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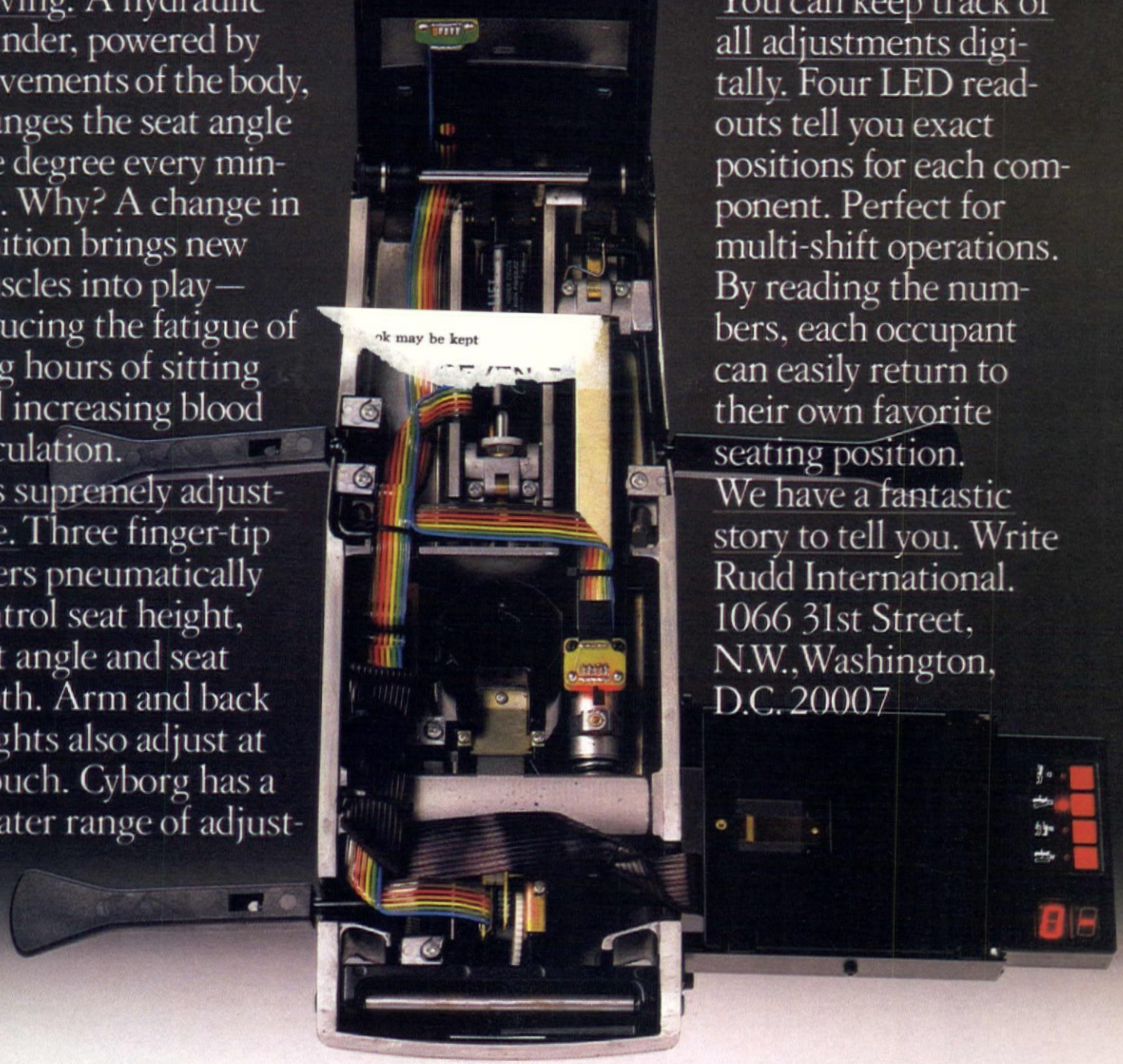

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VOL. 25 NO. 4 April 1983

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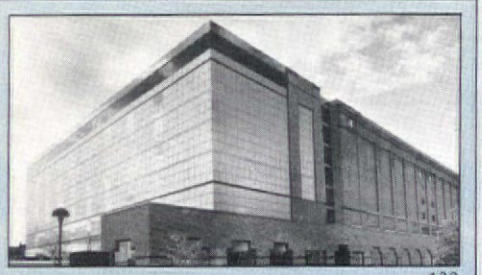

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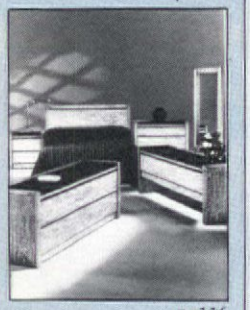

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Cover—*Unique reuse of a 1937 Staten Island Ferry as a Bridgeport, Conn. restaurant as portrayed by graphic artist George Koizumi is example of hospitality issue remodeling focus. Feature section begins on page 90.*

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Contract

Vol. 25 No. 4

May: NEOCON 15 Preview Issue—Comprehensive floor-by-floor coverage of the contract industry's most important event, the 15th annual exposition of contract furniture and furnishings at The Merchandise Mart, Chicago, June 14-17. Also covered is NEOCON International and activities taking place at contract showrooms throughout Chicago. A tear-out guide to NEOCON exhibitors and showroom locations as well as extra issue distribution at the show are key features. Also previewed is the Construction Specification Institute Show.

June: NEOCON 15 At-Market Issue—Late-breaking show news; will receive bonus distribution at NEOCON. Contract carpets—Latest developments in fibers, floorcoverings. Executive Buyer Edition/Fed'l Govt. Design—Overview of timely projects. CONTRACT/IBD Product Design Competition Retrospective: Features past prize winners. Computer/CAD Software Update. Preview of International Carpet Show, Atlanta. Business & Institutional Furniture Manufacturers Assn. (BIFMA) Update.

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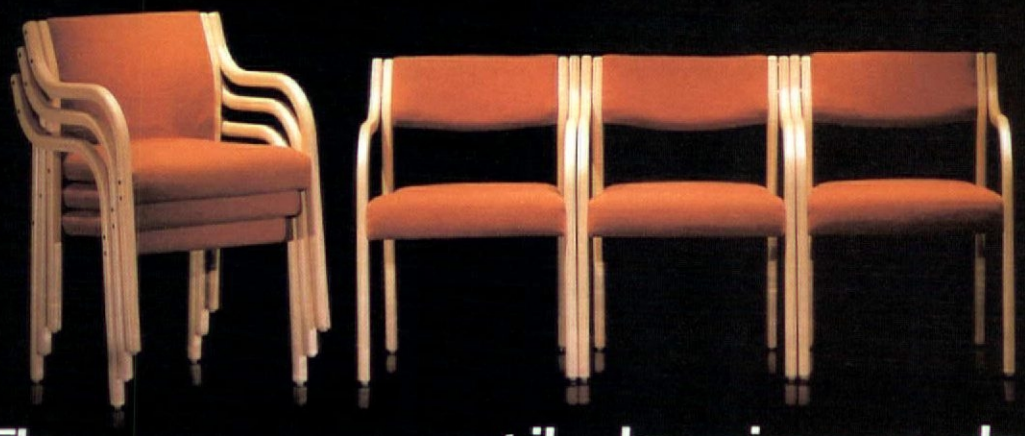

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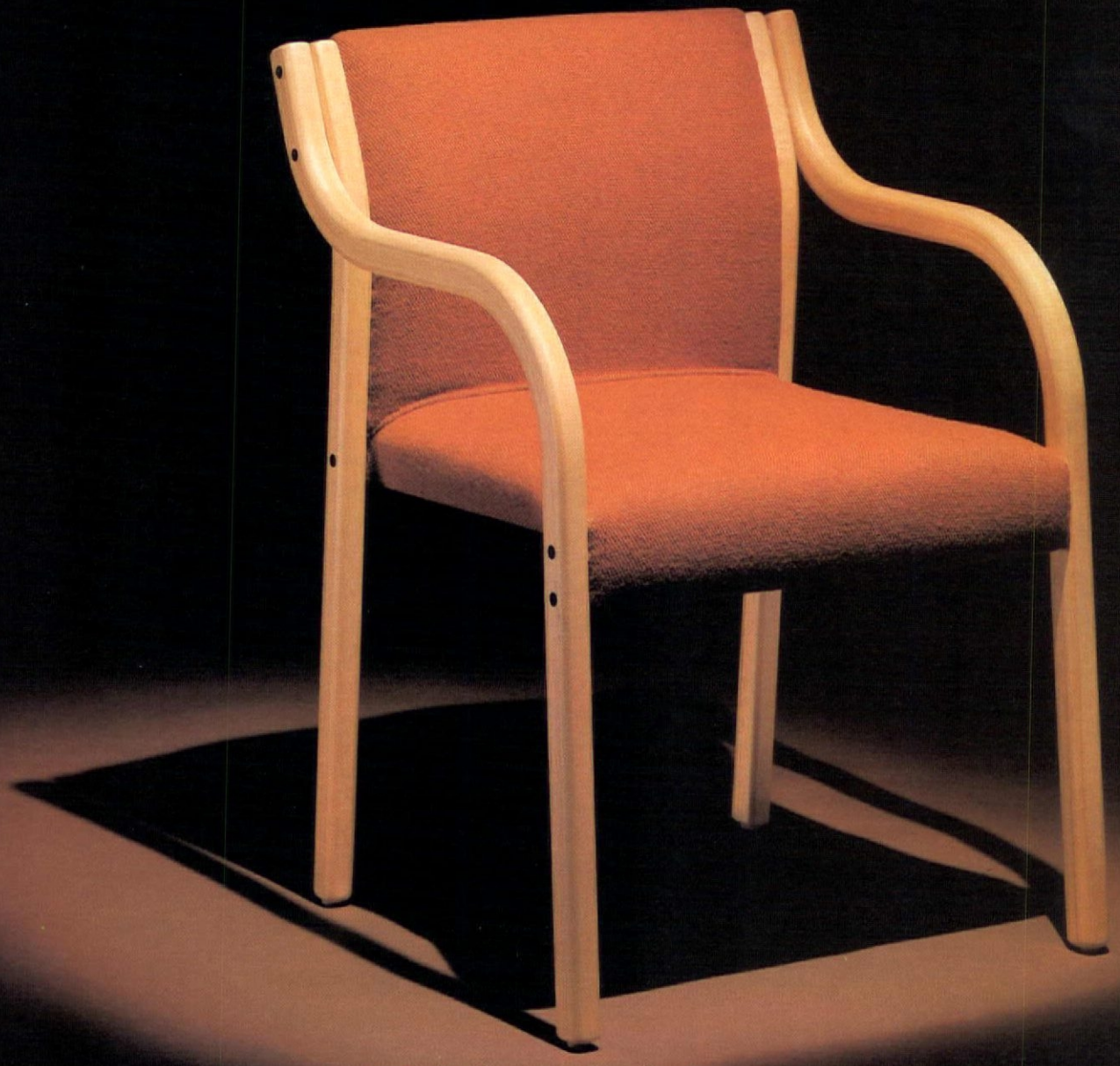

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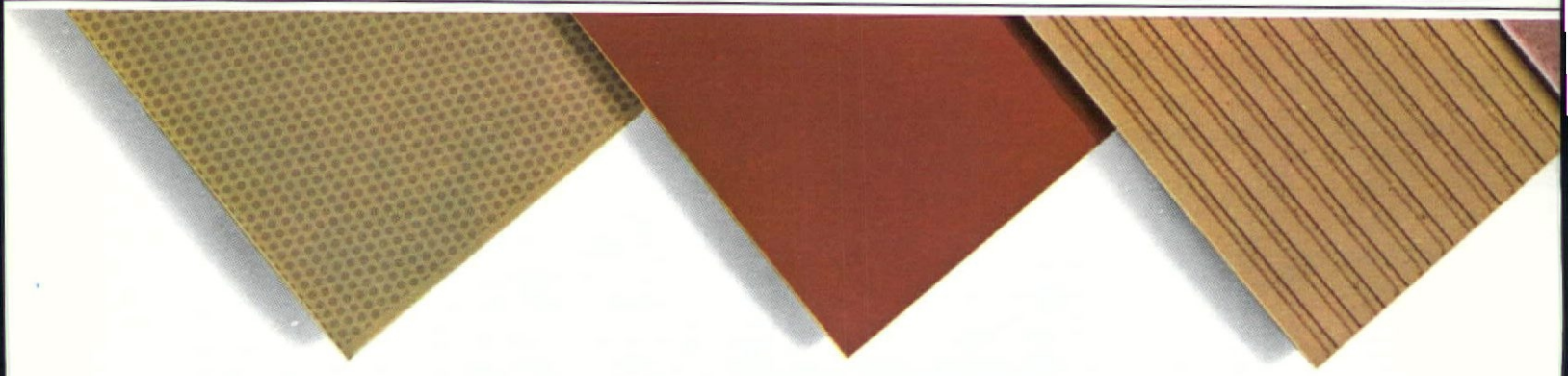

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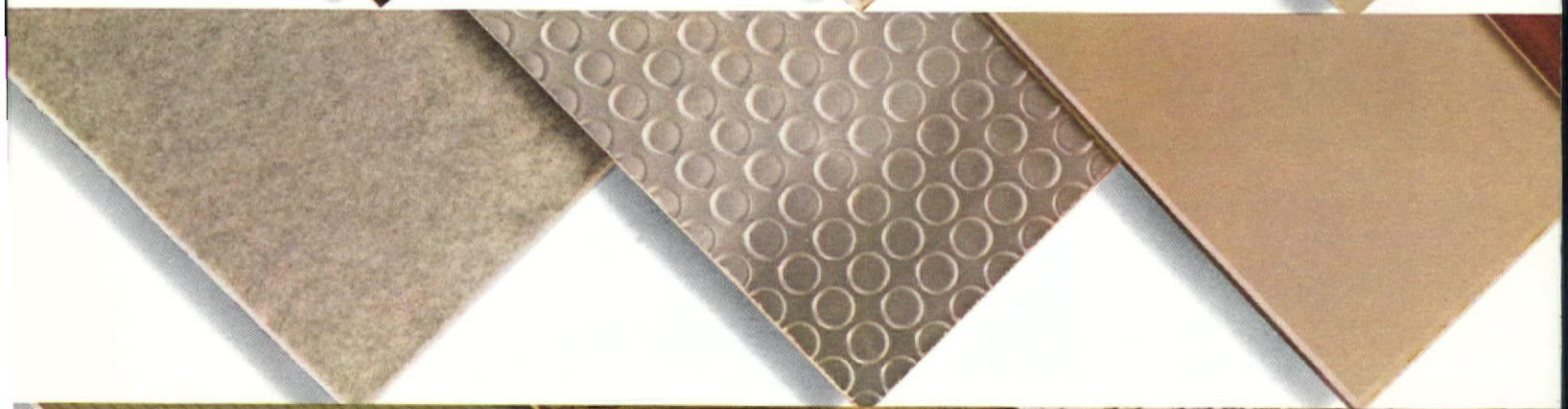

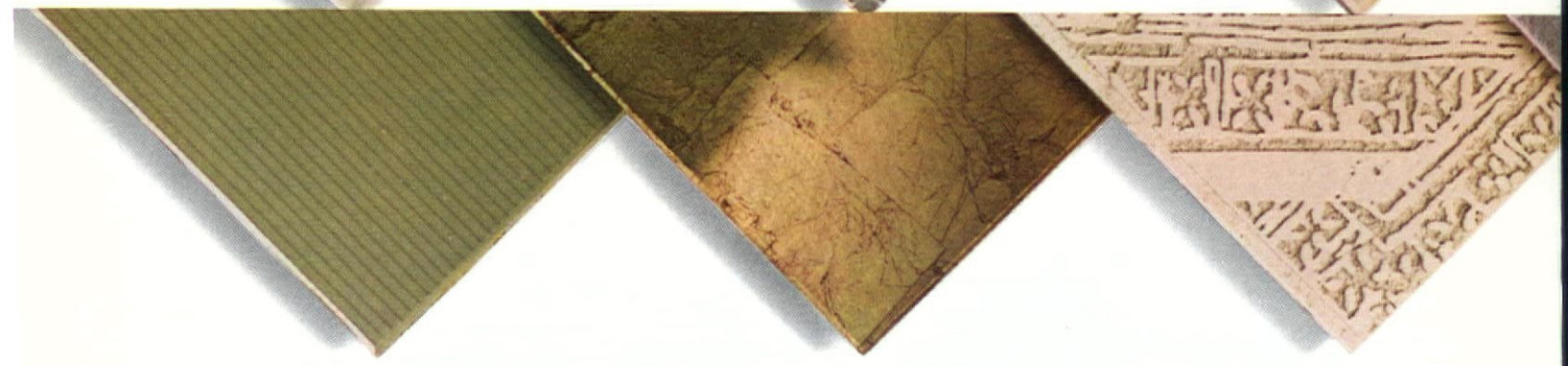

designs.

soft textures...or colors... subtle geometrics...stylish fabric and reflective surfaces...or the rich authenticity of real wood and metal. With this many choices, you'll have no trouble achieving just the ambiance you set out to create in your design.

Expensive? You'd expect them to be. But our Designer Collection Ceilings show a healthy respect for real-world budgets. In fact, you'll probably find you can use them more often than you thought.

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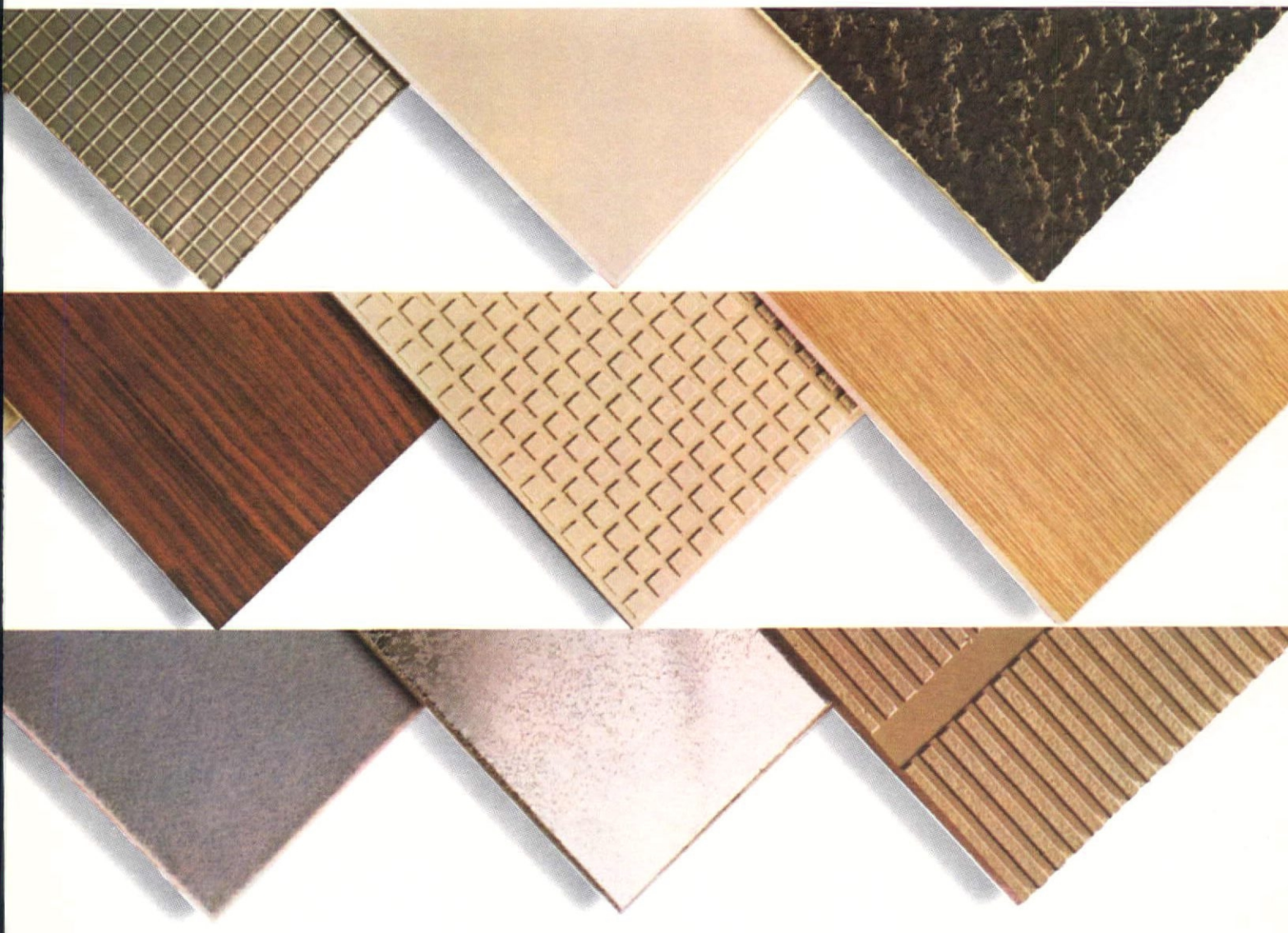

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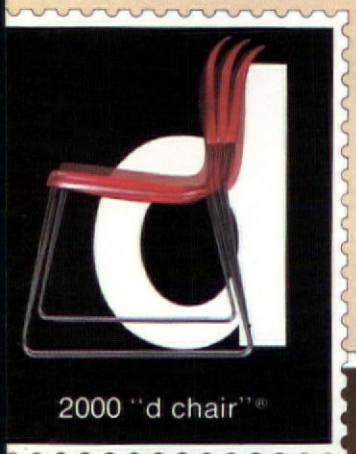
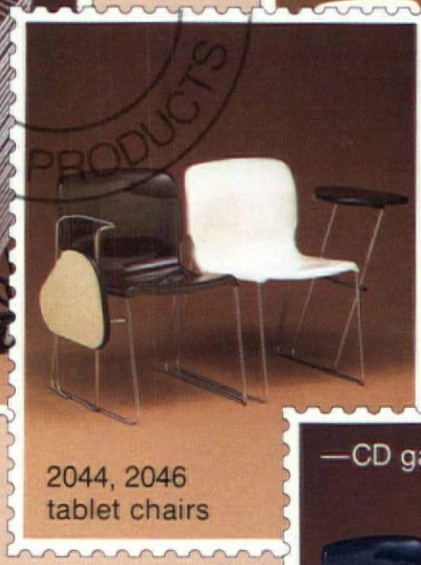
a modern classic — with side, arm and tablet models.



dynametric™: to describe the ability of the "d chair" to seat us comfortably in any position we choose, for we are people on the move. It combines dynamic and metric: forces in motion and ergonomics.



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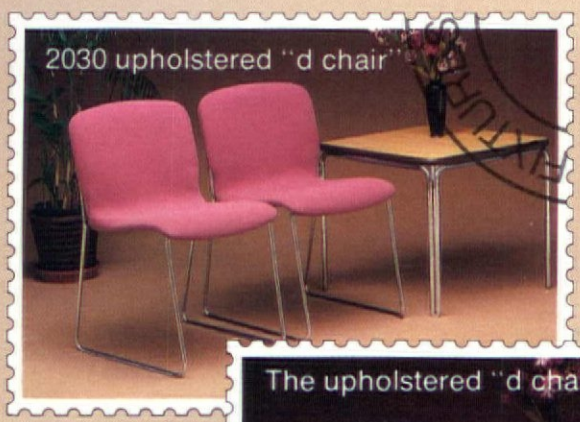
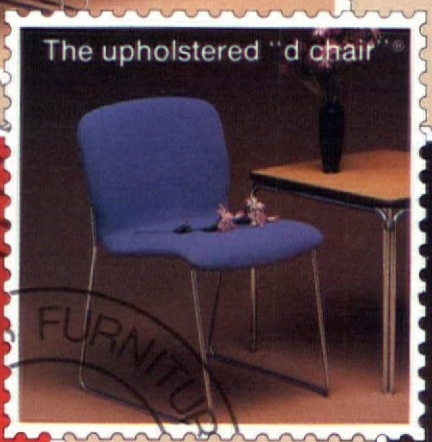
the serious collector.

Now Fixtures turns to their fabric collection, and brings you a full range of colors and textures perfectly suited to the next step: the upholstered "d chair." Lush softness now enhances the dramatic sculpturing of the chair — bravo!

And they added rift cut white oak for a wood version that achieves natural warmth with a smooth even grain that flows with the curves of the chair and contrasts beautifully with the polished frame.

Every effort focused on your discriminating standards. Each detail, each connection has been refined and polished. And the result: something special for your "collection," the "d chair."





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LETTERS

Use caution on fire specs

Dear Editor: General Drapery Services has been involved in fabric wallcovering for many years. This experience, combined with a flameproofing background, had made us aware of a serious industry misnomer.

Thousands of yards of fabric considered to be "flameproof" are sold by suppliers who do not know they perpetrate a fraud.

As an example of one of many such fabrics is one item I examined which the manufacturer felt complied with the NFPA 701 test.

It does . . . *if* it is glued to a fireproofed surface, but never when it is used as an upholstered or stretched fabric wallcovering, nor when it is exposed to the air on both sides. A small match-test while holding the piece vertically will demonstrate this.

We have no axe to grind, and while this appears to be a plea for more flameproofing business, it is more an attempt to draw attention to a danger we feel exists in the market.

JIM J. BELMONT
President
General Drapery Services Inc.
New York, NY

All bases covered by CAD seminar

Dear Editor: As always, I was very impressed by the quality and professionalism of the CONTRACT/*Facilities Design & Management* Computer-Aided Space Design & Management Conference held in New York November 8-9, as well as by the quality of attendees both magazines attract.

I managed to attend most presentations and workshops and thought they were all well presented. I also felt that most attendees were fairly new to computers and, therefore, the basics stressed by the conference were most appropriate. More than likely, this year's audience will include both novices and more experienced computer professionals. May I suggest that if this does happen, next time Gralla should consider two conferences per year: one for the newcomer and the other for the more advanced.

Please pass along my compliments to the people from Gralla Publications who did such a splendid job.

LES J. CRAMER
Senior Vice President
Interspace Inc.
Philadelphia, PA

More quote comments

Dear Editor: In response to comments by Beverly Jablonski (CONTRACT Quotes, January 1983), let it be said that the role of the contract furniture dealer is not limited to keeping the designers informed on delivery dates and handling installation. The progessive dealer has the complete scope of services (design and space planning, furniture, carpeting, lighting, wall treatment, accessories, window treatments, and installation).

If a designer chooses a dealer who hasn't any installation service, it seems rather absurd to chastise the dealer in the media.

Also, Ms. Jablonski states that pricing in Chicago is cut-throat. If a designer requests competitive bids and pricing as the sole criteria for decisions, he/she should not expect to find quality contract furniture dealers responding to requests. Like designers themselves, we have a value assigned to quality work.

Finally, as Ms. Jablonski related in her letter, if dealers tell a designer that they will get a product for less for a cut in services as part of the bid, and this condition is accepted by a designer who oversees the job, why criticize dealers? You get what you pay for.

ROBERT M. GALVIN
Account Executive
Thomas Interior Systems Inc.
Elmhurst, NY

Direct comments to: CONTRACT
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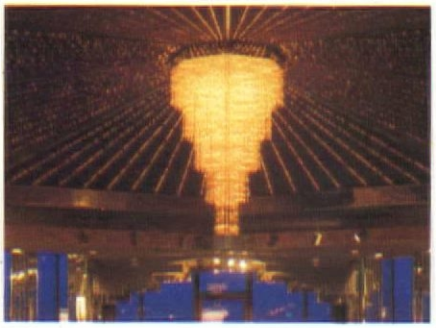
Designers Portfolio



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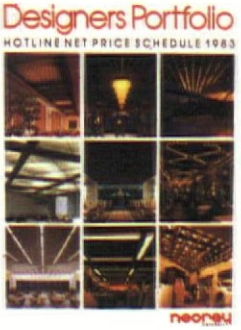

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Our patterns perform with MilliCare.™ Only Milliken offers the MilliCare system: the combination of Milliken quality carpet, MilliGuard® protection and Capture® to clean and restore its beauty. MilliCare protects your carpet investment while it controls maintenance costs.

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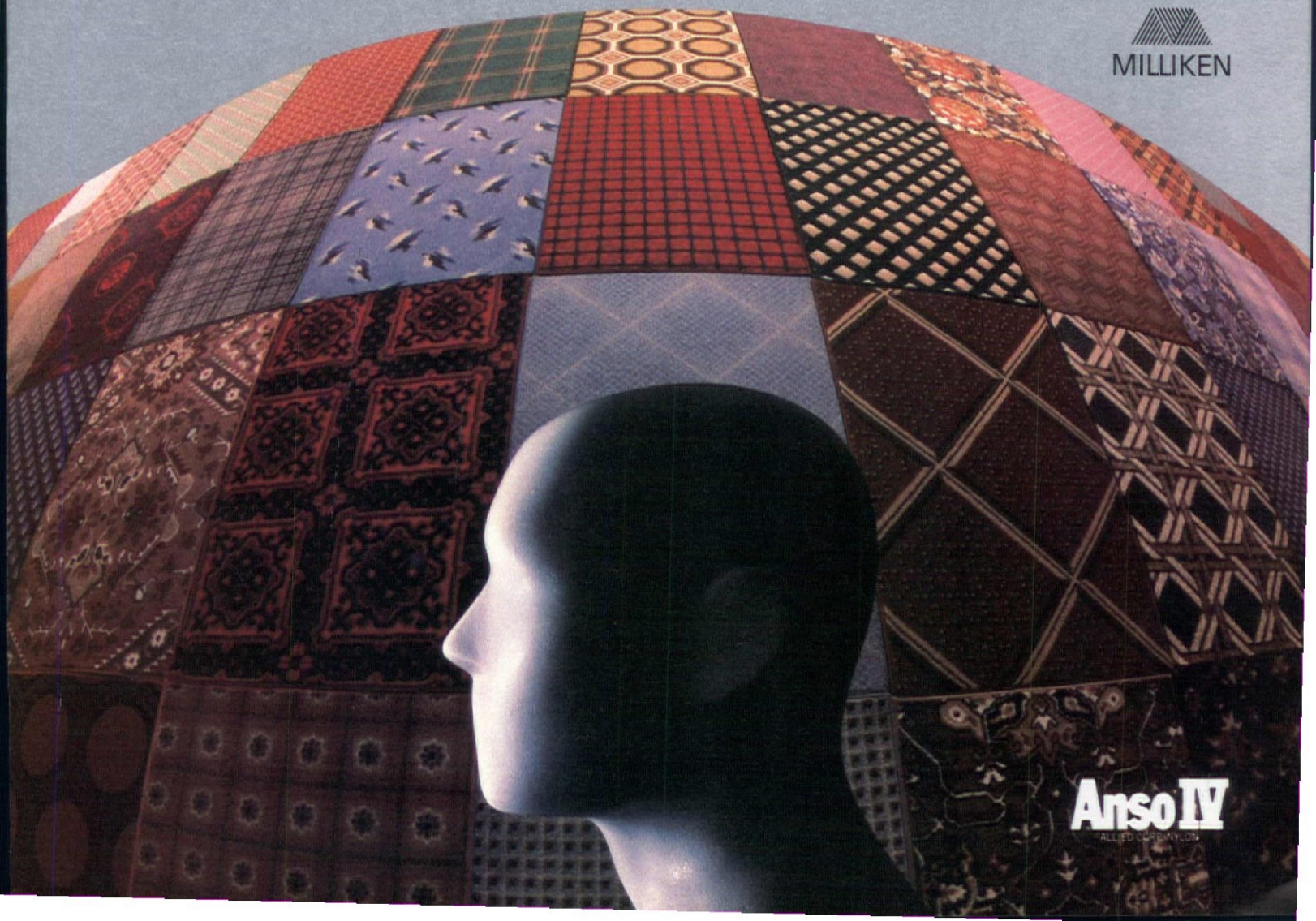

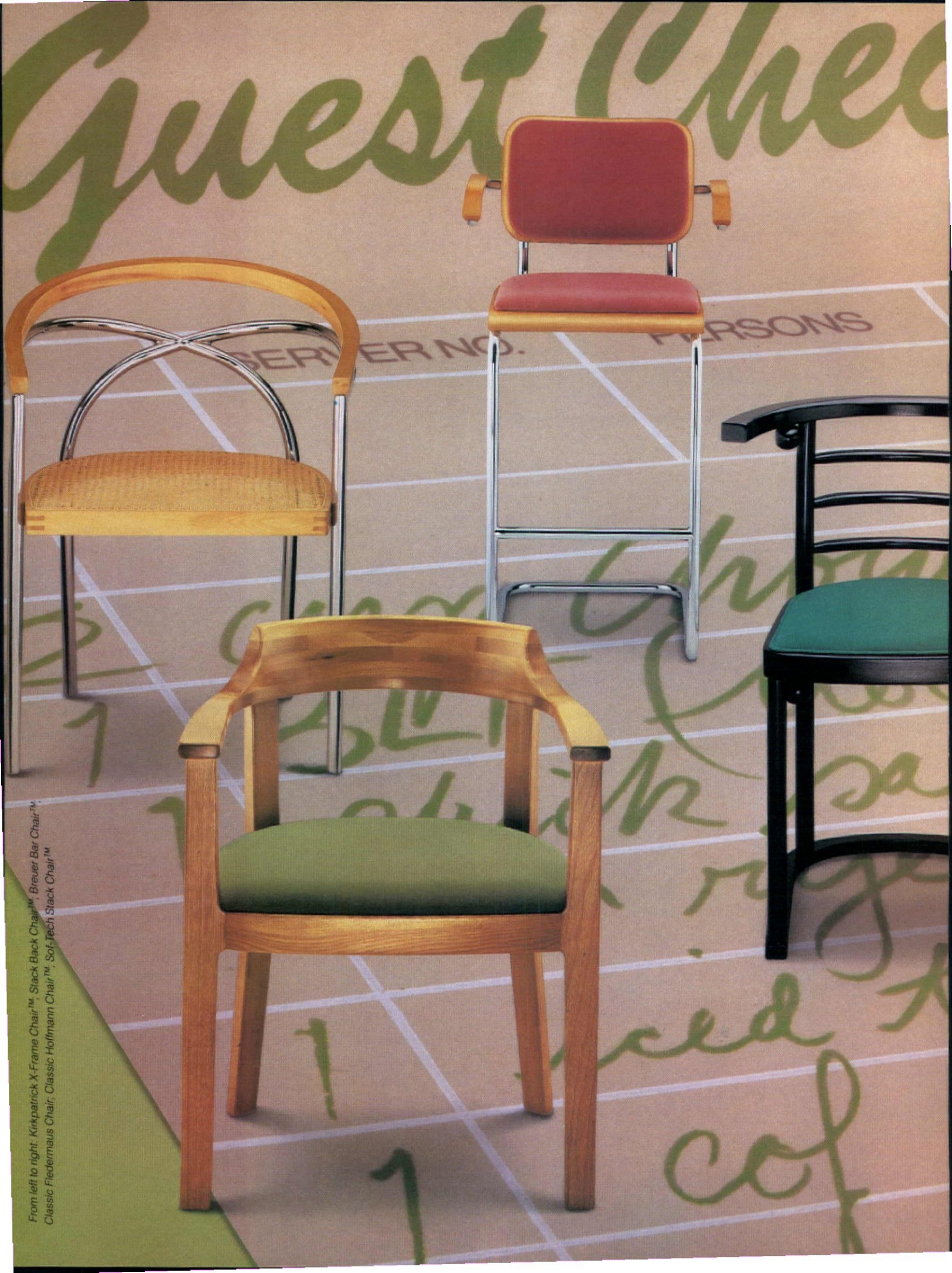

From left to right: Kirkpatrick X-Frame Chair™, Stack Back Chair™, Breuer Bar Chair™, Classic Fledermaus Chair, Classic Hoffmann Chair™, Sol-Tech Stack Chair™

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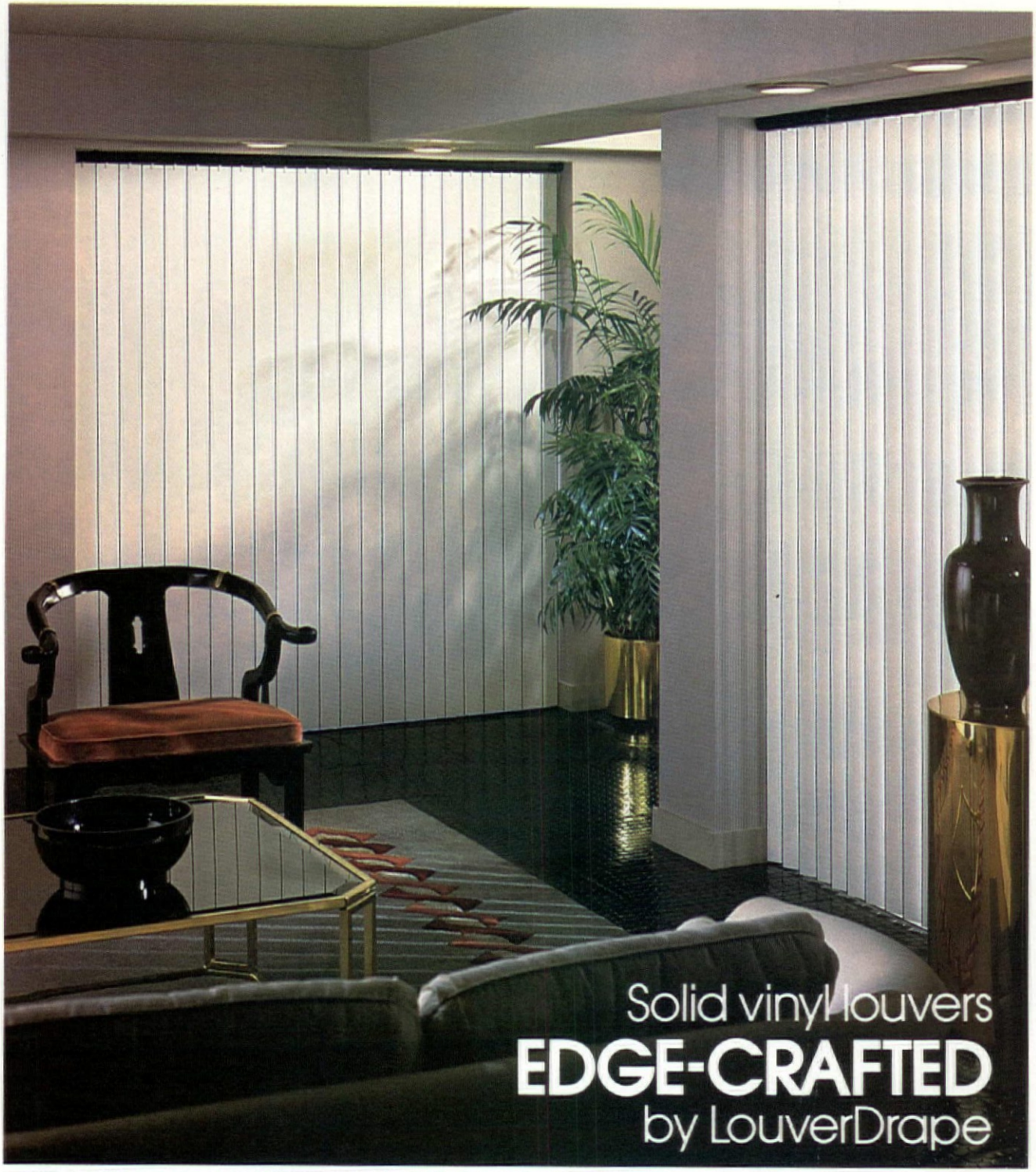

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Improved hotel, restaurant design & management is aim of seminars & displays at NRA show

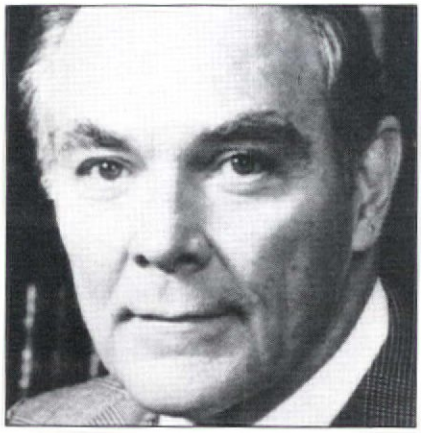
Chicago—Expanded seminar programs focussing on employee management techniques for foodservice professionals are planned for this year's National Restaurant Association (NRA) show, May 21-25. This program will be complemented by a restaurant design competition that reviews latest developments in efficient kitchen planning for improved productivity.

Sited at McCormick Place, the 64th annual event will also feature a keynote address by former Secretary of State Alexander Haig and a speech by former first lady Betty Ford. The first practice session of the U.S. Culinary Olympic Team, the 13th annual Culinary Arts Salon, and a variety of recreational activities are other event highlights.

1,250 exhibits will be featured

It is projected that there will be an attendance of 85,000 from 70 nations. Currently, 1,700 hospitality industry professionals have reserved 1,250 booths at which more than 6,100 foodservice and hotel/model products and services will be featured.

Comments NRA convention committee chairman Ted Balestreri, "In addition to offering large and small foodservice outlet and hotel operators a one-stop shopping trip, the event is a unique opportunity for professionals to keep abreast with other segments of the industry.



Former Secretary of State Alexander Haig will be the keynote speaker at the NRA show, May 21-25, McCormick Place.

The 64th annual NRA show will feature 1,250 booths at which more than 6,100 foodservice products and services will be displayed. Anticipated event attendance now numbers 85,000.

Cafeterias tackled in clinic

A three-part education program geared to all levels of restaurant and hotel management will also be featured. This program will include the NRA Theatre Series, the "NRA Management Clinic," and a variety of seminars.

NRA's Theatre Series will be held in three McCormick Place minitheatres, May 23-25. Featured speakers are Dr. Robert F. Mager, president, Mager Assoc., Dr. Dru Scott, president, Dru Scott Assoc., and Dr. James J. Cribben, psychologist, author, and management consultant. Covered will be management techniques that boost restaurant profits.

The "NRA Management Clinic," a program of 20 problem-solving shop talks, will be held Monday, Tuesday, and Wednesday. This program will include a round table on commercial cafeterias, a depressed segment of the industry. Discussions will target management problems inherent in 24-hour foodservice operations.

Complementing management seminar programs is the NRA/FCSI Invitational Design Exposition. Titled "Kitchens at Work: New and Renewed," the contest will showcase new techniques in kitchen design that improve productivity in foodservice operations. Floorplans, scaled designs, and photographs will be on display at the show.

Other event highlights include a grand banquet at the Hyatt Regency Chicago, during which the NRA's new president and chairman of the board will be announced. Additional entertainment will be provided by "Convention Capers," two gala evenings honoring the winners of the "Most Valuable Promotion" competition. These functions will be held Sunday and Monday evenings, May 22 and 23, at the Hyatt Regency and Marriott hotels.

A speech by former first lady Betty Ford will be the highlight of NRA's "First Ladies Luncheon," Monday, May 23.

Back by popular demand is a 10-kilometer race along Chicago's waterfront called "The Main Course." This event attracted 2,000 runners during last year's show. Making its 13th appearance is the Culinary Arts Salon.

For the second year in a row, the NRA show will feature "NRA-TV Today," a tv news magazine program beamed by cable to Chicago area hotels. This program provides on-location, closed-circuit tv coverage of event activities throughout the show.

For registration and exhibit information write NRA, P.O. Box 92694, Chicago, IL 60675. 312/787-2525.

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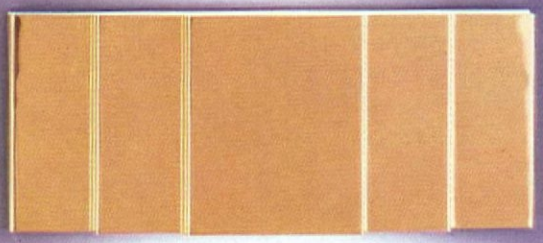

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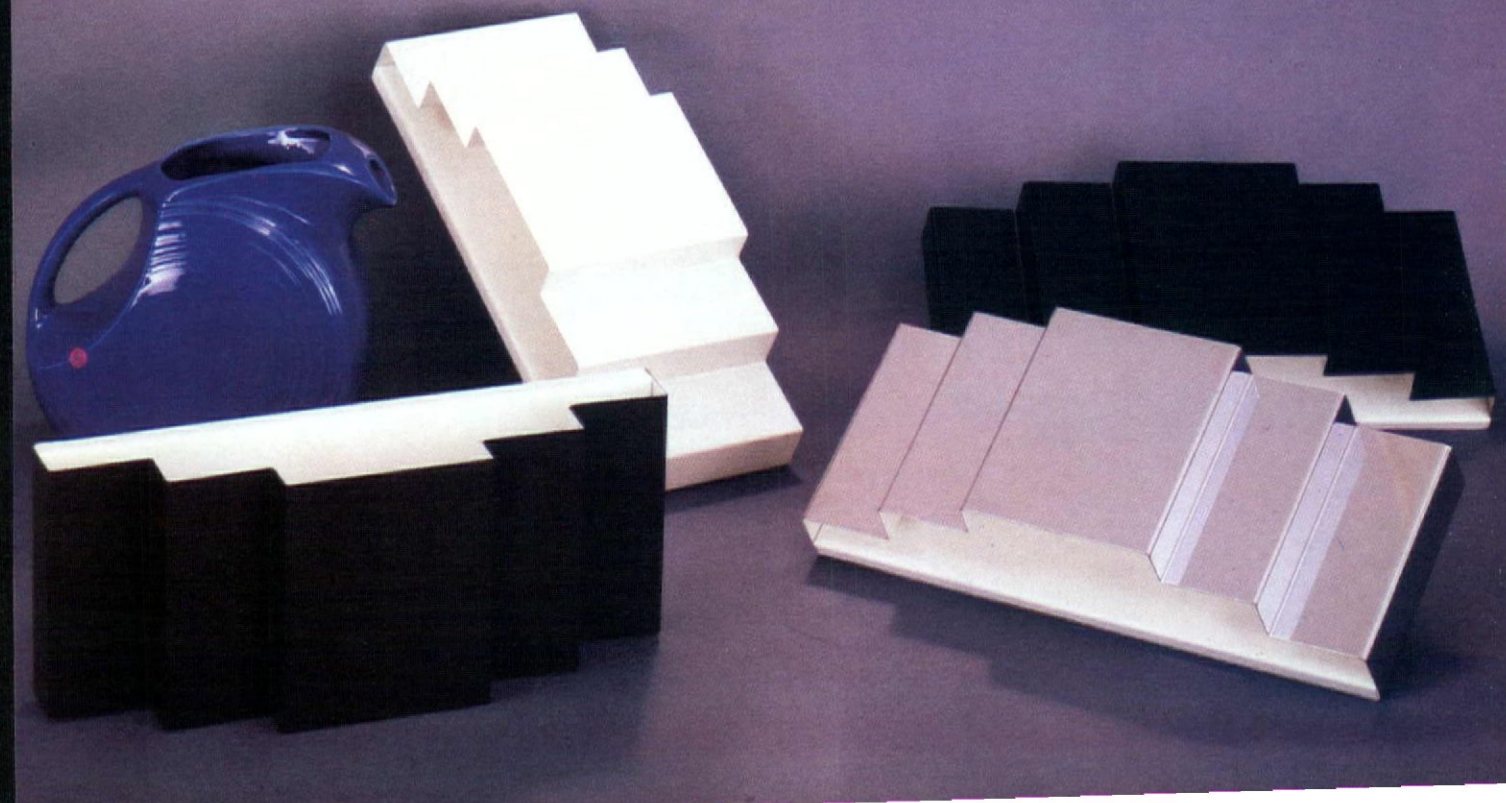

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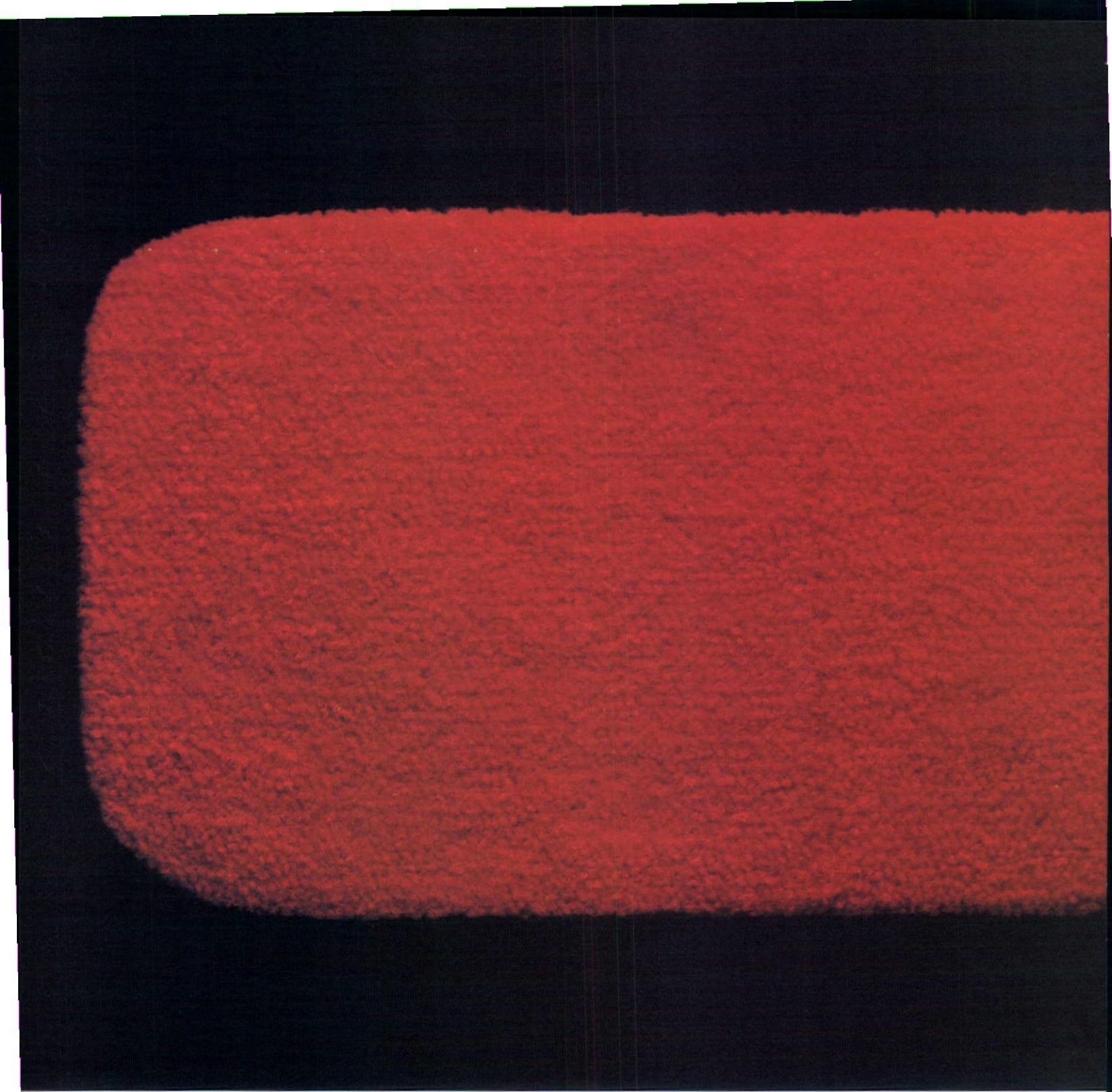

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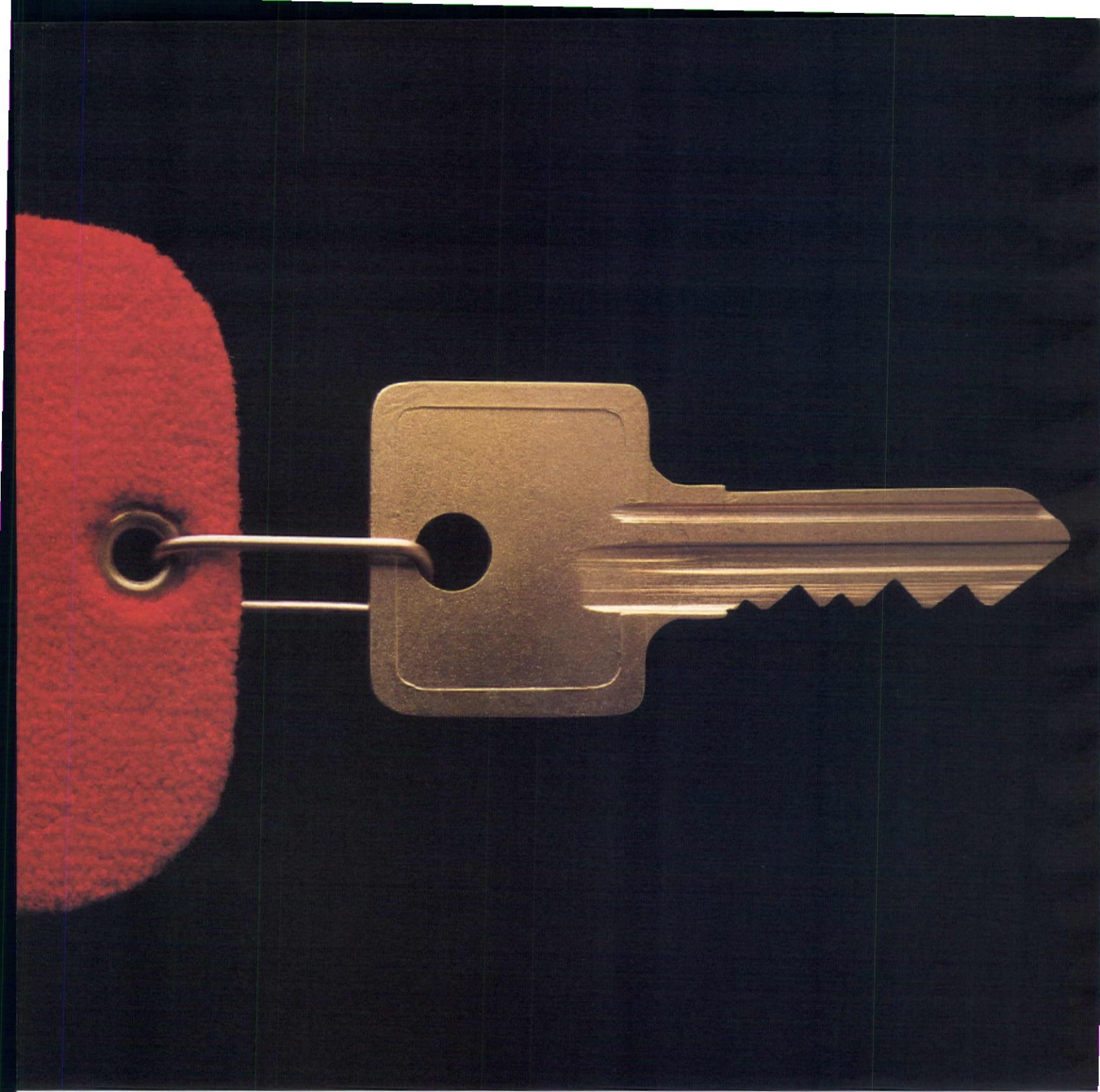

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Computer technology's demands on architecture is theme of 1983 AIA convention, May 22-25

New Orleans—Three nationally recognized experts will lecture on the changing dynamics of society and urban life during the American Institute of Architects (AIA) 1983 National Convention, May 22-25. In keeping with the convention theme, "American Architecture: A Living Heritage," speakers John Naisbitt, noted trend analyst; Dr. George Sternlieb, urban policy researcher; and William (Holly) White, urban consultant, will examine how proliferation of computer technology will affect buildings of the future.

Lectures and seminars will be held at the convention's primary site, the New Orleans Hilton. Correlating exhibits of computer software and hardware, building materials, and furnishings will be located in the nearby Rivergate Convention Center throughout the event.

Although convention activities focus on architecture past, present, and future, emphasis is on upcoming developments. Notes AIA president Robert Broshar, FAIA, "The rigors of architectural practice today and demands to be faced tomorrow require this convention to be much more than a look backward.

Robert Broshar, AIA president, will present the association's architectural firm award–the AIA Gold Medal–and announce the firm chosen for the Institute Honor.

We will draw extensively on the rich architectural past of New Orleans as it applies to current buildings and structures of the future."

Restructuring America: a key issue

Naisbitt, public member, AIA board of directors, is the event's first theme speaker. He will draw from his 1982 book *Megatrends* to explore methods for restructuring America in the coming decade. Chairman of the Naisbitt Group, an advisory organization serving numerous large corporations, Naisbitt will describe how transition from an industrial to an information-processing society will impact the building industry over the next 15 years.

Design of post-industrial cities is the topic addressed by urban researcher Dr. George Sternlieb. He will draw from his experience as professor of urban and regional planning, Rutgers University; member, board of directors, Citizens Housing and Planning Council, New

(Continued on p. 26)

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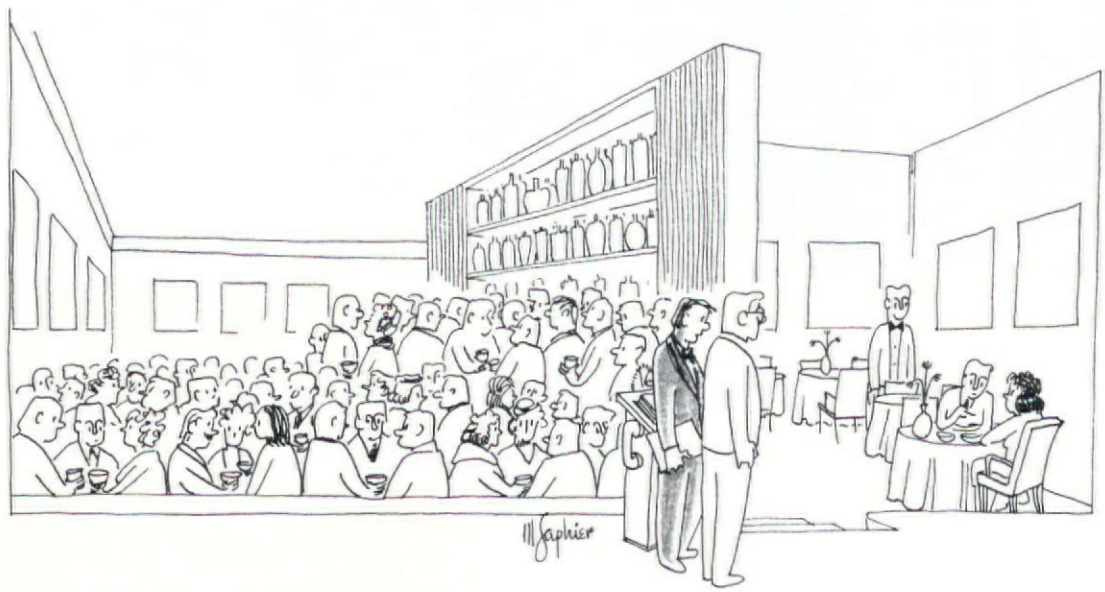

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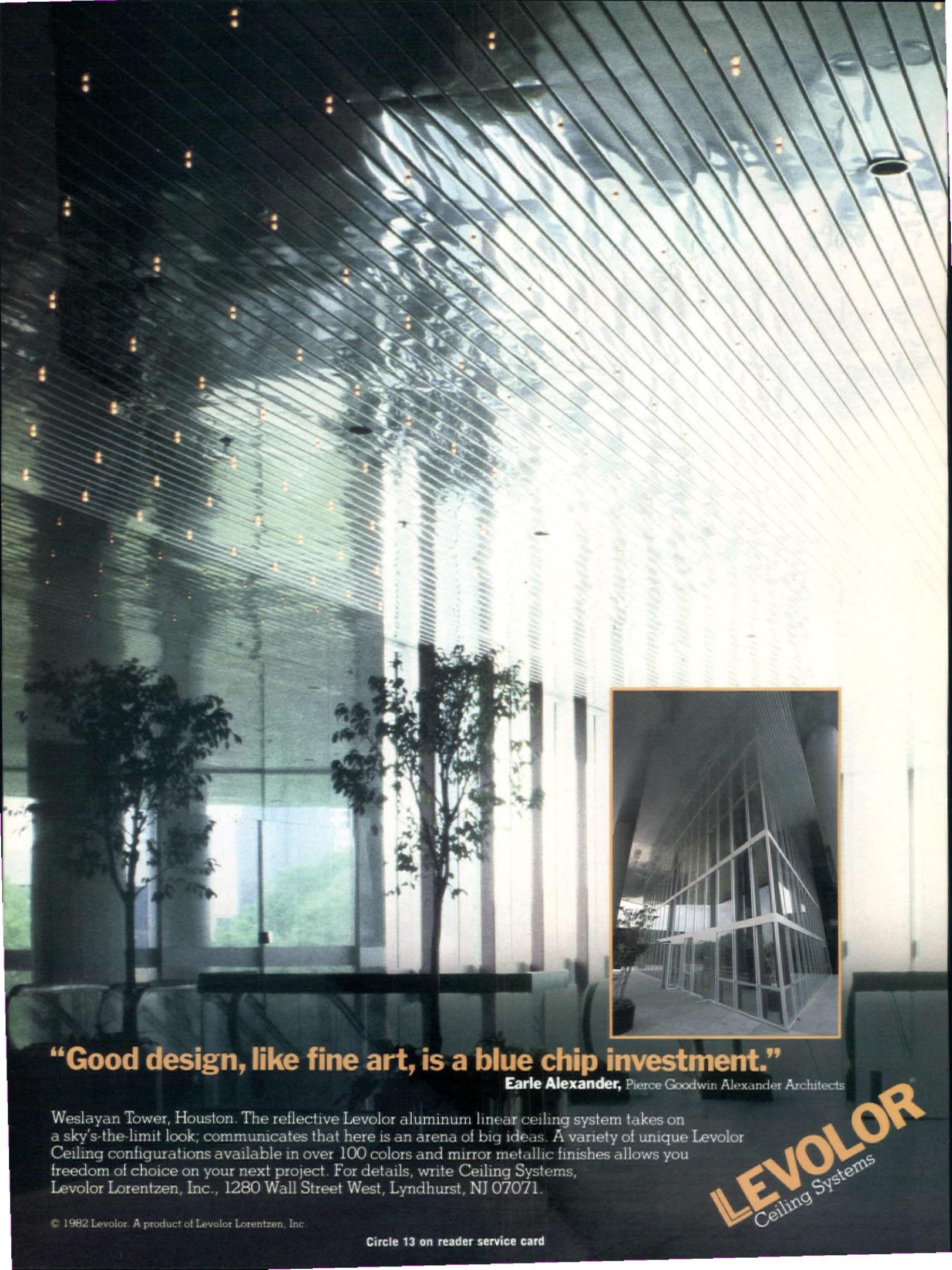

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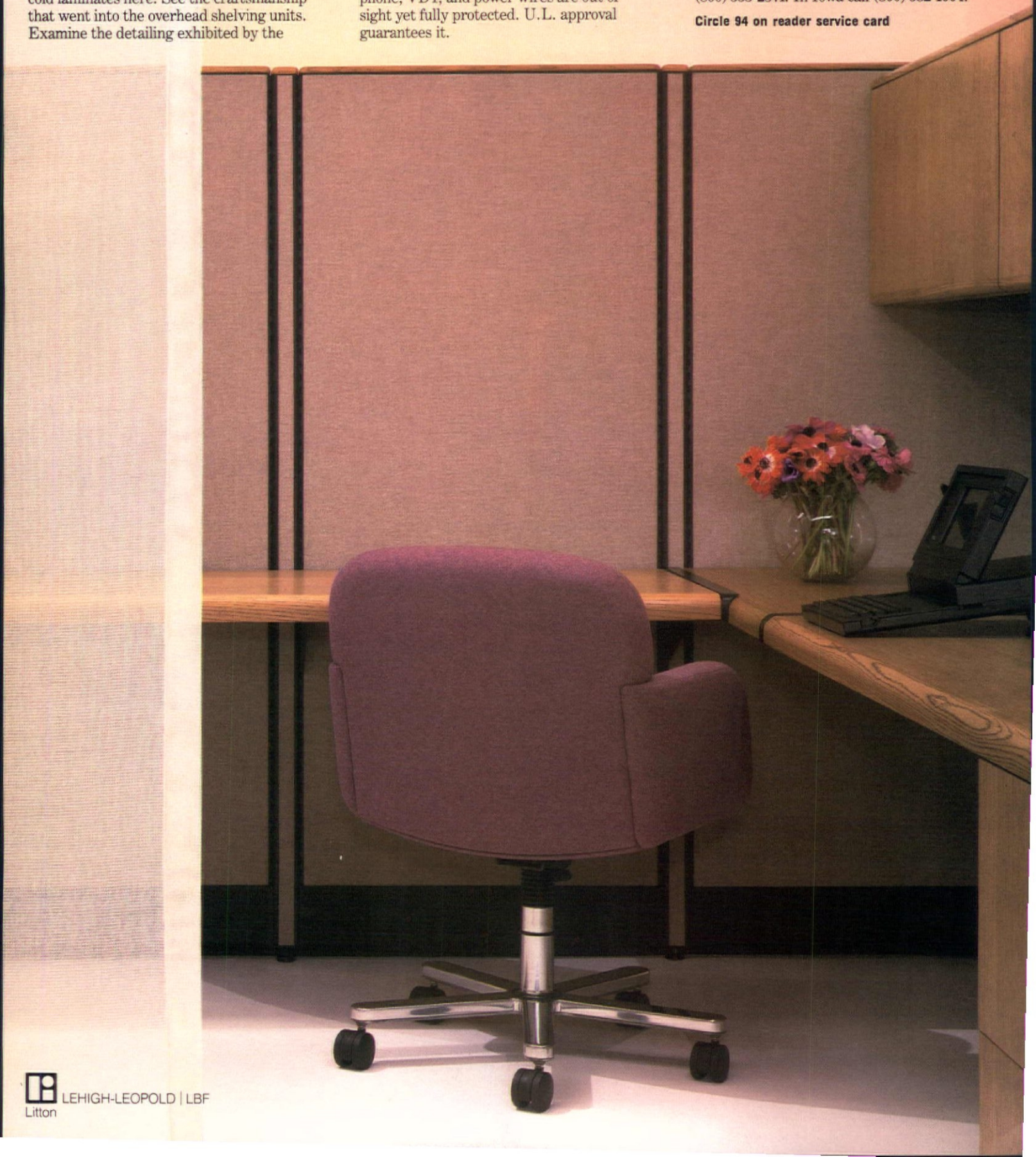

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(Continued from p. 20)

AIA '83 convention

York and Community Development Foundation, Washington, D.C. to examine the changing dynamics of U.S. cities and neighborhoods. He is currently consultant to the National Science Foundation, the Department of Housing and Urban Development, and the U.S. House of Representatives.

William H. Whyte, a writer, consultant, educator, and philosopher whose specialty is architecture and urban design, will discuss how people interact with environments during his lecture. Head of New York City's Street Life Project, Whyte is the recipient of the AIA Institute Honor, one of the organization's highest awards.

Large display planned

Additional educational programs include 15 professional development seminars and panel discussions which will be held throughout the four-day event. Running concurrently with seminars is a large-scale exhibit program at the Rivergate Convention Center. There, attendees will view displays of advanced computer technology highlighted by a 4,000-sq-ft. educational exhibit prepared exclusively for the AIA. Other displays include new building materials as well as furnishings.

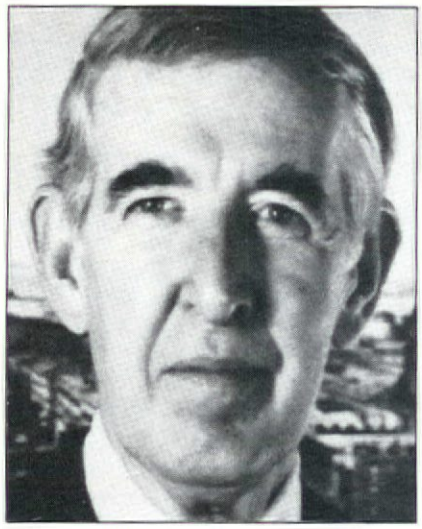
A photographic exhibit of the nation's historic and architecturally significant buildings will also be on display. This exhibit commemorates the 50th anniversary of the Historic American Buildings Survey.

Also scheduled are a variety of awards programs which honor outstanding contributions to the field of architecture. Among them is AIA's Gold Medal Award presentation to architect and urban designer Nathaniel Alexander Owings, co-founder, Skidmore, Owings & Merrill. Owings is the 44th individual to receive the award since its inception 76 years ago. A post-convention seminar featuring Owings is scheduled for May 26.

Knoll International, New York furniture manufacturer, will receive the 1983 Institute Honor. This award is presented for distinguished achievements that enhance or influence environments and the architectural profession.

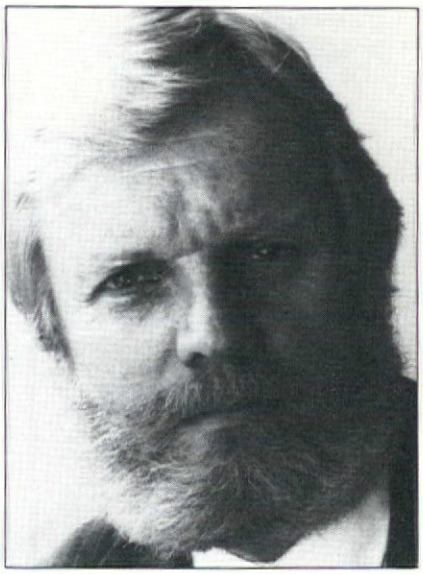
In addition, Holabird & Root, Chicago, one of the nation's oldest architecture firms, will receive the 1983 Architectural Firm Award. This honor is presented to firms that have continuously produced distinguished architecture for at least 10 years.

Dr. George Sternlieb, urban policy researcher, will draw from his experiences on city planning boards to discuss how demands of an information-processing society will impact architecture in the coming decade.

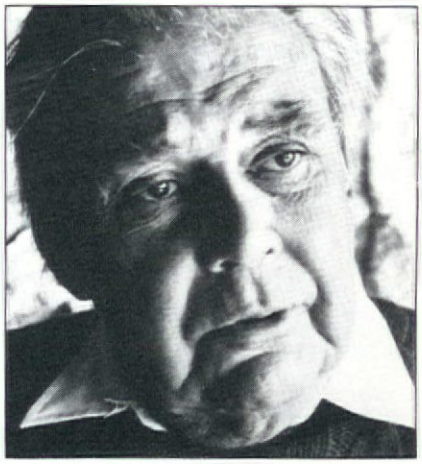


Speaker William H. Whyte will address AIA convention attendees on the interaction between people and their environments. He is head of New York's Street Life Project, an urban design study group.

For convention information contact AIA headquarters, 1735 New York Ave., N.W., Washington, DC 20006; 202/626-7300.



John Naisbitt, trends analyst and author, will lecture on changing lifestyles during AIA's New Orleans convention, May 22-25.



Nathanial A. Owings, FAIA, co-founder, Skidmore, Owings & Merrill will receive AIA's Gold Medal at the conference.

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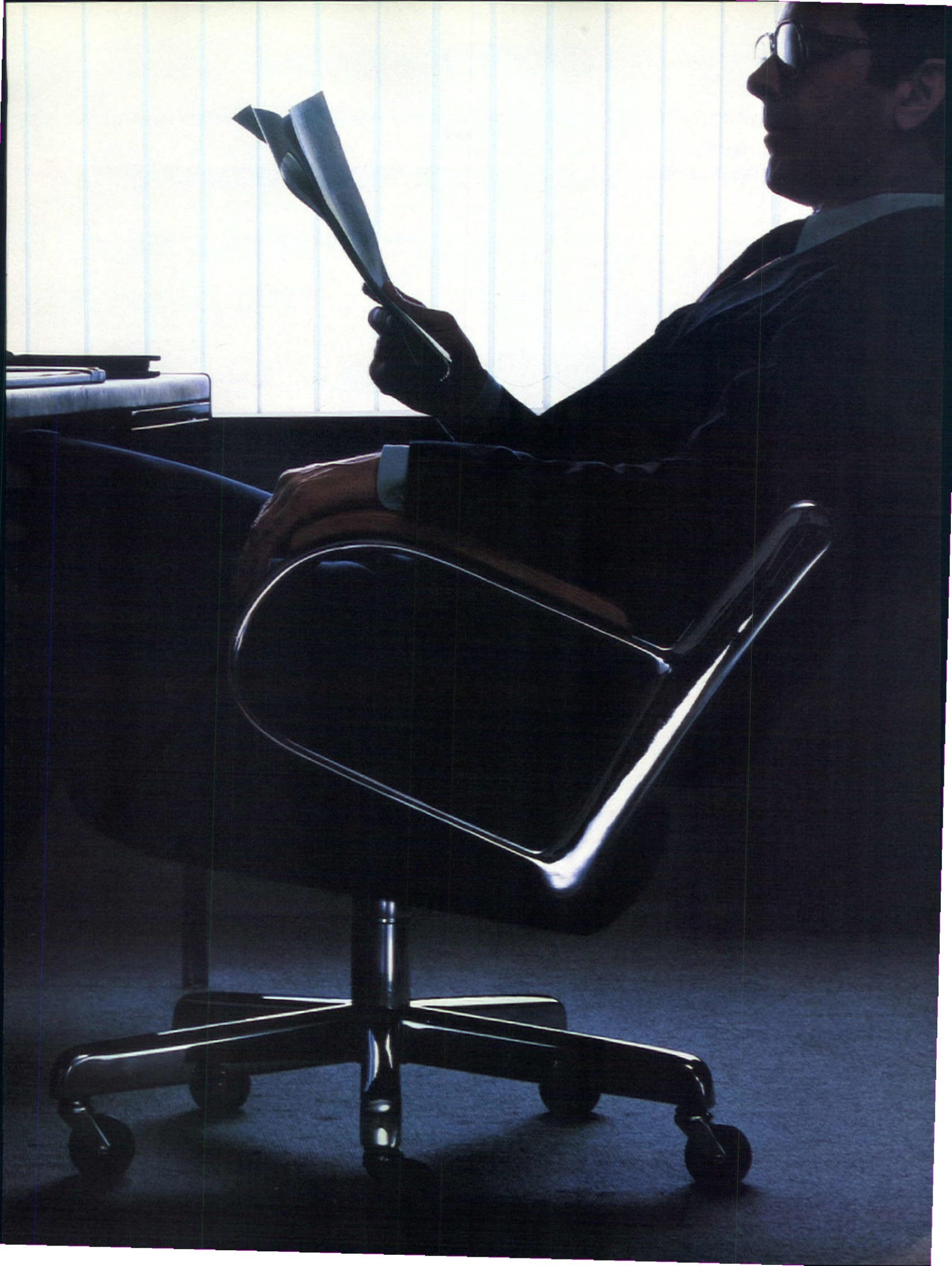


More than $70,000 to be awarded in ASID competitions

New York—Six competitions co-sponsored by the American Society of Interior Designers (ASID) will offer more than $70,000 in prize money to award winning professional and student designers in 1983. Held in conjunction with various interior design furnishings manufacturers, these contests recognize excellence in carpet, lighting, wallcovering, laminate, and home entertainment product design.

Interior design source firms co-sponsoring competitions are:

- Edward Fields, which will award a total of $3,000 to professional and associate ASID members for outstanding carpet design. Designers of rugs produced for sale will also receive a five percent royalty on the wholesale price. ASID will receive a matching amount.
- McGraw-Edison, which is offering more than $8,000 for award-winning lighting designs in its seventh annual Halo/SPI competition.
- L.E. Carpenter, which will co-sponsor a competition to recognize creative uses of vinyl wallcovering. Open to professional, associate, and student ASID members, this contest will award cash prizes of $10,000 for innovative projects incorporating Vicretex wallcoverings. Student entries may be conceptual designs.
- Wilsonart, which offers a total of $36,000 for projects involving decorative uses of laminate both conceptually and in existing applications. The contest will award prizes to individual designers and their ASID chapters.
- Diller Corporation, which awards $5,500 for laminate design. Open to professional and associate ASID members, the contest will judge entries on the basis of design concept, presentation, and technical ability.
- Curtis Mathes, which solicits creative ideas for multi-functional home entertainment design. A total of $6,000 is available to winning professional ASID members, while a special category offers $1,800 to students.

Award-winners will be announced at ASID's national conference to be held in Boston, July 28-August 1. For deadline information contact ASID, 1430 Broadway, New York 10018; 212/944-9220.

ASID grants $30,000 to FIDER

A $30,000 grant was recently awarded to the Foundation for Interior Design Research (FIDER) as part of ASID's continuing support of design education. The grant will finance a comprehensive training workshop for FIDER's accreditation committees.

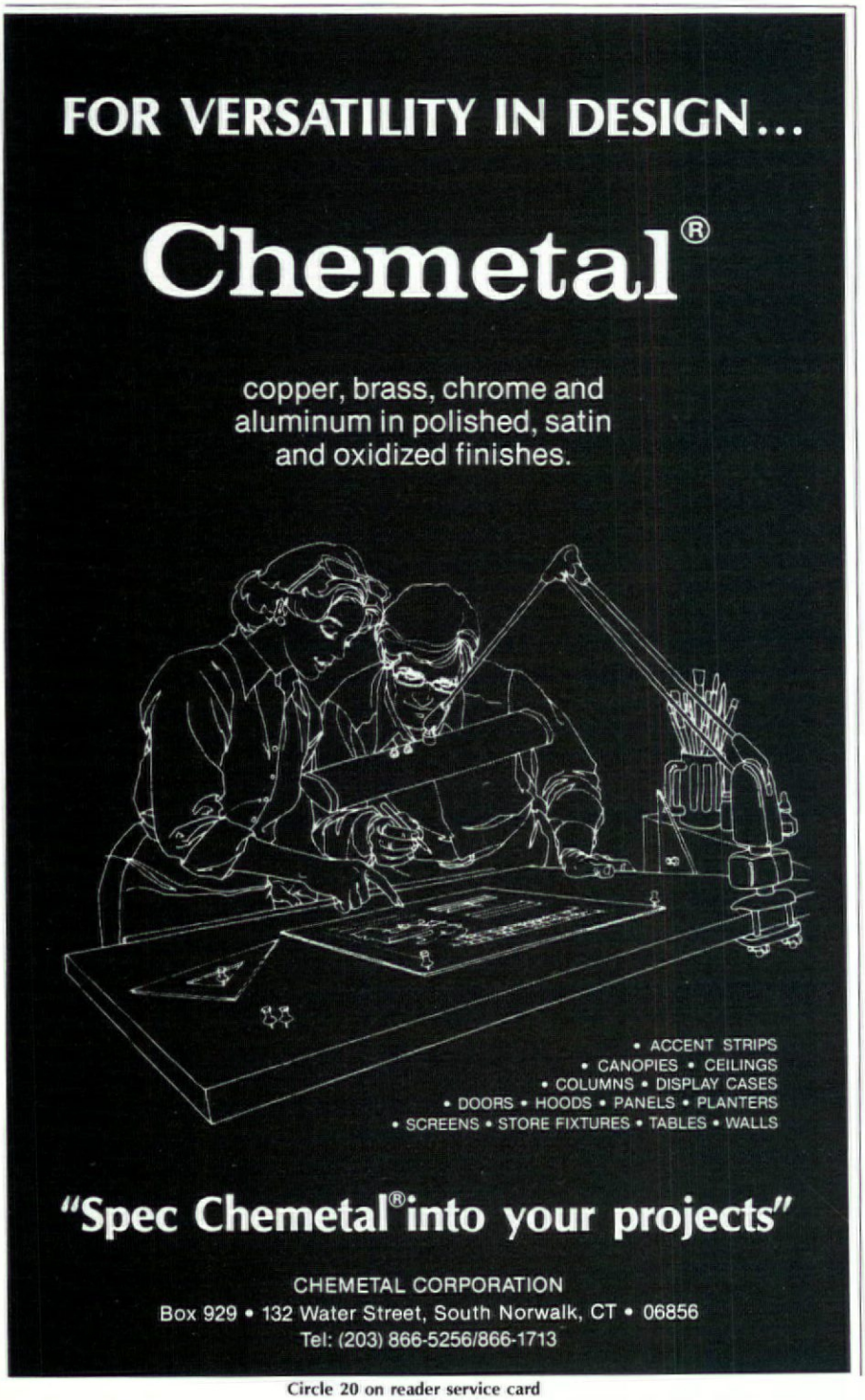
Workshops will train nearly 80 committee members to evaluate current interior design education programs. Member teams will visit schools around the U.S. and make recommendations for improving curriculum.

Industry Foundation chairs named

H. Gerard Ebert, ASID, and Jeffrey Brown were named 1983 co-chairman of ASID's Industry Foundation (IF).

Ebert, the board's designer representative, is president of Innerspace Inc., Baltimore-based planning firm. Brown is product marketing director of Milliken.

Comprised of designers and manufacturers, the foundation is a forum for idea exchange between professional ASID members and resource firms.



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Shown (from left to right) are Hans Krieks Scholarship first prize winner David Derrick; IBD N.Y.C. chapter president Sydelle Hird; IBD nat'l VP James Ferguson; IBD president emeritus Charles Gelber; Atelier Int'l sales VP John Nichols; second prize winner Christine Campbell; event judge Neville Lewis; third prize winner Maria Agresta; and event judge Will Ching.

Krieks scholarships total $3,000 in '82

New York—A total of $3,000 was awarded to interior design students in Hans Krieks Memorial Scholarships during 1982. These awards were presented by the scholarship sponsor, New York Chapter, Institute of Business Designers (IBD), at a recent event held at the Atelier International showroom.

Awards were presented to Fashion Institute of Technolgy student David Derrick, Pratt Institute student Christine Campbell, and Cornell University student Maria Agresta. They received $1,500, $1,000, and $500 for their respective first, second, and third prize-winning portfolios.

Scholarship awards judges were Neville Lewis, Neville Lewis & Associates; Will Ching, Will Ching Planning & Design; Sydelle Hird, president, New York Chapter, IBD; and Charles Gelber, IBD president emeritus.

Lighting awards planned by IALD in '83

New York—An international awards program honoring the best in architectural and interior lighting design will be sponsored by the International Association of Lighting Designers (IALD) in 1983. These non-competitive awards, which will be presented at the association's annual meeting in November will recognize "lighting design in architecture and interiors which humanizes the given environment through esthetic achievement and technical expertise." Both awards of excellence and honorable mention awards will be presented.

Professionals in the fields of architecture (both landscape and buildings), interior design, lighting design, engineering, or related disciplines may enter. Both complete projects and portions of projects now under way are acceptable. Judges for the IALD awards program are past and current association presidents. They include Abe Feder (1972-'73); Raymond Grenald (1974-'75); James Nuckolls (1976-'77); Jeffrey Milham (1980-'81); and Leslie Wheel (1982-'83). Deadline for submissions is August 12. Contact Stephen Lees, c/o Jules G. Horton Lighting Design, 200 Park Ave. S., NY, NY 10003.

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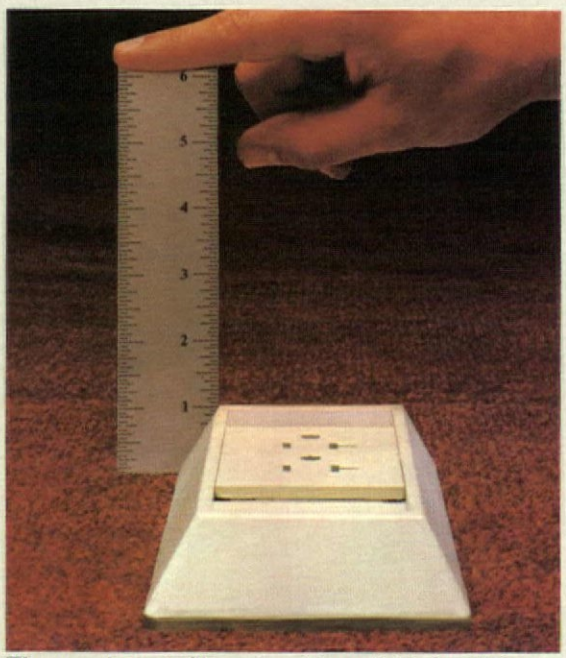

The new, low-profile pedestal is available for all three functions: power, telephone, and data distribution.

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Whether it's a new building or an old one, a need for greater flexibility or a need for increased profitability, AMP Undercarpet Cabling System III fits the bill beautifully.

This surface-mounted cabling concept is available for power, telephone, and data distribution. Only AMP makes all three. It's the most intelligent system going. All you do is lay it out on the flooring and cover it with standard carpet squares. It's made to take the pounding of foot traffic as well as furniture moving. The system can be economically rearranged at any time.

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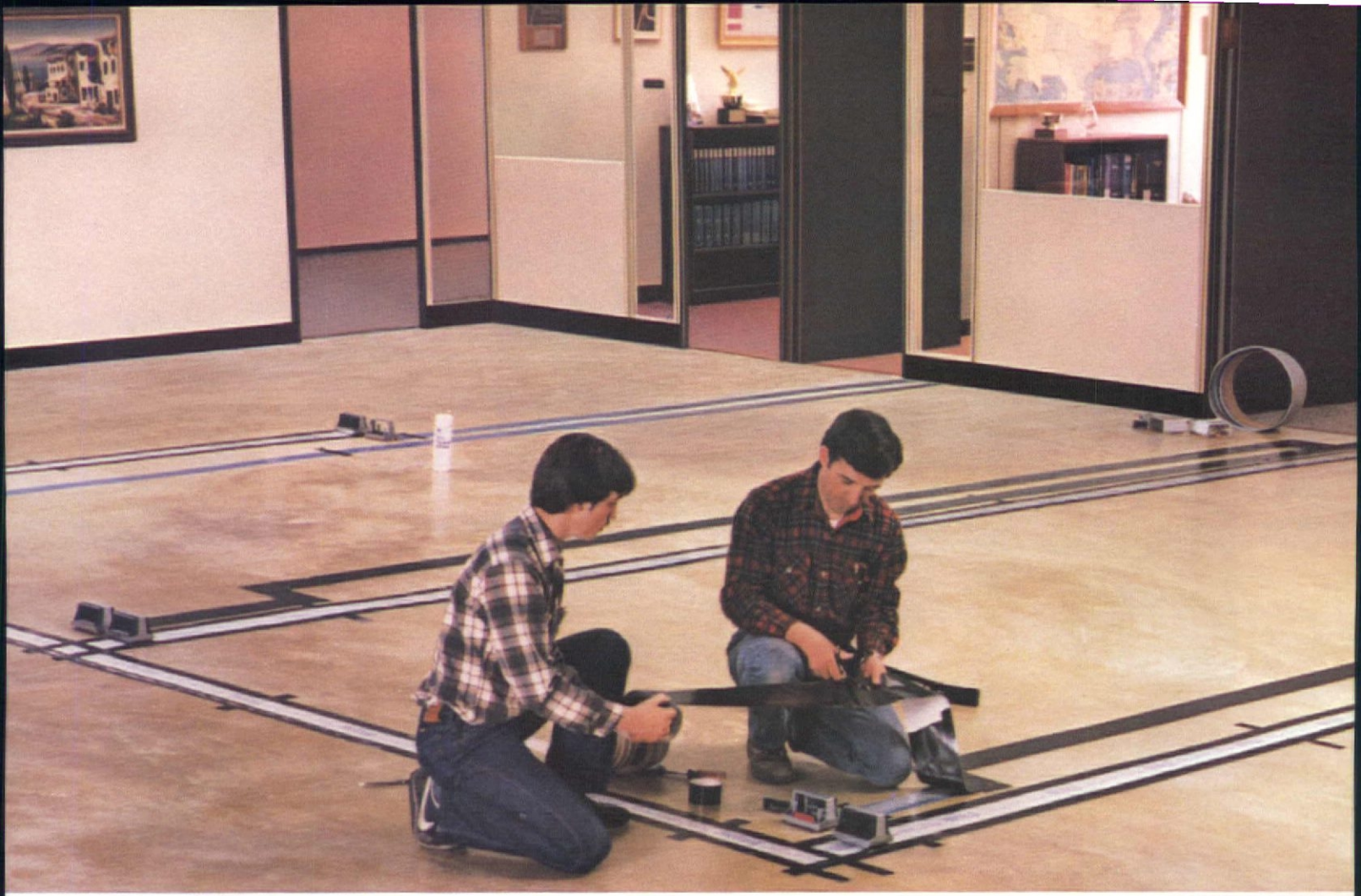


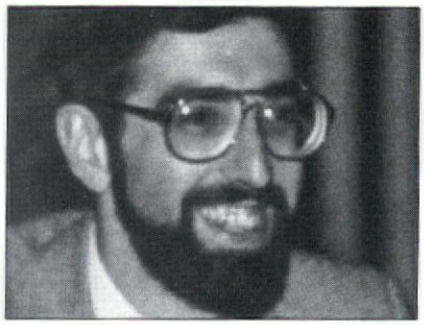
Mohasco Carpet opens new Atlanta HQ

Atlanta–*Mohasco Carpet div. president David L. Kolb (center) cuts the ribbon and formally opens the firm's new headquarters building here. Looking on are (from l. to r.) Earl Patton, president, Cobb County Chamber of Commerce; Ernest Barrett, chairman, Cobb County Board of Commissioners; Herbert J. Broner, president, Mohasco Corp.; Stanley I. Landgraf, Mohasco chairman; building architects Rufus Hughes and Dale Durfee; and Arnold Silverman, executive vice president, The Winter Company, project general contractor.*

Worldwide styles shown at tile seminar

Seattle, Wash.—A visual presentation of dramatic tile applications throughout the world drew more than 100 local designers and architects to a seminar held recently at Design Center Northwest.

Co-sponsored by the Italian Tile Center, New York, and the Seattle chapter of the American Institute of Architects (AIA), the presentation was compiled by Donato Grosser, director, the Italian Tile Center, and George O'Brien, a New York designer.



Donato Grosser, Italian Tile Center director, coordinated the recent Seattle tile seminar.

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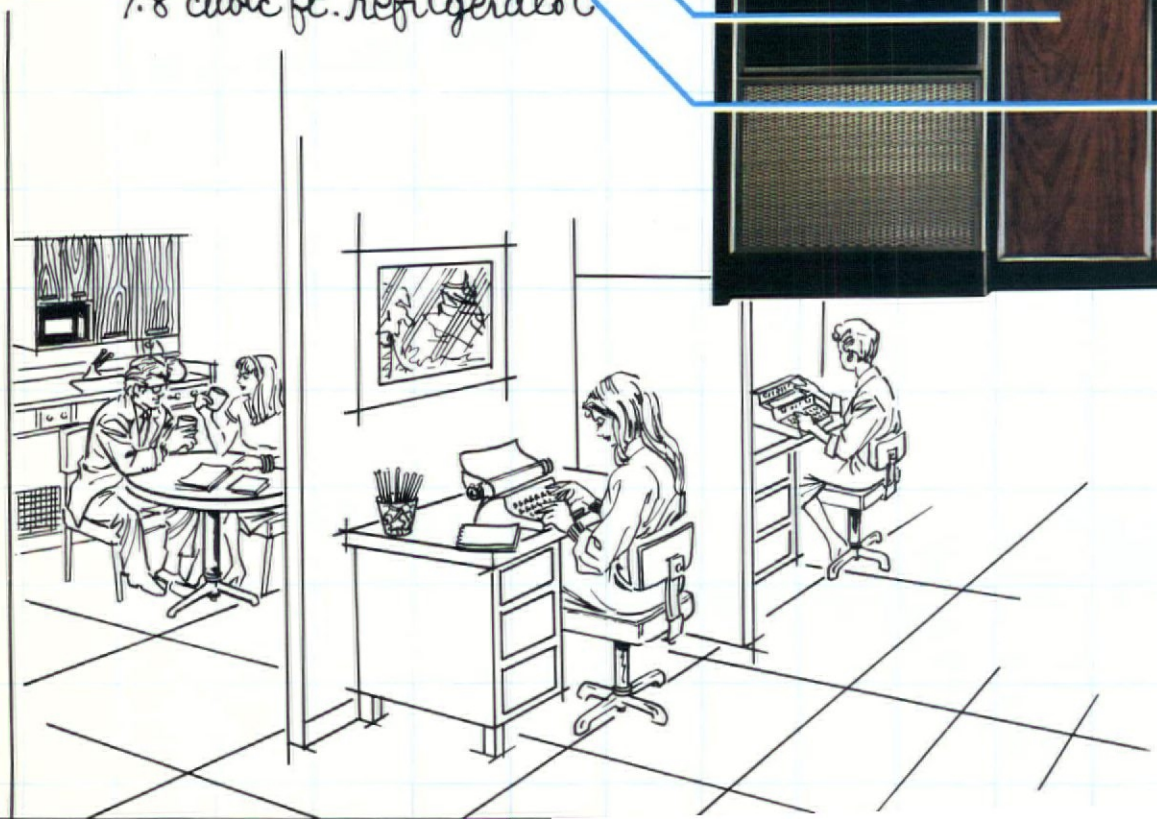

Complete information is available on request.

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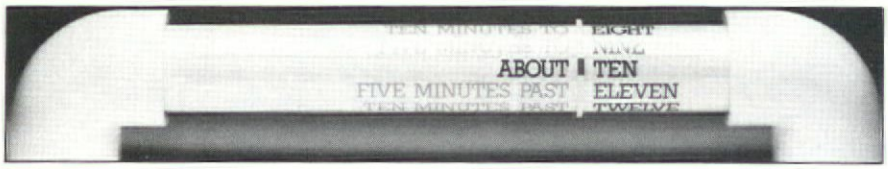
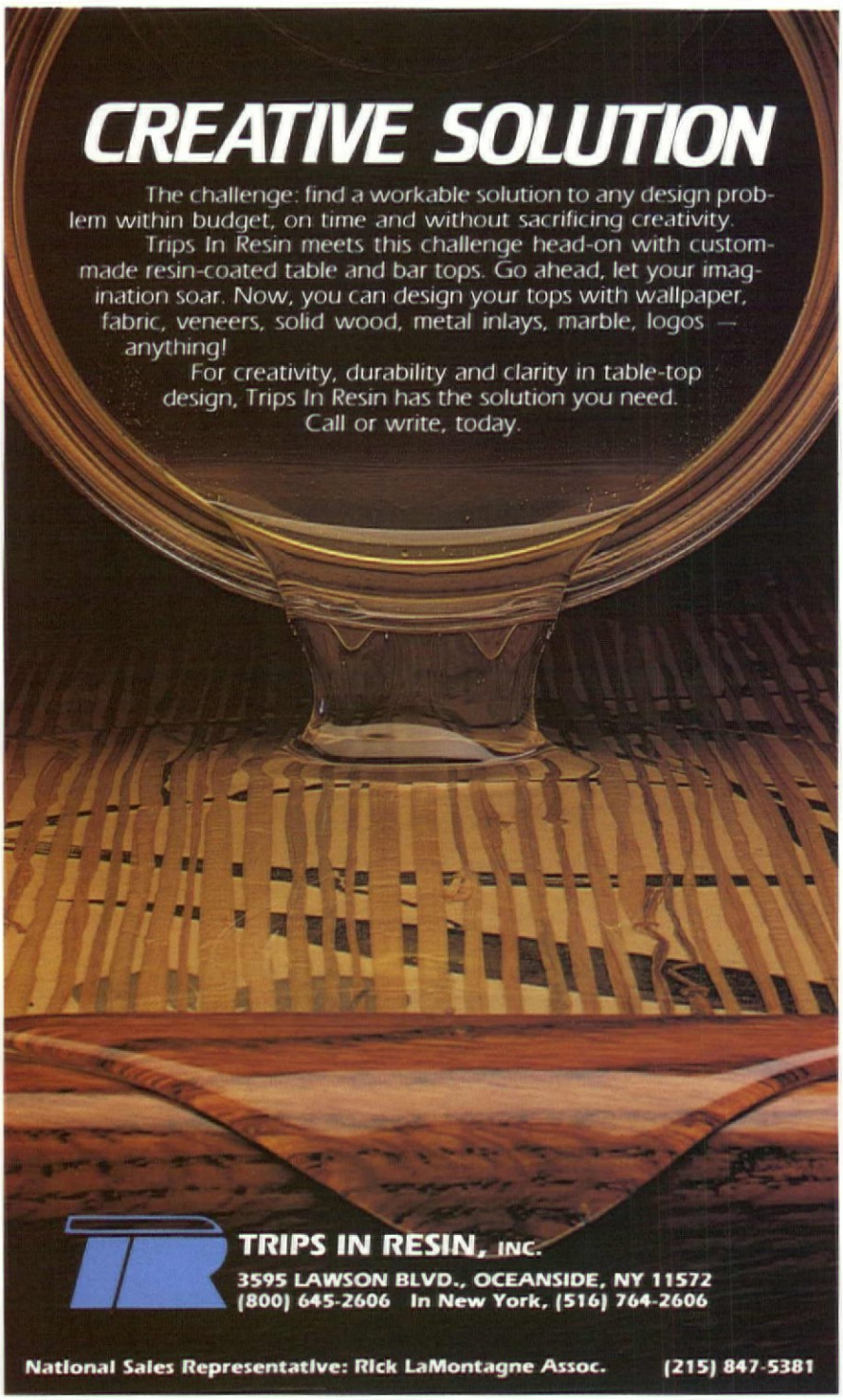


Clock without hands tells time with words

Chicago–*The first clock designed to use words rather than hands to tell time was introduced by Dutch design firm Muller & Van Dongen. Shown at the 1983 National Housewares Show here, the "Time Tube" operates with two rotating cylinders, one that moves at the minute rate, another that moves at the hour rate. An adjustable indicator between the two cylinders marks the time. Measuring 3-ft.-long by 8-ft.-high, the clock can be wall-, table-, or ceiling-mounted. A 1.5-volt battery powers its quartz mechanism.*



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$2 million spent on '82 furnishings per NEOCON visitor

New York—According to a study by CONTRACT magazine, NEOCON attendees purchased more than $2 million average per respondent of commercial/institutional furnishings in 1982. In addition, 81 percent of attendees use "accelerated delivery" or quick-ship programs for office furniture delivery, while 73.5 percent specify computer-support furnishings.

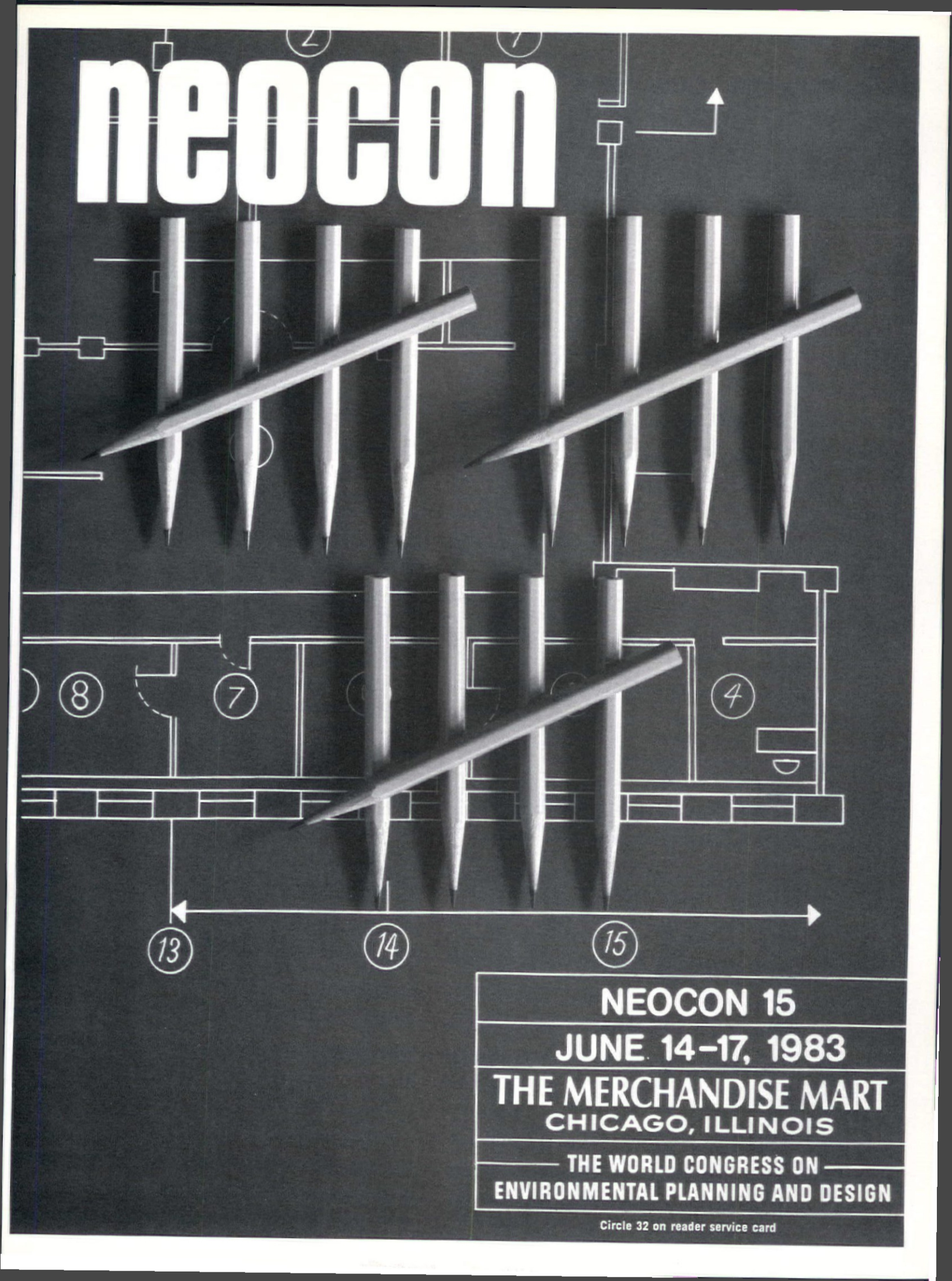
The recently released 1982 NEOCON Study, prepared by CONTRACT's research department, also reports that Steelcase scored highest in the "must-see" showroom evaluation. Knoll, Herman Miller, and Haworth finished second, third, and fourth, respectively. Product lines rated most impressive by NEOCON 14 attendees were those from Steelcase, Kimball, Formica, Dunbar, Rudd, and Haworth. Also covered are open plan furniture lines most frequently specified, quick-ship and computer-support furnishings sources which are most often used, and floor-coverings sources that are considered most productive. For more information contact CONTRACT Market Research Dept., 1515 Broadway, New York, NY 10036; 212/869-1300.

Graves lecture is featured event at ASID conference

Toronto—"Figurative Architecture in Interior Design" is the title of a lecture to be presented by renowned architect Michael Graves during the New York Upstate/Canada East Chapter, ASID spring meeting. This lecture will highlight activities scheduled for the two-day event which will take place here May 12-13. It will be open to all attending professional and student ASID members.

Advance registration is required for the lecture, which will be held at the Bloor Street Auditorium, 252 Bloor Street. Ticket price is $6 for professional ASID members and $4 for students.

For more information contact Robert Watson, ASID, c/o Harry Caddick, 88 McGillivray Ave., Toronto, Ont., Canada M5M 2Y4.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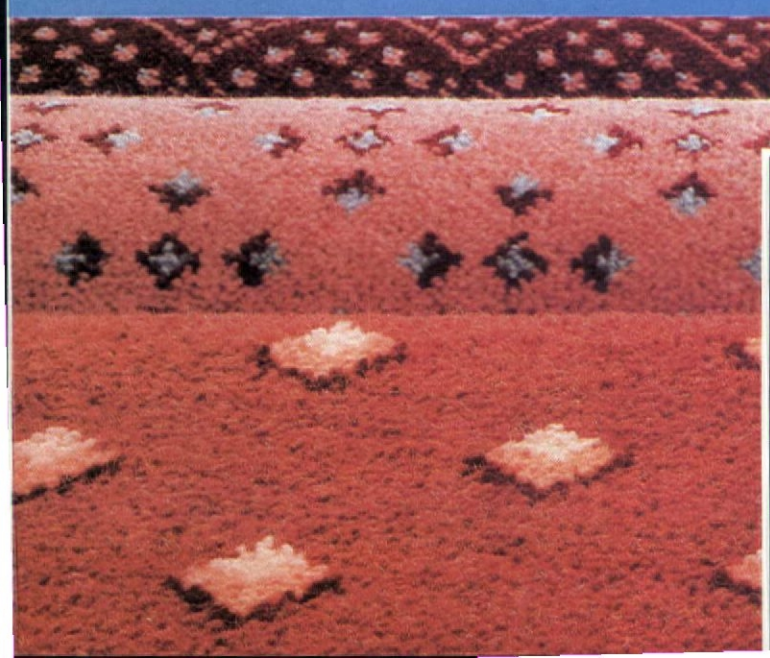

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CONTRACT QUOTES

RESTRUCTURING LIABILITY ADDS MEANING TO CODES

Norman De Haan
Principal
Norman De Haan Assoc.
Chicago—

"Interior finish codes vary so widely that they make a national consensus almost impossible to achieve. Most communities have no separate code for high-rise hotels and public assemblies and Boston's interiors fire code is very difficult to put into 'code language.' In effect, an interiors code is meaningless unless building owners, tenants, and managers are held liable since replacement and rearrangement of interior furnishings can begin before a large project is complete."

1% FACILITIES USAGE GAIN SAVES $10 BILLION YEARLY

Dr. Robert Collings
Chairman
Resource Dynamics Inc.
New York—

"Facilities constitute one of the largest assets held by an organization—typically 25 percent of a firm's total assets. Yet, only one out of five firms currently manages its facilities assets for profit. A Harvard University study, 'Corporate Real Estate Management in the U.S.,' estimates that in the U.S. alone, corporate real estate (owned and leased) totals approximately 10 billion sq. ft. At fair market value, these facilities—including improvements, furniture, and fixtures—are worth as much as $1 trillion. If organizations that own and lease corporate real estate would improve their assets' productivity by only one percent, annual savings of $10 billion could be achieved. In fact, for most organizations, these savings could total 10 percent or more."

EFFECTS OF ECONOMY FELT BY WEST COAST FIRM

Bob Van Breda
Van Breda Design Assoc.
Los Angeles—

"The influence of our current economic situation has been felt in many ways. For example, professionalism in the design community is valued more than ever by clients, eliminating more inexperienced firms from contention. In addition, more work will be brought to capable firms as the economy forces empty buildings to lower rents, and spurs tenants to move into new office space. Remodelling continues to be strong overall in light of the financial climate."

HANDICAPPED ACCESS AIDED BY NEW CODES

John Mock
Principal
Hendrick & Mock
Architects
San Diego—

"New accessibility codes for public buildings—including restaurants, hotels, motels, hospitals, and theaters—attempt to undo all physical barriers to access created over the past 100 years. In hotels, for example, showers must have roll-in provisions with a fold-down seat for a wheelchair user. Grab bars are now required in bathtubs. Use of lever door handles is also an improvement, as is the increased width of public restrooms. A few inches of extra space can make a big difference to a handicapped person in the environment."

QUICK-SHIP PLANS YIELD FAST DESIGN PROFITS

Joni Dell
Natl. Sales Mgr.
Intrex Inc.
New York—

"Quick-Ship programs are becoming more important everyday. Desigers and architects are under increasing pressure to complete jobs in a minimum amount of time. Because the costs of real estate and moving are so high, corporate relocations are expensive. Companies want to be able to move into the space, start up business operations, and make them profitable as soon as possible because of these considerations."

BUILDING STANDARDS LEAD TO DULL SPACES

Arthur Gensler
Principal
Gensler & Assoc.
San Francisco—

"There are two types of buildings going up today: corporate headquarters and buildings where spacial elements are determined before tenant occupancy. The unknown client then comes in and asks why the ceilings are not higher or why particular HVAC equipment was not specified. We're victims of zoning laws, standards commissions, and insurance/pension fund mentalities, all of which represent architecture's lowest common denominator. These mentalities lead to uninteresting architecture and design, and worst of all, unhappy clients."

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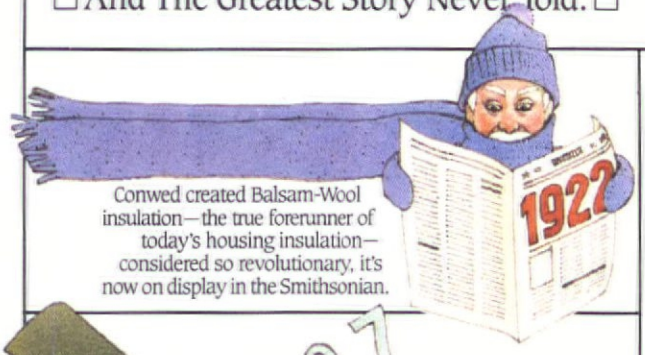
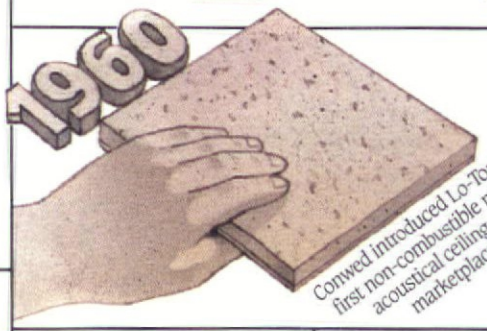


Conwed created Balsam-Wool insulation—the true forerunner of today's housing insulation—considered so revolutionary, it's now on display in the Smithsonian.

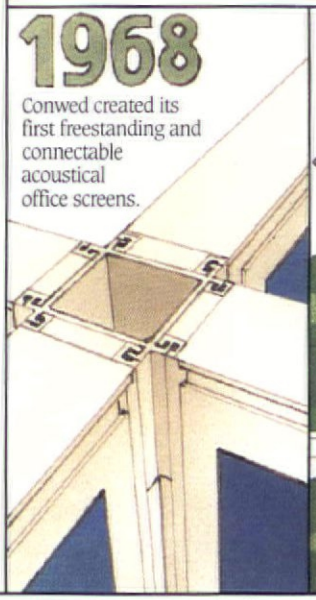
Conwed designed the acoustical blanket that lined the cockpit of Lindbergh's Spirit of St. Louis on his historic trans-Atlantic flight.

Conwed manufactured the acoustical insulation that was installed in Hollywood's first "talkie" sound stages.

Conwed introduced its unique Micro-Perf acoustical ceiling tile with national advertising on the Today and Tonight Shows.



Conwed introduced Lo-Tone®, its first non-combustible mineral acoustical ceiling, to the marketplace.



Conwed created its first freestanding and connectable acoustical office screens.

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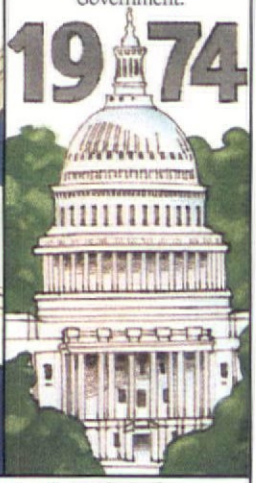

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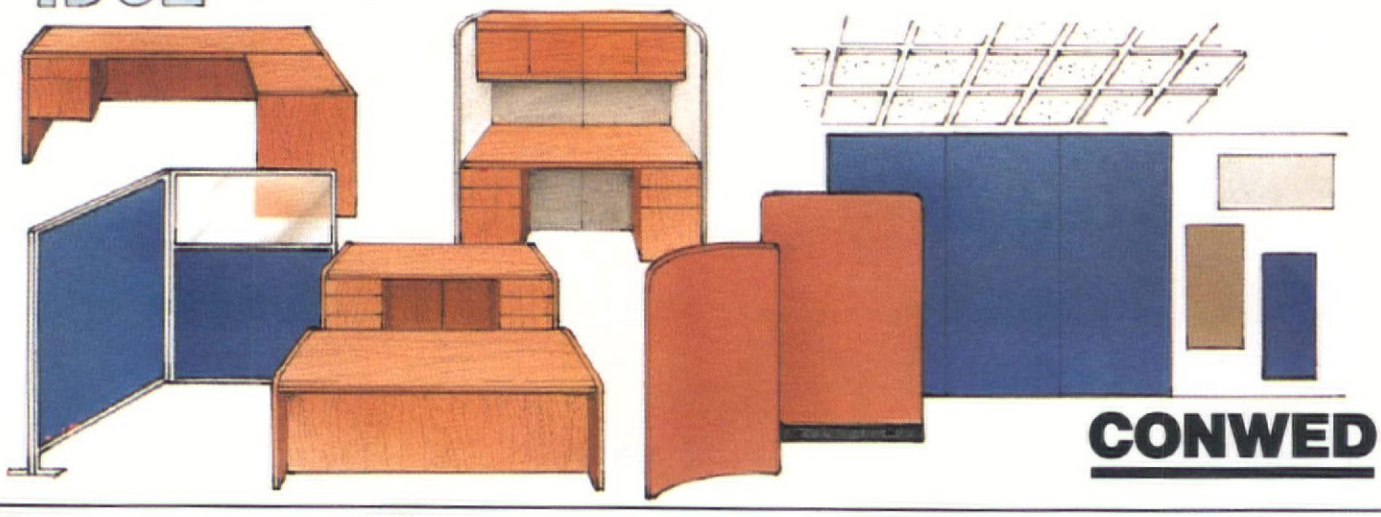
Today, Conwed is the only manufacturer offering the "total workplace environment." From acoustical ceilings and wall panels, to free-standing panels, to furniture, to open office systems, to lighting, to sound masking. To hear the complete Conwed story contact Conwed Corp., Interior Products Division, 444 Cedar St., P.O. Box 43237, St. Paul, MN 55164.



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A cornerstone of our highly successful program to upgrade our operation has been to utilize solarium windows to enhance the ambiance in our dining areas. When we first started, we found great acceptance until the sun came out and the heat gain drove our customers away and overloaded our air conditioning systems.

We were terribly concerned about the solarium part of our program until we discovered that the folks at Home & Castle had the solution to our problem.

They installed their motor operated, track-guided SOLAR PACIFICA shades in three of our Columbus, Ohio locations, and the results were great! The subtle shading made the difference in comfort and energy savings. With the flick of a switch these shades can be raised or lowered to any level, following the curve of the windows. When the shades are down you still have the feeling of the garden room and full vision out. We and our franchisees are now on an accelerated program to add Home & Castle shaded solariums to dozens more of our stores. Each time we do so there are more people standing in the service line, and more profits on the bottom line. Thanks Home & Castle.

Sincerely,
Larry B. Fournier

Director of Facilities Planning
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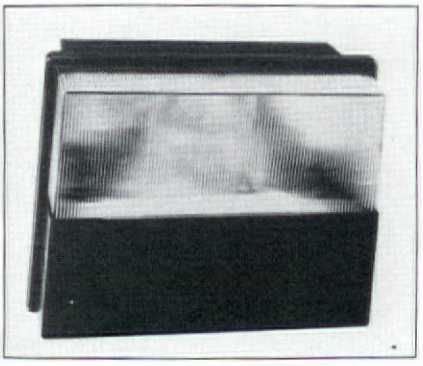
Computer unit holds reference for convenient viewing

Reference material placed on tilted ledge directly in front of computer terminal provides convenient viewing for transfer of information from document to screen. "DataLeggett" from Health Science Products Inc. can be adjusted for operator comfort and access to storage area. **Circle No. 375.**

Lamp housing is tamperproof



Cut-off luminaire from McPhilben Lighting is housed in tamperproof construction of one-piece cast aluminum with one-piece polycarbonate door enclosure with diffusing prisms. Polished multi-faceted distributing reflector works in tandem with polished cut-off collecting reflector. Adjustable cut-off in continuous range calibrated from 72- to 86-degrees provides brightness control on the transversal plane, and variable spacing to mounting height ratio on the lateral. Lamp accommodates up to 250W high pressure sodium and metal halide light source. **Circle No. 376.**

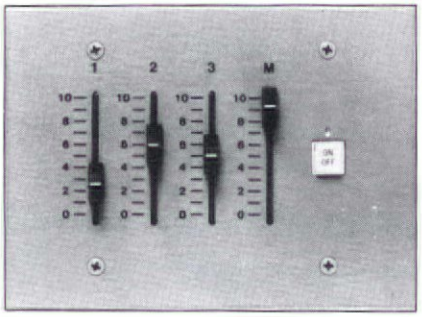
Powered system suits offices with electronics

Line of computer support furniture and storage components are being manufactured to correspond with open plan/open plan powered systems from Panel Concepts Inc. Worksurfaces with step-down keyboard platforms, vertical storage components for EDP materials, printer stand, and computer terminal turntable are offered. Worksurfaces are designed in straight and corner configurations with adjustable depth on stepped platforms. Midline raceway system gives three-circuit, six-wire power and communications distribution at desktop level. **Circle No. 294.**

Program menu & color display added to CAD turnkey system

A touch-sensitive program menu and color raster display were recently added to Sigmagraphics II Turnkey CAD System from Sigma Design. The touch-sensitive menu enables operators to enter up to 256 pre-defined or user-defined commands, symbols, or macro-programs with the touch of a finger. Interchangeable overlay shows customized menu for each type of drawing, such as furniture layouts, elevations, and mechanical details. Addition of color raster display allows users to select 16 colors from a palette of 256. Overwrite, underwrite, blend, and complement modes can also be specified when lines or areas intersect. Coding of space plans is simplified as elements—such as HVAC, lighting, and furnishings—are shown in different colors. **Circle No. 377.**

Dimmer adapts to lighting range



Envrion® 2 is an architectural dimming system from Strand Century which adapts to a range of requirements from complex installations to basic lighting. Off-the-shelf components can be combined in a custom configuration for virtually any application. System operates at voltages of 100, 120, 220, 240, and 277. Fully filtered dimmer modules are available for incandescent, fluorescent, and cold cathode lighting fixtures. Control stations offer slider controls, push-button controls, and pre-set capabilities. Master station allows activation through time clock mechanism, individual pre-set fade rates, and control station lock outs. **Circle No. 293.**

Steelcase forms CAD center for training designers, planners

Steelcase Inc. has established a training center to support the use of its computer-aided space planning and management system. Named the Environmental Support Service Center, the facility is equipped with two Steelcase/Intergraph CAD systems recently introduced to designers and planners. Intergraph hardware supports a software program with four specialized areas: architectural production drawings, engineering production drawings, space planning and facility management, and three-dimensional interior modeling. A graphic data base from Steelcase includes two- and three-dimensional product symbols as well as supporting textual material describing various products from the firm.
Circle No. 297.

Magnetic media securely stored in filing system

Storwal lateral filing system has been designed to provide efficient and secure storage for all types of magnetic media used in offices. Standard cabinet shells are offered in 10 heights, and openings can be designed in five sizes ranging from 3- to 15-in. Receding doors, drawers, fixed or roll-out shelves, and numerous inserts insure safe handling of materials. All cabinets can be custom-keyed. A choice of 36 colors is offered. **Circle No. 295.**

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Hayes has a large selection of contemporary seating—for conference, office and lounge areas.

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Design: Ray Zimmerman

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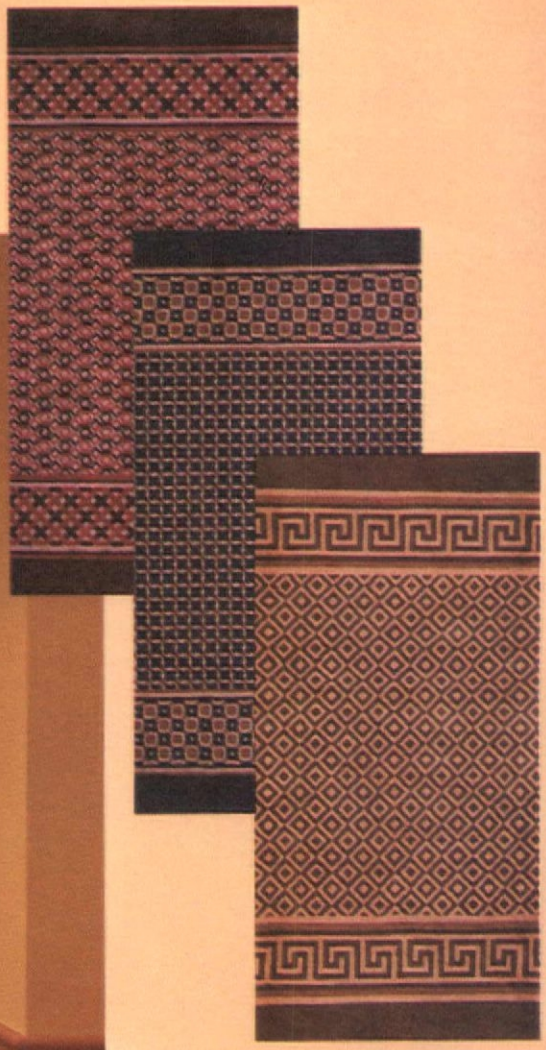

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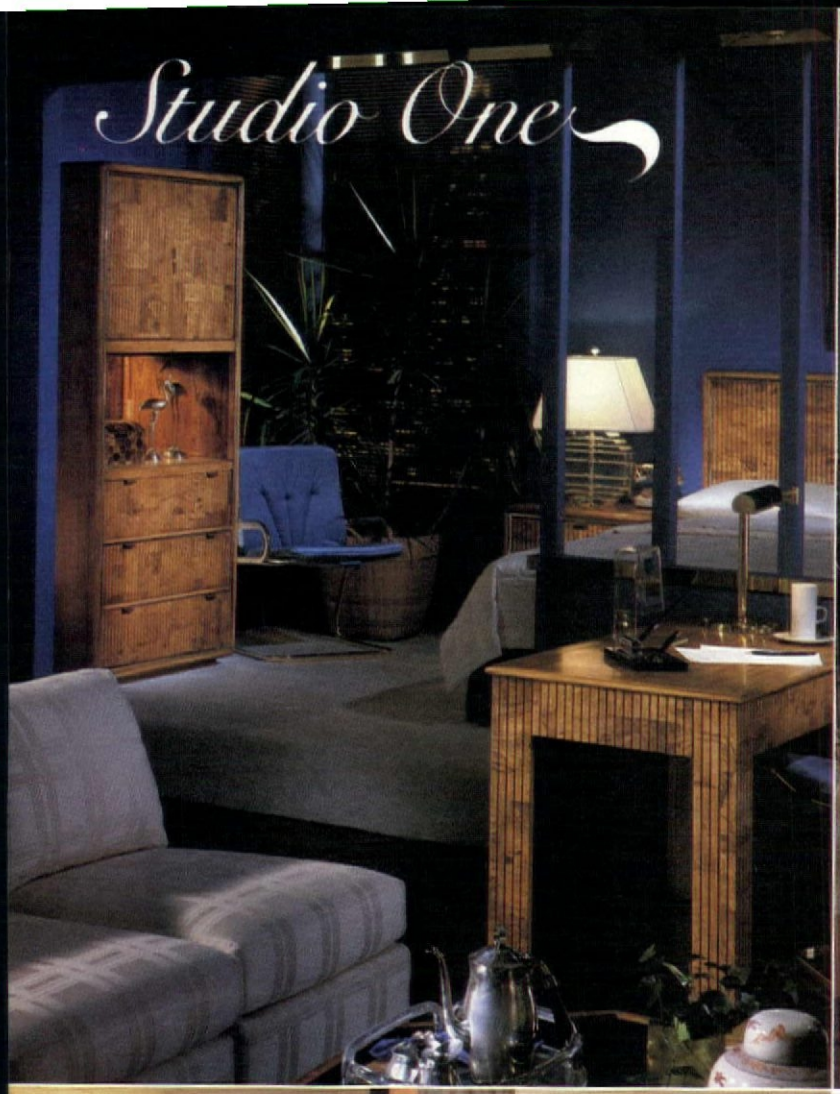

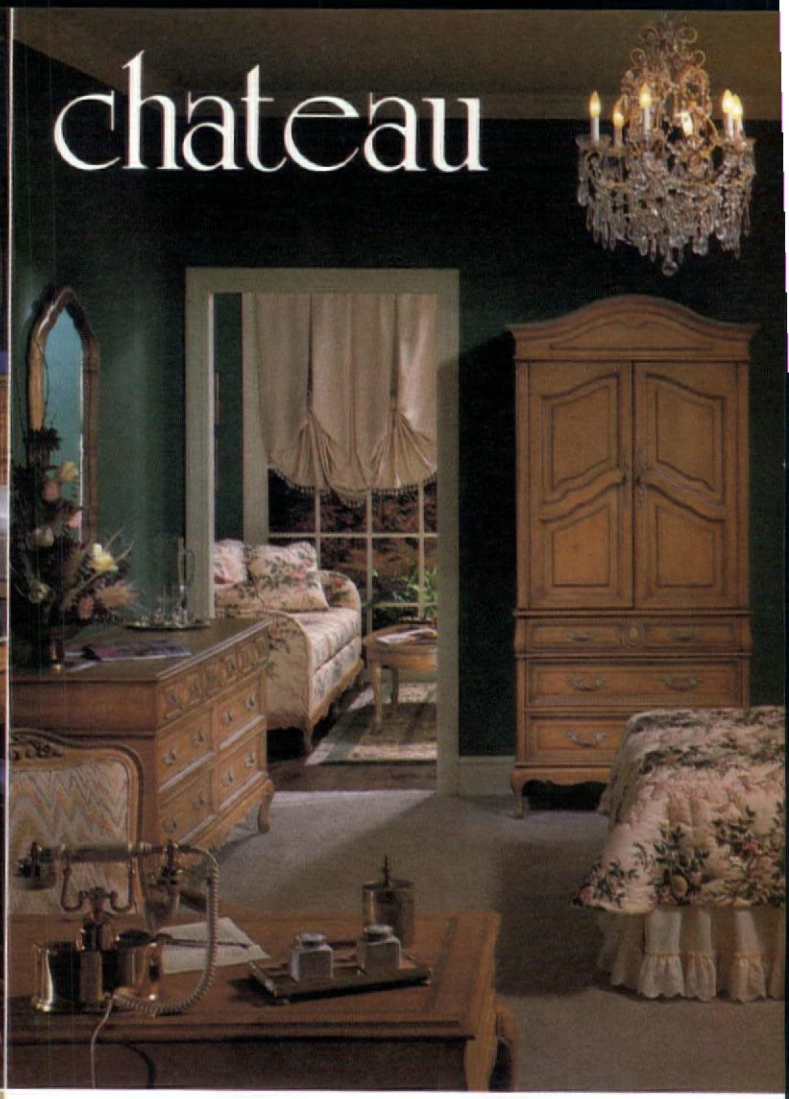

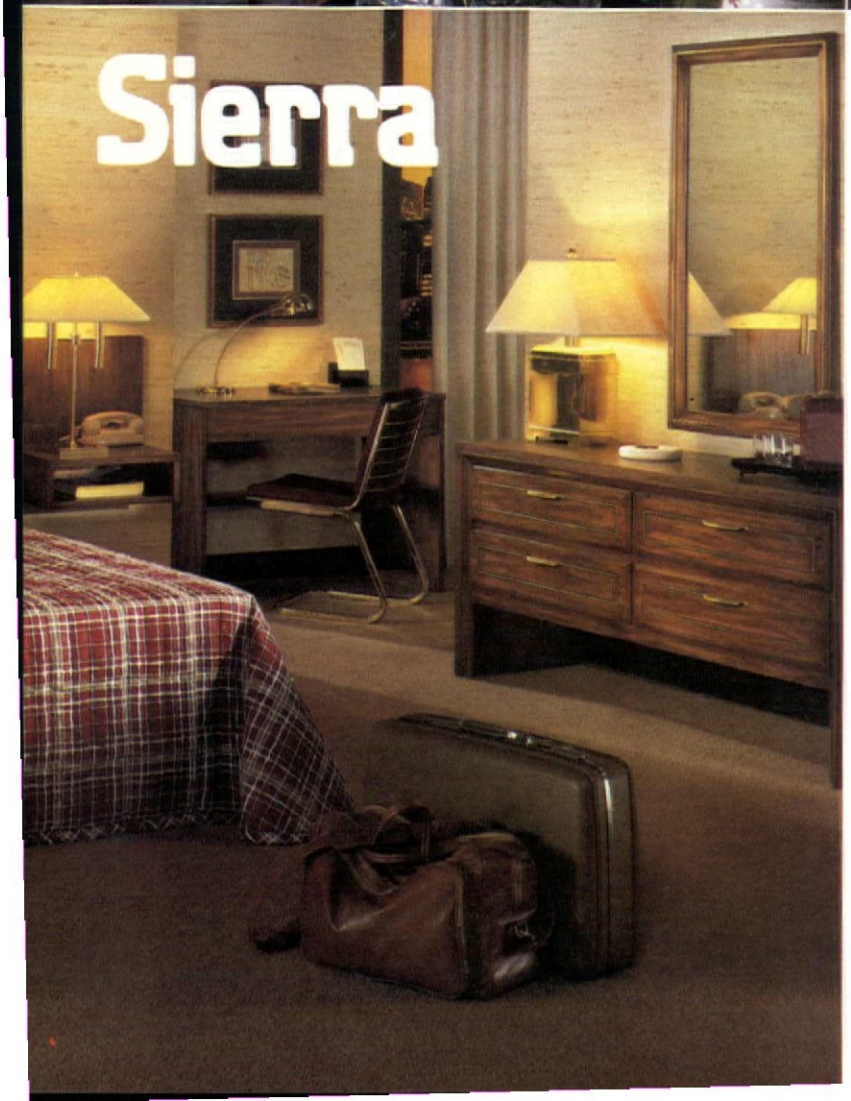

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Linea office seating from Brayton International puts the accent on comfort with cushioned shells designed to fit body contours. This feature is enhanced by varied control mechanisms which facilitate height, tension, and tilt adjustment while sitting.

Adjustability mechanisms are available in two versions. European version (EV) features torsion tilt control, pneumatic height adjustment; tension control; automatic braking casters; shock absorbers; five-degree forward pitch control; and push-button, locking, non-tilt control. Domestic version (DV) is equipped with torsion tilt control, mechanical height adjustment, tension control, and automatic braking casters.

Seating rests on five-prong, metal bases with polished aluminum or powder-coated, char-bronze finishes. Either dual-wheel casters or glides can be specified for bases. Upholstery options include all imported leathers and fabrics featured in the firm's textile collection. **Circle No. 320.**

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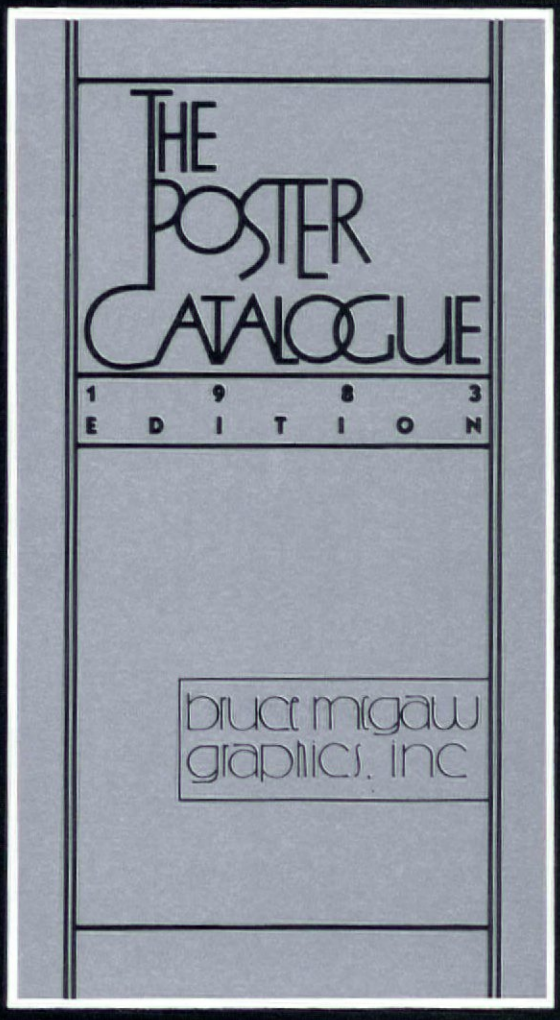

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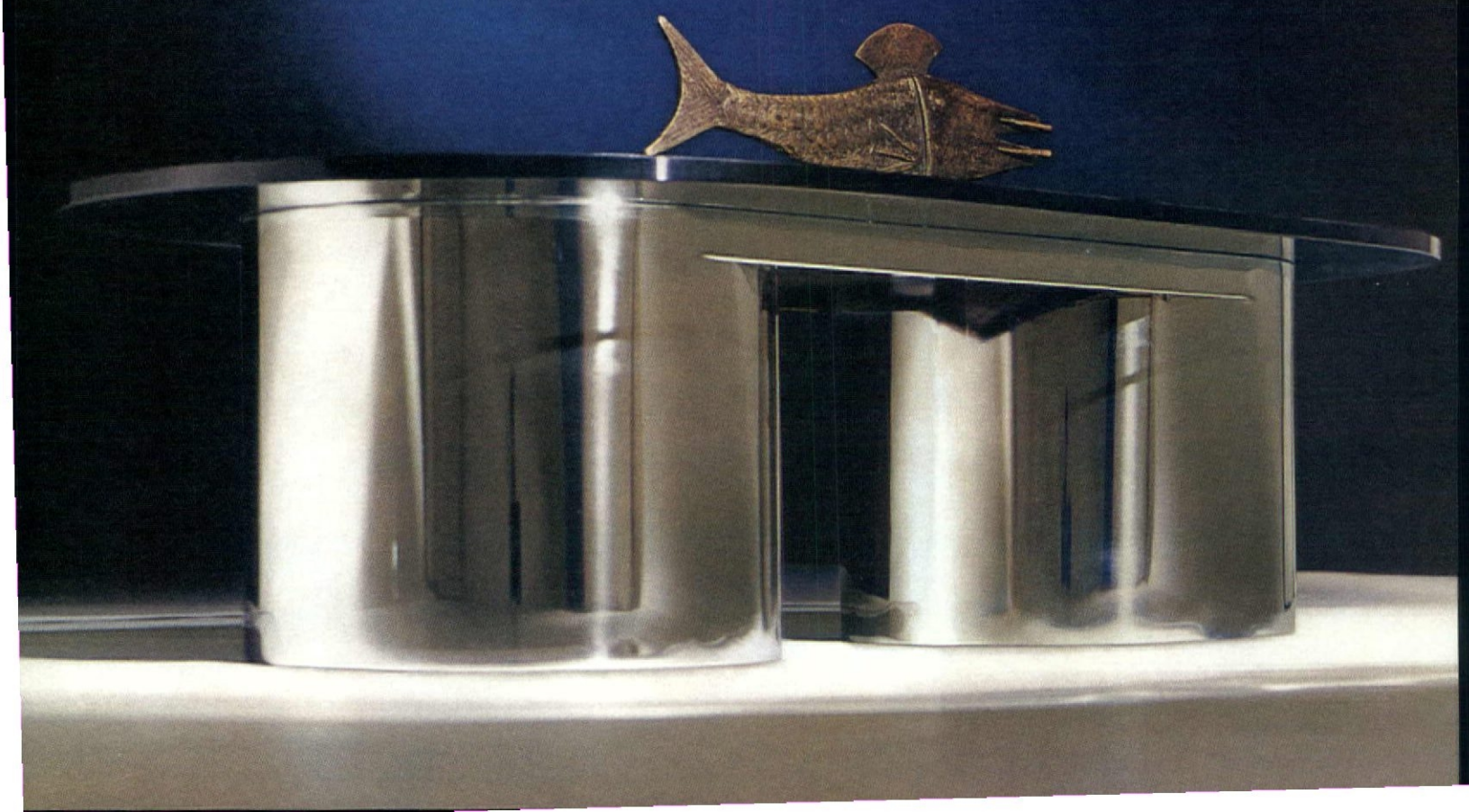


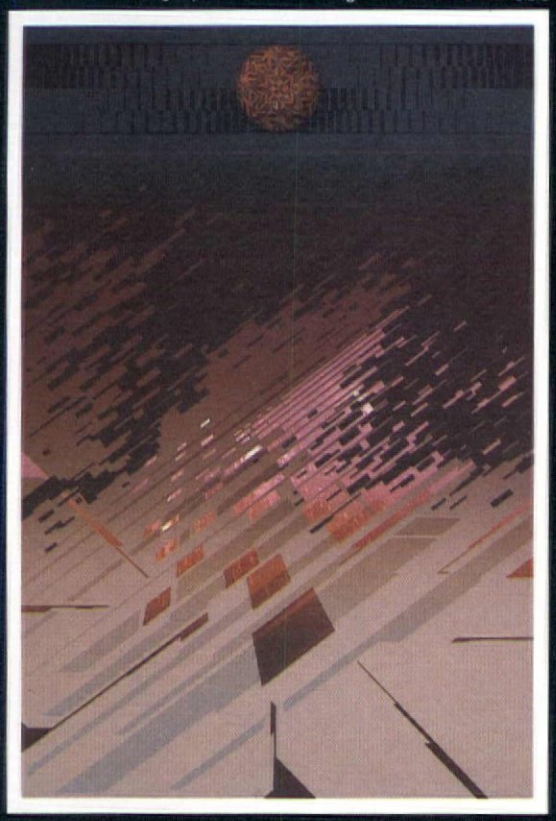
Strickland Serigraph w/embossing Edition Size: 336

Windward *Image Size: 34¾"x50"*

Jones Serigraph w/embossing Ed. 338

Aria I *Image Size: 38"x23"*
(Aria II companion piece not shown)

Munz Serigraph w/embossing Edition Size: 300



Inclinare *Image Size: 40½"x27¾"*

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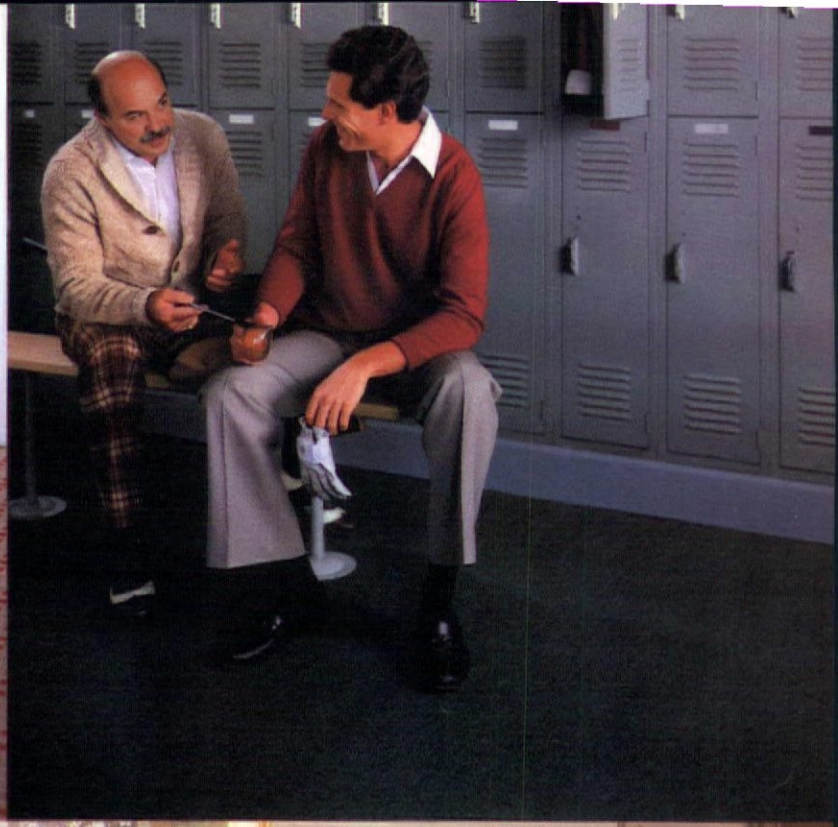

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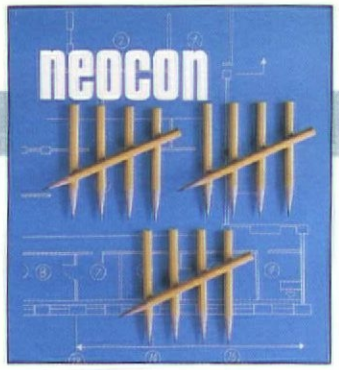
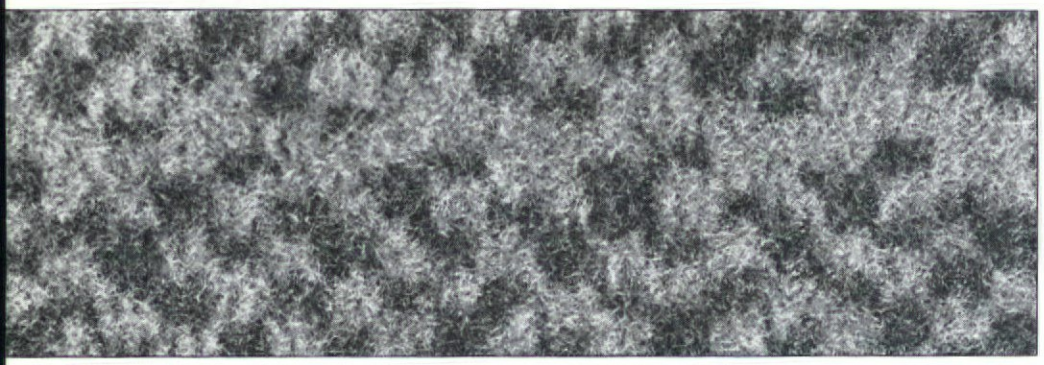
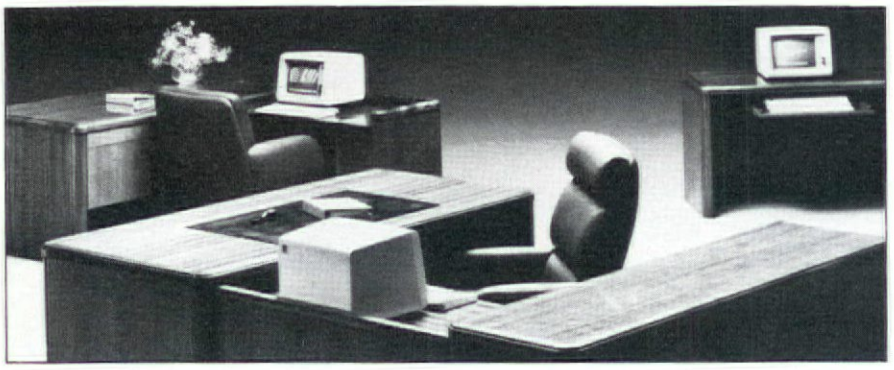


85 SPEC Showrooms Add 570 Lines To NEOCON 15 Showroom Exhibits



Beck-dyed carpets tufted of Anso IV™ HP nylon with HaloFresh™ will be on display through **Allied Corporation.** *Tenth-gauge, cut-pile fabric features built-in antimicrobial protection with fourth generation soil, stain, and static resistance.* **Circle No. 313.**



"Avatar," the most recently introduced line of executive office furniture from **Hardwood House,** *features desks, credenzas, conference and occasional tables, and matching bookcases. Items are available in a wide selection of finishes and veneers.* **Circle No. 310.**

"Structura" from **Thunder & Light** *includes incandescent, fluorescent, and HID. Unit may be used either vertically or horizontally in large areas without intermediate supports. Units are available in 1¼-, 2-, and 4-ft. lengths. Product can carry lighting and other electrical services. Colors offered are gold, chrome, black, and white.* **Circle No. 319.**

Practically every floor of The Merchandise Mart, Chicago, is now represented by NEOCON 15 exhibitors as a result of participation by a group of specialty contract furnishings companies concentrated on floors 6, 12, 16, and 17. Upwards of 85 companies, including many multi-line manufacturers representatives showing more than 570 specialty lines, belong to the group which calls itself Specialty Product Exposition for Contract (SPEC).

"These Mart showrooms established the organization to merchandise more of their contract products to the specification industry. There is no better collection of such specifiers in one place at one time than at NEOCON," explains Robert Ballestrin, SPEC coordinator.

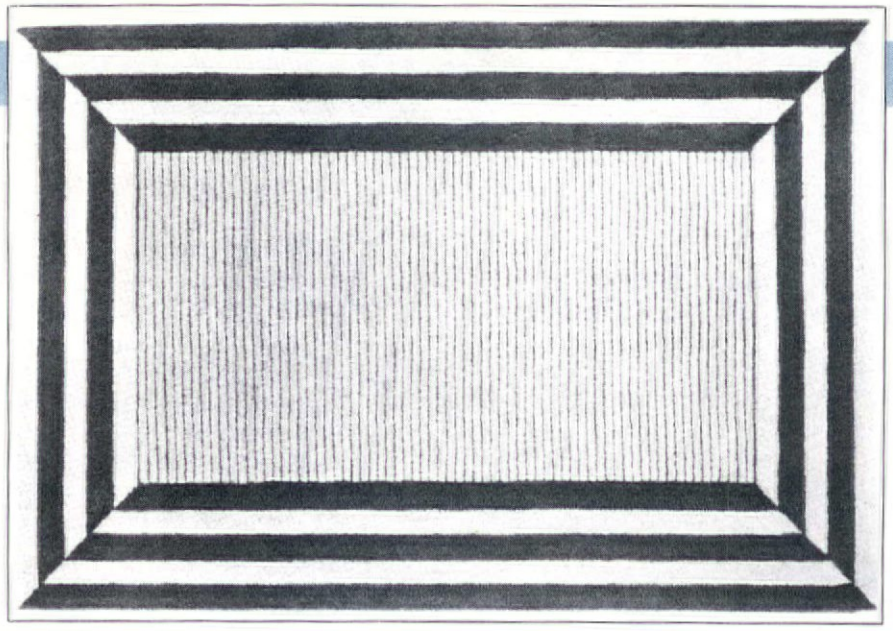
A special section devoted to these

Space 1098 will be the site of the new Loewenstein/Oggo Corporation showroom. "Kyoto" side chair with hand-woven rush seat from **Loewenstein** *features sturdy construction of ash wood with natural finish or beechwood with any Pandova finish. Item is also available with upholstered seat.* **Circle No. 315.**

exhibitors will be included in CONTRACT's exclusive and concentrated coverage of NEOCON 15 in the May Show Preview Issue. It will feature products that have been supplied by SPEC companies and used in contract applications. Fabrics and wallcoverings represented are limited to those meeting Class A fire codes at minimum.

Another first for NEOCON 15 planned by The Wool Bureau, Space 11-113A, is its "Nouveau" brochure, which showcases the latest in wool upholstered furniture. Typical designers and sources included in the publication are Jack Lenor Larsen, John Saladino, John Mascheroni, Milo Baughman, and Rita St. Claire, FASID, whose furniture styles range from traditional to contemporary and Post Modern. Each furniture

(Continued on next page)

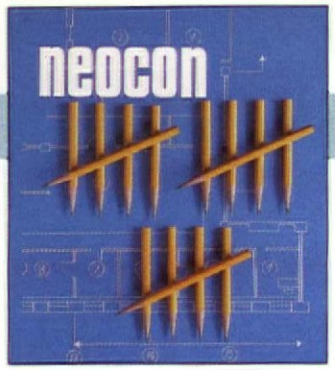


Form III *will show "Mitre Border" dimensional border-effect rug of Anso™ nylon designed by Marie Creamer. Item is one of several hand-tufted rugs available in custom sizes and choice of 90 colors.* **Circle No. 311.**

J.P. Stevens *will introduce a collection of coordinated fabrics, designed for the office systems market, including wall upholstery, wallcovering, and panels. "Suedelaine" upholstery (shown) is 85 percent wool and 15 percent nylon. Available in 30 colors, fabrics coordinate with "Gulistan" carpets.* **Circle No. 316.**

Structural Concepts *will feature new hand-crank adjustable tables in space 900. Products adjust from 26¾- to 31½-in. heights with a 30-in. deep worksurface. Access is provided for wire management and an electrical distribution panel can be added to tables. Oak, teak, and putty laminate tops reduce glare.* **Circle No. 306.**

"Tiahuanaco" collection designed by Rollin Feld for **Roland Kentfield** *features dining table with weave-look rattan and leather. Matching chairs and various other seating arrangements are offered.* **Circle No. 318.**



NEOCON COUNTDOWN

piece or grouping will be shown as part of an actual vignette conceived by the designer.

An Edward Fields tapestry, specially designed for the cover of "Nouveau," will be raffled off during NEOCON in The Wool Bureau space.

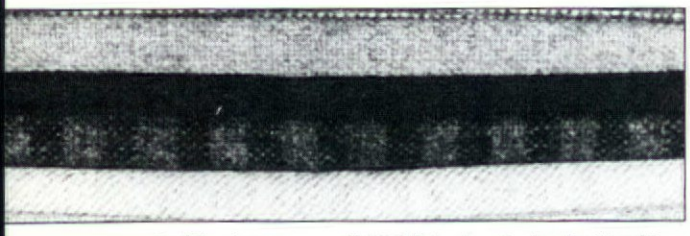
VIP concierge service

A special Mart VIP-concierge service has been established to provide NEOCON attendees with low-cost hotel and travel rates. Special discounts have been arranged with United and Delta Airlines. Travel and hotel information and bookings can be made through Sylvia Gold at (312) 467-1942. For program details and preregistration, as well as reserved space at preferred seminars, call Communications Department, (312) 527-4141.

Shown on these pages is a cross-section of products that will be displayed during NEOCON 15.

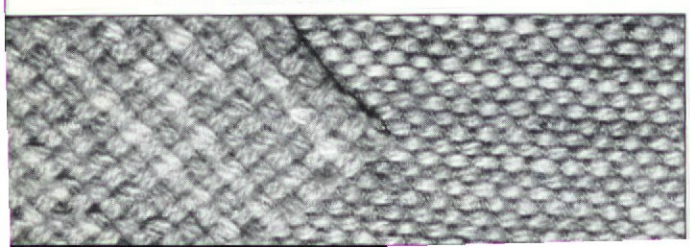
Showroom 1056 will include "Renz" office furniture designed by Peter Maly for **International Furniture Systems.** *Solid, open-grain ash construction is available in six lacquer colors/finishes. Door panel inserts are offered in wood, plain or grid glass, and laminates. Visible fittings feature choice of gray, black, white, and red baked-enamel or nickel-plating.* **Circle No. 314.**

Steelcase *will introduce a new side chair group designed by Warren Snodgrass and named after him. Chair is offered in five basic models featuring open and full back, with or without arms. Styles also include full back with upholstered arm inserts. Item is available in seven monochromatic colors and chrome.* **Circle No. 307.**



Rudd's *showroom will highlight the "Icelandic Wool" collection available in nine basic colors. Dyed in three intensities, the entire collection of 109 fabrics will be on display in space 9-1133. It is offered in many weaves and designs, with a choice of panel or upholstery weights.* **Circle No. 309.**

Coral of Chicago *introduces "Nyla Space" and "Nyla Birdseye" to their existing upholstery line. Products are made of 100 percent nylon designed to appear handcrafted. Yarn is hand-dyed to achieve ombre effect.* **Circle No. 312.**



"Georgetown" series booth, newest addition to **Falcon** *seating line, will be on display. Booth is constructed of solid wood with inset glass panel. Upholstery back treatments include diamond and bisquit tufts, channel or plain. Product is available in six standard wood finishes and variety of cloth or vinyl fabrics.* **Circle No. 317.**

All-Steel *will display the "Penta 200" series chairs with tubular steel frames and various special features. Line includes 26 chairs available in several fabric textures and colors with coordinated trim on five-arm base, arms, seat, and back outer shells.* **Circle No. 308.**

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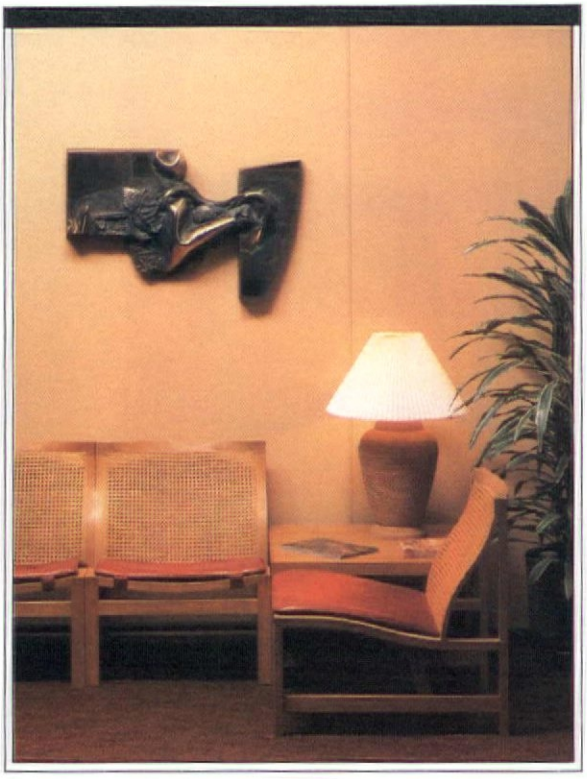

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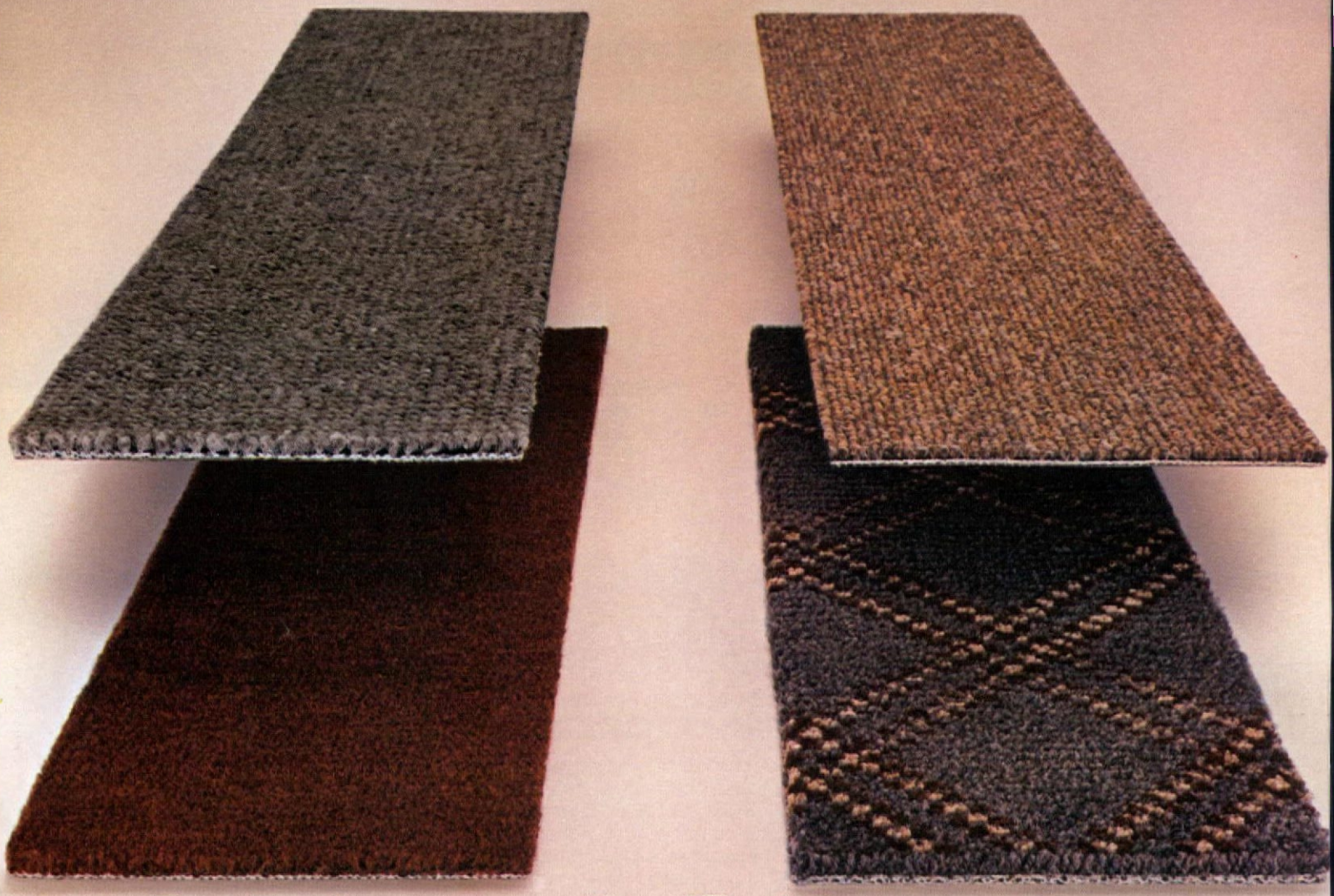
A family of contract carpet fibers



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Most carpet fiber producers make only a few different nylon products for contract carpet. Badische makes many. Our Zeftron nylon family alone includes a wide choice of fibers and yarns, engineered to fill the diversified needs of the contract carpet industry.

Among the family are both staple and BCF fibers, stock-dyed, solution-dyed, and yarn-dyed yarns, heat set and non-heat set yarns, and spun yarns for dyeing. The carpet looks obtained with these many Zeftron nylon products are just as varied—heathers, moresques, solid effects in totally contrasting colors, graphics, level loops in plains and stripes, cut piles, cut/loop piles. In virtually any colors you want from the industry's largest inventory of pre-colored yarns.

You'll find carpets of all the Zeftron nylons throughout the market, Performance Certified and traffic classified by Badische for suitable contract end uses.

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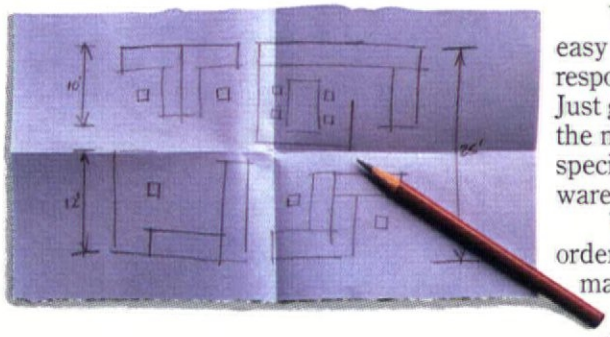
How to specify a system like this in less than one hour.



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Harry M. Jaquiss was appointed president and chief operating officer, Tropitone Furniture Co. He succeeds **James F. Baker** who becomes chairman of the board and chief executive officer. **Andy Harper** now serves as western region managing vice president for the firm.

Electro Painters Inc. named **Jack H. Harrington** executive vice president. He will oversee operations at the firm's 22 North American offices and serve as president of Canadian subsidiary EPI, Electro Painters.

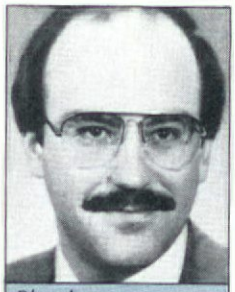
New manager, Middle East business development for GF Business Equipment, now GF Furniture Systems, is **Gerald H. Glass.** He will be based in Jeddah, Saudi Arabia.

Jurewicz

Michael V. Jurewicz (shown) was named national sales manager for Westinghouse Open Office Systems. He will be based at the firm's Grand Rapids, Mich. HQ.

Two sales appointments were announced by S. Harris. **Margery Godfrey** (shown) will represent the firm in the Pacific Northwest while **William C. Kelley** will handle sales in the Los Angeles area.

Godfrey


Blanchette

Keener

Thomas L. Blanchette (shown) was named marketing and product development manager of Domore Corp. He will be based at the firm's Elkhart, Ind. HQ.

American Seating named **Richard N. Keener** (shown) president and general manager of the firm's office products division. Other appointments include new division vice president sales **Frederick S. Sheldon;** public seating division vice president, marketing **Leonard Bucel;** and marketing manager, public seating division **Charles D. Reed.**

Donna Frost was named art director of Custom Looms Rug Mills Inc., a newly expanded rug manufacturing firm headed by Mel Oster.

New sales representatives for **Monel Contract Furniture** are V.S.O.P., Boston; Gail Epstein Enterprises, Los Angeles; and Lloyd Smith Assoc., Miami.

James Foster, Jr. was promoted to the position of marketing director, MII Lundia Inc., Florida manufacturer of mobile filing and storage systems.

The Series 8000
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A contour becomes a classic when its beauty and acceptance endures. So our Series 8000 chairs are classics, indeed – featuring the flowing cantilever lines of Anton Lorenz's original 1926 design. These gracefully balanced chairs are as at home in guest rooms as they are at the dining table or in a lounge. Visit Bogie's in Houston, Texas, for instance, and you'll see how they help set an elegant mood. Comfort? Of course – thanks to a cushy polyurethane foam seat that's supported by interwoven stretch bands that are attached to the seat frame. And for even more comfort, there's generous padding on the back and sides. Choose from an array of designer fabrics and Naugahyde. A chrome-plated tubular steel frame is standard, with other optional finishes also available – including satin chrome, brass, satin brass, antique brass, polished copper, satin copper, and antique copper. We'd like to tell you about the five structural features that make our Series 8000 chairs so superior to others of similar appearance. Why not give us a call today? (313) 847-3875.

Bogie's in Houston, Texas. Installation by The Pappas Company.

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Gensler

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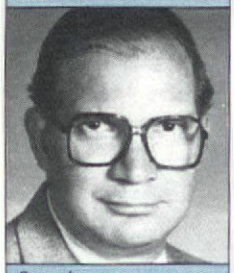
Brandt

Gensler and Assoc./Architects reorganized its management structure to form a new board of directors. Board members are **M. Arthur Gensler,Jr., FAIA** (shown), president; **Edward Friedrichs, AIA,** vice president; **Margot Grant** (shown), vice president; and **Antony Harbour**, vice president. All board members are managing partners for the firm. **Orlando Diaz-Azcuy**, vice president and design principal, will serve as design liaison to the board. Also announced was the appointment of two management committee members. They are vice presidents **Peter Brandt, AIA** (shown), and **James Follett, AIA.** Brandt also assumes responsibilities of New York office managing principal while Follet joins the committee as managing principal of the San Francisco office.

Bruce O. Buhrmaster, engineering director, All-Steel Inc., was elected chairman, engineering standards committee, by the Business & Institutional Furniture Manufacturers Association (BIFMA).

Busnelli

COSMIT's executive committee named **Franco Busnelli** (shown), noted Italian industrialist, president of the organization. COSMIT is responsible for coordinating the Italian Furniture Exhibition; Euroluce, an international lighting exhibition; Eurocucina, a biennial international kitchen furniture exhibition; and Eimu, an international office furniture exhibition.

Gilford West, Los Angeles wallcovering and fabric distributor, will open a new Los Angeles Design Center showroom in early Spring. **Glenna Worth** will manage the showroom.

Lynne M. Williams joins Structural Stoneware Inc., Minerva, Ohio, as market analysis and administration manager.

Douglass Inds. appointed **Robert Clark** contract division manager. He will oversee product design and development.

Ellen Flynn-Heapes joins C.W. Fentress and Assoc. P.C., Denver architects and planners, as marketing director.

Woodard, Michigan manufacturer of casual furniture, moved its corporate headquarters to Santa Monica, Calif. The new address and phone number are 2951 28th St., Suite 2050, Santa Monica, Calif. 90405; 213/450-1541.

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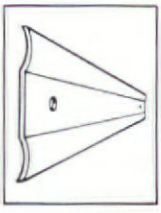

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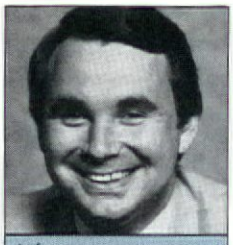
The World Assocation of Merchandise Marts elected **Robert A. Lefcort** (shown), president, Miami International Merchandise Mart, as president for 1983-'84. Other elected officers are vice president **Marvin Danto,** chairman, Michigan Design Center, and secretary/treasurer **Richard Swift,** vice president, Atlanta Market Center.


Lefcort

Aluminaire Leisure Furniture appointed **Edyne Winner** (shown) director, sales and marketing.

Winner

Henderson Furniture appointed **Cyril Pothier** president and chief executive officer of the firm.

Scott W. Braley, AIA, was named principal, general architecture practice group of Atlanta-based planning firm Heery & Heery, Architects & Engineers.

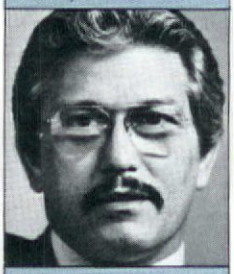
Guilford of Maine named **John Allard** vice president, merchandising, a newly created title.

Ron Wright was named central regional sales manager for Panel Concepts. He will be based at the firm's Chicago Merchandise Mart showroom.

New vice president, eastern sales for Avery-Boardman, bed manufacturer, is **Alberto de Matteo.**

The **Dallas Market Center** established new policies regarding non-professional visitors. Designers with Buyer I.D. cards may now bring two clients to the center during any market period with the exception of the first three days of summer and winter home furnishings markets.

Balsley


Kiil

Haines Lundberg Waehler, New York architects and engineers, announced the appointments of two, new partners. They are **James F. Balsley** (shown), firm director of landscape architecture and planning, and **Leevi Kiil** (shown), firm laboratory designer and project manager.

Eagle Computer Furniture Systems, Niles, Ill., was acquired by Heico Inc., Mendota, Ill., a national corporation with automated and computerized manufacturing operations.

Rick Dent was appointed design director, Whitlock-Dobbs Inc., Atlanta-based hospitality design and supply firm. Dent is second vice president, ASID Georgia chapter.

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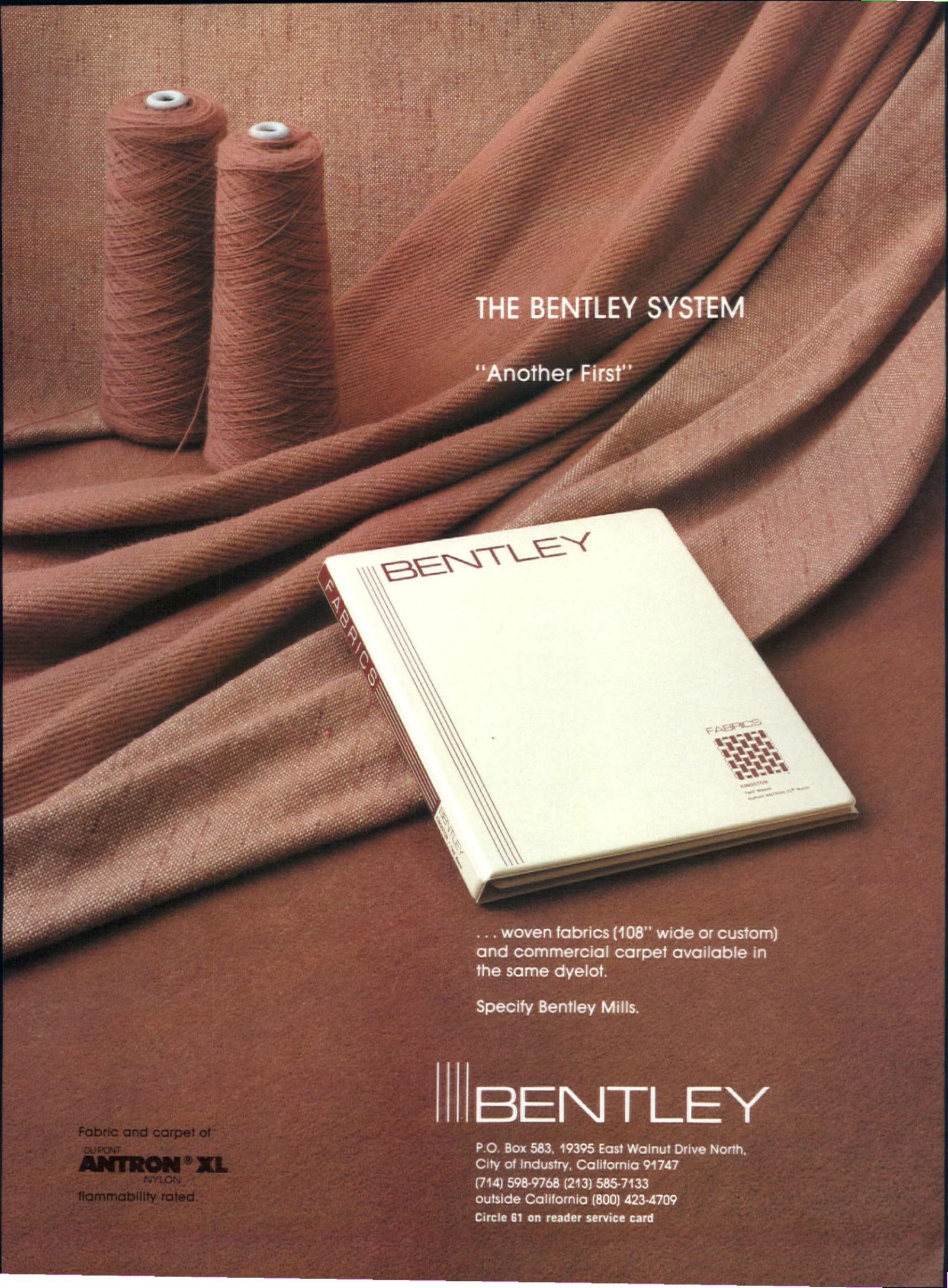

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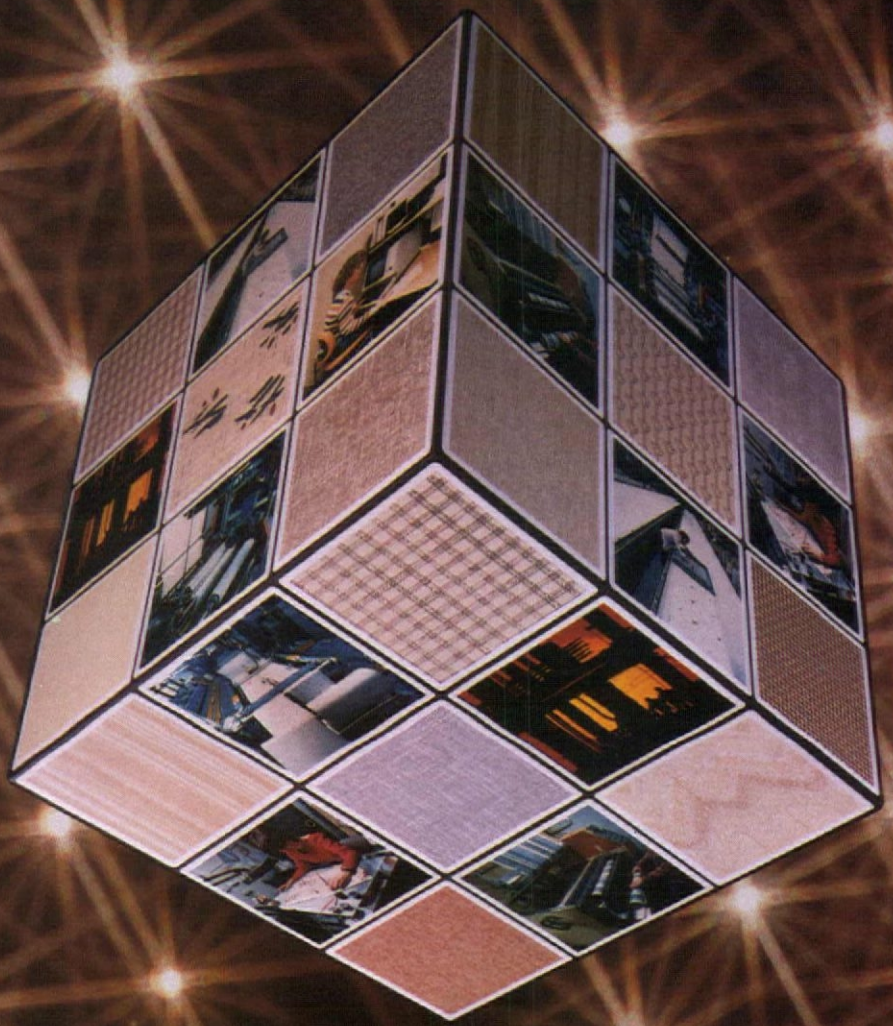

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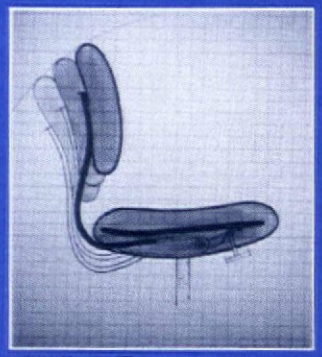
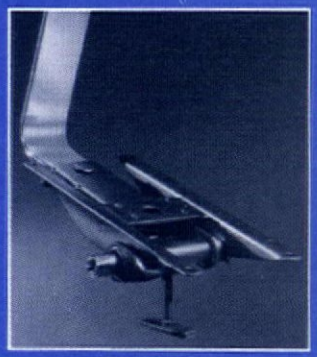


Tilt Back/Downward Action



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1983

April 14-16. Professional Services Management Association Spring Conference and Convention. New Orleans, LA.
April 19-20. Workspace '83, Exposition of Products & Services for Commercial/Institutional Spaces. Civic Auditorium, San Francisco.
April 22-24. Presentations Northwest '83, design market. Design Center Northwest, Seattle, WA.
April 25-27. Lighting World II. New York Hilton, New York.
April 28-May 1. ASID Midwest Regional Conf. Minneapolis, MN.
April 29-30. 26th Annual Designer's Saturday, Hyatt Regency, Minneapolis, MN.
May 6. Varieties '83. The Marketplace, Philadelphia.
May 12-15. "Creativity: The Human Resource," 1983 Annual Conference of the National Home Fashions League. Detroit.
May 16-19. National Computer Conference. Anaheim & Disneyland Hotel Convention Center, Anaheim, CA.
May 22-25. 1983 American Institute of Architects (AIA) Convention, "American Architecture—A Living Heritage." New Orleans.
June 7-9. 1983 International Energy Trade Show/Conference. The Ohio Center, Columbus, OH.
June 8-10. A/E Systems '83, Electronic Design & Architectural Drafting Equipment Exhibition. Market Hall, Dallas.
June 12-17. 33rd Annual International Design Conference in Aspen, "The Future Isn't What It Used To Be." Aspen, CO.
June 14-17. NEOCON 15, National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.
July 16-19. International Carpet & Rug Market. Atlanta Market Center, 240 Peachtree St., N.W., Atlanta.
July 16-20. Summer Floorcoverings Market. Atlanta Merchandise Mart, 240 Peachtree St., N.W., Atlanta.
July 28-August 1. ASID National Conference & International Exposition of Designer Sources. John B. Hynes Auditorium, Boston.
September 11-13. National Decorative Accessories Show, First National Exposition of Decorative Interior Products. Moscone Center, San Francisco.
September 22-23. Michigan Design Center Preview XIII. Michigan Design Center, 1700 Stutz Dr., Troy, MI.
September 22-25. Woodworking Machinery & Furniture Supply Fair. Convention Center, Los Angeles.
September 28-October 2. National Office Products Assn. Annual Convention & Exhibit. Hyatt Regency & McCormick Pl., Chicago.
October 13-15. Designer's Saturday. Member Shrms., New York.
October 20-22. CONEXION '83, First Annual Southeastern Contract Design Market. Atlanta Market Center, Atlanta.
November 9-10. CONTRACT/*Facilities Design & Management* Computer-Aided Space Design & Management Conference. Halloran House, New York.

Foreign Trade Shows 1983

April 14-17. International Show for K.D., Furniture, Le Bourget, Paris.
April 26-28. Western Canada Office Exhibition. Roundup Centre, Stampede Park, Calgary, Alberta, Canada.
May 1-5. Saudi Business '83. al-Dhiafa Exhibition Center, Riyadh, Saudi Arabia.
May 4-8. Scandinavian Furniture Fair 1983. Bella Center.
May 13. New York Upstate/Canada East Chapter ASID Spring Lecture—Michael Graves. Bloor Auditorium, Toronto, Canada.
May 15-18. CONTEXT, London Home & Contract Textile Show. Earls Court, London.
May 18-25. STAR '83 International Exposition Milan, Italy.
May 15-19. Interior Design International, International Contract Furnishings & Interior Design Exhibition. Olympia, London.

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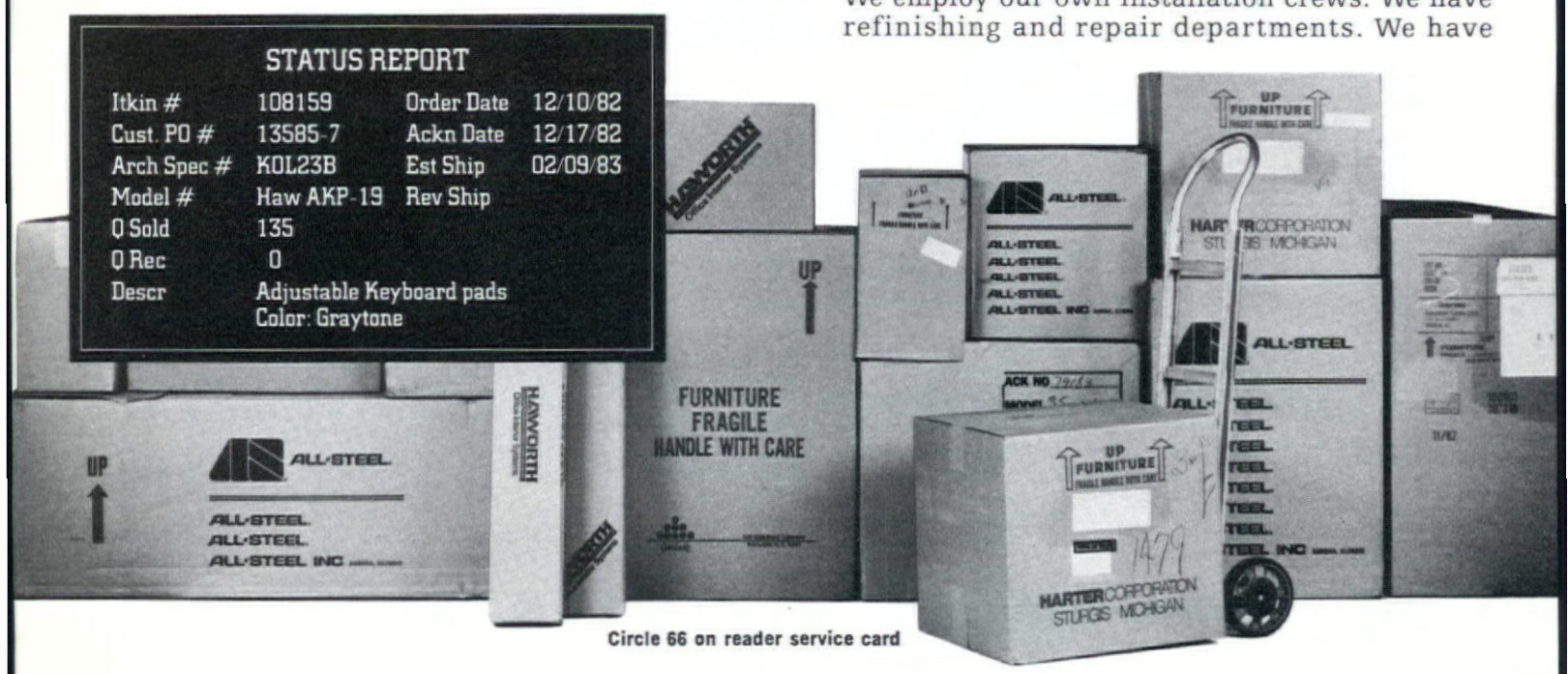

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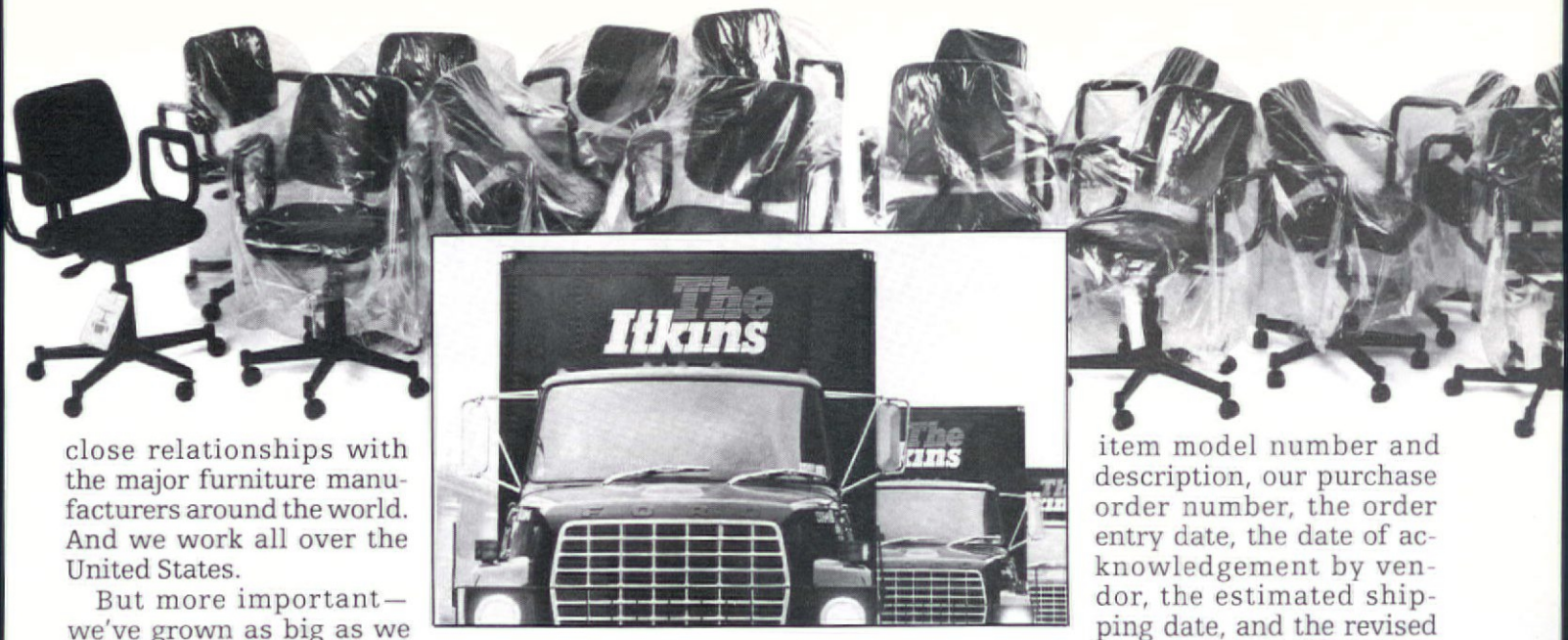

close relationships with the major furniture manufacturers around the world. And we work all over the United States.

But more important—we've grown as big as we are because we're big on the hard parts, the tedious parts—the details.

Requisitioning, controlling, tracking and monitoring furniture flow from manufacturer to customer is our science. We call it Itkinistics.

We perfected it. And we practice it every day utilizing our own IBM System 34 Computer.

Itkinistics: The capability to generate and send purchase orders to manufacturers and our acknowledgements to customers within hours after we receive instructions to get going.

No matter how large, varied and complex your furniture orders are, we process them in one day. Time saved in order processing means more time for manufacturers to make and ship furniture.

Itkinistics: The capability to provide Weekly Status Reports or Daily Status Reports when required.

Our computer stores all original and updated customer orders and all acknowledgements from vendors, including the date of acknowledgement, the estimated shipping date and other pertinent data, as well as all information regarding receipt of furniture in our warehouse.

The data is sorted weekly to yield a Status Report which presents a detailed view of all open orders. It lists the customer's purchase order number, our control number, the specifier's number, the item model number and description, our purchase order number, the order entry date, the date of acknowledgement by vendor, the estimated shipping date, and the revised shipping date, if applicable.

Status Reports present a clear, up-to-date picture of the entire project—including notations highlighting areas that require attention and actions that are being taken.

Itkinistics: The capability to identify and correct potential errors and glitches all along the way.

Because our computer almost always reports inconsistencies and inaccuracies, we find them before our customers do.

We've even developed a computer program to provide us with a Missed-Acknowledgement Date Report and a Missed-Ship Date Report. The former lets us know by customer which purchase orders have not been received by the factory. The latter identifies by customer any furniture that has not been received on time at our warehouse.

Itkinistics: The capability to coordinate, track and control all the elements of a project from start date to completion date with maximum efficiency.

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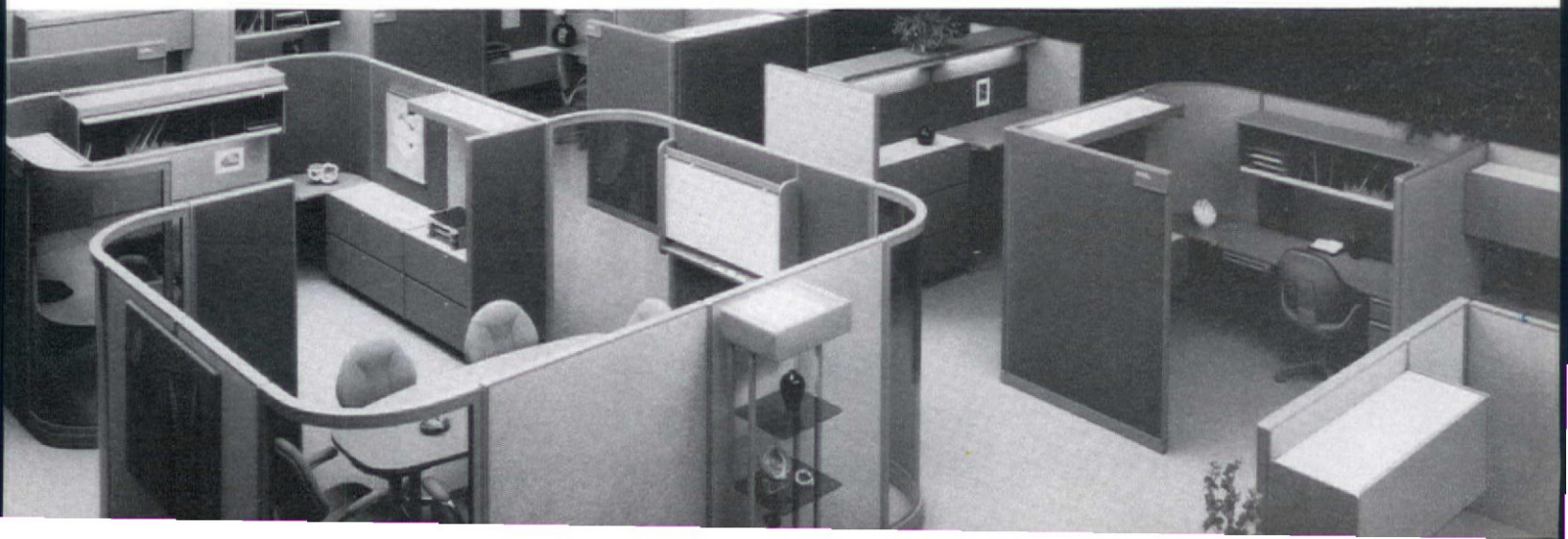

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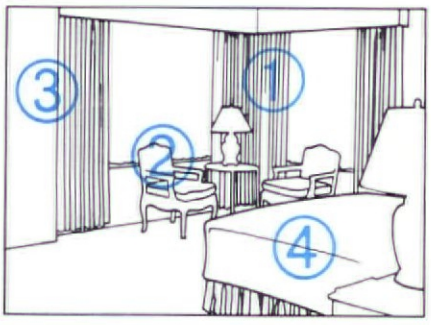

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HOSPITALITY DESIGN EMPLOYS PSYCHOLOGICAL MOTIVATORS

Restaurant specialization, hotel luxury, and a return to intimacy in both are current trends affecting design, according to six hospitality experts.

To promote specialization and further business goals such as fast turnover, room service orders, and in-room business meetings, designers rely on psychological research to create environments which affect patron reactions to interiors.

Interior designer Bob DiLeonardo, owner, DiLeonardo Interiors Inc., Cranston, R.I., reports in *The Wall Street Journal* that his mission at Caesars Boardwalk Regency, Atlantic City, N.J., is "to create an environment that relaxes the morality of people." To aid him in achieving that environment, he has hired an environmental psychologist—a relatively new breed of expert who researches subliminal influences operating in the environment.

Lobby windows are being replaced with marble sheets so that "people won't be able to relate to time. Once they step inside, they'll be in an adult Disneyland," he reports. The 509-room hotel/casino has eight restaurants to be done in regal colors—gold, plum, deep reds—to suggest a relationship between gambling and royalty. The "high rollers" who receive complimentary hotel accommodations will find their rooms are decorated in bold, contrasting colors and have such high lighting and noise levels that occupants will want to escape to the casino area.

(Continued)

by **RACHEL LONG,** Associate Editor

Trompe l'oeil ceiling detail in the French Room of the Adolphus Hotel, Dallas, suggests a return to luxury and grandeur in the hospitality industry. Project executive Jill Cole, Swimmer Cole Martinez Curtis, used richly patterned fabrics and exquisite detailing evocative of "La Belle Epoque."

University survey cites increased spending for restaurant design

Other hospitality planners agree that psychological considerations are motivating hotel and restaurant managements to pay far more attention to design. Joel Ergas and Susan Forbes, partners of Forbes-Ergas Design Associates Inc., New York, explain, "There are three key points behind this reasoning: the trickle down theory, i.e. the most successful hotels are the best designed and the ones to be copied; greater knowledge of the executive market and its buying power influences design; the full-service approach and home-away-from-home appearance is most desirable."

Hotels more like home

Don Arenth, vice president, H. Chambers Co., Baltimore, Md., claims hotels are becoming more personal, luxurious, and residential in feeling. Furnishings, ambience, service, and touches of luxury are components he lists as important in presenting an high-style image. "More lounge space in guest rooms is an obvious plus. Small business meetings or conferences are more likely to take place in guest rooms today than they were several years ago. The feeling is one of a living space, not just a bedroom," he says.

Furthermore, in-room dining has resulted in continental-height tables and more comfortable seating. Room configurations and color schemes are varied to individualize interiors, according to Arenth. That is the case for several installations in this issue, including the Mayflower Hotel, Washington, D.C.; the Adolphus Hotel, Dallas, Tex.; and the Bally's Park Place Hotel, Atlantic City, N.J.

Designers of those interiors place strong emphasis on unique appearances of rooms while maintaining several cohesive elements. Warns Arenth, "The risk of furniture and bedspreads moving from room-to-room demands coordination of all colorways to prevent disastrous effects if room elements are mixed."

According to Forbes, "The move is toward more sophisticated colors and materials to create good, classical, contemporary design. Well-planned hotels have an architectural look." Adds Ergas, "The landmark successes of larger hotels broke ground for smaller establishiments seeking to upgrade design. Total hospitality design is better understood, not merely the decorative effects that cosmetically improve a property's interior."

Historic research reveals schemes

H. Chambers Co. considers in-depth demographic, geographic, and historic research essential to design of hotels and restaurants. Research of that nature led to application of rich Indian and Pirate motifs in design elements at the Cartegena

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Forbes-Ergas designed Michaels of Broadway restaurant, New York, for the fast luncheon turnover necessary in the Wall St. area. Flexible level lighting by Paul Marantz adds visual height.

Photos by Norman McGrath

Hilton, Colombia, South America. The hotel's cave-like disco was patterned after caverns in the area where Incas hid from Spanish conquistadors.

Design research and creation of various room schemes fight what Ergas calls the "cookie cutter" effect. Ergas explains, "Design diversification is extremely important. Big hotel chains that have wonderful lobby spaces but standard beige-walled guest rooms are a real disappointment. Public spaces and private rooms should coordinate for an interesting total package."

The same total package is crucial in restaurant design. John Baran, account executive, George Lang Corporation, New York, and instructor, menu planning/design and foodservice facility planning, Culinary Institute of America, Hyde Park, N.Y., notes that refined style, simplification, and clarity in design are today's orientation in restaurant planning. "Creatively isolating a product eliminates the muddy, overpainted picture we have been accustomed to in restaurants. Specialization caters to moods and whims of patrons rather than being all things to all people."

The basis for good restaurant design is the menu. "A designer must know what the cuisine is in order to create the overall theme. The menu will dictate many design elements," according to Forbes.

Survey stresses customer satisfaction

In a recent survey involving 100 restaurants and foodservice institutions completed by Brother Herman Zaccarelli, director, Restaurant Hotel and Institutional Management Institute, Purdue University, West Lafayette, Ind., it was revealed that less money is being spent on kitchen and preparation facilities than on decor and customer satisfaction. Also cited was the evolution of new facilities within existing properties.

Zaccarelli explains that a restaurant's life cycle involves four phases. These phases are:

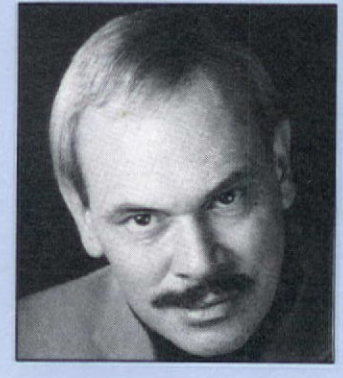
1. Innovation—searching for new menus and designs.
2. Accelerated development—high visibility in the market; drawing patrons.
3. Maturity—continuing to function in unaltered state.
4. Re-innovation or decline—recreating the cycle or failing.

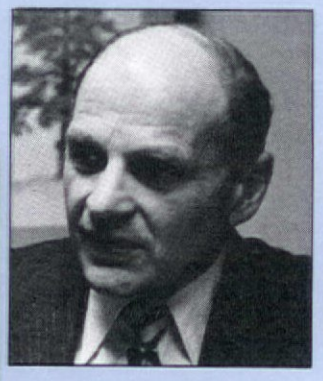
Hospitality businesses anticipate a change in decor every five years, according to Zaccarelli.

Changing technology and increasing competition in the

Comfortable tones of burgundy, camel, and natural oak blend for a warm setting at Michaels of Broadway. Restaurant is cohesive in planning down to swizzle sticks and napkins. Greenery and graphics enliven what was a dark, damp basement space.

Zaccarelli: "Menu format is changing as awareness of nutrition, American cuisine, and regional foods increases . . . Mall concept has resulted in specialized cuisines . . ."





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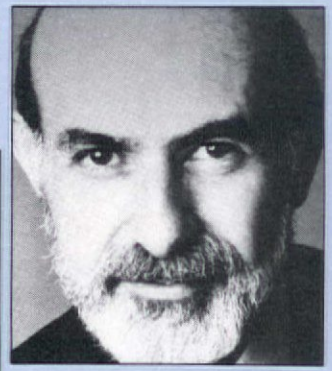


Forbes: "The move is toward more sophisticated colors and materials to create good, classical, contemporary design . . . hotels have an architectural look."

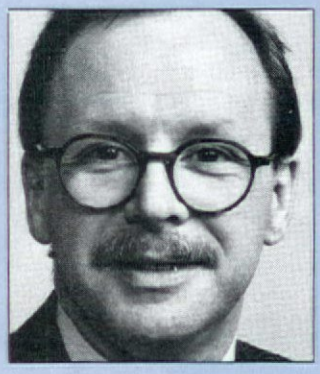
Smaller spaces, personalized names affect intimacy

foodservice industry demand consideration of five major components for effective facility design, according to Zaccarelli. These components are: menu format, service format, preparation format, engineering/design elements, and storage methods/innovations.

"Menu format is changing as awareness of nutrition, American cuisine, and regional foods increases," claims Zaccarelli. "The shopping mall concept applied to foodservice has resulted in more specialized cuisines, controlled environments, and greater variety and convenience." Market areas such as Boston's Faneuil Hall and Baltimore's Harborplace are flourishing as a result of this concept's popularity. The marketplace approach is now applied at Brandeis University, Waltham, Mass., and the University of Illinois at Chicago where students select meals from a variety of sources that serve as many different cuisines.

Restaurants are putting greater emphasis on interiors to benefit from impulse buying on the part of patrons. "Dessert carts," reports Zaccarelli, "work on the same principal as magazine racks at supermarket check-outs."

Rushmore: "Atlantic City has seen 500-room gaming properties come on-line at costs up to $250 million ($500,000 per room), while . . . non-casino hotels rarely exceed . . . $125,000 per room."



Baran: "Creatively isolating a product eliminates the muddy, overpainted picture . . . in restaurants. Specialization caters to moods and whims of patrons rather than being all things . . ."

In addition, traffic patterns, equipment, and worker productivity are elements that may govern restaurant successes, making expertise in these areas a must, according to Baran.

Successful interiors more intimate

Experts agree that food presentation and quality control have gained importance over the past several years since there is intense competition among restaurants.

Ergas elaborates, "Big, open dining rooms which existed in hotels 10 years ago are now outdated. Diners want more privacy and intimacy. Ambience and limited menus are tools used to convey this feeling."

Even if the personal approach does not exist, there is often an attempt at illusion, according to Forbes. "We're getting away from the international look. More personal names and logos now describe commercial settings which lend themselves to distinct identification."

The concept of intimacy is one derived from the European cafe approach, Ergas claims. "Little dining spaces, cafes, and counter settings are more common in department stores following the trend-setting Harrods of London. Food boutiques keep shoppers in the store since they can find easily accessible locations to relax and eat."

According to Ergas, "Remodeling and restoration have become a feasible answer to upgrading hospitality space without completely rebuilding."

Julies restaurant in the Grand Hotel, Nassau, The Bahamas, is a design of The H. Chambers Company, Baltimore. Latticework dividers, Provincial chairs, and tablecloth-clad tables lend an elegant look to the space. Residential colors create a luxurious and intimate feeling, yet are light enough for the tropical island setting.

Penthouse suite of the Grand Hotel, Nassau, The Bahamas, designed by The H. Chambers Company, utilizes architectural features with recessed headboard and downlighting.

Indeed, new construction costs have attracted wide attention, particularly in the area of casino/hotel properties, according to Stephen Rushmore, president, Hospitality Valuation Services Inc., Mineola, N.Y. He reports, "Atlantic City [N.J.] has seen 500-room gaming properties come on-line at costs up to $250 million ($500,000 per room), while the expense of building typical, first-class non-casino hotels, rarely exceeds $100,000 to $125,000 per room.

By comparison, restaurant costs are averaging $75 per sq. ft. for new interiors; $50 to $75 sq. ft. for renovation, according to Forbes-Ergas Design Associates Inc. High-end installations for restaurants may cost $150 to $200 per sq. ft. □

UPDATE ON HOTEL DEVELOPMENT COSTS

	1979	1981	1983
Improvements			
Luxury	36,000-65,000	45,000-80,000	55,000-100,000
Standard	25,000-36,000	25,000-40,000	35,000-50,000
Economy	10,000-20,000	13,000-25,000	18,000-32,000
Furniture & Equipment			
Luxury	8,000-15,000	10,000-20,000	12,500-20,000
Standard	5,000-10,000	7,000-13,000	9,000-15,000
Economy	3,000-5,000	4,000-7,000	5,000-8,000

Data compiled by Hospitality Valuation Services Inc. is stated on a per available-room basis. Since lodging facilities come in a wide variety of sizes, styles, and locations, ranges of costs were used to reflect these differences. For example, the improvement cost for a high-rise downtown hotel would tend to be at the upper end of the range. Convention hotels that typically offer extensive meeting and banquet space usually exhibit a high per-room cost for improvements, as well as for furniture and equipment. The chart delineates typical project costs in dollar amounts on a per-room basis at three points during the past five years.

OLD WORLD CHARM RETURNS TO DALLAS' ADOLPHUS HOTEL

Enlarged rooms & eclectic furnishings bring residential flavor, a myriad of styles to $6.5 million hospitality restoration

In describing her work on 32 different guest room designs and layouts for the 436-room Adolphus Hotel, Dallas, project executive Jill Kurtin Cole claims design specification was like "32 different jobs."

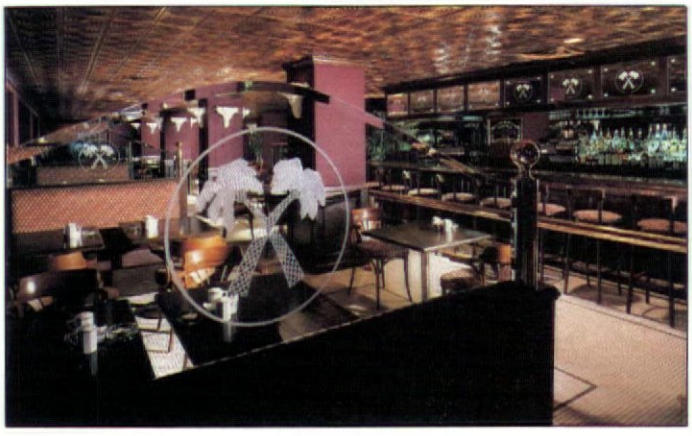
Restored in grand style by Swimmer Cole Martinez Curtis, Marina del Rey, Calif., to resemble its 1912 image, the Adolphus is neo-Victorian Beaux Arts, partially copied after New York's Plaza Hotel. The hotel interior was completely gutted to enlarge room sizes. As a result, the total number of rooms in the property was reduced from 850 to 436.

Built by beer baron Adolphus Busch, the structure incorporates architectural detailing related to the brewing industry. The minaret on the roof is a beer bottle and many of the gargoyles and plaster trims symbolize barley, malt, hops, eagles, and other Busch brewing motifs.

No pure restoration

It was decided not to restore the hotel in "pure" fashion, according to Cole. "Instead," she reports, "we decided to create what everyone thought they remembered the hotel was like rather than what the hotel's photographic history showed." Cole describes the interior as "mood traditional," following no true period or style. The lobby areas are predominantly furnished with French furniture; guest room floors are primarily English. "The special circumstances and history of this hotel seemed to dictate an absolutely 'old world' style," says Cole.

Wide array of upholsteries on lobby furnishings (opp. page) combines with patterned carpet for a residential look. Rich, antique tapestry of museum quality stands out on wood-paneled walls. Symmetry of stairway (right) is not broken by mandatory escalator. Clad in mirror, wood, and brass, the moving stair becomes an interesting lobby focal point as well.



Ornate railing (above) was adapted from exterior wrought-iron design. Designer Cole says it adds an element of class where a standard iron or brass railing could have ruined the total lobby appearance. Original hotel chandelier hangs above the stairway. Etched glass and tile create a different look in the Palm Bar (left). It caters to a young executive crowd.

"Coordinating closely with hotel owners, we tried conscientiously to make rooms look residential," explains Cole. Diverse layouts and assorted configurations, as well as varied color schemes, give each room a different look, she says. "The hardest thing to deal with for both the designer and the operator is the variety of room plans. If one looks at a typical guest room floor, one is struck by the eccentricity of the core and then the difficulty of creating an organized layout. We ended up with 32 different 'typical' guest room plans plus 11 completely different suites."

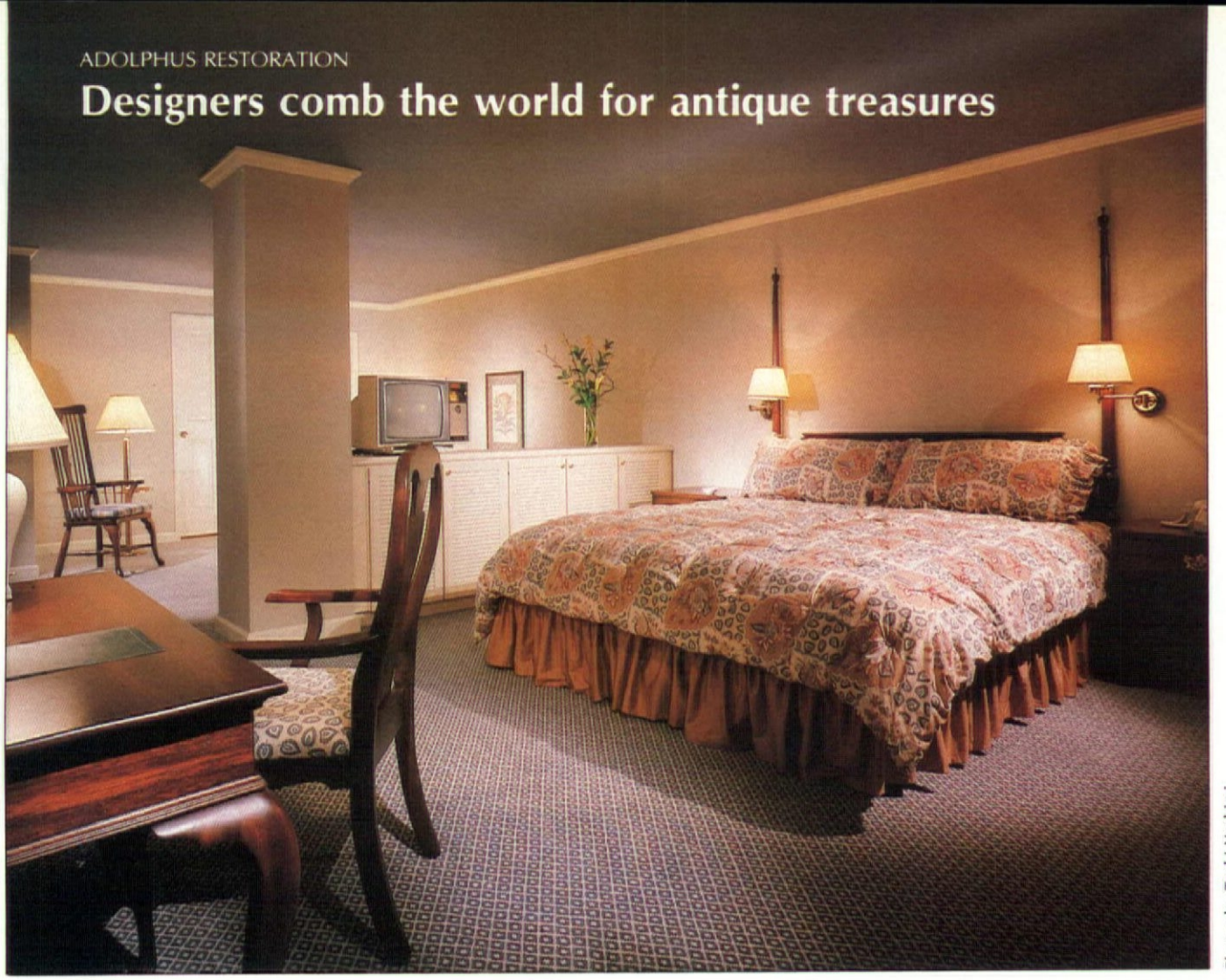
Design of the rooms is reminiscent of the past with smooth ceilings, marble bathrooms, light sconces, paneled doors, and detailed mouldings.

Three guest room color schemes were used throughout the hotel: blue/beige, gray/yellow, and rose/peach. Walk-in closets, stall showers and tubs, and bathroom windows emphasize spaciousness in individual rooms and suites.

Room spaciousness shows sensitivity to elegance and historic importance of the building. Cole reports, the owner replaced the former wood French windows with new wood French windows even though he could have changed to metal frames for a fraction

ADOLPHUS RESTORATION

Designers comb the world for antique treasures



Photos by Toshi Yoshimi

Residential feeling is created in individual rooms (above). Comforters, bed ruffles, and upholstery coordination add home-like qualities to guest spaces. Lamp lighting eliminates harsh overhead fixtures.

of the cost. "The owners never asked us to compromise design," she says. That included financing international searches for period pieces and antiques. Hotel items were purchased in such places as Italy, England, China, California, and New York.

Murals are exquisite

Another search began when it was decided to furnish the hotel restaurant—the French Room—in decorative murals evocative of "La Belle Epoque" style. Reports Cole, "One of the most difficult tasks was finding muralists to decorate the French Room."

Peter Wolf, principal, Peter Wolf Concepts, Dallas, gathered a variety of artists for the project. According to Cole, Wolf found painters who specialized in clouds, ribbons, cherubs, and trompe l'oeil landscape. Fortunately, they were willing to work on 16-ft. scaffolds with plasterers, plumbers, and HVAC installers working around them.

Says Cole, "It was important to create a space that was so compelling it would attract local residents." The room holds two hand-blown chandeliers and a patterned, one-piece carpet woven in Hong Kong. Total cost of the French Room alone was $1 million.

A living room-style bar outside the French room serves as a waiting area for diners. Its rich wood paneling and overstuffed furniture presents a comfortable, yet gracious entry to the formal dining area. Large morning glories on a grid-patterned carpet form a rich floorcovering motif. An ornate antique fireplace provides a striking focal point.

Fulfilling additional dining and lounge needs of the Adolphus are the English country-style Grille restaurant and the sleek Palm Bar. The Grille, designed with a men's club in mind, serves as a three-meal-a-day dining room; illumination controls key atmosphere to specific meal times. Explains Cole, "Any time a designer must create a restaurant that is right for breakfast, it is usually too well lighted or not interesting at dinner time. In order to overcome this problem, we used highly adjustable lighting and kept the room informal with a country English background."

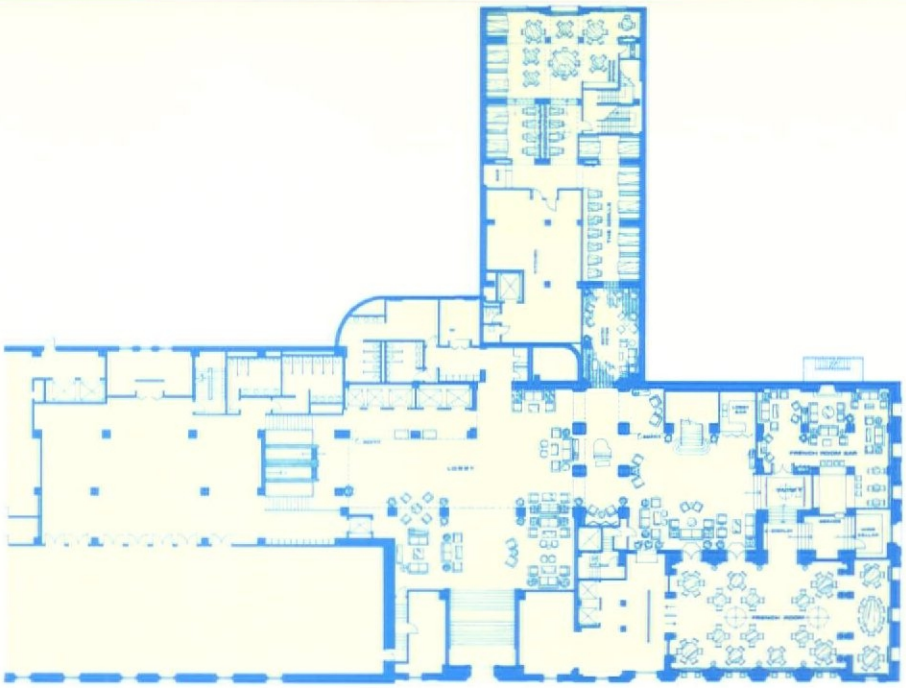
Offering a classy alternative to private clubs and more costly restaurants in the downtown Dallas area is the Palm Bar. Its etched glass and lively cafe motif in shades of rose and black draw a young crowd for lunch and evening drinks.

A small ballroom is intended for weddings and social affairs, as well as more elegant business functions.

Detailing in the lobby includes all-wood paneling, pattern-on-pattern carpeting, and a mix of traditional furnishings in many fabrics and upholsteries. An ornamental railing adapted from the hotel exterior surrounds stairways in the lobby. An original hotel chandelier provides a focus in the stairway area. Two antique tapestries and a hand-carved grand piano are other "finds" in the lobby setting.

According to Cole, "There is no set color scheme but the blending of styles and patterns leads to a residential elegance and eclectic feeling." Natural fibers were used throughout to meet the criteria of fire retardancy standards as well as classic, traditional design. □

Lobby, dining, and bar areas are detailed in floorplan (right). Transition from space to space was crucial in design, especially from the lobby into the elegant French Room. French Room Bar eases patrons into the luxurious dining area with a lounge space for drinks and conversation. High-end looks carry over to suites (below) where traditional furnishings are adorned with warm paisley prints and "Old World" colorations. Designers coordinated room settings as well as china and accessories. Many of the hotel's furnishings and fixtures were custom designed by Swimmer Cole Martinez Curtis to maintain cohesive elements throughout the project. Larger-than-average guest rooms resulted from combining original rooms.



SOURCES

Interior design—Swimmer Cole Martinez Curtis. **Project executive**—Jill Kurtin Cole. **Project director**—Josif Holz. **Project designers**—Rikki Dallow, Laura Errico. **Design architect**—Jerde Partnership Inc. **Working architect**—Beran & Shelmire. **Lighting Consultant**—Bonvini/Kondos Associates. **Graphics consultant**—Culler Associates.

Tables—P.E. Guerin, Paul Ferrante, Paul Martini Antiques, Custom Charm, Smith & Watson, Glenn of California, Baker Furniture, L & B Manufacturing, Quatrain, Yale Burge. **Chairs**—Stewart Furniture, Kittinger, Smith & Watson, Baker Furniture. **Antiques**—Charles Pollock. **Belgian tapestries**—Farley. **Drapery**—Willow Tex, Sherrill Drapery. **Headboards**—Baker Furniture. **Desks, nightstands**—Glenn of California. **Wallcovering**—Vicrtex, Clarence House. **Bar stools**—Stewart Furniture, Thonet. **Booths**—Shafer Commercial Seating*. **Sofas**—Stewart Furniture, Baker Furniture. **Fabrics, leathers**—Stroheim & Romann, Rancocas Fabrics, Isabel Scott, Lackawanna Leather, Old World Weavers, Payne Fabrics, Brunschwig & Fils, Clarence House, Bedspreads of California*, Charles Barone*, Contex Fabrics, Willow Tex, Lee Jofa, Pacific Hide & Leather, Sherrill Drapery. **Piano**—Steinway & Sons. **LIghting/lamps**—Atlas Lighting*, Paul Ferrante, Vetreria Artistica Aureliano*, Fulton Lighting, Raymond Lamps, Sirmos. **Plantings/flowers**—Tropical Greenery, Village Garden. **Planters**—Tropical Greenery, Srednick Collection*. **Cabinetry/paneling**—Birmingham Construction. **Hand railing**—Dallas Metalsmiths. **Escalator**—Montgomery. **Flooring**—Henry C. Beck, American Olean Tile. **Chests of drawers**—House of Hite. **Carpet**—Brinton's*, Decorative Carpets. **Ceilings**—Integrated Ceilings. **Upholstered walls**—Steve Sharpe. **Glass, mirror**—Glass, Glass, Glass. **Glass etching**—Culler Associates. **Murals**—Peter Wolf Concepts. **Paintings**—Didier Aaron, Schillay & Reys, Yesteryear, C.H. Herrmann (loaned by Leo F. Corrigan). **China, accessories**—Srednick Collection*, Heinrich Porcelain.

**custom design by Swimmer Cole Martinez Curtis*

PROTOTYPE ROOMS PASS TEST IN CASINO HOTEL REDESIGN

Eight-month program has hotel guests & staff evaluate three room styles, launching $1 million phase II renovation program

The top, mansard-roof floor of the historic Dennis Hotel, Bally's Park Place Casino, Atlantic City, presented architectural challenges to an unusual experiment in renovation recently undertaken by Daroff Design Inc. of Philadelphia.

Selecting a few of the floor's guest rooms for mock-up in a prototype interiors program, Daroff Design tackled the obstacles of limited space, structural room-to-room variety, and minimal natural light provided by small, recessed windows.

After sorting out the common design denominators of guest quarters and developing three standard schemes for application throughout the floor, rooms were "tested" by hotel guests and staff.

Explains firm principal Karen Daroff, "We became very involved with the client, coordinating a 'function with fantasy' approach that makes guests feel pampered in the turn-of-century hotel."

Phase I ends eight months out

Some 50 rooms of the hotel's 512-room capacity have been refurbished in Daroff's program which gives the illusion of spaciousness to small enclosures in the top-floor guest facilities. Renovation of these rooms took eight months.

"In the development of a design masterplan, we tried to take advantage of architectural constraints," Daroff notes. "Together with bath, dressing room, and vestibule, rooms covered approximately 330 sq. ft. We emphasized a feeling of intimacy while using lighting and reflective materials to expand space.

Three color palettes: rose, gold, and teal were applied across the board to guest rooms and parlors. The rooms were redone in rich, unusual textures, including vinyls in gold, upholstery in black with copper patterns (in rose-hued rooms) and dark blue fabrics with silver contrasts in teal rooms. All were specified for easy maintenance.

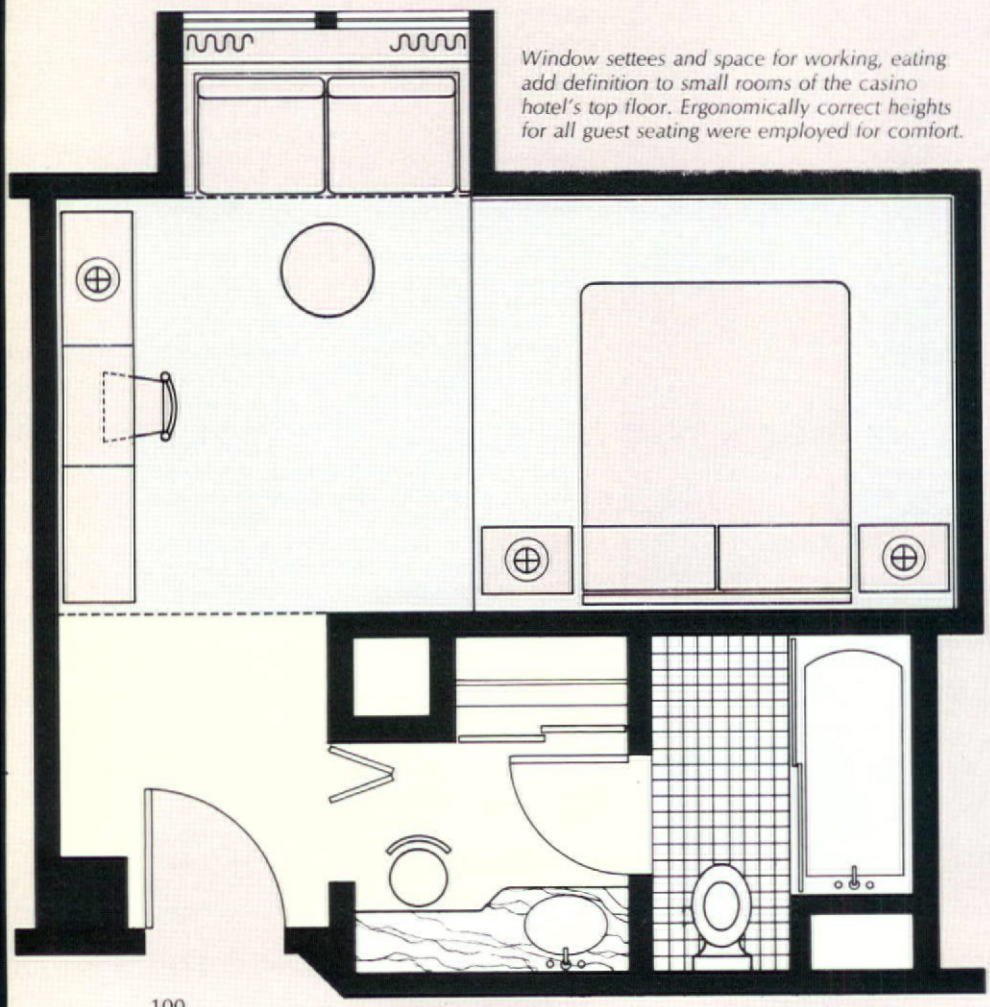
Senior designer Martin Komitzky explains that the average 8½- by 9-ft.-wide rooms needed the excitement provided by metallic materials and the sense of space lent by mirrors.

Opening tight spaces, tinted mirrors are keyed to each palette in rose, gray, and bronze. Copper, gunmetal, and gold mylar ribbed wallcoverings respectively coordinate with the three color schemes of rose, teal, and gold.

Existing burl-finish casegoods and lamps left over from a prior renovation in 1979 were brass fitted—all of which complement the metallic accents employed by Daroff's designers.

Lampshades were changed to black and Tivoli tube lights were installed for drama.

To add definition to some rooms, platforms were created for sleeping areas. In addition, built-in settees were created for window walls to distinguish sleeping from reading/working areas.



Window settees and space for working, eating add definition to small rooms of the casino hotel's top floor. Ergonomically correct heights for all guest seating were employed for comfort.

Prototype promotes idea exchange

The experiment in image building for the Bally Casino Hotel, part of a total 1.6 million-sq.-ft. complex completed in 1979, brought designer and client together in a close working relationship. The advantages of the step-by-step

Photos by Tom Crane

Renovation of small rooms averaging 330 sq. ft. was patterned on three prototype designs. Shown here are two models employing teal and rose schemes. Rich texture, metallic materials, and mirrored effects opened up tight spaces. Platforms for sleeping areas were built in some rooms to distinguish sleeping areas from other guest room space. Guests tested rooms prior to full application of Bally Casino Hotel renovation program.

mock-up program were numerous in the view of Christian Mari, vice president, hotel operations for Bally's.

"The strategy allowed us to actually 'test' the rooms with our guests and staff over several weeks. As a result, we could trouble-shoot before proceeding to make a commitment to an expanded $1 million renovation program in the coming year," says Mari.

The prototypes also allowed Mari to develop a trust in the Daroff design team. He notes that mock-ups let the client evaluate the management of the space planning firm as well as the design itself.

Daroff Design will be involved in executing Phase II of the renovation, entailing redoing 200 additional guest rooms (including suites) and selected public areas of the property. The firm, traditionally a specialist in corporate interiors, is growing more experienced in hospitality planning.

Interestingly, some of the insights gained from corporate design projects—for example, circulation pattern treatments—can be usefully re-applied in the hospitality setting. Similarly, according to Daroff, the sense of drama and spirit expressed in hotel design can be applied to the corporate milieu.

In another expression of this point, office planning principles of ergonomics were successfully transplanted by Daroff to Bally's guest rooms where window seats and desk chair heights are correlated to accommodate room-service serving carts.

Helping to put such design theories in practice, the prototype was an invaluable tool to Daroff space planners. "The mock-up helps us work out variables and have our client perceive what can only be imagined in a design presentation," Daroff concludes. □

SOURCES

Interior-Design—Daroff Design Inc. **Principal-in-Charge**—Karen Daroff. **Vice President, Production**—Norman D. Holloway, R.A. **Project Designer**—Martin Komitzky. **Job Captain**—Charles Driesen. **Resource Coordinator**—Regina Kozek. **Procurement Consultation**—Marbry Associates.

Rose Room Scheme

Window seat—Custom fabricated by Daglee Seating, Boris Kroll fabrics. **Headboard covering**—Brickel Associates. **Bedspread fabric**—Karl Mann Associates. **Dust ruffle**—S. Harris fabrics. **Stool upholstery**—Brickel Associates. **Overdrape**—S. Harris fabrics. **Wall vinyl**—Wolf-Gordon Vinyls. **Wall base**—Roppe Rubber. **Carpet**—Bigelow-Sanford. **Cylinder table**—Tracey Tables with Laminart finish. **Stacking Chair**—Shelby Williams. **Lampshades**—Lon Savoca Studio. **Art**—Remo Saraceni.

Blue Room Scheme

Window seat fabric—Brickel Associates. **Headboard material**—Vicrtex. **Bedspread fabric**—Karl Mann Associates. **Dust ruffle**—Krupnick Brothers. **Stool**—Wolf-Gordon Vinyls. **Overdrape**—Maen Line Fabrics. **Wall vinyl**—Wolf-Gordon Vinyls. **Wall base**—Roppe Rubber. **Carpet**—Bigelow-Sanford. **Cylinder table**—Tracy Tables with Laminart finish. **Stacking Chair**—Shelby Williams. **Tivoli lighting**—Startube. **Art**—Remo Saraceni.

RESTORED D.C. HOTEL BRINGS 1920s GRANDEUR TO '80s HOSPITALITY

Design retells history of Washington's Mayflower Hotel in a framework that meets contemporary travel standards

A $35 million budget is set to finance the overhaul of Washington, D.C.'s Mayflower Hotel, site of inaugural balls for presidents Coolidge through Carter. To maintain its historical significance, make it competitive within today's hospitality market, and keep to the budget, designers are emphasizing the following stringent criteria:

- Restating the grandeur of the 58-year-old space as it was in the 1920s through currently available furnishings that can be mass-produced at reasonable cost.
- Raising barrier-free access and mechanical equipment to levels that comply with strict Federal codes without shutting the hotel down.
- Creating an environment that appeals to the modern-day, international traveler with energy-saving ambient lighting, open space configurations, and amenities and services found in contemporary, urban hotels.

Costs slashed with COM reproduction furnishings

When opened in 1925, the Mayflower boasted more gold-leaf decoration than any structure of its time. No two of its 1,000 guest rooms were furnished alike, including those in the 40-room wing reserved for servants of hotel guests.

Few of the original furnishings remain and, over the years, decorative surfaces eroded. Thus, a substantial portion of

Guest rooms (opp. page) were completely gutted and rebuilt according to prototype specifications. A total of 76 room prototypes in three, varied colorways were developed for the hotel. Mass-produced, custom furnishings and fabrics recreate a Federalist motif in rooms. Public spaces feature a mix of salvaged antiques and reproduction furnishings.

MAYFLOWER HOTEL

Hostelry's past retold in language of today

overall budget was allocated to refurbishing ornamentation and salvaging antiques.

Through an exclusive program with Lee Jofa and Henredon, designers were able to acquire reproductions of period fabrics, wallcoverings, and furniture which pick up the Federalist motif where antiques leave off. Such measures are instrumental in maintaining the hotel's thematic integrity at dramatically reduced cost. The Lee Jofa program, for example, facilitated reproductions of printed moire drapery and bedspread fabrics valued at $50 per yard at the substantially reduced cost of $4.50 per yard.

Guest room floors are being gutted and completely redesigned to provide accommodations suited to the needs of contemporary travelers. However, to maintain the feeling of luxury offered by the Mayflower's original room variety, planners devised 76 room types in three colorways: green, pink, and beige.

Variations in furniture, surface treatments, and layouts are supplemented by an art package consisting of six designs used throughout guest rooms. Art is contemporary as well as traditional and suits dual requirements of restoration and upgrade for the property.

Keeping hotel open is top priority

Architect Vlastimil Koubek, AIA, Washington, D.C., and Los Angeles space planning firm Intradesign Inc. collaborated from the project's onset four years ago to determine codes and standards required by government agencies. Due to the hotel's age, planners knew that extensive redesign work would be needed to comply with new fire and

SOURCES

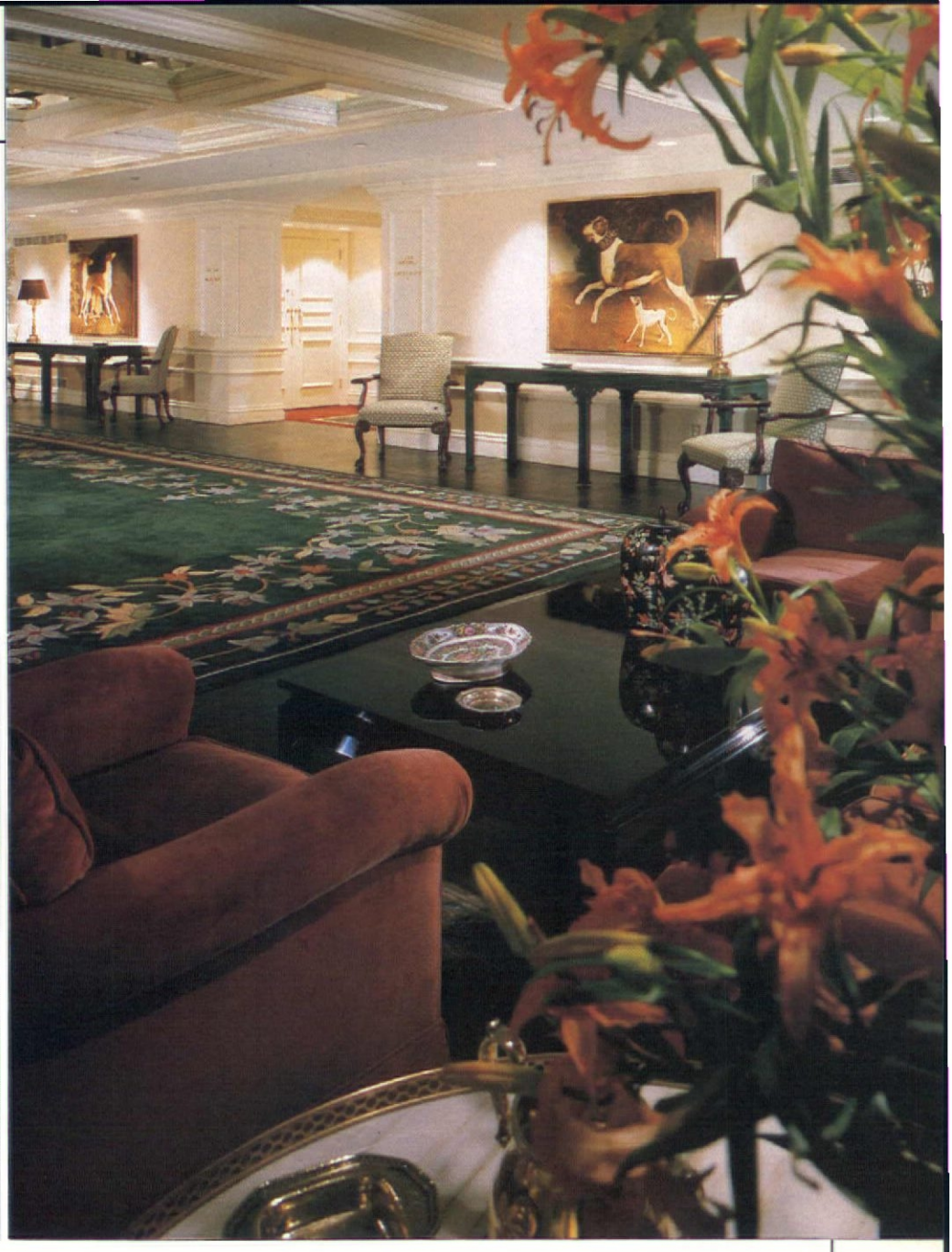
Carpets—Sewelson; Feltex; Wonda Weave. **Chairs**—Yale Burge; Republic Furniture; Kittenger; Traditional Furniture; Henredon. **Tables**—Traditional Furniture; Hermitage; Henredon. **Fabrics**—Brunschwig & Fils; S. Harris; Clarence House; Lee Jofa; S.M. Hexter. **Guestroom sofas, headboards, and chests**—Henredon.

Architecture—Vlastimil Koubek, AIA. **Interior Design**—Lou Cataffo, principal-in-charge-of-design; Glenn Texeira, project manager; Intradedesign Inc. **General Contractor** — Executive Construction Inc.

Meeting room floors (left) are adorned with custom graphics depicting the original 13 colonies, after which conference facilities are named. Designers researched state flowers and animals to provide California artist Rick Parks with realistic subject matter.

Photography by Charles White

Green, pink, and beige color schemes used in guest rooms are repeated in hotel public spaces (right). Small seating groups subdivided and add intimacy to these large areas. Refurbishing eroded surface ornamentation was given a priority in the Mayflower Hotel restoration. Photo (below) shows a craftsman recreating extensive original gold-leaf detail.



handicapped-access regulations.

This costly proposition mandated a renovation program that would sidestep re-routing of mechanical elements wherever possible. Thus, all pipe chases were left intact as a cost-cutting measure when gutting guest rooms.

In addition, planners are completing the project in phases to allow the hotel to remain open and profitable. The hotel's back end, consisting of 350 rooms, was reopened in summer of 1983. Now under construction are the remaining 450 rooms as well as an atriated promenade.

Particularly in public spaces, planners stressed design continuity that would retell the hotel's story in the language of today. Says Intradesign principal Lou Cataffo, "We want an integrated space that expresses the experience of a building with this kind of history. But, the hotel must also reflect Washington as it is perceived by the world today."

Updated lighting techniques modernize spaces

Rather than recreating the dark, smoky ambience found in cocktail lounges of the 1920s, Cataffo specified indirect lighting that is emitted by table lamps and reflected off etched-glass wall detail. The mezzanine, formerly converted to office space, was reopened as part of the lobby. Overhead mirrors restate ceiling patterns created by a large skylight and add illumination to the room. Plans for the promenade divide the space into blocks broken by partial column facades or tie-back draperies. Lighting will serve to distinguish each area through variable intensities.

Cataffo placed special emphasis on generating a warm, residential atmosphere, particularly in guest rooms. "Our intention was to create apartments rather than rooms to offer users a greater degree of privacy," he notes.

Sleeping areas are set away from doorways by foyers within rooms. Plush carpeting, wallcoverings, and fabric treatments add acoustic insulation. Bathrooms are fitted with marble and brass for a warm, living environment.

Finally, meeting room floors sport graphics relating to the original 13 colonies after which ballrooms are named. Designers researched state flowers, animals, and colors to add realism to this motif.

Says Cataffo, "While stressing the link between American history and the Mayflower, these graphics reflect growing interest in Americana now found at home and abroad." □

Unbelievable Obstacles Overcome in Sheraton Sand Key Installation

Atlanta-based Designers II completes job on-budget in 19 days despite supplier glitches

by **LEN CORLIN**
Co-publisher/editor

Mention design and installation obstacles to space planners and their eyes are apt to glaze over as they gaze wistfully into the distance and silently mutter, "Maybe I should have been a short-order cook!" But, talk about such obstacles to Janet Garner, president, and Bettie Carey, vice president, Designers II, Atlanta, Ga., and a dynamic tension fills the air that is almost electric. Solving such problems is their stock in trade.

What appeared to be almost insurmountable supplier problems got visibly worse in the firm's redesign of the principal restaurant for Sheraton Sand Key hotel, Clearwater Beach, Fla.

The concept/design/gut/install timeframe set by the franchisee was so tight—less than two months for the latter two phases—that even anticipated foul-ups would be tough to correct.

Kept to timetable

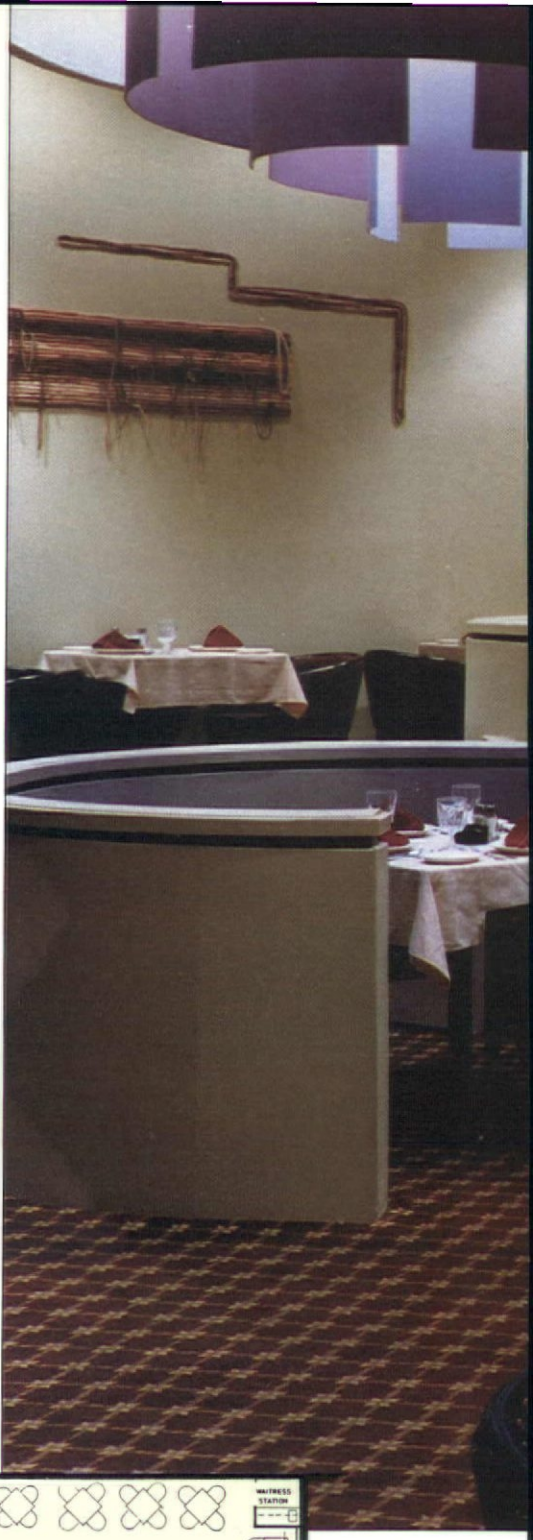
Furthermore, contractors could not gut the 4,000-sq.-ft., 16-ft.-high ceilinged premises until bookings through Thanksgiving were honored by the hotel. Then, an important booking for Christmas Eve shortened the process yet another week, allowing only an incredible 19 days from start of gutting to completion.

With those "minor" obstacles accommodated by Design II principals, they then tackled both anticipated and unforeseen obstacles to complete the ultra-tight, fast-track installation.

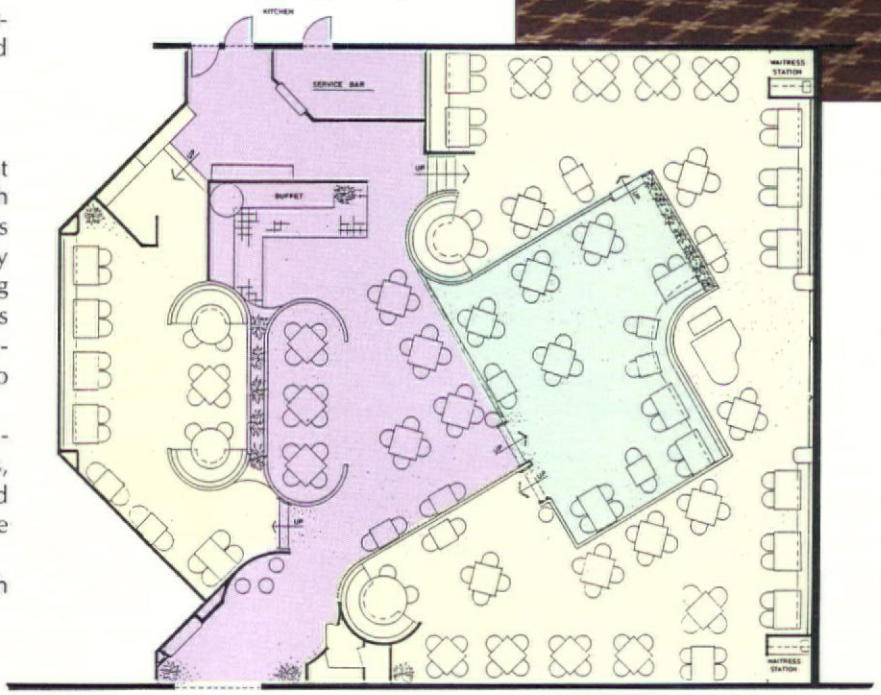
Last items of tableware went through the dishwashers and were placed on tables of the remodeled facility one hour before the Christmas Eve banquet of the Missouri Farmers Convention.

Not only was the job finished on time, but it was brought in on budget, retaining the design firm's eight-year record in that area.

This was a significant achievement because the client did not know what form of financing would be arranged. Thus, the design schedule had to be developed in order to ascertain cash flow. That job fell to Designers II, which was faced with conceptualizing the job in early August. It would be a one-quarter



Three-tiered dining room (right) features seven concentric-circle lighting fixtures. First level (purple) includes service bar and buffet. Third level (green) was added at a diagonal to break up gym-like appearance of the 4,000-sq.-ft., 250-seat main dining room.



million dollar total remodel of a 250-seat restaurant that had to serve not only every meal, every day, but special banquets as well. And, it had to be done off-season, between the busy summer and winter season that starts in Clearwater on the first of January.

With presentations made the first of September, a "go-ahead" was given by the end of that month, enabling cash flow to be calculated and plans made.

No second cup of coffee

Facing the designers and Niles Bolton Associates Inc., Atlanta, architects and planners, was the complete gutting of what looked like a huge gymnasium. The room had 5-ft. concrete platforms that had to remain because the budget would not permit their removal.

Since the time-frame of actual construction had been condensed to 19 working days, the last meal served in the old restaurant was marked by a reluctance of waiters to serve second cups of coffee. Had they done so, the gutting would have commenced while sugar and cream was being added, according to Garner, who served as principal and project designer.

"In the initial design," Garner explains, "we recommended that an intermediate platform be created to overcome the awkwardness of the 5-ft. concrete platform, where diners at floor-level tables had been confronted with feet of diners on the raised section.

"With the creation of the third level at a diagonal to the original platform and the addition of seven, huge circular lighting fixtures throughout, the gym-like appearance of the room was eliminated."

In October and early November, with concepts approved, furniture and furnishings and the seven plexiglass lighting fixtures were ordered. Garner worked from three documents: the budget, shipping schedules, and specifi-

SHERATON SAND KEY

Brass rail sold to junkyard

cations that were meticulously worked out with the client.

Because the restaurant was to be multi-purpose, the lighting design had to create different moods at each meal—bright at breakfast, businesslike at lunch, and intimate at night.

Two new supplier excuses

While design lore has it that all excuses for non-delivery have been used at least once by suppliers, in this chronology, CONTRACT reveals two never-before-used excuses discovered by Designers II.

"Design is 10 percent of any job. After that, it is 90 percent technical to get the job done on time and on-budget," Garner notes. It is in the technical aspects that most obstacles occur, she points out.

"We had designed the concentric lighting fixtures and worked out details with the fabricator. The truck, of course, was delayed—would you believe three weeks? Apparently, the driver took a round-about route to Clearwater Beach, with a few stops in-between and the heat caused the plexi-panels to warp.

"In addition," continues Garner, "the panels were delivered without a means to connect them or change the lights when they were assembled."

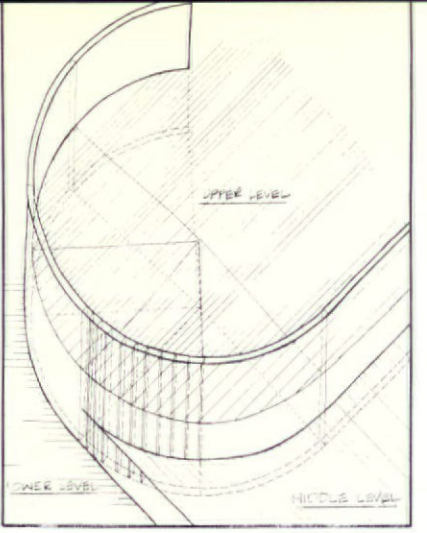
Because of the warpage, the fabricator redid the baffles, but they had to be clipped together and mounted by the contractor at considerable difficulty.

"Another installation-stopping obstacle was the fabrication of brass rails. Allocation of $4,500 had been made for 3/4-in. solid brass rail in a contemporary design. A fabricator advised us that the job could be done in far less time than the 16-to-20 weeks projected by other suppliers and that he would get the brass from Japan as flat railing with vertical pickets. In effect, it would be fabricated out of solid brass.

"Deadlines passed and after much prodding, we were advised by the fabricator that he could not find out what the holdup was because 'the Japanese interpreter was sick'."

After more pressure was applied, it was discovered that the truck with the 4- by 8-ft. sheets of 3/4-in. brass had in fact arrived in Atlanta. However, the driver of the truck, who now is thought to be languishing on a Georgia chain gang, had sold the brass as scrap to a metal dealer for $1,200.

Designers II approached several major suppliers who could not deliver in time to meet the timetable. In the process, they came in contact with a sheet metal company in Clearwater that did the job in two weeks, fabricating the railings and installing them finished and in place for $5,600.



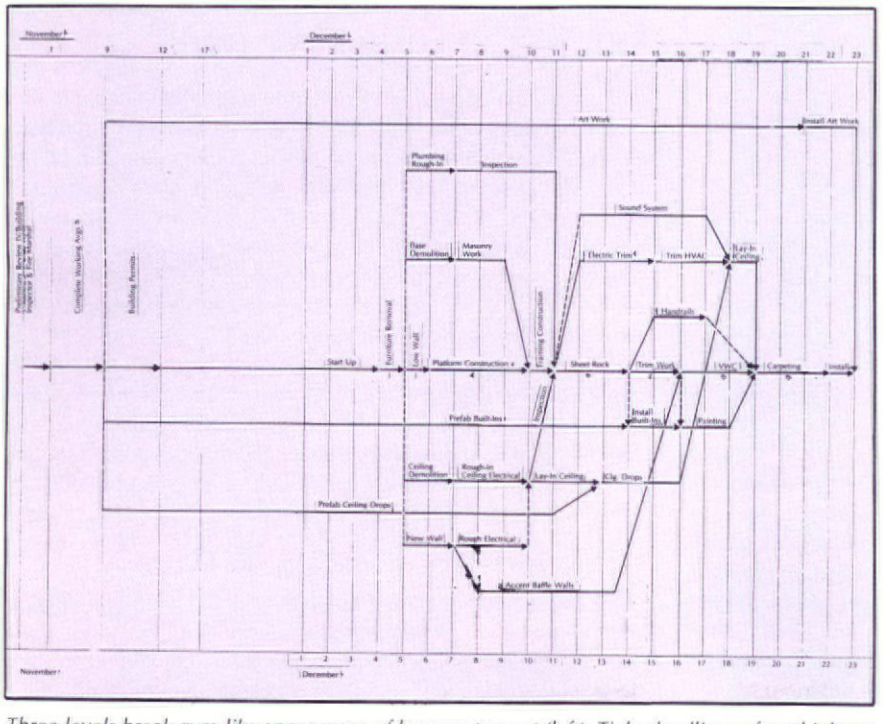
Detail of raised-level arch shows how frame was constructed to desired shape.

As the job was being rushed to completion, it was discovered that the carpet distributor had short-shipped the carpeting. The job was pieced together with what was on hand.

When the ceiling was being installed, the track for the acoustical tiles turned out to be the wrong color. It was painted to correspond to the tile color.

"Because of the very tight schedule," elaborates Garner, "there was little time for custom work. We had to have a design that was simple enough to enable the contractor to fabricate custom items. Additionally, we used all local contractors. They all knew and worked with one another, thus smoothing the rough bumps of such a fast job."

Having completed all spaces in the Sheraton Sand Key once, including the restaurant, Designers II is beginning a second remodel cycle for the property. The ability to handle tough obstacles in the context of good design has proven a strong plus, cementing the client-designer relationship, according to the design team. □



Three levels break gym-like appearance of huge restaurant (left). Tight deadlines of total job are shown in Critical Path Method chart developed by Designers II (above).

SOURCES

Chairs—Chairmasters. **Table tops & bases**—CHF. **Banquettes**—Morco. **Wallcovering**—Gilford, Guard. **Custom Art**—International Arts, Carole Sutherland, Charles Gray. **Upholstery fabric**—Lee/Jofa, Kravet, Scotia Textiles, Tandum. **Silks**—Sheri Roese, Craig, Abraham Zumsteg. **Accessories**—John Roselli, Ltd.

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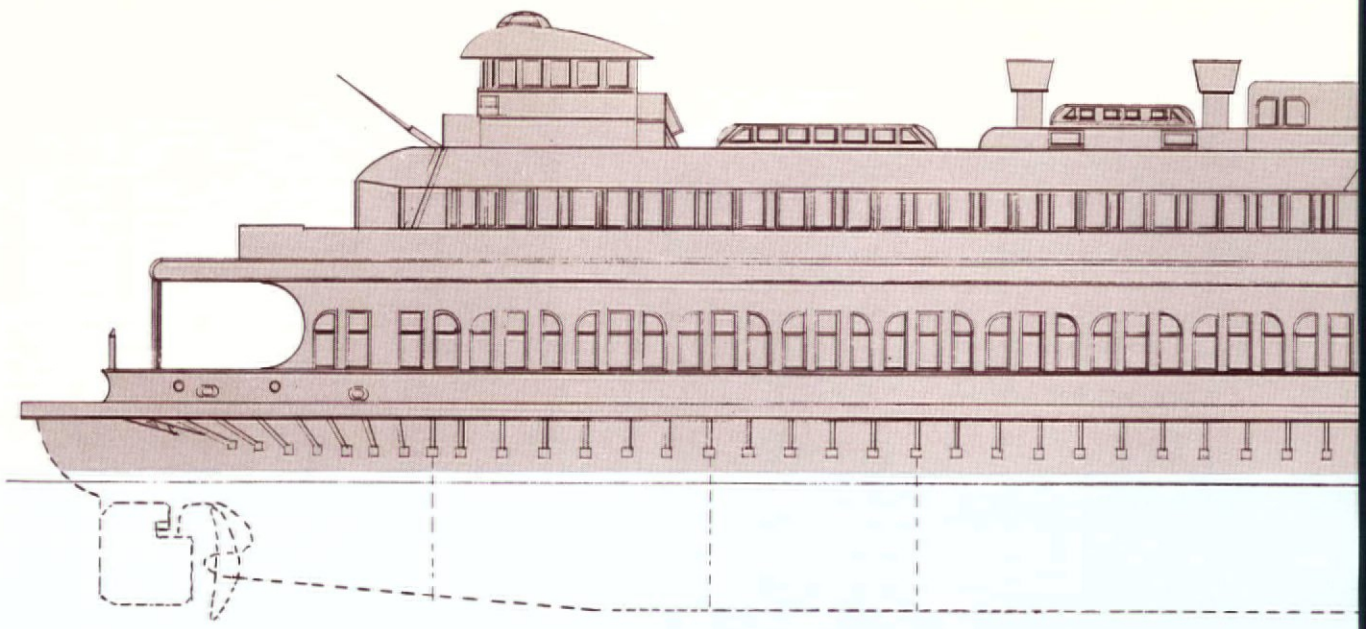


RESTAURANT REUSE PRESERVES

Carparks become ballrooms & smokestacks turn into stairwells for smooth-sailing restaurant profits on a converted ferry

by **KATHERINE FORMAN**
Associate Editor

Reconstructed interiors, upgraded mechanical/electrical systems, and art deco treatments transform a Staten Island Ferry into a profitable restaurant serving Bridgeport, Conn. diners.

Car lanes now serve as function facilities while smokestacks are backdrops for banquettes and casings for new stairwells in the Ferry Boat Junction restaurant. Yet, New York full-service planning firm, American Contract Designers (ACD), made these changes without compromising the ferry's 1937 vintage architecture. In addition, furnishings and color schemes recreate a 1930s ambience that links the ferry to the era in which it was built.

New York's history influences reuse

Prior to the construction of the Verrezano Bridge connecting Brooklyn and Staten Island, travelers relied on ferries docked at Manhattan Battery and Bay Ridge, Brooklyn piers for transport across the waters separating the island from New York. Ferries were provided with lower deck parking facilities enabling passengers to travel on to other locations. Ferry Boat Junction's carpark now houses a 160-seat banquet room, two meeting rooms, a wrap-around corridor, and kitchen.

To add to gangplank entrances which lead to the upper deck from both ends of the boat, ACD created a new entrance on the ferry's side which directs diners to the lower level corridor. This hallway serves as reception and pre-function space for the restaurant. From this point, patrons are guided to function rooms or upstairs to the main dining room.

Located at the fore and aft of both upper and lower decks are open "balconies" from which passengers viewed the skyline when nearing land. These open spaces were reused in restaurant design to add drama and impact to dining areas.

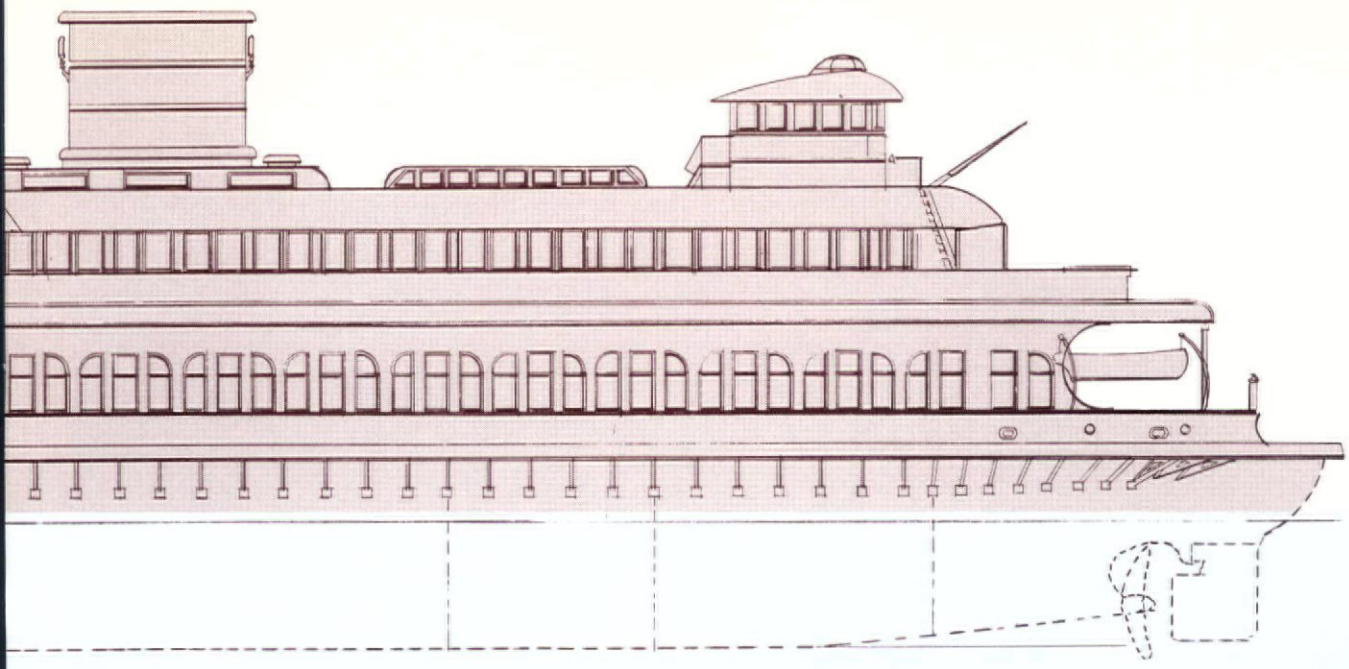
On the lower level, designers specified glass enclosures which expand the banquet room dimensionally and visually. Warm, incandescent lighting emitted by chandeliers and sconces bounces off the glass to create an exciting, nighttime environment. Upstairs, balconies were also enclosed to increase the dining room's square footage.

Because the lower deck was completely gutted, all current space configurations were created by ACD. Teak panels now frame arched windows; wallpaper and suede cloth cover new drywall. Chrome and brass metalwork that adorned original architecture was preserved, refinished, and incorporated into restaurant design.

Aid owner's profits with relocatable furniture

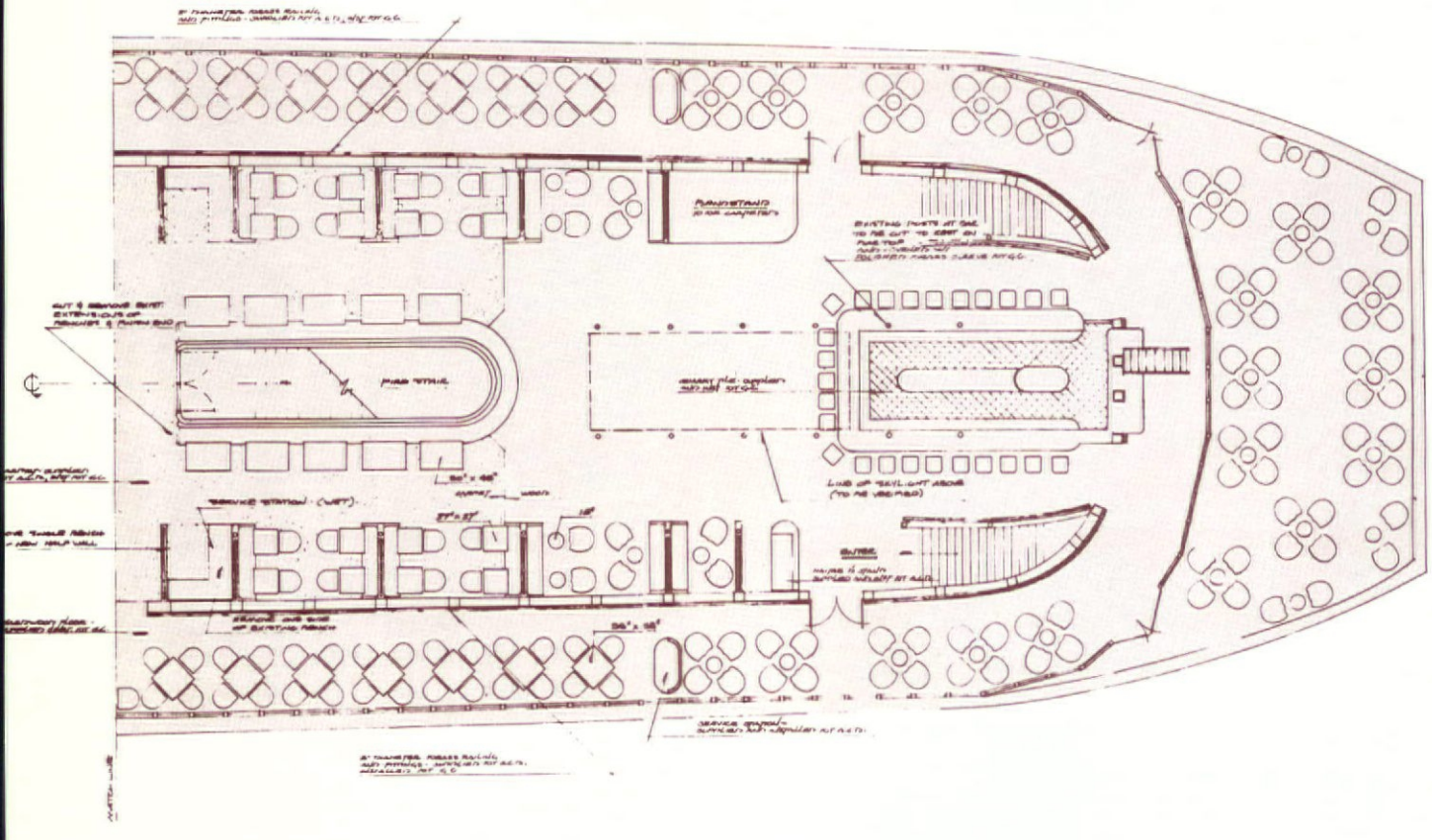
Access to upstairs dining facilities is provided by the ferry's original stairwell and a staircase designers added to comply with fire regulations. This new staircase is housed within an empty smokestack that also supports dining room banquettes.

Staircase design is enhanced by art deco sconces, skylights that read through the boat's height, and repitition of brass and



APPEAL OF 1937 FERRY

Custom-colored carpeting of Monsanto fiber was manufactured by Durkan exclusively for Ferry Boat Junction. Rose, mauve, and burgundy banquet room carpet adds warmth to this glass-enclosed space (below). Lighting was custom-designed by Baldinger to reflect the restaurant's art deco theme. Because this space was formerly a section of the carpark, all structural elements were newly built.



FERRY BOAT JUNCTION

Easy upper deck reuse offsets downstairs demolition costs

chrome detail found in original architecture. Such treatments create a dramatic pathway to the upper level—the restaurant's profit center.

Smokestack shafts, which serve as concession stands on Staten Island ferries, are surrounded with banquettes on the upper deck. Individual table and chair arrangements face the smokestacks and form intimate dining groups.

Running along the ferry's sides are teak benches designers refinished and fitted with seat cushions. Because benches are built back-to-back facing in opposite directions, planners were able to place tables between them. Thus, a 220-seat dining room was created with minimal construction. Money saved was applied to extensive, lower level redesign.

Surrounding the main dining room is a glass-enclosed dining/lounge area which runs the length of both sides of the boat. This outer deck, formerly divided into indoor and outdoor promenades, features an overhead, open-slat canopy which served as life raft storage.

The canopy was insulated with sheet-rock and mini-lights were added to accent the curved ceiling found only on this ferry (*The Miss New York*) and two other boats of its era. Custom-designed waitress stations which separate dining and lounge areas can be relocated. This feature enables owner James Demetrakis to expand space serving either function as customer demand dictates.

Used for mass transportation until 1977, the ferry has been operating as a restaurant since March, 1982. In addition to preserving a slice of old New York life, in a functional format, the restaurant has served as an essential part of an urban renewal project now under way in Bridgeport. □

Photos by Bill Rothschild

SOURCES

Lighting—Neo-Ray, Progress Lighting, Baldinger. **Wall-mounted fixtures**—Sonneman Design. **Seating**—Thonet, Shelby Williams. **Tables**—Fore, L & B. **Wallcoverings**—J.M. Lynne. **Carpeting**—Durkan Ents., fibers by Monsanto. **Brass rails**—Ship N' Out. **Service Station**—Commercial Laminates.

Interior Design—American Contract Designers.

Low-voltage track lights spotlight tables for greater intimacy in the main dining room (opp. page, top). Here, seating was reupholstered and custom-lacquered to match the boat's original wood plank floor. Wallcoverings and carpets are fire-retardant in compliance with codes. Ground plan (opp. page, bottom) shows upper deck dining space and surrounding outer deck dining/lounge areas. Outer deck (right) features a mini-light ceiling system which enhances the curved, open-slat canopy unique to ferries of this vintage.

Restaurant-Classroom Makes Students Masters Of American Cuisine

Culinary Institute of America, Hyde Park, N.Y. renovates former seminary to better serve the public

A glass-enclosed kitchen offers patrons a tantalizing view of food preparation at the American Bounty Restaurant, a commercially operating food service facility managed by students and faculty of the Culinary Institute of America.

The 37-year-old school, reputed for its curriculum and 15,000 alumni, operates four restaurants on its 75-acre campus bordering the Hudson River in Hyde Park, N.Y. However, the American Bounty is one of its most prized classrooms—the final "course" for students of the Institute's 21-month-long training program.

In place of desks, lectern, and blackboard, the classroom is furnished with a state-of-art kitchen and elegant dining rooms that preserve the historic charm of the turn-of-century building, a former seminary. An Americana theme is carried out in understated fashion through the facility's genuine and reproduction antiques, photomurals, stained glass, handmade quilts, and sculpture—under the combined direction of Trisha Wilson & Associates, New York, and Institute personnel and consultants.

The 118-seat restaurant occupies 3,500 sq. ft. in two oblong-shape dining rooms, a lounge, wine vault, and private conference area. A contemporary kitchen of 2,500 sq. ft. is outfitted in the latest of food preparation devices; a portion is visible to dining guests who may view foods being baked in a tiled, glass-walled enclosure nearby.

Original brick walls, arched windows were preserved in restoration of a former seminary, now a 118-seat restaurant and lounge.

Oblong dining room with 14-ft. ceiling uses Americana theme for art, antiques, lighting and fabrications in green schemes employed throughout.

The designers were originally commissioned to create four separate dining areas keyed to four geographic quadrants of the United States, with each serving regional cuisine. However, a configuration of two 80- by 14-ft. rooms prevented execution of this plan.

Instead, notes project director Elizabeth Morehouse, "Institute planners revised their thinking in accordance with the structure's limitations. They settled on a menu that reflects American cuisine overall and we were able to take a more generic approach to design in the project."

Budget of $½ million

A limited budget became less so through the donation of materials by several suppliers and free offer of interior design services from Trisha Wilson & Associates.

Space planners used their resources to complete the job within budget. Morehouse did her own antique-hunting and located two original 5-ft.-square Pennsylvania quilts, circa 1865. These were mounted on 14-ft-high brick walls.

Several antiques were re-cycled from the Institute's former home in New Haven, Ct. These include mahogany Victorian bookcases, a pine and maple settle, and 8-ft.-round walnut table.

Offering modern-day complements to antique decor are photomurals measuring 10- by 8-ft. They were designed by students of the Institute, photographed, and later mounted on canvas.

A portion of the 2,500-sq.-ft. kitchen is visible to guests through glass enclosure with green awning, affording a view of cooking displays. Facility is laid out in 3,500 sq. ft. of dining space lined with brick walls.

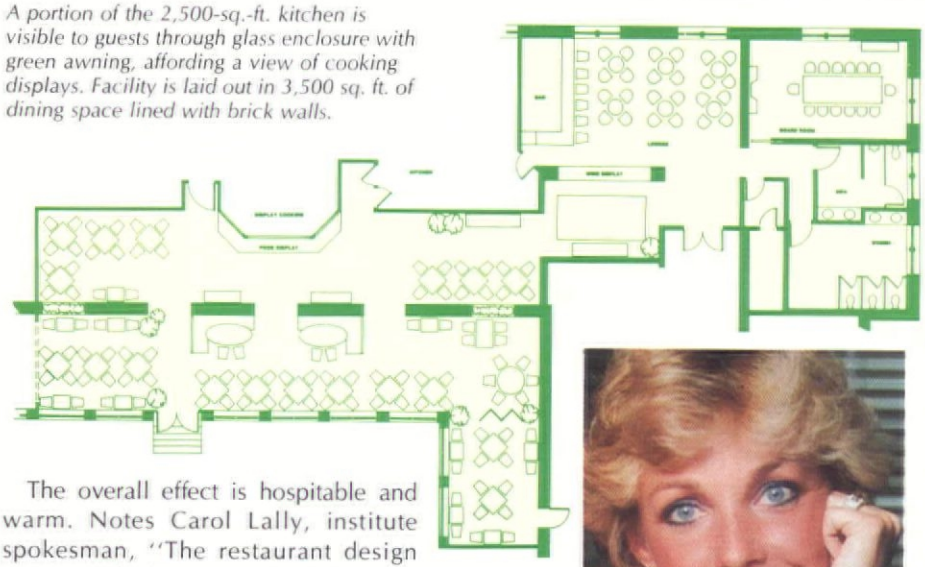
Etched and stained glass treatments are used as decorative elements in the facility's prominent windows and glass walls. A custom-design stained glass window was specially made to incorporate the school logo, while a brass and glass stencilling motif was applied to the wine vault wall—a clear glass divider separating foyer and lounge areas.

Morehouse enclosed an outside veranda which involved adding arched windows to exterior porch walls and removing them from the arches of a dividing wall.

The predominant color of dark green was selected for its suitability to restaurant decor and easy maintenance. Carpeting is in a plaid pattern and fabric treatments use colors of rust, green and light tan. Hurricane lamps decorate each table and seating continues historic ambience in ladder-back and Windsor style chairs.

A stencil pattern, hand-cut from an original design and applied in forest green color, is used as a border between walls and ceiling.

Picking up the green scheme is a canvas awning which spreads out from above the three-sided, glass-enclosed cooking display area. Also decorating the culinary demonstration space is a display of vegetables changed daily and a motif of hand-painted tiles.



The overall effect is hospitable and warm. Notes Carol Lally, institute spokesman, "The restaurant design conveys a feeling of hospitality in a mix of contemporary and traditional styles. It is a good expression of what the Institute and restaurant represent. □

SOURCES

Seating & booths—Shelby Williams. **Table tops & bases**—Woodsmiths, L&B Products. **Carpeting**—Couristan. **Wallcoverings**—Westgate Fabrics, Ametex Contract Fabrics. **Ceiling fans**—New York Gas Lighting Co., Casablanca Fans. **Bevelled glass fan, stained glass window**—Rambusch Co., **Stencilling, murals, quilts, tiles:**—Stencil Designs, Denby Assoc., Thomas K. Woodward, Country Floors. **Drapery**—Covington Fabrics. **Wine vault**—Kedco. **Rag rug**—The Gazebo. **Canvas awning**—Acme. **Baskets**—Gordon Foster. **Lighting, planters**—Hart Country Shop.

"Working with students, trustees, and on-premises contractors helped us determine design direction," says Trisha Wilson, Trisha Wilson & Associates, Dallas.

FURNISHINGS CREATE

Rattan, high-tech, & innovative designs highlight product offerings

R-Way—Laminated red oak construction highlights the "Bentwood" arm chair series. Products are available in stacking or non-stacking versions. Upholstery choices offered include box seats and slip seats with or without upholstered side arm panels. **Circle No. 280.**

Falcon—"Nostalgia" seating includes arm and side chairs with pressed back design. Products are available with upholstered or saddle seat in six wood-stain finishes. **Circle No. 268.**

Timber-Line—"Pacifica" and "Royal Palm" leather-bound rattan guestroom furniture offers contemporary styling with mitered-joint constructions and heavy-duty metal side-glide drawers. **Circle No. 256.**

HAG/USA—"Balans Skultur" is designed to place the body into natural balance by assuming a knees-flexed sitting position. Forward-slanting seat and leg support cushion ensure proper distribution of weight and correct spine alignment. **Circle No. 252.**

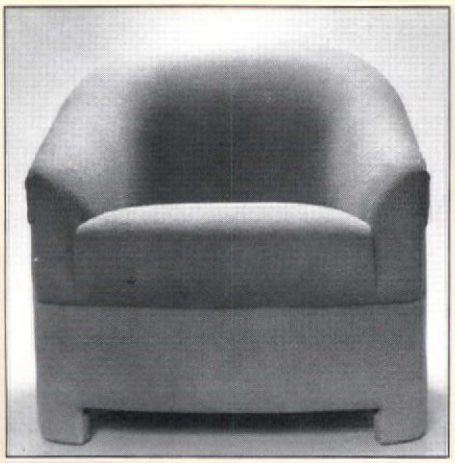
HAG/USA

R-Way

Falcon

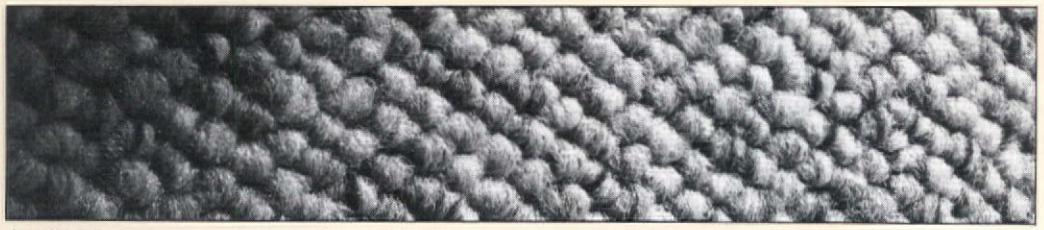
Timber-Line

HOSPITABLE ATMOSPHERE



Chesapeake

Roland Kentfield



Armstrong

Loewenstein

Chesapeake—"Aspen" chair is constructed of fire-resistant resin impregnated fiber. High-tech material, instead of springs, creates uniform tension across seat surface. Monolithic tube frame transfers stress load from top to bottom. **Circle No. 271.**

Roland Kentfield—Innovative, web-like pattern of bound rattan, shaped as a table base, supports a circle of glass on top. **Circle No. 255.**

Armstrong—"Correspondent" offers bulky three-ply textured loop in a natural Berber look. Carpet is constructed of Anso™ IV HP high-performance nylon with built-in soil and stain resistance and permanent static protection. Solid color fiber piles are combined with yarn-dyed accent for striated impression. **Circle No. 262.**

Loewenstein—"886 Giro" counter and bar stools offer upholstered or cane seats with curved back of natural, solid beech wood. Counter stool is 23-in. high while bar stool measures 29½-in. high. **Circle No. 282.**

Cane seat & back are popular chair options

Atelier Int'l

Atelier Int'l.—Only a few component parts comprise all seven models and 98 variations of the "Uni" chair. Features available include ladderback, perforated seat and back, woven cane seat and back, multi-ply formed back, and woven cord back. Various upholstery options, colors, and finishes are offered. **Circle No. 289.**

Stow/Davis—Designed by Warren Snodgrass. "Continuum" chairs are offered in three variations including full-panel arm, upholstered pad/wood open arm, and stacking version. Items are offered in solid white oak or black walnut. Flame retardant, high-resistance polyfoam seat and back are standard. **Circle No. 263.**

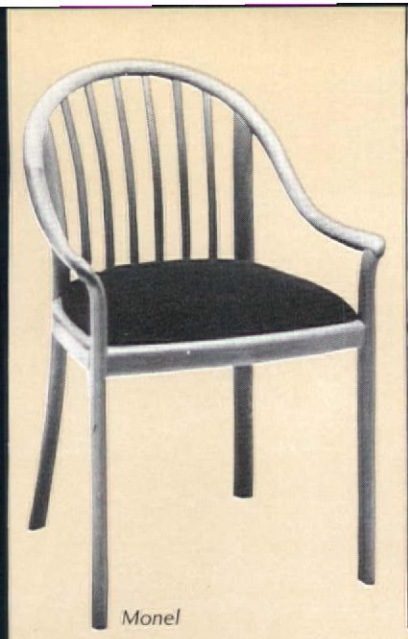
Touhy—"316" and "317" tables have oak butcher block tops and chromium bases with full radius edges. Solid-bar steel legs are reinforced with welds. Full line of sizes, shapes, and finishes is available. **Circle No. 248.**

Lewittes — "Model 5047" is a new adaptation of the MacIntoch chair. Standing 51-in. high it is constructed of European beechwood with extra angle braces and carefully fitted screwed-in corner blocks. Item is available in eight lacquer and six wood-tone finishes with various upholstery fabric options. **Circle No. 286.**

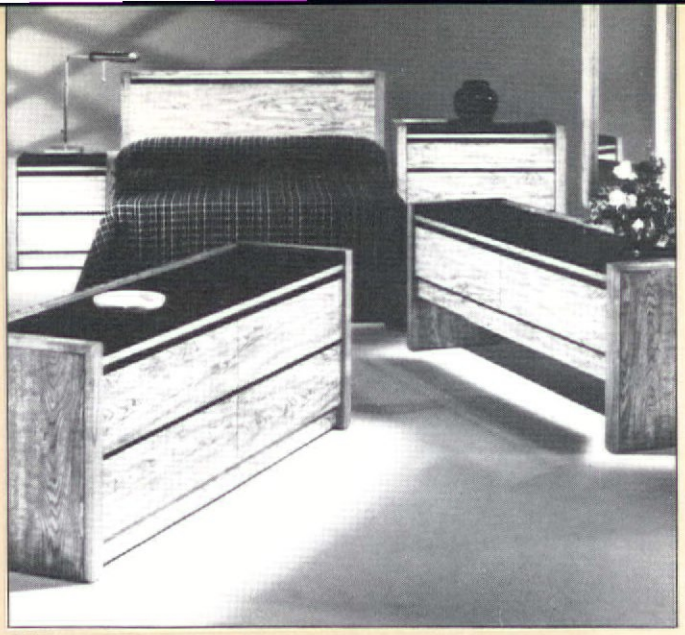
Lewittes

Marden

Touhy



Monel



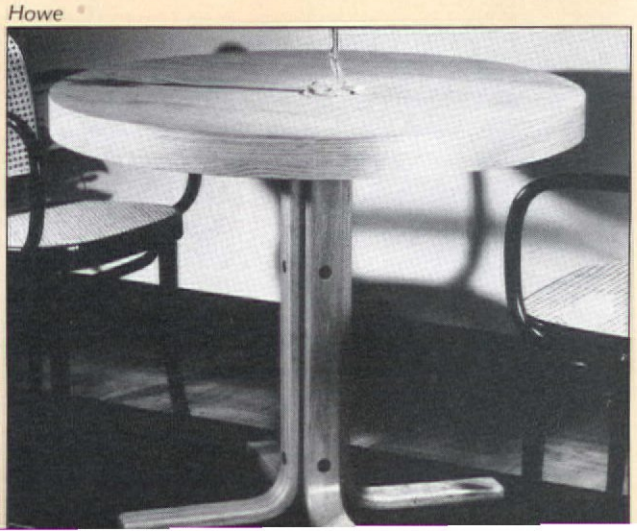
SMC

Harvey Probber

Stow/Davis

Typhoon Int'l

Howe



Monel—"Nicole," lightly-scaled all-wood contemporary chair has legs attached with double-dowel construction. Solid hardwood frame has flat springs and polyurethane foam. Product is offered with wood slat or natural cane back in several finishes of beech or oak. **Circle No. 264.**

SMC—"Ariel", designed exclusively for the hospitality industry, features solid oak trim, high-luster finishes, and heavy-duty construction to stand up to guest abuse. **Circle No. 254.**

Harvey Probber—"Barbancourt" bar or side chairs are light and compact. Product features steel frame, chrome base, and footrest. Stock and custom colors are offered. **Circle No. 281.**

Typhoon Int'l.—"Tun-Yun" is a casual, 100 percent rattan arm chair with spiderweb-patterned back. Product has a firm poly-filled cushion available in a variety of fabrics. Each piece is coated with three layers of hand-lacquered finish. **Circle No. 259.**

Howe—Norman Cherner designs a round, 36-in. table available with natural oak plastic laminate, almond formica, or light oak veneer tops with either warm brown vinyl or light oak rolled edge. Product is also offered in a 36-in. square model. **Circle No. 287.**

Marden—Pull-up chair is offered in cane and upholstered versions with natural wood or colored lacquer finish frame. Options available include cane back panel, partial or completely upholstered back and seat, matte or gloss finish on walnut or oak, or full spectrum of colored lacquer. **Circle No. 278.**

HOSPITALITY FURNISHINGS

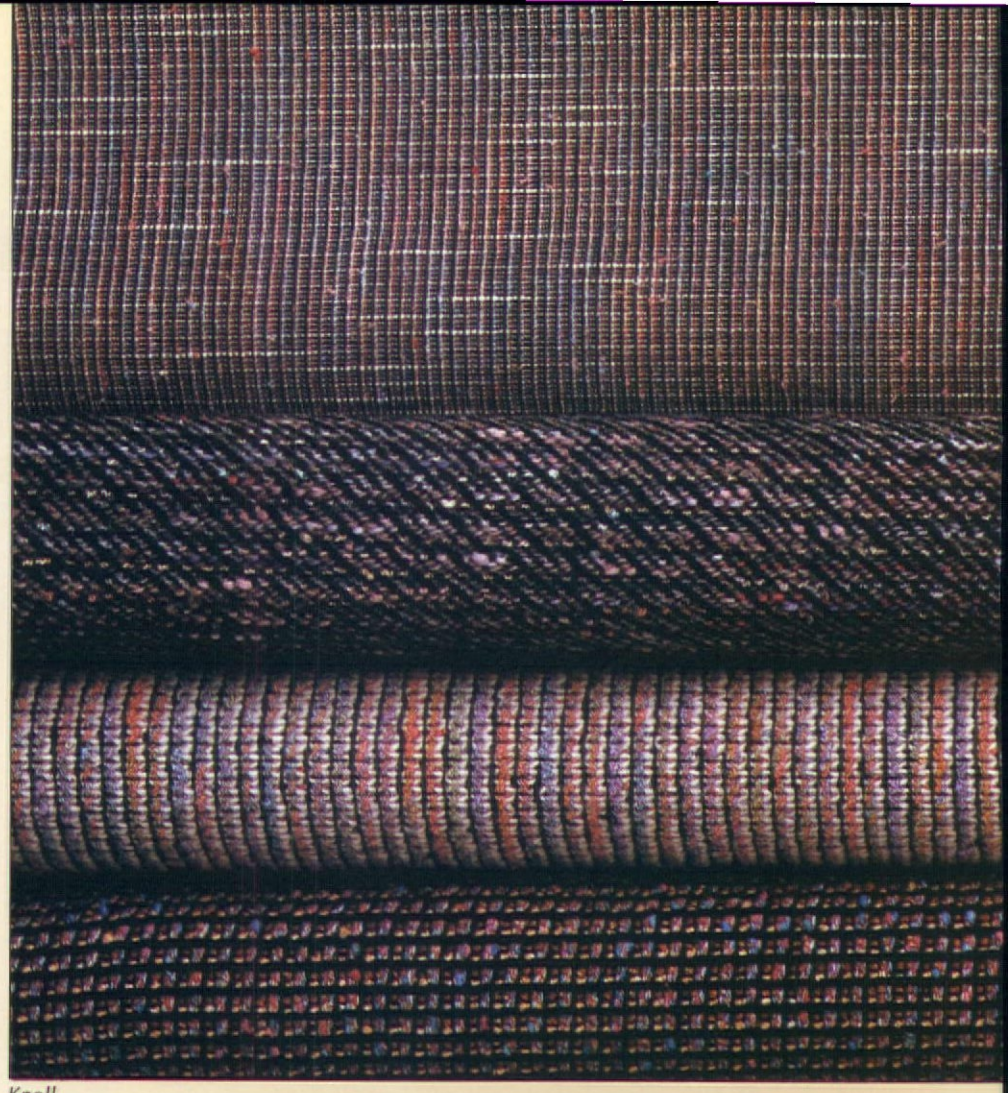
Firms offer many color possibilities

Knoll—Upholstery designs by Jhane Barnes include four multi-colored fabrics. Styles are produced by spinning several different yarns together combining silk, wool, and linen. Fabrics assume color of their surroundings. **Circle No. 275.**

Virco—Western-style footbar and handwoven rattan characterize "Sierra Madre" stool. Item is made of chromed, tubular steel with lacquer finish rattan. Seat and back cushions are thick polyurethane foam upholstered in a variety of fabrics and colors. Stools feature swivel seats with memory return. **Circle No. 269.**

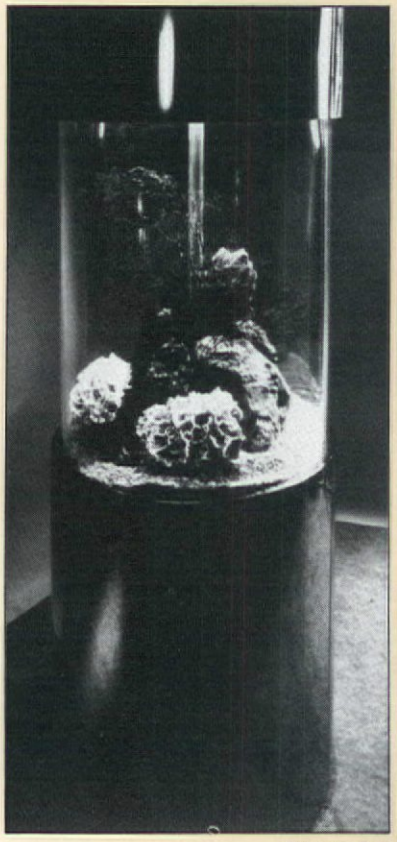
Captive Sea—Aquaria exhibit, "Cylindroid", consists of a hand-crafted tank of mirror-finished stainless steel. Mobile and constructed of acrylic, sea sculpture has automated filtration and lighting system. Product measures 30-in. diameter by 7-ft. high. Custom finishes and sizes are available. **Circle No. 290.**

Modu Form—"ModuBlock" is characterized by rugged durability for high-traffic areas. Cushion is leather-grained vinyl filled with fire retardant polyurethane foam in a choice of 22 colors. Chair sides and accessory tables are 2-in., solid-red oak butcher block. **Circle No. 258.**



Knoll

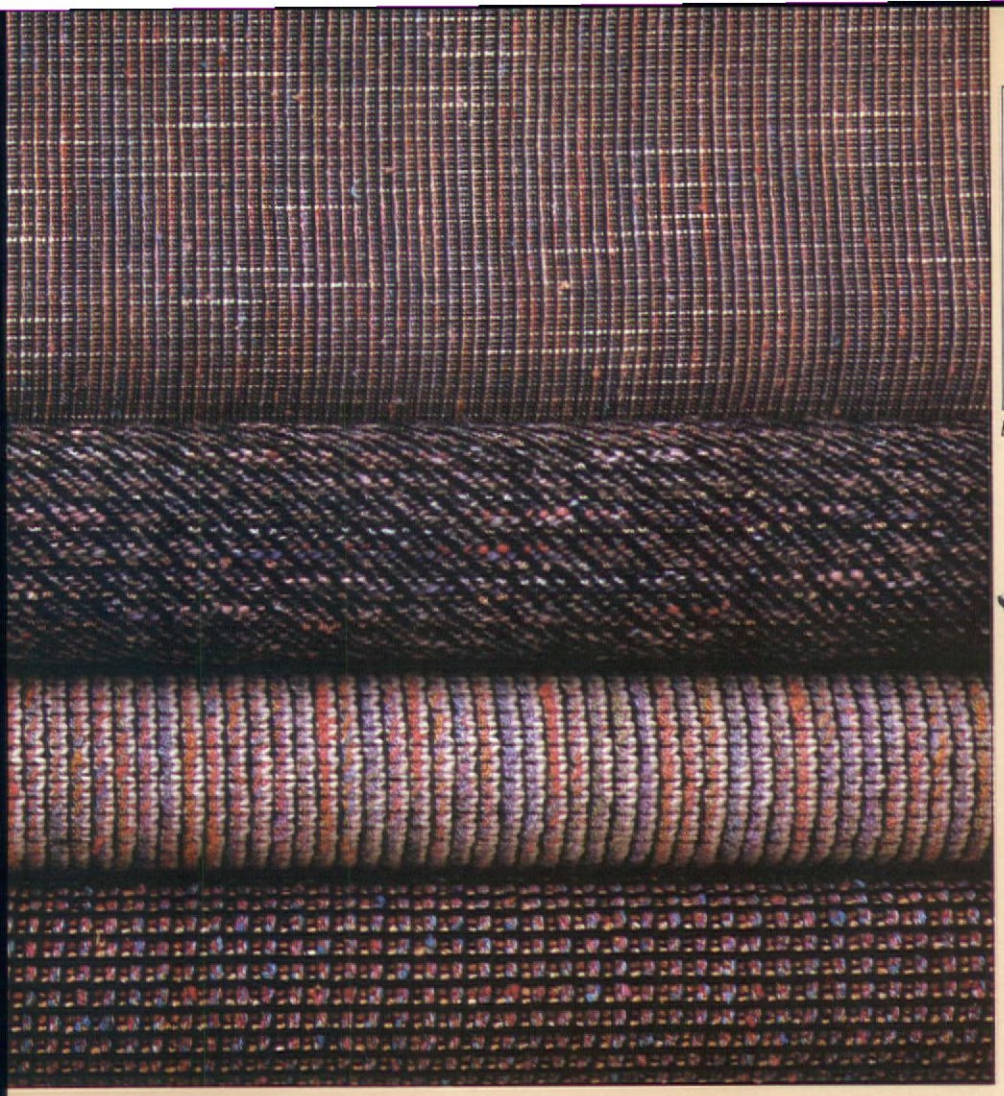
Virco

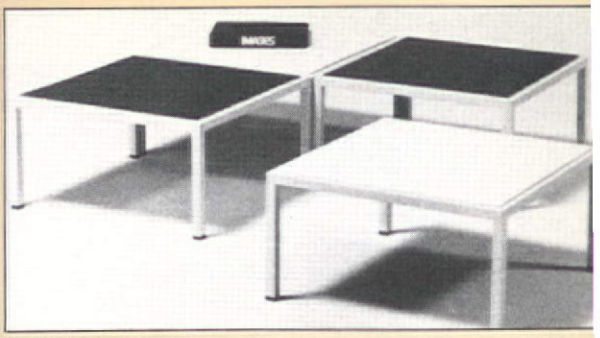


Captive Sea

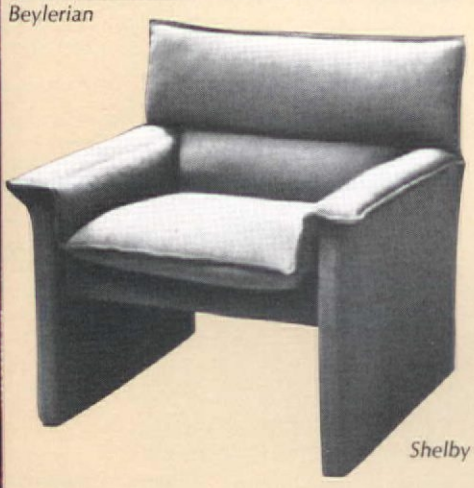
Modu Form

Formica





Beylerian



Shelby Williams

Formica—"Colorcore" laminates, now offered in all 72 colors of colorgrid system, eliminate black line at corners and edges of counter tops and cabinetry without mitering or beveling. **Circle No. 251.**

Beylerian—"Wherever" tables, designed by Gino Vardi, are part of the "Images" collections. Set includes four tables which may be ganged in various geometric combinations. Each table measures 24- by 24-in. and is 12-in. high. **Circle No. 270.**

Shelby Williams—"Saddle" chair measures 31- by 32- by 30½-in., available with wool suede, or leather covers. Product will be introduced at NEOCON. **Circle No. 274.**

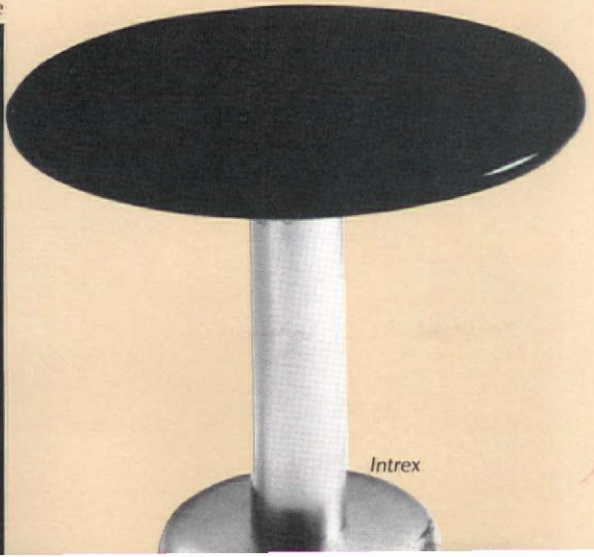
Bradson Hurricane—Handcrafted of genuine rattan, "Tampico" is assembled from component parts. Frame is available in a variety of wood stains and decorator fabrics. **Circle No. 272.**

Pompeii Casual Furniture—Aluminum outdoor line features all-weather cushions; non-fading, non-chipping paint; matching umbrellas; and reinforced construction. **Circle No. 249.**

Intrex—"Sarasota" cafe table has 1⅛-in. thick round top available in 14 high-gloss colors, low-glare and high gloss oak, and walnut. Color tops have bullnose edge while wood tops have flat edge. **Circle No. 260.**

Bradston Hurricane

Pompeii Casual Furniture



Intrex

Casual styles dominate outdoor products

Tropitone—"Four Seasons" casual furniture series for poolside dining features upholstered cushions of a rot, mildew, and fade resistant vinyl-coated fabric that breathes. All-aluminum metal frame is coated with Tenecote™ baked onto plastic finish. **Circle No. 284.**

Triconfort

Congoleum—"Style 514" includes a sofa/queen sleeper and loveseat/full sleeper. Seat cushions are constructed of loosely wrapped material with tight-spring back. Items are 81- and 73-in. wide respectively. **Circle No. 261.**

Congoleum

Ebco

Chairmaster—"Style 7015 A" arm chair of solid oak is available in a variety of wood finishes. Seat and back consist of uphostered foam padding in coordinating fabric or firm's own vinyls and fabrics. **Circle No. 273.**

Chairmaster

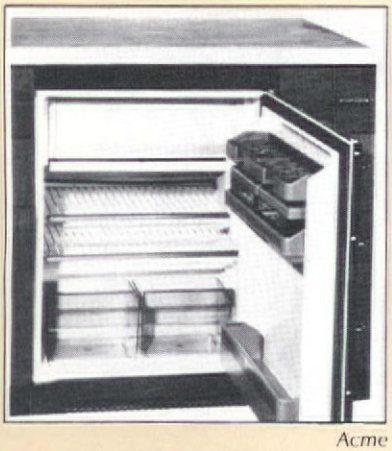
Brayton Int'l—Chromiuum-plated oval tube "Prognos" chair has cover of soft, long wearing leather or flat-weave fabric. Matching armcaps are supplied with each item. **Circle No. 267.**

Brayton Int'l

Terra Furniture—Modular seating/table units, designed by John Caldwell, are constructed of oak butcher block with or without backs. Products are offered in a choice of three oil finishes. Closed-arm lounge seating series is also available. **Circle No. 257.**

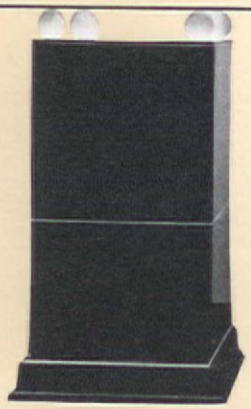
Terra Furniture

Acme—"Refrigerunder", 24-in under-the-counter refrigerator with 6-cu.-ft. capacity, features automatic reset defrost, reversible door swing, and crispers. Product accommodates interchangeable front panel inserts of almond, walnut, and gold.
Circle No. 279.



Acme

Tropitone



Canthus

Ebco—"Woodstock Mountain Ash" features solid oak perimeter molding, drawer, and pull with durable laminated surfaces. Items available include armoires, dressers, chests, nightstands, headboards, and mirrors.
Circle No. 266.

Triconfort—"Dabaya" chair and "Cariango" table are constructed of weather resistant synthetic resin. Both pieces fold for storage with water repellent and fade resistant Dralon cushions available. Options include matching umbrella. **Circle No. 265.**

Canthus—"Illuminated Pedestal" stands 30-in. high by 14-in. square and is constructed of plexiglass with four frosted plexi-balls. Plexiglass is available in a variety of colors. Glass tops are offered in custom sizes.
Circle No. 253.

Expanded, Innovative Palette Gives Contract Market Color Forecasting Leadership

Heavy competition leads to contract color sophistication that will direct residential/fashion trends in slow economy

by **KATHERINE FORMAN**
Associate Editor

Warmer casts, tinted neutral shades, and a shift toward grey tonalities that tie together an expanded palette are key contract color directions for 1984, according to color forecasters.

These directions reflect the need to humanize stark, high-tech office equipment by using warmer surrounding colors; movement toward an achromatic womenswear palette that brings more color variety into living and work spaces; and the popularity of greyed, color-washed interiors specified by Michael Graves and the Post-Modernists. The result of these trends, experts predict, is a highly sophisticated contract palette that will set the pace for residential and fashion color trends in a sluggish consumer market.

Specific color directions developed by leading color forecasting associations and firms include:

Grey—This color adds sophistication in both warm and cool ranges and reinforces the formal look. Emphasis on grey represents a major move away from country, ethnic, and Americana styles. Grey is important as a color—such as pearl, photographic, and charcoal grey—and as a toner. Three colors expected to be most affected by the greying trend are blue, rose, and green.

Neutrals—With the influence of the art deco palette, beiges are picking up rose casts and are replacing white as background colors. Tinted neutrals, seen as spin-offs of earth tones, can be paired with pale pastels and are the lightest values for every important contract color.

Blue—As this color is greyed, it moves toward steel. With addition of green, it takes on a turquoise hue. Navy with a red cast provides the transition to important mauves and taupes.

Yellow—This color is seen as an influence rather than a forecast color, although it may gain importance as energy-saving concerns grow. Lemon yellow evokes natural energy sources such as the sun. Like secondary orange and light teal green, yellow is now being seen in airplane color schemes.

Red—There is no true red in the forecasted contract palette, but the importance of red can be seen in the trend toward wine, rose, and mauve. Mellowed, Etruscan terra cottas are a result of the Post-Modernist influence and are considered an offshoot of the red trend.

Green—With the exception of the Southwest and Florida, the U.S. has never been favorable to this color. In 1984 forecasts, it assumes an un-American importance. Blue-greens show up most frequently ranging from grey-greens to intensive, clear aquas. According to some forecasters, yellow green is emerging in the khaki family.

Brown—Although it continues to influence earth tones, brown is not a forecast color. Brown is important for laminate manufacturers due to popularity of woodgrain surfaces.

Black—Like grey, black punctuates the formal look and will be seen as both an accent and a neutral, background color. This trend can be linked to haute couture fashion directions which popularize the Japanese, achromatic, black, red, and white look. Since this fashion trend took hold in 1982, it can be expected to show up, with modification, in 1980s interiors palettes.

White—Warmed to work with pinks and mauves, is shifting to reflect other trends. It is now tinted and may be seen as the palest value for other colors.

Systems manufacturers pave the way for new colors

Although many of these trends are viewed as movements toward a more residential look for contract, they are also seen as the result of a more competitive commercial design sector.

Says Nadine Gross, principal, Color & Design Forecast, "Contract has been the fastest growing market over the past five years. Without design and color leadership as well as innovation, new firms would not have made a dent. This is particularly true of open plan systems manufacturers from whose efforts a majority of the new directions have evolved."

Gross' firm forecasts colors for individual contract and residential furnishings manufacturers requesting product development guidance. Her task is to overview color directions shown by manufacturers competitive with and complementary to her clients and illustrate how these trends are being integrated in completed interiors.

Notes Gross, "When clients question whether the contract palette is expanding, I show them hospitals and industrial settings in which color variety is used to motivate. Hospital administrators have found that alternating cool and warm colors along corridors will step up a person's pace. Color-coding in factories and light industrial settings serves as directional information and motivational input. Once industry realizes that

Muted Values Link Wider Contract Color Range

The soft, muted values seen by color specialists as key to 1980s contract color directions are represented in nine chips selected by the Color Association of the United States (CAUS). Taken from the organization's 1984/85 interiors forecast, these colors represent a broader color spectrum, place emphasis on greens and yellows, and feature the greyed tonalities that allow for greater color variety in large contract spaces.

According to CAUS associate director Margaret Walsh, this palette reflects the consumer's increased ability to understand color. "The user's tolerance of more color in a given space enables specifiers to borrow palettes from other ages and use their colors in new combinations," she says. "These new color mixes account for the expanded palette we will see in '80s contract spaces."

CAUS colors shown here are toned down in the Post-Modernist style. Says Walsh, "This effect moves away from America's traditional use of brights to generate lively spaces. Its result in the contract market is best seen in healthcare settings where primaries are being 'let down' to create more relaxed, soothing atmospheres."

Founded in 1915 by 12 textile manufacturers, CAUS was responsible for establishing independent U.S. color standards for dyestuffs during the World War I U-boat blockade. The organization now forecasts colors for the fashion and interior design industries on an annual basis. For more information contact CAUS, 24 E. 38th St., New York 10016; 212/683-9531.

COLOR FORECAST 1984

Greyed effect softens new colors' impact

color has psychological impact, we can expand the contract palette to make people happier and more comfortable in the commercial environment."

Substantiating Gross' claims is a report by the contract color workshop, Color Marketing Group (CMG), released after its first contract meeting in Fall, '82. The report states that contract palettes will expand to accommodate increased need for color in the workplace. The committee based this report on palettes submitted by color stylists employed by a wide range of contract furnishings manufacturers.

According to the report, the move toward greater color variety will be accompanied by a shift to softer colors. Concern for the negative effects of computer screens on eyes may force the use of more ambient lighting, the report states. Thus, colors would change dramatically to softer shades, which are easier on the eyes. Such trends can already be seen in the warmer, greyer tones which add a soft look to the office.

Color sophistication leads to eclecticism

Says Margaret Walsh, associate director, Color Association of the United States (CAUS), and author of *The Color Source Book*, "Increased use of softer colors is also attributable to the influx of women in the workplace. Statistically, women are nesters. They bring a home-like flair to factory and office environments and usually do this with color. The colors they opt for are usually in the softer ranges."

But, this factor would not have become an important trend if men were not also more color-sensitive. Says Walsh, "Americans are much more accepting of 'ambiguous' color than ever before. You don't have to refer to Coca-Cola red or American Flag blue to explain colors anymore.

"This greater sophistication has led to the color eclecticism now seen in Post-Modernist interiors. And, it is the greyed, or softened, effect employed by the Post-Modernists that has allowed colors such as dusty rose—a 'feminine' color—to enter the commercial market."

According to Walsh, greying a color is one way to gradually move it into a palette. "A greyed color looks grey from a distance and enables it to work in a total space without being shocking or too new," she explains. "Michael Graves and the Post-Modernists have used this technique to win our acceptance of a broad range of in-between colors—colors which cannot be defined by our current vocabulary."

The Post-Modernists use color to create blocks of space in large-scale interiors. This design strategy has important implications for contract, especially in the open plan setting, comments Walsh.

"Creating color-comfort zones within the open plan setting personalizes 'owned' space within a shared environment. When the colors are soft and warm, they offset the coldness of office equipment. I believe that these two factors explain the popularity of Post-Modernist colors. They give us the defined space we need within the landscaped interior in soft values that make us feel secure in a changing world." □

Greyed Colors Add Definition To Open Plan Settings

Michael Graves, FAIA, is principal of his own New Jersey-based architectural firm. He is a Schirmer Professor of Architecture at Princeton University, New Jersey, and served as architect-in-residence at the American Academy in Rome where he is currently trustee and president, Society of Fellows. He is the recipient of four American Institute of Architects awards.

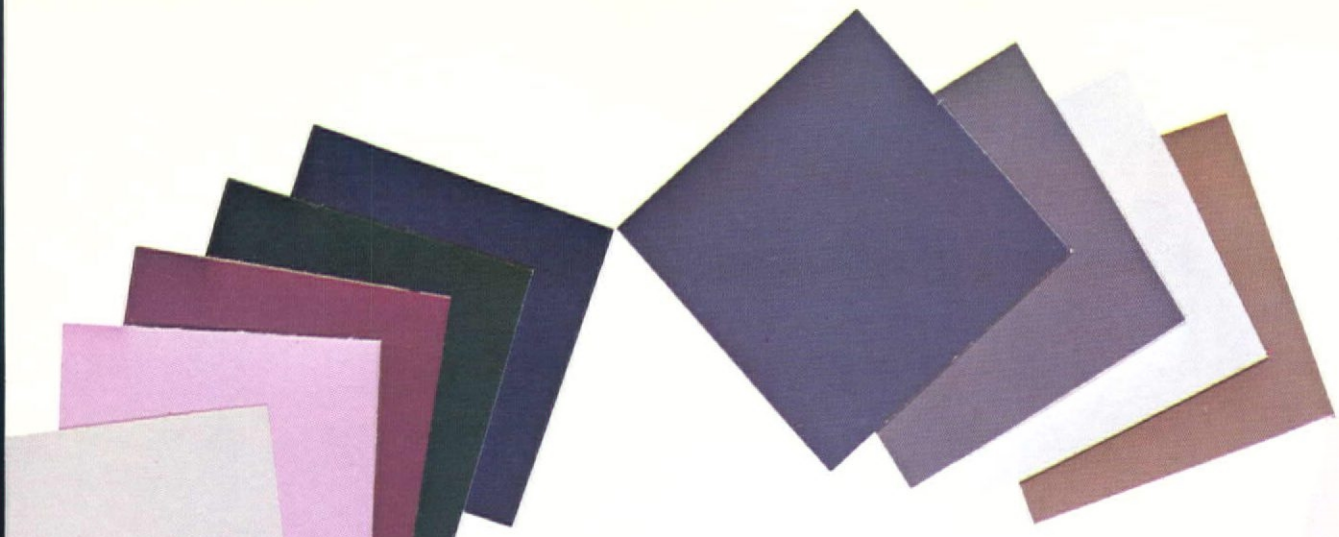
Post-Modernist colors are in the spotlight since color forecasters have incorporated these greyed hues in their 1984-'85 palettes. Receiving a great deal of credit for this trend is architect Michael Graves who uses these colors imaginatively in the buildings he designs.

Although Graves does not see his colors as new, he attributes their recent popularity to their ability to add substance to surfaces. "Colors that define space are needed these days, particularly in the open plan setting," he comments. "Greyed, or as I see them, chalky, colors are getting attention now because they play a more semantic role in architecture and design."

Among recent Graves projects stirring interest in his colors are the highly publicized Portland Building, Portland, Ore., and Sunar showrooms across the country. In each of these projects, color is used to define and segment space through methods unique to contemporary contract settings.

Like the color forecasters, Graves believes that contract colors will take the lead in setting trends. "Now that contract is so vital, people are advertising their work more," he notes. This greater exposure will have to affect the public's perception of color, particularly as residential and consumer market sectors downscale."

Graves hopes that innovative use of color in contract environments will generate greater similarities between office and home decor. "I don't like strong differences between the places in which I work and live. As a human being, I don't know how to deal with dramatic shifts in color from space to space. Although furniture will be different as a result of function, the color ranges should be similar in response to psychological needs of the user."



Product Usage Keyed To Profitable Color Forecasting

Although organization forecasts are useful guides to changes in color direction, they must be adapted to become effective product marketing tools. Recognizing a need for marketing analysis, New York color forecasting firm, The Color Box For Interiors works with clients to relate color to the manufactured product and its market.

Color directions consist of six palettes, 10 harmony pages, and 30 colorways cards that show forecasted colors in a variety of combinations. Adapted from a similar system the firm developed for apparel manufacturers nine years ago, these directions are based on trade fairs, museum exhibits, and sociological/economic factors that affect society's relationship to color.

Firm principal Deborah Szwarce stresses the importance of regionalism in the public's acceptance of an overall trend. "Each client wants to know how forecasted colors suit his specific market," she explains. "Therefore, we investigate how products are sold in various regions of the country as well as current price points and historical sales data. Combined, these factors enable the development of a useful color profile that will help the manufacturer market his goods."

For more information, contact The Color Box For Interiors, 35 W. 38th St., New York 10018; 212/ 921-1399

EMBOSSED DESIGNS EXPAND NEW WALLCOVERING OPTIONS

Synthetic yarns, wide color palettes, abuse-resistant products introduced

Collins & Aikman—Tiffany Prints Wallcoverings' "Wildgrasses," designed by Cindi Mufson, includes a total of 93 styles coordinated or correlated with 55 cotton printed fabrics. Five solid colors are available with Teflon™ soil and stain repeller. **Circle No. 211.**

Collins & Aikman

Construction Specialties—Acrovyn™ sheets are constructed of semi-rigid, high-impact vinyl/acrylic alloy and will not fracture or dent under normal abuse. Product is available in 10 textures and 26 colors. **Circle No. 201.**

Joel Berman

Joel Berman—StretchCeilings™ and StretchWall+™ ceiling panels are a design alternative to standard acoustical tile ceilings. Accessibility to the area above the ceiling is maintained and the structure itself may be integrated with lighting or sprinkler systems. **Circle No. 215.**

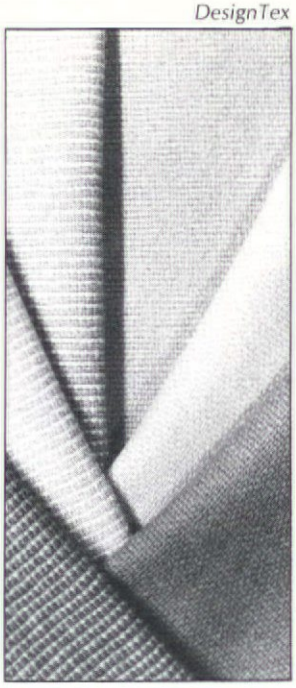
BF Goodrich

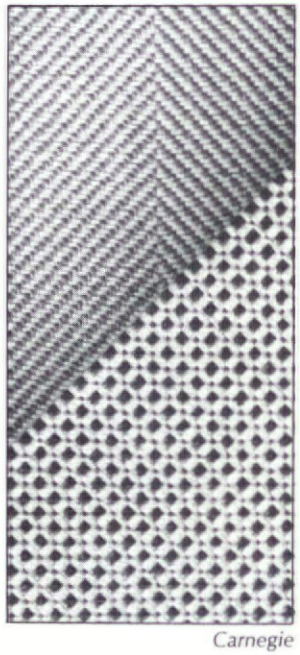
BF Goodrich—"Savannah" grasscloth pattern is a new addition to the Koroseal™ line of vinyl wallcoverings. Product has soft, natural appearance and is available in 25 stain resistant colors. **Circle No. 219.**

Cohama Specifier

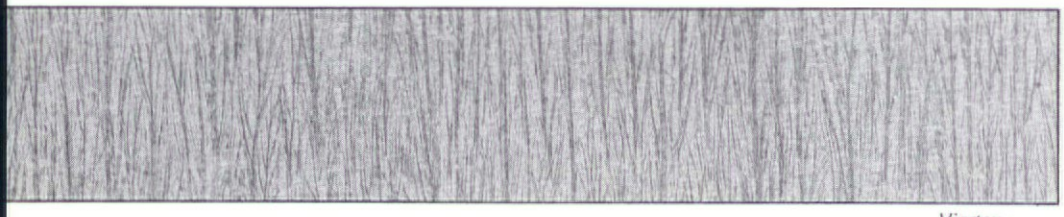
Construction Specialties

DesignTex





Carnegie

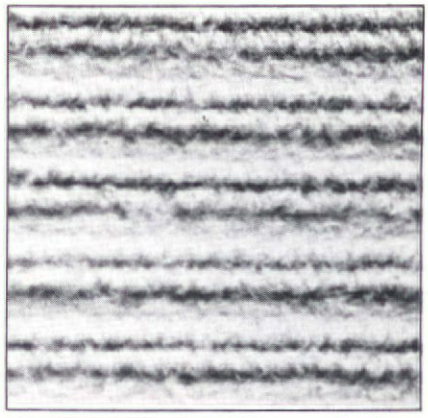


Vicrtex

Wallmates

Cohama Specifier—"Tropical Breeze" is a decorative fabric of hibiscus flowers and wild grape leaves design. Item is constructed of cotton and is available in five colors in 54-in. widths. **Circle No. 203.**

Carnegie—Xorel™ fabric is a blend of synthetic yarn that combines the esthetics of real fabric with high-traffic performance. Product is woven in three stain-resistant designs and 30 colorways. **Circle No. 208.**



Ben Rose

Ben Rose—"Acoustiflex" is constructed of Trevira™ flame-resistant polyester with vertical ribbing. Product improves acoustical peformance and is available in five colors. **Circle No. 212.**

Vicrtex—"Vicrlite," a lightweight wallcovering for light traffic areas, is available in 31 patterns and 500 colorways. Three weight categories are offered, 10½, 13-, and 19-oz.-per-linear-yd. **Circle No. 210.**

Design Tex—"Spectra Wools" collection, by designer Hazel Siegel, consists of two patterns, "Wool Chroma" and "Wool Quad," both with low textures and classic tailoring. Items are available in 54-in. widths and 65 color/pattern combinations. **Circle No. 207.**

Wallmates—Texturall™ vinyl wallcoverings contain over 900 color and pattern combinations. Shown is the 27-in. vinyl fabric-backed collection available in 54-in. widths. **Circle No. 216.**

National Products—Flexible mirror wallcovering is available in various colors and patterns. Product applies with adhesive to almost any shape or surface Also offered are tambour surfaces in woods, corks, metals, and high-pressure laminates. **Circle No. 205.**

New colors, patterns, & designs create multi-functional walls

Nevamar—"Vogue Collection" high-pressure laminates are offered with general purpose textured finish in 20 colors in choice of 48- by 46-in. or 60- by 144-in. pieces. Other grades and sizes are available. **Circle No. 200.**

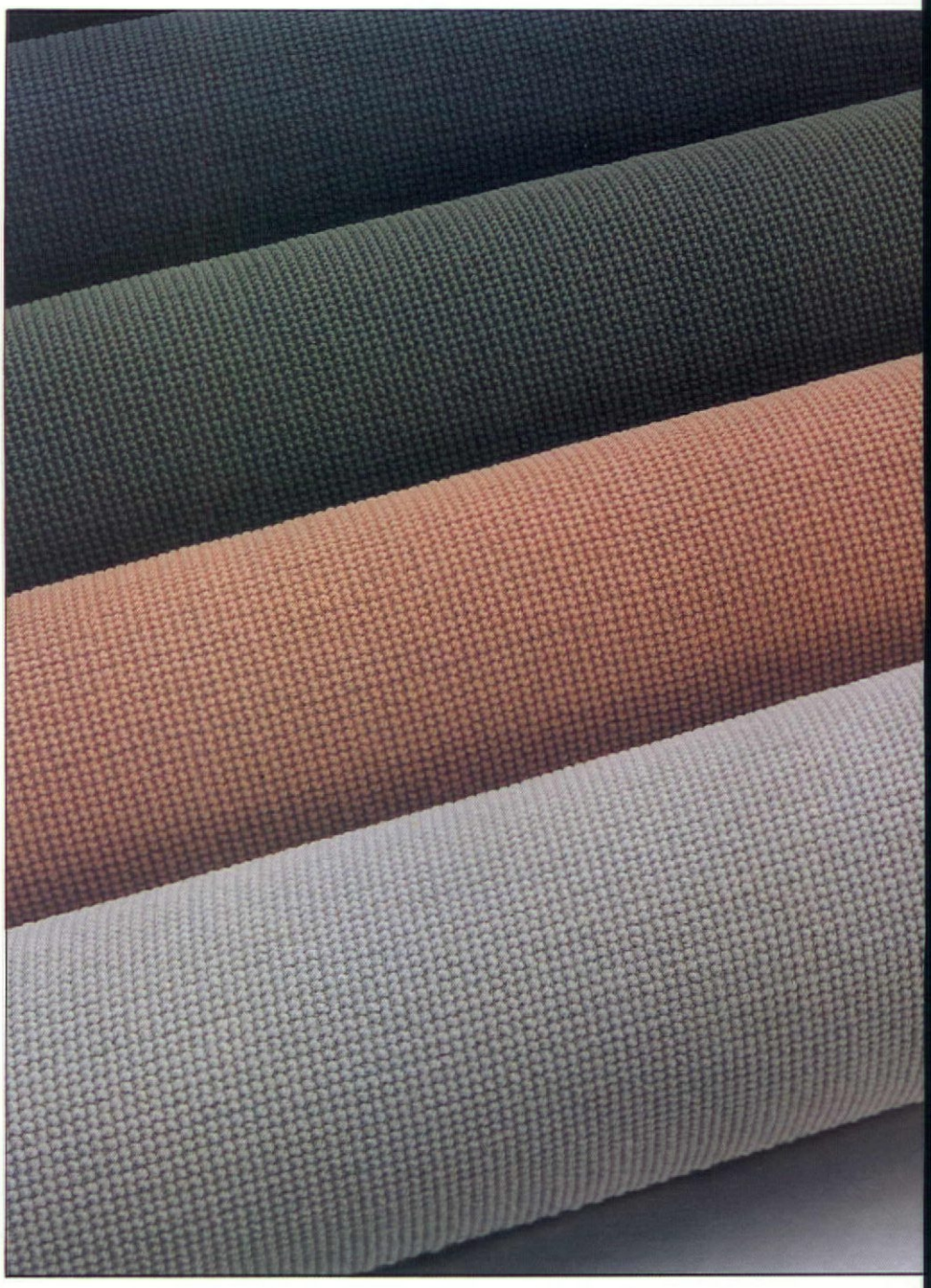
Lazarus—Multi-functional, low-lustre "Gro-Lon" is made of nylon gros point with a Scotchgard™ finish and is flame retardant. Material is offered in 22 colors at 54-in. wide. **Circle No. 202.**

Nevamar

W.H.S. Lloyd—"Innovative Concepts" collection offers 21 designs including coordinated prints and companion fabrics. Product is strippable, pre-trimmed, silk-screened vinyl. Correlated fabrics of 100 percent cotton are Scotchgarded™. **Circle No. 214.**

Armstrong—Vinyl "Soundsoak" wall panel combines acoustical performance with a damage-resistant woven surface. Designed for high-traffic areas, product is available in six standard and five special-order colors. **Circle No. 206.**

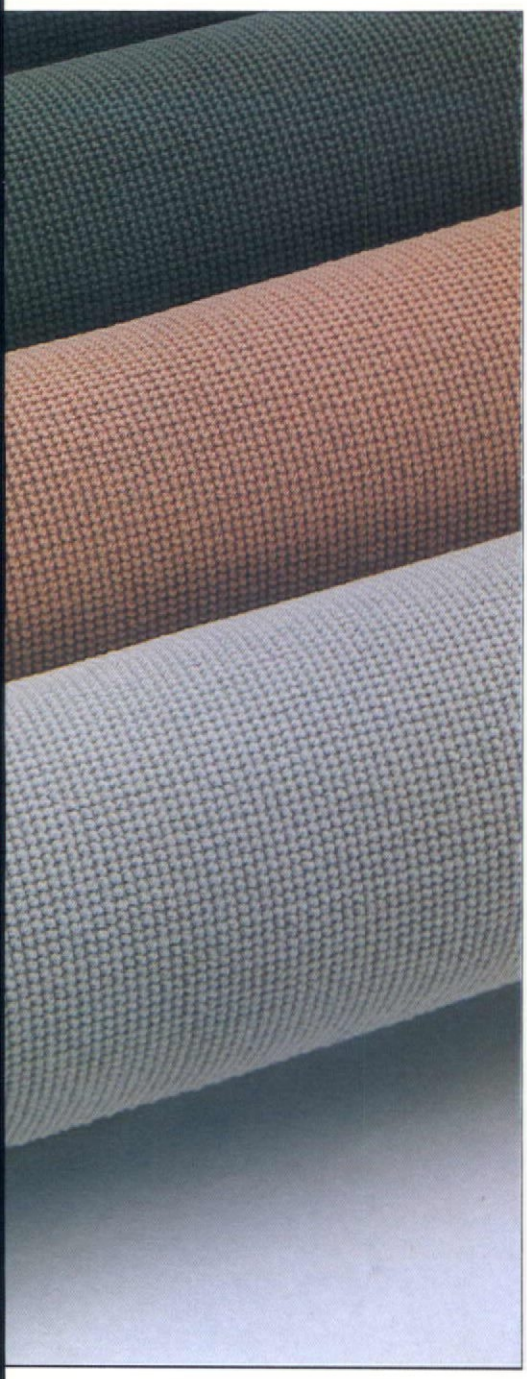
W.H.S. Lloyd

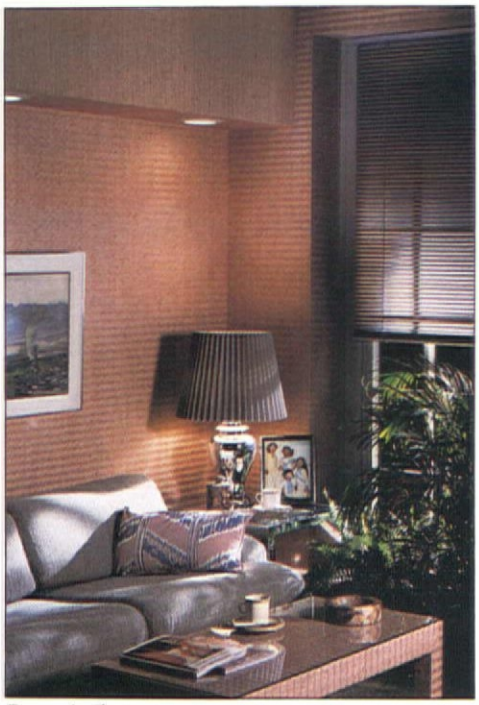


Lazarus

Armstrong

Stamford Wall Paper





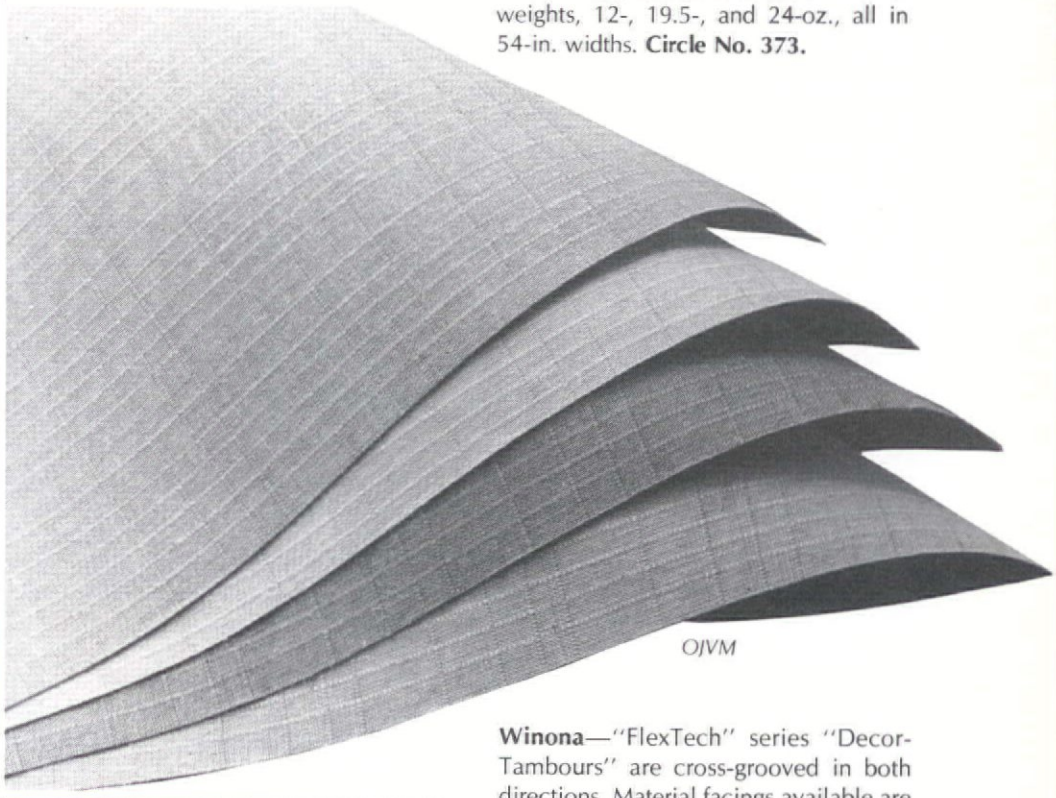
Decor Int'l

Stamford Wall Paper—Imported Portuguese tile design is offered in 11 patterns. Pre-trimmed material consists of tough paper with a washable lacquered finish. Each roll contains 56-sq.-ft. **Circle No. 218.**

Decor Int'l—"Woven Wall" collection includes 54 textiles in subtle textures stressing natural shades. Shown here is "Islia" in apricot string and vertical herringbone. **Circle No. 213.**

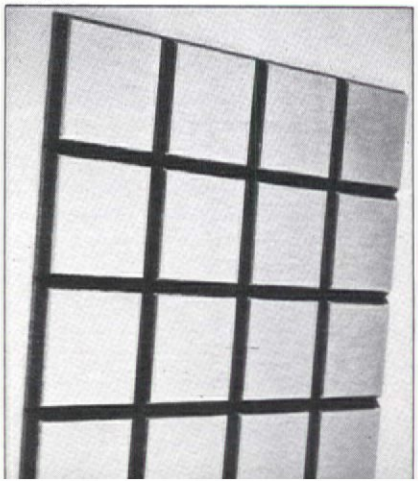
OJVM—"Tielt," designed and manufactured in Belgium, includes 25 patterns and 42 colors with boucle, small scale geometrics, chevron, twill and ribbed effects. Linens pass ASTM E-84-80 and other fire retardancy tests. **Circle No. 209.**

Columbus Coated Fabrics—"Guard" Vinyl wallcoverings are offered in three pebble textures in a total of 81 colors. Featured styles are available in three weights, 12-, 19.5-, and 24-oz., all in 54-in. widths. **Circle No. 373.**



OJVM

Winona

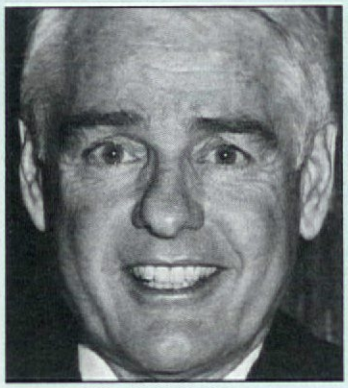


Columbus Coated Fabrics

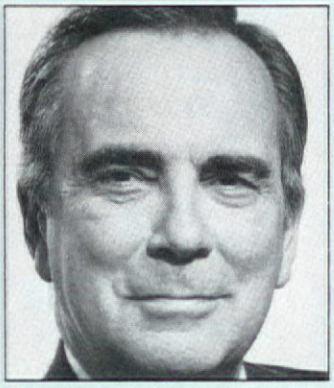
Winona—"FlexTech" series "Decor-Tambours" are cross-grooved in both directions. Material facings available are metal, mirrored acrylic, woods, wood, veneers, and vinyls. High-pressure laminates may be special ordered. **Circle No. 217.**

S.R. Wood—"Spectra-Royale" vinyl collection includes the churchill stipple pattern. Palette incorporates 100 colors with custom colors and weights offered for minimum orders of 100 yds. **Circle No. 204.**

NEW DC MART TO TAP $22 BILLION MARKET

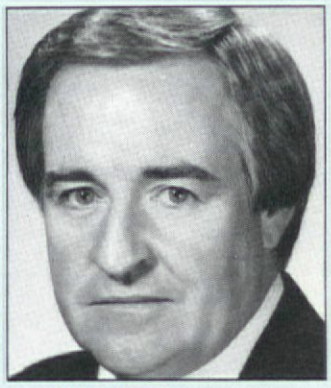


Thomas V. King
President, Mart Center/DC Inc.



Thomas Lyman
Vice Pres., Projects Coordinator

Portia McGrew
Administrative Director



James W. Bidwill
Vice President

by **ROBERTA WALTON**
Managing Editor

A $22 billion interiors market that spans five states and represents 10 percent of national industry sales will be served by the DC Design Center, slated to open the week of April 25 in the nation's capital.

Some $12 billion in contract business is handled by the mid-Atlantic states of Maryland, District of Columbia, Pennsylvania, Virginia, and Delaware. Combined, these states tally a potential audience for the center of 23,000 registered architects and interior designers.

Managed by the Merchandise Mart, Chicago, D.C.'s Design Center was forged from a 60-year-old warehouse of 262,000 sq. ft.—an ambitious exercise in adaptive reuse by general contractor Turner Construction Co. A 176,000 sq. ft. addition was made to the structure which will house some 200 showrooms totalling 420,000 sq. ft. Keys Condon Florance are the architects for the project, located at 300 D Street S.W. in the heart of the District.

The product of extensive market research, the center reflects the industry savvy of Chicago Merchandise Mart executives. Notes Thomas V. King, president, Mart Center/DC Inc., "As the Merchandise Mart's first new business venture outside the city of Chicago, it is sure to become a part of the vital and growing Washington, D.C. market."

King observes that a 1981 market study which culled statistics on the mid-Atlantic area from resources including Smith, Stanley & Co. Inc., the National Association of Furniture Manufacturers, and industry publications, disclosed these facts about Capital District business potential:

- The number of office jobs in the Baltimore/Washington area is projected to increase by 53 percent from 1980 to '85.
- Additional office space in demand by 1985 will equal 25 million sq. ft. over the 28 million sq. ft. leased in Washington in 1980, according to projections.
- Baltimore/Washington has a population of 5.5 million—the fourth most populous metro market area in the nation.
- It is estimated that 10,000 interior designers do business in the center's five-state market area. While a total of 13,500 architects are believed working in the Washington, D.C.; Maryland; Virginia; Pennsylvania; and Delaware area, according to the American Institute of Architects, which has headquarters in the capital.
- The capital offers exposure to U.S. Goverment agency specifiers who travel to NEOCON at least once a year but who will use the center's showrooms daily.
- Capital area visits by out-of-towners are bound to increase as a result of booming metro construction projects, including a new convention center, several office buildings, retail centers, and hotels.

Phone surveys conducted by the Mart polled 145 area architects and space planners. The surveys disclosed that 92 percent of respondents would make a combined total of over 2,000 trips to the center annually. These surveys offer realization of the center's vision: to establish Washington as a major market, attracting design professionals from surrounding states, across the country, and beyond. Comments King, "Because of the District's vital trade link, the Design Center will become a source for European visitors."

To herald the new center's opening, the Mart has arranged a week-long schedule of gala events. These include a VIP reception on opening night, April 25, as well as numerous seminars and workshops.

Presentation topics will feature, "The Architect and Space Planner: Professional Interaction," "Developing Business: Interior Architecture," and "Managing The Design Firm: Designing a Profitable Business." A "Facilities Informium" is scheduled for Friday of opening week with speakers drawn from manufacturing as well as corporate planning sectors.

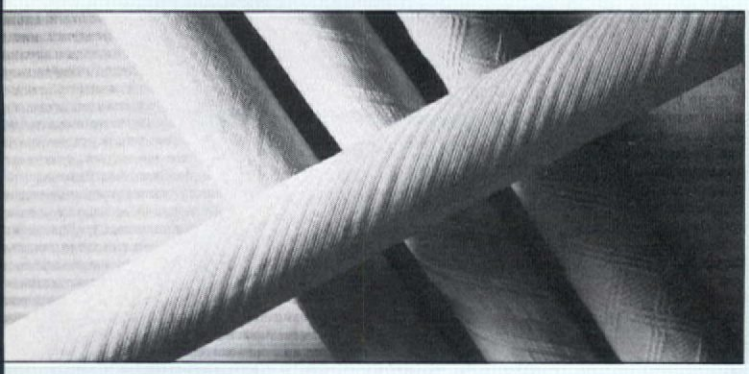
On Saturday, April 30, ASID/National will sponsor a designer-client open house.

Program speakers during gala week include Robert Broshar, FAIA, national president, American Institute of Architects; Kenneth Johnson, president, ISD Inc., Chicago; Peter Brandt, AIA, vice president, Gensler & Associates, New York; Martin Elinoff, national president, American Society of Interior Designers; and designers John Saladino and Masimo Vignelli.

For more information on the DC Center, contact Portia McGrew, Administrative Director, The Design Center, 4th & D St. S.W., Washington, DC 20024; (202) 554-5053.

Company	Space No.
Ademas	235
American Textile Co. Inc.	319
Arc-Com Fabrics	619
Artistic Tile Mfg. Inc.	706
Atelier International Ltd.	134-136, & NE portion of 133
Baker, Knapp & Tubbs	C5-C20 & front bay of C21
The Barcalounger Co.	228-232
Gretchen Bellinger Inc.	408-409
Jeffrey Bigelow Design Group Inc.	517 & 617
Brunschwig & Fils Inc.	419-421
The Buchbinder Corp.	738-740
Burlington Inds. Inc.	723-725
G.F. Furniture Systems	709-712
Carlin Ltd.	202-203
Carpetland Inc.	322
Casa Bella Imports	117-119
Chinese Carpet Center Inc.	223-225
Contemporary Mfrs. Showroom	428-433 & S portion of 434
Corry Jamestown Corp.	806-810
Darr-Luck Associates Inc.	437-440
Design Institute of America Inc.	301-303
Design Tex Fabrics Inc.	704-705
Designers Showcase	2nd. fl.
Donghia Showrooms Inc.	411-412
Decorloom	435-436 & N portion of 434
Drexel/Heritage	Concourse Level
DRM & Associates Inc.	Sundry Stand, 1st fl. lobby
Edward Fields Inc.	321
Furniture Guild Ltd.	110
Galleria International Ltd.	304-307
Gregson Furniture Inds.	634-636
S.M. Hexter Co.	521-522
Hiebert Inc.	801-805
Hickory Tavern	2nd fl.
Illuminations Inc.	204
Indeco Enterprises Inc.	416-417
Larry Ingram & Associates	637-640
Interface Flooring Systems Inc.	722
IPF International	528-531
Judscott Ltd. of Washington, D.C.	418
Jud Tile Distributing Corp.	410
Kirk-Brummel Associates Inc.	506
Kittinger Co.	102-106
Knob Creek	2nd fl.
Kradel Ltd.	236-240
Boris Kroll Fabrics Inc.	401-403
Krueger Inc.	601-603
Laverne Total Design Environment	C3-C4
Jack Lenor Larsen	423-427
Lazenby Design Services Inc.	501-504
Maharam Fabric Corp.	518
R. Markman Associates Inc.	536-540
Matches II Inc.	413-415
M.G.C. Ltd.	315-318, & E portion of 314
The Middleburg Gallery Inc.	336-337
Lewis Mittman Inc.	505
The Pace Collection	137-140
Pacific Condi	606-609
Parvizian Inc.	123-127
Pasargad Carpets Inc.	323-327
Paul Associates Inc.	112-114
Potomac Press	233-234
Pugrant Associates	2nd fl.
Mansour Rahmanan	107-109
Romweber Furniture Co. Inc.	120-122
Ben Rose Inc.	737
Rudd International Corp.	620-622
Scalamandre Silks Inc.	519-520
Schumacher	5th fl.
The Scott Group	422
The Shaw Walker Co.	819-822
Stark Carpet Corp.	404-407
Steelcase Inc.	610-614
Stroheim & Romann	507-508
Stendig International Inc.	128-132, & SW portion of 133
Summitville Tiles Inc.	115-116
J.H. Thorpe & Co. Inc.	509-516
Tile Gallery	3rd fl.
Trouvailles Inc.	C37-C40
Virco Mfg. Corp.	628-631
Washington Furniture Showroom	311-313, & W portion of 314
B.L. Wayne Corp. of Washington	308-309
Westinghouse Electric Corp.	719-720
Charles Wilder (Restaurant)	211-212
Shelby Williams Inds. Inc.	604-605
Frederick Zimmer International Inc.	535

An up-to-date list of showrooms and the lines they represent can be requested of the center by contacting Portia McGrew, administrative director, (202) 554-5053. During opening week, commencing April 25, approximately 75 percent of the center's showrooms will be completed and ready to receive visitors. The remainder will hold staggered openings throughout the summer.

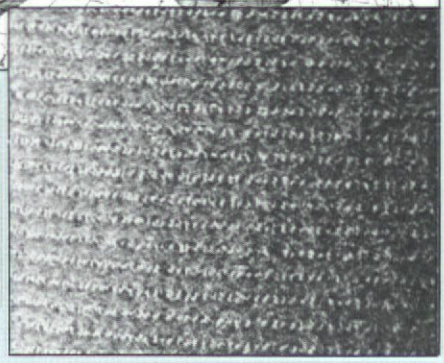


Stroheim & Romann—Space 507/8—Rich geometric upholstery fabric of 100 percent cotton will be featured as part of the "Naturally White" collection. All material is protected by Scotchgard.

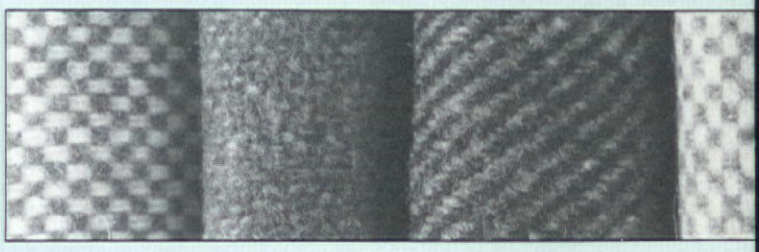
Pacific Condi/Focus—Space 606/9—Introductions will be made for the 7000 seating system and SC desk series. The latter offers shelving, lighting, and computer support.

Fabric intros emphasized in new showrooms

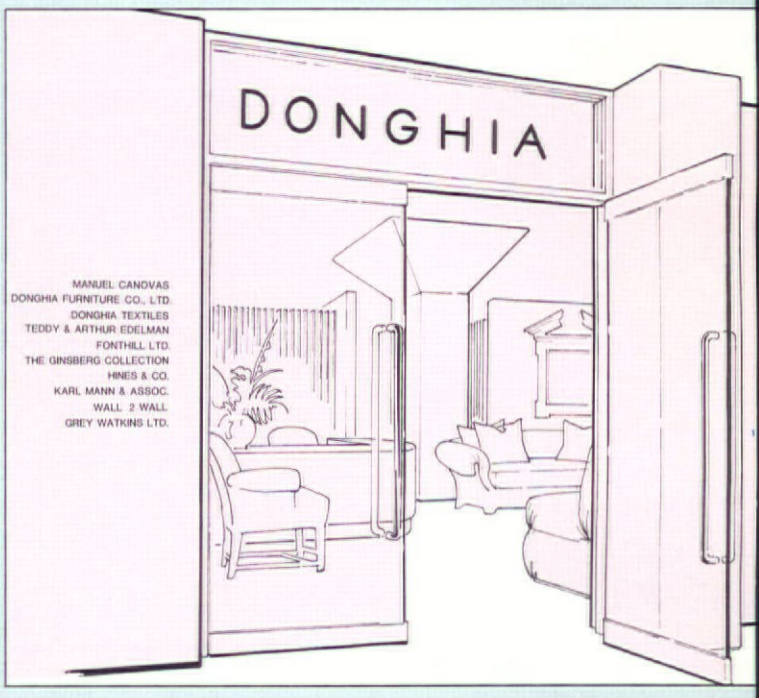
Gretchen Bellinger
Principal



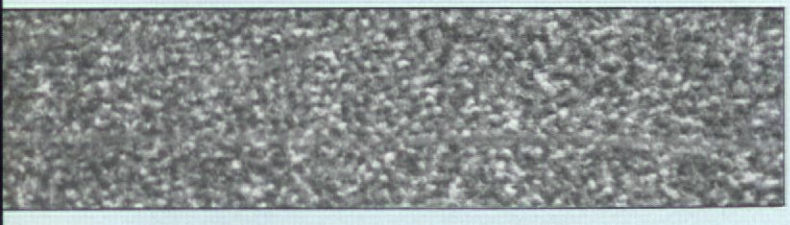
Gretchen Bellinger—Space 408/9—An addition to Bellinger's Transportation Collection will be made during mart opening week. "Trolley" wool frise offers seven colors named after streets in San Francisco. Line is 51-in.-wide and offers flame resistance.



Maharam—Space 518—Firm is introducing Wool Italia, a coordinated collection of heather wool in five patterns and textures. Available in 96 colors, fabrics offer high abrasion resistance among other qualities.



Donghia—Space 411/12—Showroom depicted here will display both furniture and textile lines. Featured from the textile line will be "Merrimack," a combination of vertical and diagonal cords. "Scope" card table of mahogany with black glass inset will highlight furniture line.



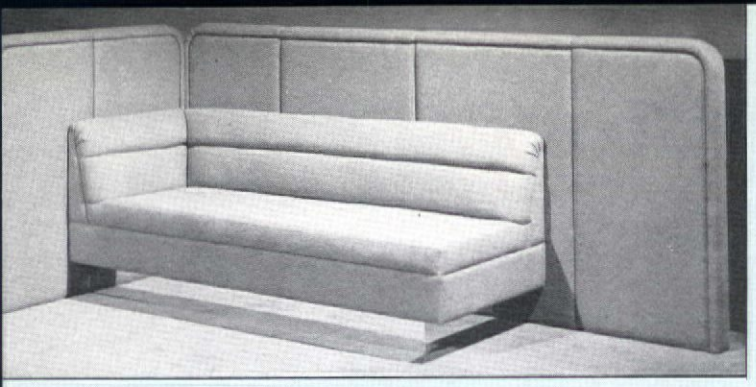
Interface—Space 722—On display at the DC showroom will be Performance Patterns and Intersept carpet tile lines. The latter is an antimicrobial line suited to healthcare use. Ben Roderick is regional sales manager for Washington.

Don Russell
Vice Pres./Mkg.

Grant Todd
Vice Pres./Sales

Ray C. Anderson
President/CEO

Rudd—Space 620/22—"Cyborg" office seating program expands with the introduction of the executive chair. Posture mechanism reclines seat a maximum of four degrees and back 22 degrees. Tension is user-adjustable. Product comes with pneumatic height control and arms are adaptable to user specifications. Other new chairs in line include pull-up and conference styles.



Marden—Space 823/24—"Long Division" consists of a 45-in.-high upholstered wall/panel with integral seating. Item creates visual and acoustical privacy without imposing on space. Seating unit, one of a variety of displays, is available in single or multiple units for modular configurations.

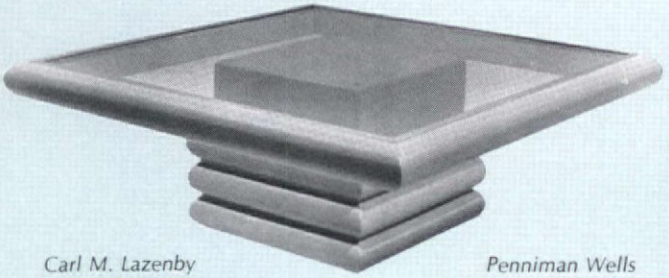
Edward Fields—Space 321—"Atrium" is a 100 percent wool rug available in six colors as part of the firm's Washington mart introductions. Rug dimensions are 5½- by 8½-ft.

Jack Lenor Larsen—Space 423/7—Heavy Egyptian cotton is used for "Freesia" pattern introduced in new showroom here for the first time. Colorings include Prism, a polychrome on bamboo ground; allspice, in woodtones; and black magic, color shades on black ground.

Jack Lenor Larsen
Principal

Roy Langstaff
Showroom Mgr.

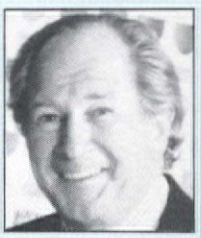
Lazenby—Space 501/04—Features KAB Associates, among other contract lines. KAB's occasional table (shown) employs a blend of radius curves finished in lacquered linen.



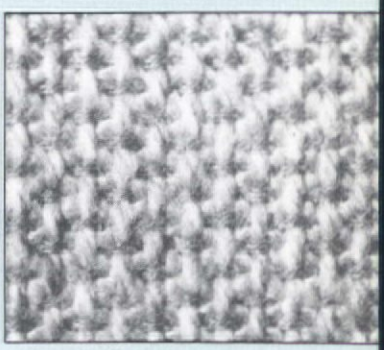
Carl M. Lazenby
Principal

Penniman Wells
Showroom Manager

Ralph Saltzman
President

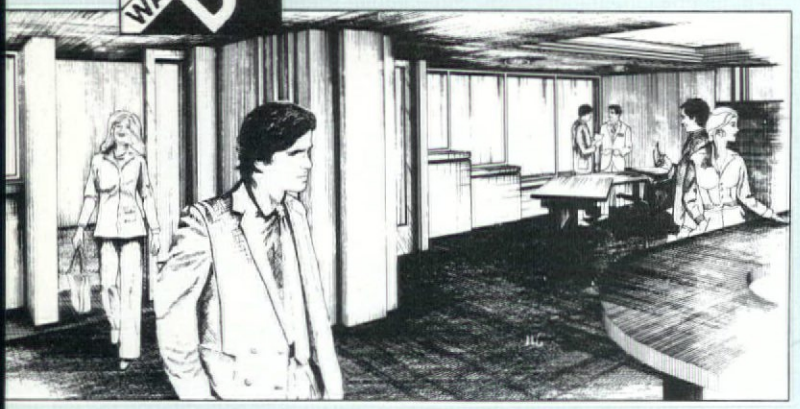


Harry Paley
Vice President



Design Tex—Space 704/5—Upholstery fabrics in Festival Wools collection by Hazel Siegel come in three patterns of durable wool/cotton mixtures. Patterns are available in several pastel and neutral colorways.

Lighting, space dividers punch out product displays



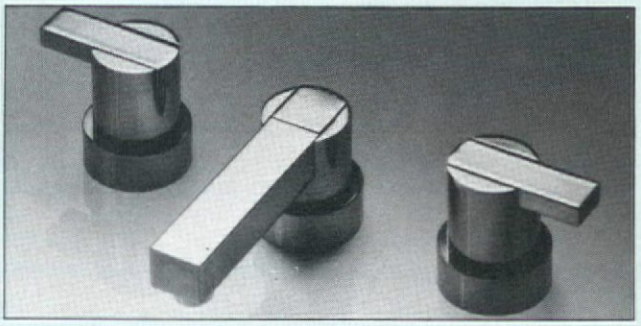
Westinghouse—Space 719/20—Wes-Tech series products will be presented during showroom opening. Series offers components that manage electronic equipment, cables, and related materials, turning desks into workstations. Display space was designed by Counterpoint Inc. and will become the firm's regional office for the Northeast.

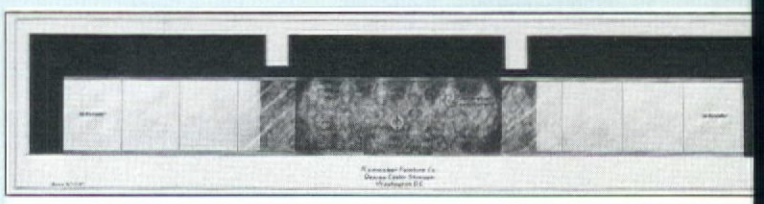
Mike Jurewicz
Nat'l Sales Mgr.

Jim Stein
Mkg. Mgr.

Rich Daly
S. Atlantic Reg. Rep.

Paul Associates—Space 112/14—Complete collections in contemporary bath designs and furniture include Pompton Lavatory Set, designed by Stanley M. Paul.

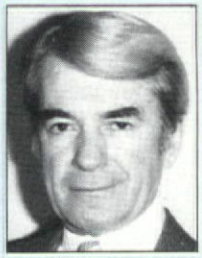




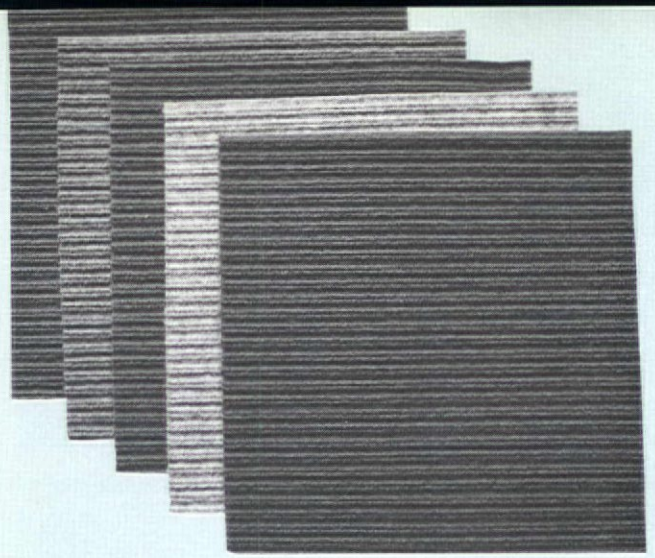
Romweber—Space 120/22—First floor space entrance is designed in rare Circassian walnut which creates a variegated grain pattern in contrasting black and light tones. Showroom will be featuring Carleton Varney Coulours line of accent and occasional pieces.

Scott Group—Space 422—Custom, handmade rugs and fine tufted carpets, such as the handmade Paul Wieland rug depicted here, will be shown. Firm is the exclusive distributor of the Hugh MacKay line of wiltons and axminsters.

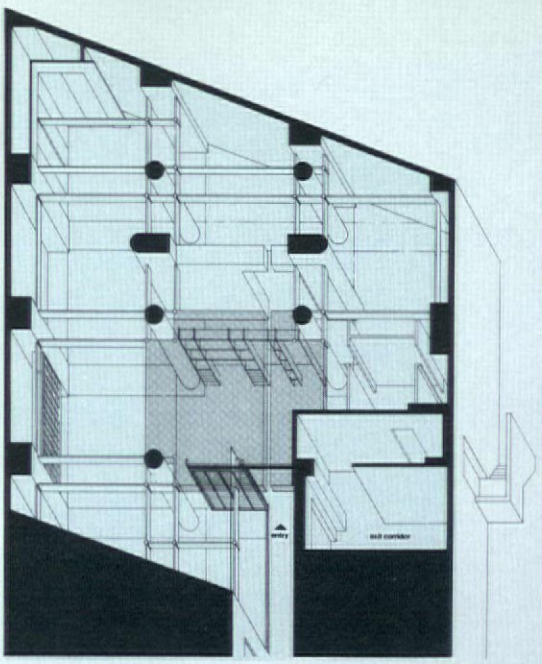
John M. Wolfe
Nat'l Sales Mgr.



Frank Stovering
Dir. Nat'l Accts
/Showroom



Ben Rose—Space 737—Wallcoverings of Trevira from "Acoustiflex" line are part of firm's introductions. Featuring vertically needle-punched design in five colors that eliminate panel matching problems, styles are flame retardant.

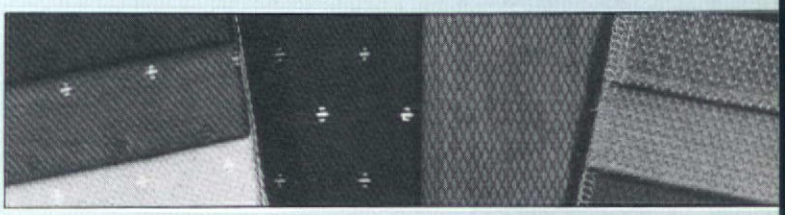


Edward N. Epstein
Chairman

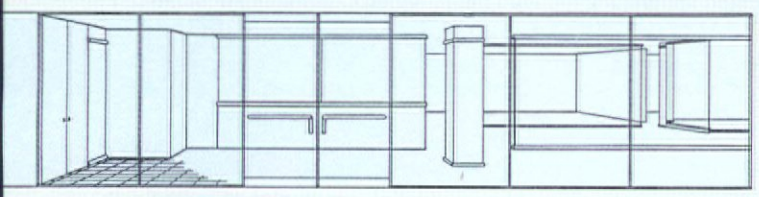
Larry Pond
VP/Marketing

Stendig—Space 128/32—Designed by Allen Kolkowitz, showroom is shaped as a parallelogram with central entry. Overhead trellis system projects light downward over bays used for furniture display. Items to be shown include B&B America's "Olinto" and Stendig's "Edwards" series.

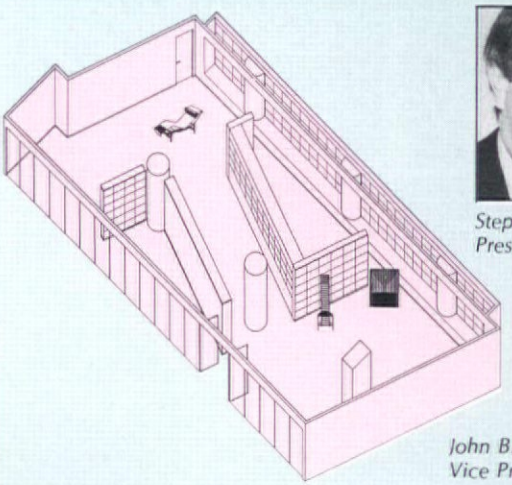
Kittinger—Space 102/6—Showroom, designed by Cass Pinnell, architect, and Paul Cleary and Ron Orendorf of Kittenger, facilitates architectural details to conceal the existence of structural support beams in the base building. The 5000-sq.-ft. area displays items representing McGuire, The Accessory Source, Casella Lighting, Friedman Brothers Decorative Arts, Palmer Hargrave Lamps, and Dean Trimble Imports. Firm's own hand crafted mahogany products such as bombe chest, low boy, and arm chair will also be shown.



Ametex—Space 319—Five-print collection and "Baccarat" and "Rosseau" upholstery styles will be introduced in DC showroom which is shared by Robert Allen and American Textile Corp.



Pace—Space 137/40—New showroom at DC mart was designed by Randy Ginsburg, Pace Design Group, and features architectural metal detailing. Floor-to-ceiling glass partitions and etched glass panels typify the space. Among company's introductions will be the Mattatore Seating Group in glove leather and choice of fabrics.



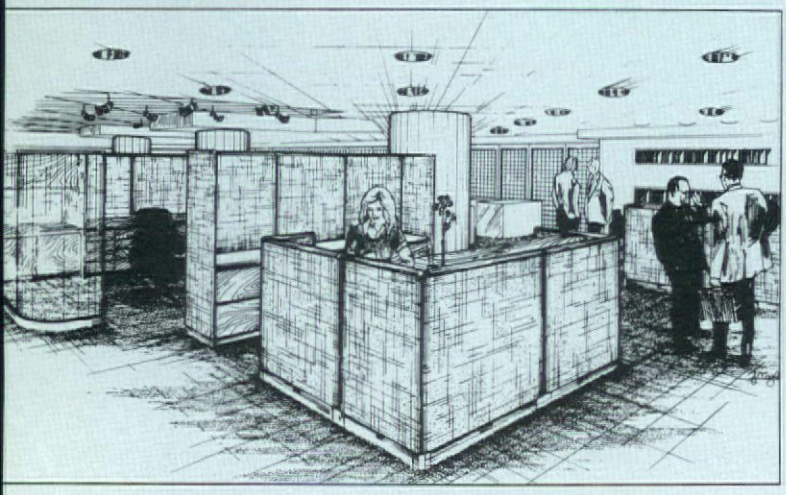
Stephen Kiviat
President

John B. Nichols
Vice Pres./Sales

Atelier International—Space 134/36—Showroom of 1,800 sq. ft. designed by Lee I. Lippert and Nicholas E. Wallace features illuminated walls displaying transparencies of the firm's installations and product lines. There will be furniture, textile, accessory, and lighting displays, including Marcatre open plan modular workstations.

Markman—Space 536/40—Curved elements are used throughout the spaces of the new 5,000-sq.-ft. showroom, with round columns acting as anchors. Space is divided into several interconnecting rooms for display of lines including Kravet Fabrics/wallcoverings, David & Dash, and Nanik.

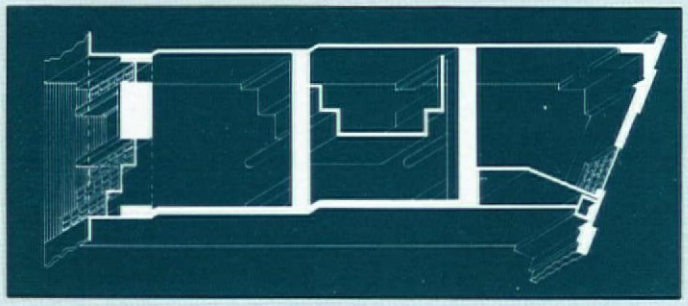
Find capital design ideas at DC Mart



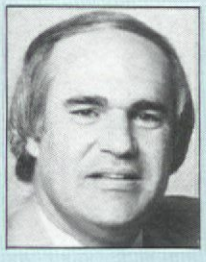
Corry Jamestown—Space 806/10—Counterpoint Inc., designers of the firm's 6,300-sq.-ft. showroom, employed translucent panels and back-lit walls to set off furniture displays. The space complements the firm's extensive line of furniture and seating components.

Sam Clarke
President

Vince Danesi
Vice President



Arc Com—Space 619—Designed by Perkins & Will, the 1,500-sq.-ft. space allows maximum use of natural light through a system of clear glass wall panels. Present in the showroom at mart opening will be Mark Rossman, area sales manager and Patty Koerbel, showroom manager. Introductions include "Interphase," a 100 percent wool fabric.



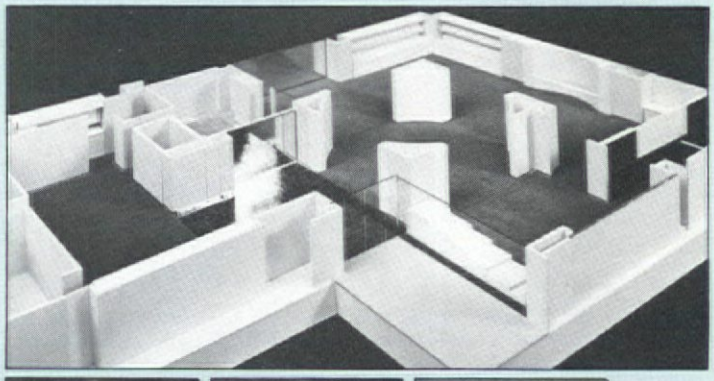
Jeffrey M. Layne
President

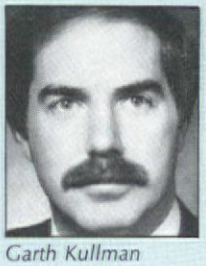
Peter D. Layne
Vice President

Roland R. Anderson
President

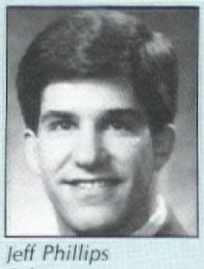
Richard S. Strong
Sr. VP/Marketing & Sales

GF Furniture Systems—Space 710—Available in the space will be GF/Giroflex seating, offered in the company's standard covers in three series: Lignas, Polytrop (shown), and Monti.

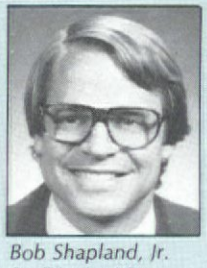




Garth Kullman
District Mgr.



Jeff Phillips
Sales Asst.



Bob Shapland, Jr.
Sr. District Mgr.

Steelcase—Space 610/14—Leading lines, including Series 9000, Ultronic 9000 systems furniture, Design 9 wood series, "Movable Walls" systems, and seating will be featured in the company's 20th regional showroom opening at the DC mart. Space spans 6,000 sq. ft. and was designed by the Steelcase Planning and Interior Design Group.

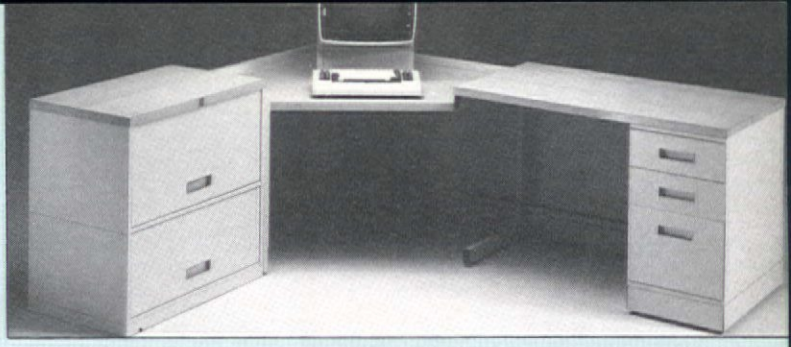
Boris Kroll—Space 401/3—Among the firm's DC introductions is "Weekend," a design that is part of Kroll's "Island Cloth Collection II" in orlon prints and companion solids. Mildew and sunlight resistant, "Weekend" comes in five exciting colorways.

Krueger—Space 601/3—The "Dorsal" and "Vertebra" chair lines will be featured in the 2,900-sq.-ft. showroom designed by Eric Bartelt.

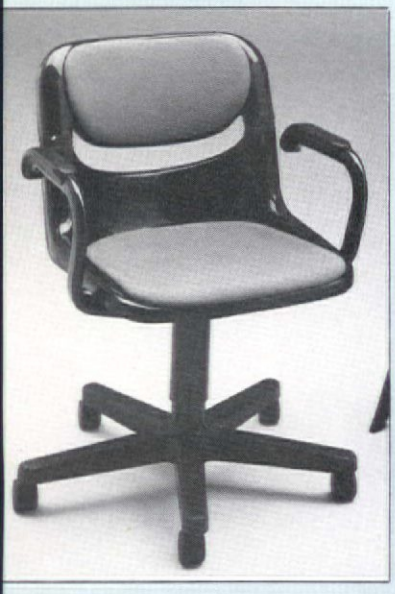
Katherine Lawrence
Regional Rep.

Linda Farrell
Showroom Manager

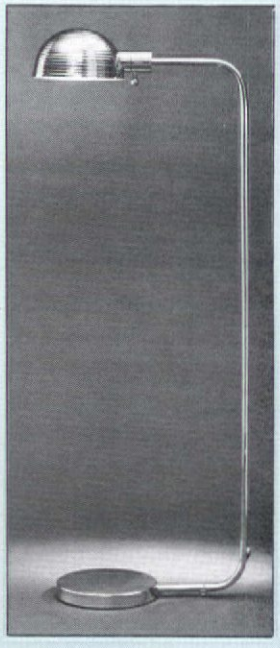
John F. Anderson
District Manager



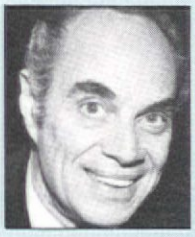
Shaw Walker—Space 819/22—Included in display will be ExpanDesk™ modular furniture designed to fulfill a variety of office needs. Product line has custom-design possibility for everything from traditional desks to machine workstations. All components may be integrated into "Tempo 3" office system as well. All task support needs, such as point-of-use access to print outs, can be handled by the firm.



Shelby Williams—Space 604/5—Viennese Workshop revival design 1600 chair is part of Un Grand Cafe Collection. It features intricate, carved open-work in dimensions 18½- by 21½- by 34-in. with padded spring seat.



Kradel Ltd.—Space 236/40—Showroom represents Nessen Lamps with its new Nessen/Agusti line and Cy Mann with the company's Prisma storage display system. Also featured in the space are lines from Artebella, Douglas Bickle, Cal Mode, Canali, Middletown, Paul Evans, Farallon Studio, Interior Items, Lion & Frost, Oggetti. **Circle No. 232.**



Arnold Kradel
Principal

Elyse Lacher
Cy Mann/VP

Scalamandre—Space 519/20—"Charleston Iris" is a verticle stripe pattern which is part of the firm's Charleston Reproductions Collection, previewing in Washington. It is reproduced from an early 19th century chintz fabric in the Charleston Museum. Manager of the Scalamandre space, which will carry a complete line of upholstery and drapery fabrics, wallcoverings, carpets and trimmings, is Eric Smith Jr.

Darr-Luck Associates—Space 437/40—The #325 Beehive floor lamp by Boyd Lighting and executive desk by Terra are among the lines featured by Darr-Luck. Other contract lines represented include Architectural Marble Importers Inc. and Lackawanna Leather Co.

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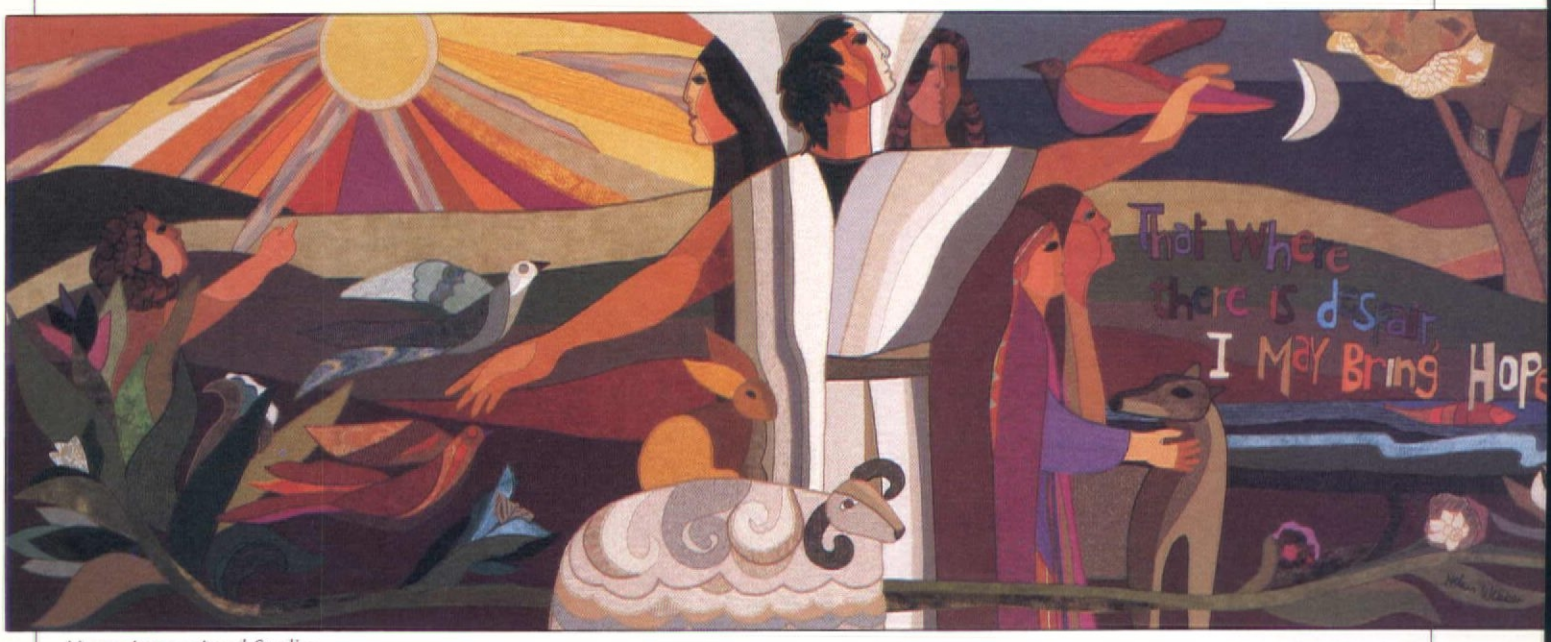
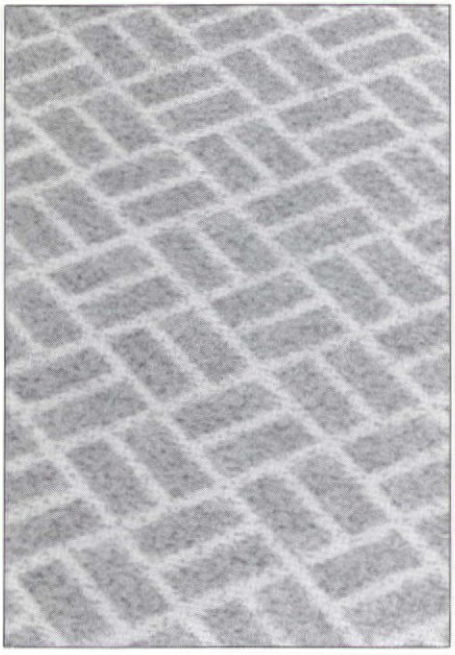
MORE HOSPITALITY PRODUCTS
(Continued from p 123)



Heron International Studios

Congoleum



Roxter

Artemide

Attention given art, lighting, materials in hospitality settings

Heron International Studios—Helen Webber designed this tapestry for the St. Margaret Hospital, Hammond, Ind. The fabric collage shown hangs at the reception area of the St. Margaret visitors' facility. Other recent commissions include a 30-ft. tapestry in a Radisson Hotel and a 35-ft. wide work for the Liberty Bank of Houston.
Circle No. 324.

Roxter—Compact adjustable lamp has 6-in. tapered spike for insertion into soil of indoor plants. Clip-on color filter attached to lamp shade gives a soft cast to plant leaves. Lamp is offered in white, black, or green finishes with 25 watt reflector bulb and on-off switch.
Circle No. 328.

Artemide—Reglar, a fiberglass-reinforced polyester, resists scratching, impact, and extreme temperatures, and forms a tough stacking side chair for many applications. Colors are integrated at molding to achieve a brilliant finish. Called "Selene," designed by Vico Magistretti, chairs are offered in gray, brown, green, white, and red colors.
Circle No. 326.

Congoleum Corporation—"Stanhope," part of the Flor-Ever Commercial vinyl flooring line, has 2- by 2-in. brick-like pattern. Overall design is available in six colorations: almond, berber beige, terra cotta, black walnut, graystone, and fedora gray/black. Product has a no-wax wear layer for low maintenance. Various hospitality settings are suited to specification of this line.
Circle No. 327.

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Circle 70 on reader service card

DesignTex

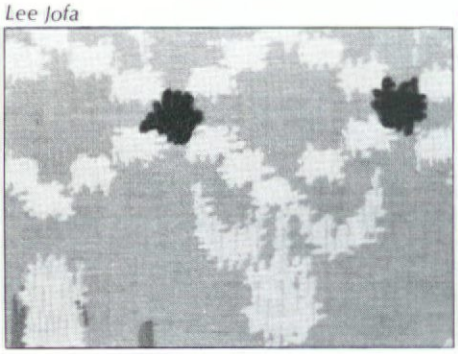
Karastan

Sealy

Coloration is crucial element in design for hospitality

DesignTex Fabrics Inc.—Hazel Siegel, colorist and textile designer for the firm, has created two new textiles for the Pyro Collection of fire-retardant contract fabrics for upholsteries and wallcoverings. Fabrics include Pyro Strata in 10 new colors; Pyro Strait in 20 new colors; Pyrodot, the IBD Gold Medal winner, in eight new colors; and Micro Pyro in nine new colors. Four groups are color-coordinated and woven of modacrylic and nylon. Each product meets requirements of Boston Fire Code, ASTM E-84, NFPA 255, UBC-42-1, ANS 2.5, UL 723, California Flammability Bulletin #117, and FAA 25, 853 (b-3). **Circle No. 329.**

Lee Jofa



Gold Medal

Karastan—Colors from inns and homes of Colonial Williamsburg inspired the 29 colors for "Gloucester," woven of Antron III nylon fibers. Furnishings shown here are from the Colonial Williamsburg collection by Kittinger. Fabrics, wallpapers, and paints coordinate with the line. **Circle No. 321.**

Sealy Inc.—Flame-retardant bedding system reduces the bed-set as a fire hazard in hotel settings. System incorporates the Sealy Flame Guard Protective Barrier (patent pending). Protective barrier consists of flame-retardant neoprene foam bonded to woven fiberglass cloth. **Circle No. 323.**

Lee Jofa—"Shibusa" collection of fabrics reinterprets the design legacy of Japan. Developed by Barbara Schirmeister, the group contains four designs, each in a range of neutral colorations. **Circle No. 322.**

Gold Medal Inc.—Three solid-top butcherblock introductions are designed in trestle-base and pedestal-base styles. Tables are constructed of kiln-dried hardwood. **Circle No. 325.**

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Cramer

Brown Jordan

Something for every taste in hotel/restaurant offerings

Mallin—"La Jolla" collection features aluminum sled-based deck chairs with Textilene cushions. Matching 48-in. glass dining table is also included. Umbrella shown here is from Sun-Aire Products. **Circle No. 285.**

Brown Jordan—"Mu-San" includes five casegood pieces designed by Robert Thorpe. Rattan, bamboo, and ramin are all used in the frame construction. Tops, drawers, and door panels are camphor-burl with solid brass pulls. Items available include server/buffet, drawer desk, three-drawer buffet, and two- and three-drawer chest. **Circle No. 276.**

Cramer—"6006 Handler" is injection-molded structural polystyrene foam with steel rod frame. Double-front cross members add stability while providing free leg movement. Chairs are available with ganging device and tablet arm. Upholstered version is also offered. **Circle No. 277.**

Oggo—"Regence" side chair features beechwood with walnut or fruitwood finishes. Seat and back are available in cane or upholstered styles. Item measures 19¼- by 20- by 37-in. with a seat height of 18½ in. **Circle No. 283.**

Modern Mode—Chair, designed by Norman Cherner, is made for restaurant settings. Item is offered in black walnut and white oak with a natural oil finish on exposed wood, enhancing grain pattern. **Circle No. 288.**

Mallin

Oggo

Modern Mode

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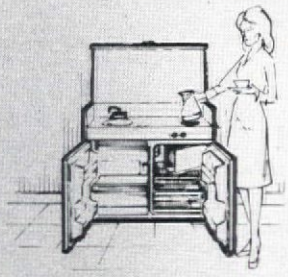

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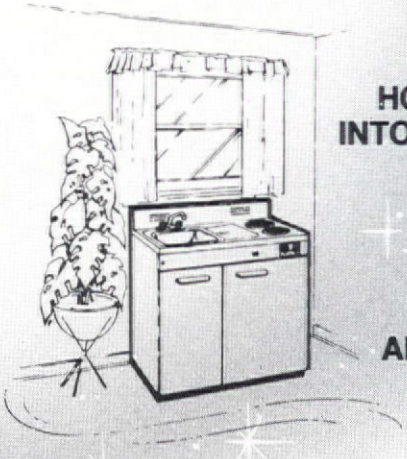

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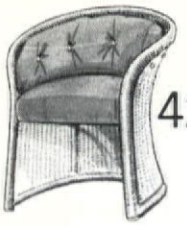
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We've got your number.

4292

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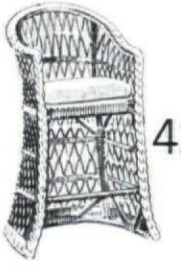
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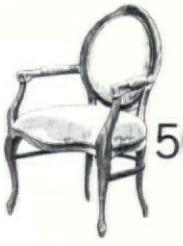
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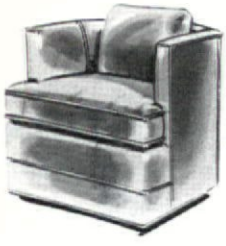
2611

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5014

4160

2600

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4302

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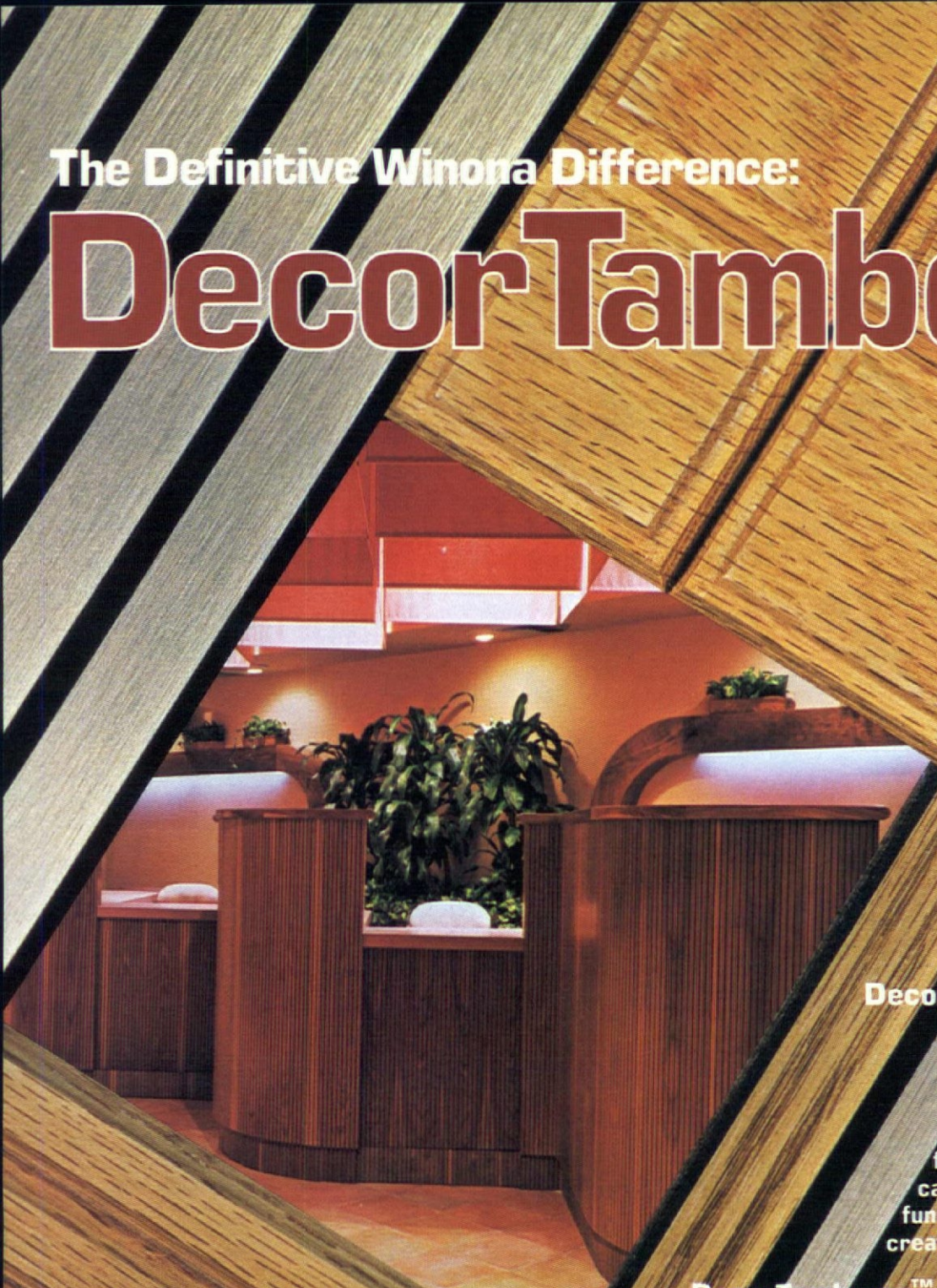

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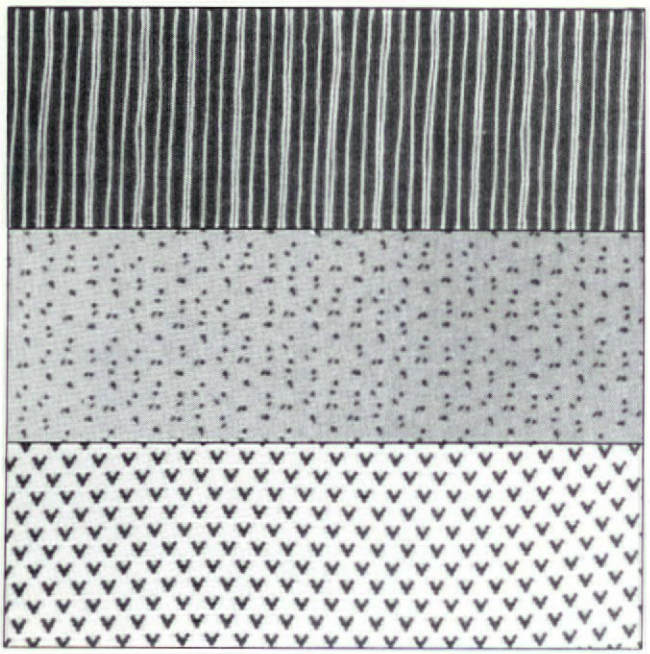

WALLPAPER PATTERNED IN GRID, FLECKS, & CHEVRONS

Small patterns, applicable in a variety of areas, are created by **Design Printery** with grids, flecks, and chevrons. Patterns shown are "Petite Point," "Oats," and "Striped." The latter two are from Cindi Mufson's "Make Mine Country" collection. **Circle No. 340.**

SPEC WICKER ROCKER FOR GRACEFUL HOSPITALITY

Bar Harbor rocker from **Typhoon International** is reminiscent of sturdy wicker porch chairs. Item is woven of wicker and comes with zippered, poly-filled cushion. Matching chairs and tables are available. All are suited to hospitality settings. **Circle No. 353.**

ANOTHER WESTWOOD LAMPSCAPE.

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A Westwood lamp is functional and beautiful. From traditional design to oriental, Westwood backs quality construction with over 60 years of dependable service. Contact Director Patrick Costigan at (412) 364-7488 with all inquiries. Westwood Lighting Group, Inc., 177 Genesee Avenue, Paterson, N.J. 07503

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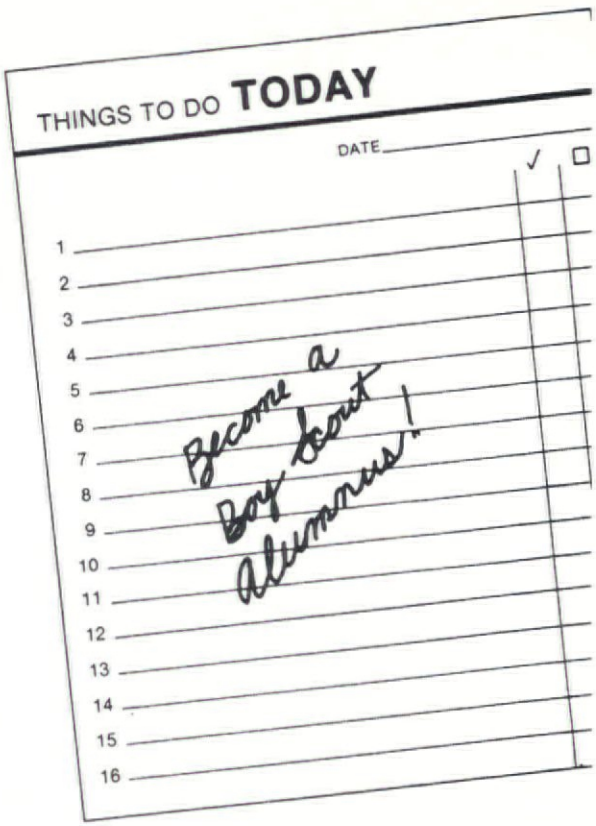

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Your one-year, $10 membership entitles you to the *Alumni Bulletin*, the Annual Report, a membership card, an attractive certificate suitable for framing, and a bronze-look Scouting lapel pin.

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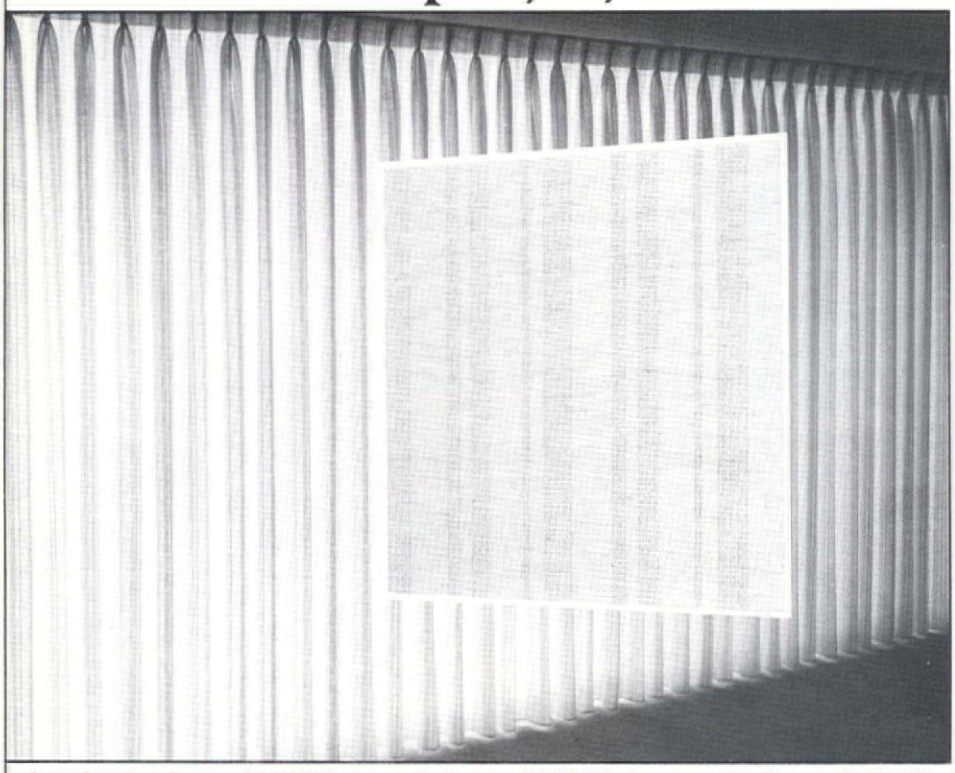

Simply stated, Drapery by Gardisette® is the most beautiful window treatment you can use. Its clean, uncluttered lines and soft, even curves are the result of a unique bottom finish.
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The understated beauty of Gardisette drapery will be the perfect solution to your next project. And, our drapery is usually shipped within 48 hours of receipt of your order. Call us toll free at 1-800-845-8755 for more information. In South Carolina call 1-803-224-7411.

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MIRRORA®
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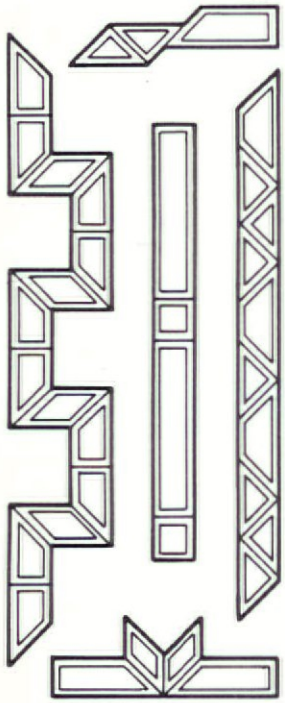
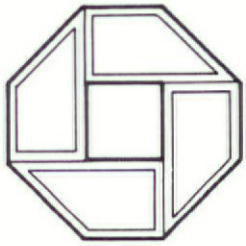
Add SPACE and SPARKLE to dining, lounge, and entertainment areas. MIRRORA lets you create an atmosphere of crystal elegance quickly and easily without the high cost of custom beveling.



The MIRRORA Collection of beveled, interchangeable mirror modules makes possible a virtually unlimited number of custom design configurations using our standard, stocked shapes and sizes.

For use as frames, borders and overlays on both commercial and residential projects, MIRRORA installs easily and permanently with our pressure sensitive mounting system.



So, take advantage of this current design preference and try MIRRORA on your next mirror installation.

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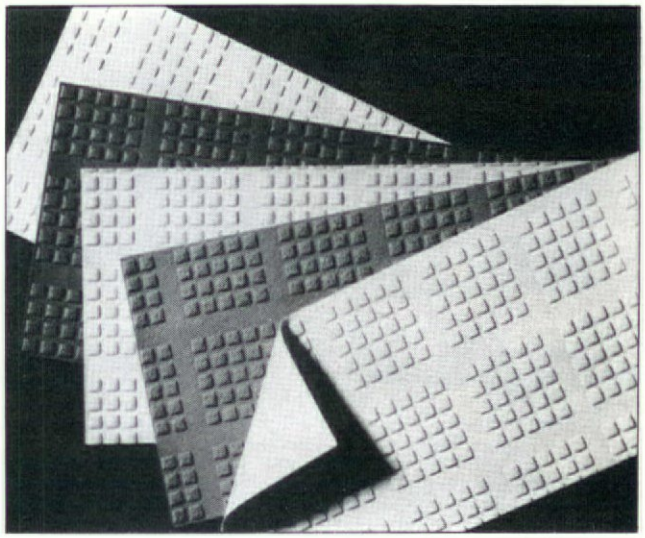
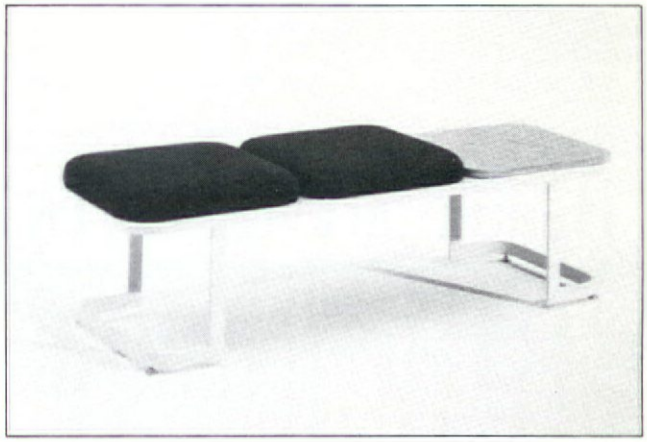
PRODUCTS & SERVICES



HIGH-RELIEF TEXTURES CREATE UNUSUAL LOOK

Softly textured foam surface is designed in five high-relief styles from **Norton Blumenthal Inc.** Called "Sof:Treds," wallcoverings are offered in more than 20 colors. Coverings are Class A rated for fire retardancy. **Circle No. 374.**



ADD VARIETY WITH CUSHION/TABLE ARRANGEMENTS

Variety in seating and tables is possible with this bench system from **Carolina Seating Company.** Appropriate for waiting and lobby areas, seating has fire-retardant foam cushions and non-skid adjustable glides. Units are offered in six frame colors. **Circle No. 338.**

VARIED TEXTURAL DESIGNS FOCUS OF VINYL LINE

Vescom Collection from **Gilford Inc.** varies textures to create 22 styles. Among these are stitched diagonals, woven plush-look horizontal veined and stippled marbles, shaded twills, saddle leather and vertical stripes on peppered backgrounds. Total selections number 183. All wallcoverings are 51-in. wide and Class A flamespread rated. **Circle No. 332.**

This November 9 and 10 you can find out how to use computers to solve space planning/design problems...eliminate crisis-mode corporate design...select the right hardware/software system for your organization!

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Computer-Aided Space Design & Management Conference

Co-sponsored by Gralla Publications' Contract and Facilities Design & Management Magazines

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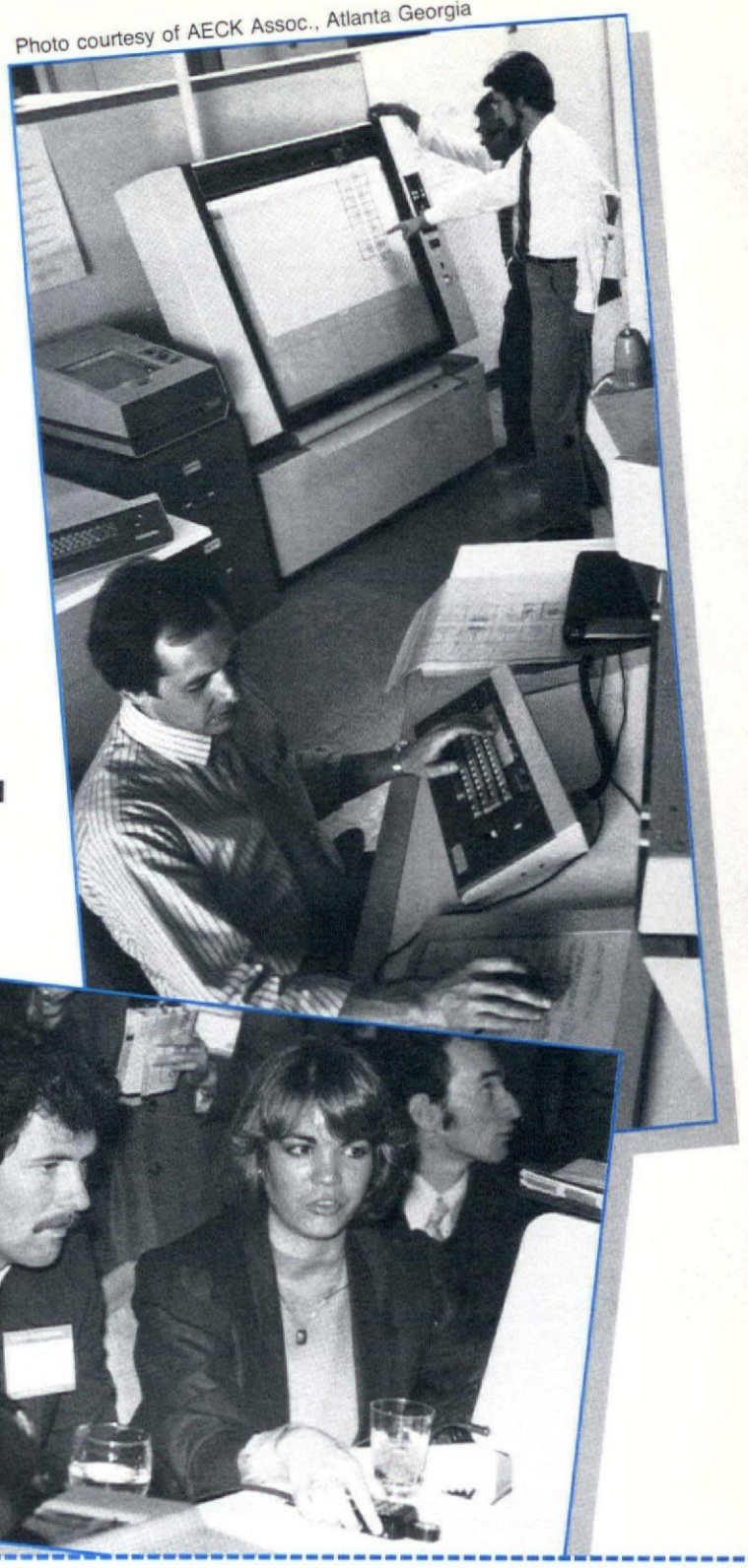

- **Take a first-hand look at hardware/software systems in action.** Suppliers from all across the country will be on hand to demonstrate their equipment, explain capabilities/costs, discuss your service needs one-to-one.
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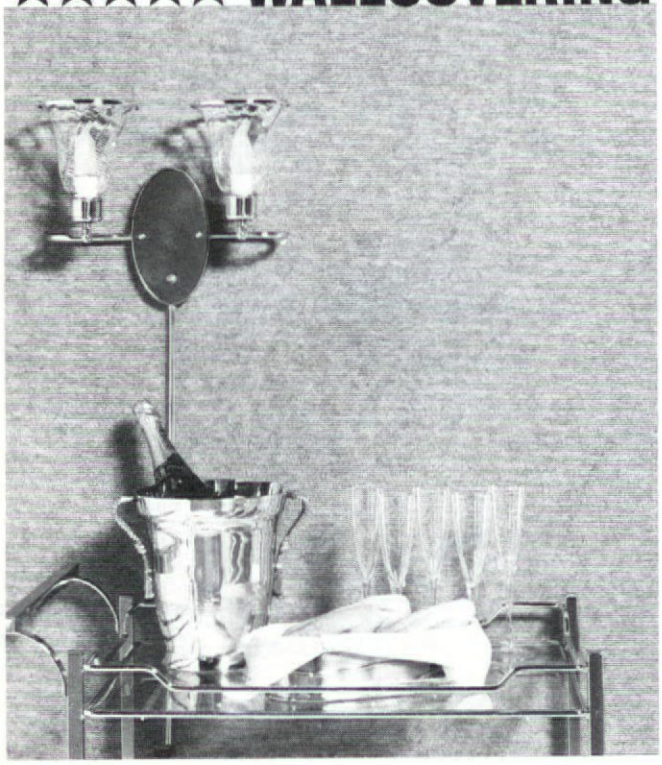

Acousticord rates five stars as a wallcovering for restaurants. It enhances decor. It softens sounds. And its corduroy-like ribbing cushions impact of chairs, tables and service carts. Available on cut-order basis with Eurotex stocking program.
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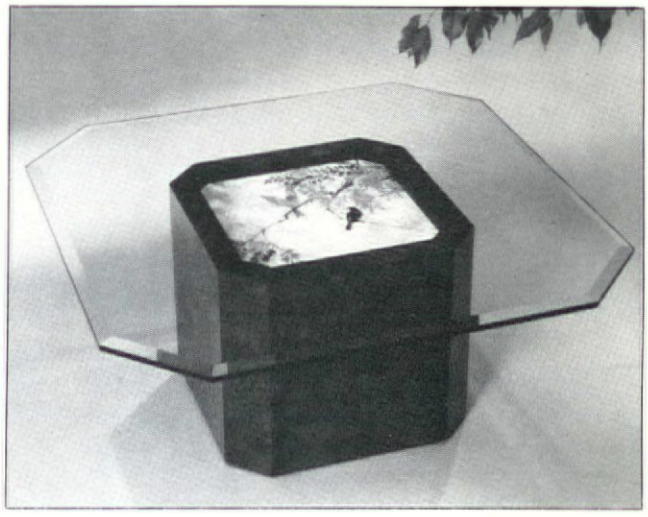
PRODUCTS & SERVICES



EASTERN INFLUENCES MEET WESTERN SYMMETRY

Hand decoration and finishing of Eastern influence have been integrated into the symmetrical Western lines of a glass-topped table from **La Barge Mirrors Inc.** Cut-corner pedestal base is finished in brown tortoise shell and has inset decorated glass shelf. Pedestal alone may be used as a bunching table. Optional glass top has beveled detailing. **Circle No. 330.**

NON-FLAMMABLE TICKING PASSES STRICT CODES

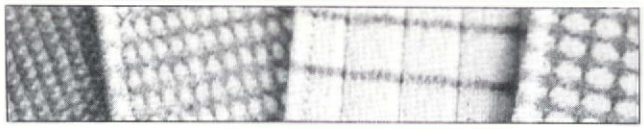
Monitor 266, an all-cotton mattress ticking from **Burlington House Fabrics,** div. Burlington Industries Inc., has been tested for flame retardance. The ticking meets standards of the City of Boston Fire Prevention Code, and NFPA smoke density procedures. Tests indicate the ticking is less likely to generate toxic gases than synthetic materials. Ticking is treated with DuPont Teflon® soil release agent and has been endorsed by Cotton Inc. and DuPont. Product is applicable to the hotel/motel market. **Circle No. 334.**

CONTOURED TABLE & CHAIRS ARE WEATHERPROOF

Contoured and molded in weather-resistant synthetic resin, armchairs and table are easily maintained. Line is called "Allibert Diffusion" from **Triconfort.** Table accommodates an umbrella and chairs may be cushioned with water-repellent, fade-resistant Dralon. **Circle No. 348.**

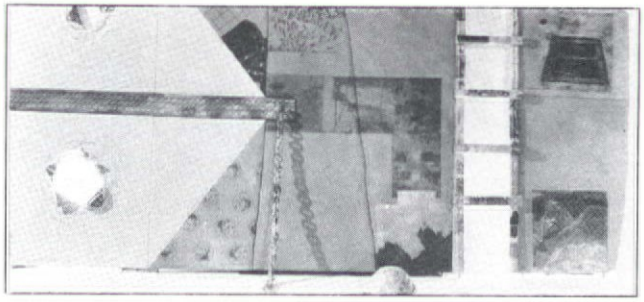
SLIP-RESISTANT TILE RATES FOR COMMERCIAL USE

Combination of slip-resistance and matte glaze forms Ultra Pavers™ heavy-duty rated ceramic tile from **American Olean Tile Company.** Tiles are ½-in. thick and come in six colors: pewter, charcoal, brownstone, rye, pecan, and bamboo. Stain- and acid-resistant tiles are designed for ⅜-in. joint. **Circle No. 341.**



UPHOLSTER WITH HIGH-END WOVEN VELVET FABRICS

Woven velvet fabrics from **La France** offer a range of prints and textures for upholstery. Pin dots and window pane designs are part of the line. The firm is a division of Riegel Textile Corporation. **Circle No. 346.**



RAUSCHENBERG DESIGNS CERAMICS FOR OTSUKA

"Dirt Shrine" is among works developed by artist Robert Rauschenberg at **Otsuka Ceramics** in Japan. The artist designed a variety of ceramic art works for showing in the U.S. and Japan. The Otsuka Company produces an array of murals for a variety of interior spaces. **Circle No. 336.**

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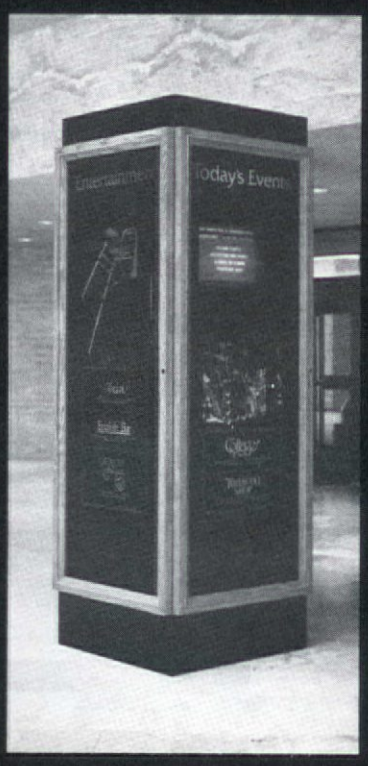

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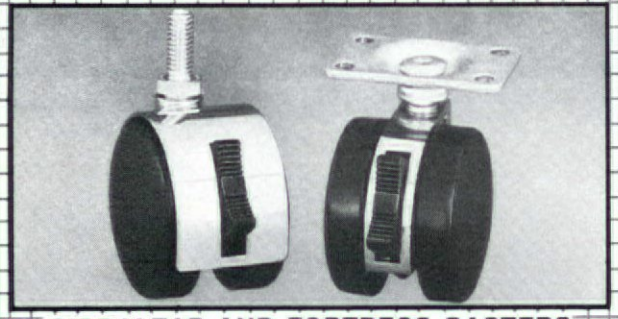

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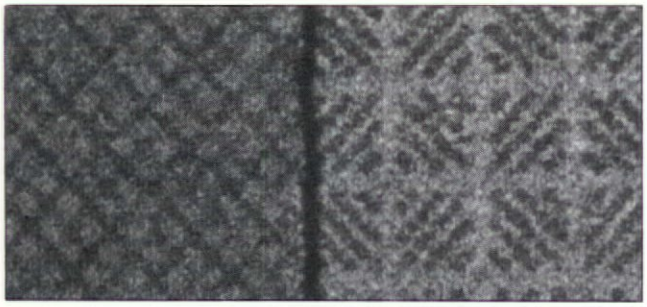
PRODUCTS & SERVICES

FIRE-RETARDANT PANEL HAS ACOUSTICAL PROPERTIES

Armstrong World Industries now manufactures its "Minatex" acoustical ceiling panel in regular and "Fire Guard" versions. Two-tone, tipped-and-tinted board is light and dark in textural contrast. Product is shown here in 2- by 4-ft. lay-in size. **Circle No. 352.**

LEATHER CHAIR FITS CLASSIC INTERIOR SETTINGS

Wing chair model #721 from **Gregson Furniture Industries** is button-tufted and trimmed with nail-head brass. Classic styling and intricate upholstery detailing make this chair suitable for hospitality or office settings. **Circle No. 345.**



MILLIKEN ADDS TWO PATTERNS TO CARPET TILE LINE

Two design additions have been made to the GeoMarks™ pattern line in the Corporate Square®/Nova modular carpet collection from **Milliken.** "Interlude" is a textured pattern, while "Capri" is designed with small, textured blocks. Both are constructed of DuPont Antron XL nylon.
Circle No. 351.

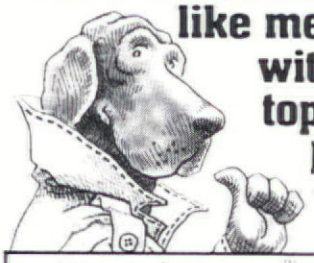
DECORATE WINDOWS WITH PRINTED ROLLER SHADES

Scandia™ roller shades offer contemporary print designs in a range of patterns and solids. Fabric is durable acrylic-coated cotton/linen or cotton/linen/polyester blend. Aluminum roller systems is warp-proof, rust-rpoof, and comes with standard heavy-duty springs. Shades were developed for commercial applications by **Acme Art Forge** in cooperation with Kalmar Inc. **Circle No. 342.**

HEAVY PACKAGING PROTECTS FURNITURE SHIPMENTS

Leggett & Platt's Packaging Division has developed "Twin Shield" protective packaging for furniture shipments. It consists of heavy craft paper for outer protection, laminated to a layer of Dupont microfoam, containing 50,000 resilient air cushions per cubic inch. Microfoam becomes a conforming inner ply while craft paper protects products from punctures and tears. Item is available in bag or sheet form.
Circle No. 339.

What business does a handsome dog like me have with a top cat like you?



My name's McGruff, and it's my business to help prevent crime. I think it should be your business, too—to teach your employees how to protect themselves. Just send for my business kit—it'll help you develop a program that teaches your employees how to make their homes burglar-proof, make their neighborhoods safer, even how not to get mugged.

So take the time, and...

TAKE A BITE OUT OF CRIME

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A message from the Crime Prevention Coalition, this publication and The Ad Council.
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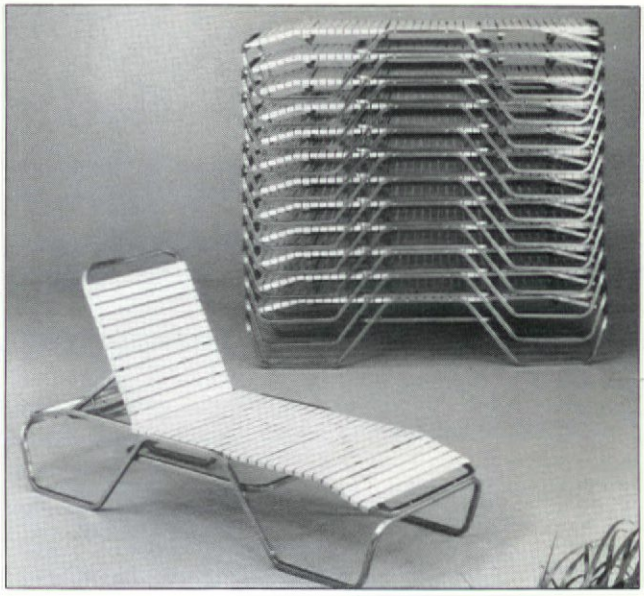
PRODUCTS & SERVICES



MINIMIZE POOLSIDE STORAGE WITH STACK CHAISE

"Straight-Stack Space Saver" chaise from **Sunburst**® division of Metal Tech Inc. has three-position and adjustable back, reinforced understructure, and matching chair. Weather-resistant lounge/poolside furniture has gold anodized aluminum frames coordinated with thick vinyl strapping. Umbrellas, tables, and other resort-style furnishings are offered. **Circle No. 347.**

UPDATED DYE TECHNIQUE CREATES BERBER LOOK

A new dyeing technique gives **Lee Carpets** the capability to produce a Berber-look carpet. Style is called "Continuum," a heavy-duty cut-pile contract line with pile yarns of Antron III nylon by DuPont. **Circle No. 350.**

TEXTURED WALLCOVERING RESISTS MOISTURE

AmoWeve™, a textile wallcovering, resists moisture, chemicals, and fading. Woven of Marquesa® Lana yarns by **Polaris Mills**, a division of Amoco Fabrics Co., the wallcovering has a nubby appearance and is suited for commercial applications. Many colorations are offered. **Circle No. 331.**

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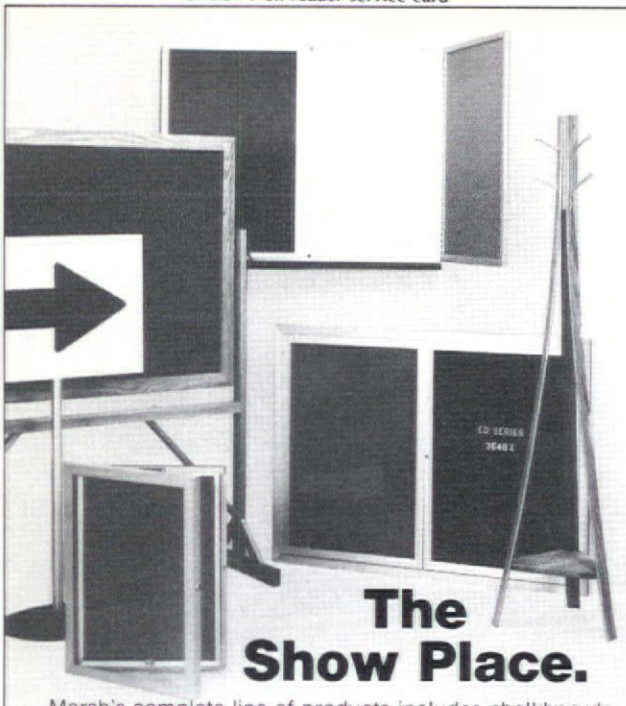

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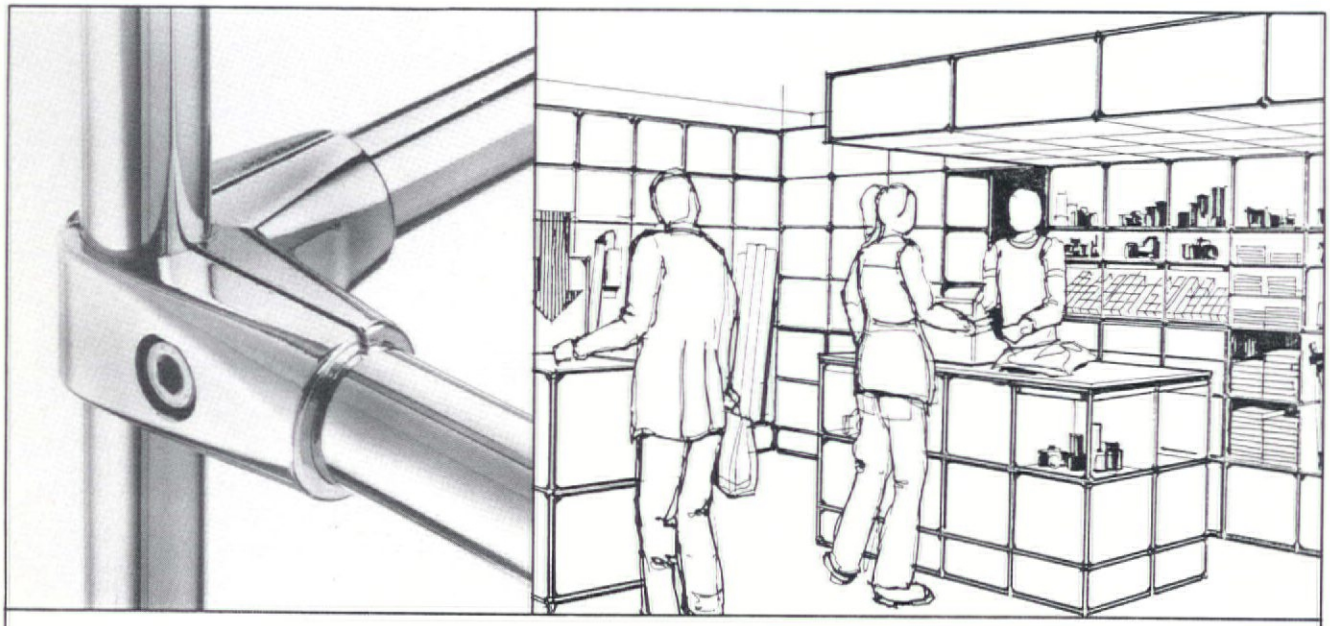

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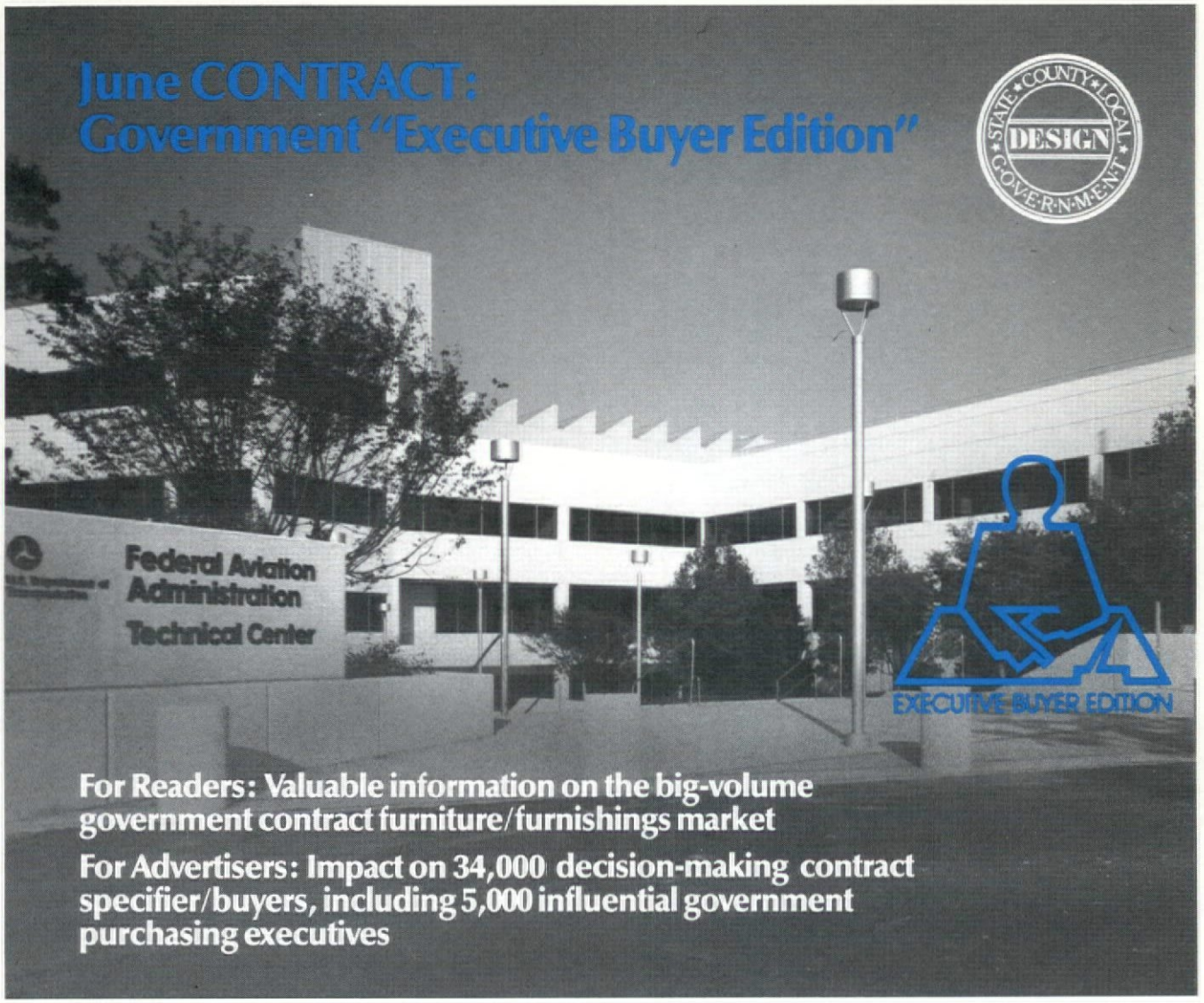
June CONTRACT: Government "Executive Buyer Edition"



For Readers: Valuable information on the big-volume government contract furniture/furnishings market

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June Ad Deadlines: May 10, orders; May 16, film; May 20, inserts.

Upcoming "Executive Buyer Editions"

August: Commercial Buildings—Remodelling editorial, plus extra circulation to 5,000 corporate facilities executive and commercial building owners. **Space closes July 11.**

October: Banks—Top bank projects, plus extra circulation to 5,000 bank presidents and board chairmen. **Space closes Sept. 10.**

November: Offices—Specialized editorial, plus extra circulation to 5,000 office managers/facility planners. **Space closes Oct. 10.**

December: Store Planning—Practical information, plus extra circulation to 5,000 planners, developers and managers of stores, chains and shoppping centers. **Space closes Nov. 10.**

February: Health Care—Specialized health care data, plus extra circulation to 5,000 health care executives. **Space closes Jan. 10.**

April: Hospitality/Restaurants—Specialized contents, plus extra circulation to 5,000 executives at hotels, restaurants, etc. **Space closes March 9.**

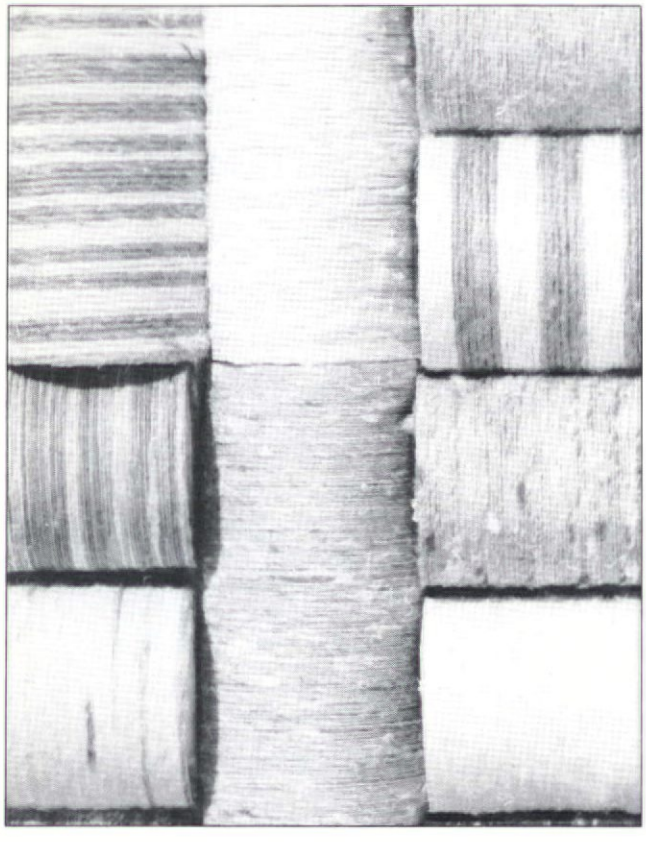
Contract

A Gralla Publication/1515 Broadway, 24th Floor/New York, NY 10036/212-869-1300

PRODUCTS & SERVICES

CLASSIC BEACH UMBRELLA MAKES DESIGN WAVES

Basta Sole™, division of ATA Industries Inc., makes a variety of beach/pool umbrellas with oak framework. Line comes in square and octagonal shapes in twelve colors. Matching chairs are offered. Umbrella applications may be indoors or outdoors in a range of creative designs. **Circle No. 368.**



LINEN WRAPS WALLS IN TEXTURAL WARPS

Belgian linen yarns are acrylic-backed and styled in varying weights and textures for this warp lay wallcovering collection. Manufactured by **Henry Calvin Fabrics**, collection contains 18 patterns in shades of brown, white, gray, and natural. Product can be applied vertically, horizontally, or in chevron patterns to emphasize the subtle stripe. **Circle No. 349.**

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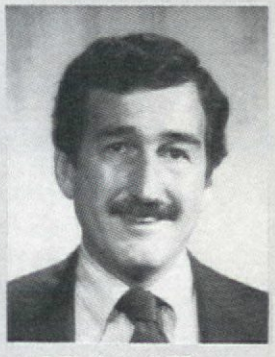
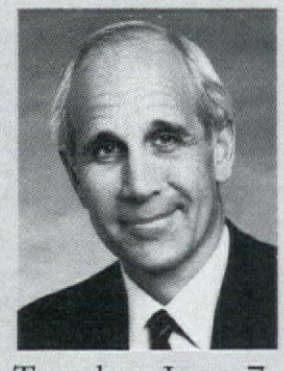
Christopher Marlowe



This year, because of their industry contributions and philanthropic leadership, the Design, Furniture and Space Planning Division of the U.J.A.-Federation, is honoring three distinguished leaders. ■ They are, Neville Lewis of Neville Lewis Associates, Inc., Michael Kempler of George J. Kempler Co., Inc., and Michael Steinberg, V.P. of Bloomingdale's. ■ This outstanding social event, which will serve as our industry's fund raising effort on behalf of the U.J.A.-Federation campaign, will take place on Tuesday, June 7, 1983 at 6:00 P.M. during a smorgasbord cocktail party and dinner at the Hotel Pierre, Grand Ballroom. ■ Your presence will do honor to these distinguished leaders and to yourself. ■ Our Guest Speaker will be Lloyd Bell, FASID, of Lloyd Bell Associates.



Call Bernie Silverman, Chairman or Edith Claman, Dinner Chairperson, or Mel Nadell and make your reservation today: (212) 980-1000

Design, Furniture & Space Planning Division

UNITED JEWISH APPEAL—FEDERATION OF JEWISH PHILANTHROPIES
130 East 59th Street, New York, NY 10022

Circle 72 on reader service card

CATALOGS & BROCHURES

Brochures and catalogs from Stillnovo and Alta Lite are now available through Thunder & Light, New York. Color photos show lamps and lighting with complete specifications also included. **Circle No. 357.**

Computerized directory systems designed for malls, office buildings, and commercial complexes are outlined in a brochure from Public Access Systems Ltd., a newly formed division of The Other Sign Company. **Circle No. 358.**

Revised edition of "Guidelines to Good Lighting" is now available for $2 from the American Home Lighting Institute (AHLI). Booklet is 20 pages and illustrates innovative lighting designs and guidelines for today's environments. Light sources, energy-saving design techniques, and lighting for security are also discussed. **Circle No. 359.**

Eagle-CFS offers a six-page, full color brochure describing the firm's computer furniture systems. Brochure reviews construction and design of product range. **Circle No. 360.**

A brochure on crowd control equipment, line posts, ropes, rails, related signage, literature racks, and accessories is the latest publication from Glaro Inc. Items ordered are shipped within 24 hours of receipt of specs. **Circle No. 361.**

GF Furniture Systems, formerly GF Business Equipment, makes available a 20-page booklet on the firm's Giroflex seating series. Ergonomics are the focal point of this publication. **Circle No. 362.**

Architects and designers may now receive a comprehensive guidebook to Italian marble from the Italian Trade Commission. "Marmi Italiani" contains a volume on the specification of building stone and a book picturing nearly 150 types of Italian marble. **Circle No. 356.**

Peter Pepper Products offers two full-color books showing clocks in one and a range of magazine, literature, and chart racks in the other. Full specifications are included. **Circle No. 354.**

Kittinger's Georgian Campaign Collection is detailed in a poster-type brochure. Chairs, desks, and credenzas are part of the line. **Circle No. 355.**

Brodart's New Directions™ series describes line of library products. Four-color photographs illustrate red oak furniture. **Circle No. 363.**

Chalkboards, display units, space dividers, and easels are among products illustrated in a new 24-page brochure from Marsh. **Circle No. 370.**

Floorplans and photographs of the Houston Design Center are presented in a fold-out brochure. Also provided is a synopsis of the building's history along with descriptions of building services. **Circle No. 371.**

Circle 90 on reader service card

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

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

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

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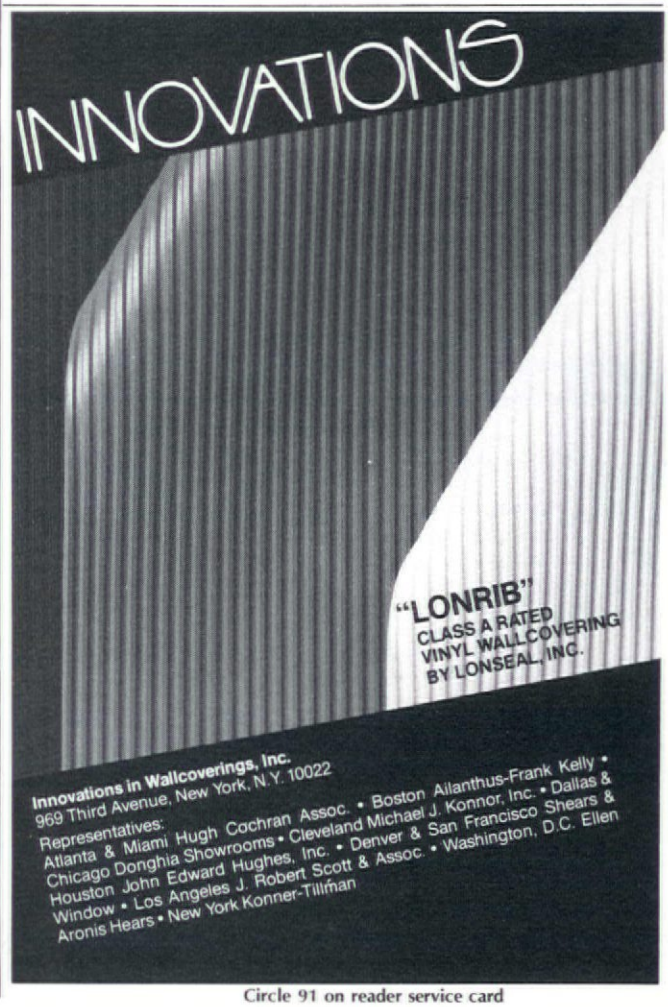

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CLASSIFIED ADVERTISEMENTS

RATES: A standard classified ad costs $57.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

BUSINESS OPPORTUNITIES

BUSINESS OPPORTUNITY: For sale established Interior Design/Fine Furnishings Business with excellent reputation and many fine retail lines including Hendredon, Simmons, Lane, etc. Located in Colorado Ski Resort with tremendous growth potential in condominium/development market. Direct inquiries to: Box 774176, Steamboat Springs, CO 80477

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(201) 238-1470

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Submit resume including references and area covered to:

GMT/Go-Met-Tile
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Bronx, NY 10474

Manufacturer's representative seeks Contract Representative for No. California territory. I have excellent line of high quality leather and fabric seating. Ideal for desk line. Other non-conflicting lines O. K. Contact Box 291, CONTRACT, 1515 Broadway, New York, NY 10036.

REPRESENTATIVES WANTED

Sales Rep for wall decor company. Framed S/N, lithos, prints and art posters. Can be compatible with other furnishing lines. Reply area covered, other types of lines repped. Box 266, CONTRACT, 1515 Broadway, New York, NY 10036.

Sealy

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Sealy, Incorporated, the leading manufacturer of bedding, is seeking experienced contract representatives to sell contract bedding to the hospitality and health care industries.

The ideal candidates will presently be engaged in contract selling and will have had experience in dealing with major accounts. Non-conflicting lines acceptable. Various U.S. sales territories open. A complete product line, competitively priced and backed by over 100 years of quality and service is available to qualified candidates.

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Manufacturer of vertical blinds, custom draperies, drapery hardware and quality custom window treatments needs sales reps for Western States. Submit resume including references and areas covered. Mann Drapery Mfg. Inc., 14920 Oxnard Street, Van Nuys, CA 91411. (213) 782-1830.

THE DISCOVERY GALLERY!

Many of the Fortune 500 companies know us already. Shouldn't you? Discovery, manufacturer of an exceptional designer collection of custom photo-art wall decor for both commercial and residential interior design, now seeks national sales representatives. Send personal/professional resume describing lines represented, current territory, commission requirements, etc.

DISCOVERY
591 Executive Drive
P.O. Box 367
Troy, MI 48099

CONTRACT REPS WANTED—Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered.

REPRESENTATIVES WANTED

Importer of new line of European contract carpet, lighting, fabrics and upholstery. Low to medium prices. Experienced reps with good following only. All territories open. Reply Box 292, CONTRACT, 1515 Broadway, New York, NY 10036.

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Waldorf Astoria, Adolphus, Stanford Court, Fairmont use guest room casegoods by Glenn of California. Join us to bring 35 years of quality and experience to hotels in your territory. Contact: Jeff Baron, 751 E. Artesia, Carson, CA 90746, or see us at Las Vegas Show.

Progressive, growing manufacturer of systems furniture and partitions seeks strong sales teams to represent them in the following markets: Metropolitan Chicago and Illinois, Minnesota, Iowa, North and South Dakota and New England. Must have established reputation with designers, specifiers and contract dealers. Send resume to Box 277, CONTRACT, 1515 Broadway, New York, NY 10036.

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Manufacturer of Industry Leader-NATURAL SPRING Controlled Watering Decorative Planters—seeks Mfr. Rep. calling on Landscape Architects, Architects & Designers. Send resume & list of lines to: Planter Technology, 999 Independence Ave., F-11, Mountain View, CA 94043.

HELP WANTED

Florida International University, Construction Department, has three positions in the areas of Interior Design, Architecture and Construction Management starting August 15, 1983. The department is fast growing and moving towards professional degree programs in Architecture and Building Sciences. Due to the interdisciplinary nature of the program, candidates with Master's or Ph.D's in related areas plus multidisciplinary teaching and practical experience are needed. Candidates must provide leadership in the primary area of their field, and have the ability to relate to these disciplines. Please apply to: Dr. I.E. Majzub, Chairperson, Construction Department, Florida International University, Miami, FL 33199. Application deadline May 26, 1983. Equal Opportunity Employer/Affirmative Action. A Member of the State University System of Florida.

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New Greater Boston Area office furniture dealership seeks an outstanding salesperson. Individual sought must be experienced and have a truly superior sales track record. Position leads to immediate management and a possible common stock ownership in a dynamic company. Please reply in confidence to:

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CONTRACT
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New York, NY 10036

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Rapidly growing, aggressive, innovative contract furniture dealership is seeking to fill two positions: Branch Manager/Sales Manager - Phoenix office and Salesperson - L.A. office. We are looking for dynamic, self-starting, highly motivated, hard driving people who have proven successful track records in our industry. Generous commission plan and room for growth, affiliated with one of the country's top 50 design firms. Send resume with earnings history to: Attention: General Manager, P.O. Box 1418, South Pasadena, CA 91030.

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Involvement in marketing functions: strategy, product development, policies, programs, markets, distribution, customer service, advertising, promotion and selling large jobs. Also project accomplishments to improve operations through new procedures, methods and systems, select, train, organize, inform, control, motivate marketing and sales people.

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Fixtures Furniture
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PO Box 6346
Kansas City, Missouri 64126
EOE

Sealy

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Due to increased sales in its contract division, Sealy, Incorporated, America's leading bedding manufacturer is seeking a Regional Contract Sales Manager.

Responsibilities will include assisting current manufacturers' representatives in the eastern United States. Qualified candidates must have previous experience, preferably in the hospitality industry.

This position will be located on the east coast and offers an excellent compensation and benefits package.

Please send a complete resume, including salary history, in confidence to:

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National Director
of Contract Sales
470 Merchandise Mart
Chicago, IL 60654

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Southern California based wallcovering & fabric manufacturer is seeking an individual with a proven sales record to join their rapidly growing company as National Sales Manager. Responsibilities will include directing and expanding a national sales force calling on the furniture industry, architect specifiers and interior designers. Must be available for frequent travel. Full benefits. Please send resume with work and salary history in confidence to: Box 293, CONTRACT, 1515 Broadway, New York, NY 10036.

EOE/MFH

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New York area's leading distributor of library furnishings and mobile shelving systems seeking contract salesperson. Call on architects, specifiers and end users. Submit resume to: Columbia Systems, Inc; Brier Hill B-2 Cornwall Ct. East Brunswick, New Jersey 08816.

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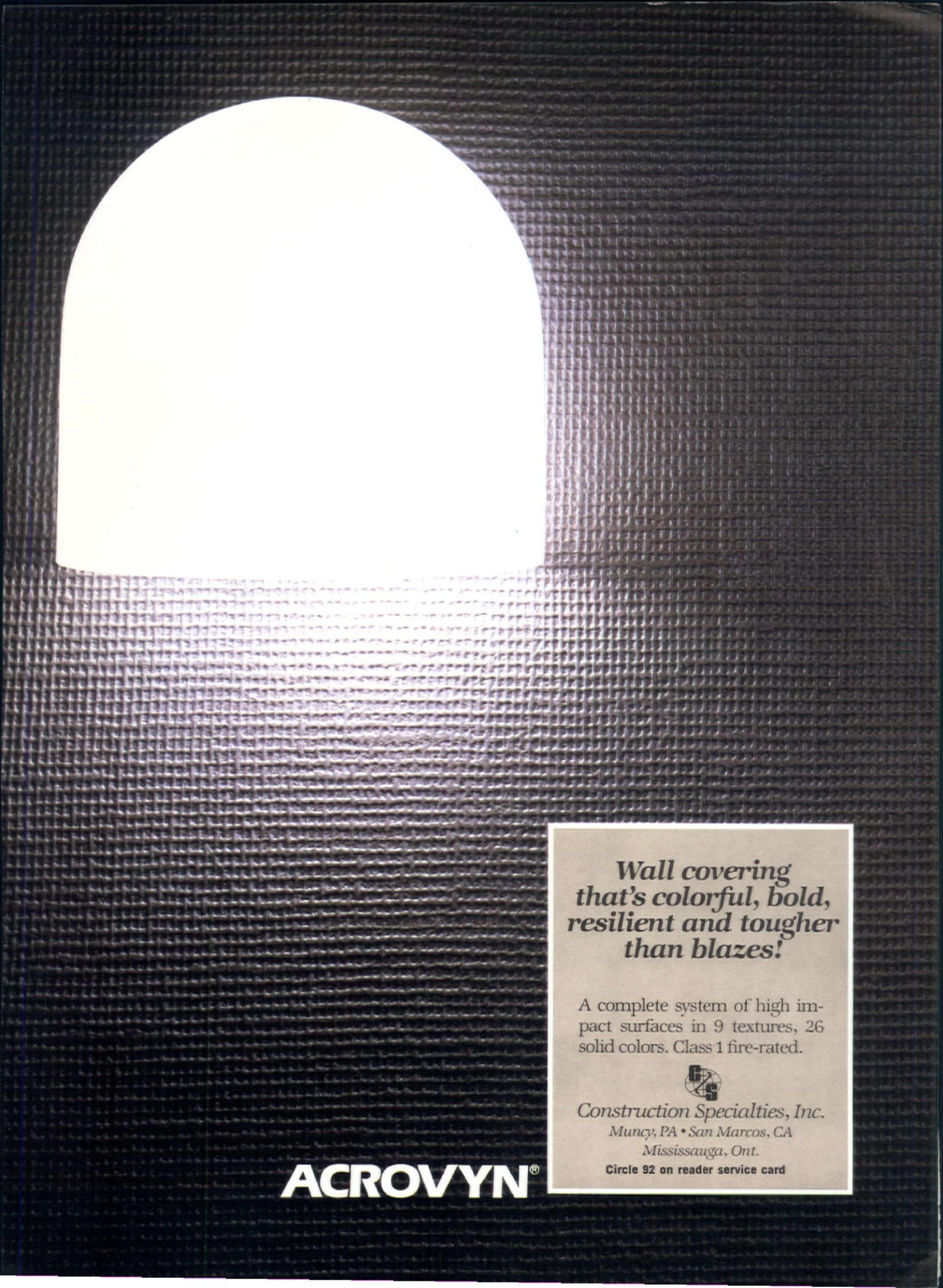

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