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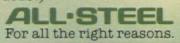
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p. 158

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COVER—Atelier International's Uni Chair takes 'Best of Show' award in IBD/ CONTRACT 1982 Product Design Competition. Coverage of 57 award winners is featured in section beginning on p. 129.







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Vol. 24 No. 11

December: STORE DESIGN—innovative, thought-provoking, and purchase-inducing store planning and design projects, plus store fixture & display systems products for the specifier. Related product previews: signage; resilient, wood studded vinyl flooring; and site furniture for malls and outdoor applications. Plus Contract Mart & Showroom Buildings Directory—contacts and events planned for 1983. Also, Antibacterial carpet—potent protection for healthcare facilities flooring applications.

January: Annual Contract Directory & Buyers Guide to Commercial/Institutional/Architectural Furniture & Furnishings—the industry's most complete, up-to-date reference guide to contract furnishings and equipment. Directory includes: Alphabetized Master List of Contract Manufacturers; List of Suppliers by Product Category and Location; National Showroom Guide; Directory of Associations & Societies. Feature articles focus on The Contract Dealer—investigation of changing roles and functions. Plus, an update on the role of the computer in CAD. Amer. Assn. of School Administrators (AASA) Show Preview.

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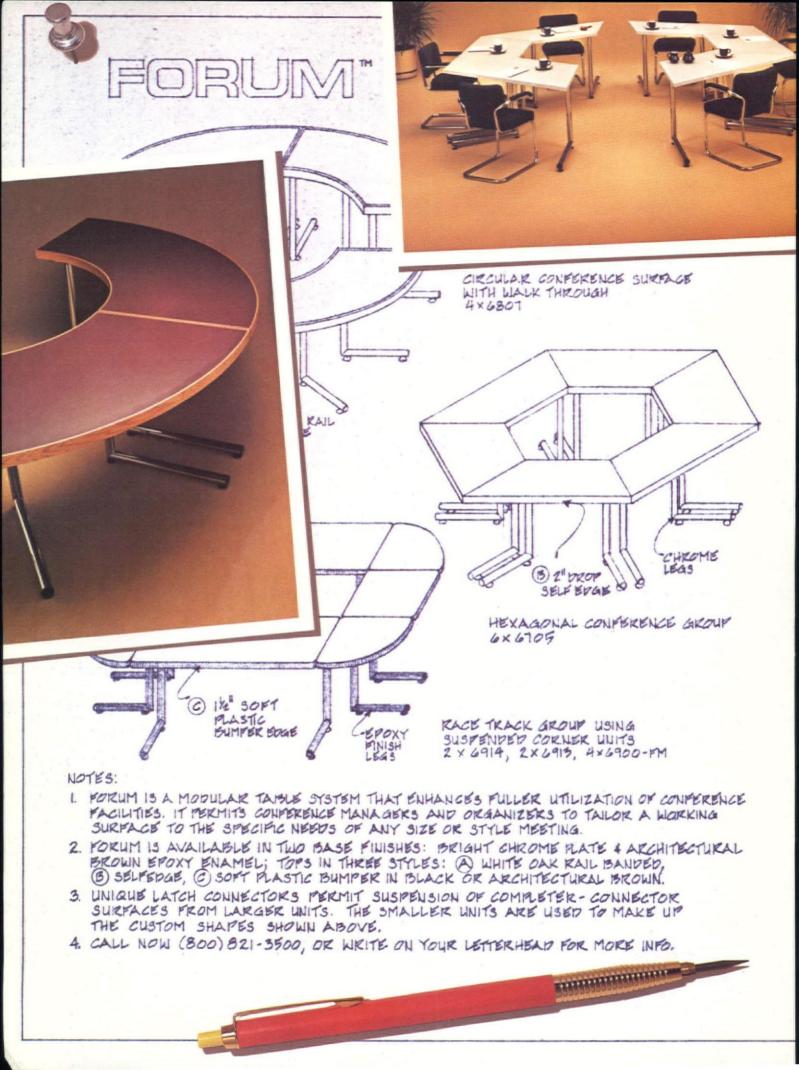
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LETTERS

Dollar volume checks out

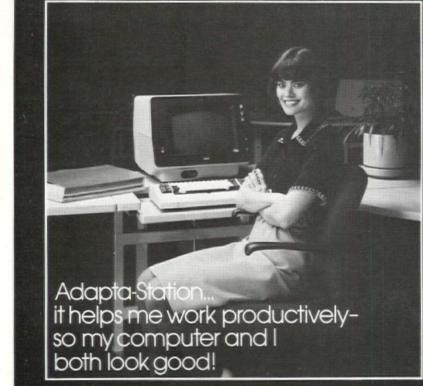
Dear Editor: We are pleased to be listed in your "Who's Who in the Northeast" (September 1982); however, we note our dollar volume was incorrectly categorized. Our volume exceeds \$1 million.

> SAMUEL J. SCOTT President Scott Office Interiors Providence, RI

Dear Editor: In reference to the "Who's Who in the Northeast" listing (September 1982) Wright Office Furniture Inc. was incorrectly listed. Also, our firm does more than \$1 million in business per year.

PETER J. VOS President Wright Office Furniture Inc. Pittsburgh, PA

Editor's note: Both of the above firms were listed as office furniture dealerships in CON-TRACT's "Who's Who in the Northeast" section. Dollar volumes for all firms included were based on design services exclusively apart from dollar volume of furniture sold.



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Both firms exceed \$1 million in volume with furniture business included, however, they are correctly categorized for design services rendered.

United Virginia Bank boasts in-house design

Dear Editor: United Virginia Bank is listed in "Who's Who in the Northeast" (p. 153, September 1982) as being a current project of Interscapes Inc. This is not the case. Interscapes did space planning for a tenant (Mays, Valentine, Inc.) in the United Virginia Bank Building.

United Virginia Bank has for the past 15 years had an in-house staff of architects, space planners, and interior designers who plan and design all facilities, including the new headquarters, a 450,000-sq.-ft. project.

LUCY B. TURLINGTON, ASID Assistant Vice President Planning & Design United Virginia Bank Richmond, VA

Precision Data Table described

Dear Editor: We are pleased to find our System 9 included in CONTRACT's computer support furniture feature (p. 209, September, 1982). However, we call attention to an incorrect photograph that ran with the System 9 caption. Our System 9 Data Table was described, but not pictured.

Your cooperation and interest is appreciated.

> HARRY J. LAZARE Vice President Sales Administration Precision Mfg. Inc. Montreal, Quebec, Canada

Valuable data in 'Who's Who' Northeast

Dear Editor: Many thanks for your invitation to participate in Who's Who In CONTRACT: Northeast, which was featured in the September issue.

I wish to express my gratitude for CON-TRACT Magazine which I find to be very helpful in my research and resource planning business. I look forward to future issues and offer my compliments on the magazine's contents.

> A. VAN HOLLANDER President A. Van Hollander & Assoc.

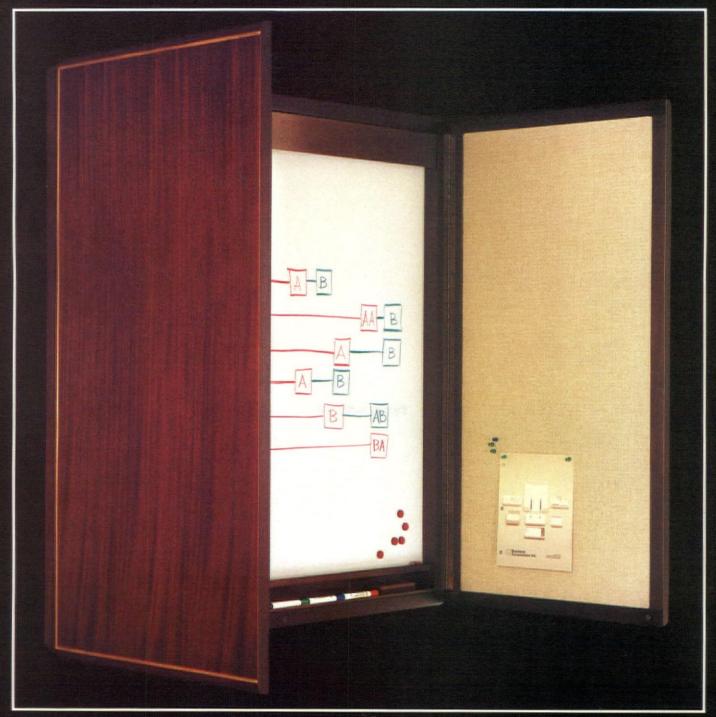
> Interior Design Consultants

Philadelphia, PA

Correction

The business affiliation of Harvey R. Montague, AIA, Harvey R. Montague Architecture/Urban Design, Boston, was inaccurate in "Who's Who in the Northeast" (CON-TRACT, September 1982). He is not employed by JPK Designs Inc. but maintains his own offices in the same building.

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CONTRACT

Los Angeles airport launches \$700 million terminal & roadway improvement program

Los Angeles—Dual groundbreaking ceremonies recently conducted by Mayor Tom Bradley and Gen. James Doolittle, pioneer aviator, marked the beginning of a \$700 million improvement program planned by this city's international airport. Construction of a new 964,000-sq.-ft. international terminal and a 360,000-sq.-ft. domestic airline facility are now under way.

Scheduled to open in spring of 1984, the development also includes a second level for the terminal roadway loop, which is presently 30 percent complete. Other efforts include expansion and remodel of existing terminal facilities as well as construction of additional parking structures.

Project delayed for 10 years

Original plans called for inception of the program as early as 1972. However, federal, state, and local environmental impact studies postponed the project for a decade.

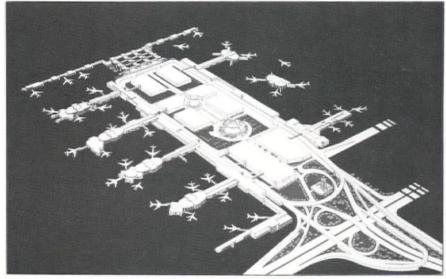
With international passenger traffic expected to reach the 40 million mark by the late 1980s, development of a new international terminal has been given high priority. Designed by Periera, Dworsky, Sinclair, and Williams, the new \$123 million facility is being constructed by Tuto-Saliba-Perini. It will be located at the west end of the central terminal complex and includes a 749,000-sq.-ft. main lobby and a 214,000-sq.-ft. boarding concourse.

Comprising 66 percent of existing Los Angeles airport facilities, it will serve approximately seven million passengers annually.

New roadways will aid traffic flow

Terminal One, the new domestic airline terminal, will feature a 500-ft. concourse with more than 10,000 sq. ft. of skylights. These will provide natural light throughout the facility's length. Project architects are Welton Becket Assoc. in conjunction with Margo Hebald-Heymann, AIA, & Assoc.

To provide improved ground access



Model (shown) portrays Los Angeles International Airport central terminal area as it will look upon completion of the current \$700 million improvement program. Presently under construction are the new five-level West Terminal for international passengers (upper left) and the Tshaped Terminal One (right center) which will serve domestic flights. Also in progress is a second-level roadway around the terminal loop as well as remodeling of existing terminals, airfield improvements, and a 44 percent increase in parking capacity.

to the airport's central terminal area, architects DeLeuw, Cather and Co., along with the Ralph M. Parsons Co., are constructing a second level for World Way, the road loop that circles the terminal complex. The \$60 million project will increase roadway capacity from 4,000 to 6,300 vehicles per hour and double curb space in front of airline terminals.

This level will also be capable of handling future installation of a people-mover system connecting the central terminal with the perimeter parking lot.

Remodeling projects focus on existing passenger terminal facilities. Plans include the addition of ticketing services on the second level and baggage handling operations on the lower level.

In addition, United, American, and Western Airlines plan to expand their existing terminals to accommodate additional ticketing, boarding, and baggage handling stations.

Construction, site clearing under way for Design Center South building

San Diego—Fast-track construction schedules for the Design Center South—a new interior design resource building slated for location in the Orange/San Diego County region—are being met as site clearing and razing continues. Upon completion in 1983, Design Center South will house 170,000 sq. ft. of leaseable showroom space. Adjacent land can accommodate an additional 250,000 sq. ft. of showrooms as required.

Project developer is Birtcher Pacific, noted area real estate specialists. According to the firm's vice president, Brandon Birtcher, commercial and residential showroom space will be available for leasing in the near future.





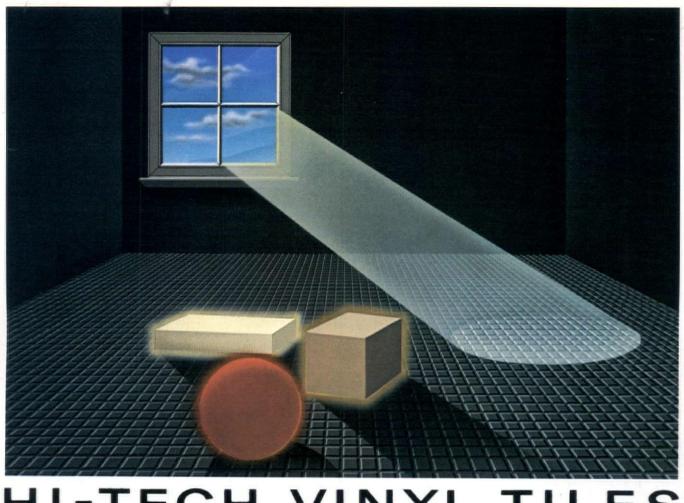
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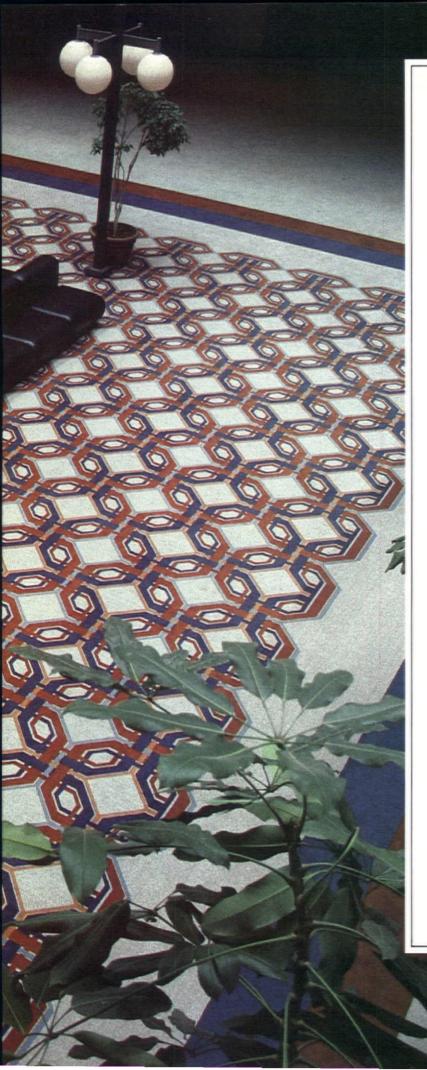
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CONTRACT NEWS

Minnesota Design Center planned to house 400,000 sq. ft. of showroom space

Minneapolis—Plans for the construction of Marketplace Square, a major regional market center for commercial and residential furnishings to be located here, were announced by developers Harmon Court and Omni Venture Ltd. Upon completion in late 1984, the center will offer more than 400,000 sq. ft. of finished rental space and will house more than 200 showrooms. Says Kathryn Koutsky, owner, Harmon Court, "Not only will the design center serve



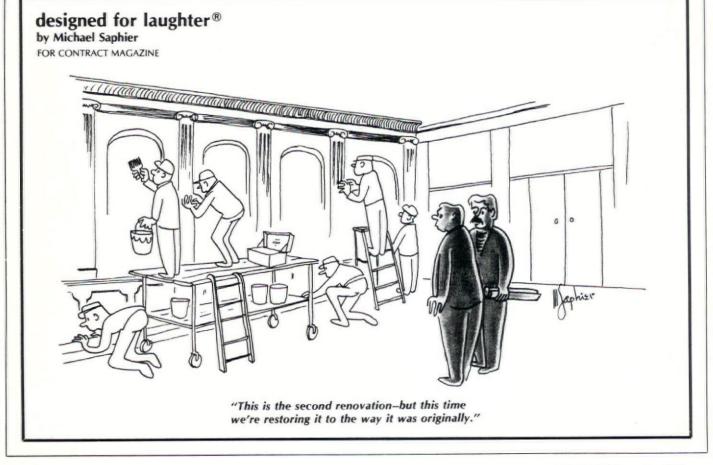
Rendering (above) shows atrium of Marketplace Square, Minneapolis' planned design center, as it will look upon completion in 1984. Center will house more than 400,000 sq. ft. of showrooms.

as an important regional product showplace, it will also be a forum for educational and professional activity. Exhibitions, seminars, and symposia will comprise a continuing education program for suppliers, students, and specifiers."

Included in design center space plans are a permanent furniture mart, temporary showrooms, and office space for designers and architects. These spaces will be located in four converted historic factory buildings.

Sited near the city's central business district, the center is easily accessible to travelers. More than two-and-one-half city blocks of parking space are located on the site.

Presently, plans break down usage for each of the four buildings as follows: building four, the largest structure, will be occupied by tenants whose showrooms will operate only during markets. Building one, the second largest structure, will be occupied solely by permanent tenants and will be open to the trade five days a week. Building three will provide office space for design center tenants. Building two will house carpet, tile, building materials, and contract furniture showrooms as well as specifiers' offices.





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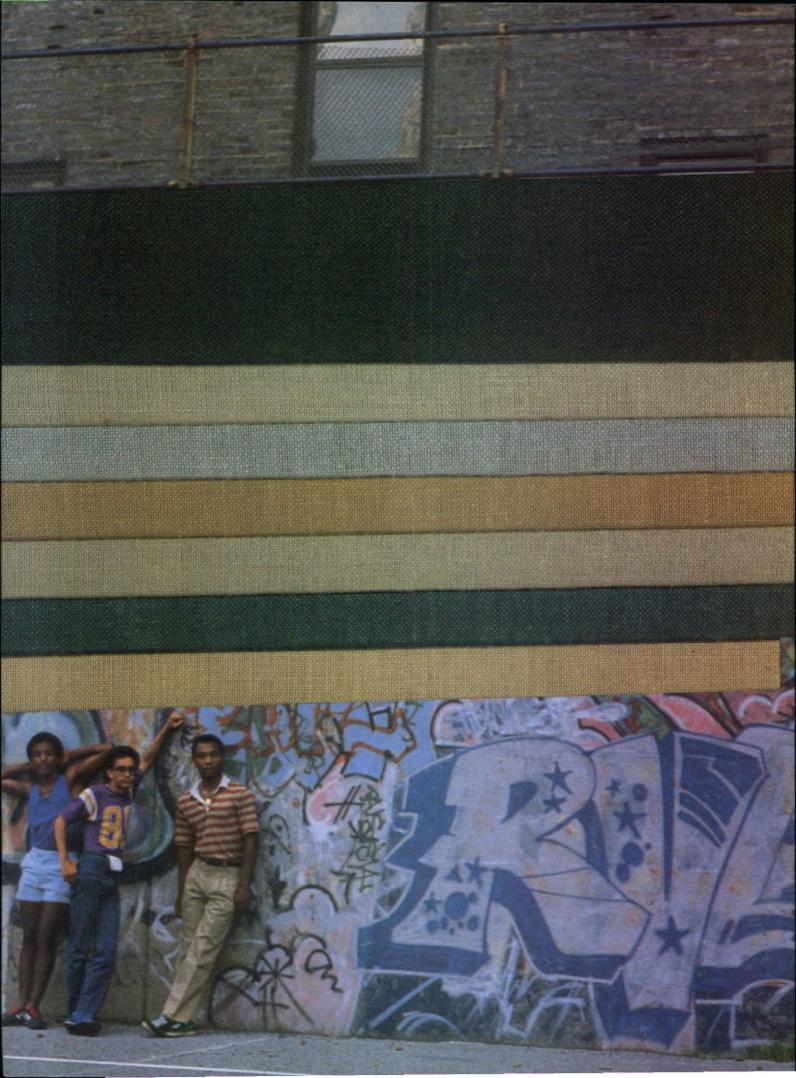
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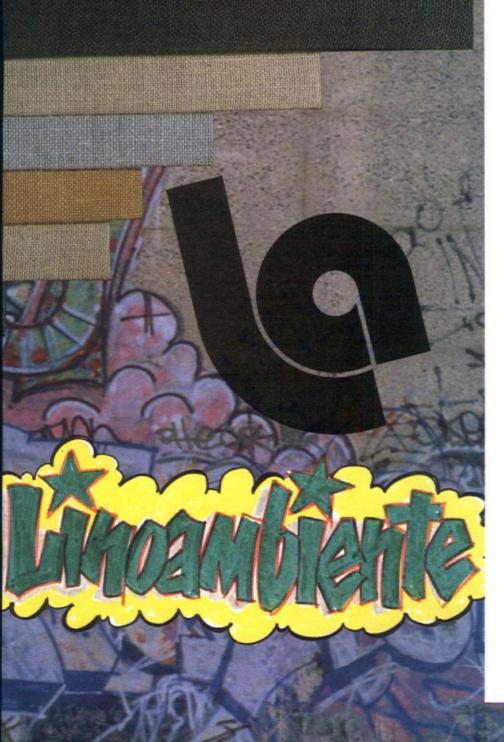
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CONTRACT NEWS

150 contract specifiers attend carpet seminar



New York–More than 150 architects, designers, and commercial specifiers turned out for a recent contract carpet seminar at the Helmsley Palace Hotel. Co-sponsored by Allied Fibers and Contract Distributors Corp. (CDC), the event–titled "Anso Fource"–drew industry leaders that included (from I. to r.) Martin Stenzler, vice president, CDC; Charles Burns, president, Pioneer Carpets; and Harold Jupiter, HRH Construction.

Dates announced for first National Accessories Show

San Francisco—A show specifically targeted to both commercial and residential manufacturers of decorative accessories will be launched early 1983. To be called the First National Decorative Accessories Show, this first-time event is scheduled for March 6-8, and will be held at the Moscone Center in this city.

Sponsored by National Fairs Inc. organizers of the International and New York Gourmet Products Show as well as the International Gourmet Food & Wine Show—the event will feature displays by manufacturers and distributors of products that include lamps, mirrors, fine art, antiques, and area rugs.

Says National Fairs president Leonard Rogers, "We believe that the rapid expansion of this important product category will support a major trade exhibition strictly for buyers, producers, and suppliers of these items without the distractions of other merchandise categories."

The National Decorative Accessories Show will be open to the trade throughout the three-day period. Seminars and workshops addressing the professional interest of attendees are presently being planned. For registration and exhibition information contact Jacques Marchand, National Fairs Inc., 45 Franklin St., Suite 301, San Francisco, CA 94102; 415/ 558-8011.

Educational programs for facility managers offered in '83

Ann Arbor, Mich.—Eight educational seminars designed for the facility management professional will be sponsored by the Facility Management Institute (FMI) in 1983.

Among courses offered are "Managing Today's Workplace," "Building the Facility Management Team," "Office Automation: The Facility Management Perspective," and "Facility Management for High-Tech Manufacturing Environments."

Other topics are "Computer Aids to Facility Management," "Designing Organizational Environments," "Facility Management for Hospitals," and "Long Range Facility Planning."

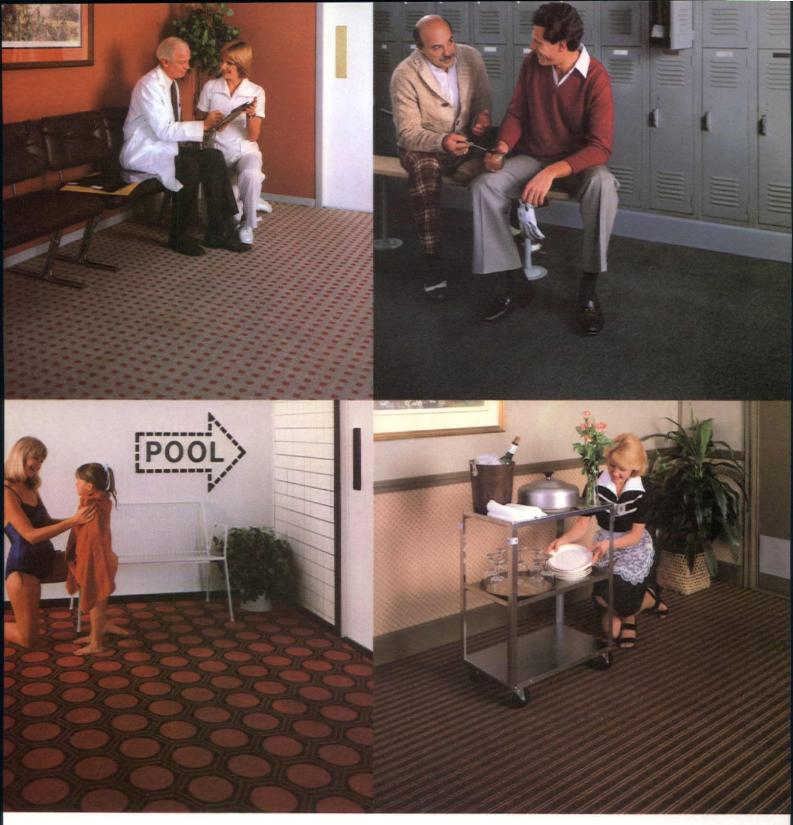
Course fees range from \$500 to \$600; attendees planning to apply for more than one seminar may be eligible for discounts.

A division of Herman Miller Research Corp., the FMI schedules all but two courses at its headquarters here. Remaining sessions will be held at the University of Miami. Contact FMI, 3971 S. Research Park Dr., Ann Arbor, MI 48104.

Howe sponsors NYC Double Dutch team as part of community relations program



New York–Pat Howe, chairman, Howe Furniture, celebrates with winners of the World Invitational Double Dutch Skip Rope Championship held here recently. Sponsored by Howe as part of a community relations program, the team set two-minute record speeds with 351 double jumps and 347 single jumps. Team members are (from I. to r.) Teresa Crisp, Lisa Monroe, Kenyette Saunders, and Zenobia White. All are eighth graders in New York Schools.



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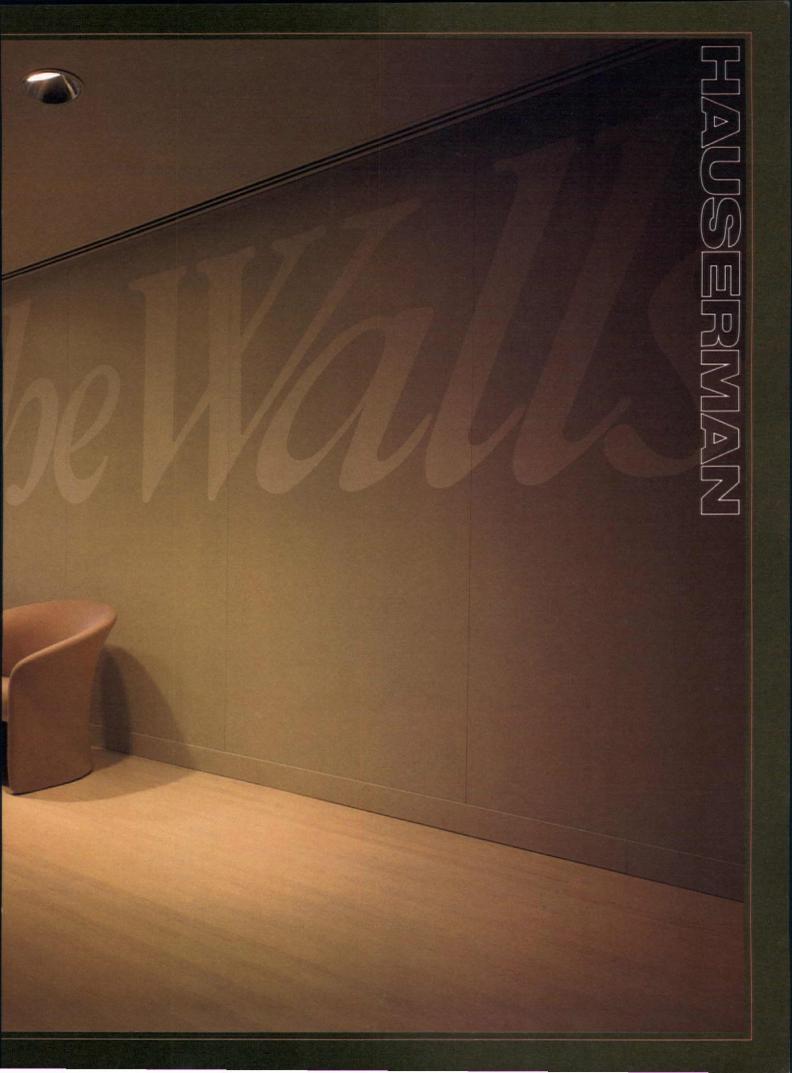
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Small housing units increase control in prison environments

Houston—Small, clustered prisoner housing units within campus-style environments have proved successful both in maintaining prisoner control and in enhancing prisoner-warden relationships, according to conferees at a recent AIA convention here.

The group-comprised of architects,

prison wardens, attorneys, and government officials—addressed the topic "The Unconstitutional Jail." Four prototypes designed around the clustered or "reduced barrier" motif were evaluated on the basis of effectiveness in maintaining control and typifying a humane approach to incarceration. Consensus was that clustered planning constitutes a successful approach to prison architecture.

Other topics addressed by the group included the need for documentation of



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Tiffany Stand and Furniture Company • 9666 Olive Boulevard • St. Louis, Missouri 63132 • 314-991-1700 Circle 20 on reader service card architectural specifications that adhere to American Correctional Assn. or local government standards. According to Lyn Lund, Salt Lake City, Utah attorney and conference panelist, these steps are necessary to prevent jurisdictions from blaming the architect if prisoner control can not be maintained. Says Lund, "If there's trouble within the prison which can be blamed on the architecture, it will be."

In addition, conferees discussed new standards and recommendations for correctional facilities architecture. These include adequate exercise facilities; contact visitation areas; libraries, including those for law; and religious facilities.

These planning techniques are geared toward creating more effective environmental conditions in prisons across the United States.

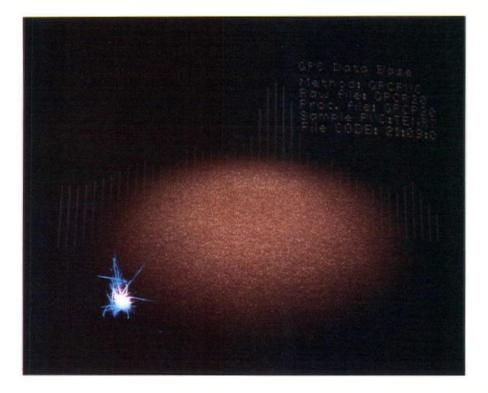
DuPont sponsors carpet contest

• Commercial interior design installations incorporating carpet of DuPont "Antron" nylon are eligible for entry in the company's first competition. For further information: DuPont Company, 350 5th Ave. New York, NY 10118. Deadline: April 1, 1983.

• The James Lees Award will be presented to an outstanding, innovative interior using Lees carpet systems. Commercial interiors may be submitted. For information: Commercial Carpet Group, Lees Carpets, Valley Forge Corporate Center, King of Prussia, PA 19406. **Deadline: March 1, 1983.**

• Design competition for the relighting of General Electric's Nela Park Lighting Institute is open to students studying lighting design. For information: Daniel Hayes, General Electric Company, Nela Park #4635, Cleveland, OH 44112. Deadline: December 31, 1982.

• A national competition for design research projects is now being sponsored by the National Endowment for the Arts. Contexts for research include cities, urban places and communities, buildings and interiors, open spaces and landspaces, industrially produced products, graphics, furniture, and design for children, the elderly, or the handicapped. Send submissions to National Endowment for the Arts Design Research Recognition Program, c/o BOSTI, 1479 Hertel Ave., Buffalo, N.Y. 14216. **Deadline: February 21, 1983.**



Lees reveals the truth about static-free carpet

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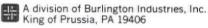
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Shown here, a Bigelow commercial plush of DuPont Antron® III nylon in a custom color, Buxton Gray, specified for Lord & Taylor, Cutler Ridge Mall, Miami, Florida by The Pavlik Design Team.



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CONTRACT NEWS

Waldorf restoration gala benefits Met



New York-A gala benefitting the Metropolitan Museum of Art was held recently at the Waldorf-Astoria hotel here. The event was sponsored to celebrate the Art Deco restoration of the hotel's Park Avenue lobby and the opening of its new Cocktail Terrace. Lobby areas are graced by 13 Louis Rigal murals as well as many period furnishings which add to the hotel's Art Deco ambience, architectural detail, and authenticity.

NOPA awards \$74,000 in '82 scholarships

Alexandria, Va.—The National Office Products Assn. (NOPA) awarded a record number of \$2,000 scholarships this year to students throughout the U.S. A total of 37 awards were presented by NOPA chairman of the board Jim Dailey for a sum of \$74,000 in aid to applicants.

Recipients were selected by a judges panel consisting of Dailey, who is president of Dailey's Office Furniture, Little Rock, Ark.; NOPA's past vice president, Jack P. Schulman, northern division sales manager, Wilson Jones Co., Chicago; and NOPA's past vice president and chairman, manufacturers div., Robert D. Kennedy, who is also president of Superior Chaircraft Corp., Belton, Tex.

Selection of recipients is based on financial need, predicted success in advanced education, and potential contribution to the office products industry.

The NOPA Scholarship Fund is supported solely by tax-deductible contributions from members.



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For more information on the New Horizons 3000 additions, call toll free 1-800-828-7788. New York State residents call 1-800-462-7984. Or write. McDonald Products Corp., 2685 Walden Avenue, Buffalo, New York 14225.

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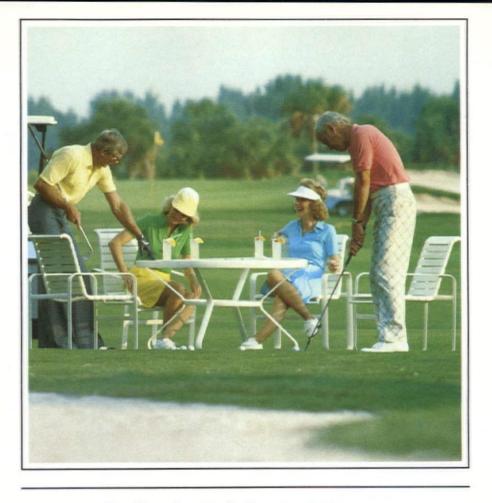
Let the Interface carpet tile system be your design inspiration. Interface is a unique medium of imaginative expression. A carpet system which moves easily and adapts to change. A creatively functional alternative which will last and perform and promote your reputation for years to come.

to come. With Interface, the custom look is standard, and ready for delivery right now.

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Software[™]

The new open plan system for the electronic office.



CONTRACT NEWS

Competitions: \$3,000 offered to abstract painter

Abstract painters lacking affiliations with New York City commercial galleries are eligible to win \$3,000 from Judith Selkowitz Fine Arts Inc. in the gallery's third annual competition. The winning entrant will receive a \$2,000 cash award in addition to a \$1,000 travel stipend which will subsidize visits to two major cities. Artists may send slides of six works measuring at least 36- by 50-in. along with a selfaddressed, stamped envelope to Judith Selkowitz Fine Arts Inc., P.O. Box 5268. New York, NY 10150. The winning entry will be placed in a corporate art collection. Deadline: March 5, 1983.

• ASID and the Lighting Products Div., McGraw-Edison announce the seventh annual Halo/SPI National Lighting Competition. All professional, associate, and student ASID members are eligible to enter the contest. Prizes will be awarded for the most innovative residential or non-residential interior lighting designs that feature Power-Trac or SPI indirect ambient lighting. Contact Halo/SPI Lighting Design Competition, The Hanlon Organization, 401 N. Michigan Ave., Chicago, IL 60611. Winning entries received on or before May 1, 1983 will be awarded a cash bonus of \$250. **Deadline: June 1, 1983.**

Exhibition paves way for U.S. - China manufacturing pacts

New York—November 23-28 are the dates set for the First China Manufacturing, Processing & New Technology Exhibition/Conference to be held in Peking. Developed by Charles Abrams, chairman, China Trade Corporation, in conjunction with the China Council for the Promotion of International Trade (CCPIT), this event will enable U.S. manufacturers to establish partnership agreements, production contracts, and compensation trade pacts with Chinese factories. Called non-equity partnerships, these pacts offer American firms opportunities to utilize abundant Chinese resources and labor forces to create highlycompetitive products. Says Abrams, "Complexities of financing and negotiating joint venture agreements made possible since the passage of the Chinese Joint Venture Law of 1979, have led many Western firms to opt for simple partnership arrangements. Western firms usually provide the technology, raw materials, and capital for new equipment.

In many arrangements, the Western side is responsible for sale and distribution of products outside China, comments Abrams. Domestic sales may be carried out by a Chinese party; stipulations may prohibit the sale of products by the Chinese. Partnership terms dictate that both parties share profits once original investment is recaptured.

Appointments and contacts with Chinese authorities will be arranged in advance by the CCPIT. In addition, visitors will be able to view displays of products currently manufactured by the Chinese.



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CONTRACT NEWS

Laboratory tests set for open plan panels

East Brunswick, N.J.—A series of certified acoustical laboratory tests will be run on open plan panel systems from more than 20 manufacturers by Product Crafters Inc., an independent consulting firm. Tests include NRC, STC, and Public Building Services (PBS-C.2;IIS) criteria.

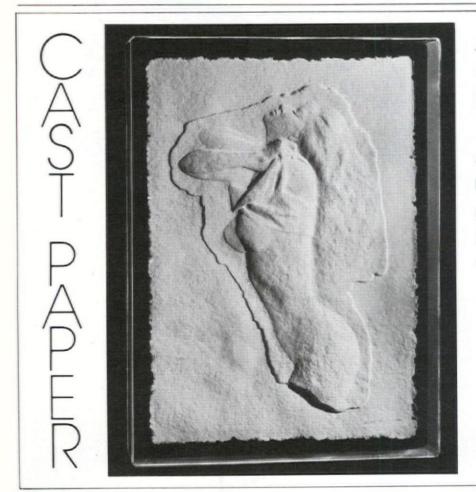
Resulting data will be summarized and offered to the contract industry in the spring of 1983. In addition, the research report will contain generic descriptions of all test panel construction, educational information about open plan acoustics, guidelines for interpreting acoustical data, and an explanation of how to apply laboratory data to actual field conditions.

The report should serve as a tool for specifiers interested in comparing various manufacturers' systems. It is aimed at open space planners, architects, acoustical consultants, interior designers, systems manufacturers, and Fortune 1000 end users.

Monsanto hosts ASID nat'l officers' party



San Francisco-A recent cocktail party and dinner, hosted by Monsanto in honor of ASID national officers, national directors, and chapter presidents, featured such VIPs as (from I. to r.) Dick Whaley, FASID, and Martin Elinoff, ASID, ASID national treasurer and national president respectively; and Jim Swink, carpet marketing director, Monsanto. The event took place at St. Francis Yacht Club during ASID's national meeting.



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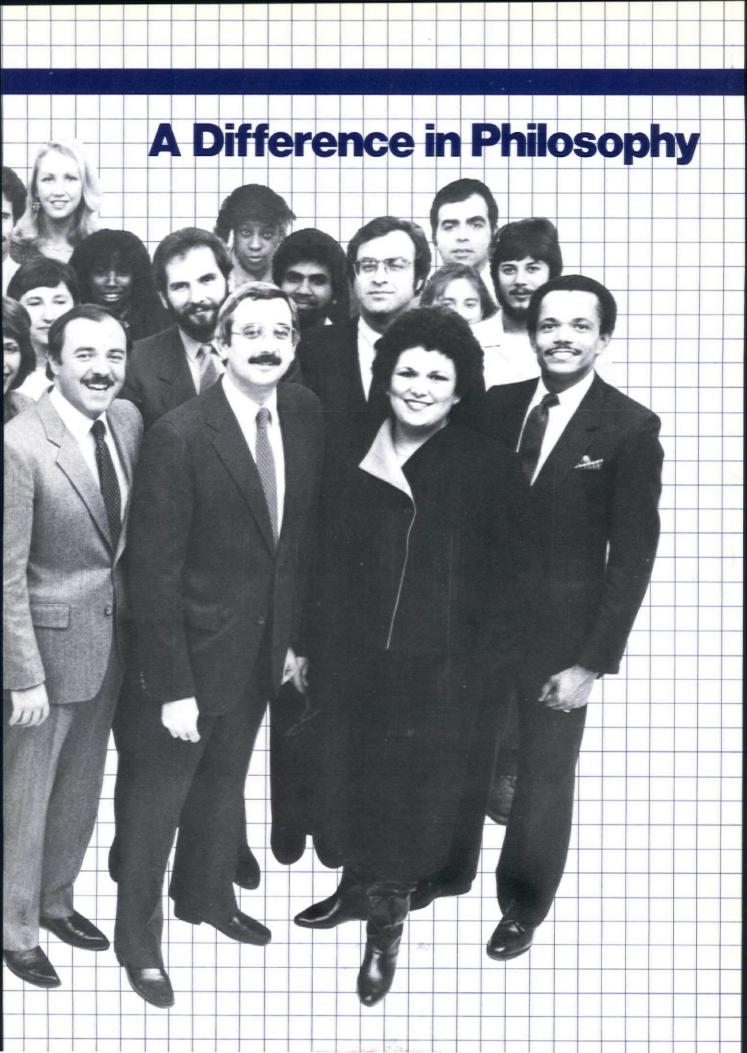
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A Different View

Furniture Consultants, Inc. is a young, dynamic company that takes a different view of what it is to be a furniture dealer. Every facet of our philosophy—from sales training, to our special rapport with manufacturers, to the extra care taken in each installation before, during and long after a project has been completed—makes FCI the fastestbefore, during and long after a project has been completed—makes FCI the fastest-

growing dealership in the New York area. Our philosophy makes us different; it's a difference that will make life easier for you.

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FCI is a valuable resource even before you start thinking about design. We will begin working with you the day you sign your contract or lease.

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If you want to know why FCI is different, just look at our staff. For each FCI sales representative you meet, there are three people *inside*, supporting their efforts. But it's not only quantity that keeps our operation running smoothly, it's the special abilities of each individual and the quality of training they receive that makes the

difference. Every person is working individually, and as a team, to make you an FCI client for life.

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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 fextured loop, tip sheared construction created to withstand heavy traffic abuse.

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CONTRACT OTES

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Joseph R. Viglione V.P., Sales & Mktg. Stow/Davis Grand Rapids—

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David P.Drumheller ASID

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66 I go to ASID meetings for exposure to things beyond what 1 already know—a seminar on stress management, for example. That helps in dealings with corporate management. Any tools for dealing with human values are important to good design. **99**

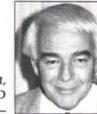
SAVING MONEY IN THE OPEN PLAN OFFICE

Peter Cohen President RMM Inc. Chicago—

66 Open or systems planning may be less expensive than conventional offices

and may justify the cost of converting a conventional office to open landscape when specific facts are compared. One of the most important factors to consider is the amount of space saved over a projected long-term period. For example, a 10,000-sq.-ft. open plan environment saves 10 percent of total floor area or 1,000 sq. ft. each year. At \$20 per sq. ft., this totals a savings of \$20,000. In addition, open plan offices are not expensive to rearrange as compared with a conventional office which may be very costly to remodel over a 10 year period. **79**

FIDER NEEDS SUPPORT OF LARGE MANUFACTURERS



Warren Arnett, FASID Orlando, FL—

6.6 Funding is always a problem for the Foundation for Interior Design Education Research (FIDER). Some firms, such as Greef and Stroheim & Roman fund a grant every year, yet the fees that we collect barely meet expenses. The one place that giving has not been satisfactory has been with big manufacturers. It's a responsibility that they should not abrogate. **7.9**

DESIGN BY COMPUTER READILY ACCEPTED



Ed Friedrichs, AIA V.P. Gensler & Assoc. Los Angeles—

66 The computer is more accepted as an interior design tool than ever before. Like electronics, computers are becoming less and less intrusive. Typewriters correct our spelling for us now and we accept it, just as the age of computerization is upon us. **??**

PRODUCTS ADAPTABLE TO CONTRACT MARKET

Larry C. Brockman V.P. Sales Romweber Furniture Batesville, IN —



66 At this time, the contract business is where it's at. We note a change in attitude among end-users. In spite of a poor economy, potential is there to explore contract advantages. Adaptation of residential and other non-commercial furniture lines for use in contract applications is a viable solution to manufacturers' dwindling sales and reduced profits; it would be wise for manufacturers to analyze their own product's adaptability to this growing area. **79**

EMPLOYEE STABILITY LINKED TO ENVIRONMENT



Timothy H. Walker President Walker Associates Inc. Los Angeles—

66 For the past 10 years in the United States there has been a completely different style of management. It has to do with management techniques, how people relate to one another, incentive programs, and a very mobile society. People don't stay with one company 30 to 40 years and get a gold watch anymore. They're looking for other things and a lot of it comes down to the kind of space we create, the kind of environment we create, and a very intangible thing which we think has a lot to do with design. **7**

THE GENON[®] COLOR SYSTEM: A Creative Approach to Color for the Wallcovering Specifier.

Since its introduction in 1967, GENON® has moved steadily to the forefront of the vinyl wallcovering industry. Much of this progress can be attributed to solid and comprehensive design offerings and superior quality and service.

In the last few years, a heightened market sensitivity to color in all interior design materials and components has placed new demands on GENON® to keep pace with professional

requirements. Traditionally, wallcovering design offerings consist of color swatches shown more or less chromatically with no obvious "palette base" other than the manufacturer's design thinking.

GENON[®]: First with a wallcovering color system.

GENON® has taken a new approach to creating a color palette. The starting point was the selection process of the design professional. Interviews with architects and interior designers established decorative laminates as a key, primary design element, due in large measure to their use in manufactured items such as desks, wall systems, etc.

In these same interviews, Lamin-Art[®] laminates were constantly referred to in terms of color leadership. Our next step was to bring together GENON[®] and Lamin-Art[®] design and marketing personnel to create a color framework for the new GENON[®] designs. GENON® broadened its color research to include key carpeting, vinyl upholstery and office partition systems color trends. The result is the GENON® COLOR SYSTEM: a color palette offering direct coordination with specific design materials, and graphic symbols to quickly and easily identify this color coordination.



New Items for a New Direction.

Cairn, a linen pattern that creates a handsome textile look on the wall, was the first GENON® item embodying this system. Stipple II; Sandy and Sand Castle and Sand Stipple, an eighty-color palette with three finish choices, was introduced next.

GENON[®] will soon introduce "*The Dot*," a hightech pattern for the design purist who specifies "vinyl as vinyl." Here, too, color coordination is a basic ingredient in the package.

In succeeding months, new and existing patterns will be styled in line with our system approach to color. Ultimately, GENON[®], as a collection, will offer the most comprehensive combination of pattern diversity and truly useful color coordination. The GTR Design Center: Not just a pretty place.

GENON[®] designs and colors are developed in an unequalled Design Center located in Salem, New Hampshire, 40 minutes from Boston. There, we have the people and the equipment to create productionquality samples in a virtually unlimited variety of treatments.

Custom design and color.

When your client's project demands a specifically individualized color or design treatment, the GTR Design Center is the ideal facility and environment; through correspondence or face-to-face with our design staff, you can bring your most imaginative requirements to vivid reality. GENON® has created a wide range of wallcovering designs using corporate/brand logos as the basic design element. Design talent. Photo/silk screen. Textural embossing. It's all at the GTR Design Center.

Quality and service. GENON[®], from its inception has been the leader in product quality and uniformity. You can specify GENON[®] with the assurance that product appearance and performance will be the best available in vinyl wallcovering. at budget-conscious cost levels. GENON[®] also offers Tedlar^{®*} protection for the ultimate in stain resistance on a stock and/or custom basis.

GENON[®] attention to your requirements does not end with the specification. Wallcovering is usually selected and ordered at the very end of a project cycle. Completion deadlines and occupancy pressures are a constant for GENON® We have a network of independent distributors throughout the United States with a small army of wallcovering specialists who will see the job to its completion and beyond. This local attention helps avoid costly and frustrating long-distance communication when time is most pressing.

For More Information on the GENON[®] COLOR SYSTEM:

Contact your GENON® distributor or write to:

GTR Wallcovering Company 401 Hackensack Avenue Hackensack, New Jersey 07601

Of course GENON[®] meets or

exceeds all Federal Specifications for vinyl wallcoverings (CCC-W-408A), including Class A flame, fuel and smoke ratings (ASTM-E84).

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Open your eyes and discover new horizons in design with AGI's contemporary selection of contract furnishings. Included is the Alto chair grouping that expands the designer's options with a selection of three arm styles.

New designs now make up sixty percent of AGI's line. This totally new direction signals AGI's commitment to the future, emphasizing creative versatility for designers.

Look to the future and discover new horizons in design with AGI.



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The Designers' Choice

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Patrick Carpet Mills ... a source for inspiration

Creativity feeds on input. The more extensive the tools of your craft, the more imaginative are your concepts. Through an expanded range of qualities, colors, and patterns, Patrick provides a special ingredient. Inspiration. Then to give your ideas extra long life, Patrick offers Dupont Antron® XL Nylon. In addition to its built-in static protection, it resists soil and wear, maintaining its attractive appearance.

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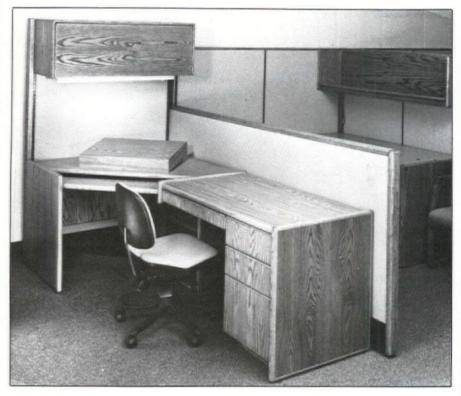
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CONTRACT HNOLOGY

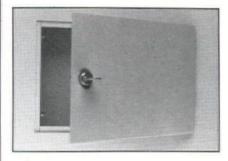
Wood furniture for computers has custom-styled top detailing



Wood line of computer and word processing support furniture is custom detailed by Universal Building Systems Inc. Series is styled to match the firm's

partitions and acoustical panels. Freestanding furnishings permit varied configurations to suit any office or workplace layout. **Circle No. 307.**

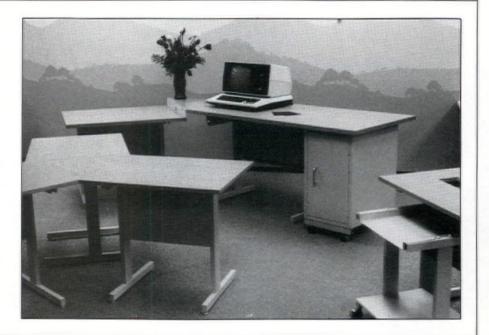
In-room safes increase security in hotel settings

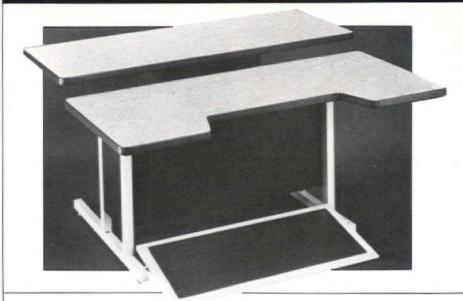


Security problems found in hotel settings can be effectively overcome with Travault in-wall safes. Safes are easily installed in each hotel room allowing guests complete control over the safety of personal valuables. UL-listed Medeco high-security locking cylinder is removable when unlocked. Locks and keys are dispensed from a central desk upon payment of deposit, eleminating need for key coordination. (Restricted noncopyable keying is recommended.) Flush front conceals safe; all mounting screws and hinges are hidden within the safe and are protected by steel faceplate. Manufactured by Technology House, safe can be used in hospitals and offices. Circle No. 389.

VDT Accessory line meets needs of expanding electronic offices

Accessories for Space Station modular data processing workstations are now available through James Systems Div., James Metal Products. Consisting of disk drive modules, baskets, pedestals, form caddies, and other ancillary computersupport furnishings, accessory group adds on to workstations according to user needs. **Circle No. 390**.





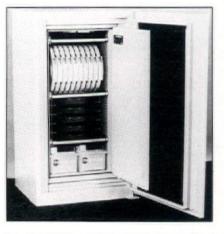
Height adjustment delivers 500 lbs. of lift power

Dual adjustable tables from Structural Concepts have separate, electrically operated height adjustments which deliver 500 lbs. of lift for each work surface. Table is designed to support large CRT terminals, including CADM and graphic design units. Height adjustment is from 25- to 31-in. **Circle No. 308.**

Graphics displayed on 19-in. tube with 32K-byte memory standard



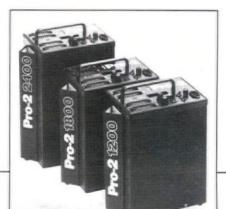
EDP media protected by data safes



Interior fittings which maintain required temperatures of 125- to 150-degrees F. are now offered on five Meilink Safe Co. electronic data storage models. Designed for 8- and 5³/₄-in. floppy disks, unit includes both single- and doubledoor storage. **Circle No. 391.**

Aimed at engineering and design areas where complex diagrams and high density interactive graphics are required, the 4054 Graphic Computing System is the third in a series from Tektronix Inc. Unit comes standard with 32K-byte memory expandable to 56K. Special processor allows high performance computing and graphics, as well as data sharing with a host computer at up to 9600 baud. The 4050 series products are completely compatible in language, software, storage, and GPIB peripheral devices. **Circle No. 310.**

Symmetrical, asymmetrical lighting enabled by four-flash generator



Lighting Div., Leedal Inc. introduces Profoto Pro-2 studio flash generators which distribute light both symmetrically and asymmetrically. Each generator can release its flash through one flash head or more; total capacity is four flash heads. Weighing from 18- to 22lbs., generators are available in 1200-, 1800-, and 2400-watt versions. **Circle No. 392.**

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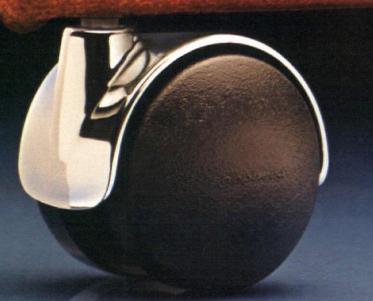
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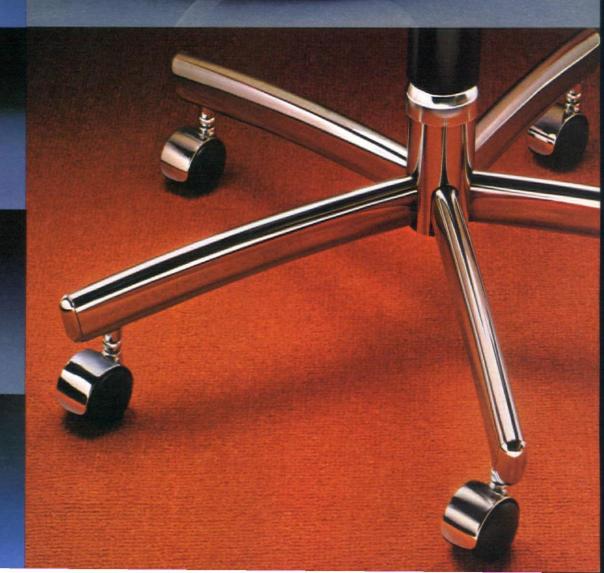


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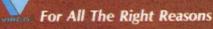
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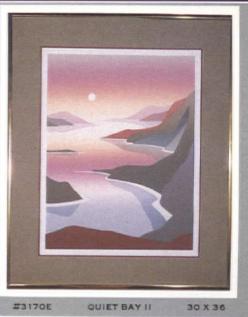
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PRODUCT SHOWCASE



Table line complements Snodgrass interlock stack chair

Thonet Industries' conference table, designed by Warren Snodgrass, was created for visual compatibility with the designer's Interlock Stack Chair.

Both the table and matching chair were styled with the executive office area in mind. Sleek oval tubing dictates the shape of the table, allowing it to be applicable for dining and/or conference settings.

Available in oval, round, and rectangular configurations, the conference table has dimensions that range from 42-in. diameter/round to 48- by 132in./oval tables. Frames are constructed of tubular steel in polished chrome or brass plate. Powder coatings are also available as frame finishes.

Table tops are offered in white oak or mahogany wood veneers, plastic laminate, or polyurethane. **Circle No. 202.**



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Marquésa[®] Lana <u>won't</u> shock



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

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

Consider, also, that the 5 very different patterns

you, we invite you to use your own.

ou see here were all woven on the very same machine: Carastan's patented Kara-loc[®]loom, a loom that we esigned, build, and constantly improve upon. Remember, po, that we have 4 other methods of manufacture.

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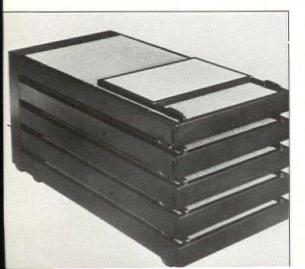
Just send us your specifications, or call Karastan Contract Carpet at (212) 980-3434. It's one way to find

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

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



New mobile tiered seating system promotes fast changes



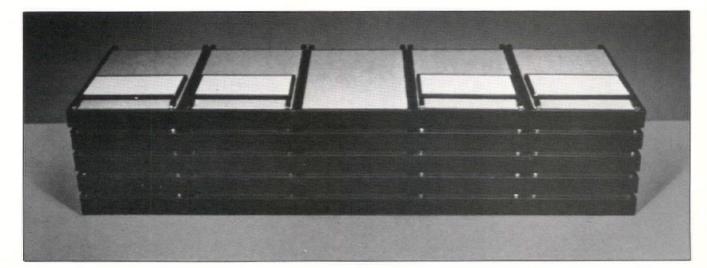
Designed to improve communication processes at meetings, the Tiered Seating System (TSS) from Interkal Inc. provides a 7-in. rise between tiers for unobstructed audience viewing. Unit is composed of five-tier seating or aisle modules allowing for tailoring to specific needs.

Each tier has a 28- by 18- by 28.5-in. hinged work surface of high-pressure, plastic laminate which may be folded down. Seating and aisle modules are constructed for easy mobility. TSS features carpeted floor, hand, and back rail surfaces with sturdy, heavy-gauge, welded steel construction.

Modules collapse to 6-ft lengths (onequarter of full extension) permitting multiple use of space. When closed, modules are 32-in. wide by 35-in. high. Twelve 6-in. casters allow easy handling. Safety lock keeps tiers closed when moving modules.

TSS stock carpet selections or any commercial carpeting may be used with the system. In addition, rail and modesty panel inserts may be covered in fabric or carpeting. Silk-screened, embossed, or custom finishes can be accommodated. **Circle No. 201.**

Tiered Seating System shown in sample set-up (opp. page, top). Closed modules (opp. page, bottom) fold down to a compact 6 ft. System is set up by simply pulling out tiers with tool as illustrated (above right). Several modules may be stored together (below) in a small amount of space.





SEATING



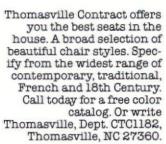














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Robert De Fuccio design features the strength and resiliency of laminated wood in a superbly crafted seating series.

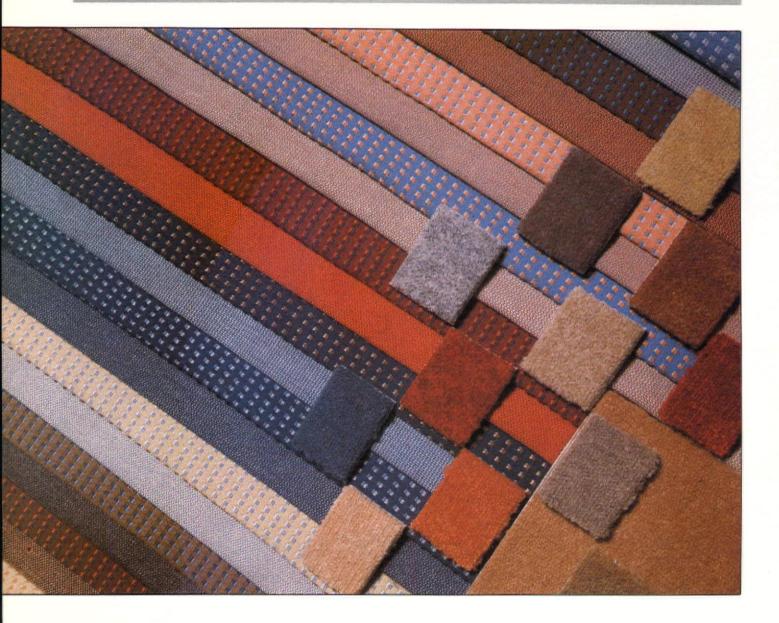
Selection includes two cantilevered side chairs available with or without arms as well as a classically-styled, sled base side chair with arms.

Available in either rift-cut oak veneer or American Black Walnut veneer.

Comprehensive fabric selection includes entire Litton Textile Collection.

For complete product information and current pricing see your nearest authorized Lehigh-Leopold dealer or call toll free (800) 553-2371.

Circle 50 on reader service card



Coordinate carpet tile/fabric colors via new GeoSystem line

Fabrics designed to coordinate directly with current and upcoming modular carpet color trends are now available from Arc-Com. Called GeoSystem, the collection includes two patterns—"Fire Tandem" and "Fire Tweed"—woven of 75 percent modacrylic/25 percent nylon yarn. Textiles are fire-resistant to suit office and industrial applications for which they are specifically engineered.

Says Peter Layne, vice president, Arc-Com, "We originally conceived the idea for a coordinated carpet tile/fabric program one-and-one-half years ago. After consulting with specifiers, we discovered that designers chose carpet tiles first and fabric later since modular carpet color selection was limited. Our notion was to expand the fabric market and offer colors which give specifiers greater flexibility when working on projects that include carpet tile."

Developed with the aid of major carpet tile manufacturers such as Interface, Milliken, and Collins & Aikman, GeoSystem colors underwent intense market evaluation before they were selected for the program. Sample blankets—or long strike-offs woven of approximately 1,000 warp and filler colors made from 3- by 6-in, sample swatches—were manufactured. These blankets incorporated all fabric colors which correlate with important carpet tile color trends.

The total color range was then sent to designers nationwide for evaluation. "Reactions were extremely positive," comments Layne. Eventually, 50 colors were selected for the final presentation. Certain colors now included in the 50-color program were not included in the original strike-off. "The new greens and rose tones, for example, were added later as they became prominent during the evaluation period," says Layne. "Within the present range, specifiers will find a minimum of four and a maximum of 25 fabric colors which correlate with one carpet color."

Since the GeoSystem fabric is a spin-off of Arc-Com's "Fire Series" collection—the first fire-resistant textile group to pass New York, Boston, and California fire codes—Arc-Com is now adding GeoSystem colors to the "Fire Series" palette. In addition, Arc-Com plans to increase GeoSystem pattern offerings in the near future. **Circle No. 200.**

Adapt New from Lehigh-Leopold

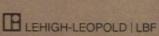
Ernest Greer design blends softly contoured edges with ¼ inch reveal to yield a look of contemporary sophistication.

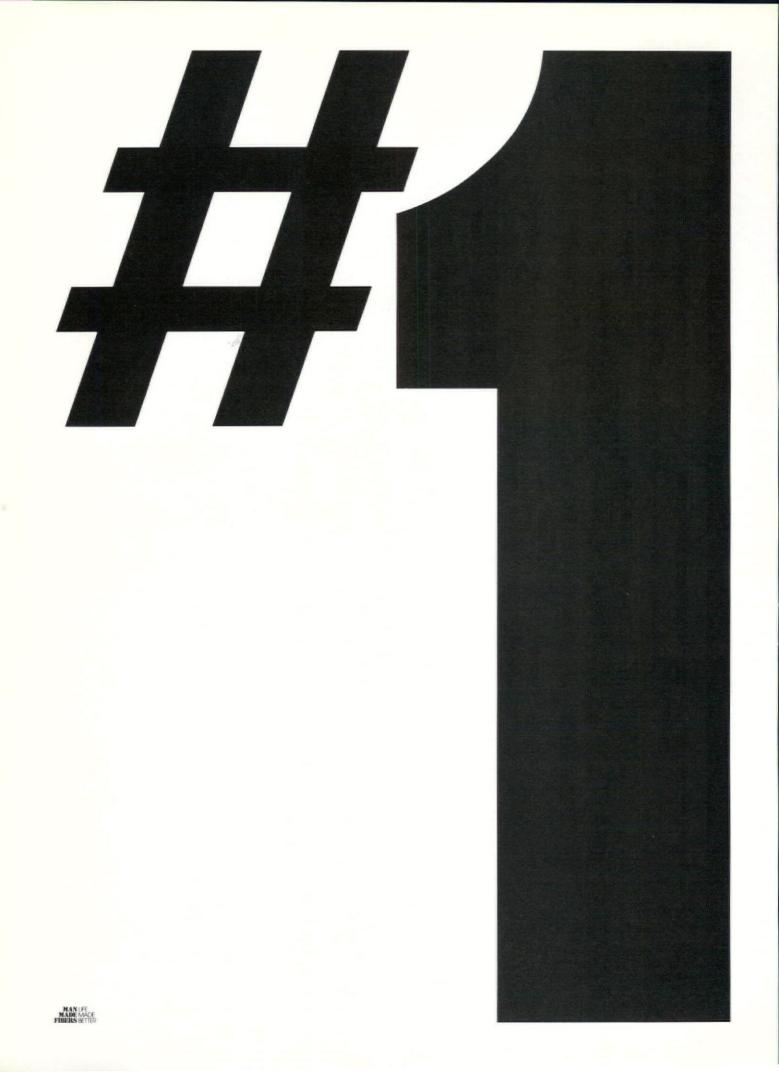
Comprehensive selection includes double and single pedestal desks, executive and secretarial returns, matching credenzas, lateral storage units, conference and occasional tables.

Available in rift-cut oak veneer or American Black Walnut. Oak finishes in shades of dark, medium or light.

For complete product information and current pricing see your nearest authorized Lehigh-Leopold dealer or call toll free (800) 553-2371.

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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.

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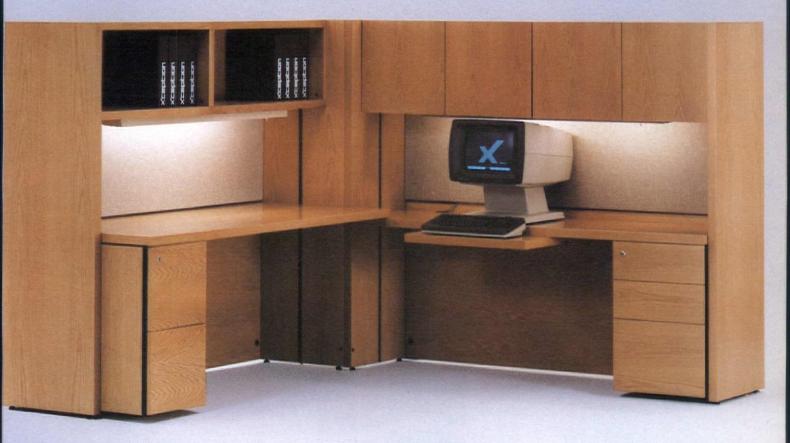


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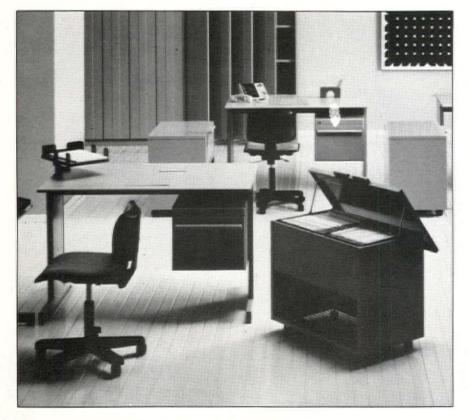
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PRODUCT SHOWCASE



Complete flexibility in Pace/Olivetti open plan system



Ettore Sottsass Jr. and Michele de Lucchi designed the Pace/Olivetti Synthesis "45" and "45 CR" series of open plan desks and storage systems offered by The Pace Collection. Neither series places limits on modular configurations.

The 45 Series is distinguished by its combination of gray laminate with matching steel bases and blue pedestals. Units available within this series range from desks of various sizes to multipurpose storage and filing cabinets.

An open space environment is incorporated in the 45 CR Series. It coordinates smooth, beige laminate work surfaces with brown steel. This group is available with comprehensive storage facilities in matching brown or brick.

Series 45 CR comes with electrical and telephone wiring ducts, allowing complete flexibility in office design.

Desk accessories are specially designed to complement the 45 CR Series. Cabinets with easy access filing units and video display keyboard unit stands are optional components. **Circle No. 312.**

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PEOPLE/NEWS

Eileen Devino (shown) will serve as vice president, marketing for the ceramic tile division of **Sphinx Tiles USA Ltd.**, a newly formed company created by the Dutch firm Sphinx Tiles of Maastricht.

New vice president of Ford & Earl Design Assoc., Warren, Mich., is **Thomas G. Ernst** (shown).

Appointment of **Manfred Steinfeld**, chairman, Shelby Williams Inds., as member of the University of Tennessee Development Council was recently announced. Steinfeld also serves on the board of advisors of The University of Tennessee School of Home Economics, Florida International University's Interior Design Department, and as a trustee of Roosevelt University, Chicago.







Larry Topping (shown) has been named vice president of sales for the Northeast region, Bentley Carpet Mills. Topping is based in New York.

GF Business Equipment's new division manager, east coast operations, is **Richard S. Strong** (shown). He will be based in New York.

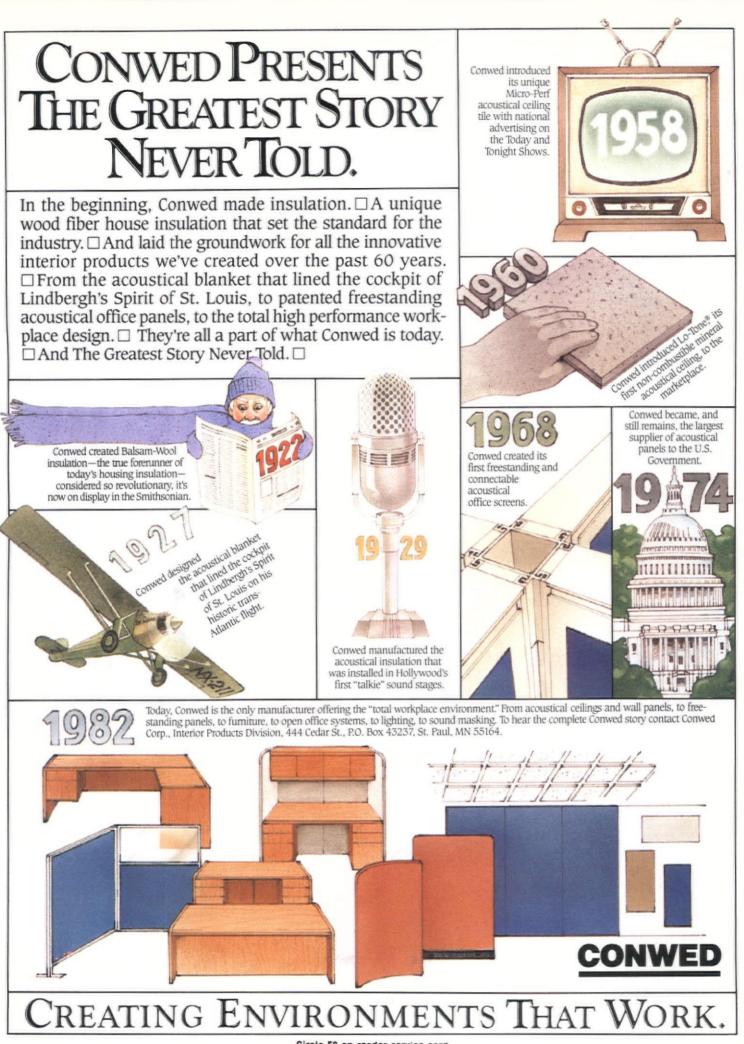
Eight promotions were announced by the board of directors, Goleman & Rolfe Assoc., Architecture. New titles are **Barry Whitehead**, principal; **Oza Bouchard**, **Wayne Gregory**, **Mario Bolullo**, and **Lucho Gonzalez**, senior associates; **Chuck Hulstrand**, **Larry Osborn** and **Rod Lanham**, associates.

Nessen Lamps moved its New York showroom to 200 Lexington Ave., Space 801. Host distributor is Calger Lighting.

San Francisco Bay Area Chapter/AIA elected 1982 officers and appointed steering committee chairmen. Diane F. Bottini assumes chapter presidency; president-elect, vice president, treasurer, and secretary are Jim Ricereto, William B. Hankinson, Jr., Ire M. Willemann, and Jerry Nourse, respectively. New steering committee chairs are assumed by Donna Stevens, membership; Gail Gabriel, workshops; Judith Basolo and Susan Nettleship, luncheons; Darlene Weidert, publicity; Jolie Berrier, mailing; William D'Elia, accommodations.

Martha Tredwell was named project manager for Hendrick Associates Inc., Atlanta design firm. Jim Griffo is a new addition to the company's design staff.

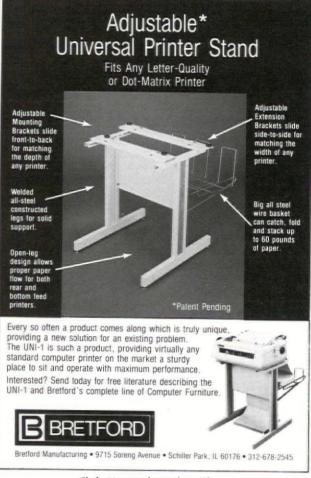
The Color Association of the United States (CAUS) appointed Adrian Butash as executive director. President of his own firm, Adrian Inc., (a marketing/advertising organization), Butash will coordinate meetings and programs for CAUS.



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Circle 60 on reader service card





Circle 61 on reader service card

PEOPLE/NEWS

Elaine Burnett was appointed sales representative, midwest territory for Interspec Fabrics, div. Thortel.

New president and CEO for Hardwood House, Rochester, N.Y. office furniture manufacturer, is Edward J. Clark.







Harvey Probber Inc. has appointed Jill Kapner (shown) as territory manager for the New England sales region. She replaces Jory Probber who has been promoted to marketing manager of the firm.

Jerry Baldwin and Roger Miller were named vice presidents of Contract Distributors Corp. (CDC). Baldwin will head operations at CDC's Phoenix Design Center office. Miller is based in San Francisco.

New vice president, planning and finance for Howe Furniture is **Gerald R. Taylor, Jr.** (shown).

Tarkett Inc., New Jersey manufacturer of resilient flooring now offers wood flooring products to U.S. and Canadian specifiers. These items were previously available only to European customers.

Oliver Warren (shown) was named market manager, Phifertex, Phifer Wire Products, Tuscaloosa, Ala.

Thomas R. Hyland has been selected vice president of sales and marketing for Cramer Inc., Kansas City, Kan.

Robert G. Shibley, principal of the CAUCUS Partnership architects, Blacksburg, Va., has been named jury chairman for Owens-Corning Fiberglas Corporation's 11th Annual Energy Conservation Awards. Other panel members are Jack Beech, P.E., vice president of Joseph R. Loring Associates, New York; Parambir S. Gujral, partner, Skidmore, Owings & Merrill, Chicago; David L. Hartman, management consultant, Booz, Allen & Hamilton, Bethesda, Md.; Vivian E. Loftness, international energy consultant, adjunct associate professor, Carnegie Mellon University, Pittsburgh; R. Randall Bosbeck, FAIA, principal of VVRL Inc., Alexandria, Va.; and John I. Yellott, president of John Yellott Engineering Associates, and professor emeritus, Arizona State University, College of Architecture, Tempe, Ariz.

New owners of Chesapeake Mfg. Co. are Laurie Morrison (shown) and Roger Morrison. Promoted to president is John Long. Laurie Morrison will manage sales.

Robert H. Smith has been appointed national sales manager of the lighting products division, McGraw-Edison Co. The division has HQ in Elk Grove Village, III.



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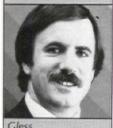
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PEOPLE/NEWS





Gless

Chris Chandler (shown) and Aric Gless (shown) were named associates of Stewart, Romberger & James, South Pasadena, Calif., space planning firm.

Porter Carpet Mills appointed Milton Bryson to the position of sales and marketing supervisor.

Dale Anderson was appointed marketing project manager for Anderson Desk Co.

Copeland, Novak, Israel & Simmons P.C. (CNI International) is now located at 11 W. 19th St., New York, NY 10011; 212/807-8300.

Gunlocke promoted **Robert D. Wilcox** to the position of vice president, sales. Formerly national sales manager, Wilcox has been with the firm for 10 years.

In March, 1983, **Steelcase** will open a 20,000-sq.-ft. showroom in the Olympia and York Bldg., 245 Park Ave., New York. All leading Steelcase lines will be represented in the space which represents a 60 percent increase over present facilities. Project architect and interior planners are **Samuel J. DeSanto and Associates.** **Zumsteg Fabrics** recently relocated its New York showroom, warehouse, and executive offices. Showroom space is now located on the fourth floor of the D & D Building, 979 Third Ave. Offices and warehouse facilities are sited at 35 W. 36th St., New York.

Fine Art Resources International, a recently formed division of Judith Selkowitz Fine Arts, offers specifiers an updated data bank and slide library of national and international art sources. Offices are located at 25 W. 56th St., New York.

Mary E. Keating was named sales manager for the design sales division of Desks Inc.

Barbara Lynn Bellomy (shown) has been named specifications representative for Formica Corp., a subsidiary of American Cyanamid Co. She will work with architects and designers in the South Texas and Louisiana area.



Officers recently elected for the Syracuse, N.Y., chapter of Women In Design include: **Susan Blakeslee**, director, a graphic designer at David O. Chase Design; **Mary Ellen Letterman**, assistant director, a professor of interior design at Syracuse University; **Holly Boise**, secretary, a graphic designer at Smith-Corona; and **Kathy Brown**, treasurer, an interior designer at Quinlivan, Pierik, & Kraus.



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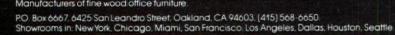
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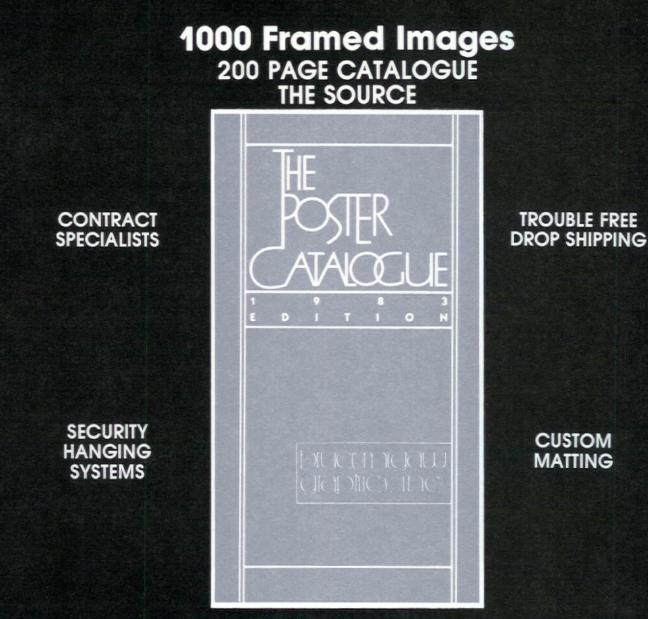


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COMING EVENTS

November 12-14. Design Assembly 1982, "New Concepts for a New Age." The Marketplace, Philadelphia.

November 13-14. ISID Design Expol/83. Design Center, Los Angeles. November 15-17. Color Marketing Group (CMG) Annual Fall Convention, "Color/20," A Program for Color Professionals. Williamsburg, Va.

November 18. New York Chapter/ASID Interiors Committee Meeting. New York Chapter Headquarters, 457 Madison Ave., New York. December 8-9. Business-Expo. Dallas Convention Center, Dallas. December 9-10. Corporate Design Management. Marriott Long Wharf, Boston.

Foreign Trade Shows 1982

November 14-18. DACTEX. National Exhibition Centre, London. November 24-28. China Business Equipment Exhibition. Foreign Trade Center, Guangzhou (Canton), China.

1983

January 9-14. Winter Lighting/Accessories Market. Lighting/Accessories Market Center, 230 Fifth Ave. New York. January 12-16. Heimtextil. International Trade Show for Home and Household Textiles. Frankfurt Fairgrounds, Frankfurt, West Germany. January 13-17. International Furniture Exhibition. Exhibition Park at Porte de Versailles, France. February 21-23. Office Automation Conference. Philadelphia Convention Center, Philadelphia.

March 3-5. Condes. Dallas Market Center, Dallas.

March 14-17. Federal Office Systems Expo. Washington Convention Center, Washington, D.C.

March 17-19. West Week. Pacific Design Center, Los Angeles.

April 14-17. International Show for K.D. Furniture. Le Bourget, Paris, France.

April 25-27. Lighting World II. New York Hilton, New York.

May 1-5. Saudi Business '83. al-Dhiafa Exhibition Center, Riyadh, Saudi Arabia.

May 4-8. Scandinavian Furniture Fair 1983. Bella Center,

Copenhagen, Denmark. May 16-19. National Computer Conference. Anaheim & Disneyland Hotel Convention Centers, Anaheim, Calif.

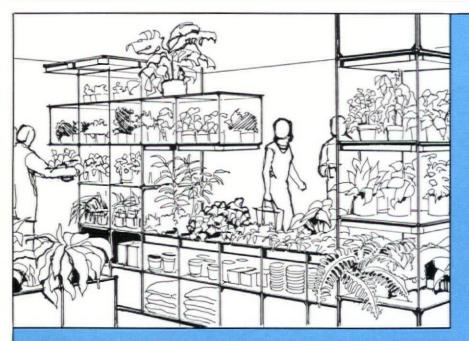
June 8-10. A/E Systems '83. Electronic Design & Architectural

Drafting Equipment Exhibition. Market Hall, Dallas. June 14-17. NEOCON 15. National Exposition of Contract Interior

Furnishings. Merchandise Mart, Chicago.

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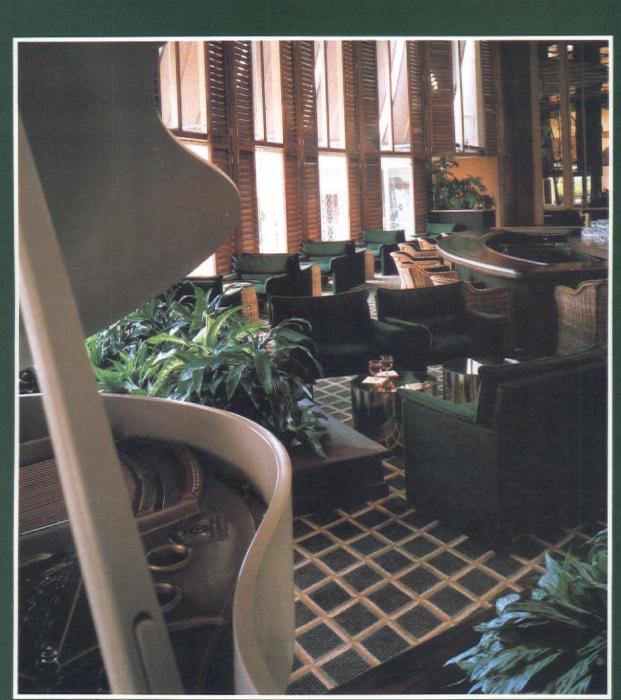
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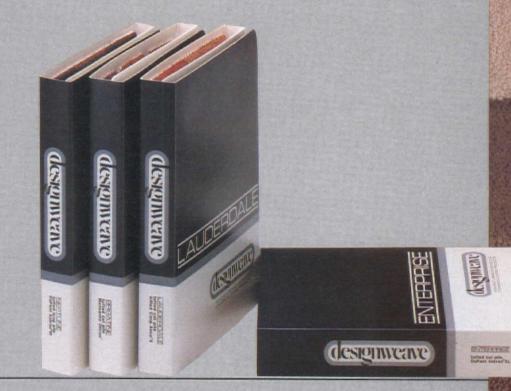
For additional information, contact American of Martinsville, Contract Division, P.O. Box 5071, Martinsville VA 24115. Phone: (703) 632-2061. Telex: 82-9347.



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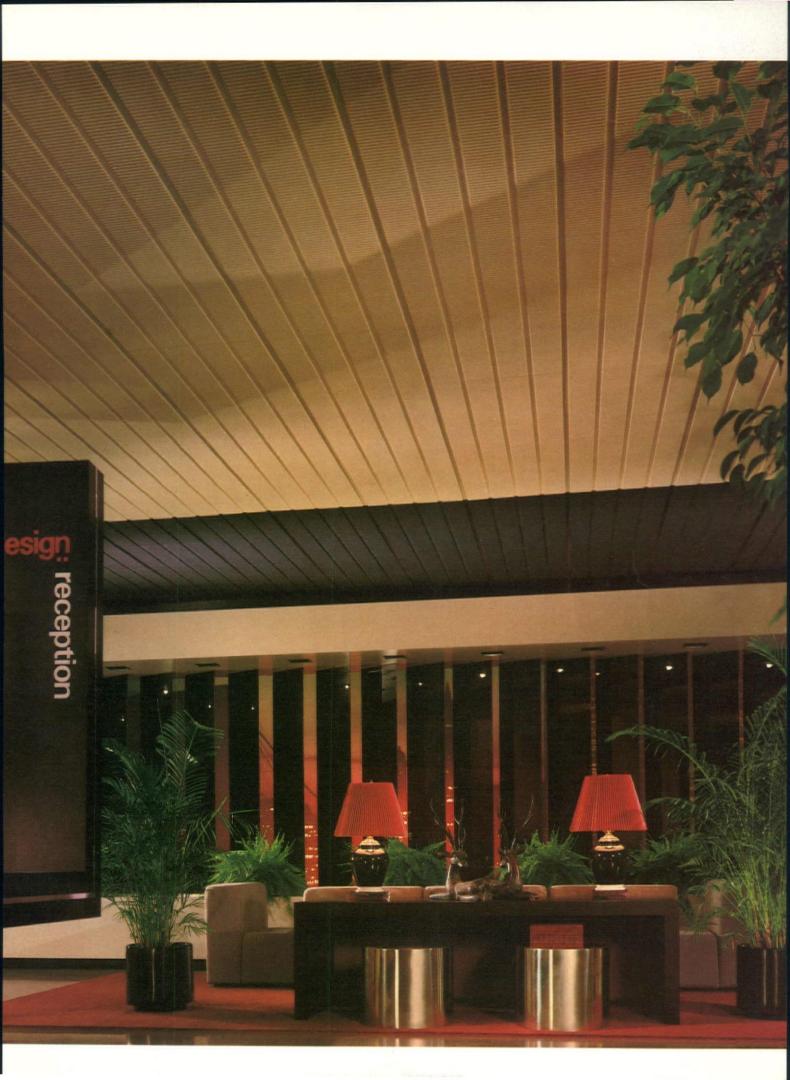


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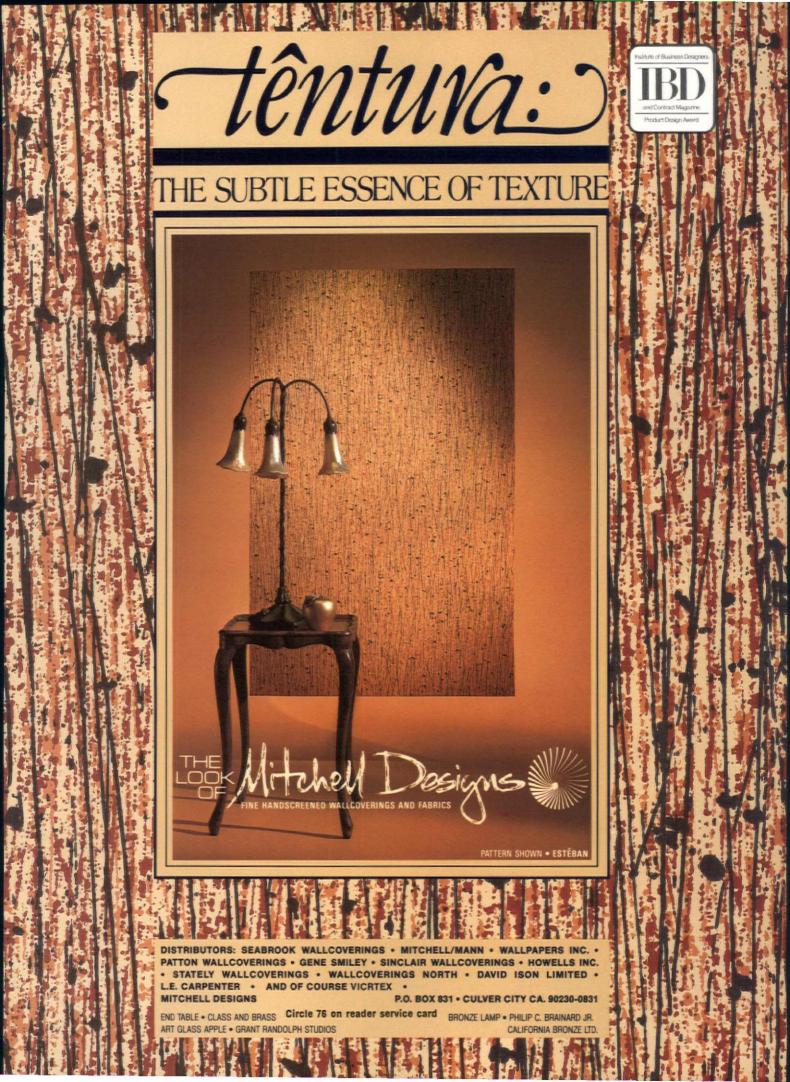


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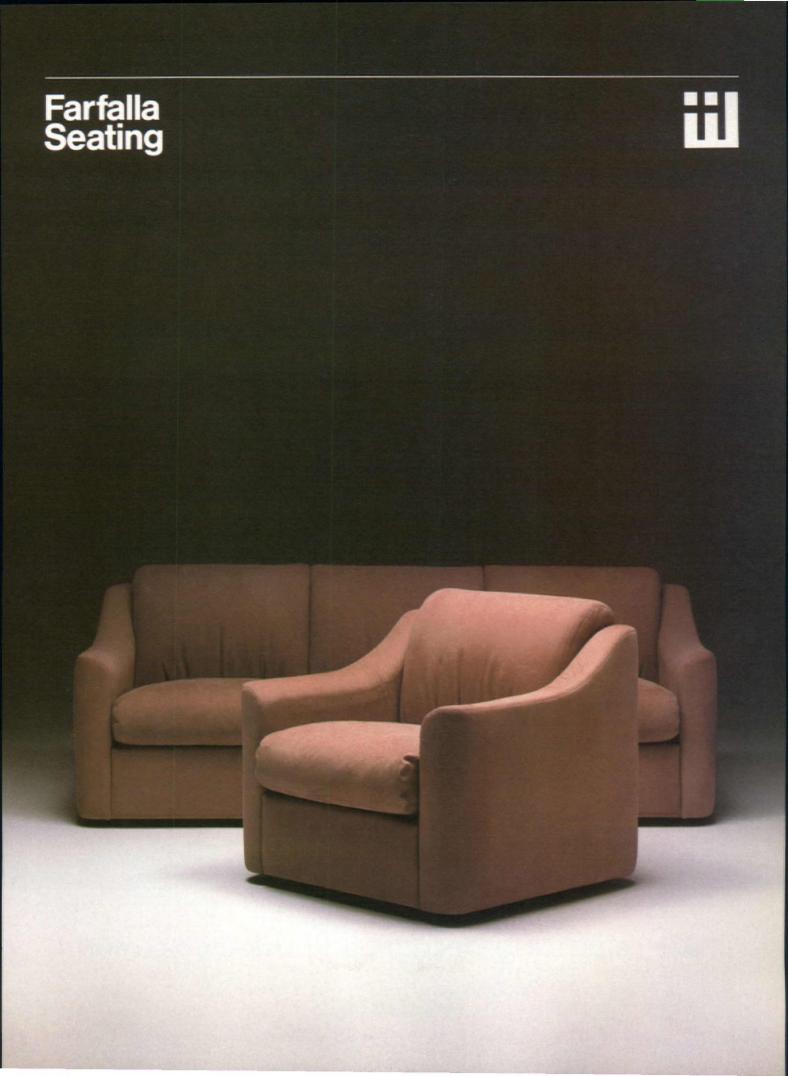
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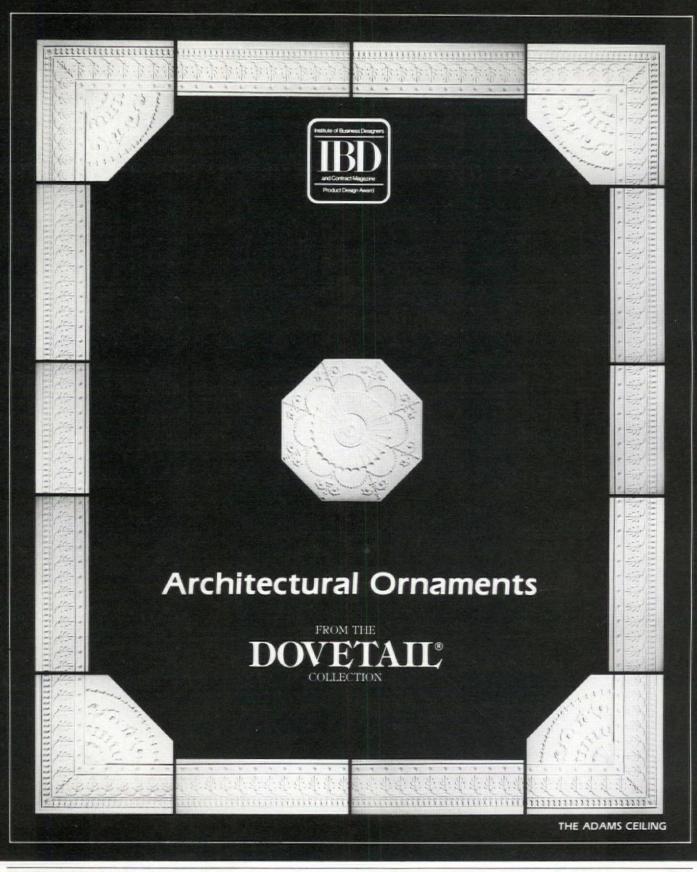






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Available in rift oak, mahogany or walnut veneers and many laminates, the Electric Terminal Table matches all of JG's systems and desks. The unit may serve as a freestanding table, or as a return attached to a Reveal desk (shown below). JG's Articula Chair, also shown below, is easily adjusted by each user who shares the terminal.

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Circle 125

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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 81 on reader service card





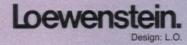
Our City is #1.

Our City Stacking Chair is a 1982 Special Seating award winner in IBD's Product Design Competition.

A revolutionary new design of molded, heavily ribbed polypropylene plastic and rectangular steel tubing, City is a strong, comfortable stacking chair.

Available in a colorful selection of interchangeable seats and legs, economically priced City is the perfect seating choice for enhancing all types of interiors.





Loewenstein, Inc. Post Office Box 22029, Fort Lauderdale, Florida 33335. (305) 525-8453. Chicago Showroom: Merchandise Mart Space Number 1098. Sales Representatives: Scottsdale Arizona: George Humrich & Associates, (602) 996-6146. Los Angeles, California: The Scheffey Group, (213) 386-7991. San Francisco, California: Gerton/Koehier, Inc., (415) 621-3400. Denver, Colorado: Charles J. Eisen, Inc., (303) 388-0953. Miami, Florida: Joseph Schmidt Company, (305) 573-0686. Atlanta, Georgia: Howard M. Shore & Associates (404) 351-2226. (800) 241-7075. Edwardsville, Illinois: Robert L. Beegle Associates, (618) 656-2706. Marblehead, Massachusetts: Terra Nova Associates: (617) 631-6212. Minneapolis, Minnesota: Mike Ketchum: (612) 338-6711. New York, New York: Joel Norman, Inc., (212) 751-9330. Rochester, New York: Griffin and Van Nostrand, (716) 458-9586. Langhorne, Pennsylvania: Art Abramsohn & Associates, (215) 757-7615. Portland, Oregon: William Gosser, (503) 222-6594. Houston, Texas: Van Sant, Inc., (713) 734-5008.

Circle 82 on reader service card

2R Tables—Never out of place. From boardroom to dining room, the wide selection of table sizes, shapes, interleaves and panels, joined by an ingeniously simple linkage system, provide an incredible variety of functional, custom designs. Complemented by the handsome 2R Chairs, the 2R Table is too versatile for just one use in your corporate

For more information, write: Domore Corporation 2400 Sterling Avenue PO Box 1289 Elkhart, Indiana 46515 Circle 83 on reader service card



From Haworth. A truly articulated keyboard pad for the electronic office.



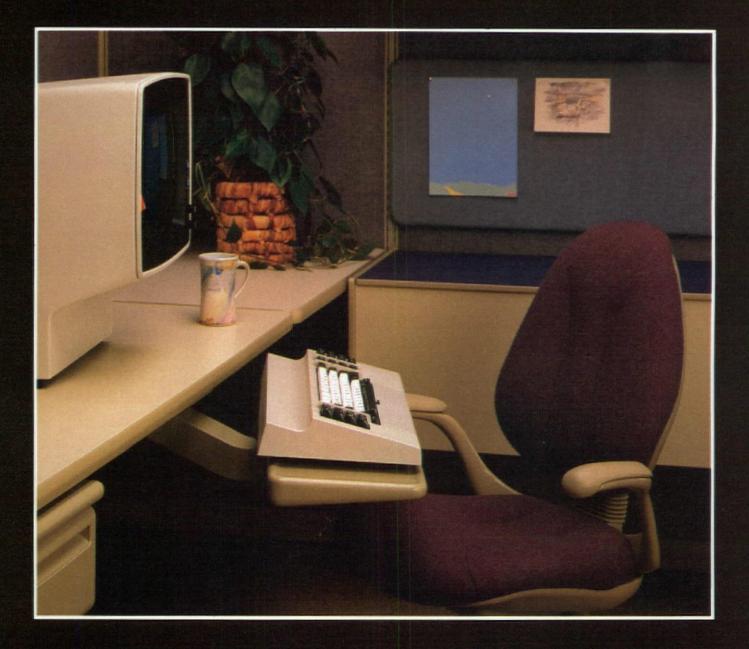
In-out, up-down, side to side, swiveling back and forth, or tucked away from view; Haworth's UniTek^{**} Adjustable Keyboard Pad accommodates like no other. Pads fit all standard or UniTek work surfaces or task tables. And along with the rest of the UniTek Electronic Support offering – panel-mounted, freestanding, mobile, carousel and corner designs – they enhance the planning options unique to Haworth's UniGroup^{*} open office interior system. For total, systems support in today's electronic office.



Send for the "UniTek Electronic Support Package". Write: One Haworth Center, Holland, MI 49423.



Circle 84 on reader service card



14th IBD/CONTRACT Product Design Competition Winners

Atelier International Ltd.'s Uni Chair is recipient of two gold awards— Best of Competition and Special Seating—in the 14th annual Institute of Business Designers/ CONTRACT Magazine Product Design Competition, 1982

> '80 Institute of Business Designers

> > and

Pro

81 Institute of Business Designers

Pro

and

'82 Institute of Business Designers



Nine Gold, 18 Silver, 30 Honorable Mention prizes selected out of almost 300 entries by highly professional, discriminating jury

Judging at the Chicago Merchandise Mart IBD headquarters in early September was considered the most thorough evaluation in the award's history.

Nine gold and 18 silver medallions, as well as 30 honorable mention awards, were presented to winning companies and designers at an awards dinner Friday night of Designer's Saturday, October 15, 1982. A highly professional jury of space and product design peers made 57 awards to a field of 292 entrants. Up 35 entries this year, the competition experienced a 13.5 percent increase in submissions.

Despite this increase, the 1982 competition did not bestow awards in 10 out of 28 categories: Casegoods, Filing Systems, Retail Display Furniture, Furniture Integrated/Task Ambient Lighting, Floorcoverings, Acoustical Materials & Treatment, Wallcoverings, Wall Art-Banners, Visual Communications & Signage, and Window Treatments. "Many of those categories had very few entries, some none at all," comments David Cooke, FIBD, national president of IBD and one of the judges. "This opens an important opportunity for manufacturers in those categories to participate in the competition next year."

Using a time-consuming, but thorough judging technique, the jurists first viewed all entries in each category in a slide presentation. They then examined each entry kit for more details before making their prize selections.

Judges were, in addition to Cooke, Charles Pfister, Pfister Associates, San Francisco; Dean Lindsay, Kornick/Lindsay, Chicago; Bruce Hannah, Hannah Designs, Cold Spring, N.Y.; and Dr. Jo Ann Thompson, Ph.D., Department of Textiles and Merchandising, University of Tennessee, Knoxville, Tenn.

According to Charles Gelber, FIBD, chairman of the competition for IBD, "The quality of the judges, their meticulous attention to detail, high standards, and strong judgments served to strengthen the usefulness of this competition. The Institute's avowed objective is to encourage good product design by manufacturers of contract furniture. This competition is proving an ideal medium to recognize excellence in the field."



Joining the panel of judges which evaluated the 14th product design competition were Len Corlin, co-publisher/editor CONTRACT (above, left) and Charles Gelber, FIBD, chairman of the competition for IBD (second from right). Judges were (I. to r.) Dr. Jo Ann Thompson, Ph.D., Dept. Textiles and Merchandising, U. Tennessee; Charles Pfister, Pfister Assoc.; David Cooke, FIBD, national president, IBD (standing); Bruce Hannah, Hannah Designs; and Dean Lindsay, Kornick/Lindsay.





BEST OF COMPETITION





Atelier International Inc., for UNI Chair, designed by Werther Toffoloni. Circle No. 325. "Adaptive, classic design. Happy being what it is. It is hard to take four legs, a seat, and a back and make a great chair that still has all the options. A wonderful chair."

1982 COMPETITION AWARDS

BEST OF COMPETITION Gold Award: Atelier International Inc.

CARPETING & RUGS Silver Award: Milliken & Co. Honorable Mention: Edward Fields Inc. Interface Flooring Systems

CEILING SYSTEMS Silver Award: Armstrong World Industries Inc. Honorable Mention: Dovetail Inc.

CHAIRS Gold Award: Stendig Silver Award: Dunbar

COMPUTER SUPPORT FURNITURE Gold Award: Haworth Inc. Silver Award: JG Furniture Systems Honorable Mention: Knoll International JG Furniture

DESKS & CREDENZAS Silver Award: Castelli Furniture Inc. Knoll International Honorable Mention: Metropolitan Furniture Corp. Intrex Inc.

DESK & OFFICE ACCESSORIES Silver Award: G & S Allgood

FABRIC COLLECTIONS Gold Award: Sunar Silver Award: Scalamandre Inc. Knoll International Donghia Textiles Inc. Design Tex Fabrics Inc. Innovations Inc.

LIGHTING Gold Award: Atelier International Inc. Silver Award: Elliptipar Inc. Honorable Mention: Halo Lighting Div./McGraw Edison

LOUNGE FURNITURE Honorable Mention: iil International Benedetti Corp. Sunar Niedermaier Inc. OTHER FABRICS Silver Award: Design Tex Fabrics Inc. Honorable Mention: Lazarus Fabrics

PORTABLE LAMPS Honorable Mention: Ron Rezek/Lighting

SCREENS/PARTITIONS Honorable Mention: Magna Design Inc.

SPECIAL SEATING Gold Award: Atelier International Inc. Ambiant Systems Ltd. Honorable Mention: Loewenstein Inc.

SURFACING MATERIALS Gold Award: Formica Corp. Silver Award: Pittcon Industries Inc. Honorable Mention: Ralph Wilson Plastics Co.

SYSTEMS FURNITURE Silver Award: Dunbar Honorable Mention: Steelcase Inc.

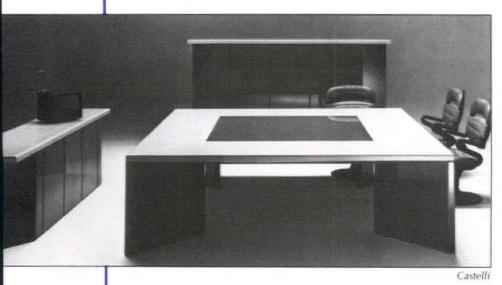
TABLES Gold Award: Domore Corp. Silver Award: Agati Designs Inc. Honorable Mention: Krueger Fixtures Furniture Intrex Inc. Stendig

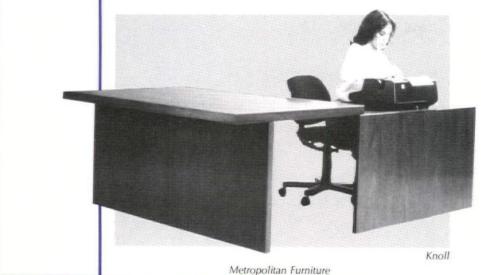
UPHOLSTERY FABRICS Silver Award: Arc-Com Fabrics Inc. Lazarus Fabrics Honorable Mention: Stow/Davis Furniture Co. Design Tex Fabrics Inc. Arc-Com Fabrics Inc. Coral of Chicago

WALLCOVERING COLLECTIONS Silver Award: Lonseal Inc. for Innovations Inc. Honorable Mention: Design Tex Fabrics Inc. Mitchell Designs



DESKS & CREDENZAS





SILVER AWARD

Castelli Furniture Inc., for Dolmen system of desks, credenzas, conference tables, and bookcases. Designed by Gino Gamberini & Castelli Design Group. **Circle No. 326.** "Nice variation of a panel desk. Very inviting. Has a style of enclosing the person seated

desk. Very inviting. Has a style of enclosing the person seated at the desk."

SILVER AWARD

Knoll International, for Gwathmey Siegel desks, designed by Charles Gwathmey & Robert Siegel.

Circle No. 327. "Good volume and use of wood. The pulls are ideal. This design understands positive and negative space. It is strong, very architectural."

HONORABLE MENTION Metropolitan Furniture Corp., for Kane Desk Group, designed by Brian Kane. Circle No. 328.

"Excellent finish that allows for a high-key look. Best when done in one material."

HONORABLE MENTION Intrex Inc., for desk design by Paul Mayen. Circle No. 329. "Single form and good options of materials and finishes. because of scale, good solution for small offices."



Intrex



TABLES



Domore Corporation, for the 2R Table System, designed by Erik Rasmussen and Henrik Rolff. **Circle No. 330.** "Excellent design which is sensitive to form. Good treatment of shapes."

SILVER AWARD Agati Designs Inc., for table and chair set designed by Joe Agati. Circle No. 331. "Wonderful object of art."

HONORABLE MENTION Krueger, for 45 Table, designed by Thomas H. Tolleson. Circle No. 332. "Beautiful wood tops. Nice base detail and handles

adjustment well."

HONORABLE

Fixtures Furniture, for Torno[™], designed by Claus Uredat. **Circle No. 333.** "Solution allows for many changes in materials. The 'floating top' effect is interesting."

HONORABLE MENTION

Intrex Inc., for Quarks, designed by Paul Mayen. **Circle No. 334.** "Good, simple, direct design.

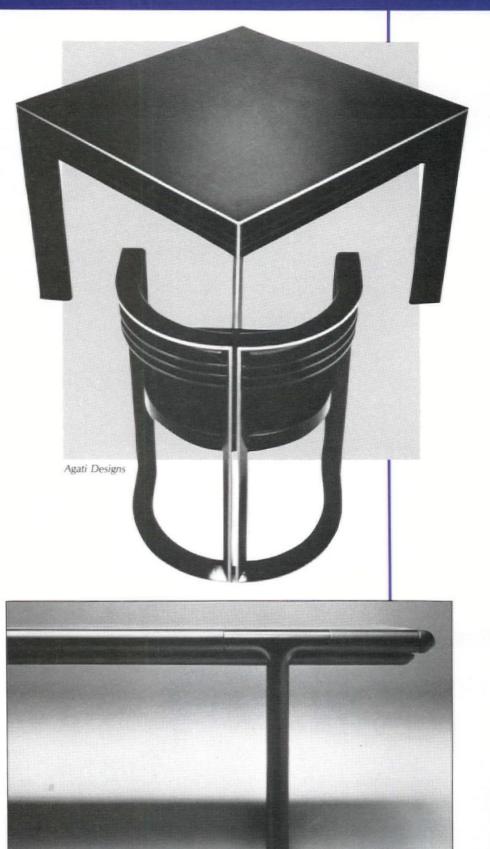
Should answer a definite market need. Uses good finishes. Someone finally 'did it.'''

HONORABLE

Stendig, for Master Executive Series 6000, designed by Afra and Tobia Scarpa.

Circle No. 335.

"Seems to adapt to different configurations well. Nice form at connection of base and top."



Stendig



Intrex

Fixtures



SYSTEMS FURNITURE

SILVER AWARD

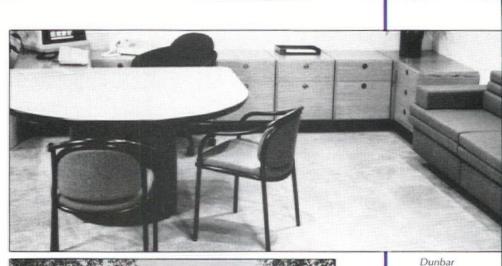
Dunbar, for Genesis of the S/4 Series, designed by Lydia De-Polo and Jack Dunbar. **Circle No. 336.**

"Cited for treatment of casegoods and innovative shape of tables and run-offs."

HONORABLE MENTION

Steelcase Inc. for Design 9, designed by Robert A. Keeler. Circle No. 337.

"Shows a commitment to completing a system approach in wood. This is the only full-line system in the industry available in metal, fabric, and wood with equal proportions and detailing."

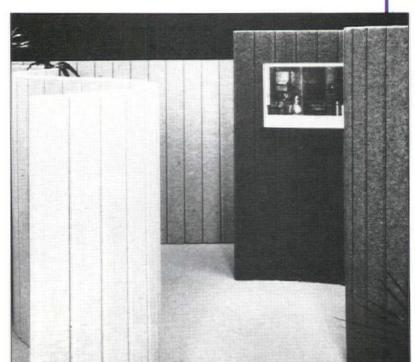




SCREENS/PARTITIONS

HONORABLE MENTION

Magna Design Inc., for Versipanel, designed by George Brooks. **Circle No. 338.** "Nifty and fun. Very flexible and shows a good concept."



Magna Design

COMPUTER SUPPORT FURNITURE



GOLD AWARD

Haworth Inc., for Adjustable Keyboard Pad, designed by Haworth Advanced Product Design staff. **Circle No. 339.** "Terrific. It solves the problem. Wires are concealed, unlike other entries in this category. Work surface is freed-up and the keyboard is out of the way. Great for maintenance."

SILVER AWARD

JG Furniture Systems, for 7 Computer Support Furniture, designed by Lee Denny. Circle No. 340.

"Integrates well into systems furniture, answering needs of the high-level office. It is an interesting solution to two-level work surface."

HONORABLE MENTION

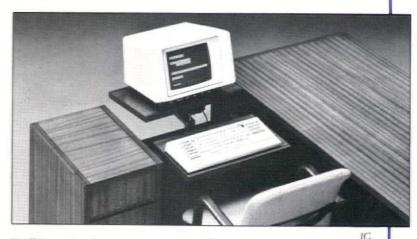
Knoll International, for Stephens CRT Terminal Stand, designed by Bill Stephens. **Circle No. 341.** "Recognized for its new base and work surface details."

HONORABLE MENTION

JG Furniture, for Mobile Terminal Table, designed by Ric Choley. **Circle No. 342.** "Blends well with other systems. Solves a problem that has grown from need to share terminals."



Haworth



Knoll International



137

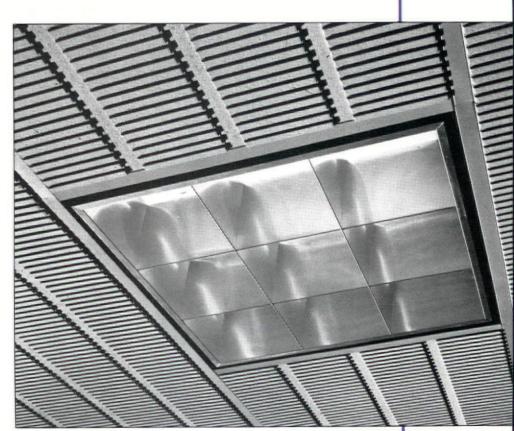
CEILING SYSTEMS

SILVER AWARD

Armstrong World Industries Inc., for Crossgate Ceiling System, designed by David J. Criner. **Circle No. 343.** "Nice alternative to linear metal ceilings that have been so overused in contract projects. Nice coloration within line. Takes an existing idea and changes the texture for a pleasing solution. Good for ambient lighting project."

HONORABLE MENTION

Dovetail Inc., for Decorative Modular Ceiling/Adam's Style, designed by Dovetail Design Staff. Circle No. 344. "Offers a unique mounting system and solves many labor problems in the field. It is suited to adaptive reuse projects."



Armstrong World Industries



Dovetail



LIGHTING

GOLD AWARD

Atelier International, for WALL, designed by King, Miranda and Arnaldi. **Circle No. 346.**

"Wonderfully detailed. Takes traditional lighting idea and updates it to a contemporary form. It is good to see colored glass used again."

SILVER AWARD

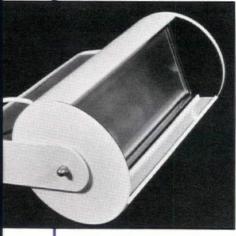
Elliptipar Inc., for Enclosed H.I.D., designed by Sylvan R. Shemitz and James A. Melling. **Circle No. 347.**

"Offers great detail for a high distribution light. The product has many commercial applications—especially in supermarkets, stores, and offices."

HONORABLE MENTION

Halo Lighting Div., McGraw Edison, for MR-16 Trac Lampholder, designed by Scott Roos. **Circle No. 348.** "Well-detailed solution. This is a nice form for a simple fixture."

Elliptipar



Halo Lighting/McGraw Edison





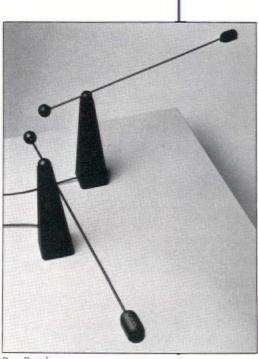
Atelier International

PORTABLE LAMPS

HONORABLE

Ron Rezek/Lighting, for ORBIS-Desk Light #100, designed by Ron Rezek. **Circle No. 345.** "This is a playful idea. Almost a cartoon of what a light

a cartoon of what a light should be. We like a little fun.''



Ron Rezek



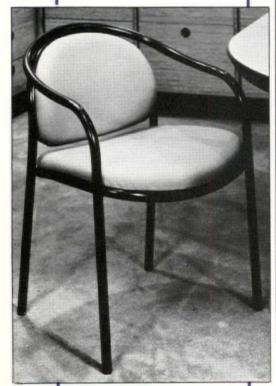
CHAIRS

GOLD AWARD Stendig, for GINA Chair, designed by Bernd Makulik. Circle No. 349.

"Liquid in design, flows beautifully. Arm and leg is one motion and well-thought-out. It reflects both Chinese and Scandinavian design. Destined to be a 'classic.'"

SILVER AWARD

Dunbar, for the S/4 Series, designed by Lydia DePolo and Jack Dunbar. **Circle No. 350.** "Shows an influence from Corbin. It is fluid in line and shape. Well-proportioned side chair."

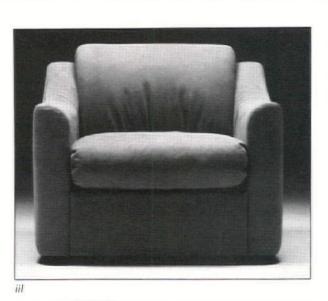






Stendig

LOUNGE FURNITURE





HONORABLE

iil International, for Farfalla, designed by Manfred Petri and Walter Kah. **Circle No. 351.** "This is a lumpy, honest design. It looks invitingly comfortable."

HONORABLE MENTION

Niedermaier Inc., for Scala Bench, designed by Gary Lee. **Circle No. 354.**

"Very rigid and architectural. It can be used effectively in a restaurant application. Offers interesting span and very powerful statement."

HONORABLE MENTION

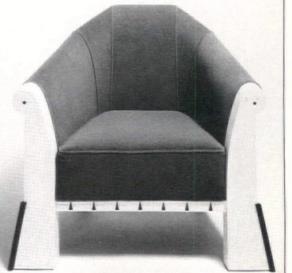
Benedetti Corp., for lounge furniture designed by O.J. Holohan. Circle No. 352. "Interesting from all angles. Good use of stacked planes. For its size, it stays amazingly light."

HONORABLE MENTION

Sunar, for lounge furniture collection designed by Michael Graves.

Circle No. 353. "This entry is obviously innovative and well-crafted. It forces us to deal with questions of design and environment.





SPECIAL SEATING

GOLD AWARD

Atelier International Inc., for UNI chair, designed by Werther Toffoloni. Circle No. 355. "Perforated back is interesting. Wonderful scale for short-term use. Innovative in flexibility."

GOLD AWARD

Ambiant Systems Ltd., for Steamer Seating Collection, designed by Thomas Lamb. Circle No. 356.

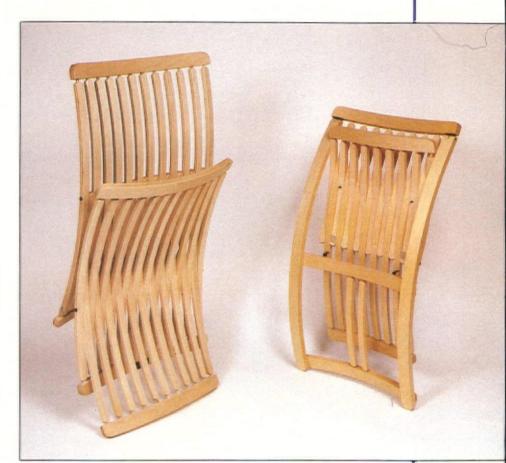
"Form is sensuous. It is a wonderful art form/wood sculpture. Lounge seating proportion is great."

HONORABLE MENTION

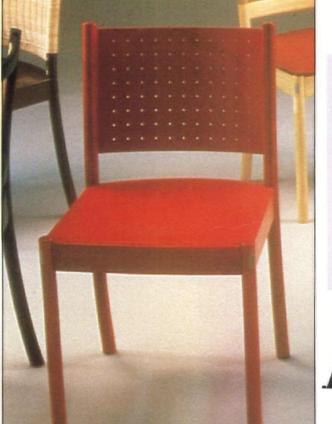
Loewenstein Inc., for City Stacking Chair, designed by Lucci and Orlandini. Circle No. 357. "Good color in legs. Allows

form to happen. It is a good investigation of what a stack chair should be."

Atelier International



Ambiant Systems





UPHOLSTERY FABRICS

SILVER AWARD

Arc-Com Fabrics Inc., for Lateral Plush, designed by Jeffrey and Peter Layne.

Circle No. 358.

"Nice feel and good color-way. Good texture, soft and deserving of its award."

SILVER AWARD

Lazarus Fabrics, for Sampler, designed by Lazarus Fabrics Design Team. **Circle No. 359**. "Very successful. Offers small pattern with good color range. It is effective when used in dark colors, broken up by small pattern."

HONORABLE

Stow/Davis Furniture Co., for Freeman. Circle No. 360. "Nicest feel of all entries in this category."

HONORABLE

Design Tex Fabrics Inc., for Wool Checkmate, designed by Hazel Siegel. **Circle No. 361.** "Nice pattern in a very architectural look. Offers fine colors, especially pastels."

HONORABLE MENTION

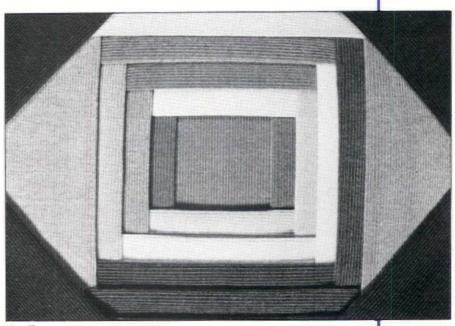
Arc-Com Fabrics Inc., for Fire Tandem, designed by Jeffrey and Peter Layne.

Circle No. 362.

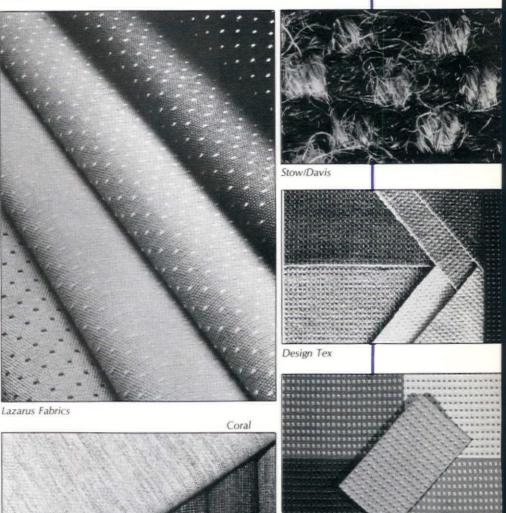
"Great colors and variations, offering a nice, wide selection. Could be used effectively in healthcare and long-term care projects."

HONORABLE MENTION

Coral of Chicago, for Wool Imperial, designed by Jerold Rosenthal. Circle No. 363. "Product will make up well on a number of pieces. Unusual blending of 'ways and fill.'"

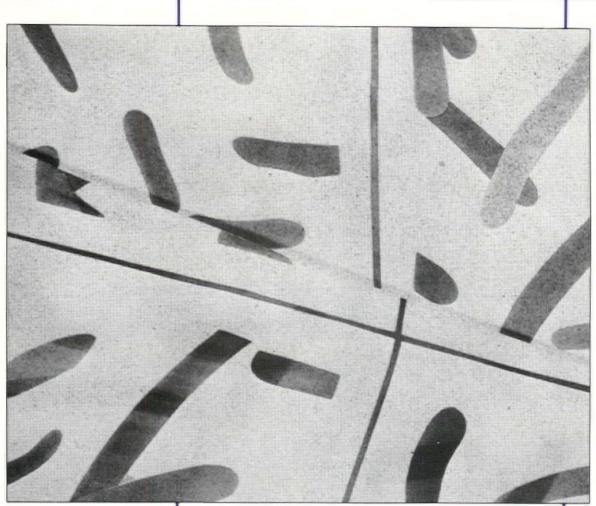


Arc-Com



Arc-Com

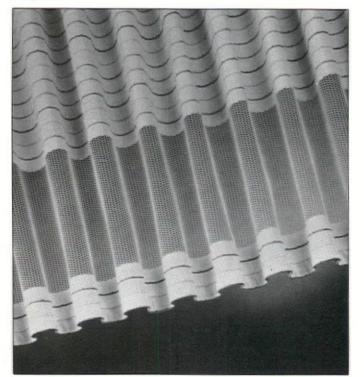
OTHER FABRICS



SILVER AWARD Design Tex Fabrics Inc., for Silhouette, designed by Design Tex Studios. Circle No. 364. "Technique is refreshing. Color is effective, hangs wonderfully."

HONORABLE MENTION

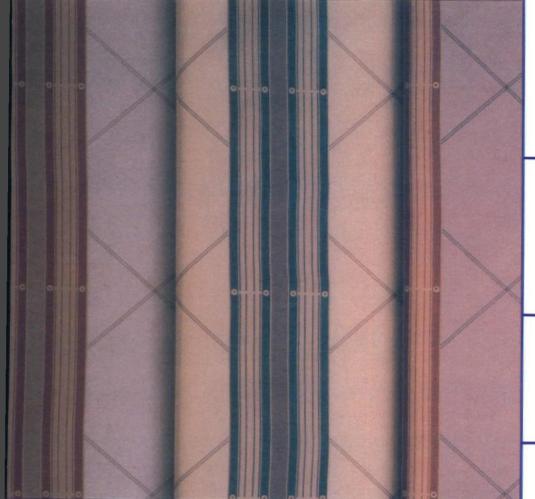
Lazarus Fabrics, for Komplete Kube Plaid. Circle No. 365. "Uniqueness exists in mesh and fabric combination. Holds possibility for more color and textural alternatives." Design Tex



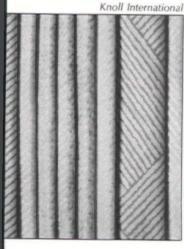
Lazarus Fabrics

FABRIC COLLECTIONS





Sunar





Innovations

Design Tex

Scalamandre

GOLD AWARD

Sunar, for Sunar Print Collection, designed by Michael Graves. Circle No. 366. "Color and screen size are impressive. Textural feel of cotton fabric panels is pleasant."

SILVER AWARD Scalamandre Inc., for fabric system designed by Scala-

mandre Design Staff. Circle No. 367.

"Great care given to this collection. Is truly a system in which coloration is fresh. Color is effectively applied to the correct texture."

SILVER AWARD Knoll International, for Seipelt Fabric Collection, designed by Peter Seipelt. Circle No. 368. "Beautiful full-size and permits light transmission through the fabric. It is offered in high lustre and matt coloration."

SILVER AWARD Donghia Textiles Inc., for Domestic Wool Collection, designed by Johnson-Barnett Inc. Circle No. 369. "Dignified woolen hand. Excellent fabric."

HONORABLE MENTION Design Tex Fabrics Inc., for Kinnasand Collection, designed by Design Tex Studios. Circle No. 370. "Good coloration for healthcare and institutional

projects. Refreshing, well-planned patterns and colors."

HONORABLE

Innovations Inc., for Gramercy Flannel, designed by Rudy Mayer. **Circle No. 371.** "Nice color match to other architectural/laminart products."

CARPETING & RUGS

SILVER AWARD

Milliken & Company, for P/ 2135 "Lomand," designed by Pat Bentson, Leslie Ried, and David Oakey. Circle No. 372. "Offers a variety of textural motifs. Nicer than any other carpet tile with pattern."

HONORABLE MENTION

Edward Fields Inc., for Geomatrix, designed by Edward Fields Design Studio.

Circle No. 373.

"Many color applications are made possible. Offers chance to 'shape' direction into a project."

HONORABLE MENTION

Interface Flooring Systems, for Executive Carved Berber Series, designed by Grant Todd.

Circle No. 374.

Milliken

"Sculptured carpet tile with curved effect is unusual."

Interface

Edward Fields

Provide Inthe stations uninstable of theme here what a manual a state in the set of the second stands The man is could a line surrouter to subtle the contract which is a contract of regular tote Anup Esiger of Manager and Asian a minimul state ruline a Antimater anticipation from an anticestation or providence and a second war the construction of







GOLD AWARD

Formica Corp., for Color Core[™], designed by the Formica Corporate Design Advisory Board. Circle No. 375. "Great applause for solving a major problem. Now designers have a product that does what plastic laminate should have done all along. Destined to have a major impact on the design/architectural community."

SILVER AWARD

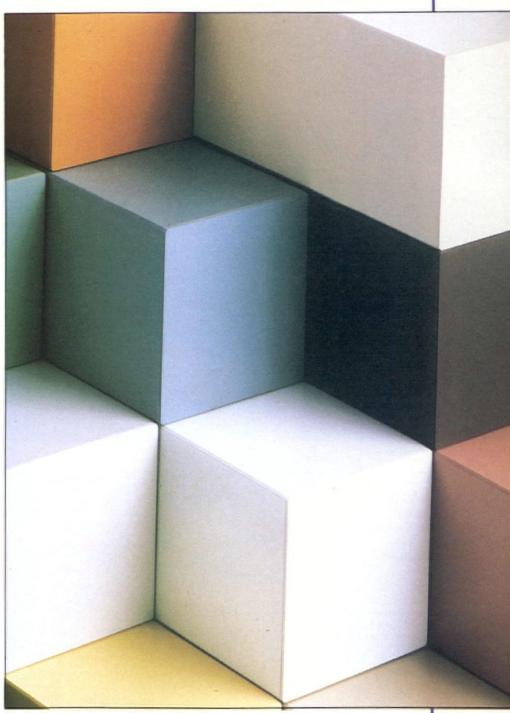
Pittcon Industries Inc., for SoftformsTM, designed by Tetrad Inc. Circle No. 376. "This product greatly expands the designer's ability to detail edges in curves. It can also be used in furniture applications."

HONORABLE MENTION

Ralph Wilson Plastics Co., for Color Quest, designed by David Embry. Circle No. 377. "Cited for new colors and product development that included designer input before the product was brought to market."

Ralph Wilson

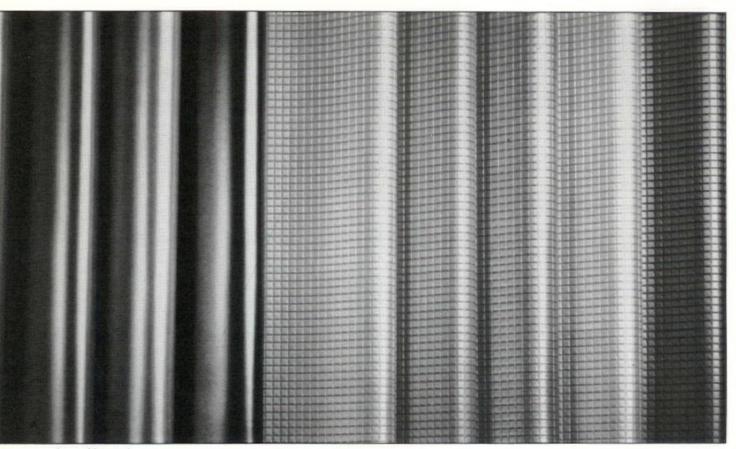




Formica



WALLCOVERING COLLECTIONS



Design Tex

Lonseal/Innovations

SILVER AWARD

Lonseal Inc. for Innovations Inc., for Lonjewels Vinyl Wallcoverings, designed by Patty Madden. Circle No. 378. "Wonderful textures. Nicely blended with other fabrics and laminates."

HONORABLE MENTION

Design Tex Fabrics Inc., for Aquarelle, designed by Design Tex Studios. Circle No. 379. "Fresh colors in soft hues and has nice traditional textures."

HONORABLE MENTION

Mitchell Designs, for Tentura, designed by Mitchell Designs.

Circle No. 380. "Nice full collection that

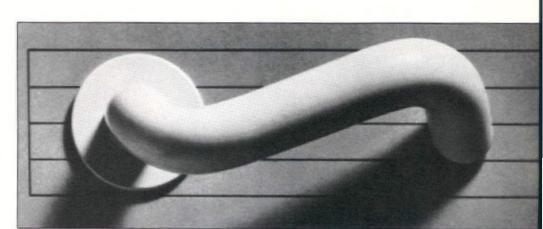
answers a number of entertainment-related project needs. Very extensive color-coordinated options."

Mitchell

DESK & OFFICE ACCESSORIES



SILVER AWARD G & S Allgood, for MODRIC Lever Handle, designed by Alan Tye. Circle No. 381. "Recognition given to the door handle for its wonderful feel in the hand. Design interest in variation of European pull."



G & S Allgood

IBD PRESIDENT'S AWARD

First IBD President's Award Launched With Three Winners



The first Institute of Business Designers President's Award was recently presented to three contract manufacturers for their innovative approaches to product merchandising. Rudd International, Sunar, and Thonet were cited by David Cooke, FIBD, national president, IBD, for exceptional design innovation in graphic communications.

Chosen while judging for the '82 IBD/CONTRACT Product Design Competition came to a close, the three

Stressing humor through a combination of entertaining cartoons and photographs is Rudd International's current catalog. Recognized for its message that humor is an important part of life, the publication offers a "fun" approach to furniture specification. **Credits:** Mark Greenspun, copywriting; Don Sparks, photographer; James Hellmuth, art director. **Circle No. 383.**

Rudd



IBD PRESIDENT'S AWARD



companies were honored for recent catalog publications that present an individual perspective on corporate image and product development.

The President's Award is given as recognition of accomplishment by IBD's national board of trustees; it is not an open competition.

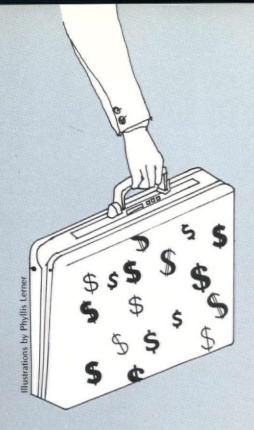
Explains Cooke, "Visual communications was selected as the category for the first award because of its considerable influence on corporate image development and product marketing. This year's three winners have made a significant commitment to excellence in graphic design programming."

Recognition of "completeness and comprehensiveness in a corporate identity program" was given Thonet for its current specification manuals— swivel seating and seating/table catalogs. In the publications, each graphic problem is weighed individually within a consistent but flexible corporate identity framework. **Credits:** Barbara Morrow and Sue Ann Kline, Thonet/Simmons Furniture Marketing Department; Jack and Jeff Gernsheimer, Partners Graphics Design Studio. **Circle No. 384.**

Cited for merit was "Sunar '82: A Catalog of Sunar Office Systems, Furniture Collections, and Objects." Consisting of 111 pages that integrate copy and photography in a most unusual way, the IBD board terms it a "museum-quality" piece. **Credits:** *Bill Bonnell of Bill Bonnell Designs* for graphic design; Christine Rae, copywriting. **Circle No. 382.**







by NATALIE STERN President, Stern & Assoc.



As CONTRACT's November issue went to press, editors were informed of the untimely death of Natalie Stern. The firm will continue to operate under the direction of Janet Grodsky.

Top Contract Furniture Sales People Can Boost Earnings 33% With Timed Move

Executive placement specialist outlines current sales & marketing compensation strategies

ast growth of the contract industry and a simultaneous shortage of raw sales and marketing talent from usual sources has created incredible opportunities in contract furniture/furnishings for outstanding sales producers.

High demand for experienced sales talent creates a climate where job changes every two years are a possibility along with an increase in benefits of approximately 33 percent, per move.

Ten years ago, contract furniture manufacturers easily recruited raw talent from such companies as IBM, Xerox, and Honeywell. However, a reported annual growth rate of up to 17 percent in the contract industry and fast-paced expansion in high-technology fields has increased competition among recruiters. Contract manufacturers are now pitted against such up-and-coming firms as Apple, Wang, Texas Instruments, and other electronics manufacturers in recruitment of top sales talent.

No longer cottage industry

As is true of the fast-growth, high technology industry, the contract furniture field is no longer considered a "cottage industry." Greater sophistication is evident in sales, marketing, engineering, and technology. Consequently, the need for talented, success-oriented people has never been greater, spurring a dramatic boost in salary levels and compensation.

It is not uncommon today for sales,

marketing, and management personnel to receive compensation in the sixfigure range. In many cases, base salary alone reaches six figures, with additional perks and incentives adding thousands of dollars to an individual's total compensation package.

Higher compensation available

To combat high personnel turnover, contract manufacturers in the past few years have increased salary levels dramatically. They are developing more attractive compensation programs that are designed to find and retain qualified sales and marketing people.

The contract furniture manufacturing industry uses a variety of sales compensation programs for field-level sales. Some are based simply on salary-pluscommission or draw against commission, while others up the ante with a wide range of perks and incentives in addition to base salary.

Among the perks which can make a substantial difference in overall compensation are: additional vacation time, vacation homes, stock options, company cars, auto expenses, double bonuses, free credit cards, expense accounts, profit-sharing, major medical or other insurance, and club memberships.

Base salaries, bonuses, incentives, and commissions vary in the contract furniture industry according to the cost of living in various parts of the country, product line competitiveness, discounts offered by sales people, and on methods of distribution. Outlined here are vari-

Five salary plans used currently

ous sales compensation programs currently offered in the contract industry.

STRAIGHT COMMISSION

Firms using a straight commission system commonly offer six to 10 percent commission on sales.

SALARY-PLUS-COMMISSION

One of the most common compensation plans is salary-plus-commission. Under this method, the salesperson is hired at a specific base salary, which is earned by generating a pre-targeted annual sales volume. Sales made above this quota will result in additional earnings based on a percentage of sales-over-quota. For example, an individual working on a \$300,000 annual quota would receive the following percentages for sales made above that quota:

- sales volume of \$300,000 to \$600,000—one percent.
- \$600,000 to \$900,000-two percent.
- \$900,000 and over-three percent.

Under this compensation program, commissions are generally paid monthly or quarterly.

Another variable affecting compensation based on salary-plus-commission is the sales credit schedule in which the assigned sales credit is determined by the discount from list price on each order. The salesperson's sales credit is reduced in direct proportion to the reduction in gross margin as determined by management.

In this compensation plan, the percentage of commission will fluctuate on an annual basis. The higher the discount extended by the salesperson, the lower the percentage of commission earned.

SALARY-PLUS-COMMISSION & SPECIAL BONUSES

Another compensation program offers the salesperson a base salary corresponding to experience and allows him or her to earn an equivalent amount in commissions. In addition, the employee receives bonuses for special programs, plans, and any product standardization implemented with the end-user.

For example, an individual earning a \$25,000 base salary can earn an addi-

tional \$25,000 in commissions, divided into quarterly amounts and paid as a percentage of quota met for each specific quarter.

The salesperson who exceeds quota and who writes special contracts or dealer plans can receive extra bonuses. For example, a salesperson with two years' experience working under this annual compensation plan could earn: • a base salary of \$25,000

- commissions of \$25,000
- bonus for special programs of \$5,000

 commission for exceeding quota of \$20,000

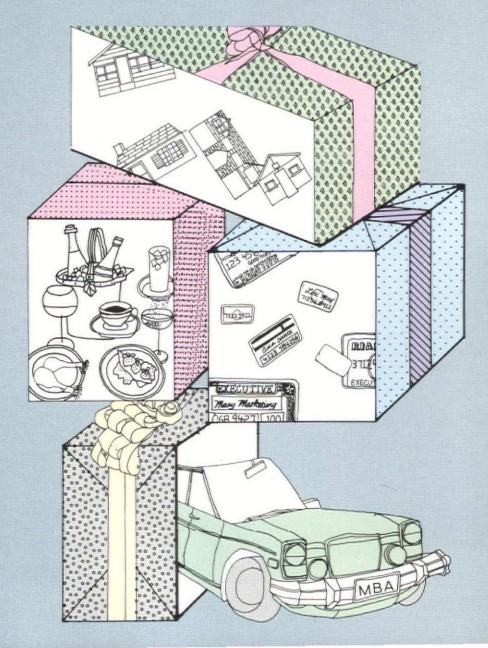
• perks (car, medical, profit-sharing, expenses, etc.) of \$10,000.

Thus the package would equal \$85,000 annually.

LOW SALARY/ HIGH COMMISSION

This compensation plan involves a very low base salary and a high commission on sales and is sometimes called, "Draw Against Commission."

If the territory is not a high sales producer, the contract firm may have difficulty finding good people to pioneer the line and develop substantial sales voi ume. However, if the territory offers good growth potential, this compensation program can be extremely lucrative. Thus, the system will not only pay off



SALES PERSONNEL SALARY RANGES*

Sales Representative (one to two years experience)	\$17,000—\$ 22,000
Territory/District Manager (minimum three years experience)	\$19,000—\$ 36,000
Architect/Designer Salesperson	\$18,000—\$ 28,000
Regional Managers	\$35,000—\$ 55,000
Divisional Managers	\$45,000—\$ 60,000
National Sales Manager/Architects & Designers	\$35,000—\$ 60,000
National Sales Manager (depending on size of company, sales volume, and responsibility)	\$45,000—\$ 75,000
Vice President/Sales	\$55,000—\$100,000

*Exclusive of bonuses, incentives, commissions, and other perquisites.

MARKETING PERSONNEL SALARY RANGES*

Product Manager	\$22,000—\$ 35,000
Product Development/Management	\$25,000—\$ 40,000
Marketing Manager	\$35,000—\$ 60,000
Vice President/Marketing	\$60,000—\$100,000
Vice President/Marketing & Corporate Planning	\$75,000—\$125,000

*Exclusive of bonuses, incentives, commissions, and other perquisites.

handsomely for the salesperson, but for the contract firm as well.

HIGH SALARY/LOWER COMMISSION

In this case, the compensation plan uses a higher base salary and a commission ranging from perhaps two-to-four percent on all sales. For example, the salesperson may be given a base salary of \$30,000-to-\$40,000 plus expenses, in addition to an override of two-to-four percent on all sales.

At first glance, this base salary may appear high. However, it may be necessary if a contract firm wants to retain people on a long-term basis, rather than function as a training ground for the competition.

Today, contract manufacturers are increasingly aware of the importance of new product development and planning—the function of marketing personnel. Until recently, marketing was a stepchild; firms promoted inside personnel who did not have the background necessary to handle such key responsibilities in a fast-changing market.

To survive and flourish, contract manufacturers must seek out people with the ability to put together marketing programs to develop new products, initiate professional planning, and open new avenues of distribution.

One fast-developing pool of professionals consists of people with design backgrounds who move into field sales and then into management areas. The education and experience of a designer often runs parallel to the functions of a marketing and product development manager. Both need creativity, the ability to analyze both quantitatively and qualitatively, budget know-how, and ability to do research in order to introduce and distribute new products.

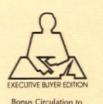
Salary ranges for both sales and marketing personnel are shown in charts on these pages. Note that figures do not include bonuses, incentives, commissions, or other perks which add considerably to total compensation.

Since sales and marketing responsibilities, as well as titles, vary greatly, salary ranges in the charts serve only as broad guidelines. \Box

Stern & Associates Inc., Chicago, deals exclusively in executive placement for the contract industry. It has conducted several surveys on salaries and compensation at the manufacturer level.



More efficient use of space, energy conservation, and design of facilities that accommodate the stringent needs of office automation demand ingenious planning strategies. Articles in this section are devoted to those specific challenges and feature design solutions to other pressing problems facing the office design industry.



5,000 Office Managers & Facility Planning Executives

Despite a decline in commercial building starts in some areas, many major metropolitan centers are still going strong. Elsewhere, office space design continues to forge ahead in remodeling, which now constitutes about 50 percent of the market. Adoption of highly technical costeffective techniques in installations is explored in CON-TRACT's following coverage of current office facility design.—**The Editors**

Centralized Neighborhoods & Services Build Productivity For Capital Law Firm

Workers effect changes in a Washington, D.C. law office after three-month programming effort by prototype

Legal services organized by departmental "neighborhoods," expansion of multi-use conference rooms, and improved traffic circulation are among the benefits of new law offices for Squire, Sanders & Dempsey designed by Environmental Planning & Research (EPR).

The Washington, D.C. headquarters for this Clevelandbased firm (seventh largest in the States) was planned according to specifications of staff who were polled in a three-month EPR programming effort. Out of the survey, partners and associates developed wish-lists that pinpointed need for a centralized employee cafeteria, communications center, library, and recordkeeping facilities, as well as additional conference room space.

Explains firm partner Robert Papkin, "We had originally occupied 5,000 sq. ft. in one-and-one-half floors of a building and had expanded to five floors. In our new offices, we didn't want to be spread over so much area, nor have all of our services dispersed."

The current facility houses 80 attorneys in 70,000 sq. ft. on

two floors of an atrium building at 1201 Pennsylvania Avenue.

From EPR's staff poll, inefficiences of the old space were tabulated and recommendations made for improvement. "We ended up with a neighborhood concept to satisfy department reorganization goals. In addition, secretarial workstations that increase worker communication were developed and tested as prototypes in the old space," Papkin continues. The latter, featuring Modern Mode workstations in a custom design based on the VOS system, are styled to accommodate future needs in word processing equipment.

Kiosks direct circulation patterns

Wide, bold corridors which follow the building's triangular shape are punctuated by kiosk-styled stations that identify the working neighborhoods of the law firm. These serve to define, as well as unite operations while creating a separation between central and secondary traffic patterns.

Inside kiosks are storage units and paralegal office space. "The areas can also function as project rooms for frequent conferences. They are flexible spaces," notes Phil Olson, EPR project manger on the job. Kiosk color graduates from dark rose tones (where natural daylight from the atrium or exterior is brightest) to light pink in a clockwise fashion on each floor.

Six neighborhoods occur on each level. These are

Efficient space utilization through centralized, controlled traffic patterns and legal services were aim of design project completed for Squire, Sanders & Dempsey law firm by Environmental Planning & Research. Opp. page shows fifth floor open balcony reception area which affords view of tri-cornered atrium skylight.

SQUIRE, SANDERS & DEMPSEY

Kiosks direct traffic patterns

composed of partners, associates, paralegal staff, and secretaries for various legal arms of the firm. Neighborhoods are fitted with individual secretarial stations, conference rooms, copier and coffee stations.

Lighting in neighborhoods uses a combination of task and cove lighting. The latter "washes" walls with light, particularly near kiosks. Illumination is a mixture of low brightness parabolic and standard fluorescent.

Acoustical treatments were considered key in the new setting. Walls between kiosks are covered with acoustical panels. Fabric-wrapped walls aid in noise absorption in secretarial and main circulation areas.

Diagonal "street" is dramatic note

"We took advantage of the building's tri-cornered atrium by designing a diagonal street on the fourth floor, occupied by a central reception area. The street is anchored at either end by the firm library and main conference room," explains EPR's Olson. The building, and street, follow the 19½-degree angle of Pennsylvania Avenue, designed by city architect Pierre L'Enfant. Similarly, law office doors are angled at the same degree.

The street functions as a roadway for staff who use the library heavily. Study carrels in the library eliminate congestion in individual offices, allowing lawyers to work on special projects intensively, apart from details of the day-to-day work setting.

A special periodical reading area and large circulation desk are also part of the library section which has a view of the atrium and of Pennsylvania Avenue.

On the same floor, the main conference area follows a rhomboid shape and is fully panelled in walnut. Spanish rose granite countertops were chosen to match the building exterior and main lobby. The color pallette and materials are traditional. However, they are used in a contemporary manner of detailing.

"We strove for a consistency of detailing between custom furniture, millwork, and architectural features," notes Olson. Partner offices on the outer perimeter of each floor were given a selection of three finishing packages in light, medium, and dark walnut for credenzas and bookcases.

The fifth floor above offers an open balcony with a view of the upper eight floors and atrium skylight. Lounge seating here is configured to follow the building's triangular shape. On this level is the 500 sq. ft. employee cafeteria which has

a blue rubber tile floor and folding tables that can be rearranged to accommodate large conferences. The cafeteria has a glass-walled view of the interior atrium.

SOURCES

Interior Design—Phillip S. Olson, project director; Inci Ankara, job captain; Mollie G. Lynch, designer; Environmental Planning & Research Inc.

Art consultant-Kathryn Carrington.

Secretarial workstations—Modern Mode Inc. Seating—Knoll, Cartwright, Ward Bennett, Harter, Kittinger, Sunar, Brueton. Tables—Kittinger, Mueller, Johnson Industries. Carpeting, flooring—Selaco Inc., Georgetown Floorcoverings Inc., Southeastern Flooring, Moliterno Stone. Acoustical paneling, wall fabrics—Decoustics, Gretchen Bellinger Inc., Tandem Fabrics. Lighting—Columbia, Lightolier, Koch & Lowy. Library shelving, lateral files—Adjustable Steel Products, Storwal. Plants, signage—Creative Planting, Creative Signage. Window treatments—Bali, Custom Design Studio. Accessories—Smith Metal Arts, Smokador. Desks—Knoll.

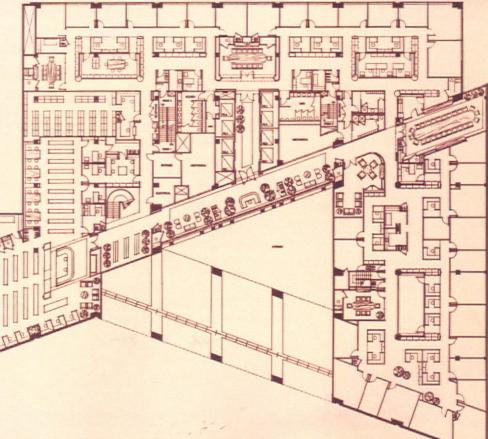






Photography by Peter Aaron

Isometric view of kiosks (opp. page, clockwise from top) shows how they key departmental "neighborhoods." Partner's office uses one of three transitional interior design packages. Library anchors one end of fourth floor "street." Secretarial workstations (this page) were tailored to maximize worker communication. Plan view demonstrates operational definition achieved through neighborhood scheme on fourth floor.



Custom Storage & Neutral Backdrops Upgrade Editors' Work Space

Space is maximized while Dexter Design creates a calm, uncluttered environment for client Cosmopolitan

ow can specifiers provide clients with ample work space when there never seems to be enough space in which to work?

At Cosmopolitan magazine, New York, planners met this frequently encountered challenge by installing plenty of built-in cabinetry, shelves, and bookcases that maximize storage and free floor space for completion of ongoing projects. As an added bonus, designers specified gray walls and matching tackboard now used by staff for hanging accumulated papers and pictures. This approach eliminates desktop clutter and promotes a quiet environment for magazine operations.

Cosmopolitan contracted the New York planning firm Dexter Design after leasing space on a new floor in the same office building. Although relocation increased work space by approximately 25 percent, editors and Dexter designers knew that space requirements would demand a careful design strategy.

Primary concerns were housing of props and costumes required for photo sessions; storing of pictures taken for past, present, and future issues; and convenient placement of mock-up pages for working issues.

Wall-to-wall storage is editors' boon

Says Barbara Schwartz, principal, Dexter Design, "Simply finding places to put all of these items was problematic. Adding to the challenge was editor-in-chief Helen Gurley Brown's requirement that basic office layout must not vary from that of previous quarters. She wanted to ensure that editors' offices would be essentially the same size as before."



Pictured (above) in shell which is now offices of Cosmopolitan magazine are (from 1. to r.) editor Helen Gurley Brown with Dexter Design principals Barbara Schwartz and Barbara Ross.

Built-in storage units utilize wall space in private and open plan offices. With the help of Peter Frangos, president of the New York furniture dealership IBS, specifiers were able to acquire custom cabinetry designed to fit space needs exactly. All furniture, except files and desks, are custom pieces.

Adding to efficient space utilization are gray tackboards designed to match walls that serve as a backdrop for various posted items. Such materials include mock-ups of every page of a working issue. Sheet rock walls along corridors are covered with Formica's "Fog" laminate, while partitions are surfaced with "Pinstripe," a color created by Dexter for Formica.

Other important design considerations were lighting and ventilation. After surveying employees, specifiers discovered that the *Cosmopolitan* staff was unhappy with fluorescent lighting systems used in the former office. As a result, new facilities were furnished with incandescent task and ambient lighting. The latter emanates from tops and bottoms of custom cabinetry. Ceiling lighting along corridors is provided by conical overhead fixtures that produce decorative, functional, incandescent lighting effects.

Partitions aid ventilation

Editors' offices run along the facility's perimeter and feature in-room air conditioning, while the interior office staff receives ventilation from a central unit. To combat poor air distribution through interior offices, specifiers created a pyramidal or "zigaret" partition system which aids air and light flow. Panels step up from 5 ft. to ceiling height with a 7-ft. step in between. This configura-



Reception area (above) features subdued gray and rose tones which promote tranquility and quiet. This motif is in direct contrast to previous Cosmopolitan offices which sported busy, eclectic design and color schemes. "Zigaret" or pyramidal partitions can be seen in corridor view (right). These panels aid air and light circulation in open plan offices.

SOURCES

Sofas and banquettes-Otto Bach. Seating-Sunar, Gordon International, Knoll, Kinetics. Cocktail tables-Custorn-fabricated by Caccamo Woodworking. Drum tables-Intrex. Desks-Metal Stand. Reception desk-custom-fabricated by IBS. Fabric-Kent Bragaline, Guild Needlecraft, Design Tex, Bill Corry, Gilford, Quadrille. Flooring-Hastings Tile, Esquire Carpet. Laminate-Formica. Storage units-Lamica Corp., Metal Stand. Lighting-Lighting Assoc., Bloomingdales. Signage-Graphic Signage Inc.

Interior design-Barbara Schwartz, ASID, Barbara Ross, ASID, principals; Robert Cole, project director; Dexter Design Inc. General contractor: Edward Robbins Inc. Furniture consultant: Peter E. Frangos. Furniture supplier and installer: IBS Inc.



COSMOPOLITAN MAGAZINE

Furnishings are refurbished for reuse

tion adds decorative accents to the facility's simple architecture while enabling air and light to circulate.

Although space requirements were tight, specifiers were able to provide a desired amenity for editor Brown. By re-working walls in the office's restroom facility, designers created an executive bath complete with shower, vanity, closets, and suitable lighting. Says Schwartz, "Helen Gurley Brown is a high-powered woman who works long hours and attends many after-work functions. The bath facility provides her with a private space in which she may relax after the day's work and prepare for television interviews and parties."



Furnishings in Helen Gurley Brown's office (opp. page) were brought from previous quarters. New fabrics used to refurbish seating, carpeting, and wallcoverings closely simulate patterns and colors found in former offices. Floor plan (left) does not vary greatly from that of former space. Editors' offices run along the perimeter and feature windows. Conference room (below left) was created by sectioning off a piece of the hallway. Custom banquette enables 17 people to meet comfortably. Art director's office (below right) features a built-in light box which maximizes floor space.

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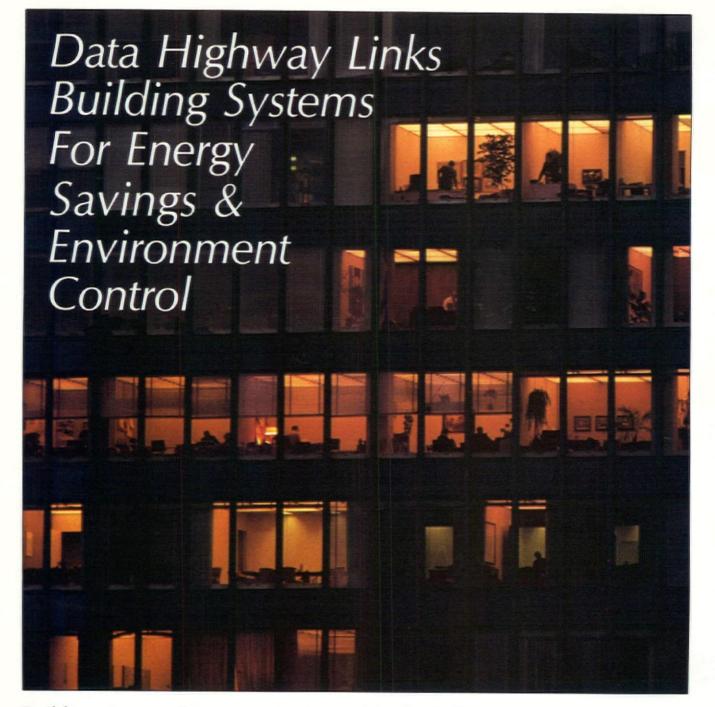


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Building Automation computerizes a Hartford, Conn. superstructure to create an energy-conscious, cost-effective electronic environment

by **KATHERINE FORMAN** Associate Editor

an specifiers offer clients computerized control of environmental conditions, substantial energy savings using standard HVAC equipment, and complete voice-data communications capability in one stroke? The answer is yes, thanks to the development of Building Automation's Data Highway.

Soon to be installed in CityPlace, a 1.2 million-sq.-ft. building now under construction in Hartford, Conn., the Data Highway ties together all building systems through a central computer or "brain" which monitors and controls room temperature, lighting, ventilation, elevators and escalators, fire and security systems, and overall energy use.

In addition, through the use of fiber optic cables—hairlike glass strands capable of transmitting information at the rate of millions of light pulses per second—the Data Highway offers several communications services to tenants. These include electronic mail, word processing, satellite communications, and simultaneous voice-data transmission within the building and to other points which hook up with the computer's central PBX switch. Building Automation is a subsidiary of United Technologies, a leader in aerospace, building systems, electronics, and automotive research. The organization incorporates services of Otis Elevator, Carrier Air Conditioning, and Lexar Corporation. Thus, the firm offers clients an integrated building systems approach which is both cost-effective and highly advanced.

Computerized for thorough energy management

At CityPlace, Building Automation will provide Otis Elevonic passenger and service elevators. Featuring a microprocessor-based system, elevators have an operating panel that announces floor landings, car direction, and special messages by voice. When hooked up to the Data Highway, fiber optic transmissions will automatically send elevators to lobby, parking, and main traffic areas morning and night to expedite service and reduce energy use.

Carrier will provide selected heating, ventilation, and air conditioning equipment that links with the computerized energy management system. Operators can check fans, dampers, humidifiers, heating coils, and cooling devices on a central screen which receives electronic messages from individual microprocessors located throughout the building.

Sensors determine air temperature and monitor mechanical systems to insure that energy is not wasted. If systems malfunction, the computer will set off alarms. Since the computer is highly accurate, costly pneumatic back-up controls are not required. Thus, operating expenses for tenants and building owners alike are reduced.

Control is local, not central

The Data Highway is equipped with various programs which correspond to internal building conditions and outside climates. Each day, the computer evaluates both factors to determine which program it will select. As it remembers day and time, it will automatically set low air conditioning and lighting levels throughout the building on Saturday or at night.

Although energy management programs are monitored by the building manager, individual tenants determine lighting, ventilation, and air conditioning/heating levels in their own offices. Says Building Automation president Tony Autorino, "All the tenant has to do is notify the building manager if a change in his energy program is required. Since the computer's language is everyday English, it is simple to modify programs on a daily basis.

"If, for example, a firm decides to hold Saturday meetings,

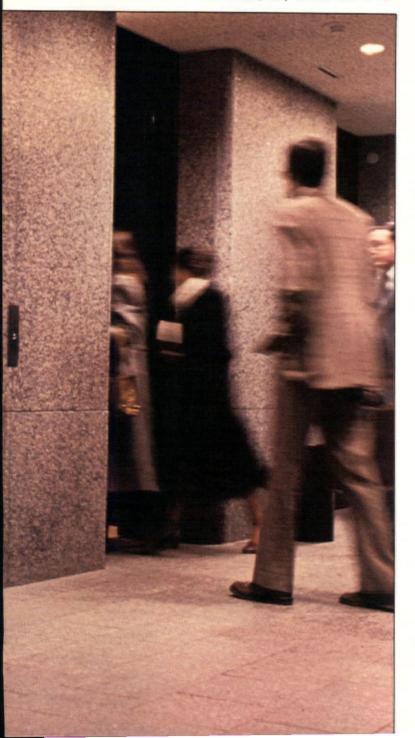
An additional energy-saving feature offered to CityPlace tenants is Infracon, a passive, infrared sensory device which automatically shuts lights off 12 minutes after users leave their offices (opp. page). Electronic mail and other automated information-processing systems are available to large and small tenants alike, via least-cost routing of the Data Highway (below).



Designed to adapt to future automation requirements

it will notify the building manager and he will reprogram the computer to increase power on that particular floor," he explains. "Thus, those tenants will have a comfortable working environment in their offices, while the rest of the building remains on low consumption. Energy is not wasted and only those tenants using the facility will pay for power."

Fiber optic cabling will run up and down floors connecting all electrical and mechanical systems as well as data terminals. Immune to electrical interference, the cabling carries high-speed data and provides wide band services such as closed-circuit television and microwave transmission. Since fiber optics possess an almost unlimited capacity to expand as future automation needs dictate, they will be able to ac-



commodate video conferencing when that concept is an integral part of office operations.

Since satellite communications are a standard feature of the Data Highway package, CityPlace and subsequent installations will be furnished with satellite dishes. Developers desiring solar-powered buildings in the future would need only to adapt these dishes to collect the sun's energy and modify mechanical systems to function on solar power.

The cost of the basic energy management system without the added expense of voice-data communication is approximately \$5- to \$10-million in a 1 million-sq.-ft. building, according to Autorino. The telecommunications feature, which is a tenant option at CityPlace, costs an additional \$1- to \$2-million.

Notes Autorino, "These figures are dependent upon the number of elevators, number of telephones within a given area, and other like factors. It is impossible to estimate the cost for a given structure without having precise building plans in hand."

Savings achieved with a computerized energy management system have been documented. The Massachusetts Institute of Technology (MIT) system, installed by Building Automation in 1977, was expected to yield a two-year payback. According to MIT, the system paid for itself in less than one year through energy savings alone.

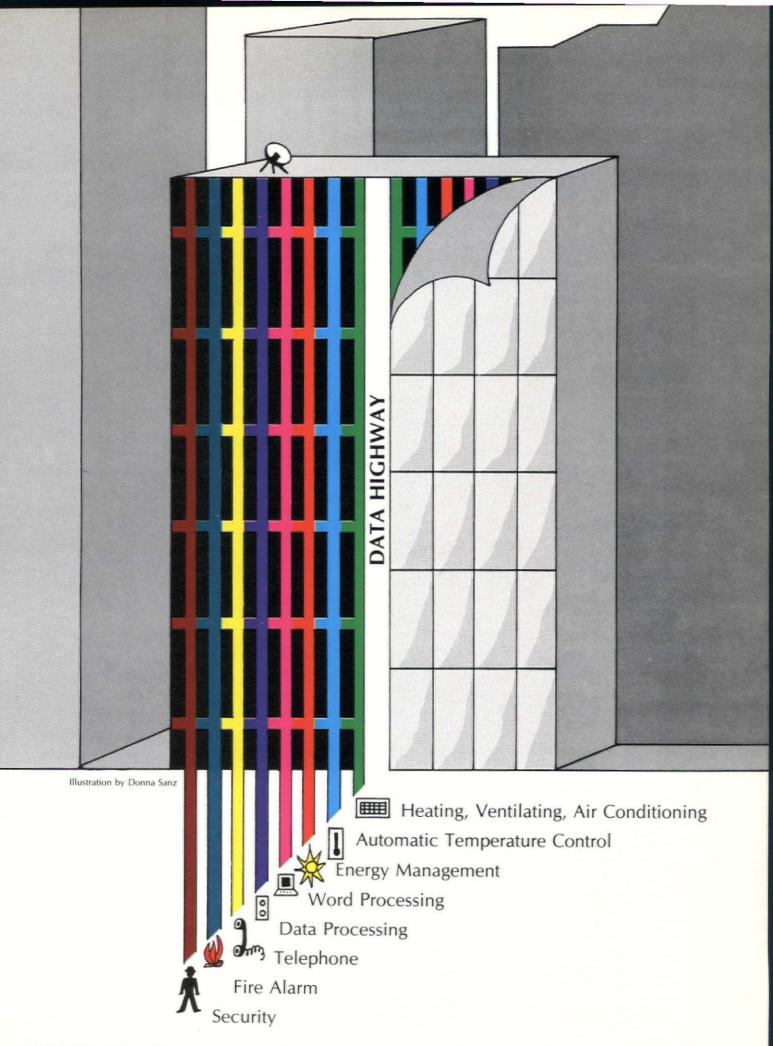
Program system to yield maximum benefits

These figures bear important messages for energy-conscious space planners and specifiers. Since the individual tenant need only hook into the system based on his own requirements, all building occupants can receive the system's benefits at a reasonable price via least-cost routing. Specifiers can suggest the Data Highway to clients interested in building a new headquarters or to clients looking to relocate. The latter have the option of moving to a building which features the Data Highway and then adapting the program to their needs. Comments Autorino, "It is up to the builder to provide the most adaptive system. It is up to the tenants to make it work best for them."

At CityPlace, United Technologies and Building Automation are collaborating with two developers, Urban Investment & Development and Bronson & Hutensky, to install the Data Highway. Since the building is designed to be a model for future customers, all investment and installation costs are borne by United Technologies.

Says Autorino, "In some respects the project is a gamble. But we see it as a risk worth taking. It's time for buildings to stop being passive and begin responding to the needs of their inhabitants. That's what CityPlace will do—offer each individual optimal control over his personal environment."

Graphic (opp. page) illustrates total capacity of Data Highway. Fiber optic cabling runs up and down building floors, connecting all systems that hook-up with the computer's central PBX switch for thorough energy management and environment control. Elevators (left) are automatically programmed to lobby, parking, or primary traffic areas for expeditious service during rush hours.





As rents increase, companies lean toward smaller offices where maximum space utilization is a prime factor

By **RACHEL LONG** Associate Editor

hough the shrinking office continues to shrink, incredibly it can still remain functional. As commercial rents skyrocket, office spaces grow smaller and the demand for ingenious solutions to office planning increases. Stress on word processors over space-consuming secretarial stations, reduction of reception and waiting areas, and centralization of record keeping are means employed to expand efficiency while reducing required space.

Notes Curt Zeiser, chief operating officer, Griswold, Heckel, & Kelly Associates (GHK), "Clients in New York, Boston, Chicago, Denver, and San Francisco all have asked us to redesign their offices to use less space." A designer for 20 years, Zeiser says the current situation sets a precedent for office design strategy.

Firms refuse more space

"One client," reports Zeiser, "moved into three and one-half floors of prime downtown office space less than three years ago and today that firm wants to eliminate an entire floor. That isn't unusual. We are getting calls every week from clients who want to reduce office size."

Despite the fact that some companies own or lease additional space, they are not exercising expansion options because revenue generated from rentals is needed. Other firms are pulling back to have space for short-term sublets.

While some companies are experiencing expansion, they refuse to take additional office space, reports Zeiser. "We are currently meeting with an agency that wants to convert its



traditionally function-clustered space to open plan so that growth can be accommodated without using option space within its own building."

There are certain pressures that come with such

conversions, according to Zeiser. "Project managers must be very experienced to handle assignments like these. We've gotten into areas such as recommending word processors to cut down on secretarial space. We urge companies to update communications systems for more effective interaction and security with fewer reception areas." These are necessities in today's working environment.

Taking away luxuries

"It is not difficult to convince top management of space cutbacks or reconfiguration when dollars can be saved. Managers are conscious of costs and operating expenses. It's much harder to convince staff on various levels that reducing space is a viable option," he says. "We never take away functional components. There is enough space for actual work areas and storage. We have taken away the luxurious—large private offices, sofas and lounge chairs, and intermediate waiting areas. Most were not fully utilized anyway."

As new, "clean" project demands decline, GHK is kept busy by the need for better space utilization. Zeiser reports, "The companies most interested in redesigning space are successful, profitable businesses.

"Just as conservation was spurred on by the energy crisis, the economic incentive is there for companies to make better use of office space. Rent for most companies formerly was a tiny fraction of overhead. Now that it is as high as six-to-10 percent of operating costs for service industries, companies are seriously seeking ways to maximize efficiency of office environments." Turn page for office space checklist.

SHRINKING OFFICE

10 AREAS TO EXAMINE WHEN DETERMINING **REQUIRED OFFICE SPACE**

ALUATE RECEPTION AREAS

Most multi-floor offices being designed today have only one reception area for the entire office, using what formerly would have been reception areas on other floors for work space.

COMBINE EXECUTIVE OFFICES AND CONFERENCE ROOMS

Many companies are opting to reduce the number of small conference rooms by replacing executive sofas and occasional furniture with small conference tables and chairs in the office.

2 DECENTRALIZE

With new technology for word processing, telecommunication, and data processing, it is less necessary for clerical and recordkeeping functions to be located in the same expensive offices with the executive staff.

REALLY CONSIDER AN OPEN PLAN OFFICE

Offices without walls have been available for years and today's office furnishings function better than ever in maintaining privacy and minimizing noise.

USE "LOST" SPACE

In any office, from five-to-20 percent of space is consumed by corridors and other areas "lost" to work functions. Many of these spaces can be redesigned to decrease the loss factor.

LOOK UP FOR STORAGE

Just as a five-drawer file cabinet uses space 25 percent more efficiently than a four-drawer model, floor-to-ceiling storage, properly planned, uses space with near 100 percent efficiency.

BRING PEOPLE TOGETHER IN CLUSTERS

Modern workstations can consolidate two-to-four functions in space that formerly served one office worker.

MAKE SPACE DO DOUBLE- OR TRIPLE-DUTY

The legal department, for example, can often combine its conference room, library, and file room.

CENTRALIZE FILES

Eliminate the practice of maintaining duplicate departmental files.

THROW THINGS OUT

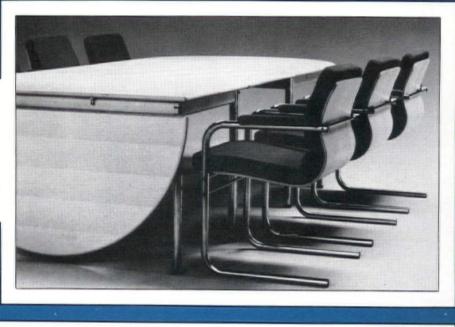
Zeiser cited the views of John Culton, former president of the Association of Record Managers and Administrators. He estimates that companies not using records management retain 30 percent more files than are needed and that an additional 20- to 30-percent of records can be stored in warehouse space away from the office.

OFFICE FURNISHINGS BLEND ESTHETICS & 'HARD TECH'

Well-designed wood & leather furniture gives specifiers high-tech engineering needed by today's executive

Domore—Drop panels and interleaves allow for many configurations of table/ desk. Designed by Danish architects Eric Rasmussen and Henrik Rolff, system comes in oak, plastic laminate, dark brown wenge stain, or black stain. The firm's 2R side chairs complement the unit. **Circle No. 203.**

Packard—Officenter[®] 2000 builds in circuitry with its transpower electrical system. Task and ambient lighting, steel panel construction, and roll-front storage units are standard. **Circle No. 240.**





OFFICE FURNITURE/FURNISHINGS

Ergonomics is key seating feature



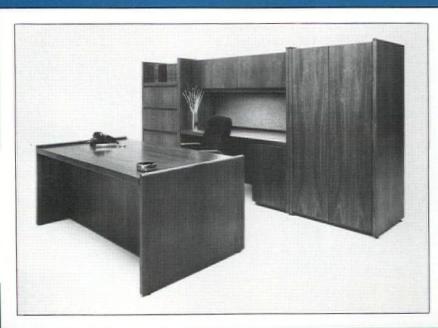
Hauserman—Privacy Panel[™] system is integrated with office components including configurations for fully enclosed offices. Desk and cantilevered work surfaces are designed to support a range of electronic office equipment. Tops are offered in high-pressure laminates. Circle No. 227.



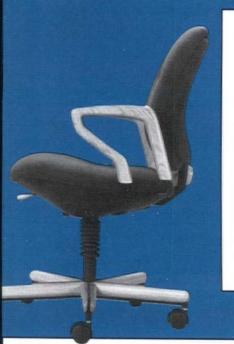
Charvoz-Carsen—Builtin lumbar comfort support is result of chair's rocking capabilities. Armrests, pneumatic control, five-star base, and wool fabric choices are standard in this series G 2112. Circle No. 220.

Emeco Industries—Console seating provides chair heights for a range of needs. All models have tilting backs and adjustments for seat height, back tilt tension, and back vertical and horizontal adjustments. Upholstered arms and five-star base are standard. **Circle No. 302.**

Kimball—Coordinated desks and storage units are part of the 7500 series. Offered in walnut veneers and solids, units have a high-sheen lacquer finish. Series includes a CRT table with keyboard shelf and printer table. **Circle No. 216.**







Fleetwood—Gibraltar group consists of 14 products for office organization. Upper display section, adjustable shelving, and bottom storage drawers or covered shelving are standard. Circle No. 256. Vladimir Kagan Designs—Crescent executive collection consists of unusual designs in Acacia with high-polish lacquer. Units are available in custom sizes. Circle No. 233.



Executive Office Concepts—Anthropom chair is ergonomically designed in wood with style options including armless and conference swivel models. Synchrotilt tension, back lumbar support, and pneumatic lift are standard. Oak and walnut are available in a variety of finishes. Circle No. 225.

Tiffany Stand—Word processing/data processing stations are designed to accommodate electronic equipment. Depth is 24 in. with 36- or 45-in. width offered. Optional supply cabinet may be mounted under either side of the table top. **Circle No. 230.**



OFFICE FURNITURE/FURNISHINGS Providing storage in modular groupings



Office Suites Inc.—Vintage series incorporates historic references within a contemporary style. System shown has a mix of wood and other materials in work surfaces and storage units. Circle No. 311. MPC Inc.—SilentWall® panels and QuieTile® ceiling inserts from Noise Control Products Div. absorb distracting office noise. Panels and vertical hanging acoustic baffles allow color and design coordination of total office. Circle No. 222.







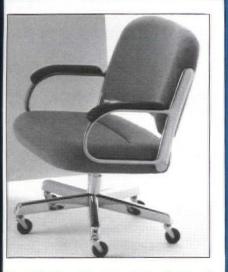
Westin-Nielsen—Created by designer Earl Koepke, swivel chair is made of laminated hardwood veneers. Wood five-star base and open arms are standard. Circle No. 218.



VectaContract—Ergonomic principles have been applied to Raftery executive seating line. Vectaflex[™] allows the front edge of the seat to tilt downward to reduce pressure points which cut off circulation. Eight models with a range of options are offered. William Raftery, design manager, created the series. Circle No. 246.

Delco—CRT desk has been added to line of systems furniture. Bi-level units have a two-drawer pedestal plus a center drawer with built-in pencil tray. **Circle No. 214.** **Girsberger Industries**—Consens 1 #6601 is a complete seating line from swivel task chair to executive model. Cushioned back and seat and five-star base give comfort and stability. **Circle No. 260.**



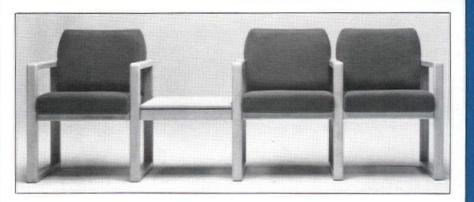


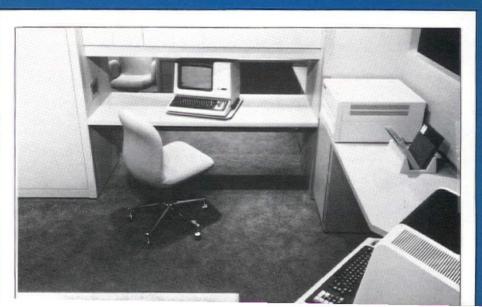
Stow/Davis—Moving chair, designed by Richard Schultz, has arms and back which move independently of the seat. Wood, chrome, and fabric finish the rounded look. **Circle No. 232.**

> Harvey Probber—Advent III system furniture components now accommodate computer equipment and media storage. Wire management, corner work units, and hanger bar for electronic filing are part of available options. Circle No. 261.



Tuohy—Plexus armchair grouping has interconnecting or single units available. Modularity allows different formations for custom sizes. Available in red oak, ash, or walnut, seat chairs have cushioned seats and backs with fabric or vinyl upholstery. **Circle No. 210.** John Stuart/John Widdicomb—Aurora Collection has desk of olive ash burl with solid brass base. Designed by Robert and Bruce Mulder, unit can be lacquered with a variety of finishes. Etagere completes the line. Circle No. 249.





Adapting desks to suit computers





Acme Landscape—Components include panels, raceways, work surfaces, shelf units, doors, and pedestals designed for the open plan office. Items are engineered to fit individual differences in physical build. Custom orders can be accommodated. Circle No. 313.



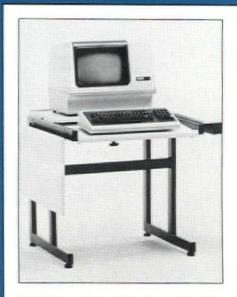


Lubke—Pictured are upholstered chair models 446/16 with a solid wood frame. Model 682/21 conference table measures 43¹/₂- by 82³/₄-in. Circle No. 315.

> AGI Industries—Carlyle sofa is one of 30 contemporary lounge groupings by this firm. Pictured unit has polished mirror chrome trim with oak or walnut trim optional. Line is available in sofa, loveseat, and chair models. Circle No. 242.



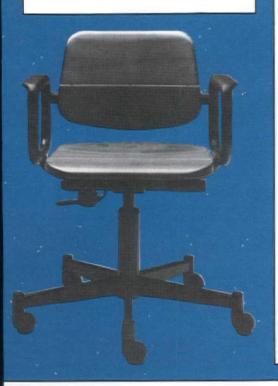
Hamilton Sorter—Complete line of workstations and accessories has been designed for micrographic applications. Three heights and 16 sizes of work units are part of the series. Various configurations and storage systems make the line applicable to many settings. Circle No. 239.

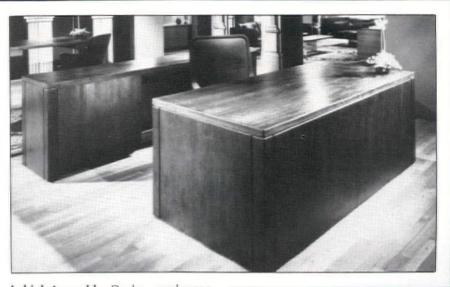


Precision—Data table has adjustable keyboard platform for three operator positions and 5- to 10-degree incline. Optional drop shelf and drawer space are reversible for left or right positioning. Unit suits firm's System 9 line or existing furniture. **Circle No. 253.**



Harter Corporation—Harter/Stoll H series chairs have solid beechwood seats and backs in light, medium, or dark stain. Four swivel models and two side chairs are offered. Circle No. 226.





Lehigh-Leopold—Desks, credenzas, and occasional tables are part of the geometric Bloc series. Reveals separate top and corner posts from panels and pedestals. Oak, mahogany, and walnut are finish options. Circle No. 251.

<image>

HAG USA—Anthropometric needs are met by this sliding back support feature in high- or low-back version. Frames are offered in chrome or natural beechwood with three stain options. All models have armrests designed to fit under desks or tables. Zippered upholstery is removable for cleaning. Circle No. 259.



Westinghouse—Wes-Tech series has freestanding desks which may be linked with square, triangular, quarter round, or trapezoidal cluster tops for infinite flexibility. Panel-hung cantilevered surfaces are also available. Tilt carousel CRT base permits terminal sharing. Circle No. 265.

OFFICE FURNITURE/FURNISHINGS

Wire management is now standard





Gunlocke—Softly sculptured, radius edge series includes desks, credenzas, returns, and lateral files in contemporary design. Available woods are walnut, oak, or mahogany. System is called "elan." Circle No. 248.

Spec'built—Single integrated unit consists of a double pedestal executive desk, credenza, closets, storage, drawers, complementing settee, and room door. Designs are custom-executed to exact specifications. **Circle No. 209.**

Atelier International—Uni table—part of the new Made-In-America collection —is offered in three models and 27 variations. Particularly suited to restaurant and corporate dining applications, it is designed by Werther Toffoloni. Circle No. 314.



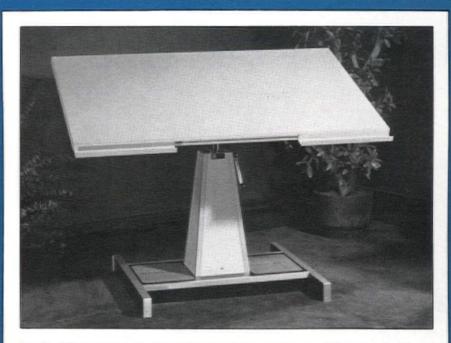
Lunstead Designs—Solid oak radiused posts and caps, interchangeable wood and acoustical panels, and vertical or horizontal wire management are part of the MatrixSystem open plan line. System allows easy reconfiguration without damage to panels. Circle No. 244.

Charlotte Chair Co.—Kirk executive tilt chair combines upholstery detail with wood trim. Six styles are offered in the Kirk line. Circle No. 258.



Myrtle Desk—Contemporary collection of executive office furniture has handtailored tops and bases of top-grain leather. Wiring access openings with solid brass fittings are options for the desk top. Circle No. 215.

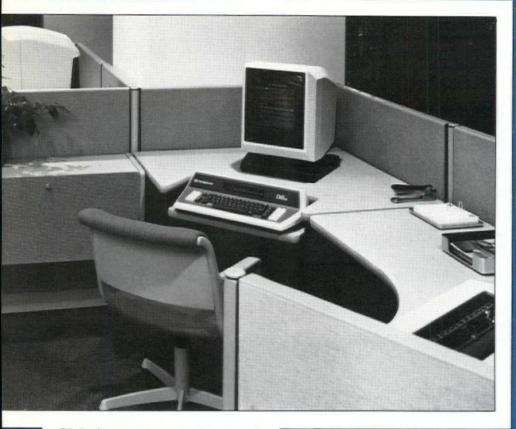




CL and SCL series have steel frame con- sizes aid in adaptation to various funcstruction and hollow core top. Full ad- tions. Circle No. 257.

Creative Dimensions-Drafting tables in justment range and three standard board

office furniture/furnishings Inlays add accents to desks



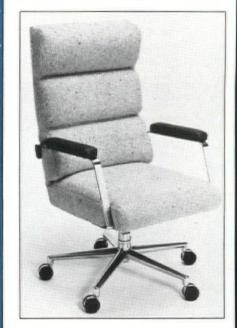
GF Business Equipment—Corner work surface shows split-level keyboard option with Action Arc configuration for operator comfort. Tri-circuit Electra III is also used in this station. Circle No. 254.

Ram—Line of 2000 series electronic panels is available to accommodate complete internal requirements of office machines. Dual circuit is standard with a third isolated grounded circuit offered for CRT use. **Circle No. 236.**

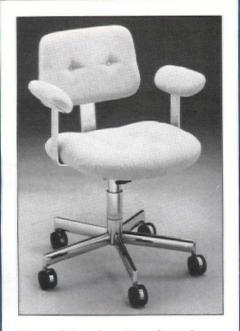


Gregson Furniture Industries—Shorter armrests permit freedom of movement in this office seating group. Five-star base gives stability while lumbar support eases back stress. Circle No. 229.





Tulip—Swivel tilt, adjustable height, and tension control lend function to this upholstered, cushioned high-back model. Five-star base has double wheel casters. **Circle No. 241.**

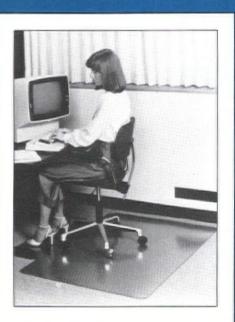


Harvard Interiors Manufacturing— Free-form armrests allow positioning of 610 Posture Chair near workstations and terminals. Adjustable posture mechanism reduces fatigue. Five-star base gives increased stability. Circle No. 207.



American Seating—Components for the electronic office permit sharing of VDTs and adjustment of screen. Rolling

pedestal drawer gives full mobility. Varied configurations allow flexibility in design options. **Circle No. 205.**



United Technical Products Inc.—Static protective chair mat has been developed to control static in electronically sensitive environments. Overlay protects specially compounded vinyl film bonded to substrate. Clear-Stat dissipates static charge carried from outside areas. Circle No. 224.



parallel collection features low table with laminate inlay. Collection has matching chairs. Units are appropriate for reception areas or lounge groupings. **Circle No. 213.**

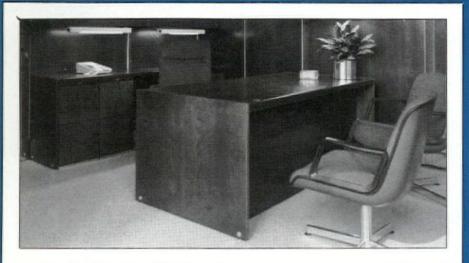
Hiebert—Option Two series secretarial desk comes in standard T-model version. Desks and return surfaces have

inlaid tops with flush side panels. Oak or mahogany is available. **Circle No. 237.**

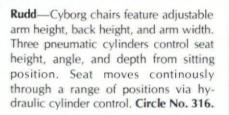


OFFICE FURNITURE/FURNISHINGS

Increase privacy with acoustic barriers



Croydon Furniture Inc.—PlexiTop office enclosures create privacy with floor-to-ceiling barriers. Totally integrated with the firm's open office system, plexiglass infills fit ceiling tracks. **Circle No. 234.**



Modern Mode—Case goods series 9000 has hand-cut chamfered edges to complement natural wood grain finish. Sculptured octagonal base supports table run-off. A broad range of woods is available. Circle No. 219.

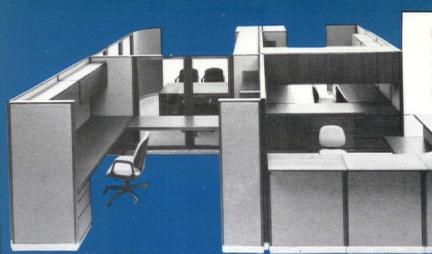


Mueller Furniture Corp.—Additions to the Integre casegoods line include Gallery reception desk finished in red lacquer. Shelf with task lighting and storage space eliminates need for additional furniture in reception area. New credenzas are also offered for the Integre series. Circle No. 245.

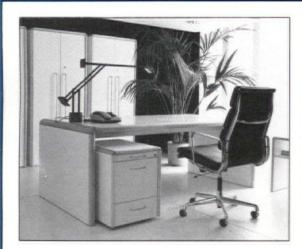




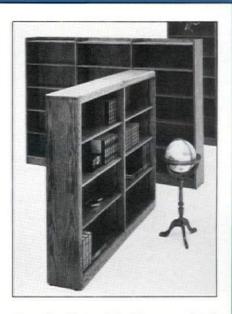
Baker Furniture—Al Herbert designed a contemporary office furnishings series of walnut veneers and bronze accents. Wired for technological accessories, desk has matching cabinets, files, and open storage units. **Circle No. 247.**



Reff Products Ltd.—Series 55 has acoustical screens with solid wood trims and raceway bases. A variety of work surfaces and auxiliary tops are available. **Circle No. 212.**



Brayton International— Office system has been developed at the workshop of Klein and Stoll in Cologne. Called "Signature," system has vertical storage units, desks, movable storage pedestals, and consoles. Circle No. 211.

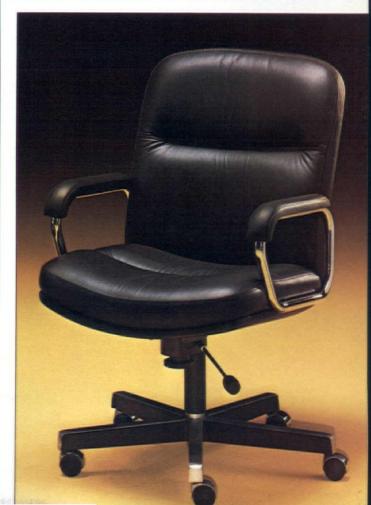


Nucraft—George Schad has completed three designs for modular shelving, each featuring different edge molding. All units are offered in multiples of 36-in. width, in heights from 60- to 94-in. Circle No. 208.



R-Way—Cordovan, a hand-rubbed lacquer finish, complements Cambray series of desks and accessory units. Acacia veneers lend exotic look to contemporary series. **Circle No. 263.**

High Point Furniture Industries— Interchair collection contains 15 ergonomically designed office seating products with gas lifts and handwheel adjustments. Swivel tilt in high- and low-back variations is an option. Chairs suit electronic equipment operators. **Circle No. 267.**

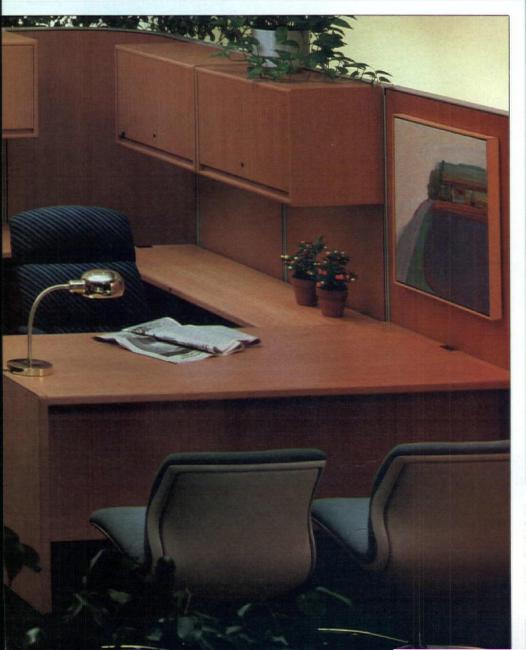


Ball-bearing suspension eases access to files





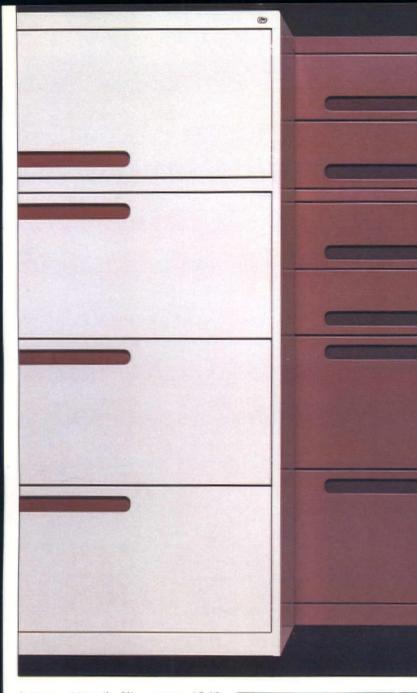
Haller Systems—Workstations are designed to handle electronic office terminals and processors. Tabletop extension surfaces and printer stands are adjustable. Printer stands have rear extension tray for printouts and casters for mobility. Circle No. 231.

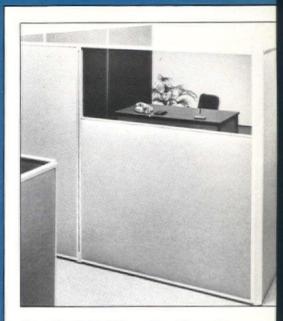




Samsonite Corp.—Robert/Bernard Associates designed this clerical/data processing chair with articulated shell construction. Styling allows continuous support with flexible back movement. Cantilevered arms are resilient self-skinned urethane molded over steel. Height adjustment is standard. Circle No. 264.

Steelcase—Design 9, a complete line of wood furniture, is compatible with the Series 9000 system. Included in this modularly designed line are structural panels, desks, credenzas, returns, work-surfaces, and panel-supported binder bins. **Circle No. 324.**





Conwed—Series 960 see-through panel allows workers to observe other areas with privacy. Plexiglass and acoustically treated fabric comprise the panel. Full range of colors and sizes are offered. **Circle No. 238.**

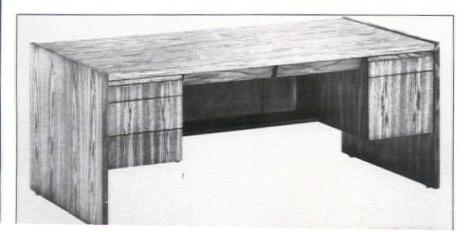


Leathercraft—Newest executive chair has tufted center back and loose pillow cushion seat plus fully upholstered arms. Hand-driven brass nails complement classic styling. Chair is offered in 250 colors of leather. Circle No. 221.

For more information on office products see page 202.

Artopex—Versatile filing system AS-60 has solid, double-base construction and a patented system to prevent simultaneous opening of drawers. Ball-bearing mounted suspension, soundproofing, and a range of configurations, dimensions, and color choices are also standard. Circle No. 266.

Executive Furniture Inc.—Desks in new line contain two center drawers and writing arm slides. Both pedestals come with standard locks and ball-bearing suspended drawers. Line is available in walnut and oak veneer. **Circle No. 206.**



Have You Centralized Control Of Art Inventory Programs?

Corporate consultant shows how recordkeeping adds to the value of prized collections

by Judith Selkowitz

s interest in corporate art programs increases across the country, the establishment of an inventory system to manage corporate collections takes on added importance.

Such collections vary tremendously, ranging from programs comprised of prints and posters, to costly original works of contemporary masters. As a corporate art consultant, I have been directly involved with collections of varying size and value and have always stressed the importance of establishing an inventory system suited to each company's needs.

While no two collections are the same, there are a number of factors employed in managing an art inventory system which are applicable to every case across the board.

Establish central control

Once the decision has been made to implement an inventory system, responsibility for maintaining a current information file should be assigned to an individual within the company. Ideally, this person would also be responsible for acquisitions and management of the collection, thus assuring completeness and accuracy.

The type of inventory system appropriate to a collection must be determined by the following criteria:

size of the collection.

length of time chosen to acquire the collection.

 amount of information desired on each artwork.

One of the most important steps toward establishing a well-organized system is assignment of a corporate acces-



sion number to each piece, including all works in series and portfolios. Next, photodocumentation, either in color slide form or black-and-white photograph, is essential for proper identification and provides useful information for insurance purposes.

Finally, a data sheet should be compiled on each work, to include:

• the full title of artwork (including any information pertinent to correct identification—edition numbers, etc.).

full name of artist.

• medium of artwork with dimensions of image, paper, and frame.

location within company.

 date of acquisition and value of artwork and frame.

Handling large, existing collections

Working with these specifications, a company can maintain an adequate and useful inventory record. However, in the case of a corporation having large collections distributed among several facilities, a frequent in-house rotation policy, or an active loan program, additional information should be a matter of record.

Several corporations have created a loan policy form distributed to all those employees occupying private offices that have artwork on display, thereby reaffirming location and condition of artwork. Additional record-keeping which proves to be useful to corporations with eclectic collections includes:

biographical information on the artist.

- source of acquisition
- provenance of artwork.

 information pertinent to a commission project.

• a record of conservation work completed.

In addition, an inventory system which has cross referencing capability can be useful in large collection management. One major corporation in the country has a computer-based system which can locate artwork by the accession number, artist, medium, or location with an immediate print-out of all available information on that given work. This system is indeed well applied to a large collection with an extensive publication and loan program.

When a collection already exists and demands that an inventory system be introduced, the task may be formidable but will reap many benefits once completed. I suggest that an inventory checklist be started by compiling all works on a floor-by-floor basis, indicating accession numbers, location, and proper identification data.

A further breakdown recorded on color-coded index cards according to type of medium is a simple and manageable way to begin inventory records. I also suggest that old invoices provid-

ART INVENTORY SHEET

LOCATION & FLOOR	ARTIST	TITLE	MEDIUM	EDITION	VALUE	INVENTORY NUMBER	NOTES
24 Plones office 24 Plones office 24 corridor 24 corridor 34 reception 34 corridor 34 corridor 34 corridor 34 corridor 34 corridor 34 corridor	Hicquis, Thomas Parts, Barbara Mason Hackney Motherwell Lester, Michelle King, Jeremy Guest, George Janetti, Jony alpert, Larry	Mithie Hanging Garden #5 Bath Ehgland Beach Boats Houses Old MAN Untitled	PTO UNC Quria P. DOST POST. Tap. PRT PRT PRT SC	159/350 9/30	5000- 1000- 2000- 2001- 2001- 2001- 250- 250- 350- 350- 3000-	2000001 3000003 200003 20000043 20000043 20000045 20000045 20000045 20000049 20000049 20000049 20000049	7 7 7 7 7 7 7 7 7 7 7 7 7 7
PTG PAIN	RAMED PRT PRINT	TAP TAPESTRY	WR W	CULPTURE ALL RELIEF HOTOGRAPH			

Corporate art inventory systems provide the mechanism to keep accurate records of collections. Data sheet (above) offers one solution to tracking each artwork in a program.

ing appropriate information regarding value of artwork be referenced.

Floorplans marked according to artwork location are useful only when applied to collections with permanent installations where quick reference is a possibility. If a record does not exist, an outside appraiser should be contacted for an accurate value of the collection.

Routine review recommended

Accurate management of the collection is dependent upon, once again, a single individual responsible for maintenance of the inventory records and the collection itself. I strongly recommend that a routine inspection of all work for possible damage be completed every six months. With this routine check, locations may be validated in addition to the condition of the artwork, mat, frame, and glass.

Most corporations like to have their collections reappraised; an appraiser should be hired once every three years. A listing of appraisers, conservators, truckers, and installers should be maintained as a routine part of the management of the collection.

An inventory system provides the mechanism to keep an accurate record of corporate collections and acts as the

core for all employee involvement. Once a corporation begins an inventory system, its accessibility should be made known to employees so that they may refer to records and thus fully benefit from the collection. Staff involvement is integral to the true success of a corporate art collection.

Judith Selkowitz, president of Judith Selkowitz Fine Arts Inc., a supplier of fine art and consultant to corporations, architects, and designers, has worked in the field since 1970. She is a Fulbright scholar and has lectured at the Harvard Graduate School of Design.

ADD COLOR & TEXTURE TO INTERIOR SPACES WITH CORPORATE ART

Custom & limited edition photos, wall hangings, & murals provide the finishing touch

Lisa S. Klinghoffer—Completed in 1981, "Parrot" is acrylic on wood and measures 57- by 66- by 44-in. Circle No. 288.

Bolae Designs—"Leda and the Swan" is a one-of-a-kind, signed, sculptured panel measuring 72-in. wide by 36-in. high. All works completed for private collectors feature certificates of authenticity. **Circle No. 285.**







Bolae

Creative Glassworks—Custom and limited edition works are adaptable for use as windows, screens, tables, and dropped stained glass ceilings. Designs are made of precision-cut background sheets of stained glass and are assembled without the use of lead. Circle No. 295.

Du Pont—Custom carpet designs for walls produced by Carpet Systems were recently displayed at the Carpet

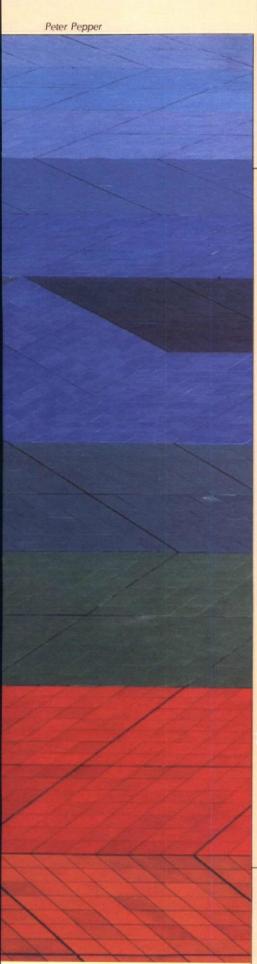


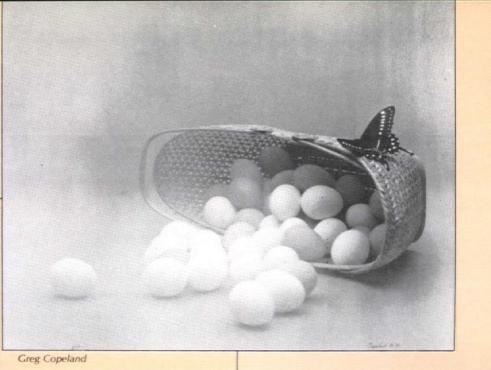
Creative Glassworks

Du Pont

Systems/Hamilton House gallery showing, Omni Hotel, Miami. Woven of Antron nylon from Du Pont, hangings are one-of-a-kind, hand-fabricated originals. **Circle No. 276.**

Peter Pepper Products—More than 150 subjects are included in the firm's "Gallery of Original Photography." Catalog shows original photographs in various sizes framed in natural- or bronze-aluminum, or oak. Circle No. 270.









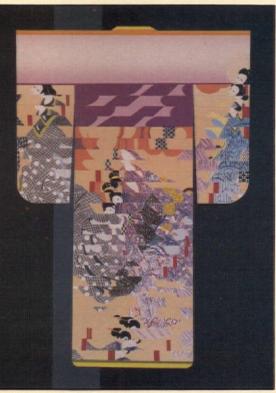
Int'l Printworks

Greg Copeland—"Eggs Over" is an original photograph which features lucite matting and color-coordinated lacquer frame. Available in three sizes, it is offered in limited editions of 1,000. **Circle No. 287.**

International Printworks—Contract division offers textile print wall hangings in varied colors, patterns, and sizes. Imported from Europe, Scandinavia, and Japan, art is stocked in the U.S. for quick delivery. Circle No. 297.

Verbena Galleries—"Moon" by Carol Kropnick is made of bird feathers glued to a linen backing and framed in wood. It measures 48- by 29-in. Circle No. 322.

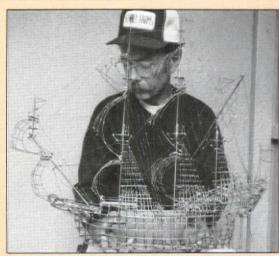
Reversibility increases art applications

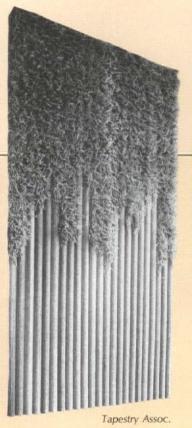


WW Graphics

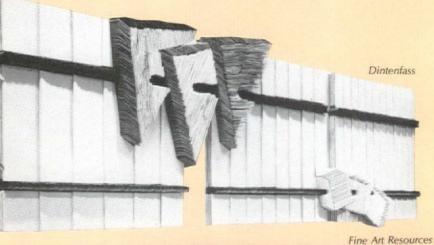
WW Graphics—Paintings and serigraphs from various artists are available. Shown is "Kimino," a limited edition serigraph framed in black metal by Erica Lann. Circle No. 282.

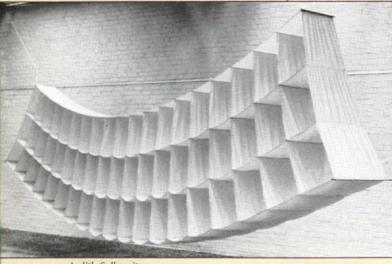
Marylyn Dintenfass—IBM offices in Charlotte, N.C., feature commissioned works by this artist. Shown is "Cubik Themes," a 7- by 20-ft. porcelain wall sculpture. Circle No. 294. Fred Bergmann—Intricate copies of ships are fashioned by the artist from soldered copper wire. Designs range to 2-ft. high and feature hundreds of feet of wire. Circle No. 319.





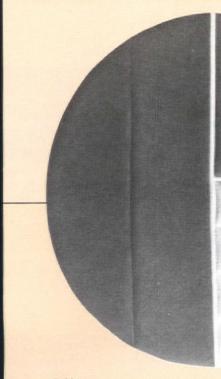
Bergmann



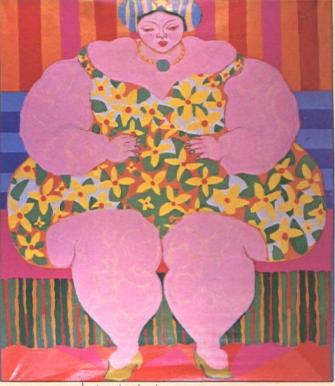


Judith Selkowitz









Jean Lumbard

Goldstein





Kimric Products

Marushka

Marushka-Fall 1982 series of textile graphics and museumount posters are hand-screened in varied colorways. More than 200 ready-to-hang wall hangings are available. Circle No. 290.

Tapestry Assoc.-Commissioned for Live Oak Center, Atlanta, wall design is of wool, acrylic, sisal, and nontarnishing metallic thread. Created by Jon Riis, work is an example of the firm's recent corporate projects. Circle No. 301.

Fine Art Resources-Original painting by artist Yvaral (shown) is one of many artworks procured for corporate clients. Associates based in nine major U.S. cities provide services such as collection planning, purchasing, framing, and installation. Circle No. 323.

Judith Selkowitz Fine Arts-Specializing in corporate art that includes murals, wall sculptures, weaving, and wall reliefs, firm offers works for immediate purchase or on commission. Shown is "Geometrie Courbe" by artist Daniel Graffin. Circle No. 272.

Brejtfus-"Soft Imagery" upholstered wall graphics are comprised of soft, suede cloth wrapped over polyurethane foam. Created by artist/designer Ron Brejtfus, collection includes 15 new designs. Circle No. 274.

lean Lumbard Fine Arts-"The Fat Lady" is painted on a 7- by 6-ft. canvas. Reverse side features "The Elephant Boy" which is painted to the same scale. Artwork is designed to be hung so that both paintings are visible. Circle No. 283.

Kimric Products-Six color prints of famous American ships are featured in "Ship Prints with Plans" collection. Ready-to-hang graphics feature architects' original plans and are framed in oak with protective glass cover. Circle No. 281.

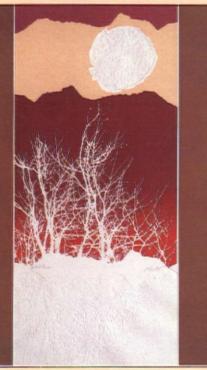
Betty Goldstein-This artist's stone sculptures grace walls and doors of institutions throughout the U.S. A recent commission is the Jewish Home for the Elderly, Fairfield County, Conn., for which she will create a Tree-of-Life. Circle No. 318.

ARTS & GRAPHICS Complete customization possible

Franklin Picture Co.—Series FA288 graphics feature Oriental cranes that are hand-painted on a cork background. Framed in a 2½-in. walnut moulding, graphic is mounted on a gold streak panel under glass. **Circle No. 269.**

Gilford Designs—Velvets and textured fabrics comprise the 12- by 3-ft. wallhanging (shown) created by Ann Gilford. Commissioned by architect Craig Hamilton of Resources Property Mgt. Corp., project graces walls at Sheraton Inn, Philadelphia. **Circle No. 271.**

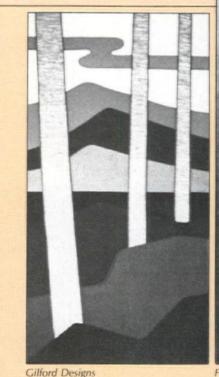
Kaleidoscope Ltd.—Artists' Folio Collection includes 20 pairs of serigraphs designed for contract interiors. Each may be custom colored from fabric swatches to coordinate with interior plans. Varied frame and mat selections are offered. Circle No. 289.



Winn Galleries

David M. Stone—All phases of photodecor, from original photography through installation, are handled by the firm. Custom photography is printed, mounted, and framed according to customer specifications. Circle No. 279.

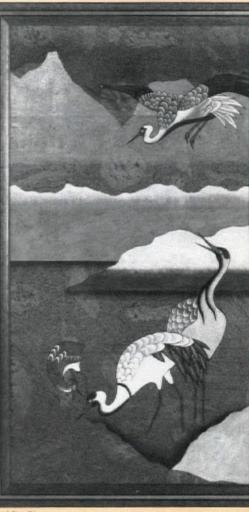
TSAO Designs—Custom Wall I consists of a series of geometric elements the deWinn Galleries—"Islands in the Sun" by Max Hayslette is a 38- by 25-in. serigraph. Graphic is available in limited editions of 300. Circle No. 292.



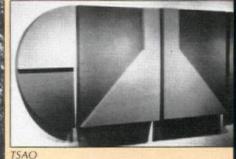


David M. Stone

signer can use interchangeably to create various artistic compositions. Units are upholstered in wool or in any of a selection of COM fabrics. **Circle No. 268.**

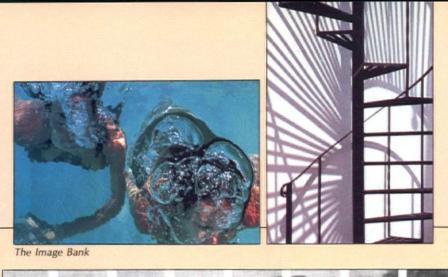


Franklin Picture





Kaleidoscope Ltd.





R. Volid Freidland



Marigold



Asigan Int'l Marketing—Mary Cogswell designs stained glass windows to custom specifications. Artwork is shipped from her California gallery to any location. Circle No. 299.

Belart

The Image Bank—Firm represents more than 200 photographers and stocks two million catalogued original works. Art shown is by Peter Angelo Simon. Circle No. 320.

R. Volid Friedland Galleries—Shown is a commissioned work by Maxine McClendon as installed in the First National Bank of Mount Prospect. Gallery offers custom artwork designed for contract spaces. **Circle No. 280.**

Marigold Enterprises—Firm applies lithographic or serigraphic images to many types of materials. "Lily" table top (shown) was designed by artist Lowell Nesbitt. Circle No. 321.

Belart—Handcrafted "Oval Butterflies" mirror features burnished orange and gold stained glass design. Frame is solid oak. **Circle No. 293.**

For additional Arts & Graphics coverage refer to Products & Services section beginning on p. 197 in this issue.

191



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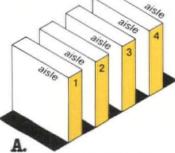
Circle 85 on reader service card

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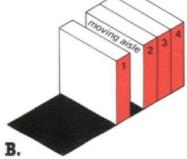
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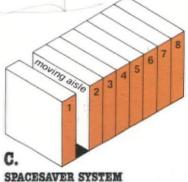


CONVENTIONAL STORAGE Wasted Aisle Space

Case Studies



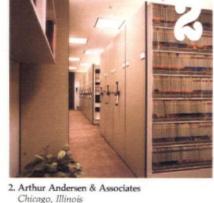
SPACESAVER SYSTEM Converts Aisles to Storage



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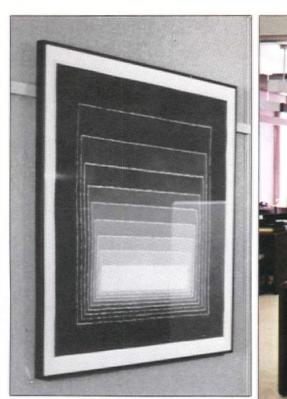




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Circle 89 on reader service card

PRODUCTS & SERVICES





Walker Systems

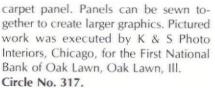


Otsuka

Computer graphics, ceramic murals customize schemes with unique motifs

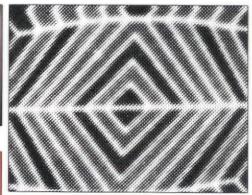
Walker Systems—"Hook-on" picture moulding attaches to most systems panels. Artwork—as well as certificates, planning schedules, and photographs—is easily displayed via hooks, clips, and holders which attach to moulding. Circle No. 284.

3M—Scanamurals are full-color computer graphics derived from photographs, sketches, or artwork. Enlarging process produces paintings ranging to 10-15-ft. on a single fabric, vinyl or BOTERO Craphic Encounter



Scott Plastics

Scott Plastics—Display signage for sporting goods stores is available. Graphics measure 24-in. high by 20-in. wide backed with fibrefoam and finished with vinyl. Racquet motif is pictured. Circle No. 273.



KCR Fabrics

KCR Fabrics—In-stock wall hangings printed on inherently fire-resistant panel fabrics are offered. Called "Tapestry Collection," designs include 14 works in various colorways and sizes. Circle No. 275.

Otsuka Chemical—Ceramic panel art is offered in sizes ranging to 10- by 2-ft. Vitrified at 1,300 degrees, more than 300 colors and patterns are offered with optional glazing. **Circle No. 291.**

Graphic Encounter—Graphics, posters, limited edition designs, and custom framing are among the firm's specialties. Included are prints by Miro, Picasso, Kandinsky, Calder, and Botero. Specialty is hotel art. **Circle No. 278.**

FIDER

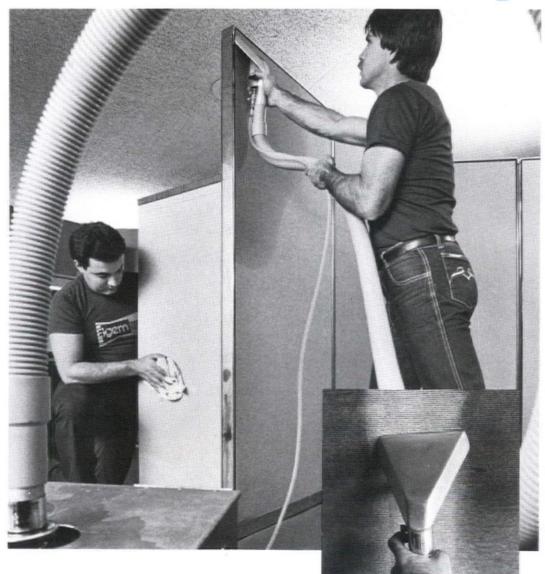
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This advertisement is a contribution by this publication through the FIDER Development Task Force.

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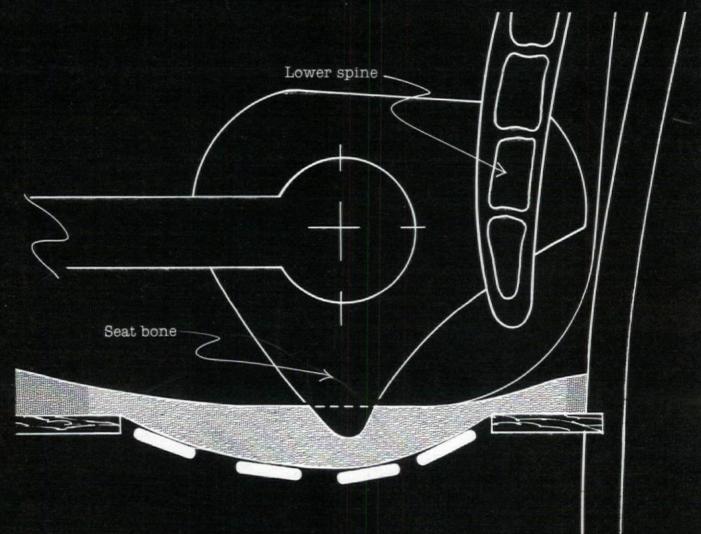
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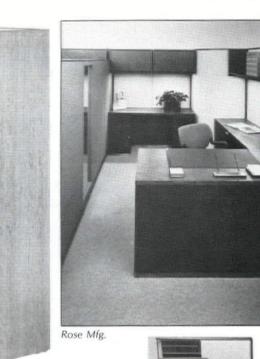
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PRODUCTS & SERVICES

OFFICE FURNITURE/FURNISHINGS (Continued)



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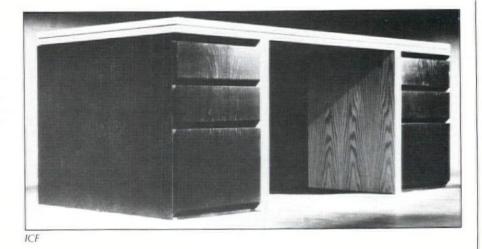
ICF—Walker Group's Pinstripe selection of desks has been expanded to include two-tone veneer options. Group now includes both freestanding and attached CRT terminal table with optional storage. **Circle No. 217.**

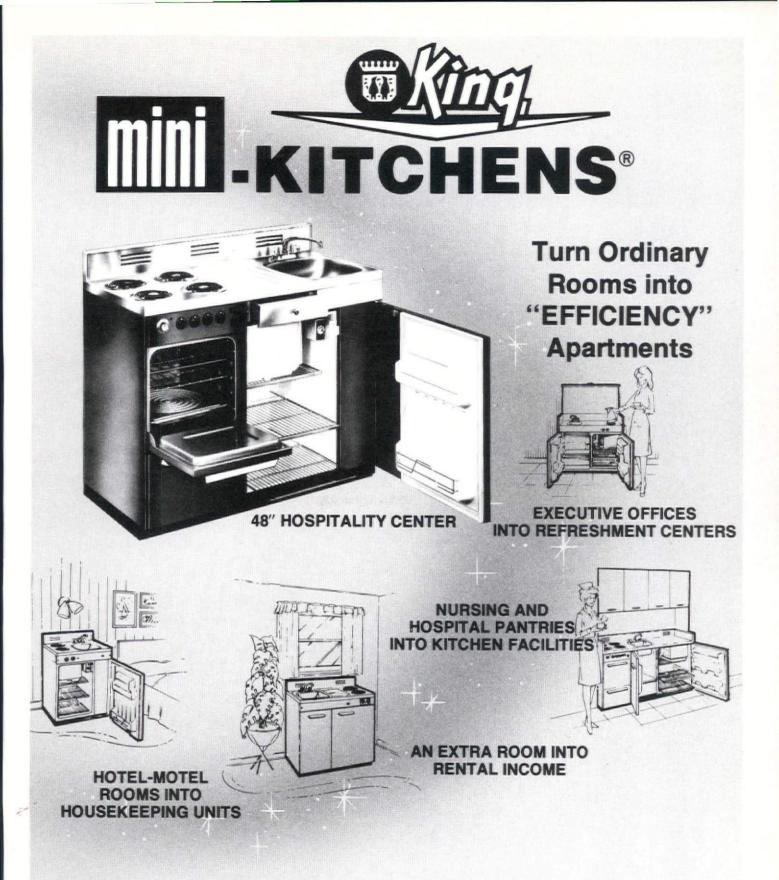
Rose Manufacturing Co.—Progressions® panel system is compatible with conventional and existing furniture. Varied heights and widths, including vision panels, have six connector configurations for layout flexibility. Power feeds are also offered. **Circle No. 243.**

Acoustical Screens Corp.—Interact[®] line consists of totally integrated workstations with desks, files, storage, and panel dividers. Panel supported unit is shown. Circle No. 262.

Proform Furniture Industries—Apple executive workstation comes in cherry veneer, plus a variety of laminates and wood veneers. Panels, desks, and total systems are part of the series. **Circle No. 255.**



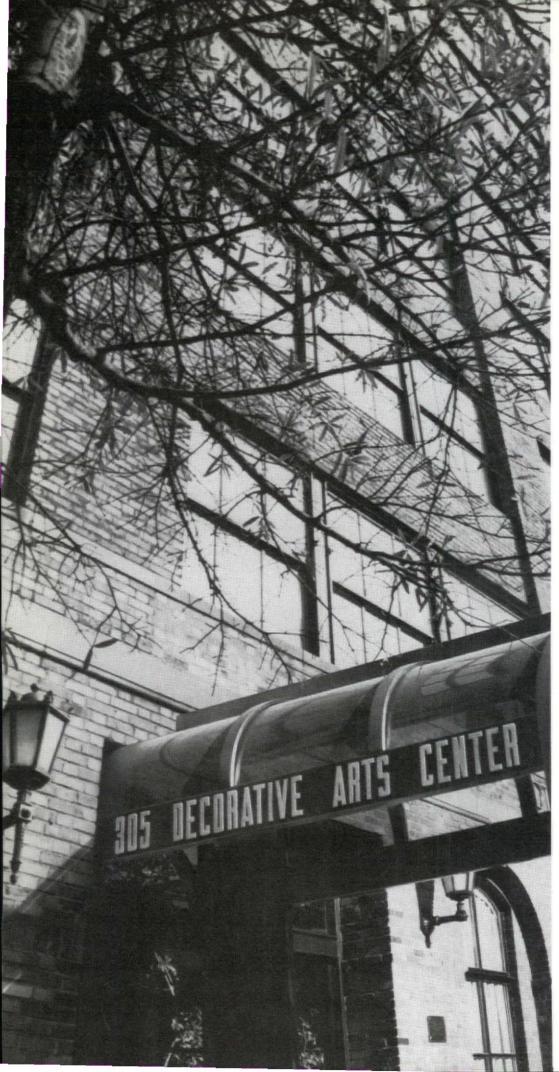




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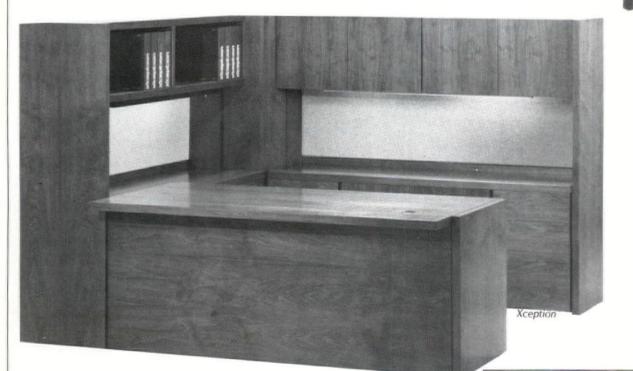
PRODUCTS & SERVICES

OFFICE FURNITURE/FURNISHINGS (Continued from p. 183)

Brickel



Cumberland



Furnishings suit conference settings

Cumberland—Conference table measures 60-in. in diameter and 29-in high. Top comes in walnut or oak with sunburst pattern available. Base is mirror stainless steel with black trim. Circle No. 228.

Brickel Associates—Ward Bennett design was inspired by grids dating to 13th century Japan. Suitable for conference rooms and executive suites, chair is offered in kiln-dried solid ash wood, black wax, English oak on ash, and mahogany finishes. Upholstered seat cushion is standard. Circle No. 235.

Xception—Individual components may be selected according to space requirements and configurations. Flexception series includes desks and storage units. Circle No. 252.

Chromcraft Furniture—Monarch Div. offers Traditional 5000 series in mahogany. Bookcase/credenza has antique brass accents. Circle No. 223.



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PRODUCTS & SERVICES



LIVEN CORPORATE INTERIORS WITH ORIENTAL RUGS

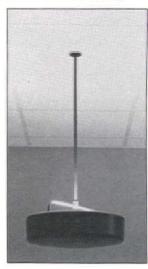
A variety of Moghul Indian themes of Indo-Persian, Indo-Turkoman, and Indo-Caucasian inspiration are featured in Kashi pattern. Flooring shows a series of intricate geometric designs and stylized natural motifs. Distributed by **Trans-Ocean**, handmade carpet is chemically washed in rust and blue. **Circle No. 393.**

TRI-CIRCUIT POWER SYSTEM HANDLES 13 RECEPTACLES

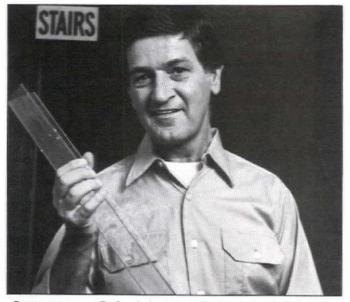
Electri-Pak power system from Electri-Cable Assemblies is a five-wire, plug-in power distribution system providing tricircuit hook-up for movable panel partitions. System enables tapping-off of task lighting and can accommodate optional dedicated circuits for data processing terminals. Each circuit handles 13 duplex receptables for a total of 39 per system. Bonding jumpers are standard features. Circle No. 394.

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

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

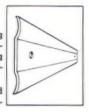
Tri-Guards are easy to install. Available in a variety of widths and lengths to fit any corner, Tri-Guards can be installed perfectly in minutes. In addition, Tri-Guards can be removed and re-installed just as easily when a room or corridor is ready for redecorating.

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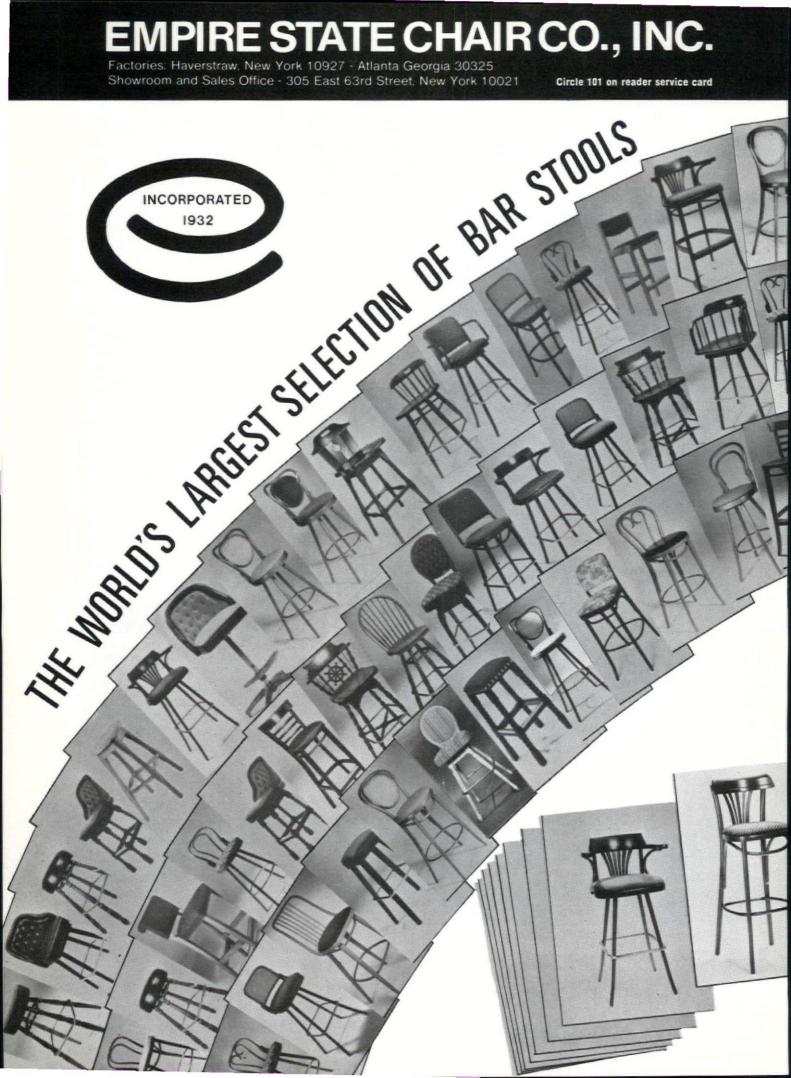
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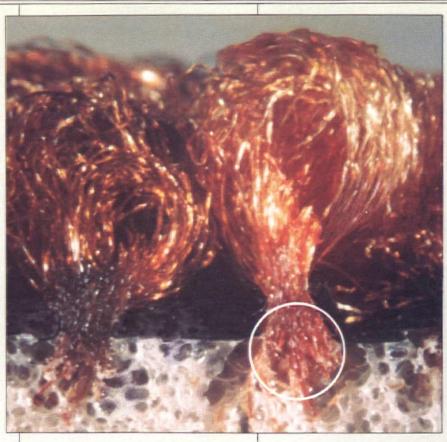


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VORACEL backing withstood 30% more testing. And *still* didn't show any perceptible sign of wear.



If you'd like a copy of actual test results and more information about VORACEL backing, write Dow Chemical U.S.A., Organic Chemicals Department, Midland, Michigan 48640. Or call toll-free (800) 248-9160.

If you would like details on Dow's new installation support program, call the VORACEL Information Center toll-free at (800) 847-4212. In New York, (212) 847-6675.

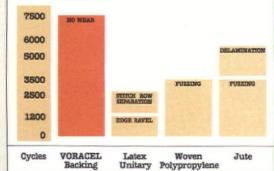
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PRODUCTS & SERVICES



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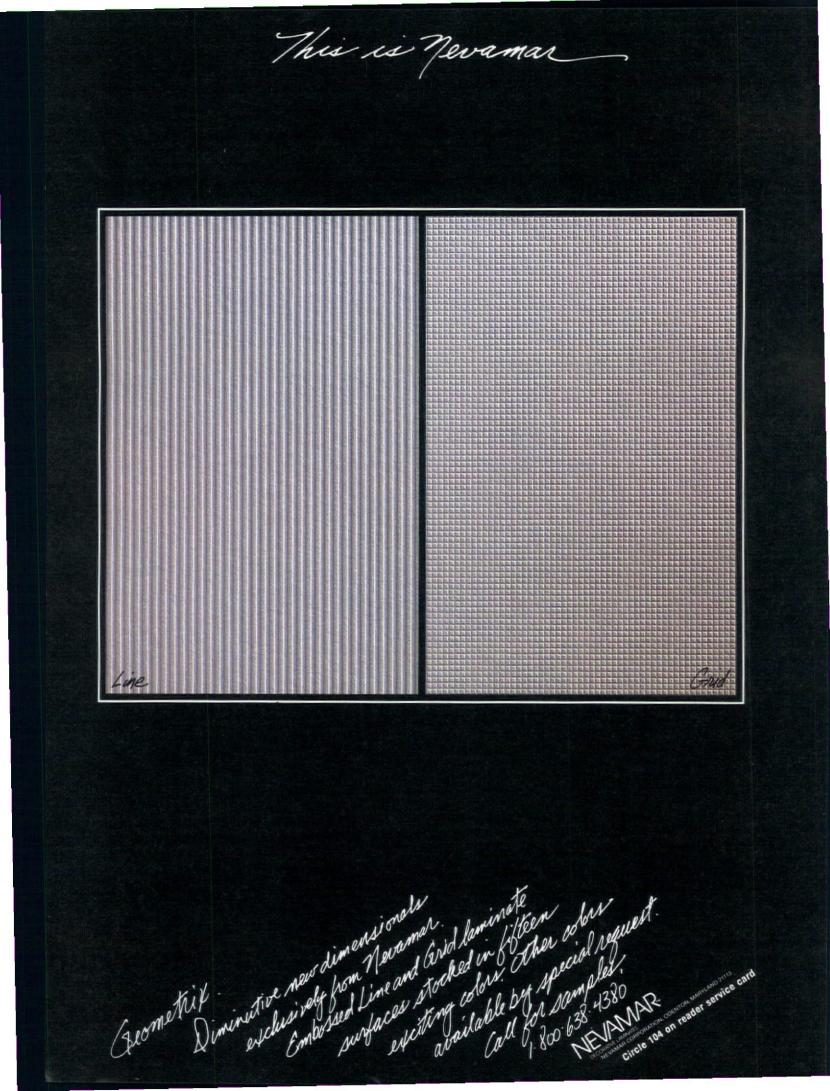


CAST PAPER FORMS RICHLY TEXTURED ART

Cast paper artwork titled "La Puebla" was designed and processed by James Marshall. Paper is 100 percent cotton rag, PH balanced to last for centuries. Available from **Austin Paper Works**, work is framed in Lucite. **Circle No. 416**.



Circle 103 on reader service card



PRODUCTS & SERVICES



CHAIR MAKES DEBUT AT NEW YORK SHOW

High stool is applicable in bar, counter, and lounge settings where extra height is necessary. Shown at the International Hotel/Motel & Restaurant Show, product is offered in swivel/rotating model. A wide variety of wood finishes and upholstery selections provide many design options. Model is part of identically designed side chairs and arm chairs. Number for chair is 2607 P.S. from Empire State Chair Co. Metal foot rest, upholstered seat cushion, and styled back are standard. Circle No. 414.

SKIPPER CHAIR LINE MAKES COMEBACK

Mueller Furniture Corporation has redesigned the Skipper Chair in high- and low-back versions with upholstered arms trimmed in wood or fabric. More than 30 wood finishes are offered. **Circle No. 425.**



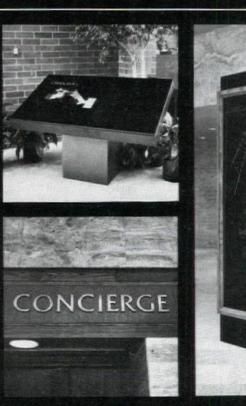
ERGOTILT CREATED FOR SYSTEM 11 CHAIRS

Comforto Inc. has created "Ergotilt" for its line of System 11 chairs. Pivotal axis has been moved from the center of the base column to the leading edge of the chair to eliminate poor circulation. Four basic models have been adapted for office settings. **Circle No. 413.**

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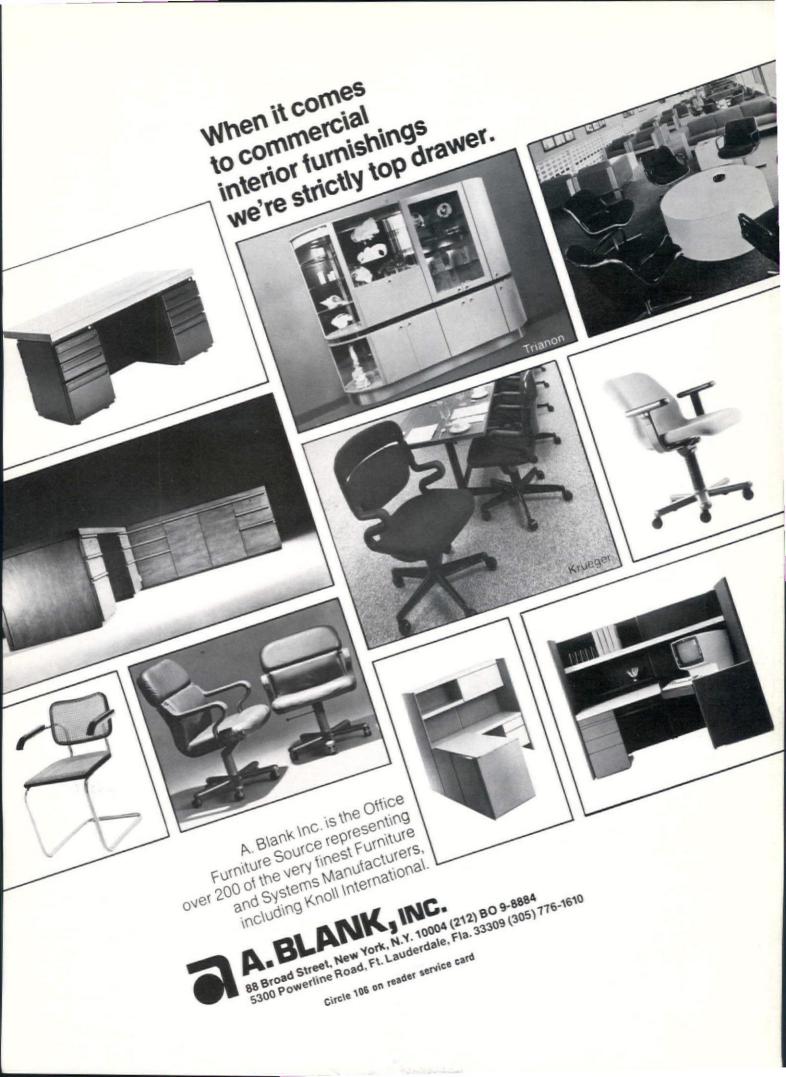




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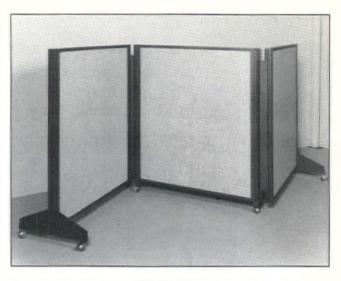


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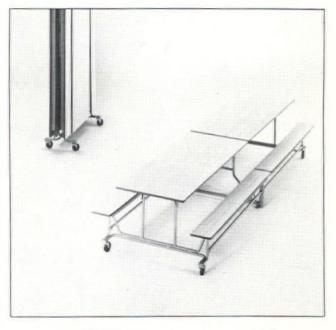


PRODUCTS & SERVICES



ROTATE PANEL 360 DEGREES WITH NEW HINGE

Addition of new heavy-duty, double-barrel hinge enables Modular Space Arranging System Panels from **Claridge** to rotate 360 degrees. Panel frames are of 1/8-in.-thick anodized aluminum over a honeycomb core. Accessories and equipment attach directly to panels. **Circle No. 396.**



BENCH ADJUSTS TO SEAT CHILDREN & ADULTS

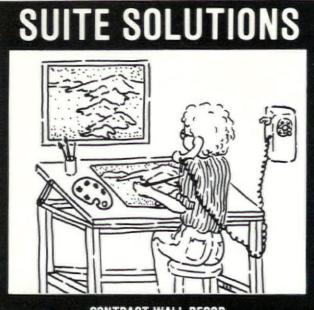
Hamilton offers a new bench table that adjusts to heights of 29- and 27-in. to make sitting comfortable for both children and adults. Units require little storage space when folded and enable quick custodial set-up, clean-up, and storage. Circle No. 397.

SAVE 20% MORE HEAT WITH FOAM-BACKED CASEMENTS

"SolarFoam" inherently flame-retardant foam-backed metallic casements offer heat-loss savings of 20 percent. A product of **Stylemaster Fabrics**, casements are offered in natural and earthtone colors. Foam backs are also available in white or bronze. **Circle No. 398.**



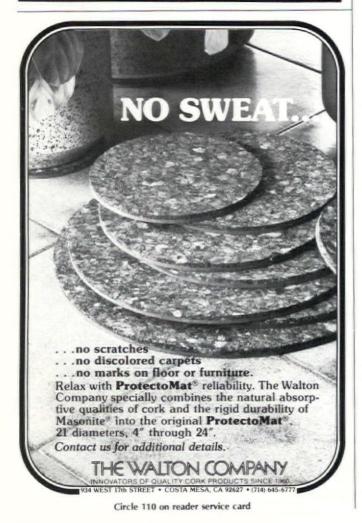
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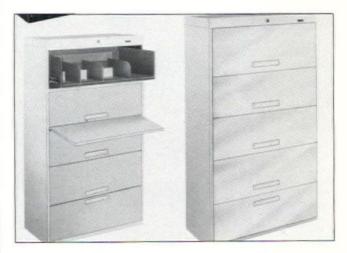
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PRODUCTS & SERVICES

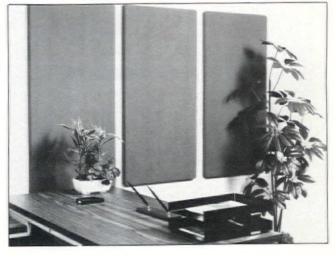
PLANTER COLORS MATCH FURNITURE FINISHES

Architectural Supplements now offers its complete planter product line in colors designed to match Intrex lacquer furniture finishes. New color options are engineered to simplify matching of planters, furniture, accessories, and lighting offered by subsidiaries of Habitat Int'l. Ltd., parent firm of Architectural Supplements and Intrex. New colors include maroon, eggplant, russet, ivory, bronze, chocolate, dark green, and medium blue. Custom colors are available upon request. Circle No. 407.



FILES OFFER MULTIPLE DRAWER OPTIONS

Lateral files from Marnay-Commodore can be ordered in two-, three-, four-, and five-drawer styles. Recessed drawers can be fixed as desired by user. Available finishes are black, putty, cordovan brown, sandlewood, and tan baked enamel. Centrally located double lock, hanging folder rods, leveling glides, and ball-bearing suspension are standard. Circle No. 408.



SECURE FABRIC PANELS WITH CLIPS, HOOKS, OR TAPE Glad-Wall series of acoustical wall-mounted panels mount directly on existing walls with metal clips, hooks, or loop tape. Molded, 1-in.-think fiberglass cores have acoustical rating of 1.00 NRC. Surfaces are of fire-retardant woven polyester and are offered by **Brewster** in a range of colors. **Circle No. 409.**

NASA chose StacorTrac movable shelving to solve its space problem on Earth!



So did IBM, Western Electric, Exxon Corp., NBC, The United Nations, Hartford Insurance, Sears, Squibb Pharmaceuticals, and many, many more.

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3. Shelving mobilized to double capacity.

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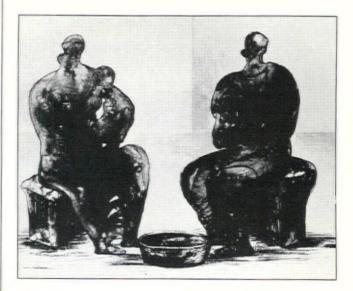
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PRODUCTS & SERVICES



LITHOGRAPH IS PART OF ROSENBERG COLLECTION

"Two Women Bathing Child" by Henry Moore is one of many works available at Alex Rosenberg Gallery, New York. An original lithograph, work is in color and comes from the **Transworld Art Collection**, publishers of original graphics and art posters by contemporary artists. **Circle No. 410**.

HIGH-DENIER FILAMENTS STRENGTHEN YARNS

Anso IV HP Tritones is a new high-denier per filament yarn recently introduced by **Allied**. Protected by the firm's 10-year warranty, this multi-dyed yarn is a heathered BCF fiber designed for piece- or continuous-dyeing. Fewer, but heavier, filaments give the yarn greater crush- and abrasion-resistance. **Circle No. 411.**



BRONZE FINISHES ACCENT WEAR-RESISTANT FAUCETS

American-Standard introduces antique bronze finishes for its Cadet and Aquarian bathroom fittings. Finishes will be offered on Aquarian centerset lavatory faucet and bath-shower combination valve. Cadet bath/shower fittings and centerset lavatory faucets will also be available with bronze finishes. Fittings resist wear and save water. **Circle No. 412.**

Contract sleep-oriented products that pass the test of time.



You can count on Leggett & Platt for sleep-related products that are profitable for hotel-motel installations and for institutions and dormitories. Write for literature.

Store Mercy

Big bed comfort in a minimum storage space. The twin-size Stow Away is ideal wherever an extra bed is required. The sturdy steel counterbalanced frame simplifies opening and closing. It moves around easily on 3-inch, full-swivel, ball-bearing hard rubber casters. Stow Away clears all standard doorways. Woodgrained headboard and 2 retaining straps included.

Rollaway Beds

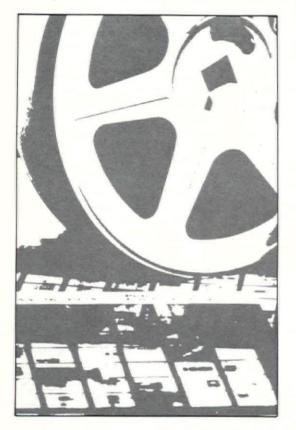
Sturdy steel angle construction. Double-strand twin-link fabric or polypropylene decks. Casters are medium hard rubber with full ballbearing swivel action. Color is deep coffee brown. Three widths are available...30," 39" and 48."

Sturdy and practical. Fast assembly without tools. Linwood's durability and maintenance savings make it especially suited for contract applications. Accommodates all bedding sizes, regular and extra long. Heavy-duty models are available for waterbed support.

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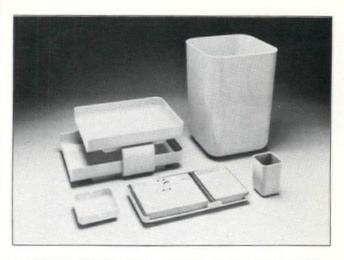
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BUCKLING, WARPING RESISTED BY DESK ACCESSORIES Rubbermaid's Form 1000 letter trays, calendar/memo pad holders, pencil cups, ashtrays, and wastebaskets are manufactured to resist buckling, warping, and cracking. Stackable letter trays feature strong snap-fit risers which can hold heavy paper loads. Inner-edge channel allows easy retrieval of paper. Items are available in high-gloss colors including black, brown, rust, putty, and green. Circle No. 399.

FACTORY-ASSEMBLED KITCHEN INCLUDES MICROWAVE



PARISIAN-STYLE CHAIR HAS FIRE-RETARDANT FOAM

Fire-retardant foam filling makes new Paris side chair from **Oggo Corp.** ideal for restaurant applications. Frame is of solid beech wood offered in a choice of finishes. Several standard fabrics and COM upholsteries are available for the seat cushion. **Circle No. 401.** King Refrigerator offers a 30-in. factory-assembled kitchen unit which incorporates a microwave oven. Furnished with a timer, start-and-stop buttons, and an energy-conserving variable power knob, oven operates on 115-volts. Unit includes an under-counter refrigerator with storage, two gas or electric burners, and a seamless stainless steel counter top with sink. It is available in white, coppertone, avocado, almond, and gold. Circle No. 400.







CATALYZED DESK FINISH PROTECTS AGAINST STAIN

Monticello desks from **Paoli Chair Co.** feature super-catalyzed finishes which protect wood from heat, stain, and alcohol. Desk tops are of parquet burl English walnut veneer with solid hardwood banding. Deluxe Accuride suspension, oak drawer interiors, and wax impregnation that prevents warping are standard. **Circle No. 402.**



TARGET CHAIR DESIGN

FOR COMPUTER OPERATORS Tempo 5514 from Boling is specifically designed to support the back and spine of workers who operate computer terminals and other electronic processing equipment for long periods. Upholstered seat-back can be adjusted 2¼-in. forward or backward; chair swivels on five-toe base with dual wheel caster. Circle No. 403.



REDUCE UPPER LEG PRESSURE WITH TILT DEVICE

Claud Bunyard's Desk Chair features a unique tilt mechanism which pivots from directly behind the seat's front edge to reduce pressure under thighs. Wood frames and bases are molded of ash. **Circle No. 404.**



HOTEL/RESTAURANT SHOW FEATURES CHAIRS

Arm and armless selections from Lewittes Furniture Enterprises international contract division will be shown at the International Hotel/Motel and Restaurant Show. Sitting Pretty line is a design of Mike Claman. Style shown is contemporary with Oriental flair; a rattan sled base style is offered as well. Circle No. 385.



LOW-WATTAGE, NOISE CONTROL INTEGRAL TO CEILING

Large open office areas in new Federal Aviation Administration Technical Center feature precision-engineered Synercon 60 ceiling systems from **Armstrong.** System provides efficient low-wattage lighting, air handling, and acoustical control. Deeply textured boldface ceiling tiles accented by straight grid lines add esthetic appeal. **Circle No. 405.**

VISUAL PRIVACY OFFERED BY ENERGY-SAVING SHADE

Veropaque fabric for pleated shades blocks out sunlight to reduce air conditioning costs. Manufactured by **Verosol USA**, it is completely opaque to prevent visibility of office or home interiors as it conserves energy. Shades are custom-fitted for use with all window styles and can be equipped with Verosol Cord-Lock positive locking mechanism. **Circle No. 406.**

CONTRACT'S Construction Lead Service Bringing Specifier/Buyers And Suppliers Together



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Seminar Leader Robert L. Engel



Robert L. Engel is President of R. L. Engel & Associates, C h a t h a m, NJ, which is a consulting firm specializing in computer applications to facilities management, design, and

furniture and furnishings management.

Mr. Engel was formerly associated with Environmental Research & Development Inc., as executive vice president; Resource Dynamics, Inc., as vice president of operations and systems development; Environetics International, as project director; and the Architects Collaborative—Johnson & Burgee, Minoru Yamasaki, Swanke Hayden & Connell—as architectural project manager.

In addition, Mr. Engel is a registered architect in New York, New Jersey, Connecticut and Pennsylvania, and is certified by the National Council of Architectural Registration Boards. He holds professional membership in American Institute of Architects, National Computer Graphics Association, World Computer Graphics Association, SIGGRAPH, New York Society of Architects and American Planning Association.

A well-known author and lecturer, Mr. Engel has been awarded a B.A. in Art History from the City College of New York, an M.S. in Computer Graphics from Massachusetts Institute of Technology, and an Architectural Certificate from the Boston Architecture Center. If you are seriously considering computerization for your design, drafting and/or planning firm, this seminar will:

- help you determine if you really need a computer system
- provide you with a step-by-step guide to obtaining the right hardware/software system for your operation.

Seminar Outline

- I. INTRODUCTION
- What Computerization Means to Design & Planning Industries
- What It Can Accomplish
- II. SIX CATEGORIES OF SYSTEMS CURRENTLY ON THE MARKET
- What they are—Computer-Aided Design/Drafting Systems, Computer-Aided Building Management & Maintenance Systems, Office Automation Systems, Inventory Control Systems, Real Estate Management Systems, and Computer-Aided Planning Systems
- Their Functions—Limitations and Benefits
- Their Costs
- Corporate Usage/Experience with Systems
- III. THE EVALUATION PATH TO COMPUTERIZATION

Discover how to:

- Investigate the Possibility
- Define Needs
- Develop Outline Specifications
- Identify Vendor Community
- Request and Analyze Information
- Determine Cost Parameters
- Analyze Cost Benefits
- Develop Request for Proposal
 Vendor guarantee of cost and performance of system
- Implement

 Test product/train staff/ document

IV. CASE STUDY

- Find out—in advance—how other companies became computerized; how they began; benefits/pitfalls; "real" costs
- V. QUESTIONS & ANSWERS
- Ample time will be allotted to answer questions and address your specific needs

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MANEUVER MORE WEIGHT WITH SMOOTH CASTERS

Rug-Roller caster from **Reliance Caster Co.** is designed for use under bed frames and other heavy furniture pieces. Measuring 2-in. wide and 1¾-in. in diameter, caster rolls smoothly and can maneuver heavier weights. **Circle No. 418.**



DRAFTING STOOL FLEXES UNDER PRESSURE

Mayline Co. designs its Contemporary Drafting Stool to flex under pressure, hug body contours, and provide firm support. Offered in a variety of colors, stools are available with optional fabric cushions. Circle No. 419.

SYSTEM CONTROLS ELECTROSTATIC DISCHARGE

A static protective system for controlling electrostatic discharge at workstations has been introduced by **Herman Miller Inc.** Modular units of the Action Factory[®] system are being expanded to provide static protective areas. Plastic components of the system will be available in a special anti-static material. Components include totes, sub-containers, tote lids, and PCB inserts. Static dissipative laminates will be used in fabricating work surfaces. Developed for use in electronics manufacturing processes, units are completely grounded. **Circle No. 417.**

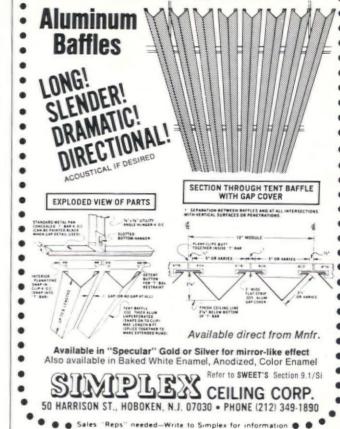
ANCHOR RECEPTACLES PREVENT THEFT, SPILLAGE

New sand urns from **Howard Products** have a one-screw anchoring bracket designed to discourage theft and vandalism and prevent spillage. Urns have replaceable wood, stone, or vinyl side panels and measure 24-in. high. Stainless steel legs do not mark up floors. **Circle No. 420.**



ENERGY-SAVING DRAPERIES FEATURED AT WORLD'S FAIR

Snap-a-pleat drapery system, a product of **Baker Drapery Corp.**, was selected as the only snap drapery system to be featured at the 1982 World's Fair, Knoxville, Tenn. As displayed in the Energy Saving House, system eliminates conventional drapery hardware—such as hooks, pins, and pleaters—by using a snap-tape mechanism. **Circle No. 421.**



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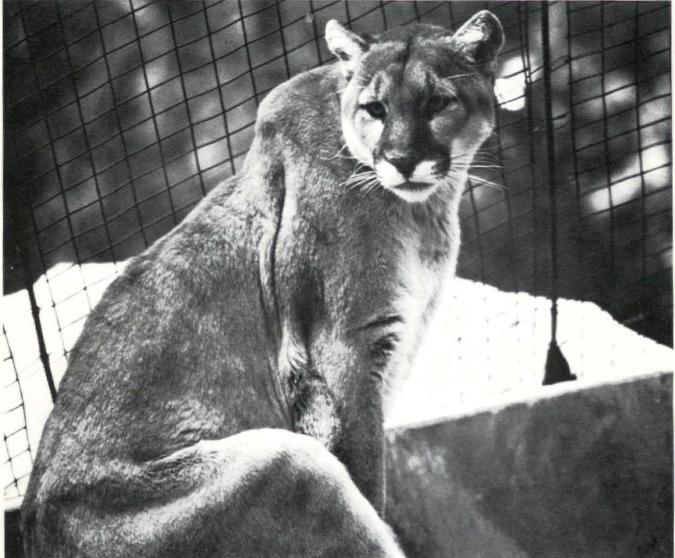
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There are two ways to conserve wildlife.



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Well, there's Way Number Two: natural habitat. Enough of it to provide what all animals need to survive: food, water, cover and a place to raise their young. But does it have to be either/or?

In too many parts of the country we haven't yet found the right balance between our human needs and the animals' need for natural habitat. In too many places chainsaws and bulldozers are recklessly destroying habitat and with it the wildlife.

Solution? Wise conservation policies that can help protect habitats without stifling necessary development. Recently the National Wildlife Federation acquired a 2,765-acre tract in northern California's Shasta Valley—the Lava Lakes Wildlife Area and Nature Center. With its lakes, marshes, forests, sagebrush and grazing land, the new area provides habitat for 67 species of mammals, from shrews to mule deer, along with waterfowl, fish, reptiles, amphibians, and some 150 species of birds.

That's the way to conserve wildlife—natural habitat. Space in America must be allocated fairly. That way, the animals will survive and so will we.

Help save a place for wildlife. Write Department 401, National Wildlife Federation, 1412 16th Street, N.W., Washington, D.C. 20036.



Save A Place For Wildlife.

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OPERATE ALL CHAIR CONTROLS WHILE SEATED

Loewenstein's Almatic office chair has a 19-in.-wide seat with adjustable incline and backrest. All controls are operable from seated position. Five-star aluminum cast base has dual wheel casters that activate only when weight is applied. Circle No. 422.



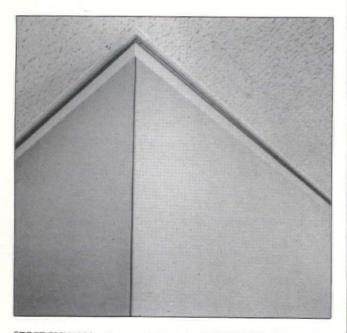
BACK-SUPPORTIVE CHAIR ALLEVIATES STRAIN



Intensive-Use chair from **Domore** incorporates firm's Constant-Force backrest which provides even support through an entire tilt range to alleviate back strain. Specified as standard equipment for air traffic controllers, chairs also feature coil spring construction to prevent seats from ''bottoming out.'' Armrests, seat depth, and height adjust to enhance sitting comfort. **Circle No. 423.**

POLYOLEFIN YARNS GAIN POPULARITY

Improved stitch lock properties and urethane backing systems have helped polyolefin yarns to gain popularity in the contract market. Based on recent testing, polyolefin yarns have been found to have a high degree of compatibility with urethane backing. Unlike polyolefin yarns with conventional backing, product provides superior stitch lock characteristics required for contract installations.



STRETCHWALL+ INSTALLS WITHOUT SAGGING

Stretchwall+[™], from Joel Berman Associates Inc., is shown applied to office walls without sagging. Fabric meets Class A fire requirements. Circle No. 424.

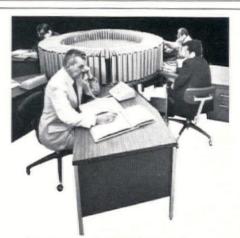


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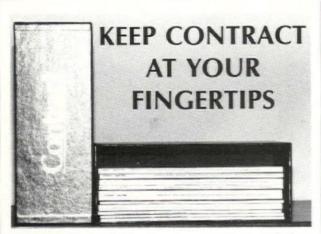
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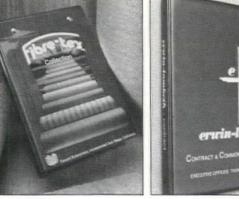
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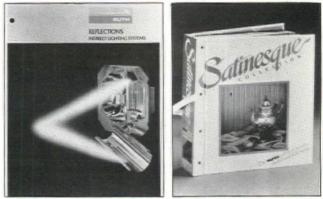


Vanont

Erwin-Lambeth

Fibre-tex wallcoverings are shown in swatch/specification book from Vanont Enterprises Inc. Paper-backed natural jute comes in 25 colors. Covering meets standards of ASTM E-84 surface burning test. Circle No. 305.

Contract and commercial furnishings catalog is available from Erwin-Lambeth. Many photos include room settings in four-color. Catalog and price list is \$10; add \$10 for fabric pages. **Circle No. 304.**



Guth Lighting

Wall-Tex

"Reflections" Indirect Lighting Systems from Guth Lighting are the subject of a new color catalog. Systems are shown in various settings which illustrate layout possibilities and problem-solving methods offered by indirect lighting. Circle No. 386.

Fabric-backed vinyl wallcoverings from Wall-Tex are pictured in a new wallcoverings book. Samples of 156 coverings, including weaves, metallics, silk looks, and textured patterns, are shown. Collection is titled "Satinesque." Circle No. 387.

New Lineation Collection from Gayeski Furniture Coordinates Inc. is featured in sample folder. Table design has twoand three-tone concepts for custom color coordination. Chemical resin formulas create polyester finish. Circle No. 306.

"Guide to Specifications for Interior Landscaping" has been expanded to include color pictures of 56 specimen plants and detailed explanations of contractual, installation, and maintenance procedures. Lighting requirements are also discussed. Brochure is offered by the Associated Landscape Contractors of America. Circle No. 388.

CLASSIFIED ADVERTISEMENTS

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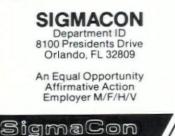
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Panel Concepts, Inc. (Circle No. 29)Patrick Carpet Mills (Circle No. 43)Peter Pepper Products (Circle No. 123)Reff Products, Ltd. (Circle No. 10)Shepherd Products (Circle No. 44, 119)Shepherd Products (Circle No. 44, 119)Ship 'N Out (Circle No. 60)Simplex Ceilings (Circle No. 117)Spacesaver Corp. (Circle No. 86)Spanjer Brothers, Inc. (Circle No. 105)Spec'built (Circle No. 63)Stacor (Circle No. 61)Steelcase Inc. (Circle No. 81)Steelcase Inc. (Circle No. 81)Steva Brass Beds (Circle No. 62)ThonetThrasher's CBF (Circle No. 87)Tiffany Stand & Furniture Co. (Circle No. 20)Tropitone Furniture Co., Inc. (Circle No. 28)Tuohy Furniture (Circle No. 31)Vecta Contract (Circle No. 24)Viking Metal Products (Circle No. 103)Virco Mfg. Co. (Circle No. 45)	.41 .63 .95 .14 231 .94 229 193 216 .97 221 125 113 206 .96 -13 194 .30 211 .40 .43 .35 214 .68
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