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**Contract** Division

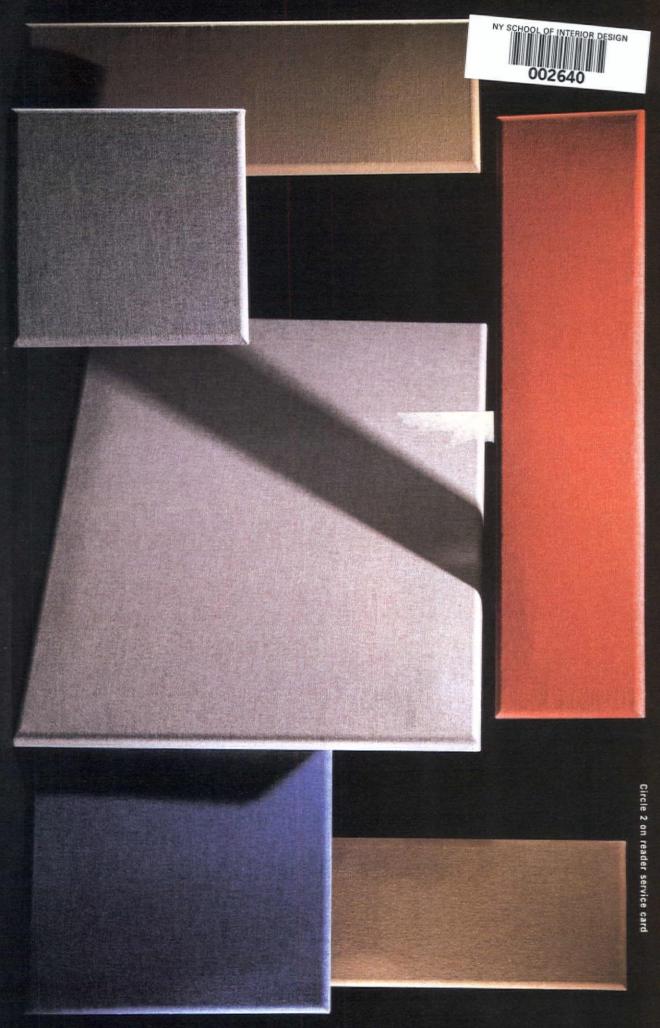


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# Classic elegance.



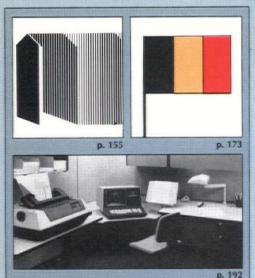
American Classics. The ultimate blend of uncompromising design and craftsmanship. Its appearance rivals that of the most expensive furniture. Elegant pecan banding offers a beautiful contrast to the dark pecan and cherry woods. And graceful drawer pulls accent its classic traditional design. A broad selection of dining room and bedroom pieces is available.

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**COVER**–NEOCON, the world's largest contract exposition, is housed at Chicago's Merchandise Mart, presented in design by graphic artist George Koizumi.



# **Contract**

Vol. 24 No. 5

June: NEOCON 14 At-Market Issue—Late-breaking news of NEOCON 14 programs and activities. Executive Buyer Edition/Municipal & State Government. Government Design '81—a look at impressive strides in the quality of municipal and state government design projects. Exploration of the growing import and export programs of European and American suppliers. Atlanta International Carpet Show Preview. Business & Institutional Furniture Manufacturers Association Update.

July: Tenth annual Open Plan Specifier's Guide—comprehensive guide to selected products, sources, and services for the designer/specifier of open plan offices. ASID Show Preview—advance convention coverage. Lighting Product Review. Industrial Furniture Review—light manufacturing assembly and seating furniture. Plants/Planter Product Review. Bonus Distribution at ASID Convention.

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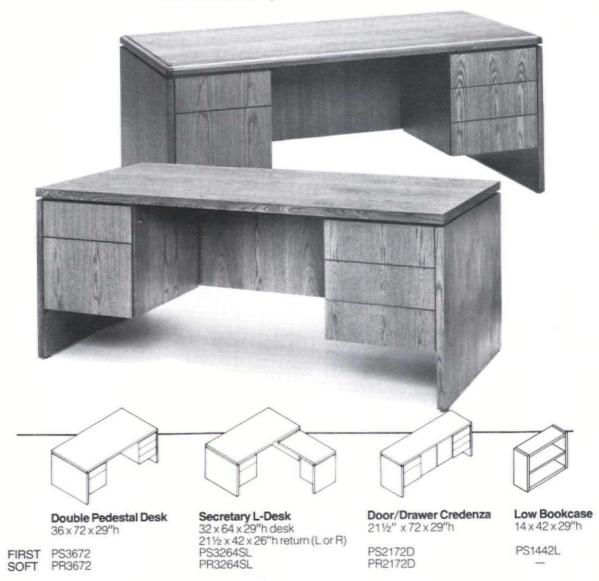






# Lunstead

Visit the Lunstead showroom during Neocon 14 and join us in celebrating the introduction of our new, five day "Expresso" quick ship service with, appropriately enough, a cup of espresso. While in our showroom, you'll have a chance to see our high quality furniture while learning more about our five day "Expresso" shipping service for select Soft and First Profile furnishings.



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# The S/4 Series™

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Collins & Aikman



EUREKA!!! The boys back here in R&D finally did it last night! We broke through all barriers and came up with the next phase in carpet tiles and modular flooring systems. DSV CushionBack the first vinyl cushioned back carpet tile that is soft, resilient, totally stable. We've applied the new DSV CushionBack to our Supra-Suede Tex-Tiles.<sup>®</sup> Our elegant European suede look of DuPont<sup>®</sup> Antron III in 14 fashion-to-basic colors, plus our own

MEMO TO: The President, Carpet Division DEPT: Research and Development

FROM THE DESK OF

W. J. PILKINGTON, Ph.D.

SST-9100 Mirror Stainless

Employee Productivity America fomorio

100.000

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FEB

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New from McDonald
Complete twelve piece collection
Handcrafted for the chief executive SST-9100 collection – compatible with today's look in executive suites.

# MCDonald C Products 2685 Walden Avenue, Buffalo, N.Y. 14225

The standard by which others are judged. Circle 6 on reader service card

# A SHOW OF STRENGTH.

# COLLINS & AIKMAN'S FORTRESS MODULAR TEX-TILES. DESIGNED FOR THE U.S. PAVILION 1982 KNOXVILLE WORLD'S FAIR.

Over 11 million people will walk on 66,000 square feet of Fortress Tex-Tiles at the 1982 Knoxville World's Fair from May through October.

**DURABILITY, FLEXIBILITY, VERSATILITY, COST EFFICIENT**...Fortress carpet tiles...DuPont's new commercial Antron® XL nylon...the best solution for this installation...carries a 10 year wear warranty from C&A.

Another breakthrough in modular flooring from the people who know it best!

VISIT US AT NEOCON 14. SEE FORTRESS AND OUR EXTENSIVE LINE OF TEX-TILES MODULAR FLOORING. CHICAGO MERCHANDISE MART. SPACE 10-149/151.





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Abington, PA CHEVY CHASE COUNTRY CLUB-

HEART OF WILDWOOD MOTEL-Wildwood, NJ

THE FIELD CLUB-Greenwich, CN WESTMORELAND COUNTRY CLUB-

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BONAVENTURE-Montreal, Quebec

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Clark's Summit, PA POCONO HERSHEY HOTEL-White Haven, PA

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INMOBILIARIA

NAPLES BEACH CLUB-Naples, FL MGM GRAND-Las Vegas, NV

THE BREAKERS-Palm Beach, FL

Monterrey, Mexico HOTEL AKUMAL SUR-Akumal, Mexico

HOTEL BALI HAI-Pepeele, Tahiti COLONY BEACH & TENNIS CLUB-

SHANGRILA HOTEL-Singapore 9 DUNK ISLAND RESORT-Great Barrier Reet,

CAMELBACK INN-Scottsdale, AZ

INTERCONTINENTAL HOTEL-Maui, HI

GOLDEN SANDS HOTEL-Penang, Malaysia CORAL BEACH & TENNIS CLUB-

SOCIETE NATIONALE D'HOTELLERIE-

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PLACES...

FLJIAN HOTEL-Fiji, Tahiti HOTEL OKURA-Tokyo, Japan ELBOW BEACH HOTEL-Paget, Bermuda

TROPITONE IS SEEN IN THE FINEST

HILO HAWAIIAN-HIIO, HI COUNTRY CLUB OF COLORADO-Colorado

HOTEL DEL CORONADO-Coronado, CA ARIZONA COUNTRY CLUB-Phoenix, AZ DUNES HOTEL & COUNTRY CLUB-SEATTLE HYATT HOUSE-Seattle, WA CARMEL VALLEY RACQUET CLUB-Carmel, SONOMA MISSION INN-Boyes Hot Springs

QUAIL LODGE-Carmel, CA THE OLYMPIC COUNTRY CLUB, LAKESIDE-San Francisco, CA STARDUST HOTEL-Las Vegas, NV BEACHCOMBER INN & RESTAURANT-CENTURY PLAZA HOTEL-Los Angeles, C DEL WEBB'S SAHARA TAHOE-Stateline, GREEN MEADOWS-Carmel, CA GREEN MEADOWS-Calmer, CA GREENHILLS COUNTRY CLUB-Millbra

HARRAHS-Reno, NV

Rosewell, GA OPRYLAND-Nashville, TN FAIRMONT HOTEL-Dallas, TX FAR HORIZONS-Longboat Key, FL

HANALEI HOTEL-San Diego, CA CAPITAL CITY COUNTRY CLUB-Atlai MARRIOTT HOTEL-Atlanta, GA MARRIOTT HOTEL-Perimeter Center, # HORSESHOE BEND COUNTRY CL

HOUSTON COUNTRY CLUB-HOU

CHANCELLOR'S RACQUET CLUI MARCO ISLAND HOTEL & VILL

LITCHFIELD INN-Pauley's Island,

Hyatt Regency-Cambridge, MA Longwood Cricket Club-Ch

MARRIOTT HOTEL-Santa Clara,

MARRIOTT INN-Marina Del Rei MENLO CIRCUS CLUB-Athen

MGM GRAND HOTEL-Reno,

NEWPORTER INN-Newport Br

PINEHURST COUNTRY CLUE

BERMUDIANA HOTEL-Bermuda PINK BEACH CLUB-Bermuda CHAINE HOTELIERE FRANTEL-Guadeloupe

# QUADRANT MODULAR TEX-TILES. COLOR READY-MADE OR CUSTOM-BLENDED.

Now, a textured loop tile with infinite color possibilities, made of soil-release, soil-hiding Allied Anso® IV.

STOCK COLORS. Fifteen. Neutrals to primaries to fashion hues. Each with the lush, heathery softness of a tri-color blend.

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Collins & Aikman COMMERCIAL FLOOR SYSTEMS 210 MADISON AVENUE, NEW YORK, NY 10016 (212) 578-1217 THIRTY YARN DYED BASE COLORS. We can create your custom color by blending any three strands together.

A unique service for interior designers available in Quadrant modular 18" x 18" tile and coordinating 6 foot Powerbond® HEF 700. Another breakthrough in modular flooring from the people who know it best!

Circle 9 on reader service card



# On publishing in CONTRACT

Dear Editor: Yours is one of the finer publications in the field of interior design. As ASID national chairman for public relations from 1978-'79, I became acutely aware of the media and its public. Associated Design Consultants has produced some dynamic interiors which have been photographed professionally. I am interested in your editorial schedule and lead time for 1982, so that my firm might submit something for publication.

> Samuel F. Taylor IV President Associated Design Consultants Portland, OR

Editor's Note: Editorial submissions are always welcomed by CONTRACT. Seven executive buyer editions each year focus on specific segments of the industry, providing bonus circulation to 5,000 end user/ specifiers. The latter cover such areas as hospital, hotel/restaurant, office, government, bank, and retail design. Manuscript deadline is three months in advance of each issue. For a complete editorial calendar write: CON-TRACT, 1515 Broadway, New York, NY 10036.

Dear Editor: First, let us say thanks for the fine article on our company, p. 94, March

issue. It exceeded even my optimistic expectations and we have already written regarding reprints. Let me also thank you for inviting me to serve on the advisory board for CONTRACT's Computer Aided Space Design and Management Conference, to be held Nov. 8-9, Halloran House Hotel, New York City.

> Antonin Aeck, AIA President Aeck Associates Atlanta, GA

### Kudos: CMG, Security, Fire Retardancy

Dear Editor: We couldn't be more pleased with the article on Color Marketing Group (CMG), February issue. The spectacular layout certainly adds impact. We appreciate your coverage and look forward to working with you again.

### F. McSherry Ellman

Communications Director Color Marketing Group Washington, D.C.

Dear Editor: Thank you for the copy of the February issue of CONTRACT which includes the story on hospital security, "Security Minded Design & Loss Prevention Key to Hospital Safety." We are pleased with the coverage except that it limits our experience to two A/E projects and does not mention our firm's major client, the billion-dollar San Diego Navy Hospital. We look forward to next February's issue so that we can assist on the security update you are planning.

> George P. Morse, J.D. Director George P. Morse & Assoc. Silver Spring, MD.

Dear Editor: I read with interest your article concerning fire retardant materials in the February issue. I would be interested in any reference of art supplies with fire retardant qualities. We are a developmental center and use such supplies in occupational therapy. Any information would be appreciated.

Jon F. Vinograd Business Officer Sunmount Developmental Disabilities Service Office Tupper Lake, NY

Editors Note: The article you reference was compiled from data supplied by manufacturers; there is no single 'author' behind it. You might try contacting the National Fire Protection Association 430 Atlantic Ave., Boston, MA 02210; 617/328-9230 for assistance.

(Continued on p. 22)

# New Roller Glide

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.



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LEAVE A MESSAGE FOR ME AT FOR ME AT EGAN VISUAL EKL T THE COPED JIM\_ EGAN VISUAI The Neocon Message Center Showroom 1082

Keep in touch with your friends... Pick up or leave messages in our new showroom, Suite 1082.

# WHEN WE CREATED A TOUGH HIGH-TRAFFIC FLOOR, SOMETHING BEAUTIFUL HAPPENED.

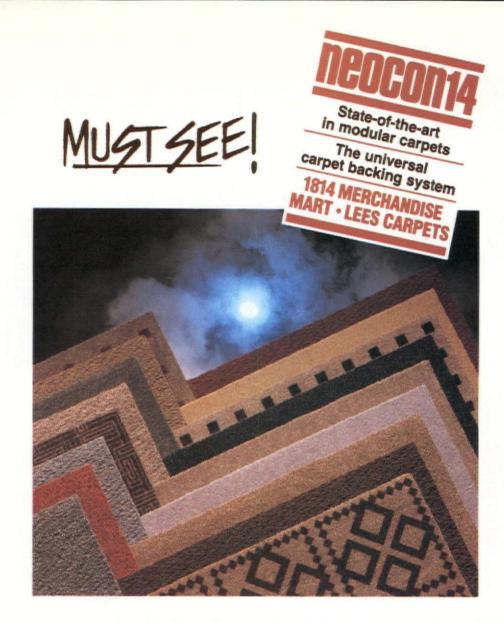
# Introducing Crosswalk".

Nothing makes a tough choice more beautifully simple than Crosswalk. The revolutionary new commercial floor from Armstrong. What makes Crosswalk so dramatically different from other floors is its mineral aggregate raised-disc visual. One distinctive pattern that actually performs on two different levels. Design is one. Crosswalk has a high-style image you don't often find in high-performance floors. A streamlined look that will beautifully complement any high-tech interior you design. Function is another. The specially formulated construction of Crosswalk makes it more slip-retardant than conventional smooth floors. And it's tough under the pressure of constant use-in schools, lobbies, airports-wherever there's a steady stream of heavy traffic. Durable Crosswalk comes in five attractive designer colors. And it installs with fewer seams because it comes in 6'-wide rolls up to 90' long. If you'd like to know more, write Armstrong, Dept. 25FCT, P.O. Box 3001, Lancaster, PA 17604. We'll show you how Crosswalk can make something beautiful happen to your next high-traffic interior.









# Lees presents the state-of-the-art in carpet tiles

Most carpet tiles will look good in the carton. If you need to know how they'll perform on the floor, be sure to read the warranty.

**Guaranteed.** Lees backs its modular carpet system with a comprehensive warranty, written in plain English. No manufacturer of carpet tiles goes as far to guarantee performance satisfaction.

**Construction.** Unibond<sup>®</sup> back bonds face yarn and backing materials into a single component. Hot-melt thermoplastic resins and flow-on lamination produce modular carpets that are guaranteed against edge ravel and delamination.

**Test data.** Lees tests its modular carpets for smoke generation and flame spread. This important data is published and readily available for review.

Advanced generation. As long ago as 1967, Lees made rubber-backed carpet tile for the educational market. Later versions utilized a hard vinyl back. The present Lees carpet tile is an advanced generation product that fits a vastly improved modular carpet system. Appearance. Antron<sup>®</sup> III nylon pile yarns by DuPont are dirt-resistant and static-protected. Superior appearance retention reduces maintenance costs. Coordinates. Plain and patterned modular carpet fits a system that includes broadloom coordinates in identical construction. Visual flow is continuous, uninterrupted by breaks in surface texture.

Installation. Most "loose lay" carpet tiles never get loose laid, but are glued down instead. Why? Ask the installation contractor, the man who would be responsible for the job if anything were to go wrong. Lees provides a fast, clean money-saving pressure sensitive adhesive for use with its modular system. Call toll-free. For test data, specification information, call 800/523-5647. From within Pennsylvania, call collect 215/666-9426. Or write for illustrated brochure. Lees. The Contract Carpet Company. Live the life of Lees at work and at home.





International Contract Furnishings Inc.

305 East 63rd Street New York, N.Y. 10021 Telephone: 212/750-0900 Telex: 236073 ICF UR The Pinstripe Family of Desks Design: The Walker Group, 1982

The Walker Group has designed for ICF their first family of office furniture that gives one and all from secretary to president a sense of pride, identity and status through understated elegance, solidity of form and a large choice of genuine materials while being priced to bring joy to any purchasing agent's heart.

Circle 14 on reader service card



# The intelligent thinking behind the Gwathmey Siegel desk

Until now, the thinking and talents of Charles Gwathmey and Robert Siegel have been reserved for their individual clients. Now, Gwathmey Siegel have designed a desk and cabinet line for the entire office.

Applying the logic that is characteristic of all their work, the architects have designed a system that, because of its modularity, solves a great many logistical problems for the interior designer.

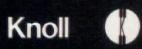
The Gwathmey Siegel desk and cabinet line offers maximum storage, maximum design continuity and maximum flexibility. And with the Knoll tradition of manufacturing excellence, maximum value.

A variety of sizes and a range of materials assure strong design continuity from the executive suite to the reception desk.

Opting for the simple thing well done. Gwathmey Siegel, simply stated, have done it very well again.

Knoll International, The Knoll Building 655 Madison Avenue, NY, NY 10021



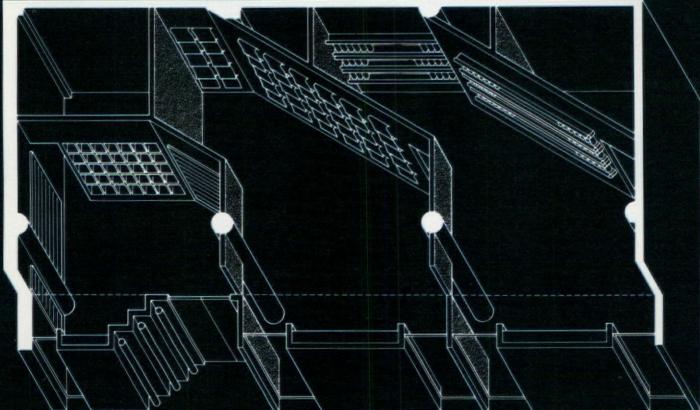


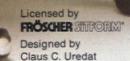


# WHERE ALL WE ARE IS HERE FOR YOU SEE US AT NEOCON

THE CHICAGO MERCHANDISE MART CHICAGO, ILL. 60654 SPACE 888







FIXTURES FURNITURE

**discover discovery**... in office seating systems. The new 5th generation system adjusts to any position for static-posture or dynamic-motion comfort. It encompasses a total program of 26 models suitable for a person of any size or status from clerk to chief executive officer.

See us at Showroom 936 at NEOCON.

1642 Crystal, Kansas City, MO 64126 • 1-800/821-3500, 816/241-4500 CONTRACT FURNITURE IN ADVANCED DESIGN Circle 16 on reader service card

# LETTERS

(Continued from p. 12)

### Editor aids awards project

**Dear Editor:** As I'm sure you recall, some time ago you kindly donated your services as a judge for the first "American Hotel & Motel Association's Gold Key Awards for Excellence in Interior Design" competition.

With your help and knowledge, the premiere of this program was a huge success. The awards have since been presented and the interior design community has welcomed this new program as an opportunity to test its talents. The show committee of the International Hotel/Motel and Restaurant Show plans to continue this competition on an annual basis and the announcement of the categories for the 1982 event will be forthcoming.

MICHELE ZELMAN

Gibbs & Soell Inc. New York

### Annual directory a valued resource

Dear Editor: Needless to say, I was happy to be included in the January Contract Quotes column. It is quite a thrill as a young designer to appear in the company of highly talented and established colleagues in the field. Combine that with the exposure enjoyed by CONTRACT as the industry's bible, I have quite a keepsake for my files!

Marilyn Sygrove Designer Ellen L. McCluskey Assoc. New York

Dear Editor: Thank you very much for including our client, Allmilmo, in your 1982 alphabetical listings of CONTRACT manufacturers. However, the information shown was incorrect. It should read: Allmilmo Corp., 70 Clinton Rd., P.O. Box 629, Fairfield, NJ 07006.

> THOMAS N. EDMONDS Edmonds Associates Inc. Alexandria, VA

Dear Editor: Congratulations to you and your staff on the continuing growth and success of CONTRACT. I have just finished reviewing your 1982 directory and was most impressed by it. I would, however, like to point out that J&J is also in the modular carpet business as well as the conventional commercial market.

> Jim Jolly Executive Vice President J&J Industires Dalton, GA

Dear Editor: I was very pleased with the article on Walker/Group in the January directory issue of CONTRACT and I want to thank you for including us in your most interesting theme of diversification. It's always nice to be written about by a magazine that understands the subject and I am delighted that you captured both the style and substance of Walker/Group. It is also nice to see CON-TRACT getting fatter and fatter. It's enabled you to add more color which has led to exciting new layouts. Best wishes for continued success.

> Kenneth Walker, AIA Walker/Group New York

**Erratum:** The CONTRACT, March issue, p. 164, the "Products & Services" column featured an item on the No. 9000 line from Corry Jamestown. That line is no longer being manufactured. For details on the firm's other lines to be shown in space 1126 at NEOCON, contact Mary Helen Curtis: 814/664-4611.



Sensual upholstery coverings of Lackawanna leather. Touch, Sight, Scent, And definitive good taste. No other material is like it. A wide selection of leathers are readily available to enhance your next installation whether on land, sea or in the air, each capable of transforming a good idea into a distinctive design.

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Plaza of the Americas, Photo G. Hawn



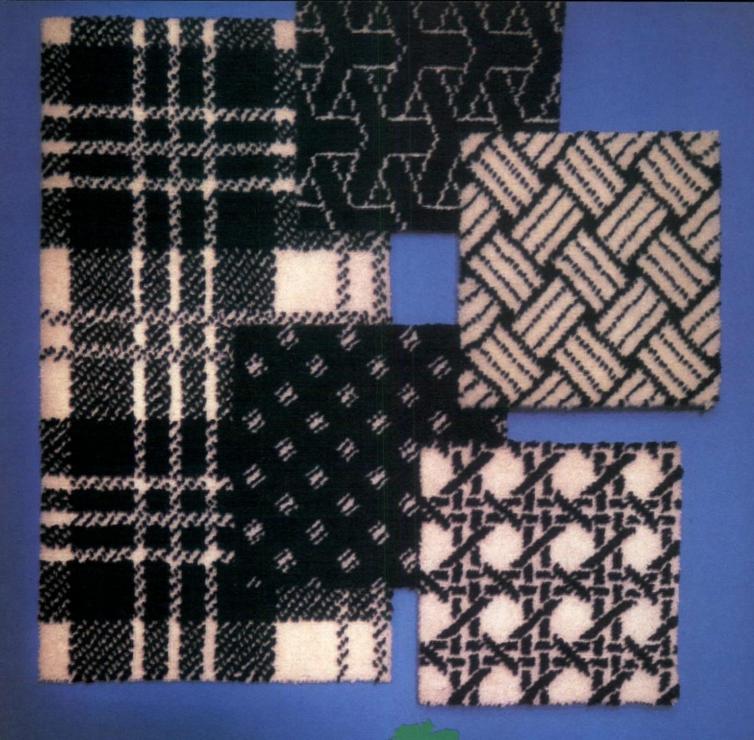


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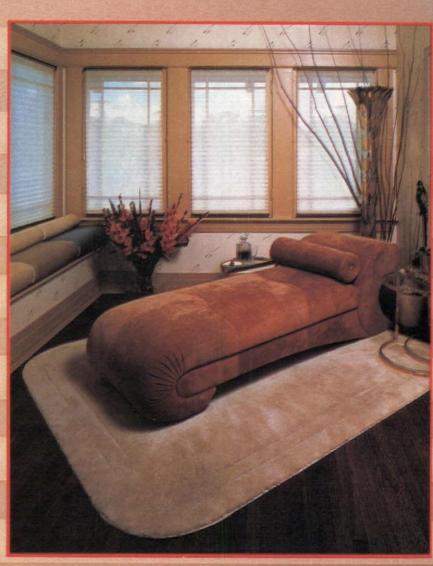


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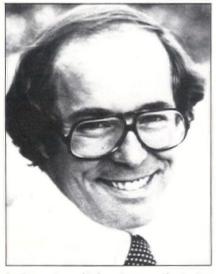
Circle 23 on reader service card

# CONTRACE

# Futuristic focus on universe, undersea life environments is theme of AIA convention June 6-9, Honolulu

**Honolulu**—Three scientists and futurists will explore new frontiers for architects in the cosmos and undersea during keynote lectures at the American Institute of Architects' (AIA) national convention here June 6-9.

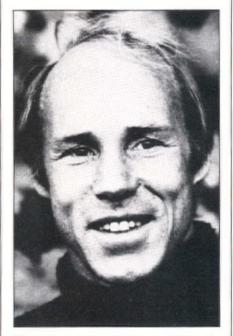
"A Quest in Time" marks the theme for the 1982 convention, highlight of AIA's yearlong 125th anniversary celebration. B. Gentry Lee, chief engineer on the Jupiter Project and head of navigation on the 1969 Viking Project, will discuss architectural contributions and benefits in space exploration. Lee is aerospace manager of the Jet Propulsion Laboratory, Pasadena, Calif., and coproducer of Carl Sagan's "Cosmos" television series.



B. Gentry Lee, chief engineer on the Jupiter project and head of navigation for the 1969 Viking project, will discuss the influence of architecture on space exploration.

President of Undersea Research Ltd., Toronto, Dr. Joseph MacInnis will present implications of oceanic developments in research and resources. Futurist Dr. Gerard K. O'Neill, Princeton physics professor and author of the book 2081, will examine technology and automation in 21st century architecture.

Professional development seminars include: Emerging Directions in Architectural Design; Design Concepts for the New Work Place; Color in Architecture; Computer-Aided Design and



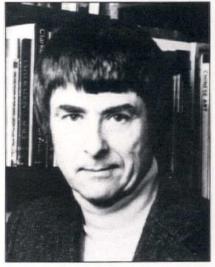
Life and work beneath the sea will be the topic addressed by Dr. Joseph MacInnis, president, Undersea Research Ltd. MacInnis has led seven scientific expeditions under the ice covering the Arctic Sea.

Practice; Conserving Human Energy in the Architectural Firm. New services and products for architects will be shown at the convention, as will Design '82, an audio/visual presentation illustrating housing trends by architects and builders.

AlA's Gold Medal of honor for outstanding work will be presented to Romaldo Giurgola, partner in the firm of Mitchell/Giurgola Architects, New York. Giurgola is the Ware Professor of Architecture at Columbia University Graduate School of Architecture and Planning. This marks the 43rd presentation of the prestigious award since its initiation 75 years ago.

Honor awards for commercial design will be presented to Joseph W. Casserly, city architect, City of Chicago, for the Illinois Regional Library for the Blind and Physically Handicapped, Chicago; Esherick Homsey Dodge and Davis, San Francisco, for the Garfield Elementary School, San Francisco; Hood Miller Associates, San Francisco, for condominium complex Macondray Terrace, San Francisco. All are in current use.

Architectural projects cited for extended use include Valley National Bank, Des Moines, by Charles Herbert and Associates, Des Moines. Original project architects were Proudfoot, Rawson, Souers, and Thomas, Des Moines. Scoville Square Building, Oak Park, Ill., by John Vinci Inc., Chicago, was also chosen for an award.



Architectural work in the next century highlights a discussion led by Dr. Gerard K. O'Neill, Princeton physics professor. He will examine space colonization, computers, communications, automation, and energy.

Firms honored for outstanding residential design are Frederick Bentz/Milo Thompson/Robert Rietow Inc., Minneapolis; Eisenman Robertson Architects, New York; Taft Architects, Houston; Michael Graves, Princeton; Long Hoeft Architects and McCrystal Design, Denver.

Jury for current use was headed by Joan E. Goody, AIA, Boston. Chairman of the extended use jury was Frank O. Gehry, FAIA, Venice, Calif.

# The Kimball Response

I'd like to take a minute to tell you about a special quality of our two companies, Kimball and Artec. It's special, because designers tell us very few companies possess it. It's our way of working with people.

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Come to see us at Neocon and check out "The Kimball Response"...and all that's new including our showroom, Space 825, 8th floor. Ask for *The Listeners*. We have something for you. Sincerely,

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Circ)e 26

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Here's the part we absolutely love. Especially Bjorn over there. Inside of Cyborg is a hydraulic cylinder, powered by movements of the body, that changes the angle of the seat by one degree every minute you sit.

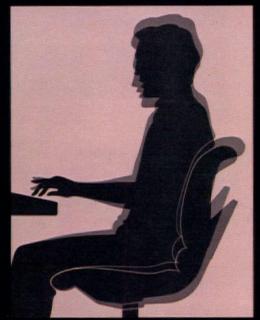
Know why that's good for you? A change in sitting position redistributes the stresses of sitting, never allowing debilitating pressures to accumulate. In plain English that

means, to be comfortable when you're

S



Dr. Sigmund Puppet, Director of Development.



Cyborg moves through a 4 degree arc of continuous motion. Even humans can benefit.

sitting still you have to keep moving. Which you do in this chair. Incredible?

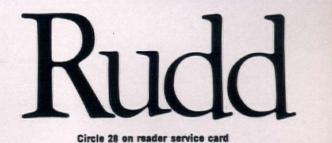
And as if that weren't enough, consider the adjustability factor. Cyborg has lights and levers and pneumatic cylinders and buttons on top of buttons. Bjorn is *nuts* about buttons. (Arturo thinks Bjorn is just nuts.) All of this gives Cyborg more up, more down, more forward and backward,

> more in and out, than any ergonomic chair.

You can see our wonderful Cyborg in the Rudd showroom at NEOCON and get a first-hand look at the future of ergonomic seating.

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# Oklahoma City dining facility wins commercial category first prize of \$2,500 in S.M. Hexter competition

**New York**—Renovation and redesign of an Oklahoma City dining facility won the first award for non-residential entries in S.M. Hexter Company's 24th annual Interiors of The Year competition.

Receiving first honorable mention was a multi-purpose showroom in Long Island City, N.Y. A converted cellar for a New York catering concern placed second in non-residential honorable mentions.

Designer Larry Williams, ASID, Edmond, Okla., redesigned a vacant downtown Oklahoma City hotel into an integrated food service facility containing a coffee shop/buffet, formal dining room, and cocktail lounge. This transformation was part of an expansion plan for a corporate-franchised Holiday Inn. Most existing walls were removed, 1,800 sq. ft. added, and a skylight installed. An Oklahoma sunset provided the site's color scheme of mauve, pink, tan, and beige. Computer-controlled lighting adjusts to balance the skylight.

Multi-purpose design was also a factor in the showroom interior planned by Shelly Rosenberg and Janet Rosenberg

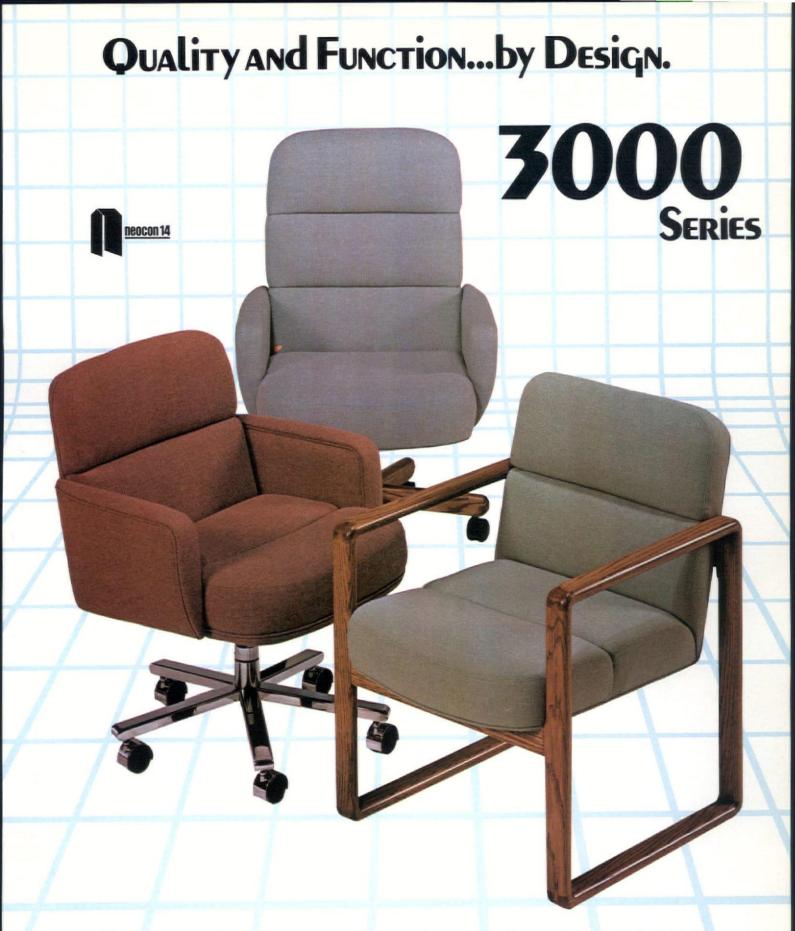


Designer Larry Williams, ASID, transformed a downtown Oklahoma City hotel into an integrated food service facility using local color and schematic effects.

of Design Studio, Upper Montclair, N.J. Folding partitions, flexible table arrangements, and low storage cabinets permit varied use of space. Designed for a watch manufacturer, a showroom color scheme of gray, beige, brown, and light wood tones was chosen to complement the merchandise collection.

Conversion of a decayed cellar into a (Continued on p. 46)





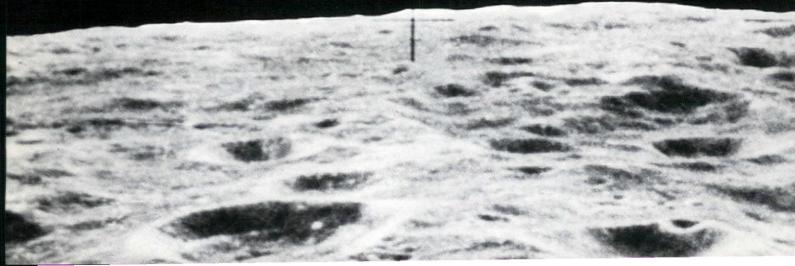
Timeless beauty and strength bolstered by an all-new, comprehensive fabric and color system, affording virtually unlimited design alternatives.



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...coming up at Milli:Con II, sponsored by Milliken at NEOCON.

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Seminars every half hour from Sunday, June 13th through Friday, June 18th—9 AM to 4:30 PM.

5PACE 1822

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\*In Georgia, call 1-800-282-3321





One in a series of letters on doing things right.

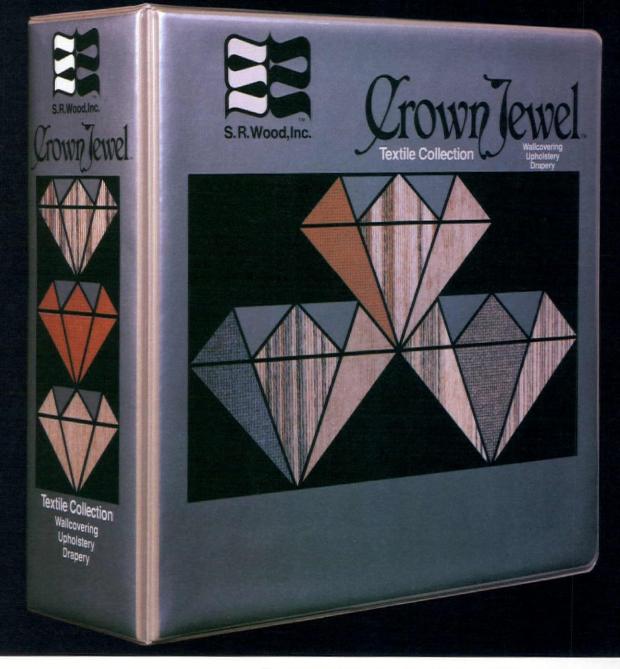
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Antron\* nylon is engineered for high performance in commercial installations. It provides excellent soil resistance, built-in static protection, and appearance retention – under a wide variety of traffic conditions.

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.

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#### CONTRACT NEWS

#### (Continued from p. 38)

private catering facility was the task of Stuart Glass, Stuart Glass Design Group, New York. The transition from entrance to main dining area consists of terraced platforms. Cream and plum colors are accented by mirrors and special lighting effects.

Another entry in the awards competition, Ciro's Restaurant, New York, was featured in last month's CONTRACT. It was designed by Nicholas Calder.

Judges included Gloria Jean Blake, editor-in-chief, *Florida Designers Quarterly*; R. Michael Brown, FASID: Muriel R. Chess, editor, *The Designer*; David F. Cooke, national president, IBD, and vice president, Design Collective Inc. Design jury foreman was Dede Draper, FASID, Shaw & Draper, Inc. The sponsor, S.M. Hexter Co., manufactures fabrics, wallcoverings, floorcoverings, furniture, and decorative screens.

### ASID moves toward legal recognition

**Dallas**—The American Society of Interior Designers (ASID) has endorsed the new definition of interior designers issued by the National Council for Interior Design Qualification (NCIDQ). This definition is intended as a first step toward legal recognition of the design profession.

ASID is the first of eight member organizations of NCIDQ to endorse the new definition of interior designer. Louis Tregre, executive director of NCIDQ, says, "Legal recognition does not imply registration or certification, rather, it means that an individual calling himself an interior designer and working as an interior designer has legal standing by virtue of the fact that his profession is legally recognized."

The definition states: The professional interior designer is a person qualified by education, experience, and examination, who:

 Identifies, researches, and creatively solves problems pertaining to the function and quality of the interior environment.

 Performs services relative to interior spaces.

Prepares all drawings and documents relative to the design of interior spaces.

## More than 500 exhibitors to display construction services at CSI convention

Atlanta—More than 500 manufacturers will display products and services at the 26th Construction Specifications Institute (CSI) Convention here June 18-20. This exhibit marks the largest annual non-residential building show in the country.

Other highlights include seminars on overseas construction, energy, life



Robert J. Schmidt, CSI president, recently announced plans for CSI's 26th convention.

safety, preservation, and rehabilitation. John Bernier, vice president, McDonald's International, will address strategies for the international construction market. "International Impact on Domestic Projects" is the topic of Joseph Drachnik, CSI vice president.

Commercial industrial specialist James Davis, Florida Power & Light, will discuss Energy Retrofit. Alfred Staehili, AIA, CSI, and Ronald Mace, Barrier Free Environments, will lead sessions on rehabilitation and accessibility, respectively. Republic Steel Corp. executive Robert E. Taylor will present fire concerns in his life safety seminar. "Mediation in Construction and Claims Anticipation and Avoidance" will center on arbitration, bidding, and contracts.

Awards ceremonies and member forums are other scheduled events. This weekend session at the Georgia World Congress Center marks the first threeday convention for CSI. The convention was shortened to minimize expenses for registrants and exhibitors; airline discounts and reduced hotel rates were made available.

#### High marks for high-tech restaurant design in AH&MA Gold Key awards competition

**New York**—Gold Key awards presented by the American Hotel & Motel Association honored a high-tech Philadelphia installation and an Atlantic City lodging facility for innovative interior design.

Diversified Interior Design, Philadelphia, renovated a small sandwich shop in strong, contemporary mixes of metal, porcelain, textured rubber flooring, and decorative acoustical panels. The uncluttered look is also low-maintenance.

Long-term furnishings selected on a limited budget were successfully specified by Roslyn Schneiderman Interior Design for employee lodging at New Jersey's Driftwood Motel.

Judges were selected from five interior design publications: CONTRACT, Interiors, Interior Design, The Designer, and Restaurant Design. The awards marked the first Gold Key competition sponsored by the association. It will be held on an annual basis.



Strong lines at Out To Lunch Inc. restaurant won AH&MA judges' votes for first place.

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2. Interior surfaces are veneered and finished to be consistent with the outside.

3. Drawers are manufactured of laminated hardwood veneer faced with oak. Dovetail construction is used exclusively.

4. Bases are manufactured by iil with 16 gauge steel and fitted with levelers. Standard finishes are polished chrome or statuary bronze.

5. All iil furnishings are guaranteed against failure due to defective materials or workmanship for five vears.

6. Nothing on the contract market can match iil Kuypers' combination of contemporary design, component range, versatility, superb quality and value for money.

# SPACE CONQUEST

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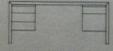
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There are now Stow/Davis chairs for people below the rank of chairman, president and executive vice president.





#### CONTRACT NEWS

#### Humanism, technology to mix in July at ASID conference

San Francisco-"Dimensions Plus, Integrating Humanism With Technology" will feature scientist R. Buckminster Fuller and humanist Leo Buscaglia at the annual conference of the American Society of Interior Designers (ASID) to be held here July 28-August 1.

Both keynote speakers will address human problems and design solutions. "Dimensions Plus" will center on computer application in the design field with special workshops on automated technology.

An international exposition featuring products and services will expose designers to the latest available options for specification and use.

A full preview of the ASID conference will appear in July CONTRACT.



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Lonfloor solid colors are ideal for stores, displays and commercial installations.

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#### Support evident at hearing on legislation for Design Council

Los Angeles-A recent hearing on House of Representatives Bill 3839 for creation of a U.S. Design Council showed strong support from educators and design foundation officials.

Conducted by Congressman Mervyn Dymally (Calif.), who introduced the bill with Congressman George E. Brown (Calif.) on June 8, 1981, the hearing presented criteria for adoption of the bill to establish the council within the Department of Commerce. Dymally, serving in his capacity as member of the House Committee on Science and Technology, Subcommittee on Science, Research, and Technology, says, "Design is the key to almost every aspect of innovation and productivity. This includes the esthetic as well as the functional and technical beauty of a product or process. It is through design that we have the potential to improve our quality of life in this country and throughout the world."

Urging adoption of the legislation were Caroline Ahmanson, newlyelected chair of the Federal Reserve Bank, 12th region, and former vice chair of the California Design Council; Eddy S. Feldman, former chairman of the California Design Production Organization; Brian J. Wynne, executive director of the Industrial Designers Society of America (IDSA); Howard Hirsch, president of Hirsch/Bedner & Associates, and chairman of the U.S. Design Foundation.

Wynne reported IDSA support of HR 3839 with a text change.

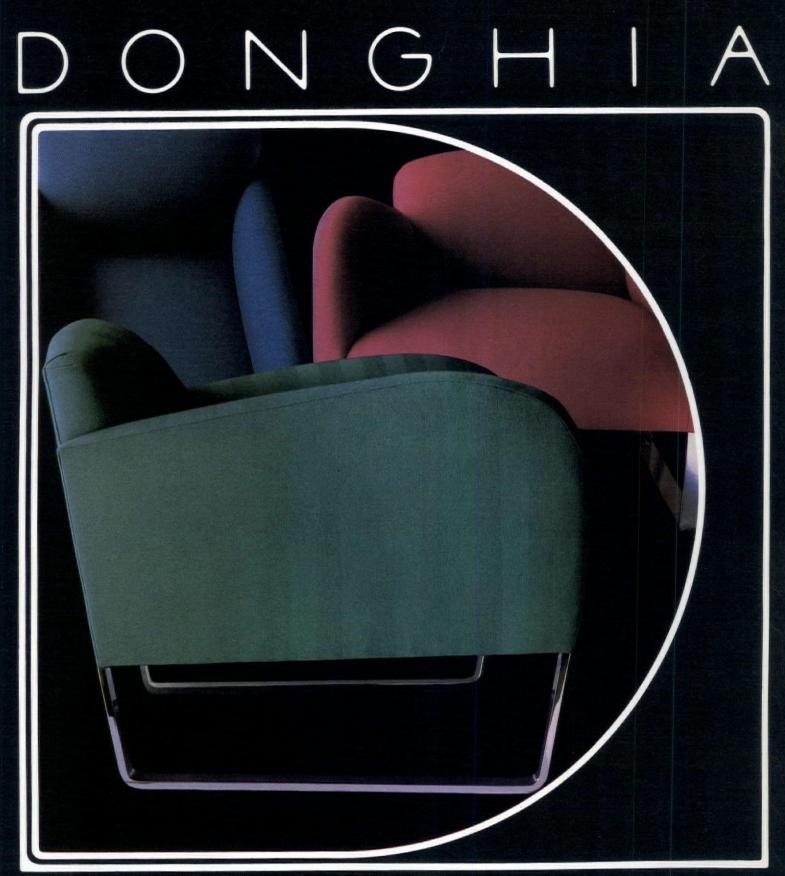
#### Government testimony submitted

Secretary of Commerce Malcolm C. Baldridge submitted testimony stating, "... I would encourage the private sector to join together to establish a design council outside the Federal government to do the very things specified in the bill-especially to establish and publicize voluntary standards for excellence in design. If invited, the Department of Commerce-to the extent resources permit-would participate in and provide technical advice and assistance to such an organization."

Conducting the Los Angeles hearing with Dymally was The Honorable Doug Walgren, Congressman from Pennsylvania and subcommittee chairman.

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The new Encore<sup>®</sup> Series Chair line that combines handsome design and improved comfort with exceptional value.

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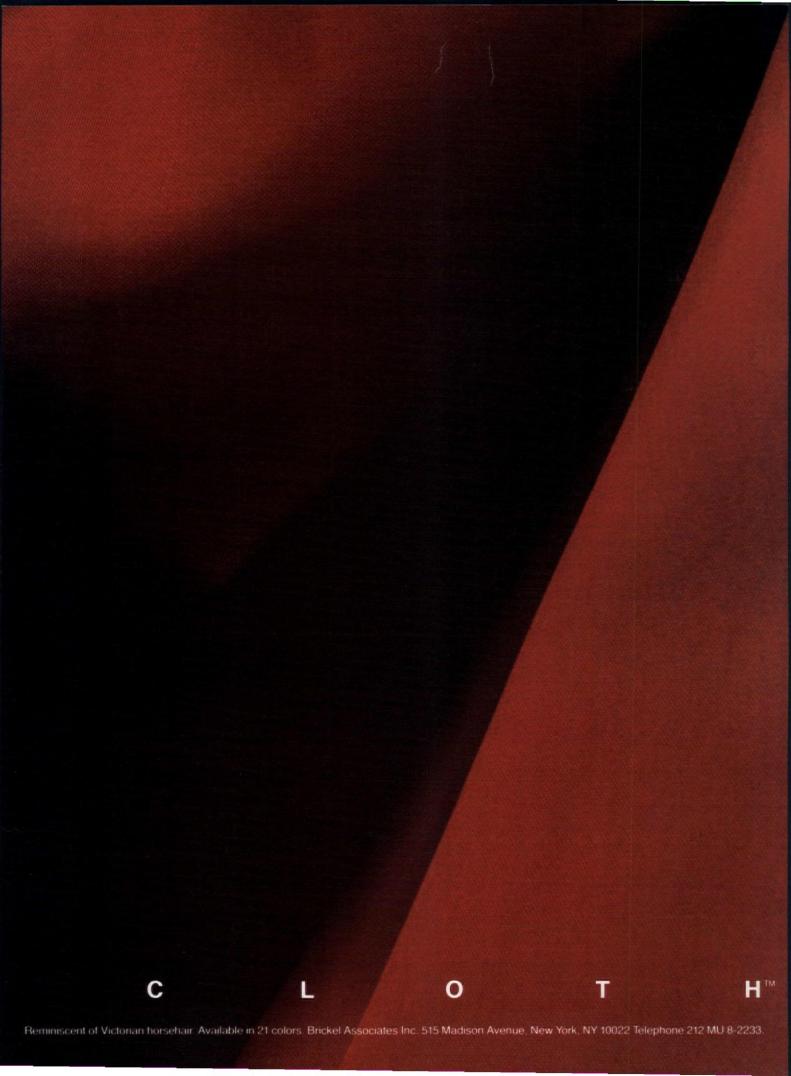
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Next logical step? Stop in. You'll get a better perspective on everything you need for today's office—and tomorrow's.

Logic leads you to Westinghouse. The Open Office System. Suite #906, Merchandise Mart. NEOCON XIV, June 15-18.





#### CONTRACT NEWS

#### **Design** creativity recognized in Alucobond projects

St. Louis-Three designs were awarded cash prizes for creative use of Alucobond material in commercial interiors.

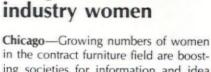
First place winners Linda Casone and Robert S. Agnew, Minneapolis, won \$1,500 for their mall entryway design. Second place award of \$1,000 went

to Thomas G. Macallister, Rochester, N.Y., for mall restaurant signage design. James B. Danielev II, Greensboro, N.C., received \$500 in third place for his office desk using Alucobond.

Winning designs were not limited to actual applications or installations. Entries were a mix of finished interiors and sketched ideas. Alucobond, a product of Consolidated Aluminum, is a strong composite of two aluminum sheets with a thermoplastic core. It has both interior and exterior versatility.

#### INTRODUCING THE TYPHOON DIFFERENCE IN RATTAN AND WICKER Typhoon personnel supervise every step of production · Only full, first-grade reed is used · Three layers of handlaquered finish . . . top coat is hand-rubbed · Reed gently ambers and naturally darkens with age · Rockers are shaped, not shaved · Hand-selected reed for maximum resiliency · Full depth of cushion material At Typhoon, we provide 100% with two density factors so you immediate service and support. don't "bottom out" We're the dealer-oriented people you'll come to rely upon again · Fire retardant cushion and again. · Sized right for condominiums For more information and our and apartments catalog, contact our showroom · Service across the country nearest you. Or, call or write us direct. Don't be fooled. TYPHOON INTERNATIONAL CORP. These are just a few of the rea-121 Ninth St., San Francisco, CA 94103 (415) 621-5480 Telex 34-717 sons you'll prefer to buy quality APOLLO AWARD For elience in Ret wicker and rat-1007 tan furniture INTERNATIONA from Typhoon.

Showrooms: Los Angeles Home Furnishing Mart, L.A.; Merchandise Mart, Chicago; Southern Exposition Building, Hight Point; Western Merchandise Mart, San Francisco; Atlanta Merchandise Mart, Atlanta; Dallas World Trade Center, Dallas; Orlando Import Co., Orlando.



**Design Forum serves** 

in the contract furniture field are boosting societies for information and idea exchange among women professionals. One example, Contract Design Forum in Chicago, increased from 38 to 90 members in the past year.

A professional consciousness has stirred remarkable interest in the Design Forum, says Cathy Leer, president, Leer, district sales manager of The Gunlocke Co., Chicago, believes this group may be a pilot for similar organizations around the country. Career strengthening, networking, and personal improvement are aims of the existing group.



members are (clockwise from upper left) Cathy Leer, president; Susan Darnell, treasurer; Gloria Haut, secretary; and Mari Ciatsko, vice president.

Members of the forum include saleswomen, designers, architects, facility planners, and self-employed professionals in the design field.

Leer thinks similar organizations should build on the local level according to area needs. "I feel each market is different, therefore, a forum may differ on goals and purposes. Idea exchange among groups will help make each organization successful by broadening resources "

The Chicago group meets once every six weeks; an executive board convenes more often to prepare meetings and schedule speakers. Executive board members include Leer; Mari Ciatsko, vice president; Gloria Haut, secretary; and Susan Darnell, treasurer.

#### INTRODUCING DESIGNWEAVE

manufacturers of distinctive commercial carpet products.





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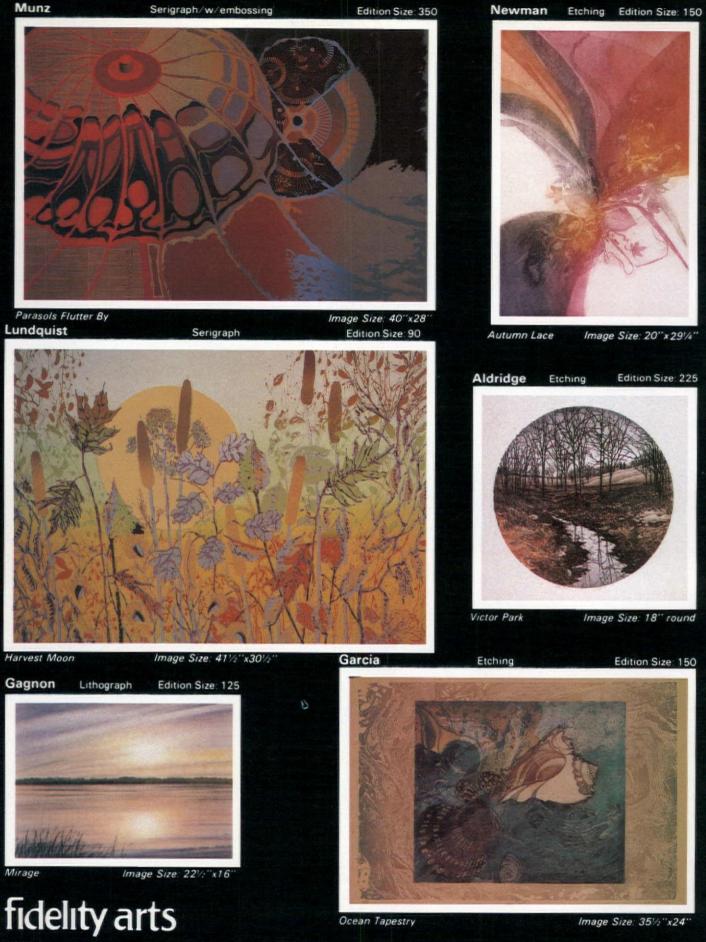
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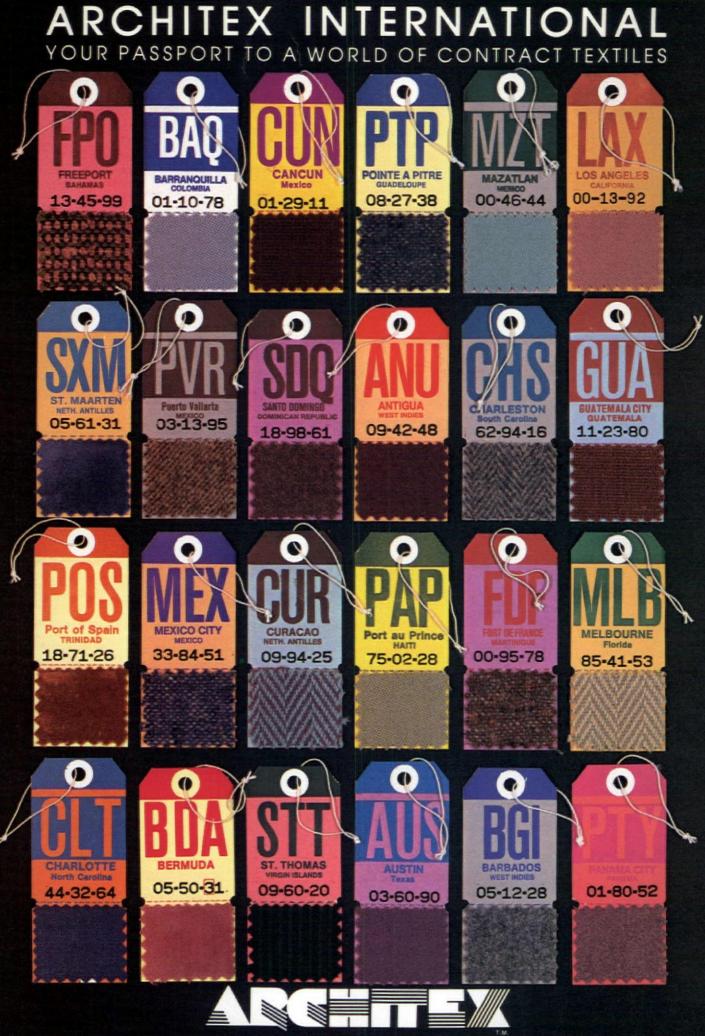
If you are not near one of our showroom cities, please call or write for our traveling sales rep in your area! Brochure and price list \$7.50 deductible from first purchase Circle 43 on reader service card

A Coordinated System of Management and Support Personnel Seating



Designer Don Petitt has combined the simplicity of function with the elegance of form to create the MGT<sup>¬¬</sup> System of swivel seating for Thonet. Exposed oak veneer molded plywood frames enhanced by smartly upholstered components give these chairs instant appeal to management level personnel. The handsome five point base offered in an all wood or a ply/cast aluminum version supports the varied range of styles and sizes for this grouping. A mere flick of the wrist changes the seat height of an unweighted unit. Easy to operate, comfortable swivel seating now places Thonet behind the desk as well as in front of it.





625 WEST JACKSON BOULEVARD CHICAGO IL 60606 • 312-454-1333 800-621-0827 TELEX 206-960 Circle 45 on reader service card A Coordinated System of Communication Task Seating

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		Sent Series

A look to the future prompted Robert Aronowitz and Bernard Katzanek of Robert Bernard Associates to design the CRT<sup>TT</sup> System for Thonet. Task swivel seating oriented toward the data processing employee combines dedicated design with refreshingly simple functions. The unique arm version of this group acts as a back that provides support on three sides but does not restrict the movement of the sitter. The elimination of exposed metal makes the chairs completely safe to use near computer equipment while the comprehensive selection provided by this group fits each worker's needs – from programmer to keypuncher.

HARDENED STELL CHANNEL BALL STRAP BLOW HOLDED EVA BELIONS

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WHY CONSOL

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#### **CONTRACT NEWS**

#### Expansions: Mohasco breaks ground for Atlanta HQ

Groundbreaking ceremonies for Mohasco's new carpet division headquarters building initiated first phase construction for the 50,000-sg.-ft. facility ... Habitat, Pace, and Stendig announced completion of Triangle Square in Miami. Three buildings, each housing one firm, make up the new complex . . . Brown Jordan will expand its Suffolk, Va. furniture plant, a project estimated to cost \$2 million ... Globe Business Furniture added 40,000 sq. ft. to its Tennessee facility ... Completion of consolidation of three Precision Mfg. facilities has been announced. New head office and integrated plant are located at 2200 52nd. Ave., Lachine, Montreal ... Shaffield Chair/Bristol House Furniture added 80,000 sq. ft. to its Vernon, Calif. upholstering plant ... Glasspec Corp., manufacturers of fiberglass planters, furniture, and custom products located its offices and manufacturing facilities in Miami ... Phoenix is the site for Advance Mfg. Co.

Int'I's second factory, producing Casual Furniture by Advance ... Stratton Inds. moved to new corporate offices in Cartersville, Ga., near its manufacturing facilities ... New York showroom space was opened by Maharam Fabric in the D & D Building ... Steelcase will begin an expansion program this summer that could double the size of industrial facilities in Grand Rapids, Mich.

#### Acquisitions: Baker, Knapp & Tubbs buys Stembridge assets

Baker, Knapp & Tubbs took possession of the assets of Stembridge Manufacturing Co., Addison, III ... Ludlow Corp. entered into a definitive merger agreement with Tyco Laboratories Inc. Under the agreement Ludow becomes a wholly-owned subsidiary of Tyco ... Partition Specialties acquired Vaughan Walls of San Diego Inc. Facilities have been relocated to 8656 Production Ave., Miramar, Calif.

#### ASID pilot project spurs survey grants sponsored by Scalamandre Silks

New York—Scalamandre Silks has announced joint sponsorship with ASID in supporting Significant Interior Survey/ Scalamandre Grants Program, based on recently completed pilot work done here by ASID.

An inventory of significant interiors taken by ASID and the Landmarks Commission of New York sparked interest in historic preservation of interiors. Grants of \$2,000 for surveys of such sites will be awarded at "Dimensions Plus," the ASID national conference in San Francisco, July 28-August 1.

Conceived by R. Michael Brown, FASID, the original program was sponsored by educational and arts foundations and interior design/manufacturing concerns. Judges for grant awards include Brown; Adriana Bitter, vice president, Scalamandre Silks Inc.; and William Manley, ASID, chairman, ASID Educational Foundation Committee.



## MORE COMPREHENSIVE There's more to GF than meets the eye.

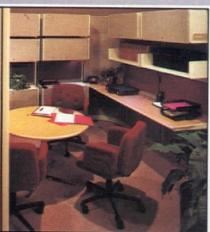


The success of an open office system depends on its furnishings. If a supplier's line is limited it could force compromises in the office layout and the design of individual work stations. You could lose most of the benefits you had hoped to gain.

That's the most persuasive argument there is for you to consider GF O.P.S. (Open Plan System). Simply put, the GF Open Plan Sys-

Simply put, the GF Open Plan System includes a line of components, panels, furnishings, finishes, and accessories that is both extensive and comprehensive. So there's never a need to compromise.

And since few offices are all open plan, at GF More Comprehensive also means a full line of seating,



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tables, desks and files. A complete line with features that improve productivity and cost effectiveness.

For more information on the comprehensive GF Open Plan System and other office furnishings, call your local GF Dealer or contact: GF Business Equipment East Dennick Avenue Youngstown, Ohio 44501 216/746-7271.



#### CONTRACT NEWS

#### Saladino captures Best of Show in Hardwood Institute **Daphne Awards**

New York-John F. Saladino's post and beam sofa design took Best of Show in the recent Daphne Awards presented here by the Hardwood Institute. Judges named it first overall for clean lines, solid dowel construction, and multipurpose flexibility.

Awards were presented in 13 categories, divided into two groups: retail and designer showroom pieces. Dining category winner Leif Blodee for Kimball International designed a stackable, open-armed oak chair suitable for contract use.

Dan Droz for Dan Droz Designs, Pittsburgh, Penn., created a flexible oak pedestal topped with glass for use as a coffee table, desk, or dining unit. His design received first place in the Quick Assembly category.

Naomi Gale, Naomi Gale Wall Systems, New York, was a finalist in Occasional Furniture for her free-hung shelving system in natural oak. The Edwards Chair by Dennis L. Christiansen and Roger Lee Sprunger for Dunbar was a finalist in the occasional seating category. A carved solid ash frame was used for the design.

Forum chair by Saladino also merited finalist recognition. Designed for David-Edward Ltd., Baltimore, the piece is reminiscent of Roman garden furniture. An ash credenza by John Baiet gained finalist status for contemporary design and craftmanship.



Post and beam sofa by John Saladino marks Best of Show in Daphne Awards.

# ROPPE'S New Lifetime R.C.D. Tile and Stair Treads. For those who insist on excellence in form and function.

Your interiors reflect your high standards for good design. The products you select must perform well

In both form and function, our new Lifetime R.C.D. (Raised Circular Design) Tile and Stair Treads will measure up to the standards of even the most discriminating builders and specifiers. ELEGANT. IT WILL

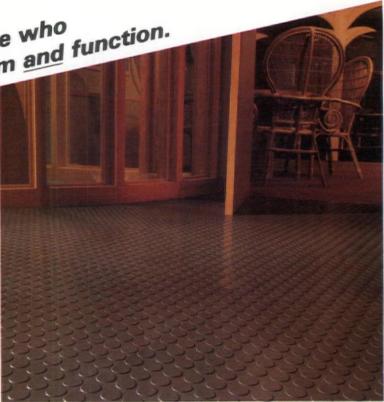
LAST A LIFETIME. 9/64" solid rubber through-IT'S out. Tile and treads will

- take a lifetime of really hard use in high-traffic Can be color-coordinated to the last design detail. Tile and treads are avail-

Brick, and can be matched with exactly the same color Roppe cove base (in 14 different sizes!), risers, stringers, nosings, accessories, and even

specialty carpet edgings. Circular shapes raised 1/32" above the tile's base allow dirt and lig-. uids to drain off, leaving a dry hazard-free surface for walking. Easily clean-ed with soap and water. Resilient, resists surface damage, reduces traffic

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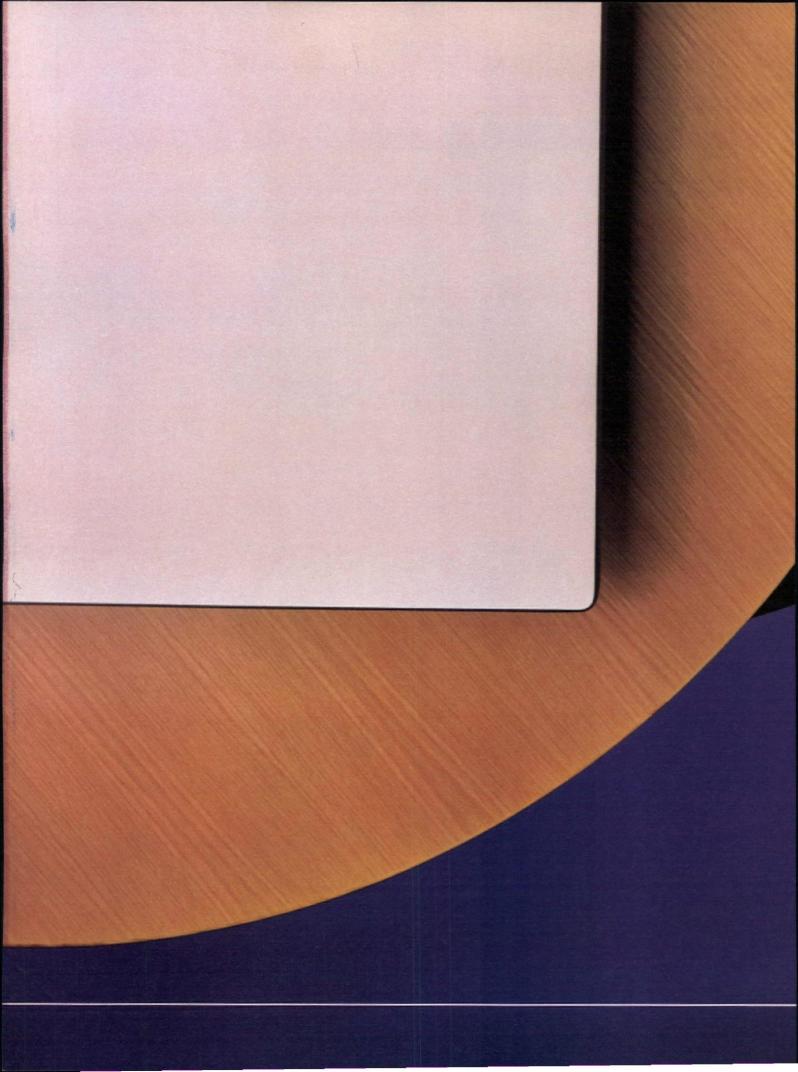
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"Where did you get the carpeting?" "Schumacher."

"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."

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#### When you want more than just an office.

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## CONTRACT OTES

#### **ON QUALITY**



lack Fields President Edward Fields Inc. New York-

66 In the corporate sector, there is movement in the direction of quality, luxury materials. Investment in better quality makes sense according to new tax laws-credits for depreciation, and so forth. This all conforms to the trend among corporations to establish an image of stability-corporate identity. ??

Maureen Missner Director of Marketing/Sales **Donghia Textiles** New York-

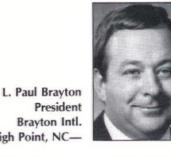
66 There continues to be a reliance on natural fibers and a movement toward investment in quality. Mid-market textiles seem to be on a downhill trend: manufacturers must make a firm stand in a high- or low-end market and cater to those needs. There will be more experimentation with quality fibers and natural blends. Rich textures and clarity of color are extremely important for today's commercial use. ??

#### **ON MARKET CHANGES**

Jeffrey Hare Marketing Mgr., Home Furnishings **Hoechst Fibers** New York-



6 Generally speaking, we who market in the contract area are not as affected by down-trends in fiber sales as are those who work with the apparel market. The instability of other end-use areas is leading more fabric mills into the contract area, indicating market growth. I believe the market will definitely become more creative with this new, stiffer competition. ??



66 The European contract market seems to be much stronger than the residential sector. Many new developments in design were introduced at a recent European market but without a strong trend. Products varied from manufacturers' traditional lines in an attempt, I feel, to explore expansion of market shares. ??



High Point, NC-

Stephen Kiviat President Atelier Intl. Ltd. New York-

66 The importer is an editor searching the marketplace for the best products, best value, and highest quality. The biggest change I've seen is the increase in the number of importers who have become licensees. As the cost of manufacturing in Europe increases, U.S. firms have taken the opportunity to become licensees here in the States. ??

Ronald Garrett, Pres., Blanket Sales, Chatham New York-

66 The hospitality market is an area that can be viewed optimistically by manufacturers of interior products. But essential to market growth is improved relationships between manufacturers and their distributors. Communication between the two clarifies for manufacturers the future needs of designers who use their products and keeps designers informed as to what is already available on the market. Good communication is the key to profit in the fast-moving commercial marketplace. ??

#### **ON DESIGN TRENDS**

**Owen Bowman** Mega Sales Mgr. **Dennison** National Holyoke, MA-



66 Trends point to more computerized offices, more paper and magnetic media, yet less room for materials due to the rising cost of office space. An efficient system for storing, filing, and retrieving specialized media is a major factor in an atmosphere of heightened productivity. An efficient link between computer and operator is crucial when purchasing electronic furnishings. ??

#### **ON COLOR**

Nancy Carlson Dir. of Styling, Mohasco Atlanta-

66 Color will play a major role in the rescue of energy. We are putting color back into our surroundings for the psychological lift that fresh color will give; but also because we are cutting down on the quality of light per sq. ft. used in offices and stores. The lower the light source, the duller color becomes. With cheaper light sources, less of the color spectrum is enhanced so we add color to neutrals and liven them up. The floor is the largest reflectant surface in a given area and thus has the most import for lighting reuse. ??



In carpeting, it's easy: Avoid back misery by using ActionBac secondary backing.

One of these two carpets ended on the rubbish heap. The stained, rotting, mildewed piece came from an installation of jute-backed carpet flooded by a plumbing leak. There's a customer who learned about backing the hard way—and so did the carpet manufacturer. But that fine-looking carpet is on ActionBac, which resists flooding or just about everything else and keeps looking and performing the way it's shown here.



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#### Jute

Natural fibers can discolor and cause objectionable odor Subject to rot and mildew if overwet May shrink and damage face yarns Variable quality in construction All imported, long history of interrupted supply Unstable pricing

ActionBac

#### Clean, odor-free Won't rot, mildew, or stain Strong and stable—won't shrink or stretch Woven of quality-engineered olefin Competitively priced and in dependable domestic supply Resists moisture, can't be overwet Leno weave prevents fray and ravel

Most carpeting is already made with synthetic primary backing, and manufacturers who want to stop their aching backs now choose ActionBac secondary every time.

PATCHOGUE: All You Need To Know About Carpet Backings



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Now! The Bottom Line starts at the top. Brand new accessories to the Communication Station line bring a concept totally new to freestanding computer support furniture. Paper Management furnishings and Security Storage with these very important features: ■ An upper shelf unit that, at 12" deep, adds 40% more useful horizontal surface with no encroachment on costly floor space. ■ See through pass through—OR add a Tackable Panel for just the right amount of privacy. ■ Attachments designed to organize "in-work" computer and word processing paper with those special Tiffany Stand, thoughtful touches, that make life so much easier and productive for the operator. ■ A Security Storage Compartment (with lock) that features an easy gliding pullout tray—holds floppy disc tubs—tape reel racks—disc drives or CPU's. Plus a lot more. Write for the details. See your office products dealer.



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# EVERYONE IS COMPATIBLE WITH THE USER Friendly Office".

Systems Furniture introduces an entirely new concept in office furniture—the User Friendly Office "MEver 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.



Send for **Planning the User** Friendly Office. Based on authoritative studies conducted by the Gispen Staalmeubel Company of Holland and the U.S. National Institute for Occupational Safety and Health.

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

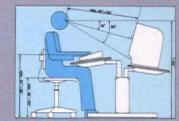
Systems Furniture has been designing and building furniture for the Information Age longer than anyone. We're uniquely prepared to give today's video display terminal operator furniture that's both functional and efficient.

- 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.

Systems Furniture UFO #2000

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.



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UPO User Friendly Office by SYSTEMS FURNITURE COMPANY UPO User Friendly Office by SYSTEMS FURNITURE COMPANY

# CONTRACTHNOLOGY

#### Acoustic panels fabricated from 6-lb. density fiberglass



Sound squares from Modernfold are rated at NRC of 89 percent. Lightweight panels made of 6-lb. fiberglass mount on fixed walls, file cabinets, or movable walls. They can also suspend from ceilings. Covered in Guilford fabric, selections include polyester or perforated vinyl for high-abuse areas. An extruded plastic spline allows convenient mounting with screws, tacks, or nuts and bolts. Applications have included the Pavillion Convention Center, Virginia Beach, Va., for meeting and conference areas. **Circle No. 508.** 



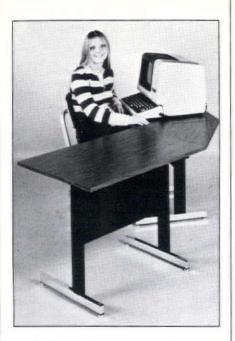
#### Printer hood deadens sound

Whisper Hood from Adden Furniture is designed to house a word processing printer unit while deadening noise from the machine. The hood withstands constant wear caused by opening and closing of the hood through its heavy plastic construction. Plastic cover folds back into oak cabinetry. Paper flows through a slot in the bottom of the hood. Available with an angled desk and chair, unit completes a word processing workstation. System is available in a variety of sizes and configurations. **Circle No. 510.** 

## Point-of-sale terminal records financial data and inventory

Point-of-sale (POS) terminal from Sweda International Inc. can record, along with sales data, payroll data, inventory transactions, administrative messages, financial data, and other non-POS information for subsequent processing. Developed for small- to medium-size retail units, 7610 terminal can function alone or in a communications loop of up to 15 terminals. A network of up to 60 terminals can operate under control of System 40 processor mini-computer. The 7610 can store variable payroll information including employee status or adjustments. Up to 99 non-POS functions can be programmed with 12-character alpha/numeric descriptions on a 7610 terminal. **Circle No. 509.** 





#### Weight capacity increased to 400 lbs. with desk interlock

Cantilevered Space Station from James Metal Products has Interface Locking System<sup>™</sup> which increases weight capacities of interconnected desks to 400 lbs. Feet, uprights, and modesty panels are offered in scratch-resistant chrome or putty for added stability. System measures 27-in.-high and provides ample leg room. Adjustable glides add up to 1 in. of height; casters increase desk height by 2 in. Modesty panel is spaced 1½ in. from unit's top to handle wiring. **Circle No. 468.** 

# CRT table adjusts for juvenile and adult use

Bretford's educational CRT table is designed for school and adult training purposes. Called EC10, table includes fully-adjustable top shelf and work surface which enable both children and adults to view computer monitor at eye level. Slotted shelving secures monitor and other equipment in place; cord organizer/modesty panel keeps loose wires and connectors off the floor and out of the way. EC10 accommodates a complete microcomputer system with WSPS-1 mini printer stand and EC10 lock. **Circle No. 466.** 



## Terminal design conforms to OSHA standards

New computer desk from Interlink meets OSHA guidelines for worker comfort. Four of these standards include

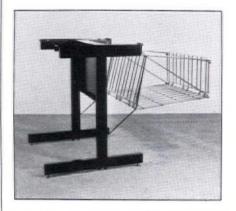


proper keyboard height, overall height, screen angle, and eye-to-screen distance. Non-glare surfaces in cream and charcoal prevent eye strain when user views screen. Recessed surface opening allows computer to rest within desk top, enabling user's legs to slide under the desk. **Circle No. 467.** 

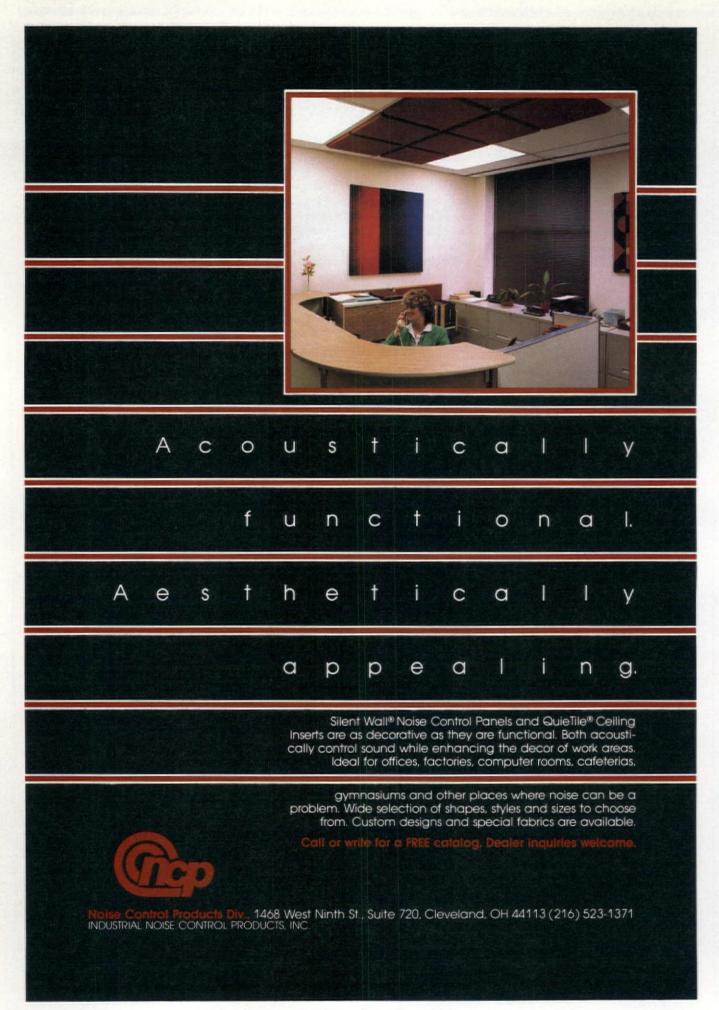
#### Liquid solar energy collector resists ultraviolet degradation

Pre-assembled solar heat collector from Solar Supply Inc. is completely sealed and resistant to thermal and ultraviolet degradation, freezing, corrosion, and outgassing. Units need only be positioned and connected to external piping in order to function. Transparent cover is one sheet of tempered glass with EPDM weather-strip seal; glass is enclosed in an extruded aluminum frame with integral mounting track and aluminum backing. Insulation is 1½ in. on back and 1 in. on side, constructed of isocyanurate board. **Circle No. 511**.

## Cable/paper access provided by versatile printer stand



Atlantic DataFurniture introduces a flexible printer stand which accommodates a variety of printers such as GE 2030 and Digital Equipment LA34. Printers are shock-mounted to stand surface which has integral cable and paper access routes. Frame is of 14gauge tubular steel finished with either textured black or putty. **Circle No. 469**.



# SHELBY WILLIAMS INDUSTRIES,

Dedicated to Meeting the Total Design Requirements of the Professional Designer



# A Preview of

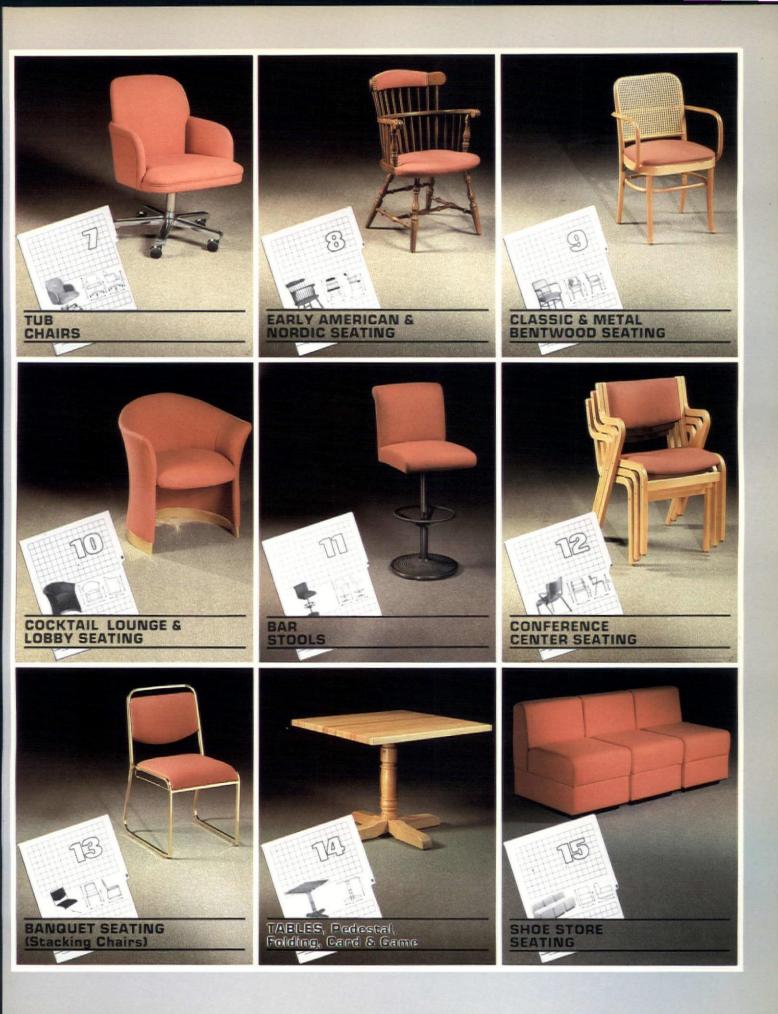
#### A REVOLUTIONARY NEW CONCEPT IN CATALOGING ....

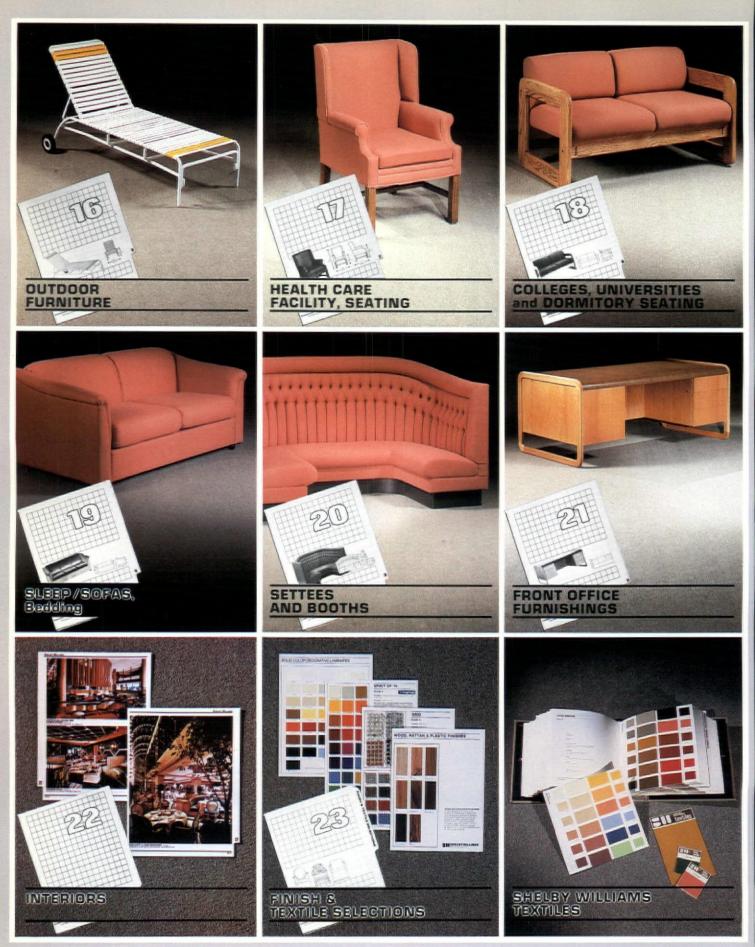
BATTAN BEATIN The new Shelby Williams Contract Seating Catalog System consists of 24 Individually Bound Sections, each containing a complete selection of related items recommended for special Design Themes, Guest Rooms, Dining Areas, Lounges, Public Areas, etc.



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Chair shown is the L13F05 from Madison's Tropical Group—also available in sofa and love seat. The companion Planter Group has upholstered arm inserts.

> Madison's new Tropical Group features an exposed solid oak frame, inset with tambour and finished in natural, medium or dark oak—oiled or lacquered. It's a warm, contemporary look as comfortable as it is beautiful. The Tropical Group. See it at your nearest Madison showroom.

Designed by Arthur Umanoff



Madison Furniture Industries P.O. Drawer 111 Canton, MS 39046 Phone 601/859-8000 Sales showrooms in: Chicago/Dallas/Denver Los Angeles/New York Portland/San Francisco Seattle



#### PRODUCT SHOWCASE

#### Upholstery changes with seasons, trends, whims

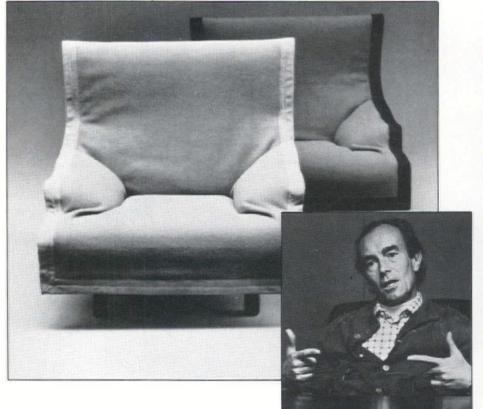


Colorful rectangular covers can be easily changed to give Sindbad series from Atelier International a new look. Collection includes armchair, sofa, and ottoman of padded steel framework.

Manufactured by Cassina of Italy, furniture is covered with loosely-fitted covers secured by hidden clips and Velcro. Covers are available in cotton piqué, brushed wool, and leather, all with contrasting trim. Bold and subdued colors are offered.

Designer Vico Magistretti has achieved a natural effect by gently tucking covers around the contours of furniture pieces. A corresponding line of tables is part of Magistretti's series. **Circle No. 443.** 

Vico Magistretti, designer of Al's Sindbad chair (shown, right) pursues urban planning, architecture, industrial, and furniture design in Milan, Italy. His Sindbad series includes armchair, sofa, and ottoman in a padded steel framework. Natural effect is achieved by draping contours.



#### "There is more to Patrick's carpet than meets the eye."

When you specify a carpet, you also are specifying a mill and its people. You may say I represent Patrick carpet? I say I represent Patrick people. It's the people who provide expert recommendations like Dupont Antron<sup>®</sup> XL nylon for outstanding soil resistance and improved pile retention. It's the people who give you on-time delivery, and of course, the uncompromising quality on which Patrick's reputation was built.

At Patrick it's the quality of the people that makes the carpet.

#### Patrick Carpet Mills

2937 East Maria Street Rancho Dominguez, California 90221 Telephone: (800) 421-1846 Circle 61 on reader service card

# When your eye says beauty, but logic demands performance...

Anso IV makes a carpet more beautiful ... and keeps it fresh Anso IV makes a carper more beauniu... and keeps in tresh and newer looking far longer. Anso IV dyes deeper than other nylons so colors are sharp and clear. And they stay that way with no soray on protective conting to dull them. Styling is rich nyions so colors are snarp and clear. And mey slay mar way with no spray-on protective coating to dull them. Styling is rich and beautiful, patterns crisply defined; in all lusters, deniers and finishes.

Anso IV actually resists soil, spills and stains others try to hide. Only Anso IV offers built-in, 4th generation pro-tection to make routine care faster and more effective, improve appearance retention, postpone cleaning and reduce maintenance relention, posipone cleaning of reduce maintenance problems and costs. No other reduce maintenance problems and costs. No other contract nylon can match its effectiveness. **Don't settle** for less than the best!

Project: Bankers Trust Company oumers rusi Company Headquarters, New York Headquarters, New York Carpet Mill: Guistan Fabric: New Generation IV Color: Cedar Color: Designer Group Designer: Bankers Trust Company 5 Project: University of Minnesota-Duluth Carpet Mill: Bigelow-Sanford Fabric: Pebblepoint Color: Coffee Designer: Bill Moser Architectural Resau Architectural Resources Dealer: Commers Interiors ALLIED CORP. NYLON made all other carpet fibers obsolete. The 4th generation mylon that 1411 Broadway, New York, NY 10018 ALLED circle 62 on reader service card

#### This chair is covered for filibustering senators, overworked congressmen, and high-powered lawyers.

For the seats of government, law offices, literary houses, brokerage houses, company presidents and senior partners, Lee Jofa presents COM, an entire collection of beautiful, bold contract fabrics. Cover yourself with Lee Jofa COM. See it at the D & D Building, 979 Third Avenue, New York, and in other major cities. (212) 889-3900.

#### Lee Jofa COM

Atlanta Boston Chicago Dallas Denver Houston Los Angeles Miami New York Philadelphia San Francisco Washington London



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



SERIES K SEATING / Westin-Nielsen Corporation



3752 North Dunlap Street, St. Paul, MN 55112 (612) 484-3329 Circle 64 on reader service card

#### "The idea was to create an effect of seating floating on light."

Raised dining pavillion, illuminated glass, stainless and tile. The Polished Chrome Riviera<sup>®</sup> Blinds by Levolor, with an electrically controlled tilting mechanism, continuously reflect the different levels of shimmering light. Riviera Blinds by Levolor are available in over 200 colors, from subdued tones to vibrant and dazzling finishes, including brilliant metallics. For details, write Levolor Lorentzen, Inc., 1280 Wall St. West, Lyndhurst, N.J. 07071.

Carol Barkin, Architectural Designer



#### Lehigh-Leopold Litton Business Furniture | LBF Cole

Come see our new showroom during NEOCON at the Mart's newest address...





Presenting Lehigh-Leopold. Come see how generations of experience in manufacturing quality wood furniture can bring your clients' offices into the computer age today.

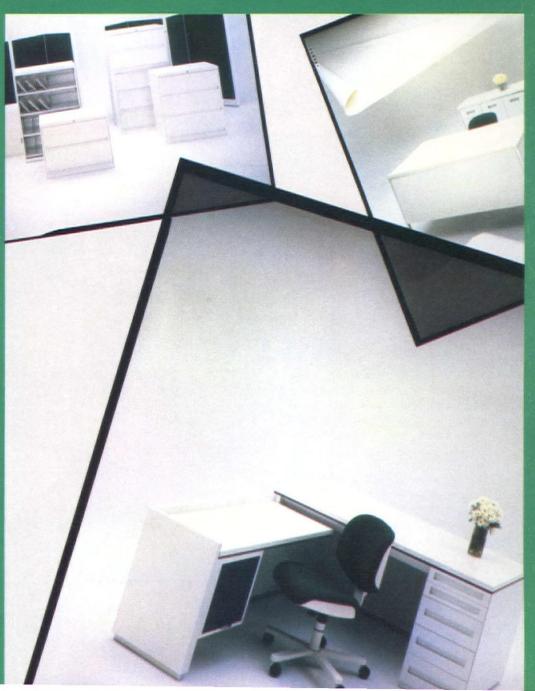
> Shown daily during NEOCON at the Mart's newest address-815 Merchandise Mart Circle 66 on reader service card



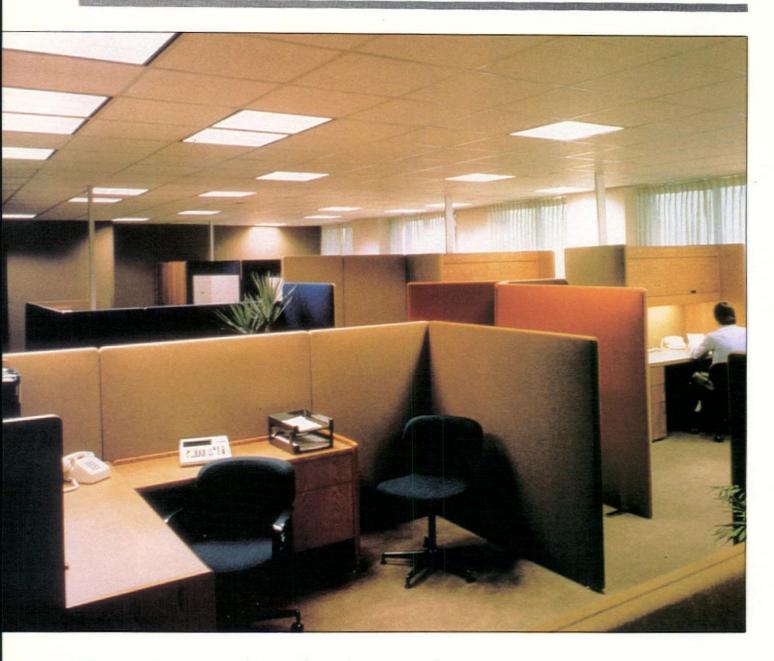
Presenting Litton Business Furniture. Come see how the contract market's newest line of open plan and freestanding furniture can bring your clients' offices into the computer age today.

Shown daily during NEOCON at the Mart's newest address— 815 Merchandise Mart

Circle 67 on reader service card



#### PRODUCT SHOWCASE



#### Fire resistant ceiling absorbs sound

An NRC range of 75 to 85 percent provides efficient sound absorption properties in the Premier ceiling from Conwed Corp. Ceiling meets requirement of UL Time Design Fire Ratings. Pattern is Natural Fissured II in both lay-in and reveal-edge tiles.

Designed especially for office and open plan locations, tiles absorb sound in the 1,000hz to 4,000hz frequency range where speech is most intelligible. Ceiling has a Speech Absorption Coefficient of 98 percent and an NIC of 18. Its Sound Transmission Class is 33.

Product is available in 2- by 2-ft. reveal-edge tiles and in 2- by 4-ft. and 20- by 60-in. lay-in panels. **Circle No. 260.** 



### Discover the delicate new sees of Coral.



N obody offers such sheer pleasures with more lavishness than Coral of Chicago. We provide flame resistant Verel® fiber

in more casement patterns and colors than any other source.

The squares shown here can be seen in the finest circles. They're from our Patent Pending Collection, a select group of casements in a blend of Verel modacrylic, rayon and Linex yarn.

Coral puts all the veracities of Verel fiber

to work for your clients. Proven flame resistance. Whisper soft texture that's tough to wrinkle. Cost conscious cleanability. And time honored durability.

For more information and samples, write Coral of Chicago, 2001 S. Calumet, Chicago, IL 60616. Or call us toll free at (800) 621-5250. In Illinois, call (312) 225-5800.



Of Verel fiber VEREL is an Eastman Kodak Company reg. trademark. Circle 68 on reader service card

# If our imagination isn't enough for

That's assuming, of course, you find something lacking in our imagination.

So before you start to doodle, consider the thousands of innovative patterns, textures, and color combinations in our running contract lines that space prevents us from showing you.

Consider, also, that the 5 very different patterns

## you, we invite you to use your own.

you see here were all woven on the very same machine: Karastan's patented Kara-loc<sup>®</sup>loom, a loom that we designed, build, and constantly improve upon. Remember, too, that we have 4 other methods of manufacture.

Next, keep in mind that we use a variety of dyeing techniques and the most advanced fibers, such as soilhiding, static-controlled ANTRON<sup>®</sup> III nylon. If you feel you have something you can add to all this, our invitation still holds.

Just send us your specifications, or call Karastan Contract Carpet at (212) 980-3434. It's one way to find

out for yourself just how much we really arastan are capable of doing.

Karastan Rug Mills, a Division of Fieldcrest Mills, Inc.

## Daxx" clears the desks

We asked executives and office workers what they wanted most in desk accessories. They said (1) organization, (2) easy access, (3) space savings and (4) eye appeal.

We asked designers and they told us (1) crisp styling, (2) freedom from the clutter which detracts from a designer's original visual concept and (3) client acceptance.

We asked. Then we created Compaxx.™ Calendar, memo pad, pencil cup, tape dispenser, magnetic paper clip dispenser, utility scoop in one compact, superbly conceived

organizer. Plus internal space for irksome odds 'n Phone (312) 439-4020 Circle 69 on reader service card 16 mile Universal Tray Lift-Off Calendar (for optional card file 1111111111111111 or ashtray)

ends. Optional ashtray or card file fits right in. The look is timeless. Functional. In "right"

colors to blend with any office environment. Compaxx is a specification your clients will appreciate.

See us at NEOCON space #879.



1850 E. Estes Ave., Elk Grove Village, IL 60007



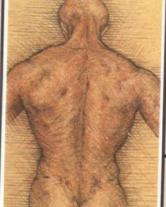




Available in Black, Brown, Putty, White. Shown with optional card file.

Tenex Corporation, 1980 Pat. Pend. Circle 70 on rea

# STATE OF THE ART CREATED BY POPULAR COMPLAINT.





BioChair incorporates an exclusive dual-axis back which pivots and rotates simultaneously.



chairs are popular

office sources

of complaint: People who sit in them complain about back problems ...their employers complain about lost productivity. Nobody knows more about what makes a chair comfortable than American Seating ...BioChair™ is the result of that knowledge.

Only BioChair, designed by Hugh Acton, incorporates the dual-axis back that pivots and rotates simultaneously to support and stimulate the seated worker through a full range of daily activities. The cushioned, molded seat provides a soft waterfall perimeter that distributes seated body weight effectively without hindering blood circulation. BioChair is a state-of-the-art solution for the office seating problem.

BioChair is available in many models and finishes, all richly upholstered from a range of striking textile options. BioChair Seating. sive office from American The family of responseating solutions in consideration of the human form and the human complaint.

901 Broadway, N.W. Grand Rapids, Michigan 49504

### "PAPILLON"

The distinctive cushion treatment, all attached, gives a new interpretation to contemporary European seating. Perfect for both commercial and residential use, the collection includes chair, loveseat, and modular elements to meet any requirement.

## Cy Mann Designs ITD.

Full-Color, 200-Page Catalog with Specifications \_\$25.00

**DECORATION & DESIGN BUILDING** 979 THIRD AVENUE (at 58th St.) NEW YORK CITY 10022 • 212-758-6830 CHICAGO · DALLAS · DETROIT · MIAMI · SAN FRANCISCO · LOS ANGELES Circle 71 on reader service card

#### **PRODUCT SHOWCASE**



#### Chair group addresses CRT needs

Chair collection from Thonet Industries Inc. serves compact needs of CRT users and also fits large-scale requirements of executive offices. Both size groupings feature narrow backs with or without wrap arms to allow a full range of movement while seated. Arm configuration cradles the worker. Back and arm are designed as one unit for simultaneous raising or lowering to desired height.

Seat and back pan is high-impact ABS thermoformed plastic shell. A two-way stretch upholstery fabric is recommended but any upholstery is applicable. Stool version of line comes with or without arms. Seat height ranges from 26<sup>1</sup>/<sub>4</sub>- to 31-in. Footrest has incremental height adjustment of 4 in.

Seat heights are varied by rotating the unweighted chair. Chair seat height ranges from 16- to 20<sup>3</sup>/<sub>4</sub>-in. All chairs also have 1<sup>1</sup>/<sub>2</sub>-in. depth adjustment.

Five-star oak bases available. Twin plastic casters are standard. Elimination of exposed metal makes chairs safe for use near computers. Circle No. 261.



Product designers Robert Aronowitz (left) and Bernard Katzanek conducted studies of data processing environments to better meet seating demands of VDT operators.



Club chair and ottoman from the Treillage group. One of many original Brown Jordan Rattan designs.

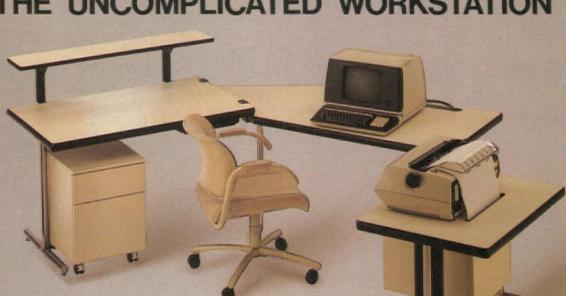
#### Brown Jordan Rattan. Strong in character, strong in construction.

Treillage. The beauty of an original design. Handcrafted of pole rattan in the Orient to Brown Jordan Rattan's demanding specifications for commercial and residential use. Comfortable cushions rest on high-quality upholstered decking.

Write for 68-page, full color catalog. Brown Jordan Rattan, Dept. RZ672, PO. Box 5688, El Monte, California 91734.

Showrooms: New York City · Chicago · Los Angeles · San Francisco · Dallas · Miami · Washington D.C. · Atlanta · Seattle · High Point



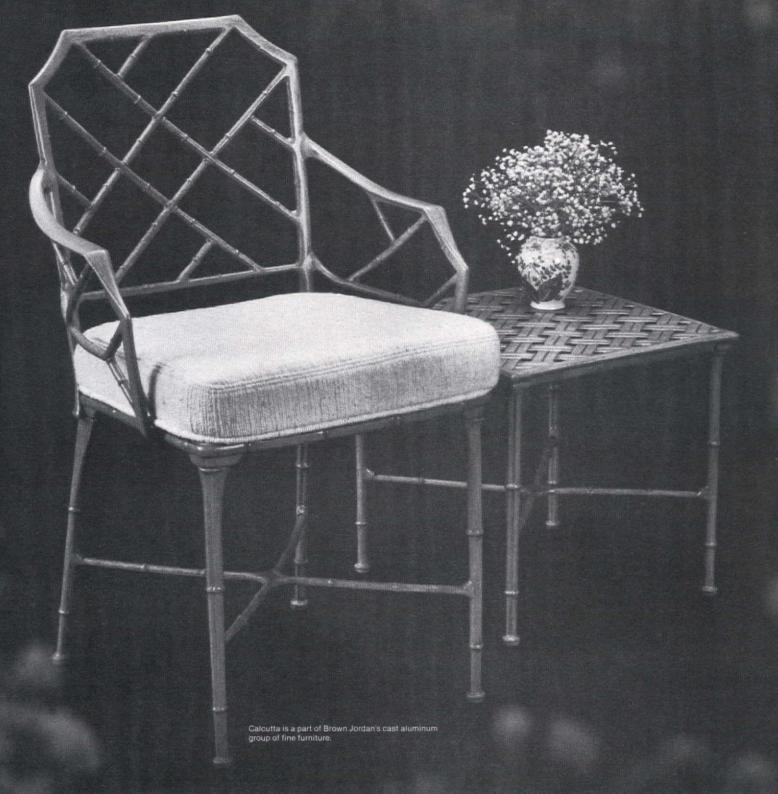


#### THE UNCOMPLICATED WO ATION



The Information Management Station, like the electronic equipment it supports, is designed to speed the flow of office work, thus increasing productivity. Six basic tables, used alone or in clusters, allow a variety of arrangements to solve space problems. A choice of heights, for writing or keyboard use, means minimum fatigue with maximum comfort. Wire routing is simple and unobtrusive, and a variety of accessories answers most related needs. So when it's time to furnish the automated office, consider I M S, the uncomplicated workstation. Ask Howe. Howe Furniture Corp., Dept. CT, 155 E. 56th St., NY, NY 10022 (212) 826-0280. Showrooms nationwide.





### Calcutta. Art...or furniture.

From a position of design and craftsmanship, Calcutta is pure art. From a position of utility and value — practical furniture. All Brown Jordan furniture groups start with design, beautiful design to satisfy high esthetic values. Then all-welded construction, meticulous hand crafting, and our exclusive UltraFuse finish make it practical furniture. Beautiful enough for the finest residence...rugged enough for the most popular restaurant.

For a free 72-page full-color catalog, write on your letterhead to Brown Jordan, Dept. DZ672, P.O. BOX 5688, El Monte, California 91734.

Showrooms: New York City • Chicago • Los Angeles • San Francisco • Dallas • Miami • Washington D.C. • Atlanta • Seattle • High Point Circle 74 on reader service card A Revolution in seating design. A Revelation in seating comfort. Vecta Contract's Wilkhahn FS Seating. A whole new standard for office seating. Unlike anything you've known. Springs and fulcrums linked together with seats and backrests in a way never before accomplished.



The result? Seating that senses, conforms and adjusts to your every body movement instantly. You won't believe it until you try it.

Proof? Yours for the sitting. From the whole new world of seating at Vecta Contract.

### VectaContract.

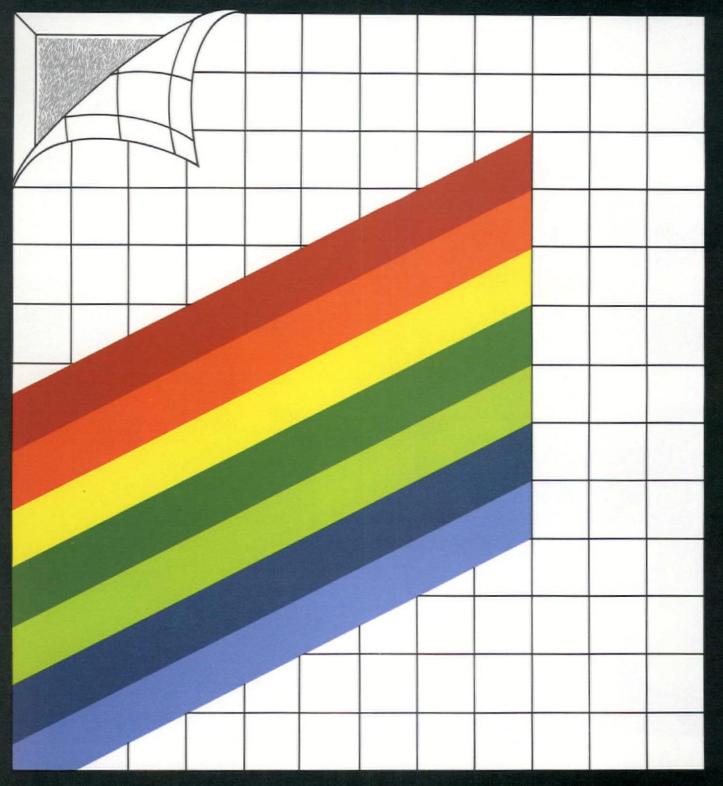
1800 South Great Southwest Parkway Grand Prairie, Texas 75051 214 641 2860 or call toll-free 1 800 447 4700 In Illinois 1 800 322 4400

Wilkhahn FS designed by Franck and Sauer. Exclusive U. S. production rights licensed to Vecta Contract by Wilkhahn\* GmbH. United States and Canadian patents applied for. © Copyright 1982, Steelcase Inc.

Circle 75 on reader service card



DESIGN FLEXIBILITY ACOUSTICAL ADVANTAGES ENERGY EFFICIENT FIRE RETARDANT, CLASS "A" APPLY OVER ANY SURFACE NATIONAL DEALER NETWORK ECONOMICAL AND LEASABLE



For futher information and literature on how this System can work for you, write or call: Unique Concepts, Inc., Home of FABRITRAK, 59 Willet Street, Bloomfield, NJ 07003 • TEL 212-532-2393



1

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P.O. Box 2065, High Point, NC 27261, Telephone (919) 889-2009 Circle 78 on reader service card

#### **PRODUCT SHOWCASE**



### New retail shop gets low-maintenance floor

A retail shop in the Philadelphia International Airport recently installed acrylic-impregnated brick flooring from PermaGrain Products Inc. Flooring is both water- and stain-resistant for easy maintenance.

PermaBrick measures 5/16-in. thick and has 60 percent more breaking strength than specified by ANSI standards. Product is slip-resistant, freezethaw stable, and fireproof. Flooring is suited to indoor/outdoor applications.

Colorations of red, brown, and tan are offered. The F-Series (fired) contains rubine, mocha, and ginger. Included in the S-Series (unfired) are cobblestone, brownstone, sandstone, and smokestone. **Circle No. 442.** 



#### The changing nature of space.

cc...the new technologies require new strategies and organizational structures, which in turn require a great deal of room for creative movement.??

William Ouchi, Theory Z



Today's information-intensive organization is in a constant state of flux. Changing, adjusting, reorganizing to meet the challenges of a changing marketplace.

You, as a designer, can help your clients shape their space to meet the challenge of those changes. With an office plan that flexes with the ebb and flow of organizational change.

Rosemount's Private Spaces<sup>®</sup> System is responsive to the needs of the changing organization structure. It is responsive because it is not shackled by the limitations imposed by restrictive power or communications distribution networks.

The Private Spaces System has self-contained but separate electrical and communications raceways that move with every change in the panel configuration. Without disconnecting wires or dismantling panels. With minimal disruption of work or information flow. A Private Spaces System is also aesthetically pleasing. With a wide choice of fabrics and finishes that soften the hard edge of high tech environments. With high performance acoustics. And with components and accessories that meet both the work function and the physical needs of the worker.

For more information about how Rosemount Private Spaces System can help you meet the challenge of change, write or call us today.



See the Rosemount Private Spaces System at our new showroom in Suite 839 of the Merchandise Mart.

Circle 79 on reader service card

# LAST SUMMER'S MOST UNEXPECTED MARRIAGE IN THE SALEM COURTHOUSE.



### Natural Textures and Endura Rubber Studded Tile.

The new Courthouse, Salem, Massachusetts. A fascinating mix of architectural materials: rough brick, polished wood, glass, trees, light. And, since last summer, Endura rubber studded floor tiles. Endura. Chosen by architects Whitman & Howard, Inc., of Wellesley, Massachusetts to replace the existing ceramic floor.

Endura's beautiful of course. But not at the cost of safety. Endura's studded profile helps prevent slipping—even when the floor is sloppy with Salem's winter slush.

And Endura comes clean quickly, releasing courthouse grime, cigarette debris everything but stained reputations—with a minimum of effort. So this Endura floor will keep on looking great through years of trials.

Endura rubber studded floor tile. Available in a full range of standard and custom colors. Priced to reflect American needs. The only 3 dimensional rubber tile made in America that's engineered to meet or exceed the specifications of any similar European product. Endura rubber studded floor tile



comes with a 5 year limited warranty backed by American Biltrite—since 1908, a leader in the development of molded rubber products.

Find out more. Write for our free brochure or call the Sweets Buyline (800-447-1980; in Illinois, 800-332-4410).

Division of American Biltrite Inc. 22 Willow Street/Chelsea, Massachusetts 02150 (617) 884-1700/Telex No. 949408 Circle 80 on reader service card





#### **Mobile Terminal Table**

Five simple adjustments allow each user to adapt the terminal to individual needs. All controls can be effortlessly adjusted by a seated user. Movements are gear-controlled. The tops cannot free-fall during adjustment, assuring that the terminal will not be tipped onto the floor. A foot-activated gas cylinder raises and lowers the table height. Wire harnesses prevent the terminal from being pulled off the table by its cord. Locking casters eliminate unwanted movement.

For more information, request the Mobile Terminal Table brochure and JG's White Paper on Terminal Sharing Devices. JG Furniture Systems A Division of Burlington Industries Quakertown, PA 18951 215 536 7343

Circle 125

#### Terminal Sharing Device

Sharing reduces computer response time, lowers equipment cost, and improves utilization. Users get more personal space and a healthier social environment.



# Endless Possibilities.



Take advantage of today's most advanced styling equipment with Ultron 8 3D nylon-the most versatile heavy denier contract carpet fibers on the market.



Monsanto Textiles Company, 320 Interstate North Parkway, Atl., Ga. 30339 (404) 955-4000 Ultron is a registered trademark of Monsanto Company Circle 81 on reader service card

#### PEOPLE/NEWS

Michael Love has joined Rambusch, New York, as director of the stained glass department. Recent company projects include Penn Station, Baltimore; Columbia University, New York; and the Helmsley Palace Hotel, New York.

Gregory B. Putnam, AIA, (shown) has been elected president of the Professional Services Management Association for 1982. He is currently vice president and director of Environmental Planning & Research Inc., San Francisco,

Functional Office Furniture has appointed Kai Diessel as national sales manager.

New administrative assistant to the president of Stratton Industries Inc. is Vivian S. Alexander (shown). Her duties will include work with marketing/sales and product development.







Montgomerv

New regional sales manager for Shelby Williams Industries is Anita Andrews (shown). She will cover southern California.

American Seating Co. has completed a marketing agreement with Si Oppenhuizen, president, Oppenhuizen Interior Systems, for marketing and distribution of Series O office product line. This system is a wood/fabric combination for the office.

Nancy L. Holton (shown) joins Badische Corp. as CREATE® contract carpet consultant for Chicago and midwestern areas. Holton replaces Patricia Nasrallah.

Ralph Wilson Plastics Co. has named Bill Reeb (shown) national sales manager for the firm.

Newly appointed director of business planning for ISD Inc., Houston, is Judy McClain Montgomery (shown).

Recently named managing principal of Hague-Richards, Dallas, is Richard Tater, AIA. Tater assumes project management responsibilities for the company.

Donald R. Miller, vice president of sales at Thonet Industries Inc., announces appointment of Stephanie Milberg and Michael J. Trimboli as sales representatives. Milberg is based in Miami and Trimboli serves San Diego and the southern -California area.

mondial - for the discriminating few

Ferrari/Mondial 8 foreign cars italia, inc. greensboro, n.c.



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Circle 82 on reader service card

### DesignTex. A jump ahead.

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## **CARPET BY THE NUMBERS**

This is Design Plus. It has some great numbers, like 16 standard pattern designs and a 40 color yarn bank. The combinations of pattern and color are almost endless. You put them together to achieve the look you need. And because the pattern you create is tufted on advanced graphic stitch equipment, it becomes an integral part of the finished carpet. Carpet of 100% Antron XL yarn, Extra-Large filaments for Extra Long resistance to soiling and crushing. Two standard weights, 40 oz. and 34 oz., in a tight 1/8th gauge construction. Action Bac V, secondary backing, 40% more dense than standard backing materials, for better dimensional stability.

Design Plus is one of a number of fine contract and residential fabrics distributed by Carson Pirie Scott & Company. It is one of the many reasons why, throughout the Midwest and Florida, more and more members of the design community are turning to Carsons and our 10 contract specialists to solve all their floor covering needs.

This NEOCON, stop by Space 13-127 in the Merchandise Mart, and we'll show you a number of other reasons why you too should look to Carsons. In Atlanta, July 17-21, visit us at Space 4D4, Atlanta Merchandise Mart.

When the numbers count, count on Carsons.



YFX

Pure wool offers the best combination of

features for design flexibility, durable service and Throughout its longer life span wool carpet maintains a higher level of its original appearance long-term value.

The resilience and durability of wool carpet than any other fiber. are exceptional—they've been proven through the

The easy cleanability and natural soil resistages.

ance of wool carpet means unequaled long-term 100% pure wool carpet is inherently flame retardant and the fibers will not melt and fuse value

Aesthetically 100% wool has no peer. Color, from cigarette burns. texture and comfort under foot are the values that

Visit the Wool Bureau Showroom during the make wool uniquely luxurious. Carpet Market and NEOCON and let us show you

why wool carpet offers you more than you expect. We'll give you listings of the latest resources and carpet specifications, plus performance infor-

mation to help you sell your clients on the most

Remember, the Wool Bureau Showroom is cost-effective fiber today. on the 11th floor of the Chicago Merchandise Mart,

Space 11-113A!



Grand prize: Beautiful, hand-knotted antique

wool rug! Win this or one of many other "Great WOOLTUG: WILLING OF ONE OF Many Other Orean Performances'' prizes. Get your entry forms at any WOOLMARK licensee carpet showroom.



The Wool Bureau, Inc., U.S. Branch of IWS Chicago Merchandise Mart, Space 11-113A (Mkts Only) 360 Lexington Ave., N.Y., N.Y. 10017 212/986-6222 The Woolmark is a registered centrication mark owned by The Wool Bureau, Inc.

The Standard of Carpet Excellence.

Circle 200 on reader service card



# An encore... by Cohama/Specifier Contract Fabrics for GUEST QUARTERS®

Unique Hotel Suite Concept

Upholstery-"Shadows": Wallcovering-"Astra"

First, it was Atlanta's Perimeter Center. Now, it's Houston's Galleria West where GUEST QUARTER'S unique luxury suite concept provides a "home away from home" guest atmosphere. It's also an encore performance by Cohama/Specifier whose decorative prints and sheers were again chosen for drapery, curtains, coordinated bedspreads, upholstery and wallcovering. Encores aren't new with us. Top designers repeatedly specify fabrics from our vast stock and custom contract resources for greater design and color selectivity. It's testimony to our recognized capability and dependability to meet exacting requirements for any contract project... new or existing. Reasons why our Cohama "Bee" is always busy. BE SURE TO SEE US AT NEOCON XIV - SPACE 910-A OHAMA

PECIFIER

200 Madison Avenue, New York, NY 10016 • 212-561-8680 DIVISION OF UNITED MERCHANTS AND MANUFACTURERS, INC.



Curtains-"Super" Sheers (F.R.)

Drapery-"Shadows":

Circle 85 on reader service card

ONTRACT FABE

Domore, a leading manufacturer of ergonomic seating for over 50 years, continues its standards of excellence by introducing The Task Seating System.

The new Task Seating System chairs offer Domore's exclusive constant force back support and finger operated back tension adjustments from a seated position, both firsts in their field. All TSS chairs also feature back height adjustment from a seated position and seat height adjustment with an optional gas spring mechanism.

The TSS chairs are available in Management, Supervisor, Task and Operator models in light or dark neutral textured coated finishes. Seats and backs are upholstered in Domore's new textile line, which is compatible with Domore's SerieSeven office system panels.

# Domore

The Task Seating System by Richard Reineman

Domore Corporation 2400 Sterling Avenue Post Office Box 1289 Elkhart, Indiana 46515 (219) 293-0621

Circle 86 on reader service card



# Essex 54 commercial wallcoverings.

Thinking about colors and textures? Concerned about performance? Interested in custom design? Worried about deadlines? Whatever your wallcovering requirements, Essex 54 has the answer.

We have all the basics in colorations and surface treatments. In addition, we can fulfill your custom orders in runs as small as 750 to 1,000 yards.

We're fast, too. In fact, if you get behind schedule, Essex may be able to help you catch up.

So whether you're remodeling, or planning a new

installation, when it comes to quality wallcoverings, call your Essex distributor. He can get you just what you want when you want it.



401 Hackensack Ave., Hackensack, N.J. 07601 Circle 87 on reader service card



# Don't plan anything without them.

#### DISTRIBUTOR LIST

The Blonder Companies Cleveland, Ohio (216) 431-3560

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Brod-Dugan Company St. Louis, Missouri (314) 567-1111

Contract Wallcoverings, Inc. Berkley, Michigan (313) 543-3341 Duncan Wallcoverings, Inc. Louisville, Kentucky (502) 491-5080 Isgo Corporation Chicago, Illinois (312) 376-2121

Dallas, Texas (214) 634-1313 Houston, Texas (713) 666-3232 No. Kansas City, MO (816) 421-5060 San Antonio, Texas (512) 657-6868 Kayser & Allman, Inc. Bensalem, PA (215) 638-0676 Key Wallcoverings, Inc. Theodore, Alabama (205) 653-0110 Jacksonville, Florida (904) 355-1192 Atlanta, Georgia (404) 449-5208 Metairie, LA (504) 837-2293 J.M. Lynne Co., Inc. Hauppauge, New York (516) 582-4300

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#### Wallpapers, Inc.

Oakland, California (415) 536-8650 Los Angeles, California (213) 767-0010 Denver, Colorado (303) 371-0440 Portland, Oregon (503) 228-9294

#### **PEOPLE/NEWS**

Spacesaver Corp. has appointed Terry Strombeck (shown) product manager. He will be responsible for all field sales support of the Spacesaver Group.

Recently named associate of The Hillier Group architectural and planning firm is **Barbara Weinstein** (shown). She is a key figure in Hillier's interior design studio.

Wide-Lite Corporation, Texas, will begin marketing products formerly sold under the brand names Decor and Yorklite.

Member firms of the Industry Foundation of ASID recently donating resources to 161 interior design program libraries include: Allmilmo Corp., Boyd Lighting, Helikon, Importex, Kohler, Naugahyde, Otsuka Chemical, Abstracta, ADO, Fiber-Seal Int'l., Kentucky Wood Floors, Lite-Lab, Marble Institute of America, and McGuire Co. Also donating were Modern Window Corp., Naomi Gale Wall Systems, Owens Corning Fiberglas Corp., Ben Rose, Rosecore, Ernest Treganowan Inc., and Ralph Wilson Plastics Co. Samples were received from The Diller Corp., Importex, and Ralph Wilson Plastics. Catalogs and pamphlets have been pledged for donation by 25 additional firms.





Moran, Frizzel



Ted Frizzel (shown) was named vice president of Fiber-Seal International. Betty W. Moran, Ph.D. (shown) adds responsibilities of president, Fiber-Seal of Dallas to her present title of vice president, research and training.

Michael Gubar has been promoted to Marketing Director for General Felt Industries.

**Philip C. Wolf** (shown) has joined Nessen Lamps Inc., New York, and will be responsible for administration of the firm's general offices. Wolf has a background in business planning.

John Spade has been promoted to general manager for the Philadelphia branch sales office of GF Business Equipment Inc. Spade assumes responsibility for office operations and sales in Philadelphia, Delaware, and southern New Jersey.

Promotions at Dan River Inc. Floorcoverings Div. include Linda Fashbaugh to Mid-Atlantic contract manager and Don Marshall to Midwest contract manager.

Ambiant Ltd. announces incorporation of new subsidiary Ambiant Woodworks Inc. Firm will specialize in custom design and fabrication of contract furnishings.



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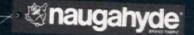
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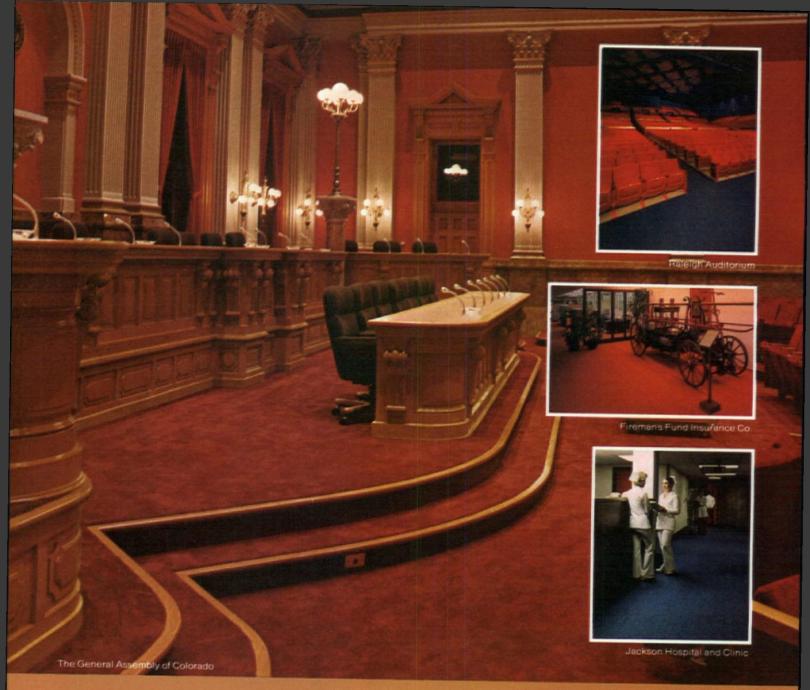
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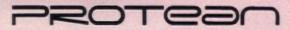
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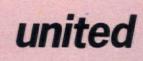
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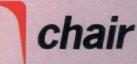




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#### PEOPLE/NEWS

Sharyl J. Hess (shown) has been named director of public relations for the Atlanta Market Center. Hess was formerly with Monsanto Textiles Co., New York. She will handle activities for Atlanta Merchandise Mart, Atlanta Apparel Mart, and Atlanta Decorative Arts Center.

Patrick J. Costigan (shown) has been named contract sales manager for Westwood Industries. This recentlycreated position marks an expansion by the firm into the contract market. Costigan joined the company in 1974.

Paul H. Luckett III (shown) has assumed presidency of GTR Wallcovering Co., an operating unit of the General Tire & Rubber Co. Luckett will retain his position as group vice president, consumer products, in the firm's chemicals/plastics/industrial products group.

New manager of sales promotion for Mannington Mills is Robert J. Hennessey.

Australian-owned CEMAC Associated Ltd. and Westinghouse Electric Corporation's Architectural Systems Division (ASD) have entered a joint agreement whereby CEMAC will manufacture and market Westinghouse open office systems in Australia. HQ will be located in Sydney.

Jerry Gallagher, vice president, Donghia Showrooms Inc., announces the addition of three showrooms scheduled to open this year. Sites include San Francisco; Washington, D.C.; and Cleveland, Oh.











William T. Freeman, EIT, (shown) has joined the staff of Sylvan R. Shemitz & Associates, lighting design consultants.

Kevin Segner (shown) is now vice president of administration for Congoleum Corp.'s Kinder Div.

Technical and scientific approaches to safety in fire protection mark seminars at the May 17-20 meeting of the Society of Fire Protection Engineers, Moscone Center, San Francisco. Topics include Life Safety Considerations in Atrium Buildings, Impact of Modern Electronics on Fire Protection, and Designing Stair Pressurization Systems, among others. This seminar is held in conjunction with the National Fire Protection Association annual meeting.

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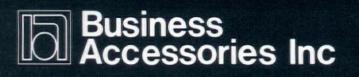
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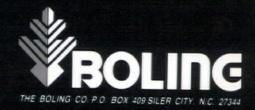
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#### COMING EVENTS

#### 1982

May 22-26. National Restaurant Association (NRA) Show. McCormick Place, Chicago.

June 6-9. AIA 1982 National Convention. Honolulu.

June 10-11. Systems '82, Electronic Design and Architectural Drafting Equipment Exhibition. Expocenter/Chicago.

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.

July 28-August 1. Dimensions Plus, Annual ASID National Conference and International Exposition of Designer Resources. Moscone Center, 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, Altanta.

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.

October 14-16. Designer's Saturday. Member Showrooms, New York.

October 16-19. American Home Lighting Institute Annual Convention. Fairmont Hotel, New Orleans.

October 27-31. Marble Institute of America 38th Annual Convention. Callaway Gardens, Ga.

November 9-11. Second Annual International Energy Management & Facilities Improvement Show. Expocenter/Chicago.

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

#### Foreign Trade Shows 1982

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

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

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. National Exhibition Centre, London.

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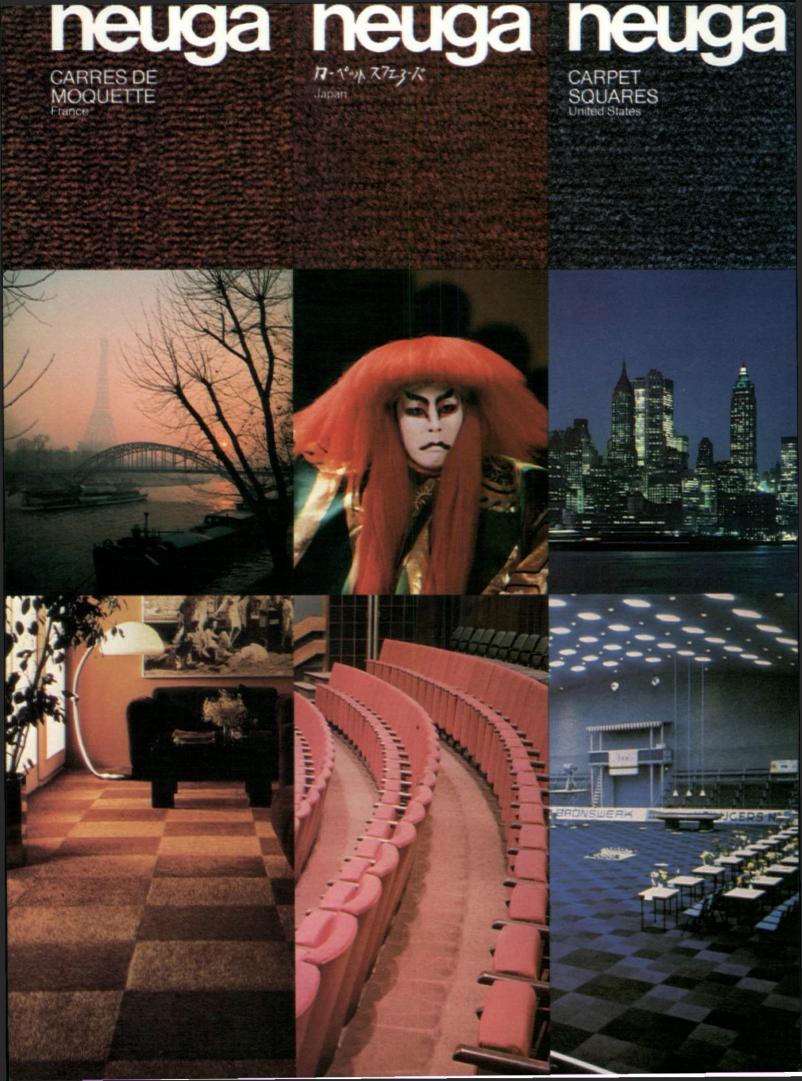
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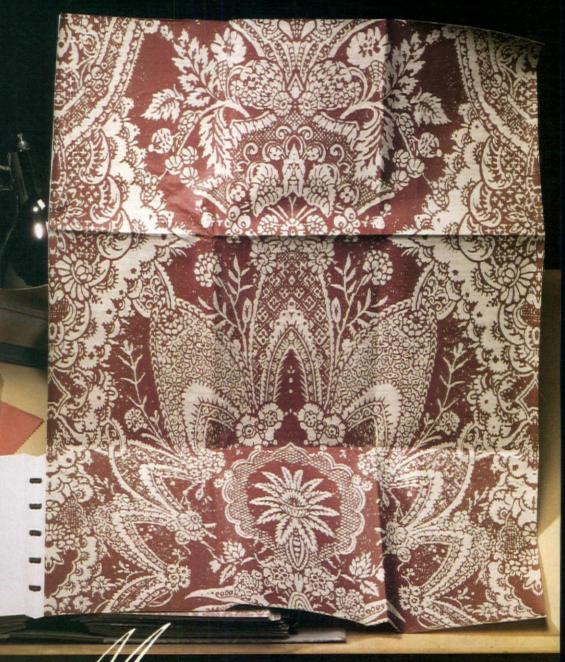


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STEAMER Collection PYE + TUOLI Tables Seating

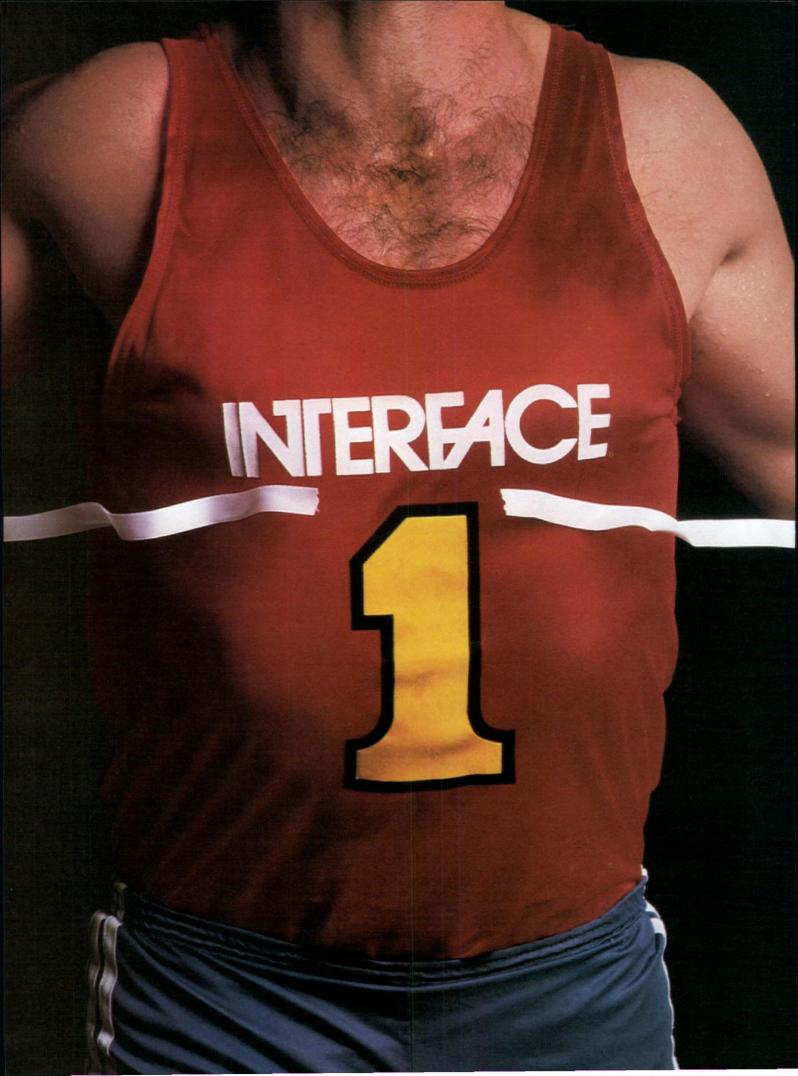


Fresh faces for your spaces. MCCARTHY PARK-Linear and circular bench systems PYE-Occasional and task tables STEAMER-Chair and table collection TUOLI-Occasional and ganged seating ZIGGURAT-Handcrafted exotic hardwood tables

Visit us during NEOCON for the unveiling of these five innovative design directions at the inauguration of our new Chicago Merchandise Mart Showroom, Suite 861 or by writing Ambiant at 76 Richmond Street East, Toronto, Canada, M5C 1P1.



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# INTERFACE. THE LEADER IN A WORLD PLAYING FOLLOW THE LEADER.

There are a lot of carpet companies out there that have an excellent reputation for quality broadloom. But not for quality carpet tiles.

But one carpet manufacturer has an excellent reputation for quality carpet tiles. Because that's all we make. And because we specialize, we've become recognized as the leader in the carpet tile industry. Interface.

ONLY INTERFACE RESEARCHED IT, LIVED IT, BREATHED IT AND MASTERED IT.

Interface was founded on the commitment of making only one product, so we have to make that product right. We recognized from the start that if a carpet tile is to work, it has to be specifically engineered to be modular. The result is our exclusive patented fiberglass-reinforced GlasBac™ that lets you free-lay tiles directly on the floor without glue, instead of anchoring them in place with a so-called "releasable" adhesive.

Dimensionally stable,

the Interface system lies flat and secure with no curling, warping or shifting. And stays there until you choose to make a change.

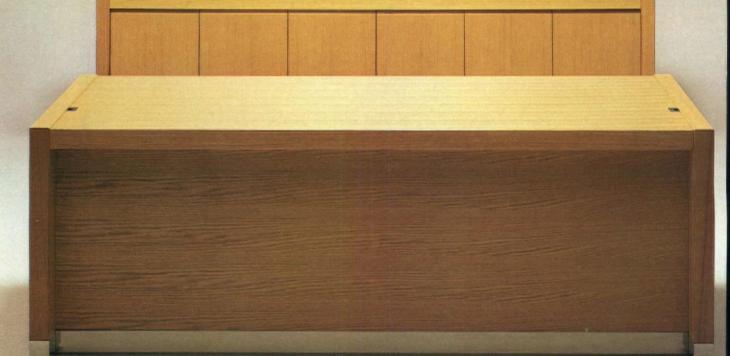


Because of our early success in overcoming all the problems usually associated with carpet tiles, we have since been able to focus all our research efforts on creating new opportunities for the problem-solving designer. Textures Colors Patterns. Options, like MagneBac™ Custom designs. Signage Years of development have made Interface the greatest single source of carpet tile innovations.



That's a position we're proud of. And very protective of. So you can be assured that no matter how many carpet tile innovations we bring over the finish line, there's always one more on its way. From the carpet tile leader. Interface. For more information, write Interface Flooring Systems, P.O. Box I508, LaGrange, GA 3024J or telephone (404) 882-189I. **NIERFACE** 

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### **NEOCON 14 PREVIEW**

# Guide to People, Products, Spaces, Events, Workshops, Seminars



THE MERCHANDISE MART Chicago—June 15-18, 1982











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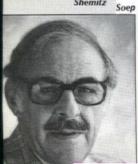








Shemitz





NEOCON 14:

# CONTRACT IS **BIGGEST SHOW ON EARTH** TO MORE THAN 30,000

NEOCON, the National Exposition of Contract Furniture and Furnishings, staged yearly by the Merchandise Mart, Chicago, serves as a barometer of where the industry is today and where it will be tomorrow. It is the biggest contract show on earth.

In no small measure due to the brilliance of Merchandise Mart management, NEOCON 14 this year again sets the scene for the most comprehensive look at the total contract industry. As in every previous year for the past 13, the program outdoes itself. So do the exhibits, new product introductions, showrooms, new floors, and social events. NEOCON 14 provides numerous opportunities for contract practitioners to meet each other in a stimulating and useful environment.

Cross-fertilization of ideas is the concept that has guided Thomas King, president of the Merchandise Mart; Emmett Dineen, senior vice president; and James Bidwill, vice president marketing, in developing powerful programs that have spurred recent strides made by the contract industry.

In its 14th year, NEOCON has been carefully constructed to offer something of importance to every architect, designer, specifier, dealer, manufacturer, and other industry member. Over 30,000 participants and exhibitors are expected to attend.

#### Contract movers and shakers

Looking back over the past 13 years of NEOCON, the list of participants is a magnificent melange of key government leaders, contract practitioners, developers, and experimenters-the movers and shakers of the contract world. CONTRACT's editors took a look backward, before Mart management could utter the words: "the past is prologue."

Past NEOCONs have been forums for stimulating thinkers and doers, both inside and outside the contract industry. A decade and a half ago, Dr. Bruno Bettelheim, world famous psychologist, appeared as keynote speaker at NEOCON 1. The memory of his well-received keynote address lingers on. It served to launch NEOCON so successfully that the momentum has never stopped. Bettleheim's address on "How Interior Environment Affects People," was the first expression of "proxemics" conveyed to contract designers.

Nor could any attendees who listened to Gio



Klutznick

McCluskey





Pulgram









Bell







Kichen









Ponti, architect and director, Domus, walk away from NEOCON 1 without being prodded into more creative design efforts.

#### Industry leaders in first NEOCON

Notable in that first NEOCON were names that now constitute a cadre of industry leadership. Many of these professionals still participate actively in NEOCON. Brock Arms, AIA, once listed as "NSID, AID," plays an important part in NEOCON 14, as he has in many past events. Kenneth Johnson, president, ISD, Chicago, is another active supporter. Still, others who appeared in that first year included Marvin B. Affrime, director, The Space Design Group, New York; William Pena, AIA, partner, Caudill, Rowlett & Scott, Houston; Torwald H. Torgersen, AIA, ASID, Container Corp. of America, Chicago-who was one of the five judges in the 1981-82 Institute of Business Designers/CONTRACT Magazine Product Design Competition; and Bruce Graham, FAIA, general partner, Skidmore, Owings, & Merrill, Chicago.

Also in evidence then as now were Mel Levin, president, Business Equipment Company, Boston (a dealer), and Galen E. Seal Jr., vice president and sales manager, Seal Furniture, Denver. Seal left the industry temporarily, recently returning as a manufacturers representative. Wallace R. Jonason, formerly AID, Whisler/Patri Assoc., San Francisco, went on to become president of the American Society of Interior Designers, after the AID and NSID merged.

Other industry notables on that first program included Lawrence Lerner, then president of Saphier, Lerner & Schindler, and now CEO of Environetics International; Ellen Lehman McCluskey, FASID, president Ellen Lehman McCluskey Associates, N.Y.; Fred Bell, then vice president marketing for Steelcase and now director of Steelcase's European operations; and Norman DeHaan, AIA, ASID, who became president of the latter.

#### Record appearances by White

Daroff

Other well-known industry figures attending that first year included Daniel Morganelli, AIA, then of Morganelli-Heumann Associates Los Angeles; Ken White of Ken White Associates, New Jersey, who may hold a record for participating in more NEOCONs than any other designer; William Pulgram of ASD, Atlanta; Dr. Walter Kleeman, noted ergonomist and behavioral psychologist; and Bernard Vinick, of Bernard Vinnick Associates, Hartford, Conn.

By NEOCON 5, 1973, other well-known names began to appear on NEOCON programs. They included Michael Saphier of SLS, whose cartoons today grace every issue of CONTRACT; Eugene Adcock, ASID, of Adcock and Stock, Los Angeles; Warren Arnett, ASID, who headed the NSID and was instrumental in bringing about the merger between AID and NSID; and Dr. Rudolfo F. Planas, director of the Quickborner Team for Planning and Organization In The U.S., who introduced Office Landscape to American designers.

#### "Wires are beautiful"-Krieks

Product designer O.J. Holohan, with IBD appended to his name, also appeared on the fifth program, as did the late Hans

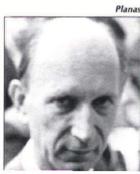






Dibner





Gilbert









Bidwill

Vinick

Levine

#### NEOCON 14:

#### Merchandise mart continues tradition

Krieks, who said "Wires are beautiful," at one NEOCON session, and launched a controversy that has not yet ended. Theodore Combs of Harter Corporation; Fran Wilson, co-chairman of the ASID Industry Foundation: John Stuart Gilbert, then president of IBD; Sylvan Shemitz of Elliptipar; Boyd Leondorf and Irving Schwartz, both high officers in the ASID; and Robert Probst, researcher and designer, were other prominent names that appeared on the distinguished roster of NEOCON participants.

#### Founder of BIFMA on program

NEOCON 7 listed Lella Vignelli, product designer, New York; Howard Hirsch, Howard Hirsch Associates, Los Angeles; Dr. Charles King, who worked with Eugene Eppinger to found BIFMA; and A.J. Kaufman, office dealer, among other active contract industry practitioners. By NEOCON 8, George Levine, of Contract Carpet Research, New York, appeared on the program; Ben Weese, FAIA, Harry Weese Assoc., Chicago, spoke; and Albert Howell, member of the Executive Council, Contract Furnishings Council, and now member of the Contract Furnishings Forum of NOPA, graced a podium at NEOCON.

#### Jane Pauley on "Struggle for Status"

Other speakers include such well-known

names as Richard Himmel, Bernard Soep, Dale Keller, and Pam Baldwin, the treasurer of IBD who subsequently went on to become national president of that organization. Andre Staffelbach, then president, IBD and Richard Hess, president, Keisling Hess, also participated. Der Scutt, AIA and Robert Vranken, facility planner, Sperry Univac also were on the program, as was Jane Pauley, coanchorwoman for WMAQ-TV, Chicago, who participated in a seminar on "Emerging Professional Women—The Struggle for Status."

By 1977, Mart management sought out a block-buster to keynote NEOCON 9. The selection was Dr. Aurelio Peccei, co-founder of The Club of Rome, one of the most prestigious in the world.

Walter Guinan, president of Karastan, appeared on the program, as did Albert Phibbs, ASID president: Jordan Berman, noted for his work on the office landscape at the John Hancock building in Boston and participation in the Office Landscape Users Group; Jim Nuckolls, lighting specialist; Alan R. Lauck, vice president, H.O.K., Dallas; and Werner Heumann, President, Morganelli-Heumann, Los Angeles, who began getting heavily involved in computer aided design (CAD)

NEOCON 10 witnessed the appearance of Elmer Botsai, president of AIA; Dave Dibner, head of the Buildings Division of the General









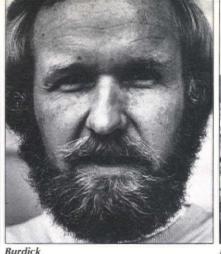














Arnett

Services Administration; and Harry Weese, for whom the Chicago architectural firm is named. Robert LeFort of Interspace, and Karen Daroff, of Daroff Design, both of Philadelphia, appeared in seminars.

Such eminent contract practitioners as Bill Punzio, Interiors International, Chicago; Leslie Kichen, director Architectural Interiors, Chicago; David Cooke, IBD, then president of the Ohio Chapter, and now national president of IBD; Michael Brown of ASID; and Beverly Lucks Hafner, Webster, New York, participated in seminars and workshops at NEOCON 11. Other important faces were Rita St. Claire, President ASID; Florida Doelp, then of Interspace, Philadelphia; Michael Brill, president, BOSTI; Shirley Reznikoff of Arizona State College, Tempe, Ariz.; Kenneth Walker, President, Walker Associates, New York; and Michael Graves, AIA, whose Portland Oregon post office design was taking shape.

Jo Heinz, past IBD president, appeared at NEOCON 12, which also featured Paolo Soleri talking on his Consanti Foundation in Arizona, and Robert Engle, then of ERD, outlining the use of the computer in space design.

#### Fuller appeared last year

A highlight of NEOCON 13 was the appearance of R. Buckminster Fuller, FAIA, the Honorable Jane Byrne, mayor of Chicago; Ambassador Phillip M. Klutznick; and Dr. William Ouchi of the University of California at Los Angeles.

These outstanding architects, designers,

government leaders, and other personalities only scratch the surface of the exciting programs presented in past NEOCONs. A glance at the following pages illustrates the continuing tradition of the Merchandise Mart in presenting the very best that the industry has to offer as seminar and workshop presenters.

While these far-reaching programs were developed, the physical numbers of people attending NEOCON began increasing rapidly. Year after year, the numbers increased by the thousands, to the point where this year in excess of 30,000 are expected to participate either as attendees, exhibitors, or seminar and workshop presenters. In its 14th year, NEOCON is rippling strong muscles and reflecting the wisdom of its founders in presenting programs that are useful, exciting, instructional, social, and fun-a mixture that is hard to beat in its appeal.

#### Economical travel package

If that were not enough, efforts are made yearly-this year is no exception-to make it easy and economical for participants to get to Chicago, stay at a comfortable and convenient hotel, and be transported to the Mart. Information on all of the above is available from Sylvia Gold, at The Merchandise Mart Hotel and Travel Bureau in Chicago, 312/527-4141.

NEOCON 14 is a goldmine; nuggets are laying around waiting to be picked up by attendees. Don't miss this opportunity to enrich your professional knowledge in such an enjoyable and productive way. THE EDITORS







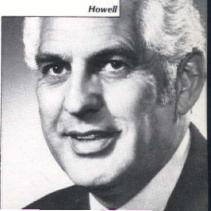


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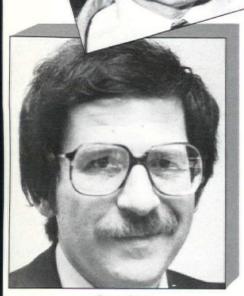




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# CONTRACT AT NEOCON

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# FLOOR BY FLOOR PULL-OUT GUIDE

# CONTRACT's Complete Guide to Neocon Exhibitors

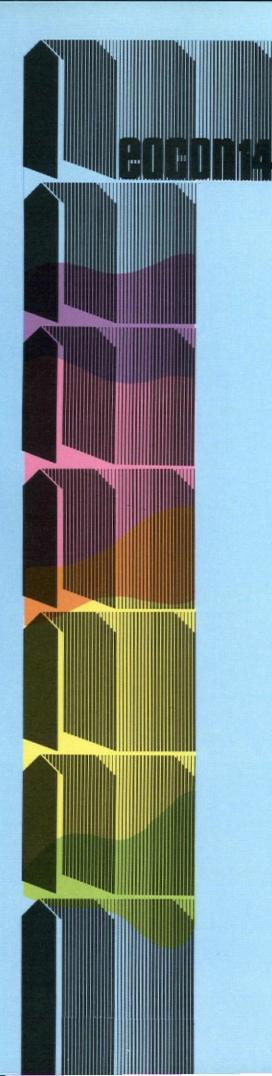
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Creative Kitchens & Baths	
Dardwil Industries Inc	
D/B/A Ray-Shel Enterprises	



Diamond Rug & Carpet Co13-144
Dillon Carpet Corp
Philip E. Eisenberg Assoc1380
Fieldcrest Mills Inc
Flooring Dist. of America1301
Florida Flooring Co
Forestieri Int'l
Forms + Surfaces
GAF Corp13-118
General Felt
Stuart L. Goldstein
Greenbrook Carpet Co. Inc13-125
Mary Hannan Interiors
Hayim & Co13-161
Herrold Carpets & Flooring1335
Hershi & Assoc1376
Hispanic Designs1309
Housewares Club of Chicago1334
Hygiene Inds
Illinois Hardwood Flooring1347
Imperial Carpet Mills13-155
Kohler Co
K.V.T. Int'l
E.A. Langefeld & Assoc
Lewis Carpet Mills 13-185
Ludlow Corp13-165
Mannington Mills
Marble Technics
Marglen Inds
Mid American Tile Dist
Nat'l Assoc.
Floorcovering Dist
National Housewares Mfrs1324
Paul Oberlin Jr. Inc
Old World Tiles Inc
Orinoka Mills
Pegulan of America13-124
Pepperell Carpets13-139
Porter Carpet Mill13-173
Queen Carpet13-146
Ramm
Rumage & Brown
Scan-Kitchen Inc
Scan Trade Inc
Scranton Lace Co
Dorothee Simundza
Sinclair
Sunray Ceramics13-122
Superior Electric Products1364
Sweetwater Carpet
Tempo Asia Carpets Inc13-111
Tenex
Thorndike Mills Inc
3-M Co./Chemical Div1350
Tilbury Fabrics Inc1346
Ira Trueman Inc
United Merchants & Mfrs
Unitex Ind
Waverly Bonded/
F. Schumacher 1304

F. Sch	umacher		•			•	•				.13	04	
Wellco	Carpet									 1	3-14	\$1	
Shelby	Williams	•	•		•		•	•	•		.134	48	

EXHIBITOR										-	SF	2	1	CI	E
Go-Met-Tile				•					•			1-	1	17	7

# FLOOR 16

And the second design of the s	-
EXHIBITOR	SPACE
A & R Sales	
Ark Enterprises/Singer Baumgarten-Samuel Sales	
Brown Jordan	
Charles Inc.	
Charlton Co. Inc.	
Cheaspeake	
Chippendales	
Clark Casual Furniture	
Completely Casual	
Davis Cabinet	
D.I.A	
Max Futorian Assoc.	
Gates Assoc. Inc	
Otto Gerdau1	
Gold Medal	
Hickory	
Homecrest Industries	
Robert W. Irwin Ltd1	
Int'l. Collectors/Carlisle	
Jackson of Danville	
Kenneth James Inc	
Lawnlite Co.	
Lloyd Mfg.	
Lyon-Shaw	
Cy Mann	
Karl Mann Chicago Ltd Manufacturers Showcase	
Maxwell Royal Chair Co	
Ray M. Milliman Inc.	
Vincent Morreale & Assoc	
O'Connell Bros	.1626
Regency House/Highland House of Hickory	
S/B E.G. Richer	
Ida Stein & Assoc	
Stephen's Inc	.1645
Taslitz Int'l	
Terra Furniture	
Typhoon	
Waters Furniture Inds.	
D.L. Wayne Corp. of Chicago1	
David M. Wrenn & Assoc	634A

# FLOOR 14 FLOOR 17 FLOOR 18

EXHIBITOR	SPACE
Aaron Bros. Co	1795
Aberdeen Mfg. Corp	1786
American Brew Inc	
The Barcalounger Co	1777
Berne Furniture	
A. Brandt	
Burris Inds	1762
Century Furniture	1796
Frank Charles Assoc	
Chromcraft Furniture	
D & D Assoc	.17-107
Directional Inds	1720
Dorset	1780
Entourage Ltd	1770
Finkel Outdoor Products	1796
Grosfilex	1758
Hale	1744
HBC Inc.	1795
Hekman Furniture	
Hess Assoc.	
Hickory Chair	1718
Jamestown Lounge	
Jasper Cabinet	1780
Jeffco Enterprises Ltd	
James Kelly & Assoc	1720
LaBarge Mirrors Inc.	
Marcellas Import Inc	
Medallion	
Mersman Tables	1743
Edward J. Miller Ltd	
Molla	1752
Motif & Friends Ltd	
National Broadcasting Co	
O-Asian Designs Inc	
Charles L. Orr Inc	
Barbara Pearlman Design	
Atelier	1771
R.J.A. Inc	
Rubee Furniture Mfg	
The Scott Group	.1724A
Sligh Furniture	
Soullini	
Spectra Galleries	
Spring Air Mattress/	
Janata Furniture	
The Studio Inc.	
Tropitone Furniture	
Vandy-Craft	
Lee L. Woodward, Sons	

EXHIBITOR	SPACE
Askal Enterprises	1830
Badische	
Bigelow-Sanford	1865
Brintons Carpets, USA	
British Carpet Mfrs. Assn	.1869A/B
Broadloom Carpets	
Cabin Crafts Carpets &	
Rugs/Div. West Point	
Pepperell	1871
Carousel Carpet Mills	1832
Carpet Mfg. Co	.1869A/B
Carpets from England	1869A
Carpets from London	
Carpets Int'I USA	.1869A/B
Carpets of Worth	
Charleston Carpets	
Colordyne	
Columbus Mills	1844
Couristan	
John Crossley & Sons Ltd	
Customweave Carpets	
Dan River Carpet	1840
Louis De Poortere Ltd	.1869A/B
Downs Carpet Co	1853
E&B Carpet/Armstrong	1849
Ege-Rya Inc	1882
Firth Carpet	1821
Forfar Carpets Ltd	
The Fritz & Larue Co	
Gilt Edge Carpets Ltd	
Hakimian Co.	
Heuga USA	1868A
Hollytex Carpet	1858
Kal Rugs Int'l Inc.	
Karastan Rug Mills	
Kosset Carpets Ltd	
Landmark Enterprises	
Lees Carpets	
C.H. Masland & Sons	
Milliken Carpets	
Misco-Shawnee	
Mohawk/Mohasco	
Edward Molina Designs	
Hugh Nelson Carpet	
Olin Corp. Omalon	
Patcraft Mills	
Philadelphia Carpet	
Robin Enterprises	
Shaw Industries	
Simmons	
Alexander Smith Carpet	
Steeles Carpets Ltd	
J.P. Stevens	
Stratton	
Tomkinsons Carpets Ltd	
Trans-Ocean Imports	
Walter Carpets	
Wilton Royal Carpet	
witten Royar Carpet	

# SEMINARS

# Seminars Explore Future Challenges; Workshops Zero In On Today's Concerns

While seminars outline new developments in office, healthcare, and hospitality design as well as urban planning, NEOCON 14 workshops will deal with day-to-day concerns of space planners, manufacturers, product designers, and dealers working in the present. Topics to be covered include flooring, lighting for the computerized office, facilities management, and industry professionalism.

Merchandise Mart executives report strong demand for both seminars and workshops and advise those interested in attending to register in advance. Registration forms can be obtained by contacting NEOCON, The Merchandise Mart, Chicago, IL 60654; 312/527-4141. For those who cannot sign up before the show, registration for ongoing events will continue throughout NEOCON.

# TUESDAY, JUNE 15

#### AFTERNOON SESSION 4:30

Seminar 1

#### An Agenda For The '80s: A Conference Of Mayors

Contemporary urban planning will be discussed by a cross-section of mayors representing major American cities. Edmund N. Bacon, architect and planner responsible for the renewal of Philadelphia in the early '50s, will chair this conference on the status of the metropolis, present and future.

# WEDNESDAY, JUNE 16

#### MORNING SESSION 8:30

Keynote Address, Seminar 2

#### Life In 2081: A View Of The Human Future

How technology can be used to improve and advance the human condition will be the subject of this forward-looking presentation. A "blueprint of the world" will illustrate an innovative and positive vision of the future.

Speaker: Gerard K. O'Neill, president, Space Studies Institute; physics professor, Princeton University Bacon



#### AFTERNOON SESSIONS 4:30

#### Seminar 3

#### A Tribute to Alvar Aalto

The late Finnish architect Alvar Aalto is considered one of the masters of modern architecture. A summary of his studio's impact on 20th-century architecture and design will be presented. Speaker: Elissa Makiniemi Aalto, architect, planner

#### Seminar 4

#### The Technological Impact On The Future Shape Of The Office

The influence of telecommunications and automation on the office of the future will be detailed by executives representing major Fortune 100 firms. Speakers: To be announced Aalte

Kiser

Graham

### **THURSDAY, JUNE 17**

#### MORNING SESSIONS 8:30

#### Seminar 5

#### American Healthcare: The Next Industrial Revolution

Modern medical institutions play a dual role as both a growth industry and a center for the care of humanity. How healthcare facilities must respond to the needs of the immediate community, regional areas, and the world will be discussed.

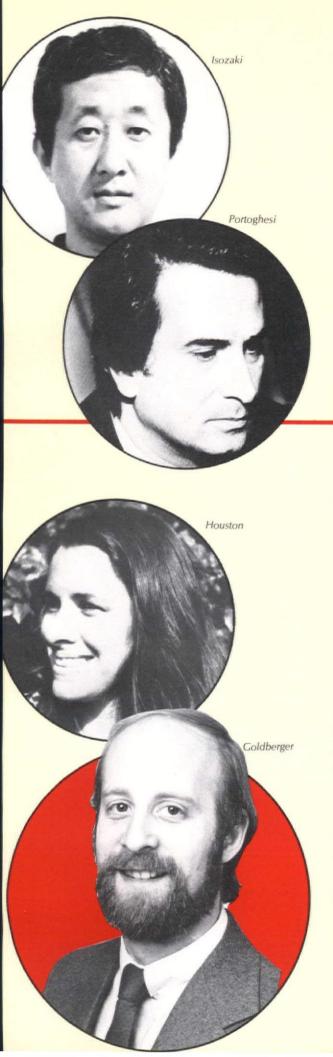
Speaker: Dr. William S. Kiser, chief executive officer, The Cleveland Clinic Foundation

#### Seminar 6

#### An Overview Of The International Hotel Industry

New possibilities for business ventures with hotels throughout the world will be outlined by the president of a major international hospitality chain. Joining him will be three leading hotel designers from different nations who will describe their current projects and future plans.

Speakers: Hans Sternik, president, Intercontinental Hotels John Graham, partner, Graham-Solano, New York Raphael Blumenfeld, Tel Aviv Bent Severin, Singapore, Copenhagen



#### AFTERNOON SESSIONS 4:30

#### Seminar 7

#### East Meets West: Paolo Portoghesi Vs. Arata Isozaki

Roman architect Paolo Portoghesi, currently redeveloping the section of Italy devastated by earthquake, will challenge Arata Isozaki—considered the world's foremost postmodern architectural figure—in a confrontation of East-West thought.

#### Seminar 8

#### Facility Management: The Environment & The Quality Of Work Life

How the facility manager operates within the corporate environment to increase worker productivity will be the focus of this conference.

Speakers: To be announced

# FRIDAY, JUNE 18

#### MORNING SESSIONS 8:30

Seminar 9

#### **Council Of Developers**

Developers involved in the building and rebuilding of northern and sunbelt cities will discuss their recent projects.

Speakers: Peter T. Haverkampf, senior vice president, Cadillac Fairview Urban Development Inc. Lawrence Lavy, president, The Levy Organization Scott Ditch, vice president, The Rouse Company Harvey Schulweis, general partner, Lazard Freres & Company; president, Lazard Realty Inc.

Seminar 10

#### The Possible Human: An Exploration Of Practical Environment Planning For The Decade Ahead

How the changing scope of business, culture, and industry affects the interrelationship of human behavior and the design field will be explored.

Speaker: Dr. Jean Houston, director, Foundation for Mind Research

#### AFTERNOON SESSION 12:00

#### Seminar 11

#### Why Modern Architecture Lost Face

A leading architectural critic will address the Architects Day luncheon on comtemporary architecture. Speaker: **Paul Goldberger**, critic, *The New York Times*  WORKSHOPS

# TUESDAY, JUNE 15

#### MORNING SESSION 10:30

#### Workshop A

Levin

#### Defining The Role Of Contract Furniture Dealers In The Decade Of The '80s

Panelists from IBD, ASID, BIFMA, and the Organization of Facility Managers and Planners (OFMP) will present their views and debate with the audience on this topic.

Moderator: Mel Levin, president, Business Equipment Corp.

# WEDNESDAY, JUNE 16

MORNING SESSIONS 10:30

#### Workshop B

#### Floorcovering: A Consumer's Point Of View On Considerations And Selections

Representatives from major corporations who purchase and maintain large quantities of contract carpeting will discuss cost and longevity considerations and restrictions. Moderator: **Walter Guinan**, president, Karastan Rug Mills

#### Workshop C

#### Agenda For The '80s: A New Optimism? An Addendum For Planners

America's top city planners will assemble to consider issues pertaining to urban growth and future planning. Planners will put into work the strategies presented at the Conference of Mayors Chairman: **Edmund N. Bacon**, architect, planner

#### AFTERNOON SESSIONS 2:30

#### Workshop D

#### Floorcovering: A Designer's Point Of View On Considerations And Selections

A panel of interior designers will discuss the problems they encounter when specifying carpet for large commercial spaces. Moderator: **Walter Guinan**, past president, Karastan Rug Mills

Guinan

#### Workshop E

#### The Prescription For Better Lighting: Solving Vision And Lighting Problems In The CRT Office

This hands-on workshop will consider lighting problems created by VDTs in the office setting. A review of techniques and systems used to overcome eye fatigue and visual-seeing hazards encountered in the computerized office will be presented through slide and product demonstrations.

Participants: James Nuckolls, IALD, president, Incorporated

Consultants, Ltd., New York Jeffrey Milham, president, Design Decisions, New

York Dr. Melvin Schrier, president, New York Academy of Optometry Nuckolls

Milham

Schrier

### **THURSDAY, JUNE 17**

#### MORNING SESSIONS 10:30

#### Workshop F

#### The Architecture And Design Profession's Role In Facility Management

Audience response will be a key factor in this workshop which will study the interface between architects, designers, and the facility manager.

Moderator: John R. Adams, associate director, consulting, Facility Management Institute

Participants: Edward Agostini, AIA, senior vice president and director, interior architecture, CRS Neville Lewis, chairman and CEO, Neville Lewis & Assoc. Michael Tatum, corporate director, Interiors

#### Workshop G

#### Vacancies In The World Hotel Market: Lucrative Design Opportunities On All Continents

Availability of hospitality ventures throughout the world will be discussed by three hotel designers. Members of the audience will be invited to respond to the panel's ideas, methods, and design techniques.

Participants: John Graham, Graham-Solano, New York Raphael Blumenfield, Tel Aviv Bent Severin, Copenhagen, Singapore

# **WORKSHOPS**

#### AFTERNOON SESSIONS 2:30

#### Workshop H

#### The Professionalization Of Facility Management

The role of the facility manager in the design and construction of corporate headquarters will be outlined and defined.

- Moderator: George Graves, office services manager, Texas Eastern Transmission Corp.; past president and chairman, executive committee, National Facilities Management Association.
- Panelists: Allen G. Lunsford, director, facility planning and development, World Vision International; co-founder, OFMP

Hester S. Jones, facilities planning coordinator, Penzoil Corp.

J.B. Gearhart, vice president, new headquarters project, TRW Inc.

#### Workshop I

#### An International Recipe For The Development And Design Of An Exciting Urban Restaurant

Plans for a major commercial restaurant installation in the heart of an urban center, including the rehabilitation of a 19th-century structure, will be discussed by a designer and leading international restauranteur.

Panelists: To be announced

# FRIDAY, JUNE 18

#### MORNING SESSIONS 10:30

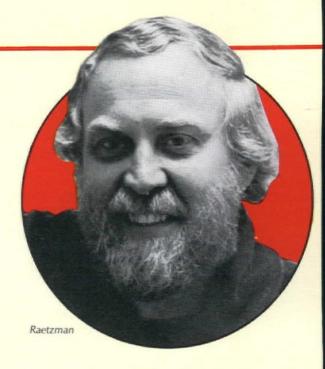
#### Workshop J

#### The Habitability Of Earth-Sheltered Environments

Attendees will take a look at major earth shelter projects now in operation in the U.S. Architects and managers of these facilities will discuss the benfits of subterranean environments.

 Panelists: Ron Raetzman, ASID, associate director, design/interiors, Gartner, Burdick, Bauer-Nilson; associate professor, School of Architecture and Interior Design, University of Cincinnati
 David Bennett, AIA, principal, Meyers & Bennett/BRW
 Dr. Raymond L. Sterling, director, Underground Space Center, University of Minnesota
 William Morgan, FAIA, William Morgan Architects





#### Workshop K

#### Managing The Design Firm: Birth, Survival, Stability

Three managers representing small, medium-size, and large design firms will discuss professionalism and administration of their businesses as they move through various stages of growth. Chairman: **Justin Thompson**, managing partner, Business Products

Consulting Group Int'l Ltd., New York Moderator: **Jo Heinz,** IBD, past president, IBD; Interior Spaces, Topeka, Kansas

#### AFTERNOON SESSION 2:30

#### Workshop L

#### **Business Development:**

#### Strategies And Tactics To Increase Design Business

A complete plan for business development will be studied. Tactics to be addressed include effective and efficient use of advertising and public relations, design quality control, developing second-level management, writing policies, and staff evaluations. Chairman: Justin Thompson, managing partner, Business Products Consulting Group Int'l Ltd.

Moderator: Jo Heinz, IBD, past president, IBD; Interior Spaces,

Topeka, Kansas





# **SPECIAL EVENTS**

# Facilities Day Debuts At NEOCON 14; Opening Day is Directed To Dealers

How space planning impacts worker productivity and profitable return on project investment will be the focus of Facilities Day, scheduled for Thursday, June 16. NEOCON attendees will explore this theme through seminars, workshops, and lectures presented by noteworthy healthcare, hospitality, and corporate design professionals.

Issues to be covered include how growing or redeveloping nations and cities show potential for productive design ventures; how new design strategies increase worker satisfaction within the business environment; and how a tightly-budgeted project can be completed successfully.

Opening day at NEOCON will be directed toward the dealer distribution arm of the contract furniture industry. Beginning with an 8 a.m. breakfast for the Contract Furnishings Council, Tuesday, June 15 will be devoted to "defining the role of contract furniture dealers in the '80s." Panelists from IBD, AIA, and BIFMA will meet with the Organization of Facility Managers and Planners (OFMP) to present their views on this topic. Mel Levin, president, Business Equipment Corp., will chair this morning workshop.

A management-oriented luncheon seminar, scheduled to precede the 4:30 Conference of Mayors, will conclude Contract Dealers Day. Hugh Stommel, principal, Stommel Assoc., will discuss strategies he sees as beneficial to improved dealer productivity. Stommel will also review a survey of contract dealers, to be prepared before NEOCON.

#### HIGHLIGHTS OF SPECIAL ACTIVITIES

#### TUESDAY, JUNE 15: Dealer's Day

12 p.m. Contract Furnishings Council Luncheon, M & M Club, Call 312/321-0563.
6 p.m. ASID National Excellence In Design Awards Party, Holiday Inn Mart Plaza Grand Ballroom. Call 312/467-5080.
6 p.m. Chicago Chapter/AIA Interior Awards Program, Holiday Inn Mart Plaza. Call 312/663-4111.
10 p.m. IBD Midnight Affair, Park West Theatre. Call 312/467-1950.

#### WEDNESDAY, JUNE 16: Urban Planning Day

6 p.m. All-Industry Reception. Evening of Entertainment, M & M Club. Call 312/527-4141.

#### THURSDAY, JUNE 17: Facilities Day

12 p.m. Facilities Day Luncheon, Holiday Inn Mart Plaza Grand Ballroom. Call 312/527-4141.
6 p.m. Facilities Day Reception, East Bank Club. Call 312/527-4141.

#### FRIDAY, JUNE 18: Architects Day

**12 p.m.** Architects Day Luncheon, Holiday Inn Mart Plaza. Call 312/527-4141.

**4:30 p.m.** Wrap-Up Reception, M & M Club. Call 312/527-4141.

**NEOCON INTERNATIONAL** 

Italy

**Belgium** 

France

Denmark

Argentina

W. Germany

# FOREIGN PRODUCT DISPLAYS, ARCHITECTURAL EXHIBITS SET PACE AT EXPOCENTER

This year at NEOCON International, visitors will view interior furnishings products manufactured in 20 countries around the world. European, Asian, South American, and Canadian firms will occupy 140,000 sq. ft. of space in the Expocenter/Chicago, directly across the street from the Merchandise Mart.

Foreign furnishings to be displayed include desks, chairs, and stools; oriental wallcoverings; curtain panel systems; textiles; rattan and steel seating; tiles; data furniture; marble and onyx designs; Sisal floor and wall coverings; and open office plans.

In addition, extensive exhibits of the work of world-renowned Italian architect Paolo Portoghesi and the late Finnish architect Alvar Aalto will be displayed. Exhibits will offer visual complements to seminars which explore theories and techniques of these influential space planners.

#### Aalto, Portoghesi paid tribute

In conjunction with NEOCON's "Tribute to Alvar and Elissa Aalto," to be held Wednesday, June 16, a special exhibition titled, "The Mystery of Form—The Architecture of Alvar Aalto," will be featured at NEOCON International. Designed by Finnish architect Pekka Helin, and originated at the Museum of Finnish Architecture, Helsinki, the exhibit consists of 81 panels and five wood reliefs that examine the impact of the Aalto studio on 20th-century structures. His many famous buildings, which are illustrated in the display, include The Paimio Tuberculosis Sanatorium (1928), a series of churches designed between 1926 and 1981, and Finlandia Hall (1962-71).

Also famous for his experiments in wood, Aalto will receive tribute for these unique pieces through reproductions of five of his original works submitted by the Alvar Aalto Foundation.

A group of 80 color photos and 39 mylar reproductions will attempt to illustrate Paolo Portoghesi's Vallo di Viano, a series of 19 scattered municipalities in Campania, Italy, that the architect joined through vernacular "links." These include a community headquarters, a union of communes, a commercial center, and small, open theatres. Each community retains its own cultural identity yet is linked with others through architecture that reflects the region's common factors.

Other architectural works to be seen at NEOCON International will be derived from the third Interior Architecture Awards Program sponsored by the Chicago Chapter/AIA. Winning projects, which will be selected on June 15, will be displayed at the Expocenter throughout NEOCON.

Inquiries regarding exhibit spaces can be directed to Linda Wellington, Expocenter/Chicago, 350 N. Orleans St., Chicago, IL 60654; 312/ 527-4141.

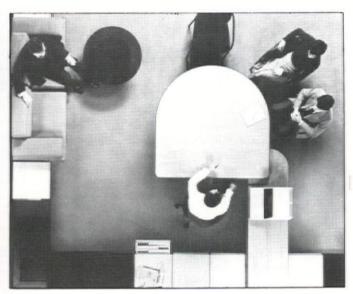
#### PARTIAL LIST OF FOREIGN EXHIBITORS

Argentina: J. Douglas Falk Engineering. Belgium: Tasibel. Brazil: Brazilian Securit, Workspace Int'l. Canada: Biltrite, Dansanna, Decabois, Elite, Exotic, Global Inds, Henderson, Lacasse et Freres, Les Muebles Montina Canada, Morbern USA, Pepper Chair Co., Spinneybeck Ent. Ltd., Ste-Marie et Lauren, William Switzer "To The Trade," Taylor-Evans, Wall Pride Int'l, Xception Design Ltd. Denmark: A/S Modulex. England: Flax Art Supplies, Go-Met-Tile Assoc., Lamin-Art. Finland: Domeco Oy, Economic Kaluste Oy, International Printworks, Lahden Puutyo Oy, Martela Oy. France: Aspects, Inc., Gordon Int'l. Holland: Wall Pride Int'l. Italy: Aspects Inc., Gordon Int'l, I Tesori, Marble Supply Int'l, Telos 90' Japan: Lonseal, J. Douglas Falk Engineering, Sinclair Wallcovering & Fabric. Mexico: Cordemex-USA, Marble Supply Int'l. Philippines: Roland Kentfield Ltd. Sweden: Facit, International Printworks. Taiwan: Beelner and Thomas. West Germany: Charvoz-Carsen, Doral Fabrics, J. Douglas Falk Engineering, Fupoflex/USA, Lubke Mobelwerke.



Brazil

# **COEDINA OFFICE SYSTEMS**



Dunbar, Space 845—S4 series integrates surfaces, storage, seating, and accessories into one modular system concept. Defining platform envelops space and holds perimeter furniture on the floor. "Power Wand" wiring handles electrical functions. Circle No. 461.

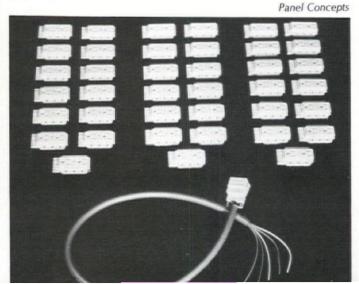
Rose Mfg., Space 11-117A— Acoustical panels, storage components, and complete electrical access are features of Progressions system. New elements include vision panels. Circle No. 405.

Dunbar

# SOUND CONTROL IS







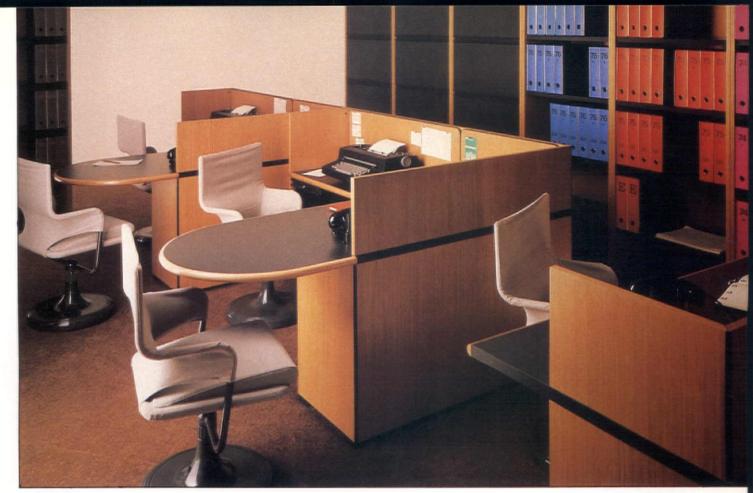
Panel Concepts, Space 1046— IMPAC power distribution system offers three-circuit, six-wire capability which enables up to 39 duplex receptacles to be energized from a single source.

Circle No. 402.

Atelier Int'l., Space 9-100— Marcatre, designed by Mario Bellini, is a system of woodbased workstations, desks, components, and accessories. Featured are flexible panel heights and conference rounds or half rounds. Circle No. 404.

Lehigh/Leopold, Space 815— Vistors will view 55+ open plan system which has been expanded to accommodate CRT/word processing equipment. Circle No. 398.

Knoll, Space 1111—New Zapf postformed laminate surfaces come in four standard stainresistant colors. Rounded edges are achieved through postforming process. Circle No. 399.



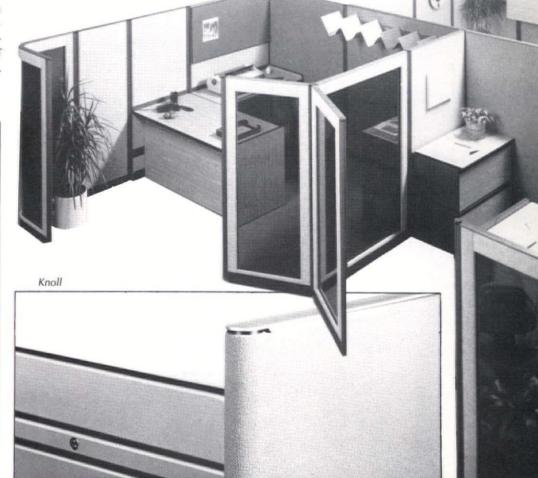
Atelier Int'l

# TARGET OF OPEN PLAN

**Precision, Space 832/5**—Firm will exhibit System 9 acoustical panels. A range of component options, including CRT work surfaces, are offered. **Circle No. 400.** 

Lehigh/Leopold



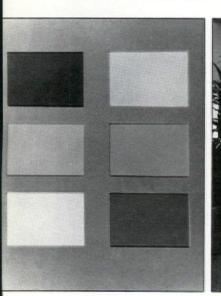


Precision



#### **OPEN PLAN**

CRT space is key option





Storwal

Croydon

Haworth



Storwal, Space 901-A new palette of 36 colors representing neutral and chromatic hues for firm's lines of metal office furniture will be introduced. Developed by ISD, the palette increases available selection by 18 colors. Circle No. 406.

Croydon, Space 1038-C.I.S. system has acoustically-sound, post-free panel-to-panel connections. Circle No. 396.

Spec'built, Space 1035-On exhibit will be firm's complete executive office, management workstation, and secretarial station. Each represents a custom design that integrates lighting, storage, and accessories. Circle No. 408.

Haworth, Space 976-Visitors will be introduced to HID Triambient panel-hung lighting. Fixture has optional tinted-glass display shelves and down-lighting capability. Circle No. 407.

IKD, Space 1194-Serie-Seven workstations ease installation through patented universal hinge/connectors. Two panel heights with optional acoustic treatment are offered. Circle No. 409.

iil, Space 934-Petri system will be featured. Designed by Manfred Petri, system combines 2-in.-thick modular bullnosed work surfaces with panel-mounted overhead storage. Free-standing components, screens, and integral ambient lighting are available. Circle No. 411.

Modern Mode, Space 885-New finishes, woods, and a broader selection of components will be introduced for VOS modular system. Among them are CRT storage sections and a center work surface. Circle No. 412.

**Conwed, Space 929**—Debuted will be a recentlydeveloped electrified base for open plan systems. Bar conceals all electrical and communications wiring along the base of acoustical panels. **Circle No. 403.** 

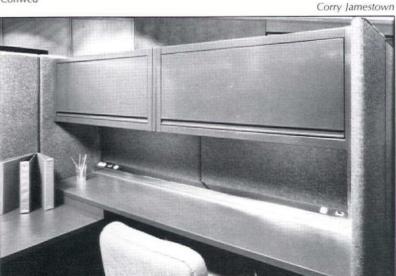
Corry Jamestown, Space 1126 —System 2000 includes all elements needed to build an open plan office including panels, electrical components, work surfaces, panel-supported storage units, and superstructures. Panels are fabric-covered, acoustical, and fire-retardant. Circle No. 410.

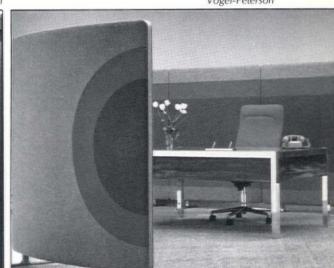
Vogel-Peterson, Space 930— ScreenOne panels are available in 13 sizes and three heights, covered with woven polyester or nylon velvet in 44 colors and 10 patterns. Panel has Class A fire rating. Circle No. 415.











Vogel-Peterson

#### **OPEN PLAN**

#### Integrates electrical functions



Herman Miller



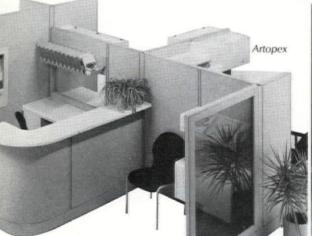
Kimball, Space 825—New 7500 series combines "builtup" casegoods and modular components such as desk and credenza shells and multifunction pedestals. Options include work surface-mounted task lighting and task reader. Circle No. 441.

Herman Miller, Space 920/6 —Action Office executive workstation will be exhibited. Oak panels are trimmed with chrome; free-standing conference table and chrometrimmed chairs augment panel-hung work surface. Circle No. 413.

Sunar, Space 998—Race system, designed by Douglas Ball, integrates electrical and communication wiring into the work area, yet is flexible for change. System won IBD/ CONTRACT product design award. Circle No. 401.

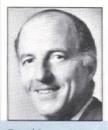
Artopex, Space 1049C/D— AMS, a new manufacturing division, will exhibit systems panels this year. Power panels are offered in four heights with a variety of integral components. Fabric-covered, they feature a fiberglass-wool inner frame for acoustic resistance. Circle No. 414.

Packard, Space 1054A—Officenter 2000 systems furniture group now offers Pro-File lateral filing system. Pull-out frame can be adjusted to accommodate a range of filing modes in straight or cross filing. Circle No. 462.





**Corry Jamestown** 



Donghia Donghia



Singer; Beck; Hinman Knoll



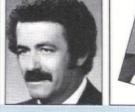


Spangler La-Z-Boy





R. Haworth; Clark; Breslin Haworth



Craddock; Pennington Croydon



Bradley Lehigh Leopold



Loewenstein Loewenstein



Jacobson Panel Concepts



Miller; Schmittzehe Precision



Major; Hogan; Saylor Hauserman







Kiviat; Nichols Atelier



Kennell; Kirschner Lunstead



Scalia; Turetsky Castelli



T





White; Mack; Spanks United Chair

Richards; Walczak; Allen GF

# ERGONOMIC DESIGNS





Falcon



### DOMINATE MARKET



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iil, Space 934—Revised series of firm's Curve line features exposed frame members of molded, laminated hardwood veneers faced with oak or walnut. Circle No. 341.

Falcon, Space 1192—Barstool with upholstered seat and back is new from Falcon, and has oak wood end panels. Variety of base designs and wide selection of vinyls and textile upholsteries meet specific design requirements. Circle No. 310.

Thonet, Space 11-100—Designer Don Petitt combined function and form to create the MGT system of swivel seating for Thonet. Exposed oak veneer molded plywood frame,

Davis





La-Z-Boy

five point base, and easy-tooperate seat height adjustments are among MGT's features. Circle No. 340.

La-Z-Boy, Space 1050—Pull up chair comes in matching high and low back swivel-tilt and adjustable secretarial versions. Circle No. 327.

Gregson, Space 997/8— Firm's 3311 Series chairs are available in either oak or walnut and feature wide selection of vinyl, fabric, or leather coverings. Double dowelled, glued and fastened tendon joints give 3311 added durability. Circle No. 345.

Davis, Space 11-116—Gamma Series is a collection of office seating designed by Dreipunkt Ac-team for management and conference room use. Die cast aluminum base is imported from Germany as is the telescopic pedestal mechanism. Series is available in five versions. Circle No. 321.

Baker, Space 917—German designer Karl Rausch has created a contemporary chair to show this year. The Al Herbert Collection will also be displayed. Circle No. 446.



Artemide, Space 851— Indoor/outdoor seating and table series will be introduced by the firm. Willi chairs have plasticized tubular steel frames and removable seat and back in impact-resistant polypropelene. Circle No. 317.

Bernhardt, Space 839/840— Continuum Collection is designed to provide a variety of arrangement options. Chairs, benches, and two lengths of tables can be inserted at any position and in any quantity. Circle No. 326.

**Probber, Space 857**—Firm's new Task Chair features a flexible back achieved by a concealed mechanism buried within the chair. Choice of soft upholstered foam arms or armless models. **Circle No. 306.** 



Vinyl edges prevent marring



Artemide

**CHAIRS** 

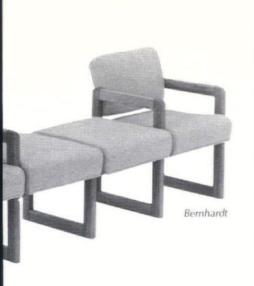


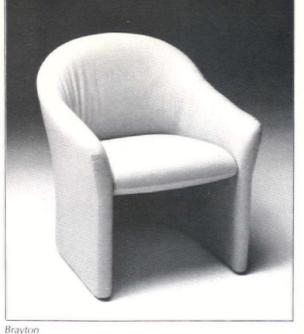


Probber

Gasser







Westin-Nielsen





Fixtures FMC





Gasser, Space 1149—Solid molded vinyl protective edge is featured on perimeter edge of chair back Model SE-8801. Edge prevents upholstery damage and protects tables, walls and other furniture. Circle No. 314.

Harter, Space 1129—New Harter/Stoll Collection offers three complete series of ergonomic office seating. A total of 20 models in the three series includes tilt, swivel, and side chair seating. Circle No. 305.

Krug

Brayton, Space 938—Ergo upholstered chair and twoseater are small-scaled. Circle No. 322.

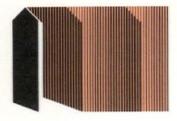
Westin-Nielsen, Space 800— Earl Koepke designed the firm's new Series K seating line. Chairs consist of eight models offering contoured seats and backs. Circle No. 342.

Krug, Space 846—Solid hardwood frames on firm's Design 1203 are available in oak or walnut. Seats and backs have hardwood frames with foam over rubber webbing. Circle No. 320.

Fixtures FMC, Space 936— "D" chair stacks 45 high. Body flex adjusts to movement while seated. Shells come in 16 colors and five epoxy frame finishes. Circle No. 348.

Madison, Space 1166— Designed by Jerome Caruso, ReActa series seating features 2-piece articulated shell. Seat and back operate in harmony and adjust automatically to body changes. Isometric controls permit user to adjust chair tension. Circle No. 338.

### CHAIRS



Brickel Associates, Space 953 —Ward Bennett's Grid Chair is a small scalle, pull-up chair for varied uses. Item is handcrafted and is available in many finishes. Circle No. 512.

Terra, Space 1626—Barstool in two heights is made of bronze tubing. Cording comes in cotton or polyester. Circle No. 349.

**Gunlocke, Space 11-114**— Alta seating series offers high and low back swivel chairs with the alternative of attached pillows or fitted seat and back cushions. Triple stitch detailing highlights either option. **Circle No. 329.** 

Kinetics, Space 1048—100/ 300 seating and stools are offered in four models with or without arms in two seating heights. Seat options include natural or stained birch as well as a complete range of upholstery. Circle No. 328.

**Castelli, Space 1150**—6000 Series by Artifort will be introduced. Rigid polyurethane shells are offered in high and low versions, with or without arms. **Circle No. 319.** 



Short arms make workspace accessible



Gunlocke



Terra

Castelli





CONTRACT/May 1982

Rudd Int'l., Space 9-113 \_ Cyborg chairs are based on Control Module design with three pneumatic cylinders and one hydraulic cylinder. Task adjustable seating program meets needs of many users. Circle No. 447.

Cramer, Space 9-102-WorkSeat 9600 series features manual or automatic height adjustment. Short arms permit access to worksurface. Chrome or twelve enamel colors are available. Circle No. 346.

### Vecta

Contract, 1168-61 Series, which fea-Space tures a swivel-tilt chair with casters, glides, or cantilevered base, will be part of firm's display. Scaled for the open office, fully upholstered chairs feature three-piece seating and backrest pad which is field replaceable. Circle No. 344.

American Seating, Space 964 - Two additions to the BioChair ergonomic line will be introduced this year. Designed by High Acton, one model features a higher back and wider seat; the other has a sled base. Circle No. 449.

American Seating

Domore Corp., Space 1194 \_\_ Ergonomic seating includes manager, supervisor, task, and operator models. Varied lifts, finishes, and upholsteries are offered. Circle No. 448.

Brown Jordan, Space 1663-Olympus series has frames of heli-arc welded tubular aluminum with steel inserts at high stress points. Vinyl strapping assures durability and comfort. Circle No. 313.

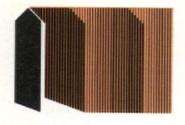
Brown Jordan

Domore

Cramer

Rudd

Vecta



### **CHAIRS**

Pneumatic lifts speed adjustment

Westnofa, Space 1047A— Curvo chair is new design by Ingmar Relling for use with conference tables. Imported from Norway, product is available in natural or dark stain beech and leather. Circle No. 506.

Mueller, Space 1080—O/Plan chair group offers ten models to select from. High and low back, open or closed arms, armless, guest, secretarial and teller stool versions are available. Wood bases are offered in more than 30 finishes, plus mirror chrome, bronzes, and epoxy. Circle No. 337.

Leathercraft, Space 447— Comfort and contemporary styling highlight low back and high back executive chairs from Leathercraft. Detailed hand tufting and exposed oak pedestal bases mounted on rollers are among standard features. Available in 249 top grain leathers and a complete line of contract vinyls and nylons. Circle No. 325.

HAG, Space 1052—Split Series accommodates individual anthropometric needs as well as differing task positions. Available in high or low back versions. Frames offered in chrome or natural beechwood with three stain options. Circle No. 323.





Leathercraft













Comforto



Charvoz-Carsen



Helikon, Space 961—Delphi Chair, designed by Bob Becker, is available in natural ash or yellow birch with walnut, cherry, or mahogany finish. Self-supporting seat is made of molded ABS. Chair is also offered in an armless version. Circle No. 315.

Comforto, Space 1041/2— Firm will reveal its new executive chair designed to give support in every position. Operations chair is part of Comforto's System 15 and includes infinite posture and height adjustment to any position. Circle No. 331.

Charvoz-Carsen, Space 1500 —Dauphin G1500 CRT Systems chair features larger, fully tapered back, built-in lumbar support, and two pneumatic levers for seat height and back incline. Full seat tilt provides added comfort for people of short stature. Circle No. 336.

**GF, Space 916**—Lignas, Polytrop, and Monty are three separate GF/Giroflex seating collections making their NEOCON debut. Task oriented seating features fingertip controls ideal for CRT applications. **Circle No. 307.** 

Virco, Space 932—Series 4400 office chair has built-in comfort and control features. Pneumatic column with lever automatically adjusts chair height. Backrest can be regulated and all adjustments can be made while seated. Circle No. 332.

Virco



Shelby Williams, Space 11-111 -Contoured contemporary lounge chair is new for this year's NEOCON. Exposed wood frame, seat, and back cushions are contoured. Upholstery significantly retards flames and smoke. Circle No. 309.

Donghia Furniture, Space 610—Classic Conference Chair, designed by Angelo Donghia, features hardwood frame, poly foam and dacron wrap construction. Chair has five casters for stability with chrome hood and black wheels. Circle No. 308.

Loewenstein, Space 619-Almatic drafting stool allows user to adjust back rest and seat incline individually at the same time. Gas operated seat lift has flexible dust cover and spring loaded seat shaft prevents bottoming. Circle No. 335.



### CHAIRS

Posture improved with syncro-tilt



Shelby Williams





Samsonite

Structural Concepts, Space 900—Firm's Sedus chair is ergonomically designed and fitted with a Permanent-Contact back rest. Chair has been recently added to firm's line of Electronic Technical Furniture. Circle No. 318.

Samsonite, Space 1044— Designed by Robert/Bernard Associates, the 6200 series provides ergonomically correct management, clerical, and data processing seating. Circle No. 330

Knoll, Space 1111—A collection of office seating designed by Bill Stephens consists of universal task chair, operational chair, management chair, and high-backed executive chair. Circle No. 311.

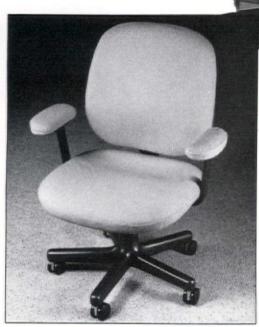
Knoll

All-Steel, Space 1177—New 600 Series seating from All-Steel offers three basic models in 14 different styles. Posture version with syncro-tilt operation, swivel tilt, and non swivel-tilt are among options in Executive Series. Circle No. 343.

United Chair Co., Space 877—Protean, the firm's newest line of ergonomic seating, is designed for specific office applications. Features include four base options, molded fire-retardant foam cushioning, and a broad range of nylon and nylon/wool upholstery. Circle No. 339.

EOC, Space 874/5—900 Series seating is engineered with multi-density, dacron-wrapped foam cushion construction, supported by body contoured laminated wood inner shells. Custom leather upholstery is available. Circle No. 316.

Gordon International, Expo Space 510—Presidential Series designed by Gino Gamberini includes executive swivel and executive high back swivel. Both have adjustable tilt and hydraulic gas lift. Circle No. 334.



All-Steel









# SEATING





Cumberland

Chesapeake

### MODULAR UNITS

Cumberland, Space 862/3— Modular seating units consist of two pieces. One section is an interchangeable arm or corner seat; the other is armless. Circle No. 251.

Gia Internationale, Space 958—Van Elu division of de-Sede of Switzerland features vertically pleated leather in handworked upholstery. Components for various grouped seating arrangements are available. Circle No. 252.

Brayton Int'l. Space 938— 938 —Leather or handwoven textiles cover removable seat and back cushions and platform base. Column legs support seating. Circle No. 253.

Chesapeake, Space 1600— Chippendales showroom features seating introductions for contract use. Upholstery is Maharam fabric or COM. Circle No. 254. Cy Mann Designs, Space 1600 —Ottimo seating system will be shown at Chippendales space. Tightly-upholstered seat and back curves gently with low rolled-arm to accent. Base is lacquer-like acrylic which is heat-, scratch-, and scuffresistant. Circle No. 255.

Castelli, Space 1150—Mississippi series offers limitless possibilities for seating configurations. Metal framing supports rubber-webbed seat cushion and fully-upholstered polyurethane. Circle No. 256.

Larsen, Space 6-140/38— Warwick two-seater #6112 is a Ben Baldwin design. Solid ash frame comes in four finishes. Fabric is Luxor and unit measures 56½-in. long. Circle No. 257.

Bernhardt, Space 839/840— Laminate and hardwood frame supports foam and fiber construction with coil spring seats and high-crown flat tension spring back. Leather upholstery is shown. Circle No. 258.

Lee Jofa, Space 6-37—Armless chair is part of modular grouping available in single or multiple units up to 118-in. long. Jumbo welting surrounds back cushions; recessed base is upholstered. Circle No. 259.



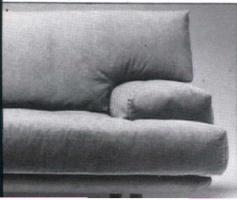
Castelli

### INCREASE IN POPULARITY

Cy Mann



Brayton International



and the state



Gia Internationale

Larsen



Lee Jofa

# **COMPUTER SUPPORT**

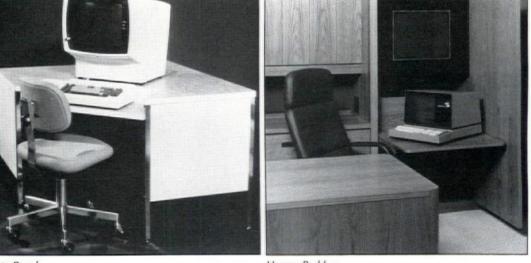
### TERMINAL SHARING

InterRoyal, Space 1123 —Firm will display systems support modules for word processors, computer terminals and printers, and micrographic systems. All are compatible with firm's contemporary desk lines. Circle No. 430.

Harvey Probber, Space 857 —New additions to Advent III office system customization program include concealed CRT/video conferencing capability in the workstation's storage cabinet. Slide-out extendable work surface holds CRT and keyboard; double-wall construction conceals wiring and prevents heat build-up. **Circle No. 357.** 

Herman Miller, Space 920/6 —CRT turntables rotate 359 degrees and hold machinery up to 100 lbs. Triangular work surfaces facilitate sharing of CRTs. Circle No. 358. JG, Space 11-118—Terminal sharing device (TSD) features automatic adjustment of keyboard and screen platforms. Table can be used as a free-standing unit or as a return attached to a reveal desk. Finishes are of oak, walnut, or mahogany veneers as well as Formica laminate. Circle No. 429.

Fixtures, Space 936—Firm will unveil NEOCON XIV

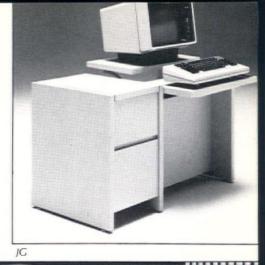




Harvey Probber

Herman Miller





### MAXIMIZES SPACE

Forum, a modular grouping of tables that adapt to many uses. Drawers are easily suspended from table tops for storage. **Circle No. 350.** 

Facit, Space 304—Products to be introduced include electrically-adjustable table, new printer stand, and lazy susan device. Seven terminal tables will be shown in stand-alone and workstation configurations. Circle No. 352.

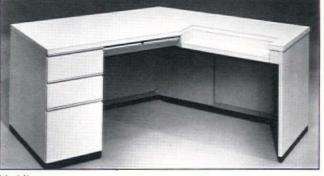
Meridian, Space 10-167— Electronic System Support furniture is offered in a range of options that adapts to most electronic hardware. Circle No. 351.

**GF**, **Space 916**—Action arc and trapezoidal work surfaces (shown) will be supplemented by O.P.S. product expansions. Offered are wiring grommets for data and power lines. **Circle No. 355.** 



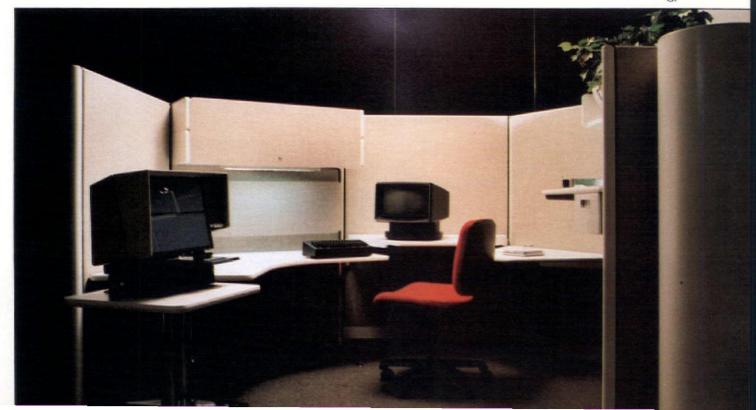
Fixtures

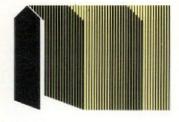




Meridian

GF





### **COMPUTER SUPPORT**

Screens, tables adjust separately

Howe, Space 1158—Firm's Information Management Station will be on display this year. Shown is a work table with leg-way wire manager connected to a machine table with casters and lazy susan. Circle No. 460. Data Furniture, Space 874D —RH-System VDT tables offer adjustment capability of 10 in. up or down. Screens adjust separately. Circle No. 353.

Samsonite, Space 1044—New 3100 series offers coordinated

tables, stands, and stations in 24 sizes and configurations. Units are available in two heights for both seated or short-term standing use. Storage shelves are optional; adjustable glides are standard. **Circle No. 356.** 



Samsonite



Howe





Dayenian Stendig



Nizzia, DiLorenzo Carpets Int'l



Eisen, Radoczy Intrex



Cross Armstrong



Rinkovsky, Goin Smokador



Riederer, Burgasser, Miller Thonet



McCullough Simmons



Harter, Combs, Holt Harter







Keith, Wilcox Gunlocke



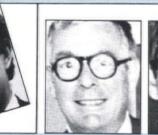
Macdonald VIRCO



Gregg Pace



Russell, Todd Interface



Hunting, Viglione Stow/Davis





Alessandro Manuscreens



Lacher Cy Mann



Brayton Brayton



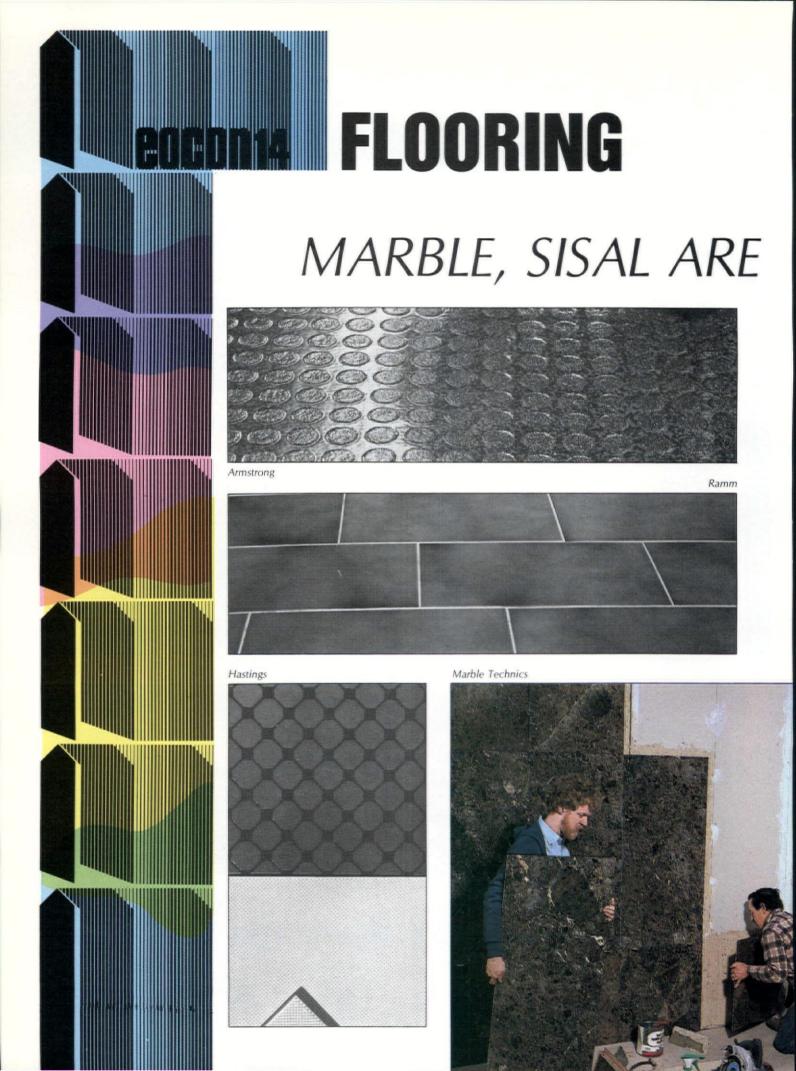
Steinfeld Shelby Williams



Probber, Joseph Probber



Sinclair EOC



### UNDERFOOT OPTIONS

Armstrong, Space 13-136— Vinyl sheet flooring contains mineral aggregate in raised disks for a non-slip, durable floor surface. Called Crosswalk, flooring comes in 6-ft. wide rolls and a choice of five colors. Chemical seam bonding creates water resistance. Circle No. 266.

Ramm, Space 13-125—Marazzi USA garden series comes in 12- by 24-in. tiles. Singlefired tile is impact-resistant and frost proof to allow indoor and outdoor applications. Circle No. 265.

Hastings Tile, Space 1296— Tiles to be shown include lines from Gabbinelli, Moccia, and Bardelli. Varied colors and patterns are offered. Circle No. 456.

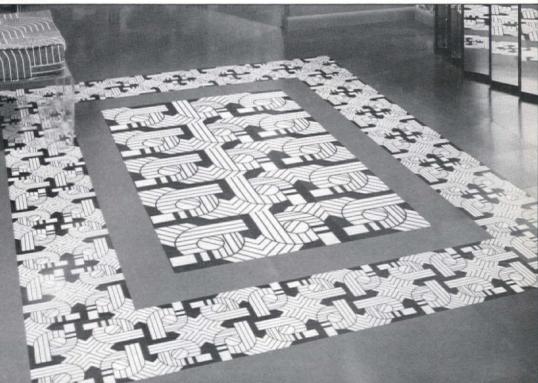
Marble Technics, Space 1344 —Marble is ¼-in. thick and can be installed with adhesive. Patented process reinforces marble with fiberglass for use as floorcovering or wallcovering. Circle No. 262.

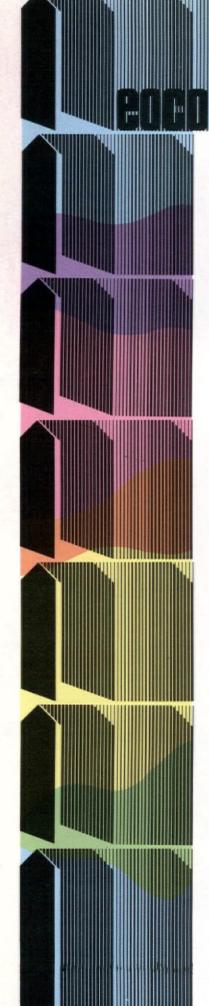
Larsen, Space 6-140 — Borderline is the newest floor tile pattern in 100 percent handspun coir. Backing is coir, sisal, and PVC. Tiles measure 19 ¾-in. square. Circle No. 264.

GMT/Go-Met-Tile, Space 1417 — Astro design Art Deco offering has dense, non-porous surface to resist indentation. Available in 1,001 colors and varied textures. Circle No. 263.



Go-Met-Tile



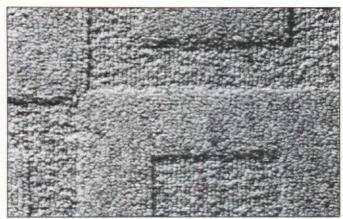








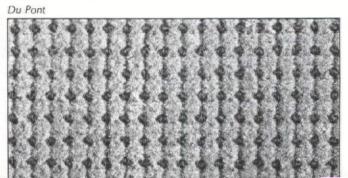
COLORFUL CARPET



Collins & Aikman

Couristan





Wellco, 13-141—Visitors will view the new Donegal collection woven with 5500-denier, six-ply, multi-color Herculon yarn. Patterns include stripe, homespun stripe, and herringbone. Circle No. 387.

Interface, Space 848— Modular tiles measure 18- by 18-in. for use with flat-cable wiring. Circle No. 394.

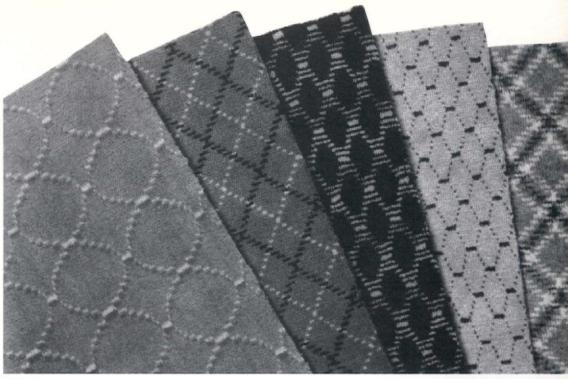
Collins & Aikman, Space 10-149/151—Maxima is a cut-pile velvet constructed from 100 percent DuPont Antron XL nylon. Part of Eligere line, it is offered in 24 colors. Circle No. 391.

Couristan, Space 1880— Additions to berber collections are Marrakesh and Tibet/Tibet Stripe (shown). Both are 100 percent wool, woven from un-dyed yarns. Circle No. 393.

Du Pont, Space 1097—Alexander Smith's prize-winning "New Ambition" pattern (shown) is made from Du Pont's Antron nylon. Other mills will display Antron constructions. Circle No. 440. Stratton, Space 1847—Introductions include wools, wool blends, and heathered nylons in cut-pile solids and patterns, as well as bulky loops. Circle No. 392.

Aladdin Mills, Space 10-144 —Executive Graphics I is part of a collection of new carpets woven with Herculon 2600denier, three-ply tweed yarn. Circle No. 386.

Hugh Nelson, Space 1881— Four classic patterns in five colors make up firm's American Axminster carpet collection woven of 80 percent wool/20 percent nylon fiber. Circle No. 465.



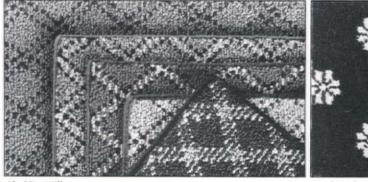
Stratton

### STANDS UP TO WEAR

Heuga, USA, Space 1868A —New Heuga Plus III carpet tiles are designed for use with flat-wire applications. Tiles are offered in 15 colors and are made from 26-oz. Antron III face yarn. Circle No. 389.

Trend, Space 10-155—Four carpet styles comprise Resource 4 collection made from Anso IV HP continuousfilament nylon. Textured and level loop, textured pile, and ribbed constructions in lighter tonal ranges are among new decorative elements. Circle No. 381.

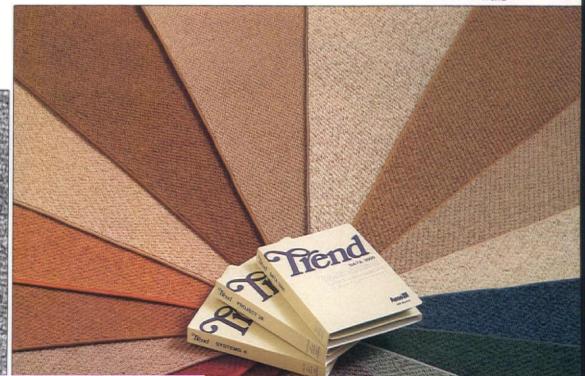
Heuga, USA



Aladdin Mills

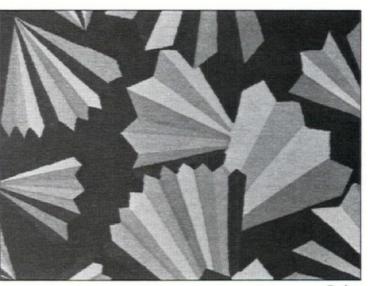
Hugh Nelson

Trend



### CARPETING

### Achieve woven look with screen printing



Walter Carpet

Durkan



Armstrong

Walter Carpet, Space 1871 —Matrix, a velvet cut-pile made from Antron III nylon, was chosen for Saks Fifth Avenue, San Francisco. Carpet is Scotchgard-treated for wearand soil-resistance. Circle No. 388.

Durkan, Space 1299—Firm uses Monsanto third-generation nylon to produce screen-printed carpets with a woven look. These patterns will be featured exhibits this year. Circle No. 439.

Allied, Space 10-118/20— "Suede Bond" from Kemos, made from Anso-X Natura-Luster nylon, is a cut-pile plush carpet with built-in static protection. Contrasting color and print patterns are offered in fusion-bonded, insulating fabrics. Circle No. 383.

Armstrong, Space 13-159— New Referral carpet uses exclusive "Sculptron" embossing to achieve dimensional pattern definition in cut-pile, Antron III, long-staple nylon. Thirteen colors are offered. Circle No. 382.

Edward Fields, Space 635— All-wool flat and multi-level custom striped or box patterned carpets will be exhibited. Designs

Edward Fields

are combinations of loop and velvet textures. Circle No. 438.

**Bigelow, Space 1865**—Introduced will be Creative Designer series, a custom woven program in 264 colors, 40 patterns, and five yarn systems. **Circle No. 380.** 

Rollakan, Space 6-127— Visitors to Watson Smith showroom will see imported Swedish carpeting woven with all-cotton warp and all-wool weft. Styling is derived from 700-year-old pattern designed by Swedish artist Anna Johanna Angstrom. Circle No. 390.

**Robertex, Space 848**—A new market introduction will be Wool Plus, a contract-grade 100 percent wool wilton carpet. Three designs are offered in seven colorways. **Circle No. 385.** 

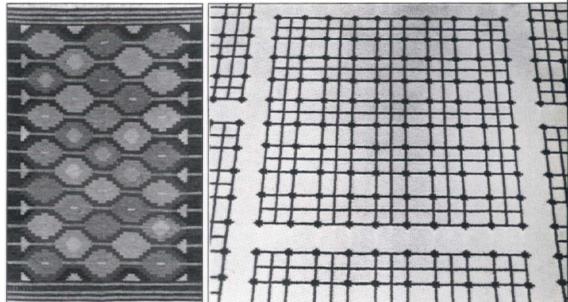
Milliken, Space 1825—Constellation II represents firm's latest addition to this broadloom series. Carpet is a plush cut-pile in 12 solids, 12 pindots, and 12 stripes. Circle No. 395.

Badische, Space 1049B— Zeftron 500 nylon yarn is solution-dyed and is rated Class III for extra-heavy commercial traffic. Stratton's "Encompass" carpet (shown), specified for the Southern Baptist Hospital, New Orleans, is made from this fiber. Circle No. 384.

J & J, Space 10-164— Commercialon Carpet Modules are made from Zeftron 500 nylon. Tiles have Class III performance rating for extraheavy commercial applications. Circle No. 464.

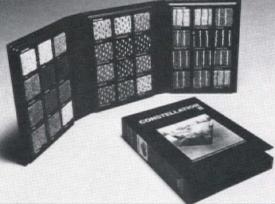
Monsanto, Space 10-156— Carpet collections styled by WestPoint Pepperell and other mills containing Ultron 3D nylon will be displayed (not shown). Circle No. 437.





Robertex

Rollakan





Milliken



CONTRACT/May 1982

# HIGH-END COVERINGS

TREATMENTS

WALL

Maharam, Space 883—The Milan Collection features flame-retardant linen and ramie warp lays in 54 color and design combinations. Display includes six major collections. Circle No. 433.

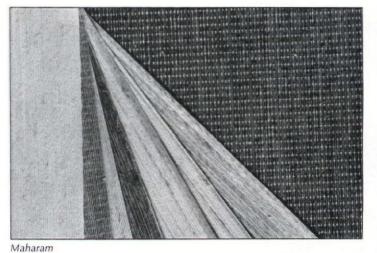
Donghia Textiles, Space 610 —Noci leather and suede, Torino, and Gunther mark three introductions for NEOCON. Tanned in Italy, Noci (shown) comes in a variety of colors. Torino handpainted paper and Gunther flannel are Class A rated under the ASTM E-84 fire test. Circle No. 431.

Manuscreens, Space 6-134 —Warner showroom features 22 designs in Allessandro Collection. Each design comes in at least four colorways with 45 coordinating fabrics. Circle No. 445.

Acoustical Screens, Space 850—An alternative to standard wall solutions, this firm offers high, curved plexiglass panels with wood finishes and signage to spec. Circle No. 436.

Coral of Chicago, Space 800 —Channels wallcovering of 100 percent Trevira polyester will be shown in soft shades. Product is ¼-in. thick to form acoustical barrier. Circle No. 444.

**L.E. Carpenter, Space 1189** —"Ferrara" is a new VICRTEX design. Vinyl wallcovering is designed to have fabric-like look and is rated Class-A for fire safety. **Circle No. 364**.





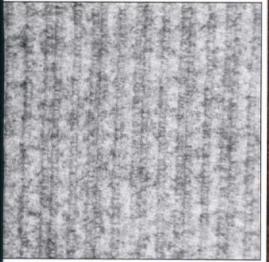
Manuscreens

Donghia

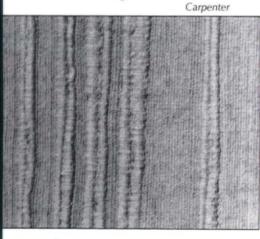
Acoustical Screens

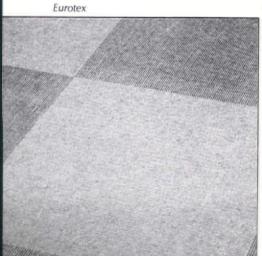


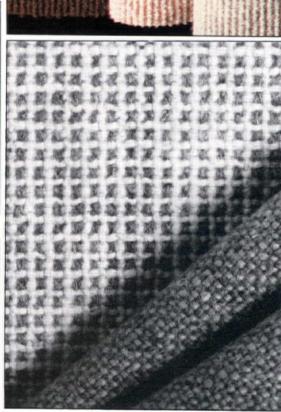




Coral of Chicago







Knoll

Knoll Textiles, Space 1111 -First wallcovering collection from this firm includes Furrows. Six colors will be added for NEOCON. Circle No. 432.

Eurotex, Space 11-121-Tretford modules have varied applications from flooring to wall surfaces. Vinyl-backed modules have face yarn of 100 percent wool/mohair. Circle No. 434.

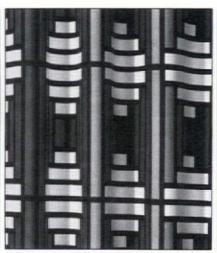
Carnegie, Space 851-Represented by Filbert & Job, this firm is showing Natural Wool Textures collection of wallcoverings and fabrics. Circle No. 435.

Carnegie





Schumacher



Unika-Vaev

Ben Rose

Lee Jofa

Arc-Com

### ADHERE TO CODES

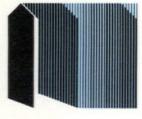
Unika-Vaev, Space 945— Perforated Suede is a new upholstery leather in 10 colors. Matching suede is also available without perforations. Circle No. 366.

Ben Rose, Space 11-123— New offerings will include China Collection in colorways styled by Helen Stern. Shown here is Pavillion printed on fire-retardant material. **Circle No. 378.** 

Lee Jofa, Space 637—"Nara," a heavily-textured wool/ mohair/polyacrylic weave, will be displayed. Woven in Liechtenstein, it is available in five neutral colorways. Circle No. 373. Arc-Com, Space 888—New Quantum collections consist of three wool/spun-rayon/cotton upholstery patterns. Circle No. 369.

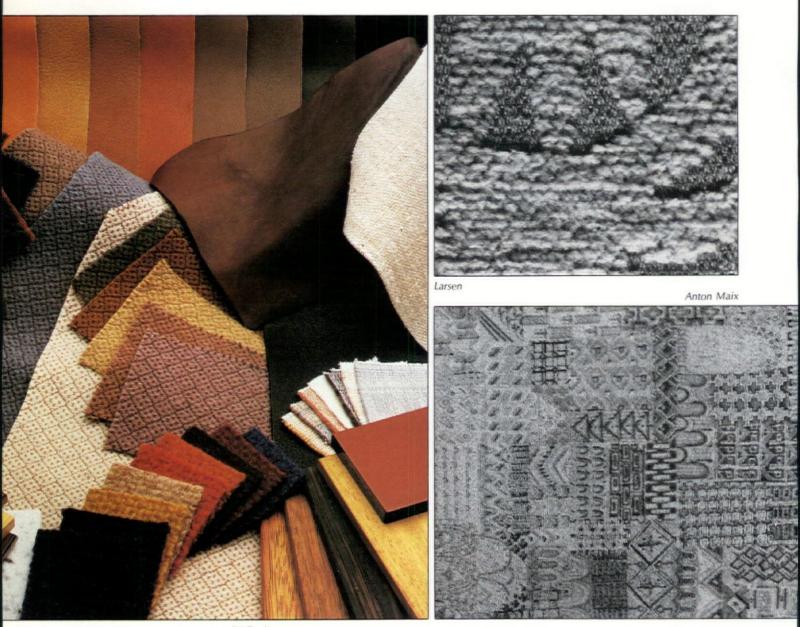
Sinclair, Space 1300—Firm will introduce 88 new contract fabrics. Designs are fire-safe blends of wool, modacrylic, and nylon. Circle No. 374.



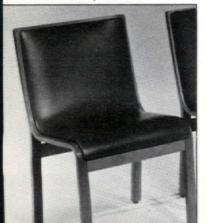


### FABRICS

Panel, wall applications possible



Shelby Williams



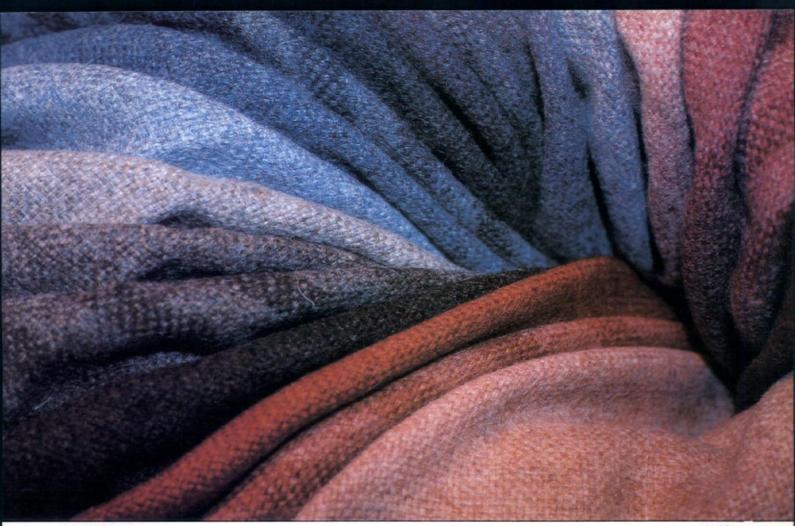
C I Designs

C I Designs, Space 880—New fabrics and expanded color choices for leather collections will be exhibited. Fabrics include Gaston, a wool and rayon blend, and Grospoint, an all-wool fabric in an array of colors. Circle No. 426.

Shelby Williams, Space 11-111—Firm's textile division will introduce a new fabric called NeoWool, designed to coordinate with firm's Naugahyde NeoChrome collection. The new fabric will be offered in 30 colors. **Circle No. 470.** 

Anton Maix, Space 9-113— Firm will be showing the first of its print collections. Called Misti, it is of cotton velvet and is both a drapery and upholstery fabric. **Circle No. 371** 

Wool Bureau, Space 11-113A —Color-coordinated carpets and fabrics will be introduced. Shown here is a Vladimir Kagan chair upholstered in a Counterpoint fabric. Circle No. 379.



David + Dash

MIRA-X



David + Dash, Space 6-113 — "Mystique" and "Imagination" are two new allcotton, Scotchgard-protected fabrics. Both are offered in six colorways. Circle No. 367.

Rudd, Space 9-113—Icelandic Wool collection is offered in plain weave stripes and solids as well as panel and upholstery fabrics. Soil-resistance and flame-retardancy are inherent to these designs. **Circle No. 427.** 

MIRA-X, Space 835A/836— H-design collection consists of over 200 coordinated textiles with a trompe l'oeil effect. Shown is Marmoreus in a drapery fabric. Circle No. 463. Larsen, Space 6-140—Visitors will view "Novara", a positive/negative pattern in both upholstery and wallcovering modes. Circle No. 370.

California Drop Cloth, Space 610—Donghia showroom displays new Back Drop wallpaper collection (not shown). Circle No. 365. Rudd



Wool Bureau



# DESKS

### SHAPE, DETAILS

Brueton Inds., Space 946- contemporary design criteria Ponte two-pedestal desk is design of J. Wade Beam. Available in color finishes. Circle No. 503.

909 — Electa Series, designed by Alexis Yermakov, offers is available in executive and

in a range of materials. Standard finishes include walnut, oak, cherry and teak. Circle No. 452.

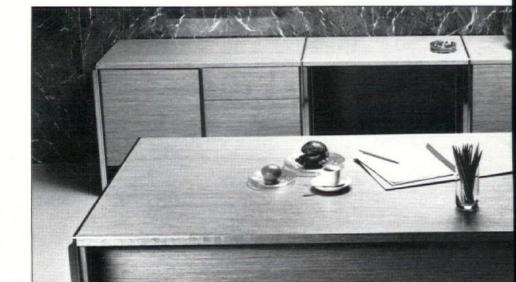
Stow/Davis Funiture, Space ICF, Space 945-Pinstripe desk series from Walker Group

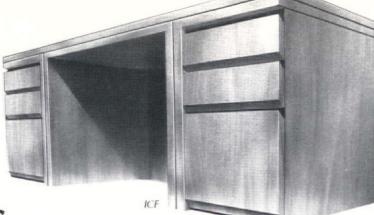
secretarial models with varied returns and pedestals. Circle No. 271.

Myrtle Desk, Space 1162-Contemporary executive collection is crafted of oak solids and veneers. Circle No. 290.









### PACE INTROS

Hesco, Space 968—High sheen walnut finish is result of hand-rubbed lacquer process. Brass detailing, suspended drawers are standard. Circle No. 504.

Romweber, Space 6-166-

Oak work table has a large

drawer in side apron. Sectioned top is proportioned to pedestal legs. **Circle No. 281.** 

Indiana Desk, Space 1045— Chippendale styling accents solid black walnut desk in executive model. Circle No. 287.



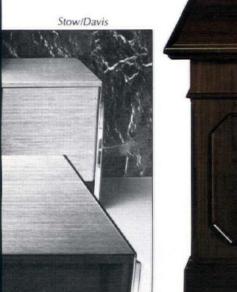


Myrtle Desk

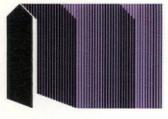


Romweber

Hesco







### DESKS

### Look softened by bullnose edges

Lunstead, Space 1167— Expresso five-day shipping program will be the thrust of introductions this year. Soft and First Profile desk lines will be available. Circle No. 455.

Alma, Space 1140—Series 1600 desks have bullnose edging and black reveal accents. Desks are available in oak or walnut. Varied sizes and pedestal styles are offered. Circle No. 277.

Krug, Space 846—Series 7800 conference desk has overhang surface styling on double pedestal. File and box drawers, and dictation slide come in both pedestals. Circle No. 272. Artopex, Space 1049—Steel desk series features a range of pedestal, credenza, and worktable options. File drawer arrangements are flexible. Circle No. 279.

Halcon Corp., Space 1149— Poisson edition of wood office furniture comes in standard, secretarial, and executive models. Crafted of oak solids and veneers, desk has bullnose edges and bronze reveal. Circle No. 284.

Terra, Space 1626—Charles Gibilterra designed oak line of executive desks with threedrawer return. Three finishes are available in solid butcher block series. Circle No. 286.

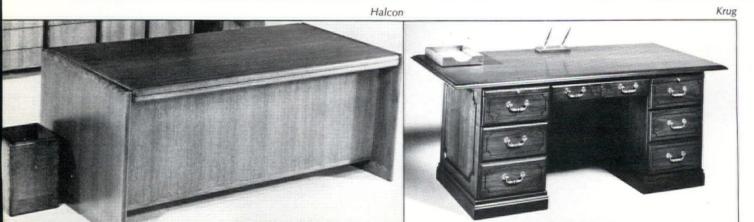




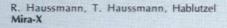
Artopex



Terra









Nadelman Nazarus



Seeman, Becker Helikon







Doss, Boerigter Structural Concepts





Bell **Bigelow Sanford** 



Howe, Ethridge Howe



Koenig Conwed



N. Polsky, J. Polsky **Fixtures** 





Compaglia Baker Furniture





Richwagen, Murdica Wool Bureau



Thaw Falcon



Nuefeld, Tanier Arconas





Walklet McDonald Products



Dense



Klein **Go-Met-Tile** 



Anderson Interface



Jeffrey ArCom



Lee Lee Jofa







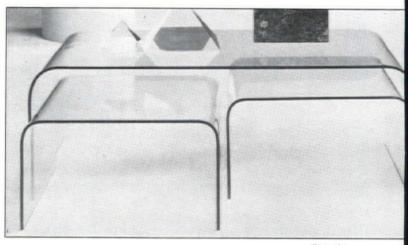
## CYLINDRICAL BASES ROUND OUT DESIGNS

TABLES

Stendig, Space 950—Flat float plate glass is heated in steel molds then manually formed into decorative tables. Large table supports up to 400 lbs. Available in clear, gray, or bronze. Circle No. 278.

Group Artec, Space 825—Oak veneer, cylinder-base tables are offered in three diameter top sizes. Bases come in two heights. Circle No. 454.

Harvey Probber, Space 857 —Travertine pedestal supports







parquet mahogany top of Saturn table series. Round and square shapes are available in varied finishes and materials. Circle No. 276.

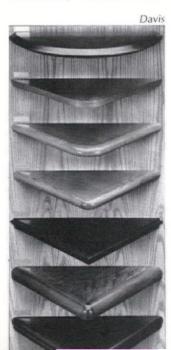
Cy Mann, Space 1600-Elyse Lacher's Kyoto table features bullnose-edged marble top. Tapered base comes in stainless steel or brass and is available in colored finishes. A rectangular version and custom sizes are offered. Circle No. 274.

Howe, Space 1158—Tempest Flip-Top table series has an automatic mechanism which brings table top from horizontal to vertical storage position and locks it into place. Circle No. 453.

Pace Collection, Space 860 -Olivetti Synthesis' square executive desk doubles as a conference table. Walnut surface features leather insert and stainless steel channel. Circle No. 269.

Davis Furniture, Space 11-116A -Five top shapes, eight wood bullnose edges, and 16 bases comprise a wide range of conference tables. Circle No. 273.

Gold Medal, Space 1696-Butcherblock table folds out to double size. Hardwood is finished in varnish with 11/4in.-thick top. Circle No. 275.





Cy Mann

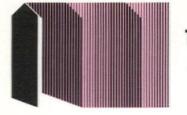




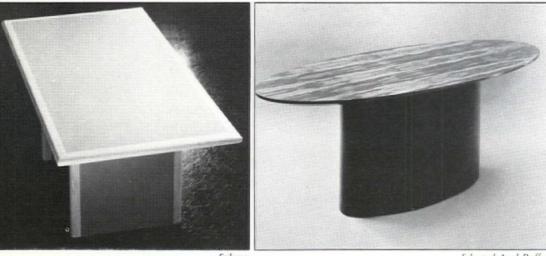




Gold Medal

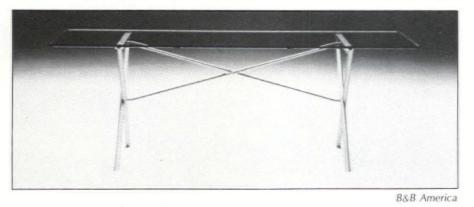


**TABLES**Crystal tops, high-gloss finishes sparkle





Edward Axel Roffman



Falcon, Space 1192—Tile, marble, oak veneer, mirror, and laminate are materials available to top this conference table. Wood-edged laminate is shown. Circle No. 285.

Edward Axel Roffman, Space 958—Oval-shaped table has high-gloss top finishes in Macassar ebony, olive ash burl, and elm burl. Base comes in black or brown. Circle No. 507.

**B & B America, Space 950**— Anodized aluminum frame supports cobalt crystal top of ½-in. beveled glass. **Circle No. 280.** 

**Krueger, Space 1184**—Beveled hardwood edges, oval tubular legs, and beveled frame accent "45" table. Two heights and varied dimensions are available. **Circle No. 267.** 

Johnson Industries, Space 1149 — Richard Winters Associates will rep sunburst table base in chrome. COM silk screen designs form tops (not shown). Circle No. 270.



# ACCESSORIES



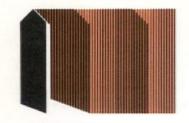
# COMPONENT OPTIONS



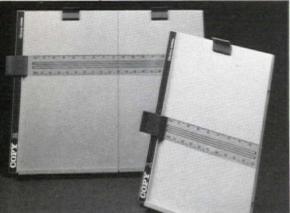
Atelier Int'l., Space 9-100— Hilton system, designed by L. Acerbis and G. Stoppino, will be on display. Units offer 12 components for storage and display on both sides enabling use as space dividers. Cabinets are of walnut veneer or particle board in a lacquer emulsion. Circle No. 363.

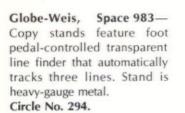
#### Pouliot Designs, Space 1272— Triangular series of Landscape Elements are for indoor and outdoor use. Planters have galvanized metal liners. Redwood comprises units; oak is an option for indoor use. Custom designs are available. Circle No. 300.

#### ACCESSORIES



Minimize maintenance with stainless steel





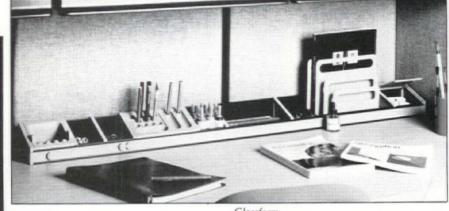
Glassform, Space 819A-Manlove desk organizer is mountable for open plan systems. Lengths up to 72-in. are available in a variety of colors. Circle No. 295.

**McDonald Products, Space** 922A- SST 9100 marks mirror stainless steel collection of desk accessories. Trays, memo box, calendar, bookends, pen set, wastebasket, pad, carafe, and ashtrays are among products offered. Circle No. 296.

Typhoon Int'l., Space 1689

-Bar and serving cart combo is made of lacquered wicker. Enclosed storage and lower shelf hold food and drinks. Circle No. 301.

Gift Craft Leather Co., OSI, 359 N. Wells St.-Modular desk accessories are covered in top-grain leather. Elliptica series is oval shaped. Circle No. 293.



Glassform





Typhoon

McDonald





Shepherd

Shepherd Products, Space 11-111-Pilot twin wheel caster has fully exposed wheels and die-cast zinc body with polished silver hood. Wheels are available in two diameters and three styles. Circle No. 291.

Laurel Lamp, Space 1262/3-Brass desk lamp has energysaving Touchtronic control for two 75-watt bulbs. Circle No. 303.

Allyn, Space 1000-Date/ Write pen sets include a liquid-crystal-display calendar/clock set in a 1-in. anodized aluminum base. Twelve models are available in seven finishes. Circle No. 292.

Terra, Space 1626-Bronze glass fronts have been added to John Caldwell's wall cabinet design. Solid oak pulls match wood construction. Circle No. 297.

Creative Glassworks Int'l., Space 900- Precision cutting within unbroken background sheets of stained glass is feature of custom and limited edition works. Windows, screens, tables, and ceilings are available. Circle No. 298.



Allyn



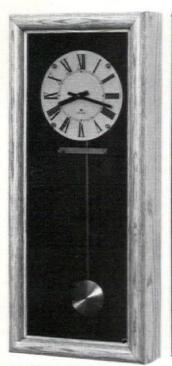
Creative Glassworks

Terra

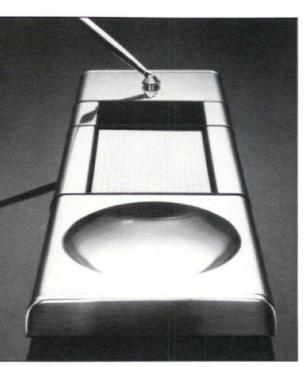
217



#### ACCESSORIES Units are modular



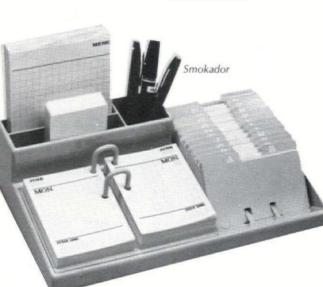
Washington Clock Works



Smith Metal Arts

iil





Hauserman

iil, Space 934—Casegoods designed by Manfred Petri will be exhibited. Design options include eight woods and 12 finishes. Circle No. 362.

Smith Metal Arts, Space 915-A — Radius Two desk-top system is a William Sklaroff design. Available in console version or individually in a wide range of metals. Circle No. 299.

Washington Clock Works Space 1167—Wall clock has quartz electronic chiming movement. Four chime selections, volume control, and day/night mode are standard. Circle No. 457.

Hauserman, Space 1012— Privacy panel system now features free-standing files which accommodate electronic processing data, computer print-outs, and EDP materials. Circle No. 360.

Smokador, Space 893— Modu Plus 6000 accessory system features modular components that can be panel-mounted. Circle No. 458.

Structural Concepts, Space 900—New, rolling-cube pedestal file has anti-tip fifth wheel base. Pedestal can be used under any work surface. Circle No. 361.





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Light, bright, pleasing to the eye. This is what one first perceives when he views our new Series 7000. It's scaled and proportioned for the open office of today's business environment. Its clean, efficient lines will enhance the decor and help improve the productivity of the office.

What is equally important about our new Series 7000 is what you don't see. More man hours are lost due to back problems and muscle fatigue than any other reason. The major contributor to these problems is improper seating. Series 7000 is ergonometrically designed for proper compressed seat height and lumbar support.

Guality is another feature of Guality is another feature of Series 7000. Each style features a hardwood frame, double-doweled for strength. We've used Perma-Mesh springs by Flex-O-Lators. There are two foam systems; one dense and firm for proper support and a softer foam for greater comfort. In short, Series 7000 is as good as we know how to make a chair. And with La-Z-Boy's fifty years of experience, we know how to make quality chairs.





A. Back height adjustment for proper lumbar support. B. Seat depth adjustment to fit the individual. C. Seat height adjustment. D. Soft foam edge to prevent circulation loss and fatigue. E. Swiveltilt tension adjustment. Doubledoweled hardwood frame. Perma-Mesh springs by Flex-O-Lators. Dense foam for proper support. Soft foam for comfort.



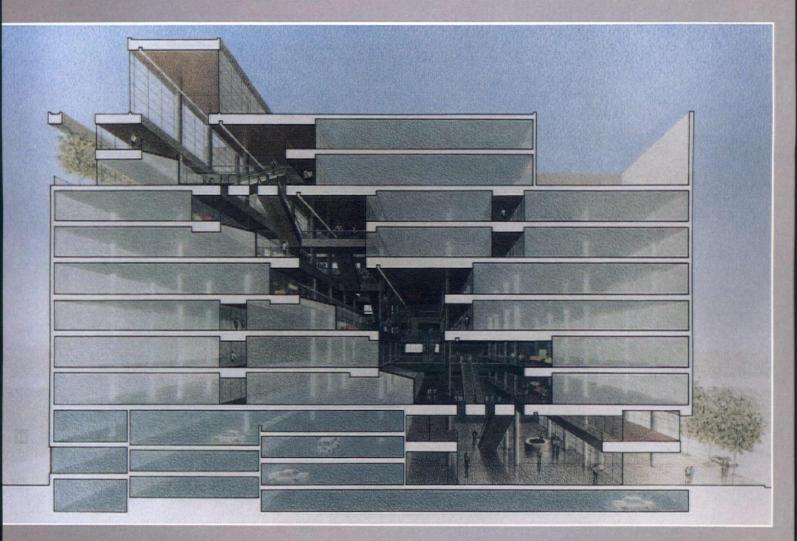
LA-Z-BOY CONTRACT A DIVISION OF THE 12-BOY CHAIR COMPANY

Houston itself of the world's most important success stories, a cityscape penned by the major stitutions of the world and signed by renowned architects. Now, within this vibrant city, a new design showcase has settled on one of the finest pieces of ground in Houston. The showcase is the Houston Design Center. The site is Greenway Plaza. On this site is an development which encompasses high rise office towers, condominiums, retail centers and hotels. As the next major addition, the

Houston Design Center will provide the design community a facility of national and international prominence.

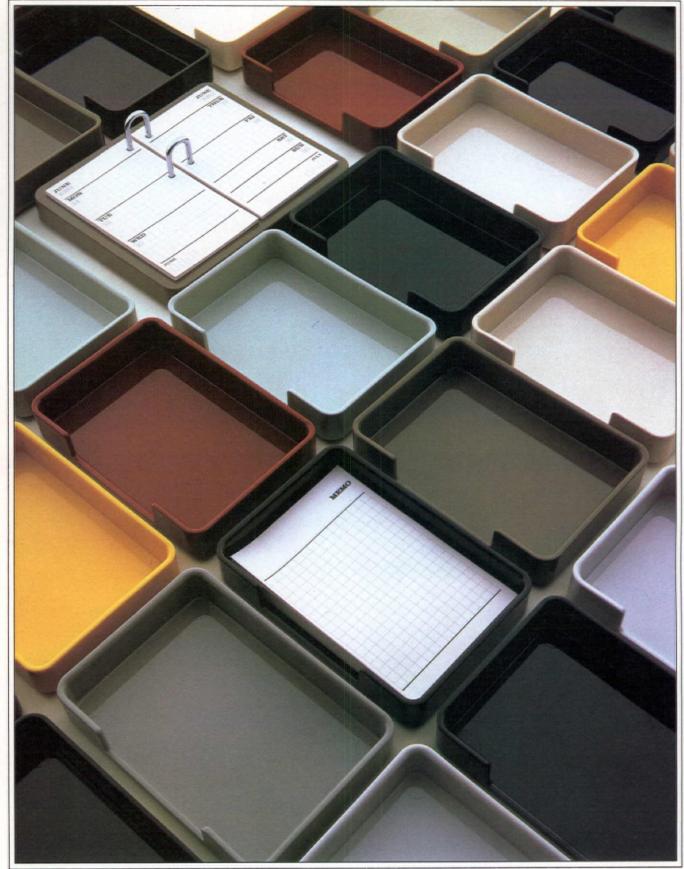
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### Smokador



Desk and building accessories in seventeen designer colors are available in plastic, metal, and fiberglass.

Calendars and memo paper are standard as presented in subtle grid pattern. Write for color card and catalogue and visit us at our new Chicago showroom, Space 893 at the Merchandise Mart. Smokador, Inc. 470 West First Avenue, Roselle, New Jersey 07203 (201) 241-5300 Interchair ... State-of-the-art design to meet the many and diverse needs of today's office environments, from executive to clerical, including the electronic office. The sumptuous craftsmanship of leather, the reliability of Suspa gas lifts; the safety of five prong cast aluminum bases; the personalized comfort of the safety of five prong cast aluminum bases; the personalized comfort of regonomic functions; the value and selection that only Interchair from High Point Furniture Industries can offer.





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# **OTHER CHICAGO EXHIBITS**



# LOCAL SHOWROOMS SET

Office Suites Inc., 359 N. Wells St. Barclay Group consists of executive and secretarial desks plus hutch and standard credenzas. Series 111 lounge grouping provides angular seating with or without arms. The InterScape open office system will also be displayed. Circle No. 424.

Gilford Inc., Prouty Design, 444 N. LaSalle St. Vescom Collection #17 will be on display in 25 silk offerings. Wool designs will also be shown. **Circle No. 422.** 

Industrial Noise Control Products Inc., Prouty Design, 444 N. LaSalle St. Silent Wall<sup>®</sup> noise control panels and QuieTile<sup>®</sup> ceiling inserts are designed to absorb sound in varied applications. Circle No. 421. **Glasspec**, HUJU Showroom, 409 Franklin Ave. Cylindrical fiberglass planters have vertical lip for added interest. Seating, litter receptacles, and ash urns will also be shown. **Circle No. 425.** 

**Design Group Inc.,** Milo E. Bloch, 415 N. LaSalle. Office system allows rapid set-up and flexibility in configuration. Cabinet backs and screens are measured for sound absorbency. Bases permit phone and electrical connections; task lighting is standard. Wood and tackable fabric surfaces are available. **Circle No. 417.** 

**Roche-Bobois**, 333 N. Wells St. Collections from European manufacturers will be displayed. Chair and table design features chrome legs and accents. **Circle No. 418**.



Noise Control Products

Roche-Bobois

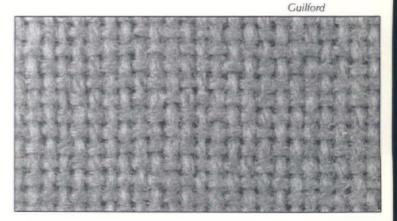


# FOR CROWDS

American Biltrite Inc., Architectural Floor Products, 875 N. Lively Blvd., Woodale. Heavy-duty, rubber-studded floor tiles are made of synthetic rubber elastomers. Material is resistant to scratches and indentations. Circle No. 423.

Guilford of Maine, Hyatt Regency East, Wacker Dr. Hobnail fabric will be introduced to coordinate with FR-701. Available in 66-in. width, fabric meets Class A requirements of E-84 and NFPA 701 tests for fire resistance. **Circle No. 420.** 

Functional Office Furniture, Milo E. Bloch, 415 N. LaSalle. Labofa Ergo 505 series features contoured seat with waterfall seat edge and wider backrest. Pneumatic lever allows easy height adjustment. Twin casters revolve fully. Circle No. 416.





Design Group



Functional



### Fast Depreciation, 10% Tax Credits Fuel Spending For Contract Projects

Five-year cost recovery and 10 percent investment credits are stimuli to expanded budgets for corporate interiors

### Total furniture investment = \$55,236.78



Total return after 5 years = \$55,236.77

Budgets and expand service to clients. Effective with the Economic Recovery Tax Act (ERTA) of 1981, statutes designed to stimulate corporate investment in office interiors can greatly affect the future of commercial projects.

Comprised of two parts—the Accelerated Cost Recovery System (ACRS) and the investment tax credit—the new guidelines significantly reduce depreciation periods for most office furniture, furnishings, and equipment to five years. In addition, 10 percent investment credits on these items are offered. Covered by the statutes are all types of systems furniture, movable partitions, flatwire or coaxial cables, and at least seven types of energy properties.

#### Offers higher annual deduction rate

"Technically, ACRS is the equivalent of depreciation," explains Stanley Singer, partner in the law firm of Wolf Popper Ross Wolf & Jones, New York. "It was established to enable businesses to quickly recover expenses for capital assets after adjustment for inflation. Once recovered, these monies can be reinvested in other assets and continue to stimulate the economy."

Use of ACRS is mandatory and applies to all eligible assets placed in service between December 31, 1980 and January 1, 1985.

Prior to implementation of the new statutes, office equipment was depreciated over an eight- to 10-year period. Cost recovery percentages per year were much lower and



Stanley Singer is a partner and commercial/financial specialist in New York law firm Wolf Popper Ross Wolf & Jones.

Graph (left) illustrates percentage and dollar value depreciation for a total furniture investment of \$55,236.78 over a five-year period. This cost recovery schedule is applied to all eligible assets placed in service between December 31, 1981 and January 1, 1985.

#### by KATHERINE FORMAN Assistant Editor

offered businesses fewer incentives to reinvest in additional capital.

#### All movable trade fixtures eligible

Says Singer, "According to the mandates, a piece of office equipment is considered eligible for five-year depreciation if it is a movable, trade fixture that will remain the property of the "owner" throughout its usable life." Thus, movable partitions or systems furniture, which can be relocated with the firm, fall within ACRS guidelines. Permanent walls, either built by the firm in a new facility or refurbished in an older space, do not fall within five-year guidelines. They are considered leasehold improvements which are the property of the "owner" only as long as he remains in the space.

Similarly, flat-wire or coaxial cables, improvements which the tenant can theoretically remove, are covered by the five-year depreciation program. Permanent raceways or channels are considered leasehold items and do not fall within ACRS guidelines.

#### Credit to be deducted from profit tax

All items cited for five-year depreciation are also eligible for a 10 percent investment credit. Unlike ACRS, which is a tax deduction claimed against the cost of actual purchases, the investment credit is applied toward corporate profits taxes. When added to ACRS, the investment credit makes a notable difference in the size of after-tax returns.

"Also eligible for the 10 percent credit are at least seven types of energy properties. Among these are solar or wind generators, recycling equipment, certain hydro-electric generating properties, and equipment which combines electrical or mechanical shaft power with steam, heat, or other energy sources for increased conservation," Singer notes.

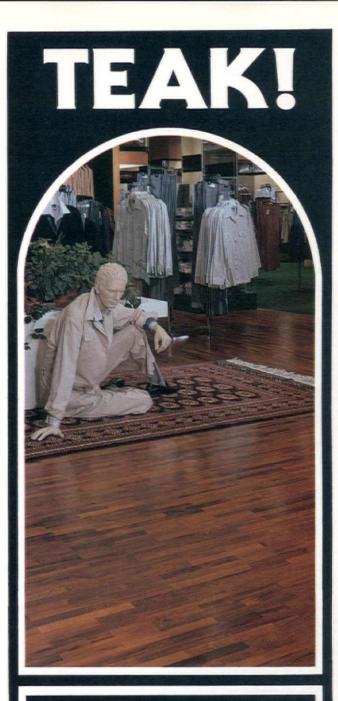
"Further credits are available to businesses which invest in rehabilitation or renovation of existing asstes."

-There are annual limitations on the total amount of credit a business may claim. Currently, a firm may apply for credit against the first \$25,000 of its income tax liability plus 80 percent of liability exceeding that amount. (This 80 percent figure increases to 90 percent for tax years ending in 1982 and thereafter.)

#### Carry credit back or forward

Credits that are earned but unused may be carried back or forward to other tax years. Thus, any part of the investment credit that exceeds the above limitations may be claimed against unused liabilities for preceeding or coming fiscal years. Present guidelines require that the credit be first carried back for three years and then carried forward for 15 years until it is completely claimed.

The new Economic Recovery Tax Act of 1981 makes many fundamental changes to the tax system which can have significant impact upon future financial business strategies. Designers who are aware of its benefits can convey them to clients, adding incentive to expand budgets for commercial installations.



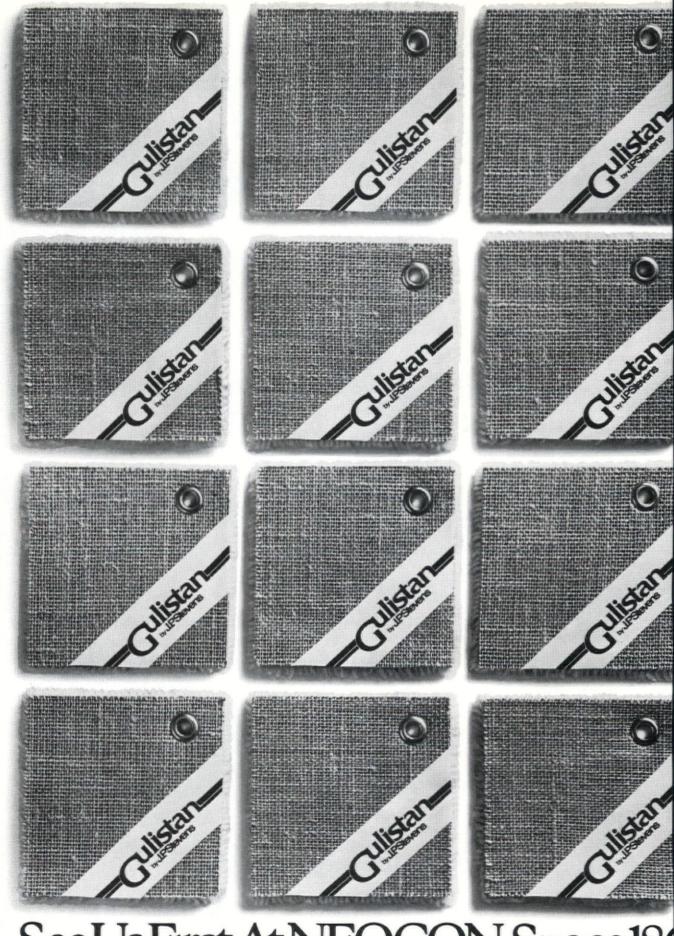
Enduringly beautiful TEAK parquet flooring is ideal for high-traffic commercial use, providing extended service with a minimum of maintenance.

Nothing beats the beauty, richness and durability of TEAK ... the most cherished wood in the world. And Bangkok supplies the greatest variety of TEAK parquet flooring anywhere, with a complete selection of pre-finished and job-finished patterns.

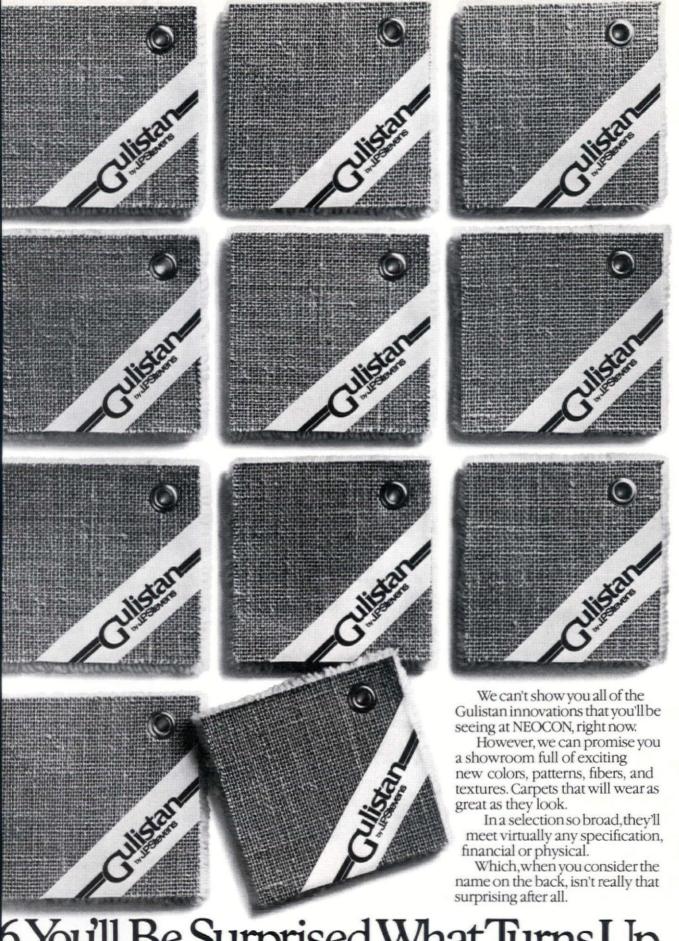
Call or write for a free brochure that describes our entire line, and for the name of the distributor nearest you.



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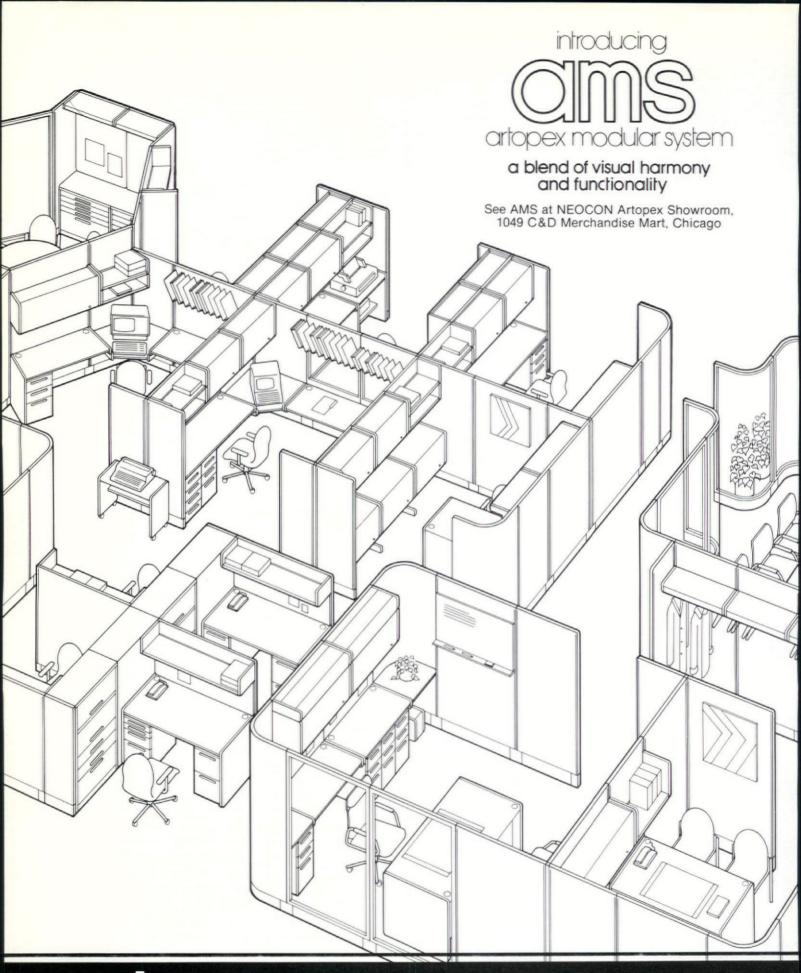


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6. You'll Be Surprised What Turns Up.

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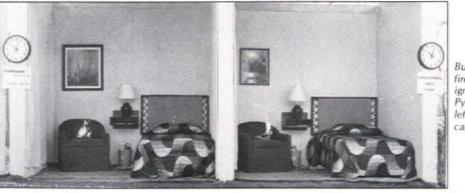
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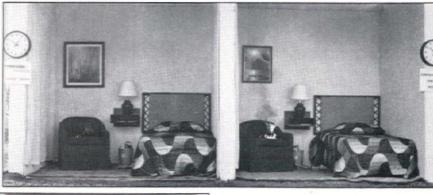
#### PRODUCTS & SERVICES

# Urethane foam of 55 percent fire-retardant materials proves effective in flame-spread test



Burning newspapers, simulating cigarette fire, are shown on chairs two minutes after ignition during a demonstration of Pyroguard fire-retardant foam. Room on left features flame-resistant seat cushions and carpet backing.

Five minutes later, newspaper fire on Pyroguard chair (left) is only smouldering.





Seven minutes after ignition, flames in room (right) threaten to spread to other furnishings and begin to fill room with smoke. Fire in room (left) is almost out.

Partial view of Pyroguard-treated room (below) illustrates contrast between lack of and use of flame retardant materials. The untreated room has been gutted while the treated room shows insignificant damage.

Demonstration hotel fires were staged recently by **Shelby Williams Industries** to test Pyroguard<sup>™</sup> seat cushion foam and carpet backing, developed by Morristown Foam Co. Results indicated that the product's urethane foam content "significantly reduces 'drip' or spread of flames while slowing down gas release, enabling hotel occupants to evacuate rooms before they are overwhelmed by toxic fumes."

Two hotel room mock-ups were placed outdoors and were provided with identical furnishings. One room's seat cushions and carpet underlay contained Pyroguard, made from 55 percent fire-retardant additives and chemically-combined water. Newspapers were rolled up, placed on chairs, and lighted with a book of matches to simulate the intensity of fire ignited by a burning cigarette.

Ten minutes later, the room without Pyroguard was completely gutted; the Pyroguard room showed only a charred hole in the chair seat.

Says Shelby Williams chairman Manfred Steinfeld, "Improving fire safety has been a prime concern of the contract industry, particularly since the rash of restaurant, hotel, and nightclub fires of the past few years.

Pyroguard is only a partial solution but we have found that this material can buy the time needed to save lives in the event of fire." **Circle No. 471.** 





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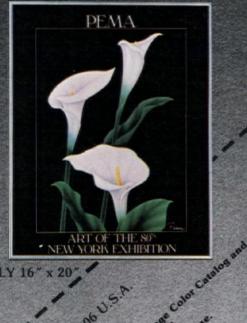


#6901 GRAND CANYON VIEW 30" x 30"

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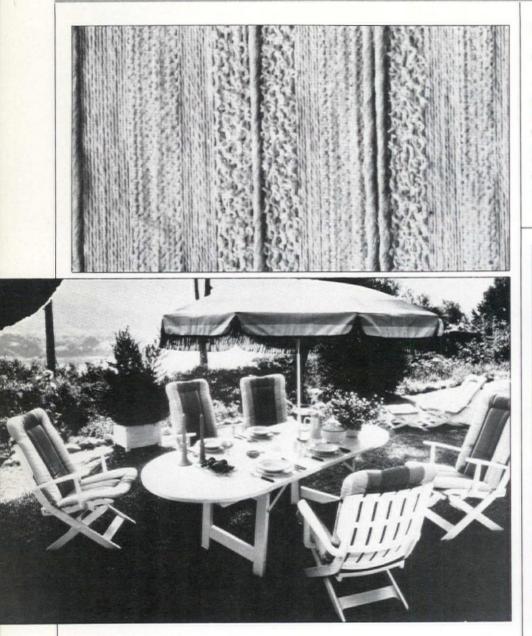
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#### **PRODUCTS & SERVICES**



#### Outdoor furniture is molded for strength

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#### Card files offered in three colors

Eldon Office Products' new 3- by 5-in. card files are offered in three colors: smoke, putty, and yellow. Made from styrene, units contain 12 index guides and a choice of 50 cards. Additional refills are available in sets of 50. Circle No. 480.



### Warp-lay wallcoverings add acoustic-resistance

"Turns," a new warp-lay wallcovering from **Design Tex**, is a blend of Belgian linen, cotton, and nylon, backed with either acrylic or paper for acousticresistance. Pattern can run horizontally, vertically, or diagonally for varying light effects. This covering received a recent Roscoe nomination for design excellence. **Circle No. 478.** 

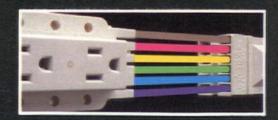


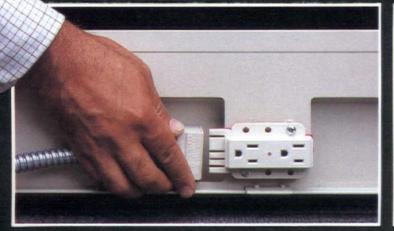
### Traffic-, fire-resistance standard with cushion

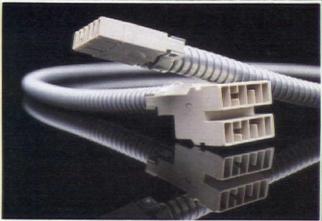
Sentinel, a new sponge rubber carpet cushion from **General Tire & Rubber**, meets ASTM flame-resistance guidelines and is sturdy enough for use in heavytraffic areas. High-density sponge rubber material serves as a thermal barrier, dampens noise, and can be used above or below grade. Cushion is formulated to resist powdering, crumbling, mold, and mildew. **Circle No. 476.** 

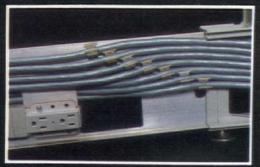
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Designer: Marcel Breuer

#### Nelson.

This formidable armchair stacks to eight. Its laminated oak frame lends strength and beauty to its uncompromising versatility.

Designers: Lindau & Lindekrantz

#### Bruno.

Its innovative joining principle makes this chair one of the most unique in the industry. Shown is one example from a broad range of models.

Designer: Bruno Rey



durability, and product versatility. Shown on these two pages are a few examples from our Seating Collection that have met the challenge.

#### Gina.

This elegant armchair was introduced by Stendig in 1981. Its post-modern profile insures versatile application in residential and contract markets.

Designer: Bernd Makulik

#### Thalia.

This sophisticated, lightweight chair is extremely durable and suitable for both contract and residential applications. Available in natural and lacquered ash and beech.

Designer: Annig Sarian

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An understated and durable chair from our Seating Collection. Stacks and links for maximum space usage.

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# "The race against MS is a race against the clock."...Paul Newman

As diseases go, multiple sclerosis is one of the cruelest and most unpredictable. MS attacks the central nervous system. It's not thought to be hereditary and it strikes without warning. It generally affects young adults between the ages of 20 and 40. Because it strikes in the prime of your life MS can cripple emotionally, physically and financially. Althought MS doesn't do the same amount of damage to all patients, for some, coordination may be totally destroyed. So you see we're racing against the clock and must act quickly. There's no cure for MS so far, but researchers are working on one. And people in the sports world are helping to fight back. People like Muhammad Ali, Jimmy Connors, Tom Seaver, Steve Garvey, O.J. Simpson, Lynn Swann and myself, Paul Newman. Won't you join us? Please send your check to the National Multiple Sclerosis Society, 205 East 42nd Street, New York, New York 10017. Or call (212) 986-3240 to see how else you can help. Because MS strikes at the worst possible time. Just when you're starting to live.



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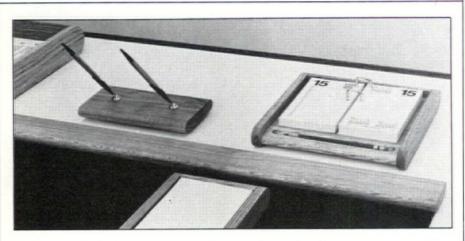
#### **PRODUCTS & SERVICES**



#### Replicating wool look with 7000-denier olefin

Barrett Carpet Mills' "Celtic Weave" is made from Herculon 7000-denier yarn.

Wool-like carpets are offered in both 24 and 28-oz. weights. Circle No. 479.

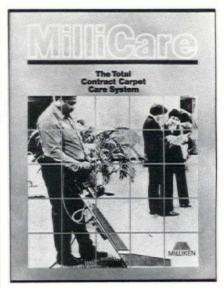


#### Range of desk sets are of hand-crafted wood

John Caldwell designed this desk accessory collection for **Peter Pepper Products.** Group features curvilinear shapes in hand-fitted and hand-finished oak or walnut. Accessories consist of a letter tray in three heights in standard and legal sizes, pen sets, book-style calendars, memo sheet holders, and address files. Two wastebasket styles and six different desk pads complete the collection. Accessories are available individually or in combination. **Circle No. 477.** 

#### Increased stability possible through angled furniture design

Worden Company's Harford Series library furniture, designed by John Gianfagna, offers strength and stability provided by angled leg design. "V"grooved, 2- by 4-in. solid oak legs are set on a 45-degree angle to increase weight capacity of support bases. All cabinetry is faced with book-matched oak veneers available in three finishes. Work surfaces have either matching wood grain or solid color laminates. Circle No. 472.



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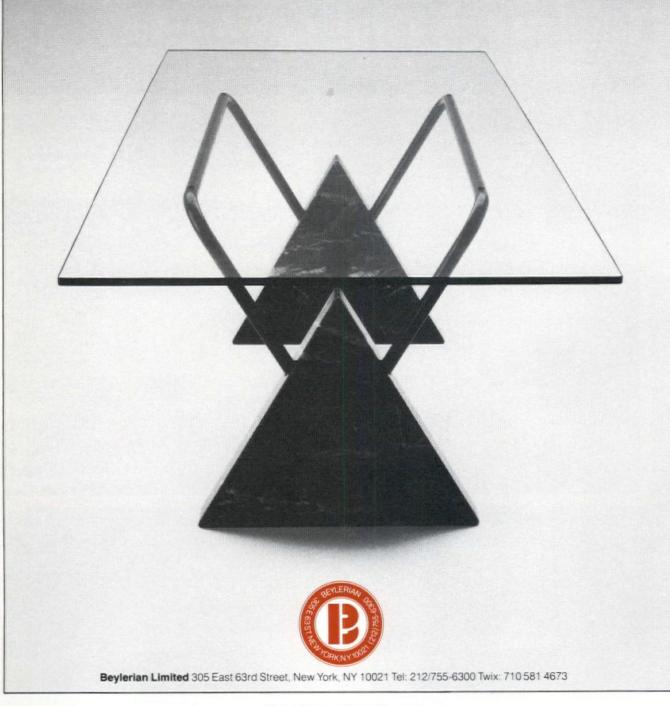
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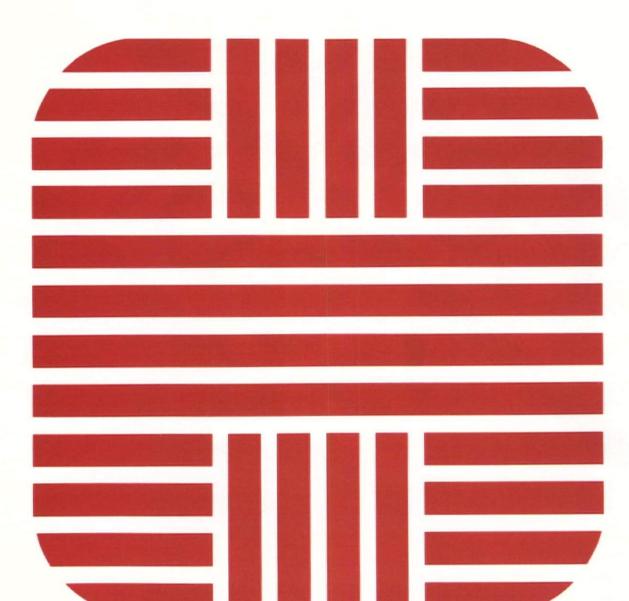
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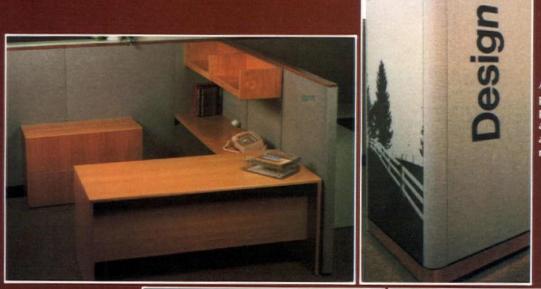
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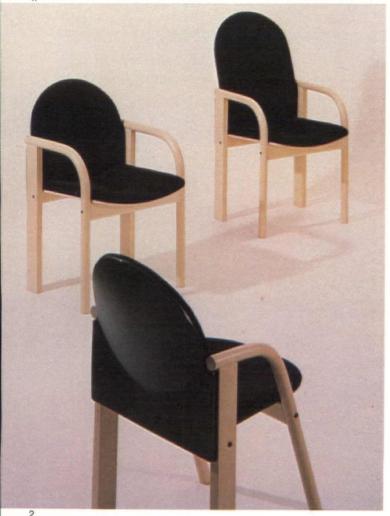
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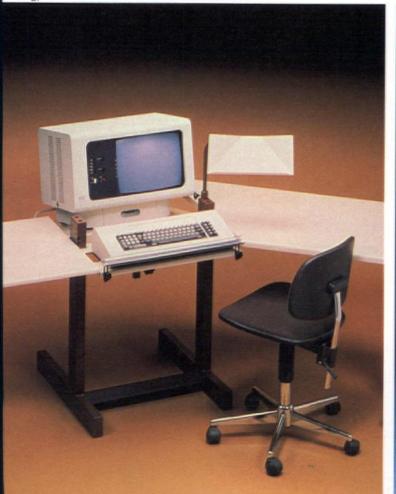
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Domeco Oy, Meritullinkatu 11, SF-00170 HELSINKI 17. Telex 123442 domco sf

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Economic-Kaluste Oy with two plants, specia-lizes in the manufacture of conventional and "electronic" office furniture in steel.

The Termi terminal work station system. Termi has been de-signed to facilitate terminal working. Ergonometric design

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Domeco-studio chairs no. 14 small size no. 15 medium size no. 16 high back Wood finishes: natural birch, black. Design: Kimmo Varjoranta

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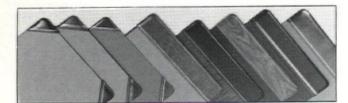
### **PRODUCTS & SERVICES**

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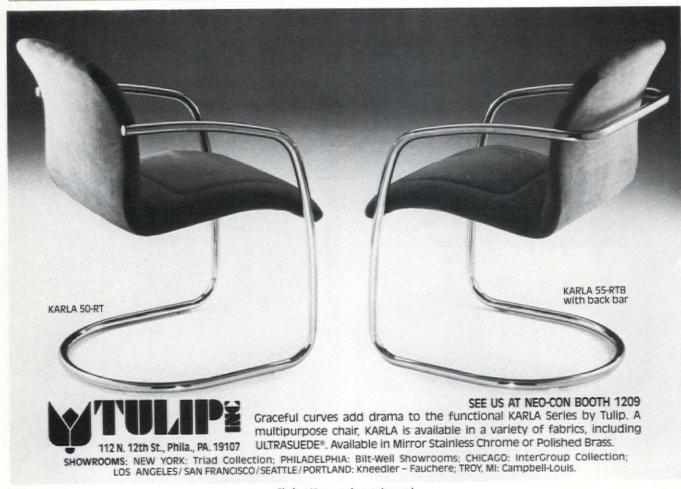
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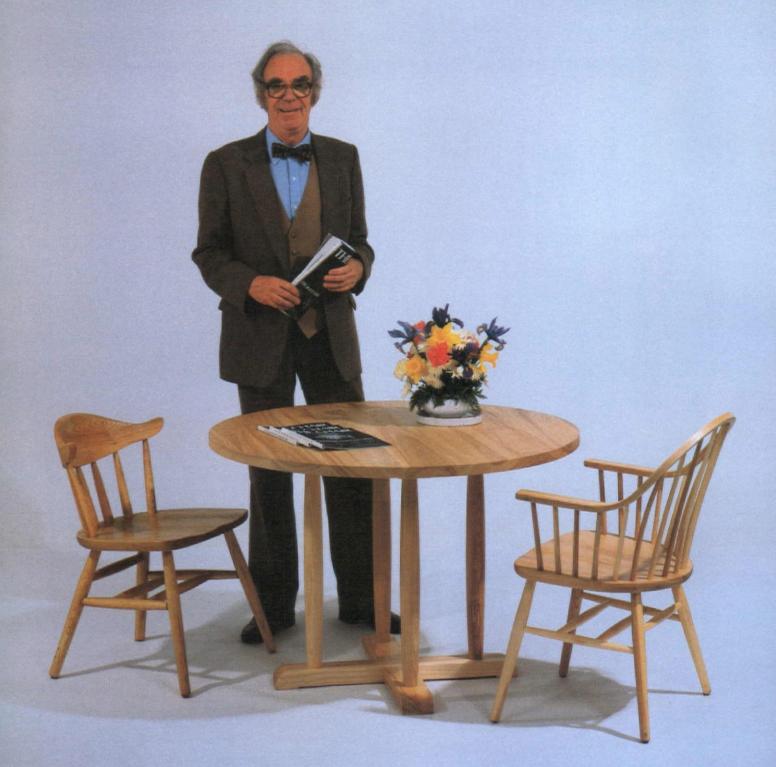
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vioration in the floor and sometimes get their instruction through an interpreter. Dance seems to offer an escape valve for the remarkable energy that would otherwise be bottled up in Melissa and her classmates. Melissa's mother reports that when "The Nutcracker" appeared on television, Melissa got up and joined in the dancing. Melissa is also an accomplished gymnast but her great love is dance which she hopes to pursue.

she hopes to pursue. Here in the dance studio, with the pianist pounding away, Melissa is indeed beautiful!

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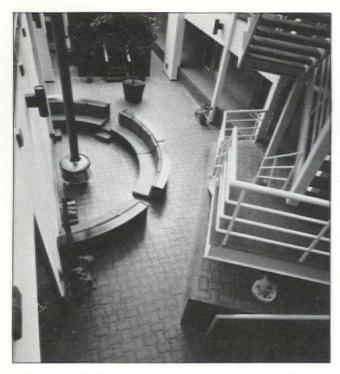
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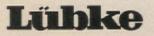
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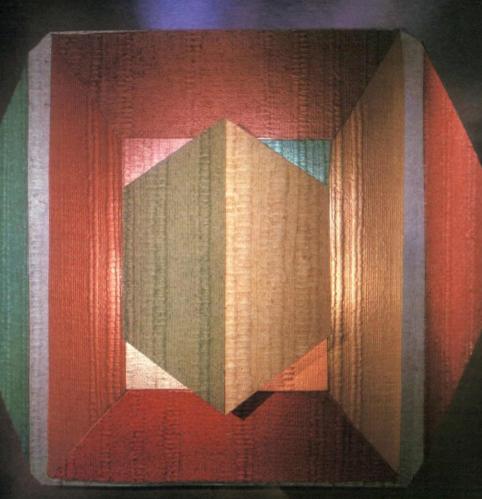
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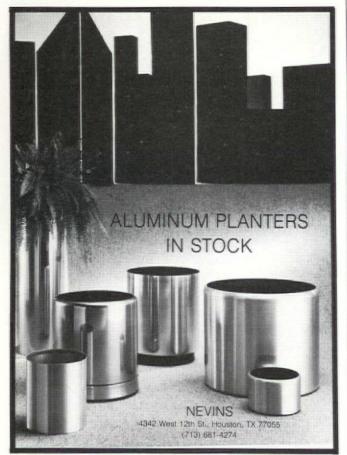


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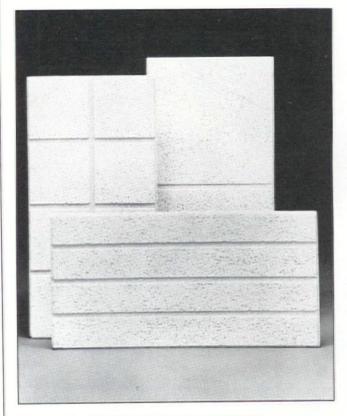
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### **PRODUCTS & SERVICES**



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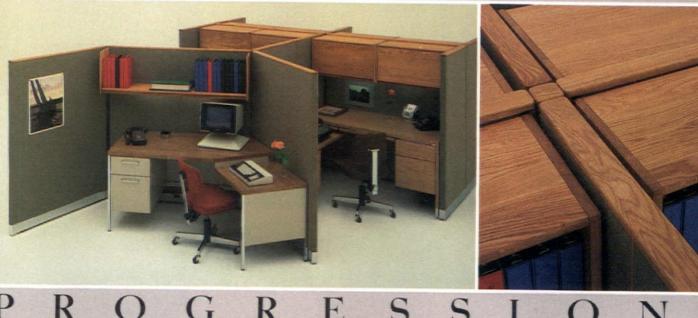
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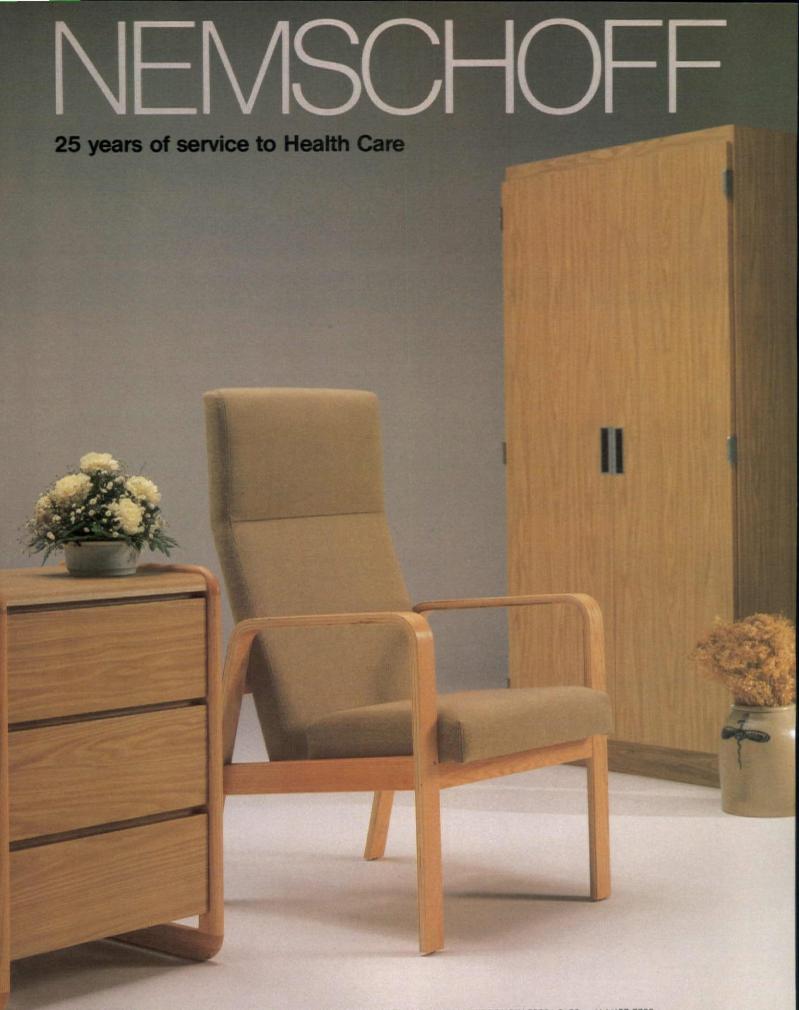
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#### **PRODUCTS & SERVICES**



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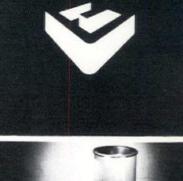


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### S.M. Hexter 24th Annual "Interiors of the Year" Awards

#### First Award Residential Hal Adams

Hal Adams, Inc, New York, New York. "The long, narrow room with two walls of glass in a New York highrise was transformed into an invitable, livable environment. Deep upholstered seating, a bronze mirror with custom brass work and a suspended bronze table are some of the design elements added. The other end of the room has a table desk and built in working cabinets."





#### **First Award Non-Residential**

Larry Williams, ASID Edmond, Oklahoma "An old, vacant downtown hotel was redesigned into a first class corporate franchised Holiday Inn in Oklahoma City. An existing dining room and bar was expanded into a multi-purpose integrated facility, including coffee shopbuffet-salad bar; a formal dining room; light evening food service and cocktail lounge. The color scheme was taken from a spectacular Oklahoma sunset."





#### **Honorable Mention Residential**

Milo Hoots, Jr., ASID Milo Hoots Associates, Inc, Washington, D.C. Mark Epstein, ASID Mark Epstein Designs, Inc. New York, N.Y.

#### **First Honorable Mention, Non-Residential**

Shelly and Janet Rosenberg Design Studio, Upper Montclair, N.J.

#### Second Honorable Mention, Non-Residential

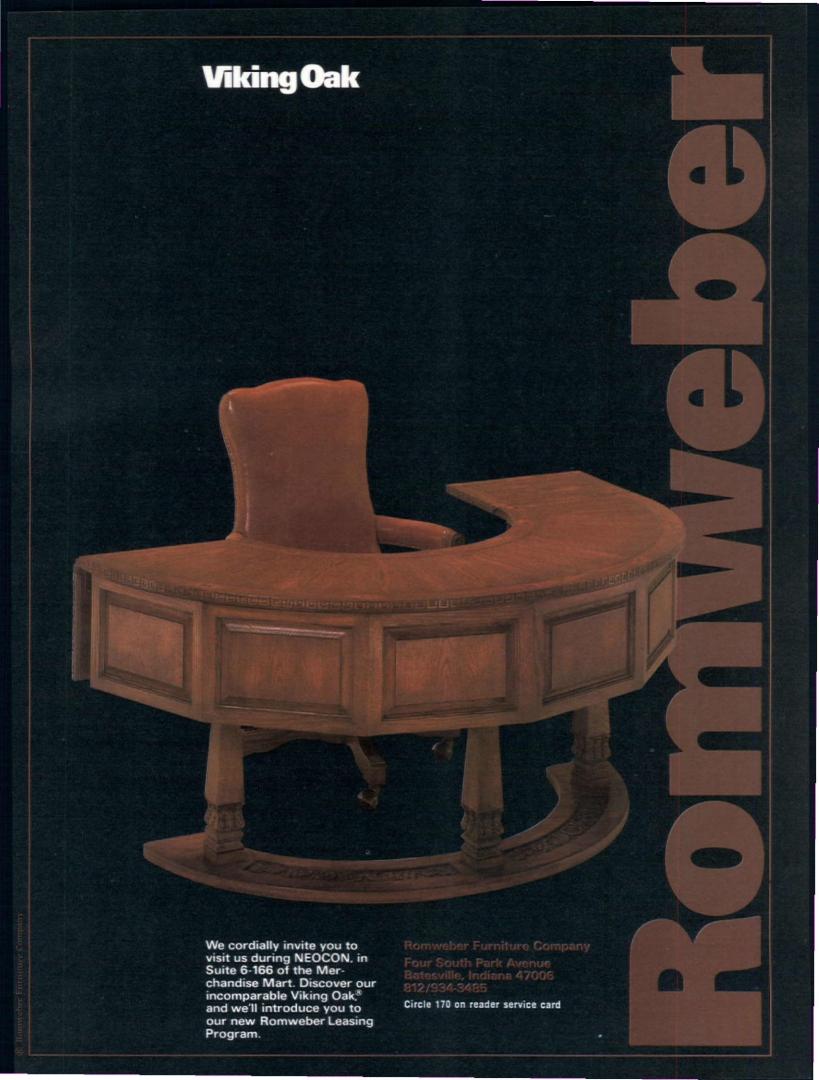
Stuart Glass Stuart Glass Design Group, New York, N.Y.

#### **The Judges**

Gloria Jean Blake, Editor-in-Chief, Florida Designers Quarterly, Miami, Florida R. Michael Brown, FASID, New York, N.Y. Muriel R. Chess, ASID, Editor, The Designers Magazine, New York, N.Y. David F. Cooke, FIBD, National President, IBD, and V.P. Design Collective Incorporated, Columbus, Ohio Dede Draper, FASID, Shaw & Draper, Inc., New York, N.Y.

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# Burke/Alpha

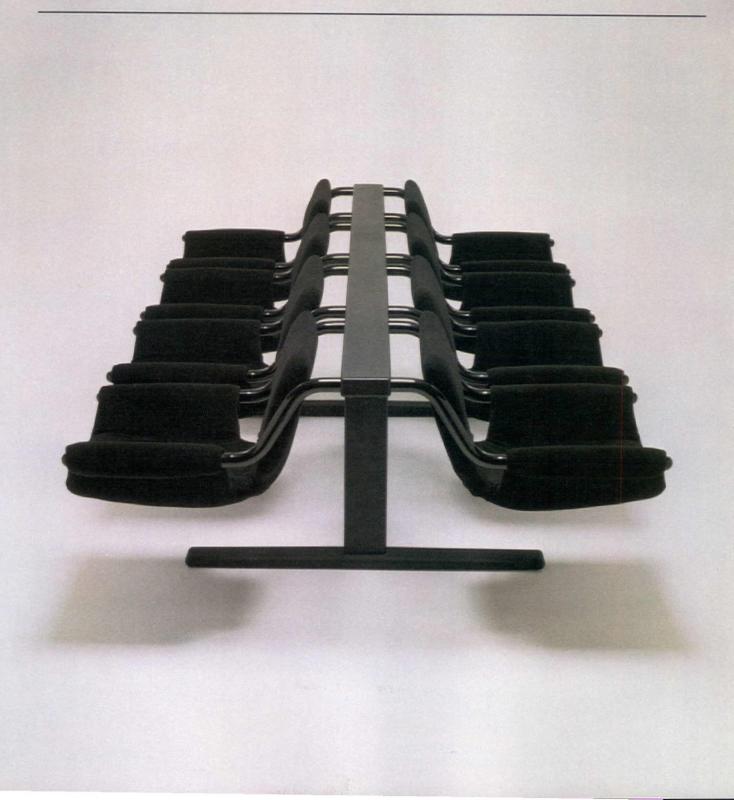
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Burke/Alpha is a division of Kinetics Furniture.

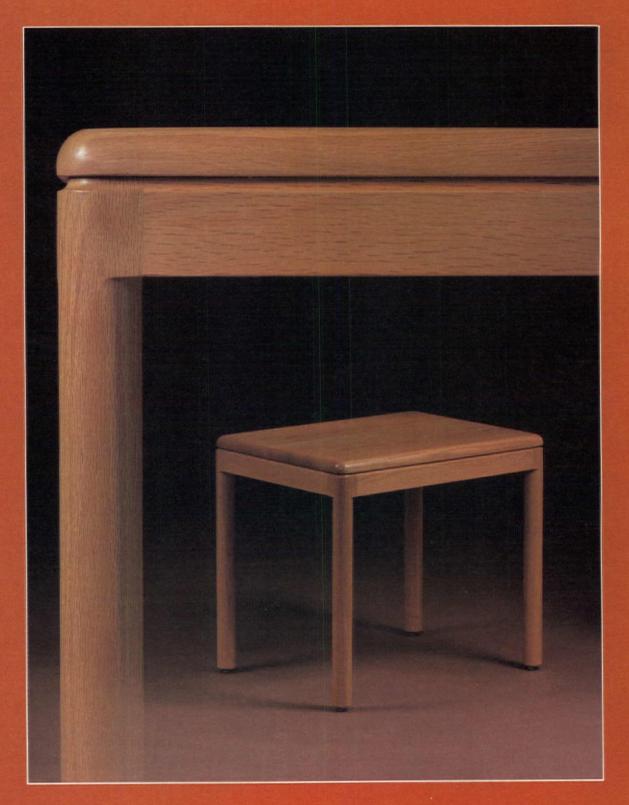
The Burke/Alpha Jetport Seating System is designed for mass seating projects where floor space economies and maintenance considerations are critical. The system is offered in single and double rows, complimented by an extensive colour, finish, and fabric program.

Design by Maurice Burke

Jetport Seating will be displayed in the Kinetics showroom, Suite 1048, The Merchandise Mart, Chicago.





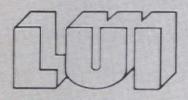


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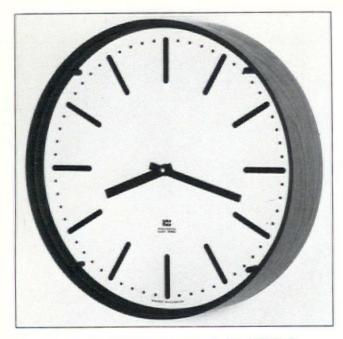
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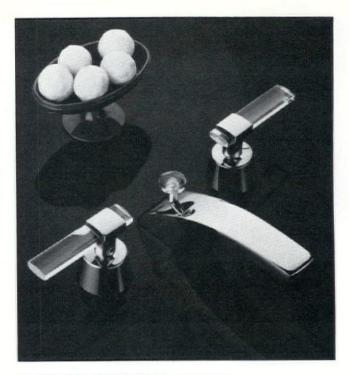
Circle 173 on reader service card

#### **PRODUCTS & SERVICES**



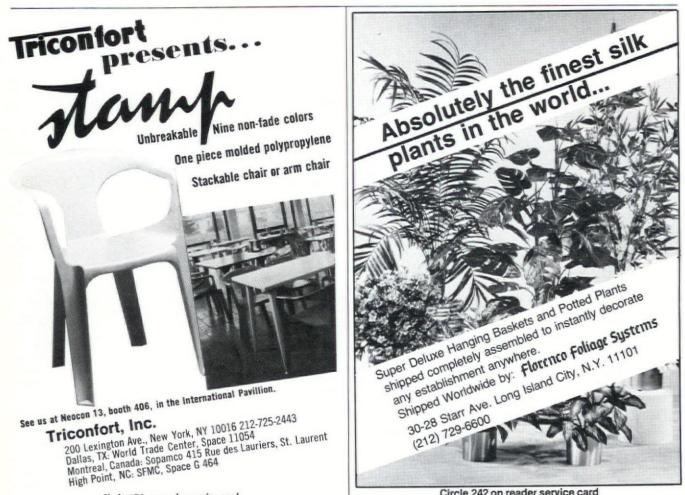
#### CUSTOM CLOCK OPTIONS EQUAL 5,000 DESIGNS

Washington Clock Works has capability to create nearly 5,000 custom-designed clocks. Options include casing, crystals, dials, and movements and apply to desk, shelf, and wall-mounted models. Custom orders should include draw ing, sketch, or description of design requirements. Circle No. 494.



#### **FAUCET CONTRASTS BRASS & LUCITE**

Valley XL faucet from U.S. Brass contrasts brass and lucite for esthetic appeal. Solid brass construction resists water damage, while lucite handles add decorative accents. Triplate chrome and gold finishes can be ordered. Circle No. 501.



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Circle 174 on reader service card



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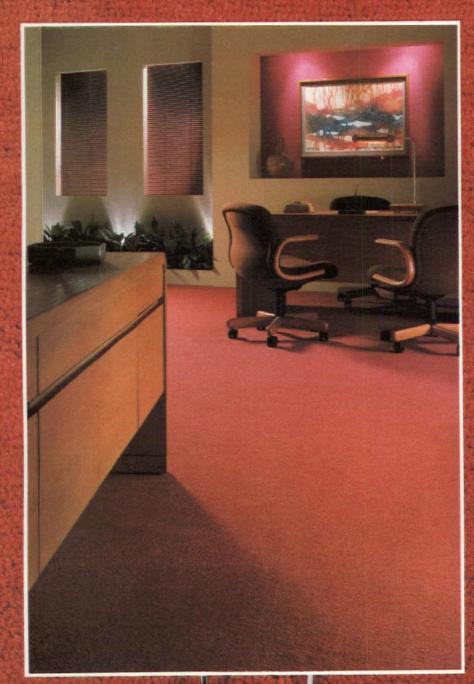
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We're creating the future for commercial carpet. Take home a sample of the future for yourself. And, that could be a Datsun 280 ZX!



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Du Pont

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# WITH ALUCOBOND<sup>®</sup> MATERIAL, You can show and tell and tell and tell.

When you design with ALUCOBOND® material, the result is a building you'll be proud to show off and eager to talk about. Because Consolidated Aluminum's ALUCOBOND material has benefits worth repeating.

#### MEETING EVEN MILE-HIGH EXPECTATIONS.

When architect James Grant looked at ALUCOBOND material, he was attracted by its remarkable versatility. And he got to know it inside and out by using the material on both the interior and exterior surfaces of his One Denver Place.

Look at the results. In its basic form, ALUCOBOND material is amazingly flat and virtually eliminates the oilcanning problems that have troubled architects and designers for so long. Yet it can wrap around curves in sinuously graceful lines and accommodate mitered corners handsomely.

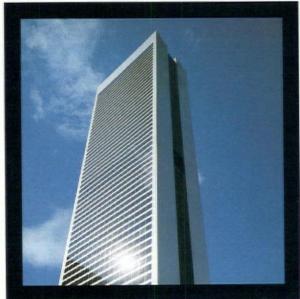
This marvelous paradox results from the ease with which ALUCOBOND material can be formed. The material's formability gave the architect of One Denver Place design freedom in conforming to the building's contours. FLEXIBLE, LIGHT, AND TIGHT WITH YOUR MONEY.

ALUCOBOND material's light weight and application flexibility combine for economical construction. Because each of these characteristics helps to reduce the number of man-hours needed to fabricate, deliver and apply the composite.

So significant is the light weight advantage of ALUCOBOND material that the builders of One Denver Place needed very little in the way of materials handling equipment.

and erected the shell at a rate of one floor per day.

Also, there is little waste of material or man-hours at the job site. Because ALUCOBOND material can be fabricated to the exact





specifications of your job.

But most important of all, the surface of the material is aluminum and provides any building with the non-corrosive, cosmetic, and value advantages that make aluminum the first choice in building panels.

#### NOW, SOME COLD HARD FACTS.

ALUCOBOND material is made of two thin sheets of aluminum with a thermoplastic core that has an exceptional bond strength.

It can withstand environmental temperature changes of

-55 degrees to +175 degrees F. Its performance on the tunnel test for flame spread, smoke density and fuel contribution was practically flawless and its strength to weight ratio is impressive.

Best of all, you don't have to sacrifice choice for quality. ALUCOBOND material comes in six standard painted colors and an unlimited spectrum of custom colors plus four handsome anodized finishes. Thicknesses of three, four and six millimeters are available in widths of four and five feet and lengths of up to twenty-eight feet.

ALUCOBOND material has a list of benefits as long as the list of satisfied architects, contractors and building owners who have used it.

To find out more about this material, made exclusively by Consolidated Aluminum, or to get the name of your distributor, call National Sales and Marketing Manager Carla Lane at (314) 851-2346.

Then put ALUCOBOND material to work on your next project. And you'll have a great deal to show

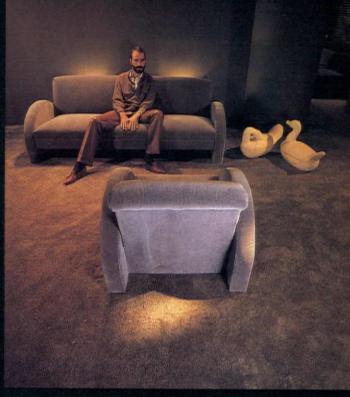
and tell too.



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One Denver Place, Denver, Colorado. Architects: K.T.M. and Associates, Denver, Colorado: Abugov and Sunderland, Calgary, Canada. Distributor/Fabricator: RPS Architectural Systems, Sun Valley, California.

Shadow back - Rolled top arched arm. ... tight seat. Monive got to look at it from all directions



When Jack Carlson does contract work, he walks a lot. From this side to that. Around back. Peering and poking.

And though he talks of graceful silhouettes and arched arms falling into rolled backs, Jack doesn't coddle his contract designs. He considers them unprotected...vulnerable to the eye and to the hostile environment of the lobby or office.

As Design Director at Custom Craft, Jack Carlson approaches contract work any way you look at it in our New York Showroom.



NY 10016, (212) 889-3422; LeMontage Inc., 2400 Market Street, Philadelphia, PA 19103, (215) 568-0220; Vince Morreale, 1638 Merchandise Mart, Chicago, IL 60654, (312) 943-2088; Decorators Walk, 1700 Stutz Drive, Suite 72, Troy, MI 48084, (313) 649-5150

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During Neocon, see our fabulous, new contract showroom. Space 891, Merchandise Mart.

Du Pont TEFLON soil & stain repeller

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#### Poly and wood...

a versatile combination in the hands of Krueger craftsmen Krueger's Strax seating is offered in arm, armless and bench versions...and any combination can be ganged together. What's more, they also stack.



Select hardwood frames are combined with polypropylene seats and backrests, with or without upholstered cushions. All in a variety of finishes and colors.

Besides, there's an economical side to versatile Strax seating. Get details by calling any of the showrooms listed or contact Krueger, P.O. Box 8100, Green Bay, WI 54308. (414) 468-8100.

Design: H. Lohmeyer, Manufactured in the U.S. under license from Casala-Werke Carl Sasse K.G.



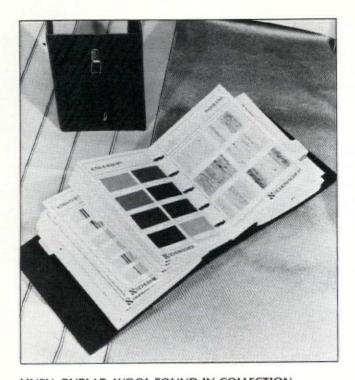
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#### **PRODUCTS & SERVICES**



LINEN, BURLAP, WOOL FOUND IN COLLECTION Collection of natural contract wallcoverings from Schumacher is company's most recent introduction. Line includes linens, burlaps, warps, wall carpeting, woolens, and others. All items are UL-rated. Circle No. 517.

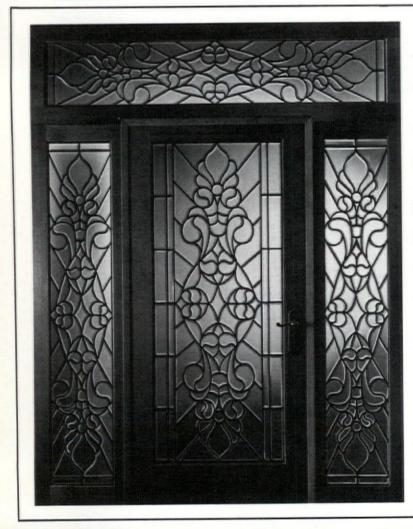


#### PORTABLE PARQUET FLOOR REDUCES LABOR COST

New portable modular parquet dance floor from King Arthur is designed so that edges fit tightly together, enabling installation to be completed by one worker. Sections do not creep because backing strip is held securely to rug nap. Floor's top layer has a tapered edge that slopes to carpet level for safety. Natural oak or walnut sections are finished with durable sealer wax finish. **Circle No. 491.** 

#### DESK RETURN DOUBLES AS TYPEWRITER STAND

Golden Oak executive desk line is designed by Charles Gibilterra for Terra Furniture. Made of solid butcher block, desk measures 36- by 72-in. and has a three-drawer return which doubles as a typewriter stand. Three finishes are offered: natural, medium, or dark oil. **Circle No. 493.** 



### Beveled Glass reflects great design solutions.

Delicate lead tracery surrounds magnificent hand beveled glass refracting prisms of light and the beauty of an old-world craft. This is beveled glass, and only Beveled Glass industries designs, manufactures and maintains an inventory of more than one hundred sizes and motifs for doors, windows, and sidelites...all for immediate delivery. Our designer can meet your specific design requirements. Beveled glass and Beveled Glass Industries—great reflections of your design expertise.

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High Point, 919/885-4021. MYRTLE DESK COMPANY, P.O. BOX 2490 HIGH POINT, NORTH CAROLINA 27261



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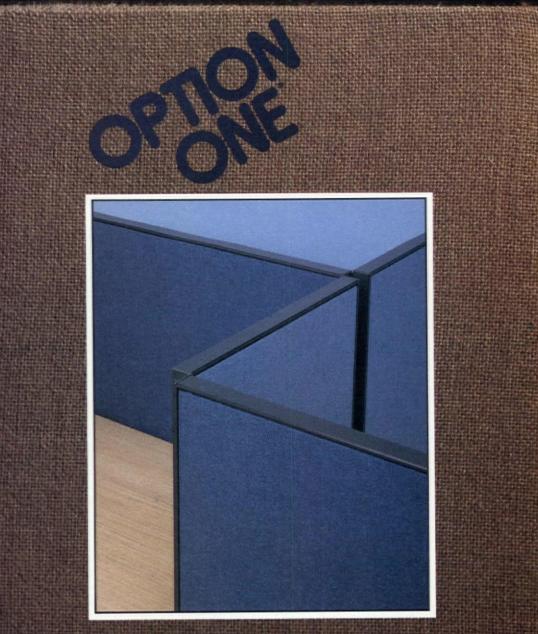
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# Leathercraft Contract



Create the perfect environment with the unsurpassed craftsmanship, warmth and natural beauty of seating by Leathercraft. We offer you the most extensive leather line available, including executive chairs, complementing accent and bank chairs, sofas and loveseats. Select from hundreds of colors of top grain leather and a full range of DesignTex fabrics and contract vinyls. With Leathercraft Contract, you can be assured of outstanding quality and style, incredibly competitive prices and a quick ship program for our most popular seating.

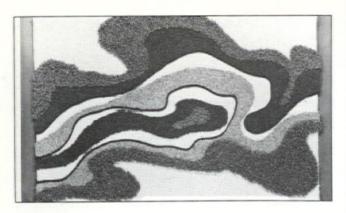


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Showrooms: Chicago, 1224 Merchandise Mart - Dallas, 13070 World Trade Center - San Francisco, 213 Mart II - Los Angeles, Design Center of Los Angeles - High Point, Wrenn 447, Southern Furniture Market Center

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#### **PRODUCTS & SERVICES**



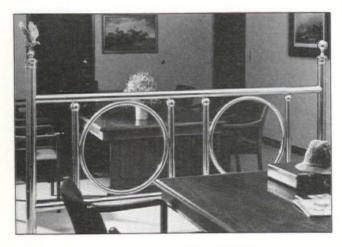
#### **DIVERSE WALL TAPESTRIES ARE HANDWOVEN**

Neptune wall sculpture has yarn coils on Indian handwoven fabric. Swirled pattern creates the look of the sea. Custom coloration is available. Many sizes are offered; Neptune measures 36- by 52-in. Tapestries are a product of Arras. Circle No. 516.



#### HAND-FINISHED WRITING SURFACES GRACE DESKS

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CIRCLES NOW OFFERED IN BRASS TUBING

Brass rails in 3-in. diameters combine with circular brass tubing to add decorative accents to interiors. A full range of fittings and accessories are available from Ship 'N Out to coordinate with this concept. Circle No. 496.





A budget-management report from United Way By operating like any other modern, well-run business enterprise, United Way succeeds in delivering the maximum in human services for the dollars that are collected.

Volunteers carefully review the budgets, operating patterns and track record of agencies asking to become part of the United Way organization.

These volunteers scrutinize the various functions performed by the agency, look at the kinds of people it helps, and evaluate its success in delivering its services.

They look ahead, five or ten years down the road, and plan for what the community will need as people grow older, single parent families increase-as things change.

But there are some decisions that can't be made strictly on a dollars-and-cents basis.

For example, what happens when a new service agency wants to become a United Way organization-especially when there may be two or more equally qualified organizations equally in need of United Way support? Who chooses? And on what basis?

The answer to this question is often complex. And sometimes it can be an agonizing decision to admit one agency instead of another, because the final choice means one agency gets the added help it needs and the other agency (and the people it serves) has to go without.

The people decide

But the bottom line is that volunteers do make the decisions after carefully weighing all the pros and cons. It's sometimes a hard process, but it's as fair as we know how to make it.

And these are *local* volunteers, deciding how local funds are distributed. The United Way philosophy is based on the belief that local volunteer groups are in the best position to judge their community needs, so they should make the financial decision.

Because volunteers work free of charge doing everything from collecting money to deciding how it will be used, administrative costs are kept low, and more can be spent on needed services.

And that's how United Way works so well. And why.



United Wau

Thanks to you it works. For all of us

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CONTRACT/May 1982

312



### When Paoli adds on, it adds up.

Paoli's added on: A new ultra-modern desk plant. And it adds up to an exciting new dimension – both in contemporary and traditional – to coordinate with Paoli's fine office chairs.

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Compare Paoli styling, quality, profitability with Kimball, Alma, Gunlock, Steelcase ... or any other "one-source" names... see how Paoli's full-line adds up to your best looking bottom line. Paoli Chair Co., Inc., P.O. Box 30, Paoli, IN 47454

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To solve today's problems, your problems, in accordance with the highest standards, most stringent requirements and cost-efficiency, Vernitron has the solution. Equipment that works with you, really works for you.

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# ...BECAUSE WHEN YOU SIT, YOU DON'T SIT STILL



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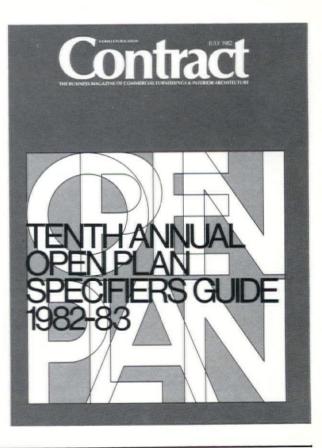
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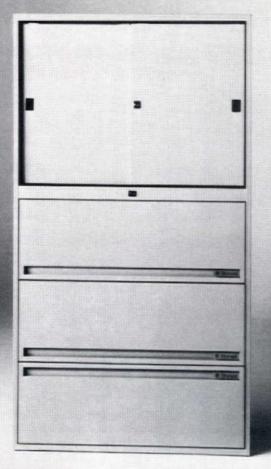
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Way Number One: zoos. Wonderful places, zoos. For people. For all of us to learn about animals from faraway places. For a glimpse of rare species that still exist only in zoos. But if the cougar and other wildlife could choose...

Well, there's Way Number Two: natural habitat. Enough of it to provide what all animals need to survive: food, water, cover and a place to raise their young. But does it have to be either/or?

In too many parts of the country we haven't yet found the right balance between our human needs and the animals' need for natural habitat. In too many places chainsaws and bulldozers are recklessly destroying habitat and with it the wildlife.

Solution? Wise conservation policies that can help protect habitats without stifling necessary development. Recently the National Wildlife Federation acquired a 2,765-acre tract in northern California's Shasta Valley—the Lava Lakes Wildlife Area and Nature Center. With its lakes, marshes, forests, sagebrush and grazing land, the new area provides habitat for 67 species of mammals, from shrews to mule deer, along with waterfowl, fish, reptiles, amphibians, and some 150 species of birds.

*That's* the way to conserve wildlife—natural habitat. Space in America must be allocated fairly. That way, the animals will survive and so will we.

Help save a place for wildlife. Write Department 401, National Wildlife Federation, 1412 16th Street, N.W., Washington, D.C. 20036.



Save A Place For Wildlife.



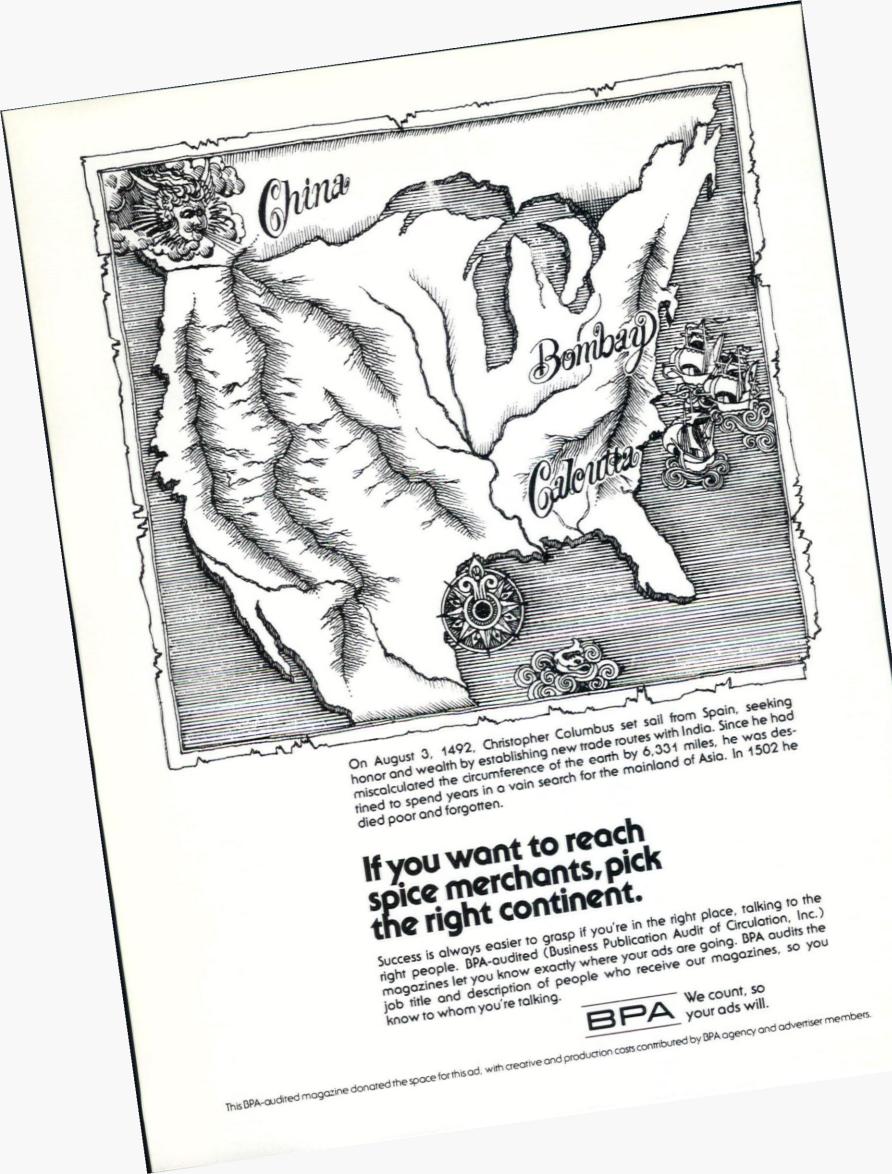
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**Gordon International** 



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#### PRODUCTS & SERVICES



#### HOSPITALITY SEATING TAKES ON COUNTRY STYLE

OGGO Corp., Fort Lauderdale, adds a new country look to its collections of hospitality seating pieces. Tyrol side chair is one of a group of introductions cut from solid beechwood in either natural or walnut finishes. Seat measures 1½-in. thick and is reinforced for long-term use. **Circle No. 489.** 



#### NEW SIGN, COPY COLORS STANDARD FOR SIGNAGE

Six new sign colors plus 14 copy colors are now standard on System 2/90 signage from Open Plan Accessories. Firm also offers a quick-change option which enables easy changing of inserts that interface with a wall-mounted rail. Suggested applications include airline flight signs and menu boards. Other options are executive finishes, such as silver, brass, pewter, and bronze; international symbols for use on 4-, 8-, and 12in.-high signs; and "insert only"—a modular system of wallor panel-mounted signs. **Circle No. 486.** 

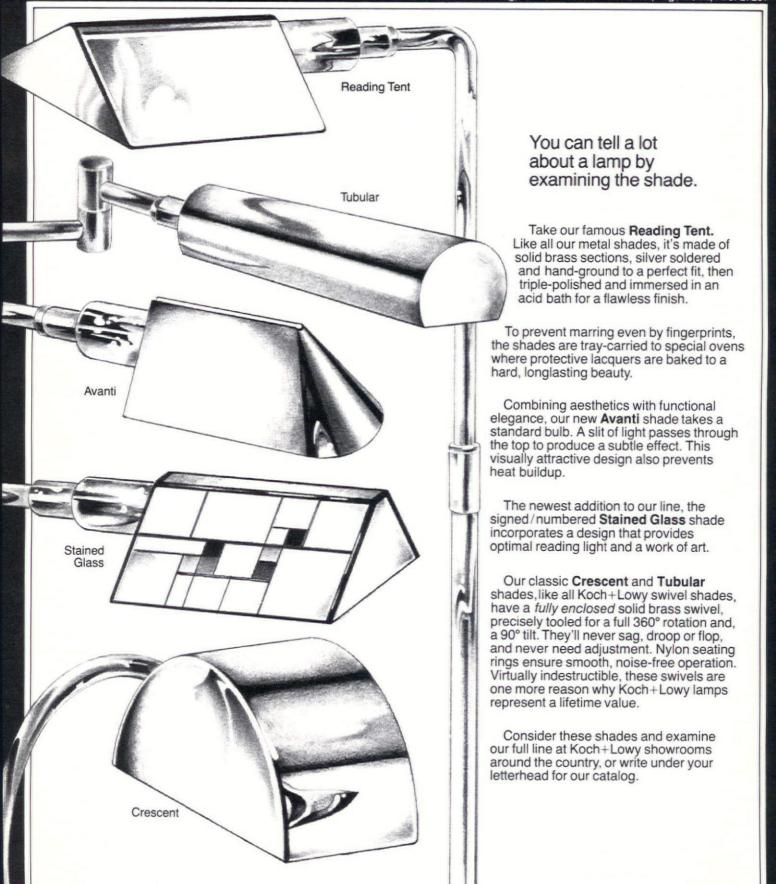
#### STEMWARE HOLDER IS USEFUL, DECORATIVE

Stemware holder from Sheerplas Inc. accommodates stemmed glasses and crystal in bar units, kitchens, cabinets, and wall systems. Holder can be produced in continuous lengths or cut to custom size. Colors and finishes include aluminum, black, brown, almond, white, and caramel. Product is 4-in. wide and 1-in. deep. **Circle No. 518**.

#### WHEN YOU SPECIFY LIGHT, CONSIDER THE SHADE.

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This year, because of their industry contributions and philanthropic leadership, the Design, Space Planning and Decorative Division of the U.J.A.-Federation, is honoring three distinguished leaders. They





are, Lloyd Bell of Lloyd Bell Associates, Angelo Donghia of Donghia Associates, and Robert Siegel of Gwathmy, Siegel & Associates. This outstanding social event, which will serve as our industry's fund raising effort on behalf of the U.J.A.-Fed-

eration campaign, will take place on Tuesday, June 8, 1982 at 6:00 p.m. during a smorgasbord cocktail party and dinner at the Hotel Pierre, Grand Ballroom. • Your presence will do honor to these distinguished leaders and to yourself.



Call Bernie Silverman, Chairman, or Mel Nadell and make your reservation today: (212) 980-1000

Design, Space Planning & Decorative Division UNITED JEWISH APPEAL — FEDERATION OF JEWISH PHILANTHROPIES 130 East 59th Street, New York, NY 10022 Circle 199 on reader service card



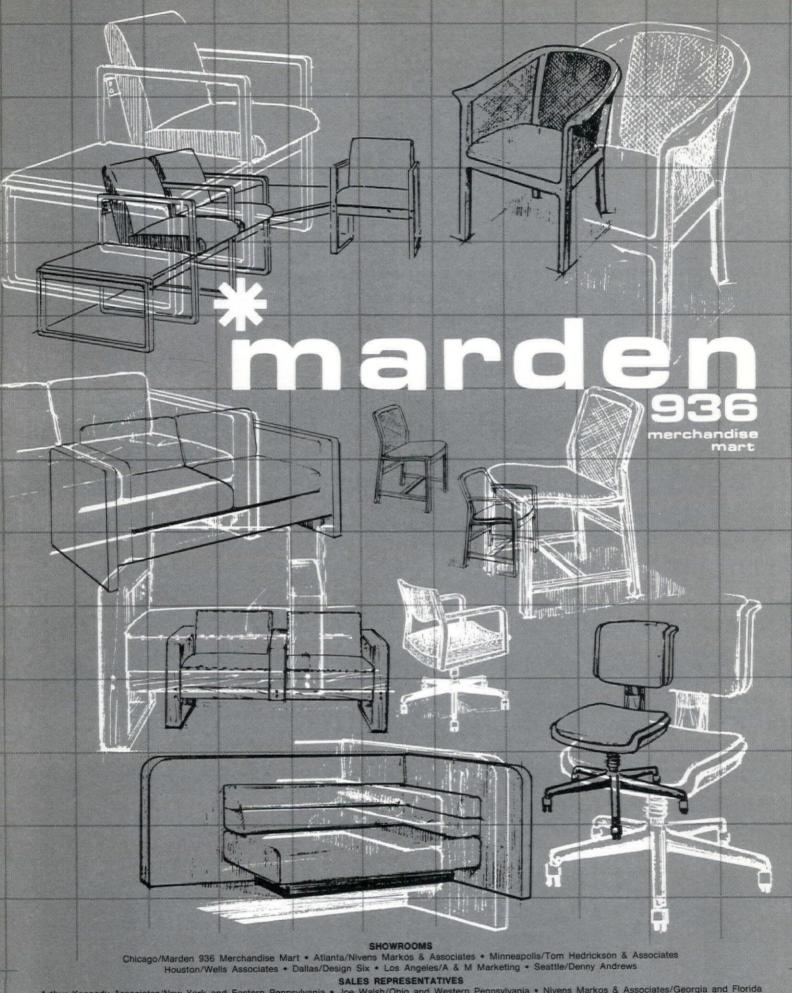
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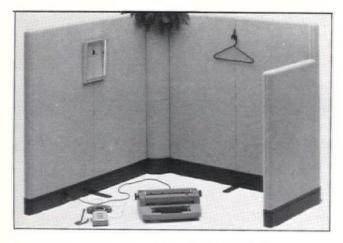
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#### NOISE REDUCTION, FIRE RATING KEY PANELS

Sound absorbing panels reduce reverberation levels caused by office machines and plant operations. Available with Dacron polyester or Verel modacrylic vinyl and fabric facing, they can also be used as tackboards and baffles. These Sound Reduction Corp. products carry a Class-A fire rating. **Circle No. 513.** 



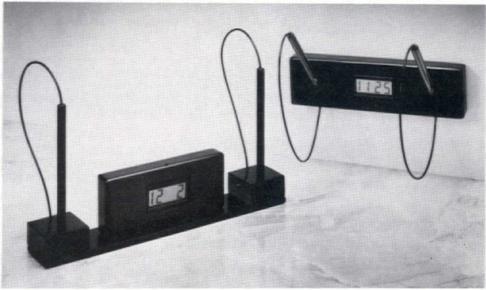
#### SOFA MADE OF HAND-CRAFTED RATTAN

Mayfair living/dining sets from Whitecraft are made from hard-carved rattan that is harvested and wrapped at firm's own Phillipine processing plant. Shown is sofa #3003 measuring 73½-in. wide by 32-in. deep by 36-in. high. **Circle No. 514.** 

#### NEW BERBER LINE CARRIES 10-YEAR WARRANTY

A collection of low-lustre, nubby-textured loop pile berber colorations are now offered by Customweave Carpets Inc. Berber-Tek carries a 10-year warranty and is constructed of 36-denier DuPont Antron XL nylon. Patchoque Plymouth's fiber lock-woven primary backing is bonded with waterresistant latex and reinforced with secondary backing for additional stability. **Circle No. 515.** 

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Designed in 1924 by Wilhelm Wagenfeld. An old drawing and an original lamp were available for this reproduction, enabling Tecnolumen to adhere exactly to the original dimensions and proportions. 50 copies of this lamp which appears frequently in the Bauhaus literature were manufactured around 1930 in Dresden, but, with slightly different dimensions. All metal parts are nickelplated as in the original. The glass tube was supplied by Schott & Co., who also made the tube for the first lamp. A metal tube within the glass tube accomodates the cord. All lamps are numbered consecutively and carry both the Tecnolumen and Bauhaus logos. 14" high. 7" diameter. 1-75W bulb.

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305 East 63 Street, New York, New York 10021 (212) 751-0575 Request Catalog GT with historical description of the lamps: cost \$200

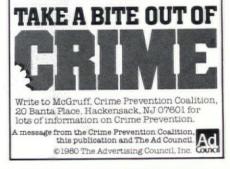


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touch with the cops—they can help you out. So now you're probably wondering (like a top cat businessman should), what's in it for you. That's easy. When your company works harder for your people, your people work harder for your company.

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A public service message of The Advertising Council and The U.S. Departments of Agriculture, Commerce, Labor and Treasury. Presented by this magazine.

SIGNATURE

STATE

# **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:

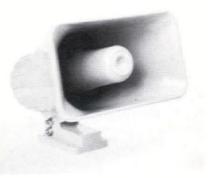
Invisible Protection. The Midex 55 protects your home using exactly the same technology that police radars use to catch speeding cars and trucks. When you are not at home, the Midex 55 generates a low energy radar field that detects anyone who moves in a designated area of your house. The protection 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.

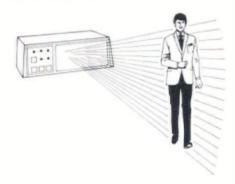




#### EXPANDABLE SYSTEM

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 10½" 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.

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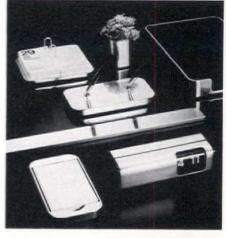


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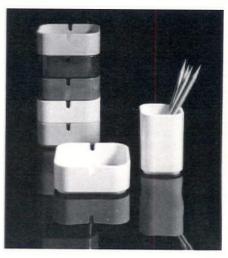


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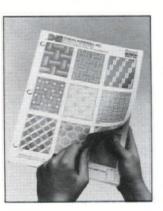


#### CATALOGS & BROCHURES

Maintenance and consumer questions are topics of two pamphlets from Bigelow. "Everything You've Always Wanted To Know About Carpet ... But Were Afraid To Ask" covers information from plush to tweed, and backing to sizing. Maintenance guide lists tips on vacuuming, cleaning, and stain removal. It provides a comprehensive look at everyday maintenance for commercial carpet. Circle No. 519.

A recent publication of Karastan thoroughly describes the firm's collection of Oriental design rugs. Series, styles, colors, names, origins, and manufacturing methods are explained in this booklet. Four-color photographs show carpets in various installations. Circle No. 520.

Catalog of Ultron nylon custom prints is now available from Durkan Enterprises Inc., producers of carpeting for hotel, motel, restaurant, and other commercial installations. More than 200 patterns are offered in the four-color publication. Patterns can be ordered in 61 colors. Custom coloring is also available. Ultron is a trademark of the Monsanto Co. Circle No. 521.



Humanscale 4/5/6 and 7/8/9 is a portfolio of information on the sizes of people, seating considerations, and requirements for the elderly and handicapped. Series serves as a reference tool for architects, engineers, industrial designers, planners, interior and furniture designers. Presentation allows user to dial rotary information selectors to determine various dimensions and needs. Set is from Massachusetts Institute of Technology, written by Niels Diffrient, Alvin Tilley, and David Harmon, with design by Henry Dreyfuss Associates. Circle No. 522.

Four-color brochure from Modernfold shows installation and use of portable panel systems. Materials, construction, assembly, windows, accessories, and components are discussed in text. Floor-to-ceiling portable "walls" allow flexibility as illustrated in publication. Circle No. 523.

Commercial applications in restaurants, hotels, museums, corporations, and other public spaces are shown in contract carpet system booklet from Milliken. Varied colors and patterns are illustrated from many product collections. Circle No. 524.

A Resource Directory and Specification Guide for Wool Carpeting is now available from The Wool Bureau Inc. A complete package provides installation photographs, architect's comments, and an article discussing use of felted yarn in the carpet industry. Circle No. 525.

Milton Glaser, graphic artist, designed the cover for Charvoz-Carsen Corp. '82 catalog. Design was completed with Charvoz Maimeria colors. This publication contains introductions of products by the firm. Cost is \$2 per catalog. Circle No. 526.

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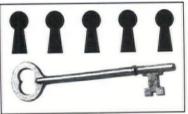
Manufacturing Locations: Americus, Georgia/Denver, Pennsylvania/Mt. Vernon, Texas/McGregor, Texas/Riverside, California/Warsaw, Indiana/Newton, Kansas/ Tomah, Wisconsin/Wilkes-Barre, Pennsylvania

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MAKING THE TOUGH DECISIONS



A budget-management report from United Way By operating like any other modern, well-run business enterprise, United Way succeeds in delivering the maximum in human services for the dollars that are collected.

Volunteers carefully review the budgets, operating patterns and track record of agencies asking to become part of the United Way organization.

These volunteers scrutinize the various functions performed by the agency, look at the kinds of people it helps, and evaluate its success in delivering its services.

They look ahead, five or ten years down the road, and plan for what the community will need as people grow older, single parent families increase—as things change.

But there are some decisions that can't be made strictly on a dollars-and-cents basis.

For example, what happens when a new service agency wants to become a United Way organization — especially when there may be two or more equally qualified organizations equally in need of United Way support? Who chooses? And on what basis?

The answer to this question is often complex.

And sometimes it can be an agonizing decision to admit one agency instead of another, because the final choice means one agency gets the added help it needs and the other agency (and the people it serves) has to go without.

The people decide

But the bottom line is that volunteers do make the decisions after carefully weighing all the pros and cons. It's sometimes a hard process, but it's as fair as we know how to make it.

And these are *local* volunteers, deciding how local funds are distributed. The United Way philosophy is based on the belief that local volunteer groups are in the best position to judge their community needs, so they should make the financial decision.

Because volunteers work free of charge doing everything from collecting money to deciding how it will be used, administrative costs are kept low,

and more can be spent on needed services. And that's how United Way works so well. And why.

A Public Service of This Magazine & The Advertising Council



United Way Thanks to you, it works, for all of us

CONTRACT/May 1982

UNITED WAY OF AMERICA CAMPAIGN BUSINESS PRESS AD NO. UW 3201-80-4%" x 10" (1110 Screen) BP-80





# Now there's one source for the optimum in acoustical privacy.

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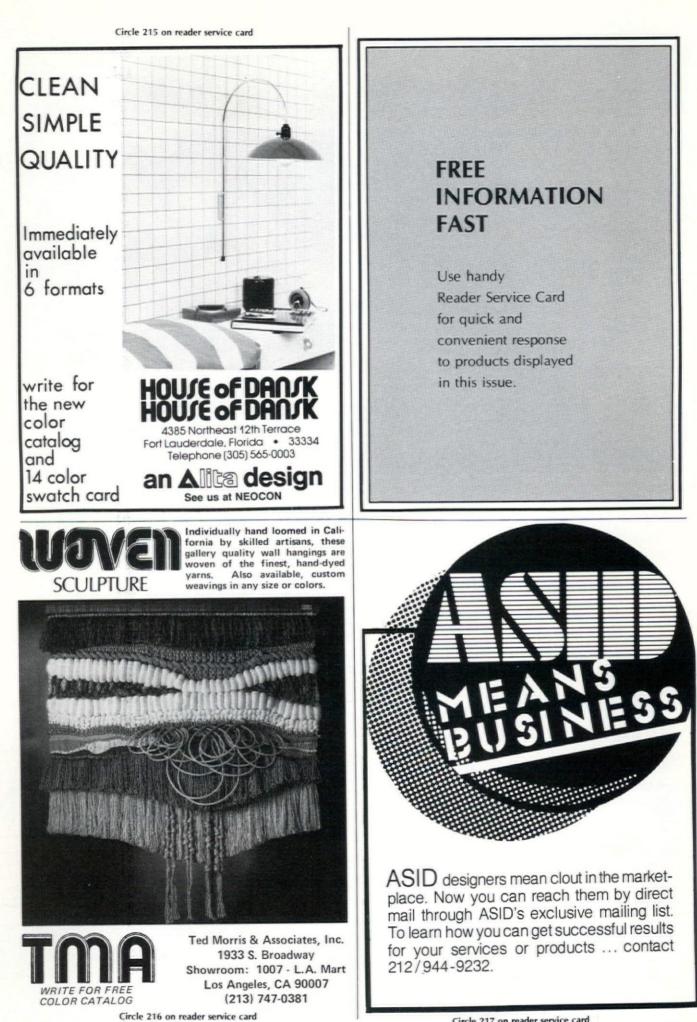
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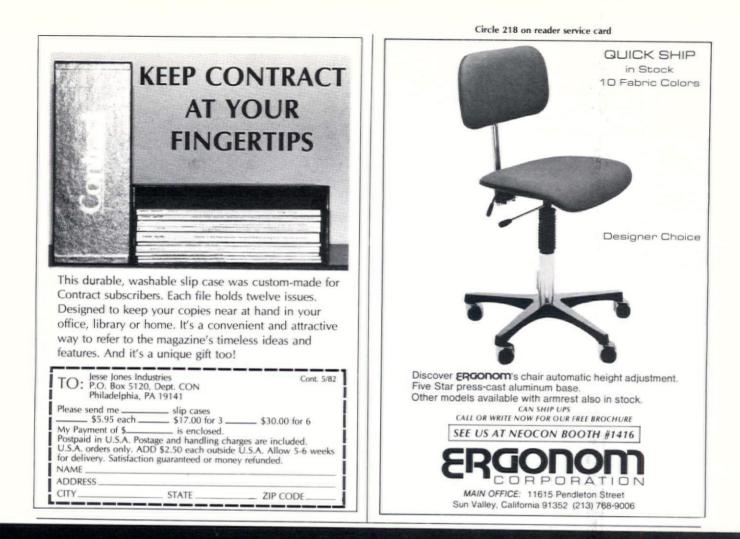
nearest you write or call: Insul-Art Acoustics Corporation, PO Box 670, Township Line Road, Belle Mead, NJ 08502, (201) 359-3776.

Scamp<sup>®</sup> is a registered trademark of Control Electronics Inc. Insul-Art<sup>®</sup> is a registered trademark of Insul-Art Acoustics Corporation. Control Electronics Inc. & Insul-Art Acoustics Corporation are Atrium Industries Inc. companies.



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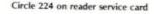
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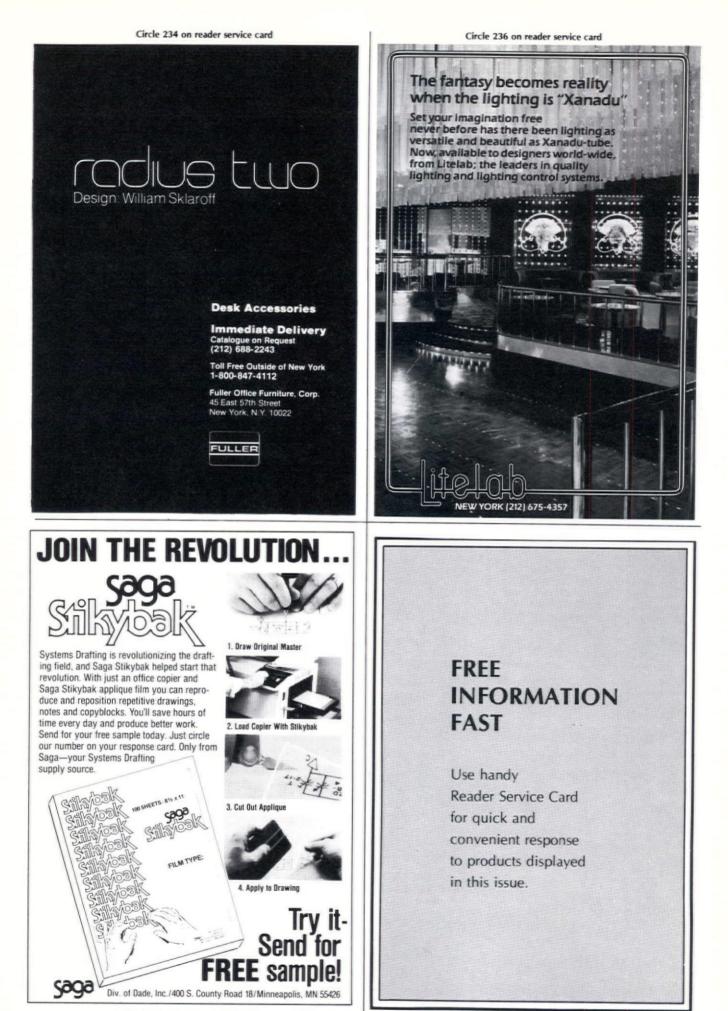
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