Las Vegas.

August 18-22. World Woodworking Expo '82. Georgia World Congress Center, Atlanta.

August 28-September 1. National Institute of Governmental Purchasing Inc. Annual Conference & Products Exposition. Marriott Hotel, New Orleans.

September 11-14. International Woodworking Machinery and Furniture Supply Fair—U.S.A. Kentucky Fair & Exposition Center, Louisville Kentucky.

November 11-13. Stained Glass International 1982. New York Statler Hotel, New York City.

## Foreign Trade Shows 1982

March 22-25. Second Middle East Business Equipment Show. Exhibition Centre, Bahrain.

April 20-22. Western Canada Office Exhibition. Roundup Centre, Calgary Stampede, Calgary, Alberta, Canada.

May 4-7. Context, London Home and Contract Textile Show. Earls Court Exhibition Centre, London.

May 12-16. Scandinavian Furniture Fair 1982. Bella Center, Copenhagen, Denmark.

May 16-20. Design International '82. Exhibition Centre, Al Khobar, Saudi Arabia.

May 16-19. 1982 London Furniture Show. Earls Court Exhibition

May 16-20. Interior Design International, Olympia, London.

May 18-20. Wallfashion '82. Inn On The Park, London.

May 21-25. STAR '82. Milan Trade Fair, Milan, Italy.

October 6-8. Montreal Office Exhibition. Place Bonaventure, Montreal, Quebec, Canada.

October 16-24. Interior '82. Kortrijk, Belgium.

October 26-31. Orgatechnik. U.S. Pavilion, Cologne, Germany. November 14-18. DACTEX, International Domestic and Contract Textiles Exhibition. National Exhibition Centre, London.

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#### One step connection versus nine.



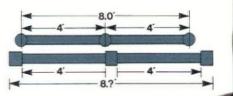
One hex wrench—that's all an installer needs to assemble or rearrange the Westinghouse Open Office System's panels. Westinghouse panels have only one simple connecting device, while other systems have up to nine connections. Other systems require more installers and higher installation and rearrangement costs.

#### True grid versus the creep.

With the Westinghouse system, you never gain or lose linear dimension, and you can see why when you look at the diagram. With Westinghouse panels, dimensions are measured from post-center to post-center.

In other systems, a four-foot panel is exactly four feet wide. Which means that when it's supported by a connector, the entire structure is slightly *longer* than four feet.

The modular design keeps the Westinghouse Open Office System layout on grid, staying with the building's electrical and communications distribution network. So design is faster, more flexible and more economical.





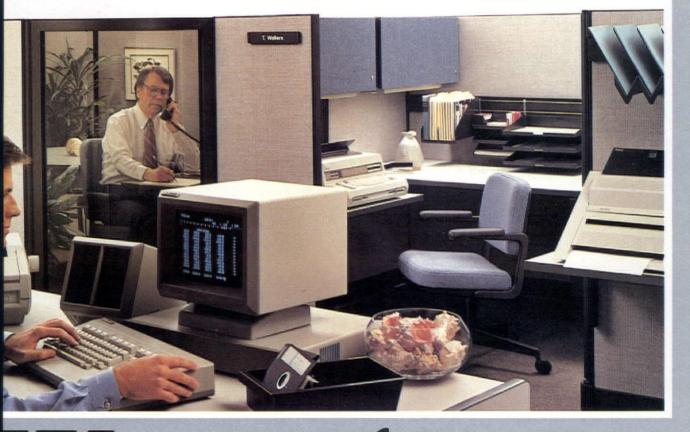
#### Few installers versus many.

leads you to

The Westinghouse system sets records for quick assembly and rearrangement with a minimum of tools, parts, and installers. In supervised tests, the Westinghouse Open Office System was installed in about half the time required for two well-known competitive systems.

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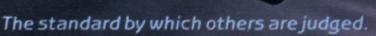
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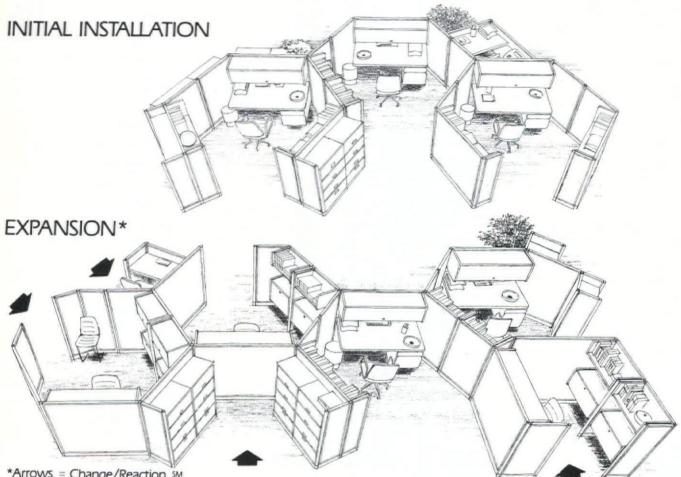
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79

Circle 63 on reader service card

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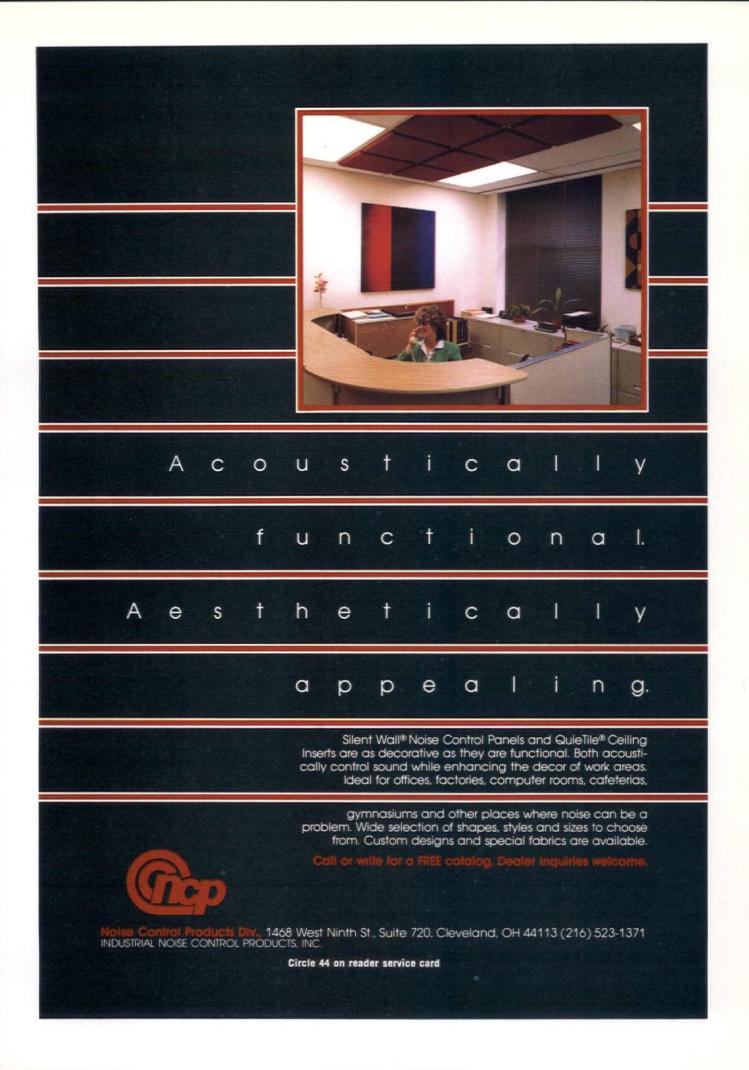
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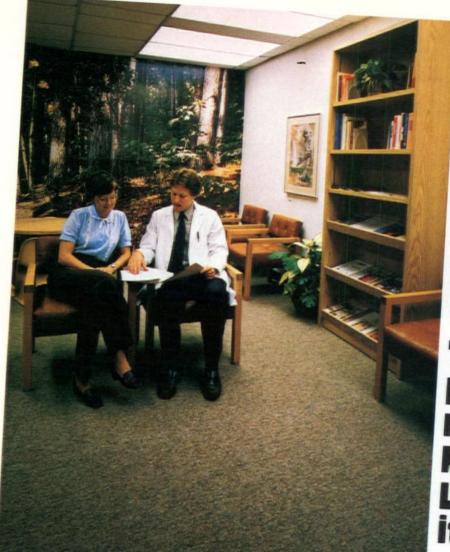
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Shown here: Hospital in central Florida. Carpet shown made of Marquesa Lana olefin yarns.

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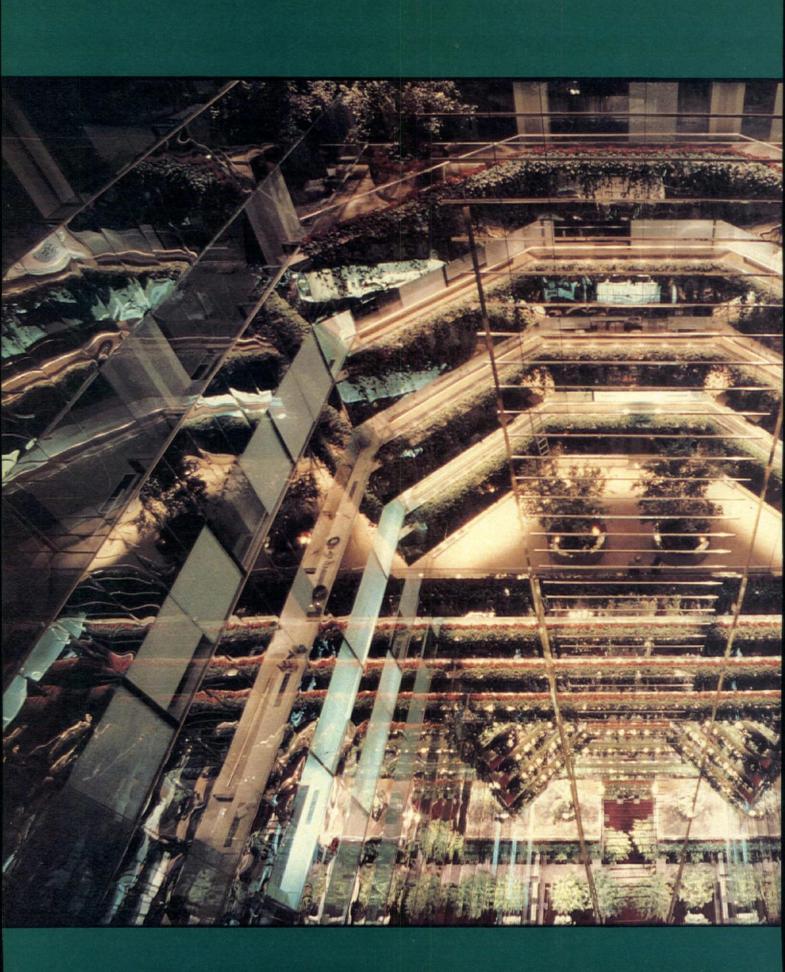
Some open office seating attempts to say "contemporary" loud and clear. W/e prefer simply to say it clearly.



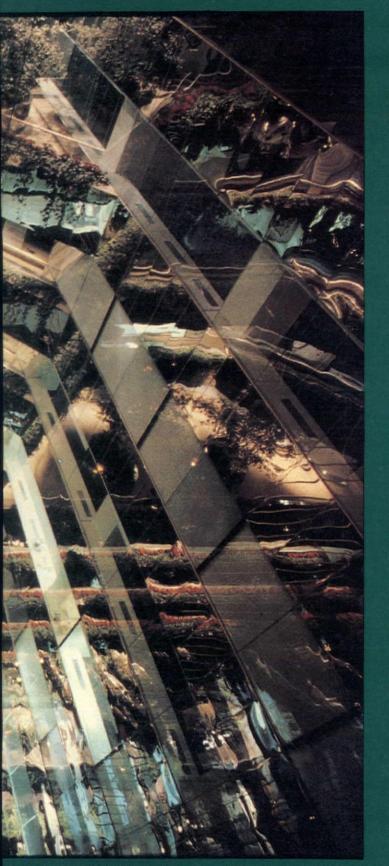
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Contract March 1982



A 300-ft.-high, glass-topped atrium is focal point of new J. Walter Thompson headquarters, New York City. The 23-story "greenhouse" features plantings and trees in 7,000 sq. ft. Thompson, as one of three major tenants in the Olympia & York building, has designed interior work areas to coordinate with the open core space.

# HELP COMPILE CAD SERVICES LOCATOR FILE

A number of space design and planning firms fall into one or more of the following categories:

• Using computer aided design (CAD) in space planning, graphics, and computations.

• Have developed a CAD software program, with or without hardware, and would like to time-share or sell a service to others.

• Are planning to utilize the computer in space planning applications in the future, but need reliable information to do so.

If your firm falls into any of the above categories, or is a service bureau or supplier of computer hardware or software for space design and planning applications, PLEASE BE PART OF CONTRACT'S EFFORT TO ESTABLISH A CAD CLEARING HOUSE. Take a few minutes to answer the questionnaire on page 105 and mail it back by April 12th to CONTRACT.

The data will be needed for a comprehensive listing of CAD suppliers architects, designers, service bureaus, and hardware manufacturers—that will be published in an upcoming issue of CONTRACT. We will be grateful for your help. —**The Editors** 

# Special lighting boosts efficiency at new J. Walter Thompson headquarters

### 23-story atrium complements unique illumination scheme

Increased corporate productivity, and lighting and energy efficiency are built-in features of the new 330,000-sq.-ft. J. Walter Thompson headquarters, located in the renovated Park Avenue Atrium, 466 Lexington Avenue, New York.

Incorporating components that were tested in a special office prototype, the agency's new site has effected a reduction in power usage over previous facilities at 420 Lexington, where Thompson resided for 54 years. In addition, specially designed task-ambient illumination and acoustical modification aim to increase worker productivity through improved environmental control.

New headquarters for the 118-year-old advertising agency—an acknowledged forerunner and leader in its field—reflect the spirited growth of the firm and its creative approach to internal management. Designed around a 300-ft.-high, glass-topped atrium by space planners Griswold, Heckel & Kelly Associates (GHK), interior offices share in abundant natural light and a stimulating view of the central core. The latter features plantings, trees, and an unusual two-ton, 245-ft.-high aluminum sculpture by artist Richard Lippold.

Space planning stresses future needs of the firm in a 25-year leased occupancy arranged with building owner Olympia & York. A telecommunications network of 1,000 telephone units with fully computerized digital-switching equipment is capable of both voice and data transmission.

All systems were tested in a 1,200-sq.-ft. prototype, under constant modification through occupancy. Commenting upon the optimum standards of his client, Chuck Whidden, GHK vice president, says "J. Walter Thompson wanted the space to be receptive to future

Executive floor on level three features mirror-surface columns that reflect atrium images. Space serves as crossroads for J. Walter Thompson Co. USA and international division. Intersecting diagonal corridors simplify traffic flow, establish open office suite concept. Lighting combines task ambient and indirect conventional systems. Energy conservation, acoustics, were prime considerations.





#### I. WALTER THOMPSON

## New systems are internally managed

technology. Everything was developed around this initial thought, and increasing productivity was a big factor."

#### Workstation, lighting systems met special criteria

In the prototype, office environment criteria were established for the new facility. Comments Whidden, "From a subjective point of view and an engineering perspective, the prototype allowed us to save time and avoid problems."

From the many suppliers, acoustical and lighting experts invited to install systems in Thompson's working model over a one-year period, selections were made according to component endurance, portability, and modularity. These criteria were key to the agency's operation needs. Among J. Walter Thompson's 1,100 employees, relocations to new office and service areas are almost continual. Peter D. Cuttone, facilities manager, J. Walter Thompson USA, comments "It is not uncommon to have as many as four space changes per week. Although, the pace can slow down to four a month!" Floorplans were already being revised at time of occupancy.

Thus, a system of new furnishings to complement a majority of re-used components, was developed to meet future growth needs. Says Whidden, "The concept of portability became extremely important. We aimed to create an internally-managed, independent system that would allow Thompson staff to complete their own alterations, without having to consult architects or engineers." Carpet and ceiling tiles and movable Knoll Zaph workstations were chosen.

Standardization of workstations, extra-wide corridors, and

unification of departments by service and color scheme achieved planners' aims. "Basic design concepts were continually abstracted until they reached their simplest form," Whidden notes. Enclosed offices respect the 5-ft. by 5-ft., 6-in. architectural module.

#### Floor-by-floor orientation key

Particularly sensitive to the needs of the creative process among its employees, the agency strove to develop a work environment that fosters idea exchange, efficient communication, and privacy when required. A team of 12 facility managers, designers, and project engineers had to reach consensus agreement before plans were implemented.

Each floor, over an acre in size with the atrium portion included, is actually a doughnut shape, ringing the central core. While there is architectural continuity floor-to-floor, each of the firm's six levels gains individuality through use of color.

From the agency's topmost seventh floor, down to level two, colors change from cool to warm. "The schemes were devised," notes Whidden, "to compensate for the greater natural illumination higher up in the building."

Arranged by floor, related agency services-grouped together in unified color schemes-are: Creative, seventh floor, green; Account Management, sixth, blue; Media, fifth, purple; Personnel/Legal/Financial Management, fourth, red; Corporate Administration, third, blue (the corporate color); and General Services/Cafeteria, second, orange.

Whidden explains, "The cores of each floor are delineated



Designer's rendering of fourth floor (opp. page) features red color-keyed workstations and carpeting. Floor groups personnel, legal, and financial management services together in one color unit. Reception areas (below) are positioned on all levels opposite glass wall expanses that afford dramatic atrium views. Glass walls are also employed in agency's audio-visual center (right) that stacks between the second and third floors.





### J. WALTER THOMPSON Department communication key

by color. Services (restrooms and the like) are delegated to the four corner quadrants of the floor. Thus, application of color serves as orientation." The need for color participation, strong at the center of each floor, weakens toward the building perimeter as exterior natural light comes into play. Carpeting and wall systems reflect color schemes.

In addition to color, another tool enhancing staff communication is a system of interconnecting stairways. A centralized communications facility, equipped with the latest in audiovisual technology, studios, and screening facilities, stacks between the second and third floors by means of a stairway. Stairs are employed elsewhere between the fifth, sixth, and seventh levels.

#### Balance struck between atrium, interior space

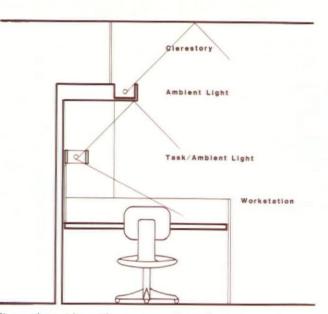
Equilibrium was sought between natural and artificial light and interior color effects—a critical consideration of the project. "Part of the design problem," Whidden notes, "was not only relating to the architecture, but to the atrium too."

Playing up to the atrium, exposing offices to it as much as possible, became a primary design objective. Each floor features ceiling-height angled windows at four corners of the interior core, permitting free and full view of the atrium, above and below.

On all levels, reception areas are positioned opposite dramatic, glass-wall views of the atrium. And, on the third floor executive management level, a center column enclosed with a mirror stands parallel to the atrium window line, reflecting atrium images as one passes through the area.

Lighting on the third floor combines task ambient and indirect conventional systems that illumine intersecting





diagonal corridors. The strategy allows the volume of space (10-ft.-high ceilings) to be expressed.

Confluence of natural and interior artificial light was achieved on other levels by installing a task ambient system that promotes a concept of shared light, shared wattage and reduced energy load. Particularly notable are 4-ft. telescoping ambient fixtures, expressly designed for application in Thompson's offices. These can be expanded to 5-ft., 6-in.lengths to suit various settings.

With the open office plan of all floors, permitting communication with the atrium, acoustics become a major consideration. Dropped ceilings over secretarial spaces and their enclosure on level three provide acoustic "sponges" for typewriter noise and voices. These enclosures also afford personal environments and confidentiality.

Everywhere, partitions, ceilings, glass sidelights and clerestories have been acoustically constructed.  $\Box$ 

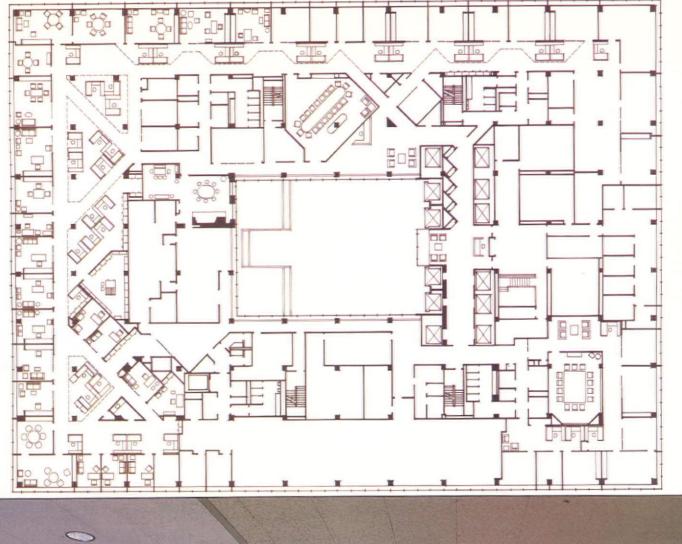
#### SOURCES

Workstations—Knoll International, Zaph System. Seating—Comforto, Brayton, Lowenstein, Thonet, Beaver. Carpeting, flooring—Interface, American Olean, Domestic Marble, Krolik Mfg. Lighting—Environmental Lighting, Robert Long. Wallcovering—Lee/Jofa, Ben Rose, Carnegie, Alcan Aluminum Ceiling System, Forms & Surfaces, Maharam. Files, desks, tables—Allsteel; Emco Woodworking, Creative Woodworking (custom); Falcon; Apollo; Intrex. Plants—Foliage Plant Systems

#### Contractor-Olympia & York.

Interior Designer—Griswold, Heckel & Kelly (C.H. Whidden, N. Casden, C. Castellanos, L. Gorelik, W. Seidenberg).

Lighting schematic (top) demonstrates GHK's custom-designed ambient fixtures that can telescope from 4- to 5-ft., 6-in. lengths. Corridor view (left) shows indented walls that display agency projects. Floorplan (opp. page) depicts third-floor executive level where intersecting, wide corridors are designed to enhance open office design. Executive reception area (opp. page, below) "plays up" to atrium images by means of reflecting polished aluminum columns and glass wall expanses throughout.







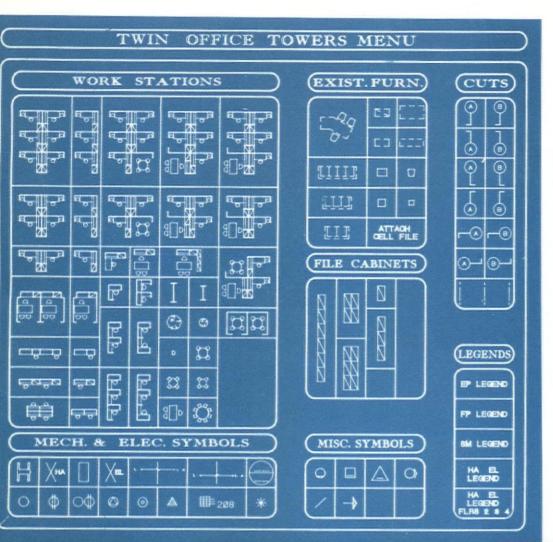
Aeck computer operators shown at work on Georgia State Twin Towers office building (top), for which interiors were laid out using office furnishings menu (below).

by LEN CORLIN Co-Publisher/Editor



# COMPUTER SYSTEM EXPANDED

Time sharing helps absorb CAD costs



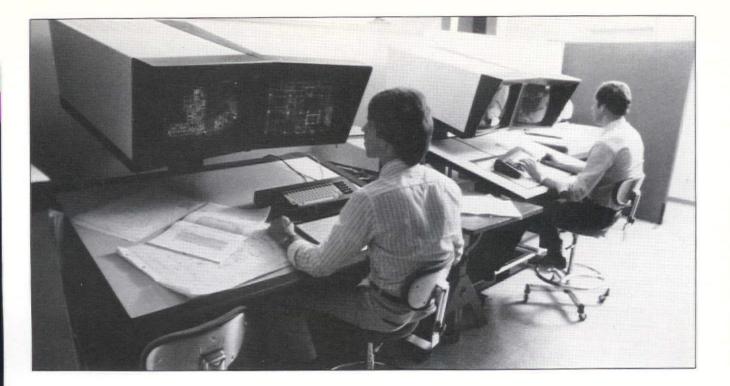
ow do I buy a computer when I don't know the first thing about it?" "If I get my hardware and

software from two different companies, do I need a third to service it?"

These are two questions posed by a concerned businessman in a recent advertisement appearing in the monthly business magazine, *Inc.* Describing the businessman as suffering from "Computer Anxiety," the ad touches a nerve ending. It raises the same questions besetting architectural and design firms which contemplate use of a computer in space design and planning projects.

Those questions and more were confronted by Antonin Aeck, AlA, president, Aeck Associates, Atlanta, Ga., a successful architectural firm. Through a carefully considered program, Aeck incorporated CAD into his company and was able to expand services through time-sharing with a non-competitive architectural/engineering firm.

Time-sharing is accomplished by using a remote terminal and high-speed modem for telephone transmission that



# TO MEET SPACE PLANNING NEEDS

at Aeck Associates, Atlanta-based architect doing big jobs in tight time frame

taps Aeck's mini-computer and software library of architectural micro drawings.

#### Won huge commission

Aeck Associates has practiced both architecture and interior space design since the firm was started in 1942 by Richard Aeck, now chairman of the board.

But, use of the computer as a design tool originated with a 1975 commission to design the "Twin Office Towers" in Atlanta. This State of Georgia administrative office complex is located across from the State Capitol downtown.

Involving one million gross square feet, the project was a unique public/ private computer-aided interior design effort coordinated by Aeck Associates, Hendrick Associates, and two divisions of Georgia State government—the Georgia Building Authority (GBA) and the Department of Administrative Services (DOAS). The latter teamed up to handle relocation of some 25 agencies.

With initiation of interiors work for the Towers in summer, 1980, the GBA retained Aeck to prepare specifications for standardized open office furnishings. These were to be used in about 70 percent of the project's one million gross square feet of space on 40 office floors. Thirty percent of the space was to be furnished with existing furnishings inventory available through various government agencies.

#### Developed component coding

Based on DOAS' area standards and workstation requirements, Aeck Associates prepared detailed evaluation criteria. After completing an elaborate mock-up at the Georgia Farmer's Market produce warehouse and using a detailed scoring system, bidders were pre-qualified for each of the principal furnishings categories—systems furniture and seating.

Key to the use of the computer (a necessity in a job of this magnitude) was development by Aeck of a component identification coding system. Using a computer consultant with space planning expertise, the design team hoped to originate a computer-aided system for purchase orders. Orders, containing the placement information, would be generated automatically from codes shown on the plans. The computer would also track reused agency furnishings and specified current and final locations.

Originally, it was hoped that Aeck would be able to work with manuallyproduced preliminary space planning drawings from Hendrick Associates and DOAS. The drawings, featuring coded furnishings, would be digitized into Aeck's Intergraph computer-aided design and drafting system. It would then automatically produce orders and inventory information.

But the size of the data base (100,000 items-plus) could not be accommodated in Aeck's existing computer. Consequently, the base was divided between Aeck and GBA, thereby launching many of the computer capabilities now available in Aeck's current timesharing service.

#### Computer graphics responsibility

Aeck became responsible for producing all computer graphics, including partitions, panels, components, chairs, files, and existing furniture. In addition, other graphics covered sprinklers, under-floor power, reflected ceilings,



AECK ASSOCIATES Will train corporation's personnel

HVAC, plumbing, personnel names/ directional graphics, and accessories/ planters.

GBA assumed the responsibility of encoding specifications of winning vendors and developing software which would allow programming of entries from Aeck's coded plans. GBA's own computer then generated all purchase orders and inventory information.

"Through this method," comments Aeck, "a complete data base, comprising all building systems, tenant improvements, furnishings, area allocations, and agency personnel was developed."

## Computer capability expandable

Because the capacity of Aeck's computers was upgraded after completing the Towers, no division of the data base or double entry furnishings information is currently required.

Because of the Towers experience, Aeck is able to expand computer services as jobs present themselves. It is possible for Aeck to run project programming, stacking diagrams, block plans, and complete inventories, using software now available for the system.

When the Towers job was won in 1975, Aeck says, "We went into overlay drafting. We spent \$100,000 on a small IBM computer, graphic arts camera, and a vacuum frame, among other equipment. With one strategic planning weekend under our belts, we implemented the computer graphics."

### Service bureau was needed

By 1977 and '78, a project entailing 23 buildings in Saudi Arabia was undertaken by Aeck in a joint venture won by the company, with so much work that Aeck began to use a computer graphics service bureau for floor and reflected ceiling plans.

"We found that we could limit our costs and control our growth by using a service bureau at that time," comments Aeck. "But, I was convinced that the computer was the only way to go in doing large jobs. So, we started to look around for an in-house system, recognizing the tremendous savings in both time and money it would provide.

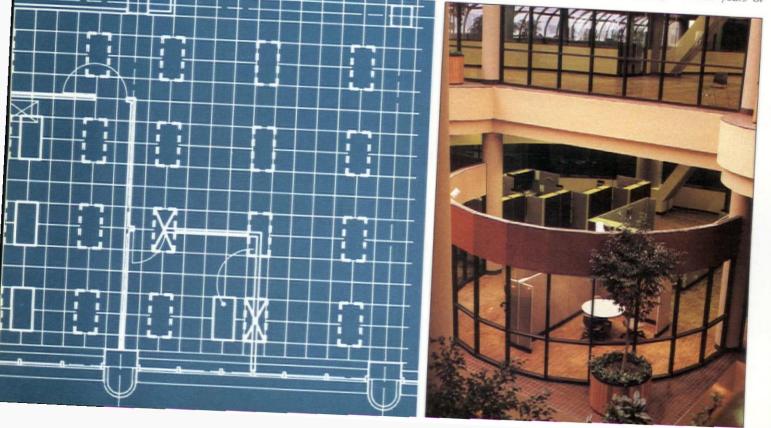
"As a result of implementing our own system and the Towers project, we have a reputation for doing large jobs in a very limited time frame."

Today, Aeck employs 22 people and does in excess of \$1.5 million in fees, strictly as a consultant. Because of the large capacity of his computer operation, Aeck is offering time-sharing in the Atlanta area to corporations or institutions for use in managing their own facilities—an increasing priority as real estate and construction costs soar.

"Ideally, a large corporation could make good use of our computer capability on a time-sharing basis," comments Aeck. "Time-sharing is cost sharing on an expensive investment. It's a good means of expanding our own computer capability as well, without going overboard."

## Will train corporate personnel

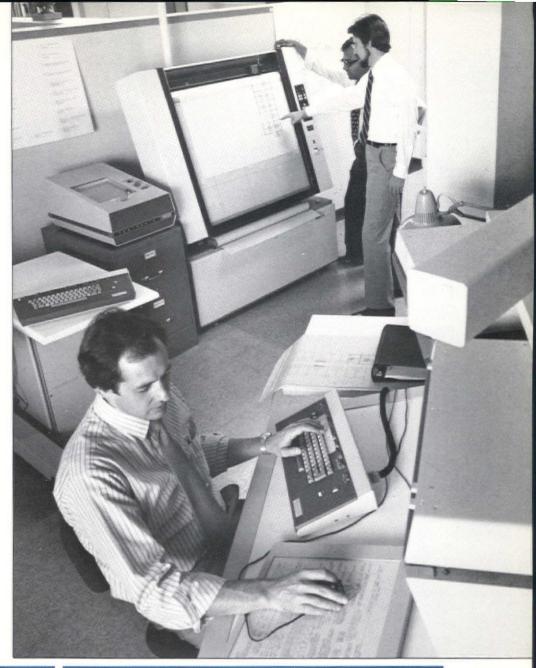
Aeck's expertise in system management, gained through several years of

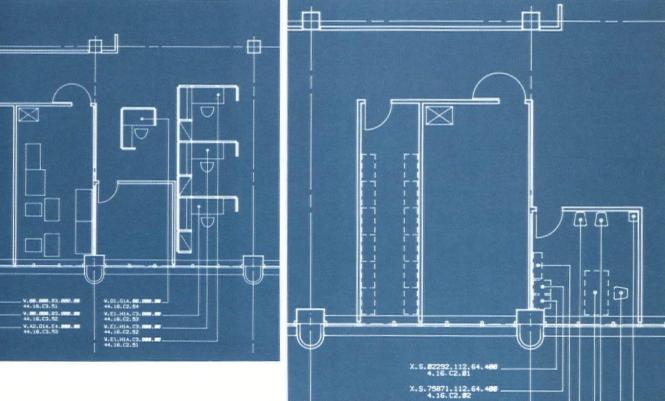


experience, comes with the timesharing package. In addition, Aeck will help create a graphics data base for the facility or train the corporation's CAD operator to do so, if desired.

He explains that his company will help the client determine which data base items should be added to the graphics program. "Or, we will help the corporation implement its own system," adds Aeck, "if it prefers to operate on its own. In essence, we are ready to work with facility managers in any way that will help them to better manage their real estate by using CAD." □

Antonin Aeck, AIA, pointing at graphics plotter, is shown examining Twin Towers layout as operator works at digititizer and adds components to layout. Existing Furniture, Reflected Ceiling, and Component Plans (below) are only a few of computer-generated plans that can be altered easily and re-issued by Aeck computer team. Others include Sprinkler and Location-By-Name-of-Occupant plans, to mention only two. View of offices (below, second from left) is Twin Tower atrium area, where Herman Miller systems and Steelcase seating were employed in open plan design.





## Venerable Dental Association HQ Changes Public Image With Exposed Computer Room Facility

Remodel of American Dental Association headquarters upgrades computer use and location to impress its member executives

ull integration of computers in the office environment and their redefinition as everyday executive tools have established a new image for the American Dental Association (ADA) in Chicago. A headquarters remodel for the group spurred rethinking of office technology by agency executives, while impressing members with a fresh identity.

Long considered problem-solvers and information managers for the 130,000-member association, computers were recently upgraded in both location and use at the group's 17-yearold facility. When computer hardware was raised from its basement location to a new level on the sixth floor, executive consciousness-raising occurred at the same time.

Explains David Zeunert, architect for the project, "As recently as 10 years ago, computers were seen as a separate entity—to be distinguished from the organization for which they operated. Once perceived to be useful in information management alone, they are now applied to all company operations, on all levels, in a totally integrated fashion."

In redesigning the ADA facility, it was determined that computer cable would be laid on each of the association's operating floors (approximately one-half of the 22-floor structure). All major departments now have on-line data input and retrieval terminals and staff are being re-educated on the value of computers in multiple tasks.

"We don't want our offices to view data processing solely as a solution to their problems. Until our remodel, departments 'palmed off' their computer worries to technology experts hidden in the basement," says Dr. Thomas Ginley, associate executive director, ADA. But now, Ginley notes, there is a real interface between data processing and individual departments. Managers currently work closely with computer staff on personnel records, research, surveys, and wide-ranging market studies for members.

#### Public visitation a factor

"The most outstanding feature of the remodel project," Zeunert notes, "is the public spirit of ADA that it expresses."

Because the computer floor is designed for public viewing, association tours are arranged on a frequent basis. The 45- by 30-ft. information center consolidates equipment in a glasswalled, raised module that floats in center space between perimeter offices. Wall sections, each 8- by 3-ft., are of tinted, tempered glass, butted with silicon joints to appear as a smooth enclosure.

HVAC was carefully balanced for humidity and temperature control. Future expansion demands on technology were carefully planned. Carpet tiles on the raised floor system are removable for easy access to ducts and wiring.

Factors of equipment weight and electrical service demand were examined closely through three successive computer equipment changes—all occurring after the room was built. A complete back-up system is available for continuous 24-hour automated operation. (Around-the-clock computer operation was initiated with the facil-





Remodel of the American Dental Association headquarters included renovation of the top, executive floor in the 22-story building. Executive offices were redesigned to feature teak cabinetry and workstations. Floor is visited by members frequently and image of sleek professionalism was deemed important by association managers.



## AMERICAN DENTAL ASSN. Circulation plans improved

ity's relocation to the upper floor.)

#### Morale improved

"Since redesign of the operation, programmers now feel like humans. They no longer consider themselves machine-like personnel relegated to the basement," says Zeunert. There has been a psychological change for the better in the computer staff's outlook."

Upgrading staff morale through redesign of quarters was a major objective of David Zeunert & Associates in working closely with the ADA on other aspects of the remodel project. The top, executive floor was a second major facet of renovation, based upon association space planning growth projections over a five-year span.

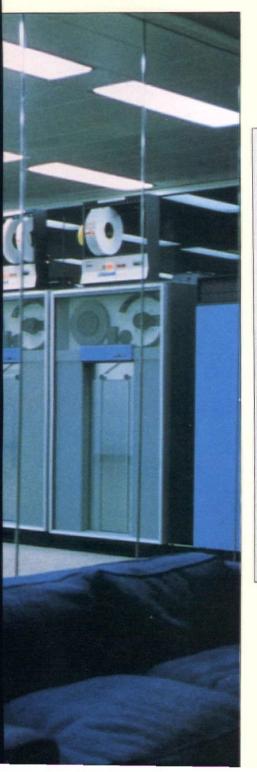
Improved circulation plans and departmental communication resulted. Another enhancement in record storage capability occurred when several record files were transferred to computers on the sixth floor; a one-third expansion in hard-copy storage space resulted.

Using a 5-ft. module formula,



classic symmetries and proportions were reinstituted to complement the building architecture. And, a consistent lighting program was effected when designers chose complementary incandescent and fluorescent illumination.

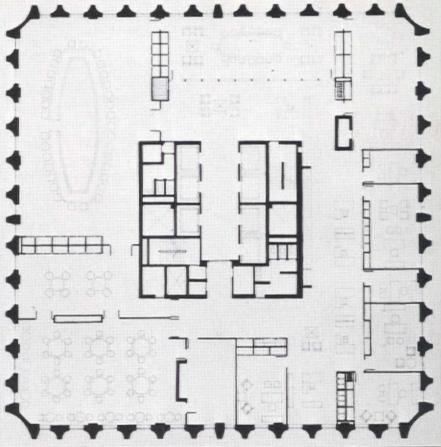
Teak predominates and executive floor color schemes are in coordinating shades of brown.  $\Box$ 



SOURCES

Cabinetry—Dettmer Co. Sofa, chairs—Knoll. Tables—Stow Davis. Files—Steelcase, refinished in teak. Architects—David Zeunert Associates General Contractor—Walter E. Slager Inc.

Currently, some 30 to 40 percent of American Dental Association activity involves the public. Growing future public service and internal association expansion projected over a five-year period guided redesign of the Association's executive floor (below) and computer facility (left). Floorplan shows reorganization of executive offices, boardroom, cafeteria, and conference space. Improvement of data storage resulted with transfer of several files from the executive floor to computer records on level six.





## GLASS WALLS BRING TEXAS INSIDE OIL COMPANY OFFICES

Cool colors and wide-open spaces complement sunlit, exterior environment at La Jet HQ



utdoor settings and complementary interior design motifs relate through expansive glass panel walls at La Jet Inc. headquarters, Abilene, Tx.

Architects and designers specified that glass constitute 55 to 60 percent of exterior building materials at the facility. In the final design, windows and skylights bring sunshine to a spacious environment filled with plants and wood furnishings. They also provide views of an expansive, colorful countryside location.

#### Employee comfort central

Cool blues, natural tones, and burgundies in offices and public spaces express Abilene's temperate climate within the facility. A wide-open, central mall reflects the spacious ambience of a surrounding country club and housing development complete with golf course and lake.

Integration of exterior brick and glass applications along the mall help to bring the outdoors inside so that all personnel can share coordinated design elements of site and building.

Employee lounge areas are located throughout the central mall which runs the length of the building. Skylights flood the mall with sunshine, accenting plants, brick, and clean, white walls. Tables and chairs help to create an inviting atmosphere throughout the project.

Entry and parking lots are found on the building's south side. "This decision was a part of a design strategy which emphasizes maximum visibility of the country club," com-

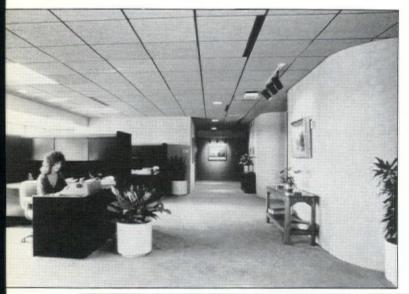
Throughout all spaces, colors are solid and rich. Blue, bronze, burgundy, and neutral colors act as foils for year-round sunshine brought in by skylights. Reception desks and seating groups (above) along with an abundance of foliage, create a relaxed, inviting environment that effectively combines public space and employee lounge areas. Wood furniture, plants, and carpet wallcoverings overcome acoustical problems in the mall (opp. page). Hard surface flooring enhances spacial openness created by skylights.

## Wrapped walls defeat acoustical problems

ments Johnnie Gillespie, ASID, of Flatow, Moore, Bryan & Assoc., architects and designers. Most windows are located across the structure's north span overlooking the largest and most attractive range of scenery.

#### Design consistency restates operation

"Since La Jet is somewhat isolated from urban centers, it is not unusual to find staff working from early in the morning until late at night," she explains, "In response, management stressed the importance of making employees as comfortable as possible within the office setting.



"La Jet grew rapidly from a small concern into a major, national oil company," she continues. "As a result, it is a very tight operation."

Building design restates this tightness. The 35,000-sq.-ft. facility is split in half, with vice presidents and immediate support staff on the ground floor; executives and their support staffs are located above. Color and quality of material is consistent throughout, linking staff visually as well as in function.

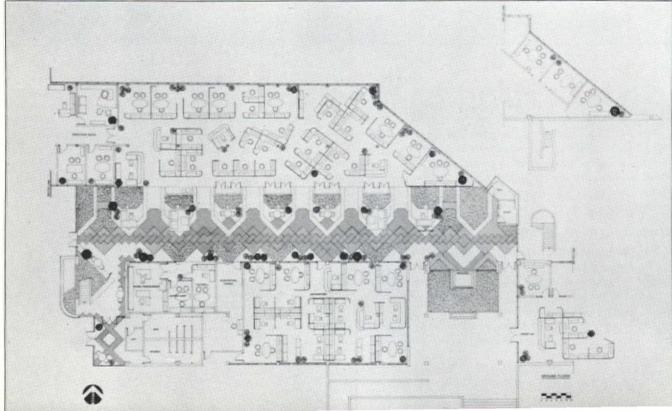
Although the new facility does not house all of La Jet's employees, it does receive more traffic than other company locations. Thus, it was important that headquarters convey corporate image effectively.

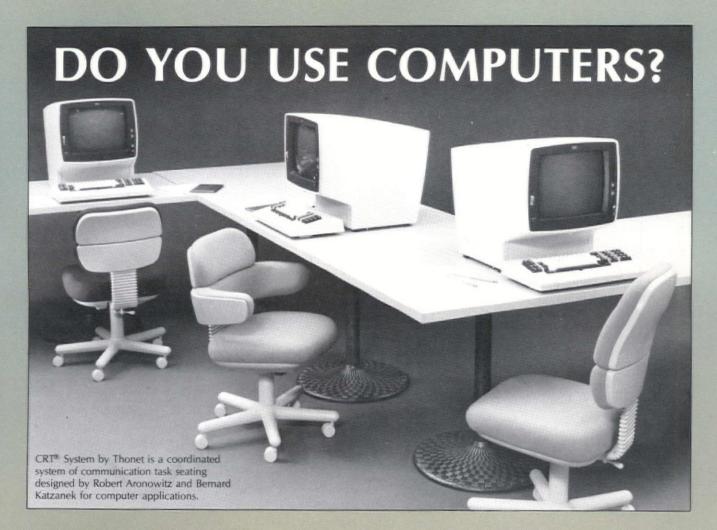
"At the same time, management desired an environment that would be in step with a relaxed, countryside atmosphere, a building that would be more than an office," says Gillespie. "I believe we gave them what they wanted—a prestigious look that is also functional and comfortable."

#### SOURCES

Atrium desks and seating—Knoll. Secretarial workstations—Knoll. Chairs— Herman Miller. Wallcovering—Maharam Fabrics. Carpets—Collins & Aikman. General contractor—Dresslin Construction Co., Abilene, TX. Furniture supplier—Goodman's Inc., Albuquerque, NM.

Sound-absorbing meterials are found throughout the facility. Heavy Maharam fabric wraps walls in reception areas and open plan locations (left). Where fabric is not used, either heavy vinyl wallcoverings or soundsoak panels solve acoustical problems. Color is picked up on heavy-texture upholstery. Ground floor offices stretch across the length of the mall. Vice presidents are situated in the west wing, along with crude oil operations. Top-level executives are located above, surrounded by their support staffs. The facility houses 125 workstations, 30 of which are private offices.





For space design/planning computations and projections? For computer aided design/graphics (CAD)?

If you do, please answer the questions listed below for use in a special article planned for an upcoming issue of CONTRACT Magazine. Developments in the use of computers for design and planning have been so fast that CONTRACT's editors wish to establish a clearing house through which companies interested in using the computer in their own operations can contact nearby sources.

#### PLEASE MAIL THE QUESTIONNAIRE BACK NO LATER THAN APRIL 12 to:

CONTRACT Computer Survey CONTRACT MAGAZINE 1515 Broadway NYC, NY 10036

We ask ALL sources—architects, interior space designers, service bureaus, computer hardware manufacturers, and software producers to respond so that our information will be as up-to-date as possible. Details of these responses will appear in the special article CONTRACT's editors are preparing.

(If NO, answer question #1.b. below, and then skip to Part 5.)

b. Do you plan to use COMPUTERS in space design and/or planning? ......YES  $\Box$   $\Box$ NO

Is your COMPUTER work done in-house, through a service bureau, or do you share time?

□ In-house □Via service bureau □Share time

# 3

In which of the following ways do you use the COMPUTER? (Check all that apply)

- □ In projecting future corporate space needs
- In computational functions such as keeping track of inventories, or placing purchase orders
- □ For leasing records
- □ For stacking plans
- □ For furniture plans
- □ For graphics (CAD) applications such as space needs or feasibility projections
- □ For pie charts or other presentation uses
- For construction drawings such as reflected ceiling, sprinkler, HVAC, and underfloor wiring plans

d. Do you offer time sharing, or is your program exclusively for your use?( ) Offer time-sharing

- ) Drogram anglusing
- ( ) Program exclusively ours

If we may contact you on the possibility of developing a feature story on your use of the computer in space design and planning, please check box at right, AND FILL IN THE INFORMATION BELOW

\_\_\_\_\_\_TITLE\_\_\_\_\_

YOUR NAME\_\_\_\_

COMPANY NAME\_

STREET ADDRESS\_\_\_\_

CITY\_\_\_\_\_STATE\_\_\_ZIP\_\_\_\_

TELEPHONE area code ( )\_\_\_\_\_

REMEMBER: MAIL BACK THE COMPLETE FORM NO LATER THAN APRIL 12 to: CONTRACT Computer Survey CONTRACT MAGAZINE 1515 Broadway New York, N.Y. 10036

## RAPID OFFICE CHANGES IN COMPUTER COMPANY MET BY OPEN PLAN SYSTEM

Design by Intergraph Environmental Planning & Design, San Francisco, meets consistent change needs of Silicon Valley's Magnuson Computer Company



In the highly competitive and volatile computer technology manufacturing industry, changing needs in office layouts are likely to come as swiftly as new hardware and software developments. Open plan office systems are more and more the means taken by such firms to cope most efficiently with rapid growth and change in office environments.

Typical of how one computer firm successfully solved its

rapid expansion problems is the experience of Magnuson Computer Systems, located in California's Santa Clara County—commonly known as "Silicon Valley." Established in 1977, Magnuson started out with a plan to double its facilities within one year and quadruple them by 1982.

While many alternative site plans and architectural possibilities were initially considered, a master plan was

#### MAGNUSON

### Benefits mandated open plan approach

developed that called for a three-building complex, with an open plan systems format for office interiors.

Intergraph Environmental Planning & Design, Inc. (IEPD), San Francisco, became the selected interior space design firm for Magnuson. It was instrumental in introducing an early open plan system with great success at a competing firm prior to being hired by Magnuson Computer.

"Although open plan was then new," recalls Robert Sanekoff, assistant to the president and liaison with IEPD, "and the staff had some difficulty accepting it, the benefits mandated such a system.

"A tremendous need for staff—on a moment-to-moment basis—between supervisors and managers, plus our rapid growth situation, made open plan systems the logical choice then as now."

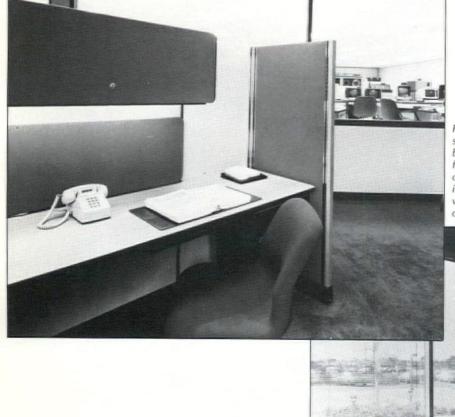
#### Responsive to user needs

Headed by George J. Grover, Jr., Intergraph had worked on a continuing basis for two Silicon Valley computer firms over a 10-year period. In early interviews, Sanekoff learned that Grover was "particularly responsive to users' needs." Grover's concept for Magnuson was that open plan users would have the benefit of daylight and window views. Private offices and conference rooms, with the exception of the top executive row on the second floor, would be located in the interior core.

The first floor is designed around a glass-walled operating computer core. Private offices flank the core on two sides. A 5-ft. aisle encompasses the perimeter and approximately 90 individual open plan stations are positioned around it. On the second floor, another 90 open plan offices are oriented to window walls on three sides of the floor, with the core areas occupied by individual private offices and conference rooms. The fourth window wall is allocated to the executive row.

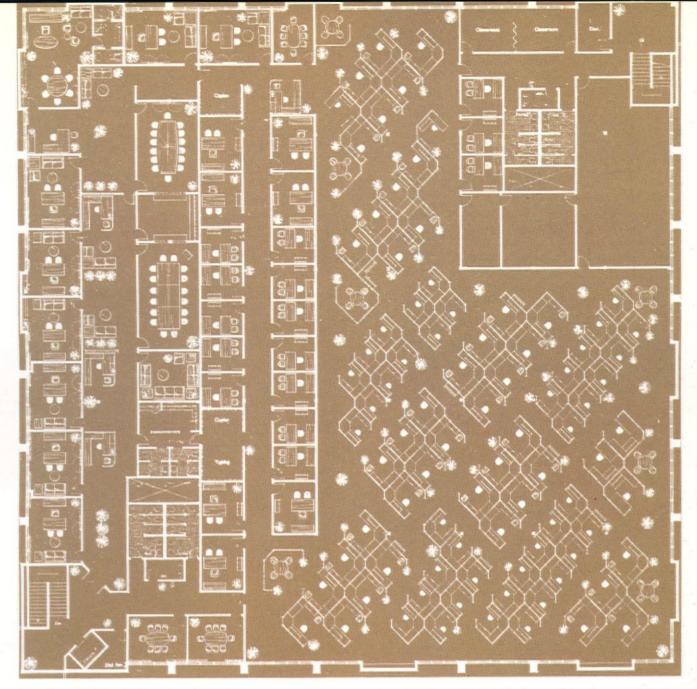
#### Almost identical needs

A thorough mock-up program was launched by Grover and the Magnuson Building Committee, with six open plan systems manufacturers participating. It was concluded that all the diverse jobs in the new headquarters building—from word processing to design engineering—could be served by almost identical workstations. They would be in two sizes: 8-



Rapid growth, high need for staff made open plan system a logical choice for Magnuson. Users have benefit of daylight and window views. Second floor features 90 open plan offices, oriented to window walls on three sides. Saw-toothed, 45-degree placement of individual stations provides maximum access to window walls and column-enclosed wiring (see plan, opp. page).





by 8-ft. and 10- by 10-ft. system dimensions.

A further complication was a stipulation by Magnuson that each workstation be designed and wired to accommodate at least one computer terminal.

To fully plan wiring for the individual workstations, as well as for the type of flexibility sought by Magnuson Co., Herman Miller Action Office open plan systems were specified. An integral wire management system is used to accommodate power needs with only three supplementary power poles required for the entire project.

Grover's wiring solution included furring out structural columns to provide power sources, since there was no under-floor ducting in the building. Flat wire was not an option. Power sources were a major factor in determining the layout pattern of the workstations.

#### Staggered workstation scheme

On both floors, there is a 45-degree staggered, or saw-toothed, placement of individual stations to provide better access to the column-enclosed wiring. Simultaneously, this arrangement provides maximum orientation to the window walls. The heightened feeling of openness and aisles oriented to the perimeter window wall has been exploited; aisles serve as the main traffic arteries on both floors.

#### Colors reduce eye strain

Panels throughout are upholstered in beige and charcoal tones, the latter always positioned behind the display terminal to reduce eye strain caused by strong contrast between the background and display screen.

Eurotex-Acousticord wall carpet, used to soften and deaden sound, supplements a masking sound system installed throughout the building.

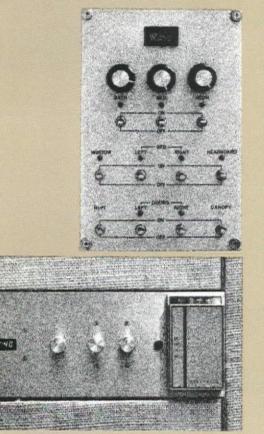
Colors and materials introduced by Grover in various floor reception areas are consistently utilized throughout the floors, together with bright accent colors that make the environment a pleasing one in which to spend a day. Coupled with the flexibility of the system furnishings, the design works well for Magnuson.

#### SOURCES

Workstations—Herman Miller Action Office System, Hiebert. Seating—Knoll "Suzanne" and "Diffrient" models. Floor and Wall Carpeting—Walter Matrix, Eurotex-Acousticord. Coffee Table—Platner.

## NEW TECHNOLOGY DISPLAYS IN DESIGNER'S OWN SPACE CONVINCE & EDUCATE CLIENTS

Host of electronic capabilities—from computers to security serve as showcase examples of what can be done for new offices



Variety of control panels in Victor offices and apartments are installed at eye-level. They include a "time" readout along with pushbuttons to control lighting, sound, security, hi-fi, and video accessories.

hat better place to testrun, increase productivity, and exhibit technological innovations than in the designer's own space?

For Jane Victor, ASID, president, Jane Victor Associates, New York City, providing on-site office technology, computer orientation, and esthetic know-how has proved an ideal business-getter.

Victor uses her own busy design offices and her nearby cooperative apartment as showcases for technological innovations that can be incorporated in her clients' offices. More importantly, many of her presentations to clients are made on her own turf, in at-home surroundings.

Victor has devised a link between her main office and apartment that provides her with instant information retrieval, storage, and inter-office communication. In addition, prototype equipment is available for clients to see in a hands-on environment.

#### New electronic ideas displayed

Among the new devices she features are Honeywell temperature and lighting controls, eye-level CRTs conveniently installed in walls, security innovations, and push-button signals that conceal or reveal working areas.

Word processors and computeroperated equipment are in operation at both locations. Detailed explanations of equipment operation are provided by Victor and related to client installation needs.

"Technology is becoming an exciting area, expanding interior design professional services," says Victor. "Designers have been accustomed to providing the 'expected' services—ranging from space planning to furniture and furnishings specifications. But these times demand that designers expand their horizons to include not only esthetics, but functions affecting the bottom line of office operations.

"More and more, designers are being called upon early in the design process to help plan new technology and computer specifications for clients," she notes.

#### Security services developed

Victor, with the help of consultants, is doing just that. She has developed an impressive number of sophisticated technological innovations. The most significant for office design is a security system which not only "secures" the total environment, but also telephones an "alert" to local police and several other designated individuals in a matter of seconds. The system is controlled by software concealed in an interior panel below her building window.

Additional eye-level control panels have also been installed at convenient locations in other areas of the space. Special sections can be locked instantly by the system, assuring security.

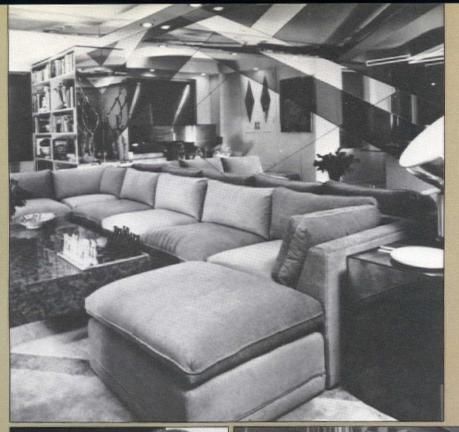
In Victor's apartment, a portable CRT terminal location in the master bedroom retrieves information from her office at the push of a button. It also enables her to call up complete data on a desired job, her daily schedule, or other information, such as telephone messages.

#### Moving wall provides security

In another part of the apartment, a moving wall is controlled by computer. It can be used for security of filing areas, protection of important documents, or simply for cosmetic purposes.

"We are able to enlarge or divide spaces instantly, adapting them to an appropriate size for specific purposes—a cocktail reception or informal meeting, for example.

"This 'electronic wall' could become standard in hotels and restaurants, since it operates by push-button and reduces manpower requirements for needed changes. Another advantage is the se-



#### COMPUTER STARTS DAY WITH AGENDA

7:01 A.M. 2 MARCH 1982 GOOD MORNING YOUR BATH IS READY. THE TEMPERATURE IS 91 DEGREES FAHRENHEIT AS REQUESTED. YOUR COFFEE IS PERKED. WOULD YOU CARE TO SEE YOUR SCHEDULE FOR TODAY? YES

SCHEDULE 9:00 DOCTOR'S APPOINTMENT 12:00 BUSINESS LUNCH - SARDI'S 6:30 COCKTAILS-BARKLEY'S-HARRIS 8:15 ORSINIS

Ms Victor is shown checking the computer readout in her apartment. Technique is demonstrated to prospective clients as an illustration of what can be built into office design.



Presentations are often made in Victor co-op (top), where a wide variety of technological features are incorporated into design to facilitate demonstration of products for project installations. Lighting ambience and environment are computer controlled. Security details are easily manipulated at the touch of a knob (above). Pictured at desk in her co-op (right), Ms. Victor is shown viewing portable terminal used to retrieve information from her office. The terminal is also the control for a special security system she devised. Storage wall in background features computer-controlled, electronic, mirrored wall, containing media technology and storage spaces for files.



### NEW TECHNOLOGY DISPLAYS Future will be computer-driven office machines

curity value of such a wall, since it becomes a solid wall like any other and can conceal storage space. Such walls can be finished in mirrored steel," says Victor.

In addition to office equipment, Victor has incorporated tape decks, video capabilities, and audio formats that are computer controlled. "These tools enable me to create up-to-the-minute presentations for viewing on my own TV screen and also record important business conferences," she explains.

#### Forecasting tomorrow's office

Victor continues to say that no one really knows what tomorrow's office will look like, or how it will work. "However," she notes, "some manufacturers feel that much of today's office equipment, including typewriters, word processors, copiers, filing systems, and facsimile machines will be replaced by computer-driven devices that can be tied together in a network." A network, elaborates Victor, is a local format linking equipment in a single office, or reaching into other offices across town, the country, or overseas.

For companies that want to transmit communications from different locations, the roof-top microwave station is a valuable tool. The cost of microwave antennas has come down drastically in recent years. These familiar, dishshaped disks are becoming a more common sight on top of buildings today.

Last year, Victor points out, 120,000 desktop computers were installed in offices of small firms, many of them insurance agencies, brokerage houses, and law partnerships. These relatively inexpensive computers developed due to advances in semi-conductors—tiny electronic devices that can be programmed to form miniature computers called microprocessors.

#### First step: to decide

As many as 8,000 characters can be stored on a single silicon chip, onetenth of an inch thick. "A chip that once cost upwards of \$90 can now be made for less than \$1 at high volume," notes Victor.

For Victor, the first step into the complexities of technological office design consisted of a determination to do so. After taking the plunge, new developments became part of her storehouse of technical knowledge. She notes that designers often are frightened of technology because there is so much of it and change is rapid. "Like anything else," she concludes, "the first step is the hardest; everything else falls into line."

Pointing out that this is also true of the businessman comtemplating new office space, Victor draws a parallel. "Once that first commitment is made by the businessman, it becomes easier, albeit even more complex, but very productive."

The ability to demonstrate recommended equipment for office installations in her own setting is the allimportant key to her business success.□



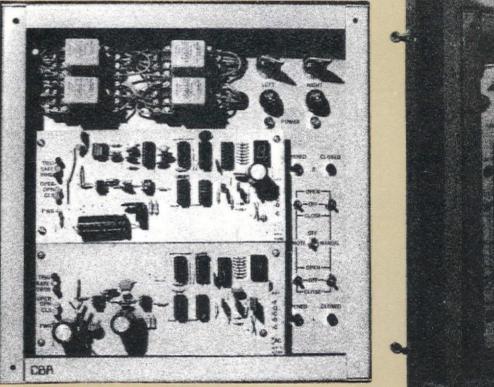


Real estate installation by Jane Victor (above) employs Radio Shack TRS-80 color computer with Extended Basic and 16K Memory, a realty software package, Model II Scripsit (word processing system), video screens, and Daisy Wheel printer-all on Steelcase workstations with Concentrx chairs.

Open office workstation (opp. page) in Victor's own offices employs word processing computer equipment, as well as task/ambient lighting, sorting aid, clock, and modem for tapping into data base at remote location.

D

Interior view of "security" master control panel (right), devised by Jane Victor Associates, can be installed on a wall, placed inconspicuously under a window ledge, or behind a door. Opaque brown glass panel door is hinged on right, partially shown.



## Workstations adapt to small spaces, address operator stress problems



American Seating



**Comforto**—Swivel chair with armrests is height-adjustable. Casters are standard. Featured are Comforto-matic weight adjustment, backrest tilt adjustment with continuous release, and backrest height adjustment. **Circle No. 279.** 

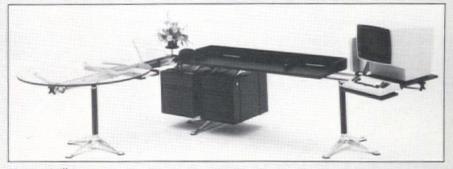
**Omni**—Double workstation permits two operators to communicate through an open back panel. Overhead storage accommodates binder print-outs and extra disks. Security is provided by lockable flipper doors. **Circle No. 281.** 

American Seating—System shown occupies less than 28 sq. ft. of space. CRT terminal is housed on a cantilevered surface, surrounded by acoustical panels. Lateral file storage is located in a hanging file adjacent to the work surface. Flipper door cabinet can be used as a secondary work surface. BioChair is scaled to fit workspace and is pneumatically adjustable. Circle No. 277.

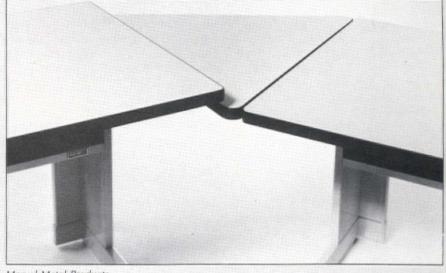
**Optimum Management**—Modular wordesk system features rigid "H" leg for stability and ease of operator movement. Usable workspace measures 1,440 sq. in. Table depth is 24-in. and can accommodate 26-in.-deep keyboards. **Circle No. 269.** 



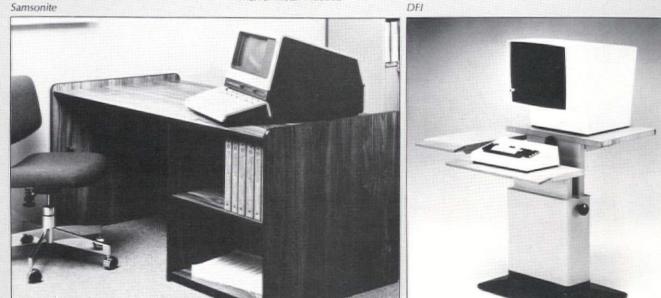
Optimum Management



Herman Miller



Marvel Metal Products



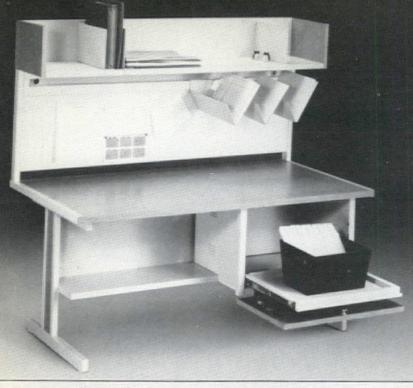
Marvel Metal Products-New triangular connector can join two tables in a 120-degree sweep, or three tables for a shared workstation. Firm's computer support products feature prebuilt, metal bolt inserts for assembly. Circle No. 271.

Herman Miller-Shown is the Burdick Group in an L-shaped setup with a 7-ft. aluminum beam. Machine table pivots and can be adjusted in and out. Keyboard adapts to two typing heights. Electronic integration is handled through enclosed wires which run along the beam and leg. Circle No. 276.

Samsonite-Series 3100 information support systems offer coordinated tables, stands, and stations in 24 sizes. Units are available in both 261/2- and 40-in. heights for seated and long-term standing use. Multiple depths and widths give tailored support to each electronic device. Design features include end panels, rounded corners, and contrasting vinyl T-molding on all edges. Four finishes are available. Circle No. 280.

DFI-A VDT table that features electrical adjustment of keyboard and screen is the key to firm's new system. Ergonomic adjustments can be made throughout the course of the day to reduce operator fatigue, accommodate workstations shared by two or more operators, and meet needs of multiple shifts. Circle No. 275.







Systems Furniture

#### Tiffany Stand

### COMPUTER SUPPORT FURNITURE Ample storage space provided

Tiffany Stand—New workstations feature overhead storage for books, binders, and computer printouts. Main support and shelf unit accepts optional tackable panel and various hang-on accessories for paper management. Pullout storage mounts under surface top and includes a rack for hanging floppy disks. Circle No. 273.

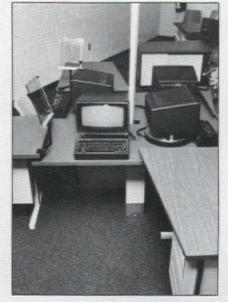
Systems Furniture Co.—Ergonomic 2000 system is designed for use with terminals featuring detachable keyboards. Both sides of top are independently adjustable for height and viewing angle. Height and video display are also adjustable. Desk tops can be tilted 5.5 degrees. Constructed of high-pressure plastic laminate, desk tops are both stain- and scratch-resistant. Circle No. 274.

**Delco**—Tapered desk design allows for greater floor space and ease of movement. Workstations have central cable entry and electrical outlet with concealed cables. System measures 26-in. high. **Circle No. 272.** 

Hamilton Sorter—Assembly for "No Hardware" workstation doesn't require fasteners or tools. Parts slide together and are held in place by the top. Constructed of laminated wood with a walnut woodgrain finish, station is available in two sizes. Circle No. 267.

Facit—A recessed well, specifically designed for concentrated terminal work

at a stationary location, eases operation at firm's workstation. Four sizes are offered. **Circle No. 268.** 



Delco

Hamilton Sorter



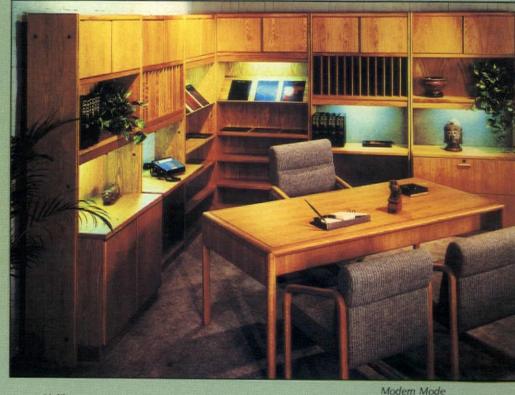
Facit

## MODULARITY & ERGONOMICS REMAIN STRONG PRODUCT CRITERIA IN OFFICE FURNISHINGS MARKET

Modern Mode—Series 800 freestanding wall units and executive desks are available in American white oak or black walnut wood grains. A choice of oil or lacquer finishes is offered. Seating shown is 16ESW executive chair and 18LBO guest chair designed by Norman Cherner. Circle No. 237.

Helikon Furniture Co. Inc.—Steel Reveal reception desk series R3005-R3008 features design by Bob Becker in L-and U-shaped units. Marble writing shelf, task lighting, polished stainless steel base, and bronze reveal are available options. Offered in 31 standard woods and finishes, desks and returns come in a variety of sizes. Circle No. 211.

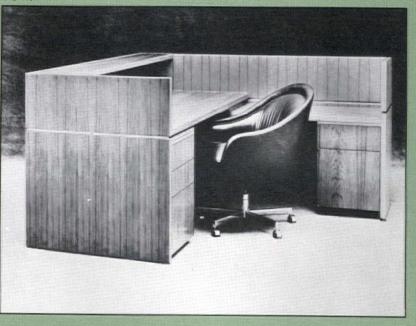
**GF**—Ergonomically-designed seating features gas cylinder-controlled, seat height adjustment that can be activated from a seated position. Task-oriented chairs offer proper lumbar and back support for CRT terminal applications. **Circle No. 230.** 





Helikon

MOUENT MOUE









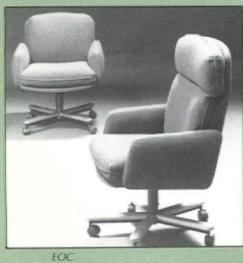
Mueller



Kittinger

5







Atelier International

#### OFFICE PRODUCTS

### Product range suits many functions

**Krueger**—Options for Matrix highdensity stack chairs and nesting tables include hardwood veneer surfaces, polypropelene seats and backs on chairs, and Formica surfaces on tables. Plywood is available in oak or walnut. Standard frames are of bright chrome with a choice of powder-coated finishes. **Circle No. 289.** 

Mueller—Integre desk and credenza group are designed in collaboration with James Howell. Available are seven credenza and three desk chassis sizes with flush or recessed fronts that adapt to storage and filing needs. Firm's complete line of wood finishes are available, complemented by a wide range of metal trims. Circle No. 235.

Kittinger—CW733 tall case clock is made of mahogany with brass or silvered-brass dial. Eight-day, hourly bell strike movement is featured. Circle No. 233.

Pace—Big Bar Cabinet is offered with tan, brown, or black saddle-leather top and black-laminate sides. Bull-nose top edge and polished-aluminum verticals and door pulls are highlights. Circle No. 292.

LCS—Campbell lounge chair and sofa, designed by Bill Goldsmith, feature softly-curved edges for comfortable seating. Lounge measures 38- by 38- by 26-in. high. Sofa measures 60- by 38by 26-in. high. Circle No. 244.

EOC—Firm's #480 series seating features multi-density foam constructed over contoured wood inner shells. Thin profile seat mechanism hides from view and provides squeak-free tension adjustment, smooth tilt action, infinite height variations, and fiberglass torsion leaf spring.

Circle No. 247.

R.S. Furniture—Kaiser swivel/tilter is offered 38- by 37- by 36-in. high in

leather or fabric upholstery. T.S. cabinet system is of golden teak and measures 32- by 17- by 73-in. high. **Circle No. 228.** 

Atelier International Ltd.—Leathercovered Cab chair is designed by Mario Bellini. Available in green, blue, and Bordeaux leather, plus original natural, black, and red Russian, Cab comes with or without arms. Chair is 31½-in. high, 18½-in. wide, with a seat height of 17¼ in. Zippers along inside seams of legs secure heavy-gauge leather upholstery to welded tubular steel frame, yet allow removal for cleaning. Circle No. 207.

Gregson Furniture Industries Inc.— Traditional line with button-tufting features new 725-NT posture chair. Waterfall upholstery style of seat permits easier cleaning. Base is handcrafted from genuine solid walnut. Break in arms allows free movement of back. Circle No. 209.

C. Vee Woodworking—Jaffa table series, designed by Victor Joseph, is available both standard- and customsized in various wood combinations. Shown here with oak top and base, it features a Kwagga bull-nose design in ash and walnut variations. Both highgloss and lo-glare lacquer finishes are offered. Circle No. 296.

**Modernfold**—Spacesetter portable panels are a full-height partition system which requires no permanent attachment to walls or ceilings. Unitized, metal-frame construction, Class A flame-spread rating, 34 and 40 STC ratings, sound-absorbing surfaces, and integral electrical systems are features. **Circle No. 240.** 

Intrex—Katonah four-drawer, lateral file systems adapt to both legal- and letter-size filing. Drawer fronts have integral drawer pulls. Unit is offered in 13 standard glossy or low-glare colors, four woods, and four burls. Circle No. 234.





C. Vee Woodworking



Modernfold



### office products Soft tones accent, enhance workspace

Harry Lunstead Designs—Soft Profile is firm's line of square-edge office casegoods. Available in oak or walnut, group incorporates wire management, wood finishes, and glued and dowelled construction. Circle No. 242.

Paoli Chair Co.—Workstation chair has five-prong steel base with wood caps. Upholstered chair is also available with arms. Contoured seat has back lumbar support. Circle No. 205.

Haussman—Ambassador series table desk is covered in Swiss aniline leather with a mirror-polished chrome tubular base. Desk measures 84-in. wide, 36-in. deep, and 29-in. high. Designed, manufactured, and distributed by Nienkamper for the American market. Circle No. 202.

Spacesaver Corp.—Mobile storage carriages allow total storage space in allocated areas. Heavy-duty, hot-rolled steel tracks distribute weight evenly while precision sealed ball bearing carriage wheels permit easy movement of carriages. Units are electric-driven. Circle No. 213.

Conwed Corp.—Wire manager, midpanel connector, corner cap, and intersection cover and cap have been added to the Group 900 acoustical panel line. Panels can be freestanding or connected. Line is available in 13 straight and three curved sizes in 20 fabric colors and four frame finishes. Circle No. 217.

**Hiebert**—Executive reception station features radius wood caps, fabric panels, and mirror-finish metal bases. Components may be specified for individual needs. **Circle No. 220.** 

**Rubbermaid**—Stylefile top-open card files have angled interiors for easy filing and referencing. Available in textured, scratch-resistant black, sand, or black with walnut finishing, product accommodates a range of card sizes. Built-in stops are standard. Circle No. 248.

Haussman

Conwed

**Brayton International**—Hand-polished frame in stainless steel completely wraps conference chair. Wood veneers are bent to provide chair contour and are covered in leather or fabrics. Called Vienna, chair comes with or without arm caps. Circle No. 200.

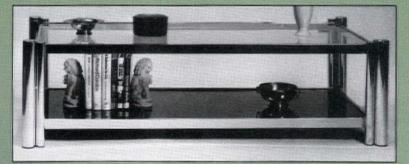
James David—"Manhattan" is a collection of occasional tables styled with clear, tempered glass and cylindricallyshaped brass. Brass finishes are protected by tarnish-resistant, acrylic coating for durability and easy care. Circle No. 239.

Spacesaver





Rubbermaid

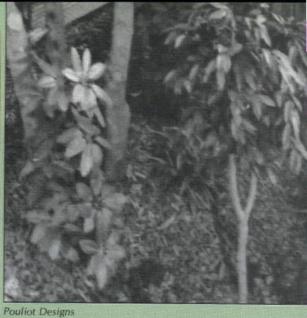




James David



General Mica



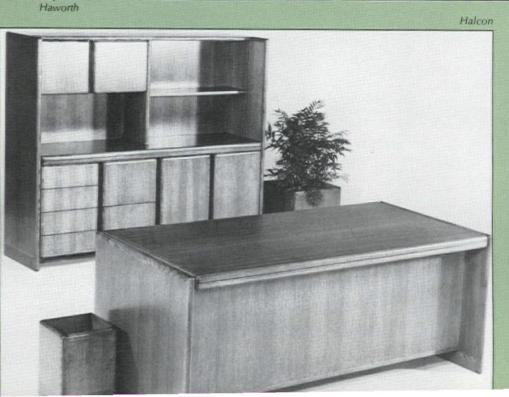
Virco

Cramer



HAG USA





#### OFFICE PRODUCTS

## Seating plays crucial role

General Mica Corp.—Desk units have seamless tops edged with metal extension caps and supported by struts. Storage pedestals with drawers glide from underneath desk wings on casters. Chair at desk is called Secretariat; arm chair style is Veep-E. Both are from Brenner Furniture Corp., a wholly-owned subsidiary of General Mica. Circle No. 206.

**Pouliot Designs**—Firm manufactures preserved and man-made trees, plants, and floral arrangements for commercial installations. **Circle No. 295.** 

Virco—Fully-upholstered 21100 chair has a thick cushioning of soft, foam padding. Polyurethane seat cushion is supported by flexible stretch bands, interwoven within a plywood seat cavity. All-welded, tubular steel frame adds stability. A range of vinyl and fabric colors are offered. Circle No. 246.

Haworth Inc.—Horizontal, vertical, or diagonal paper handling modes can be hung on panel-mounted rails, placed on or beneath shelves, or set freestanding on worksurfaces in TriMode Paper Management system. Modular units can be used in many combinations and configurations. Circle No. 212.

**Cramer**—Series 9600 office chairs have short arms which allow worker to pull-up close to worksurface while providing elbow support. Molded cushions and soft edges eliminate damage to other furniture. Manual or automatic height-adjustment is available. Both chrome and enamel are offered. **Circle No. 226.** 

HAG USA—Balkans Skulptur seating offers forward-slanting seat and leg support cushions. Design assures correct weight distribution and natural spine alignment. Upholstery is removable for easy-care maintenance. Seating is available in swivel, desk-height version placed on a trumpet pedestal. Floor model has height-adjustable glides. Circle No. 224.

Halcon—Frederick A. Poisson edition of wood office furniture is available in standard, secretarial, and executive desk shell sizes. Two modesty panel heights and five sizes are offered for each style. Crafted from rift-cut, red oak veneers and northern red oak solids, collection features splined joinery, solid wood edges, fully-radiused, double bullnosed edges, and bronze reveal. Finish is of three coats of clear, catalyst lacquer in five stains, which resists water, alcohol, and common solvents. Circle No. 241.

**Vecta**—Wilkhahn #61 chair series includes fully-upholstered, cantilevered, sled-base models. Three-piece seating and backrest pad and C-shaped, leather armrests are removable. Frame is of 1-in., 14-gauge steel tubing with a choice of mirror chrome or thermostat finishes. Upholstery may be Vecta standard or COM. **Circle No. 227**.

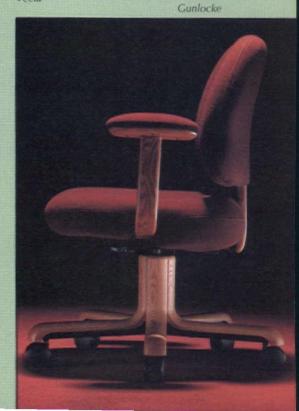
Decorative Firsts—Hand-rubbed lacquer puts the finishing touch on firm's line of desks and credenzas. Called Lincolnshire, series features all-wood cleat construction, full extension Grant slide suspension, and sealed, sanded, lacquered drawers. Circle No. 284.

Gunlocke—Tempus seating combines solid steambent oak with soft, contoured, upholstered seat and back. Options include pneumatic seat height, back angle adjustments, manual seat height adjustment, fixed angle back adjustment, and combinations thereof. Chair has five-star base and comes with or without arms. Circle No. 216.



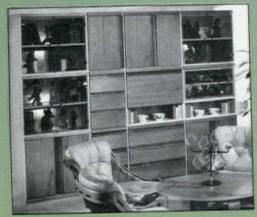
**Decorative** Firsts

Vecta





Proceacino



Modular Concepts



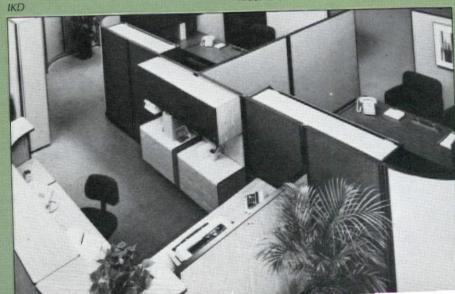
### OFFICE PRODUCTS Furnishings framed in metallics

**Procaccino**—Finland birch construction and plastic laminate drawer and door fronts highlight firm's credenza line. Five sizes and a variety of drawer and door configurations are offered. Models are also available in walnut or oak in a choice of laminates. **Circle No. 222.** 

Modular Concepts—System 41T is styled with laminate cases and interiors for durability. Pieces are accented by teak fronts which feature integralmoulded pulls and trim. Chairs and tables are designed by Scandinavain architect Ake Filbyter. Circle No. 231.

Kimball—Series 1100 includes 17 new office seating designs. Created by Earl Koepke, models offer bases and frames of solid oak. Formed-in-place seat and back construction and rounded foam padding add comfort. Styles include sled-base and straight-leg guest chairs, executive swivel chairs, and secretarial chairs. Five prong bases, with doublewheel casters or carpet casters, are offered on swivel models. Circle No. 283.

**IKD**—SerieSeven panels are installed with one type of hinge connector to allow further addition or removal of panels without changing installation. Panels are sized in widths that adapt to standard-size office desks and feature 40- and 56-in. heights. Fabrics and finishes include 27 heathered fabric colors and a new, curved, glazed panel available in three heights. Acoustic control, storage space, and work surfaces are offered. **Circle No. 249**.



Invincible Metal Furniture—"A"-Line desk series features sound-deadening material in all desk pedestals. Compressor tracks are lead-coated, non-rusting, and self-lubricating. All drawer fronts fit flush with pedestal sides. A wide range of sizes, styles, and storage accessories are available. Circle No. 294.

Leathercraft—Seating pieces feature hardwood frames, fire-retardant cotton padding, coil-steel spring bases, and solid-webbed bottoms reinforced with steel bands. A wide range of leather and contract vinyl upholstery choices are offered. Circle No. 225.

Ron Seff—Racetrack oval conference table measures 78- by 42- by 29-in.high. Split-pedestal base design is finished in lacquered linen with knifeedge detail. Top edge and bases are of polished stainless steel. All offerings are available completely customized. Circle No. 293.

Jasper Table—Sahara series is available in walnut as well as medium or light oak. Reveal strip, panel-end trim, and hardware are offered in brushed brass or polished chrome finishes. Circle No. 232.

Madison Furniture Industries—Arthur Umanoff designed this conference group of rectangular table and matching oak chairs. Table top is inlaid teak parquet edged with oak and supported by an oak base. Upholstered, cushioned chairs have exposed wood arms and legs. Available in oiled natural, medium, or dark oak. Circle No. 219.

Creative Dimensions—Formate 1000 series has satin anodized aluminum trim with complementing color variations. Solid-core construction has laminated top for increased durability. Fullperimeter solid oak drawers have decorative overlay fronts and concealed side finger pulls. Circle No. 208.

**Brazilian Securit**—Panel end series has a Louro finish. Included features are secretarial return, four-drawer, stationary organizer, and two-drawer suspension. **Circle No. 287.** 















Brazilian Securit

Creative Dimensions

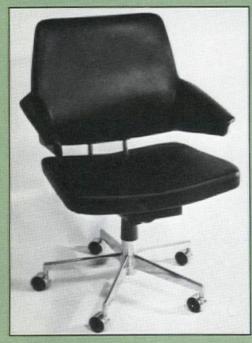




Alex Stuart Design



La-Z-Boy

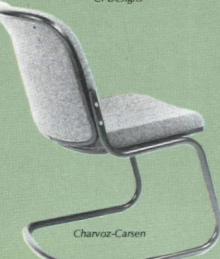


Functional

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CI Designs





OFFICE PRODUCTS

### Many styles blend natural woods

Alex Stuart Design—Monticello Collection is constructed of mahogany and adorned with redwood burl. Furnishings have solid brass hardware, hand-tooled leather tops, and are available in credenzas, desks, and tables. Circle No. 323.

Harter Corp.—S series marks one design of a triple collection from Harter/ Stoll. Two-section chair seat provides support when needed for various movements and positioning. Fingertip control allows adjustment of height and tilt from seated stance. Dual casters and five-leg base assure security. Thermoplastic polymer surrounds exposed chair parts and upholstery may be specified in a range of fabrics or leather. Circle No. 203.

La-Z-Boy Contract—Solid oak wood frame supports tufted, upholstered seat and back and padded arms. Five-span base is reinforced with steel and accented with brushed antique brass. Chair is available in three finishes. Circle No. 221.

**Cl Designs**—Designed by Frank Emery, series 355 table desk features legs that curve into top apron. Desk is companion to Magic office desk and credenza collection. Granite top is shown on desk. Wood, leather, and glass are also available. **Circle No. 210**.

Functional Office Furniture—Labofa 701 swivels, tilts, and has automatic, height-adjusting gas spring for maximum mobility. Chromed-aluminum base is fitted with twin casters that revolve at 360 degrees from an off-center axle. Chair is padded with 2-in.-thick foam rubber, upholstered in fabric or leather. Circle No. 229.

Charvoz-Carsen—Sled-base visitor's chair provides slight bounce as weight is absorbed. Designed with built-in lumbar support, chair is also available with arms. Offered in five fabric colors



or two, 100 percent wool choices. Epoxy-painted steel base resists scratches. **Circle No. 218.** 

All-Steel—Series #600 seating includes three models in 14 styles. Executive series has a posture version with syncro-tilt operation. Operator series accommodates a wide range of work functions including data processing, secretarial, and engineering. Both swivel and back-tilt styles are available. Stool series comes in two heights. **Circle No. 288.** 

The Boling Co.—Contemporary desk line, Tempus II, is now offered in Oxford ash. Soft contouring and metal trim accent construction. Circle No. 201.

United Chair Co.—Protean series of ergonomic seating consists of 20 models including high and low back executive swivel/tilt chairs, an operational chair, and a secretarial/word processing chair. Available with five- or four-legged bases, chairs are chrome-plated or vinyl-coated. Upholstery range is varied. Circle No. 215.

Vivid—Executive rotary chair is available in chrome or brass on a swivel base. Chair measures 26-in. wide, 22-in. deep, and 17- or 19-in. high. Acrylic arms accent upholstered seat and back. Circle No. 214.





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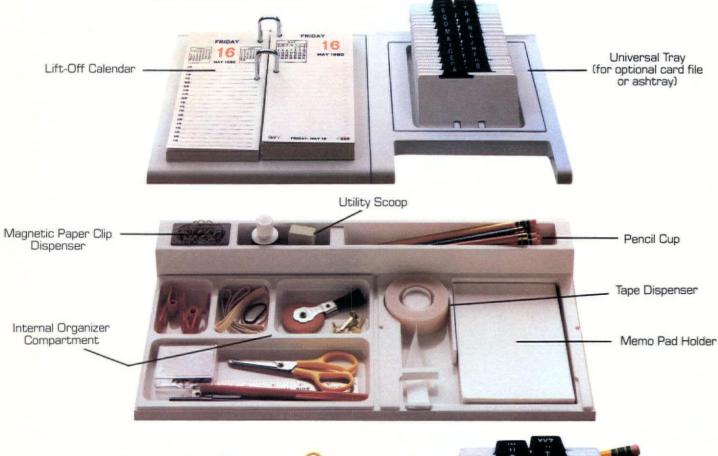


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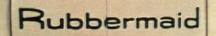
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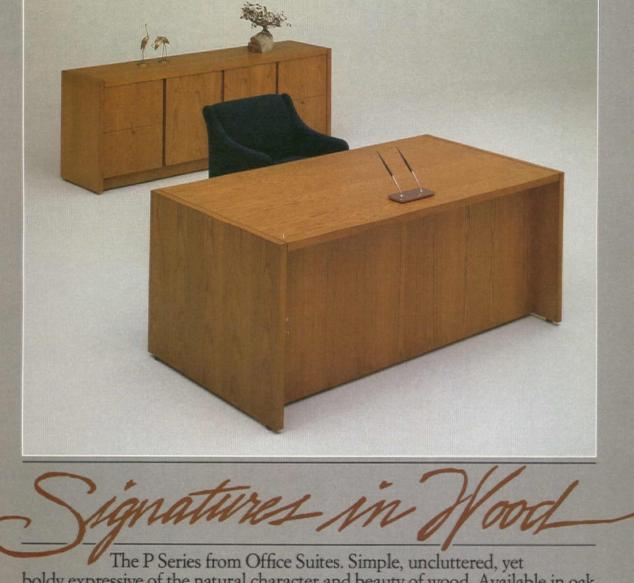
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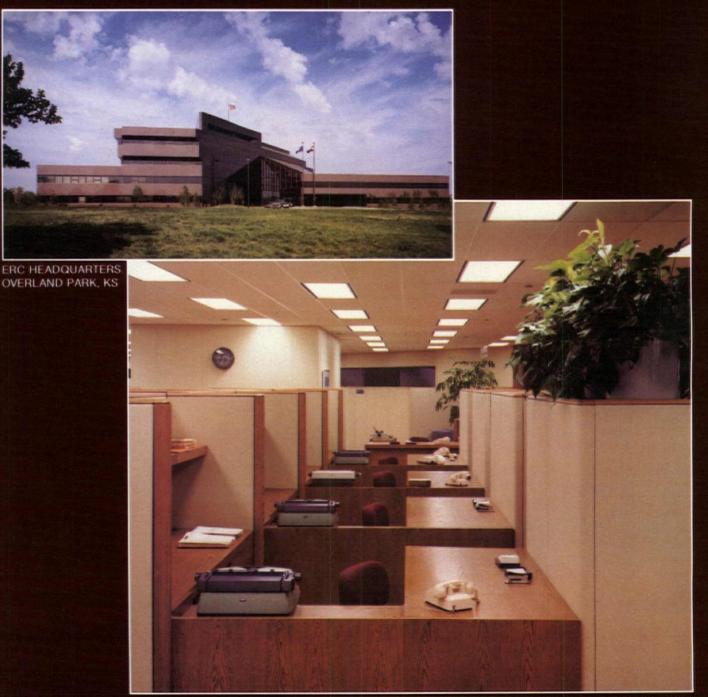


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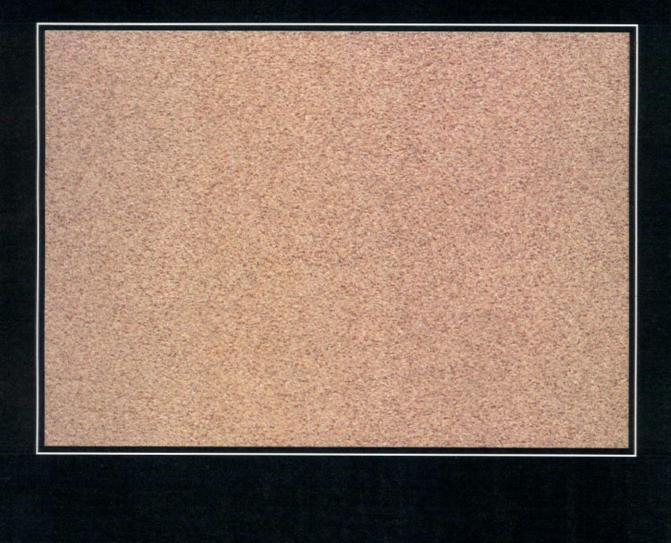
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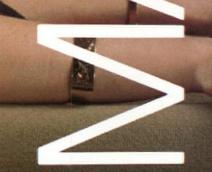
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#### LIBRARY FURNISHINGS



The Maine Manufacturing Co.





Gordon

# Library furnishings combine style with high-capacity storage

Hampshire Line from **The Maine Manufacturing Co.** combines desks, tables, workstations, space dividers, mobile units, and lockable storage components. All shelving and technical furniture is on casters for maximum flexibility in space use. Furnishings are shown in Concord High School, Concord, N.H. **Circle No. 336.** 

Alpha-based tables from **Gordon International** are available in a variety of table tops. Steel chromed 2-in. tube supports standard walnut or oak veneer tops. Laminated insets are also available. Bullnose detailing provides a variation in style. Circle No. 264.

Hartford Series from **The Worden Co.** was designed by John Gianfagna. Solid oak legs are 2- by 4-in. and set on a 45-degree angle for strength and stability. Cabinetry is available in three finishes of oak veneer. Worksurfaces are offered in wood grain or colored laminates. **Circle No. 256.** 

Solid oak construction and exposed arms and legs accent upholstered seat and back on **Chairmasters Inc.** product.



Chairmasters

Available in COM fabric or vinyl, finishes include lacquered oak or a variety of stains and lacquers. **Circle No. 261.** 

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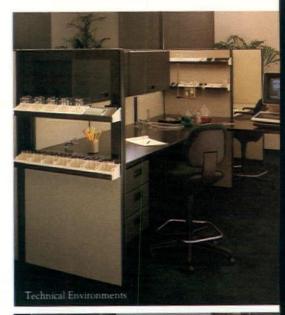
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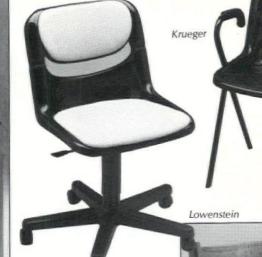






#### LIBRARY FURNISHINGS





Claud Bunyard

### Seating has impact in study settings

Radius corners, rounded aprons, and recessed reveal strip are features of Medallion collection from **Library Bureau Inc.** Study carrels, reading tables, round tables, dictionary stands, atlas cases, card catalogs, and other items are available in red oak, birch, or maple. Chrome legs and laminate tops are optional. **Circle No. 254.** 

Dorsal seating designed by Emilio Embasz and Giancarlo Piretti is from **Krueger.** Chairs respond to sitting position while providing back support. Operational models adjust pneumatically and have a lockable tilt mechanism. Both are available with upholstery options. Circle No. 263.

Table and chair series designed by Claud Bunyard, ASID and IBD, is solid ash. Tables are available in any round or oblong dimensions. CB 10 chair from **Claud Bunyard Design Inc.** also comes without arms and in stool and swivel variations. Shipped KD, furnishings may be naturally stained to any color. **Circle No. 257.** 

Side and study chair from Lowenstein Inc. has solid beechwood frame with bevelled edges. Dual back supports are



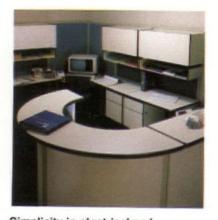
Bretford

steam-bent solid beech. Upholstery is fire retardant and chair comes KD. Circle No. 260.

Booktrucks are designed for material transport. From **Bretford Manufactur**ing, trucks are constructed of heavy gauge steel finished in putty beige with an accent stripe in a range of colors. Casters are 4 in. and two have locking brakes. **Circle No. 258.** 



Simplicity in design results from extensive options of acoustically efficient, tackable panels in a wealth of sizes, colors, and surface treatments. Optional slotted uprights accommodate furniture components with shelving, straight and curved work surfaces, and a variety of storage capabilities for a full range of workstation requirements. At a price that meets budgetary criteria – without sacrificing appearance and strength.



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means cost-efficient results. Our connectors ease system components together, quickly, easily—without special tools or skills. The bottom line is hassle-free set-up, placement, changes, and re-arrangement. And our optional IMPAC raceway can be positioned and installed *before* panels are added. There's nothing easier on today's market.

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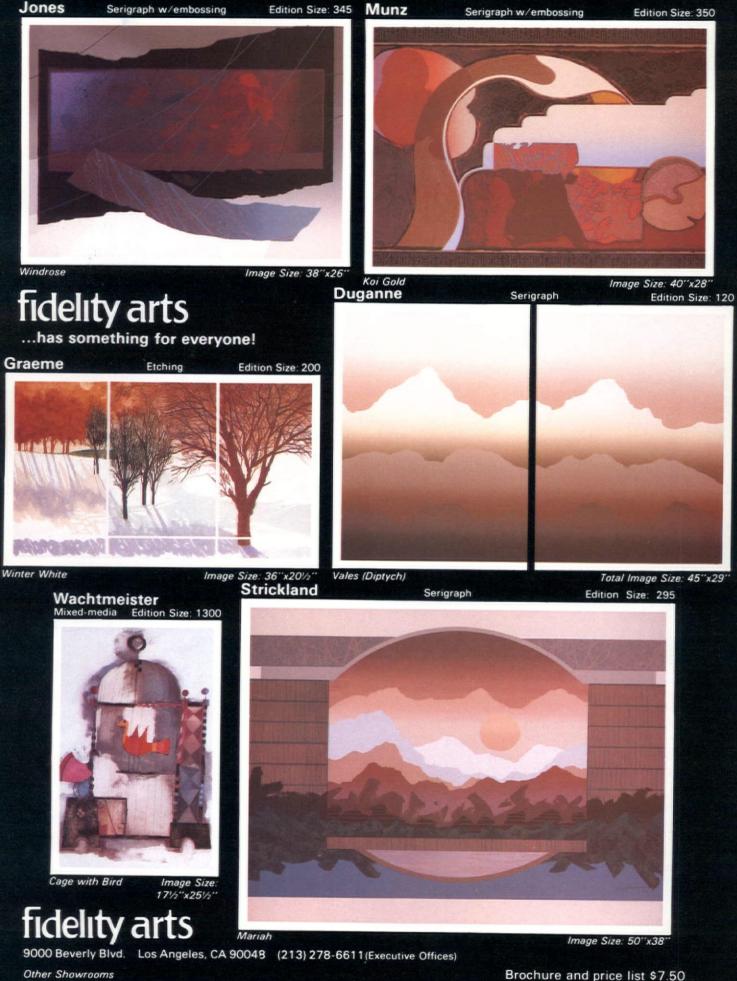
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#### LIBRARY FURNISHINGS



Watson

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Study carrels, shelving, display cases, reading tables, and worksurfaces are

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Walnut and oak veneers make up **Hale Manufacturing Co.'s** companion storage unit for books and files. Unit is 30-in. high, 4-ft. long, and 16¾-in. deep. Sliding doors conceal shelves and contents. **Circle No. 266.** 

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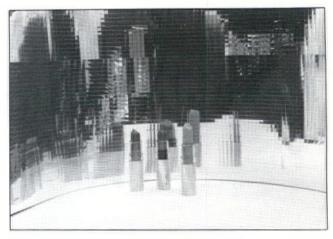
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Plastic Mirrorflex material holds 5mm squares to comprise Quadroflex from Heinze America Ltd. Mirrored surface is available in chrome, gold, and colors. Literature and samples are available upon request. Circle No. 313.

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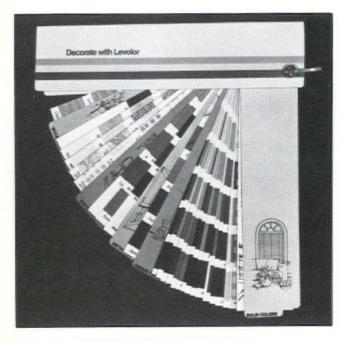
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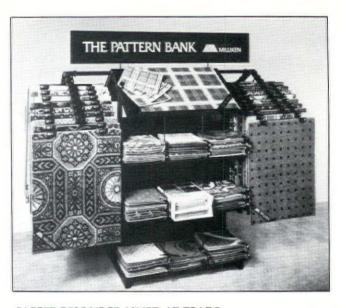
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Snap-Form Interlock column system series 3300 by Pittcon Industries Inc. is offered in various finishes, diameters, and heights. Architectural columns are both removable and replaceable. **Circle No. 304.** 



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#### CARPET RESOURCE AIMED AT TRADE

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Design 1200

# KRUG

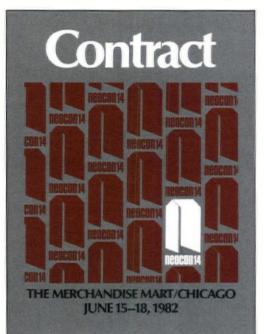


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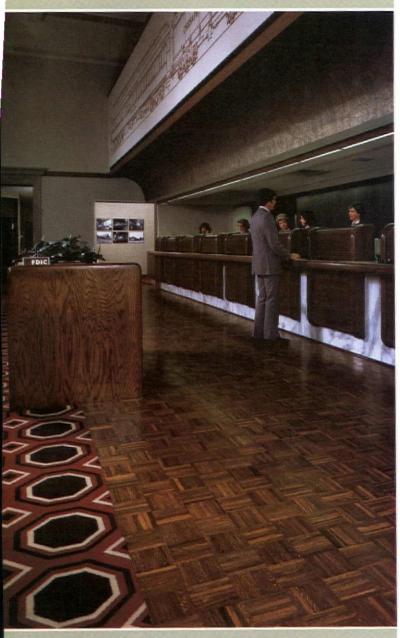
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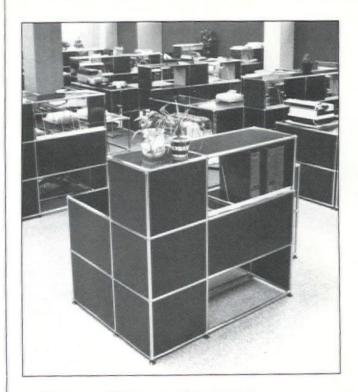
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Floor: Hartco Impregnated Solid Oak Parquet, Chesapeake color.



#### PRODUCTS & SERVICES



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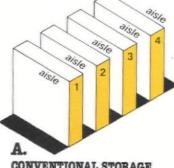
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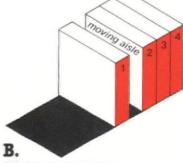
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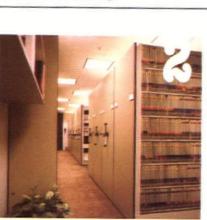


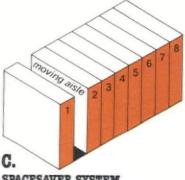
**CONVENTIONAL STORAGE** Wasted Aisle Space

#### **Case Studies**



**SPACESAVER SYSTEM** Converts Aisles to Storage





SPACESAVER SYSTEM Doubles Storage Capacity



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high-density mobile storage systems

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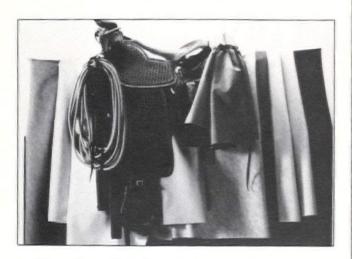
Plexiglas<sup>®</sup> brand acrylic sheet is available in a wide range of standard transparent, translucent and opaque colors and in seven patterns to meet your design needs. To get your copy of our new color brochure,

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Peogas acyvic piastic is a conductible thermoprastic Observe fire precautions appropriate for comparable forms of wood For building uses. Cheol code approvisis impact resistance a factor of thickness. Avoid exposure foreat or aromatic solvents. Clean with soap and water. Avoid abrakeds.



#### VINYL FABRICS MEET FIRE REQUIREMENTS

Cowboy and Predictions are two new vinyl upholstery fabrics which meet stringent New York and Boston fire code regulations. Cowboy is a cleanable, suede-like fabric in 15 colors and a range of printed patterns. Predictions is offered in 67 colors and eight color groups. Both are from Formoco International. **Circle No. 311.** 



#### HIGH-DENSITY FILING SYSTEM SAVES SPACE

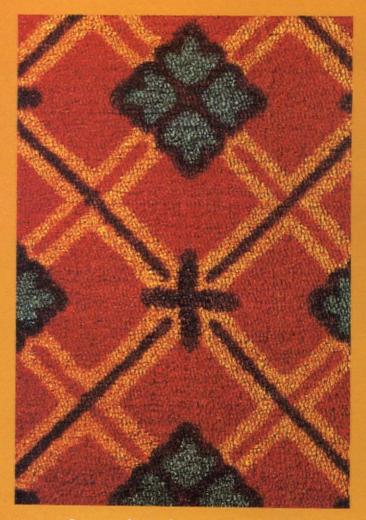
High-density moving aisle filing and storage system by Stacor eliminates aisles that are present with conventional storage. Rolling carriers move system on rails recessed into a 1½-in. platform. A single movable aisle permits access to any shelf. System can accommodate loads of at least 30,000 lbs. per carrier. Systems does not require fastening to the floor. Moving aisle system can a handle any brand of equipment and a Disc Drive mechanical assist is optional. **Circle No. 337.** 

#### MULITCOLOR STYLING ACHIEVED WITH FIBER

Anso IV Ultrabrite staple yarn from Allied Corp. is engineered to produce multicolor effects through brightness and cleaniness. A 15 denier, deep dye yarn, Anso IV is processed for optimum luster and bulking properties. A five-year warranty covers the yarn. **Circle No. 357**.

#### CONTRACT/March 1982

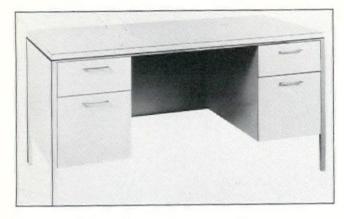
# Added Dimensions.



Create unlimited new patterns with Ultron® 3D—the best printable 3 dye level fibers available today.



Monsanto Textiles Company, 320 Interstate North Parkway, Atl., Ga. 30339 (404) 955-4000 Ultron is a registered trademark of Monsanto Company

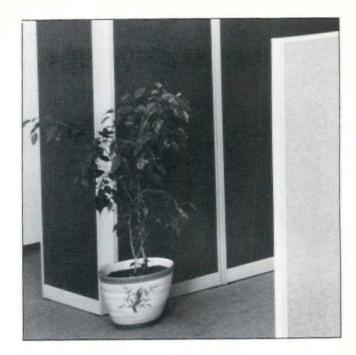


#### MANY OPTIONS OFFERED IN DESK MATERIALS

Corry Jamestown presents many options for materials and finishes in series 8000/9000 desk line. Double pedestal desk is available in three sizes with varied drawer arrangements. Legs and hardware are chrome with optional chrome strip around top. All finishes are paint with laminate tops. Chrome colors are brushed or black; tops are walnut, oak, or teak veneer. **Circle No. 322.** 

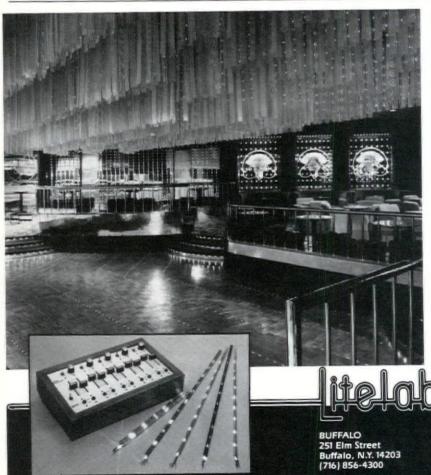
#### **10-YEAR WEAR WARRANTY ISSUED BY ALLIED**

Carpets of Anso IV HP nylon denier yarns are now covered by a 10-year wear warranty from Allied Fibers & Plastics Co. Allied's products covered under the warranty are soil-, stain-, and static-resistant. **Circle No. 308.** 



#### PARTITIONS PROVIDE NOISE CONTROL

ESP II interior office partitions offer mobility and maximum noise reduction control. Using test criteria established by ASTMC-432-77, product from Design Partition Co. achieved top rating for full-face panel area. Panel trim is of light-weight vinyl. A variety of colors and sizes is offered. **Circle No. 238.** 



#### BRILLIANT

...the concept of XANADU, tubes of starlight glistening behind beautifully etched glass, accenting the graceful curves of a stairway.

A new dimension in lighting, as versatile as the designer's imagination...

Romance them in the dining room, dazzle them on the dance floor, create a fantasy world where icicles of light seem to float above; veils of shimmering liquid light dance to the beat of the music, glow with the rhythm of conversation.

#### IMAGINE

... XANADU low-voltage tubelight custom-made to your specifications and a selection of over two dozen controllers to assure you of a look that is uniquely yours.

An affordable way to enhance any interior that not only stuns your clients with its beauty, but keeps them satisfied for years to come with its low energy costs, minimal upkeep and the confidence they'll have in the Litelab® name. From the UL listing that means hassle-free installation, to the extensive line of stock on hand in our warehouses ready for quick shipment, Litelab® is ready to fill your every lighting need.

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Circle 99 on reader service card

# **Burglar Alarm**

A computerized burglar alarm requires no installation and protects your home or business. It is the first real alternative to a thousand dollar or more professional system.

The concept is simple. Provide all electronic functions of a professional wired together system. Put sensing and control into one easy-to-use device. Use large scale integration of solid state components to achieve lower cost and greater reliability. Here are some of the exciting features:

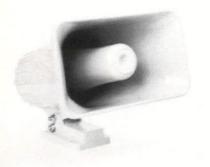
Invisible Protection. The Midex 55 protects your home using exactly the same technology that police radars use to catch speeding cars and trucks. When you are not at home, the Midex 55 generates a low energy radar field that detects anyone who moves in a designated area of your house. The protection pattern is an adjustable tear drop shape with maximum dimensions of 75 x 40 feet.

Loud Alarm. When the system detects an intruder, it turns on a loud police type electronic siren. The sound is loud enough to cause pain. It is loud enough to drive a burglar away before he can steal or damage your valuables. It is loud enough to alert your neighbors and, more important, loud enough to warn you not to enter your home before the police arrive.

Computerized Controls. To turn the system on, you punch in your personalized 6 digit access code. You now have 30 seconds to leave your home or office. When you return, you enter and disarm the system with your access code. You have 30 seconds to do that also.

When the Midex senses an intruder, it remains silent for 30 seconds. It then sounds the alarm until 8 minutes after the burglar leaves. The alarm then shuts off and resets, once again ready to do its job. This shut-off feature, not found on many expensive systems, means that your alarm won't go wailing all night long while you're away.

Standby Power. Should AC power fail or a smart burglar cut your AC power lines, the Midex 55 automatically switches to FAIL-SAFE operation using a built-in rechargeable battery pack. You are protected no matter what.





#### EXPANDABLE SYSTEM

You can set up the Midex in your own home in minutes. It looks like a stereo component. Just plug it into a wall socket, aim and adjust its protection pattern and connect two wires to the powerful alarm blast horn SP-30. If you wish, you can connect two alarm blast horns. If you connect 2 blast horns, we recommend one outside and one inside. A test light allows you to easily determine the area of coverage of the protection pattern. A thumb wheel lets you adjust it to your needs.

As an extra security measure, you can connect one or more panic buttons to the Midex. The panic buttons activate the alarm even with the radar protection pattern turned off. But even if you don't use the expansion features, the Midex is complete, ready to protect you, just as it arrives in its wellprotected carton.



The adjustable pattern has a range up to 75 feet.

#### NO MORE FALSE ALARMS

Compared with other burglar alarms like ultrasonic systems, the Midex has almost no chance of false alarms, since it is not affected by traffic noise, plane noise, air conditioner turbulence, telephones or strong outside winds. Only the motion of the burglar walking through the radar field can set it off.

#### COMPARED AGAINST OTHERS

The Midex compares with much more expensive professionally installed systems. Yet it costs no more than do-it-yourself alarms purchased at retail. In a recent article, a leading consumer magazine rated the Midex tops in space protection, alarm siren power and immunity from false alarms. Don't be confused. There is no system under \$1000 that provides you with the same protection.

The powerful blast horn has a 130dB output and makes a sound so loud it causes pain.

The Midex 55 alarm system measures only 4" x 10%" by 7" yet protects you like much larger and expensive security systems.

#### U.L. APPROVED SYSTEM

If you have owned a burglar alarm for more than a year, there's a good chance that it has required service. The Midex, however, is solid state and built with the same heavy duty components in industrial systems. The Midex is made by Solfan Systems, Inc., the leader in the production of radar detectors for commercial and industrial security systems. Solfan has made more than half a million industrial radar sensors and over 100,000 Midex 55. Will the Midex ever need service? No product is perfect. If you ever have a problem, call us on our toll free "help line" at (800) 227-8167. The product has a limited 1 year parts and labor warranty.

#### STANDING BEHIND A PRODUCT

The Midex protects more than 100,000 American homes. But the true test of how it performs is in your home or office. That is why we provide a one month trial period. We give you the opportunity to see how fail safe and easy to operate the Midex system is and how thoroughly it protects you and your loved ones. Decide after one month whether or not you want to keep it. If you decide to keep it, you'll own the best. If not, return your unit for a full and prompt refund. There is no risk.

Purchase the Midex 55 now for \$199.95 and the SP-30 blast horn for \$39.95. We recommend the purchase of two blast horns. To order, simply send your check to the address shown below. California residents add 6% sales tax. Credit card buyers may call our toll free number below. There are no postage or handling charges. The unit will be sent to you complete with all instructions.

Midex gives you everything you could possibly expect from a burglar alarm: 1) a professional grade system at a very reasonable price, 2) toll free telephone assistance, 3) the chance to buy a unit in complete confidence, knowing that you may return it if it's not exactly what you want. You can't lose.

Computer technology has produced the ultimate security system. Order your Midex 55 without obligation today.

midex

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Circle 101 on reader service card



### TRIANGLES, CIRCLES, INCLINES & CORNERS — BALI BLINDS FIT.

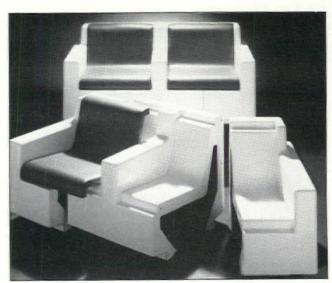
Bali has the creative solution for your window design problems and the brochure to tell you about it. Our commercial contract brochure is filled with examples of external and internal blind use. Bali's over 100 colors. Energy-efficiency charts. Sizes, shapes, cutouts and specs. Before you paint yourself into a design corner, let us send you "Blind Imagination For the Commercial Designer," #8005.

Refer to your Sweet's Catalog or for your free copy of brochure #8005, call or write Marathon Carey-McFall Company, Loyalsock Avenue, Montoursville, Pennsylvania 17754. (717) 368-2621. A Division of Marathon Manufacturing Company.



Circle 102 on reader service card

#### **PRODUCTS & SERVICES**



#### CONTEMPORARY LINES ENHANCE SEATING

Fiberglass furniture and accessories from Glasspec are suited for use in public areas. Fiberglass molding around upholstery creates uniform seating arrangements for banks, malls, airports, waiting areas, and other installations. **Circle No. 353.** 



#### IRISH CARPET IS WOOL/NYLON BLEND

Minton Tile design gripper axminster carpet is manufactured by Ulster Carpet Mills Ltd., Portadown, North Ireland. Available from The Heller Group, Los Angeles, the carpet is 80 percent wool and 20 percent nylon. It can be made to order in any color combination. Specs are: eight-row, 310 pile height, 35 oz. face weight, 189 pitch, and two-ply/53 yd. yarn count. Carpet is from the Glendun collection and is stocked in 12-ft. width. **Circle No. 312.** 





Turtle Creek Business Center / 109 1931 No. Industrial Boulevard Dallas, Texas 75207-3316 (214) 744-1269 690 North Robertson Boulevard Los Angeles, Calif. 90069-5088 (213) 657-3752 / 657-1051

Atlanta Decorative Art Center / 320 351 Peachtree Hills Avenue, N.E. Atlanta, Georgia 30305-4572 (404) 261-4061

Showroom Hours: Mon. thru Fri.: 9 AM to 5 PM, Sat.: 9 AM to 3 PM. Circle 103 on reader service card



CLASS A FIRE RETARDANT SPONGE RUBBER CARPET CUSHION

### the new standard by which all carpet cushion will soon be judged.

#### PROVED SUPERIOR BY TEST ....

Independent laboratory tunnel tests per ASTM E84-80 established these Sentinel ratings rarely found in any carpet underlay sold today: rubber, premium urethane-types, or felt/hair cushions.

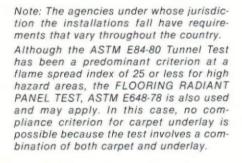
Flame	Fuel	Smoke
Spread	Contribution	Density
20	15	5
		1000

Detailed test results available upon request.

Sentinel complies with the measures prescribed by the NATIONAL FIRE PROTECTION ASSOCIATION: Life Safety Code, Interior Finishes (Standard 101-1976)

The above ratings were obtained for ASTM E-84-80, which are equivalent to the following tests by the indicated agencies:

- NATIONAL FIRE PROTECTION ASSOCI-ATION (Test Method 255)
- AMERICAN NATIONAL STANDARDS IN-STITUTE (ANSI Test Method No. 25)
- UNDERWRITERS LABORATORY (U. L. Test Method No. 723)
- UNIFORM BUILDING CODE (UBS Test Method 42.1)



#### SPECIAL FIRE RETARDANT FORMULATION ...

In addition to other quality ingredients, Sentinel is reinforced with a special mineral flame retardant. Result: significantly improved fire safety ratings.

#### SPECIFY A SAFER CUSHION ...

Now you can bring new safety to restaurants, offices, hospitals, nursing homes, theaters, schools, hotels and motels...any high-occupancy area where safety and comfort are mandatory. Sentinel is also ideal for high-traffic areas...high-hazard kitchen installations...above and below-grade storage areas...any application where NFPA 101-1976 requirements prevail.

#### LASTING CLIENT SATISFACTION ...

Sentinel embodies all the superior qualities that make your clients happy: comfort, support, noise and thermal insulation, prolonged service life, extended carpeting life. Anti-oxidant additives protect against deterioration. Sentinel is sanitary: will not attract or retain dirt or moisture, does not harbor vermin, is non-allergenic. Sentinel is unaffected by common rug cleaning agents.

#### YOU CAN RELY ON GENERAL TIRE ...

When you specify new Sentinel, you are securing your reputation with a premium product from America's foremost manufacturer. You are specifying innovation, durability, quality, a warranted product and adherence to codes. When you promise client satisfaction, General Tire will help you deliver, as promised.



### GTR CARPET CUSHION COMPANY

HEADQUARTERS 200 Mall Blvd. Monroeville, PA 15146 (412) 373-1361 PLANT/ SALES SERVICE Yorkville Road P.O. Box 191 Columbus, MS 39701

Call Toll Free 1-800-647-1040

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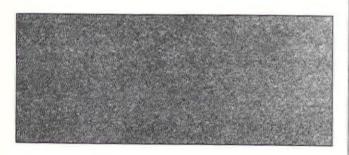
#### LAMINATE TABLES ARE ADJUSTABLE

Adjustable work table is made of 1<sup>1</sup>/<sub>4</sub>-in. Novaply with a walnut-, putty-, or oak-colored, high-pressure laminate backer. Bases adjust from 21- to 30-in. height. Edges are covered in contrasting T-mold. Table is a product of Bevis Custom Tables. **Circle No. 278.** 



#### TRADITIONAL CHANDELIER CRAFTED OF BRONZE

Chandelier fixture from Feldman Lighting is 5 ft. in diameter and crafted of Sheffield bronze. Glass shades cover 21 medium-base bulbs. Circle No. 307.



#### CUSTOM SHADES AVAILABLE IN CARPETING

Commercialon 5800 from J & J Industries is featured in 40 in-stock decorator shades with custom colors available for orders of more than 150 yds. Nylon saxony carpet is treated with Scotchgard protector and comes with Action Bak or jute secondary backings. **Circle No. 315.** 





### THEY IMPROVE EVERY BODY'S POSITION AT WORK.

No seating promotes comfort as well as Facit posture chairs and stools. Ergonomically designed for proper body support, they provide benefits unavailable from backless stools or rigid chairs.

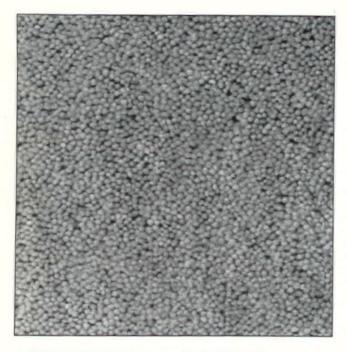
The Facit posture chair is ideal for desk work. Its "dished" seat with contoured front aids blood circulation by eliminating undue pressure on thighs.

For office work involving elevated surfaces, our posture stool supports employees in the right places. An adjustable chrome foot rest gives added comfort.

Back rests on both seats adjust for correct height, angle and seat depth. Available for immediate delivery in a wide range of natural fiber colors, the fabric is durable, cool and elegant in appearance.

For the name of your authorized Facit furniture dealer, write to Facit, 66 Field Point Rd., Greenwich, CT 06830, or call (203) 622-9150.





#### CUT PILE SAXONY AVAILABLE IN 16 COLORS

A cut pile saxony carpet from Walter Carpets, West Point Pepperell Carpet & Rug Division, is made of Anso IV nylon yarn. Carpet is manufactured with easy cleaning, long wear, and anti-static qualities. Called Ponderosa, carpet is available in 16 colors. **Circle No. 320.** 



#### SOLID OAK FRAMES CUSHIONED SEATING

Harbinger series is a collection of single-, double-, and threeseat sofa pieces from Tuohy. Chassis is of solid oak butcher block with soft radius edges and radius corners. All cushions are of polyfoam wrapped in fabric; seat cushions are supported by an adaptive network of flexible steel meshing. **Circle No. 245.** 

#### POLYESTER FABRIC MEETS FIRE CODES

Series of piece dyed fabrics in 19 solid colors has been developed for fire retardancy. From Dazian's Inc., the series is made of 100 percent polyester and meets fire requirements of NFPA 701 test, City of New York Board of Standards and Appeals, Cal. #294-40-SR, Federal Aviation Administration, and Federal Test Method Standard #191-Method 5903. Cloth is suitable for draperies, cubicle curtains, bedspreads, and upholstery. **Circle No. 314.** 



Circle 105 on reader service card





#### COMPUTER SURFACE SNAPS TOGETHER

Terminal Mates from Monarch are offered in a variety of sizes, designed to meet specific height needs of different CRTs. Parts snap together without tools, screws, or bolts. **Circle No. 270.** 



#### TRADITIONAL LINES CRAFTED OF WOOD

Traditional office styles are available in handcrafted oak or walnut. A variety of desk, return, credenza, and bookshelf credenza sizes are offered by Architectural Design. Custom designs may be ordered. Matching wall panels may be specified for a uniform office appearance. **Circle No. 236.** 

# Beveled Glass reflects great design



BEVELED GLASS INDUSTRIES 900 N. La Cienega Blvd., Los Angeles, CA. 90069 (213) 657-1462

Hundreds of sizes and motifs for doors, windows, and sidelites for immediate delivery. For color catalog send \$5.00 to B.G.I., 900 La Cienega Blvd., L.A., CA. 90069 L.A., Pacific Design Cntr., #396, L.A., CA (213) 657-1462, N.Y., D&D Bldg., #1518, N.Y., N.Y. (212) 753-1380.

# **ERGO COMFORT**

Maximum support for lower back helps avoid strain

Thick padding over form-fitting base

Long handles ease adjustment

5 legs add stability

Wheels have automatic brakes . . . sit and roll freely, then stand and the brakes lock to await your safe return.

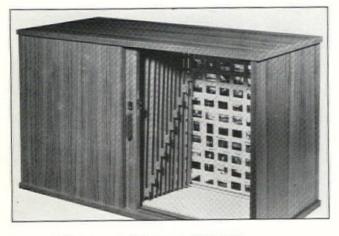
Gas spring for easy height adjustment. Spring also cushions the shock when being seated.

Waterfall front for proper leg circulation



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abofu



#### SLIDING DOORS REVEAL SLIDE STORAGE

The Abodia slide storage system is designed for storing, viewing, and editing large slide collections. Sliding door cabinet provides space for 1,001 slides with illumination for viewing each rack. Highboy style is available in many finishes, and is wall-mountable. Marketed by Eldon Enterprises Inc. **Circle No. 354.** 

#### CONVERSION KIT BOOSTS LIGHTING, SAVES ENERGY

Teron Lighting introduces an exit light conversion kit that quickly converts present 40-watt incandescent systems to six-watt fluorescent lighting. Energy savings are increased 80 percent through this method. **Circle No. 355.** 



#### LINEN FABRIC SUITED FOR MANY APPLICATIONS

Flame-resistant, soil-resistant 100 percent linen fabric meets Italian tests for flammability requirements. From General Drapery Services Inc., fabric is suitable for upholstery, curtains, and bedcoverings. Material is 114 in. wide and available in 30 colors. **Circle No. 310.** 

#### BALL-BEARINGS EASE VERTICAL FILE USE

Meilink Safe Company's Accuride heavy-duty drawer suspension systems use stainless steel ball-bearings to insure smooth operation of file drawers. Formerly only available on firm's line of lateral file systems, this method may now be applied to its Magnum vertical insulated file group. All Meilink files feature top and bottom, heavy-duty, nylon-capped, drawerlocking bolts to ensure adequate security. **Circle No. 356.** 

### Something You Can See Through Will Protect Your Investment for Years to Come



Contact your nearest Tri-Guards distributor or Tri-Guards, Inc. for further information regarding sizes and ordering.

It's true! Tri-Guards protect interior corners with a clear plastic shield that's almost invisible. Tri-Guards let the beauty of the original decor shine through.

Tri-Guards are practically indestructible. Made from Lexan<sup>®</sup>, a high impact material developed by General Electric, Tri-Guards won't crack, chip, or dent, even in high traffic areas. Tri-Guards are the thoroughly modern way to protect vulnerable corners.

Tri-Guards are easy to install. Available in a variety of widths and lengths to fit any corner, Tri-Guards can be installed perfectly in minutes. In addition, Tri-Guards can be removed and re-installed just as easily when a room or corridor is ready for redecorating.

Tri-Guards are also available in colors, custom blended to fit your wall treatment exactly.

Check for quantity requirements on color orders.

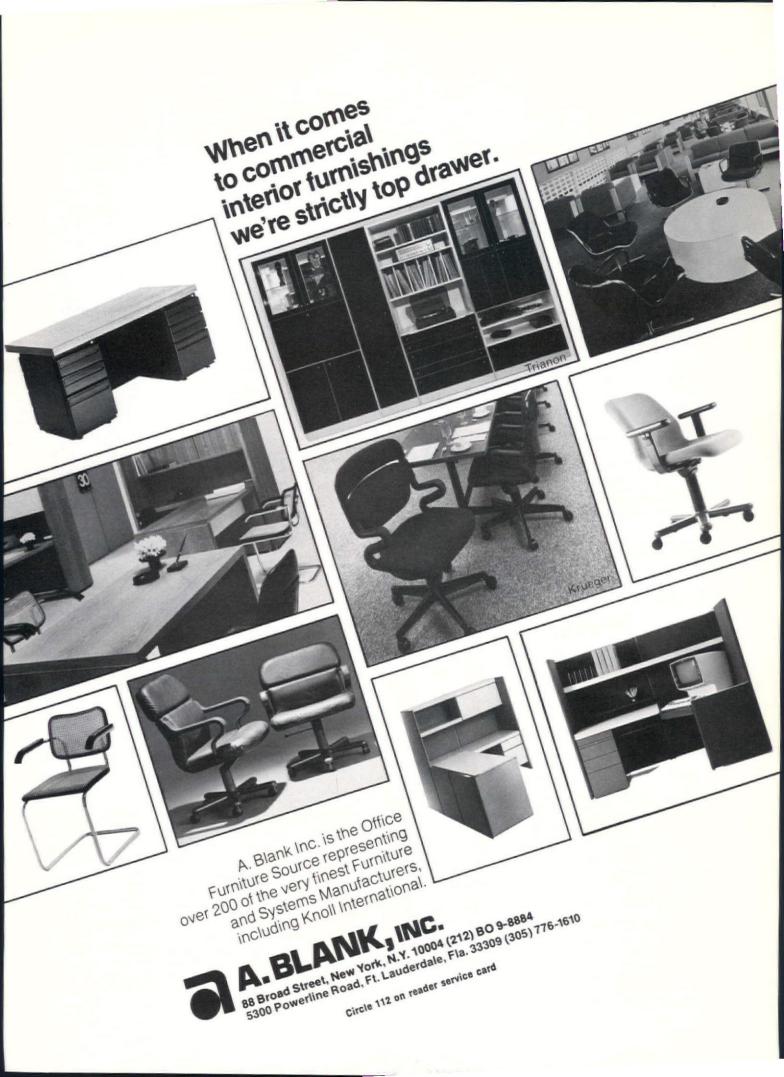
#### New, from Tri-Guards . . . WALL GUARDS

Protecting walls in high traffic movement and seating areas is a costly and continuing problem for institutional and commercial buildings. Now, by specifying Wall-Guards, you can control these costs in a handsome and decorative way.

Wallguards are available in 3 inch by 8 foot pre-drilled lengths, mounting hardware furnished. Contact Tri-Guards, Inc., for further information.



CLEAR PROTECTORS 953 Seton Court, Wheeling, Illinois 60090 Telephone (312)537-8444



Circle 113 on reader service card

TRY US FOR OPENERS.

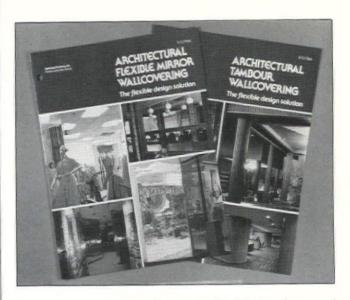
ON DOORS OR DRAWERS, ON

CABINETS AND APPLIANCES.

PLASTIGLIDE OFFERS YOU A COMPLETE LINE OF DECORATIVE AND FUNCTIONAL STYLES IN ASSORTED COLORS AND A VARIETY OF METALIC AND SPECIAL

FINISHES. SEND FOR FREE FULL COLOR CATALOG.

#### **CATALOGS & BROCHURES**



**Revised, four-color brochures on Flexible Tambour** and Mirror wallcoverings are available from National Products. Both describe standard as well as custom design options. **Circle No. 358.** 

Harter/Stoll European design seating collection features enclosed, gas cylinder controls. Firm's recently printed brochure describes design options and operating information. Circle No. 359.

Quill Corporation's winter office furniture catalog describes desks, chairs, files, tables, and hundreds of other items ranging from adding machine rolls to workstations. All items are backed by firm's guarantee. Circle No. 360.



Owens

Amstore

"Fabrics and Fire Safety, A Guide to U.S. Fabric Codes" has been published by Owens-Corning Fiberglas. Booklet contains descriptions of drapery fabric fire codes, fire concerns for the future (such as smoke generation), organizations that influence fire codes, and a comprehensive chart of state fire codes for heathcare applications. Circle No. 361.

Option One Panel Systems and Workstations from Amstore are the subject of a new 12-page, color brochure. Detailed illustrations spotlight style options. Circle No. 362.

Virtue of California introduced its 1982 outdoor furniture catalog. Styles include lounge chairs, ottomans, chaises, slant boards, and umbrella tables. Circle No. 363.





RATES: A standard classified ad costs \$52.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add \$5.00 to the cost if a box number is used. Payment with order is required for insertion or classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. DEADLINE: 1st of the preceding month. REGULATIONS: Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

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#### **REPRESENTATIVES WANTED**

CONTRACT REPS WANTED-Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CON-TRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write. Sales Manager, CONTRACT, 1515 Broadway, New York, NY 10036.

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#### **REPS WANTED**

Large upholstery fabric manufacturer is expanding into the contract field. Need local representatives and National Sales Manager. Send reply to Box 195, CONTRACT, 1515 Broadway, New York, NY 10036.

Experienced Contract Representative Wanted for major company manufacturing upholstered products and bedding. Coast to coast factories. Only proven men with following need apply. Many States including Hawaii. Reply Box 204, CONTRACT, 1515 Broadway, New York, NY 10036.

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For more information on advertisers in this issue, circle corresponding reader service numbers.

PAGE

#### ADVERTISER

Allied Corp. (Circle No. 6)	
Alma Desk Co	
Amoco Fabrics Co./Fibers & Yarn Div. (Circle No. 66)	
Amstore Corp. (Circle No. 47)	
Amtab Mfg Co. (Circle No. 114)	
Architex (Circle No. 5)	
Armstrong Furniture (Circle No. 3)	
Artopex, Ltd. (Circle No. 100)	
Atelier International, Ltd. (Circle No. 18)	
Atlantic Stairworks, Inc. (Circle No. 49)	
Bal Decorator Services (Circle No. 107)	
Baker Furniture (Circle No. 1)	
Beveled Glass Inds. (Circle No. 10)	
A. Blank, Inc. (Circle No. 112)	
Brayton International (Circle No. 37)	
Brazilian Securit, Inc. (Circle No. 42)	í.
Charvoz-Carsen (Circle No. 108)	
Contemporary Products (Circle No. 2)	
Conved Corp. (Circle No. 51)	
Coral of Chicago (Circle No. 16)	
Corry Jamestown Co	,
Cramer Industries (Circle No. 80)	ē.
Creative Dimensions (Circle No. 89)152	,
Davis Furniture Inds. (Circle No. 29)	5
Decar Corp. (Circle No. 92)	7
Dennison National/MEGA (Circle No. 10)12	2
Du Pont (Antron Carpet) (Circle No. 53)	
Dwver Products Corp. (Circle No. 120)	ŧ.
EST Co., Inc. (Circle No. 19)	1
Eurotex (Circle No. 36)	5
Facit (Circle No. 104)	9
Fidelity Arts (Circle No. 87)149	9
Fixtures Mfg. Corp. (Circle No. 13)	7
Florenco Foliage Systems (Circle No. 106)	)
Focus Carpet (Circle No. 31, 33)	
Formica Corp. (Circle No. 76)	2
Functional Office Furniture (Circle No. 78)	5
GTR Carpet Cushion (Circle No. 68)	8
GF Business Equipment (Circle No. 62)	7
Glaro, Inc. (Circle No. 118)	2
B.F. Goodrich Co. (Circle No. 17)	2
Gralla Conferences	8
Gunlocke Co. (Circle No. 22)	7
Hamilton Sorter Co. (Circle No. 72)	9
Hamilton Sorter Co. (Circle No. 79) Hardwood House	v
Hardwood House	1
Harter Corp. (Circle No. 27)	3
Harter Corp. (Circle No. 27) Haworth, Inc. (Circle No. 119)	
Heuga U.S.A. Inc. (Circle No. 179)	2
Hiebert, Inc. (Circle No. 74)	4
House of Dansk (Circle No. 95)	51
Howe Furniture Corp. (Circle No. 34)	4
IKD Corporation (Circle No. 70)	30
Interiors Int'I. (I.I.L.) (Circle No. 9)1	0
International Terra Cotta (Circle No. 103)	57
Jasper Desk Company (Circle No. 39)4	19
*Karastan Rug	61
Kasparians (Circle No. 59)	56
Kenney Mfg. Co. (Circle No. 21)	26
Francis Kerrigan Inc. (Circle No. 65)	59
Kimball Office Furniture (Circle No. 32)	40
H. Krug Furniture Co., Ltd. (Circle No. 90)15	55
LUL (Circle No. 122)	36
Levolor Lorentzen, Inc. (Ceilings) (Circle No. 11)	3

ADVERTISER

PAGE

	200 Lexington Avenue Bldg. (Circle No. 56)	80
1	Liken Home Furnishings (Del Mar) (Circle No. 28)	
1	Litelab (Circle No. 99)	164
3	Hank Lowenstein, Inc. (Circle No. 43)	
1	Louverdrape, Inc. (Circle No. 25)	
	Harry Lunstead Designs, Inc. (Circle No. 23)	
	McDonald Products Corp. (Circle No. 63)	1.4.
	Madison Furniture Inds. (Circle No. 83)	166
	Marathon Mfg. (Bali Blinds) (Circle No. 102)	142
	Meridian (Circle No. 82) Metcor (Circle No. 48)	
	Metcor (Circle No. 48)	165
	Herman Miller Inc. (Circle No. 86)	
	Modern Mode (Circle No. 30)	
	Mohawk Carpet Mills (Circle No. 35)	45
	Molla, Inc. (Circle No. 91)	161
	Monsanto Textiles, Inc. (Circle No. 60, 98)	34A, 163
	Mueller Furniture Corp. (Circle No. 69)	129
	Navan Carpets (Circle No. 20)	25
	Nevamar (Circle No. 75)	135
	Nevins Worldwide (Circle No. 115)	
	Noise Control/Div. Industrial Noise Control (Circle No. 44) .	84G
	Office Suites, Inc. (OSI) (Circle No. 73)	133 04E
	O'Grady & Siegel (Circle No. 121)	171
	Opto, Inc. (Circle No. 111) Packard Inds. Inc. (Circle No. 55)	79
	Packard Inds. Inc. (Circle No. 55) Panel Concepts, Inc. (Circle No. 85)	147
	Panel Concepts, Inc. (Circle No. 85) Park Sherman (Circle No. 117)	
	Plastiglide Mfg. Corp. (Circle No. 113)	
	Prestige Wallcoverings (Circle No. 96)	161
	Procaccino Corp. (Circle No. 123)	
	Roche Bobois (Circle No. 40)	
	Rohm & Haas (Circle No. 97)	162
	Roland Kentfield (Circle No. 45)	63
	Rosemount Office Systems Inc. (Circle No. 81)	141
	Rubbermaid (Commercial) (Circle No. 72)	
	Scandiline (Circle No. 7)	9
	Schumacher (Circle No. 41)	
	Shepherd Products (Circle No. 46)	
	Shelby Williams Inds., Inc. (Circle No. 71)	
	Ship 'N Out (Circle No. 101)	
	Sigma Designs (Circle No. 38) Spacesaver Corporation (Circle No. 84)	145
	Spacesaver Corporation (Circle No. 84)	14-15
	Steelcase Inc. (Circle No. 12) Storwal Int'l. Ltd. (Circle No. 88)	
	Swan Brass Beds (Circle No. 105)	
	Systems Furnishings (Circle No. 52)	
	Tenex Corporation (Circle No. 64)	
	Thonet (Circle No. 14)	18-19
	Tibbals/Hartco (Circle No. 93)	158
	Tiffany Stand & Equipment Co. (Circle No. 57)	
	Tri-Guards, Inc. (Circle No. 24)	
	Tropitone Furniture Co. Inc. (Circle No. 77)	
	United Technical Products, Inc. (Circle No. 4)	4
	Valley Forge Fabrics West Inc. (Circle No. 8)	8
	*Walter Carpet Mills (Circle No. 250)	
	Walton Co., The (Circle No. 116)	
	Westin-Nielson (Circle No. 67)	84B-84C
	Westinghouse Architectural Systems (Circle No. 61)	
	*Western Regional	

This index to advertiser page location is published for reader's convenience. Every effort is made to list page numbers correctly. The listing is not part of the advertising contract, and the publisher is not liable for errors or omissions.