A Gralla Publication

JUNE 1982

# Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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## Licensing pacts boost contract exports/imports

- Unexpected sources finance new state projects
- Carpet dyeing methods affect look and wear
- NEOCON 14, Intl. Carpet Market, BIFMA updates

EXECUTIVE BUYER EDITION

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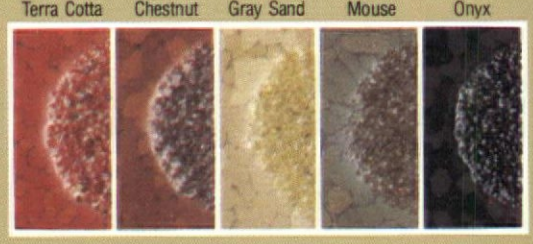


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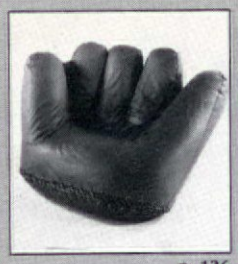

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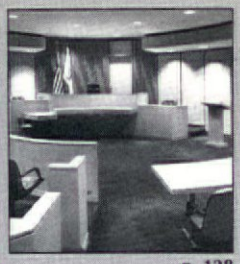

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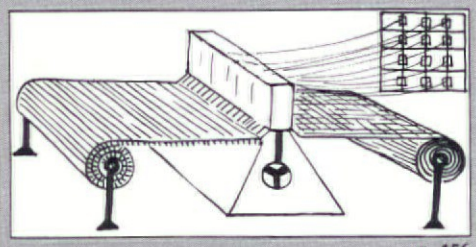

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VOL. 24 NO. 16 June 1982

# Contract

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**COVER**—*A shipping symbol and international flags signal CONTRACT's coverage of the burgeoning import/export market in graphic design by George Koizumi.*

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# Contract

Vol. 24 No. 6

**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.

**August:** Remodeling and ancillary construction services are featured in this Executive Buyer Edition. Newest remodeling installations, along with services delivered by interior construction firms, will be reviewed. Newly updated directory of quick-ship products and manufacturers. Articles on construction management, woodworking, acoustical consultants, and real estate present a total look at the commercial buildings market. Plus product reviews of ceiling systems and Sales Help Wanted Section.

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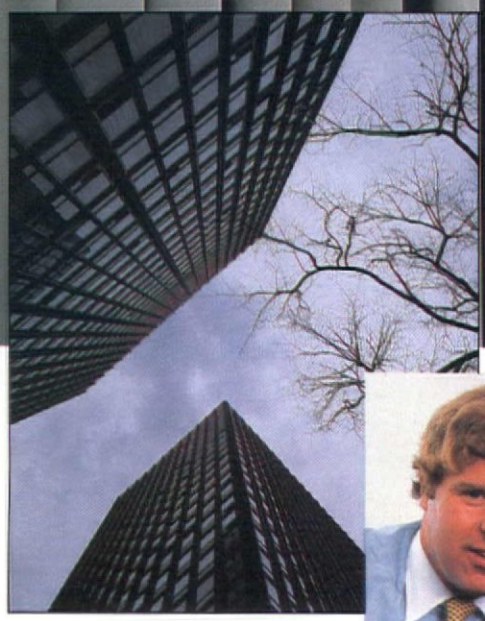

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*Member, Architectural Committee for the Restoration Program of 860-880 Lake Shore Drive Building.

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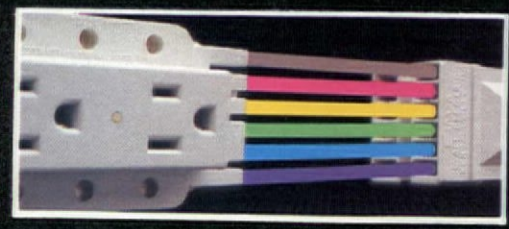

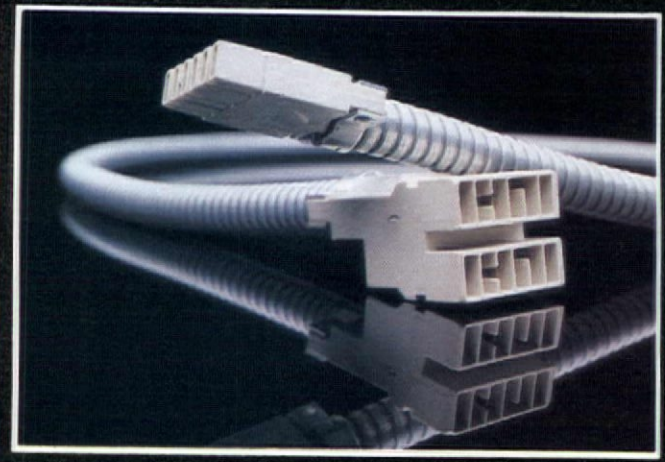

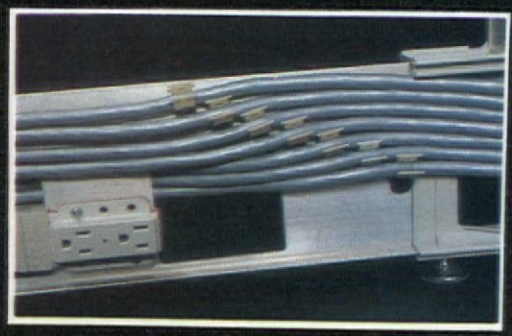

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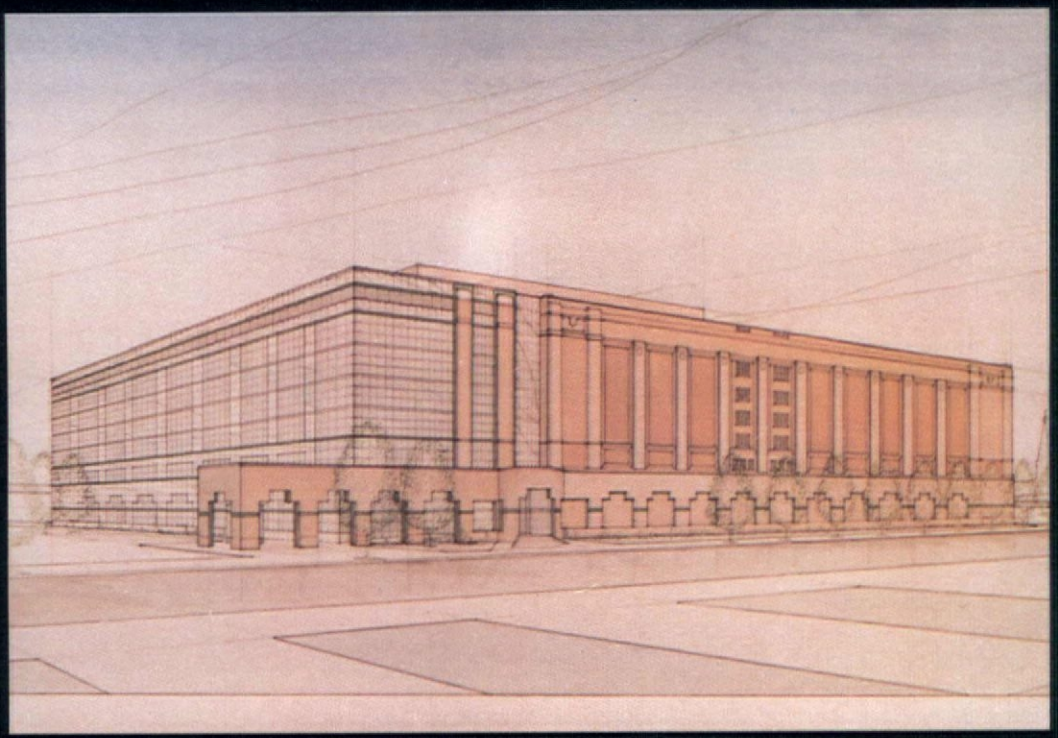

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# LETTERS

## Hospitality issue gets warm welcome

**Dear Editor:** Just a note to tell you how very pleased I was to receive and read CONTRACT's April issue. This month's content is so impressive it requires tangible acknowledgement.

**EDITH SIROTO**
Public Relations
New York

## Designing for the end user

**Dear Editor:** After spending a good deal of time in healthcare facilities over the past few years as both a patient and interior designer, I feel an obligation to speak out against poor planning in healthcare institutions. My main concern is that designers stop being trendy and start creating healthcare environments that people can relate to, not environments only specifiers can understand.

According to Predicasts Inc., healthcare facilities expenditures are expected to double by 1995. In addition, the anticipated rapid increase in the over 65 population segment—a group requiring a vast amount of such services—should force the design community to redefine its focus. Our design concept should begin with an understanding of the unique needs of these individuals when confined to hospitals and medical facilities.

It appears that in many healthcare installations, the designer has not considered the psychological anxiety one feels when staying or even visiting. Perhaps examination of these factors, either by the designer himself or with the help of an independent consultant, would alter the approach our industry takes toward healthcare design.

**LESLIE YEARY, ASID**
Vice President, Design
Innerspace
Overland Park, KS

## Crediting project sources

**Dear Editor:** The J. Walter Thompson installation featured on p. 88 of your March issue and depicted on the cover failed to give credit to John Mini, Indoor Landscapes Ltd. for interior plantscaping in the Park Avenue Atrium, Olympia & York Building, New York. John Mini was responsible for the installation and currently maintains the plants in this 23-story atrium.

Thank you for attention to this matter.

**MARIE ANTONELLI**
John Mini, Indoor Landscapes Ltd.
City Island, NY

**Dear Editor:** CONTRACT'S March issue article on J. Walter Thompson (p. 88) was beautifully illustrated. Unfortunately, it did not mention Sylvan R. Shemitz & Assoc., lighting designers for the entire project.

We are particularly pleased with our development of hang-on lighting for movable high walls. Our collaboration with Chuck Whidden of GHK was, as you can see from the results, most successful.

Thank you for correcting this oversight.

**SYLVAN R. SHEMITZ**
President
Sylvan R. Shemitz & Assoc.
West Haven, CT

## Product info is of special interest

**Dear Editor:** We've enjoyed and gained a great deal from CONTRACT for many years—probably almost as long as it has been published. Although I wrote to you some years ago, it's about time I reiterated what a fine job your staff does.

Most helpful are CONTRACT's direct reply cards which help us to keep up to date with products and designs you introduce.

Thanks again for the fine contribution you continue to make to our industry.

**E.B. DENNIS, III**
Principal
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Circle 50

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

It can mean more productive, more energy-efficient commercial environments.

Let Mohawk show you how.

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

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

Contact your local Mohawk representative today and talk to the experts. Get the facts on Mohawk LRF rated carpet.

You'll see just how bright the future can be.

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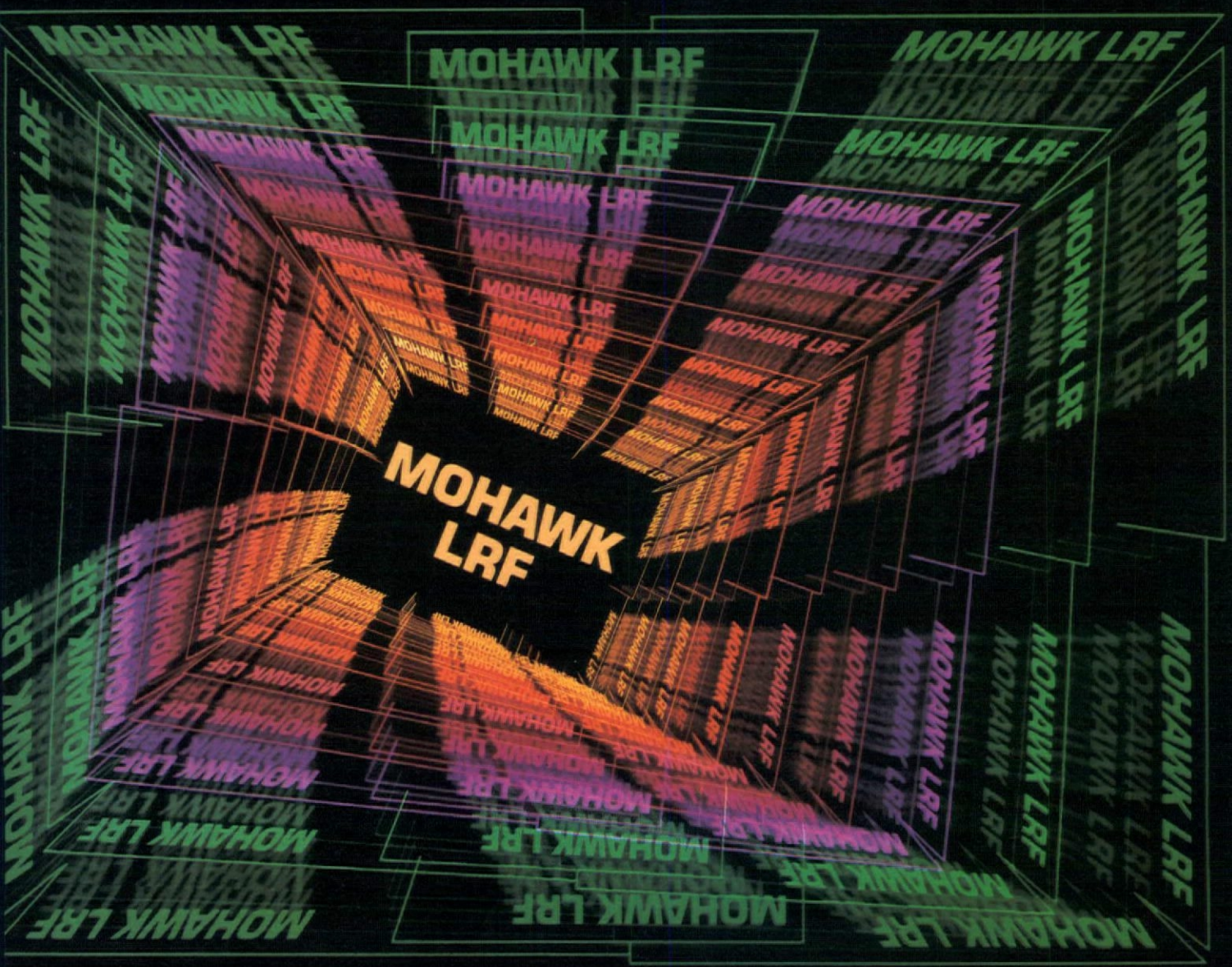

# Changing the nature of space management.

*"Today, as we construct a new info-sphere for a Third Wave civilization, we are imparting to the 'dead' environment around us not life, but intelligence."*
Alvin Toffler
*— The Third Wave*

Your success as a manager in today's information-intensive Third Wave environment depends upon how quickly you and your organization respond to changes in the marketplace, in technology and in organization structure. Information flow is key to your fast response and improved productivity.

Rosemount's Private Spaces® system offers you a uniquely flexible space management system with self-contained power and communications raceways that change with each panel adjustment. A separate power raceway in the top of the panel has directional connections to prevent wiring errors when powering panels from multiple sources. A communications raceway in the panel base can hold up to fourteen 25-pair phone cables or intercom, word processing and data cables.

There are no restrictions on panel placement. You can rearrange task group clusters or departments in any way you choose—and power and communications move with the change. The system is so simple, your own personnel can rearrange panels without dismantling panels or calling in specialized outside technicians.

For more information about Rosemount's Private Spaces systems and a free copy of our brochure, "The changing nature of management", write or call us today.

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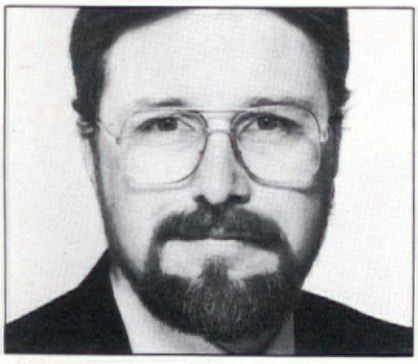
# Exhibitors from 23 countries to display floorcovering lines at International Carpet & Rug Market, July 17-21

**Atlanta**—Carpets from 23 countries will be displayed at the International Carpet & Rug Market (ICRM) here, July 17-21. The third annual event encompasses foreign dealers, show exhibitors, and permanent showroom tenants representing all aspects of carpet industry.

Sponsored by the Carpet & Rug Institute and co-sponsored by the Atlanta Merchandise Mart, ICRM has strengthened its international ties through an alliance with the Heimtex Messe, the oldest and largest world carpet and rug market, held each January in Frankfurt, Germany. As part of the promotion, both fairs are exchanging exhibits, ideas, and information on the world carpet marketplace.

ICRM is aimed at increasing exports from the U.S. to other areas of the world by attracting international buyers. Business hours at the market are 8 a.m. to 6 p.m. with more than 400,000 sq. ft. of exhibit space devoted to the show.

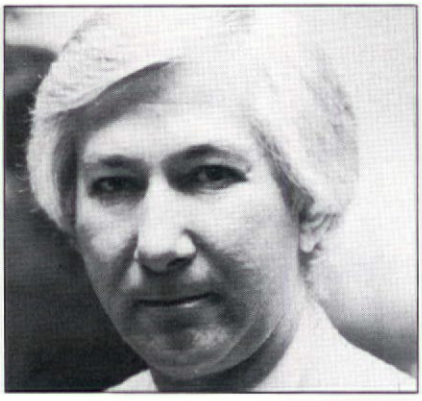
Seven floorcovering manufacturers will open permanent showrooms in Atlanta at the market. Those include: Image, Cavalier, Elias Wilf, Burtco, Tapisift of France, Midway, and Orion. Expansions of permanent space include: Allied, Blacknall, Armstrong World, and



*Chas Sydney is manager of the 1982 International Carpet & Rug Market, general information contact in Atlanta.*

Benchmark. Nearly 200 firms are represented in permanent showrooms on floors three, four, five, and six of the mart.

Events and seminars scheduled are Monsanto's "The Consumer: A Profile of Today's Potential Carpet Purchaser," and several programs by the Retail Floorcoverings Institute. Monday, July 19, marks the grand market party "Y'all Come" at the atrium space in the Apparel Mart, directly across from the Atlanta Merchandise Mart.



*President of World Carpet Joe Maffett serves as chairman of the Atlanta show.*

Those wishing to attend the 1982 World's Fair in Knoxville, Tenn., are offered a one-day tour from Atlanta to the fair. A three-hour tour of Atlanta for shopping and sightseeing is another option. Registration materials for both tours will be available at ICRM.

The market event is supported by the U.S. Department of Commerce, the State of Georgia, and the Georgia Ports Authority. Eastern Airlines offers a 30 percent discount on flights to the market. For information call: 1-800-327-1295. Hotel discount information is available by calling: 1-800-241-6406 (except Georgia), or 1-800-282-0456 (in Georgia).

For general ICRM information contact: Chas Sydney, Atlanta Merchandise Mart, 240 Peachtree Street, Atlanta, Ga. 30043; 404-658-5630.

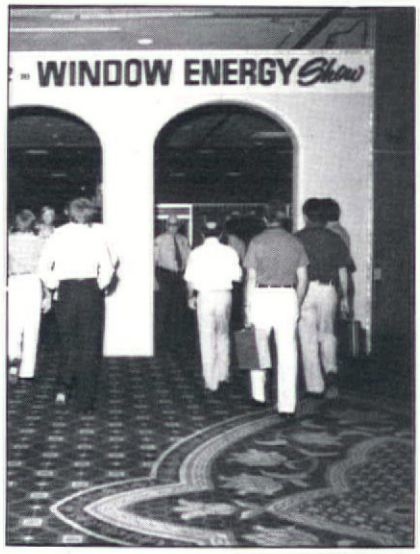
# Window Energy Show concentrates on energy-efficient products

**Las Vegas**—Energy-efficient shades, blinds, films, shutters, fabrics, drapery, and hardware will be shown August 9-11 at the Window Energy Show, Convention Center. Approximately 300 manufacturers will display wares to an estimated crowd of 4,000.

Sessions on technology, success, new products, and sales techniques are scheduled for the three-day event. "New Technology" will cover developments in the window energy industry, with updates on standards, testing, and materials. "Success '82" features dealers with proven effective strategies in the marketplace.

Demonstrations highlight new product introductions with question/answer periods for discussion of items developed in the past year. Sales, installation, and maintenance will be handled in workshop format on the final day of the convention.

Guaranteed room rates are available at the MGM Grand Hotel here by calling 1-800-634-3434 for information and reservations.




*Crowds enter gateway to the 1981 Window Energy Show to view latest product lines.*

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DuPont makes fibers, not carpets.

# Beautiful today. Beautiful tomorrow.

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

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

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

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

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

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

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

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DU PONT

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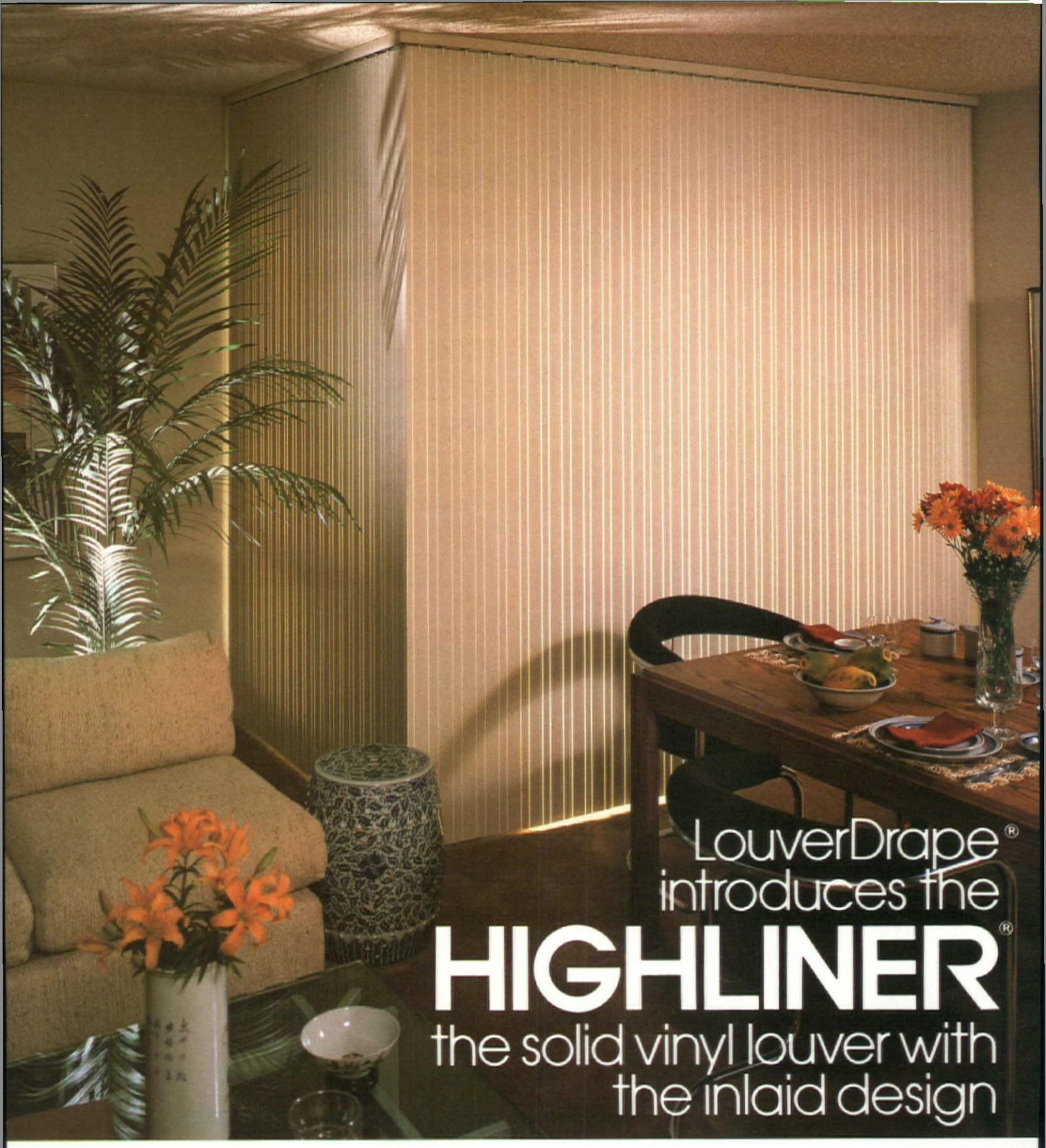

# LouverDrape® introduces the HIGHLINER®

## the solid vinyl louver with the inlaid design

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

The HighLiner® Solid Vinyl louvers retain the energy efficient advantages of regular LouverDrape® Solid Vinyl louvers. They minimize heat transfer both summer and winter and because they're vertical, they collect no more dust than a wall.

For more information and the name of your nearest LouverDrape® distributor, write for our free 36 page, full color "Vertical Imagination" brochure.

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***Terminal Sharing Device***

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

## IOP-2 Pass-Thru™

The IOP-2 Pass-Thru™ with turntable work surface provides terminal sharing capabilities while retaining overhead storage and user privacy.

IOP-2 is finished in select, architectural grade, rift cut white oak, quartered Sapele mahogany, or other fine veneers, as well as in JG's Koko or Firescreen fabric collections. Complete wire management is available, including a spacious UL listed raceway system with three-circuit electrical distribution. For more information, request the IOP-2 brochure and White Paper on Terminal Sharing Devices.

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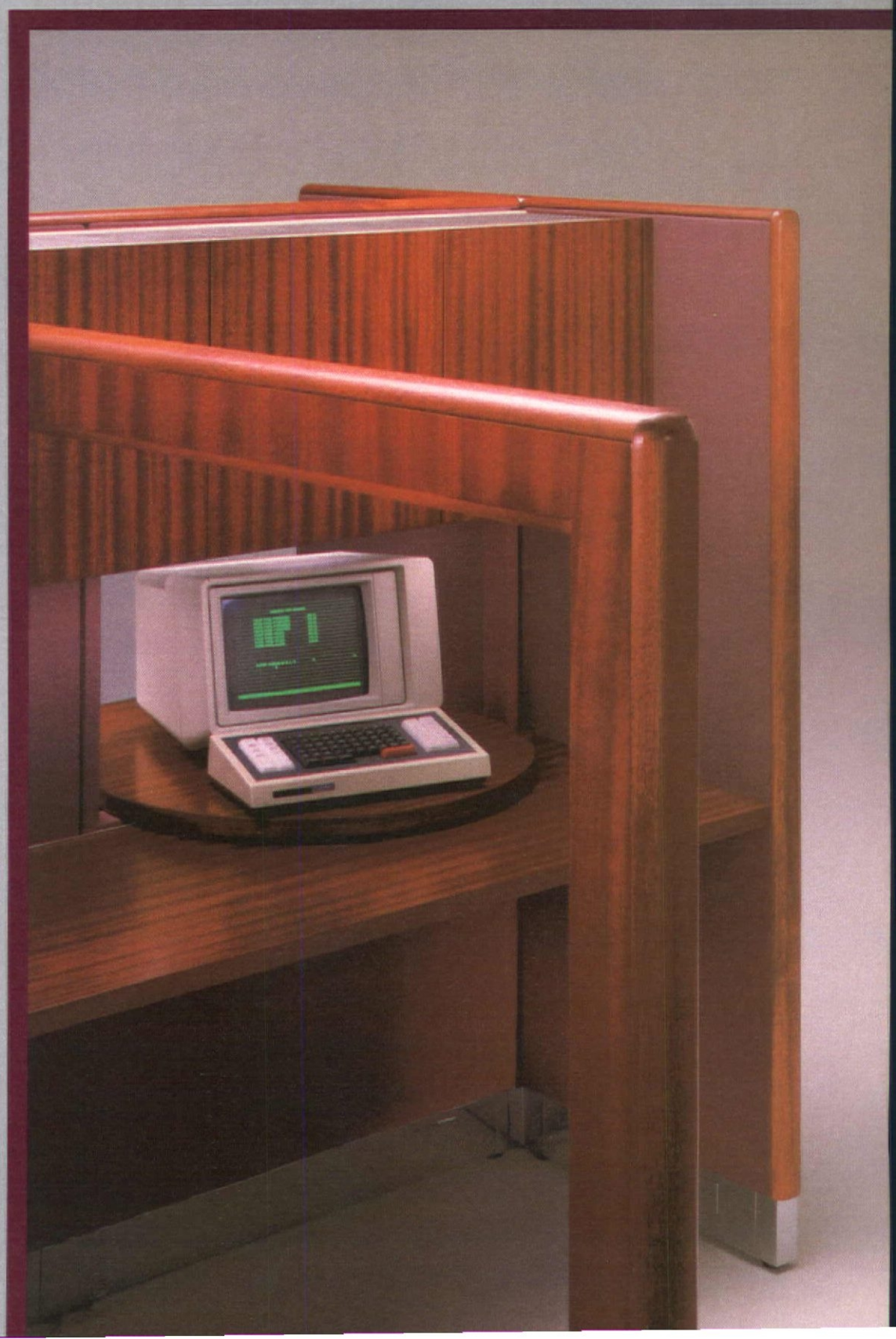


## Showrooms leased at D.C. mart

**Washington, D.C.**—More than 100 design resources are now represented by signed leases for permanent space in the Design Center here. Scheduled for completion before the end of 1982, the project was topped out in May.

Interior work continues on time as eight floors and a concourse level are prepared for tenants. Located at 4th and D Streets, S.W., the mart will consist of 420,000 sq. ft. of space and more than 200 separate showrooms. Approximately 30 percent of the product lines shown will be contract-oriented.

Tenants leasing space include: ArcCom, AI, Brayton International, Brown Jordan, Brunschwig and Fils, California Drop Cloth, California Asia, Casa Bella, David and Dash, DesignTex, Donghia Associates, Edward Fields, Gregson Furniture, and S.M. Hexter. Plus: Hunter Douglas, Interface, Kittinger, Krueger, Jack Lenor Larsen, Maharam, Marden Manufacturing, and Nanik.

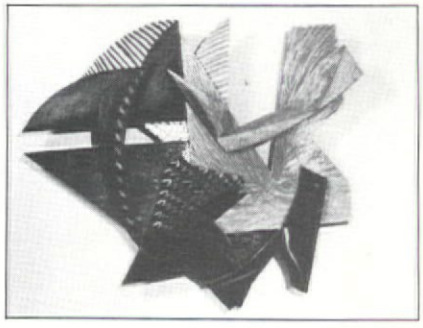
Also leasing space are: Pace Collection, Pacific Condi, Romweber, Ben Rose, Rudd International, Scalamandre Silks, Scott Carpet, Shelby Williams, Stendig International, and Terra Furniture.

Thomas V. King, general manager of the Merchandise Mart, Chicago, is president of the new D.C. mart. Lease contact is: Thomas Lyman, vice president and project coordinator, The Design Center, 4th and D Streets, S.W., Washington, D.C. 20026; 202-554-5054. Showroom space is still available, according to the management.

## Margaret Heuges wins $3,000 first prize in Selkowitz contest

**New York**—Margaret Heuges, Philadelphia, has been selected from more than 500 entrants as winner of the $3,000 first prize in The Second Annual Judith Selkowitz Fine Arts Award Competition. Her winning entry is "Hell's Gate," a three-dimensional wall relief in oil on wood.

Judges for the competition were Paul Goldberger, *The New York Times;* Donald Marron, chief executive officer, Paine-Webber; Paul Cummings, drawings curator, Whitney Museum of American Art; architect Michael Graves; and artist Nancy Graves. Goldberger says, "The award is not just an abstract certificate to be framed and put on the wall. What artists need is to have their work seen. Winning an award like this is how careers are made—that's its most important aspect."



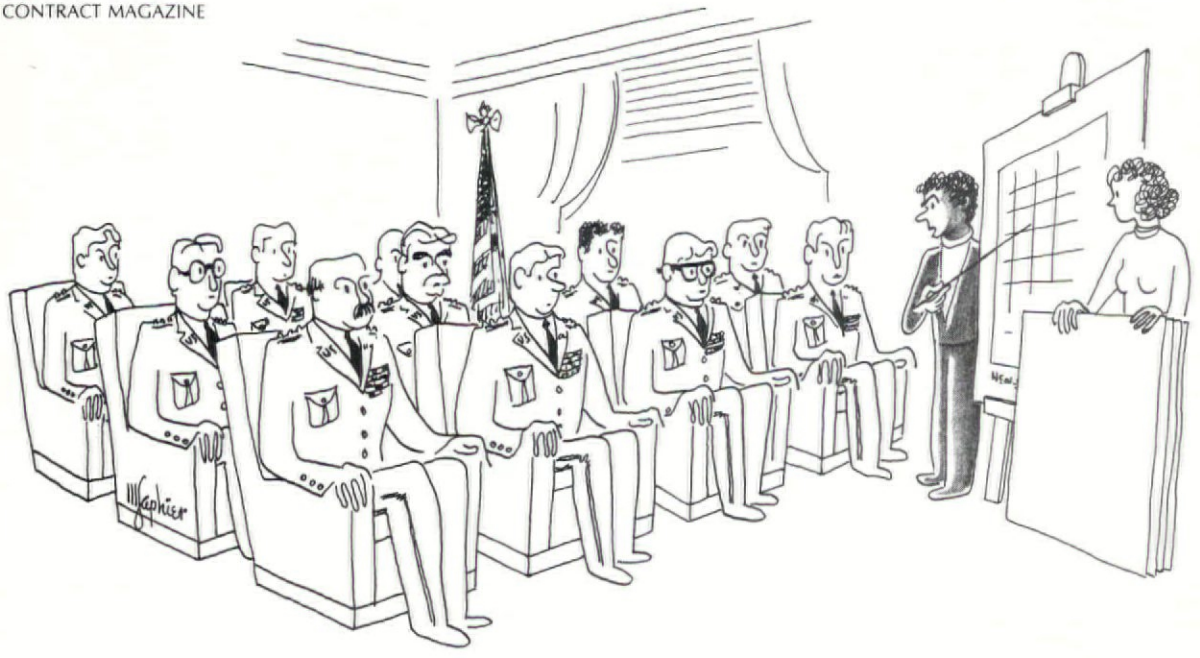
*Heuges' three-dimensional wall relief was singled out among 500 entrants.*

Heuges is director of undergraduate admissions, The Tyler School of Art, and has exhibited at many national shows. The award she received is aimed at discovering new artistic talent. Judith Selkowitz Fine Arts Inc. is a corporate art consulting firm.

## designed for laughter®

**by Michael Saphier**

FOR CONTRACT MAGAZINE



***"We assumed that, in the new building, you would probably want all workstation furniture and furnishings to be more or less standardized."***

**TORNO** . . . a new table now joins Fixtures contract furniture portfolio. Its strong design and fine detailing compliment Fixtures' discovery office seating system, yet TORNO, with many shapes and sizes, fits in any setting.

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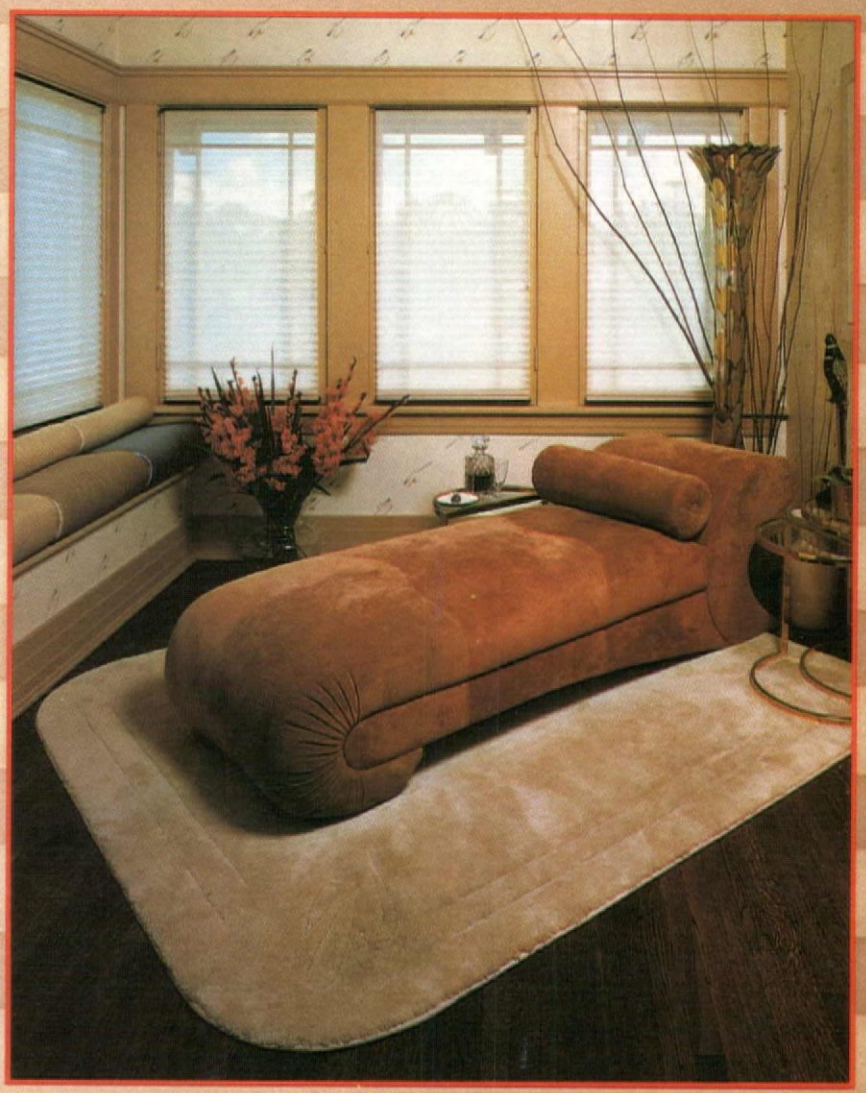

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Softlight's crisply pleated, woven polyester fabrics are perfect for virtually every application. They range from softly transparent to completely opaque . . . from versatile neutrals to the good earth tones. Use them singly or in combination with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

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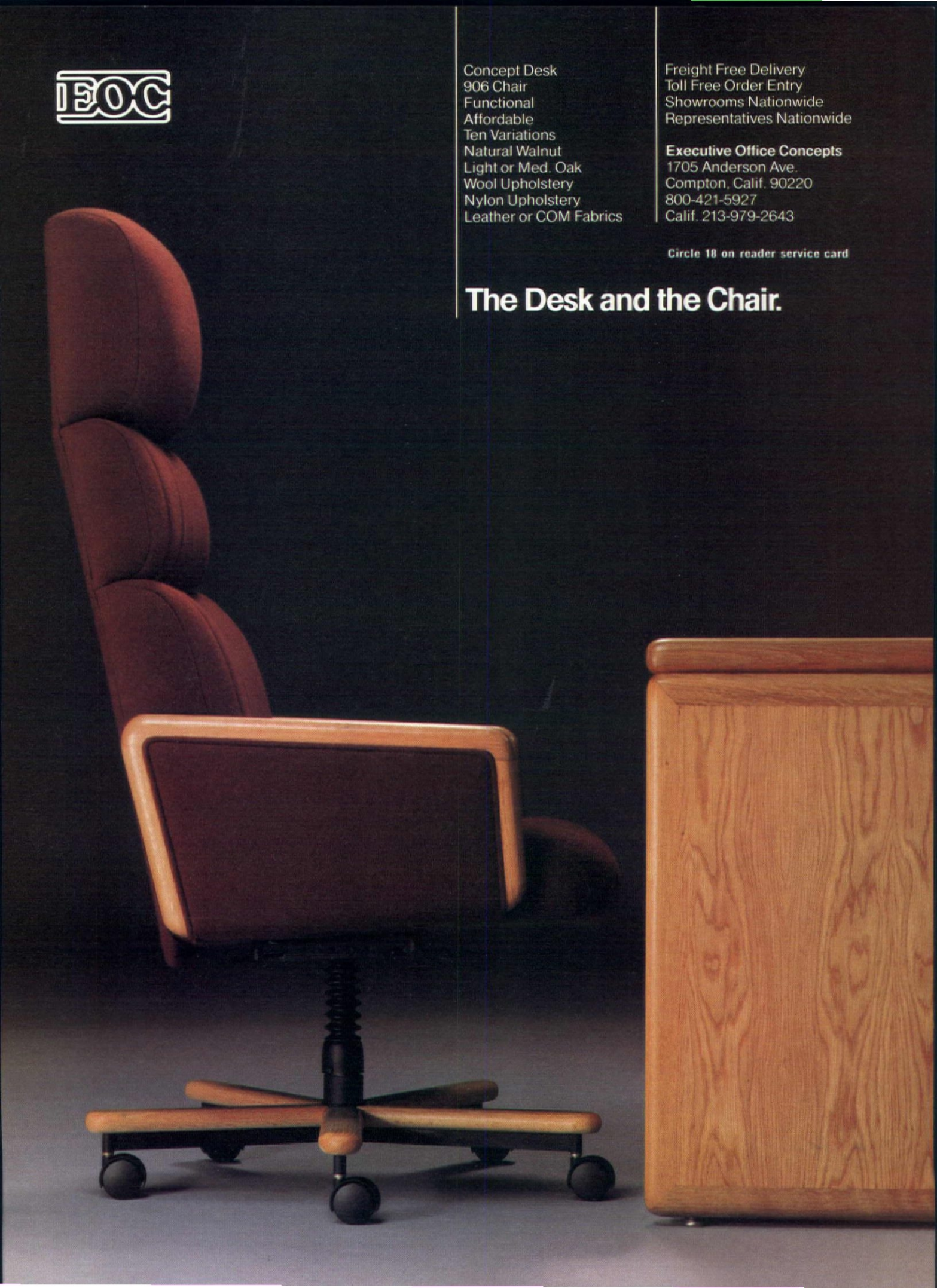
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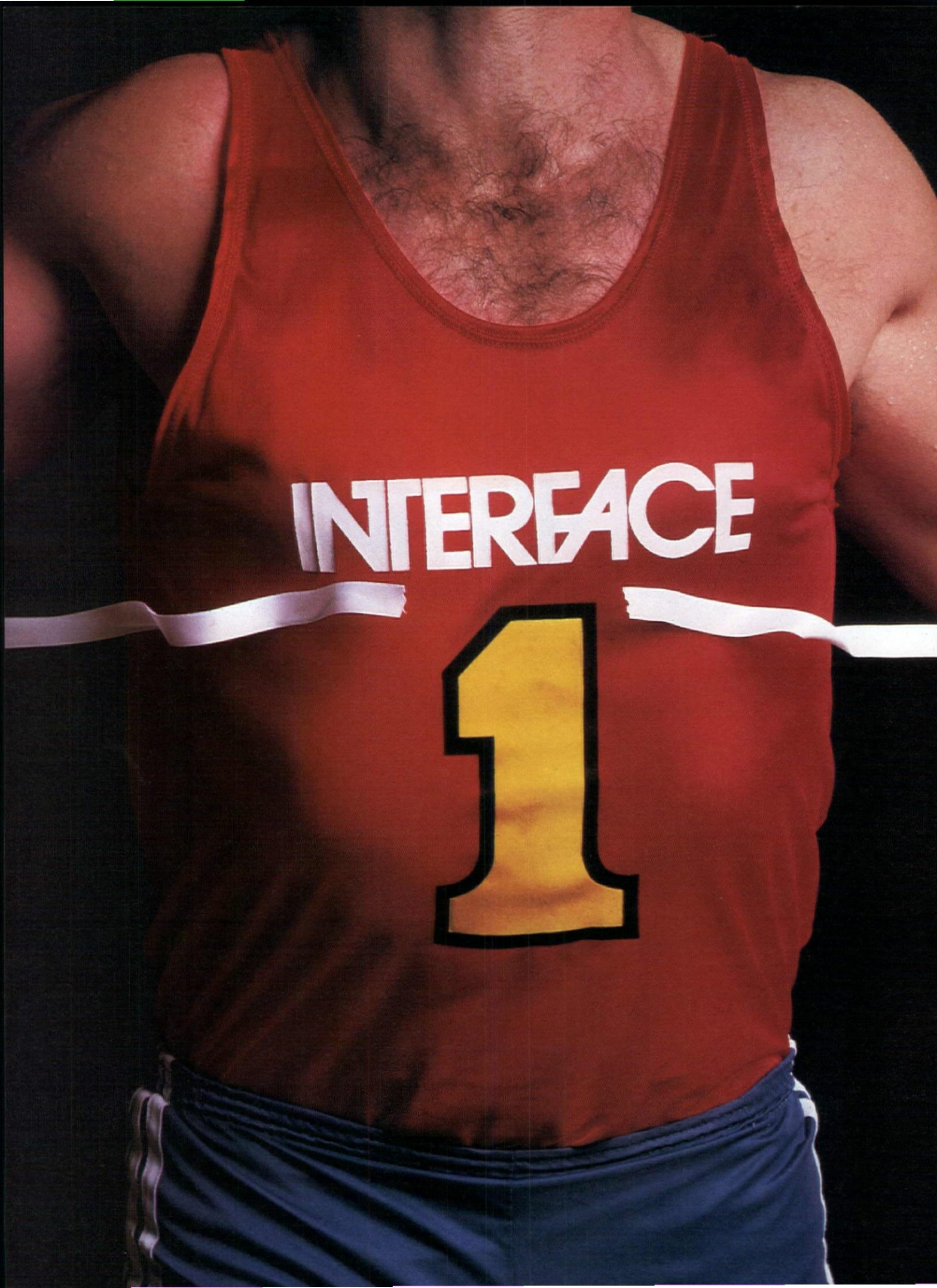
INTERFACE
1

# 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.

## WE'RE WORKING ON NEW DESIGN IDEAS WHILE OTHERS ARE TRYING TO SOLVE OLD PERFORMANCE PROBLEMS.

## INTERFACE. WE MAKE OTHER CARPET TILES OBSOLETE.

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.

## MORE THAN A CARPET TILE SOURCE. THE ABSOLUTE RESOURCE.

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 1503, LaGrange, GA 30241 or telephone (404) 882-1891. INTERFACE®

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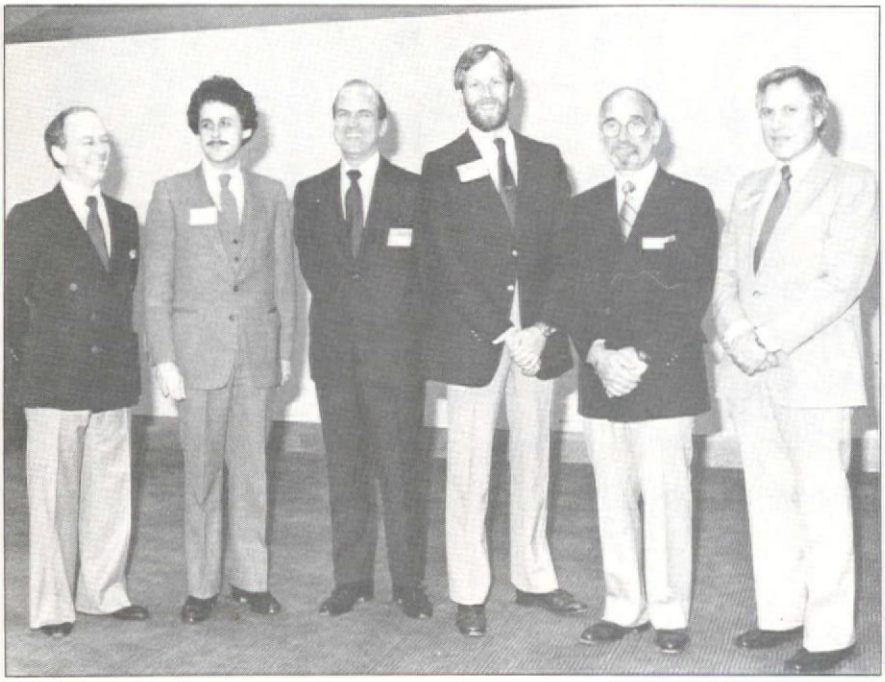
## 18,000 at WestWeek; 13 nations represented

**Los Angeles**—Attendance of 18,000, representing 13 countries and 36 states, caused "standing room only" crowds in most seminar programs at WestWeek at the Pacific Design Center here.

Regarded as highly successful by those attending, the three-day event consisted of professional programs, showroom visits, and social functions for the design community.



*Participants in a WestWeek IBD seminar included (from left): James Goodwin, Pacific Design Center; Eugene M. Daniels, IBD, Sherman Emery, editor,* Interior Design; *David F. Cooke, FIBD; Murray Feldman, PDC executive director; Len Corlin, editor/co-publisher, CONTRACT.*

## IBD/CONTRACT awards competition deadline set September 6

**New York**—Entry deadline for the 1982 Institute of Business Designers/CONTRACT Product Design Competition is September 6, with judging to take place September 8.

Products in 28 categories will be eligible for recognition. Manufacturers of contract furnishings are invited to submit items introduced within the past year. Each category will be judged for gold and silver medallions as well as honorable mention prizes. Grand prize winner of "Best in Overall competition" will be featured on the cover of November 1982 CONTRACT. Other winners will also be recognized in print.

Entry kits are available from Product Design Competition, IBD, Space 1155, The Merchandise Mart, Chicago, IL. 60654; 312-467-1950.

Awards will be presented on Friday evening, October 15, during Designer's Saturday here at a location to be announced.

## First User Congress slated for trade fair in Cologne, Germany

**Cologne, Germany**—October 25-26 marks the first congress of the User Association of German Information Processors to be held during Orgatechnik international trade fair scheduled for October 26-31.

"From the User—For the User" represents the theme of the congress, which will discuss practical solutions to users' problems. A supplementary software program is also planned. More than 2,000 members form the User Association, the oldest and largest such group in the Federal Republic of Germany. Orgatechnik will be held at the U.S. Pavilion here.

## Co-chairmen named for NOPA convention

**Alexandria, Va.**—Three co-chairmen for NOPA's 1982 Chicago convention are Harold Bragg, James Fellowes, and William Walter, according to general convention chairman William I. Thompson. The trio will assist Thompson in planning the October 6-10 event at McCormick Place and the Hyatt Regency Hotel, Chicago.

Thompson is president and chief executive officer of Boorum & Pease Co., Elizabeth, N.J. Bragg, president of HON Co., div. HON Industries, Muscatine, Ia., will serve as chairman of the furniture committee.

Charged with publicity, awards, and hospitality is Fellowes, executive vice president, Bankers Box Records Storage Systems, Itasca, Ill. Walter, president of U.S. Division Acco International Inc., Wheeling, Ill., will coordinate program, prize, and transportation committees.

## ASID award grants promote education

**New York**—Ball State University, Muncie, Ind., and Dr. Nancy Kwallek, associate professor of interior design, Indiana University, Bloomington, are winners of ASID's Educational Foundation Dora Brahms Award and the Attingham Grant-in-Aid, respectively.

The $1,500 Brahms Award was presented for the work of Ann C. Davis, Ball State graduate student in historic preservation. Her survey of commercial structures in downtown Muncie resulted in a proposal for adaptive reuse of the Goddard Warehouse, built in the early 1900's. Her proposal outlined a housing project for the elderly as a step in revitalizing the city's downtown area.

Kwallek received the Attingham grant for summer study at Attingham School, England. She presented personal and educational benefits for award consideration. The grant is sponsored in cooperation with the American Friends of Attingham.

Judges for the awards were John Allin, ASID; Steward Johnson, American Friends of Attingham Summer School; Kevin Kettler, Interior Design Educators Council; Conchita LeGendre, ASID; Michael Anthony Orsini, ASID; Eleanor Pepper, ASID.

Harvey Probber's Chicago Showroom is entirely new for NEOCON 14. 857 Merchandise Mart.

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Philadelphia Carpets has established a record of rapid growth and solid financial management unmatched in our industry. A permanent place on the roster of leading manufacturers is measured by how well a company can keep the momentum going. **We have maintained the momentum.**

There are few companies in the world that set a standard by which others are judged. Philadelphia Carpets is one of them. Our responsiveness to the demands of fashion, styling and quality are not the products of chance. **We set the standard.**

Philadelphia Carpets is on course to intercept the future in a new era of performance. We have forged a unique combination of talent and technology possessing all the integral qualities needed to meet the industry's unprecedented challenges. **We are an inevitable part of your future.**

No matter what it takes to materialize the dreams of visionary designers and architects or the day-to-day needs of specifiers, Philadelphia Carpets is up to the task.
**Contract us.**

# Philadelphia Carpets

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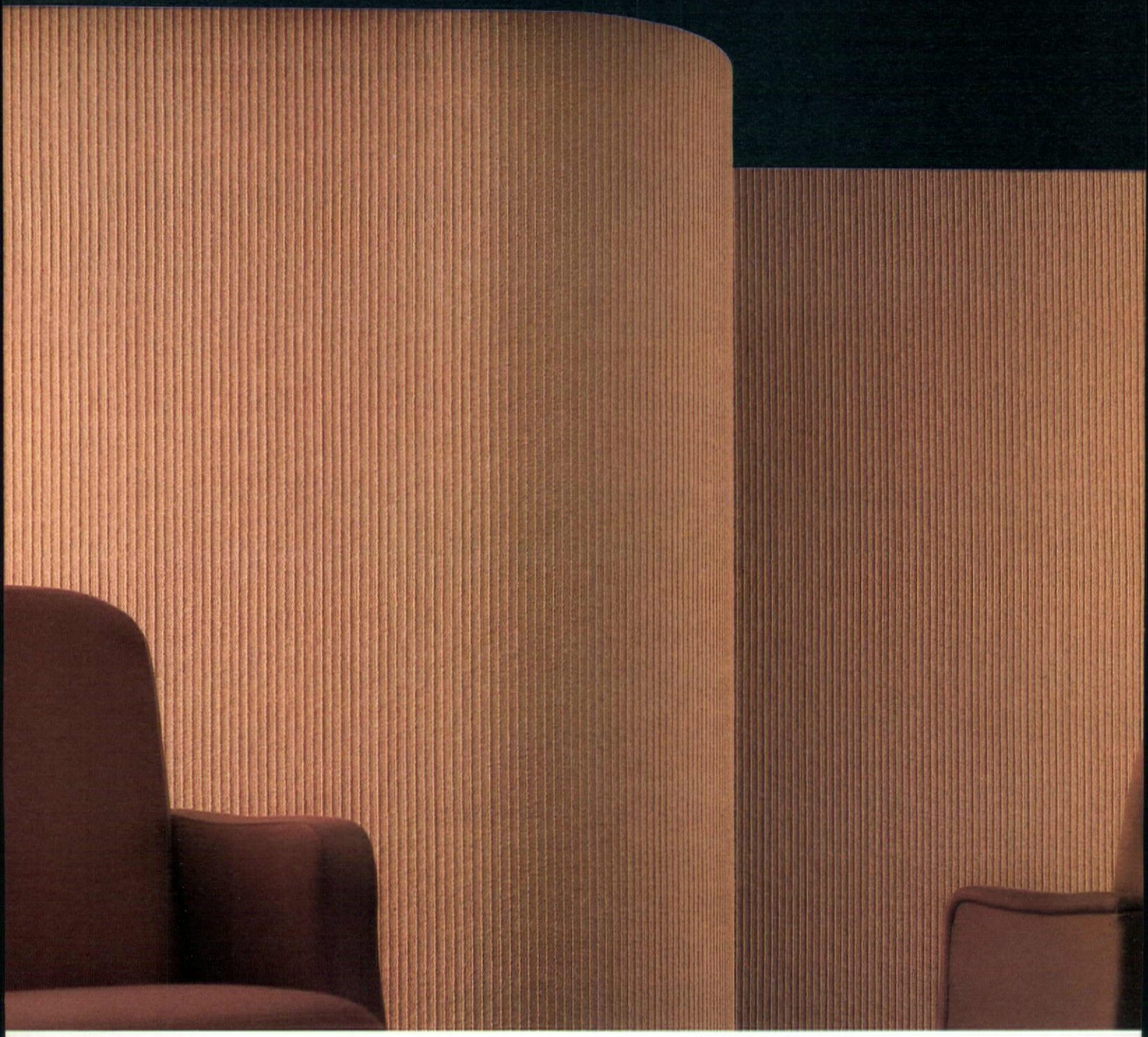
# Channel Wallfabrics.
# The incomparable new wardrobe for walls.



Channel Wallfabrics from Coral of Chicago. They're the recent IBD award winners for Wall Coverings. Handsome rib patterns have been worked into plush Trevira® polyester with needles to create strong vertical channels.

This distinctive wall fabric is virtually indestructible; shrugs off heavy knocks such as mail cart abuse. Plus you get built-in sound deadening qualities and a Class A fire rating. Channel Wallfabrics are easily applied by one person, with no visible seams. Two rich patterns to design with, and a host of hues for stylish open space planning.

Channel Wallfabrics. They're what the well-dressed walls are wearing. For more information and samples, write Coral of Chicago, 2000 S. Calumet, Chicago, IL 60616. Or call us toll free at (800) 621-5250. In Illinois, call (312) 225-5800.

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Highly resistant to stains and spotting through a unique tanning formula and dying process, Kroupana® sueded pigskin will maintain its beauty and durability in any of the ten plush colors available.

Combine the elegance of Gamma with the luxurious beauty of Kroupana® and you will have created a perfect combination for any modern working environment.

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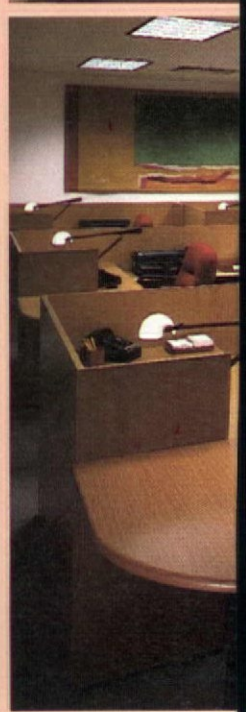

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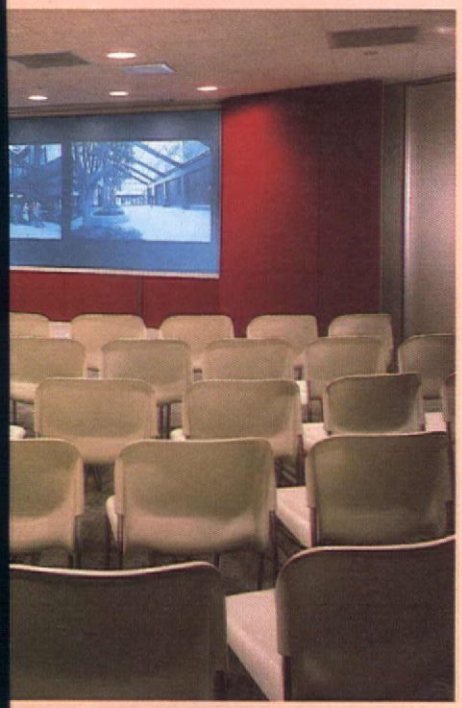

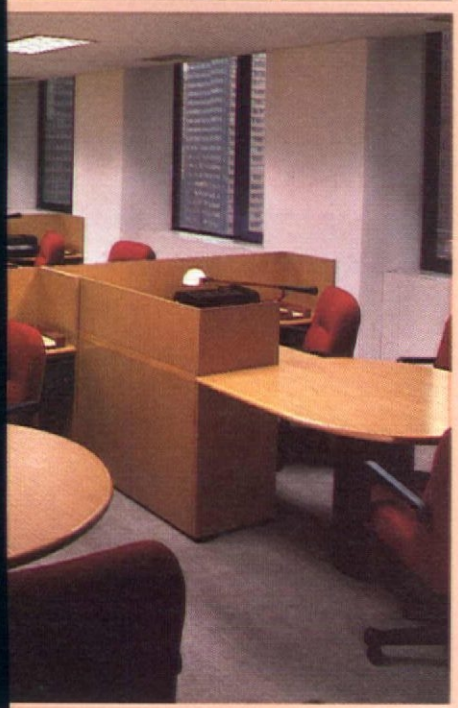

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## CONTRACT/FD&M co-sponsor CAD conference set for November 8-9

**New York**—CONTRACT will co-sponsor its 4th annual Computer-Aided Space Design and Management Conference here November 8-9. Displays of computer hardware/software for facilities planning and facilities design are first-time features of the conference.

Seminars and workshops are key events for specifiers seeking updates on the latest technologies in CAD. Co-sponsored by *Facilities Design & Management Magazine*, a sister Gralla publication aimed at corporate executives, facility managers, and planners of office environments, the conference is expected to draw participants from throughout the country.

Prospective exhibitors should contact: National Expositions Co. Inc., 14 West 40th Street, New York, NY 10018; 212-391-9111. Exhibit sales director is Justin LeWand.

Information for registration can be obtained from: Eric Bean, Gralla Publications, 1515 Broadway, New York, NY 10036; 212-869-1300.


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## Historic papermill being renovated for design market

**Washington, D.C.**—An historic papermill in the Georgetown district is now being renovated to become a contract design center. Seven floors containing 83,000 sq. ft. of space will hold showrooms for contract manufacturers and sales representatives, according to Starr Ezra of The Fred Ezra Co., leasing agent for the space.

The Papermill, originally powered by canal water, is located on the Potomac River at the northeast corner of K and Potomac Streets. Scheduled for completion and occupancy in July, the building is being renovated by Sigal Construction Company.

*Design showrooms covering 83,000 sq. ft. of space will be housed in the Papermill.*

## Award, publicity info outlined in books for planners/designers

**Newington, Conn.**—Detailed information on 150 design awards programs and tips on getting work published are available from A/E Marketing Journal.

Publications are available by writing A/E Marketing Journal, P.O. Box 11316, Newington, CT, 06111. All orders must be pre-paid. Awards Directory is $30; Publicity Directory costs $76.

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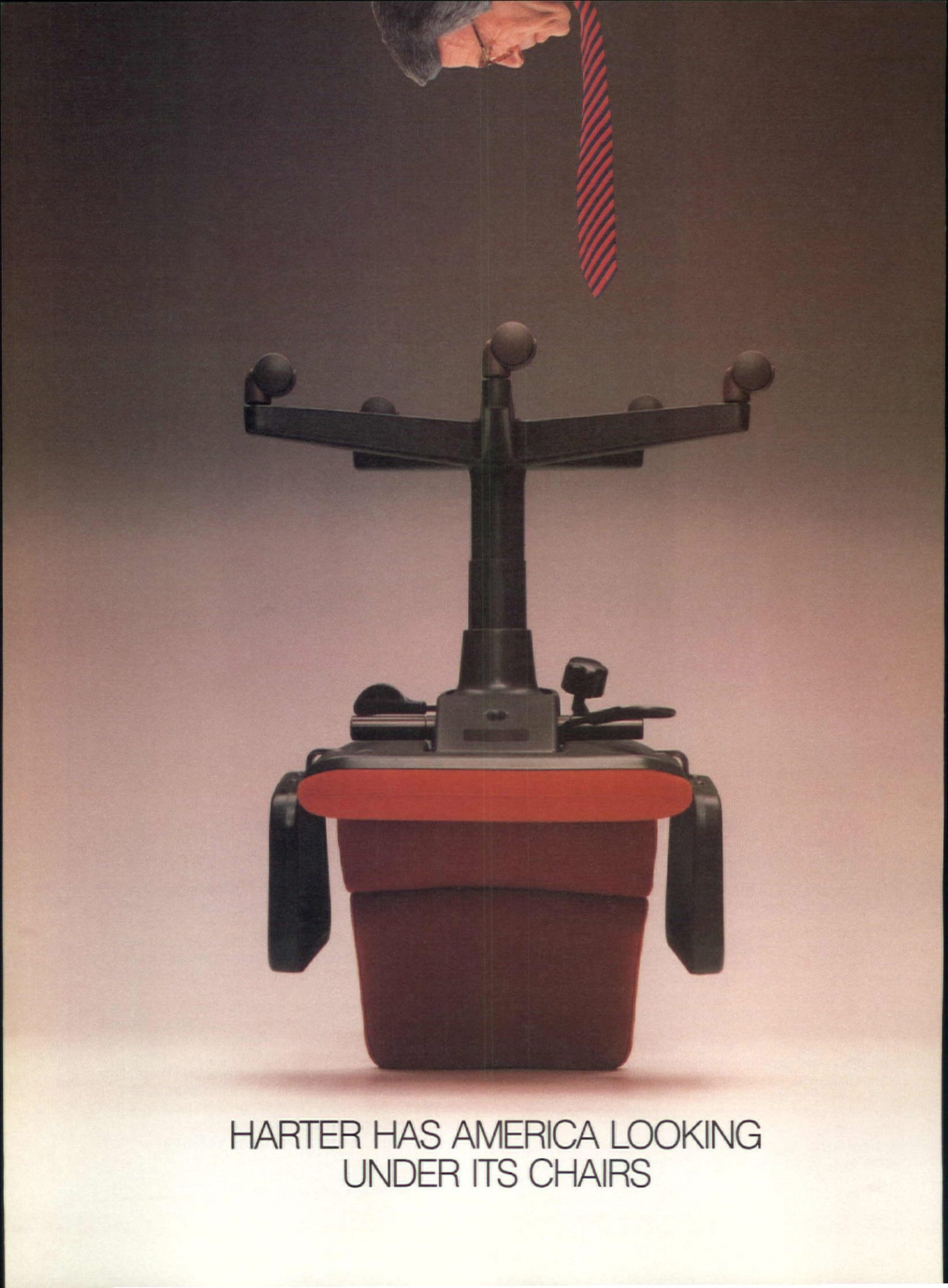
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UNDER ITS CHAIRS

# ...AND OVER ITS NEW HARTER/STOLL COLLECTION

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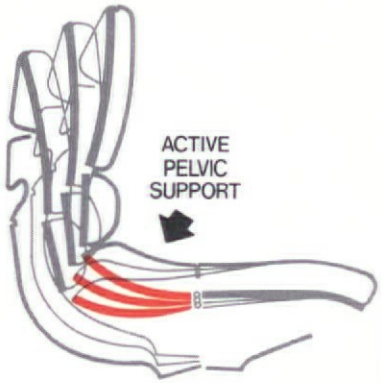


### The active pelvic support for functional posture.

It's designed and engineered to position the body biomechanically and ergonomically — whatever the task or preferred position.

Sit upright, and the rear of the seat wedges up to support the pelvis and take the strain off the lower spine.

Lean back, and the seat flattens, allowing a more relaxed position.

So whatever the day calls for, the Harter/Stoll S chair can be adjusted to it.

### Fingertip control without leaving the seat.

Each individual can adjust the Harter/Stoll chair to the precise position where support, comfort and freedom of movement match whatever the task demands. And all can be easily adjusted from a seated position.

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### A series - and a collection.

The Harter/Stoll S Series of six swivel chairs and two side chairs meets the needs of every office task.

The collection also includes the N Series, a transitional design for times when the client's parameters change. And you can complement both the S and N Series with the natural warmth of solid beechwood in the H Series.

At a time when improved office productivity is every office's concern, Harter/Stoll is a collection to look over. And under.

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THE HARTER/STOLL COLLECTION

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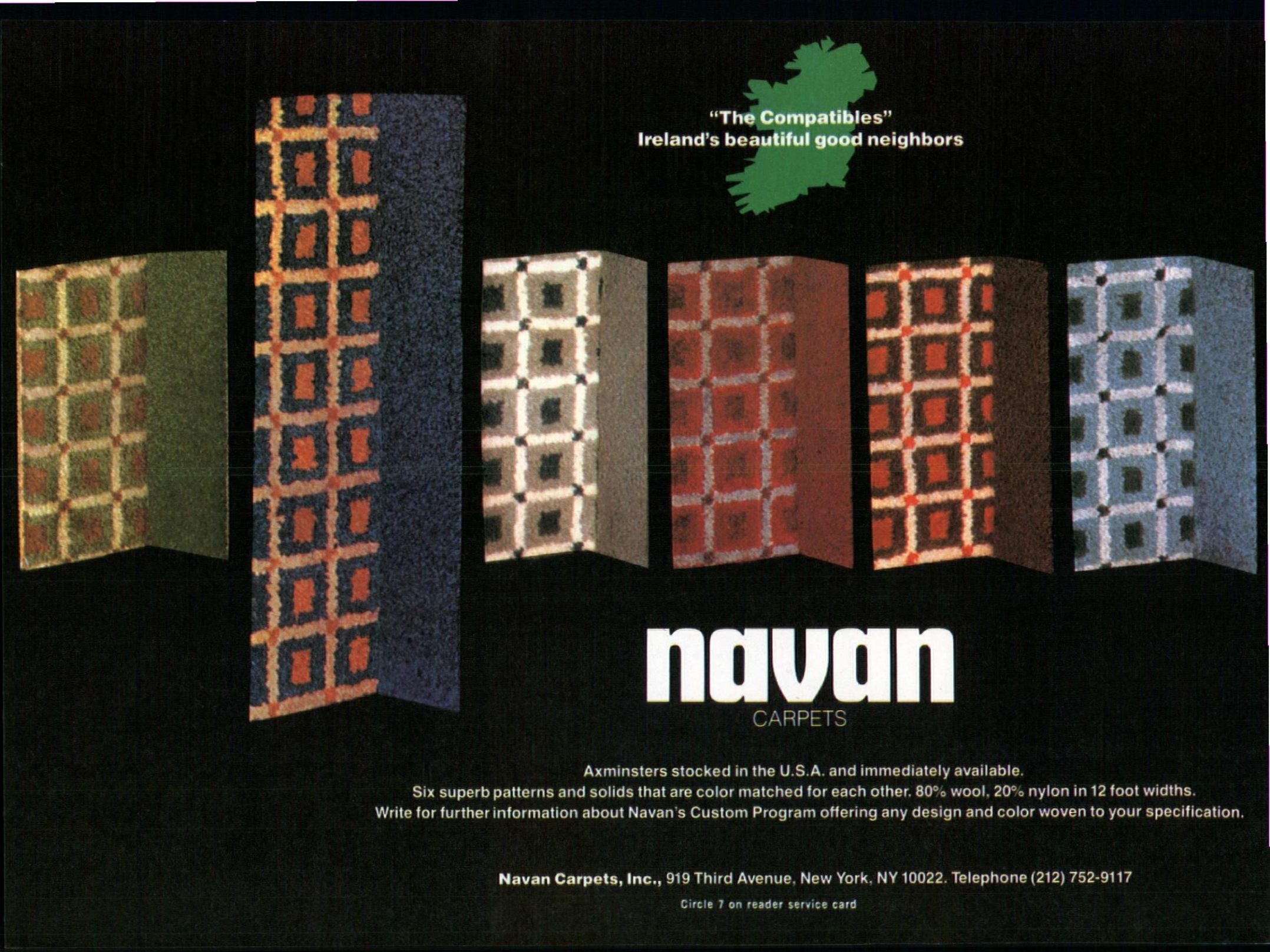
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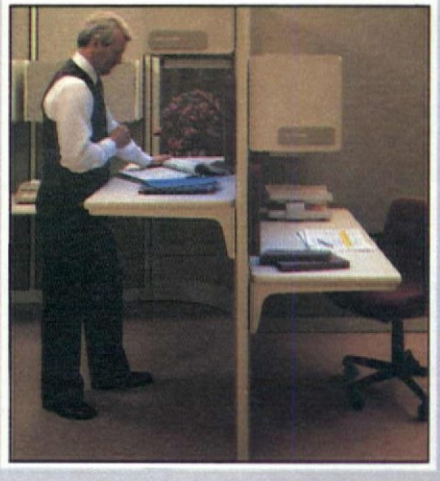

For more information on the incredibly flexible GF Open Plan System, call your local GF Dealer or contact:
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**GF Business Equipment**

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## Dinner inaugurates Cooper-Hewitt/Parsons masters program in decorative arts history

**New York**–*Inauguration of an academic program offered by the Cooper-Hewitt Museum and Parsons School of Design for the Master of Arts degree in history of decorative arts was recently celebrated with a benefit dinner here at The Pace Collection showroom. Shown at the function are (from left) Irving M. Rosen, executive vice president, The Pace Collection; David McFadden, curator, decorative arts department, Cooper-Hewitt; Leon Rosen, president of the host firm; Dean David Levey, Parsons. The educational program, a two-year study, begins this fall.*

## Judges selected for Wool Bureau print design contest

**New York**—Paul S. Marois, president, The Wool Bureau, announced five judges for the Bureau's "Patterns in Wool" print design contest for ASID students. They are: Barbara D'Arcy, Bloomingdale's; Angelo Donghia, Burge-Donghia Inc.; Robert Kingsley, Wool Print International; Boris Kroll, Boris Kroll Fabrics Inc.; and Michael Love, Quadric.

Participating students must create coordinated print designs for use on wool drapery and two wool-upholstered chairs—one in worsted wool, the other in velvet. A $500 prize will be awarded for best coordinated designs from each of ASID's 10 student regions in preliminary judging.

Winning designs will be displayed at The Wool Bureau's exhibit at ASID's National Conference in San Francisco, July 30-August 2. Final judging will take place at the conference with a $1,000 grand prize to be awarded.

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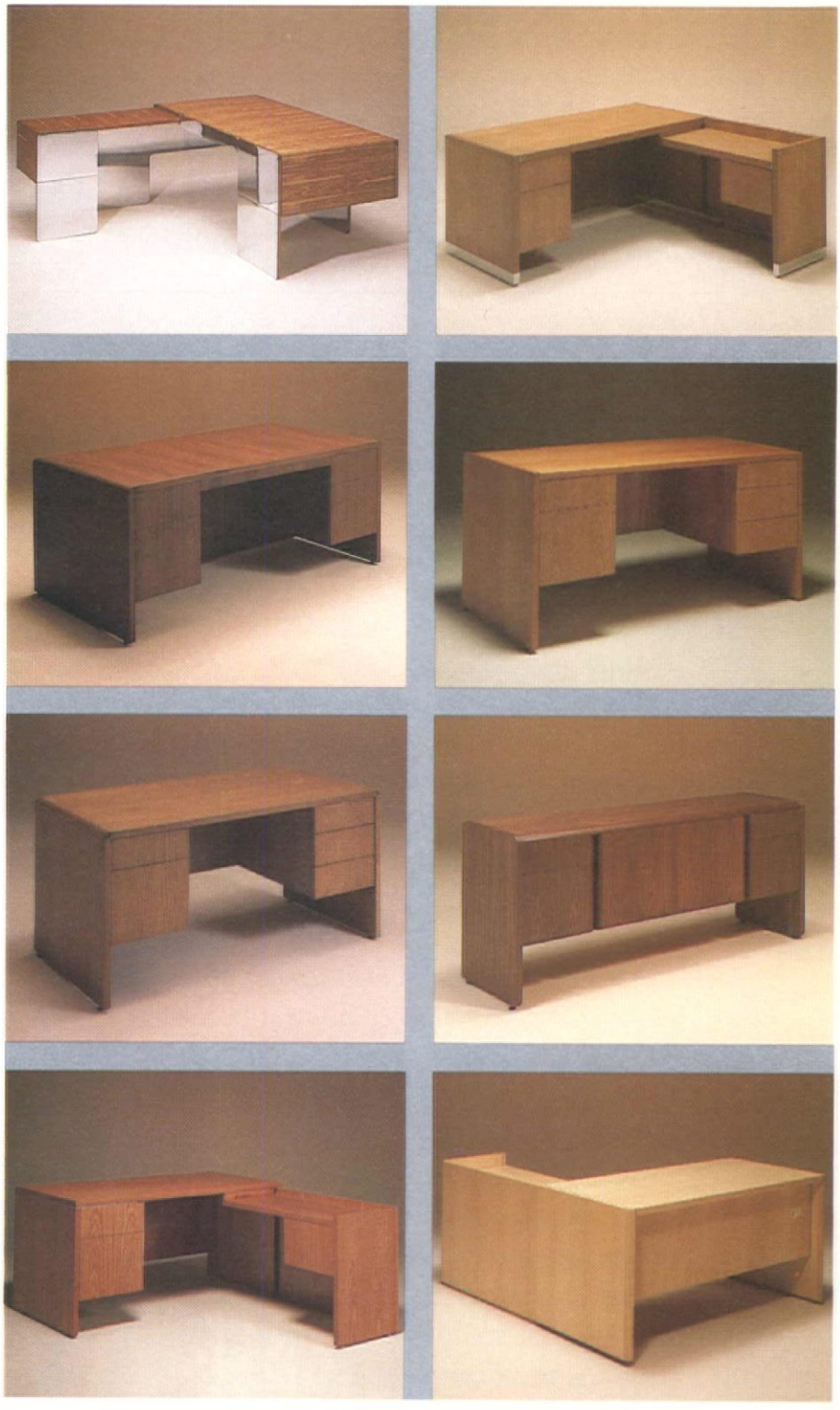

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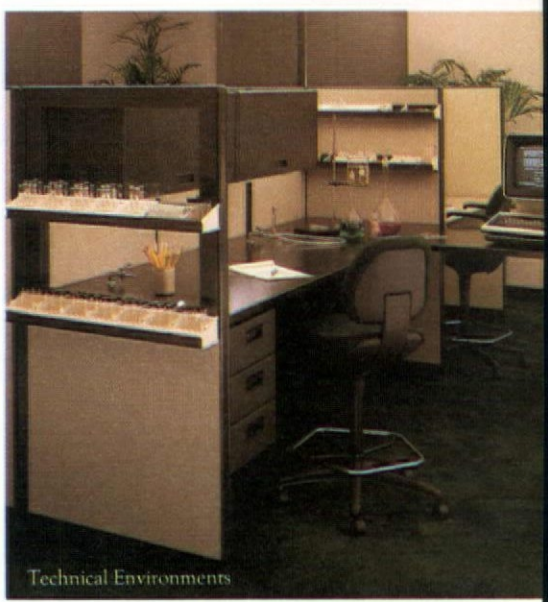
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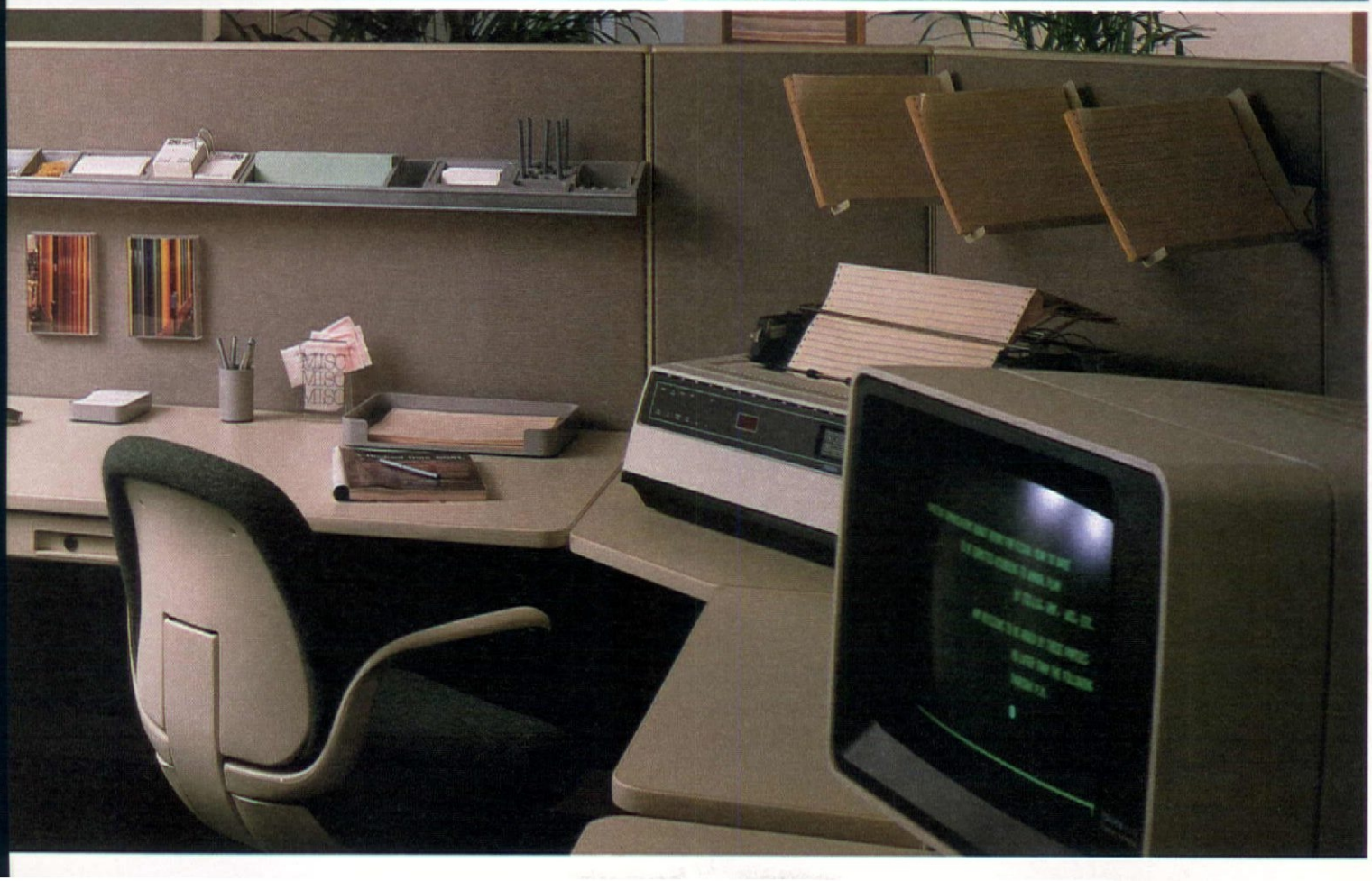
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## N.Y. Distributors schedule expo September 12-13

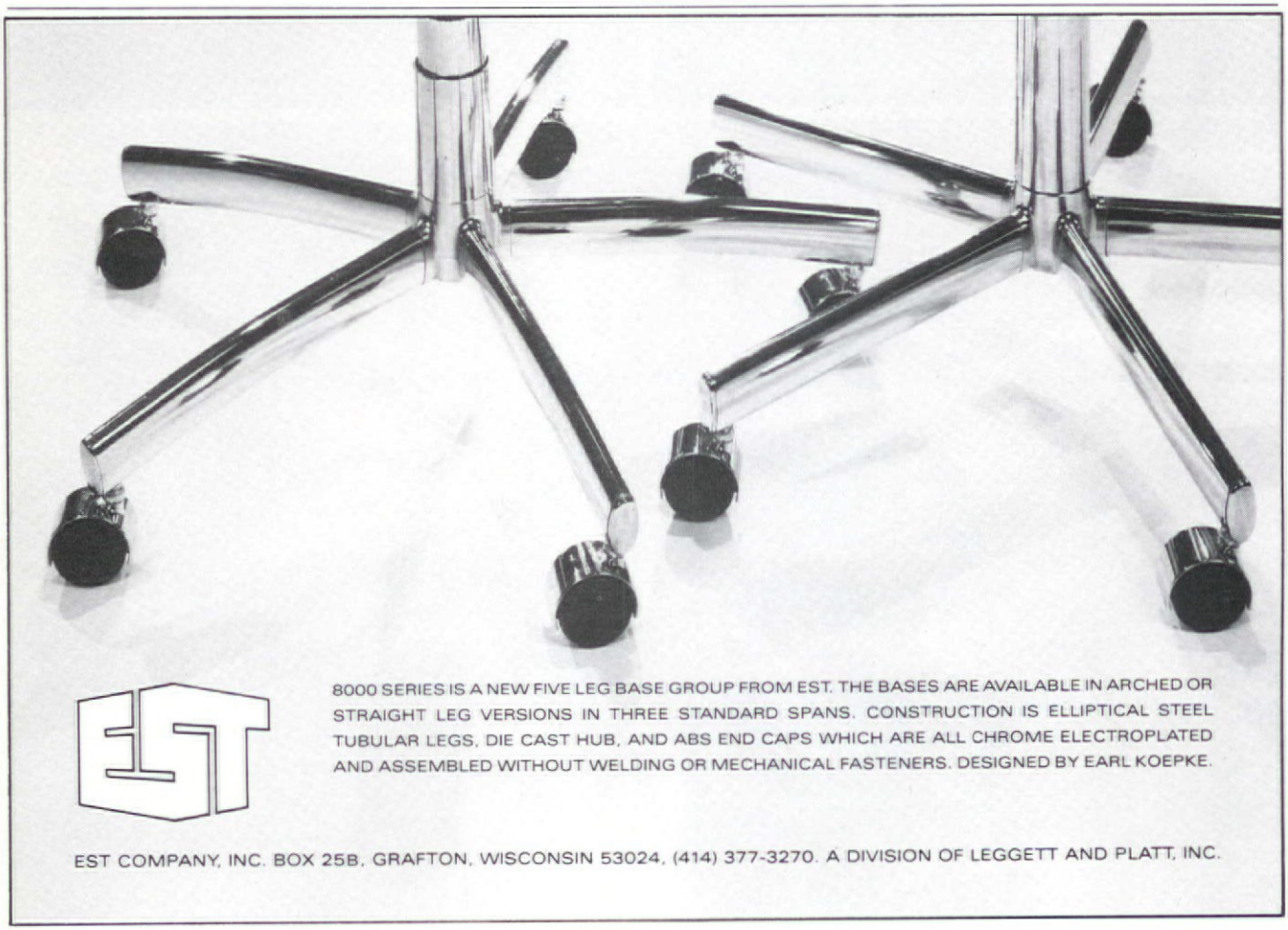
**New York**—Floorcovering Distributors' Exposition for regional distributors, wholesalers, and manufacturers will be held September 12-13 due to success of a January market. More than 20 exhibitors are expected to attend; fiber companies will also participate.

Arleo Marketing Corp., organizer and manager of the event, is restricting the expo to regional participants with the exception of fiber manufacturers. Says Paul Arleo, "Fiber companies have never been offered a showcase in New York and area dealers have suffered for it. As fiber names once more become primary consumer buying influences, there's a need among dealers and distributors to be updated."

Show site is Port Authority Ship Passenger Terminal, West 55th St., Manhattan. For information, contact Paul Arleo, Arleo Marketing Corp., 124 Centerport Rd., Centerport, N.Y. 11721; phone 516-261-4721.

## IBD flatwire/carpet tile seminar draws 60 designers to hear flooring/energy experts

**New York**–*Flatwire and carpet tiles were topics at a recent IBD seminar at the Stow/Davis showroom here, which drew more than 60 designers. Experts from Interface Flooring Systems and Turtle & Hughes discussed a variety of energy distribution systems and complementing tiles. Shown (from left): Charles Gelber, IBD; John O'Donnell, Interface Flooring Systems; Sydelle Hird, IBD; William Doyle, Stow/Davis Furniture Co.; Diane Furey, IBD; and Connor Blessing, Turtle & Hughes.*

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- Paolo Portoghesi, Architect/Planner, Rome, Italy
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- Gerard O'Neill, President, Space Studies Institute, Author, "2081—View of the Human Future"
- Jean Houston, World-Prominent Behavioralist, Director, Foundation for Mind Research, Author, "Life Force"
- William S. Kiser, Chief Executive Officer, The Cleveland Clinic Foundation
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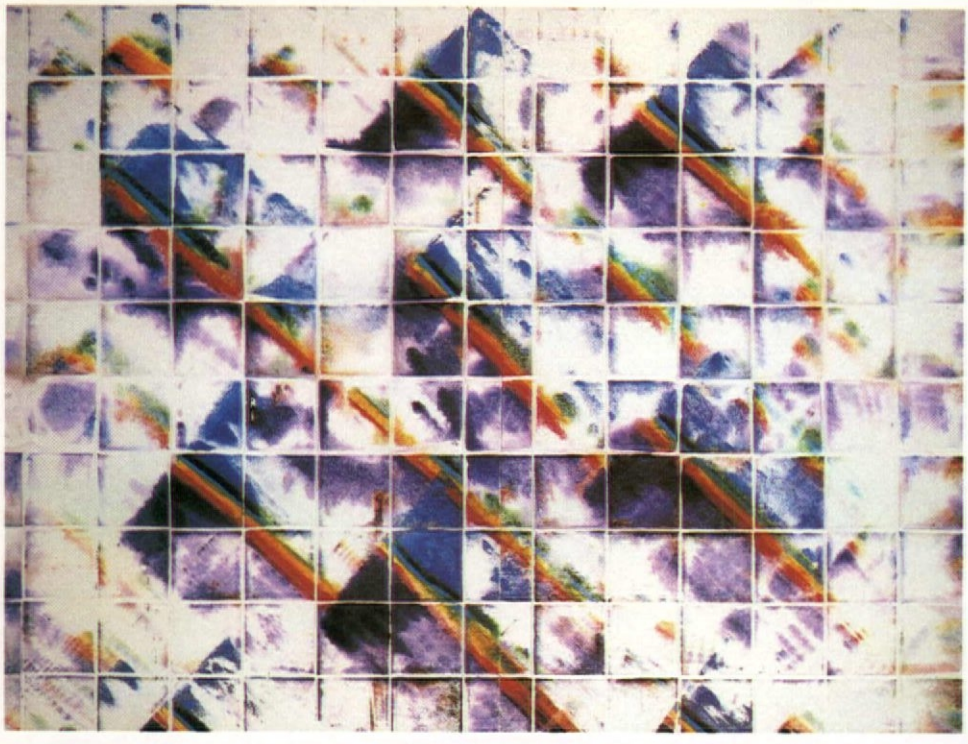
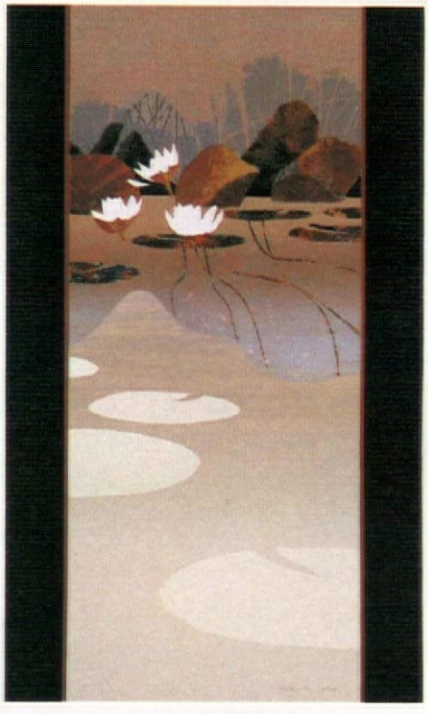


*Untitled* *Image Size: 57"x44"*

**Jones** Serigraph w/embossing Ed. Size: 230

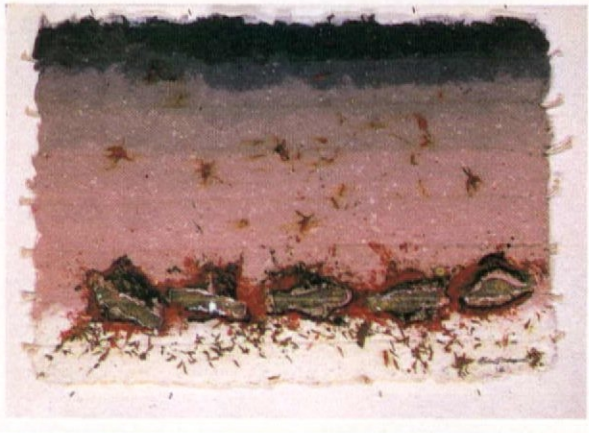


*Star Lake III* *Image Size: 24"x30"*

**Lundquist** Serigraph Edition size: 150

*April* *Image Size: 47½"x38"*

**Verlangieri** Handmade Paper *Untitled* Original



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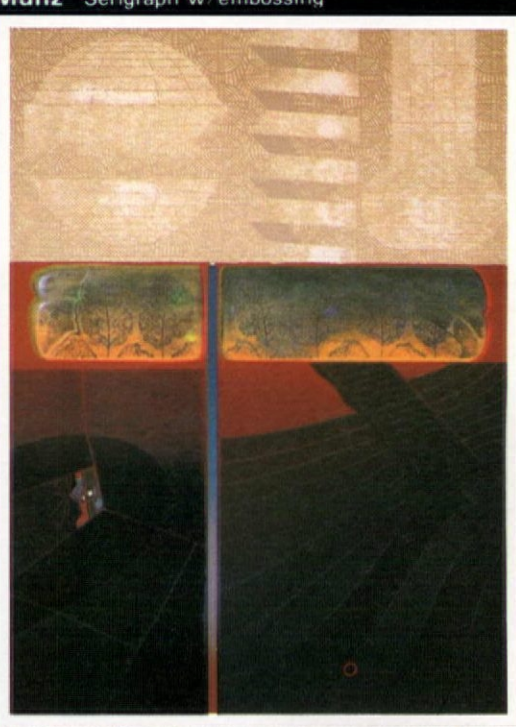
**Munz** Serigraph w/embossing



*Akari* Edition Size: 350 *Image Size: 28"x40"*

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## Court rules in favor of copyright law for architects' plans

**Lincoln, Neb.**—A federal district judge here recently ruled that architectural drawings and plans are entitled to protection under the Copyright Act of 1976. The case was one of the first copyright cases to involve an architectural/engineering concern.

Stemming from a construction firm's tracing of architectural drawings for an apartment complex, the case involved duplication of those drawings to build an identical project. After discovering the second complex under construction, the architect sued for copyright infringement.

The defendant, Belmont Construction Co., contends that the original design was a "work made for hire," therefore, the client would retain copyright. According to the judge, the plans and drawings are legally copyrightable and are "not a commissioned work . . . because there is no written agreement between the parties that the plans should not be considered a work made for hire." He also found that Belmont was not the owner of the copyright by virtue of having paid for the plans.

The judge declined to find that the architect was exclusive owner of the copyright since there remained a factual dispute over extent of the client's contribution to the original design. That decision will be determined by trial.

The Nebraska Society of Architects, the American Institute of Architects, and the National Society of Professional Engineers had filed an *amicus curiae* (friend of the court) brief supporting the law's applicability.

Alan Stover, general counsel, AIA, encourages design professionals to place a copyright notice on all plans and drawings. "That will secure most of the protection involved in getting an injunction against copy of the document." He also suggests that, in order to avoid questions as to whether design documents are works for hire, the agreement specify ownership of the copyright.


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Simplifying the business of turning dirty carpets into clean carpets by dissolving the soil and getting it up quickly and with no wetting, drying or shrinking problems has taken a long time. We first did this with mops, then with rotary and pads. Now we proudly offer you our most recent improvement: The ARGONAUT '80s Towel Machine — an unbelievably simple little thing — anyone can operate. It weighs only 15 pounds and vibrates! Put a little terry towel wet in an Argosheen solution under it and you soon have a black towel. Pretty soon you have a lot of blackened towels and a lot of fluffy looking carpets. Spots are gone with no pre-spotting. Magic? No magic. No tricks.

After only 12 months more than 750 of our patented ARGONAUT '80s are happily working their way through hotel/motel chains, nursing homes, schools and airlines.

For more information write:

**Argo & Company, Inc.,**

**Dept. SM, P.O. Drawer 2747, 182 Ezell St., Spartanburg, SC 29304**

Creators of carpet cleaning methods and products since 1946.

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## Doris Burton, IDEC, reappointed to FIDER trustee board

**New York**—Doris Burton, IDEC, was reappointed to the FIDER (Foundation of Interior Design Education Research) board of trustees for a three year period, and was elected to serve a second year as board chairman.

Burton teaches at the University of Alabama in the School of Home Economics' Clothing, Textile, and Interior Design Department.

## Photographer wins wall design contest

**Culver City, Calif.**—Lynda Lee, of Lynda Lee Photography, received an award of excellence in the recent Deccorating with Photography Wall Design Competition sponsored by Eastman Kodak and Professional Photographers of America.

Lee's work was classified in the "business category" of the competition.

# SOFT HARMONY RADIUS[3]

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See it at NEOCON,
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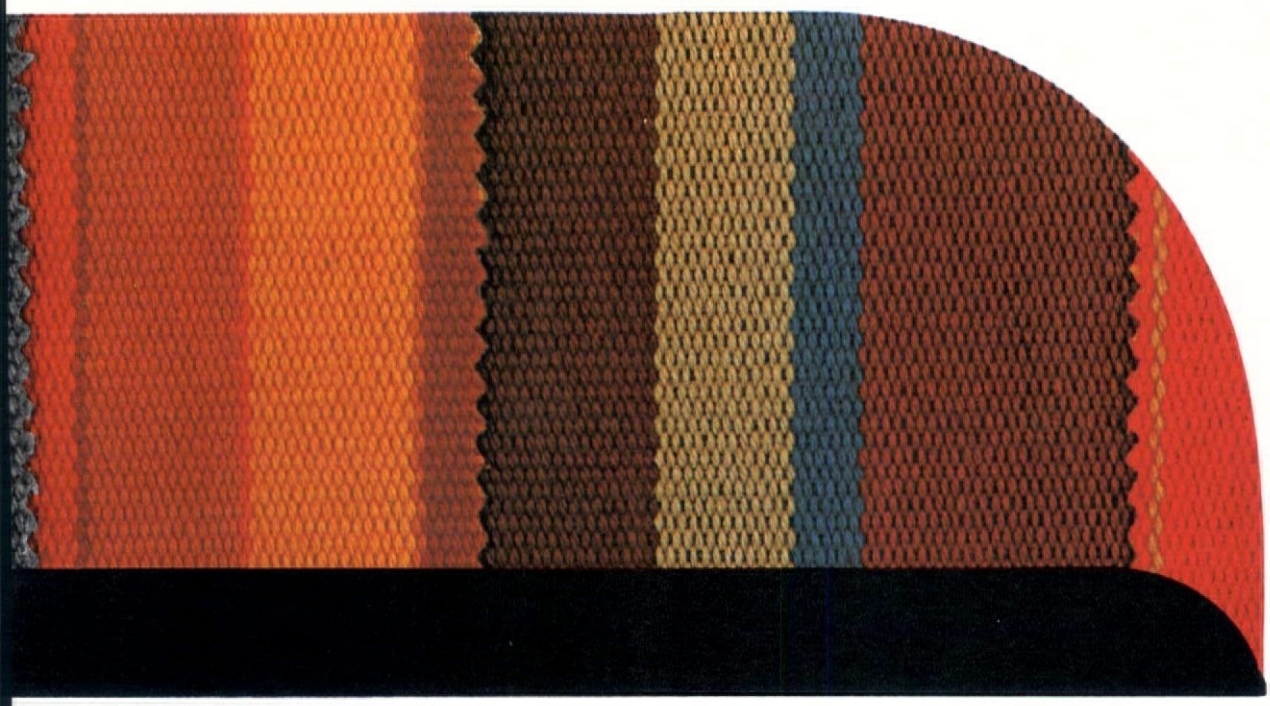

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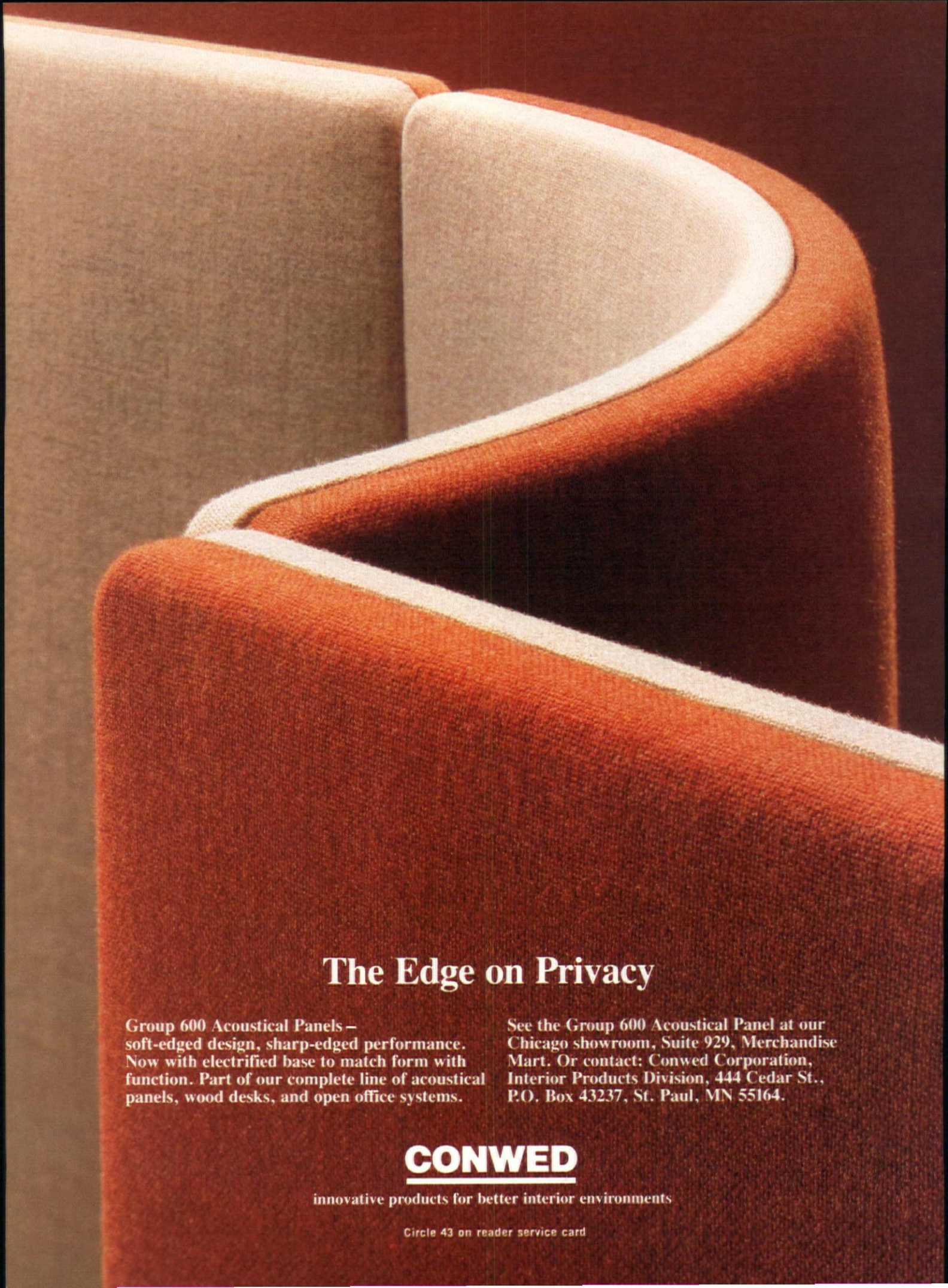

# The Edge on Privacy

Group 600 Acoustical Panels –
soft-edged design, sharp-edged performance. Now with electrified base to match form with function. Part of our complete line of acoustical panels, wood desks, and open office systems.

See the Group 600 Acoustical Panel at our Chicago showroom, Suite 929, Merchandise Mart. Or contact: Conwed Corporation, Interior Products Division, 444 Cedar St., P.O. Box 43237, St. Paul, MN 55164.

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innovative products for better interior environments

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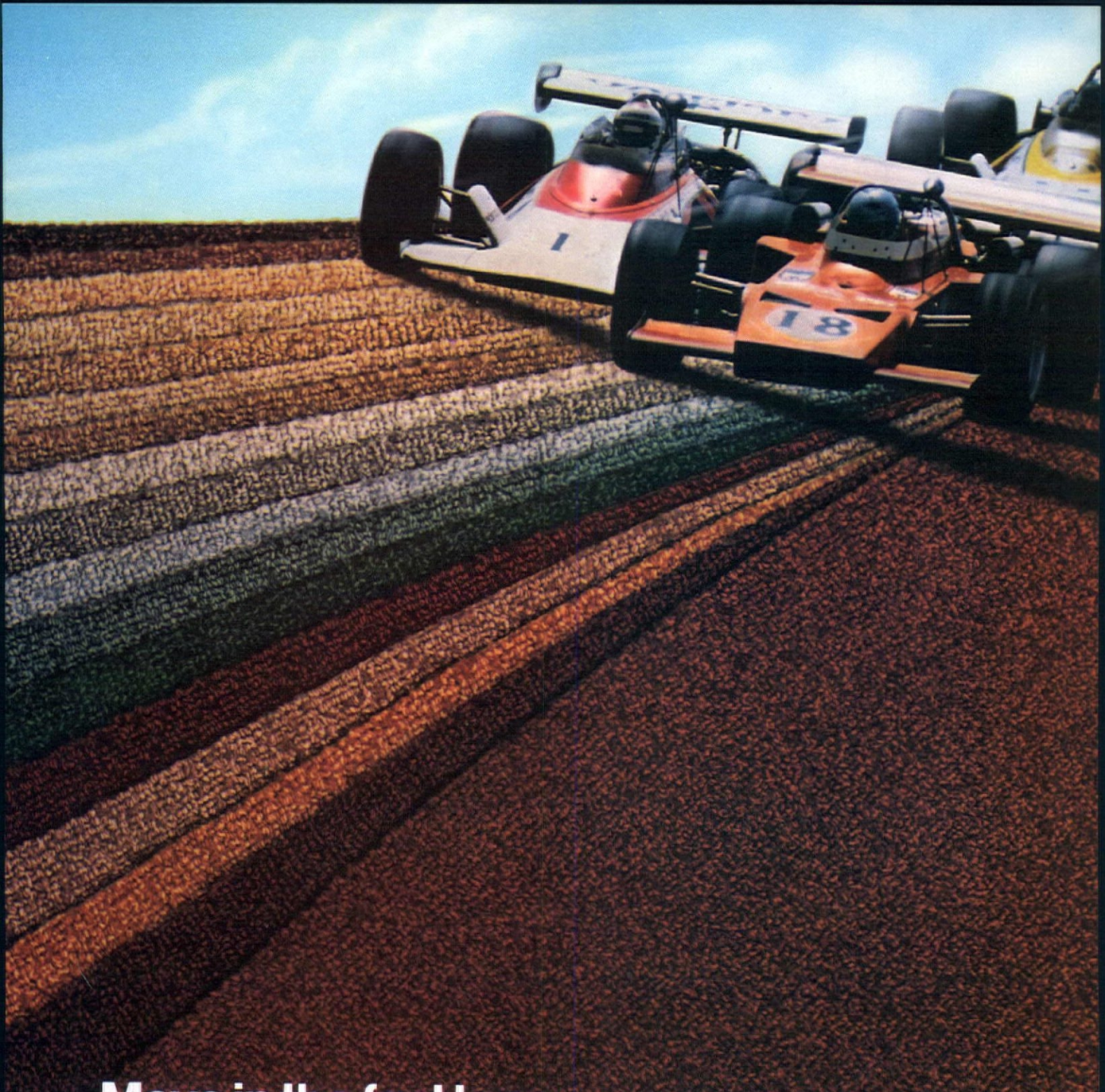


# Move in the fast lane...

# with Designer Colors by Colonnade™

Baroque II from Colonnade Carpets: a superior new Antron® III broadloom that breaks from the pack of durable carpets with a special blend of wearability and fashion. Baroque II offers the architect-specifier a choice of 17 designer colorations... in textured loop, tip sheared construction created to withstand heavy traffic abuse.

Baroque II by Colonnade...a move in the fast lane to practicality and style.

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# 8TH FLOOR OPENING, DEALER DAY, ASID COMPUTER PROGRAM SPARK EARLY NEOCON 14 EVENTS

## Facilities Day debut, forecast of the human future, conference of mayors and planners are among other highlights

**Chicago**—New showrooms, exciting public areas design, and a series of welcoming events in individual exhibitor spaces mark the opening of contract floor eight for NEOCON 14, June 15-18, 1982.

Billed as "the biggest contract show on earth," NEOCON 14 is expected to draw upwards of 30,000 contract specifiers, architects, space designers, facility planners, and exhibitors to the Merchandise Mart and Expo Center, site of NEOCON International.

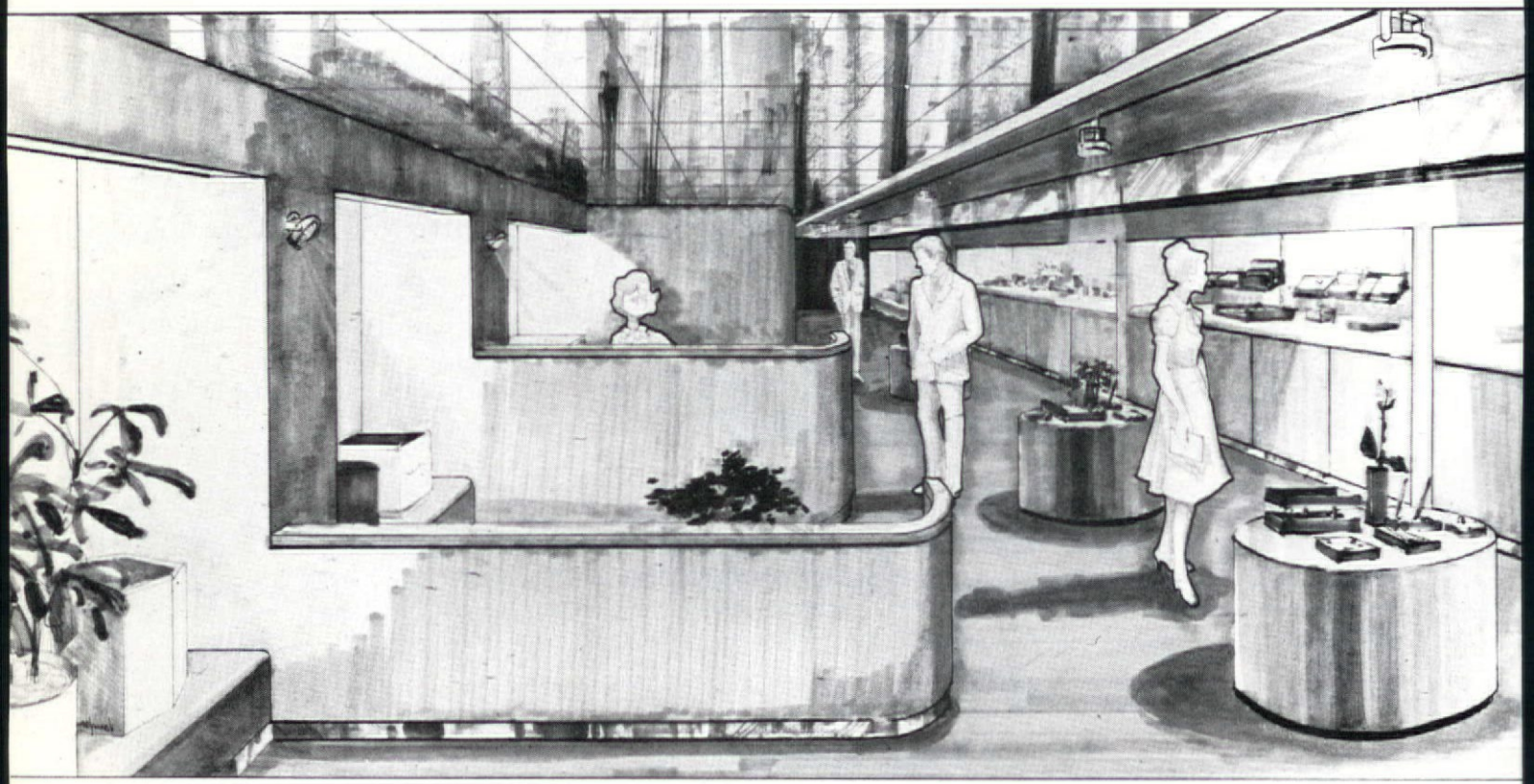
One highlight of a week jammed with business, social, and educational events is opening of the newest contract floor, on the eighth level. With public spaces designed by Interiors Incorporated—Chicago space planners and designers—the eighth floor was renovated to accommodate more than 200,000 sq. ft. of new contract showrooms.

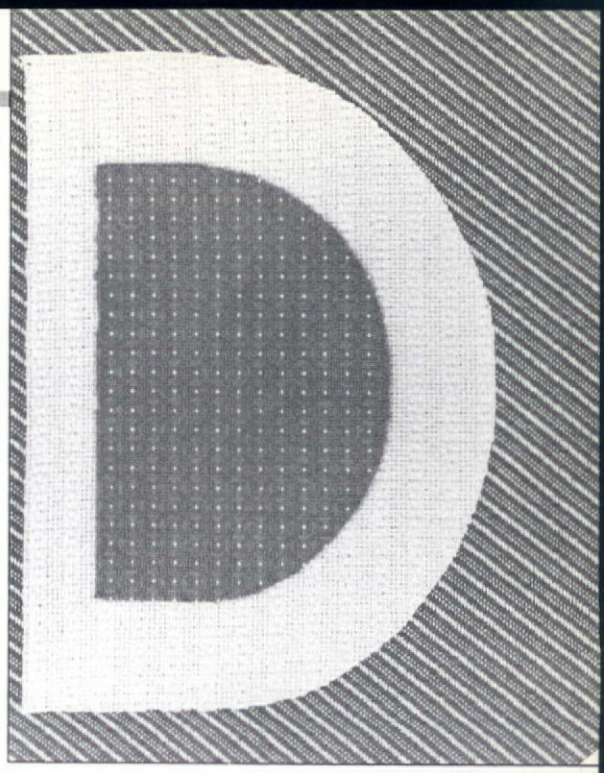
Six other floors currently are devoted to showrooms specializing in business and commercial interior products. Each floor has more than 2,300 linear ft. of corridor, equal to approximately three and a half average city blocks.

### ASID SPONSORS COMPUTER PROGRAM

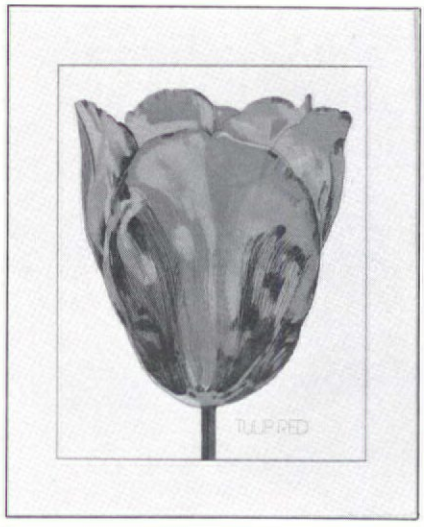
Because NEOCON attendees are expected to start arriving early on Monday, a pre-NEOCON program on "Computer Survival Training" has been planned by the American Society of Interior Designers (ASID) Industry Foundation. Coordinated by Joan Blut-

*Smokador*

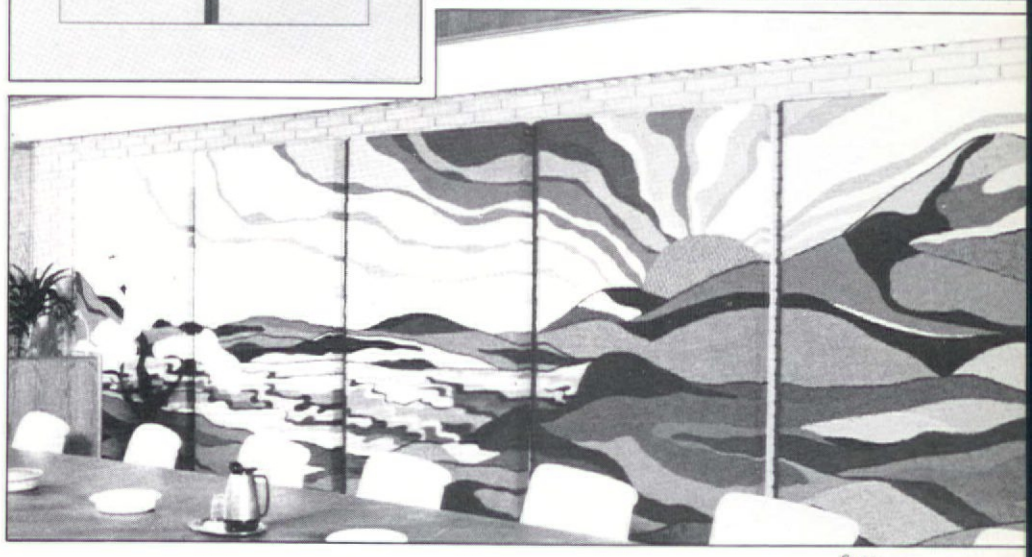




Douglas



Vanguard



Starr

ter, FASID, the event is described as "an intensive training session of learning and enlightenment designed to increase our knowledge and awareness of modern technology and assess its impact on the design profession." It is scheduled to begin immediately following a 12:30 luncheon in the Grand Ballroom of the Holiday Inn Mart Plaza on Monday, June 14.

Attendees will hear three 45-minute seminars by representatives of prominent design source firms: Roy H. Van Liew, Digitial Equipment Corp., will lead a seminar on "Business Practice." Jeff Brown of Milliken will demonstrate computerized interior design skills in a segment entitled, "Computer Design." Ways in which a computer can simplify the designer's job will be illustrated by Terry West of Steelcase, in a segment titled, "Computer Assistance for the Interior Designer." The seminars will be followed by cocktails and a buffet sponsored by the Milliken Corp.

## DAY DEVOTED TO CONTRACT DEALER

Opening day, June 15, will focus on the distribution arm of the contract furniture industry—dealers. Starting with an 8 a.m. breakfast for the Contract Furnishings Council, events will include a morning workshop devoted to "Defining the Role of Contract Furniture Dealers for the Decade of the '80s." Participants will include members of the Institute of Business Designers (IBD), the American Institute of Architects (AIA), the Business and Institutional Furniture Manufacturers Association (BIFMA), and the Organization of Facility Managers and Planners (OFMP).

A management-oriented luncheon seminar will conclude the day's events, with Hugh Stommel, management consultant, leading the discussion on "Sweeping Changes Developing in the Contract Dealer's Role."

## FACILITY PLANNERS DAY ESTABLISHED BY MART

A day devoted to spotlighting the profession of facility planning is planned for Thursday, June 17. Seminars will present an overview of the hotel, healthcare, and food services industries, as well as a view of practices in U.S. corporations. Workshops will focus on the planning of interior environments within those contract segments. The seminars are followed by a Facilities Day Luncheon and a Wrap-Up Reception at the East Bank Club, a private health club facility located adjacent to The Merchandise Mart on the Chicago River.

## NOTED PRACTITIONERS LEAD SEMINARS

A futurist, foreign architects and critics, a philosopher, and an urban planning authority are among leaders in their respective fields participating in NEOCON 14 seminars. Gerard K. O'Neill, eminent scientist and originator of the space colonies concept, will offer an innovative and positive vision of "Life in 2081: A World Filled With Possibilities."

East meets West in "A Face-Off Between Paolo Portoghesi of Rome and Arata Isozaki of Tokyo," leading architects in their respective countries. Both will address postmodern architecture and other international ideas that confront the architectural profession.

Edmund N. Bacon, leading authority on urban planning, leads NEOCON's conference of mayors and planners with controversial ideas on improving the urban scene. Participating in the seminar will be The Honorable Helen G. Boosalis, president, United States Conference of Mayors, and mayor of Lincoln, Nebraska.

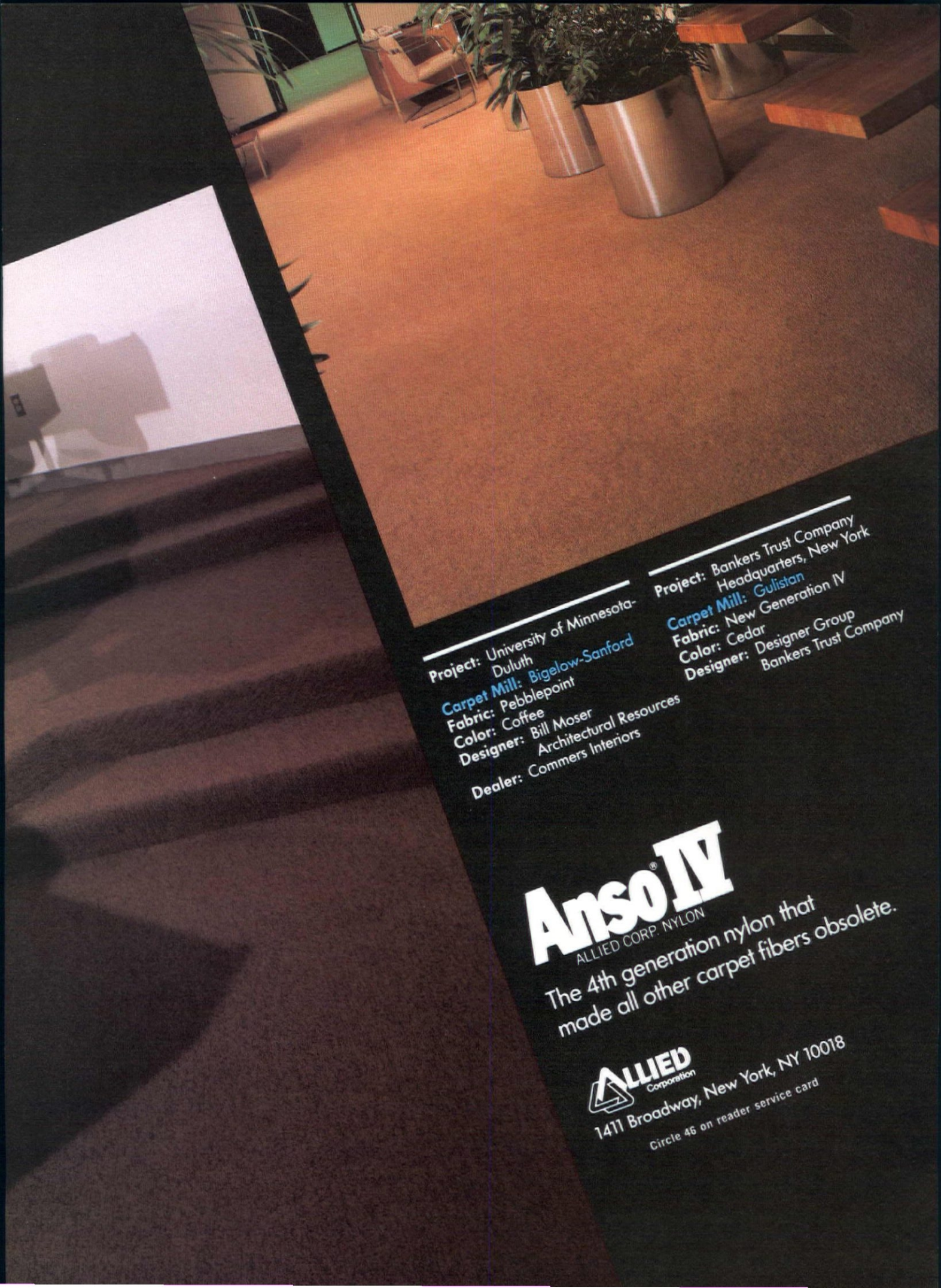
A look at another revolution is promised by Dr. William S. Kiser, chairman, board of governors, and chief executive officer of the world renowned Cleveland Clinic Foundation in Ohio. He will talk on "American Healthcare: The Next Revolution." His speech will define the

(Continued on p. 62)

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

**Anso IV makes a carpet more beautiful... and keeps it fresh 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 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 protection to make routine care faster and more effective, improve appearance retention, postpone cleaning and reduce maintenance problems and costs. No other contract nylon can match its effectiveness. **Don't settle for less than the best!**



**Project:** University of Minnesota-Duluth
**Carpet Mill:** Bigelow-Sanford
**Fabric:** Pebblepoint
**Color:** Coffee
**Designer:** Bill Moser
Architectural Resources
**Dealer:** Commers Interiors

**Project:** Bankers Trust Company Headquarters, New York
**Carpet Mill:** Gulistan
**Fabric:** New Generation IV
**Color:** Cedar
**Designer:** Designer Group
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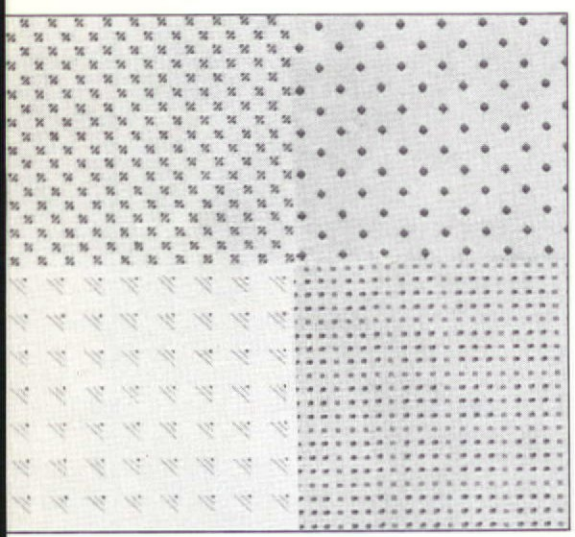
Circle 46 on reader service card

# Milliken, O'Grady & Siegel sponsor seminars; new showrooms feature variety of lines



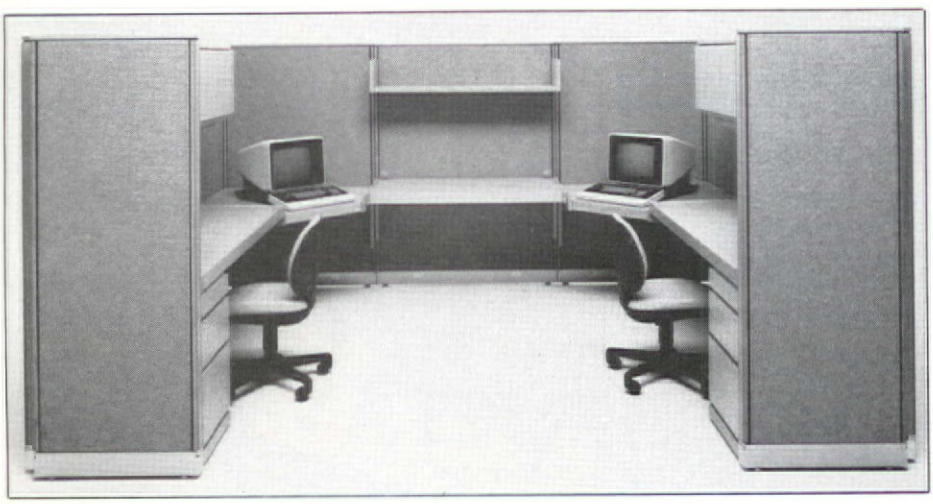
*Kemos*

role of the medical institution in today's economic society and which factors affect the design of health facilities.

Dr. Jean Houston, behavioral scientist, takes a philosophical look at "The Possible Human: An Exploration of Practical Environment Planning for the Decade Ahead." A leader in the exploration, development, and application of human potential and the study of human consciousness, Dr. Houston is a widely acclaimed author and researcher.

Elissa Makimiemi Aalto, architect/planner, and wife of the world famous Finnish architect, Alvar Aalto, addresses NEOCON with a salute to her late husband and exploration of modern architecture. She is one of the world's most prominent women architects.

Paul Goldberger, *The New York Times* architecture critic, will address an Architect's Day luncheon on "Why Modern Architecture Lost Face?"



*Reff*

*Litton*

## BOOK EARLY FOR MILLI: CON II WORKSHOP

One of the most popular educational workshops on carpet held last year will be presented again, providing data for the specifier. Milliken's Milli: Con II is designed to provide objective and educational information about commercial carpeting for the specifier.

As one of the world's leaders in providing technological advancements to the contract carpet industry, Milliken provides some eye-opening insights into state-of-the-art carpet design capability. Running on a daily basis, the workshop must be booked by those wishing to participate, according to a Milliken spokesman, as demand is high and space limited.

## VANGUARD STUDIOS HAS CONTRACT GRAPHICS

One of the largest graphic studios in the world, according to the company, Vanguard Studios will be catering to the contract trade during NEOCON. Art on display will include oils, serigraphs, prints, lithos, collographs, and etchings. **Space 1246.**

## WORKSTATIONS SUPPORTED BY SCREENS

Acoustical screens are an integral part of workstation componentry from Reff Products Ltd. Electrical raceways and a variety of screen-hung and floor furnishings are offered. **Space 1000.**

## SUPREME DISPLAYS CONSERV-N-AISLE

Supreme Equipment & Systems Corp. will display its latest filing equipment products, including its Designer Series

Conserv-n-aisle. The Conserv-n-aisle is a moveable aisle system styled to blend with any decor including executive offices and board rooms, according to the company. **Space 967.**

## O'GRADY & SIEGEL OFFER OWN SEMINARS

A program that measures the responsiveness of a given office facility will be aired at special seminars to be conducted by O'Grady & Siegel in that national manufacturer's representative showroom located at 223 West Erie St., Chicago. Called "Change/Reaction™," the program helps anticipate, plan, and control change in the office environment, while permitting occupants to continue functioning. In addition, other products handled by the company will be displayed, including: Acme Landscape Group, Office Specialty cube desks, and Fupoflex task seating.

The seminars are free and take place at 9:00 a.m., 2:00 p.m. and 4:00 p.m. daily during the four days of NEOCON. Special double-decker bus transportation will be provided for hotel pick-up and transportation to the showroom. A cocktail party is scheduled for 5:00 p.m. Wednesday, June 16th.

## DELLA STARRS IN NEW SHOWROOM

Della Starr, principal, Della Starr Associates, will feature a custom-tufted carpet made for Kaiser Steel Company by Arras Tapestries. The company also will show Barrier Enterprises, Comfort Design/Contract, Metcor Banking Accessories, Open Office Products, Park Sherman Lighting, Pacific Wood Furnishings, Snypp Lamps, and Watson Furniture Systems. **Space 1362A.**

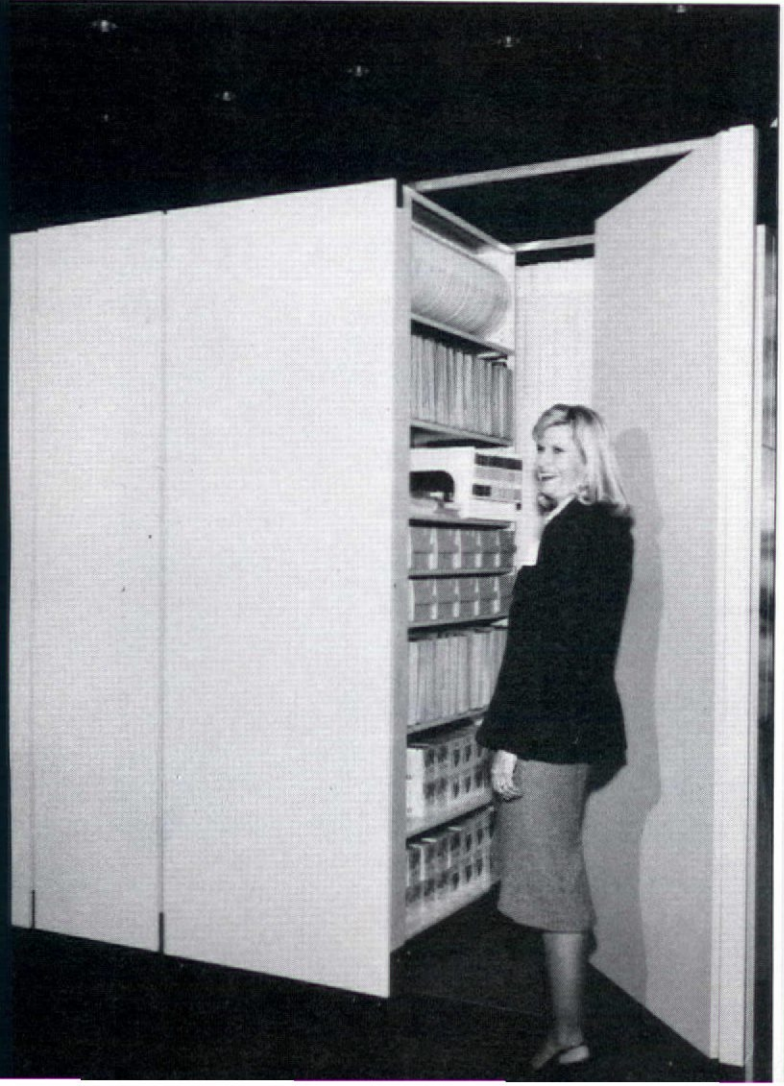
## OTHER NEW SHOWROOMS ...

Smokador, Space 893 . . . C.I. Designs, Space 880 . . . ArcCom, Space 888 . . . Glassform will display its new Manlove Desk Accessory System in space 819A . . . Litton Industries — Litton Business Furniture, Lehigh-Leopold, and Cole—Space 815 . . . Interface Flooring Systems, Space 848 . . . Formica Corp. introduces its new Color Grid in Space 802 . . . KCR Fabrics, Space 867 . . . Inotec Systems, Space 808 . . . Alex Stuart, Space 830...JOFCO, Space 844.

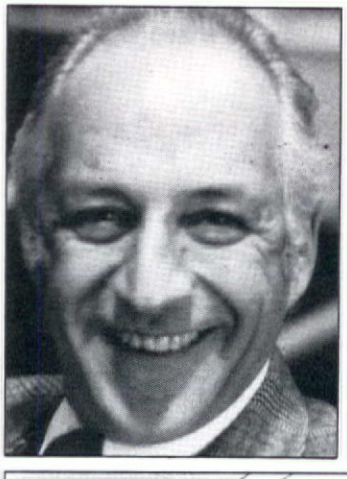
## FOUR NEW CARPET PATTERNS

Kemos introduces four new patterns of carpet, each with Antron III fiber, in as many different colorations.
**Space 10-114.** *(Continued on p. 70)*

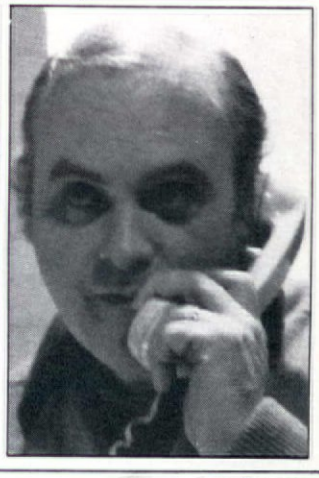
*Supreme*



*Siegel*



*O'Grady*



*Acme*

# Designer's Label

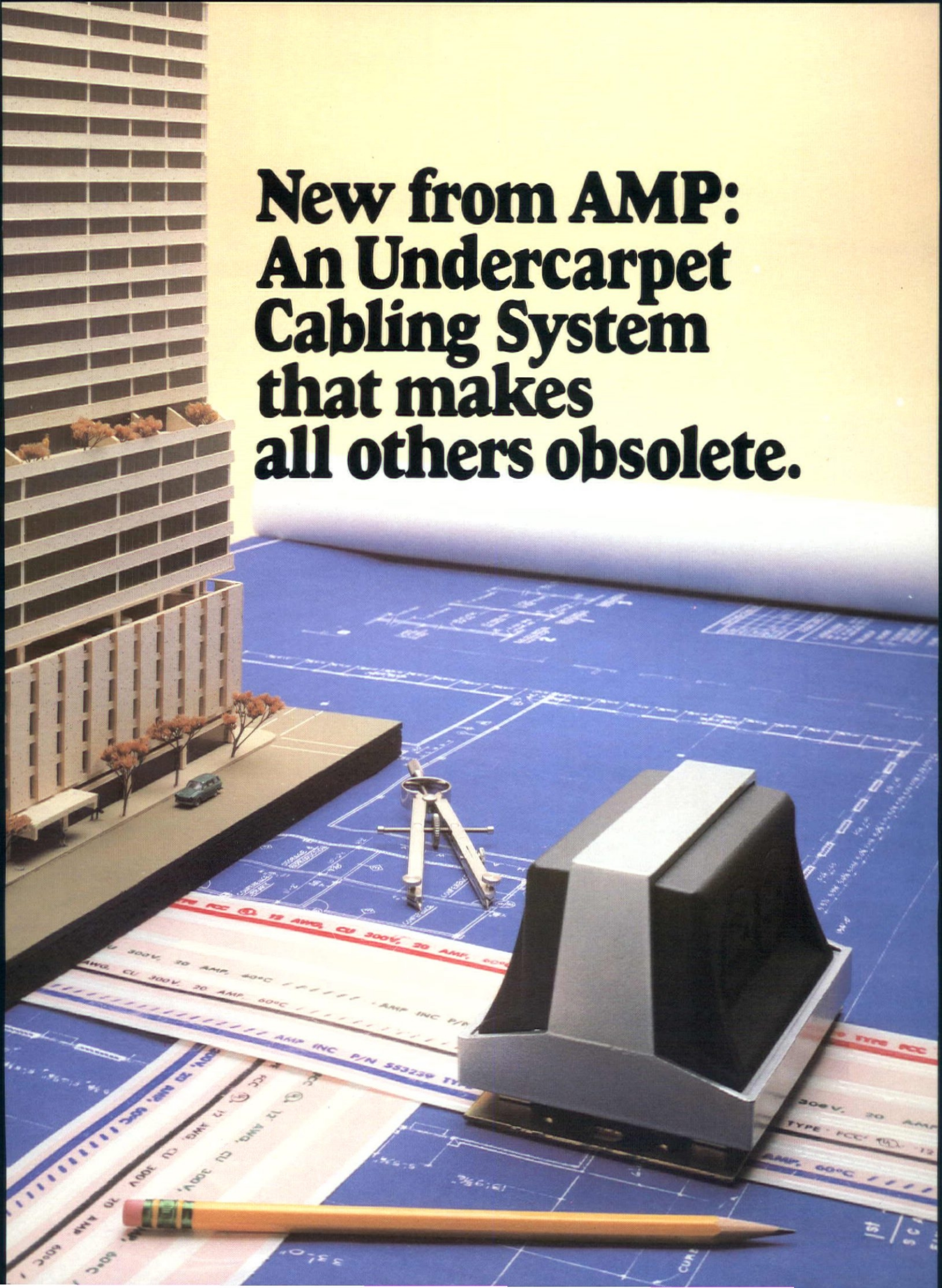
*The label may be new, but the fabric is unmistakably S. Harris. What the best dressed interiors have been wearing since 1906.*

Showrooms: Pacific Design Center, Los Angeles • San Francisco • San Diego • Denver • Costa Mesa • Houston • Dallas and other principal cities

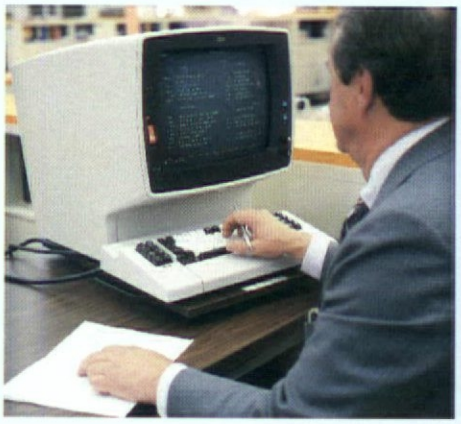
DuPont TEFLON® soil & stain repeller

**Circle 47 on reader service card**

# New from AMP: An Undercarpet Cabling System that makes all others obsolete.



# The AMP Undercarpet Cabling System III. Flexible. Reliable. Unequalled performance.



Here's the most intelligent distribution concept going. For power, data, and communications.

The system is simplicity itself. It allows you to place power, telephone and data anywhere you need it.

Related accessories include everything needed for a complete wiring layout. They let you extend the system just about anywhere on a floor.

The AMP Undercarpet Cabling System III isn't just for new buildings either. It's practical and economical for renovations, too.

You can make changes anytime by just removing the carpet squares and rearranging the system to meet demands for new office layouts.

You don't have to worry about reliability anymore. The AMP system is UL® listed, and it's included in the 1981 printing of the National Electrical Code, Article 328. In fact, it's an improvement on dependability over other undercarpet systems because there's no need for cable cutting. System integrity and performance are also improved whether the application is power, data, or communications.

# The AMP Undercarpet Cabling System III. Economy. Ease of installation. Design Flexibility.

**Building owners** benefit from the economies of the AMP system. There's no costly drilling or unsightly power poles. Renovations are relatively easy when you compare the installation of the surface-mounted cabling compared with "poke-throughs", floor ducts, and tele-power.

**Architects** will find that the AMP system results in benefits never before possible. For instance, by reducing slab thickness, bearing requirements, expensive ductwork, and cellular floors, extra floors can be added to high-rise building designs.

**Specifying engineers.** Savings of the AMP system are obvious. But don't overlook fireproofing costs which can be substantially reduced, and, in some cases, eliminated.

For more information, see your Authorized AMP Undercarpet Distributor. Or contact AMP Special Industries, (215) 647-1000, ext.449 P.O. Box 1776, Paoli, PA 19301.

## AMP means productivity.

AMP SPECIAL INDUSTRIES

Division of AMP Products Corporation/Valley Forge, Pa
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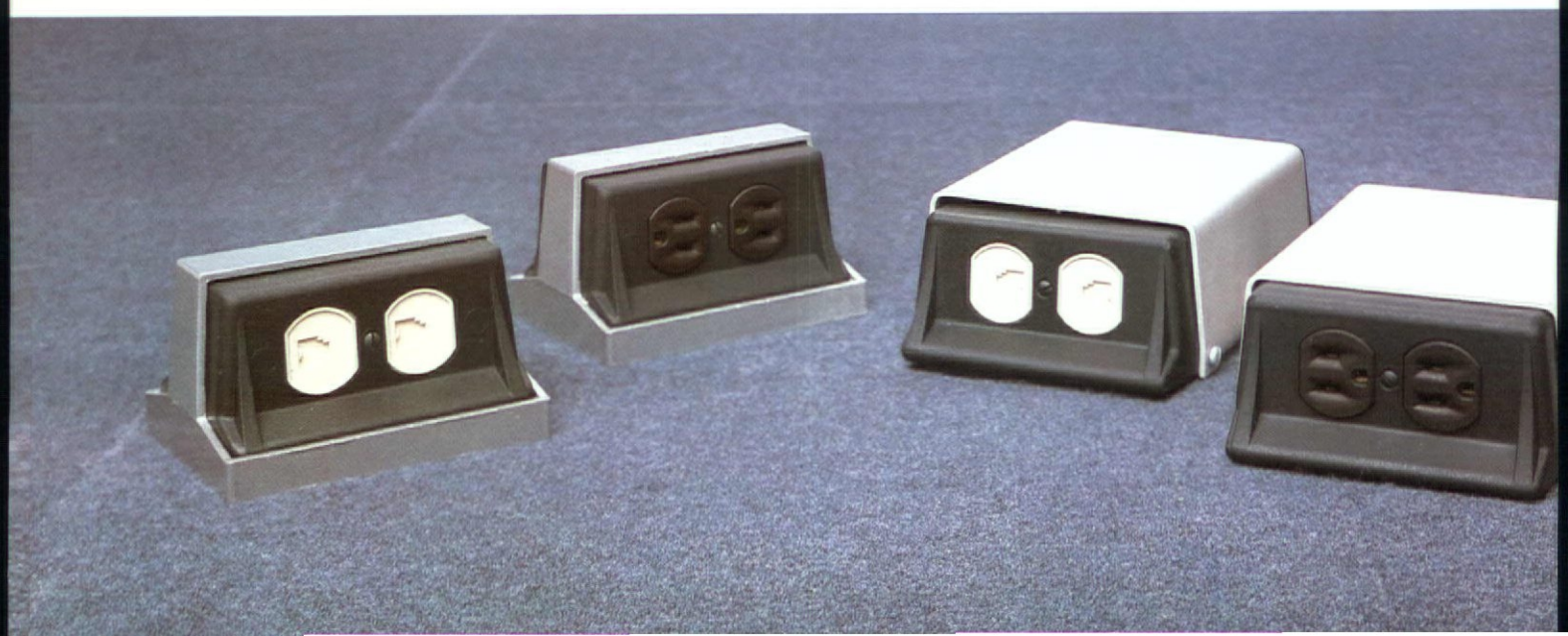
CIRCLE READERS SERVICE # 95



# No one can match Karastan.

# Except Karastan.

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

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

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

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

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

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

Invest in *Karastan*®

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

*Bonte*

# Ergonomic seating, computer support furnishings remain hot items with new options for NEOCON

## COLOR AND TEXTURE HIGHLIGHT FABRICS

NoveauTex Fabric Collection from Douglass Industries Inc. combines new colors and textures in design. Made of 100 percent nylon, the line ranges from pastels to deep hues. Several patterns are offered. **Space 1770.**

## CINI BOERI DESIGNS SEATING SYSTEM

Bonte system from Beylerian Ltd. is a design of Cini Boeri. Armless, left, and right arm elements allow varied configurations. Covers are removable for cleaning. **Space 1198.**

## TWO NEW SHOWROOMS, ONE COMPANY

Harvey Probber's cup runneth over with two entirely new showrooms on the eighth floor. The main showroom, encompassing 6,000 sq. ft., features Advent III Open Office System. Directly across the corridor is another 2,000-sq.-ft. showroom devoted exclusively to Probber's Artisan Collection—furniture hand woven of natural materials. Both showrooms are designed by James P. Maguire. **Space 857.**

## SECRETARIAL CHAIR HAS POSTURE BACK

Posture/stationary back adjustment and pneumatic height lever make Ergonom's secretarial chair easily adaptable to varied positions. **Space 1416.**

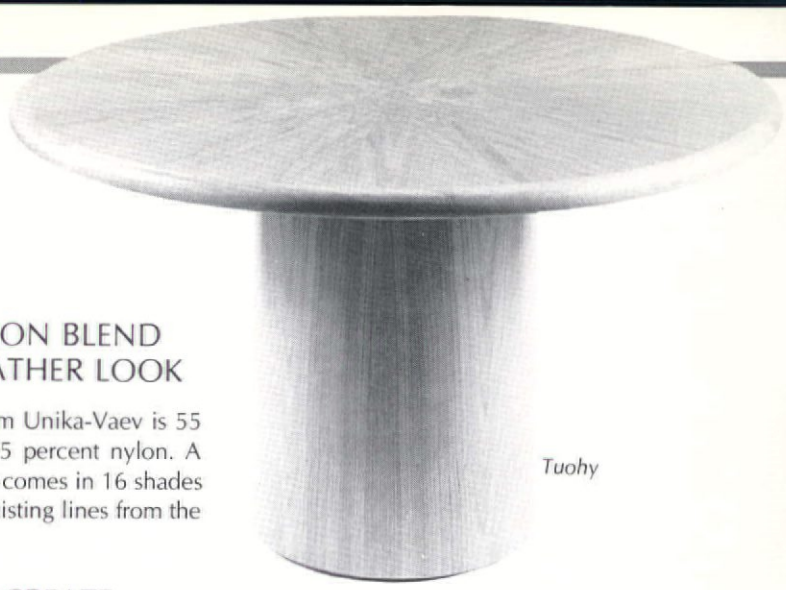
## TUOHY TO SHOW HARDWOOD DESIGNS

Tuohy Furniture Corp. will show its 381-382 series as a collection of distinctive hardwood designs for occasional and conference use. All table surfaces are finished in a five-step catalyzed lacquer process using special hardening additives to enhance durability. **Space 1057.**

## TIBBET OFFERS SOUND DIVIDERS

In its new showroom, Tibbet Inc. is offering office furniture components—sound dividers and wall systems for the open plan office. John Mudgett, vice president, Fulton & Partners, designed the space. **Space 10-109.**

*Condi*



Tuohy

## UNIVERSAL SERIES FITS EXISTING LINE

D Series desks are designed to fit components of Pacific Condi's existing lines. This unit is highlighted with chrome, brass, or bronze detailing. Wood finishes are hand-rubbed. **Space 995.**

## WOOL/NYLON BLEND CREATES HEATHER LOOK

Wool-Lon blend from Unika-Vaev is 55 percent wool and 45 percent nylon. A subtle heather effect comes in 16 shades coordinating with existing lines from the firm. **Space 945.**

## SUPPORT FURNITURE SUITED FOR ELECTRONICS

A functional support system for electronic office equipment is now available from Meridian Inc. A wide range of options is offered to suit any application. **Space 10-167.**

## PANELS CREATE IMMEDIATE PRIVACY

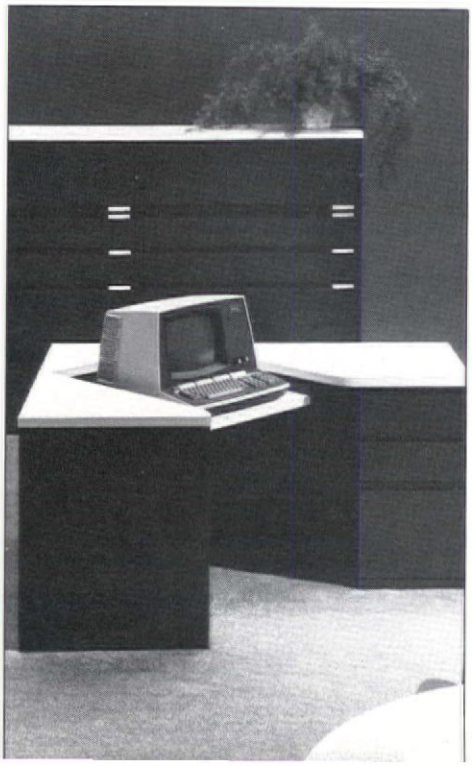
WorkScreen panels create privacy without permanent modifications to existing facilities. From Cramer, panels join for varied angles. **Space 9-102.**

*(Continued on p. 74)*

Alex Stuart

Unika-Vaev

Cramer



Meridian

Ergonom

# MORE THAN 2000 NO-FADE HOURS.

**NEW MARVESS OLEFIN CG RESISTS FADING LIKE NO OTHER FIBER UNDER THE SUN.**

Suited for both commercial indoor applications and exterior areas, Marvess olefin CG is the most highly UV stabilized colored staple fiber yet developed.

**UNPRECEDENTED COLOR STABILITY.**

Long after carpets of conventional man-made colored staple fibers start fading fast, high UV Marvess olefin CG continues to show its true colors. In fact, colors evaluated in Phillips Fibers ongoing test program average well over 2000 hours before degradation in Xenon Fadeometer tests. And direct sunlight testing in Florida confirms this!

**OUTSTANDING WEAR RESISTANCE.**

In addition to the high UV stabilization qualities provided by Phillips Fibers proprietary UVEX System, Marvess olefin CG also offers durable solution-dyed colors, tough wear resistance, excellent stain release and cleanability and resistance to rot, mildew and insect damage. Plus the lowest static component of any man-made fiber and the lowest specific gravity of all fibers—resulting in excellent bulk and cover.

**LUXURY LOOK AND FEEL.**

Marvess olefin CG solution-dyed staple fiber gives carpet manufacturers versatile new dimensions in carpet spun yarn heather color styling—while retaining the traditional appearance and texture only a spun yarn can offer. And because it is ideal for high traffic areas and can be easily cleaned, carpet made with contract grade spun yarn pile of 100% Marvess olefin CG will provide optimum, long-term beauty.

Whatever the commercial or institutional application . . . from offices, stores, hospitals and schools to theaters, auditoriums, patios, balconies and walkways . . . high UV Marvess olefin CG performs like no other fiber under the sun. Marvess olefin RG for residential grade carpets is also available. Contact your distributor today. Or, write or call Phillips Fibers for mill resources.

**INSIST ON THIS LABEL.**

OUTSTANDING RESISTANCE TO COLOR FADING

CONTRACT GRADE SPUN YARN PILE OF 100% SOLUTION-DYED

MARVESS OLEFIN CG

FIBER BY PHILLIPS 66

Resistance to color fading and direct sunlight provided by Phillips Fibers proprietary UVEX system.

MARVESS® OLEFIN CG also offers . . .
- Durable Solution-Dyed Colors
- Wear Resistance
- Excellent stain release and cleanability
- Resistance to rot, mildew and insect damage

RESISTS STATIC BUILDUP

®Trademark Phillips Petroleum Company

MAN MADE FIBERS/LIFE MADE BETTER.

PHILLIPS FIBERS CORPORATION A SUBSIDIARY OF PHILLIPS PETROLEUM COMPANY, GREENVILLE, SOUTH CAROLINA
OLEFIN FIBERS MARKETING, P.O. BOX 66, GREENVILLE, SC 29602, (803)242-6600

Circle 51 on reader service card

# INTRODUCING

# SERIES 7000

## DAZZLING COMFORT FROM LA-Z-BOY® CONTRACT DESIGNED BY EDWARD VASQUEZ

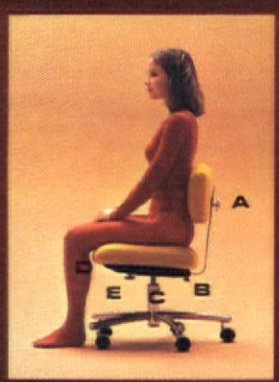
Light, bright, pleasing to the eye. This is what one first perceives when he views our new Series 7000. It's scaled and proportioned for the open office of today's business environment. Its clean, efficient lines will enhance the decor and help improve the productivity of the office.

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.

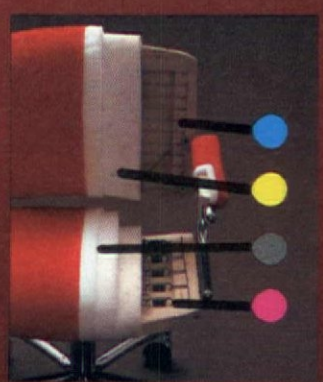
Quality is another feature of Series 7000. Each style features a hardwood frame, double-doweled for strength. We've used Perma-Mesh springs by Flex-O-Lators. There are two foam systems; one dense and firm for proper support and a softer foam for greater comfort. In short, Series 7000 is as good as we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

C92070




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. Swivel-tilt tension adjustment. ● Double-doweled hardwood frame. ● Perma-Mesh® springs by Flex-O-Lators. ● Dense foam for proper support. ● Soft foam for comfort.

C92073



**LA-Z-BOY CONTRACT** A DIVISION OF THE La-Z-Boy® CHAIR COMPANY

Circle 52 on reader service card

# Bases vary on chair introductions as sleds and five-star pedestals proliferate

*Steelcase*

## WOOD SYSTEMS STAND UP TO WEAR

Design 9 office systems from Steelcase are of specially-processed wood veneer with a wear- and stain-protective finish. Modular components, compatible with the firm's 9000 line, can be used in open plan or walled office environments. **Space 1032.**

## INTERCHANGEABLE FRAMES FEATURED

Nova I series from Superior Chaircraft Corp. has interchangeable frames for a variety of seating options. Sled, legged, or pedestal bases, plus wide range of colors and fabrics, provide varied selection. **Space 1045.**

## RASMUSSEN DESIGNS FOR HERMAN MILLER

Kevi chairs, designed by Jorgen Rasmussen for Herman Miller Inc., combine ergonomics and esthetics. Many styles are offered for contract applications. **Spaces 920-926.**

## DUPONT PLANS SPECIFIER SWEEPS

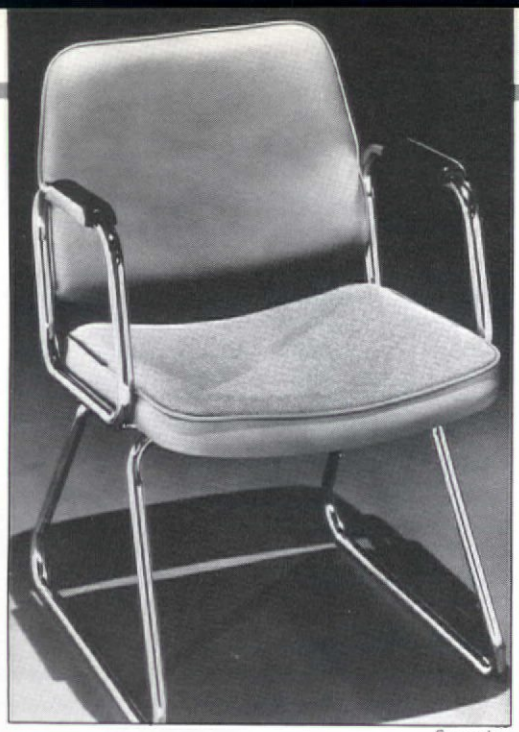
A sweepstakes for specifiers, a major promotion tied to a fashion theme, and new varieties of DuPont Antron nylon will be highlighted in DuPont's space during NEOCON. Carpet styles incorporating new fiber varieties will be shown in the exhibit, as well as in individual carpet showrooms. **Space 1097.**

## PARALLELS CHAIR IS BECKER DESIGN

Helikon introduces the Parallels chair in two new versions. Designed by Bob Becker, the chair comes with or without arms. Horizontal banding is featured. Adjustable swivel base is chrome-plated steel. **Space 962.**

## LARGE DENIER FIBER IMPROVES RESILIENCY

DuPont Antron fiber woven into Kalista carpet from Fabrica International features large denier to improve resiliency. High-twist yarns are tufted into dense, low-profile construction. Available in 25 shades or custom colors. **Space 848.**



Superior

Helikon

Chromcraft

Herman Miller

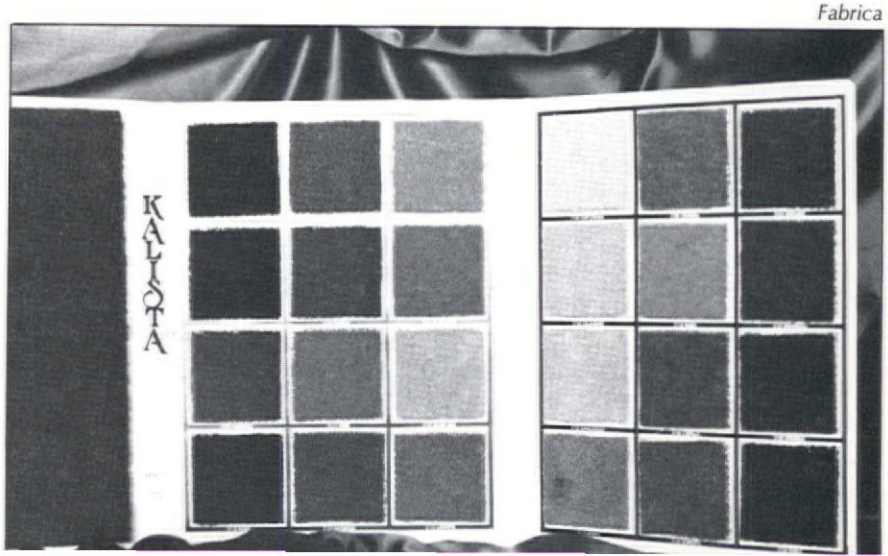
## NEW COLOR PALETTE BY STORWAL

Storwal International is introducing a new palette of 36 colors for its line of metal office furniture products. **Space 901.**

## OAK ADDS WARMTH TO CHAIR DESIGN

High and low back executive seating has exposed wood or fully upholstered arms plus a wood base. From Chromcraft Furniture, varied finishes and upholsteries are available. **Space 1146.**

Fabrica



*Texas Commerce Tower, Houston*
*Architect: 3D/International*
*Contractor: James Contract Draperies, Inc.*

*U.S. Steel Building, Pittsburgh*
*Architect: Harrison & Abramovitz*

*Twin Towers, Arlington, Va.*
*Architect: Hellmuth, Obata & Kassabaum, P.C.*
*Contractor: Kentair Manufacturing*

*Capital Bank Plaza, Houston*
*Architect: Lloyd Jones Brewer & Associates*
*Contractor: Contract Drapery, Inc.*

## Bali Blinds fill tall orders

Houston, Pittsburgh, and Arlington, Virginia. Wherever there are tall orders to fill, more and more architects and contractors are selecting Bali Blinds for commercial buildings.

Bali makes it easy. With a responsible bid. Predictable delivery. A quality, fashion blind. And service that does not end once the blinds have been shipped and installed.

So when you have requirements for window coverings, study our brochure in your Sweet's Catalog located under 12.9 mini-blinds. Then select Bali. We fill tall orders.

For more information write: Bali Blind Brochure #8005, Marathon Carey-McFall Company, Loyalsock Avenue, Montoursville, Pennsylvania 17754, (717) 368-2621. A Division of Marathon Manufacturing Company.

**BALI BLINDS®**

BALI IS BLIND IMAGINATION

**Circle 53 on reader service card**

SEE US
AT NEOCON
SPACE 1871

# A Star is Born

Have we made commercial carpet the way it should really look, feel, clean, wear, seam, hide dirt and be priced? Do we have a star on our hands? See for yourself at our space 1871 at NEOCON.

## Specify Grifftex™ Commercial Carpets

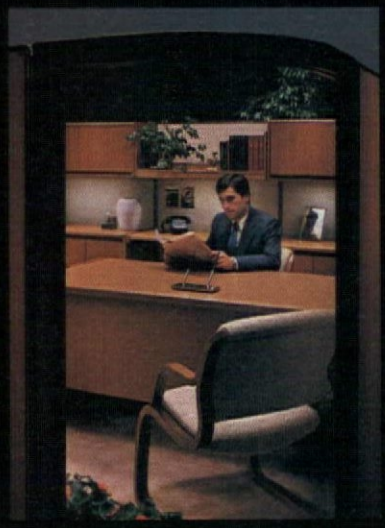
ULTRON 3D ANTRON® Anso IV HP

Circle 54 on reader service card

Steelcase

## Introducing Design 9.™

## It adds the rich, fresh look of wood to open office planning.



This new concept blends the modular efficiency of our Series 9000 systems furniture with the look and feel of fine wood.

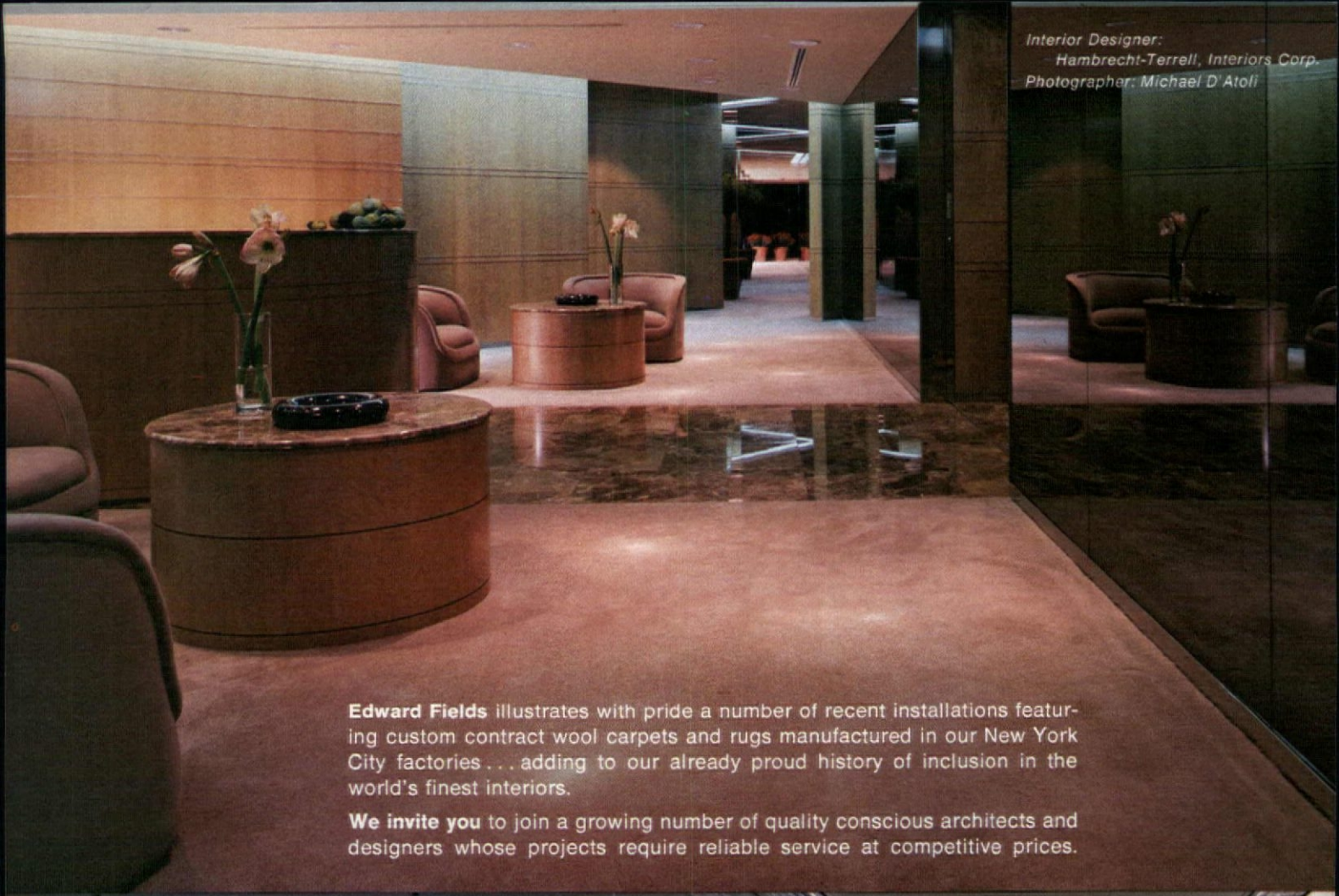
Aesthetically, it provides a richer, more inviting environment that helps people feel like they're worth more. Which, in turn, is reflected in how they work.

Functionally, Design 9 adapts to the varying dimensions of people and equipment, yet offers all the important features and benefits for which our systems furniture is known.

New Arrondi™ seating (foreground), with its flowing lines and rich wood tones, can be used as a striking accent piece, or serve as the finishing touch for Design 9 or Steelcase Designs in Wood series.

Design 9 and Arrondi. See them at our regional offices, or contact your Steelcase representative. For world-wide product and sales information, write Steelcase Inc., P.O. Box 1967, Grand Rapids, MI 49501. Or, call free 800-447-4700. In Illinois, 800-322-4400.

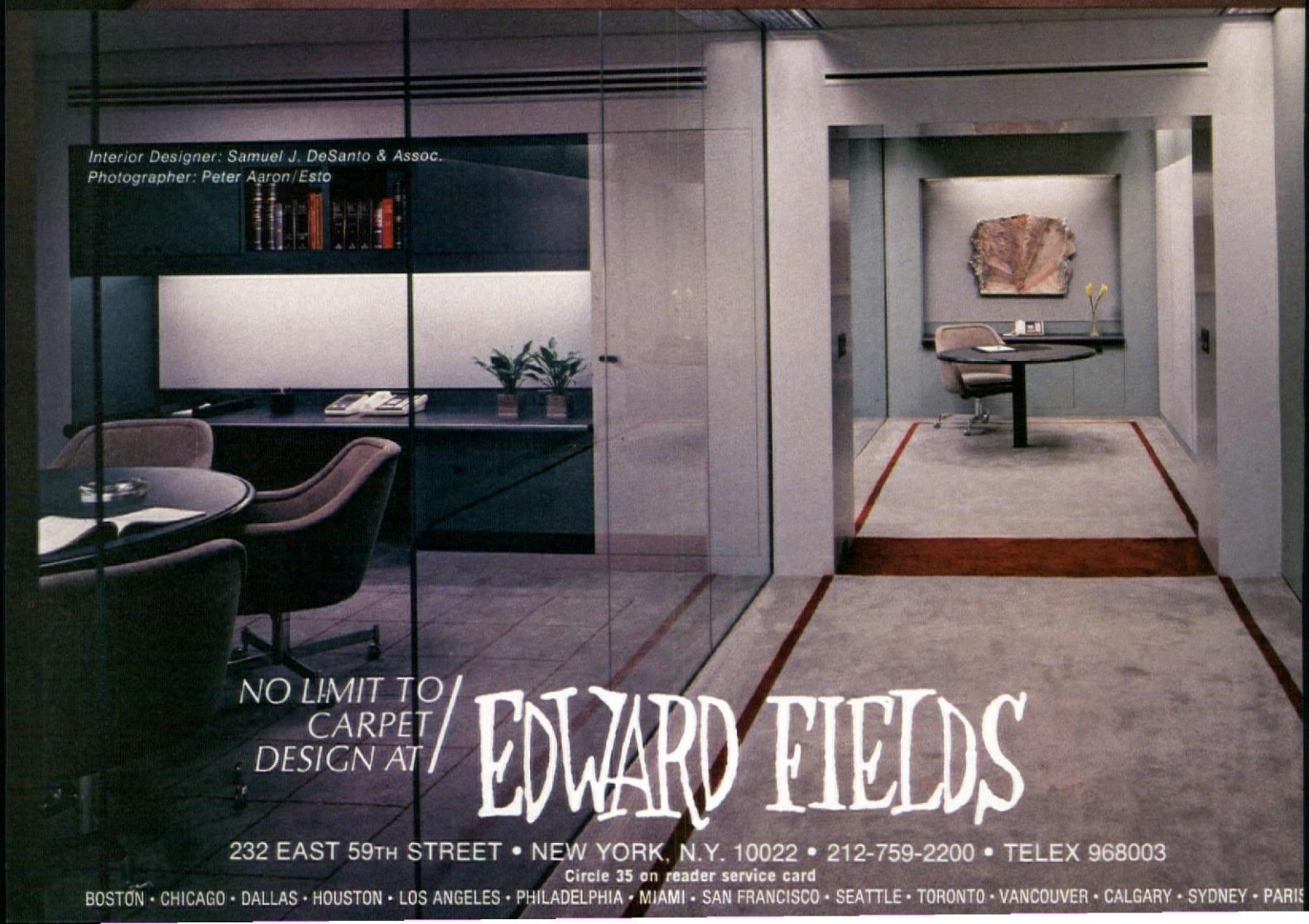
Circle 55 on reader service card



*Interior Designer: Hambrecht-Terrell, Interiors Corp.*
*Photographer: Michael D'Atoli*

**Edward Fields** illustrates with pride a number of recent installations featuring custom contract wool carpets and rugs manufactured in our New York City factories . . . adding to our already proud history of inclusion in the world's finest interiors.

**We invite you** to join a growing number of quality conscious architects and designers whose projects require reliable service at competitive prices.



*Interior Designer: Samuel J. DeSanto & Assoc.*
*Photographer: Peter Aaron/Esto*

NO LIMIT TO CARPET DESIGN AT

# EDWARD FIELDS

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Circle 35 on reader service card

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# CONTRACT QUOTES

## RUG INDUSTRY PLAGUED WITH COMPETITION

**Roy Hickman**
**Mgr. of Product Styling/Design**
**Walter Carpets**
**City of Industry, CA—**

"The carpet industry is currently plagued with the problems of excess capacity and intense price competition. Only those firms with styling ability, innovative technology, strong management tools, and adequate capital will survive to prosper as the carpet industry continues its evolution toward becoming a mature industry."

## HIGH STYLE IS CURRENT CONTRACT BUYING TREND

**Joseph Vitagliano**
**President**
**Gia Internationale**
**New York—**

"Trend has been toward higher styled design—design which remains active in spite of a weakening economy. We are seeing a return to fine, exotic veneers, and woods in their natural state."

## ECONOMY WEEDING OUT UNSTABLE COMPANIES

**Donald R. Miller, ASID**
**V.P., Sales**
**Thonet**
**York, PA—**

"We are repositioning ourselves to take advantage of the upswing in the contract market. We are leaner right now, so we'll be ready when the uptake happens. The current economic climate will weed out dealers and manufacturers who aren't financially stable, making the industry stronger."

## SEATING FUNCTIONALITY BECOMES PRIME CONCERN

**Sverre Martinsen**
**President**
**HAG USA**
**Chicago, IL—**

"I came out of the European school of thought where the approach has been that form follows function in new generation seating. Ergonomics started out by looking at work that demanded high levels of concentration. Alternative seating positions were developed to counter the traditional 'lowercase h' chair. Looking back as far as 4,000 years ago, the concept of sloping seating—where functionality was a prime concern—was employed. The last three years in the U.S. have revolutionized seating to return to these original roots."

## DON'T IGNORE HUMAN FACTOR IN DESIGN

**German C. Sonntag**
**Chairman**
**Int. Design Dept., Fashion Institute of Design & Merchandising**
**Los Angeles—**

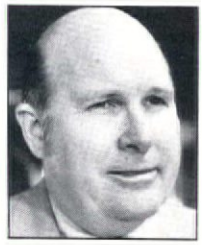
"Behavioral sciences, like proxemics, are so involved with figures that the emotional aspect of individuals is ignored. A wider knowledge of the social environment—hotel, conference room, office—has to be explored. Refer to the emotional part of 'the soul,' not so much the rational aspect of the mind. Where is the human being in all of this?"

## POST-DESIGN EVALUATIONS ARE VALUABLE TOOLS

**Margaret R. Goglia**
**Jose Almanza & Assoc., Architects**
**Los Angeles—**

"The most important thing the designer can do to improve is to assess projects after installation through post-occupancy evaluations. In the long run, such studies can improve decision-making. Designers can capitalize on successes and improve upon mistakes. Your clients may not come back and tell you . . . they just may not come back!"

## LET EGO GO IN BUSINESS FOR LESS INTERFERENCE



**Guy R. Ramsey**
**Vice President**
**Integrated Design**
**Los Angeles—**

"Our industry, it seems, has a freight train-sized ego. I think it's economic fantasy to let business differences interfere with progress. As design professionals with creative sensibilities, we should try harder to preserve valuable relationships with vendors and clients, and vice versa. The ABCs of checks and balances in accounting exerts some control over this problematic area. Due to the high cost of money, we all shoulder staggering responsibility. It is in our interest to operate according to the highest standards of business ethics."

Introducing Stow/Davis textiles.
For those with a fondness for material wealth.

Macro detail: Freeman fabric woven 100% virgin wool.

©1982 Stow/Davis

STOW|DAVIS
GRAND RAPIDS

# Wall-Pride Fabric.
# The most colorful item on the agenda.

If you're involved with contract interiors, incorporate excitement into your next project. Wall-Pride contract fabrics and wallcoverings provide a complete resource for the Architect, Specifier and Interior Designer. We have colors and textures in stock to complement the image you have in mind.

WALL-PRIDE, INC.
UPHOLSTERY & WALLCOVERING

For sampling and nearest showroom contact Wall-Pride at P.O. Box 7151, Van Nuys, CA 91409, (213)997-2700.

Du Pont TEFLON® soil & stain repeller

Shown: Wool Brigade and Wool Granite available in 42 color ways.

See Us at Neocon Booth #1601

Circle 56 on reader service card

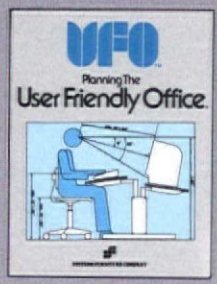
# EVERYONE IS COMPATIBLE WITH THE "User Friendly Office"™

Systems Furniture UFO #2000

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

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

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

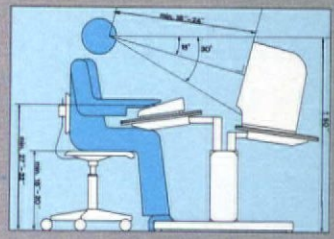



Send for **Planning the User Friendly Office**. Based on authoritative studies conducted by the Gispen Staalmeubel Company of Holland and the U.S. National Institute for Occupational Safety and Health.

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-of-sight angle, height and length of reach.
- All work surface adjustments are fully independent and simple to perform.
- Work surface tops are finished to minimize glare from reflective light sources.
- Systems Furniture can match finishes and surfaces of Steelcase, Herman Miller, Haworth, Westinghouse and a host of other conventional and open plan furniture manufacturers.
- Custom configurations are available on request.



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

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

**Dealer Inquiries Invited.**
**See Us At NEOCON,**
**Space 866, Chicago Mart.**

**SYSTEMS FURNITURE COMPANY**
2727 Maricopa Street, Torrance, CA 90503
(213) 533-1212 TWX 910-349-7518

**Circle 57 on reader service card**

UFO™ User Friendly Office by SYSTEMS FURNITURE COMPANY UFO™ User Friendly Office by SYSTEMS FURNITURE COMPANY

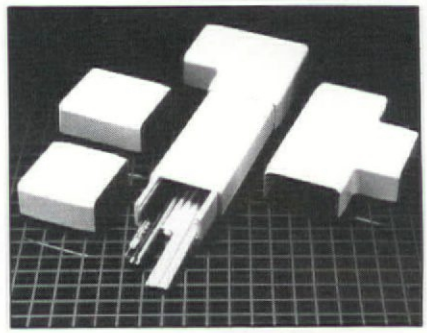
## Open plan VDT office is custom-sized for export market

CompuStation 2000 from Aspects is available in custom sizes to suit the needs of foreign clients. Designed for use with CRT terminals, microform viewers, and typewriters, system is T-molded in putty, grey, natural oak, or regency walnut high-pressure laminate. **Circle No. 344.**

## Laminate tops in four colors prevent stain, heat build-up

New electronic office features unique laminate tops in four colors that prevent stain and heat build-up. Durability is enhanced by 14/16-gauge tubular steel frames with an exclusive leg design that enables 42 sitting postures and 16 sizes in both L-return and standing positions available from DECAR. **Circle No. 349.**

## Hidden wiring possible with PVC duct system



Dek Inc. introduces a new duct system for low voltage wire. Formed from PVC, it is designed to organize wiring runs from one point to another, enabling hiding of flat and round wire or cable. Additional wire installations can be accomplished without conduit or sawing through walls; accessory pieces hold wire in channel then guide it through L- or T-corners and into connections. **Circle No. 346.**

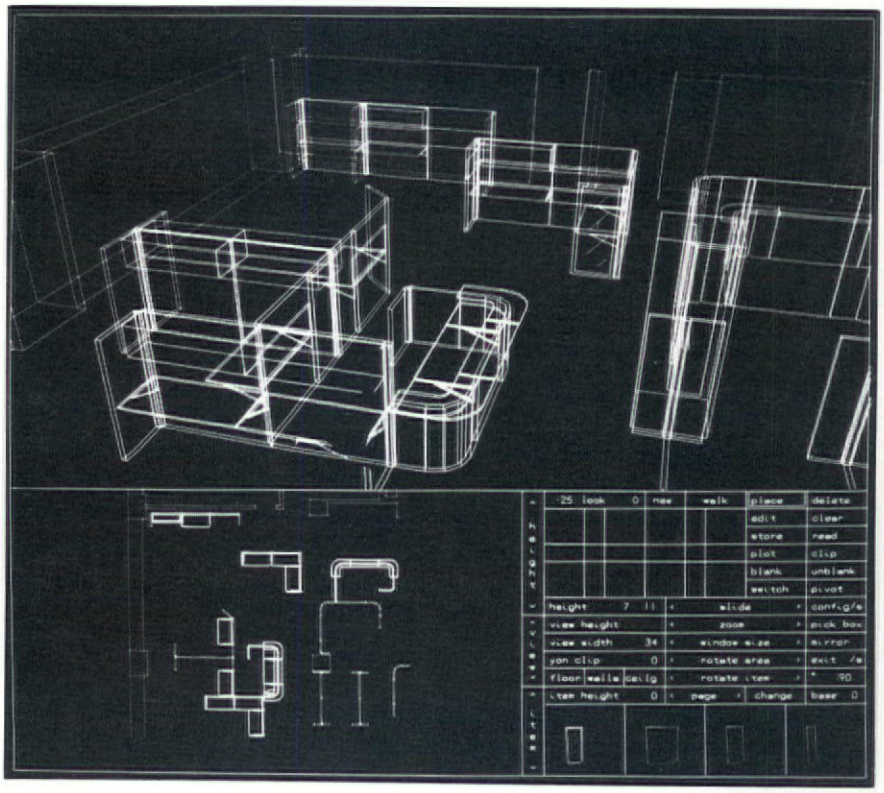
## Adjustable racks manage tapes

Magic Aisle from Acme Visible Records, is a space-saving management system for magnetic media. Racks are adjustable to accommodate any size of magnetic tape reels. Three models—in manual, mechanical, or motorized designs—are offered. **Circle No. 353.**

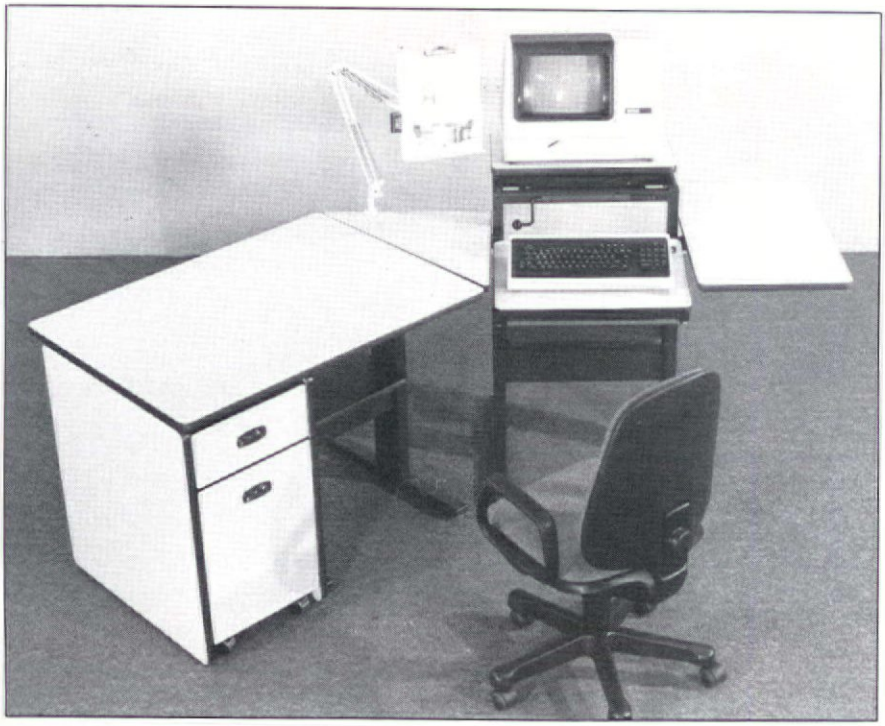
# Multi-button phone consoles targeted for brokerage firms

High-density telephone consoles from V Band Systems are specifically designed for traders working in brokerage firms and banks. Named the VK Family, consoles are offered in 30- to 120-line sizes with single or dual handsets. Other features include non-locking line keys, standard 1A2 lamp functions (wink, flash, and steady), and signal key for intercoms. **Circle No. 345.**

# Licensing computer program to drafting/design professionals




Herman Miller now offers DDD (Dynamic Design and Drafting) system on a licensing basis. The newest of a series of facility management software programs, DDD is also available through time-sharing. Package includes a three-dimensional modeling program through which designers "walk through" a simulated building and analyze design solutions. By selecting various functions, user can place or erase images, walk forward or backward, or look at the model from any direction. **Circle No. 350.**



# Workstation integrates storage, hides task lighting

Watson Furniture Systems offers a modular VDT station called FlexSystem that integrates task lighting and storage for paper, microfilm, and binders. Work surface tilts up or down and extends forward or backward for comfortable operator posture. Casters or glides and adjustable keyboard are available. Unit can be used alone or in conjunction with an integrated electronic open office environment. **Circle No. 351.**

Some open office seating attempts
to say "contemporary" loud and clear.

We prefer simply to say it clearly.

SERIES K SEATING / **Westin-Nielsen Corporation**

Designed by Earl Koepke

3752 North Dunlap Street, St. Paul, MN 55112 (612) 484-3329

Circle 58 on reader service card

# We put your imagination in Focus.

Picture it. A blue so rich you feel a swell of waves breaking across a conference room floor. Or a green so lush that a showroom takes on the feel of a tropical forest. Let your mind go. Come up with the image, then bring your imagination into Focus.

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

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

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

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



## Focus Carpet Corporation

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

Circle 59 on reader service card

# Tuohy

## 380-Series Conference Tables

The 380-Series from Tuohy
asserts the quiet elegance of hardwood design
through design functionalism.

The cantilever conference surface, positioned
on independent T-bases, presents a truly distinctive,
yet unpretentious, design statement.
The placement of base components preserves functionalism by
affording commodious knee/chair space, yet retaining
overall table stability.

380-Series tables are available in oak and black walnut.
All edges are of matching solid hardwood and carry
a full bullnose. Standard lengths start
at 66 inches and extend through 16 feet.

Additional information regarding 380-Series tables
and a portfolio of other table opportunities
is available through your Tuohy representative, or
directly at 1-800-533-1696.

**Tuohy Furniture Corporation**
Corporate Offices: 42 St.Albans Place, Chatfield, MN 55923
Representation in all major U.S. cities.

**Chicago Showroom:**
Space 1057, Merchandise Mart

**Circle 37 on reader service card**

Bavarian Motor Village
Detroit, Michigan

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

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

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

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

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

## Focus Carpet Corporation

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

Circle 61 on reader service card

# Electronically adjustable VDT stand meets ergonomic needs

An ergonomically advanced, electronically adjustable visual display terminal support stand, the EDP 2100, is new from Inotec Systems Inc., a Haskell subsidiary. Screen and keyboard heights adjust separately to meet needs of operators with varying proportions.

Maximum worker productivity is achieved by reducing operator discomfort. Digital readout provides assistance in speedy duplication of proper height adjustments for more than one operator.

Cantilevered legs permit free movement from terminal to other work surfaces; adjustable footrest supports legs and feet. Bellows hide wires in electronically adjustable system. Manually adjustable rectangular or triangular extensions add workspace when connected to the EDP 2100. Fixed-height accompanying units are available in a variety of sizes.

Keyboard surface measures 26-in. wide and 12-in. deep; height adjusts 26- to 32-in. Screen surface is 26-in. wide, 18-in. deep and adjusts 26- to 32-in. up or down. Screen angle moves in a 20-degree range. Internal structure is comprised of rigid, non-conductive structural foam. Unit requires 110 volts AC power in operation.

Inotec Systems, a new subsidiary, has been formed to design, manufacture, and market productivity-enhancing furnishings for work environments.

**Circle No. 343.**

Bradley VII. One of many original Brown Jordan designs for outdoor/indoor use.

# Brown Jordan. Very durable. Very comfortable.

Bradley VII by Brown Jordan. Versatile. Bold. Oversize 1¼" welded tubular aluminum frames are finished with our new exclusive UltraFuse, an exceptionally durable coating, developed to last under the most extreme use and climate. Strong, easy-care vinyl straps offer excellent comfort. Constructed by craftsmen to Brown Jordan demanding specifications for commercial and residential use.

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# Quality and Function...by Design.

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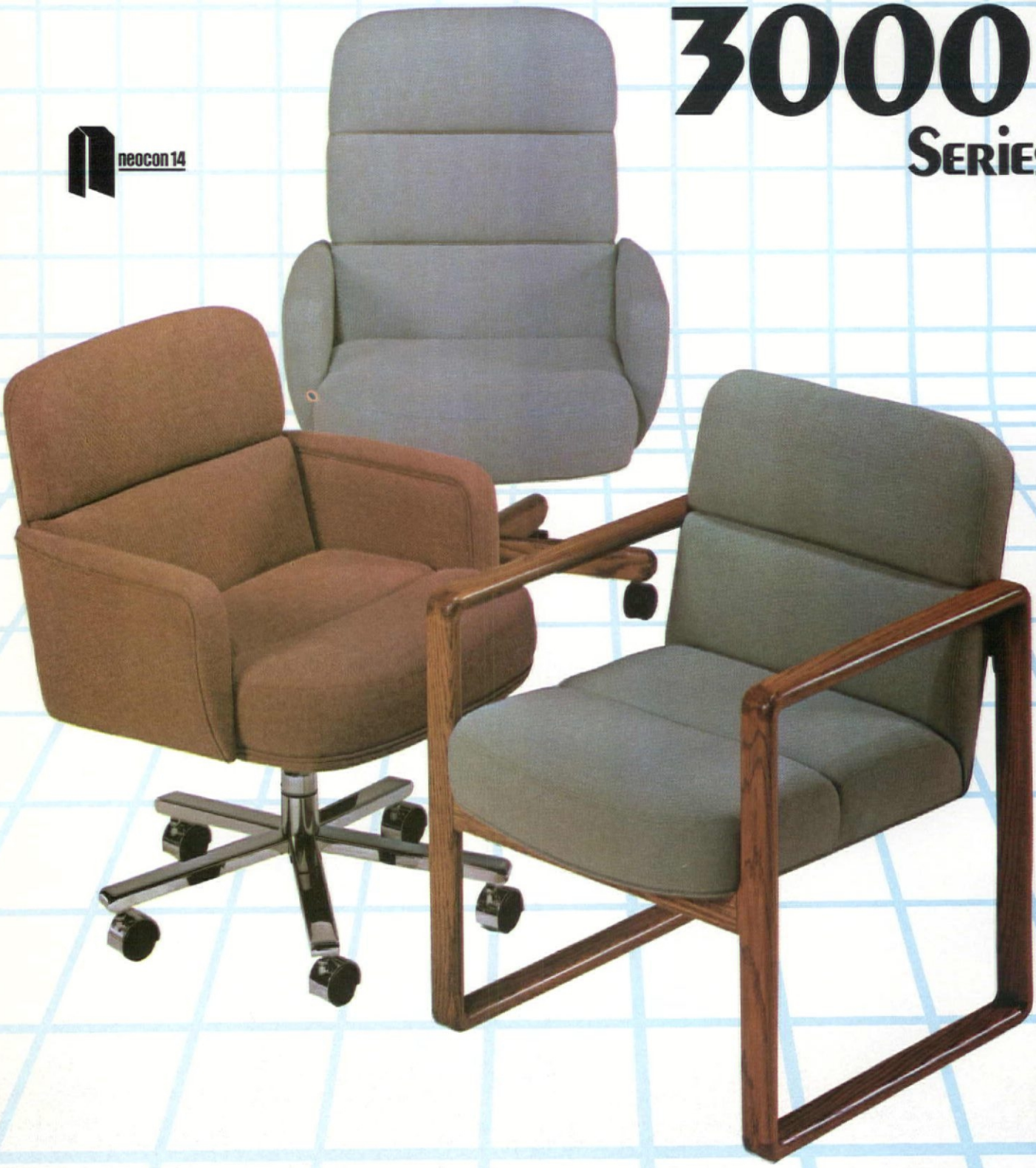

Timeless beauty and strength bolstered by an all-new, comprehensive fabric and color system, affording virtually unlimited design alternatives.

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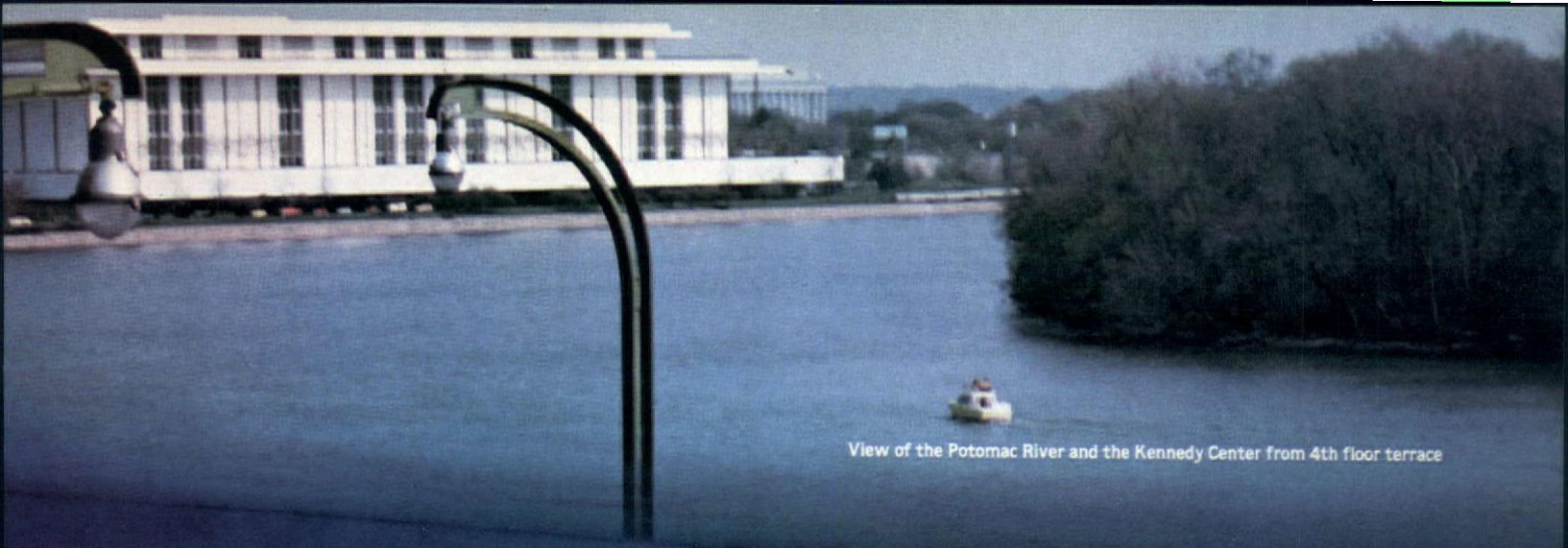

View of the Potomac River and the Kennedy Center from 4th floor terrace

# The way we see it here in Georgetown, you can't find a better Contract Center!

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*The Papermill*

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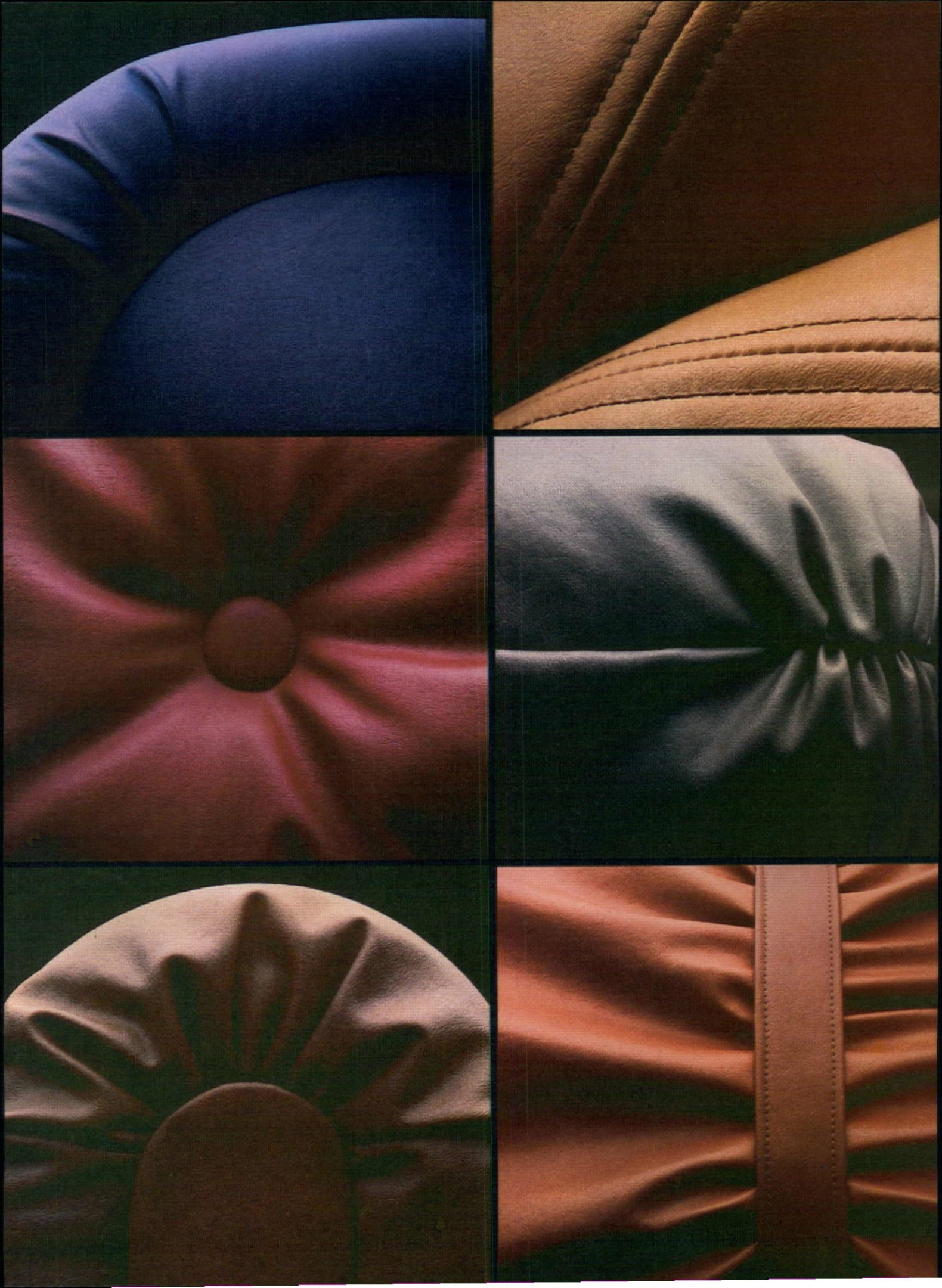
Window view of the C&O Canal looking north



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The secret is a backing of spun polyester, for greater suppleness and pliability. Yet these fabrics have superior durability, tear and soil resistance. And they're manufactured to meet restrictions of stringent fire codes.

But one touch is worth more than millions of words. So ask your Naugahyde Representative for samples. Or write the Naugahyde Work Force: 312 North Hill Street, Mishawaka, Indiana 46544.

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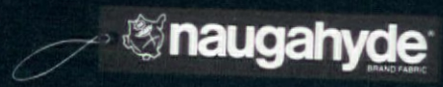


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# Color Grid features 72 hues in chromatics and neutrals

Color Grid laminates, the first integrated color system offered on the laminate market, was recently developed by Formica Corporation and its Design Advisory Board. The Grid more than doubles the firm's solid color selection.

Formica's system is comprised of two grids of 36 colors, each graded by hue and value to provide a logical progression of color from dark to light and warm to cool. The system is guaranteed available and will not be discontinued.

Two new laminate grades include HGP (horizontal, general purpose, postformable product) and VGS (vertical, general purpose, standard product). Both meet standards of the International Organizations for Standardization and National Electrical Manufacturers Association.

To enhance clarity and depth of color in the new line, a matte finish replaces 65 suede finish. This new finish eliminates problems of color change in laminates during manufacturing.

Advising Formica on product design and application is the 17-member Design Advisory Board.

The Color Grid can be seen at NEOCON in space 802. **Circle No. 342.**

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RATTAN

Dining/arm chair, from the Wailea group.
One of many original Brown Jordan Rattan designs.

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

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# R I B B O N

Design: Ray Zimmerman

For additional information on the
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and your area representative
contact:
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Oakland, California 94601
415 534-4511

# H A Y E S

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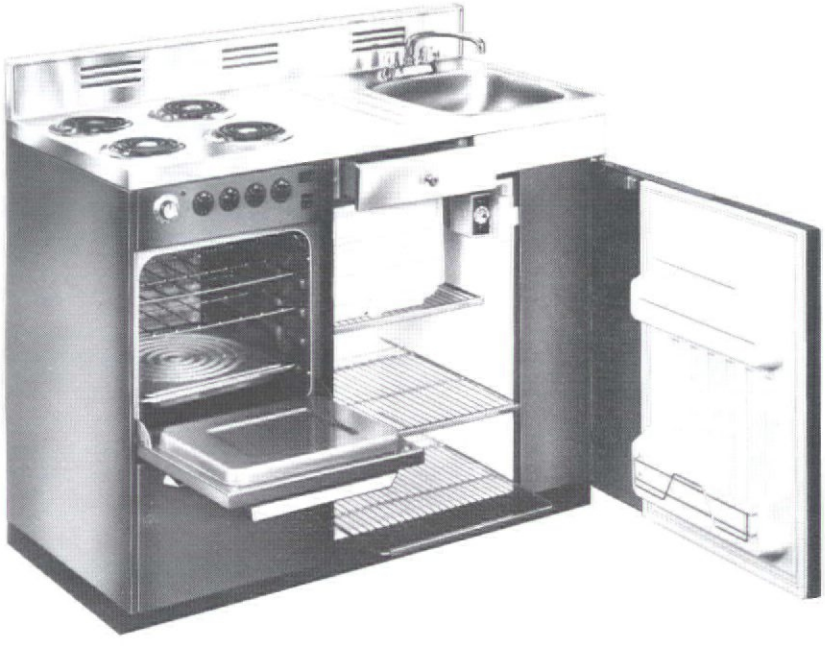

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Project: The soon to be completed Union Mutual Life Insurance Company, Portland, ME
Architect: George Terrien, Terrien Associates
Carpet: Birch Green Donegal Barr, Donegal Stripe
Distributor: Joseph Silverman and Sons
Dealer: Circle Floors

# The Donegal Collection.

**An exciting new grouping that works in large spaces. Small spaces. And open spaces like this one.**

The Donegal Collection. An elegant grouping of stripes, herringbones and heathered colorations for the business floor. Looks clean and uncluttered from a distance. Rich in texture, close up. Use one or all three. We have them in stock and ready to go at a price that'll keep Irish eyes smiling.

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**NEOCON**
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**Space 13-141**

Wellco Carpet Corporation, Box 281, Calhoun, GA 30701-9987
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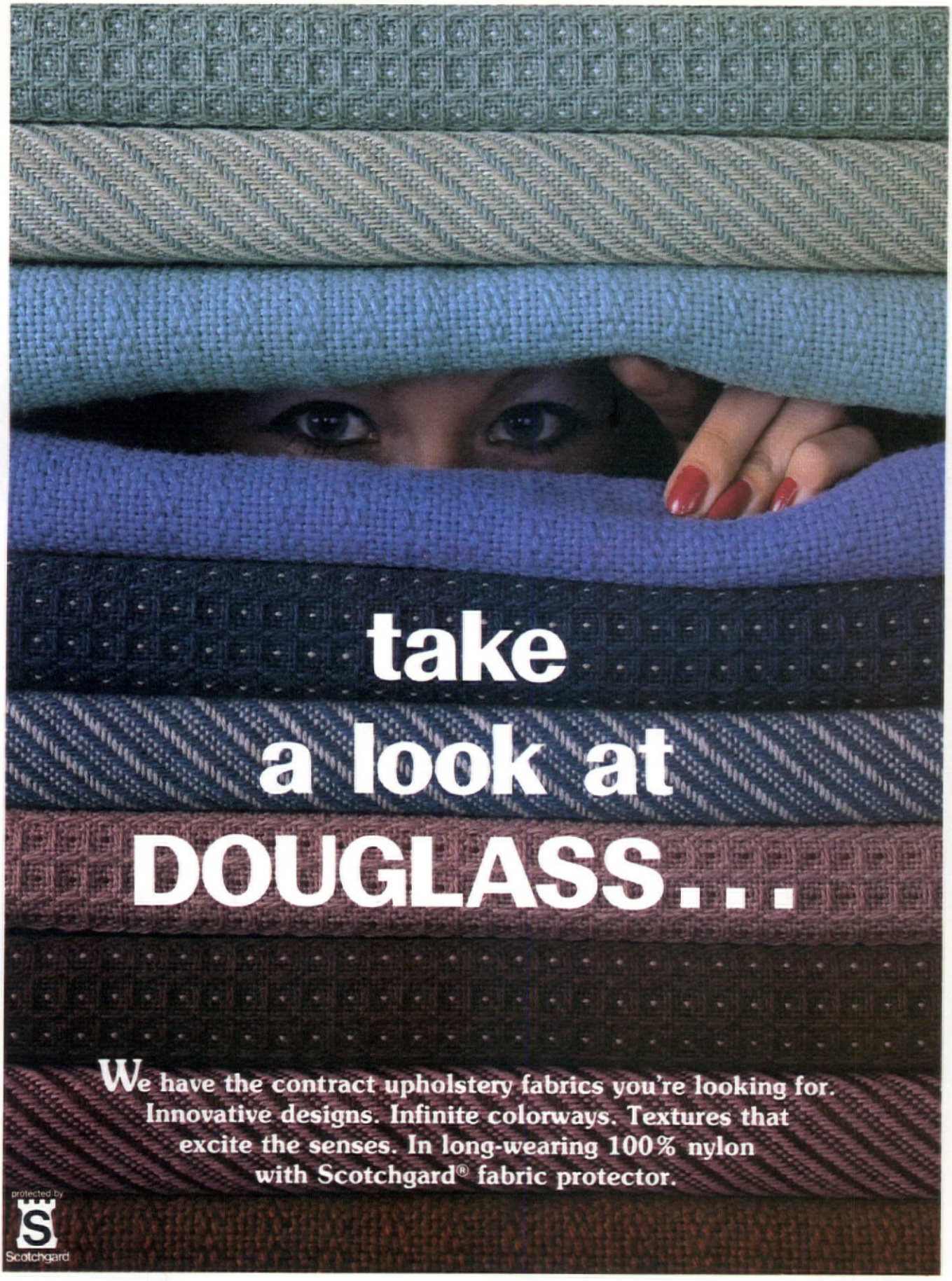


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**Douglass Industries, Inc.**
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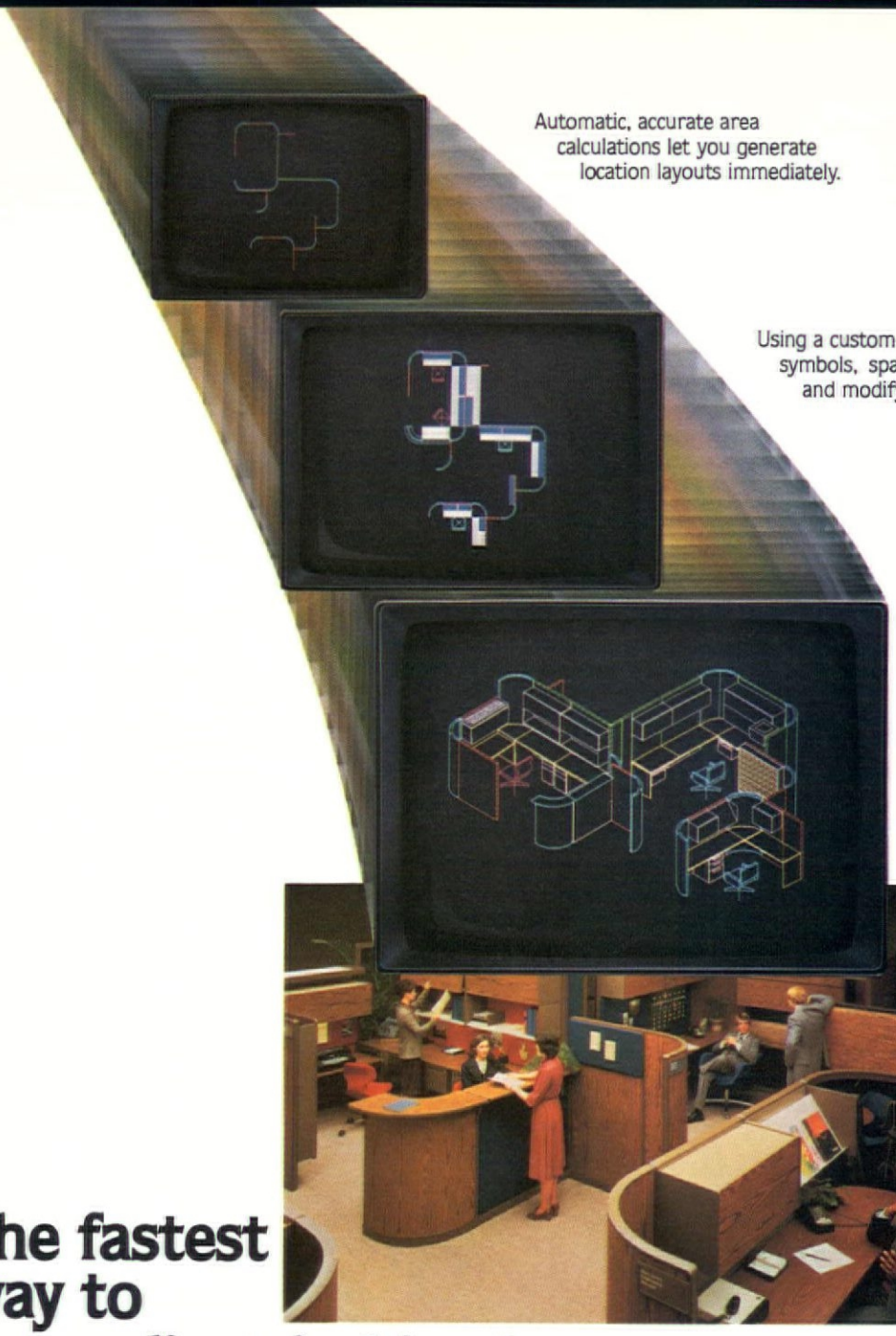

Automatic, accurate area calculations let you generate location layouts immediately.

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

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

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

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

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SIGMAGRAPHICS II is a microprocessor based Computer Aided Design and Drafting system. It automates many of the space planner's most tedious and time-consuming functions: area calculations, furniture inventories, repetitive element drawing among others. And, produces a fully detailed, accurate drawing at a speed that will keep you ahead of your time schedule. It makes modifications instantaneously; and allows you to convert automatically from interior designs seen in plan view to the same designs in orthographic, isometric and perspective.

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

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# 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.

To begin with, we listen. Then we understand your needs by talking them out with you. Then...we respond. Quickly and professionally.

We've labeled this "The Kimball Response." We respond to *what* you need, *when* you need it. We're not above digging in and coming up with a better solution or a better delivery date. I'm telling you this now... because you might need this responsiveness before you know it.

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,

John T. Thyen
Executive Vice President
Kimball International

KIMBALL·ARTEC

The Listeners

Divisions of Kimball International 1600 Royal Street Jasper, Indiana 47546 (812) 482-1600

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# True, PermaGrain® isn't the only flooring we make. But only we make PermaGrain.

The name PermaGrain has become synonymous with durable, beautiful wood flooring. So much, in fact, that many people are referring to their product by our name. But only PermaGrain has all the qualities and features that continue to make us the leader in the field.

PermaGrain is just one of the products in the PermaGrain family. We offer an entire line of superior natural floorings, including PermaBrick — all ideal for commercial installation. And, of course, all our products are unsurpassed for beauty, uncommon durability and cost-effectiveness.

So to insure you're getting the best in quality flooring, be sure to specify us by name. Then check for the PermaGrain trademark.

| WHY PERMAGRAIN IS NATURALLY #1. |
| --- |
| ONLY PERMAGRAIN HAS A COMPLETE LINE OF CONVENTIONAL HARDWOOD FORMATS |
| BROADEST RANGE OF COLORS AND HARDWOODS AVAILABLE |
| UL LISTED FIRE RESISTANT |
| UL LISTED SLIP RESISTANT |
| CAN BE EASILY INTEGRATED WITH MATCHING ACRYLIC-IMPREGNATED PERMABRICK™ FLOORING |
| WINNER OF PRESTIGIOUS AMERICAN SOCIETY OF INTERIOR DESIGNERS' AWARD |

Millions of square feet of PermaGrain have been installed throughout the country. If you'd like to see the time-proven beauty and durability of PermaGrain natural wood flooring, call Sweet's toll-free Buyline at 1-800-447-1980 for the location of a commercial installation nearest you.

## PermaGrain Products, Inc.

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# Charleston Carpets were made to be changed.

Charleston Carpets give you the ultimate in budget and design flexibility. You can choose from the hundreds of designs, colors and textures we have in stock. Or you can change them as Candra Scott and John Cleary did. They selected Charleston Alston II for looks and durability but wanted a special color to match their decor. The result was 0610 Mauve . . . a color we liked so much we added it to our stock selections.

Charleston Carpets

Box 364, Calhoun, GA 30701-0364

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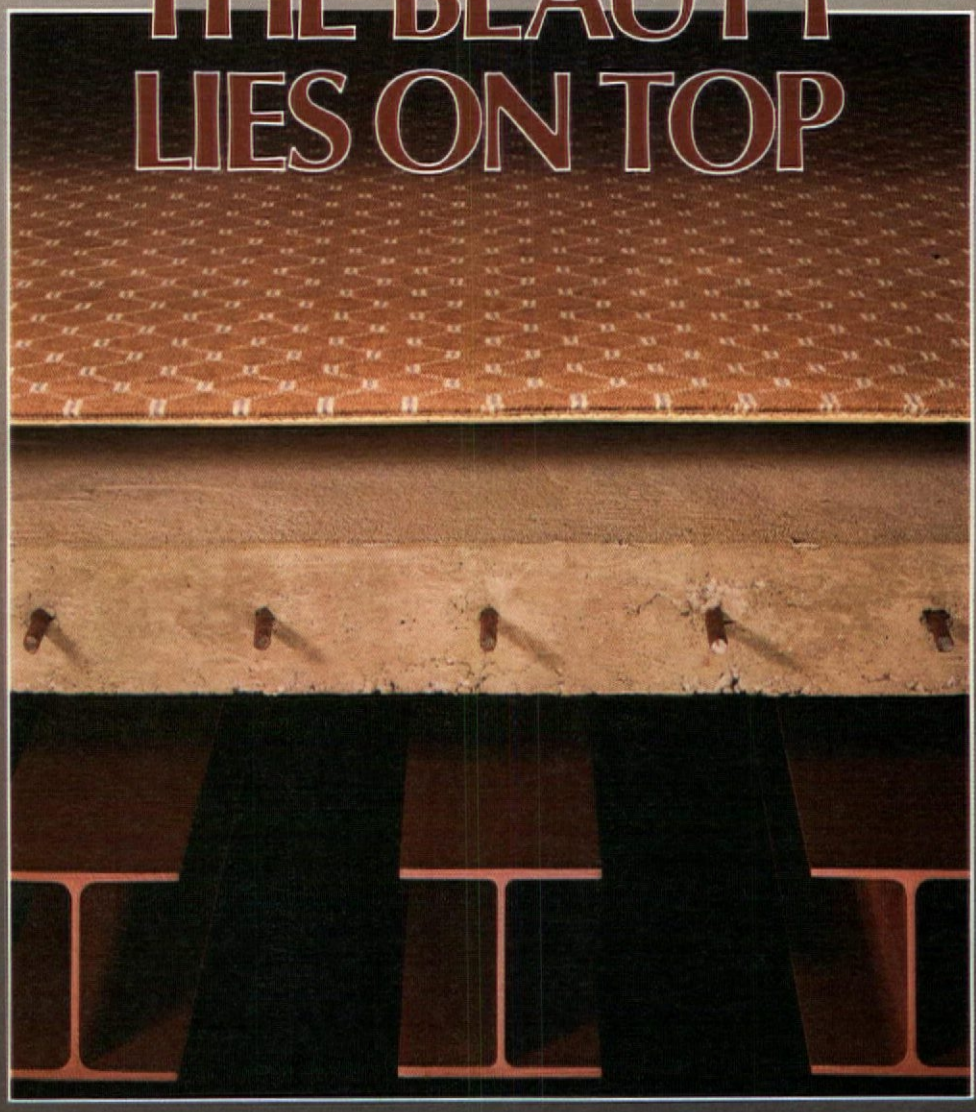
Carpet: Charleston Alston II,
cut pile Velour
Color: 0610 Mauve, custom color
Project: Knob Hill Inn, San Francisco

Carpet: Charleston Sheffield,
Ultra Graphics pattern
Color: 6280 Shamrock Mist, stock color
Project: Elevator Lobby,
Hotel Union Square, San Francisco

Carpet: Charleston Alston II,
cut pile Velour
Color: 6227 Everglade, stock color
Project: Main Lobby,
Hotel Union Square, San Francisco

# THE BEAUTY LIES ON TOP



## OMNI 10

CONCRETE

STEEL

The beauty lies on top. Explore Patcraft's Omni 10 carpet collection before the steel is hung or the concrete is formed. Three challenging designs and 15 in stock colors wait to fit your plan. If the final touch needs your special design, depend upon Omni Point technology to satisfy the final need with low minimum yardage requirements.

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circle 44

**Alan R. Lauck** (shown) joins **Neville Lewis** (shown) as partner, Neville Lewis Associates Inc., New York, Denver, and Dallas. Lauck assumes responsibilities of president for this interior architecture, planning, and design firm. Lewis becomes chairman of the board and chief executive officer.

Lauck

Lewis

Vice president, marketing-architectural, for Hunter Douglas Inc. Building Products Division is **Ian Taylor**. He will be based in Roxboro, N.C. office.

**Dianne E. Whelan** (shown) is now marketing principal with Interspace Inc., Orlando/Tampa division. She is responsible for new business development in the Florida region.

Whelan

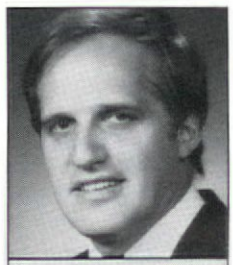
New Dallas district manager for Mannington Mills is **Greg Smith.**

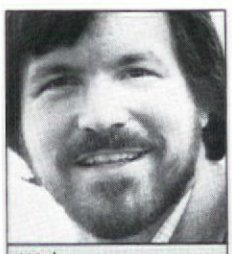
**Peter R. Celli, Jr.,** is now northeastern division manager of Philadelphia Carpets, a floorcovering division of Shaw Industries Inc.

**Charles McEvoy,** president of General Aluminum, Carrollton, Tex., was elected president of the Sealed Insulating Glass Manufacturers Association during the 1982 winter meeting in Phoenix. Vice president, planning, is **Randy Johnson,** Northland Glass Industries, Plymouth, Minn.; vice president, technical, is **Paul Toltz,** General Glass Corp., Denver. Secretary is **Kim Anderson,** Belknap Industries, Seattle; **Paul Thompson,** of Havlin Witkin, Sacramento, Calif., is treasurer.

Appointments of **William K. Morrill, Daniel R. Baker,** and **John C. Neu** as senior vice presidents of Tate Architectural Products were recently announced by **Donald L. Tate,** president of the Jessup, Md., firm.

**Exotech Inc.** is the new name of Exotic Furniture Ltd., located in Montreal. Management team is headed by **Jean Fournier** (shown), president, and **Vytas E. Gruodis,** executive vice president and general manager.


Fournier

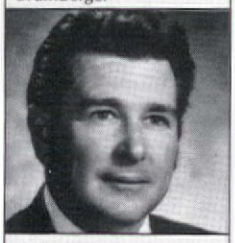

Woltman

Yorkcraft Inc. named **John W. Woltman** (shown) sales representative for the firm's contract division. He will cover middle Atlantic states from the company's York, Penn., HQ.

**Sharon Clarke-Fodor** was promoted to vice president of design at the L.E. Carpenter design center facility, Milford, Conn.

Brumberger

Knoll International's recently-appointed sales administrator of corporate accounts is **Carol Brumberger** (shown). She was formerly affiliated with a public relations firm in the United Kingdom.


Crispell

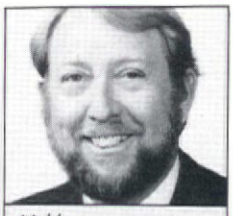
**Art Crispell** (shown) is now vice president of marketing and sales for Anderson Desk Inc., Glendale, Calif. He will develop and direct market and sales strategies.

New manager of the design department at Ivan Allen Co. is **Marc Bigley.** He will manage the Design and Space Planning division of the firm.

Buchtal USA has moved **Randy Renz** to Los Angeles to handle western sales. **Intertile Distributors** of San Jose will serve as distributor in Reno, Nev., and Beverly Hills.

**Larry C. Ward** has been named southern zone manager for Collins & Aikman's Commercial Floor Systems. Ward is based at the firm's Atlanta office.

**Ruben Diaz** will head sales in 13 western states for Kneedler-Fauchere. He will be based in San Francisco. The company will expand into the Ruben Diaz showroom in the Galleria Design Center, Showplace Square, for a total of 13,000 sq. ft. of space.


Mohler

Bancroft

Joining Designware, a California carpet manufacturer, is **Tom Taoda.** He assumes responsibilities for sales in southern and eastern Los Angeles and San Bernadino County.

**Martin C. Mohler** (shown) was named senior vice president, furnishings, at Long Office Supply Co., Miami. **Mike Bancroft** (shown) was appointed director of sales, furnishings.

Recently joining Curvcraft Inc. as general sales manager was **Ray LeCates.** He will be located in Philadelphia.

Leggett & Platt Inc. has named **Wayne Wickstrom** president of the firm's furniture group.

Staff appointments at Filex Steel Products Co. Inc. include **Peter Goldstein** to the position of vice president, sales. He will work in Ossining, N.Y.

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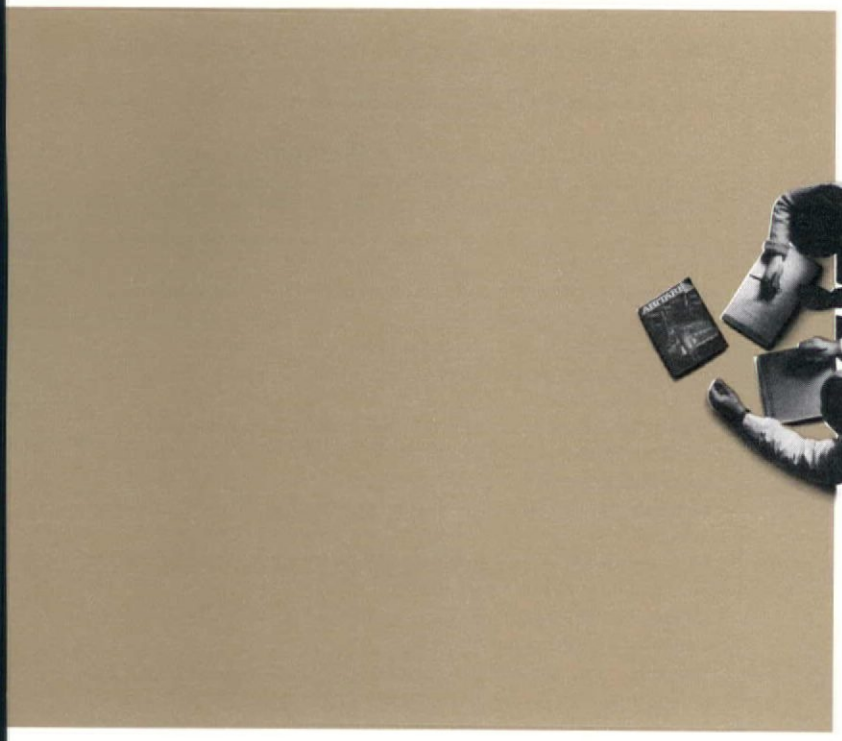

Formica Corporation goes to great lengths with another new product achievement.

The 16′ laminate sheet. Perfect for solving those problems where a seam creates difficulty.

Available in all woodgrain patterns and in the 72 colors of THE COLOR GRID™ system.

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Circle 76

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## COMING EVENTS

### 1982

**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 21-23.** Business Planning Institute National Symposium. "Effective Human Resource Management Strategies for the 1980's." Roosevelt Hotel, New York.
**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, Atlanta.
**August 28-September 1.** National Institute of Governmental Purchasing Inc. Annual Conference & Products Exposition. Marriott Hotel, New Orleans.
**September 11-14.** International Woodworking Machinery and Furniture Supply Fair. U.S.A. Kentucky Fair & Exposition Center, Louisville, Kentucky.
**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 7-9.** Designing With Systems. Ohio Regional Chapter/IBD Rapids Rally '82. Grand Plaza, Grand Rapids, Mich.
**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

**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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Gunlocke One in a series of letters on doing things right.

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Our GPS Panel System is the culmination of 80 years of furniture making know-how. A flexible rendering of oak and fabric into a comprehensive collection of panels and componentry that beautifully accommodates the growing changes within today's office environment.

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

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

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Contract June 1982

EXECUTIVE BUYER EDITION
Bonus Circulation:
5,000 Government
Executives

# REMODELING UP AS STATES TIGHTEN BUDGETS

The adage that no news is good news is keeping state architecture afloat these days.

Government facility planners, operating under severely restricted budgets, aren't planning much *new* construction, but they are planning in other areas nonetheless.

Across the board, architects indicate that the recession has predictably taken its toll on new government construction projects. But, while groundbreaking totals may suffer, a corresponding increase in retrofit, renovation, and adaptive reuse of existing facilities is taking place.

In New York, for example, of the total number of projects contracted, 90 percent focus on retrofitting of older state buildings—and that total is up 85 percent over last year.

In some other states, where total contracts are down, renovation still figures prominently among those bids in-progress.

In nearly all of 10 state offices polled, correctional institutions are getting the lion's share of state appropriations for any new construction, followed by mental health, and education facilities. Growth in state prison populations has made expansion and/or new construction in corrections a critical need.

### Plan for longevity

A major priority in project design cited by authorities in state facility management is planning for longevity in building utility. A criterion of government design at this level is that buildings withstand the test of time and include state-of-art technology to save scarce state dollars in the future. For this reason, energy conservation programs are receiving considerable

*Design of government publication offices for Lawrence Livermore National Laboratory, University of California, is atypical of most government projects, now focusing on remodeling and renovation. The lab is a newly-constructed facility designed to attract employees to a non-urban area. Pedestrian mall, open stairwell highlight space described in story on following pages.*

# Prisons get major share of available funds

study. Several states have already mandated energy codes and are implementing them in renovations as well as in new construction.

Some states have declared a moratorium on any but the most pressing projects, announcing that, "when the log-jam breaks," other areas will receive their due in allocations.

Financing through sale of bonds, private sector fundraising, and other alternatives to capital outlay have lent relief to burdened state budgets in some cases. In Alabama and Oklahoma, oil reserve funds have unexpectedly enhanced construction coffers, enabling legislators to award more projects to needy agencies.

## Rehab, retrofit get the nod

Updating facilities to meet current performance levels in energy conservation and handicapped utility is a key factor in design of state government projects.

And, economical measures are being employed to guarantee the usefulness of existing facilities on into the future. These measures include adaptive reuse of buildings by transforming them to accommodate new roles.

In Texas, adaptive reuse of an historical site—a machine factory—has architects remodelling to convert the building to offices for 11 state agencies. Explains David L. Garbade, director, Facilities Planning and Construction, State of Texas, "It was very cost effective as compared with building a new site—about 50 percent less expensive."

And, in the District of Columbia, plans exist to renovate school buildings into office space. "We're in the process here of closing down three schools that are currently under-utilized," says Richard Super, acting assistant director for design and engineering, District of Columbia.

A combination of government and private enterprise is now altering an historic inner city school, the Summer School, making it a museum facility with an adjacent office building.

Continues Super, "The trend to re-utilize buildings is a big one in the District. However, equally pressing is the need to keep currently operational sites viable for future use."

Toward that end, a $7 million boiler conversion program is under way here, of which $1.5 million in work will be completed this year.

A similar program is employed in the State of Alabama where enforcement of recently promulgated energy conservation requirements will soon have the state switching buildings over to a computerized energy monitoring system. "Hopefully," says Philip Fretwell, state building commission director, "the effort will establish standards to tell us how buildings perform in operation."

Retrofitting sites for energy conservation efficiency through coal conversion projects and for handicapped accessibility is occurring in Illinois. And, reuse of facilities is at work in the recent conversion of a mental health center to a state veterans nursing facility.

Explains Samuel K. Skinner, chairman, Capital Development Board, Illinois, "Conversion and rehabilitation of facilities has increased to equal 75 to 80 percent of our projects. In fiscal '82, we are handling 1,115 facility programs."

The majority of work in New York State is retrofit—equalling some 90 percent of projects completed. Explains Jim Forbes, director, design, Office of General Services Design and Construction, New York State, "Most of our work is in energy conservation retrofitting. We have 800 buildings that we rehabilitate and retrofit yearly to make them flexible and adaptable to future needs."

Capital outlay for energy control programs—while prevalent in most states queried—is less of a concern in Michigan.

Perhaps the hardest-hit by recession and unemployment, Michigan looks upon retrofitting as a goal to return to when the state economy revives.

"Currently," says Almon J. Durkee, state architect and director, Bureau of Facilities, "our priorities are solely in preventive maintenance." Durkee notes that the replacement value of the 6,500 buildings managed by his office is $7 billion. "To preserve this investment, we'll spend a good deal on maintenance of capital complexes and universities."

## Pressure for prisons

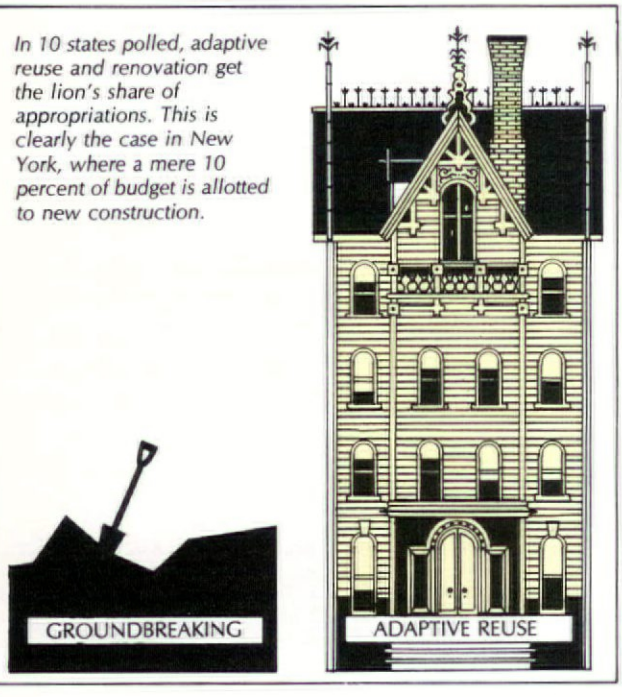
Preservation and expansion of corrections facilities, in particular, has reached critical status within most states queried on building forecasts.

Most have completed, or are about to launch, extensive rehabilitation of correctional institutions. In some instances, such maneuvers temporarily push aside other demands on state budgets made by various agencies.

In Illinois, a switch in emphasis from educational facilities to expansion of prisons has made corrections the target of new program development. Some 72 percent of new appropriations recommended by the legislature is slotted for the department of corrections.

"This falls in line with the governor's philosophy of answering pressing needs first," notes Skinner of the State

*In 10 states polled, adaptive reuse and renovation get the lion's share of appropriations. This is clearly the case in New York, where a mere 10 percent of budget is allotted to new construction.*



Capital Development Board. "The State is committed to building continuing projects that have emergency needs," Skinner concludes. Even retrofit and renovation of other facilities are exceeded by corrections priorities which take a larger share of shrinking state construction budgets.

In fiscal year 1981, 806 Illinois construction contracts worth $267.7 million were awarded; versus 463 awarded as of the end of March, '82—value $79.7 million.

Correction gets emergency status in New York State as well where three large projects amounting to $120 million will create 1,500 beds for the prison population, augmented by numerous smaller projects.

And, California's $495 million bond issue for correction is on this month's ballot. "It's a main thrust with the governor's office," says Barry L. Wasserman, state architect.

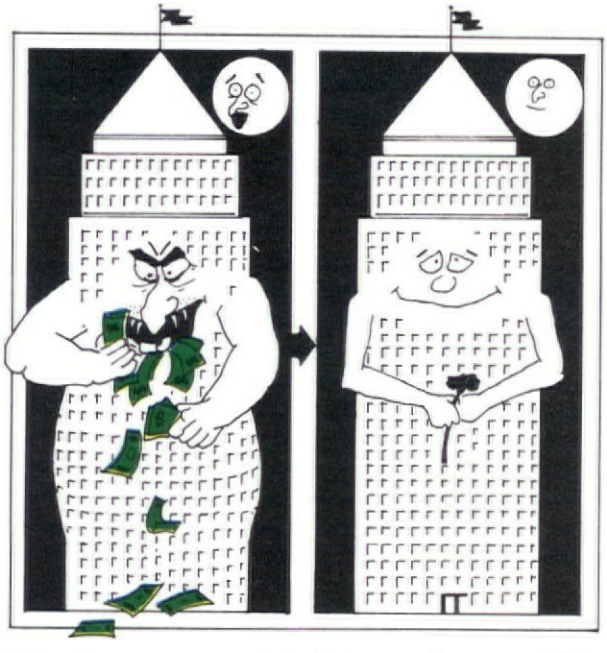
These monies will be in support of four major institutions—one an adjunct to Folsom Prison, near Sacramento. "Outside of this, there's no major new contruction," notes Wasserman. "The State is undergoing a severe budget crunch at the moment. There's very little funding available for capital construction, due to shrinking state revenues in the recession."

Alabama's $520 million in oil lease revenues will be apportioned to highways ($200 million), corrections ($65 million), mental health ($65 million), and educational facilities ($200 million, of which 50 percent is applied to renovation).

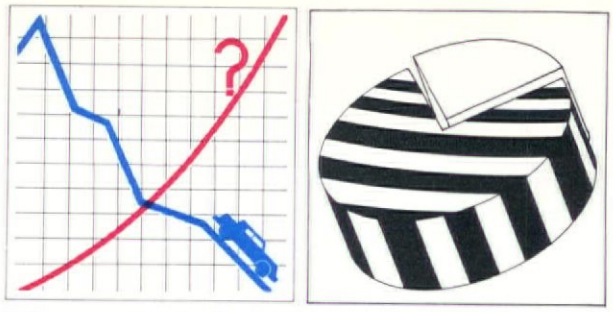
Says Fretwell of Alabama's State Building Commission, "For several years, we've had to modernize our prisons. Now, we are embarking on three facilities for corrections—two are under construction right now."

For less fortunate states lacking the bounty of oil lease profits, a number of financing alternatives are being tapped with varying degrees of success.

Kentucky has had to refinance several projects that were



*State architects are turning their efforts to creating energy efficient buildings to save taxpayer funds.*



*Unless a new industry develops to replace the steadily declining auto trade in Michigan, state architecture will continue to weather a harsh recession, concentrating on preventive maintenance of existing buildings. Elsewhere, most states in the country devote a majority of funds to new prisons.*

previously funded with Federal revenue-sharing funds. "When these disappeared in 1980, we shifted over to sale of state bonds to raise necessary revenue," says Clark Beauchamp, commissioner, Department for Facilities Management. In addition, prior to allocation, interest on a state capital investment pool is available for department use.

"State government design is bound to slow until the economy picks up. Capital construction is destined to suffer," Beauchamp concludes. The majority of Kentucky's '81-'82 projects are small bids; most under $½ million and involving work already committed to in previous years.

A public donation drive and the benefits of a state benefactor's estate will give Iowa impetus to complete an ambitious $15 million, 140,000-sq.-ft. historical museum.

"If we can start construction soon," notes Stanley McCausland, director, general services for the State of Iowa, "we may be able to slow-track for the next few years."

He goes on to explain that the state narrowly missed a groundbreaking on the project due to poor timing in legislative sessions. "Legislative years can be healthy one year and not so the next," says McCausland.

### Use of Private Sector Funds

He notes that the state has had good success in obtaining private sector funds to build arenas and sports facilities. "The state is turning to private resources more and more. We cannot depend on tax dollars to fund these projects down the line."

Alternatives to capital financing are being explored by California, which is two-thirds through a major office construction project. State architect Wasserman observes that these alternatives take the form of leased purchase (amortizing purchase through long-term leases) and sale of bonds.

"However," Wasserman says, "the interest situation is such that it affects leasing arrangements negatively. Investors are unwilling to commit to projects 30 years out."

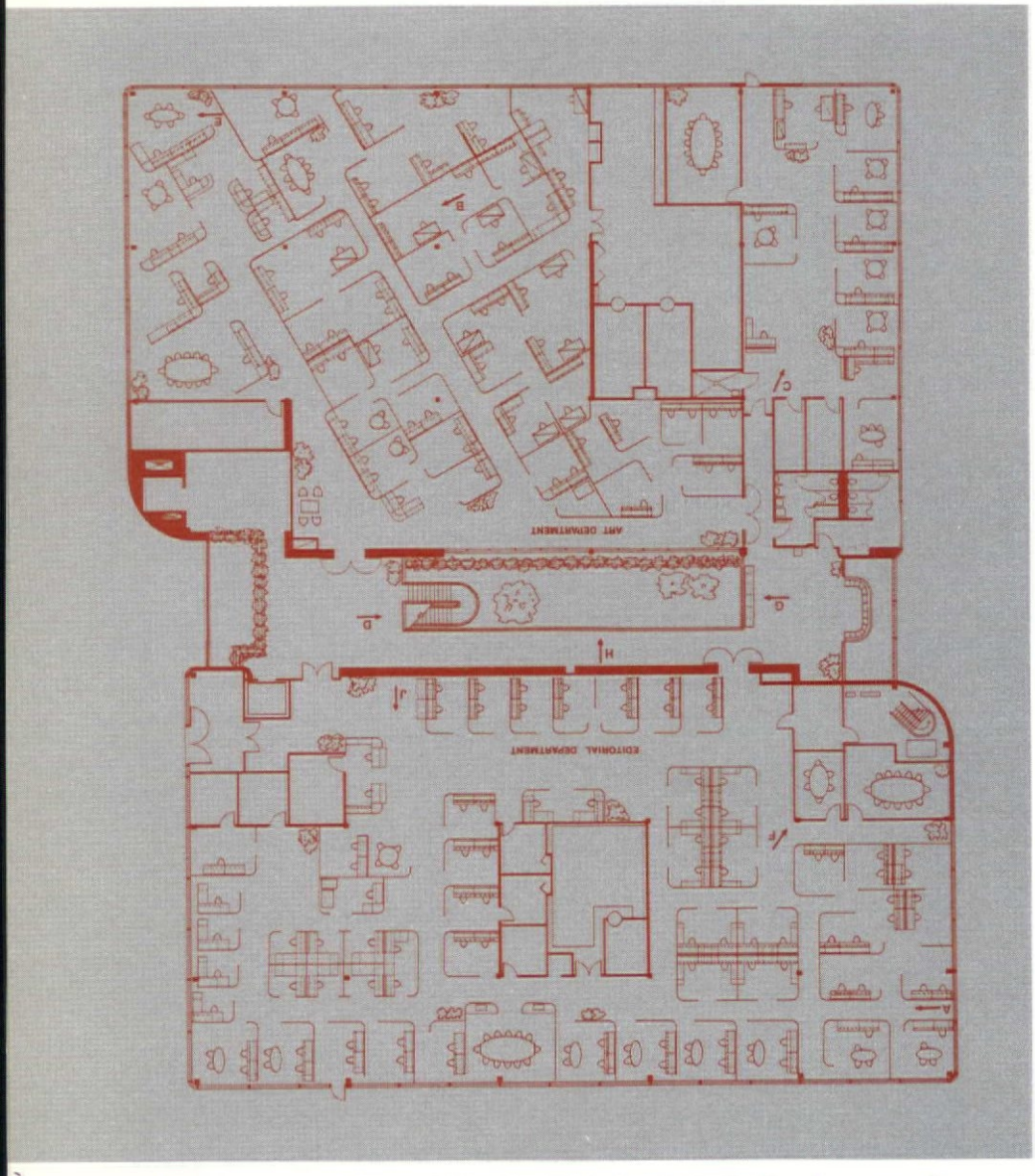
Michigan is having problems getting investors to commit—under any terms. "Let's face it," says state architect Durkee, "we've got a poor credit rating in financial markets. This is bound to impact on capital outlay."

If the auto industry continues its decline of over 35 consecutive monthly losses, Durkee hopes that the State can develop a new industry to replace the automotive field, spurring healthier revenue for construction.

A building authority for Michigan, started in 1979, financed eight projects, totalling $75 million through sale of bonds. "However," concludes Durkee, "the bond market started suffering and the second phase of our project, worth $125 million, left us with unsold bonds. Meanwhile, our debt service on the capital has doubled." □

# OPEN PLAN, PEDESTRIAN MALL FOSTER WORKER PRODUCTIVITY

## 'Psychological amenities' of openness were applied in lighting, color, and system configuration at Lawrence Livermore Natl. Lab




*Plan shows second floor of $12.3 million facility operated in San Francisco vicinity by University of California Lawrence Livermore National Laboratory. Technical Illustration Division offices for several government publications feature modular open plan systems in a configuration that encourages impromptu encounters among workers. A central stairwell (opp. page) promotes informal communication. Stair on three levels is now a major meeting place, incorporating tables, chairs, plants, and lounge seating in conversation nooks.*

Employee participation in the design of offices at a leading national laboratory led to an open plan solution that enhances staff communication within and between departments.

The Technical Illustration Division editorial office is housed on the second floor of a $12.3 million building operated by the University of California's Lawrence Livermore National Laboratory, near San Francisco. The lower level houses production facilities for the division which include printing plant, photography darkroom, and conference facilities. An adjacent wing provides quarters for the Plant Engineering Division.

Explains Barry Brukoff, designer, Brukoff Design Associates Inc., "The client wanted an exciting office environment to attract employees to a geographical area that is not an urban center." To foster flexibility and activity within a creative working community, modular open plan systems by Herman Miller and Interface carpet tiles were specified for the 100,000-sq.-ft. building.

Many of the plans conceived by another design firm originally assigned to the project were changed by Brukoff.

Open plan was selected after the design team interviewed the center's 400 employees individually and in groups to determine their working needs. Those who were unconvinced about the open plan scheme at the outset became supporters of it after installation.

### Sought 'psychological amenities'

"We design from the standpoint of psychological grounding," Brukoff notes. "Our aim in this project was to create a design that makes people feel comfortable."

LAWRENCE LIVERMORE NATIONAL LABORATORY

# Color, texture warms space

Photos by Larry Keenan Jr.

Psychological amenities of openness were applied in lighting, color, system configuration, and interior structure.

Of note is an open stairwell which is prominently located in a central corridor, or "street." This pedestrian mall actually connects two halves of the complex, described by the designer as being organized in four quadrants on two levels. The mall is a two-story-high space. And, the stair is now a major meeting place for professionals; it incorporates lounge seating, tables, chairs, and plantings.

As designed initially, the pedestrian corridor was two stories high, with round skylights extending along its length. "The problem with this idea," notes Brukoff, "is that it created an area requiring excessive space conditioning with significant increases in energy consumption."

Moreover, the skylight, lighting, and fenestration designs had to meet new Department of Energy (DOE) saving criteria.

In collaboration with the architects, Brukoff resolved the dilemma by increasing the space to three stories and including a north-facing clerestory met by a curved wall. In addition, a soffit on the south side of the second level was decorated with plants. The result: less heat, more light, and a dramatic look for the interior.

## Ambient lighting opens space

Drama was achieved through the open plan lighting scheme as well. Initial design plans called for a 9-ft.-hung, T-bar ceiling with 2- by 4-ft. fluorescent troffers. However, when used with the 65-in.-high open plan partitions, the space would have looked confining.

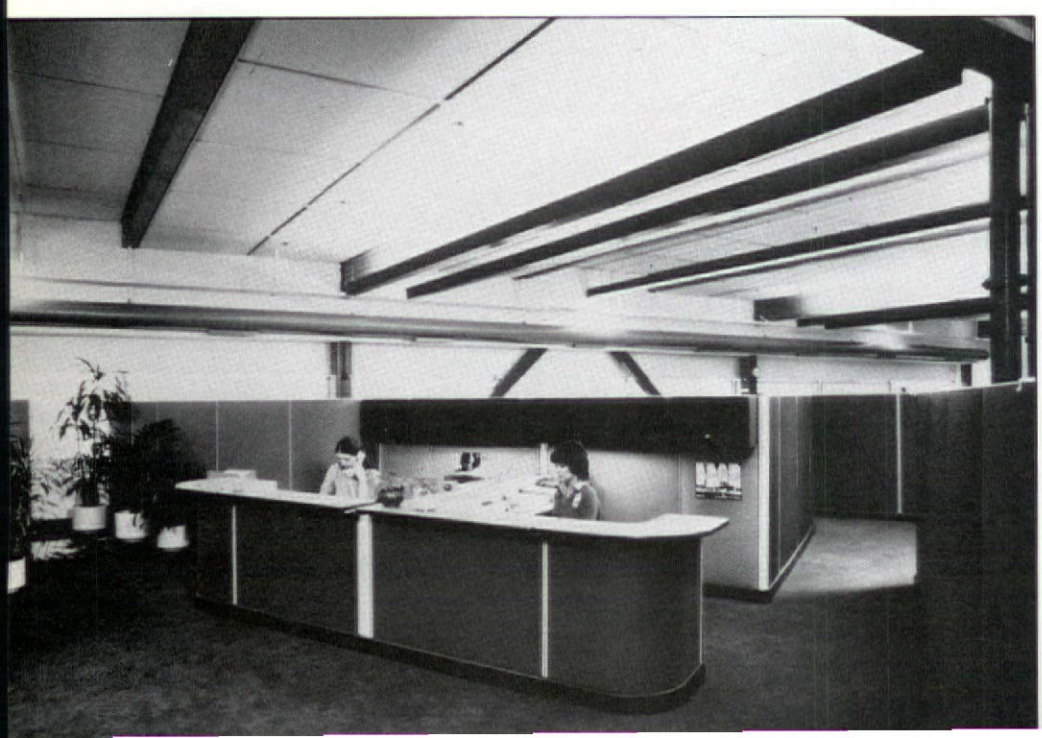
Instead, Brukoff designed a coffered ceiling on 3-ft. modules, with heights ranging from 12 to 14 ft. Ceiling design also incorporated exposed glu-lam beams, ducts, and large fiberglass acoustical ceiling panels. Indirect lighting supplemented by task lights eliminated problems of reflection from CRT screens in use throughout the facility.

Warm colors and textures eliminate the open plan's potential for impersonality. A neutral camel color was selected for inside panels of workstations, creating calm interior environments. Bright colors were applied to the corridor sides of workstation panels, overhead ducts, and light fixtures.

DOE criteria for energy consumption, open bidding, and budget constraints were overcome by innovative design solutions. Fortunately, carpet tiles were chosen for flooring so that when the inevitable changes in office configuration are made, sub-flooring components can be easily re-routed without incurring extra cost in carpeting.

In addition, Brukoff developed an artwork program—although funds were not set aside for this purpose. He circumvented the problem by employing NASA landsat aerial color photographs enlarged to 4- by 6-ft. as "abstract paintings."

Project architects and designers tried to create an environment which will make people feel positive. One lab employee commented, "I don't know what it is about this place that I like so much. I guess it's just that it makes me feel good." □



*View of pedestrian mall space (opp. page, top) on second floor shows a soffit on the south side which is thickly planted with cascading greenery. Three-story mall exerts dramatic impact on interior. Coffered office ceiling on second floor is on 30-ft. modules with heights from 12- to 14-ft. and indirect lighting (opp. page, bottom). Bright color on workstation corridor sides was repeated on overhead ducts and light fixtures (top and left).*

## SOURCES

**Systems, desk chairs**: Herman Miller Action Office/Ergon chairs. **Conference/desk tables**: Krueger Mfg., Centro Series. **Lobby lounge furniture, dining chairs**: Vecta Tappo Series & Eberle Sled Base Series. **Lobby benches**: Metropolitan Furniture Corp., 7700 Series. **Carpeting:** Interface Carpet Co., 4000 Series Tile.

**Interior Designer:** Brukoff Design Associates Inc.—Barry Brukoff, Rena Graham, Janet Pidhirny
**Architects**: Ashen & Allen, Allen Parker Richardson—James Pricco, Robert Chan.

# Glass Partitions, Subdued Design Minimize Court Distractions

*Effective design, engineering crucial in 11-year continuing renovation*

A secure, disturbance-free environment for courtrooms and support facilities was the major concern in remodeling the Cook County Criminal Courts Building, Chicago. Built in 1930, the facility has doubled its courtroom total to 34 in the refurbishing project now in final stages.

Installing new HVAC, improving circulation systems, upgrading elevators, and designing new prisoner monitoring/security systems were other aspects of the renovation.

Of the building's seven floors, one through three were gutted and retrofitted with new office space and modern circular courtrooms; four through seven retained original architecture while accommodating updated security with new lighting and audio systems. Eight new holding cells were constructed in the basement. Courtrooms now comprise approximately 80 percent of the structure, enabling the facility to accommodate a daily average of nearly 400 prisoners in court. Many auxiliary offices were relocated to another building nearby.

Yearly budget allocations from the county permitted gradual refurbishing of the criminal courts facility. A. Epstein & Sons—a Chicago architectural and engineering concern—handled the project from its inception in 1971. Architectural Interiors, Inc., Chicago, a member of the A. Epstein group of companies, became project interior designers in 1979.

### Scope is ongoing

"It's a dynamic job," says David Steigbigel, project manager, Architectural Interiors. "That is to say, it's a project ongoing in scope. Judges and tenants continually find items to change or add. Holding benches and carpet not in original design plans have since been installed to meet tenant needs. However, these changes have never violated the continuity of design."

Neutral colors, accented by strong textures, create a "conservative tone" in the space, says Steigbigel. Visual ex-

citement is conveyed by circular courtroom design. One-way glass partitions between courtrooms and visitors' viewing areas create visual and acoustical barriers to minimize distractions in the courtrooms. Electronic audio systems channel sound into galleries while sloped glass provides visitors with a clear view of proceedings. Courtroom arenas allow visibility from all areas.

Each of the 17 new courtrooms combines judge's bench, witness, clerk, and court reporter seating and work surfaces in one customized wood unit. A duress alarm system built into the judge's bench provides constant protection during hearings. Jurors sit in base-mounted chairs with built-in microphone housed in box millwork.

Fabric-wrapped fiberwall panels acoustically complement the recording system used throughout the building. Absence of windows in courtrooms lessens the possibility of distraction. Sub-

*Ornate bronze elevator doors decorate entrance lobby walls in court facility (opp. page). The doors, removed from the building's original elevators, are part of the historic preservation of the structure. Round courtroom (above) promotes visibility for all persons involved in trials. Custom woodwork for rails and judge's bench were specified in design. Sloped, two-way glass prevents view of visitors' area from the courtroom setting.*

COOK COUNTY COURT

# Conservative nature, planned longevity dictate design

dued camel and dark brown carpeting was chosen for courtrooms; rosewood and tortoiseshell colors were specified for administrative areas.

Furnishings selection was determined by use. Custom steel benches in holding areas are bolted and welded to the floor by base plates as a prisoner security measure. Light profile, pedestal-mounted benches provide visitor seating in the courtroom galleries.

Blending with modern elements in design, original ornate bronze elevator doors decorate walls in the entrance lobby and first floor hearing room. Other historic preservation includes restoring lobby and grand jury room ceilings; cleaning 60,000 sq. ft. of travertine, shellstone, and marble; and polishing bronze hardware and ornamentation. Landscaping and restoration of original granite entry stairway will follow.

William Donovan, director of purchasing, Cook County, and Michael Igoe, Jr., secretary of Cook County Board of Commissioners, supervised the project with The Honorable Richard Fitzgerald, major tenant of the courts facility. In meeting standards for government design, Steigbigel considered the planned longevity of the project and the conservative nature of the space.

Project design received an Honorable Mention Award in the Society of American Registered Architects' 1981 national design competition and a 1982 Lighting Excellence Award from the Chicago Lighting Institute Division of the Electric Association. □

## SOURCES

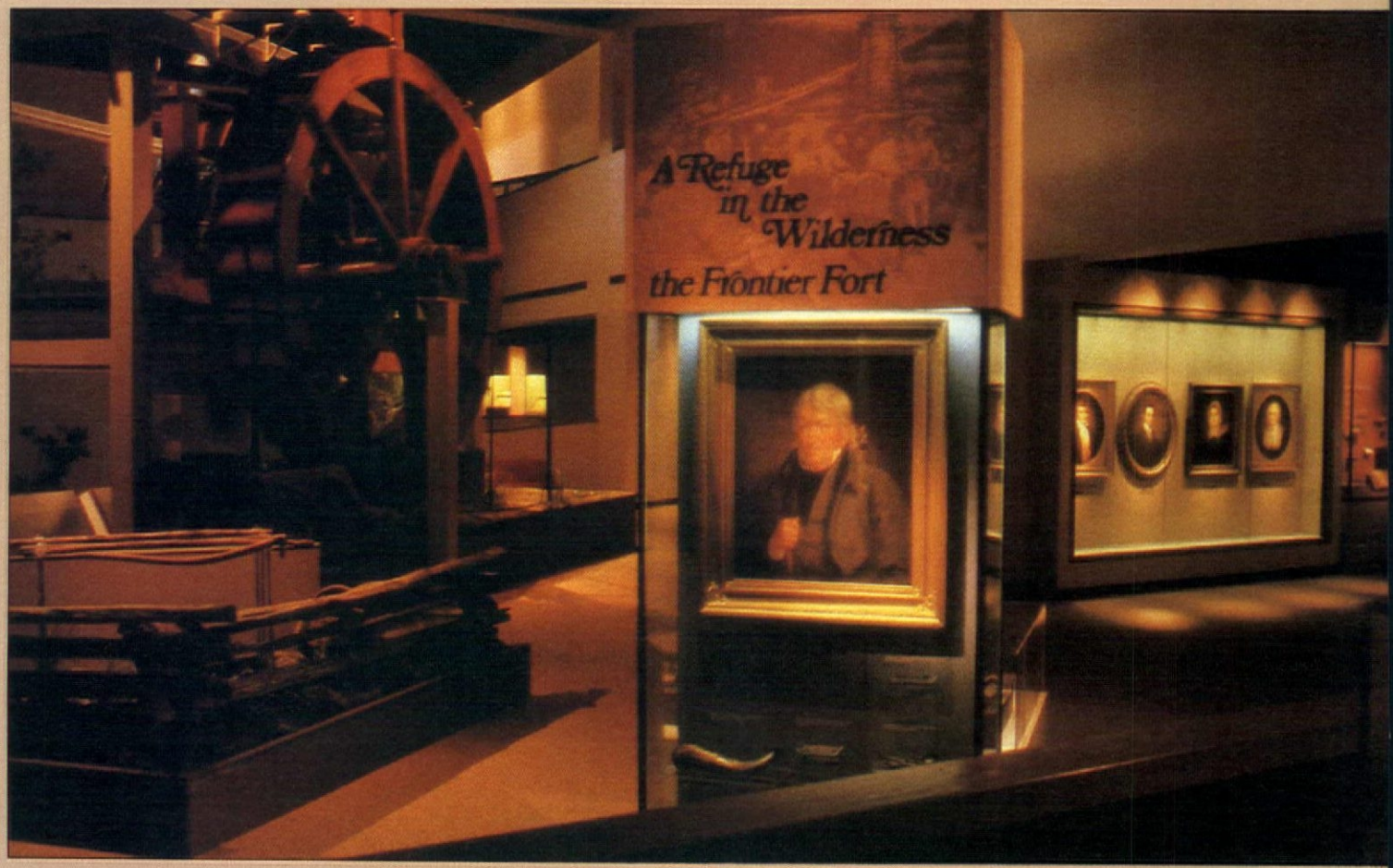
**Carpet**—Lees. **Furniture**—Domore Office Furniture, Falcon Products, Kimball Office Furniture, Knoll International, Krueger Metal Products, Marden Manufacturing, R-Way Office Furntiture, Scandiline Industries Inc., Steelcase Inc., Stow/Davis Inc., Vogel-Peterson. **Accessories**—McDonald Products Corp., Smokador.

**Interior design, space planning**—Ron Baughman, president; David Steigbigel, project manager; Architectural Interiors, Inc. **Architecture, engineering**—S. Ira Grossman, project manager, A. Epstein & Sons, Inc.

*Curved wood benches in a visitors' gallery face two-way glass for visibility of courtroom proceedings without distracting those involved. Sound is piped in through a new system, complemented by fiber-wrapped walls.*

# PRE-PLANNED MUSEUM DESIGN MEETS RIGID FUNDING TERMS

## Nashville museum defies limits of staggered state budgeting thanks to cost-effective design strategies




by **KATHERINE FORMAN**
Assistant Editor

When the 112,000-sq.-ft. Tennessee State Museum was proposed, government officials approved a $5 million budget to complete the showplace. But because only a portion of the budget is available at a given time for each of six space planning phases, designers are faced with assuring that costs line up with fixed totals. The state is loathe to approve overruns.

In addition, designers face the possibility that regardless of careful budgeting, other priorities might draw financing away from the project. Explains project designer Joseph Nicholson, partner, Nave, Fortson, Nicholson, "Tennessee has spent $3.03 million on the museum over the past four years and there still remain more than 100 years' worth of exhibits for which to plan. Therefore, design must also be preprogrammed to include public services, such as handicapped access, that justify continued government involvement. Otherwise, any number of factors could push the project to the back burner because state funds are channeled elsewhere."

Begun in 1978, the museum is still in the space planning stage. Although exhibits ranging from early frontier days to the Jacksonian period are open to the public, construction of Civil War and Antebellum period displays as well as planning for more recent artifacts is ongoing.

Nicholson and his design firm are responsible for 52,000 sq. ft. of interiors drawings, an exhibit area slated to span Tennessee's history from early frontier days through the present. A floating art gallery, case work, lighting, exhibit mount-

*Building architects created interior space which was better suited to an art or natural history museum, according to Nicholson. Original lighting schemes were unsuited to the exhibit, sometimes jumping over 50 footcandles. Artifact preservation often requires light levels to remain at five footcandles, at displays of hand-signed documents, for example. Designers revised illumination plans so that levels would reduce gradually, "punch-out" artifact displays, and be easily altered to accommodate a range of changing exhibits.*

TENNESSEE STATE MUSEUM

## Barrier-free access is state must

ing, and plans for "living" artifacts—such as a working grain mill and log cabin—are also in Nicholson's preview.

Says Nicholson, "Our design team, along with museum personnel, has been careful to keep available budgets in line with costs, thereby assuring that phase planning does not threaten to exceed financing. But as we've moved through the design process, the number of artifacts we've had to incorporate has increased. Unfortunately, the state mandates that if we revise the our original drawings, we must incur the extra expense.

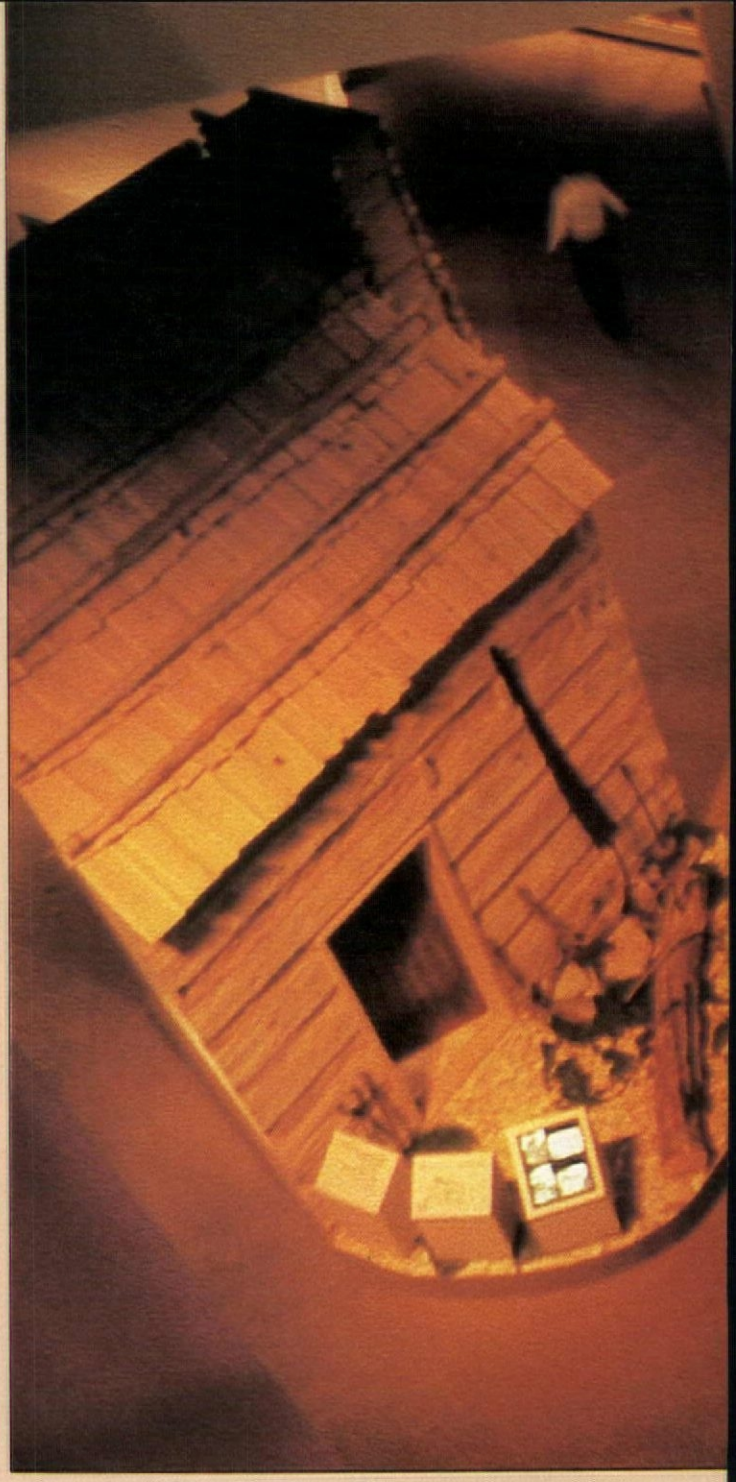
"Design work must stay within budget, incorporate all artifacts required for display by the museum's charter, and be pleasing and informative to visitors," he continues. "Thus we are planning for three clients: the state, museum officials, and resident taxpayers who actually fund the project. This is one of the most challenging aspects of government-supported museum design."

Nicholson is familiar with the challenges designers encounter when working for government. His firm's credits are heavily weighted by museums and visitor centers, many of them government-funded. Among them are the Balloons & Airships Hall, National Air & Space Museum, and Theodore Roosevelt National Park Visitor Center, N. Dak.

### Fitting codes to budgets

As a teacher of museum design at the Philadelphia College of Arts, Nicholson is also well-versed in codes and regulations mandated by government. "According to Section 501 codes for barrier-free design, projects cannot be state-funded unless complete handicapped access is available," he notes. "This

*(Continued on p. 134)*



*Working grain mill is audible to visitors as they circulate down staircase to premier exhibits. Next to the mill, a small audio/visual theatre–located beneath an overlook platform–offers films of Tennessee's history. Says Nicholson, "The overlook provides an orientation point, essential since the space is so monumental. Placing the theatre beneath it lends a cavern effect to the total layout."*

# SECURITY IS BUILT-IN

Crowd control and security measures are priorities for a 112,000-sq.-ft. museum. Particularly when artifacts have the historical value of documents signed by George Washington, it is essential that a museum command order and respect from visitors.

### Layouts control activity

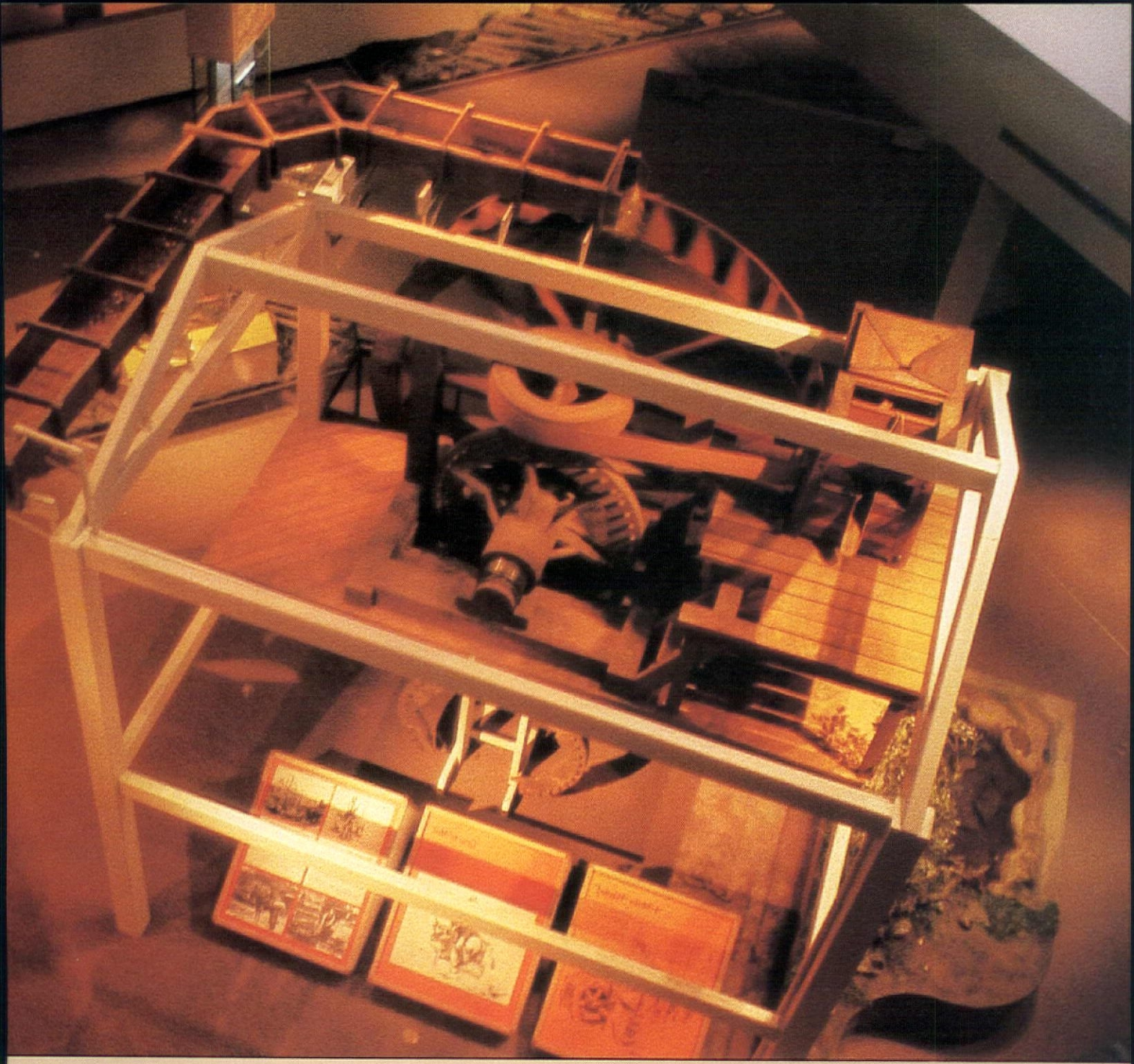
At the Tennessee State Museum, tight budgets limited revisions of space configurations already determined by the building architect. Designers solved this problem by programming crowd control and security into exhibit layouts and artifacts themselves.

Joseph Nicholson, partner Nave, Fortson, Nicholson, museum designers, explains that two types of layouts work best in a museum setting: deterministic and non-deterministic.

"With the former, visitors follow a corridor straight through the museum. Although orderly, this layout leaves little room for drama," he comments.

"Non-deterministic layouts create pockets of space, each containing a zone of history denoted by a large, central artifact," he continues. "Visitors can move about as they like but are given a sense of place and an implicit suggestion of order."

Studies indicated that non-deterministic layouts would be most effective in the Tennessee State Museum



where volumes of space tend to intersect each other. To define exhibit areas, Nicholson installed impressive "attractions," such as a working grain mill, among smaller collectibles. Across from the mill, a man-size log cabin orients visitors to portrait collections of influential period figures.

Neutral colors on walls, floors, and ceilings accent tranquility. Acoustical treatment keeps noise to a minimum. Together with layouts, these elements tend to restrict unruly behavior.

### Artifacts conceal security devices

To secure artifacts, designers installed three levels of security devices: motion detectors, theft alarms, and smoke detectors.

Glass rails surround open artifacts without obstructing visual access. Concealed buzzers located in the rail will sound if visitors reach beyond a given point. Pinpoint lights and loud horns located in the ceiling notify guards if an object is touched.

"Ceiling levels change from over 30 ft. to 10 ft. in height, making it easy for us to conceal security devices," says Nicholson. "Alarms were also placed in hidden tabs on cases or graphics. We even disguised them within the artifacts."

Nicholson notes that a major difference between museum design and other types of planning is that there is a story line to follow. "All structural, electrical, and mechanical systems must fit the theme," he says. "Planning crowd control and security into exhibit layouts is not only effective against theft or damage; it also assures that these elements blend into the story. □

TENNESSEE STATE MUSEUM

# Prioritizing acoustical requirements

includes accessibility to museum exhibits which entails more than installation of ramps or elevators."

For example, at the Tennessee State Museum, programming for the retarded and blind was implemented. Print and woodworking shops enable visitors to handle and learn the uses of actual museum pieces. Audio/visual presentations offer additional information to interested visitors.

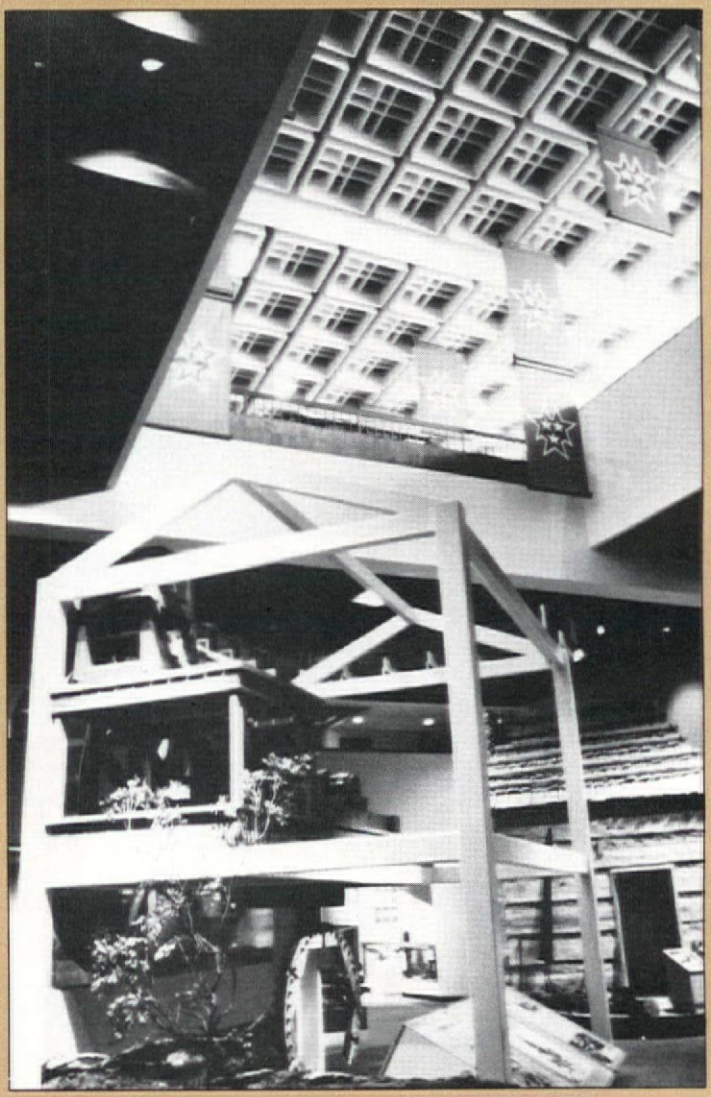
Says Nicholson, "These elements must be preplanned so that they fit into tight budget requirements. They also help to maintain government interest as they extend public service programs offered in the area."

Other regulations tackle quality control. "A designer must be sure that the contractor he selects is licensed by the state commissioning the project," notes Nicholson. "Contractors must also meet state bonding and insurance requirements. If these factors are not investigated beforehand, the contractor may be rejected at a later date. When budgets are tight, no one wants to search for a suitable and available contractor with a reasonable bid at the final hour."

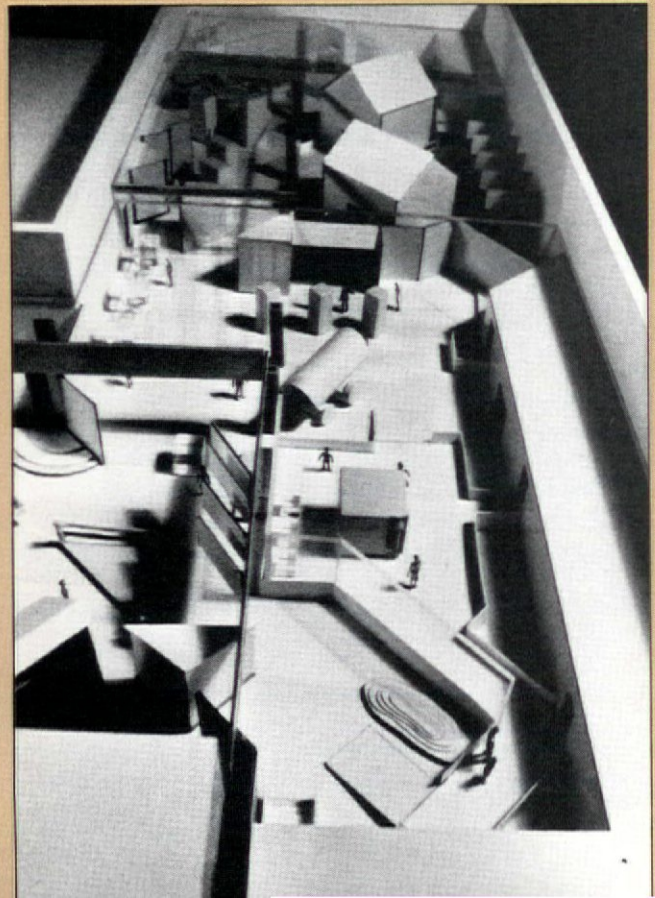
### State, designers: Working in tandem

Nicholson stresses that designers, museum authorities, and government should work together to overcome stringent budget and legal barriers. "A project of such scale or staff size is rarely taken on by the state, which is unfamiliar with the work it entails. Officials think they only want to design a display but, in fact, they want a major exhibit.

"The hard part is getting an assessment of client goals and coordinating this with one's own project team," he adds. "Then, provided the funding continues, careful planning paves the way to cost-controlled, quality design." □



*Carefully-planned acoustics were a design priority. Although many artifacts are wood and help to absorb "sound bounce," varying acoustical needs required further treatment. Sound absorbent ceiling tile, upholstery, and carpeting combats noise in the a/v theatre. No additional treatment was specified at the mill where designers wanted noise to draw visitors. Further inside, carpeting subdues sound and maintains quiet environment.*



*Museum model (left) illustrates large volumes of space found in the 112,000-sq.-ft. layout. In addition to exhibits, museum contains offices, storage areas, exhibit fabrication workshops, conservation labs, classrooms, gift shop, and library.*

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### SOURCES

**Lighting**—Lighting Services Inc. **Seating, furniture**—Kinetics. **Planters**—Macotta; ISD Corp. **Carpeting**—Bigelow-Sanford. **Wallcoverings**—Duncan-Huggins Ltd. **Dioramas**—Harijs Gricevics. **Sculpture**—Cathy Hopkins. **Grist mill**—Designed by Nave, Fortson, Nicholson; mechanism by Paramount Inds. **Log Cabins**—Kip Reel. **Glass**—PPG Inds.

**Lighting consultant**—Raymond Grenald & Assoc. **Structural consultant**—John Carpenter & Assoc. **General & exhibit contractor**—Charles M. Maltbie & Assoc. **Security consultants**—ADT.

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Licensing pacts lower costs, speed deliveries .....p. 138
Contract imports/exports keyed to technical developments .....p. 142

# U.S. CONTRACT FURNISHINGS GAIN WORLDWIDE ACCEPTANCE

## Licensing agreements, subsidiary manufacturing pacts raise furniture import/export levels to record heights

by **KATHERINE FORMAN**
Assistant Editor

American-made contract furnishings are taking hold in overseas markets. According to recent Department of Commerce statistics, finished furniture items shipped abroad accounted for two percent of total 1981 U.S. production. Although this figure may seem insignificant at first, it can be compared to data from only a few years ago when U.S. contract furniture exports were practically nil.

Says Stephen Channer, executive director, Business & Institutional Furniture Manufacturers Assn. (BIFMA), "Times may never be better than they are today for international furnishings sales. In addition to shipping completed or partially-completed items abroad, our industry has increased trade by purchasing or establishing foreign subsidiaries and arranging manufacturers' licensing agreements."

As Facit President Tom Jahn points out, "It is now possible for specifiers to call in international supplier representatives who can pinpoint every detail of the import/export path from start to finish. Through these agents, suppliers can speed design acceptance, save shipping costs, and expedite clearance, thereby prompting smooth, efficient international trade."

### Parts, licensing increase profits

Estimates based on U.S. Department of Commerce statistics for 1981 furniture import/export levels indicate that five percent of U.S. industry sales were comprised of imported goods. Says Channer, "Knowing that industry sales were approximately $4 billion, one can conclude that the dollar value relating to business and institutional furniture was close to $200 million."

At the same time, identifiable U.S. *exports* of finished furniture items accounted for two percent or $80 million of total U.S. production. However, when unidentified parts, foreign manufacturing, and licensing arrangements are added, the total percentage of U.S. furniture in the international marketplace is increased considerably.

Presently, Canada and Saudi Arabia are prime markets for U.S. furniture. But, Canada—receiving the largest percentage of U.S. goods—imposes one of the most unfavorable duty rates.

"Thus, our industry has greater success when it establishes factories or markets specialty furniture that is not yet being manufactured in Canada," comments Channer.

Saudi Arabia and other developing Middle East nations offer profitable opportunities that are minimally affected by duties charged. Also, manufacturing competition barely exists in that part of the world.

Continues Channer, "Although Europe has extensive interests in the Middle East, a high degree of nationalism in the European Economic Community (EEC) diminishes export opportunities and instead promotes wholly-owned or joint venture foreign manufacturing. This enables U.S. goods to compete successfully with those of European manufacturers, even though our shipping costs are higher."

### Simplifying overseas projects

Facit, a Swedish firm, exports 85 percent of its office furniture production. Dealing with clients located on all continents has enabled the firm to develop guidelines which contribute significantly to expeditious and profitable trade.

According to Tom Jahn, knowledge of regional or national preferences and standards is necessary groundwork for the specifier working on international contract projects. "Europeans generally prefer wood veneers to plastic laminates and filing dimensions differ from standard U.S. legal and letter sizes," he says. "Specifiers as well as manufacturers should be aware of these differences when selling goods overseas."

Most European nations legislate ergonomic standards to reduce health problems among office employees. Regulations vary from country to country but can usually be met by simple adjustment of table heights and chairs with five-strut bases and movable backs.

"Unlike the U.S., many nations set up employee committees which approve furniture choices," Jahn continues. "Missteps can be avoided if suppliers understand that popular colors and features are not the same in different parts of the world."

### Knowledge of shipping is key

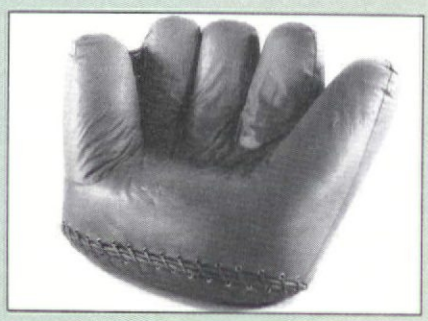
"Proper design choices can result in a significant decrease in shipping costs as well," says Jahn. "Maximizing container space is one sure-fire way to save money." Shipping items KD (knocked down) is one of Jahn's

suggestions for lowering shipping costs. Another is arranging for an agent to supervise disposition of goods once they arrive at their destination.

A basic step for those interested in import/export marketing is knowledge of the economic climate of target nations. Following is a description of the activity of key export/import countries in the international marketplace. Information and statistics originate from World Trade Bureau reports, the U.S. Department of Commerce, and individual trade

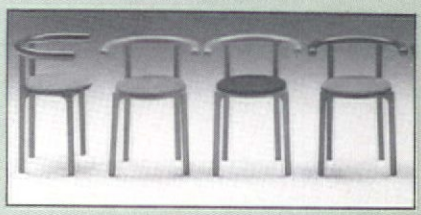
bureaus, all of which can be contacted for further data.

- **Canada**—This nation's primary market for office furniture import and export is the U.S. In 1981, U.S. consumption reached $135 million out of $147.3 million in worldwide Canadian exports. (These figures are in Canadian dollars). Canadian imports of U.S. business furniture equalled $30.3 million in 1981, up from $23.8 million in 1980.
- **Finland**—The Finnish economy is expected to move ahead with an anticipated two percent rise in gross national product by 1982. This means an increase in Finnish production accompanied by greater import opportunities for U.S. firms. Total Finnish furniture exports for 1981 totalled $157 million with exports to the U.S. constituting $3.5 million. The U.S. ranks eighth as a consumer of Finnish goods. U.S. furniture manufacturers saw a 29.8 percent increase in exports to Finland, which indicates that Finland is a growing market for U.S. furniture.
- **France**—U.S. exports to France totalled $9.7 million in 1981, compared with $6.8 million in 1980. These figures represent an increase of 41.4 percent. U.S. furniture constituted .08 percent of U.S. exports to France in 1981, illustrating a small amount of U.S. activity in the French furniture marketplace. U.S. furniture consumption represented .29 percent of total French exports in 1980 and .26 percent in 1981. The 1981 figure is equivalent to .35 percent of all French furniture exports. One explanation for this small figure is the degree to which provincial styling prevails in French furniture, a design element with which the American market is already flooded. The exception is casual furniture, such as products by Triconfort, for which U.S. demand is high.
- **Germany**—Despite a generally negative economic situation, late figures offer an optimistic outlook regarding foreign trade. There has been a considerable increase in imports, but exports have had an even faster growth. German furniture exports to the U.S. totalled $44.8 million in 1981 representing a 40.1 percent increase over the previous year. U.S. furniture imported by Germany equalled $17 million, according to latest available trade bureau reports.
- **Italy**—Recent statistics confirm the zero growth of the Italian economy in 1981. Unemployment reached 8.8 percent in the third quarter. Although



restrictive monetary policies and high interest rates are slowing investments in the industry sector, the three percent devaluation of the Italian lire by the EEC and the strengthening of the dollar has aided total Italian exports, particularly to the U.S. France and Germany run neck-and-neck as prime trade markets for Italy, according to ISTAT, the Italian Department of Commerce. The U.S. ranks ninth in importance. Italian imports of U.S. goods increased by 16 percent last year, from $861 million in 1980 to $1 billion in 1981. But, although worldwide Italian exports increased in value by 28.9 percent and in quantity by 14.4 percent, U.S. consumption of Italian furniture decreased by 3 percent, partially due to a large jump in manufacturer's licensing arrangements between the two nations.

- **Spain**—The U.S. dollar remained strong in Spain through 1981. A 14 percent increase in U.S. imports of Spanish furniture (representing $13.39 million between 1980 and 1981) was illustrative of this fact. Latest figures show that U.S. furniture exports to Spain increased by 11.4 percent between 1979 and 1980. Estimates suggest that further increases occurred recently.
- **Sweden**—Some 38 Swedish companies export furniture to the U.S.



Three have U.S. subsidiaries: Dux, Facit, and Overman. The U.S. is the seventh largest furniture exporter to Sweden, with 1981 dollar values estimated at $3.2 million. This represents a 12 percent increase over 1980. Swedish export to the U.S. is estimated at $6 million, a 9 percent increase over the previous year.

- **Switzerland**—Economic growth was indicated in 1981 analyses. Construction activity exceeded previous years' volume by the fourth quarter and projections for the future are basically positive. The hotel industry is also counting on an upward trend in coming seasons, all of which bodes well for American furniture manufacturers.
- **United Kingdom**—There are signs that the U.K. economy is emerging from a recession. Latest government figures show a decrease in unemployment. With the upturn of the economy, U.K. manufacturers will be forced to pay the premium on imported materials in order to keep stock levels up. Latest forecasts indicate an import growth of 7.6 percent in 1982. U.S. imports of British furniture accounted for 19.3 percent of U.K. furniture exports in 1979 and 18.1 percent in 1980, according to latest available figures. It appears that this figure has been steady at around 20 percent for the past several years.

For a list of foreign trade shows see CONTRACT's calendar of events p. 118.

# Licensing Pacts Speed Deliveries, Lower Costs For U.S. Specifiers

*Technical innovations that would take years to develop domestically now are available in weeks*

by **RACHEL LONG**
Assistant Editor

Competitive pricing, improved service, and reduced delivery time make licensed foreign products a good buy for designers/specifiers and a viable business strategy for many U.S. furniture manufacturers. Elimination of time and money spent in product research and development makes licensing arrangements even more attractive.

"In the past five years licensing has become a major market strategy," says Robert Arevalo, director of international marketing and sales, GF Business Equipment. "Multinational corporations and international facilities have increased competition on a worldwide level. With growing furniture markets evident in the Pacific Basin, as well as the Middle East, Latin America, and Mexico, manufacturers cannot ignore the potential for licensing arrangements. Thus, identification with a reputable licensee/licensor is one way to compete effectively."

However, the benefits of licensing also carry risk to the unseasoned licensee. Notes Ed Epstein, Stendig president, "The transition from importing and marketing of offshore products to the investment for manufacturing them domestically must be justified by quantity of sales." Strength of the dollar, international component sourcing, and high costs of freight and duty are other factors to consider. Additionally, thorough research of manufacturing capabilities and market reaction to products is essential.

### Ample research required

At Vecta Contract, licensing prospects are researched mathematically to determine feasibility, according to Jim Welsh, vice president of marketing and sales. Comparing domestic manufacturing costs with importing factors such as lead time, inventories, duties, and freight charges, enables companies to assess advantages and disadvantages in all

areas. According to Arevalo, a 100 percent duty on imported furniture in Latin America creates an ideal environment for domestic manufacturing of licensed products.

Preliminary research by a licensee should cover capital equipment budget, equipment necessary for manufacturing products, and total analysis to generate price structure. "Those factors must be presented to sales and marketing personnel to analyze sales potential and determine profitability of a licensing agreement," says Stephen Kiviat, president, AI.

Though decisions to license product designs may seem simple, the process requires in-depth knowledge of market needs to minimize investment risk. "The value of the dollar and the effect of currencies on the market should not be the only factor in decisions to license," states Joseph L. Vitagliano, president, Gia Internationale, and executive vice president, Edward Axel Roffman Associates. "Rather, ability of a manufacturer to meet specifier needs must be foremost."

High consumer demand, for example, may dictate need for a licensing agreement. Such was the case with Stendig's Nelson chair. Unreliable supply and delivery from the original Swedish company made Stendig turn to a licensing arrangement and local production to satisfy specifier demands.

Once licensed, delivery and sales can be dramatically improved. AI's NOVA stacking chair became more competitive when domestically manufactured due to delivery time reduction from 12 weeks to less than six. The chair was imported for six years until 1977 when the licensing arrangement was determined suitable and desirable.

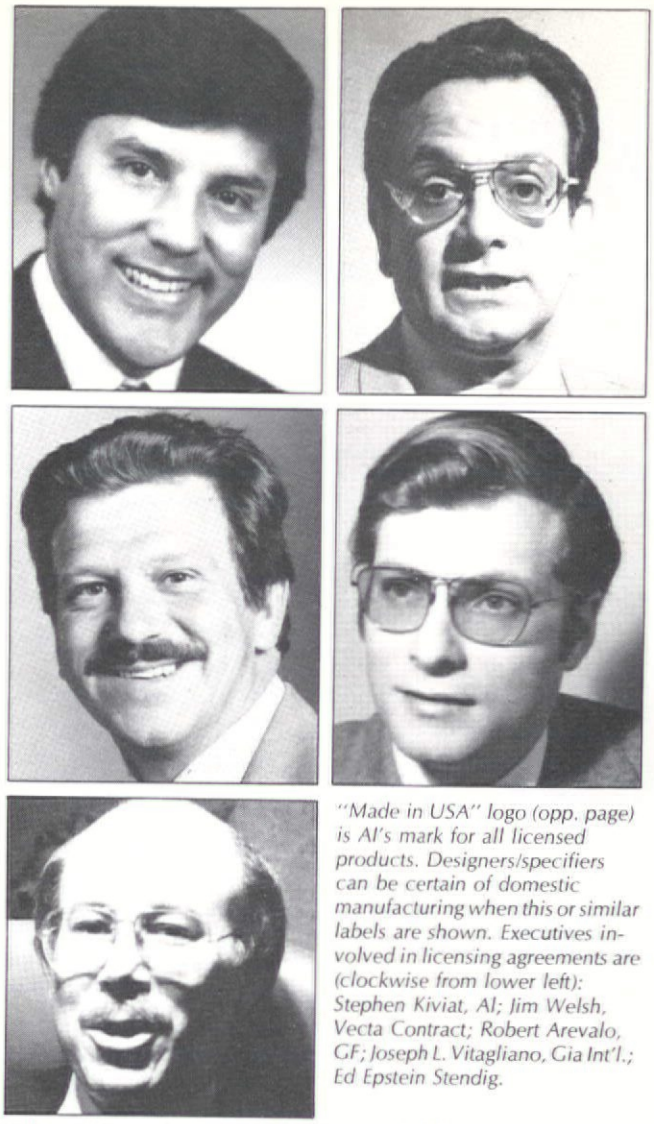
### Multi-factor strategy used

In-depth market studies for licensing are highly recommended due to the international nature of arrangements. According to Arevalo, "If a company expects to achieve a market share, several factors must be considered: consumer psychology, product potential, domestic laws, investment mood, and environment." He continues, "Effective market research at the executive level calls for a high degree of business ecumenism and sensitivity to differences in language and culture. Meshing international programs with strategic plans helps in selecting geographic areas for licensing agreements. Contacts, agreements entered, and timetable of activities should revolve around existing opportunities."

Such opportunities can be discovered through trade bureaus, embassies, international trade fairs, trade journals, and foreign business contacts. Locally printed brochures and training of domestic personnel for licensed products increase effective communication in international activity. But, the root of all communication begins with the licensee/licensor.

For example notes Kiviat, "Before licensing arrangements are completed, a formal review for manufacturing quality control is made." He believes that product manufacturing of lower quality than the original licensed item would result in sales losses. "Reputations would also be seriously damaged," he points out.

When Stendig licensed a product from B&B Italia, the head of sewing at B&B came to the U.S. to supervise operations for several months. Since company names and reputations are at stake, maintenance of quality is essential for continued favorable relations.



*"Made in USA" logo (opp. page) is AI's mark for all licensed products. Designers/specifiers can be certain of domestic manufacturing when this or similar labels are shown. Executives involved in licensing agreements are (clockwise from lower left): Stephen Kiviat, AI; Jim Welsh, Vecta Contract; Robert Arevalo, GF; Joseph L. Vitagliano, Gia Int'l.; Ed Epstein Stendig.*

"Retaining the name of the licensor gives credibility to licensed items. Identification in the market through name, logo, and promotion is valuable for continued product acceptance," says Arevalo. "Hooking up with a company large enough to have a good reputation is part of the strategy involved in licensing. Also, when a licensor follows that strategy, it is not breeding a competitor in the market."

### Modification of design

Often, quality of products is improved through licensing and design modification by licensees. Degree of modification varies among firms. "Good, fresh, clean ideas are saved one to two years in research and development time before introduction to different markets," says Welsh. "It's a plus within the industry to license designs. It helps create superior products."

Stendig actively engages in-house designers to evaluate licensed products. "Designers look at other manufacturers' designs, critique products, and recommend modifications," says Epstein. "There is no conflict or competition since that role is outlined completely."

Kiviat feels conflicts over designs are "unhealthy." AI works with a staff consultant on licensed designs. "Since 48 percent of our products are licensed, it is crucial that there be no design threats or competition in that regard."

Maintaining integrity of a particular design is as important as the design itself. "Manufacturers must have a personal commitment to a licensed product design," according to

LICENSING

# U.S. assembly reduces tariff burden

Vitagliano. "Initial costs are astronomical, therefore, a company must be convinced of reasons for production on a long-term basis."

## Six steps to production

Investments for licensing and production cover six areas:

- Travel, translation, legal counsel for contract.
- Design evaluation of licensed product.
- Production scheduling for manufacture.
- Equipment, tooling necessary.
- Advertising, promotion materials.
- Quality control.

Depending on complexity, nine to 18 months is the average time period devoted to the initial manufacturing stages. After that, products are marketed on a trial basis for up to 24 months. Minimum royalties per year for licensed designs range from three to eight percent. While long-term agreements of 10 to 15 years protect investments of both licensees and licensors, options to cancel licensing terms are standard in legal agreements.

"Since developmental tooling costs are perhaps the biggest investment in licensing arrangements, it is important that the licensees be protected long enough to recoup those costs," says Vitagliano.

"When technological know-how is shared, the licensor also stands to lose in the case of short agreements," says Epstein. "Some craft-oriented techniques for production or very high-tech manufacturing capabilities make it more profitable to import those items."

As a general rule, components which cannot be manufactured of quality equal to the original are often imported. Examples of this include Al's Corbusier chair which has a frame purchased in Europe and shipped to the U.S. for upholstering. In addition, Vecta's Wilkahn series has several European components, including casters too expensive to tool in the U.S.

Sometimes, however, U.S. manufacturing methods can improve products, making them more marketable.

Explains Welsh, "Comfort, materials, and a new steaming method for upholstery were aspects of Vecta's Wilkahn series that changed for the domestic market," reports Welsh. "Appearance was licensed, but the inner frame molding was changed. An engineering change notice (ECN) is protocol for such a move. The ECN is sent to the licensor as notification of even the slightest engineering difference."

Similar re-engineering took place at Harter Corp. on the Harter/Stoll chair line. The collection, licensed from England, got a softer seat cushion in the U.S. "Americans generally don't like firm seats," says Lou Brescel, manager special market sales, Harter. Fabric selections were also changed to suit the American market.

"Flexibility in upholstery is desirable so designer/specifier needs can be met," says Welsh. "COM preference can be carried out in the license agreement as materials tend to vary with countries and environments."

Patent restrictions and design rights must be checked and respected when any such changes are made. Those

interviewed have differing opinions regarding flexibility of designers and manufacturers on engineering changes. A majority find products more competitive in local markets when changes can be made to suit designer/specifier needs.

Experts also agree that there is no single strategy to follow in adopting licensed products to new markets. "Sometimes changes made in one country will not need to be made in another. Sensivity to individual markets is a key factor," says Arevalo. □

*European research/contact*
*by* ***Niels Risom,*** *furniture design consultant*

# ELEMENTS TO INCLUDE IN A FOREIGN LICENSING AGREEMENT*

**I. Definitions**
- A. Product
- B. Territory
  - 1. manufacturing
  - 2. sales (optional)
- C. Parties
- D. Fees and downpayments
  - 1. conversion rate
  - 2. convertibility guarantees
  - 3. royalty base—percent of:
    - a. licensee's total production, including products other than licensor's models and comparable models, or
    - b. production of licensor's models and comparable models, or
    - c. production of licensor's models only
  - 4. equity interest or right to acquire stock (optional)
  - 5. right to buy percent of production
  - 6. requirement of volume in given time period, or yearly minimum payment
- E. Confidential disclosures
- F. Export rights
- G. Transfer of title
  - 1. foreign base company
- H. Foreign taxes
  - 1. who pays
- I. Arbitration
- J. Place of jurisdiction
- K. Right of termination, plus reopening clause
- L. Term of agreement
  - 1. corresponding to years of production regardless of time lapse between signing of agreement and when licensee picks up model
  - 2. where patent licensee, tied to life of patent
  - 3. automatic renewal clause, with minimum advance notice
- M. Accounting provisions
- N. Option to buy
- O. Management participation
- P. Licensor's capital investment (if any)
- Q. Schedule of payments and form of invoice penalty clause of late payment
- R. Weights and measures system to be used

**II. Grant**
- A. Patents (plus "identifiable information")
  - 1. acknowledgment of validity
  - 2. reversion of rights or title in case of expropriation, bankruptcy, etc.
  - 3. protection, including cost of infringement, prosecution
  - 4. cross licensing, including improvements
  - 5. exclusivity
  - 6. immunities outside country of manufacture
  - 7. acquired patents (right to them by acquisition)
- B. Trademarks
  - 1. acknowledgment of validity, especially where they cannot be registered
  - 2. reversion in case of expropriation, bankruptcy, etc.
  - 3. protection, including cost of infringement, prosecution
  - 4. quality and advertising control
  - 5. trademark registration, user agreement
- C. Right to service (and charges for them)
  - 1. training
  - 2. access to plant
  - 3. know-how
  - 4. terms of services
  - 5. technical material
  - 6. exchange of commercial information on price of components, equipment
  - 7. purchase of equipment, sale of components
  - 8. start-up supervision

**III. Require**
- A. Host government approval of agreement and remittances
  - 1. novalidity of agreements until received
- B. Noncompetitive clause
- C. Retention of sales rights
- D. Recognition of preexisting exclusive licensees
- E. Right to license components
- F. Interchangeability of parts among licensees
- G. Right to audit
- H. Exact reproduction of trademark (no adulteration)
- I. Caveat regarding laws of country of licensor
  - 1. "total agreement subject to any laws, regulations, or restrictions of (country)"

**This checklist is applicable to licensing agreements between firms of any two countries, but must be modified in terms of the laws of each.*

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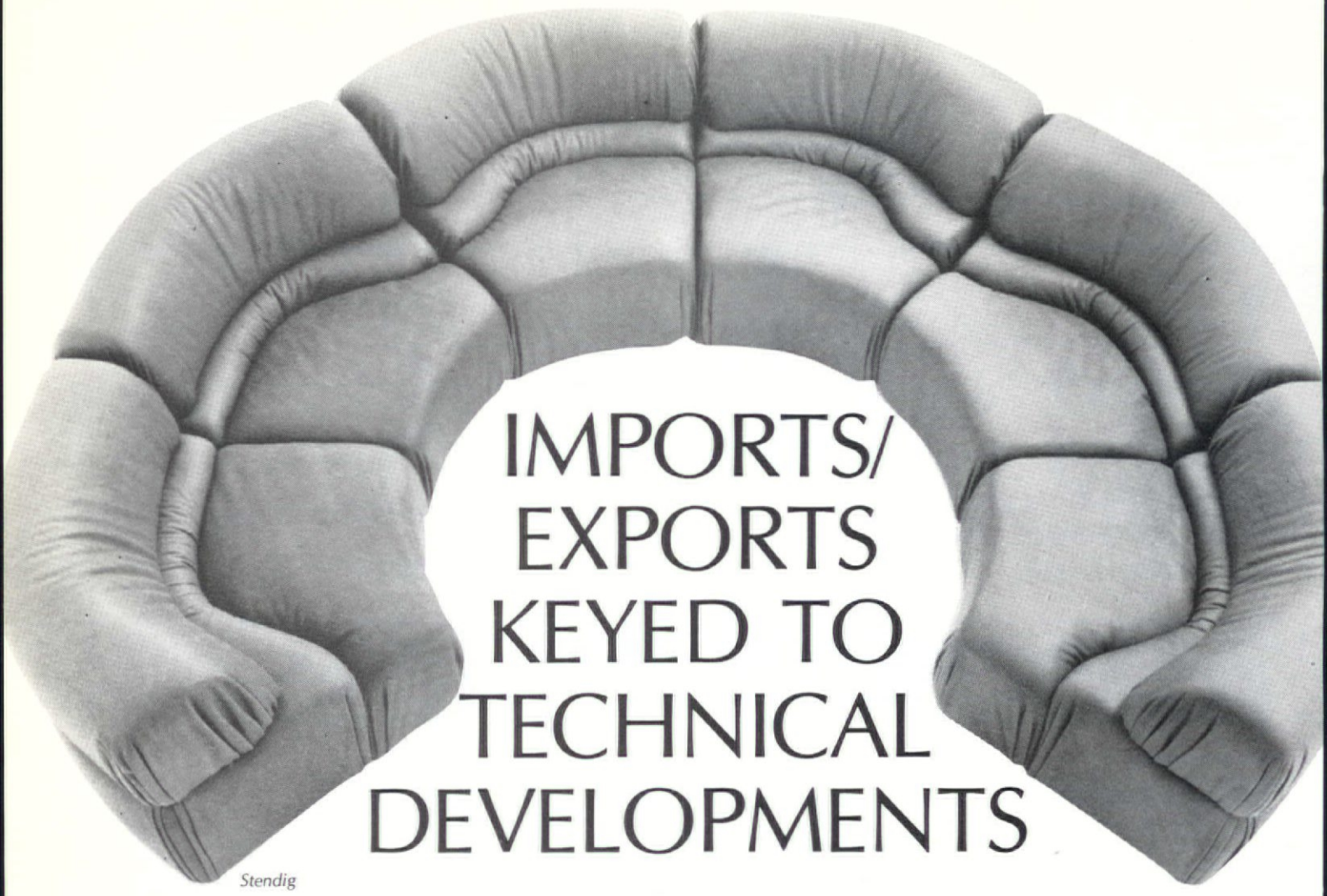


Stendig

# IMPORTS/ EXPORTS KEYED TO TECHNICAL DEVELOPMENTS

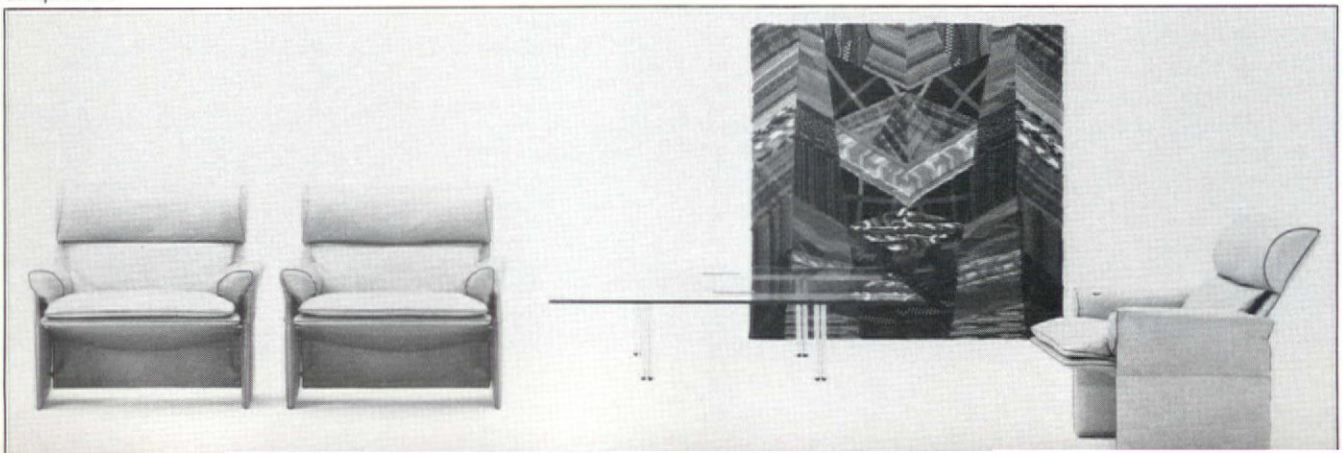
## Increased international furniture trade means new designs, new dollars for contract professionals port-to-port

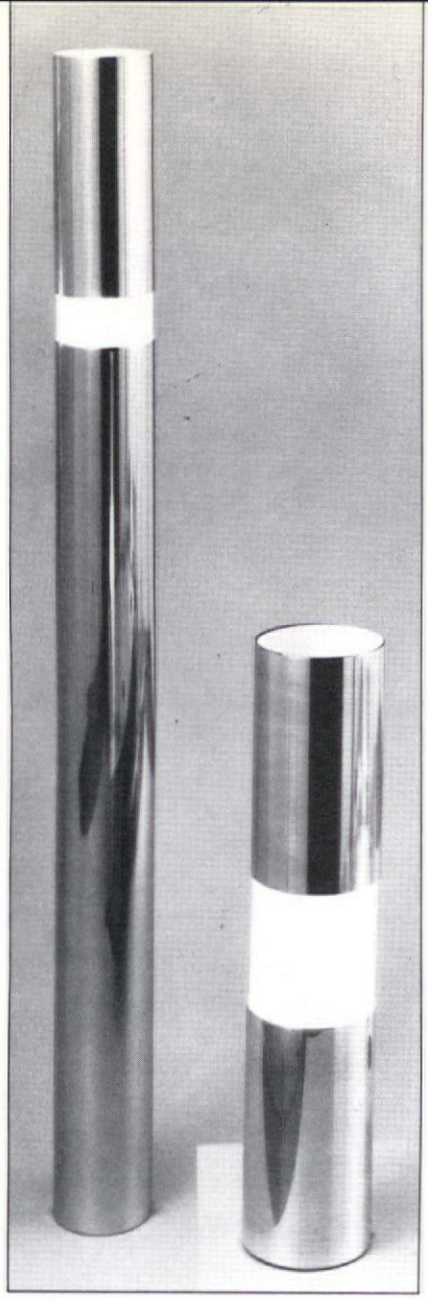
Imported contract furniture—a consistent growth area over the past 20 years—is now an abundantly available commodity. Many importing firms, intrigued by high specifier demand for European styling, now attribute 50 to 100 percent of sales to imported items.

In addition, Europe and other foreign locations have become target export clients for U.S. contract furnishings manufacturers. Says Judy Odland, vice president, international sales, Shelby Williams, "Approximately 10 percent of our sales dollars come from furniture exports. This figure is high by U.S. standards where domestic consumption is great."

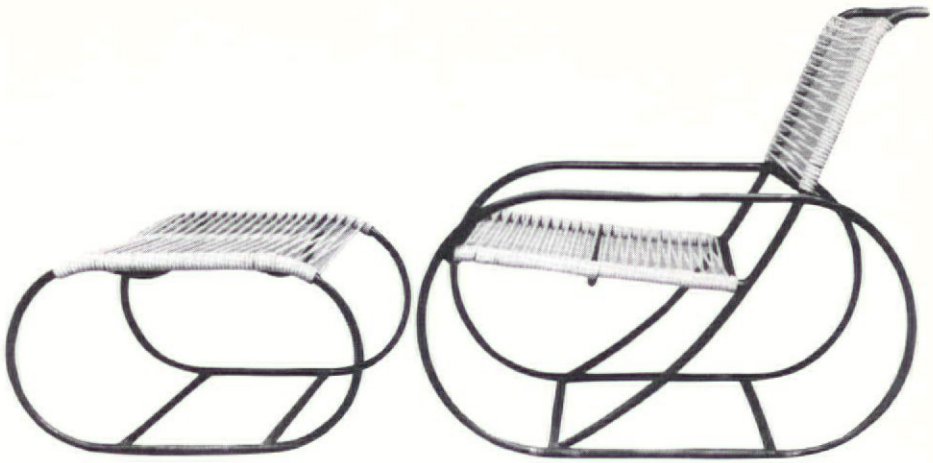
Specifiers working in the U.S. and abroad will continue to see increases in imported lines carried by American showrooms. New approaches to importing, such as licensing of foreign designs, will make these items more cost-effective as the decade progresses. In addition, international hotel ventures—through which foreign buyers become aware of American design—are creating new applications for U.S. exports to burgeoning markets such as the Pacific Basin and Middle East.

*Campaniello*





Koch & Lowy



Terra

**Stendig**—Cosmos seating, designed by Ubald Klug, is one of many designs firm imports from Europe. Imported products account for nearly 50 percent of sales. **Circle No. 291.**

**Campaniello Imports**—As U.S. representative for Saporiti Italia, firm coordinated the recent opening of a contract division. Among new products are arm chairs and tables designed by G. Offredi. **Circle No. 321.**

**Koch + Lowy**—Italian marble and glass as well as German glass are imported for lighting designs. All lamps are offered for export to Europe, Saudi Arabia, Puerto Rico, and the Philippines. **Circle No. 303.**

**Terra**—Designed by Kipp Stewart, Bronze Age casual collection is made from bronze tubing and cotton cording. Firm's latest export project was the Ishtar Sheraton Hotel, Iraq. **Circle No. 315.**

**LCS**—Highland Wool Collection consists of 38 wool textiles that are produced in Scotland. Designed by Dixie Marquis of London-Marquis, fabrics are suitable for use as upholstery, drapery, or wallcoverings. **Circle No. 337.**

LCS

IMPORT/EXPORT FURNISHINGS

# Licensed designs expand offerings

**Empire State Chair**—Imported barstools are made of select Carpathian beechwood. Finish and upholstery are COM. **Circle No. 317.**

**Artopex**—U.S. specifiers are primary importers of Contact Collection, designed by Paul Boulva. Canadian firm styles this chair series with retractable arms. **Circle No. 329.**

**Krion**—Steel stack chair was developed for the Munich Olympics by Heinz Wirth. Winner of eight international awards, Triberg is of tubular steel and wire, coated with synthetic finish. **Circle No. 289.**

**Typhoon Int'l**—Wicker and rattan furniture is imported from the Pacific Basin. Items are shipped to the U.S. intact where they are fitted with cushions and fabric. **Circle No. 316.**

**Brown Jordan**—"Wailea," designed by John Caldwell, features rattan frames that are handcrafted in the Orient. Firm imports parts from the Pacific Basin, assembles and upholsters in the U.S., and exports worldwide. **Circle No. 334.**

**Krueger**—Matrix seating, designed by Tom Tollenson, is distributed in Europe under a licensing agreement with Casala-Werke. Firm is licensed by OpenArk B.V. to manufacture Dutch Vertebra and Dorsal (shown) seating lines in the U.S. and abroad. **Circle No. 304.**

**Kimball**—Firm exports traditional or contemporary casegoods and seating primarily to Canada and the Middle East. Shown is Focus 1 seating, offered in a choice of wool blend, leather, or vinyl upholstery. **Circle No. 306.**

**Triconfort**—Dangari chair is part of Allibert Comfort line. Recently introduced in the U.S. by the French firm, seating is of weather-resistant synthetic resin. **Circle No. 333.**

**Henderson**—Designed by Jocelyn Beaulieu, armchair (shown) is of solid birch with synthetic varnish, upholstered in cotton velvet. Sales representatives throughout the U.S. market products for this Canadian manufacturer. **Circle No. 331.**

*Empire State Chair*

*Artopex*

*Krion*

*Typhoon Int'l*

**Larsen**—Ponti chaise is imported from Switzerland. Featuring a hardwood frame and polyurethane filling, it is offered in a choice of Larsen fabrics. **Circle No. 296.**

Larsen

Brown Jordan

Henderson

Triconfort

Kimball

Krueger

# Shipping KD for low freight

*Noise Control Products*

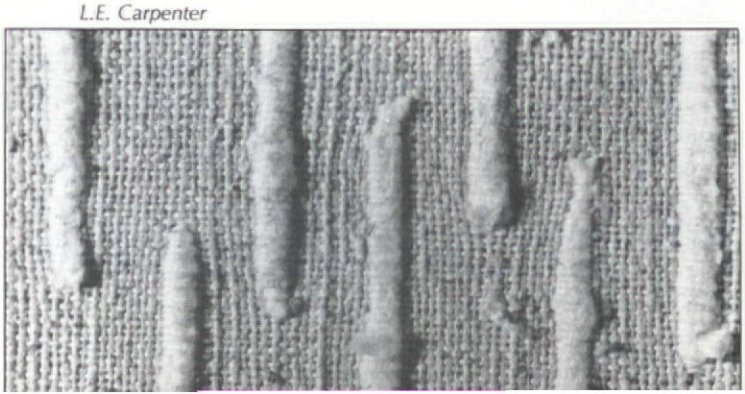
*Cy Mann*

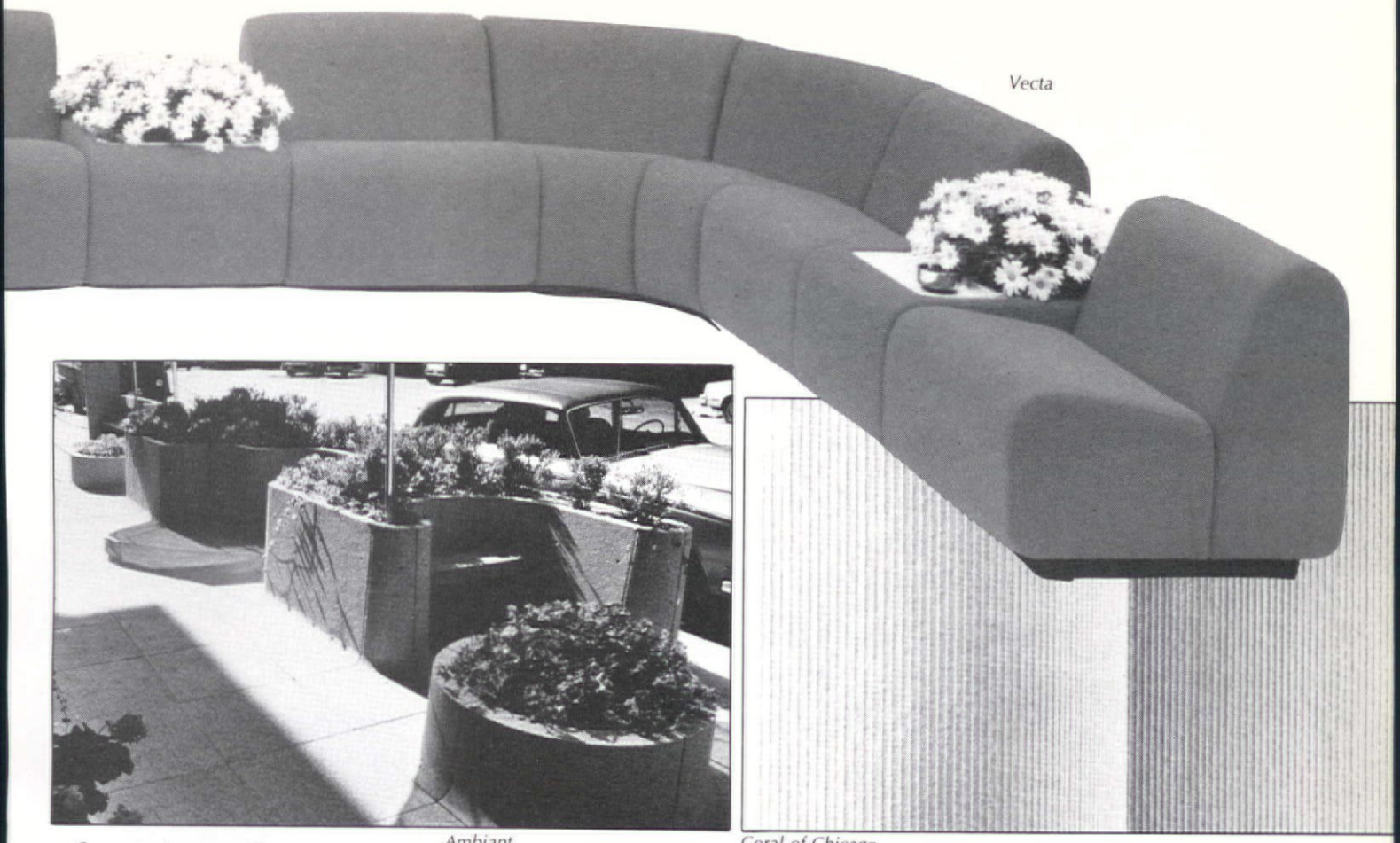
*House of Rattan*

*Nienkamper*

*Escriba of Brazil*

*L.E. Carpenter*





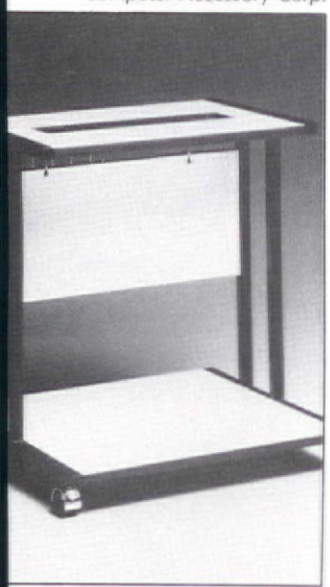
Vecta



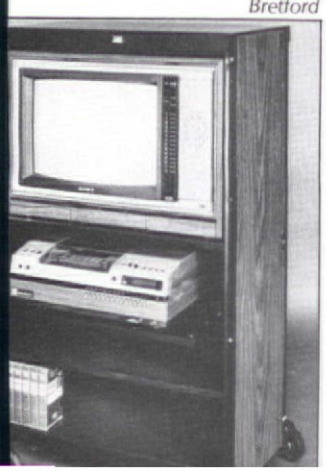
Computer Accessory Corp.

Ambiant

Coral of Chicago



Bretford



**Noise Control Products**—Silent Wall panels are exported to Canada, Europe, and the Middle East. Inner frame is of extruded aluminum alloy; surfaces are verel modacrylic fabric, perforated vinyl, PVC-backed burlap, or COM. **Circle No. 341.**

**House of Rattan**—Items such as "Palm Beach" (shown) are made of rattan, wicker, banana leaf, or palm wrap imported from Haiti and the Pacific Basin. Assembly and finishing are completed in Miami. **Circle No. 339.**

**Cy Mann**—Firm imports/exports wall systems and seating units from West Germany and Belgium. Multiflex system (shown) is custom-sized for floor-to-ceiling installation. **Circle No. 302.**

**Nienkamper** — Recently appointed sole licensed North American manufacturer and marketer of the Haussmann collection, Canadian firm also offers its own seating and casegoods designs. Among these are Ambassador series credenzas, covered in Swiss aniline leather. **Circle No. 312.**

**Escriba of Brazil**—KD table and matching leather/hardwood chair are available through DSI U.S. showrooms. Part of Escriba collection, they are designed by Karl Hans Bergmiller. **Circle No. 285.**

**L.E. Carpenter**—Natural Classics is a recent addition to firm's Vicrtex wallcoverings line. Shown is pattern IC 709, made of Indian cotton. **Circle No. 307.**

**Ambiant**—Groundscape is a modular system of precast landscape and street furniture, made from steel-reinforced concrete. Exports of this and other products constitute 50 percent of sales. **Circle No. 308.**

**Vecta**—Tappo seating by John Mascheroni is firm's leading export product. Licensed for French manufacture, it is marketed in Europe through France and sold in Central/South America and the Middle East through U.S. showrooms. **Circle No. 297.**

**Coral of Chicago**—Firm exports flame-retardant fabrics, upholstery, and wallcoverings, such as Channels (shown), to Canada, the U.K., Australia, Hong Kong, and the Middle East. **Circle No. 335.**

**Computer Accessory Corp.**—Export markets for firm's workstations, CRT tables, printer stands, and electronic enclosures are Europe, South America, and Canada. Units are designed to ship KD for low freight rates. **Circle No. 299.**

**Bretford**—Firm exports metal contract furnishings. Computer support products such as a VTR center of heavy-gauge steel and wood shelves, is one offering. **Circle No. 322.**

# U.S. warehouses expedite service

**Francis Kerrigan**—Casegoods feature radius- or bevel-edge rails of solid oak or walnut. Furniture is exported from the U.S. through international trade companies. **Circle No. 298.**

**Castelli**—As U.S. subsidiary of Castelli S.P.A., Italy, firm manufactures, upholsters, and assembles entire range of Italian products sold here. Shown is 6000 series from Netherlands licensee Artifort. **Circle No. 301.**

**Kinetics**—Knuckles 100/400 chairs stack and gang via plastic connectors. This Canadian design was featured at a recent Scandinavian furniture show. **Circle No. 294.**

**Functional Office Furniture**—U.S. company has imported office designs from Scandinavia since 1977. Four stocking warehouses are located throughout the U.S. for quick delivery. Danish-designed Labofa Ergo 505 seating (shown) is one offering. **Circle No. 314.**

**Mira-X**—H-Collection consists of 200 coordinated textiles with a unique trompe l'oeil effect, created by Swiss stylists Trix, Haussmann, and Hablutzel. Designs are stocked in the U.S. **Circle No. 340.**

**HAG**—'Split' Series chair has chrome or beechwood frames, pneumatic seat height adjustment, and zip-off upholstery. An assembly plant is located in the U.S. **Circle No. 325.**

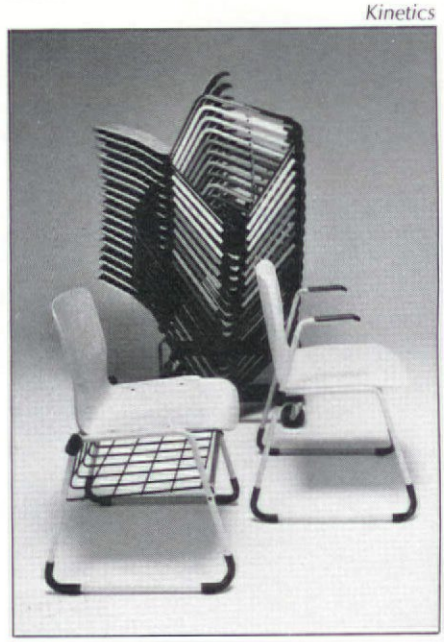
**Arc-Com**—Compendium collection is imported from West Germany. All-wool fabric is offered in three styles and 31 colorways, backed with 100 percent cotton. Imports comprise 35 to 40 percent of firm's sales and come from Scandinavia, France, the U.K., Japan, and New Zealand. **Circle No. 310.**

**Atelier Int'l**—Le Corbusier seating is produced under license. Part of firm's Made in America program, it is one of a series of designs now being shipped worldwide. **Circle No. 320.**

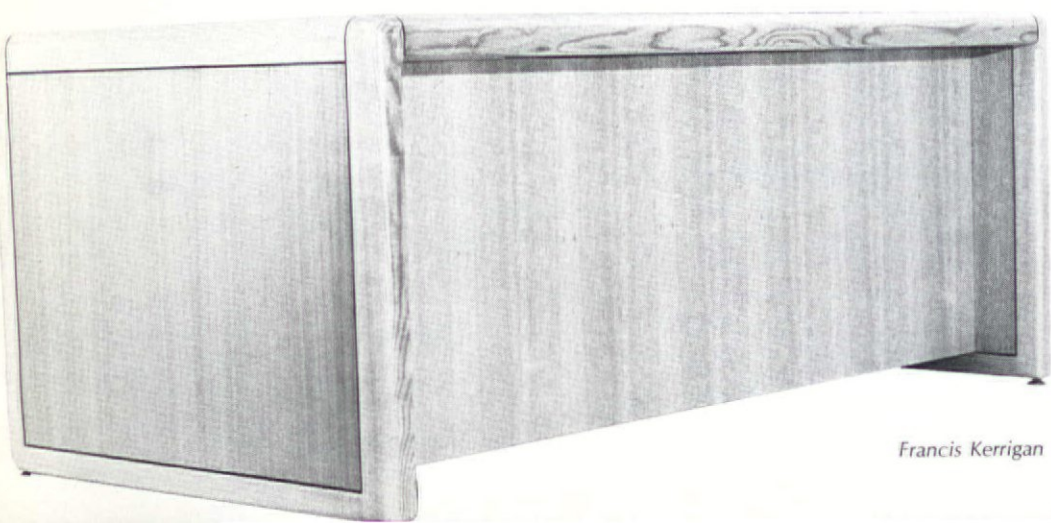
**Danwood**—Open plan system by Gary Owen is part of firm's export marketing effort. Importing countries include Canada, the Orient, and the Middle East. Exports comprise 32 percent of sales volume. **Circle No. 293.**

*Castelli*

*Kinetics*



*Functional Office Furniture*



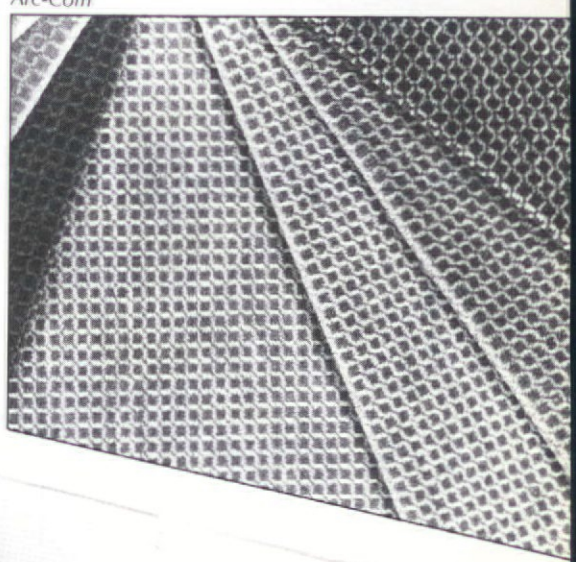
*Francis Kerrigan*

Mira-X

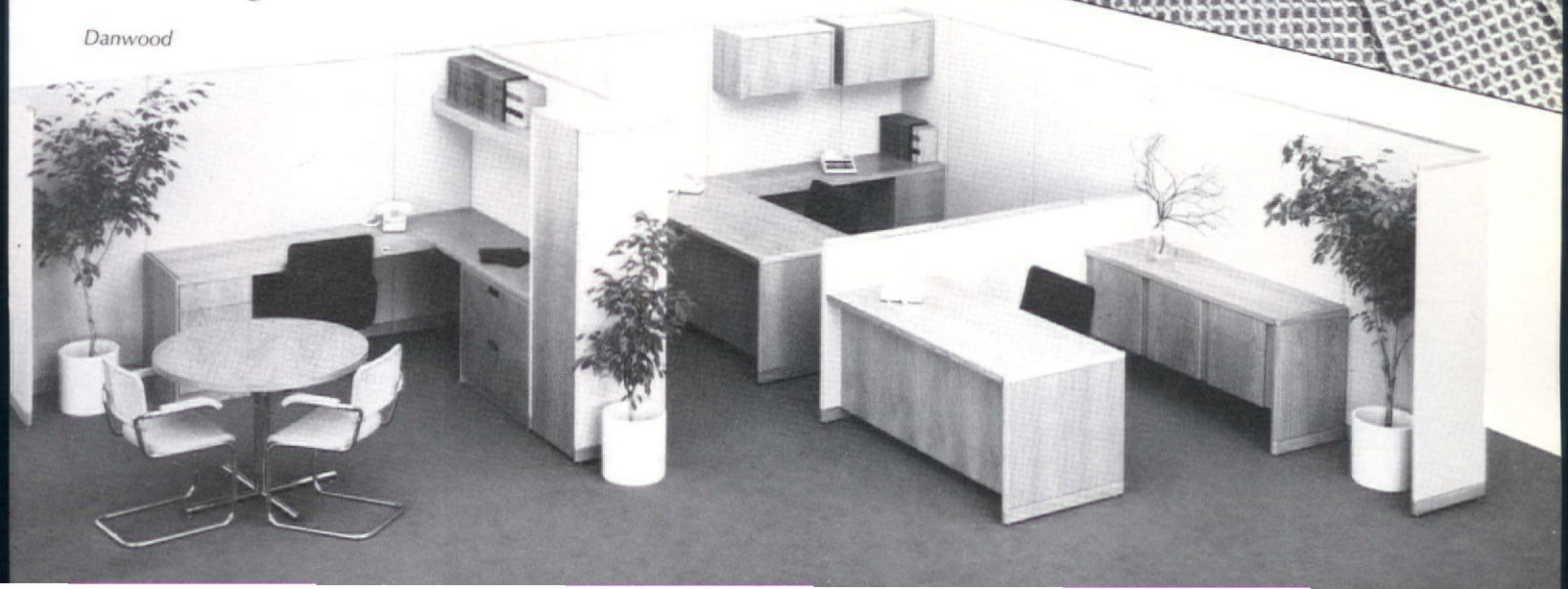
HAG

Atelier Int'l

Arc-Com



Danwood



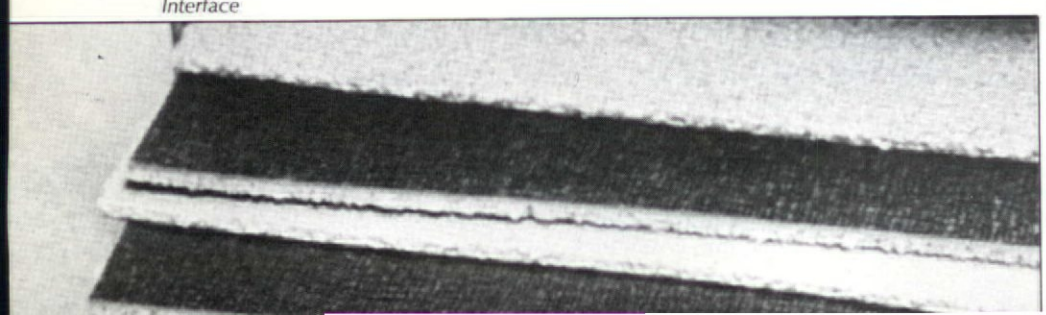
IMPORT/EXPORT FURNISHINGS

# Designed for foreign markets

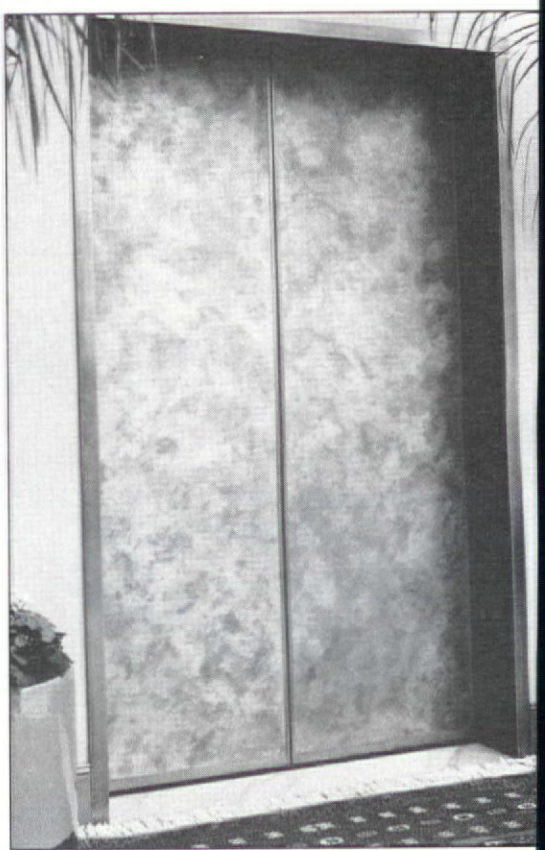
*Anton Maix*

*Falcon*

*Interface*

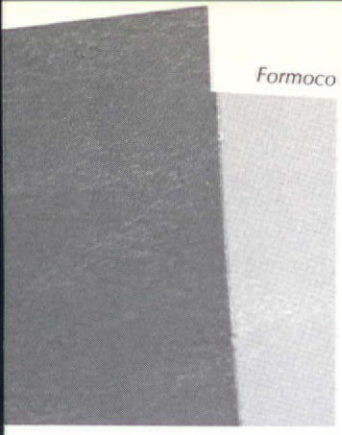


*Brodart*



*Lunstead*

*Data-Mate*



Formoco

Charvoz-Carsen

**Anton Maix**—Firm imports fabrics from Germany, France, Scotland, Denmark, and Australia. Foreign Trade Zone location enables shipping of duty free samples throughout the U.S. **Circle No. 332.**

**Brodart**—Nearly 15 percent of firm's library furniture is exported, mainly to Europe and the Middle East. Wood shelving (shown) is offered in numerous heights, depths, and finishes. **Circle No. 330.**

**Lunstead**—Approximately 40 percent of firm's Etched Metals line is exported. Designs are hand-etched then sprayed with protective coating for resistance. Panels are offered in a range of sizes. **Circle No. 295.**

**Falcon**—A 1981 recipient of the President's "E" Award for Export Sales, firm manufactures tables and seating for overseas markets. Shown is 2800 series wood table with laminated top and beech chairs. **Circle No. 311.**

**Interface**—International division coordinates installation of modular carpet in over 12 nations. Recent projects include the McDonald's Corp., Germany, and Riyahd Airport, Saudi Arabia. **Circle No. 292.**

**Data-Mate**—Series 10900 stands are offered in several variations, all with five-leg bases. Exporters since 1980, New Hampshire-based firm deals with European, Asian, and South American markets. **Circle No. 313.**

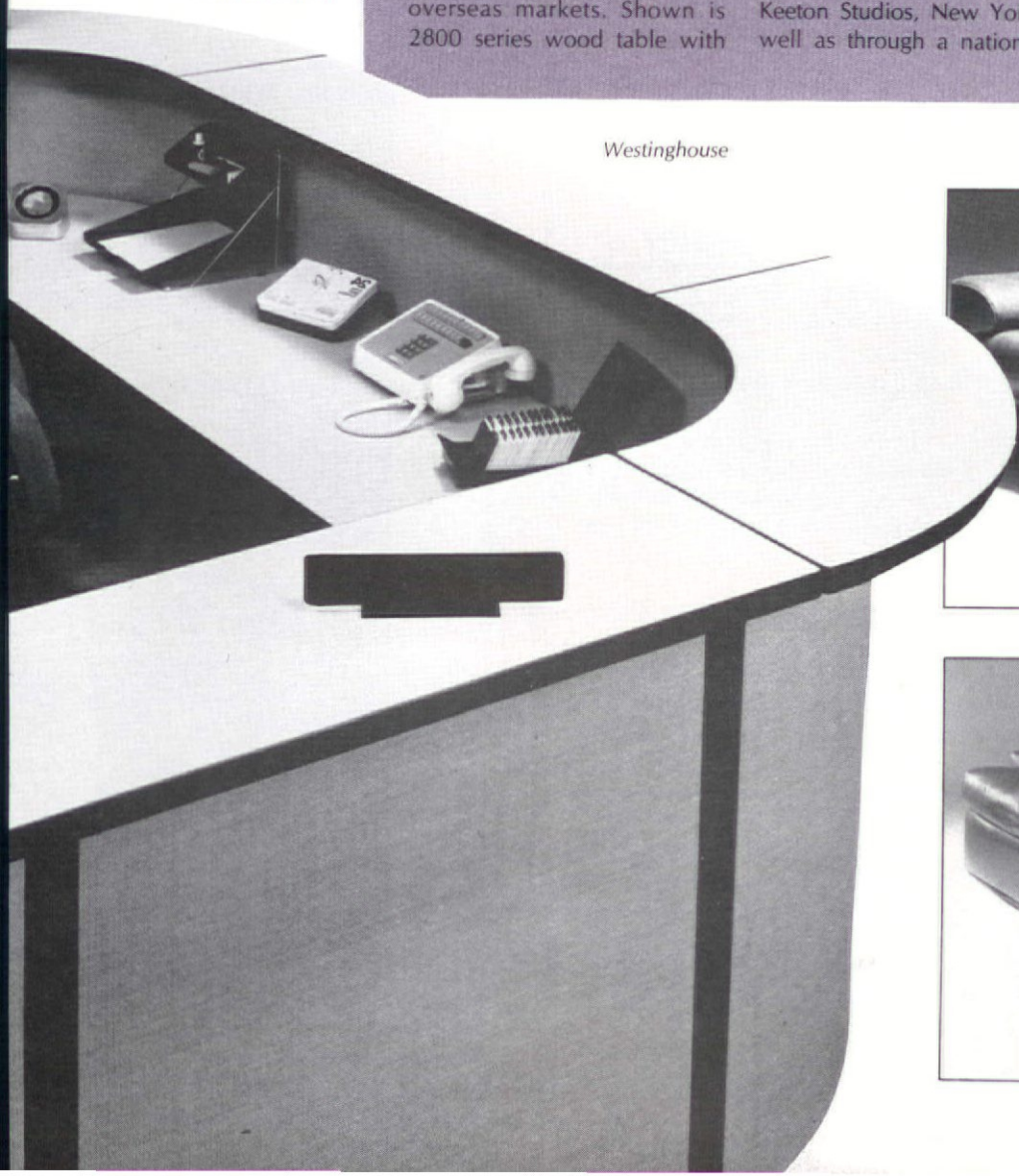
**Formoco**—Part of a new collection designed by Ilene Prussack, "Soho" is a 28-oz. upholstery vinyl in 16 pastel shades. Manufactured in Taiwan, line is stocked in New York and Los Angeles and is available through Johnny Keeton Studios, New York, as well as through a nationwide network of distributors. **Circle No. 324.**

**Charvoz-Carsen**—Crafted in Italy, OMNI drawing table adjusts to heights ranging from 30- to 50-in. A variety of tops and colors are offered. **Circle No. 286.**

**Westinghouse**—Architectural Systems division exports open office furniture worldwide. Manufacturing facilities are located in Grand Rapids, Mich., and Kells, Ireland. **Circle No. 328.**

**Pace**—Mattatore, designed by S. Parravicini, is imported from Mariani, Italy. Items are shipped KD and assembled in the U.S. Imports comprise 42 percent of sales. **Circle No. 336.**

**Brayton**—European styling accents "Limbo," upholstered in natural leather with a light finish. Seat height is 16 in. **Circle No. 288.**



Westinghouse

Brayton

Pace

# BIFMA Takes Activist Stand Against Government Regulation

## Traditional role protects rights of dealers and end-users; opts for less government intervention with voluntary standards

Voluntary standards and guidelines for consumer safety are being used to counter government regulation in recent moves by the Business & Institutional Furniture Manufacturer's Association (BIFMA), headquartered in Grand Rapids, Mich.

BIFMA executive director Stephen D. Channer has provided leadership in fighting Senate Bill 1256, proposed by Senator J.J. Exon (D. Neb.), which purports to "regulate interstate commerce by 'protecting' the rights of consumers, dealers, and users."

Says Channer, "BIFMA has always taken a strong stance in favor of these three groups. Our organization contends that the legislation is self-defeating and will negatively affect manufacturer/dealer relations.

"The Association has taken the position that it should monitor issues that affect its members. At the same time, it will adhere to a basic tenet that the industry must always take a pro-consumer stance."

A recent statement by Glenn Walters, president, BIFMA and recently-retired president/CEO Herman Miller Inc., reaffirms BIFMA's position. Walters reports, "I believe our industry has achieved growth by providing products that are truly responsive to customers' needs. A basic precept of our industry is that we are not a fad or fashion business, changing style each year in the hope of enticing customers. We perceive our responsibility as meeting the expressed needs of office workers.

"These needs are relayed to our Association by dealers, employee supervisors, and by the workers themselves. It is BIFMA's aim to meet these objectives. They are spelled out, in fact, in our Association logo: 'Dedicated to good safety and performance practices and valid industry information'."

### Product standards in force

Indeed, specifiers, along with consumers and manufacturers, are beneficiaries of one of BIFMA's major programs: the issuance of voluntary product safety and performance standards. These evaluate products for safety, durability, and performance, and provide a common basis to determine these characteristics.

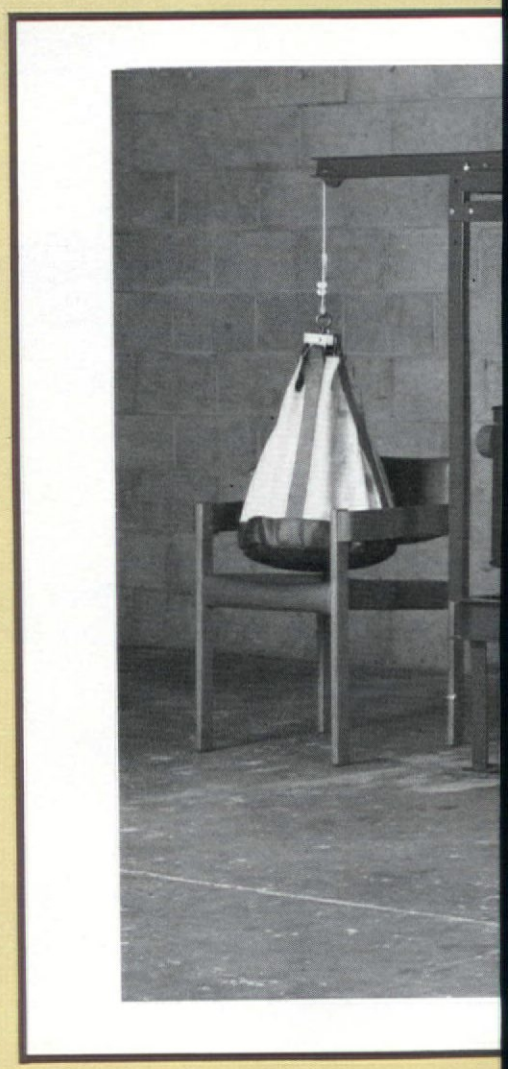
**"Our organization contends that gov't legislation is self-defeating." —Channer**

One of BIFMA's goals in setting up a standards program was to protect captive consumers—workers with no chance of influencing the selection of furnishings for their working environments.

BIFMA's standards are developed through a comprehensive industry-wide committee system which pools the product testing knowledge of engineers. Whenever appropriate, BIFMA also calls on outside consultants and non-member manufacturing companies to assist in collecting data.

Upon publication, BIFMA's standards are again sent to *non-member*, as well as member, companies which manufacture the specific product. They are also given to the AIA, ASID, IBD, and to interested government agencies—including the Consumer Product Safety Commission, General Services Administration, and the Veterans Administration. (Copies of these guidelines are available at nominal cost from BIFMA.)

All work comes out of the Engineering Standards Committee, headed by Edward C. Levit, senior vice president, Research & Development, Steelcase Inc.



Eight subcommitees deal with flammability, seating, panels, hang-on components, metric conversion, building codes, desks, and vertical and lateral files.

Since its inception, BIFMA has developed six product standards. These cover lateral and vertical files, office chairs, lounge seating, desks, and upholstered-furniture flammability.

### DESK STANDARD

Presented last year at NEOCON, the Desk Standard's 11 criteria evaluate the safety, durability, and structural adequacy of desks and related products. The standard resulted from three years of work by the Desk Standards Subcommittee, chaired by Philip J. Williams, G.F. Business Equipment.

BIFMA is currently working with numerous external groups to prepare the standard for acceptance by the American National Standards Institute (ANSI), nationally recognized coordinator of voluntary standards development. The Association's guidelines for vertical files, lateral files, and office seating received ANSI approval in 1981, 1980, and 1977 respectively.

As required by ANSI, the Association is canvassing corporate purchasing officials, purchasing decisionmakers for buying syndicates and specifying offices, and government agencies and laboratories concerned with specifying qualities for desks. This conforms to ANSI's stringent requirement that a consensus be reached by such organizations. Once the replies come in, Williams' subcommittee will respond to the feedback.

### LOUNGE SEATING STANDARD

Similarly, the Lounge Seating Standard has been submitted to appropriate organizations to fulfill ANSI's canvassing requirements.

This set of guidelines, which resulted from the work of a subcommittee headed by Bruce Buhrmaster, All-Steel Inc., covers all lounge seating—regardless of construction materials, manufacturing methods, or mechanical/esthetic designs.

It is expected that both the Lounge and the Desk Standards will be ready for ANSI publication by next January.

### PANEL STANDARD

Under its new chairman, Robert L. Knapp, American Seating Company, the Panel Standards Subcommittee is committed to two major tasks: The first is developing an omnibus standard for panel and panel-hung components; the second is making recommendations on the office furnishings standard under development by Underwriters Labora-

*Typical testing equipment at American Seating Company helps firm adhere to BIFMA standards.*

BIFMA

# Strong contract market outpaces general economy

tories (UL). BIFMA previously coordinated with Underwriters Laboratories, an independent testing and research firm, on the "Fact-Finding Report" which forms the basis of BIFMA's flammability standard.

The Office Furnishings Standard is being accomplished through coordination with UL's Industry Advisory Group, consisting of six representatives. That group was appointed by UL to act independently. Through interaction between the group and BIFMA, modifications to BIFMA's standard and several sections of the UL standard were changed accordingly.

A section of BIFMA's own forthcoming panel standard has been completed by the Association's Panel Mounted Components Standards Committee.

### FILE & FLAMMABILITY STANDARDS

This year saw publication by ANSI of BIFMA's Vertical File Standard. The subcommittee which developed it was headed by Bruce Ormiston, Steelcase Inc. A Lateral File Standard developed by the same group was published by ANSI the preceding year.

For the past four years, BIFMA's standard for upholstered furniture flammability, developed by a subcommittee headed by Stephen B. Kolk, Steelcase, has been in general use by the industry. As a result, the Association's work on the subject has become an industry resource. For example, the GOVMARK Organization, Inc., an independent testing laboratory, this year reprinted the contents of the BIFMA Flammability Standard in one of its brochures.

### BUILDING CODES

Under chairman Sherman Robbins, Herman Miller Inc., the Building Code Standards Subcommittee has continued its Herculean task of applying current industry technology to existing building and related codes.

It has also stood firm in calling for one unified set of criteria to guide electrical inspectors in municipalities throughout the country. The subcommittee coordinates with the National Fire Protection Association (NFPA),, authors of the National Electrical Code, in changing the system under which various municipalities interpret electrical codes differently.

### Membership up 17 percent

A strong contract market that outpaced the general economy resulted in healthy growth for BIFMA last year. Membership increased 17 percent, bringing member firms to a total of 119. They represent 90 percent of the industry's sales volume, according to Channer, marking a 42 percent jump since 1980. Associate members from allied manufacturing and service companies increased from 27 to 30 this past year.

**"... Our industry achieved growth with responsive products." —Walters**

Channer attributes the Association's growth to increasing recognition by individual companies of the benefits the trade association provides its members. "Probably the most important membership service," he says, "is the compilation of statistical reports that enable individual companies to measure their performance compared to the industry's." Members' individual statistics, which are kept strictly confidential by statisticians, are pooled to provide detailed industry figures on orders, shipments, backlogs, and inventories.

### Statistics managed by committee

"The steady increase in members," points out Channer, "also benefits the design/specification community by assuring that BIFMA's industry statistics are representative of broad opinion."

Accuracy is assured through the work of the Information Systems Committee, which, under Bernard S. Currie, Knoll International Inc., recently completed revisions to BIFMA's industry statistical program. Revisions are the result of a four-year collaboration with the Department of Commerce and BIFMA's statistical consultants, Seidman and Seidman.

That committee has completely reworked and simplified definitions and reporting format for each product code. This project was conducted by members of its two subcommittees—the Financial Information Subcommittee, headed by Gerald R. Norton, All-Steel Inc., and the Marketing Information and Product Category Subcommittee, chaired by Robert Bockheim, Haworth Inc. Purpose of the changes is to simplify ease of reporting by manufacturers, but, more importantly, to improve the overall accuracy of the complete statistical reports—both BIFMA's own and those generated by the Department of Commerce. That department publishes a Current Industrial Report (CIR), financially sponsored by the Association.

BIFMA has revised the form for reporting member shipments by product category to conform to the reference list format shown in the CIR. It hopes to make the new reference list format the "universal" reporting form for all office furniture manufacturers, including BIFMA non-members.

In addition to the statistical committee, BIFMA recently formed an education committee for the purpose of reviewing educational opportunities and supporting selected programs offered by colleges, universities, accrediting foundations, and other organizations. This work will be aided by the newly established Eppinger Education Fund, set up in honor of the Association's founder, Eugene Eppinger. The fund was conceived to promote a better understanding of the workplace. □

*Walters*

*Channer*

# BIFMA MEMBERS

Accuride
Acoustical Partitions Corp.
All-Steel Inc.
Alma Desk Co.
American Seating Co.
Amstore
AMP Special Industries
Anderson Desk Co.
Anderson Power Products
Baker Furniture Co.
Bassick, Div.
Stewart-Warner Corp.
Norman Bates, Inc.
Beatrice Food Co.
Bernhardt Furniture Co.
Boling Co.
Borroughs
Brewster Corp.
Brickel Associates, Inc.
Jack Cartwright, Inc.
Charlotte Chair Co.
Chatham Fabrics
Chromcraft Corp.
Cole Business Furniture
Collier/Keyworth Co.
Colwell/General Inc.
Comforto Inc.
Conwed Corp.
Corry Jamestown Corp.
Craftex Sales, Inc. of Penn.
Cramer Inc.
Creative Dimension
Davis Furniture Inc.
DBS Office Furnishings
Danwood Designs
Domore Office Furniture Inc.
Dunbar Furniture Co.
Eck-Adams Corp.
Emeco Industries, Inc.
Esselte Pendaflex Corp.
EST Co.
Executive Office Concepts
Fabriform, Inc.
Faultless Division
Fixtures FMC Ltd.
Formica Corp.
G & T Textile Designs, Inc.
Gas Spring Corp.
GF Business Equipment, Inc.
General Mills
Grant Hardware Co.
Group Artec
Guilford of Maine
Gunlocke Company, Inc.
H.D.I./Hardware Designers, Inc.
Harbor-Benedetti
Harpers
Harter Corp.
Harvard Interiors Manufacturing Co.
Haskell of Pittsburgh, Inc.
E.F. Hauserman Co.
Haworth Mfg. Inc.
Haws Corp.
Hayward-Schuster Woolen Mills Ltd.
Hesco Industries, Inc.
Hickory Business Furniture
Hiebert, Inc.
Holga Metal Products Corp.
Homestead Fabrics, Inc.
Hon Industrial Inc.
Hon Company
Howe Furniture Corp.
iil Inc.
I.K.D. Corp.
Indiana Desk Co., Inc.
International Glide Mfg. Corp.
InterRoyal Corp.
Invincible Metal Furniture Co.
JG Furniture Company, Inc.
Jebco, Inc.
Jofco
Jonathan Mfg. Corp.
Kimball International Inc.
Kimball Office Furniture Co.
Kittinger Co.
Knoll International, Inc.
Krueger Inc.
Kwik-File, Inc.
LUI-Laminates Unlimited, Inc.
La-Z-Boy Chair Co.
Lehigh-Leopold Business Furniture
Litton Industries
Loewenstein, Inc.
McDonald Products Corp.
Madison Furniture Industries
Magna Design
Menasha Corp.
Meridian, Inc.
Metal Stand Co.
Microdyne Co.
Herman Miller, Inc.
Milliken & Co.
M & M Industries, Inc.
Mode Corp.
Modern Mode, Inc.
Mohasco Corp.
Monarch Furniture Corp.
Mueller Furniture Corp.
Murphy-Miller Co.
National Div. of Dennison
Nucraft Furniture Co.
Glen O-Brien Partition Co., Inc.
Office Suites, Inc.
Oppenhuizen, Inc.
Owens/Corning Fiberglas Corp.
Panel Concepts, Inc.
Paoli Chair Co., Inc.
Plastiglide Mfg. Corp.
Pleion Corp.
Harvey Probber
Rose Manufacturing Co.
Rosemount Office Systems, Inc.
R-Way
Samsonite Furniture
Schwab Safe Company, Inc.
Shaw-Walker Co.
Shepherd Products, U.S., Inc.
Signore Division-AVM Corp.
Steelcase, Inc.
Stewart-Warner Corp.
Stow/Davis Furniture Co.
Superior Chaircraft Corp.
Supreme Equipment & Systems Corp.
Suspa, Inc.
T&B/Thomas & Betts
Thonet Industries, Inc.
Tiffany Stand & Furniture Co.
Trendway Corp.
Uniroyal Plastics Products
United Chair
Vecta Contract
Vogel-Peterson Co.
Wenger Corp.
Westinghouse Electric Corp.
Ralph Wilson Plastic Co.
Westin-Nielson Corp.
Wright Line, Inc.

# CARPET DYEING TECHNIQUES INFLUENCE LOOK & PERFORMANCE

## Specifiers must become acquainted with various carpet dyeing methods which affect the look and wearability of flooring fibers

Carpet once was intended mainly as a utility item. Because carpet was generally available in neutral tones, designers did not have to worry about possible conflicts with surrounding colors.

Today, carpet color no longer plays a passive role. Floorcovering coloration is now so important that many interior design projects are centered around it.

Carpet colors literally control design of the environment. Wallcovering and fabric firms are contacting carpet mills to coordinate and duplicate colors used in carpeting. Never before have those industries looked so favorably upon carpet manufacturers as a source of color ideas.

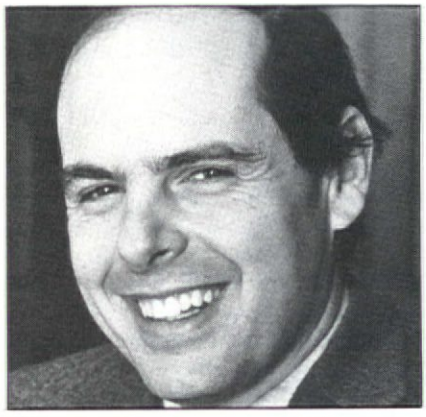
Selecting carpet color would seem to be a simple task for a designer. However, care should be taken in learning the various ways carpet is dyed and how specific dye methods affect appearance and performance.

### Solid colors: treatment varies

Various fibers lend themselves to certain dye methods. Spinning and plying of fibers and yarns also yield certain color variations. To understand the effects of different dyeing methods, it is first necessary to know the four phases of carpet production. Each determines the method of dyeing and has an effect on wearability and performance.

The phases are: fiber extrusion, fiber blending, yarn spinning, and carpet tufting.

Dyeing can be done during or between any of the above four phases. Because each phase presents the yarn/fiber in a different form, each method entails totally different techniques and produces varying results. Dyeing methods, in sequential phases, are:



by **LEE I. KAUFMAN, JR.**

### SOLUTION DYEING

*(Done prior to fiber extrusion.)*

This method does not color fibers or yarns, but affects liquid polymer before it is extruded into fibers. Fibers are then dyed inside and out. This means extraordinary color fastness, resistance to harsh chemicals, and large dye lot runs.

Solution dyeing is used almost entirely in loop commercial qualities. Colors in the past have been dull when solution-dyed. However, improved solution dyeing methods have enabled truer colors to be produced.

**Fibers applicable:** *all olefins, some acrylics, and very few nylons.*

**Fibers not applicable:** *wool.*

### STOCK DYEING

*(Done prior to fiber extrusion.)*

This dyeing method occurs after the fiber has been extruded. Virgin staple fibers are loaded into a dyeing beck. Only fiber exteriors are dyed, in contrast to solution dyeing; however, it is an excellent technique. It allows large dye runs with uniformity of color optimized through blending of various dye batches. Berber colorations are achieved through this method, with berber grains sprinkled on during the carding process. Because of the blending capabilities, colorations tend to be earthtone, natural, and heathered.

**Fibers applicable:** *acrylic, wool.*

**Fibers not applicable:** *olefins, most nylons.*

### SKEIN DYEING

This method is applied when fibers are spun into yarn. Continuous filament fibers once made into yarn can be skein-dyed. Yarn is spun, wound on cones, and formed into skeins which are hung on racks and lowered into the dye vat. A process sometimes referred to as yard dyeing, it allows for excellent dye penetration, and—depending on the size of the dye vat—large dye lots can be accommodated. Most wools are done this way.

**Fibers applicable:** *wool, nylon, some acrylics.*

**Fibers not applicable:** *olefin.*

### PIECE DYEING

This dye method occurs after the yarn has been tufted into carpet. The entire roll is then hoisted into a dye beck where it is saturated, including primary backing. Piece dyeing is by far the most frequently used dye method, because it is low cost. It allows the mill to eliminate having a colored yarn inventory,

stocking greige goods (undyed fabrics) instead. Thus, it is not necessary to dye carpet a specific color until an order for that color arrives. One shortcoming of this method is the small size of dye lots. It simply is not possible to squeeze many of these large tufted rolls into a dye beck. Therefore, the maximum in one dye lot is approximately 800 sq. yds.

**Fibers applicable:** *nylon.*

**Fibers not applicable:** *wool, acrylic, olefin.*

All four of the above dyeing methods allow for multicolorations as follows:

*Solution & stock dyeing:* Different colored fibers are blended together, creating a heathered look. Yarns, when plied together, produce a tweed look.

*Skein dyeing:* Different colored yarns are plied together, thereby producing a tweed look.

*Piece and continuous dyeing:* Prior to tufting, yarns are chemically treated to accept and repel various dye pigments. Some yarns will accept dye deeper than others. Cationic treated yarns will accept a totally different color. The dye vat is filled with a solution consisting of several dye pigments. Exposing the tufted carpet to this solution creates multicoloration in various predetermined places. This can produce a tweed configuration or a free-flowing tone-on-tone look.

### Pattern carpet: other dyeing

Pattern carpet has achieved widespread use in commercial and residential settings. There are three ways of coloring pattern carpet—*skein dyeing, printing,* and *piece dyeing.*

*Skein dyeing* is used in Wilton and Axminster carpets. First, the yarn is skein dyed and wound onto spools or grippers. Then the weaving process begins with the various colored yarns woven into specific areas to form a predetermined pattern. This method can also be used on Omnipoint and Graphics patterns which utilize predyed yarns.

Carpet can be *print-dyed* just like wallpaper and fabric. This occurs after the carpet is tufted and backed. Through

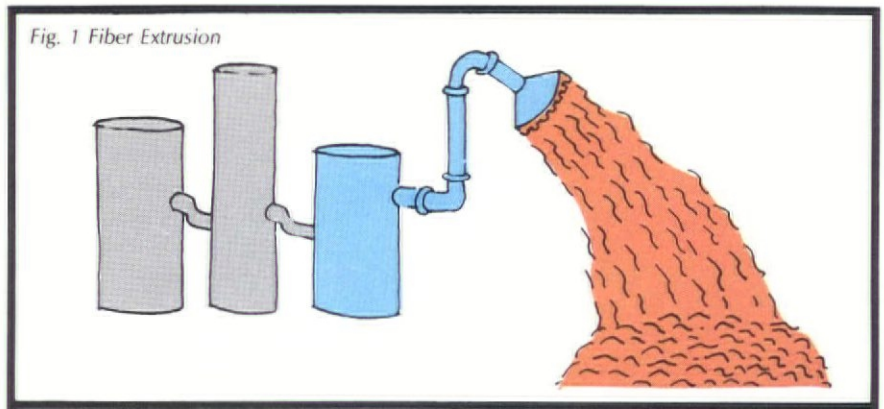


Fig. 1 Fiber Extrusion

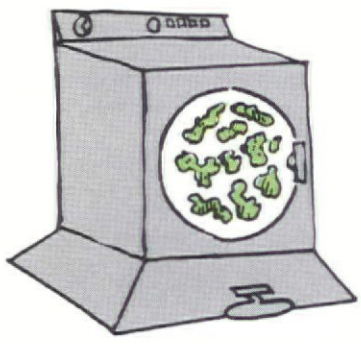


Fig. 2 Fiber Blending

Fig. 3 Yarn Spinning

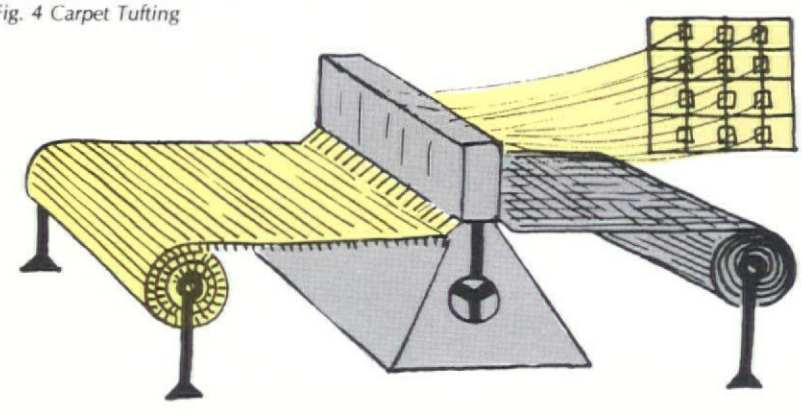


Fig. 4 Carpet Tufting

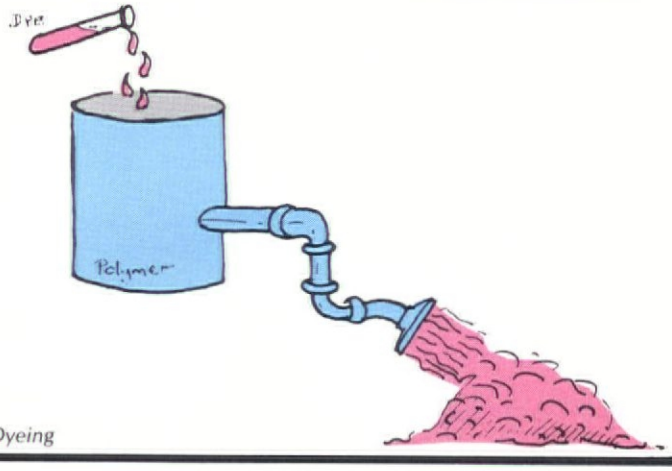


Fig. 5 Solution Dyeing

silk screens, rotary presses, or computer injection, a pattern is actually printed on the carpet. Depending on the degree of registration and penetration, the printed carpet can be most attractive. It does not, however, come up to the quality of the Wilton and Axminster.

Many of the Graphics and Omnipoint patterns are made with chemically-treated greige yarns, which are not *piece-dyed* until after tufting. When exposed to the dye, the pattern emerges as the yarns either accept or repel dye. Sometimes (when desired colors are close in hue) the pattern colors bleed together. For this reason, it is sometimes preferred to use pre-dyed yarns.

Just as modern day fibers are chemically engineered, so are dyes, dyestuffs, and dyeing methods. Computers control most dye mixing and temperatures. Chemical advances allow dyed yarns to achieve a more "natural" look than the appearance of "real" natural yarns.

Methods outlined in this article encompass nearly all of the ways to dye carpet. Familiarity with their differences can be most helpful in making intelligent carpet decisions. □

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*This is the third in a series of articles on carpet specifications by Lee Kaufman, president, Lee Kaufman & Co. The carpet distributor has offices in St. Louis, Cincinnati, Chicago, Minneapolis, and Kansas City, Mo.*

*Fig. 6 Stock Dyeing (after fiber extrusion)*

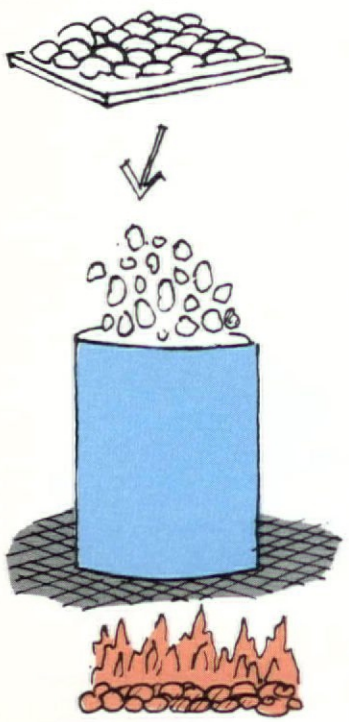


*Fig. 7 Skein Dyeing*

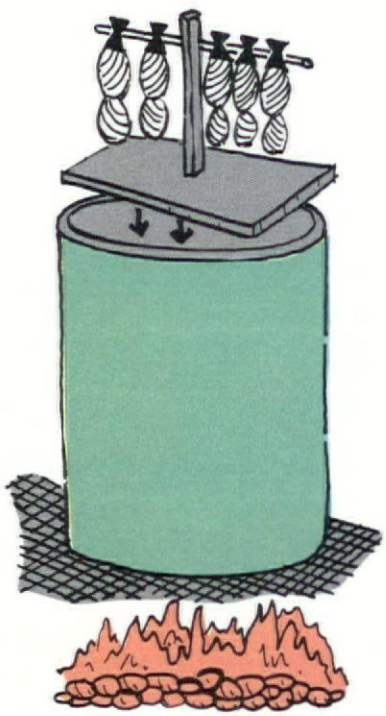


*Fig. 8 Piece Dyeing*

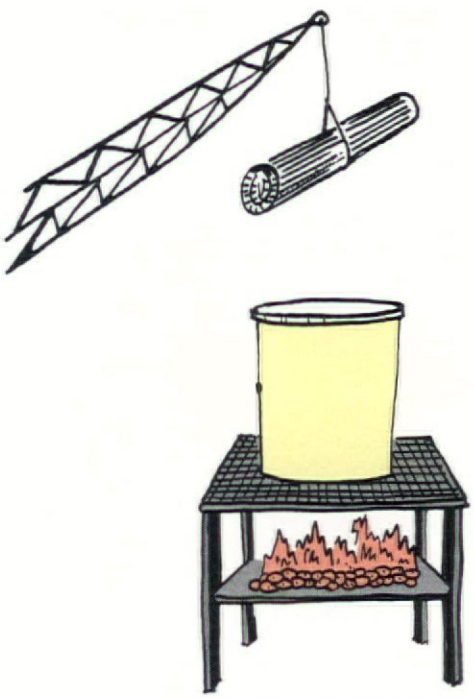
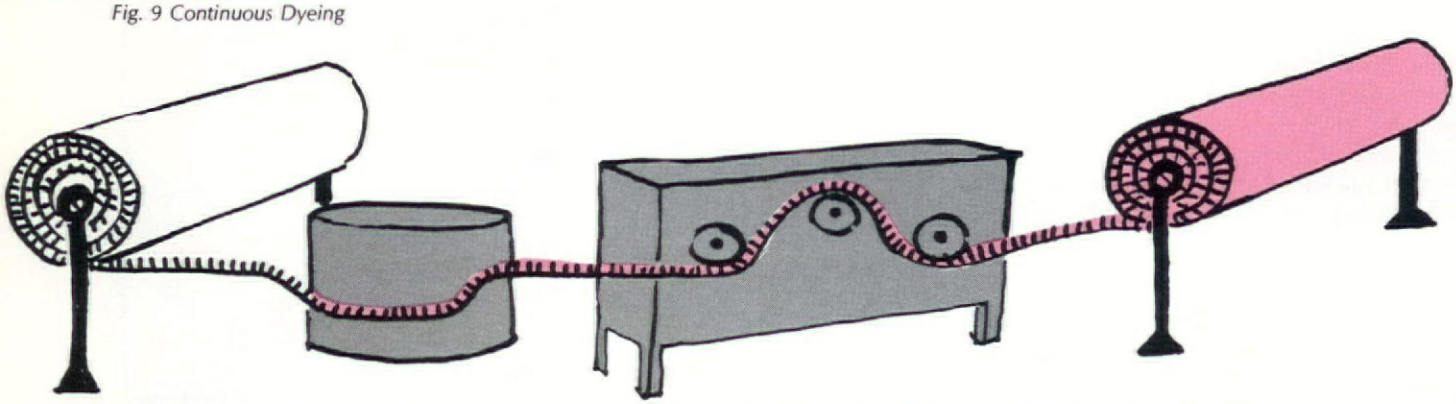


*Fig. 9 Continuous Dyeing*



# CARPET FIBER DEVELOPMENTS ADD STYLING VERSATILITY

## Better maintenance, look, wearability are benefits of research in synthetic fibers, especially nylon, as well as wool

by **RICHARD ZOEHRER**
Contributing Editor

Today, the range of choices open to carpet specifiers in both nylon and wool fibers offers unusual opportunities in styling and maintenance.

Major manufacturers continue to perfect fiber technologies, creating products that answer the stringent demands of current commercial environments.

While nylon face fibers are projected to account for 81.5 percent of all carpet fibers produced in 1982, according to a study prepared by Allied Fibers & Plastics Market Research Department, wool remains the standard by which all other fibers are measured.

A 15 percent increase in commercial carpet sales over last year, cited by the Allied study, reveals a trend in carpet growth that is expected to continue.

### Improvements in fiber generations

Expressed in terms of generations, nylon has gone through four major advancements since its inception. In the beginning there were round, cross-section fibers with chemical modifications to reduce transparency and hide dirt. The second generation led to trilobal cross sections of the fiber to further reduce transparency and soil visibility. In its third generation, nylon eliminated static electricity.

Controversy exists over fourth generation nylons, which claim to have additional soil and stain resistance. While all so-called fourth generation nylon fiber manufacturers provide products which feature advancements in soil resistance, the technologies employed by each vary. One manufacturer uses a chemical modification of the fiber itself; another employs built-in light scattering characteristics and larger fibers. Still another supplier offers a modified surface which allows less surface contact for soil particles. A fourth technique developed involves cross sections bonded with built-in chemical additives.

Generally, anti-static elements aid in soil-resistance because dirt floats on air. In addition, colorations create a camouflage for soil as well, while fluorochemical coatings can also protect carpets from dirt.

### Trend is toward style innovations

Trends in today's contract market indicate a shift toward fashion and creative innovation. In response to this trend, Monsanto has introduced Ultron 3D nylon, a heavy-denier nylon staple fiber with multi-dye level properties. According to Monsanto's Larry Gillian Ultron 3D's regular deep and cationic dyeable fibers offer increased styling flexibility when compared with other heavy-denier fibers. Gillian points out that manufacturers now have the opportunity to create multi-colored patterns, prints, and solid shades that allow the specifier to meet a broader range of styling needs. Ultron 3D uses an engineered low-soiling cross section, plus permanent protection against static shock.

According to Allied, soil and stain protection must be a part of the fiber itself to be considered a true fourth generation fiber. As an integral quality of the fiber, Allied's ANSO IV resists heavy abrasive wear and repeated cleanings. Since the fiber soils less—and cleans more easily—maintenance savings are obvious. The company is confident in offering a 10-year wear warranty on its ANSO IV nylon carpets for commercial use situations.

Among the introductions planned by DuPont for NEOCON 14 is a bulked continuous hollow filament fiber with uniformity engineered especially for solid-color cut pile. Subdued luster of the new nylon imparts wool-like esthetics and appearance to the finished carpet. Continuous filament insures that the carpet will have a cleaner surface appearance, freedom from shedding and fuzzing, and improved twist retention.

Also new is an ANTRON XL staple with a blend of lusters, crimps, and deniers that offers carpet manufacturers the often desired non-uniform qualities typical of natural fibers.

Two new BCF Antron nylon products are designed for solid-color loop pile. They widen the choice of available deniers and permit special texture effects. Because they can be coordinated with Antron XL in staple form, they make possible the production of cut and loop carpet in identical solid colors.

### Performance is bottom line

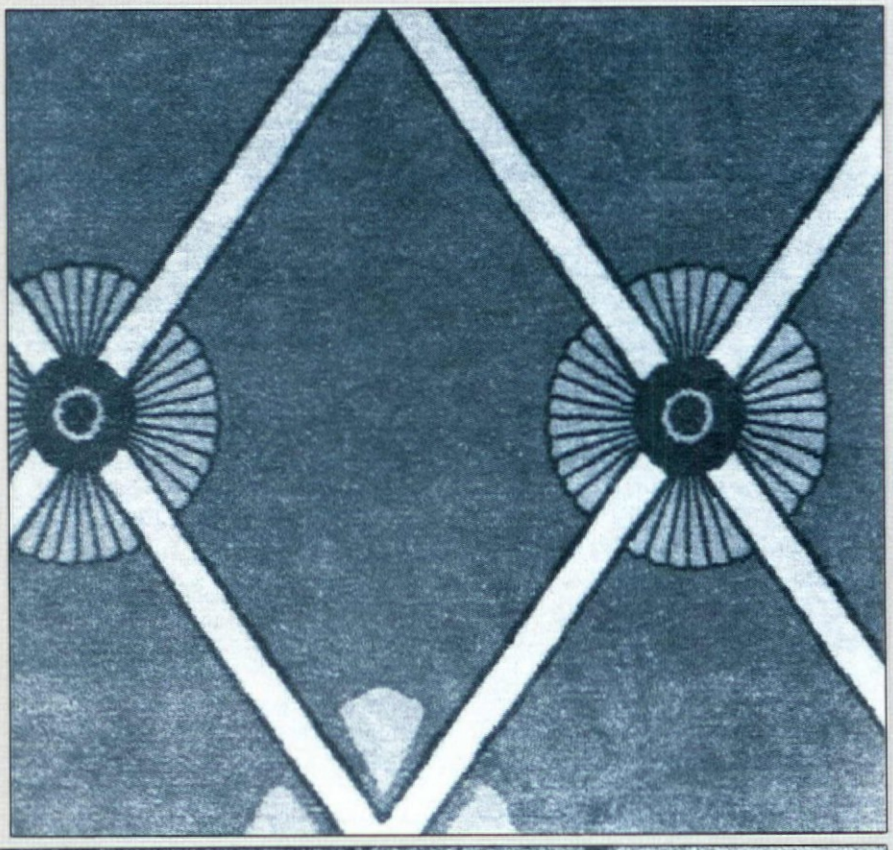
Concentrating almost entirely on the contract market, Badische Corporation is adding 13 new colors to its Zefran Blend ZK-3 acrylic yarn system for NEOCON. New product introductions in the Zeftron nylon family will also be shown at NEOCON, or shortly after.

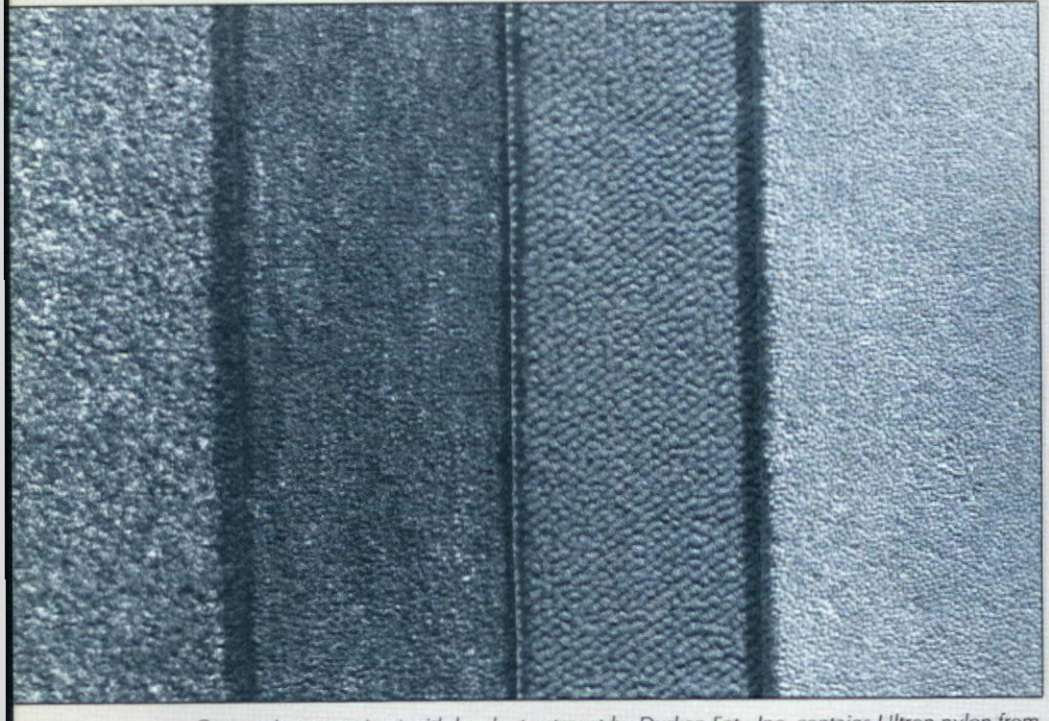
Marketing manager Charles Maddrey points out that all Badische yarns are engineered to hide soil and he emphasizes the importance of anti-static properties in all contract broadloom. Maddrey believes that terms such as "third" and "fourth generation" are unnecessarily restrictive and confusing to the specifier and end user.

"People expect magical things from fibers touted as third and fourth generation," Maddrey explains. "It is impor-

CARPET FIBER DEVELOPMENTS

# New wool felted process adds fiber strength





*Geometric pattern (top) with border treatment by Durkan Ent., Inc. contains Ultron nylon from Monsanto, and is available in 180 shades. New bulked continuous hollow filament fibers from DuPont (above) are engineered both for solid color cut pile and solid color loop.*

tant to remember that bad carpets can be made from any fiber, no matter what its special properties are. The bottom line has to be how a carpet performs on the job." More important than the fiber, Maddrey feels, is whether the construction, color, and ultimately, the maintenance are correct for the wear and soiling problems of a particular installation setting.

### Non-sticking surface resists soil

Two new yarns of Enkalon nylon and one specialty end-use yarn round out American Enka's new carpet yarn introductions for the first half of this year.

Enka previously introduced a soil-resistant nylon in bulked continuous-filament and staple called Enkalon nylon. Built into the fiber during the manufacturing process is 3M's Scotchgard brand protector, a fluorochemical coating which has a non-sticking surface.

The new BCF product (made with a soil-hiding cross section) is reported to have exceptional luster and hand. Another new nylon—characterized by a bright rich luster and higher filament count—gives a softer, more luxurious hand. Its ease of dyeing gives strong color value in modern continuous dyeing techniques.

### Larger filaments avoid dirt

Introduced last year, DuPont's Antron XL nylon features an extra large-size nylon fiber developed especially for the contract carpet market. Because the filaments are much larger in diameter than conventional nylon filaments, fewer are needed to achieve bulk. This offers significantly less surface area for soil adherence. Larger filaments are also more resilient, adding to pile texture retention and thus reducing wear. This fiber is available in both BCF and staple form.

Robert M. Axtell, end-use marketing manager for DuPont, reports that the Antron product line for contract use has grown by more than 20 percent for showing at this year's NEOCON. The new nylons provide a wider range of styling options and give mills greater

flexibility from a processing standpoint, he points out.

A significant innovation in dyeing technology is Allied's recently introduced nylon six-staple yarn, which is specifically engineered for foam dyeing systems. Called FoamBrite staple, it can be processed on new continuous and foam dye equipment, enabling the carpet to provide exceptional luster without sacrificing bulk.

Expanded color flexibility is provided with new piece-dye color options in DuPont's Antron XL staple. In addition to fibers with regular acid dye capabilities. DuPont now offers cationic dye and deep acid-dye styling fibers that enable multi-color styling in either heathers or subtle tonal effects.

### Wool process adds fiber strength

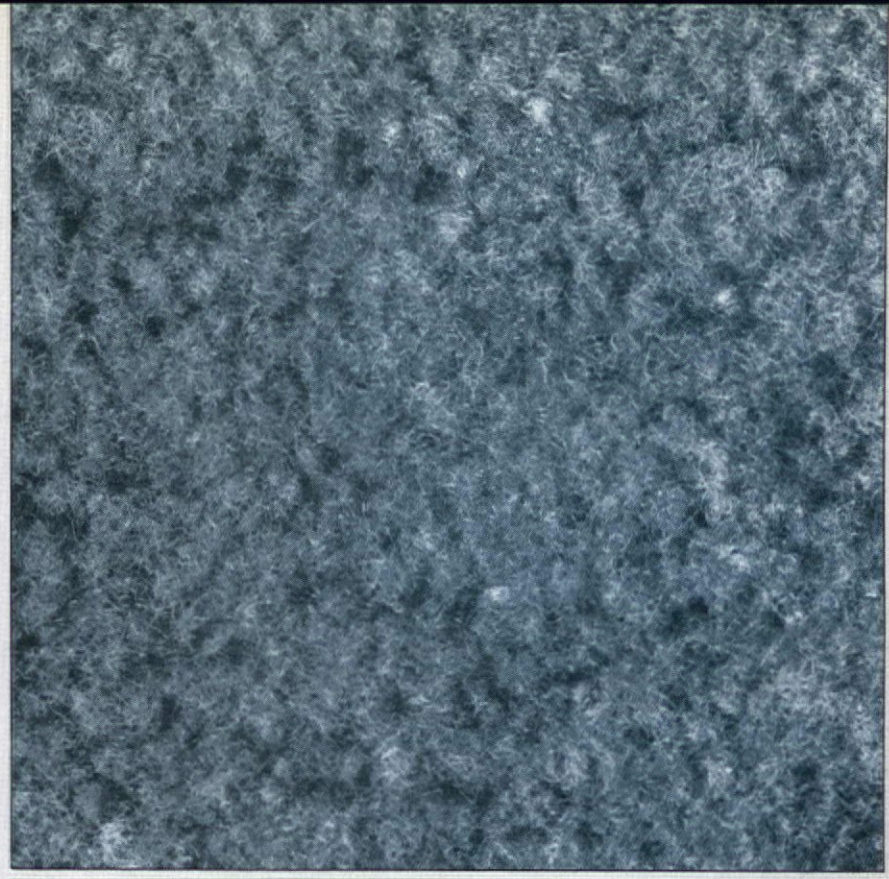
Vince Murdico, vice president of The Wool Bureau, points out that wool has been a fourth generation fiber all along. "Wool is the original soil-hiding fiber," he says. "It is stain-resistant and has outstanding appearance retention."

Because it is a natural fiber, wool can be improved by developing variations in *processing* to achieve more unique effects. A new development, according to Murdico, is the felting process, which entangles the fibers in yarn through the addition of heat agitation and moisture.

"This is a natural process, and the interlocking of the fiber scales insures that the yarn cannot be pulled apart," explains Murdico. "And so, you have a loosely twisted yarn that has outstanding cohesiveness."

Normally, yarn cohesiveness is attained through twisting. The more the yarn is twisted, the leaner it gets. Felted yarn doesn't require as much twist because felting interlocks the fibers. The result is a bulkier yarn offering outstanding style options.

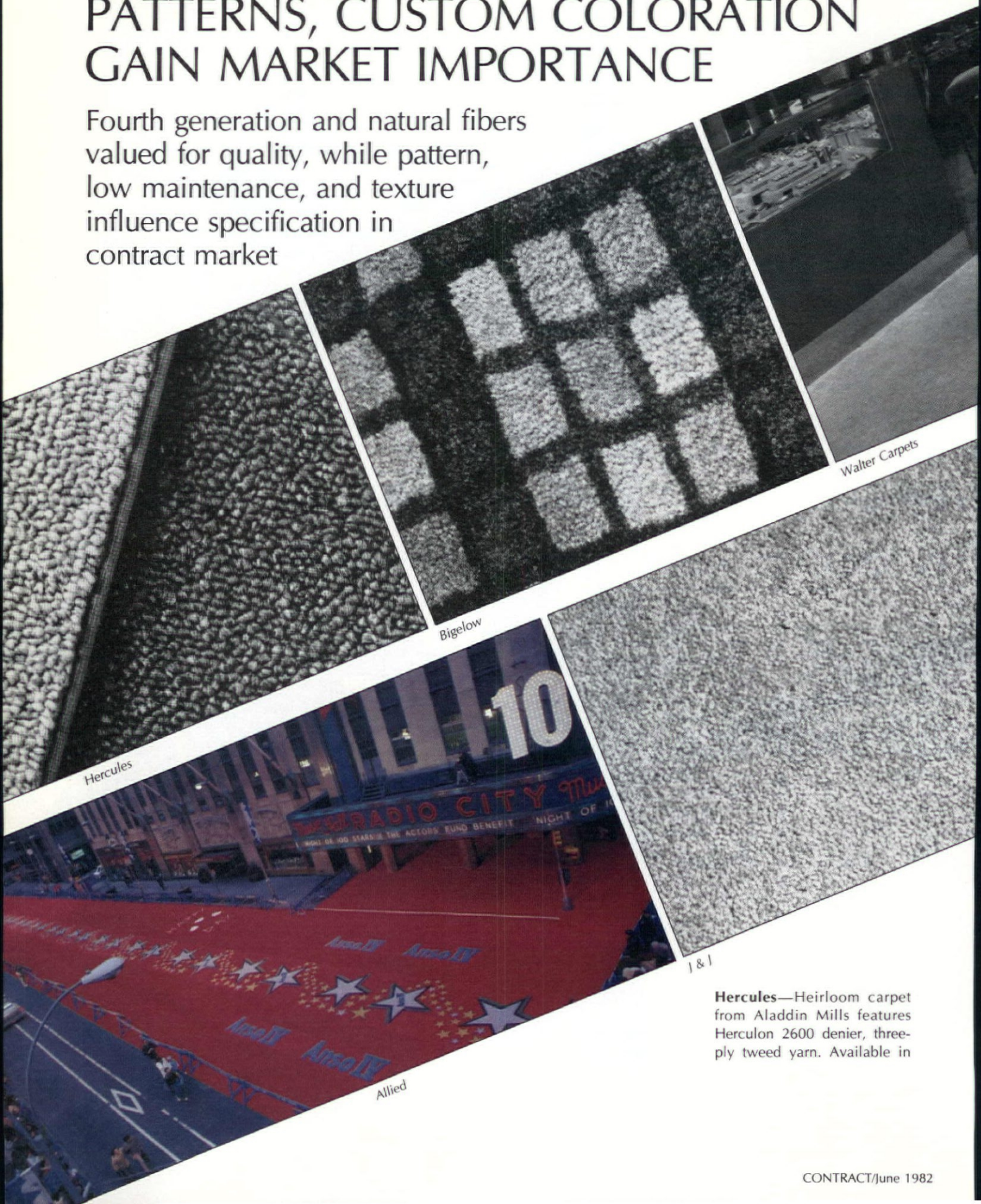
Wool is naturally flame-resistant. Murdico emphasizes that from the standpoint of non-flammability, wool is unequalled. He also says that wool responds better to cleaning than any other fiber. Synthetic fibers have an affinity to oil. This characteristic is termed "oleophilic." Wool, on the other hand, is "oleophobic"—it hates oil and grease. For example, it easily releases detergent residues, giving the carpet a cleaner overall appearance. □



*Chroma Plus from Heuga, USA, (top) is a heavy, heather velvet look created with a unique blend of yarns of Zeftron nylon by Badische. Greater use of patterned carpet in food service operations is typified by Le Parc Gourmet from Dan River, using Anso IV nylon.*

# PATTERNS, CUSTOM COLORATION GAIN MARKET IMPORTANCE

## Fourth generation and natural fibers valued for quality, while pattern, low maintenance, and texture influence specification in contract market




**Hercules**—Heirloom carpet from Aladdin Mills features Herculon 2600 denier, three-ply tweed yarn. Available in

10 colors, carpet is solution-dyed for colorfastness.
**Circle No. 280.**

**Bigelow-Sanford**—City Square pattern has been added to Beauvais line of tuft-dyed commercial carpeting. Expanded carpet tile offerings were also recently introduced.
**Circle No. 276.**

**Walter Carpets**—Matrix velvet cut pile is made of Antron III nylon. Product is treated with Scotchgard protector for resistance to soilage.
**Circle No. 283.**

**Edward Fields**—Custom wall rug design is 100 percent wool. Suggested for use as a wall hanging in executive offices, carpet can be adapted to any size and color combination. **Circle No. 252.**

**Allied**—New group of yarn package programs allows specialized stying and textural effects in commercial products. Constructed of Anso IV HP nylon, offerings include a Berber collection, BiTone system, and TriTone combination. Recent New York street installation for star gala is shown. **Circle No. 254.**

**J & J Industries**—Commercialon 3200 has 32-oz. frieze construction and comes with Action Bak or jute secondary backings. Style is available in 15 heather tones, all Scotchgard-protected.
**Circle No. 258.**

**Eurotex**—Tretford modules allow loose-lay installation; vinyl backing holds tile in place. More than 30 colors are available in 100 percent wool mohair ribbed-face yarn.
**Circle No. 265.**

**Milliken**—Executive Square is designed of Anso IV nylon from Allied. Fusion-bonded, cut-pile modular carpet combines solids and classic designs in available collection. MilliGuard protector and lifetime anti-static guarantee add practicality for contract use. **Circle No. 261.**

**Collins & Aikman**—Supra-Suede densely-constructed carpet modules have cushion backing. Fabricated in 100 percent DuPont Antron III nylon, carpet is 1/16 gauge.
**Circle No. 266.**

**Phillips Fibers Corp.**—New solution-dyed Marvess olefin fiber for spun carpet yarns is designed to resist fading and sunlight degradation. Styling and carpet pile appearance can be achieved in new ranges through versatility of fiber. Product is currently available in 10 colors, in 18 denier 7-in cut length. (Not shown).
**Circle No. 269.**

**Dow Chemical**—Voracel urethane unitary carpet backing is applied uniformly during manufacturing as a semi-liquid that surrounds yarn tufts. Backing is moisture-resistant and chemically inert. (Not shown). **Circle No. 270.**

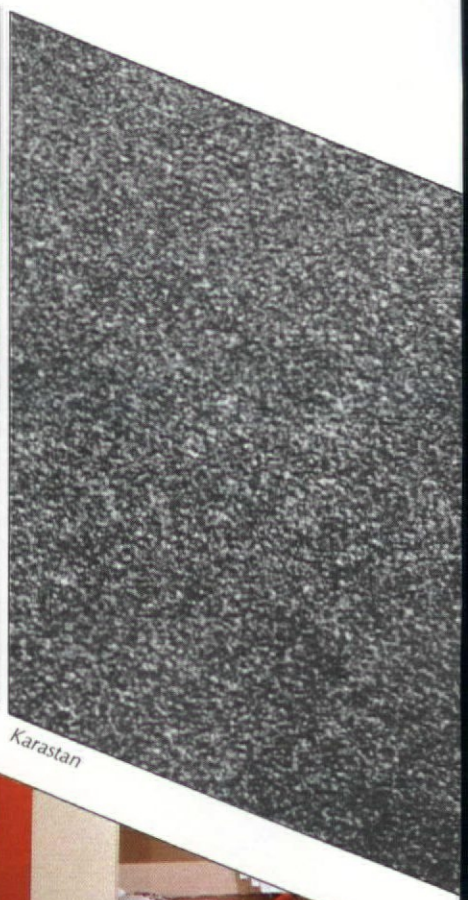
CARPET

# Moisture-resistant backing a plus

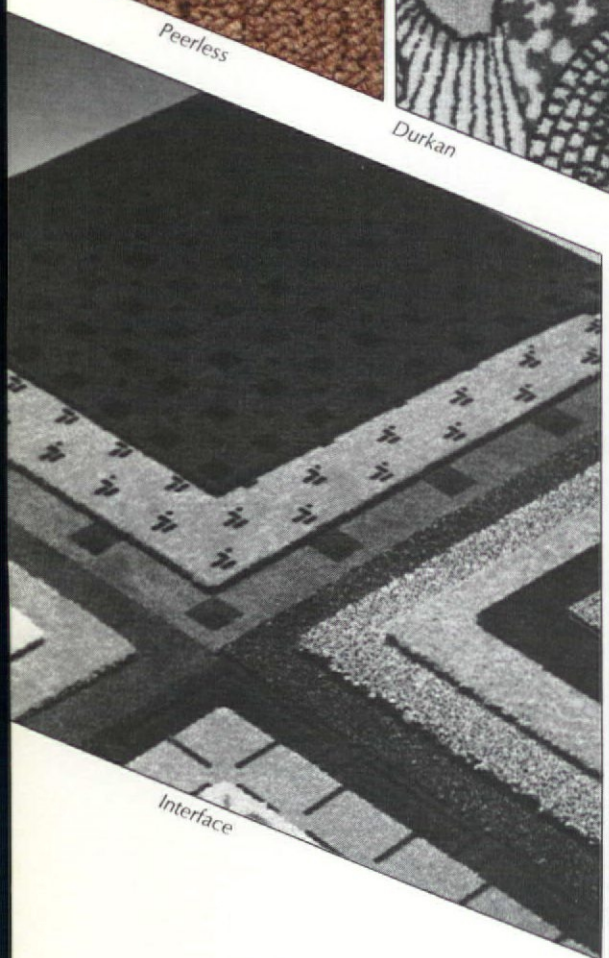
**Peerless Rugs Ltd.**—Piedmont and Corniche carpets are constructed of Marquesa Lana olefin fiber. They have high static-resistance, color-fastness, and carry a five-year

Peerless

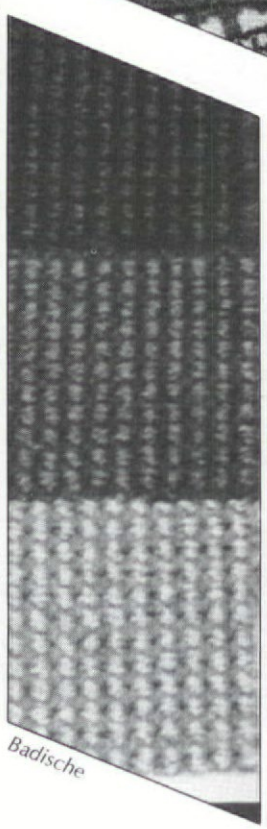
Durkan



Karastan



Interface



Badische

Wellco

guarantee. Both are available in seven heather colorations. **Circle No. 272.**

**Durkan Enterprises**—Standardized spun yarn system using Monsanto's Ultron nylon third generation fiber hides dirt and controls static. Custom printing is available. Carpet has five-year warranty. **Circle No. 277.**

**Karastan**—Glen heather offtoning creates a misty coloring effect in heavy-duty dense cut pile. Kara-loc woven of Zeftron nylon yarns, carpet is available in 25 colorings. **Circle No. 282.**

**Heuga USA**—Cut-pile textured carpet is available in 15 colorations. Dense 26-oz. Antron III face yarn is combined with non-shrinking mexphalt backing. Carpet squares allow easy removal and replacement and are especially useful for hiding flat cable ridges. **Circle No. 255.**

**Playfield**—Cottage Court three-dimensional brick pattern carries a two-year warranty against sunlight degradation. Available in four colors, product is suited to indoor/outdoor applications. **Circle No. 251.**

**Interface Flooring**—Full range of patterns, colors, and textures are offered in carpet tiles. Modules are made of stock-dyed Zeftron nylon yarn from Badische Corp. Signage and corporate logos are also available in carpet tile form. **Circle No. 259.**

**Badische**—Bloomsburg Carpet Industries' Main Hall has been performance certified for Class III, extra-heavy commercial traffic. Available in an architect kit, this Zeftron nylon ribbed offering is solution-dyed for colorfastness. **Circle No. 273.**

**Wellco**—Donegal Collection marks the debut of Herculon IV 550 Denier. Carpets are offered in eight heathered loop solids and four accent stripes. **Circle No. 275.**

**Customweave Carpets**—Hand-carved area rug has sculptural border pattern in DuPont Antron III Fiber. Offered in four textures, "Finesse" comes in five sizes. **Circle No. 256.**

**Kenmore**—Royal Wool Collection comes in seven qualities and custom sizes and shapes. **Circle No. 260.**

CARPET

# Tiles allow quick removal, replacement for easy flat wire access

**Armstrong**—Sculptron® embossing creates dimensional effect in "Referral" pattern. Cut-pile is Antron III nylon. **Circle No. 281.**

**Alexander Smith**—This Mohasco company's New Ambition pattern received a Roscoe award for design excellence. Unit woven velvet construction is of Antron III nylon pile with Scotchgard protection. **Circle No. 274.**

**General Felt Industries**—Vee-lok carpet is ravel-free Superba-Lok. Olefin fibers are woven to resist water and dyed to resist fading. Unitary backing penetrates tufts and locks them into place. **Circle No. 268.**

**Stratton Industries**—Distinctive Berber styles are constructed of 100 percent wool or Woolex® and Woolex Plus® blends. All offerings are geared toward commercial application. **Circle No. 257.**

**Bentley**—Custom carpet of DuPont's Antron III nylon is designed in low, dense cut pile. Shown in Diamond's Tucson, Ariz. store, designed by Martinez, Takeda, Hahn Design of Beverly Hills. **Circle No. 264.**

**West Point Pepperell Carpet Div.**—Cabin Crafts' "Legacy in Wool" collection is custom-crafted of 100 percent wool. Designed for commercial use, products can be wall-hung. **Circle No. 271.**

**Couristan**—Co-ordinates is a new line of broadloom carpeting made up of pin dots and solids in 10 colorways. Carpet is manufactured of DuPont Antron III nylon with static control. **Circle No. 267.**

**Lees**—Custom designs are now available in low-minimum modular carpet program. Any decorative motif may be reproduced on 600mm carpet squares. Pile yarns are Antron nylon with built-in resistance to static and soil. **Circle No. 263.**

**Carpets Int'l. USA**—Woven for Loews Anatole Hotel, Dallas, carpet is 80 percent wool, 20 percent nylon. Woven Axminster is 12 ft. broadloom, made in England. **Circle No. 253.**

**Patcraft**—Omni "10" collection has combined DuPont Antron III nylon with three patterns in five colors each. Cut pile offering has pile yarn weight of 35 oz. (Not shown). **Circle No. 279.**

**Compu-Carpet**—High-performance, anti-static properties make product suited to installations with computers and electronic equipment. Monofilament construction sheds no particles, therefore easing dust problems (Not shown). **Circle No. 262.**

**Charleston Carpets**—A new program of Antron III nylon from DuPont offers custom graphics. (Not shown). **Circle No. 278.**

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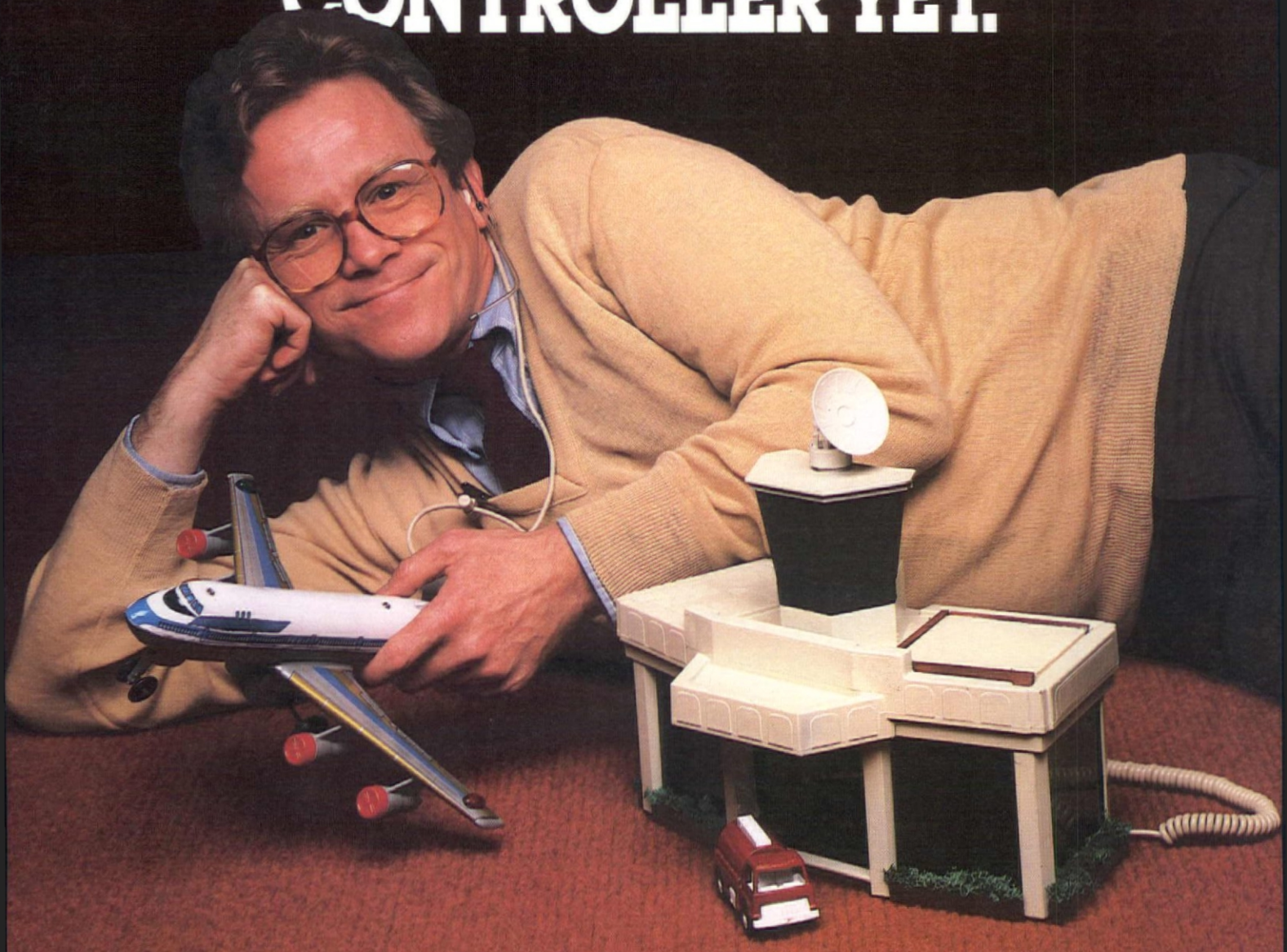

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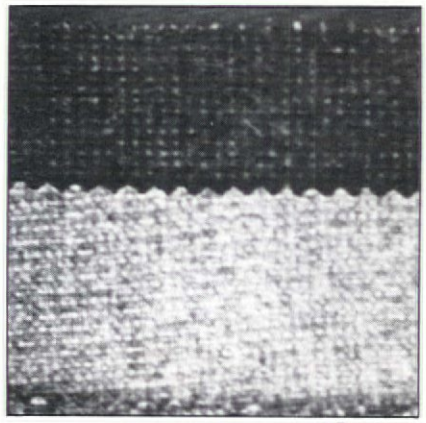
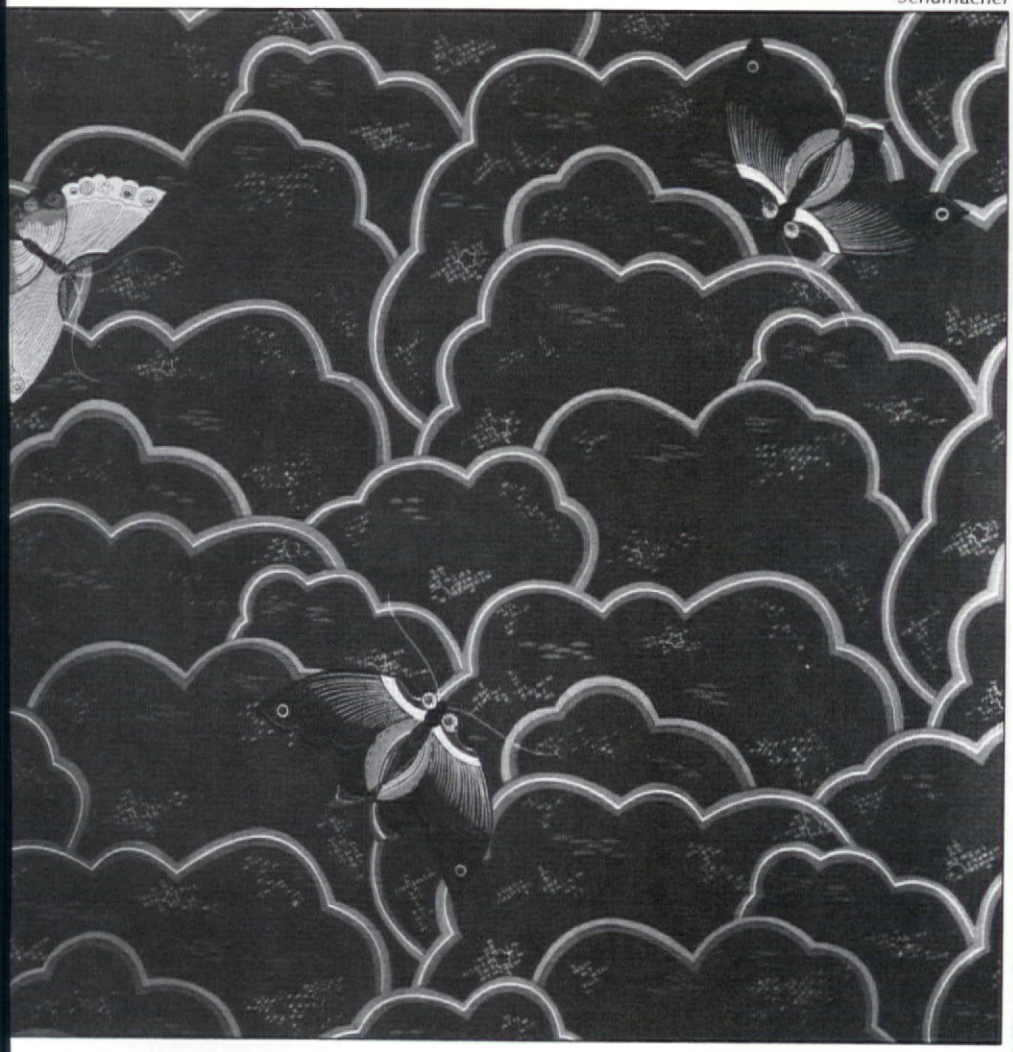
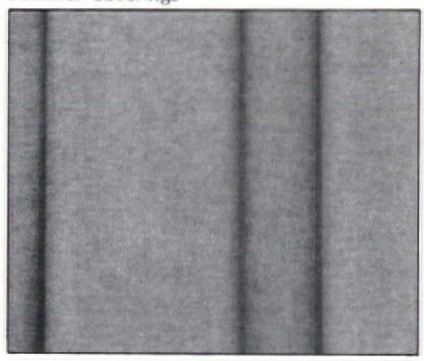


*Ben Rose*

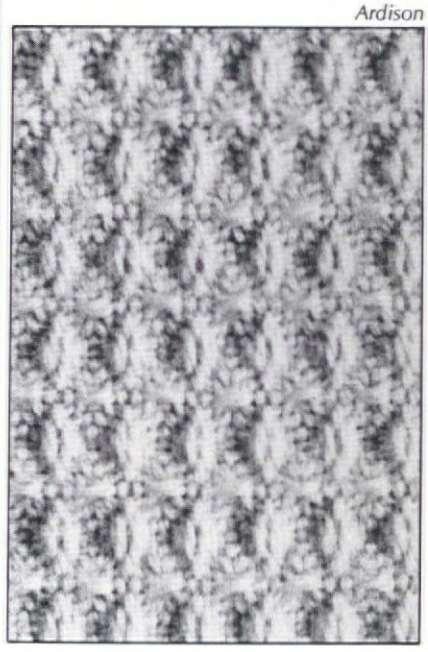
*Schumacher*



*Sommer Coverings*



*Ardison*



# Satisfy specifiers with imported products

IBS-Kaki has exclusive Middle East rights to import, market, and sell products from 15 American firms. Among them are GIA Internationale Kravet Fabrics, Karastan, and Pace. **Circle No. 318.**

Mardi Gras Fantasy from Schumacher is one of five imported contemporary prints firm offers to U.S. specifiers. Patterns are printed on 100 percent cotton fabrics, some with glaze, and run 50-in.-wide. **Circle No. 354.**

Ben Rose handles two imported wool upholstery fabrics. Made in the U.K., they run 54-in.-wide in neutral colorways. **Circle No. 323.**

Sommer Coverings wall fabrics are made in France for U.S. markets. "Elegance" (shown) is available through distributors, designer showrooms, or the firm's New Jersey office. **Circle No. 319.**

Ardison's manufacturing facilities are located in West Germany. Wool fabrics, such as Waffle Weave in nine colorways, have been sold in the U.S. since 1979. **Circle No. 326.**

*the tag that means quality*

CK

**COLLIER-KEYWORTH COMPANY**

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*Quality mechanism and designer bases for office furniture*

Circle 86 on reader service card

In a unique process, Roland Kentfield Ltd. has integrated welded steel frames into their rattan furniture. These frames not only ensure almost unheard of durability but permit a freedom of design that is impossible using rattan alone.

This modular sofa group is an exclusive innovation made feasible only because of its steel infrastructure. It is just one example of the intriguing and novel designs Roland Kentfield has fashioned out of rattan.

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ROLAND KENTFIELD LTD™

See the complete collection of bold new designs: **CHICAGO:** Chippendale's and Associates (312) 644-8242, **DALLAS:** John Edward Hughes, Inc. (214) 741-2338, **HOUSTON:** John Edward Hughes, Inc. (713) 840-1286, **LOS ANGELES:** Cahill-Mandel (213) 652-5025, **SAN FRANCISCO:** Chalfonte St. Giles, Inc. (415) 621-6901. And in **ATLANTA, DENVER, MIAMI, NEW YORK, PHILADELPHIA, PHOENIX, SEATTLE** and **WASHINGTON, D.C.**
Call or write Roland Kentfield LTD., 1104 Lincoln Ave., San Rafael, CA 94901 (415) 456-0822. © 1982, RK LTD. All mechanical and design patent rights reserved.

**Circle 63 on reader service card**

# DURKAN NOW SIMPLIFIES AND EXPEDITES THE SPECIFICATION OF CUSTOM COLORED PATTERNED CARPET

IT IS NOT ENOUGH to make the finest print carpet in America using Monsanto Classic Lustre **ULTRON®** as the print base.

IT IS NOT ENOUGH to know that for the first time our densely tufted print base with the subdued lustre **ULTRON®** truly emulates the appearance of woven wool carpets on the floor at less than half the cost of the woven.

IT IS NOT ENOUGH to know that we have hundreds of customers including the leading hotel chains in America totally pleased with our carpets "performance in use".

IT IS NOT ENOUGH that the **DURKAN SYSTEM** now offers patterns in custom colors of designers' choice for yardage as low as 200 square yards.

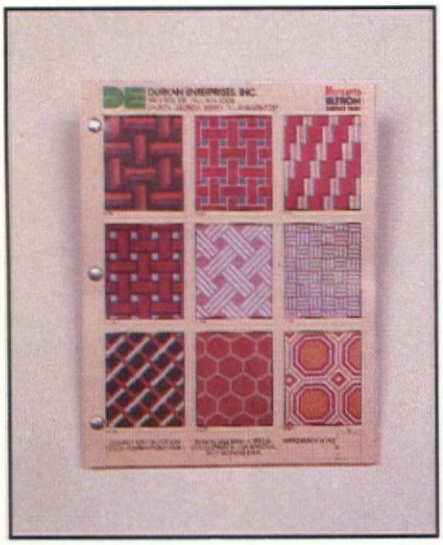
The **DURKAN SYSTEM** gives the designer a true choice — in their own studio. The designer can select from a wide range of existing patterns or the designer can choose their own individual design.

The **DURKAN SYSTEM** provides the designer with their own color references so the desired color and pattern effect can be easily accomplished for the project at hand.

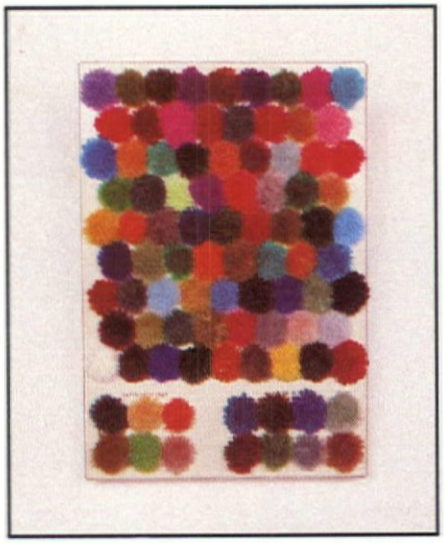
The **DURKAN SYSTEM** has been so successful for professional designers that our custom strikeoff (sample) department now operates twenty (20) hours per day. (There is no charge for strikeoffs keyed to a prospective order).

Please send for your aid kit today. (Qualified commercial, designers only — No residential applications).

**THE DURKAN SYSTEM PLANNING AIDS:**



Designer chooses from over 200 patterns in 34 page full color catalog



Designer recolors pattern of choice selecting from 180 colors in our pompon box

One week from receipt of request, designer receives custom colored strikeoff

Monsanto ULTRON® SURFACE YARN

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Circle 64 on reader service card

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Samsonite®
CONTRACT FURNITURE

Circle 88 on reader service card

Leif Jacobson

Len-Mar

Martela

Kibbutz Furniture Inds.

Loewenstein

# U.S. assembly, warehousing speeds imported furniture delivery

Leif Jacobson manufactures Apogon 01A executive series in Canada. This design is a recent addition to its Apogee 01 office furniture lines. **Circle No. 290.**

"Ashley," shown in palomino glove vinyl, is one of many European and Latin American designs stocked by Len-Mar in Miami. Chair measures 33½ in. high. **Circle No. 338.**

Kibbutz Furniture Inds. offers new laminated bentwood "Assaf" chair which is manufactured by Israeli Kibbutz Hazorea. Other contract items are also represented. **Circle No. 327.**

Martela markets open office designs such as In-Team through a worldwide network of agents. Subsidiaries are located in Stockholm and London; partnership firms are in Denmark and Italy. **Circle No. 284.**

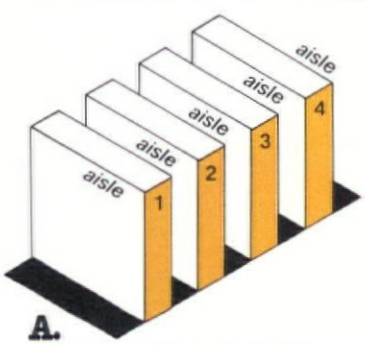
Loewenstein buys wood and steel chairs and chair frames from Italy, Czechoslovakia, Germany, and Denmark and assembles them at its U.S. plant. "Futuro" chair by Italiana Prototipi is one product of a 16-year import program. **Circle No. 309.**

# SPACESAVER SYSTEMS: any

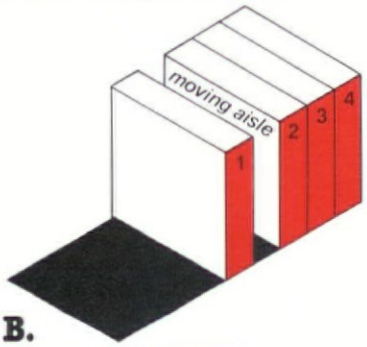
# the intelligent alternative to storage.

## Doubles Storage Capacity without Doubling Interior Space...

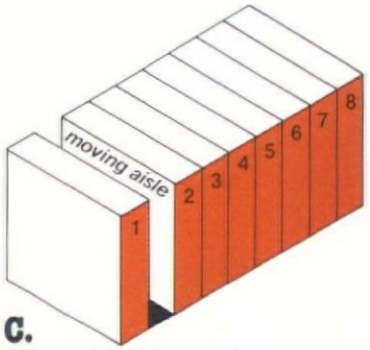
## or Saves 50% of Space for other functions.




**A.**
**CONVENTIONAL STORAGE**
*Wasted Aisle Space*




**B.**
**SPACESAVER SYSTEM**
*Converts Aisles to Storage*




**C.**
**SPACESAVER SYSTEM**
*Doubles Storage Capacity*

## Case Studies

1. Fort Savings & Loan Association
*Edgerton, Wisconsin*

2. Arthur Andersen & Associates
*Chicago, Illinois*

3. First National-Southern Natural Gas Company
*Birmingham, Alabama*

### THE CASE FOR HIGH-TECH HIGH-DENSITY MOBILE STORAGE SYSTEMS FROM SPACESAVER.

The basic concept is simple. By eliminating non-productive aisles that occur in conventional storage, Spacesaver fills those wasted aisles with 100% more material storage...using only a single, optional "moving" aisle. Mobile storage units carrying tons of payload per unit traverse on a system of rails...effortlessly and quietly. It's the high-tech way, the smart way to fully utilize all the available interior space for storage areas. And Spacesaver offers the Designer back-up planning assistance with a comprehensive Kinetic Space Analysis study for each of your client's projects. Spacesaver. The intelligent storage concept that just makes sense...for you and your clients.

## The Spacesaver Group.

## Designer's File:

Available to qualified professionals. Includes Design Manual, Architectural Planning Book and Floor-Loading Technical Guidebook.

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(414) 563-6362


**Spacesaver**

*high-density mobile storage systems*

## Anti-static carpet is backed by warranty

An elevated cocktail lounge in the Ramada Renaissance Hotel, Denver, features patterned carpet from Wunda Weve called "Blue Chip." Tufted of soil- and stain-resistant Anso IV nylon, anti-static carpet is backed by Allied's full, five-year, commercial-wear warranty. **Circle No. 355.**

## Teflon coating aids corrosion-resistance

Architectural Supplements offers accessories to complement office environments. Designed by Paul Mayen, floor planter is of Trexiloy, an aluminum alloy that resists corrosion. Inside is sprayed and baked with teflon. **Circle No. 287.**

## Lumbar support is seating need

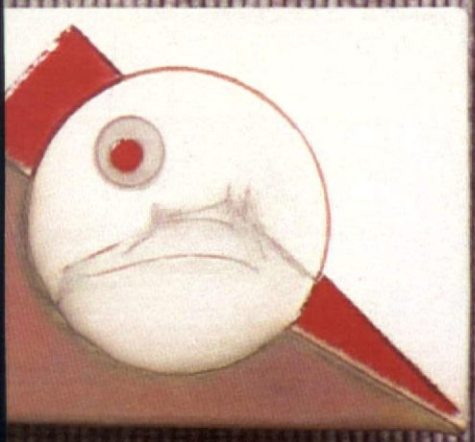
Institutional Posture Chair from Burl Oak Furniture features lumbar-supportive high-back that meets requirements of healthcare settings. Head cushion, chrome frame, and replaceable arms are standard. Options include padded or melamine arms, and low-back version. **Circle No. 358.**

## Accenting office chairs with nail-head trim

Lewittes' Sitting Pretty Executive Office Collection features nail-head trim on all seating designs. Shown is one of two Classic English Wing Chair models, hand-tufted in Lackawanna leather. Frames are of mahogany with a 13-step, hand-rubbed finish. **Circle No. 357.**

## Flame-, tear-resistant mattresses reduce prison vandalism costs

Neoprene mattress cushion from DuPont is proven to reduce vandalism costs in Los Angeles prisons. Officials report substantial decreases in fires set by inmates now that flame-resistant neoprene mattress material is used. Anti-flammability properties are uniform throughout the mattress, which is also unaffected by slashing and ripping. Supplied by DuPont in latex form; mattresses are made by Chris-Craft. **Circle No. 356.**



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FLOOR COVERING.

## ALL COVERING.

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Showrooms and/or sales offices also in New York, Boston, Atlanta, Miami, Charlotte, Norfolk, Rochester, Cleveland, Detroit, Milwaukee, Minneapolis, St. Louis, Dallas, Houston, Denver, Los Angeles, San Francisco, Seattle and Honolulu.

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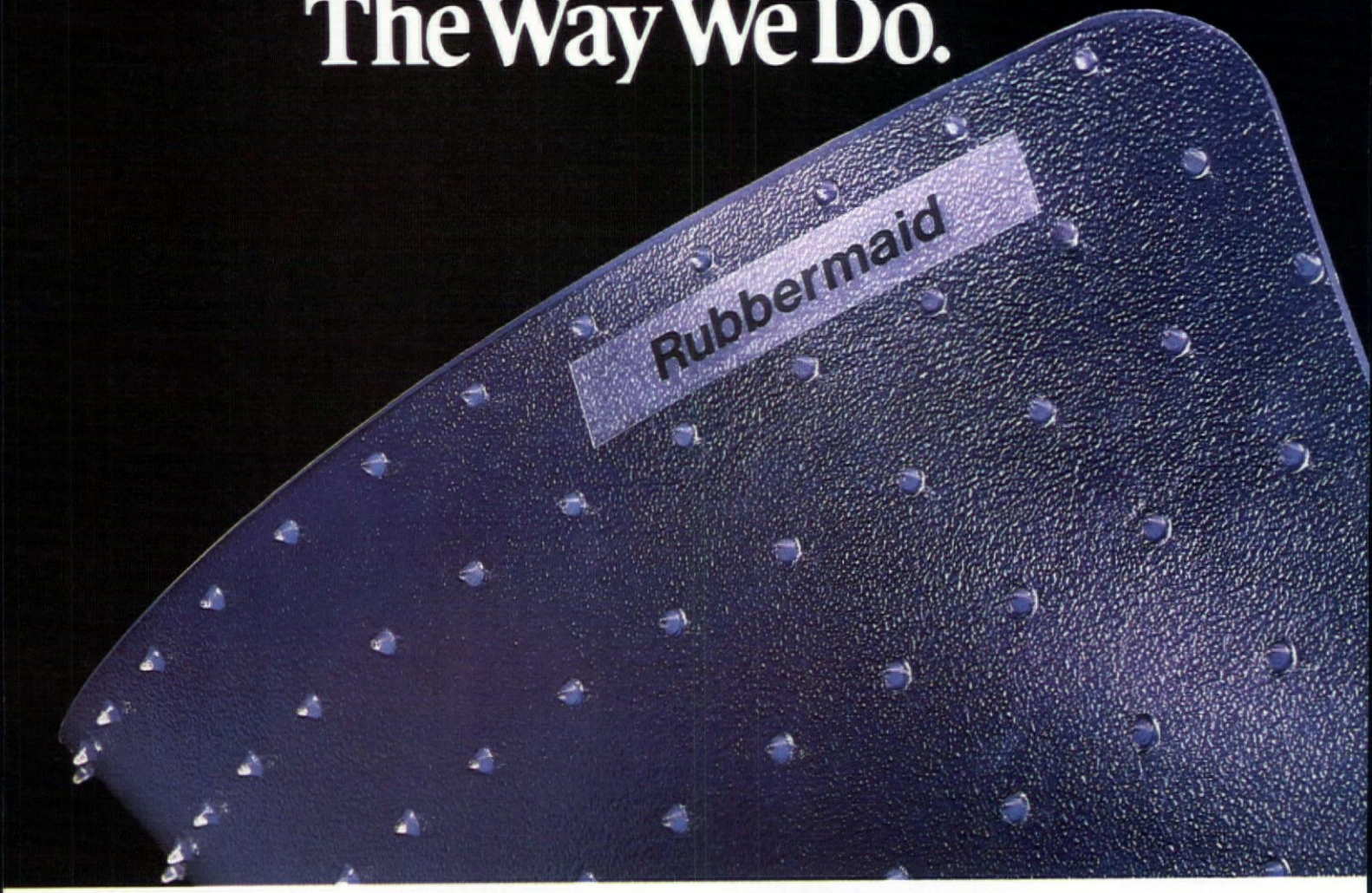
Circle 90 on reader service card

# Nobody Backs Up Chairmats The Way We Do.




Of all the chairmats you could specify, no other gives your clients quite as much as ours.

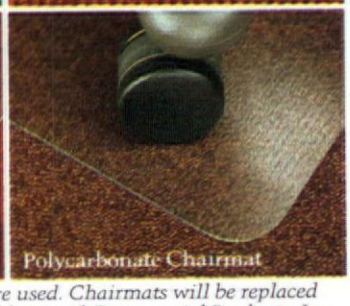
For one thing, no other chairmat bears the Rubbermaid name, one of the names in the office products industry your clients already know and trust.

They've learned to count on Rubbermaid products for value and quality around the home. And that's exactly what they'll get from our chairmats at the office. You have our word on it.

Cleatmat Plus™ Chairmat

Cleatmat® Chairmat

W-3 Vinyl Chairmat


Polycarbonate Chairmat

*Guarantee void if metal casters are used. Chairmats will be replaced after prior written approval by Rubbermaid Commercial Products, Inc.

Because when we put our name on a chairmat, we stand behind it with a comprehensive guarantee. Any Rubbermaid chairmat that chips, cracks, breaks or shatters during normal usage will be replaced at no charge.*

And besides our guarantee, you can depend on daily availability of our entire chairmat line—including four different chairmats in a wide variety of sizes and custom cuts, too. Each one was designed to provide a stable rolling surface for chairs with rubber or plastic casters. And no matter what grade of commercial carpet you specify, there's a Rubbermaid chairmat designed to protect it.

Call us toll free at 800-336-7306, and get the whole story behind our chairmats. The ones that carry the name your clients feel at home with.

Rubbermaid
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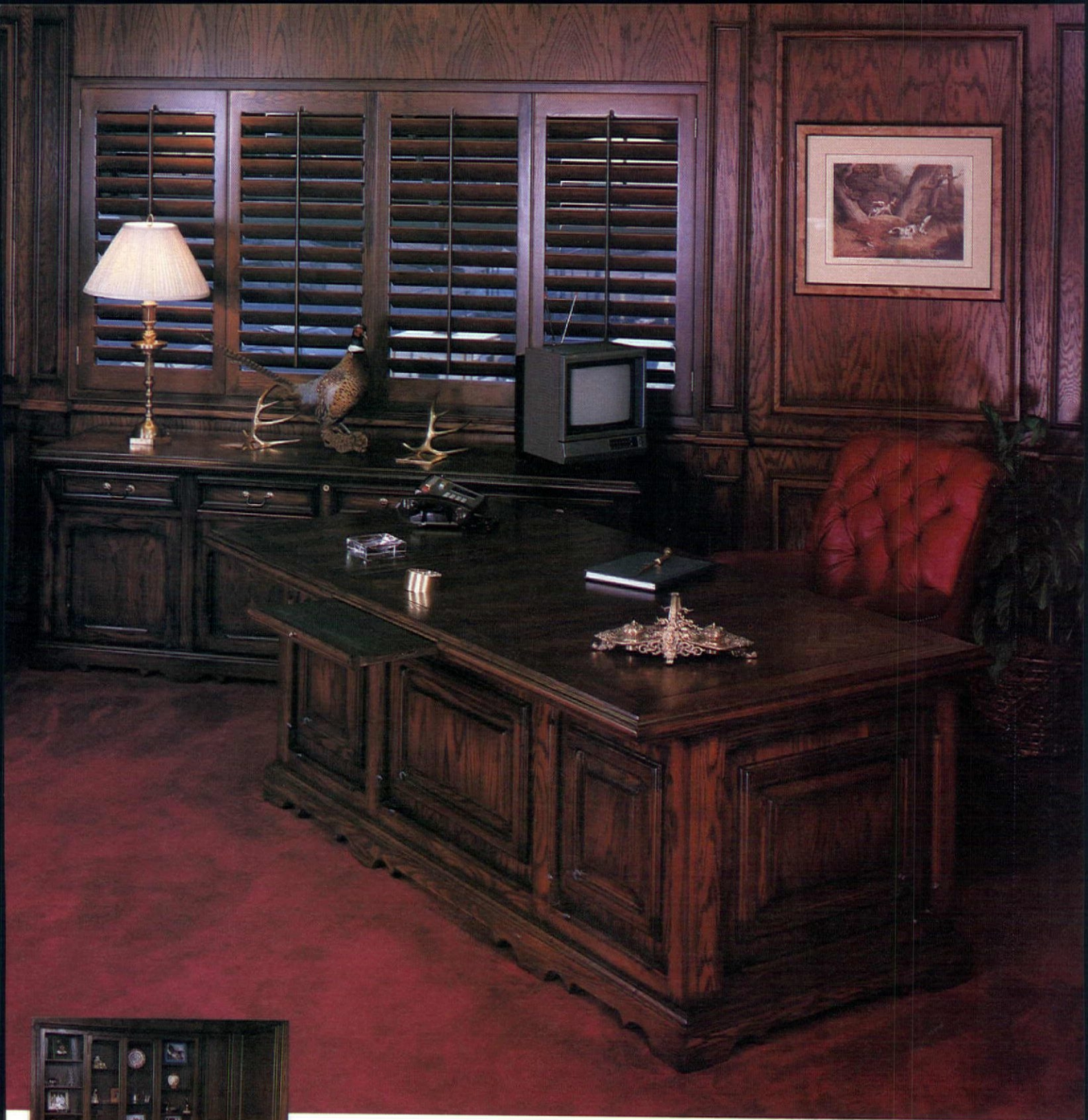

This is the office of Leo Cook, President of Tuftex Carpet Mill, manufacturer of fine carpeting. The complete, traditionally inspired environment . . . desk, credenza, bar, conference table, bookcase . . . even the walls . . . all are Architectural Design Products.

Mr. Cook chose our products for their quality and craftsmanship, attention to detail and exceptional value. He preferred Oak, but you may also specify Walnut or Birch or other exotic woods. Whichever you choose, our in-stock program gives you prompt delivery on most orders.

Architectural Design Products offer other complete environments and individual units in modern designs, antique reproductions or to your specifications. Also available are hand-carved mantle pieces and decorative wood doors to match the environmental decor. For your complimentary full line catalog, call or write **Architectural Design Products,** 1436 West 135th Street, Gardena, California 90249, (213) 327-1350.

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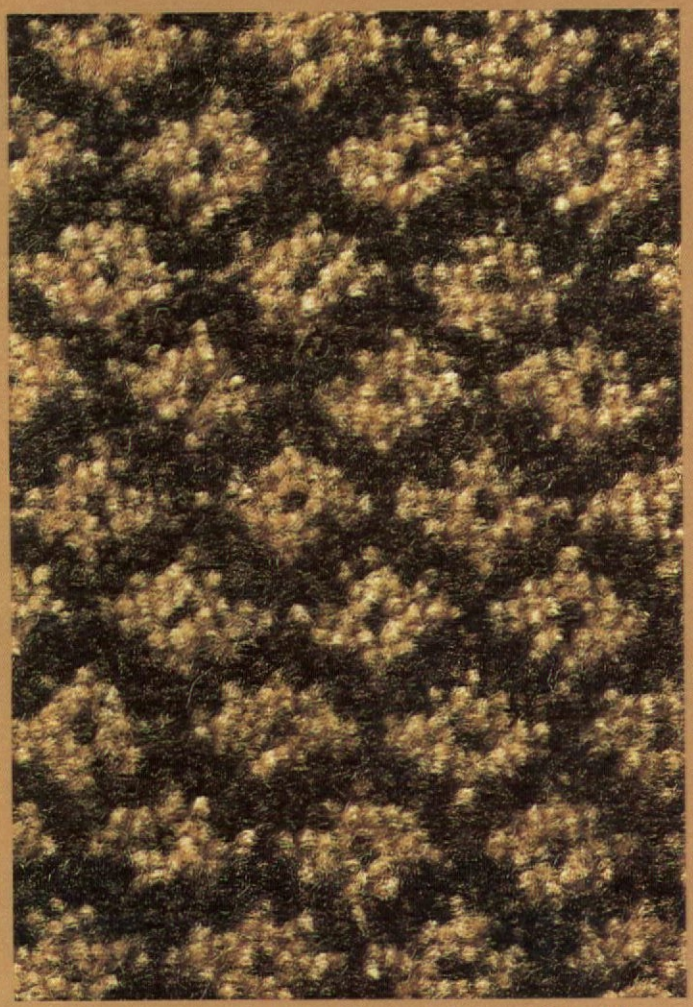
**Factory Showroom:** Meyers Group, 2507 West 7th Street, Los Angeles, CA 90057

**Circle 91 on reader service card**

# Low Soiling Performance.



Get improved low soiling performance with Ultron® 3D nylon. The 33% increase in fiber size reduces the surface area for unsurpassed soiling protection.

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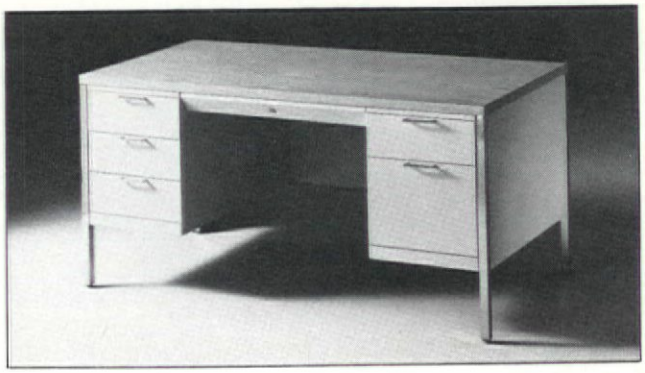
## PRODUCTS & SERVICES

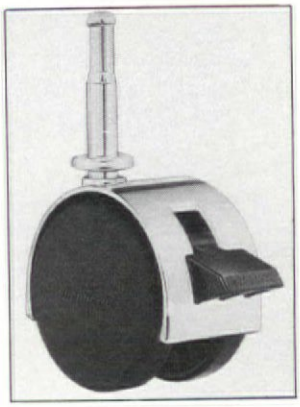


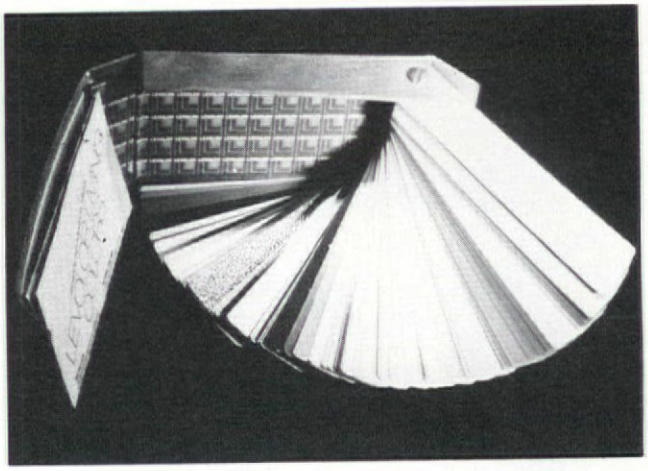
### ACCENTING DESKS WITH COINED CORNERS

Series 72 desks and credenzas feature coined and mitered corners on pedestals, drawers, and panels. Designed by **Shaw-Walker,** fixtures are finished with a unique, two-coat, electro deposition paint process which provides a smooth, durable surface. Leg and hardware is finished with triple-plate chrome that does not chip, peel, or discolor. **Circle No. 400.**

### CASTER INTROS FEATURE LOCKING BRAKE

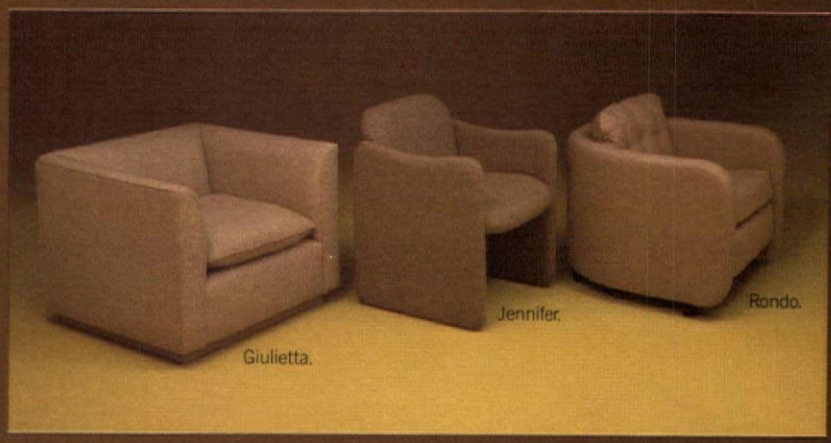
For mobile business furniture that must occasionally be locked in a fixed position, **Shepherd Products** offers a twin-wheel pacer caster with toe brake. When pressed down, brake pedal locks both wheels in a fixed position. Upward flip of pedal releases lock instantly. **Circle No. 399.**





### BLIND SAMPLER FANS OUT FOR EASY VIEWING

**Levolor's** new Riviera slat sampler comes in a compact box with a snap fastener from which blind samples can be fanned out for easy viewing. Nearly 200 aluminum mini slats are identified by color and name. Accompanying folder gives information on metallics, stripping, energy-efficient Cryotherm™, and perforated blinds, Component colors for head, bottom rail, installation brackets, ladders, and cords are also included. **Circle No. 389.**




# SoftScape.

Environmentally down-scaled furniture allowing bonus square footage of seating for space planning economics.

Aesthetically proportioned and designed to pamper the body with comfort.

Hardwood frame construction, fire-retardant paddings and cushioning to meet commercial specifications.

Soft touches in Loewinc wools or fabrics, or your wild, wild prints for creative and imaginative environments.

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**Circle 60 on reader service card**

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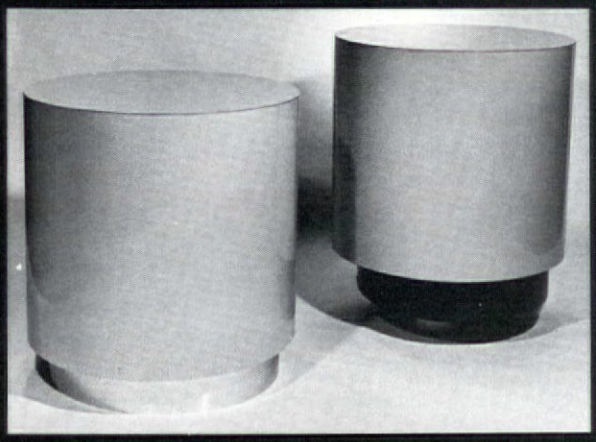

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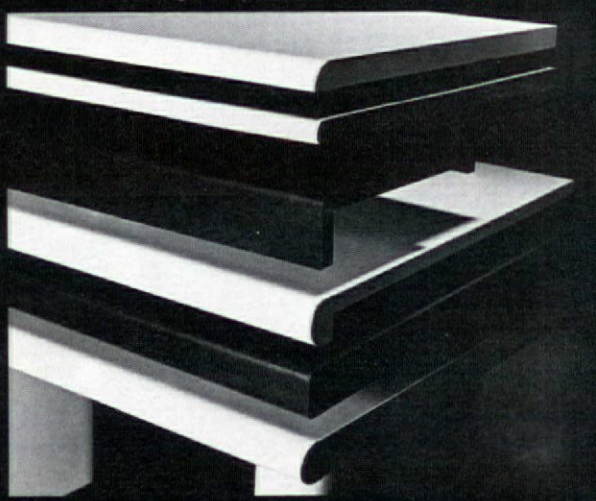
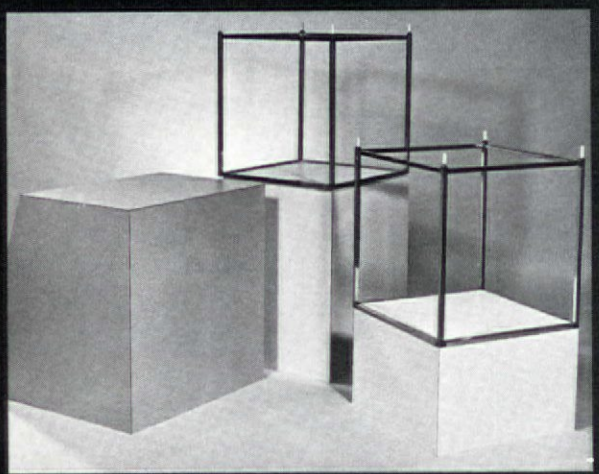


We can give it all to you in Plastic Laminates.



**CONTRACT MANUFACTURING IN PLASTIC LAMINATES . . .** tops, self edge and post formed, cubes, tables, store fixtures and cabinets. Vacuum forming for curves, automatic edge banding, post forming and self edging.

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Circle 94 on reader service card


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Typewriter, data processing, and word processing machine pads from **Rubbermaid**, offer a non-slip grip that resists sliding while cushioning machine's weight and movement. Pads are triple-layered to absorb noise and vibration. Five sizes are available. **Circle No. 398.**

### ECHOING PAPYRUS WITH LINEN WEAVES

Woven linen wallcoverings from **CrofterCraft** are designed to resemble Egyptian papyrus. Part of CrofterCraft III collection, coverings are easy to install and offer sound-, thermal-, and flame-resistance. Fiber content is 84 percent linen/ 16 percent rayon, imported from Belgium. **Circle No. 390.**

### CUSTOM OPTIONS EXPAND CHAIR SELECTIONS

New secretarial chair from **Hayes** features single-needle top stitch detail on all upholstery choices. Included options are firm's nylon, wool, and leather fabrics as well as any specified custom covering. Bases can be chosen from polished chrome, oak, or walnut designs. **Circle No. 395.**

# ANNOUNCING THE MOST PRESTIGIOUS PRODUCT DESIGN COMPETITION YOU CAN ENTER.

## IBD PRESENTS

# THE 1982 PRODUCT DESIGN COMPETITION

# THE 1982 PRODUCT DESIGN COMPETITION

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THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

## PURPOSE

To recognize innovation and exceptional design achievement in contract and commercial furnishings and related items of manufacturers and their product designers.

## ENTRANTS

All manufacturers of contract commercial furnishings and related items introduced within the past year.

## RECOGNITION

- Awards will be presented at the Helmsley Palace in New York City, planned to coincide with Designer's Saturday.
- *Contract* Magazine will feature the winners of the Product Design Preview in their November issue. The Grand Prize winner will be featured in color on the front cover.
- A bound reprint of the *Contract* Magazine coverage will be distributed to all members of the Institute of Business Designers.
- The Institute will publicize the Competition winners and the products in the National Office during NEOCON activities.
- A multi-media featuring the winning products will be circulated among the Institute's chapters and utilized in nationwide IBD programs.

## RULES FOR ENTRY

1. Only products designed for contract use that have been offered for sale from September 8, 1981 are eligible. IBD and *Contract* will rely on the personal integrity of each manufacturer to honor this rule. Entries are not limited in number. No entry may win more than one award and may not be entered in more than one category. A designer or manufacturer may enter more than one entry.

2. IBD and *Contract* Magazine are not responsible for lost or damaged designs or kits submitted, either through fire, theft or any other cause, in transit or on location at our own or any other address where the designs and kits may be judged or exhibited.

3. IBD and *Contract* Magazine reserve the right to exhibit individually or collectively for the period of one year the award-winning designs at their own or other addresses that may be included in a circulating exhibition tour.

4. Decisions by the judges are final. The judges reserve the right to determine the number of awards given and may choose not to award prizes in any given category.

5. Winning entries and kits become the property of the Institute of Business Designers and *Contract* Magazine.

6. Advertising and publicity on winning designs following the initial announcement of the award winners must be confined to and specifically refer to the winning design. No publicity is to be released by a manufacturer or designer of an award-winning product prior to October 16, 1982. Failure to comply with this rule will immediately disqualify the winner.

7. All advertising and publicity on winning designs must utilize the approved Product Competition image and include the year of the Competition.
Example: "1982 IBD Silver Medallion Winner."

8. Winners will be notified by phone by the week of September 6, 1982.

9. The entry kit is designed to hold up to (8) 35mm slides and (2) 8" x 10" photos. Full color, large format transparencies must be available upon request.

10. Deadline for receipt of completed entry kits is 5:00 p.m., September 2, 1982, at the address printed on the label provided with page two of the entry kit (IBD—1155 Merchandise Mart, Chicago, Illinois 60654.)

11. Non-winning entry kits will be returned via United Parcel Service within 90 days if a check for $20 (made payable to IBD) is clipped to this page of the entry kit.

# CATEGORIES

1. DESKS & CREDENZAS
2. CASEGOODS—Library, Health Education, Industrial Education and Hospitality, Medical, Hotel applications
3. TABLES
4. FILING SYSTEMS
5. SYSTEMS FURNITURE—Any furniture consisting of movable walls and interrelated components
6. SCREENS/PARTITIONS—Freestanding room dividers and partitions
7. COMPUTER SUPPORT FURNITURE—Specific equipment used in conjunction with computer and word processing systems
8. RETAIL—DISPLAY FURNITURE AND FIXTURES—Furniture for Stores, Shops and Showrooms
9. CEILING SYSTEMS
10. FURNITURE INTEGRATED/ TASK/AMBIENT LIGHTING
11. PORTABLE LAMPS
12. LIGHTING—All other including ceiling, recessed fixtures and public lighting
13. CHAIRS—Individual seating designed specifically for office or conference room usage
14. LOUNGE FURNITURE—Includes reception, modular, series seating
15. SPECIAL SEATING—Multi-purpose stacking, ganging, folding, hospital, geriatric, restaurant and special usage
16. UPHOLSTERY FABRICS—Any weight, natural, synthetic fabrics including vinyl and leather
17. OTHER FABRICS—Draperies, casement, bedspreads
18. FABRIC COLLECTIONS—Collections of coordinated fabric groupings (any weight)
19. CARPETING AND RUGS—(carpet tiles)
20. FLOORCOVERINGS—Hard surface flooring, resilient, ceramic tile, wood
21. SURFACING MATERIALS—Laminates, metals, plastics for vertical or horizontal surfaces
22. ACOUSTICAL MATERIALS AND TREATMENT
23. WALLCOVERINGS
24. WALLCOVERING COLLECTIONS—Any grouping of coordinated wallcoverings
25. DESK AND OFFICE ACCESSORIES—Including wall plaques, ceramics and clocks
26. WALL ART, BANNERS—(Special contract art applications)
27. VISUAL COMMUNICATIONS AND SIGNAGE
28. WINDOW TREATMENTS—Blinds, shades, including metal fabrication, wood and other materials

# REQUEST FOR ENTRY KIT

Forward to:
Institute of Business Designers
1155 Merchandise Mart
Chicago, Illinois 60654
312-467-1950

Category

Date product first introduced on market

Manufacturer

Address

City, State, ZIP

Name of individual submitting entry

Phone

A CHECK FOR $95 MUST ACCOMPANY EACH KIT REQUEST

To enter this competition, send a check for $95 to IBD Headquarters, 1155 Merchandise Mart, Chicago, IL 60654 for an entry kit for each product submitted.

The kit is designed to hold photographs, 35mm slides and forms for product description. No presentation boards are required.

If you wish your kit returned after the awards are made, add an additional $20.00 for each entry.

# JUDGES

**David F. Cooke, FIBD**
National President, IBD
Vice-President
Design Collective
Columbus, Ohio

**Charles Pfister**
Pfister Associates
San Francisco, California

**Dean Lindsay**
Kornick/Lindsay
Chicago, Illinois

**Bruce Hannah**
Hannah Designs
Cold Springs, New York

**Dr. Jo Ann Thompson, Ph.D.**
Department of Textiles and Merchandising
University of Tennessee
Knoxville, Tennessee

Circle 141 on reader service card

# TODAY...you can have carpeting or carpet tiles which guarantee computer-grade static protection, eliminating static problems with all electronic equipment.

Static is a major cause of malfunction in computers and other sensitive electronic equipment. Static problems can be eliminated by using *computer-grade,* antistatic carpeting or tiles. A *computer-grade* floor covering must assure both *low generation* and *quick dissipation* of static charges. Only UTP products meet these criteria.

COMPU-CARPET™ is uniquely designed with permanently conductive fibers throughout the pile, supplemented by a conductive latex backing. Together, this patented combination provides the most effective fail-safe static protection available today.

COMPU-TILE™ is an equally effective carpet-face tile. The conductive pile and heavy conductive vinyl backing provide superior static protection in modular form.

Finally, UTP insures performance, but not just as a conventional static voltage rating. UTP guarantees that COMPU-CARPET or COMPU-TILE will not cause malfunction of your electronic equipment.

NO OTHER MANUFACTURER OFFERS SUCH A GUARANTEE!

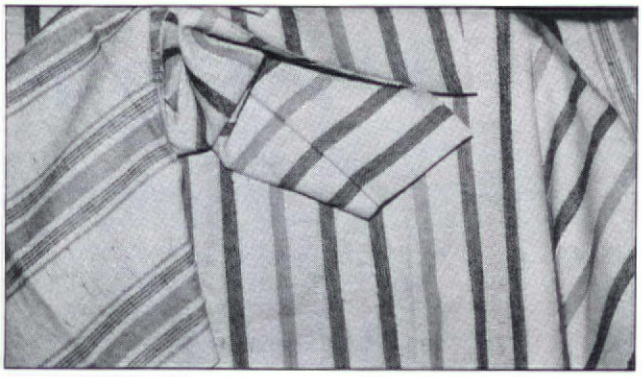
For more information,
write or call Mr. Brenner
UNITED TECHNICAL PRODUCTS, INC.
32 Southwest Park, Westwood, MA 02090
Tel. (800) 225-6052 or
(617) 326-7611 (within MA)

UTP UNITED TECHNICAL PRODUCTS, INC.
THE STATIC CONTROL PEOPLE

Sweet's Catalog 9.28/Uni.

U. S. Patent No. 4,153,749

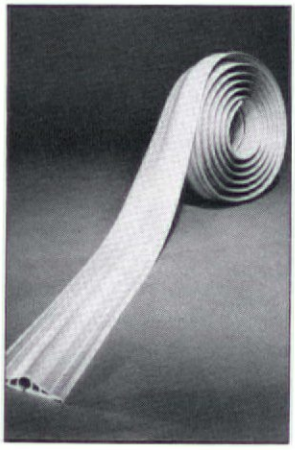
Circle 96 on reader service card



### DRAPERY BACKING LOWERS HEAT LOSS

Solar Seal is a new thermal drapery backing from **Stylemaster** which reduces heat loss by 12.6 percent. Backing, which is woven onto the fabric, is made of latex foam with a fire-retardant finish. Offered in 23 colors, casement is easily maintained. **Circle No. 387.**

### ADDING CORD COLORS THAT INCREASE SAFETY

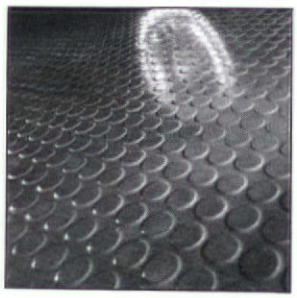


**SGL Waber** introduces two new colors for CordGard electrical cord ducting: brown and yellow. New colors are designed either to highlight wire through contrast with walls, or, to camouflage wire, depending on design requirements. Ducting is made of tough, flexible vinyl, has pre-slit channels for easy cord insertion, accepts cord diameters up to 7/16 in., and is UL-listed. **Circle No. 397.**

### EASE INSTALLATIONS WITH GLUE-DOWN FLOORS

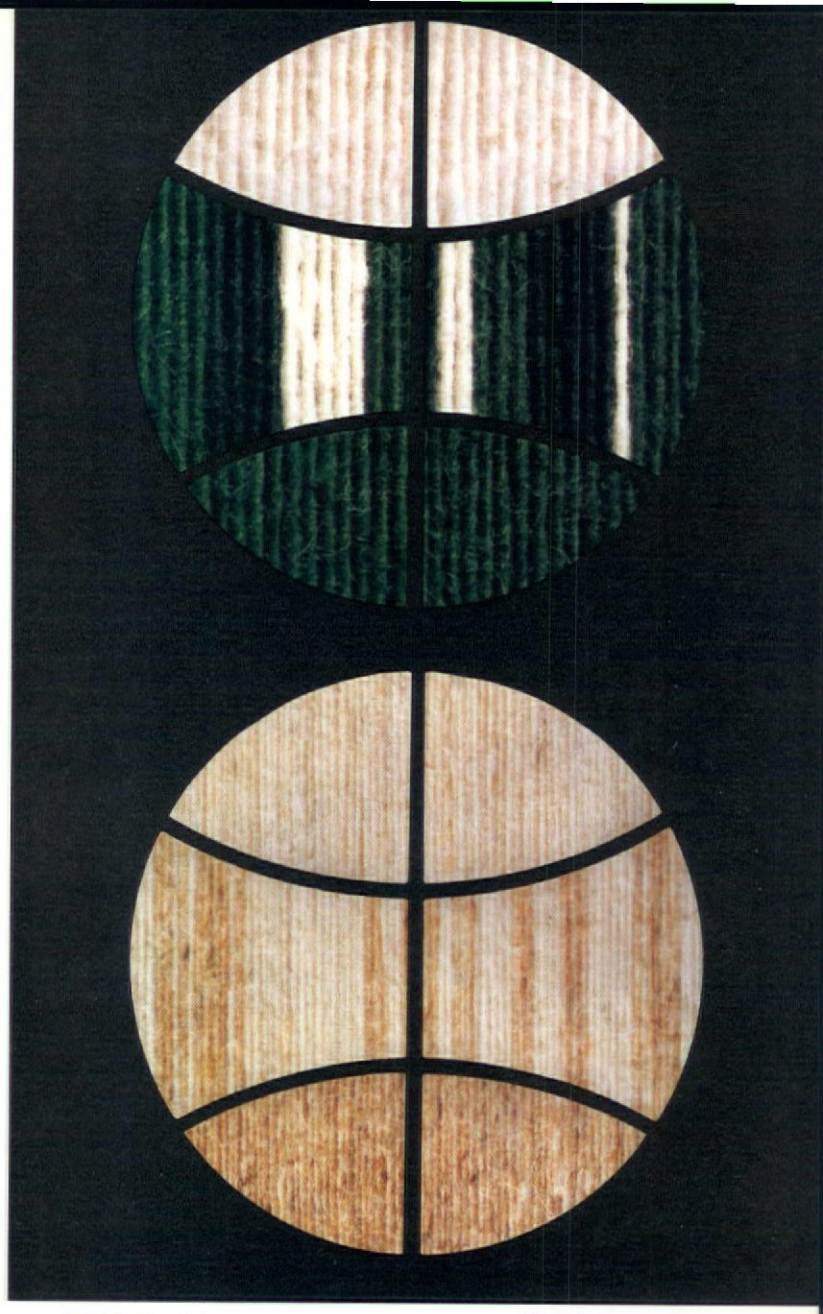
**Kentucky Wood Floors** introduces Mitered Herringbone parquet floor which is suitable for glue-down application on almost any subfloor. Sheets measure 5/16- by 15- by 15-in. unfinished, and are offered in tropical and red oak, walnut, and cherry. **Circle No. 403.**

### FLOOR TILES RESIST INDENTATION, BURNS



Endura rubber-studded floor tile is resistant to indentation, cigarette burns, and chemical solvents. Raised design also prevents slipping. Made by **American Biltrite,** flooring is offered in several patterns. **Circle No. 376.**



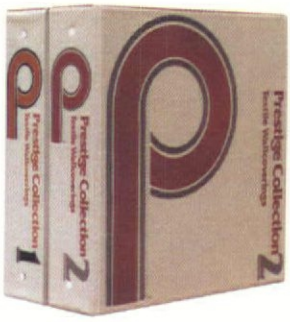
# Welcome to Our World of Prestige™ ...again!

Now introducing Prestige Collection 2. . . woolen wallcoverings in natural and color coordinates.

- New Wool
- Class "A" Fire Ratings
- Pretrimmed, Paperbacked
- Anti-static Qualities
- Dimensional and Color Stability
- Stocked Domestically

The perfect addition to Prestige Collection 1 of Belgian Linen Wallcoverings.

Contact us for the name of your nearest Prestige representative. Welcome to Our World of Prestige. . . again!




1500 Potters Lane
Jeffersonville, Indiana 47130
(812) 288-4242

Prestige Wallcoverings™

Circle 119 on reader service card

# UNTAMED

## The effects of change can turn your office facility into a jungle.

In the jungle of today's economic and technological changes, the one sure way to survive and prosper is by adapting and controlling your own environment. This is especially true in the office environment.

Survival techniques on how to anticipate and master these constant changes is the subject of OGRADY & SIEGEL's

**FREE**
**CHANGE/REACTION℠**
**SEMINARS.**

OGRADY & SIEGEL is conducting three seminars on CHANGE/REACTION℠ everyday during NEOCON. You are most welcome to attend.

**SEMINAR TIMES:** 9AM (includes breakfast)
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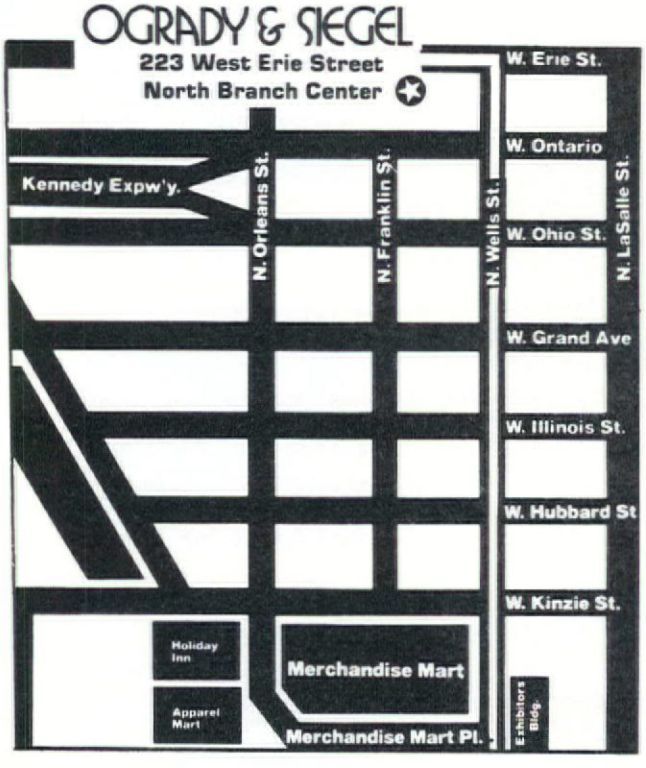
3PM

There is still time to reserve your place. Just call our Chicago Showroom at (312) 329-9336 for available times.

Transportation will be provided from your hotel to our showroom for the 9AM seminar.




# OGRADY & SIEGEL

National Sales & Marketing Organization

3 EAST 28th STREET, NEW YORK, NY 10016 (212) 685-9711

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# TAMED

**Acme Landscape Group tamed the beast in office changes with its IN-STOCK™ program**

Acme Landscape Group products meet with every office encounter whether it be planned or suddenly sprung upon the office manager.

The Acme Landscape Partition system has been designed to meet the challenge for Change/Reaction so often required within the confines of the same office space.

When change is needed, the Acme Universal Post permits quick change of panel layout to create another efficient office requirement, and inexpensively too.

To assure success against what otherwise might be an office jungle, Acme Landscape Group established the In-Stock program with quick action to ship orders within five working days, of acceptance of the order.

If your job is to tame office space and you don't want to be left holding the tail, contact O'Grady & Siegel Associates, our National Sales Reps. at 212/685-9711.

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O'Grady & Siegel Assoc.
North Branch Center
223 West Erie St.
Chicago, IL 60610

## ACME LANDSCAPE GROUP

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Consider a gas cylinder... that provides height and back adjustment with the touch of a lever. It's dry. Clean. Yet it softly cushions ups and downs — and backs and forths — making adjustment gentle and appealing. Meticulously engineered by a quality manufacturer that supplies about 80% of the world. At a very competitive price.

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P.O. Box 8774 Grand Rapids, MI 49508
Phone 616/531-9600 Telex 22-6385

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Glassform Contract Furniture and Planters are now available in new Sandform sand textured finish. Lightweight . . . durable . . . appropriate for interiors or exteriors. Choose either smooth or medium grain texturing, in Sahara Beige or a variety of custom sand tones. For your complimentary full line catalog and the name of your closest representative, call or write Glassform, 1435 S. Santa Fe Avenue, Compton, CA 90221, (213) 603-8991.
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Cont. 5/82

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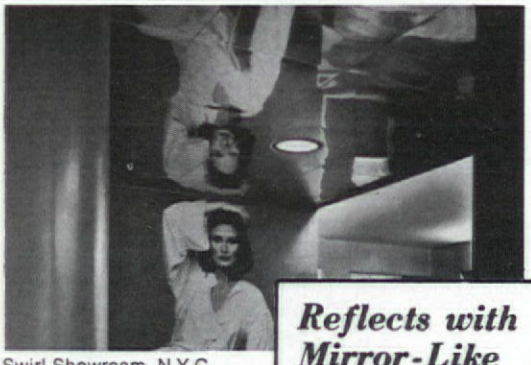
ADDRESS _____
CITY _____ STATE _____ ZIP CODE _____

**SPECULAR TILE** *"Living" Ceiling*

**HIGHLY POLISHED FLUSH ALUMINUM PANELS HUNG FROM SNAP-IN OR LAY-IN SUSPENSION SYSTEM**



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**Dramatizes Your Lighting Effects**

**Available in gold or silver**

***Reflects with Mirror-Like Quality***

- Lively dramatic ceiling and wall treatment.
- Mirrors your merchandise, fixtures and features.
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*Sales "Reps" Needed*

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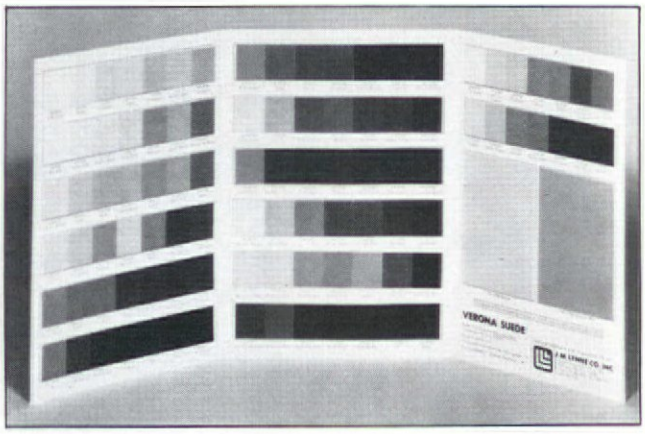
## PRODUCTS & SERVICES

### RUST-PREVENTION KEYED TO ALUMINUM SEATING

Belmar all metal mesh alumaloy furniture from **Molla** resists rust. Available in 14 colors, seating is offered with or without cushion and matches mesh top tables. **Circle No. 382.**




### SUEDE WALLCOVERINGS OFFERED IN 100 COLORS

Verona Suede is a suede-look wallcovering for contract use offered in 100 colors by **J.M. Lynne.** Fabric weighs 16 oz. per linear yard and meets or exceeds all fire classification codes dictated by ASTM E-84. **Circle No. 391.**

### CLEAN LEATHER UPHOLSTERY WITH SOAP & WATER

Imported leather upholstery from **Hermes** can be cleaned with soap and water as it meets European standards for long-term wear and use. Cowhides measure 55- to 70-sq. ft. and are offered in 30 colors. Custom-dyeing is also available. Stocked in New York, leather is shipped to clients immediately upon request. **Circle No. 374.**

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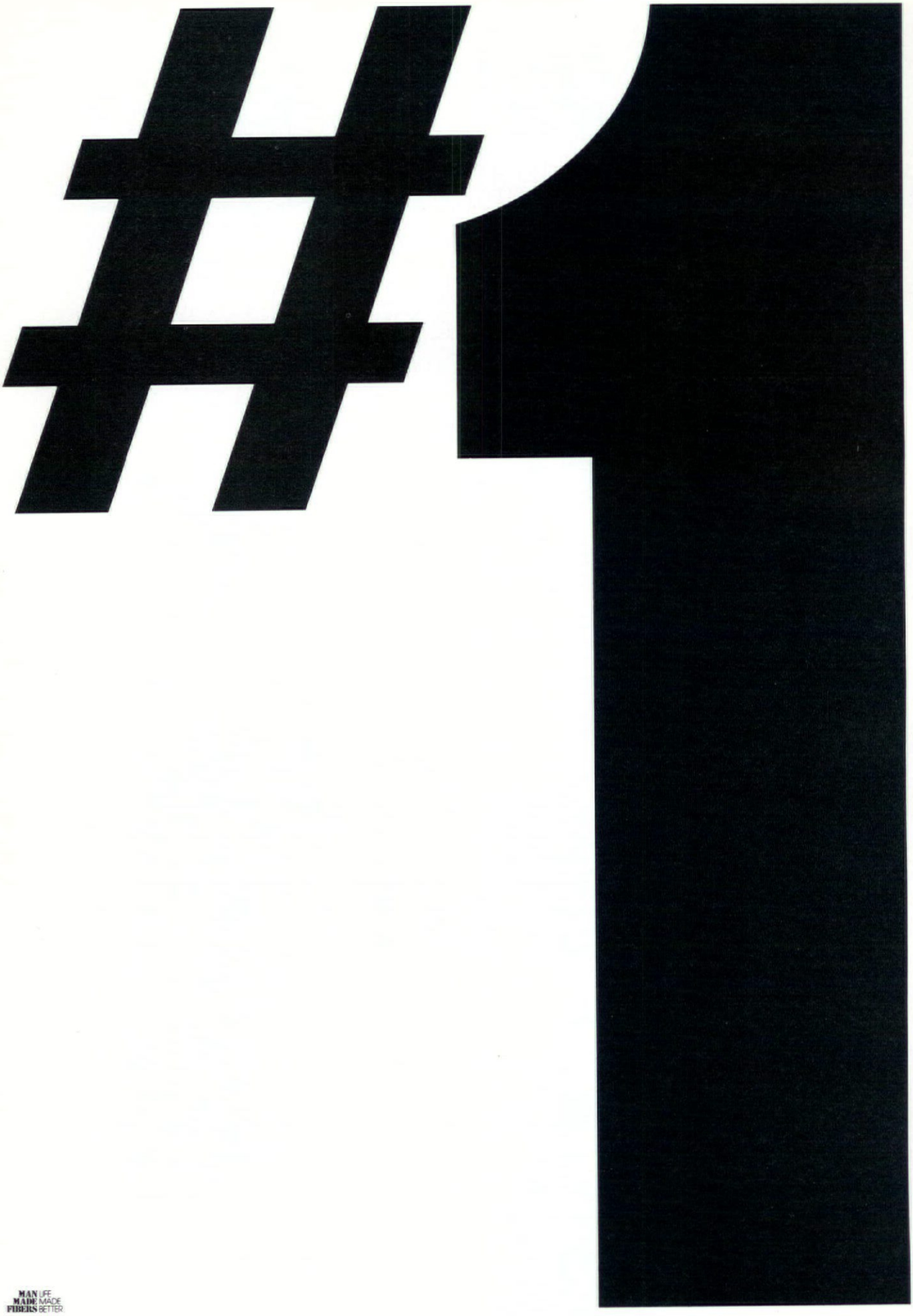
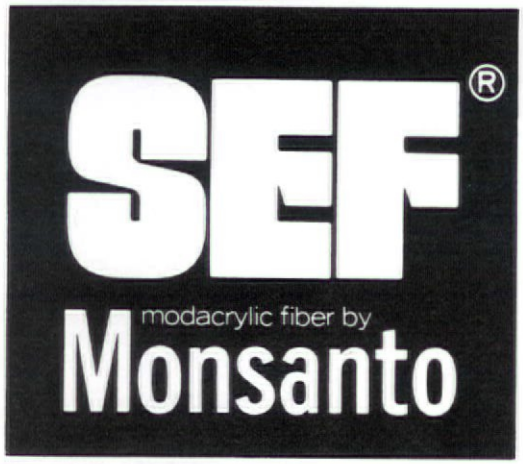
10044 World Trade Center, Dallas, Texas 75258

1245 Merchandise Mart, Chicago, Illinois 60654
Galleria Design Center, 101 Kansas Street, San Francisco, Calif. 94103
C423.2 Commerce Wing, Southern Furniture Center, High Point, N.C. 27261




MAN MADE FIBERS LIFE MADE BETTER

# IN FLAME RETARDANT DRAPERY STYLES, PATTERNS, COLORS




For a list of drapery sources and a fact-filled booklet on SEF®–the leader in inherently FR fiber applications–call or write Ben Layton, Monsanto Textiles Company, 6230 Fairview Road, Suite 400, Charlotte, N.C. 28210. Telephone (704) 554-4032.

**Circle 103 on reader service card**

# GRANT QUALITY

Whether it's for highly sensitive electronic apparatus or furniture which has to work well, day in and day out, you can depend on Grant slides. The same engineering skills, manufacturing excellence and quality control are used to make a slide for $2000.00/pair as they are to make a slide for $2.00/pair! Why settle for less?

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Circle 82 on reader service card

# Decorative Arts Center

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The Decorative Arts Center has diversified showrooms offering the residential and contract designer an outstanding selection of distinguished merchandise consisting of contemporary and traditional furniture, lighting and accessories.

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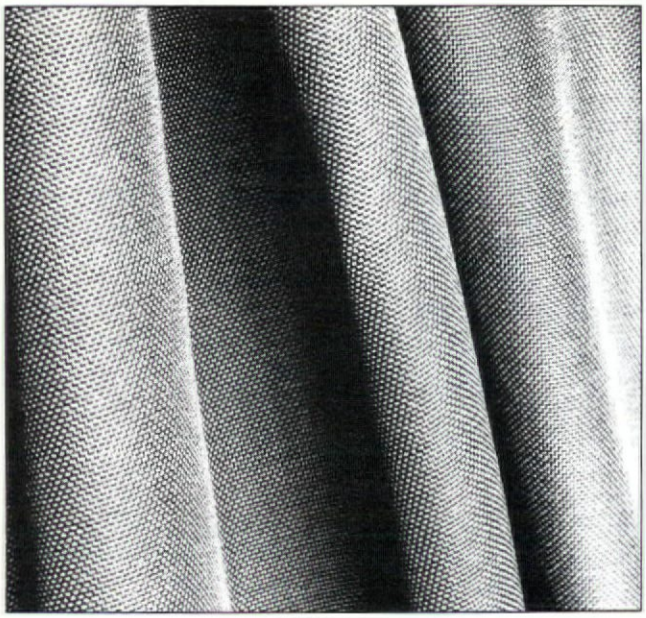

### APPLY SPACE-AGE TECHNOLOGY TO TODAY'S FABRICS

A sleek, firm nylon used as high-performance astronauts' clothing was the impetus for Eclipse, a 100 percent nylon fabric from **Brickel.** Inspired by a trip to NASA, designer Ward Bennett transformed the material into a strong upholstery and wallcovering material that resembles horse hair. Available in 21 colors, it is piece-dyed and water-repellent.
**Circle No. 378.**

### SCULPTURED CLOCK HAS REVOLUTIONARY DESIGN

Momentum is a precision quartz timepiece within a kinetic sculpture, designed by **Ronn Ferina.** Arcs revolve to reveal hours, minutes, and seconds, while forming changing patterns of light and shadow. Available in hand-polished brass, aluminum, and goldplate, designs are certified originals. **Circle No. 379.**

### ORIENTAL THEMES GRACE WEST GERMAN FABRICS

Four new designs were recently added to **S. Harris'** imported fabric collection. Based on Japanese motifs, collection consists of two patterns and two correlates printed on 100 percent glazed cotton chintz and is imported from Germany. **Circle No. 394.**

### DURABILITY PROVIDED BY ENAMELED SIGNAGE

Signage from **California Metal Enameling** is available in a variety of shapes and forms. Products are finished with porcelain enamel for both durability and esthetics. Copy or graphic is screen printed for permanence of color and design. **Circle No. 410.**

DOES YOUR LAMP SOURCE KEEP YOU IN THE DARK?

If so, maybe it's time to consider a new source. One that controls its total manufacturing and assembly process. One that has a reputation for fine quality, reliable delivery and dependable service. But most important, a source that will communicate with you *honestly.*

At Challenger, these benefits aren't extras...they're standard, everyday procedures. Give us the opportunity and we'll prove how much easier we can make it for you.

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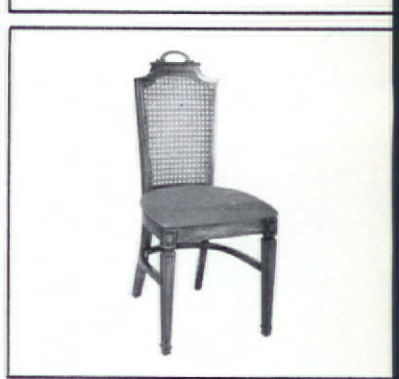
# Why every successful contract includes Chaircraft

wide range of designs, finishes, fabrics, (also C.O.M.) — custom designs and construction to meet your requirements — extensive production capacity — reliable delivery schedules — competitive pricing — sophisticated finishing facilities



**Your Custom Designs**

**Chaircraft**, INC. A subsidiary of Hickory Furniture Company

For details on these and other CHAIRCRAFT services, call or write Dept. C, Chaircraft, Inc., P.O. Box 3466, Hickory, NC 28601, (704) 495-8291
Showrooms: Chicago Merchandise Mart • Dallas Trade Center • High Point

**Circle 107 on reader service card**

# A decade after installation the World Trade Center specified a replacement for its pure wool carpet—Pure Wool.

The first pure wool carpet was there for 10 years. Millions crossed the lobby at the rate of 100,000 a day—36,000,000 a year.

And each passing year validated the original decision to install wool, the natural carpet fiber. The color stayed rich. The pile snapped back. Dirt didn't get ground in. Burns were brushed away. And when stained, wool was easily cleaned.

Evaluate wool on a Life Cycle Costing basis. Because wool is easier to maintain and requires fewer cleanings to retain a higher level of its original appearance, wool carpet costs less.

PURE WOOL PILE®

The Standard of Carpet Excellence.

The Wool Bureau, Inc., US Branch of International Wool Secretariat
360 Lexington Avenue, New York, NY 10017 212/986-6222

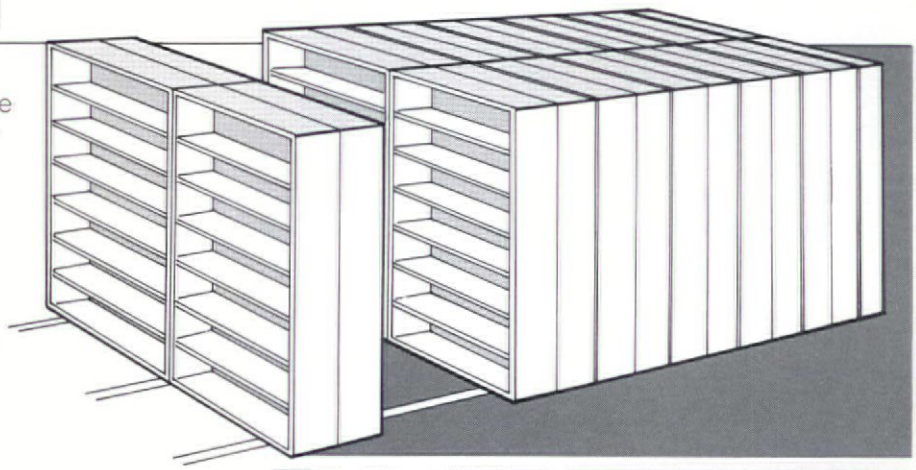
**Circle 108 on reader service card**

The Woolmark is a registered certification mark owned by The Wool Bureau, Inc.

# Angle Steel adds Data-Case™ line of high density filing systems and we're inviting you

## to help us penetrate this fast growing market where the average sale has increased to over $15,000.

## And is still climbing!



We're looking for dealers who want to take advantage of what may be the best profit opportunity in the business today — the market for mobile and stationary filing systems that increase capacity up to 400% in the same floorspace.

With office space at an all-time premium, and no end in sight to the need for records storage, it's easy to see why the demand for high density systems is steadily increasing — and why so many dealers are on the lookout for quality lines to satisfy that demand.

But why Data-Case?

### SELL DATA-CASE WITH TOTAL CONFIDENCE

The Data-Case line includes a complete range of components that equip you to satisfy virtually any filing application; library, medical, EDP, legal or standard in a wide choice of contemporary colors. All from a single source.

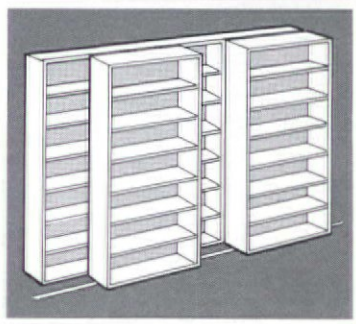
But, what about quality?

Data-Case components are completely fabricated from cold-rolled steel — no particle board or aluminum. Double-wall end panels far exceed industry load bearing requirements, rigid 18 gauge steel shelves support full loads easily without sagging, and the units are mounted on heavy duty 16 gauge bases. This sturdy construction means the kind of long-lasting trouble-free operation that minimizes after-sale service.

### DEAL WITH A SUPPLIER WHO KNOWS WHAT YOU NEED

The Data-Case line may be new to Angle Steel, but Angle Steel is definitely not new to the business. We've been manufacturing and marketing durable metal furniture for over 70 years. So we know from experience, just the kind of support you need from us to profit from handling our lines.

The Angle Steel program includes support with advertising and promotion, free room layout and planning services, assurance of quick delivery from factory stocks, and a pricing structure that demonstrates our interest in finding the right dealers.



### TAKE THE NEXT STEP— GET THE WHOLE STORY

There's a lot more to learn about Data-Case and Angle Steel. We'd like to send you a free information kit with literature on the product line, specifications, pricing and terms, and more. Just circle our number on the reader service card or call us at (616) 685-6913 for a quick preview from our Data-Case representative.

ANGLE STEEL™

ANGLE STEEL • 100 ACORN STREET
PLAINWELL, MI 49080
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DIVISION OF KEWAUNEE SCIENTIFIC EQUIPMENT CORPORATION

**Circle 104 on reader service card**

LOW ENERGY MAGIC...

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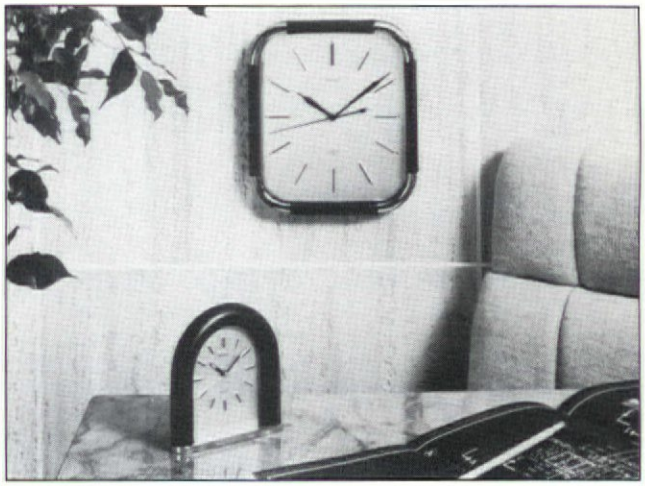

### LEATHER-LOOK CLOCKS ACCENT OFFICES

**Seiko's** new ultra-thin leather-look wall clocks complement a table top clock with alarm. Offered in combination gold tone and leather-look cases, clocks have applied hour markers and brushed gilt dial. **Circle No. 384.**

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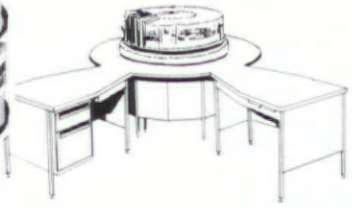

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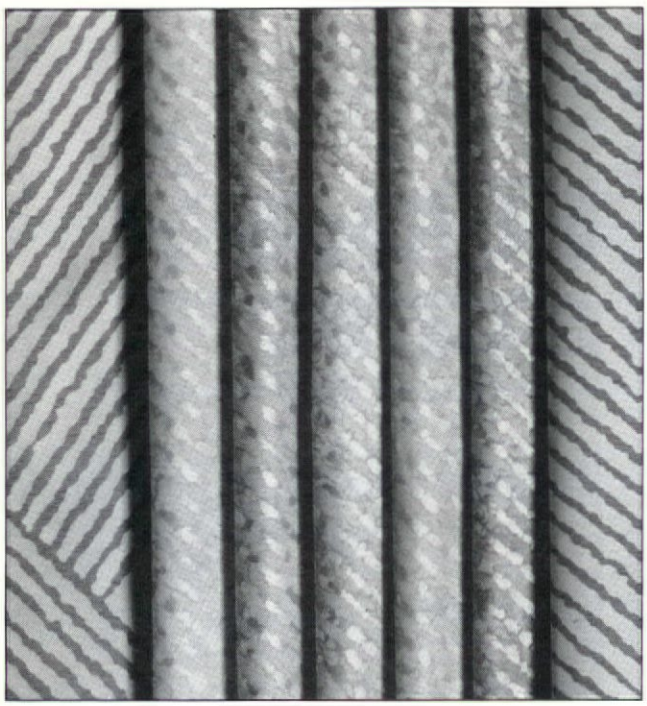

### ENGRAVING FABRICS FOR PAINTED LOOK

Richly-muted and glazed multi-color effects highlight a new fabric collection from **Knoll.** Designed by Peter Seipelt, patterns are engraved on poly chromatic surfaces to achieve the look of watercolors. **Circle No. 386.**

### REJUVENATE OLD DESKS WITH FORMICA TOPS

Nu-Top division of **Commercial Interior Services** manufactures a complete line of desk top replacements made with Formica laminate. Surfaces are waterproof, stain- and scratch-resistant, and non-reflective. **Circle No. 385.**


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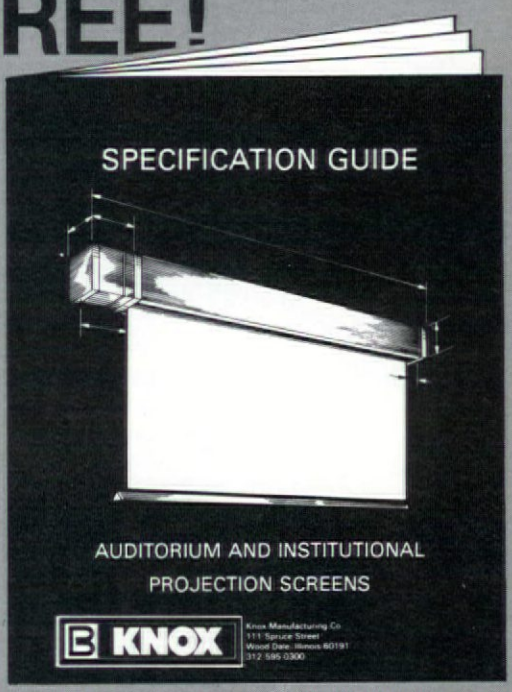


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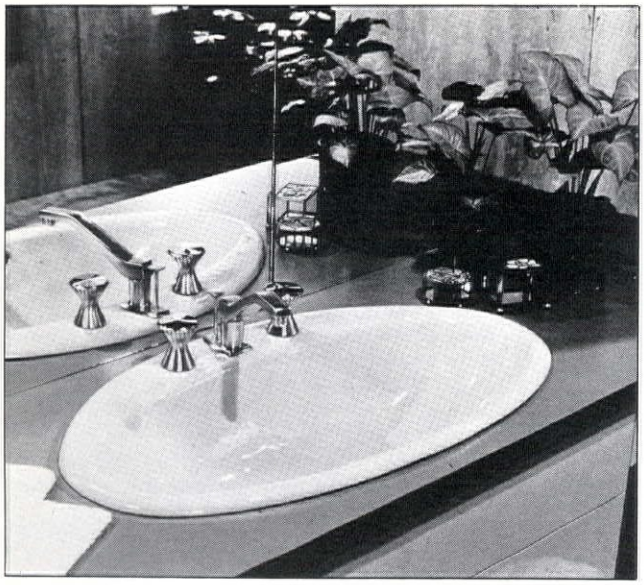

### CAST IRON STRENGTHENS BATH FIXTURES

Ellipse lavatory is crafted in enamelled cast iron by **Kohler** for added durability. Measuring 33- by 19-in., fixture is offered with Alterna, Bravura, or Flair faucets with swing spouts. Color choices include French Vanilla, firm's newest palette addition, as well as all standard colors.
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### ROLL-TOP DESKS SUIT TRADITIONAL WORKSPACES

**DMI Furniture** styles roll-top desks that complement traditional offices. Two new models are offered in 30- by 60-in. sizes. Firm also introduces three new double pedestal designs in pecan, oak, and pine. **Circle No. 393.**

### TRIPLE-SHEAR FINISH TOPS OFF COLORFUL CARPET

**Ben Elfman & Son** adds an Enkalon saxony carpet to Omni Collection commercial floorcoverings group. Formerly available through Nautilus, carpet weighs 60 oz., is Scotchgard-protected, and has a triple-sheared finish designed to accent any of 30 color choices. **Circle No. 402.**


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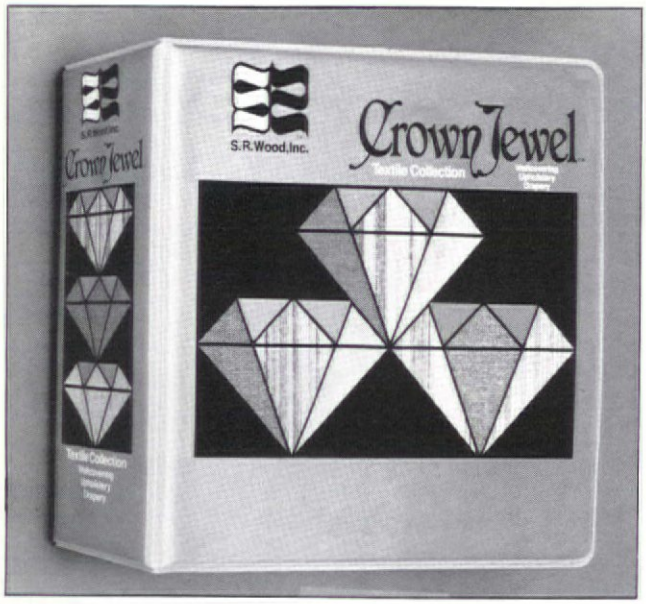



### PRODUCTS MEET FIRE SAFETY STANDARDS

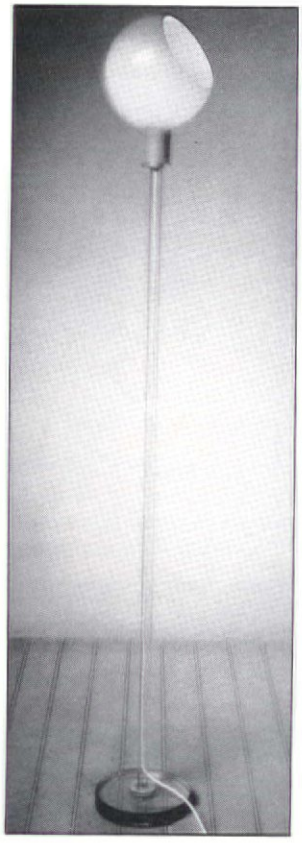
Crown Jewel textile collection from **S.R. Wood** contains coordinating wallcoverings. Products are Class A fire rated. Colors in solids and stripes combine with thick and thin yarn treatment of warps, lays, and weaves. **Circle No. 406.**

### CARPET YARN IS EASY CARE, LONG WEAR

Berber-look, multi-colored yarn of Herculon olefin fiber developed by **Hercules Inc.** wears and cleans well. Colorfastness results from solution dyeing. Level loop pile construction is designed for 1/8- or 5/32-gauge machines. Available in six colors. **Circle No. 407.**

### BARE TUBING ACCENTS DESIGNER LAMP

A floor lamp from **Lighting Associates Inc.** features rounded globe and transparent tube stem. The lamp comes in blue, pink, yellow, and white, and is a Castiglioni & Aulenti design. Lamp holds a tungsten halogen bulb and is 61-in. high. **Circle No. 408.**



### FABRICS ADD ELEGANCE TO WORK SPACES

**Jack Lenor Larson's** Manificata collection consists of satins, damasks, matelasses, and velvets designed for the business environment. Platinum lamé, blending gold and silver, runs through a number of patterns. Colors are burnished, muted, and rich. **Circle No. 409.**

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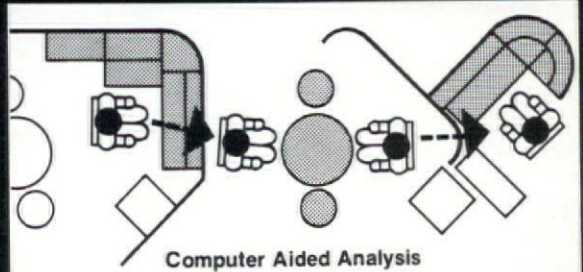

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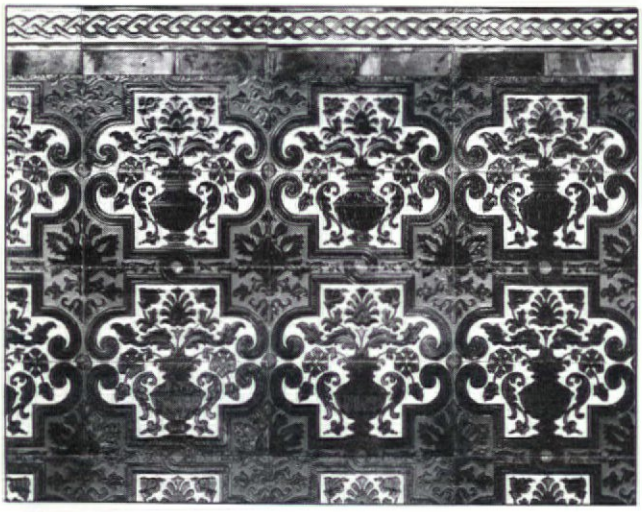

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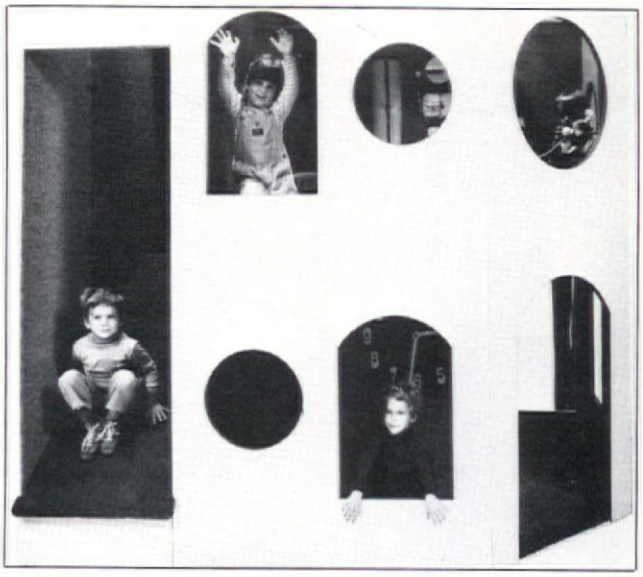

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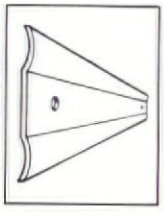

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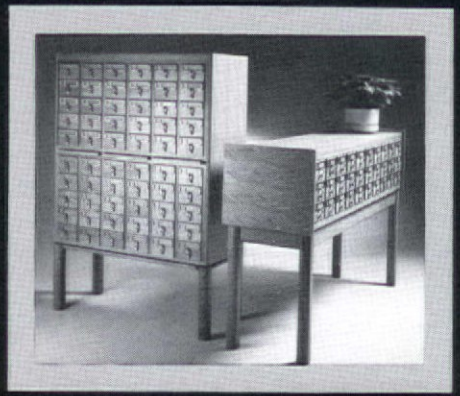

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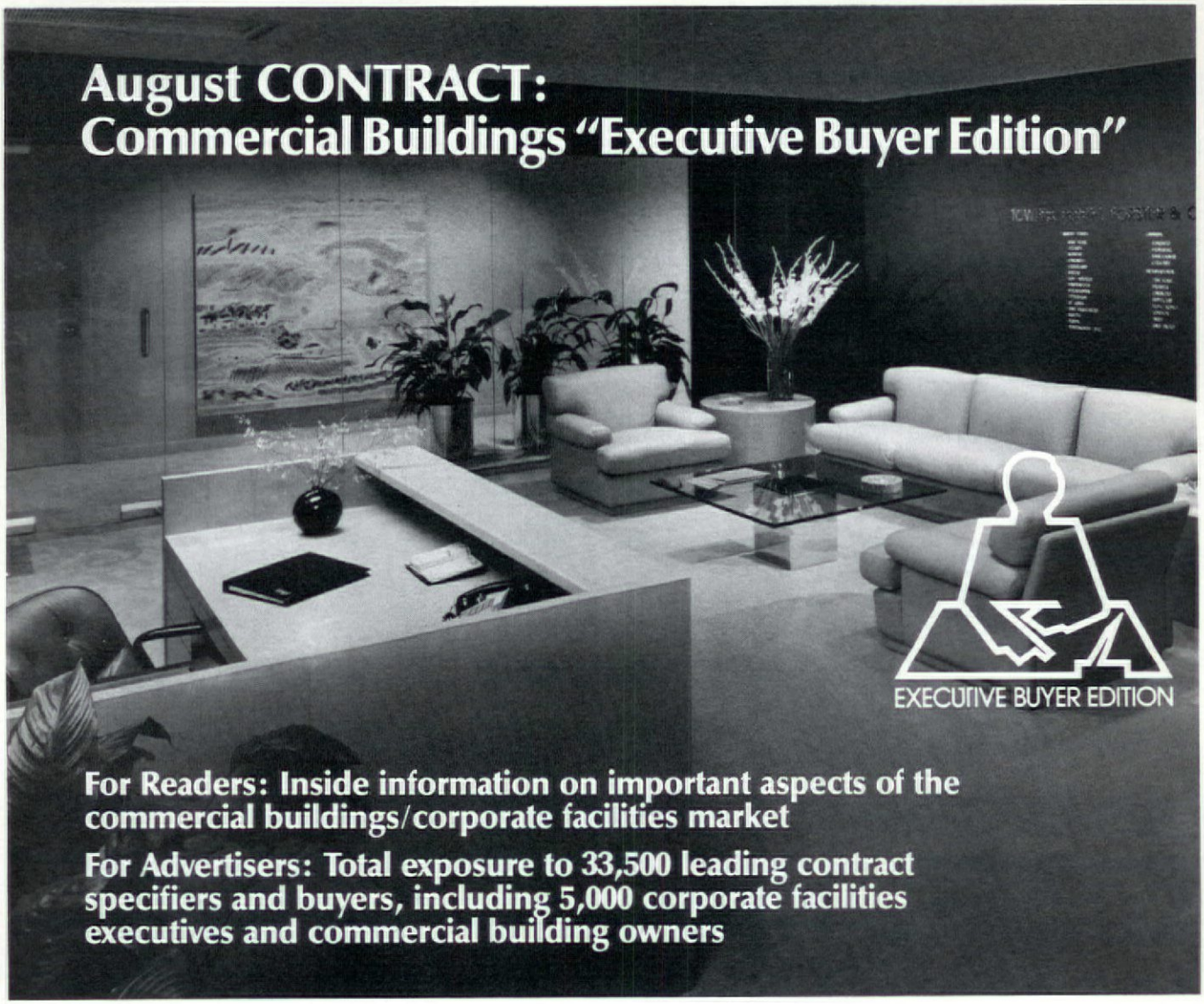


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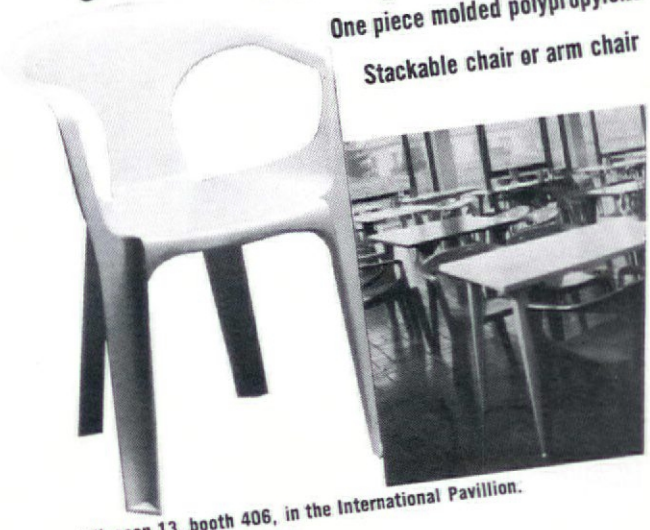

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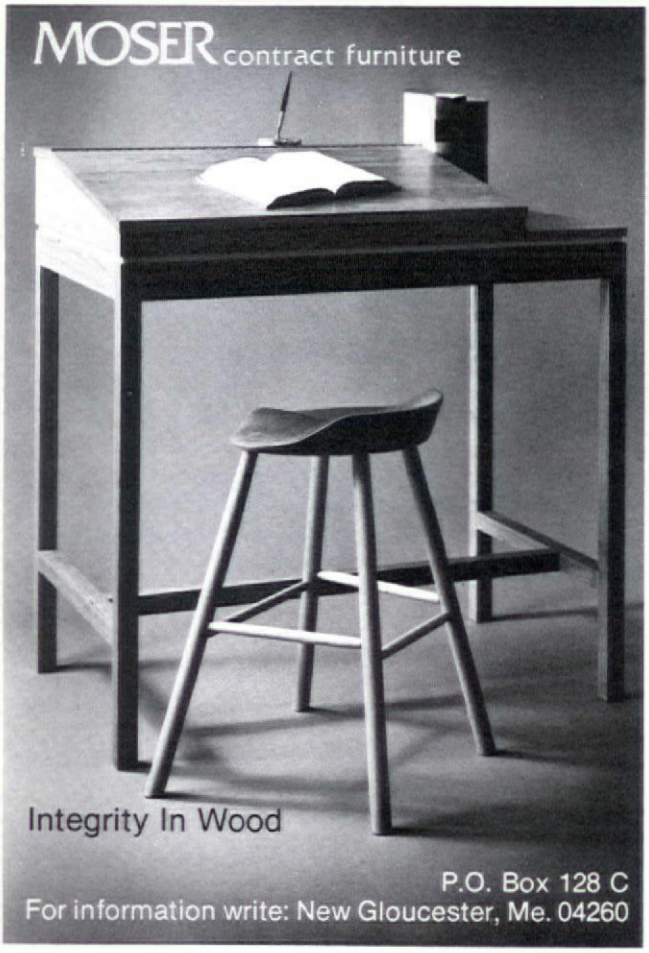

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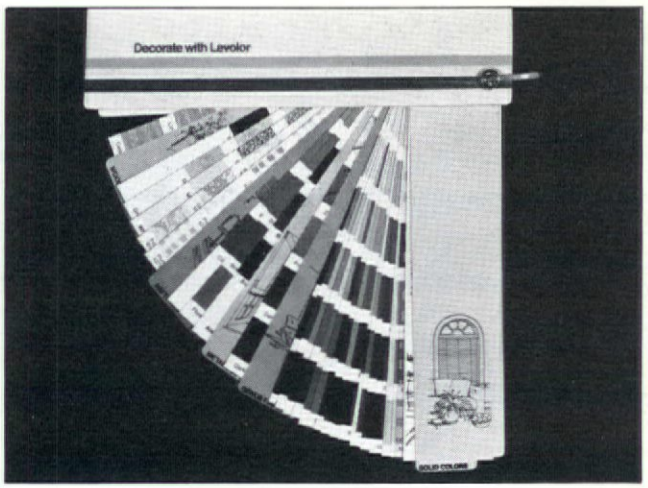


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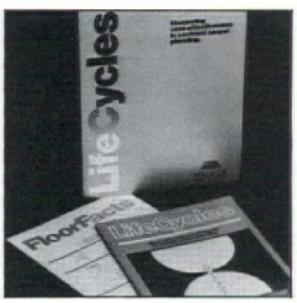
**Flax Linen Facts overviews the history of linen** and highlights the forms in which this fiber reaches the consumer, such as upholstery, wallcovering, and apparel. Catalog is published by the International Linen Promotion Commission. **Circle No. 359.**

**Milliken's LifeCycles Program** brochure enables specifiers to obtain lifetime cost comparisons of various types of carpets. Enclosed FloorFacts form is filled out by readers. Milliken will respond with a computer study comparing 20-year costs of selected floorcoverings. **Circle No. 360.**




**Entol Inds.'s 1982 supplement to its ceiling panel brochure** illustrates 51 new designs. Panels are offered in standard colors and two module sizes that fit standard suspended ceilings. Custom designs are also available. **Circle No. 362.**

**LPI's custom EMC20 luminaires for 5-ft. ceiling modules** are described in a new 16-page color brochure. Written for the architect/designer/engineer, book offers complete air handling and photometric data, specifications, and ordering information. **Circle No. 363.**

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**Allied's Carpet Flow Sheet for 1982** is a guide to projected economic and business indicators that will affect carpet sales throughout the '80s. A list of leading metropolitan centers, expressed in total U.S. carpet sales percentages, is also included. **Circle No. 365.**

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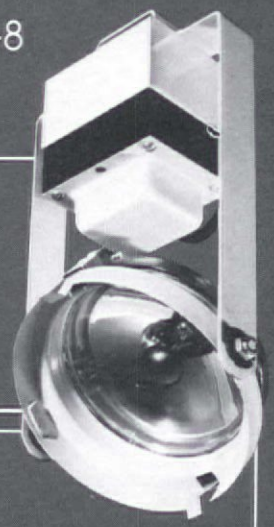

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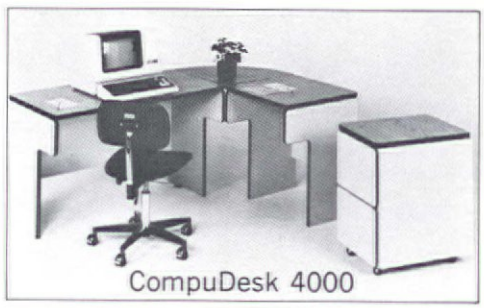

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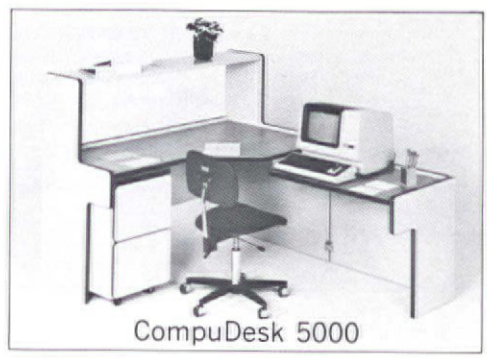

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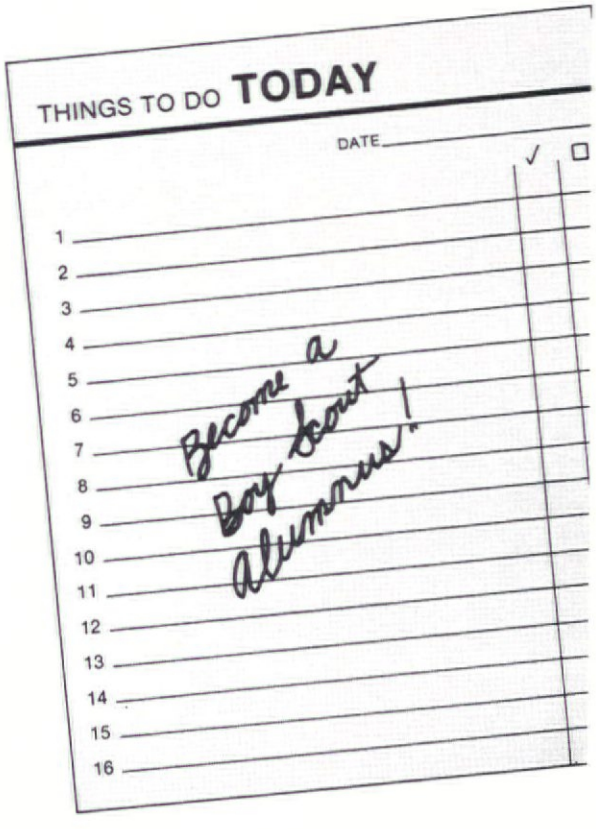


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*BIFMA MEMBERS

†Western Regional

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