

U.S. DESIGN, CARPET, IBD PRODUCT AWARDS REVIEW
 Federal budget restraints challenge design efforts
 Flat wire specs expand carpet tile introductions
 BIFMA at 10; CAD resources; NEOCON at show



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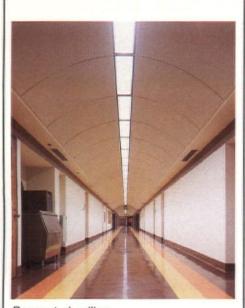
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Airport baffles are 6" thick, hollow frame construction, with radius bottom edge.





X decoustics

from concept to reality

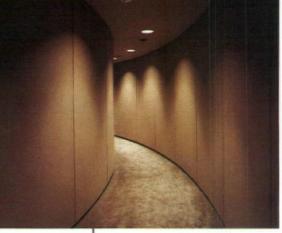
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torium entrance have top and side edges bullnosed with 1/2" radius.

Wall panels in audi-







Government, IBD Competition, and carpet product themes are highlighted by graphic artist George Koizumi. (Gov't seal: Bettmann Archive.)

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A BEAUTIFUL WAY TO GO WHEN ALL HELL BREAKS LOOSE.

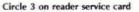


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July: 11th Annual Open Plan Specifier's Guide offers comprehensive directory of selected products, sources, and services for the designer/specifier of open plan installations. ASID Show Preview gives advance coverage of the American Society of Interior Designers annual convention and product exhibition. Plus, Lighting Product Review, Wire & Power Management Update, and Plants & Planters Review.

August: Remodeling—outstanding installations. Quick-Ship Furniture Directory—listing of contract furniture/furnishings manufacturers and their quick-ship programs. Who's Who In Contract Design/ Midwest—CONTRACT's 8th census of architects/ designers/in-house designers and the work they are doing. Product reviews: Ceiling Systems and Ceramic Tile for floors and walls.

Advertising Representatives

New York:

Frank A. Rizzo, Co-publisher & Adv. Sales Dir., Gary S. Puro, Associate Publisher & Adv. Sales Mgr., William Dahdah, Eastern Manager, Peggy Hynes, Northeast Representative, Gralla Publications 1515 Broadway, 24th Floor, New York, N.Y. 10036. Phone: (212) 869-1300.

Chicago:

Marie Kowalchuk, Midwest Representative Gralla Publications 3525 W. Peterson Ave., Chicago, Ill. 60659. Phone: (312) 463-1102.

West Coast:

Neil Silverstein, Western Manager, Gralla Publications, 16200 Ventura Blvd., Encino, Calif. 91436. Phone: (213) 788-0271.

Overseas:

Gianni Ratto Communicazione e Promozione Internazionale Viale Premuda, 23, 20129 Milano, Italy Phone: 02/799809-791236

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CONRACT ISSN 0010-7832 is published monthly by Gralla Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036. Phone (212) 869-1300. Subscription price one year \$14 two years \$21 for firms and individuals who specify design, buy, or replace contract furnishings. All other U.S. subscriptions \$36 per year. All Canadian and Mexican subscriptions \$16 per year for qualified subscribers and \$36 per year for non-trade. All other foreign subscriptions \$56 per year. Single copy \$4. The publisher assumes no responsibility for opinions expressed by editorial conbributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publisher standards.

SUBSCRIBER INFORMATION & ADDRESS CHANGES: Write to Circulation Dept., Rm. 930, 1501 Broadway, NY, NY 10036. POSTMASTER: Send address changes to CONTRACT Circulation Dept., Rm 930, 1501 Broadway, NY, NY 10036. Send Second Class postage paid at New York, NY and additional mailing offices.





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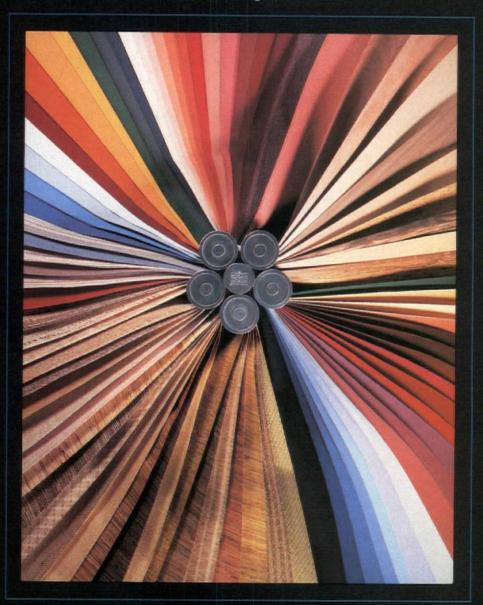
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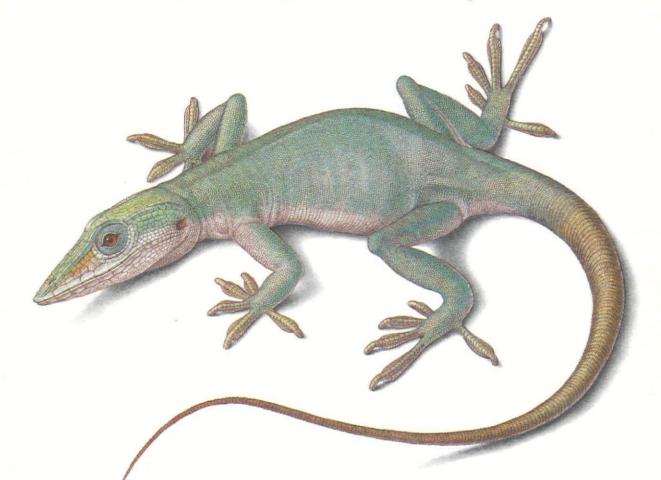
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LETTERS

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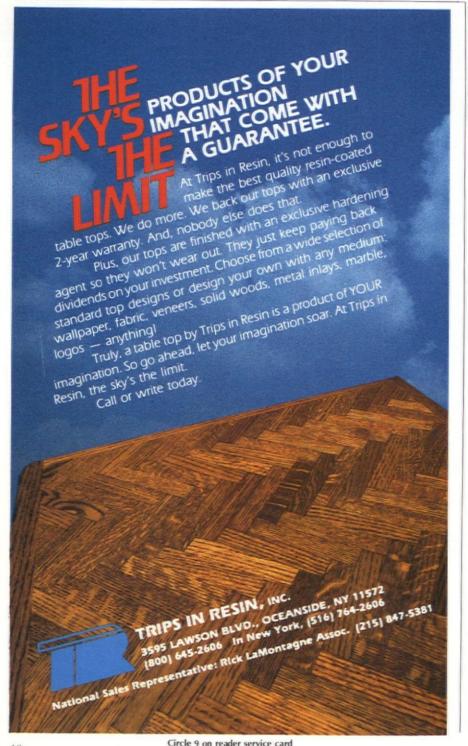
Dear Editor: I read with interest CON-TRACT's March article "New fire codes limit combustibility in atrium areas" (page 28). Following are recent revisions to these codes which raised combustibility limits.

There was a significant change in Section 11.209 (a) of the 1982 Uniform Fire Code approved by the Western Fire Chiefs which reads as follows:

"(a) The potential heat of combustible furnishings and decorative materials within atria shall not exceed 9,000 BTU per lb. when located within an area of the atrium that is more than 20 ft. below ceilingmounted sprinklers."

Original 7,500 BTU limits were too restrictive. The current limit, 9,000 BTUs, is more realistic since most woods register below this number. References to combustible materials in lbs. per sq. ft. were deleted for simplification in code enforcement.

Section 11.209 is taken from the 1982 edition of the Uniform Fire Code rather than the Uniform Building Code. This code is jointly promulgated by the Western Fire



Chiefs Assn. and the International Conference of Building Officials.

The Uniform Building Code is republished in its entirety every three years. Yet, it is amended annually to keep pace with current construction practices.

D.R. WATSON, P.E.

Technical Director International Conference of Building Officials Whittier, CA

READERS SOLICIT SOLUTIONS TO CRT-HEALTH PROBLEMS

Dear Editor: I read CONTRACT's March issue article "Eye Problems May Cause CRT User Productivity Limits" (page 102) and was very interested in the topic. Yet, I was disappointed to find that the article offered no solutions to the problems raised by the writer, Dr. Melvin Schrier.

All of use realize that CRT use is burgeoning and we will have a hand in making our client's employees productive and comfortable while they use their terminals.

Are there answers to the visual problems associated with CRTs? Perhaps other readers would be interested.

PAJA WALD

Van Tieghem Inc. Interior Planning & Design Ridgewood, NJ

Editor's Note: Writes the story's author Melvin Schrier, O.D., F.A.A.O, "Thank you for the nice coverage of the article I wrote for the March 1983 issue of CONTRACT.

"I would like to inform you that a new vision screening device for CRT operators that I designed is in the process of being produced. I expect that it will make a major contribution in determining those CRT operators who have vision problems."

The solution CONTRACT editors suggest is to have CRT operators' eyes tested and corrected by a good ophthalmologist.

CONTRACT & COMPUTERS: A PRODUCTIVE MATCH

Dear Editor: I'd like to express my appreciation for CONTRACT's seminar "How To Computerize Your Design & Planning" which was held in Dallas on March 2 during Condes. Not only did I enjoy myself thoroughly, but I was introduced to an entirely new world in computers.

Thanks to all of you for providing such an interesting and appropriate seminar for architects and designers.

KAREN A. MALOUF

Open Space Consultant Design Assoc. Of Texas Lubbock, TX

ERRATUM

In the April article "Prototype Rooms Pass Test In Casino Hotel Redesign" (page 100), TIVOLI™ should have been listed as the registered trademark of Tivoli Industries Inc. for lighting products, "Blue room" scheme source list. On p. 168, the ad index listed Scott Carpet as Scott Paper.

Equitec Properties, professionals at equitec Properties, professionals at enhancing commercial property, chose a Lees Unicond Carpet for the company's new Oakland headquarters. a Lees Unibond carpet for the Performance. Unibond is a state-of-therenormance. Uniound is a state of art construction that uses hot-melt an construction that uses not-men thermoplastic to bond face yarn and backing into a single component. packing into a single component. Performance and durability are far renormance and durability are tar superior to conventional latex-bonded carpet.

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and at home.

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ColorLogic. 40 beautiful Knoll Trianon carpet colors designed to work harmoniously in any direction across the ColorLogic palette. Colors to create mood, define space and enhance the environment-basic necessities for today's office. Since Knoll means quality as well as design, Knoll Carpet is extremely durable. Trianon, constructed of Anso " IV nylon, surpasses industry standards with 16 tufts per linear inch. It is warranteed for 7 years, in either 18" modules or broadloom. Trianon Carpet and ColorLogic. Manufactured by Knoll to a new standard of beauty and durability.

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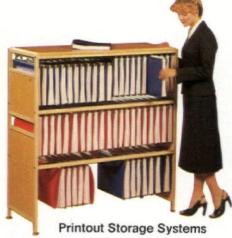


Modular Mailroom Systems 36 sizes of consoles, 66 sizes of sorting modules in standard or oversize widths in a choice of 3 standard finishes permits the design of an attractive and efficient mailroom. Circle 14 on reader service card



Systems Furniture – Initially designed as word processing furniture, The Word Station[®] is being utilized in hundreds

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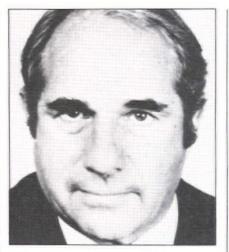
ASID prexy Elinoff bars dual membership; ISID threatens restraint of trade suit

Tucson, Ariz.—Disciplinary proceedings will be initiated against American Society of Interior Designers (ASID) members who continue to maintain dual membership in the International Society of Interior Designers (ISID) after December 31, 1983, according to a resolution passed by the ASID Board of Directors at its March meeting.

ISID will file a civil suit, says ISID attorney Philip E. Brown, if ASID does not formally withdraw its dual membership resolution.

ASID's action was precipitated, according to Martin Elinoff, ASID president, by unjustified claims by ISID regarding certification of its members which were cited by the ASID board as misleading and detrimental to the profession and the public.

Elinoff says, "While we (ASID) are, indeed, committed to cooperate with any design organization which advances the state of the profession, we cannot condone the wholly unfounded statements made by the International Society of Interior Designers that it is the 'only design organization with certified professional designers.'"



"We cannot condone the wholly unfounded statements by ISID that it is the only design organization with certified professional designers."-Elinoff

Furthermore, Elinoff notes, "There is no written testing procedure required by ISID itself, nor by the State of California that would warrant such a statement. We believe ISID's position with regard to certification is misleading and detrimental to the public and to our profession as well." Brown responds, "After an internal clarification of the certification status, ISID has issued a disclaimer in that regard. Apparently, ISID was misled to believe that the State 'certified' its members. ISID now recognizes that its members are 'certified' as a classification of members only in ISID. In other words, ISID does grant certified status to its members who so qualify, but the State of California does not. Furthermore, the contention that ISID does not require testing procedures for qualifying members is also no longer factually correct."

ISID notified ASID that any action "precluding, attempting to preclude, coercing, or attempting to coerce so as to preclude simultaneous membership in both organizations (ASID and ISID) constitutes restraint of trade, unfair trade practices, violations of the Cartwright and Sherman Anti-Trust Acts under the laws of the United States and the State of California." According to attorney Brown, "Civil action for damages and injunctions is specifically authorized under the applicable laws and statutes."

Firms commit space for Houston showrooms

Houston, Tex.—Space commitments total more than 100,000 sq. ft. for showrooms in the Houston Design Center, now under construction. The 500,000-sq.-ft. contract and residential showroom center will be completed in 18 months, according to reports.

Committed tenants include: Arc-Com Fabrics, Atelier International, B & B America, Brickel Associates, Design Institute of America/21st Contempo, Gunlocke Company, Herman Miller, Maharam Fabrics, Skema/Overseas Multi-Projects, Stendig International, and Westinghouse/ASD. Several addi-(Continued on p. 20)



Construction began May 1 on the 500,000-sq.-ft. Houston Design Center shown here. Stepped building configuration creates an interior circulation canyon.

Available with posture as well as swivel-tilt controls, Madison's new Executive Range features a variety of options. It's offered in either a high or low back model with a five-star base in oak, walnut or aluminum.

The ergonomic mechanism is the same utilized in Madison's ReActa II series. The seat adjusts isometrically to the sitting body with the seat moving up one degree

C39B97

for every two degrees the backrest is pushed back. The result - less fatigue for the sitter. See it at your nearest Madison showroom.

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

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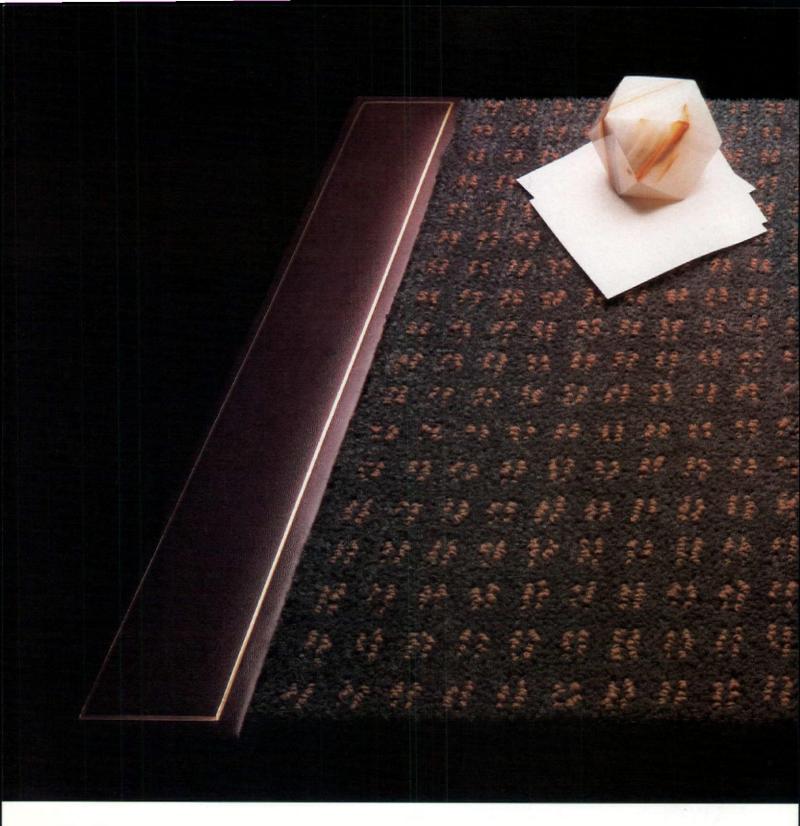
materials. Thybony. Your contract color source for light years to come.



Contract showrooms in Chicago, Denver and Troy, Michigan. Visit us at Space 6-128 during the NEOCON Show June 14-17.

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983 by Thybony Wallcoverings



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For instance, the carpet above is constructed of a new ANTRON continuous filament fiber specifically engineered for cut pile carpets that can withstand the traffic of a commercial en-

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And all carpets of DuPont ANTRON provide the outstanding performance you would expect. Soil-resistance and wear-resistance that mean lasting beauty and easy maintenance.

So whether you're designing space to impress the heads of industry or just to take the pressures of daily traffic, there's no better choice than carpet of Du Pont ANTRON.

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DUPONT ANTRON® AMERICA'S MOST SPECIFIED CARPET FIBER.



CONTRACT NEWS

Houston builds design ctr.

(Continued from p. 15)

tional firms are negotiating final leasing agreements, says center management.

The 10-story Houston Design Center is being developed by Century Development Corporation in joint venture with The Mischer Corporation and Compendium/A Design Systems Corporation. According to Kenneth Schnitzer, Century chairman, "In spite of Houston's impressive position as a major market for interior design products and services, manufacturers' showrooms have remained scattered throughout the city. More and more manufacturers, headquartered in New York and elsewhere without a Houston facility, have been achieving a sales level in Houston that now justifies a local showroom.

"In response to the need for a major, centralized interiors marketplace, we have created the Houston Design Center. The facility will serve the architectural and design communities of the Southwest." Schnitzer adds, "Its Greenway Plaza site has the advantage of being able to offer substantial exhibition facilities already in The Summit as well as a planned conference center and new hotel adjacent to the Center." Houston's Center will maintain a full-time marketing staff for promoting and coordinating activities and events on the site. Seminars, symposia, lecture series, and exhibitions will be elements of an ongoing program for professionals, students, and industry suppliers. The first in this series will be a lecture by Helmut Jahn, president, Murphy/Jahn architectural firm, Chicago. Jahn was principal architect for the 82-story Southwest Center—a joint project of Century Development and Southwest Bancshares Inc.

The new market has a stepped interior core which will link each mart floor in a "circulation canyon." This will provide visitor orientation as well as varied and unusual showroom dimensions and configurations.

The building's exterior will be rough-hewn granite. A restaurant and 450-vehicle parking facility are included in the building.

Architects of Houston Design Center are Cambridge Seven Associates, Cambridge, Mass., and Lloyd Jones Brewer Associates, Houston. General contractors are Brunel Construction Co. Inc., and Texas Construction Inc. Structural engineer is Walter P. Moore & Associates Inc. Mechanical and electrical engineer is I.A. Naman & Associates.

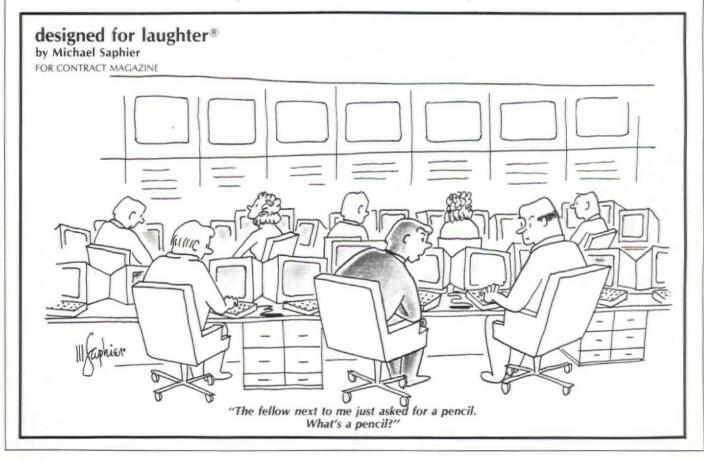
Hotel/Motel Show set November 13-16, Kissinger to speak

New York—Dr. Henry Kissinger, international statesman and political advisor, will deliver the keynote remarks at the 68th International Hotel/Motel & Restaurant Show, November 13-16, New York Coliseum.

Nearly 2,000 hospitality industry representatives will hear Kissinger's address at the show's opening luncheon, November 14. Show chairman Jorgen Hansen, vice president/managing director, the Waldorf-Astoria Hotel, says, "This year, our worldwide participation will reach new record attendance. Therefore, it's appropriate that an international figure of Dr. Kissinger's stature deliver the keynote address."

50,000 expected to attend

A total of 50,000 attendees are expected to view product exhibits, demonstrations, and seminars at the 1983 show. Additional information is available through the American Hotel & Motel Association. Show managers are George Little Management Inc., 261 Madison Avenue, New York, NY 10016; 212/986-4700.



SystemSeating by Haworth is designed and scaled for the open office.

SystemSeating by Haworth. Four different chair groups designed and scaled specifically for use with the Haworth open office interiors system. Ergonomically responsive to users, functionally responsive to tasks and aesthetically responsive to surroundings. Coordinating and enhancing the open plan environment. Aesthetic options are bolstered by an all-new, comprehensive fabric and color system, affording virtually unlimited design alternatives. SystemSeating by Haworth. Finally seating designed expressly for the open office environment.

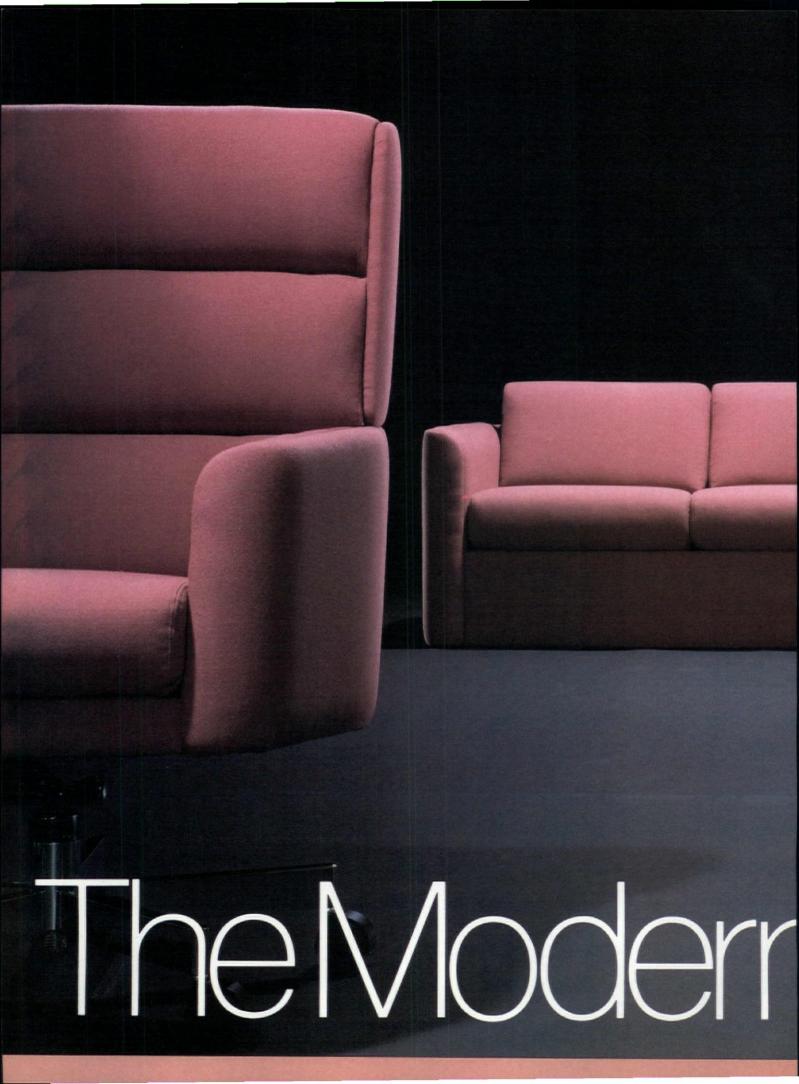


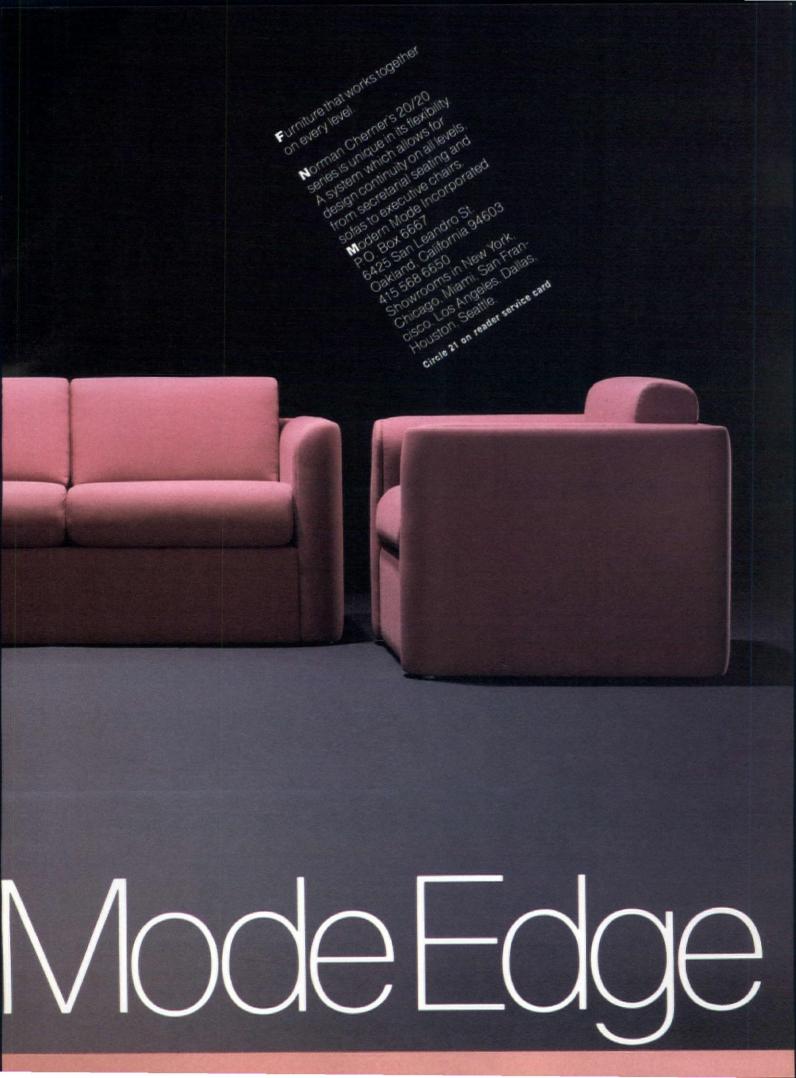
Send for the "SystemSeating Package". Write One Haworth Center, Holland, MI 49423.



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Beautiful. Drapery by Gardisette.

Nothing can compare to the soft beauty of drapery by Gardisette[®] The rhythmic flow of curves is the result of our unique pleating system and bottom finish. All Gardisette draperies, from casements to traditional heavier weights, are seamless and composed of extremely stable fabrics to keep their smooth precise shape. Our contract drapery is fire retardant and all our drapery can usually be shipped

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 Kansas City, Bailey Showroom, 816-931-7533 • Los Angeles, Mitchell/Mann, 213-652-8370 • Minneapolis, Phyllis Murray Designers Showroom, Inc., 612-338-8081
 New Orleans, Designers' Resource, 504-895-7739 • Philadelphia, Zwiebel Associates, 215-563-4200 • Phoenix, Linn Ledford Showroom, 602-264-7747 • San Francisco, Stahl and Stahl, 415-626-3037
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The innovative wood system for the fast changing office environment.





Innovation...the key word for Woodtech 4000[™]. Transitional design enhanced by the quality and warmth of wood. Yet, as functional in its applications as most other modular systems. The line contains over 80 units which will adapt to almost any office environment - from conventional all the way to an extensive modular electrified system for data processing.

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CONTRACT NEWS

Retail Floorcovering Institute sponsors seminars at International Carpet & Rug Market, July 16-19

Atlanta—The Retail Floorcovering Institute (RFI) will sponsor "Four Steps To Professionalism," a seminar series for carpet and rug dealers attending the International Carpet & Rug Market (ICRM) July 16-19.

A total of seven seminars will be offered free of charge to market participants. July 15 marks a pre-market seminar, "Business In America: Discovery 1983," moderated by James Voors, president, Concepts Unlimited, Ft. Wayne, Ind. Focus of the day-long seminar is latest trends in marketing, merchandising, advertising, and sales training. Monsanto will sponsor a luncheon for attendees.

RFI's seminar series begins July 16 at 8 a.m. with "Advertising." Speaker is Alan Greenberg, former executive vice

Donghia keynotes San Francisco market



Angelo Donghia, founder of a multi-faceted interior furnishings concern, will present the keynote address at Showplace Square's summer design market.

San Francisco—Showplace Square design center's summer market will open July 16 with a keynote address by Angelo Donghia.

The five-day market includes lectures by Charles Pfister and Gretchen Bellinger, plus design conversations in several showrooms. "Artisans-in-action" programs will be held at Kneedler Fauchere, Shears & Window, Randolph & Hein, Floordesigns, Sloan/Miyasato, Van Luit, Chalfonte St. Giles, Wall-Pride, and Design Mart.

Market hours are noon to 5 p.m. with informal showroom parties at the close of each day. president, Tile Town-Carpet City, St. Louis, Mo. Tad Provence, Carpet Atlanta, leads "Accounting," the second seminar in the four-part series, at 2 p.m.

RFI seminars continue with "Inventory" at 8 a.m. on July 17 led by LaVone Pirner, RFI president, Carpet Centers, Wichita, Kan. "Merchandising" is at 2 p.m. with Barry Rotman, Rotman's, Worchester, Me.

Additional seminars include "Computers: Retailers Coming of Age," presented by retailers and software manufacturers at 4 p.m. July 16.

"Increase Your Profits By Selling Rugs" will be presented July 16 at 4 p.m. Jim Wylie, president, Merit Carpet Corp., Irving, Tex., leads the program.

A complimentary luncheon seminar will be held July 16 at noon, hosted by 3M Corp. Entitled "The Next 18 Years: Selling In The Worldwide Arena," the event will be led by John J. McDevitt, Jr., 3M economist.

International buyers at the market will

tour Atlanta businesses Bolt Blacknal Distributorship, and Bell-Mann, the city's largest retail flooring operation.

Exhibit hours for ICRM are 8 a.m. to 6 p.m. July 16-19. The summer floorcovering market continues through July 20.

Buyers, manufacturers, and representatives are eligible for a 30 percent discount on Eastern Airlines travel and similar discounts at Atlanta lodging facilities. For Eastern reservations, call 1-800-327-1295 (1-800-432-1217 in Florida). Callers should specify the market they are attending in order to receive the discount fare.

Discount hotel packages are available by calling 1-800-241-6405 (1-800-282-0456 in Georgia). Brochures regarding discount travel arrangements are offered through Julie Rowell, Atlanta Merchandise Mart, Suite 2200, 240 Peachtree St., Atlanta, GA 30043; 404/ 658-5604. For additional market information, contact Pat Adams at the above address or call 404/658-5603.

Leaders confirmed for CAD conference

New York—Fifteen speakers and session leaders have been confirmed for the Fifth Annual Computer-Aided Space Design & Management Conference, November 9-10, sponsored by CON-TRACT and Facilities Design & Management magazines.

The following workshops have been announced: "How To Upgrade Your Current Computer System" with Marshall A. Graham, senior vice president, Environetics International; "End Users Roundtable: Interior Design Firms" chaired by Len Corlin, co-publisher/ editor, CONTRACT, with Les J. Cranmer, senior vice president, Interspace Inc.; "CAD-Architecture And Interior Space Planning Applications" led by Larry Dumpert, N.P.S. Automation Services Inc.; "How To Get Started: An Introduction To Computer Applications" with John R. Adams, assistant director, Facility Management Institute; "Microcomputer Applications For Design/Drafting And Facility Management" led by Basil Callimanis, president, Facilities Management Consultants, and Edward Toran, ISD Inc.

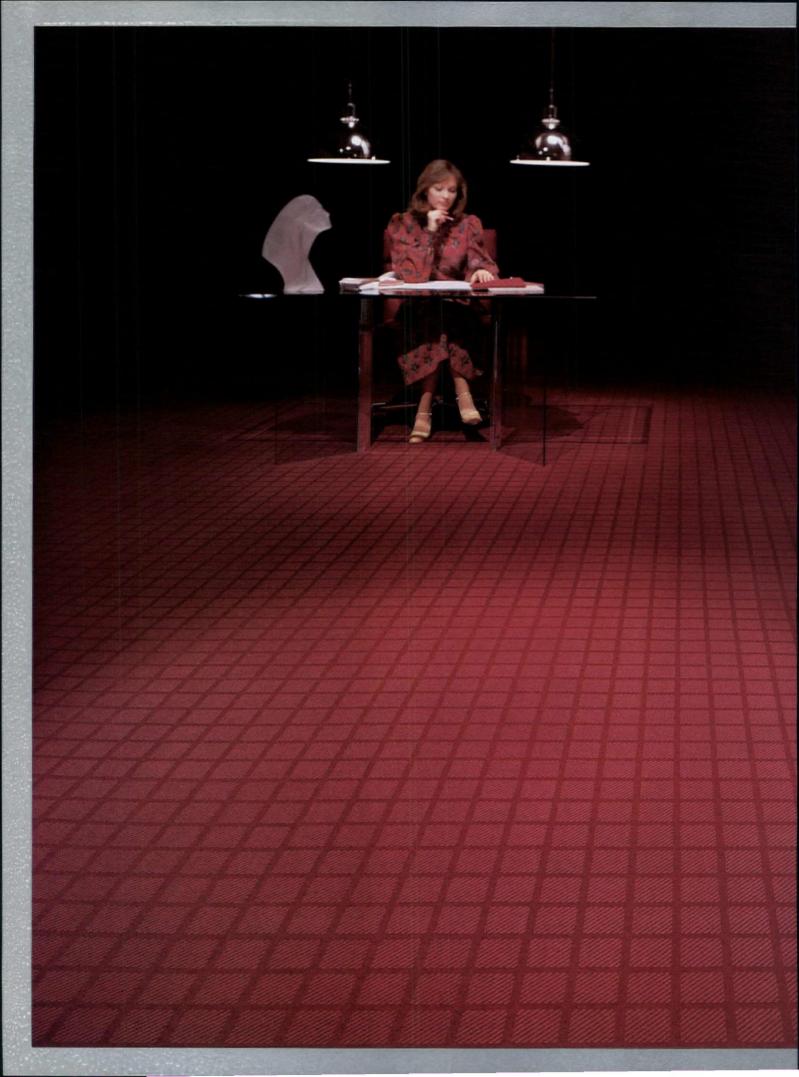
Also scheduled are: "How To

Analyze Your Computer Needs'' with leaders Gary H. Silver, senior principal, Hellmuth, Obata & Kassabaum, and Carol E. Farren, planning manager, facilities department, Warner Communications Inc.; "Furniture Bar Coding" led by Alan Wilson, senior vice president, RMM Inc., and Ralph Irons, software specialist, CORE Div., Herman Miller. Richard Raysman, partner, Brown, Raysman & Millstein, will lead "How To Negotiate A Computer System/ Software Maintenance Contract."

Anne Fallucchi, co-publisher/editor, Facilities Design & Management, will chair "End Users Roundtable: Facility Managers." Panel participants include Kreon L. Cyros, office of facility management systems, Massachusetts Institute of Technology; Ronald Goodrick, Cushman & Wakefield; Stephen Binder, assistant vice president, Citibank N.A.; and Robert L. Hamilton, secretary/head of office facilities, Merck & Co. Inc.

Registration information is available from Hilary Plunkett, Gralla Publications, 1515 Broadway, New York, NY 10036; 212/869-1300. Exhibit contact is Laura Goldstein at the same address.

 Harvey Probber introduces seating designed by H.U. Bitsch (pronounced Bitsk), This review is analyse incorporates a material new to isoniture construction – a wowen stainess isoniture that is invisibly fastened on a spring-steel frame. A computerized welding isolations on each Bitsch.
 Bitsch seating, with or without arms, incued wo, three and four seats on a common back isolation or canvas; bases in chrome back isolation or canvas; bases in chrome of factors isolated black or white.
 Barvey Probber, Inc. - Factory and Offices New York - 315 East 62nd Street - Chricagoi Bits Merchandise Mart service card ison Merchandise Mart service card ison Merchandise Mart service card probber



Turn on the lights.

Turn to Milliken for the first light-ondark tonal textures in modular carpet. A design innovation only possible through the capabilities of the patented Millitex[™] machine.

Sophisticated, contemporary and exclusive, the light-on-darks are part of the durably beautiful TextureMates[™] Collection in highperformance Du Pont Antron[®] XL nylon. They're proven performers, because the base carpet is Milliken's Corporate Square[®]/Nova fusionbonded modular, featuring Milliken's 10-year wear guarantee.

Light on dark, plus tonal texture, plus quality modular. It's a totally new dimension in contract carpet, to turn your creativity in wonderful new directions...and it's only from Milliken.

For further information on Millitex and the TextureMates Collection, contact your Milliken Carpet Dealer or Milliken Contract Carpets, P.O. Box 2956, LaGrange, GA 30241.

For new dimensions in carpet technology, contract America looks to Milliken first.

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Milliken presents "Profiles of Success" at NEOCON June 12-17 Chicago Merchandise Mart Space 1825.







The science of creating environments that work

In the past decade, the traditional office environment has undergone fundamental changes.

Inherent in these changes has been the growing realization that the physical environment of an office has a dramatic effect on the productivity and satisfaction of the people in that office.

Today, Conwed is uniquely positioned with the industry's most comprehensive range of products and services to

Acoustical Ceiling. The

ceiling is the largest uninterrupted surface in the office and is critical to acoustical control. Conwed acoustical ceilings are specifically designed to absorb sound and accommodate sound masking and lighting systems.

Wood Desks. Since office furnishings affect the work environment both functionally and aesthetically. Conwed's natural wood desks are designed with an eye towards both.

Work Stations. Conwed offers a broad array of components for either open or conventional offices. You can choose from freestanding desks or complete work station systems.

Acoustical Panels.

Conved acoustical panels work with Conved ceilings to reduce noise levels so workers will be less distracted and more productive. These panels are also available with electrified bases to provide wire management and power distribution. maximize the efficiency and effective-ness of the workplace. Utilizing our technical expertise and experience we have developed a consistent, unified approach which yields predictable performance in the office.

We call this approach Intérics: The science of creating environments that work.

Through the principles of Intérics, Conwed can significantly improve the productivity, cost effectiveness and physical appearance of a company's workplace. Each component of the office is selected for its impact on organizational interaction, acoustics, illumination, aesthetics and return on investment. From ceiling tiles to wall panels, from office furniture to task lighting, every element is considered for its effect on the total environment.

To learn how Conwed can put the

science of Intérics to work for you. contact Conwed Corporation for the representative nearest you. Write Conwed Interior Products Division, PO, Box 43237, St. Paul, MN 55164. Or call (612) 221-1177. You can see the wide array of Conwed products, including new finishes, colors and fabrics at the Conwed showroom (Suite 929, Merchandise Mart) at 0 NEOCON 15

Freestanding Panels. Even in an open office, it is possible to differentiate between various levels of management with freestanding see-thru panels.

Sound Absorbers. Conwed Silent Accents® sound absorbers not only control sound in particularly noisy areas, but also enliven otherwise uninteresting areas with a designer's touch.

Acoustical Wall Systems. Conwed Silent acoustical wall systems reduce reflected noise while bringing a soft designer look to bare walls.

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Furniture Systems. Worker efficiency is improved through precisely the right lighting and functional storage spaces built into Conwed furniture systems.

Hi-visibility Glass Merchandising Systems that sell product. Yours!

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Northtown Glass inventory might just be the largest in America. That's why we can always give you the best pricing and fastest delivery possible. That's why you can count on NTG glass for **Dominant Merchandising** Systems.™

Let's sale together.

Retailers use NTG Glass Merchandising Systems. America's Top-Volume Division of NTG Industries, Inc. 2074 George Street • Melrose Park, Illinois 60160 (312-865-1400) NORTHTOWN GLASS Please send me a free copy of the Name. 1983 company____ Northtown Glass _zip_ Address_ state_ VM catalog. City.

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CONTRACT NEWS

AIA award given restored state capitol

Sacramento, Calif.—The newly restored state capitol building was one of 11 buildings selected from 599 entries to be given a 1983 Honor Award by the American Institute of Architects (AIA) at the Institute's annual national meeting held last month.

Welton Becket Associates, Los Angeles, project architects, and California assemblyman Louis J. Papan received the award. Papan chaired the Joint Rules Committee which spearheaded the project.

Other members of the seven-year





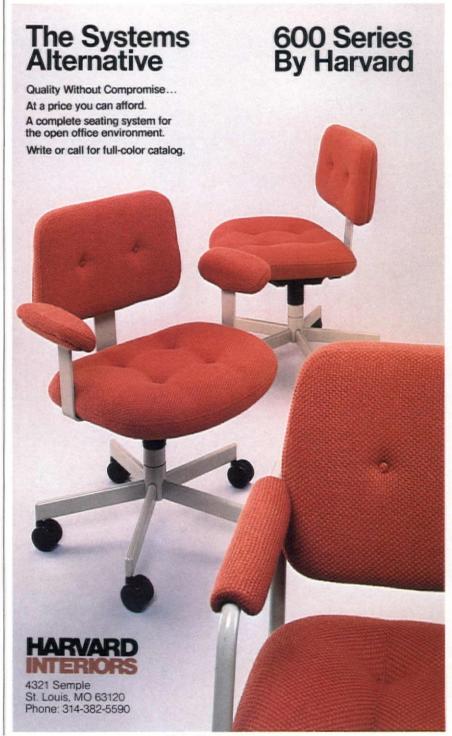
Exquisite interior detailing in the California state capitol building, Sacramento, earned an AIA award for restoration excellence.

restoration team, also honored by AIA, include Raymond Girvigian, FAIA, South Pasadena, historical restoration consultant, South Pasadena; URS Corp., San Mateo; and joint contractors Continental Heller Corp. and Swinerton & Walberg, Sacramento.

The winning project met several key design requirements: energy efficiency, accessibility to the handicapped, and excellence in utility, economy, and environmental harmony.

Distinguishing the project is its attention to detail represented by reproduction of carved wood stairways, and the removal, polishing, and reinstallation of more than 600,000 pieces of mosaic tile in the second floor hallway. The capitol's most distinct feature, an interior dome, was returned to its original palette of muted soft tones enhanced by ornamental gold leaf and decorative molding. Archaeological investigations and old photographs of the original building assisted the effort in restoration phases.

The building, restored at a cost of \$68 million, was also recognized by the American Consulting Engineers Council for engineering excellence.



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For Performance Certified Contract Carpet with wool-like color impact.

One thing that sets us apart from other fiber producers is that we also manufacture pre-colored contract carpet yarns. Among the most versatile: our Zefran CR-4, a blend of 70% acrylic/30% nylon. CR-4 creates carpet with rich, wool-like aesthetics and nylon-tough durability that cleans easily. In virtually any colors you want! Over 75 stock-dyed solids and heathers are inventoried, and these can be plied into thousands of combinations.

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Ask our Contract Carpet Consultants for a resource list: Northeast Area, Bob Van Horn, (212) 730-4345 • Southwest Area, William Borges, (214) 352-2324 • Midwest Area, Nancy Holton, (312) 527-0066 • West Coast Area, Patricia Nasrallah (213) 636-2101 • Southeast Area, Julienne Hillyer, (404) 223-0650 • Mid-Atlantic Area, Sharon Mohney, (804) 887-6441 • Canada, Badische Canada, Ltd., (613) 725-3685.

Badische...The Contract Specialists

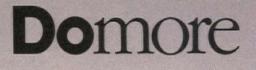
Badische

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CONTRACT NEWS



Toasting the IDCNY at a recent Manhattan gala are (from I. to r.) Len Corlin, co-publisher/editor, CONTRACT, and his wife Judy; Mrs. Emmett Dineen; and Carl Ruff, Carl Ruff Associates.

Looking for the perfect color? It's right on our shelves.



Shut your eyes and think of something dazzling in color.

You didn't think of office shelving, right? That's because

you weren't thinking of Andrew Wilson shelving.

If you were, you could have seen colors like Coppertone, Red, Orange, Sunflower, Spectrum Blue, Neutral Tan and more. That's because Wilson shelving is available in far more colors... at *no* extra cost... than any other shelving system.

But color is just the beginning. There's also quality construction, sleek lines and quick assembly.

And above all, Wilson versatility. We make a wide variety of different types of shelving. In four post or cantilever design. For mobile or stationary installations. For centralized or decentralized systems. In office or industrial strength. So no matter

what your require-

ments, if you're looking for a shelf of a different color, look to Andrew Wilson.

When you specify Wilson shelving you get expertise. Our distributors are space planning and filing experts, and they are ready to talk to you now.

For more information and the name of our nearest distributor, write, call, or use this magazine's reader response service.



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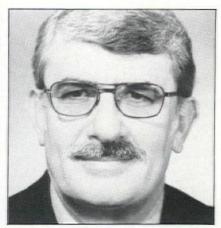
IDCNY holds gala, opens leasing office

New York—Designers, architects, and industry representatives toasted the International Design Center, New York (IDCNY) at the Rainbow Room in Rockefeller Center recently with statements by major project planners.

Soon after the gala event, IDCNY opened satellite leasing offices at 919 Third Ave. and appointed Leonard A. Lemlein director of leasing.

Emmett L. Dineen, president, IDCNY, officiated at Rainbow Room ceremonies where I.M. Pei, Robert Siegel, Joseph Paul D'Urso, and Massimo Vignelli gave presentations on plans for the market center. Their statements were accompanied by a slide show of design development.

Sky-trackers and 16 carbon arc searchlights beamed on IDCNY at its Long Island City location, visible from the Rainbow Room. The lighting was designed by Brian Thompson.



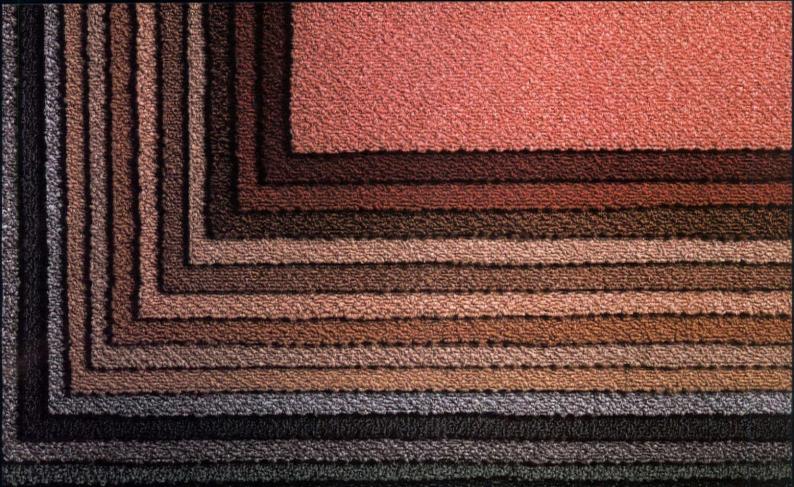
Leonard A. Lemlein is new director of leasing, International Design Center, New York.

Ohio design day draws 600 to market

Cleveland, Oh.—More than 600 designers and architects attended the first annual North Coast Market Day at Ohio Design Centre, Beachwood.

Representing 200 firms, the professionals saw presentations of furniture/ furnishings lines in 10 showrooms. Newly opened showrooms included Harkema/Cromwell, Donghia Showrooms Inc., and Surface Materials.

The market opened in September, 1981 and a Phase II expansion is planned for Fall, 1983.



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Now if you can't find the color you want from our 15 in-stock colors for Quadrant modular Tex-Tiles[®] and coordinating Powerbond[®] HEF 700 6' cushion back roll goods, simply twist your own yarn from the 33 yarn dyed base colors in the box, fill out the enclosed card, and send it in. We'll send a handtufted color sample right back for your approval.

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The system's exceptional range of modular components includes acoustic panels and seating in a wide choice of colours and finishes, for attractive and productive work surroundings.





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NEOCON XV, Space 1883. Showrooms. San Francisco: Suite 401, Western Merchandise Mart II. Chicago: Suite 1883, Merchandise Mart. Honolulu: 1221 Kapiolani, 5th Floor. Seattle: Sound Floor Coverings, Inc., Northwest Furniture Mart. Dallas: Suite 9025, World Trade Center.

How

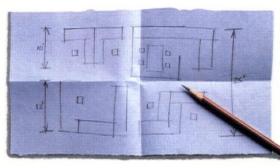


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How to specify a system like this in less than one hour.



You asked for a system that's easy to specify. Panel Concepts responded with SYSTEM 2PLUS™ Just give us a floorplan showing the main components. We'll specify all the essential hardware for you.

What other system makes ordering so easy? The fact is, many manufacturers have you

 specify each part individually: brackets, connectors

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SYSTEM 2PLUS gives you other advantages, too. Like more combinations of furniture and panels than any other single system line. An electrical/ communications system that's second to none. And delivery times that are typically half the industry average.

For a free copy of our new color brochure on SYSTEM 2PLUS, contact Panel Concepts, P.O. Box C-11953, Santa Ana, CA 92711, (714) 979-3680. In California, call (800) 422-2101. Outside California, call (800) 854-6919.



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You are invited to take a closer look at SYSTEM 2 PLUS during NEOCON 15, Showroom #1046

CONTRACT NEWS

Cornell offers management seminar in Manhattan

New York—Cornell University's Facility Planning and Management Program moves its expertise to Manhattan this summer when it offers a two-day course on "Tools and Techniques for Facility Planners and Managers."

Planning, design, and management of complex facilities are topics to be

covered July 13-14 at the Cornell Club. Key seminars include "Managing a Company's Assets," "The Integrated Office," "Developing an Effective Standards Program," "Working With Vendors," "Communicating Effectively with the CEO," "Managing a Large Scale Move," "Selecting the Right Lighting," and "The Impact of the Electronic Office on New and Existing Buildings."

Speakers and workshop leaders are Franklin D. Becker, associate professor,



Cornell University's Facility Planning and Management Program; William R. Sims, Jr., professor and department head, Cornell University's Facility Planning and Management Program; Ronald Beckman, president, Rede Corp.; Al Wilson, vice president, RMM Inc.; Peter Cohen, president, RMM Inc.: Anne Fallucchi, editor and associate publisher, Facilities Design & Management Magazine; Jerry Jensen, manager, industrial engineering, Beatrice Foods; Michael Webster, manager, architectural systems research, Steelcase Inc.; Peter Ellis, head, Building Use Studies, London; Frank Duffy, founding partner, DEBW, London.

Enrollment is limited to 40 persons due to the intensive nature of the course. Information is available from Cornell University, Department of Design and Environmental Analysis, Martha Van Renssalaer Hall, Ithaca, NY 14853; 607/256-3165.

Edwin Newman, NBC journalist, to address CSI

Kansas City, Miss.—Edwin Newman, NBC news correspondent, will address the Construction Specifications Institute (CSI) at its 27th annual convention, June 24-26, at Convention Center.

Newman will speak on the use and misuse of the English language—a subject critical to creating construction documents—with his topic, "Preserving a Civil Tongue." Institute president Terry J. Strong, FCSI, CCS, indicated that the program is designed to appeal to the broadest spectrum of the construction industry.

Five major categories comprise the remainder of convention sessions. They are: "Computer Aids for Designers, Builders, and Manufacturers," "Improving Your Specifications," "Selling to Design Professionals," "CSI Documents," and "Legal Points."

Technical sessions are held during morning and afternoon hours when the exhibit hall is closed. The exhibit marks the largest non-residential building product display on record. Reserved booths number 567, occupied by building product manufacturers and several construction industry service organizations, as well as interior product companies and distributors.



by National Products

Your concepts. Our craftsmanship. Your innovation. Our years of expertise. Blend the two abilities and the result is a custom Tambour wallcovering that's as free-flowing or as functional as your design demands. It's the sort of creative partnership National Products has with some of the industry's best architects and designers.

You approach each design individually. We craft our Tambours in the same manner. Whether it is a solid wood or veneer, metal, laminate or cork; each Tambour we make is hand finished and backed with fabric for

ultimate flexibility and durability. The end result is that each Tambour crafted by National Products is an exceptional and enduring design element.

This product excellence is also available in our Flexible Mirror wallcoverings and custom Elevator Interiors.

For a color brochure regarding our existing or custom Tambour wallcoverings, call or write: National Products Manager–Wallcovering, 900 Baxter Avenue, Louisville, KY 40204 502/583-3038 Circle 37 on reader service card

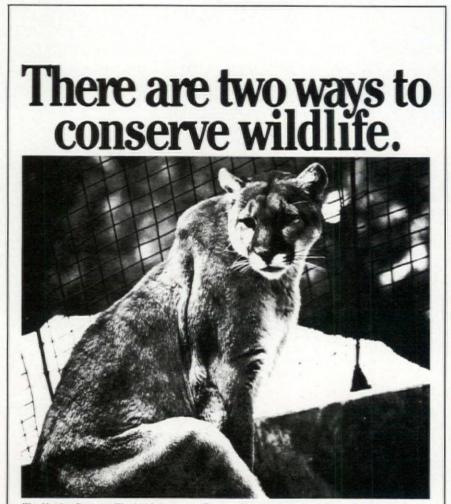


CONTRACT NEWS

Logo coordinates with IFMA growth

Ann Arbor, Mich.—Local graphic designer Don Hammond has designed a new logo for the International Facility Management Association (IFMA) in coordination with the organization's commitment to growth and development as a professional association serving the facility manager. Explains Mel Schlitt, IFMA director, "The design, with architectural elements, dimensionality, clarity, and complexity, reflects the role facility management professionals play in providing and maintaining humane and effective work environments."

IFMA's quarterly newsletter, "Facility Management News," will be redesigned for the summer issue. For information, contact IFMA, 3970 Varsity Dr., Ann Arbor, MI 48104; 313/994-0660.



Way Number One: zoos. Wonderful places, zoos. For people. For all of us to learn about animals from faraway places. For a glimpse of rare species that still exist only in zoos. But if the cougar and other wildlife could choose...

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

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

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

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

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

Save A Place For Wildlife



Logo of the International Facility Management Association (IFMA) has a high-tech look.

INTECH exposition marks first network, data system show

Chicago—INTECH '83 (Intergrated Office Technology Conference and Exposition), the first trade show for local and wide area networks will premiere November 1-3 at McCormick Place. The expo will showcase networking technologies, data communications, and integrated information systems.

Executives from 31 leading U.S. communications, computer, and electronics companies are developing a program for the conference based on new technology and direction of the information industry. According to advisory board member Phil Berg, vice president, Applied Data Resources Inc., "Education is the key. This industry is undergoing significant changes." He continues, "Changes, particularly of this magnitude, always meet with resistance."

Joining Berg in an advisory capacity are executives from A.B. Dick Co., Access Corp., Apple Computer Inc., BBN Computer, Basic Telecommunications Corp., Corvus Systems Inc., Gandalf Data Inc., Grid Systems Corp., Henco Software Inc., Hendrix Electronics Inc., IBM Corporation, ITT World Communications Inc., Lanier Business Products, and Micronet Inc. Also represented are NEC Information Systems Inc., Nestar Systems Inc., Osborne Computer Corporation, Seismograph Service Corp./ Seiscor Div., Teltone Corporation, Three Rivers Computer Corp., Ztel Inc., and Tandem Computer.

The steering committee also includes Xerox Corporation, NCR Corporation, Association of Data Communication Users, Data Processing Management Association, Association of Records Managers and Administrators, Computer and Business Equipment Manufacturers Association, and Associated Information Managers.

For more information on the expo, contact Mary Beth Gouled, National Trade Productions, 800/638-8510 or 301/459-8383.



National Products lets you explore the freedom of your concepts. Unbounded by the restrictions of conventional wallcoverings or surface shapes.

Create the image you desire with a variety of colors and patterns. The possibilities are limitless. It's distinctive. It's elegant. It's genuine mirror.

For more information regarding our Flexible Mirror Wallcoverings or customcrafted Tambour Wallcoverings, call or write:

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Custom Pattern Revolving restaurant Atlanta

INTRODUCING HARTER I/F[™] Integrated Furniture for the Automated Office

Harter I/F is a complete furniture system, created to be more flexible and more adaptable than any office furniture system available before. Each freestanding Harter I/F workstation can stand alone or easily be linked to the next, allowing you to create a limitless range of configurations. The Harter I/F System offers total flexibility in your use of space, precise adaptability to both current and future task requirements, and perfect functional

THE NEW GENERATION OF FREE-STANDING OFFICE FURNITURE DESIGNED SPECIFICALLY FOR THE EVER-CHANGING AUTOMATED OFFICE.





OVERHEAD STORAGE—Formerly associated only with panel systems, the space saving advantage of overhead storage is available for the first time in a free-standing system.



HARTER WIRE — An ingeniously simple yet truly efficient method of document management. Harter Wire can be placed inside the overhead storage or suspended above the worksurface.



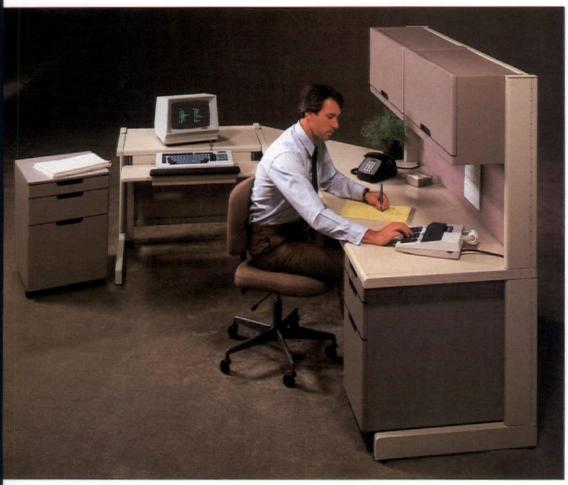
PEDESTAL STORAGE Accommodates all storage needs of today's office through a vast array of depths, widths (e.g. 15" and 19"), and heights that give you unlimited capability to meet every individual's access and filing requirements.

and visual compatibility...no matter how often you rearrange it. And all of these benefits add up to cost efficiencies you never imagined possible.

With Harter I/F, you get the advantages of both free-standing and open plan in one complete system...a system that is designed to accommodate information management systems and the people who use them, including a variety of easily adjustable VDT and printer stands, and a uniquely designed overhead and pedestal program for printout and media storage.

The Harter I/F System. The first furniture system adaptable to the many changes office automation will bring, both now and in the future.

For more information, contact your nearest Harter dealer or Harter Corporation, Sturgis, Michigan 49091, tel: 616-651-3201; Harter Furniture Ltd., Guelph, Ontario N1H6L5, tel: 519-824-2851.



PRIVACY PANELS

Visual and acoustical privacy for individual workstations can be enhanced through the use of tackable privacy panels easily inserted between the overhead storage and the worksurface.

TASK/AMBIENT

LIGHTING — Both task and ambient lighting are available. Task lighting is concealed beneath the overhead storage, and ambient lighting is stylishly incorporated into the product design.

SEATING — The Harter Corporation provides the largest offering of high performance task seating in the industry. In conjunction with Harter's fabric and color program, Harter I/F, HarterWall and Harter Seating perfectly blend to give you total functional and visual coordination.



WIRE MANAGEMENT/POWER ACCESS Harter I/F's wire management system allows power, communication and signal wires to be laid into a concealed channel at the back of the worksurface. If workstations are linked together, the wires can be passed through from one to the next. Harter I/F also offers optional power access just under the worksurface with the exclusive POWERWALL III electrical system.



ADJUSTABLE VDT STANDS — A variety of adjustability features in VDT and Microfiche reader stands are built right into the system to allow you to satisfy individual task requirements. Also available are options such as a document holder and an adjustable palm rest.



FREE-STANDING PRINTER STAND — Compatible both functionally and visually, the printer stand features a printout storage shelf and slotted surface allowing for continuous operation.



PANEL SYSTEM COMPATIBILITY Also available with Harter I/F is a complete acoustical panel system for perimeter division of a work group and for workstations where even greater visual and acoustical privacy is needed.

HARTERCORPORATION Circle 40 on reader service card

girsberger

series girsberger eurochair

Design: F. Makiol BDIA/VSI, Girsberger Team

Girsberger Industries, Inc. Office Seating P.O. Box 1990 Smithfield, North Carolina 27577 (919) 934-0545

Chicago Showroom: Merchandise Mart 8th floor, Suite 874 C Chicago, Illinois 60654 (312) 822-0678 Showrooms: Denver, Colorado (303) 388-5272 Winter Park, Florida (305) 671-0899 San Francisco, California (415) 864-3801 New York, New York (212) 759-6335 Cincinnati, Ohio (513) 241-1729 Salt Lake City, Utah (801) 583-8668 Los Angeles, California (213) 273-5891

Circle 106 on reader service card



NOW THE CHOICEST LOOK IN WINDOW WEAR COMES IN A CHOICE OF OVER 70 STYLES & COLORS.

Choose from Linen and Hopsack Prints. Sheers, Batiste and the original Vista line. Softlight Shades' horizontal pleats create the crisp, classic look of metal blinds yet do it with a softer touch in beautifully woven polyester fabrics that range from versatile neutrals to popular earth tones, and from softly transparent to semi-opaque to suit your exact specifications for light control, energy control, view and privacy. There's even a metalized version that reflects summer's heat and glare up to 87%.



Circle 42 on reader service card

A beautiful way to save space



Double storage-density by turning Aisles into storage space

Aisle Saver[®] saves 50% of your available storage space by eliminating unnecessary aisles.

Aisle Saver's[®] Seven Design Series meets all storage needs using your existing or new storage equipment.

Aisle Saver's[®] wide range of baked enamel and woodgrained laminate end panels enhance any office interior.

White – A leader in storage and retrieval systems for more than 35 years.

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Circle 43 on reader service card

From the Collected Works of Peter Pepper Products

The world is yours...through the universal language of photography, our seven well-known photographic artists present a look at our world, from their point-of-view.

From your point-of-view, you will see vistas, lofty peaks, ocean depths and the four seasons. All artistic subjects expressing mood, color, composition, form and scale.

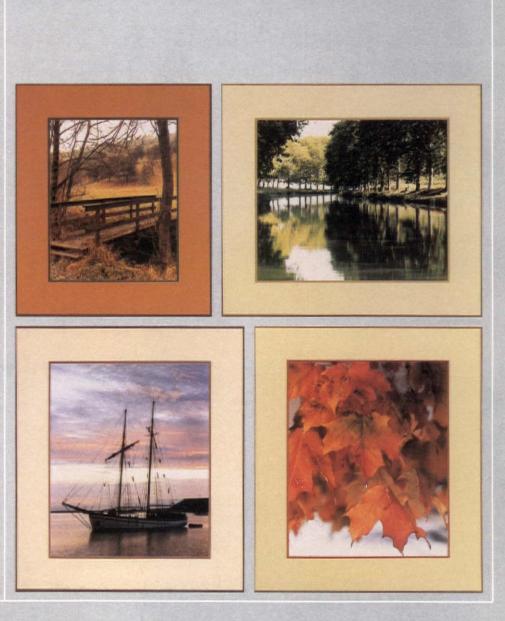
Nearly 200 subjects in several sizes, individually printed on photographic paper, color-coordinated bevel-cut double matting, fully framed with tempered glass on most models.

From cover-to-cover...THE 'Gallery of Original Color Photography' is fascinating viewing... and it's yours for the asking. When it comes to photography, we're original!



Come see for yourself. NEOCON 15, space 1054-B Merchandise Mart, Chicago

Xine separate volumes contain inspirational ways to enhance the places where people gather.



To look at those beautiful carpets above, all dressed up in wall covering and upholstery fabrics, you might get the idea that their only job was to spread themselves out to be admired. It isn't. Because these carpets are working carpets. With the

It Does N

ust *cover*

oreThan Floor.

toughness and durability of fibers such as DuPont's Antron III nylon, they can meet just about every specification, financial and physical. You see, when it's Gulistan carpet, it has to do **Gulistan** more than just lie there and look pretty. **ANTRON**[®] III Carpets By J.P. Stevens

Wall-Pride Fabric. The most colorful order of the day.

When your taste demands the right contract upholstery fabric and wallcovering for restaurant interiors, place your order with Wall-Pride. We serve a full fabric line of appetizing textures and colors. They're class A flame-rated, highly durable, easy to clean and possess acoustic enhancing characteristics. Available now from Wall-Pride, where making your vision materialize is the speciality of the house.



UPHOLSTERY & WALLCOVERING

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

Circle 46 on reader service card

CONTRACT

JEALOUSY INHIBITS PURE IDEA EXCHANGE

Alfred H. Liu, AIA President Archs. Engineers Planners Assoc. Washington, D.C.—



GThere is too much conflict between designers and architects and not enough sharing of expertise. Today's hot topic is how to expand architecture into interior design services. However, if a firm has no real experience in designing interiors, it should seek outside help from professional space planners. Similarly, if interior designers need architectural help, they should seek it from those who know. There is a jealousy factor between designers and architects-not a pure exchange of ideas. As interior design becomes more specialized, it is necessary for specialists to communicate and share. ??

LICENSING STIRS DESIGNER CONTROVERSY



Easton Cross President N. Virginia Chapter, AIA—

6 Everyone is thinking in terms of 'turf.' Architects, interior designers, and contractors want to protect their turf, but that isn't the real issue. The issue is the responsibility of the State to protect the worker, and, in turn, the responsibility of interior designers and architects to be as fully competent in their professions as possible. The key question should be whether you have the expertise to protect the general public in safe environments. Licensing isn't foolproof, but it is a means to assure that qualified professionals will be practicing. **99**

OBJECTIVITY NEEDED IN LICENSING ISSUE

Charles Atherton President Washington Metro Chapter, AIA—



66Registration of architects and interior designers should not exclude competent people from practicing. To avoid the pitfall of licensing and registration becoming an exclusive, exclusionary process, ASID and AIA should get together, establish a forum, and discuss the matter objectively. **99**

DC DESIGN CENTER AIDS FIRM DEVELOPMENT



Barbara Goodwin, ASID Interior Designer Marcellus Wright Cox & Smith Architects Richmond, Va.—

6 COur firm offers a complete package approach to interior and architectural services. In our view, the two processes go hand-in-hand. I attended the DC Design Center opening last April to find out how to develop our interiors department to the point where it becomes a viable service unto itself. **7 9**

INFO REVOLUTION IS WHERE THE ACTION IS



Lawrence Lerner President Environetics Int'l New York—

66The Information Revolution which is going on in today's offices is where the action lies. It is there that science and technology now have the attention of the creative aspects of our society. Light, air, and acoustic control will soon be impacted by the further penetration of new technologies into the building industry. The message here is loud and clear. Integration of automation and design is a necessity. **?**

PLAN ENVIRONMENTS FOR LIFE-SAFETY



Peter Brandt, AIA Vice President Gensler & Associates New York—

66The microenvironment and its effects demand that designers must consider the vital human element in the space—the worker. The ultimate responsibility for the employee lies with the designer/specifier in the project. Products and services that were specified years ago are now not acceptable in light of mandated codes—an issue of increasing concern. Codes and regulations may make your job more difficult, but they are necessary to creating good design. **9**

NEW MARKET ALLOWS HANDS-ON EVALUATION

Jo F. Shaw Skidmore, Owings & Merrill Washington, D.C.—



66Marts like the Design Center in Washington, D.C. will be helpful to designers who need a means of assuring quality in the products they specify. Product review in a hands-on evaluation of how an item is used, how it feels and functions, is, necessary to the thorough, and responsible, specification of products. **99**

CONTRACT/June 1983

A SIMPLE OPEN INVITATION.



NEOCON is just around the corner.

Which makes this an opportune time to invite you to examine some of *our* corners while you're there. And panels and components and more.

Pleion, as you've no doubt already heard, 1 is the incredibly handsome, devastatingly simple open office system that assembles with one of the world's smallest tool kits.

2 A hex key.

It's a system design so radically effortless that one man in one day—recently installed 275 panels.

A major corporation reconfigured over 5,000 panels in a single week.

And the Pleion electrical/ communications system,





PowerGrid, is equally impressive. Each raceway handles up to three 20-amp circuits and sixteen 25-pair communications cables. With plenty of room to spare.

And without tools.

It uses a snap-in duplex module, pass-through module and *hand-latching* power harness.

It's simple.

Circle 47 on reader service card

We even make specifying a snap with one of the broadest lines of sizes, surfaces and colors in the industry.

Needless to say, an openoffice system this simple, this special, deserves a special presentation of its own.

Which is exactly what we've prepared for you at our private suite at the Hyatt Regency during NEOCON.

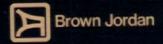
We invite you to join us.

Please call Susan Kemp at 800-222-3322—or circle the number below—to reserve your invitation-only showing of the Pleion System at the Chicago Hyatt Regency, 151 East Wacker Drive, Skyway Suites 272 and 276.

1402 E. Chestnut Avenue Santa Ana, CA 92701 (714) 835-9101

Introducing Quantum. New from Brown Jordan.

Made to satisfy your most demanding client. Quantum is an exciting new concept in leisure furniture. Now, a single frame with three seating modes: mesh, cushions or vinyl strap provide a choice to satisfy specific needs. And Quantum is ruggedly made. Welded frames are made of a special oversize extruded aluminum protected by Brown Jordan's exclusive UltraFuse* finish for long trouble-free use. Features and durability are important, but it's Quantum's attractive and commanding appearance that will gain the attention of your client. All popular dining, seating and accessory pieces are included.



Circle 48 on reader service card

Color And Styling By Marquesa, Lana

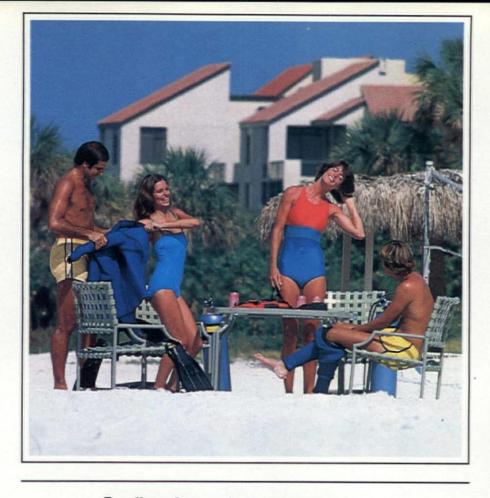
Manufactured from pellets of vibrant, color-fast resin, Marquesa Lana yarns match all the shades of the artist's palette. For inspired colors and styling, for beauty to enrich every setting.

Marquésa[®] Lana

The Carpet Surface with built-in performance.



550 Interstate North Pkwy., Atlanta, Georgia 30099 (404) 955-0935 AMOCO FABRICS COMPANY MAKES FIBERS AND YARN, NOT FINISHED CARPET Marquesa, Lana is a registered trademark for olefin yarn produced by Amoco Fabrics Com



Tropitone is seen in the nicest places

MGM Grand Las Vegas, NV • Camelback Inn Scottsdale, AZ • Intercontinental Hotel Maui, Hi • Mountain Shadows Scottsdale, AZ • Grand Teton Lodge Jackson, WY • Banff Hotel Alberta, Canada • Disneyland Hotel Anaheim, CA • Hotel Del Coronado Coronado, CA • Dunes Hotel & Country Club Las Vegas, NV • Quail Lodge Carmel, CA • The Olympic Country Club, Lakeside San Francisco, CA • Century Plaza Hotel Los Angeles, CA Harrahs Reno, NV • Marriott Inn Newport Beach, CA • MGM Grand Hotel Reno, NV • Newporter Inn Newport Beach, CA • Biltmore Hotel Phoenix, AZ • Kapaula Bay Hotel Maui, HI • Silverado Country Club Napa, CA Waikiki Sheraton Honolulu, HI • Bel Air Hotel Beverly Hills, CA • Shangri-Ia Hotel Singapore• Kings Island Inn Kings Mill, OH • Alice Springs Casino Alice Springs, Australia • Exmoor Country Club Highland Park, IL • Shaker Heights Country Club Cleveland, OH • Breckenridge Inn St. Louis, MO • Tan-Tar-A Resort Osage Beach, MO

Crown Center Hotel Kansas City, MO • Marriott Lincolnshire Lincolnshire, IL • Radisson Hotel La Crosse, WI
 Walt Disney World Lake Buena Vista, FL • Hyatt Regency New Orleans, LA • Sea World of Florida, Inc.
 Orlando, FL • Busch Gardens Tampa, FL • Caribbean Gulf Hotel Clearwater Beach, FL • The Breakers Palm
 Beach, FL • Sea Pines Plantation Hilton Head Island, SC • Hyatt Regency Atlanta, GA • Fairmont Hotel New
 Orleans, LA • New Orleans Country Club New Orleans, LA • Hershey Motor Lodge Hershey, PA • Piping Rock

Club Locust Valley, NY • Montauk Yacht Club & Inn Montauk, NY • Mt. Snow Snowlake Lodge Dover, VT Sheraton Tara Braintree, MA • Rye Town Hilton Rye, NY • Del Webb's Casino Atlantic City, NJ • Rolling Rock Club Ligonier, PA • Harrah's Atlantic City, NJ • Buccaneer Beach Hotel St. Croix • Divi Divi Beach Hotel Aruba Meridien Hotel Martinique • Mullet Bay Beach Hotel St. Maarten • Caneel Bay Plantation St. John • Little Dix Bay Virgin Gorda • Paradise Grand Hotel Paradise Island, Bahamas • Frenchman's Reef St. Thomas • Dorado Beach Hotel Dorado, P.R. • Singapore Hilton Singapore • Khartoum Hilton Khartoum, Sudan • Fijian Hotel Fiji

Hotel Okura Tokyo, Japan • Elbow Beach Hotel Paget, Bermuda • Bonaventure Hotel Montreal, Quebec Ramada Hotel Dhahran, Saudi Arabia • Kuwait Hyatt Regency Kuwait • Aphrenieum Intercontinental Athens, Greece • Cerromar Beach Hotel Dorado, P.R. • Pink Beach Club Bermuda



Tropitone Furniture Co., Sarasota, FL/Irvine, CA Circle 51 on reader service card

TRANSITIONAL9000

JOFCO is proud to introduce a new and exciting collection of office casegoods, chairs and a companion lounge group designed by O.J. Holohan.

This transitional styling finds acceptance in surroundings from contemporary to traditional. Removable inset working surfaces give the designer a chance to use a variety of materials including Italian marbles and one piece Scandinavian leathers.

Flexibility is a key element in the 9000 line since all items are available in American Black Walnut, White Oak, or Hondouras Mahogany veneers and solids.

The appeal of the graceful lines and reveals is further enhanced by the unique recessed pull finished in a high sheen polished brass. As in all JOFCO suites, we've made it broad enough to satisfy the CEO without forgoing the need of his staff. Executive desks, clerical ells, work stations, conference tables, filing components, CRT support pieces, and seating make the 9000 a state of the art design appropriate in every situation.

Attractive enough to appeal to your customer's aesthetic side without sacrificing the functional qualities demanded by his technical staff.

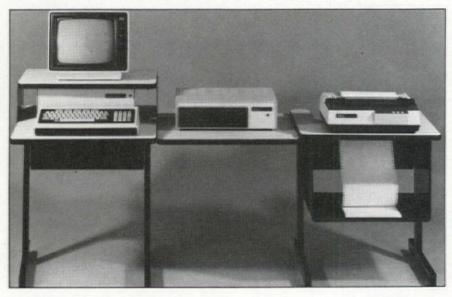
Now, as before—JOFCO—the single source.



Circle 52 on reader service card

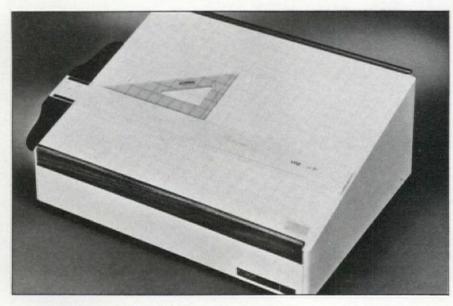
CONTRACT HNOLOGY

Computer support furniture suits NEC PC 8000 system



Royal Seating Corp. introduced a line of computer support furniture designed specifically for the NEC PC 8000. Offered in compatible colors with putty tops and 27-in. charbrown frames, system includes computer stands, connecting leaves, printer stands, and paper baskets. **Circle No. 275.**

Vinyl overlay prevents marring of graphic arts viewing screen

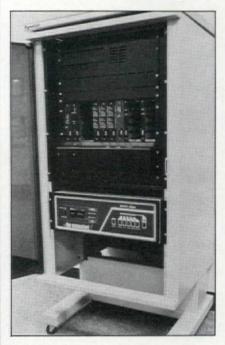


A new translucent vinyl overlay that resists cuts caused by craft knives or razor blades is available from Knox Mfg. Overlay fits over the firm's Acculight viewer and protects the viewing screen from instruments. Circle No. 274.

Printer cover is designed to prevent hazards

Series 2440 burster/imprinter from TAB Products features an interlock safety cover that prevents accidental contact with moving parts. Other performance features include variable speed control, an adjustable bursting bar, and an automatic jam detector that guarantees smooth performance. Designed to imprint continuous multi-part forms, burst them apart, and stack them in alphanumeric sequence, product is a smaller, lower-priced version of other models offered by the firm. **Circle No. 283.**

Software handles call accounting



Call accounting and cashier terminal are two applications for United Technologies' DynaCall[™] software package, recently purchased by Holiday Inns Inc. in a \$7 million contract. The equipment allows hotels to automatically record the cost and surcharge of all long distance calls made from rooms. **Circle No. 284.**

Ford contracts Prime Computer to market CAD/CAM system

Prime Computer Inc. recently signed a contract with Ford Motor Co. to market Ford's computer-aided design package, the Product Design Graphics System (PDGS). Originally developed for curved or free-form surfaces, such as those used in automobile bodies, PDGS has been adapted for use in designing structures, mechanical components, and systems. A three-dimensional, wireframe design and drafting package, PDGS also provides pre- and postprocessing for finite element analysis of structures and generates numerical control data for manufacturing. It also incorporates design and data management tools and is particularly suited for distributed or networked environments where users share central data bases and resources managed by a Prime host computer. Circle No. 276.

CRT chair has touch gas lift, caster base



Viking Acoustical Corp. expanded its product line to include ergonomic office chairs. Designed in cooperation with a leading European manufacturer, the Viking Euro/Chair features five-star caster base, one-touch gas lift, multiadjustable seat, back rest, and optional foam-padded arm rests. Circle No. 277.



Restyled computer table maximizes CRT visibility

Newly revised Compu-Table from Gusdorf now offers an adjustable hutch unit that can be used to form shelves that cover the table's full-width or span only half the width. With either configuration, the hutch is designed at the correct height to maximize viewing of CRT screens. **Circle No. 285.**



Amp has paging capability

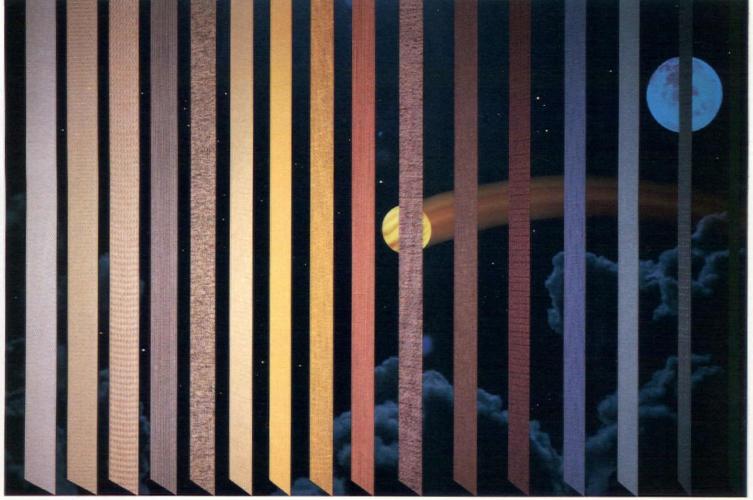
Two, new five-input mixer power amps from Panasonic feature telephone paging capability. Rack-mountable units are rated at 60- and 120-watts (shown). Total harmonic distortion is one percent at 1kHz. Circle No. 286.

63

FIRSTCLASSSEATING

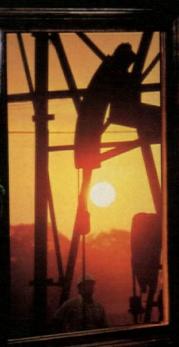


ANOTHER TOMORROW FROM LEVOLOR. TODAY.



The future of fabric verticals is The future of labric verticals is here-now-at Levolor. Where every febric enterestreme in outreasterneitre tere now a Levolo. Where event fabric every vone in our extensive pow collection is fire-retardant UDIC every varie in our extensive new collection is fire-related the Our unique commitment to Levolor labric verticals. Flawless in Levolor tabric verticals, r lawless in performance. Socially responsible. A bright light streaking through a bright of contemporary design. A pright light streaking unough the universe of contemporary design. the universe of contemporary design. Levolor Lorentzen, Inc. 1280 Wall St. West, Lyndhurst, NJ 07071 EVOLOR Circle 54 on reader service card

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USE OUR IMAGINATION. WE'LL CHALLENGE YOURS.

Certain settings require no explanation. Instead, they tell their own story. In whispered tones, subtle positioning, hushed textures, and logical combinations.

Let the Interface carpet tile system be your story tellet. Interface is a medium of imaginative expression, a medium unto itself, an infinitely greater creative alternative to other existing carpet resources. And Interface has a performance record which will assure you that your design statement will last and perform and promote your reputation for years to come.

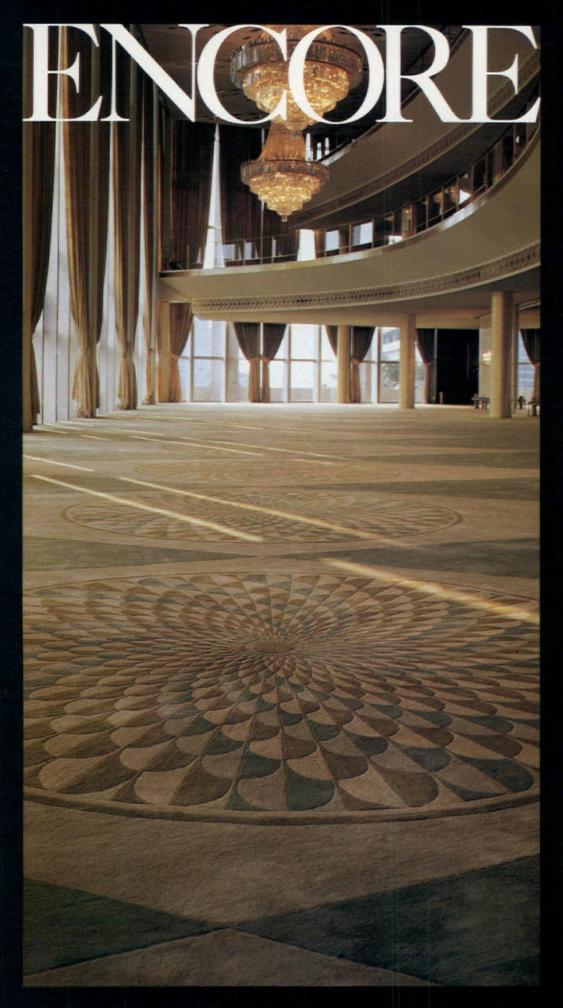
With Interface the custom look is standard and ready for delivery right now.

right now. For more information, write Interface: Flooring Systems, Inc., PO: Box 1508, LaGrange, GA 30241. (404) 882-1891.

Circle 55 on reader service card

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AI LOS ANGELES MUSIC CENTER

The performance was a classic lasting 17 years! Then, they called for an encore. The star: 100% pure wool carpet, custom designed in honey and olive with the Center's sunburst emblem.

Wool was chosen as the only fiber that could provide the luxurious beauty and rich color needed to complement the elegance of the Grand Hall and the Dorothy Chandler Pavilion.

Over a million patrons annually attend 400 performances and other events. Only wool offered the soil and stain resistance, cleanability, easy maintenance and durability required to cope with the crowds, drink spills and cigarette ends. Daily vacuuming and periodic cleaning removed spots and soil. Burns brushed away leaving no ugly melt scars.

After 17 years, when the carpet was replaced, the Los Angeles Music Center insisted on an encore and specified a 100% pure wool duplicate of the original carpet!

Want more encores from your clients? Specify pure wool. Its easy cleanability, economical maintenance and lasting beauty make it the most cost-effective carpet investment.

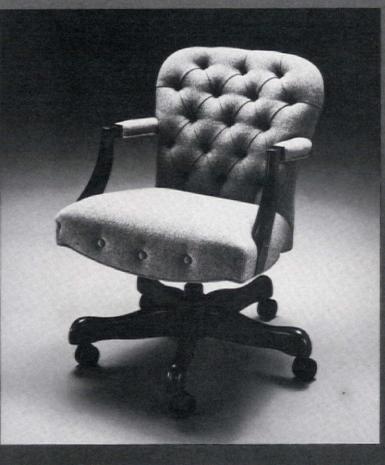
Again 100% pure wool sets the standard for carpet excellence.



The Standard of Carpet Excellence.

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The Woolmark is a registered certification mark owned by The Wool Bureau, Inc. Circle 56 on reader service card



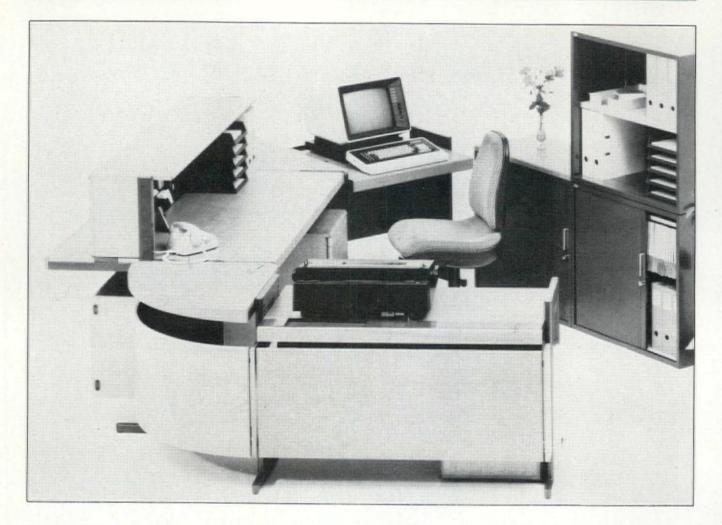
"You can pay more but you can't buy better."



GREGSON FURNITURE INDUSTRIES

Post Office Box 276 • Liberty, North Carolina 27298 • (919) 622-2201 • Showroom 997 Merchandise Mart

Circle 57 on reader service card



Lista computer support system relieves user stress, fatigue



Relief of user stress is a major design consideration in the Lista 7000 computer support furniture system. Offered to the U.S. market for the first time by Lista International Corp., Switzerland, the system adjusts for maximum user comfort to reduce fatigue.

The terminal worksurface adjusts up or down and tilts to avoid glare. Leg room has been increased for convenient movement from terminal to desk, to typewriter stand.

Hidden channels store terminal and telephone cables under the worksurface. This feature eliminates clutter in desk and floor areas surrounding terminal. Linking modules offer infinite configurations of units.

Components are available in two wood finishes and six laminate colors. Units will be shown in Merchandise Mart space 1221 at NEOCON 15. **Circle No. 281.** If it's like World War III getting service, let Lazarus go to battle for you.

Some fabric manufacturers have a line two or three times the size of Lazarus'. But if it's always a battle to get service or on-time delivery, all the choices in the world won't help you.

Come see our battle plan at

Expocenter/Chicago

Actually, the chance of getting exactly what you want from Lazarus is excellent. Our stylish, growing line of over 2,000 SKU's provides a choice of patterns, colors and fabrics to meet almost anyone's needs.

In addition to designing practically all our upholstery, drapery and wall covering fabrics, we also keep a tight



CREATIVITY AND SERVICE ARE THE FABRIC OF OUR BUSINESS.

Lazarus Fabrics

9303 East 46th St., Tulsa, OK 74145 1-800-331-3850 1-918-622-7700 rein on the weaving and manufacturing processes. That means your order is in control, because we're in control. From start to finish.

That's not all. Our reputation for service and on-time delivery is outstanding. In fact, we ship most orders within 48 hours. But when you're working with professionals like Lazarus, would you expect any less? We've even turned down orders rather than mislead customers on delivery dates. A maneuver that has won us more than one Medal of Honor.

> Available with Du Pont TEFLON* soil & stain repeller

Circle 58 on reader service card

MORE THAN 2000 NO-FADE HOURS.

NEW MARVESS OLEFIN CO RESISTS FADING LIKE NO OTHER FIBER UNDER THE SUN:

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

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

OUTSTANDING WEAR RESISTANCE. In addition to the high UV stabilizationgualities provided by Phillips Fibers proprietary UVEX System, Marvess olefin CG also offers durable solution-dyed colors, tough wear resistance, excellent stain release and cleanability and

resistance to rot, mildew and insect damage. Plus the lowest static component of any man-made fiber and the lowest specific gravity of all fibers—resulting in excellent bulk and cover.

LUXURY LOOK AND FEEL

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

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

INSIST ON THIS LABEL.



MAN MADE FIBERS/LIFE MADE BETTER

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

The Option One open office system from Amstore

Buy it for its value. Then value it for its simplicity.

Better value's built in.

Compare Option One with any other open office system, and its value *really* shows.

First, Option One has a superior appearance — as well as the rigidity, and sound and fire ratings you expect from more expensive systems.

Second, it does something most other systems don't do, regardless of their cost: Option One works with your existing furniture. So you not only get the benefits of a reasonably-priced open office system, you get ongoing value from current equipment. Simplicity for better function.

Well-thought-out simplicity makes Option One easy to plan, install and rearrange.



Metal connector knuckles (right) align and space panels. And a basic connection device, a durable plastic hinge (left) joins panels, regardless of how they're angled or configured.

The simplicity continues: Option One consists of a limited number of carefully chosen components, so it's just as flexible as other systems that are much more complex. This means you can tailor an Option One work station to almost *any* office job function you can think of, so you save on planning, ordering, installation and inventory costs. **Exercise your option now.**

Put Option One to work in your offices. Call or write for our brochure.



Old Norris Road Liberty, SC 29657 (803) 843-9327 See Option One at NEOCON Space 864

Make it your business to specify EDWARD FIELDS

Custom contract carpet

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HEATHROW

TOP LINE

Deep in the heart of texture ... Edward Fields introduces new and unusual custom wool carpets for commercial application. Manufactured seamless ... shaped to specification ... twelve square yard minimum. Priceless designs priced less than you imagine.

FRONT LINE

WOODRIDGE

BY LINE

RIPPLE



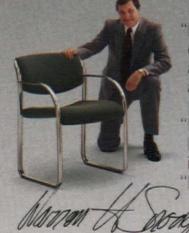
CORDAROYALE

EDWARD FIELDS

232 EAST 59TH STREET • NEW YORK, N.Y. 10022 212-759-2200 Circle 61 on reader service card

BOSTON · CHICAGO · DALLAS · HOUSTON · LOS ANGELES · PHILADELPHIA · MIAMI · SAN FRANCISCO · SEATTLE TORONTO · VANCOUVER · CALGARY · SYDNEY · PARIS

"With this new seating, my goal was to achieve classic simplicity."



"Esthetically, the key to the design is the eliptical, oval steel tubing. The entire frame flows to take advantage of its reflective quality. Seat and back are suspended within the framework to provide maximum comfort.

Because of its fluid, flowing design, I see it as being appropriate not only throughout offices, but in any rooms, large or small.

"I believe this new design offers a lightness of scale, an economy of materials, and a versatile new seating option."

See the new Snodgrass seating at one of our Regional Offices or contact your Steelcase Representative. For worldwide product, service or sales information, write Steelcase Inc., Grand Rapids, MI 49501 Or, call toll-free 800-447-4700.

Circle 62 on reader service card



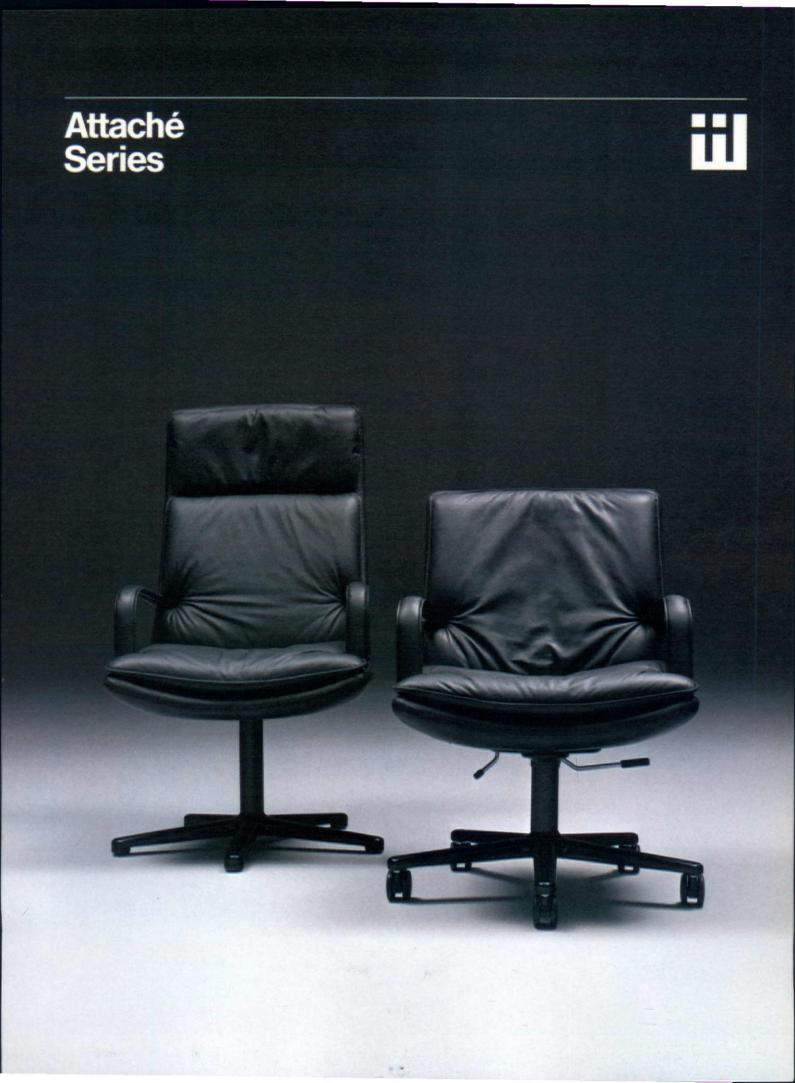
Dining/arm chair, from the Wailea group. One of many original Brown Jordan Rattan designs

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

New Wailea. Flowing, sculptured lines. Handcrafted of pole rattan in the Orient to Brown Jordan Rattan's demanding specifications for commercial and residential use. Comfortable seat cushions rest on high-quality upholstered decking.

Write for 68-page, full color catalog. Brown Jordan Rattan, Dept. QZ672, P.O. Box 5688, El Monte, California 91734.

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



PRODUCT SHOWROOM

Three years of research brings color coordinates to Herman Miller office systems line

Three years of color research in the U.S. and abroad has culminated in a comprehensive color, fabric, finish, and texture system for Herman Miller's Action Office® furniture line.

This new Herman Miller program increases the number of colors for the furniture system to 165 in 13 fabrics, one leather, three vinyls, and eight finishes. This provides a possibility of 600,000 design permutations.

Begun in 1980, Herman Miller's color program has been developed by Clino Trini Castelli, Italian industrial designer whose clients include Fiat, Olivetti, Mitsubishi, 3M, and Renault. His polychromatic color system presents a scheme that works in any combination. Illustrating the meticulous nature of the system, vertical panel finishes adjacent to horizontal worksurfaces will be 10 percent deeper in tone to make the surfaces appear identical in color. According to Castelli, "The coordinated presence of several subdued tones within a space opens it up to a much broader range of personal interpretations. The individual's chance of finding colors he or she can be comfortable with is much greater in a polychromatic environment than in an environment designed around a strictly monochromatic color scheme."

A rapid response program for a selection of the new fabrics/finishes is being initiated. **Circle No. 280.**



"The ways in which light, color, sound, and texture affect our perceptions, our deepest feelings about an object or a place, also belong to the province of design, but are essentially uncharted territory"-Castelli, Herman Miller color system designer.



The closest you can get to the "ultimate" contract carpet fiber. Ultron[®] 3D Nylon by Monsanto...





The "ultimate" carpet fiber promises unlimited styling flexibility.

Now Ultron* 3D nylon from Monsanto offers you endless new style and pattern possibilities, utilizing the most advanced manufacturing equipment available today.

Heavy denier Ultron® 3D is 33% larger than all other Ultron* fibers which means more body. and a greater range of carpet construction. And Ultron* 3D is a three-dye level product which produces an almost unlimited variety of patterns, prints and solids.



A. High Style is featured at the Flagship Inn, Irving, Texas. Designer: Mary McDonald, Creative Environs

B. Classic Tone sets the mood at Pepsico offices, Purchase, New York. Designer: Donghia Associates



C. Grand Entrance leads you to the Fox Theatre, St. Louis, Missouri. Designer: Mary Strauss, Restoration Director





D. Flowing Color is the password at Banco de Brazil, New York City. Designer: Paul Damaz



E. Printed Design creates atmosphere at Rochester Hilton, Rochester, New York. Designer: American Contract Design



F. Richness and Warmth grace the deck at Miss New York Ferry Boat, Bridgeport, Connecticut.

Designer: American Contract Design

G. **Unique Pattern** holds court at Shun Lee Palace, New York City. Designer: Joe Villano, Aquarius Designs



H. **Multicolored Print** dictates the mood at Linear Plaza, Atlanta, Georgia. Designer: Leslie Ennis, W. Fred Teal Associates





I. Colorful Hospitality is evident at the Sheraton Industry Hills, Los Angeles, California. Designer: Gene Levin



J. Solid Color makes a strong statement at San Jacinto Tower, Dallas, Texas. Designer: P. L. M. Design Jim McCarty and Neil Lacy



K. **Stylish, Good Looks** make the scene at Mario's Rodeo Drive, Beverly Hills, California.



L. **Tasteful Print** graces the corridors at Vista International Hotel, Washington, D.C. Designer: Graham Solano, Woburn, Massachusetts



The Classic Lustre of the "ultimate" fiber.

The "ultimate" carpet fiber would be expected to have the ultimate wool-like lustre. And classic lustre is probably the most appealing feature of Ultron® 3D.

Time and again, Ultron[®] 3D has been selected by designers as having the most desirable wool-like appearance in the carpet industry. Yes, Ultron[®] 3D looks like wool, feels like wool, lasts longer than wool ... and remarkably, costs a lot less than wool.



M. **Wool-Like Lustre** enhances the ballroom at Holiday Inn, Rivermont, Memphis, Tennessee. Designer: Bill Ashworth



O. **Good Taste** is evident at Rolling Prairie Inn, Clive, Iowa. Designer: Milan Bayan

N. Contemporary Design accents the Sheraton Bal Harbor, Miami Beach, Florida. Designer: Mary McDonald, Creative Environs





P. Classic Lustre highlights the offices at Interstate Securities, Piedmont Center, Atlanta, Georgia. Designer: Martha Tredwell, Hendrick Associates

The "ultimate" carpet fiber ... engineered to look like new for years.



Low soiling and smooth, tri-lobal Ultron® 3D fibers reduce entrapment and effectively cut down the visibility of dirt particles.



Ultimate Appearance Retention is an important feature of Ultron® 3D. Colorfastness, resistance to crushing and matting, and maximum abrasion resistance all contribute to the superior, long lived appearance of carpet made with Ultron® 3D fiber.





Cleanability. Ultron[®] 3D has been especially engineered to resist soil and stains and to respond to cleaning with standard commercial equipment. The result is excellent restorability.



Static Control is built in with a conductive filament which is an integral part of the fiber. The carbon stripe filament dissipates electric charges and reduces annoying shock.



The closest you can get to the "ultimate" contract carpet fiber . . **Ultron® 3D Nylon by Monsanto**

See it now. And other fine Ultron[®] fibers at these quality mills.

Aladdin Mills, Inc. Atlantic Carpet Corporation Barrett Carpet Mills, Inc. Bentley Mills, Inc. Bloomsburg Carpet Ind. Cambray Mills, Inc. Cambridge Carpet Mills Camelot Carpet Mills Carriage Carpet Mills, Inc. **Colonnade Carpets** Designweave Durkan Enterprises

E.T.C. (Sunweavers) Eagle Carpet Mills Gibralter Carpet Mills Grifftex Hallmark Carpet Mills Heritage Carpets Hollytex Carpet Mills Lowes Carpet Corporation Mar-Jon Carpet Mills C.H. Masland & Sons Mohawk Carpets Monterey Carpet, Inc.

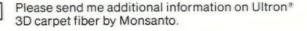
Pacifical Carpet Mills Prestige Mills, Inc. Scott Group Alexander Smith J.P. Stevens Stratton Industries Tuftex Carpet Mills Villa Carpet Mills Walter Carpets Wellco Carpet Corp. Whitecrest Carpet Mills

Ultron is a registered trademark of Monsanto Company ©Monsanto Company 1983

Monsanto Company 320 Interstate North Parkway Atlanta, GA 30339

Please send me more information on the installation(s) shown on the preceding pages, which are designated A through P. Enter the letter of your choice:

Please have the following mill send me more information on carpet made with Ultron® 3D nylon fiber. Write the name of the mill of your choice:



Monsanto Ontract Fibers	;
ULTRON 3D	

Name

Company

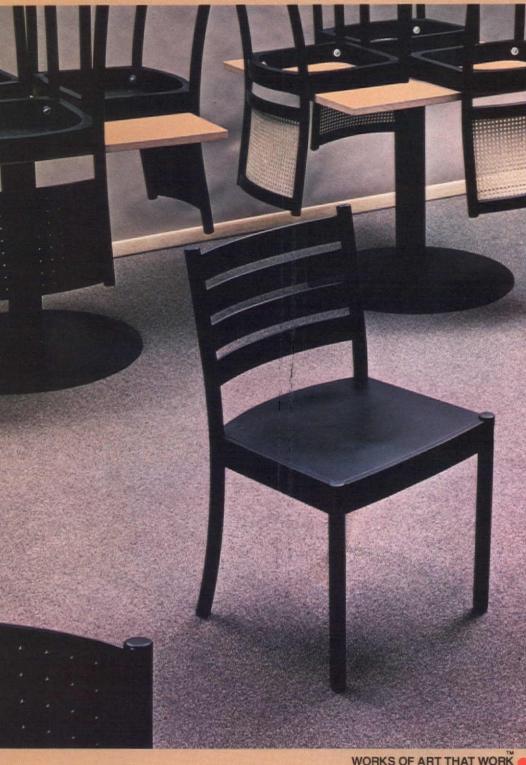
Address

City

State

Zip

FOR A SMALL PRICE YOU CAN REST ON OUR LAURELS



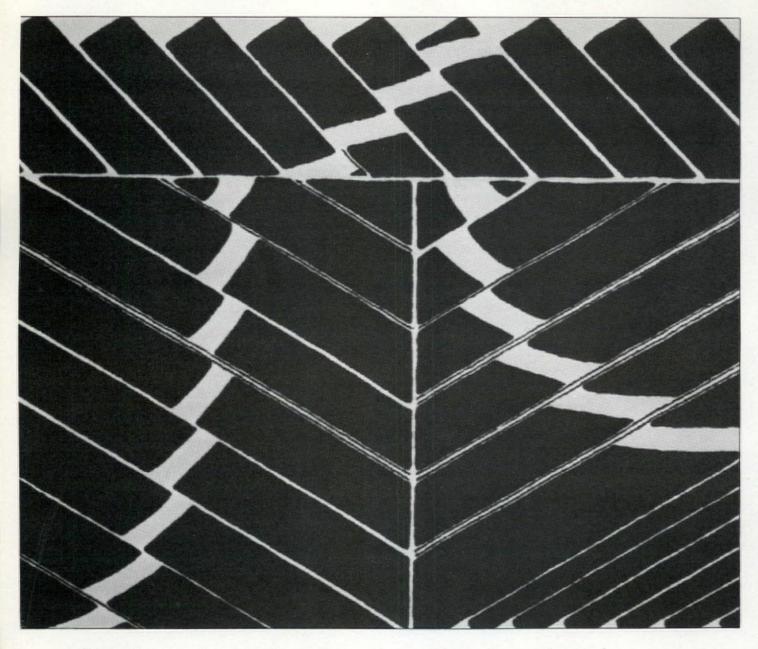
☐ This is our Uni Chair, designed by Werther Toffoloni. The more you know about it, the more you understand its success.

THE UNI CHAIR. WINNER OF TWO GOLD AWARDS.

☐ The Institute of Business Designers gave it the Gold Award for the Best Chair in the Seating Category, as well as for the Best Product of the year. Not only is it extremely versatile, it's also very durable.

 □ First, versatility. It consists of one simple basic chair design.
 Yet has so many different seats, backs, finishes and colors, it becomes a complete line of chairs.
 One chair. A multitude of choices.
 □ Now, durability. Having passed ten separate BIFMA/ANSI tests for strength and durability, Uni can handle any assignment you have. The construction of Uni offers you a lot more than surface good looks.

□ Find out why Uni is called Uni. And why its small price tag makes Uni the only one of its kind. □ Call or write for more details. Atelier International Ltd., 595 Madison Ave., New York, New York 10022. Phone (212) 644-0400. Outside N.Y. (800) 223-5220. Showrooms: Chicago, Dallas, Los Angeles, and Washington, D.C., and Selected Dealers Nationally, Member ASID & IBD **PRODUCT SHOWCASE**



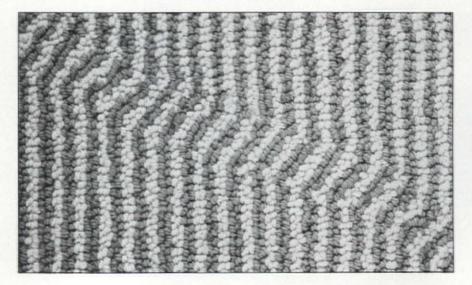
'Spellbound', Mediterranean carpets introduced

"Spellbound" (above), one of the latest carpet designs from Edward Fields Inc., is patterned according to the symbolism of the dream sequence in Alfred Hitchcock's famed movie by the same name.

It suggests tracks left by skiers on a mountainside, and is executed in a flat two-level construction of broad charcoal velvet surfaces, separated by tracks of white low-looped texture.

"Ferrara" (right), part of the firm's Mediterranean Collection, is constructed of 100 percent wool with cotton backing.

Carpet is available in custom colors and sizes. The manufacturer is known for unique custom carpet and rug designs. Circle No. 279.



Seating Solutions (and tables) in Contemporary, Institutional, Health Care, and Traditional Designs. Metal and wood finish solutions in 15 standard finishes plus special finishes in oak, walnut, and mahogany. Fabric, vinyl, and leather solutions in 204 standard colors plus G.O.M. and C.O.L. capabilities. Seating Solutions for educational, health care,

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a division of U S Furniture Industries

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hospitality, institutional, judiciary, offices, lobbies, restaurants, etc., etc., etc., Regardless of your seating problems, Carolina Seating has seating solutions. Tables too! SEATING COMPANY

ONTRACT SEATING

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ROM: CAROLINA SEATING ACCORD BUSINESS FURNITURE COVENTRY HOUSE

INSTITUTIONAL/HEALTH CARE

Circle 66 on reader service card GSA: Now we are on three GSA contract schedules: FSC Group 71, Part III, Section H (miscellaneous, multi-purpose seating); FSC Group 71, Part I, Section E (upholstered, performance tested furniture); and FSC Group 71, Part III, Section F (hospital patient room furniture). Please contact the factory or your Carolina Seating/Accord Business Furniture representative for GSA literature requests. Carolina Seating Company, P.O. Box 2127, High Point, NC 27261 (919) 476-6117 (800) 334-2835 (800) 334-2971 .

Karastan has allbuteliminated the problems you've faced with patterned tufted carp

Mismatched patterns. Delamination. Dimensional instability. To solve these very common problems,

Karastan came up with a very uncommon solution: Kara-Grid.

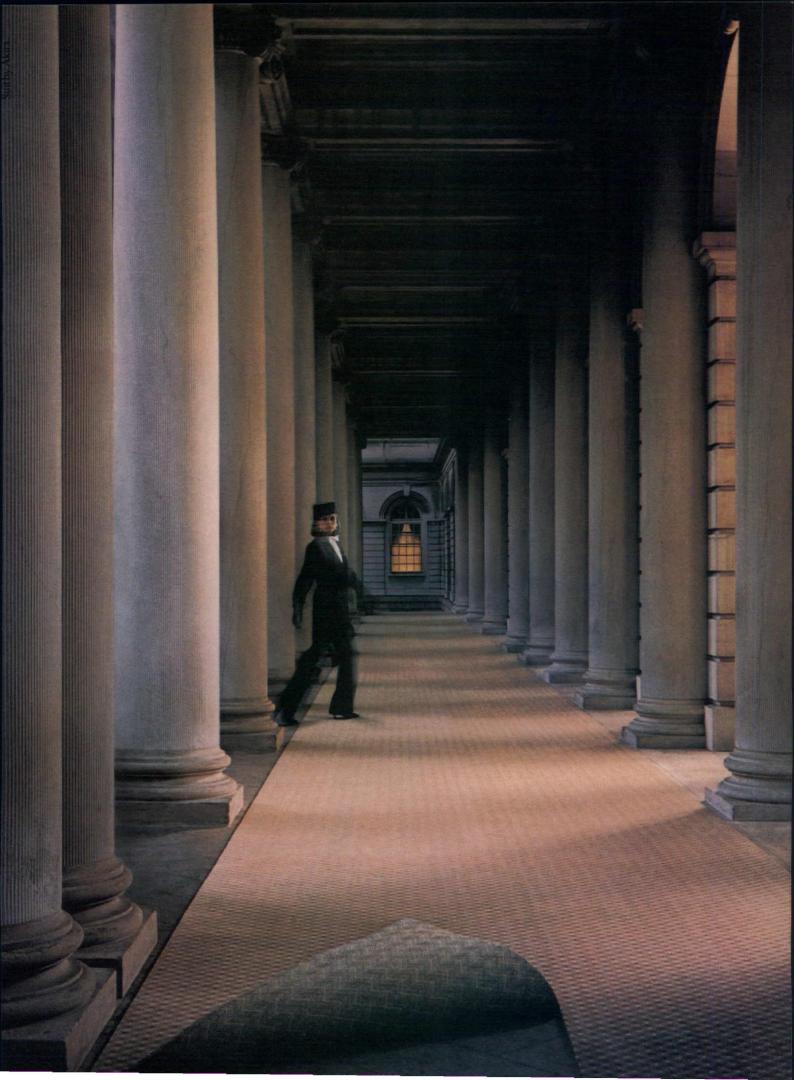
Kara-Grid is Karastan's new patentpending process which combines the design precision and structural integrity of weaving with the economy of tufting.

All Kara-Grid carpets are given our unique single backing called Grid-Loc which serves to reinforce the superior body, strength, and heft of these new yarn-dyed, multicolor, patterned tufted carpets.

The Kara-Grid carpet shown here, Data Bank, is part of our new Design Coordinates Collection fashioned of soilconcealing, built-in static-control DuPont ANTRON® III nylon.

Of course, it goes without saying that our new line has all the subtle beauty and elegance that Karastan is known for. But we thought it was worth mentioning, anyway.

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







RWY A lot more contemporar but no less traditional.

NEOCON SHOWGOERS!

See the new R-Way. In our new showroom designed by Punzio, Gjersten & Associates. At our new location, 10-133 Merchandise Mart, by the elevators. (312) 644-5696.







RVMY Over 100 Years of Fine Furniture • Sheboygan, Wisconsin 53081 Circle 67 on reader service card

PRODUCT SHOWROOM





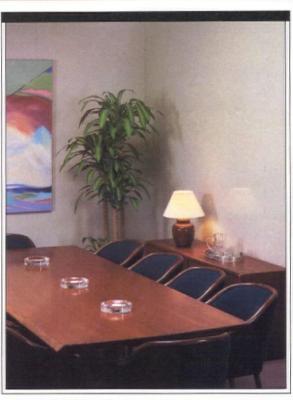
Haworth opens Boston showroom in historic milling center

A turn-of-the-century milling center in Boston is now home to a modern showroom of Haworth Inc., the Holland, Mich. manufacturer of open office interior systems.

Its Boston facility, called Russia Wharf, was originally built as a grain shipping center for Czarist Russia and is now listed in the National Register of Historic Places.

Within its 4,900-sq.-ft. ground level showroom, the Haworth design staff has created an eclectic environment combining traditional and contemporary materials as a backdrop to product displays. Exhibits include a comprehensive cross section of panels and components from the firm's UniGroup® office interiors furnishings, fabric collection, and SystemSeating line. The exhibit space also serves as an office for the New England division sales, design, and administrative staff.

Diagonal spatial configurations of workstations add interest to the rectilinear showroom. Widely varied applications of the products illustrate their adaptability. Mechanical support systems and corresponding lighting systems are also shown.



ALLIANCEWALL PORCELAIN ENAMEL ON STEEL. GOODBYE, OLD PAINT.

The attractive interior walls you plan today...will stay that way. For years to come. AllianceWall panels never need painting, because the porcelain enamel color is actually fused to the steel. Creating a hard, smooth surface. You can choose from more than 50 vivid and neutral colors. Beautiful by any standards. And made to stay that way. Contact us soon to see how we can help you plan your next interior. Porcelain enamel on steel— for one-time color, easy maintenance and lasting beauty.



AllianceWall® Corporation

The World's Largest Producer of Architectural Porcelain Enamel on Steel Circle 68 on reader service card



"Coral's Quiet Channels meets the need for the quiet environment insisted upon by the hospital President, while meeting stringent maintenance criteria". Patricia Lamis, ASID, Senior Designer J.H. Leff & Associates, Long Beach, California

Circle 69 on reader service card



Specification: Coral's Quiet Chanels for computerized administrative offices landmark building, Long Beach Community Hospital.

ACOUSTICAL WALL COVERINGS IN TREVIRA® FOR FR.

iper processo

* Flammability analysis: NFPA 701 small scale. A.S.T.M.E. – 84 Class A.

micom

"I specified this fabric of Trevira® for FR because it combines lasting beauty and durability with the all-important flame resistant characteristics required."

Roland Wm. Jutras, Jutras & Nobili Associates, Inc.

"Misty Sheer combines economics and outstanding stability with an important architectural look."

Judy F. Dobin, Vice President, Valley Forge Fabrics, Inc.



Specification: Misty Sheer by Valley Forge Fabrics,^{*} for Meridien Hotel, Boston, Massachusetts.

CASEMENTS IN TREVIRA® FOR FR.

*NFPA 701.

"I will continue to specify draperies and cubicle curtains of Trevira for FR because they allow the designer to create an environment that encourages patient recovery, and also to specify a product that is easy to maintain." Arlene Warren IBD, AFF Jean Crane & Associates. (Architectural Firm: The Ratcliff Architects).

Circle 70 on reader service card

Specification: A Ben Rose fabric* in Trevira* for FR for Alameda Hospital, California

DRAPERIES AND CUBICLE CURTAINS IN TREVIRA®FOR FR.



"The cubicle curtain is the largest and most visually important design element in a patient's room. The design should be lively, cheerful, finished on both sides as well as timely and timeless. That's why we chose woven cubicle curtains of Maharam's Ombré Stripe in Trevira* for FR". Thom McHuah. Architect

Thom McHugh, Architect Gruzen & Rosenfield, New York.



Specification: Maharam's Ombré Stripe* for patient room, Hackensack Medical Center, NJ.

HOSPITAL ENVIRONMENTS IN TREVIRA® FOR FR.

*NFPA701

"The rooms in our Palace Wing are the premier accommodations in the area. That's why we selected Ametex's Pyromesh in Trevira" for FR". Its interesting design compliments the beautiful scenery one sees behind it. BruceTuriansky, Vice President and General Manager, Brown's Hotel, New York.

Circle 71 on reader service card



Specification: Ametex Contract Fabrics* Pyromesh Stripe.

WINDOW TREATMENTS IN TREVIRA FOR FR.



HIERARCH....A PATCRAFT ORIGINAL OF DUPONT ANTRON' XL NYLON

HIERARCH GROUP, used extensively throughout the Robinson Humphrey/American Express, Inc. offices in the new Atlanta Financial Center South. Constructed of DuPont ANTRON® XL Nylon with extra large filaments for extra long resistance to soiling and crushing, HIERARCH GROUP comes in an assortment of luxurious designs and textures in Patcraft's unique construction which gives the carpet extremely high density. Ten "in stock" colors as well as an unlimited custom color selection... custom designs available...HIERARCH GROUP... a truly unique Patcraft original.



CARPETS OF DISTINCTION atcraft ALLS INC

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Circle 72 on reader service card

EXECUTIVE POSTURE

TWO NEW SLIM PROFILE MECHANISMS DESIGNED TO FIT ONE MOLD COMBINATION

Collier-Keyworth's new family of Slim Profile control mechanisms gives the chair manufacturer the capability to produce two different types of chairs from the same chair mold combination. The Fixed Back Tilt (#707) and dual action Executive Posture (#761) mechanisms are designed to fit in the same back and seat mold —offering the opportunity to eliminate investing in an additional one piece fixed back shell mold.

FIXED BACK TILT

In addition to offering substantial cost savings by eliminating one mold, Collier-Keyworth's Slim Profile models offer operational and construction features not found in other control mechanisms. Our Executive Posture model is the only torsion bar control mechanism available which features dual action capability. This unique ergonomic feature enables the articulated chair seat to tilt one degree for every two degrees the backrest is activated. Both the Executive Posture and Fixed Back Tilt mechanisms feature welded steel construction as well as fully cushioned stops to assure smooth, squeak-free operation.

For additional information on the entire line of Slim Profile mechanisms, write Collier-Keyworth today.



FIXED BACK TILT MODEL #707



EXECUTIVE POSTURE MODEL #761



Circle 73 on reader service card



NEOCON AT-SHOW

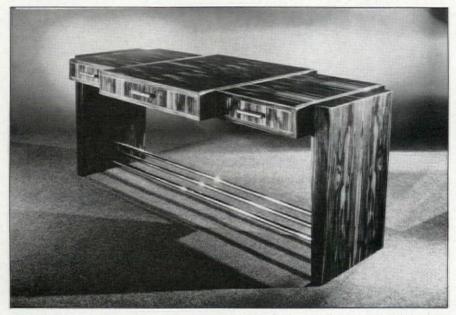
CFC Dealer-Team Workshop & Polsky/ASID Awards Scheduled



Space 11-122 will house a wide variety of William Plante original color photographs. Shown above is "Where Winter Walks." Circle No. 172.

Scheduling of an additional workshop on design team cooperation and a seminar on business profitability has been announced by The Merchandise Mart. Sponsored by the Contract Furnishings Council (CFC), is a workshop on "Building a Better Design Team," scheduled to be held Tuesday, June 14, at 10:30 a.m., and a seminar on "Building A Profitable Business: Strategies For The Small & Large Design Firm," planned for 8:30 a.m., Friday, June 17.

John Chambliss, president-elect, CFC, will moderate the session on how the architect/designer/facility manager/



Brueton's Lucerne Desk, designed by Stanley Jay Friedman, is offered in a variety of woods and leather. Also a credenza. Space 910. Circle No. 173.

AGI's full line of contemporary upholstered seating and tables is exemplified by this sofa to be shown in Space 968. Circle No. 174.



dealer/manufacturer can interface to successfully complete design projects. Participants in the seminar are: William R. Whaley, ASID presidentelect; Sandra Ragan, IBD Potomac Chapter president, and principal, Friday Design Group, Washington, D.C.; Alan Siegel, New York attorney, Levy & Sonet; and Justin Thompson, managing partner, Business Products Consulting Group, New York.

Polsky winners honored

First recipients of an annual award to recognize exemplary academic contributions to the discipline of interior design will be honored by the American Society of Interior Designers (ASID) Education Foundation in the Toronto Room of the Hyatt Regency Hotel, June 14, 6-8 p.m. Winner of the first award to be presented as the Joel Polsky Prize, established by Norman Polsky, president, Fixtures Furniture, will be publishers of "Planning And Designing The Office Environment," Van-Nostrand Reinhold, and the sponsor, Owens-Corning Fiberglas.

Original artwork prize

Franklin Picture Company, Space 1559, will conduct daily drawings of original artwork by Jasper San Fratello, artist in residence throughout NEOCON 15. The company is also offering wine and cheese from 3:00 p.m. daily.

(Continued)



Robert Becker, vice president design, will be on hand in the Helikon Showroom, Space 962, to answer designer questions.



Eldon is introducing its totally new open office system called Eldonwal in Space No. 10-152 Designed to fit most major open office panels, the system makes possible the use of unused wall space for highly accessible storage and retrieval. Circle No. 177.

Space 995 features Condi's John Wolcott designed system (right) with adjustable shelving, task lighting, and computer tape-printout hanger bar options. Circle No. 178.

Conwed introduces this new mahogany desk line, with radius-edge (below, right) in Space 929. Circle No. 181.



Modulex signage boards (below) will be represented by Pierre Husson, vice president in Space 1025. Circle No. 179.

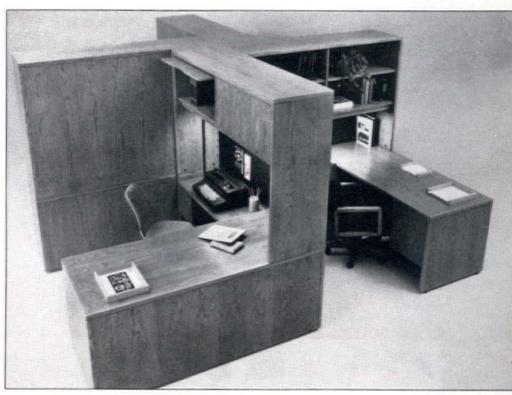




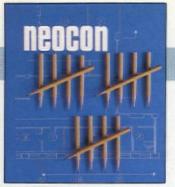
Sled base chair No. 1211-SB from Boling has solid Ash frame with distinctive design sewn in seat and back. Can be seen in Space 1043. Circle No. 176.



Model 950 upholstered tub chair on Shepherd casters is offered by Lewittes in over 400 in-stock fabrics or COM. Space 1058. Circle No. 180.







NEOCON AT-SHOW

Informal seminars will discuss role of interdisciplinary designs

Three seminars involving as many major installations will be devoted to an exploration of the interdisciplinary forces brought to bear when planning today's corporate interior. To be held in Merchandise Mart Space 1035—showrooms of Spec'built, the seminars center on AT&T Long Lines, Eastern Region Headquarters, Oakton, Virginia; Bankers Trust Company, New York City; and ARCO Alaska Inc., Anchorage Tower Project.

Seminars are scheduled for Wednesday, June 15, at 8:15 to 9:30 a.m.; 1:00 to 2:15 p.m.; and 4:30 to 5:45 p.m., respectively. William Hopeck, staff manager AT&T, and Jack Dunbar, ASID partner, de Polo/Dunbar, Inc., N.Y. City,



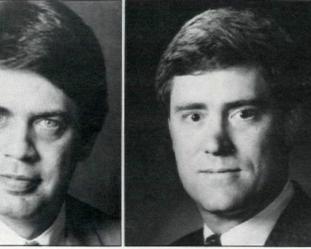
de Polo

Corlin

are participants in the first seminar, with Len Corlin, co-publisher/editor, CON-TRACT Magazine, participating as moderator.

Some seats are expected to be available on a first-come first-served basis for the seminars at the showroom prior to each seminar, due to possible cancellations at the last minute.





Traditional wood chair from Moser can be seen in Space 865. Circle No.160.

Wright Line's center-hook filing system will be displayed on a number of system lines shown throughout NEOCON. Docu-Mate™ system is shown at right. Circle No. 161.

Option One Mid-Panel connector (below) from Amstore will be shown in Space 864 by vice president marketing Bob Brown (below right) and regional manager Chuck Close (below, center). Circle No. 162.





Panelists in the Bankers Trust Seminar will be Tom Ringkamps, senior vice president, real estate management, Bankers Trust, and Gerd Althofer, AIA, vice president, Interior Facilities Associates Inc., New York. Jim Murphy, *Progressive Architecture* will moderate.

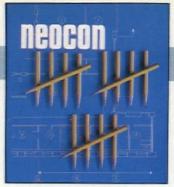
With Herbert L. Newmark, contributing editor to Facilities Design & Management magazine, moderating, the third seminar will include Ben Cubler, manager, property management & services, ARCO; Richard Murtland, project director, ARCO; David Immenshuh, principal, and Gary Bell, IBD, associate, both of PBNA Architects, Inc., Kansas City, Mo.



New showroom of Hickory Business Furniture, Space 1061, is shown (right). Hickory's new Martha Washington chair (above) will be featured. Circle No. 164.

Domo Collection (below) designed by Alberto Lievore and Jorge Pensi for Kron, Space 1209, includes armchair and two- and three-seat sofas. Circle No. 163.







Kastholm secretarial chair from Harvey Probber is part of a complete office seating program. Chair has synchronous movement of both seat and back, can be seen in Space 957. Circle No. 151.

David & Dash's "Impressions," a coordinated line of fabrics and wallcoverings, can be seen in Space No. 6-113. Circle No. 153.

NEOCON AT-SHOW

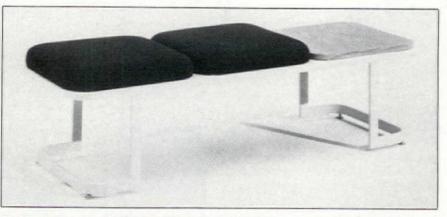
Formica competition winning objects on display in Knoll furniture showroom

Winning objects in Formica Corporation's Colorcore™ "Surface & Ornament Competition" are being exhibited in the Knoll showroom, Space 1100 of the Merchandise Mart for the entire week of NEOCON, according to Susan Grant Lewin, Formica's creative director.

Ten objects are being displayed in the

museum-type exhibition, including submissions by Emilio Ambasz/ Giancarlo Piretti, Ward Bennett, Frank O. Gehry, Milton Glaser, Helmut Jahn, Charles W. Moore, and Stanley Tigerman. Venturi, Rauch and Scott Brown, Massimo and Lella Vignelli, and SITE, Inc. products are also shown.

(Continued)



Carolina Seating Company's Marcel Beck designed multi-functional bench combines contemporary styling, durability, and versatility in six frame colors and various cushion arrangements. Cushions are fire retardant. Space No. 11-124. Circle No. 152.

Designed specifically with middle-management personnel in mind, this open plan line from **Dependable Furniture** is sized to conform to standard panel size most often used in a landscape. Can be seen in **Space 865. Circle No. 154.**



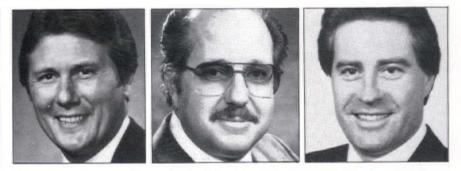
CONTRACT/June 1983



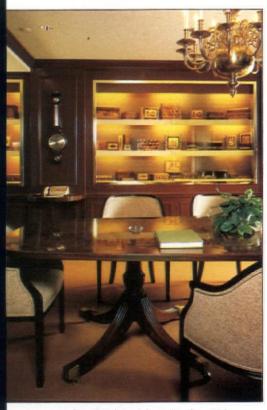
Avatar is a distinctive new offering of executive office furniture from Hardwood House, Space 993. Crotch mahogany desk top is optional. Circle No. 155.

Facilities breakfast at Allied

A facilities managers breakfast is scheduled for Thursday, June 16, 7:15 to 8:30 a.m. in Allied Corp.'s showroom, space 10-118. The fiber company's contract specialists will discuss and present the latest developments in fiber technology, including antimicrobial Anso IV with Halo-Fresh. New commercial carpet introduction samples will be displayed.



Hardwood House executives on hand will be (I. to r.) Edward J. Clark, president; Peter J. Varano, vice president-manufacturing; and Dick Conoyer, vice president-sales.



High technology adapted to fine 18th century furniture is the hallmark of Smith & Watson, Space 6-127. Circle No. 156.



Monel Contract Furniture, Space 507, will feature this softly molded upholstered seat line called Sparta. Circle No. 158.



Steel, glass tables, finished in chrome, antique brass, or bright brass mark this Sheffield Series C-98414 accessory table line from Patrician, Space 902. Circle No. 157.



NEOCON AT-SHOW

Danish exhibitors join NEOCON International



New cast aluminum addition to Tropitone's Veneman Collection will be featured in Space 1719. Called Panache, the line has a clean contemporary look. Circle No. 165.

GeoLogix by Architectural Fiberglass (below) will be displayed in Krueger Space 1184. Wood top tables, moulded fiberglas covers, planters, and upholstered seats combine for complete open plan seating system. Circle No. 166.



nishings manufacturers will exhibit a wide variety of modern and functional furniture, carpet, and lighting accessories at NEOCON International in Booth 611 of the Expocenter, located directly across the street from the Merchandise Mart. The five companies are Dyrlund, In Clima, Lampas, Norgaard, and Weston.

Five Danish contract furniture and fur-

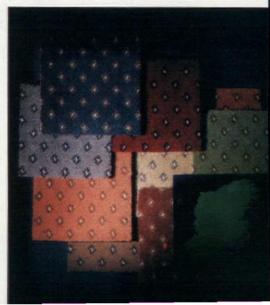
Brigadoon opens new showroom

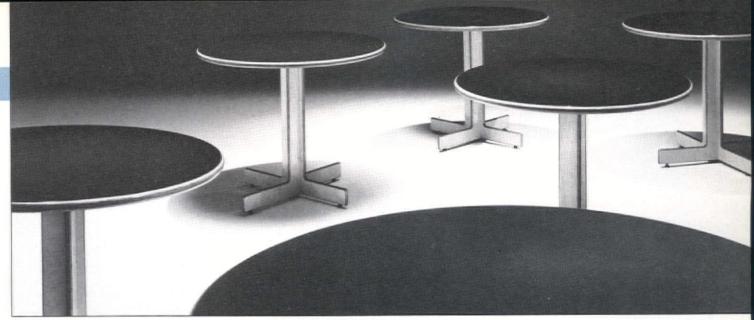
Brigadoon International Flooring, Inc., recently established high-end flooring company formerly known as Bowater Carpets (U.S.A.) Ltd., is opening its new showroom in suite 1380. The space will feature the company's entire line of broadlooms and rugs, as well as newly imported ESCO carpet tiles, which are completely compatible with flat wire installations.

Lightworks to show line

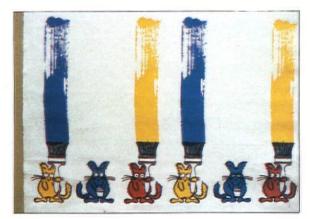
Lightworks will show its entire line of lighting products in 150 sq. ft. of space in the Design Galleries Space 1628, The Merchandise Mart. (Continued)

Several new colorways by Navan Carpets in its Starlight pattern of the Ardee line of axminster qualities will be shown in Space 911. Circle No. 167.

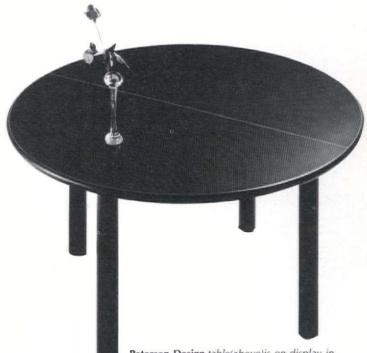




Among several tables from Procaccino, Space 1060, will be this line of round dining/conference tables with protected edges. Circle No. 168.



Ben Rose's Katz, #1600 whimsical cats with paint brushes and buckets of alternate colors, works as a border print or continuously. Also available as vinyl wallcovering. Space No. 11-123. Circle No. 169.



Peterson Design table(above)is on display in Space 1362A, Della Starr showroom. Circle No. 170.

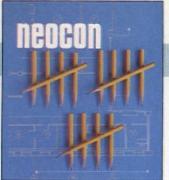
The Croyden Metrix wood office furniture line is a modular system of interlocking wood panels, which assemble easily to produce desks, credenzas, bookshelves, and storage facilities. Space No. 1038. Circle No. 171.



CONTRACT/June 1983



Buchtal's full line of architectural ceramic tile will be shown in Space 13-125. Visitors will be offered free caricatures. Product seminars will be held daily at 10:30 a.m. European Soiree is scheduled June 15 from 4:30 to 6:00 p.m. Circle No. 175.



NEOCON AT-SHOW

Bigelow schedules successful workshops



Jofco's series 3,500 desk will be shown in Space No. 844 of the Merchandise Mart. It is offered in oil walnut and three shades of oil oak. Circle No. 182.

Krug Furniture showcases its Radius One System (top, left), featuring a full range of panels, worksurfaces, and storage facilities. Space No. 846. Circle No. 183.

Pacific Rattan in Space No. 1253, Roz Mallin, (below, left) features game collection with four upholstered-back swivel game chairs, with or without casters. Circle No. 185.





Bigelow-Sanford will repeat its successful series of on-going workshops in its showroom, Space number 1865, according to Mason Bell, vice president, commercial carpets.

Shaw-Walker shows new systems

Shaw-Walker's ExpanDesk[®] modular furniture will be featured in space 868 of the Merchandise Mart. The system fosters custom design of everything from traditional desks to highly specialized machine workstations, according to Shaw-Walker.

Adjustable terminal station by Cordes Group, Inc., (top, right) will be shown in Ernst Associates Space No. 1056. Framable poster will be given to visitors. Circle No. 184.

Mallin's all aluminum Westwood Collection outdoor furniture line features cushion groups that combine new pattern and color treatments. (below, right) Circle No. 186.



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Garden City Carpet Gallery, Inc. Great Bend

Carpet Country Hutchinson Barnes Installation Parsons The Final Touch Scott City L & L Floor Covering Smith Center Huffman Floor Covering Wichita Kansas Lodging Assoc. Sunshine Tile Co. KENTUCKY

Believue Master Method Covington

R. J. Webber Glasgow Interiors By Biggers Newport

Hall Swenson

Chalmette Clarkmart Cabinets

Mangham Joe Banks Carpet & F/C

Monroe Bob Moss Carpet & Floor Shreveport

Robert Carpet Company Walker Peak Floor Covering MARYLAND

Annapolis Annapolis Floor

Baltimore Business Carpet Camp Springs

Village Carpets

Austin Carpet

Family Floors Easton

Floors by Paul Meredith Frederick

Kehnes Carpet Corner

Eaton-Young Furniture Gallery

Rockville Woodmont Carpet

Sallsbury Value Carpet Mart

Severna Park Family Floors

MASSACHUSETTS

Plotkin Furniture Buzzards Bay

Central Carpet

Centerville Coachlight Carpet

Fitchburg Delisle's of Fitchburg

Hingham

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Persian Rug Galleries

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Carpet Factory Outlet

Harty's Floor Covering

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Bill Behrle Associates

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J. V. W. T/A Carpet Circus

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Bergenfield

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Montauk Rug

Carpet Bazaar

Parsippany Hoffman Carpet

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Shell Floor Covering

Main Floor Covering

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Consumers Carpet

Futuristic Flooring

Wolfe Lumber Yard, Inc.

Delta Floor & Decorating

Graham Skinner, Inc.

1 & S Discount Carpet

Upton/Neal Carpets

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Jimmy Trindle's Carpets

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Madden's Gallery of Carpets PENNSYLVANIA Barnesboro Charleson Furniture **Beaver Falls** Decorator's World Bethel Park H & S Carpetland Elkins Park Milstein Feasterville Mister Plywood Indiana Bob Anderson's Floor Show Shippenville Tionesta Builders Supply Tionesta Tionesta Builders Supply Union City Blakeslee's SOUTH CAROLINA Belton Maynards of Belton Columbia **Builders Specialties** Florence The Rug Shop North Myrtle Beach

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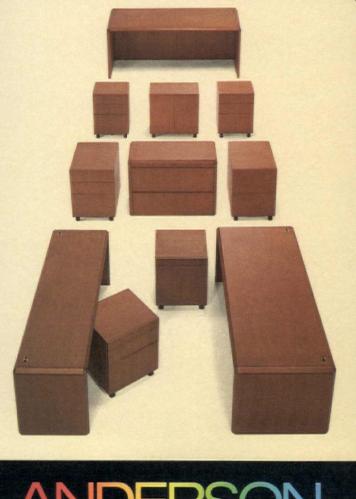
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The Bevel Desk Collection . . .

Award winning executive furniture from Hardwood House. Designed in an elegant transitional mode that is equally appropriate to contemporary as well as traditional environments.

Desks, returns, credenzas, conference and occasional tables are available in a variety of sizes and configurations. All are and a

distinguished by bandcrafted solid wood bevel detailing, and a selection of oak and mabogany finishes bigblighted by polished brass, chrome or black vermillion inset reveals.

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PEOPLE/NEWS



S. Name

Forest

John Savini (shown) has been promoted to vice president, manufacturing for Lighting Services Inc. (LSI). The promotion is part of a major plant expansion now in progress at the firm's Stony Point, N.Y. manufacturing facility.

David B. Forest (shown) has been transferred from his Detroit sales position to the home office of Harter Corporation. His new responsibilities as marketing manager, systems product development, include development and coordination of marketing and advertising for Harter's new product collection.

Gary De Puydt is now manager of systems products at All-Steel Inc. an Aurora, III. furniture manufacturer.

National president of the Industrial Designers Society of America (IDSA) is **Katherine McCoy**, IDSA, who has been elected to a two-year term. McCoy is chairperson of the department of design at Cranbrook Academy in Bloomfield Hills, Mich., and a partner of McCoy & McCoy Associates, industrial, exhibit, environmental, and graphic designers. Boston's former city hall is now home to the **Westinghouse Office System** showroom. The showroom, designed by the Westinghouse Open Office System staff, occupies the original location of the judicial chambers. Exterior building restoration was undertaken by **Roger Webb**, founder and president of the non-profit firm Architectural Heritage Inc. In addition to the showroom space, the facility houses a restaurant, bank, brokerage firm, and other legal and professional services.





Mel Oster, (shown) president of Custom Looms Rug Mills Inc., has expanded the entire operation of the custom rug manufacturing company. Oster has named **Donna Frost** art director of the firm. The company is headquartered at 275 Warner Ave., Roslyn Heights, NY 11577.

Deborah J. Adams (shown) has joined Badische Corporation as merchandising representative. Based in the firm's Dalton, Ga. offices, she will handle implementation of merchandising programs with major mill customers, including assistance in new line introductions and development of support programs for the firm's existing lines.

<text>

Mark Billman (shown) assumes the title of regional sales manager, southeast territory, for Structural Stoneware Incorporated. Billman will be based at the company's Minerva, Oh. headquarters.

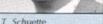
John (Jay) A. Schuette (shown) assumes the position of president, Invincible Metal Furniture Co., Manitowoc, Wis. Timothy M. Schuette (shown) is now executive vice president. Both officers are on the board of directors of the firm.

Howard Fuerst, a new member of the Dallas Market Center staff, will handle leasing of contract showrooms in the Center and the Decorative/Design Center of Houston.

Design Matrix, the interior design division of Spillis, Candela & Partners, has appointed **Dr. Susan Reiling** fine arts consultant. Through Reiling, the firm will offer curatorial services such as research, art rotation, cataloging, and appraisal.

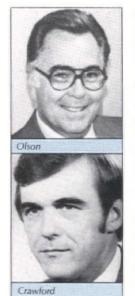






e

A nation-wide network of regional contract carpet consultants is now in operation at **The Wool Bureau**, according to Vincent A. Murdico, director of marketing, carpets. Consultants include **Patrice N. White**, Atlanta; **Tamara Lee Leonard**, New York; **Dorie Coburn**, ASID, Dallas; **Sally Marie Klein**, Los Angeles; and **Nancy H. Gilbert**, ASID, Chicago. Consultants are available for sales training, lectures, and customer calls.



A.W. Olson (shown) was named president, Amoco Fabrics Company. He replaces Earl M. Honeycutt, retired chief officer.

William Crawford (shown) has been appointed executive vice president of S. Harris & Company. The announcement follows the firm's expansion of its commercial division and representation on the East coast. Stephen C. Luder has been named operations manager.

Steelcase Corporation will provide computer systems and staff for Kendall School of Design, Grand Rapids, Mich. The computer course commences in the Fall, using Steelcase Intergraph equipment and programs.



Guard® vinyl wallcoverings present "Tea Rose", "Bottle" and many more fresh, new colors in the three most popular commercial weights. They're yours to see and feel in a functional new sample card, specially designed to make your specifying job easier. We have put together, in one sampling, the wallcovering colors, weights and textures you use most often. So it will save you time while offering a spectrum of new, updated color choices. And this is just part of Guard's wide color collec-



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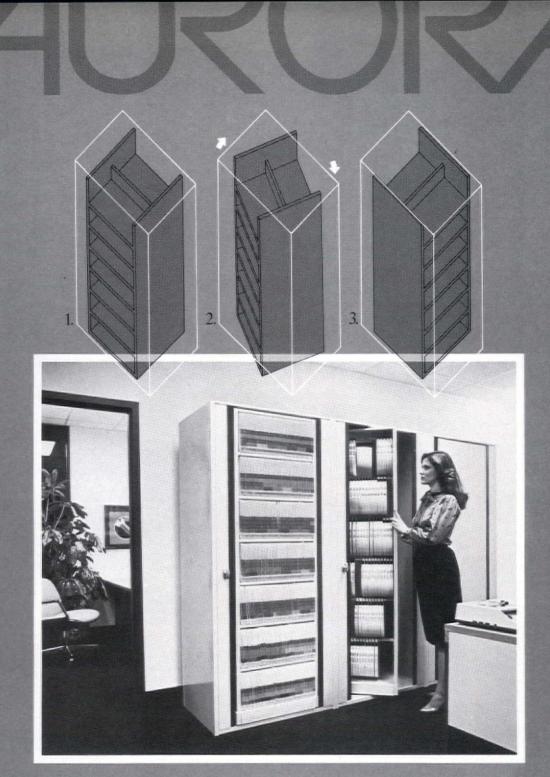
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R.a



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Executive Editions Designed by Bob Becker

Executive Editions combines the traditional elegance of custom built-in cabinetry with the flexibility that will suit individual furnishing requirements.

K

Executive Editions features desk units with storage, closed and open shelving, accessory cabinets and veneered end panels, all with handsome Taftville detailing.

Executive Editions are exquisitely crafted in luxurious mahogany veneers and solids to give you the beauty of fine Helikon executive contract furniture with the uniqueness of custom cabinetry. Helikon Furniture Company, Inc. Taftville, CT 06380 (203) 886-2301 Chicago Showroom: 962 Merch. Mart. Circle 81 on reader service card

Bigelow. Your partner in design.

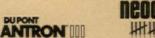


Bigelow commercial carpet. Hundreds of in-stock colors. An infinity of custom colors. Countless superb patterns. Splendid textures. All with coordinated companion solids. Design flexibility. Our 150 years of manufacturing expertise combine with your creativity from concept through finished installation. **Bigelow commercial carpet:** your partner in design. Call us today at 1-803-299-2000.

See Bigelow's newest Commercial Carpets at Neocon XV, Space 1865, Chicago Merchandise Mart.



P.O. Box 3089, Greenville, SC 29602





Circle 92 on reader service card

PEOPLE/NEWS

Concepts International has formed a contract division to specialize in imported broadloom and area rugs for high-end specifications. The Concepts International Contract Division will market wool and synthetic axminster, velvet, wilton, Berber, and hand-woven carpets and rugs to contract floorcovering dealers, specifiers, architects, and designers. The firm is a division of Askal Enterprises Inc., and is located at 919 Third Ave., New York, NY.

Walter Stokes (shown) has been named Midwest zone commercial carpet sales manager, Lees Carpets. He will be based in Chicago at the Merchandise Mart showroom. Stokes formerly represented the firm in Indianapolis.

Elisabeth C. Dodson, ASID, (shown) has joined Kidd/Plosser/ Sprague/Architects/Inc., Birmingham, Ala. as director, interior architecture. Libby Sims is the firm's new interior designer.

Executive Office Concepts (EOC) has appointed **David R.** Norfolk national sales manager.



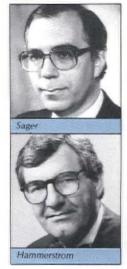


The recently formed Textile and Carpet Operating Group of Knoll International will be led by **Arthur Sager** (shown), chief operating officer. Sager continues as a senior vice president of Knoll, a subsidiary of General Felt Industries.

Hellmuth, Obata & Kassabaum Inc. (HOK) has named **Frank M. Hammerstrom** (shown) corporate director of interiors. He will direct design operations at Interiors Groups in the firm's nine U.S. offices.

Rosa Sugranes, an executive of Iberia Tiles Corp., was recently elected to the Board of Directors of the Spain/U.S. Chamber of Commerce. The organization is based in Miami.

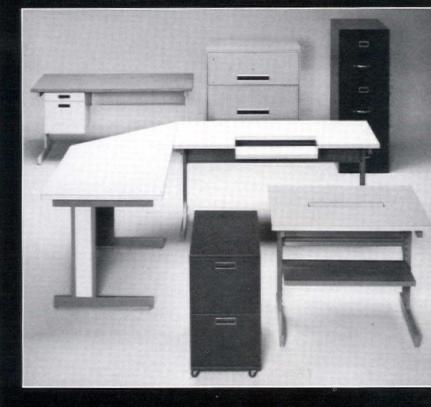
Rozmallin showroom announces the expansion of space in its Chicago Merchandise Mart location. Approximately 5,000 sq. ft. have been added to the firm's 12th floor space.



The William Plante Company, manufacturer of contract photographic wall decor, has established an independent contract representative force. The sales unit is directed by Alvin Markoff, formerly of Pacific Condi.

AND ENDS.

Invincible: WHERE FREEDOM IN COLOR BEGINS ...



Color. A frustration? Once, perhaps. But now Invincible electronic office furniture unshackled that last barrier to creativity. Now, Invincible puts a virtual palette of color at your command. Not merely a full scope of color, but an almost endless range of combinations. So now the move is yours. Yours to feel. Yours to express. Yours to create in fine lines or in a single bold stroke.

A stroke of genius, from Invincible to you.



Circle 133 on reader service card

Patrick Carpet Mills ... a source for inspiration

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

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What happened when an industrial designer took a universal approach to work space and productivity?

The new Eldonwal system is likely to play such an important role in the office environment that one should first be familiar with the person and purpose behind it.

Mel Evenson, ASID member, awardwinning designer and Vice President of New Product Development for Eldon*Office Products, had already established a reputation for innovative design before joining Eldon* in 1973.

He studied at the Carnegie Institute of Technology and received his masters degree in product design from Illinois Institute of Technology where he studied under such prominent designers as Jay Doblin.

At Eldon," Evenson had the opportunity to exhibit his talent and imagination. This led to a series of outstanding product lines including Reflection 2000," Image 1500," Hot File" and Mediabank."

And now, Eldonwal, the designer wall accessory line.

Following the phenomenal success of Hot File," an all-purpose expandable filing system that mounts on vertical surfaces, Evenson and Eldon'management began to explore the possibility of creating a complete organizational, storage and retrieval system for paperwork and other media...one that would utilize the unused space on any wall. The increasing cost of office space has made horizontal work surfaces a rare and valuable commodity, and has made the idea of vertical filing and storage a cost effective and highly attractive alternative to conventional desk top organization systems.

The goal was a formidable one. Glen Church, President of Eldon Office Products, mandated a broad and total design commitment. The system had to offer a number of advantages never before available in a wall accessory system.



Adaptable ...

It had to be so **universal in design** that it would fit not only the slotted standards of the major wall systems, but permanent walls as well.

Functional...

It had to be a **complete system** able to handle all of the basic paper flow and storage functions conventionally done at the desk.

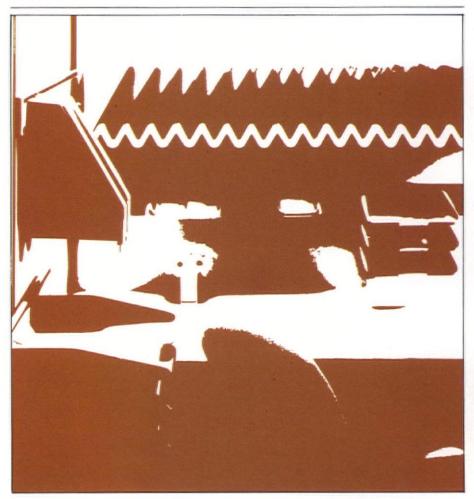
It had to be **expandable** so as to avoid obsolescence and be readily tailored to fill the needs of any present or future environment.

It had to be **aesthetically appealing** both in form and color. Each accessory had to be a work of art in its own right.

Affordable...

And, it had to be so **affordable** that no efficiently planned office could economically justify being without it.

The result of this design commitment is **Eldonwal**. When you see what it can do with underused walls and for office productivity, you'll understand why it is the most significant advance in office organization since the advent of the open office.



elconual system

Note how effectively function and design come together to turn bare walls into productive vertical work stations, thereby re-quiring less desk surface and increasing valuable work space. Filing, collating and storage of media, papers and data can now be done on walls instead of desks. And since Eldonwal accessories are designer oriented, they may be specified in a choice of decorator colors. Accessories feature a soft, rounded look and are available in smoke and matte colors of putty and chocolate to coordinate with other Eldon accessories and any office decor. (Special colors may be ordered). Although Eldon accessories are primarily known for their elegance of de-sign, we invite you to also consider their perfection of detail and finish.

The Eldonwal system begins with bars that attach to open-plan systems panels that utilize slotted standards for wall hung accessories including GF Business Equipment, Haworth, Herman Miller, Steelcase and Westinghouse. It is also the only wall acces sory system that mounts on permanent walls and plaster, drywall, wood or concrete.





Think of it as an accessory system that is virtually all things to all walls.

A complete Eldonwal system includes the majority of retention and retrieval tools conventionally used at the desk...stackable letter trays...stackable EDP trays for bound and unbound printouts...a two-position vertical file box...hanging file arms for hanging files and data binder hangers...a utility shelf for a variety of accessories and items...a special "ladder" for stacking up to four or more letter trays or EDP trays.

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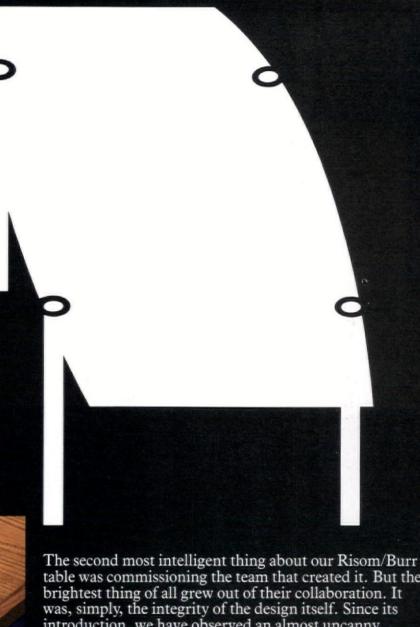
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COMING EVENTS

1983

June 14-17. NEOCON 15, National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.

June 16-19. International Carpet & Rug Market. Atlanta Market Center, 240 Peachtree St., N.W., Atlanta.

July 13-14. "Tools & Techniques for Facility Planners & Managers," Cornell University Facility Planning & Management Program short course. Cornell Club, New York.

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 & Exhibit Hall, Boston

August 31-Sept. 1. Contract Canada '84, Canadian Contract Furniture & Design Exhibition. Stouffer's Inn On The Square, Grand Ballroom, Cleveland, OH.

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 13-13. Designer's Saturday. Member Sinnis, New York. October 20-22. CONEXION '83, First Annual Southeastern Contract Design Market. Atlanta Market Center, Atlanta.

October 25-27. International Energy Management & Facilities Improvement Show. Expocenter, Chicago. October 30-November 2. Industrial Designers Society of America 1983 Annual Conference. Hyatt Regency, Chicago.

November 1-3. INTECH '83, First Annual Data Communications & Networking Conference. McCormick Place, Chicago.

November 2-6. Society of American Registered Architects (SARA) Annual Convention. New Orleans Marriott, New Orleans.

November 9-10. CONTRACT/Facilities Design & Management Computer-Aided Space Design & Management Conference. Halloran House, New York.

November 10-12. Design Assembly/Agora Award Presentation. The Marketplace, Philadelphia.

November 10-12. Stained Glass International/1983. New York Statler Hilton, New York.

November 13-16. 68th International Hotel/Motel & Restaurant Show. New York Coliseum, New York.

Foreign Trade Shows 1983

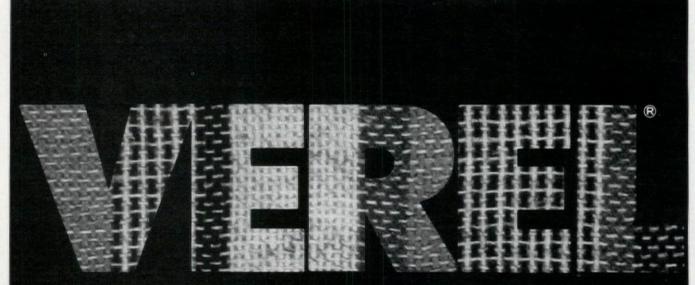
September 10-15. 23rd Italian Furniture Exhibition, 8th Euroluce, 2nd Eimu. Milan Fair Grounds, Milan, Italy.

September 12-15. Israel Furniture Week. Binyanei Haooma, Jerusalem, Israel.

September 22-25. The Heritage Canada Foundation 10th Anniversary Conference. Royal York Hotel, Toronto, Ont.

September 27-October 2. Cersaie, International Ceramic Tile Exhibition, Bologna Fairgrounds, Bologna, Italy.

> Direct trade show information to Coming Events Editor, CONTRACT Magazine, 1515 Broadway, New York, NY 10036.



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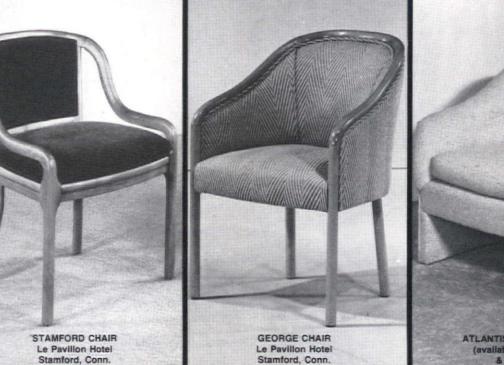
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From Syrie Maugham's white-white rooms to grey flannel walls and other one-color concepts.

Its not only the so-called major arts that reflect the tone and tenor of their times. When Syrie Maughams white-white rooms appeared in the twenties—their "pickled white" furniture placed against spare white walls, the settings spotted with white feathers, white seashells, and white everything, as well as with chrome and mirrors—they were as much a statement of the soul of their era as were cubism and atonal music. The now-famous postwar mood



seemed to embrace all manner of things from shingled hair to *le jazz hot*. The times they had a-changed indeed. And a 'new decor' held sway. Again.

Mrs. Maugham probably didn't think of herself as either a revolutionary or a social reporter. Her sensibilities (like those of any good designer-decorator

in any era) were clearly attuned to the past (and what was wrong with it) as well as to the exciting present (and how best to live in it).

Her spare, uncluttered rooms with their spare and uncluttered use of color were partly a turning away from the formality and heaviness of the preceding Edwardian and Victorian years. But they were, even more, a looking forward to the simpler, easier, and lighter standards that suddenly, it seemed, had now emerged in every aspect of life and held sway internationally. (An intriguing footnote to Mrs. Maugham's celebrity as a designer is the persistent reappearance of the literary connection in the decorating arena. Before she made her mark as a decorator, Mrs. Maugham was very much a member of the international literary community via her extravagantly successful writing husband. Through the years, literary lionesses -Mrs. Trollope, Harriet Beecher Stowe, Edith Wharton-often employed their insights to affect the look of real houses and rooms as well as to comment on what went on in fictional houses and rooms.)

Designers seem to have a tradition for periodically cleaning things up, throwing out the past and bringing in the present. Minimalism follows modernism. High-tech follows Bauhaus. "Take everything out!" is a recurring designers battle cry. Yet, people being people (and designers being people, too), "Put things back in!" is another battle cry—of which the much-vaunted Post-Modernism of today is a lively example.

And even though a room completely swathed in grey flannel may well be as oppressively self-conscious as one thoroughly bedecked in flowering chintzes, the idea of a carefully controlled color palette appears to be one whose strength prevails in all sorts of



eras and for all sorts of decorating styles.

The very 1980's townhouse sitting-room shown here, designed by John Robert Moore, is a contemporary example. Although the room is as monochromatic as any period Maugham, there's an easy up-to-the-minute vivacity about it. This result is achieved by the subtle play of texture against texture, as well as tone against tone. The imported cut-velvet covering the couch and the tussah silk with random-dyed-warp on the ottoman (fabrics shown, above) are examples of this latter-day ease and compatibility.

Returning for a moment to Syrie Maugham, the tufted armless easy chair, (shown at top, right) was designed by Mrs. Maugham, and is another of her prescient decorating ideas. The chair, from a private collection, is here upholstered in a slubbed 100% DuPont Dacron® polyester that no doubt would have appealed to Mrs. Maugham for its good looks. Its equally great practicality is a decidedly more modern yet equally appealing attribute.

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Contract June 1983

GOVERNMENT DESIGN



BUDGET RESTRAINTS U.S.S. LAND REDESIGN HART SENATE OFFICE BUILDING



'SAVE TAXPAYER DOLLARS' IS STRICT MANDATE TO GOVERNMENT DESIGNERS

Challenge of good design within budget constraints is successfully being met by creative efforts

new, more business-like approach has come to the Federal Government's system of managing buildings and designing interiors as a result of changes imposed by the Reagan Administration. As usual, the General Services Administration (GSA) wants to do more with less. New policies and techniques are actually making that possible, according to Arthur Barton, GSA assistant commissioner for space management.

Over the past two years, GSA Administrator Gerald Carmen has initiated changes emphasizing long-range planning and the elimination of wasted space. Now, space-per-employee is being reduced, as a rule, from 161 to 135 sq. ft. in the executive branch. This means, of course, that existing work areas must be used more effectively, affecting the way offices are designed and furnished.

"Every square foot costs the public money," says Barton. Gone is the old pecking-order system of allocating offices. Office size will no longer equate to status. Barton explains, "Office designs can be much improved without impeding a worker's ability to do his job." GSA will continue to offer agency heads space layouts for efficient planning, he notes.

Better long-range planning

By requiring greater long-range planning, GSA officials believe they can make better judgments on the use of existing facilities. Under the new strategy, agencies will be required to provide GSA with three-year space utilization plans. Later, five-year plans will be required. The information will be computerized.

"For the first time, we'll know what an agency is preparing to do," says Barton. "We will be able to plan for blocks of space over a five-year period. There will be a dramatic change in the way we do business." And that, he says, will save taxpayers' money.

A key goal is to reduce leased space, which will cost the government \$852 million in fiscal year 1984—up 62 percent from 1980—by using federally-owned facilities whenever possible.

GSA is also studying the impact of new technology and the use of data processing equipment on space requirements. More air-conditioning and rooms with raised floors are needed, Barton notes. He also predicts greater use of open plan in offices and more demand for systems furniture.

Studying furnishings re-use & purchase

Both the Carter and Reagan administrations placed a freeze on furniture procurement. While it was lifted in 1982, relatively tight controls remain. "We're open for business again," says Vincent D. Burns, director, GSA Furniture Commodity Center. "But, we are making a concerted effort

> Environments are warmed up at modest cost by Veterans Administration designers to provide humane surroundings, such as this one at the Veterans Administration Hospital in San Diego, Calif., containing a floor-to-ceiling mural.







"We would not do a 'high tech' look for a hospital in South Dakota."—Pappamihiel

"... buildings should be viewed as though they were an historic trust."—Woofter

with the agencies to convince them that furniture should be ordered sparingly."

Burns believes that space planners can meet the reduced per-worker space goal even with existing furniture. However, he sees increased demand for systems furniture, an early casualty of the 1979-'82 furnishings freeze. Still, there are restrictions; each request for systems furniture must be justified by a cost-benefit study, he says.

Meanwhile, rehabilitated furnishings are being re-cycled by the GSA under a pilot furniture reclamation program initiated a year ago. A reclamation center in Franconia, Va., helps achieve dollar and delivery savings.

Because of the reduced space requirements, GSA is updating its supply catalog to include items specially made for use with computers and word processors, such as ergonomically designed chairs that eliminate eye and arm strain. However, such furniture must be justified before it can be purchased.

ADP lines specified

"We may have a standard line of ADP furniture in the future," says Burns. "Right now, we are dealing with a variety of manufacturers and designs, depending on demand."

GSA is opting for contemporary lines in its future furniture purchases. Newer furnishings come mainly in black, putty, or blue. Desks usually have man-made wood tops and often are on pedestals.

"Buying is still a last resort after making-do and repairing," says Burns. Where possible, agencies are urged to use GSA furniture reclamation centers to meet their needs. However, when new purchases are called for, several new procedures to economize, streamline operations, and open the market to more manufacturers have been implemented. Among them:

 GSA warehouses are being closed and manufacturers now ship directly to each agency, reducing handling costs and damage while assuring better control.

 Old government technical specifications for furniture have been scrapped in favor of commercial standards. As a result,





The efficiency of modern open-plan furniture is incorporated into administrative office areas of the St. Albans Hospital, Brooklyn (top). Loma Linda Veterans Hospital (above) combines warm colors and soft carpet in dining room area, as well as exterior windows.

Burns says, manufacturers no longer must have special production lines for Uncle Sam.

GSA is also turning to negotiated bid contracts.

"We are trying to work out ways to have more head-to-head competition in dealing with manufacturers to get lower prices," Burns explains.

VA stresses economical innovation

The steadier, more business-like approach has come as welcome relief to some agencies of the government. At the Veterans Administration, interior specifiers and designers are

GOVERNMENT DESIGN

Doing more with less

concentrating more now on creating cost-effective space for VA facilities.

Replacement hospitals like those in Richmond, Vir., and Bay Pines, Fla., are receiving a lot of attention, according to Christine Pappamihiel, chief, Interior Design Division at the VA. "We're trying to incorporate new and innovative approaches that are economical," says Pappamihiel. "We are looking for things that are efficient and effective from a maintenance standpoint."

For example, the VA is examining methods and products that can help reduce labor costs, such as a space-age plastic wallcovering that is less expensive to install and maintain than ceramic tile or stainless steel.

New technology is also giving interior specifiers greater flexibility with building materials and finishes. Sprinkler systems are leading to options in ceiling and floor coverings. State-of-the-art equipment for radiation treatment is now internally shielded, eliminating the need to shield an entire room. Accommodations are being made for automated lab equipment.

In the area of systems furniture specification, obtaining approval is time-consuming. Yet, it is being achieved "slowly but painfully," says Pappamihiel.

The increased number of older Americans, combined with a tight economy, means that the VA is serving more geriatric patients. Thus, the agency is taking a critical look at the kind of facilities it is building. For example, it is designing dormitory-type structures—domiciliaries—for economical conversion into nursing homes. Interior designers are spending more time evaluating room configurations, and size and type of furniture, to accommodate the needs and limitations of older patients as well as younger ones.

Warmer environments sought

In all VA facilities, hospitals, nursing homes, and domiciliaries, the emphasis is on making spaces as homey and liveable as possible, with more attention paid to the behavioral science applications of design.

"We are identifying ways to give patients some control over their environment," says Pappamihiel. "For example, we are examining means to rearrange furniture so that each patient can have a window and personal space."

She points out that since "noise puts people on edge," more accoustical treatments are being used. "We're trying to get away from the institutional feel of the facilities," she says. "Entering a hospital is stressful enough. We're making the environment pleasant, theraputic, and less stressful."

Color is important, notes Pappamihiel. In the healthcare field—as in the commercial sector—there are color cycles.





Variety of seating now offered to Veterans Administration hospital patients is illustrated in pictures on these pages. Vecta seating is used at Wadsworth VA Hospital (above). Colorful paintings and draperies soften environment at VA dental clinic (left). Contemporary and comfortable seating is employed at Veterans Hospital, San Diego (opp. page). As a result, neutrals are used for permanent fixtures and more trendy colors applied to areas that will be changed, such as walls and other flexible units.

Designers are trying to make sure colors are in harmony with the local surroundings, too, according to Pappamihiel. "We would not do a New York high-tech' look for a hospital in South Dakota."

Making space more liveable is especially important for long-term and psychiatric patients. Thus, special attention is given to artwork. "Photo-type art is well received," says Pappamihiel. "It is something to which patients can relate."

Despite the continued need to watch the budget, VA designers are optimistic. "We're doing things slower, but we're getting them done," she says.

State Department more budget conscious

Although free from GSA rules and regulations, the State Department has grown increasingly budget conscious in recent years as well. "We can't buy as much," reports Vivian Woofter, assistant to the Department's chief interior designer. "Our budgets are estimated years in advance, and, with inflation, we sometimes find we can't do as much as we planned."

Still, the emphasis remains on quality. Often, that means that State Department designers use their resources and do a lot of negotiating to eliminate the "mish mash" that can be found in many State Department offices and residences around the world, according to Woofter. Nevertheless, they do seek to add local color to their designs.

To accomplish their goals, State Department designers usually rely on craftsmen in the embassy locale. This resolves a prime concern that embassies be designed to blend with surroundings. "We try to make the interior reflect a blend of the U.S. and the host country," Woofter explains. "It is predominently U.S., but we attempt to pay tribute to a specialty of local culture."

In Kuala Lampur, Malaysia, for example, researchers discovered a tribe that produces pottery through an age-old process. Several large urns were purchased for the new embassy there.

The soon-to-open embassy in Lisbon is a good example of the marriage of traditional culture and contemporary design. The sprawling, 85,000-sq.-ft. three-story building has multi-storied lobby areas, decorated with cabala wood benches and Portuguese terra cotta tiles.

Woofter describes enlisting a local firm to make reproductions of fine traditional furniture. In addition, the Ambassador's office has a rug which was hand-made by local artisans while a tiled mural from a nearby chapel was moved to the chancery lobby.

In keeping with State Department budget-mindedness, designers are trying to avoid replacement of furnishings for reasons of taste alone. Says Woofter, "Especially in the large residences, buildings should be viewed as if they were a Historic Trust. Some changes in private quarters are fine, but basically the house should reflect the U.S. Government, not the occupant's personal taste."

Throughout the government, space managers and interior designers are faced with the need to make the best use of limited resources. They are rising to the challenge with innovations that benefit everyone. And, the biggest benefit of all is to the taxpayer.





"We are open for business again, but we are making a concerted effort with the agencies to convince them that furniture should be ordered sparingly."-Burns

Redesigned U.S. Navy Ship Of War Gets Fireplace & New Furniture

ASID designer improves space following stringent specs, says project is not just a job—it's an adventure



Steep ladders on board the Land are familiar territory to (from l. to r.) Janet Kane, Capt. Melvin H. Sollberger, and Diane Tupper.



Commander David J. Quirk (far r.), supply officer, reviews design plans with (from I. to r.) Kane, Tupper, and Solberge in the wardroom of the vessel.

Carpeting, upholstered furniture, a fireplace, and wall-length entertainment centers specified by an ASID designer on the USS Emory S. Land make Navy officers feel right at home.

Part of a major renovation undertaken by Janet Kane Interiors, division of Kadow & Barnes Inc., Richmond, Va., these elements significantly upgraded the officers' wardroom and Chief Petty Officers' (CPO) lounge, with additional remodeling planned.

Janet Kane's interest in upgrading living facilities on board came after touring the *Land* with ASID's Virginia chapter. As executive director, Janet Kane Interiors, she placed a competitive bid for the redesign contract.

Kane and Diane Tupper, the firm's design director, realigned their traditional thinking as designers to accommodate shipboard terms such as "overhead," "deck," and "bulkhead," instead of ceiling, floor, and wall. In the redesigned interiors on the ship, a submarine tender which supports Los Angeles-class attack submarines, stringent Naval Habitability Specifications were enforced.

Since Janet Kane Interiors is responsible for all materials specified on board the ship, the firm didn't take any chances. "We delayed specifications until we had clearance from the Pentagon on new materials to be used," reports Kane.

Pentagon approval on new materials, such as fireproof fabrics and wallcoverings, opened doors for both designers and manufacturers seeking to clear items for use. "Eventually, we'd like to see the carpet specification regulations change as well," reports Kane.

Three carpets are currently approved for Navy shipboard use. "All are 100 percent wool, woven through the back," according to Kane. "We see no rhyme or reason for this and we'd like to get carpet tile tested for use. This would allow easy replacement of soiled or damaged areas. Chemical fibers now on the market are also undergoing testing. No one has looked into this area for many years."

Catalysts for change

Just as Kane was a catalyst for change in Naval specifications, the captain of the USS Emory S. Land was a catalyst for change on board his ship. "Without a captain of progressive nature, interested in seeing improvements on board, this unique installation could never have taken place," says Kane. The condition of the officers' private lounge areas was "absolutely appalling," according to Kane, and the





Seafaring home to more than 1,300 sailors, the USS Emory S. Land was christened in 1977 as the first of the Navy's newest class of submarine tender, designed to support attack submarines. The ship carries a physical plant similar to that of a small community. On board, officers relax in the refurbished wardroom, completed in soft hues of blue and beige.

USS EMORY S. LAND

Artwork represents Chesapeake Bay area talent

captain recognized the need for improvement.

"We realized this ship was home to more than 1,300 sailors and we thought it should be designed as such," claims Tupper, project director.

Exercising caution in treating the interior as a ship environment, Kane says, "We were really careful about not being too sophisticated. There is a difference in lifestyle on board that had to be addressed. You can't impose a taste level that isn't comfortable on those who inhabit a space."

Refined nautical scheme

Tupper specified a blue/burgundy scheme for the CPO lounge that included sleek chrome-trimmed furniture warmed by upholstery. Furniture choices are completely fireproof and do not have wood innerframe construction.

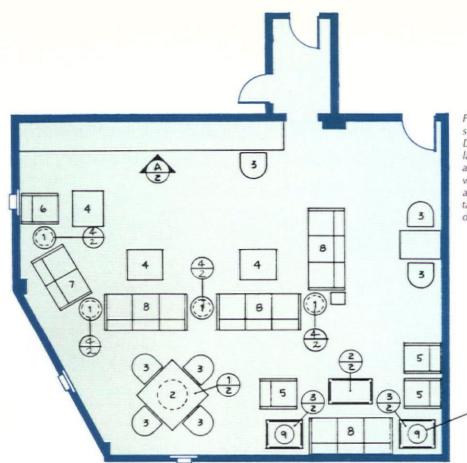
An entertainment unit constructed along one wall contains a television at a height visible from all areas of the room—one of the requirements for the space. A variation on a nautical theme, the room's colors are subdued, and the artwork adorning bulkheads is comprised of tasteful seascapes by Chesapeake Bay area artists. A more tranquil palette is found in the officers' wardroom, an area for relaxation, reading, watching television, or holding small meetings. The same upholstered furniture is used here, along with custom tables and a wall-length entertainment/storage unit/message center. A video recorder provides movies for officers when the ship is at sea.

Tables are constructed with galleries (raised edges surrounding top surfaces) to prevent items from sliding off tables when the ship hits turbulent waters. Plexiglass is used instead of glass for picture framing and lamps. Both pictures and lamps are firmly anchored to bulkheads and tables to prevent breakage or movement. Even the blinds at portholes have special locking devices so they cannot sway.

Absorbent overhead treatments and bulkhead coverings in both lounges help the rooms meet their multi-purpose

Wall-length entertainment center holds television, books, magazines, and stereo system in CPO lounge. Corner fireplace provides a homelike element. Sleek appearance of chrome-trimmed furniture is warmed by upholstery in modified nautical colorations.





Furniture layout for the officers' wardroom shows groupings suited to a variety of uses. Detail sketch shows bolted fitting for table lamps. Officers frequent the space before and after meals, for viewing television or, while at sea, video-taped movies. The lounge also contains a video game (facing chairs and table, far r.), one of the more popular distractions for officers.



DETAIL OF BOLT THIPLI DEVISE TO BE FITTED FOR TABLE LANDS.

function. According to Captain Sollberger, "The effect of lounge redesign is calming. I've seen increased communication and coordination since the officers use these spaces more often."

Designers consider limitations

Space limitations, in addition to stringent specifications, were considered when furniture was selected. A template of a lounge chair was made to insure installation through narrow passageways. Ladder railings were removed in order to install Thonet's Premier chairs. Compartment openings of 23 in. made the scale of furniture crucial. Larger pieces selected were K.D. to ease installation. Cabinetry was assembled and laminated on site.

Overhead heights of 75 in. prevented the use of mounted lighting fixtures. Fluorescent lighting was supplemented with table lamps.

No longer "green" at Naval specifications and shipboard requirements, Kane sees potential for design in other areas. "For instance," she says, "color-coded passageways would ease traversing throughout the ship, and remodeling berth and crew lounges would increase their appeal and comfort."

SOURCES

Interior design—Janet Kane Interiors, division of Kadow & Barnes Inc.; Janet Kane, executive director; Diane Tupper, design director, project director.

Furniture—Knoll, Thonet, Falcon, JKI custom tables/cabinetry. Wallcovering—Vicrtex, Maharam, Fabritrac. Upholstery—Maharam. Portholes—Bali Blinds. Carpet—Bigelow. Artwork—The Frame Company. Light fixtures—TSAO. Flooring—Mondo Tile. Fireplace—Majestic.



Officers relax in the CPO lounge (above). Hull technician chief Cliff Logue jokes with Kane, Quirk, and Tupper (below).



HART BUILDING SOLVES PROBLEMS

Open plan offices of the \$140 million Senate office structure reuse traditional furnishings from older quarters



Prior to occupancy of the Philip A. Hart Senate Office Building, prototype offices were tested in five existing senators' quarters in the Russell and Dirksen buildings. Major systems manufacturers specified furnishings for this Russell Building space.

by **BOB GATTY**

Only in Washington, D.C. would \$140 million be spent on a contemporary office building for United States senators, to be followed by cutbacks on furnishings appropriations that would help boost worker productivity.

The building is the recently opened Philip A. Hart Senate Office Building, nine stories, of white marble, and now home to 50 senators—49 of whom are using outdated traditional furnishings moved from old quarters in the Russell and Dirksen buildings.

The new facility was first occupied last November and is described by Elliott Carroll, executive assistant to the Architect of the Capitol, as, "a quiet building."

While that may be true, the media attention that the Hart building has drawn has been anything but quiet. Some reporters have dubbed it, "the Taj Mahal," and critics have called it cold, barren, or worse.

Overruns in construction time and costs once led to speculations that the project might be abandoned in midstream. But, such action was then deemed impractical. So, to help quiet critics, funds for new furniture were cut back in 1979, although a \$740,000 office systems study had just been completed to determine furnishings needs. (See accompanying story for details.)

A number of other amenities were omitted from the building, including a gymnasium, an Alexander Calder sculpture, paintings, and artwork.

Given our current hard economic times, many senators were reluctant to appear eager to move into the new quarters, which some considered palatial.

"Any reluctance had purely to do with the press campaign to vilify the Senate," says Carroll.

Such controversy over government construction is nothing new. Press clippings from the early 1900s show that

Bob Gatty is CONTRACT's Capitol reporter

& POSES MORE FOR SENATORS

the same public and official reaction came when the Russell Senate Office Building opened. Carroll predicts that the Hart offices will be much in demand once the furor dies down; the building is already home to such well-known senators as Majority Leader Howard Baker, Henry Jackson, and Mark Hatfield.

Government specs are complex

Specifications for a building that houses lawmakers are far more complicated than those developed for an ordinary office facility. According to the Architect of the Capitol, the Hart building had to be, "diginified but not opulent; have classical proportions and scale; be contemporary, if possible; and result in a quiet design that would be subservient to the Capitol itself."

It also had to be economical, flexible, energy efficient, and provide an interior environment conducive to efficiency and productivity. Plus, it had to last for centuries.

Those requirements put the Hart's

\$137.7 million price tag, or \$107 per sq. ft., in better perspective. The cost actually compares favorably with some recently built Capitol structures—I.M. Pei's east wing of the National Gallery, for example, cost \$175 per sq. ft.

"This is not a luxurious building," says Carroll, "I'd call it average. It's not excessive, but neither is it a sweatshop. It is certainly far less lavish than most corporate headquarters. It does try to create an environment that tells constituents, 'this is a place where important decisions are made."" He adds that it is a durable, low-maintenance building.

An enclosed atrium, as designed by John Carl Warnecke & Associates Architects, highlights the interior with skylights and provides a soft, natural light for the windowed staff offices facing it. According to Carroll, the enclosed atrium was chosen to save energy. The idea was to provide exterior offices while eliminating as much outdoor exposure as possible. The atrium cut this exposure by 75 percent.



Congressional appropriations may be made to furnish Senate offices in the Hart building; until then, occupants are using traditional furnishings from older space in the Russell and Dirksen facilities.

The Hart has facilities not commonly found in most office buildings. Among unusual features are support space for police and rooms for media conferences. A central hearing room is equipped to handle radio, TV, and writingpress needs.

The design of the building accommodates advances in technology and management techniques. Unlike most of the older Capitol Hill buildings, the Hart was built to handle the increased power

Four-year Senate Office Study Ends With Budget Cutbacks

One mock-up office later, 49 senators await okay of Congress to furnish open-plan spaces Findings from a four-year \$740,000 Senate Office Systems Research Project (SOSRP) await implementation in the Philip A. Hart Building, Washington, D.C., pending congressional action on proposed funding to purchase furnishings for the new space.

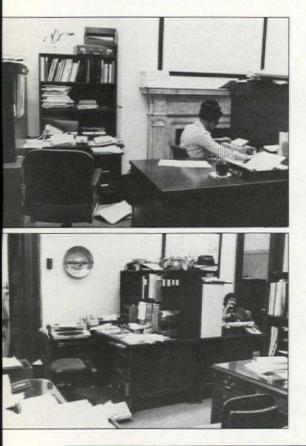
The study, undertaken by Interspace Inc., Washington, in cooperation with five outside consultants and selected senate offices, helped to formulate interior space planning solutions that reflect the unique working needs of senate staff in open plan workstations, panel systems, lighting, and acoustics, among other areas.

Although government cost-consciousness cut back initial funds totalling \$9.5 million for interior furnishings in 1979, a current proposal for an \$8 million furniture allocation has been put forward by the Senate Office Building Commission and awaits action by Congress.

At this time, one senator's office, chosen one year ago as a model prototype upon which future procurements would be based, is the only office in the Hart building that demonstrates the working effects of the senate research project.

Currently, 49 other senators are using furnishings from older quarters in the Dirksen and Russell buildings which

Relieves overcrowding, boosts flexibility



requirements of modern office machines and computer workstations.

Space problems addressed

If the Hart did nothing else, it relieved some of the overcrowding in office conditions on the Hill. Before it opened, an average of 68 sq. ft. per senate staffer was the norm. This was stretched to 140 sq. ft. in Hart quarters.

Of special importance to designers was the fact that senators change offices fairly frequently. Typically, senate office selection is handled according to seniority; wholesale switches as often as every two years are not uncommon.

Thus, maximum flexibility and efficiency were key design goals, putting

Offices in the old Russell and Dirksen buildings were cluttered and crowded, with an average 68 sq. ft. per Senate staffer. New quarters in the Hart building allow an average 140 sq. ft. per worker and are structured for flexibility in open-plan movable partitions as well as specially designed storage. the new building poles apart from senate facilities in the Dirksen and Russell buildings.

In the latter, senators are assigned from eight-to-10 rooms, depending on the population of their states. The suites are usually situated along a public corridor and are furnished with traditional furnishings and accessories, jammed into limited space. As demands increase over the years, bringing added personnel and equipment, overcrowding starts to become a problem.

By contrast, the Hart offices use an open-plan concept, allowing staff to be centralized in one area. Staffers usually occupy two floors adjoining a senator's personal office, which allows subdivision according to individual office management practices.

Floor-to-ceiling panels which snap into tracks create rooms, while movable acoustical partitions are used in other areas to provide workspaces. Closets and storage space are provided in a section containing a stairwell serving

SENATE STUDY Furniture cut backs made

were moved to the Hart building in November, 1982.

According to William G. Krebs, principal in charge, Philadelphia Design Division, Interspace Inc., and formerly with the firm's Washington office, "Following authorization of the study in 1976, our firm was selected from among 19 teams considered, to coordinate research on the operational needs of senate staffers. Since Interspace uses a tailored multidisciplinary design approach and seeks the help of outside specialists in all office planning projects, a team of SOSRP experts was organized and coordinated by our firm."

Research is multidisciplinary

The team consisted of:

• Dr. Ross A. Webber, professor of management, Wharton School, University of Pennsylvania—management consulting.

- F. Allan Grant Assoc. Greenwich, Conn.-automation.
- Robert A. Hanson Associates, New York-acoustics.
- Alfred Scholze Associates, New York-lighting.

 Dr. Ronald Goodrich, environmental psychologist, New York—office worker testing.

Dr. Thomas M. Lodahl, professor of management, Cornell University, Ithaca, N.Y. later joined the team to analyze data collected and compile findings.

Five senators' offices and two committee offices were

selected for testing in the project. These were the quarters for senators Ford, Pell, Stevens, Schweicker, and Ribicoff, and the committees for commerce and energy. From January to April, 1977, the research team collected data on operation of the seven offices through interviews with workers, written questionnaires, and one-on-one observation.

"As-is" drawings of each office suite were completed by the team, indicating fixed elements, furniture and equipment types, and accessories. The drawings were used and modified throughout the project to design test suites for each office.

Questionnaire responses were tabulated, giving a comprehensive view of existing office conditions, as evaluated by workers. For comparative purposes, responses were "averaged" and later compared with questionnaire returns covering reactions to renovated test environments.

The team devoted three months to recommending changes, selecting workstation systems and equipment, as well as furniture finishes and color. Among the manufacturers whose products were specified for suite prototypes were:

- Knoll International, Zaph System and Stephens Group.
- Harvey Probber, Advent III.
- Herman Miller, Action Office Group.
- · Haworth, Unigroup.
- Steelcase, "Mobiles System." Office furnishings from Hardwood House, Harterwall,

Harter, Stow-Davis, and All-Steel were also tested. Following approval of senators, the team entered the procurement stage in September, 1977 and installation of test



the two floors. Offices can be rearranged to accommodate changes in demand, taste, or management technique. In practice, offices are as varied as the senators themselves.

Most office areas have an 8½-ft. ceiling, but around the building's perimeter housing the senators' personal offices, the ceiling soars to 16 ft. Hart offices have a far more modern look than their older counterparts. Plans for paneled offices, at least for the senators, were dropped in an economy move. Thus, all walls are painted drywall. Acoustical ceiling tiles are used throughout, and both corridors and offices contain medium-brown carpet tiles to help achieve quiet. Incandescent Among five senator office prototypes, this model office uses open plan systems designed to accommodate "wholesale switches" in suites by senators and staff as often as every two years.

lighting is provided by recessed ceiling modules and desk lamps are used where needed.

The building was designed with the

suites began in the Russell and Dirksen buildings. Russell and Dirksen were chosen as sites for the mock-ups because it was considered impractical to establish them in the Hart building, then under construction. To compensate for disparities in the Russell and Hart structures, alterations to existing suites were made, including removal of non-structural partitions and installation of suspended ceilings to test acoustics and lighting in an environment simulating that of the new Hart facility.

A total of 171 workstations were installed in the mock-ups. Designed to remain static during staff changes, the workstations created a situation where only office contents would be re-located in a hypothetical move; not the furniture itself which would remain stationary.

"The workstations were selected to apply to each user's needs," says Krebs. "In the post-occupancy phase, we tried to reach a compromise between customization for each employee and creation of a generic furniture response that would eliminate inventory problems."

The team strove to create a unitized approach to senate office systems, devising a framework of furnishings and space that would accommodate various components in an add-on fashion, as needed.

Appearance rates high

After experimental furnishings were installed, a period of three months was allowed for staff orientation, accomplished in cooperation with system manufacturers. Post-occupancy analysis through staff interviews, observation, and worker questionnaires began after this period ended.

The "after" questionnaire yielded these average responses from all seven office participants. Averages are rated one (low) to five (high):

- Job satisfaction-3.92.
- Appearance—3.79.
- Color-3.72.
- Furniture system—3.71.
- Furniture improvement-3.67.
- Peer cohesion—3.66.

On criteria such as appearance, color, acoustics, lighting, and furniture, new workstations were considered vast improvements. From a management perspective, the strongest contribution of SOSRP was assistance to senators and administrators in thinking managerially. By helping plan office systems and furnishings to handle work flow, administrators clarified their objectives and priorities. Morale and performance were improved by careful space planning and use of office landscape systems.

In sum, evaluations led to the conclusion that open plan systems contribute more than conventional furnishings to efficiency of senate operations and to personnel morale and productivity.

Although actual application of the SOSRP in senate work settings is not yet scheduled, executive assistant to the Architect of the Capitol, Elliott Carroll, foresees that study findings will be applied to future government office furnishings procurements, should appropriations be made.

Stresses utility

latest concepts in space management and furnishings in mind, some of which were partially realized in a "model" senator's office. It was selected as the working mock-up, upon which future furnishings procurements would be based (when and if appropriations are made by Congress).

The suite conveys an air of order and quiet efficiency. Throughout the reception area and two-story space, workstations are used with cloth-covered acoustical partitions in a neutral beige, finished with wood to match the desks.

The workstations make excellent use of vertical space and include metal cabinets which hold books and files. Other furnishings consist of freestanding desks, credenzas, and pedestals that can be pushed under the desks. Plants add color and warmth.

"It's a bit like an airplane cockpit with everything right at hand," says one model-suite staffer. "it is much neater than a traditional office."

Privacy and quiet are two other functions mentioned frequently. Says a legislative aide, "I get lost in my work."

The system accommodates computer and word processing equipment and provides ample space for business machines. Workstations allow for traffic flow.

The senator's personal office follows the simplicity of the rest of the suite, though antiques are mixed with modern lounge furniture. The office is done in neutrals—a gray carpeting and couches,



William G. Krebs, Interspace, developed Hart building interiors prototypes for testing.

and black leather chairs; white walls remain unadorned.

The elimination of furniture allowances for the Hart building (at the time of this writing) means that the rest of the 49 senators and their staffs are using old furnishings from former quarters.

The office of one such senator is typical. Large, old wooden desks in the reception area and scattered throughout the staff quarters contrast sharply with the systems furniture of the mock-up suite. Here and there are reminders of the time when "government gray" was the order of the day.

The old furniture may not be as efficient as the more modern type, but it does not look out of place in the open space design, which allows greater flexibility in placement.

"We love the space," said an office

Contrasting views of single mock-up office financed in Hart building (right) using systems furniture, and traditional furnishings in offices used by 49 other senators (left).



Hart building's enclosed atrium saves energy by cutting outdoor exposure 75 percent.

manager," "especially compared to the old facility. It was worse than bad in the Russell Building both because of the lack of space and lack of utility we had."

Use of acoustical partitions allows the staff to employ the workstation concept, although the lack of systems furniture means that books and papers are often piled on cabinets or the floor. The staff has chosen to create several enclosed rooms as well.

Certainly, the Hart building is different from other Senate buildings. It is modern; they are not. Yet, it does blend into the neighborhood. What it lacks in warmth, it makes up for in efficiency. It does have a dignity of its own, though perhaps not on the scale of older buildings steeped in history.

"In view of the important decisions that the senators make and the criticality of these decisions, they deserve more than the common denominator," said Carroll. They are getting it. \Box







CARPET TILE FORECAST
 CARPET INTRODUCTIONS

Flatwire Specifications Strengthen Carpet Tile Position

Modular tile gains ground with open plan as well as technical, esthetic improvements

by **RICHARD ZOEHRER**, Contributing Editor

After a rather dubious adolescence, carpet tiles have secured themselves a strong foothold in the contract marketplace. The advent of flatwire, which led to UL approval of carpet tile as its only viable covering, and modules' adaptability to changing office environments have given tiles a central position in carpet specification.

The adaptability of tile can be seen in a variety of applications: replacing sections of damaged carpet, redesigning areas for esthetic reasons, meeting flat power cable requirements, and making repairs without interruption of office operations.

According to Perry F. McLawHorn, manager, dyeing/finishing technology, Allied Fibers & Plastics Co., it is "mobility" of tiles that sells modular carpet systems.

Compare cost, design, & service options

Carpet tiles perform well in most contract applications, but they are not necessarily advantageous in all situations.

A 20-year-life cycle cost projection prepared by Bigelow compares tile and its matching broadloom. Tile is much less expensive in areas which sustain frequent change, whereas broadloom can prove cost effective for installations where change or stains are not as likely. Again, it depends on the use, and a mix of the two often provides the best economy.

Both Interface and Milliken offer computerized cost analyses as a service to potential customers. Analyses show that over a 20-year period, carpet tile can save the user a sizeable sum, especially when tax depreciation and investment tax credit allowances (under the *Tax Reform Act* of 1978) are applied. Modular carpet systems qualify for such credits because tiles are not a permanent fixture.

Historically, tiles are best suited to those installations where design and service flexibility are required. In return for a higher investment in carpet tiles—an average \$6 to \$9 more per sq. yd. than broadloom—the designer/specifier obtains design flexibility in freedom to use color and surface texture interchangeably without the associated costs of cutting and seaming broadloom.

Modular carpet is presently available in a broad range of surface textures. Milliken, for example, offers cut pile in both velvet and pencil point finishes and in a frieze construction. In addition, the company manufactures multi-level, textured loop pile and a combination of cut pile with tonal texture. Using these base textures, the manufacturer can create a great variety of esthetic effects in modular carpet.

Service flexibility of modules is reflected in lowered installation cost, increased wearability, and ease of replacement when damage occurs. While installation of



Eurotex–Tretford movable modules (above) are recommended for use in medium traffic areas. Carpet features a fusion-bonded, 100 percent wool mohair construction with primary, secondary, and tertiary backings. **Circle No. 205.**



Bigelow–Additions to firm's modular carpet program include cut and uncut Tecklok tiles (above). Tufted carpet is bonded to a polyvinyl chloride backing with a fiberglass scrim that adds durability and stability. Matching broadloom is available. **Circle No. 201.** Lees Carpets-Access to subfloor power is simplified by this modular floorcovering's lift-free/ press-back installation process. Carpet (below) is static-protected and available with antimicrobial treatments. Circle No. 204.

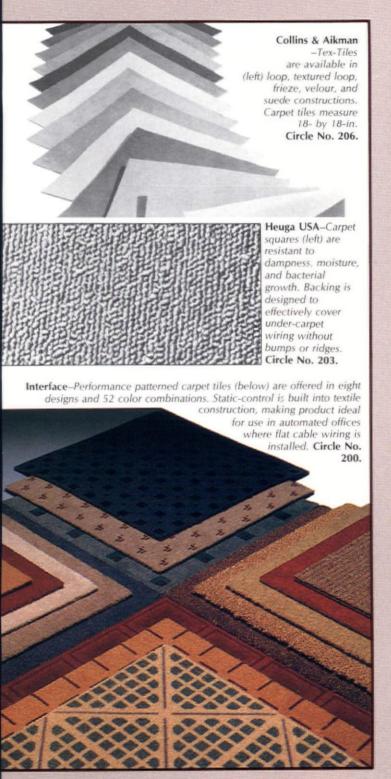


Stratton-Carpet tile offerings include Steelpoint II, a level-loop tweed in nine colors, and Cloisonne Squares (below), a non-directional, three-color pattern in 10 colors. Both selections are made from Du Pont Antron III nylon. Circle No. 202.



broadloom necessitates emptying an entire room, breaking down workstations, disrupting employees, and reconnecting telephone/power sources, tile installation affects only the immediate area being laid.

If properly maintained and rotated, carpet tiles can also outlast broadloom by five-to-10 years. Modules also retain their dimensional shape during and after replacement.



In most offices, 80 percent of the wear occurs in 20 percent of the space. Flexibility of tiles permits the exchange of less-trafficked tiles with worn tiles in areas under chairs, at doorways, or in corridors. And, while replacing damaged broadloom would entail much greater expense and delivery time, tiles are easily replaced from stock at lower cost.

Safe for special environments

Article 328 of the NFPA 1981 National Electrical Code mandates that carpet tiles be used in an open office system if flat AC power wiring is specified. When combined with flatwire, modular carpet tiles offer tremendous freedom and flexibility which coincides with the growth of open office planning, computerized offices, and other specialized installations.

Modules can be removed, making under-carpet flat cable accessible for repair or rearrangements. Tiles around an office partition can be moved as work areas increase or decrease in size, eliminating carpet cuts, seams, and patches.

Computer rooms and other special application areas are well-served by carpet tiles. Again, tiles' mobility permits easy access to under-carpet systems for:

- telephone
- CRT
 - office machines
 - electrical power in flat cable
 - · laid-in subfloor ductwork and trenches.

Many manufacturers produce tile systems which provide static protection for special applications, such as computer installations. Compu-Tile from United Technical Products is manufactured specially for use on computer room access floors, but can be specified for general office areas as well. Lee's Data Guard I modular system uses advanced generation Anso IV nylon face yarns with built-in permanent static protection. This system generates less than three kilovolts at 70 degrees Farenheit and meets all criteria established in IBM's resistance test.

Interface's static-controlling qualities are reported to ensure the spark-free environment needed in hospital spaces where oxygen and other combustibles are used.

Product research necessary

McLawHorn stresses that knowing the difference between carpet systems before recommending a product for a specific application is crucial. Face fibers, carpet construction, backing type, and installation methods each affect carpet tile performance, depending on the area in which it is specified.

Modules are installed using a pyramid technique. After dividing the room into four sections, the installer starts at the center of the room and works outward in each of the four quadrants. Modules within the quadrants should be laid in a stair-step method, along the diagonal as opposed to along the vertical or horizontal chalk lines.

Rigid, heavy-backed tiles require firm pressure between units to generate the proper seam. Lighter backed, less rigid tiles cannot be forced together since curled edges and buckling may result. Manufacturer's guidelines generally allow a ¼-in. deviation from the grid needed to install 10 modules of tile.

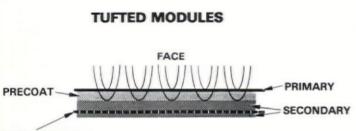
Basically, there are two types of carpet tile-glue-down

CARPET TILE

Tile mobility ideal for computer rooms

and free-lay, with the latter costing 25 percent more. With the glue-down method, a clean, level floor is first sealed to prevent dusting, and then an adhesive is applied in a liquid state. Once it is tacky—which takes from 15 minutes to one hour, depending on the adhesive—it should remain in this condition and not stick to the back of a tile, once that tile is lifted at a later time.

In a free-lay system, tiles are basically free of the floor. However, tiles along the perimeter of the space and at each axis of the grid are glued in place to secure the installation. A



SCRIM STABILIZER

Tile backings of layered vinyl are reinforced by a fiberglass scrim that helps to provide added strength and stabilization.

quick release adhesive is used for these anchoring tiles. In larger installations, a control grid of adhesive tapes placed every 10 ft. should be implemented. Most manufacturers recommend a complete layout showing furniture placement, traffic lanes, etc. to determine which areas require specific types of anchoring.

Fusion bonding results in longer wear

Dimensional stability is vital for carpet tiles to ensure that they do not warp, buckle, curl, or slide in any direction. Fusion-bonding, which joins yarn and backing via a PVC binder and applied heat, gives the carpet tile stability.

However, because PVC has a reputation for creating problems in smoke generation and toxicity, it has not been used by Lees Carpets as a backing for the past 10 years. Instead, Lee's Unibond system uses a hot-melt thermoplastic to bond face yarn and backing into a single component.

Most backings consist of a layer of vinyl, reinforced with a fiberglass scrim for added stabilization. Many manufacturers add a third, or tertiary layer backing.

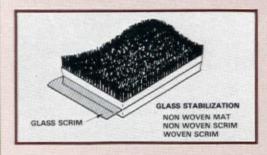
Engineered from the back up, Knoll's newly introduced Trianon carpet modules incorporate a non-woven blanket of heavy denier fiberglass for added strength. This thick fiberglass blanket is electro-statically fused to the carpet so that the back becomes homogenous with the module.

Fusion-bonded modules differ from woven or tufted carpet tiles in that the former retain more yarn on the surface. Since it is this face yarn that is subject to wear, fushion bonded tiles tend to hold up better with heavy traffic. Woven carpet generally loses 20-to-50 percent of its total yarn weight below the primary backing; tufted carpet loses 15-to-30 percent; and fusion bonded products lose only four-to-15 percent. Another positive side to fusion bonding is that edge yarn is less likely to fray, or "zipper."

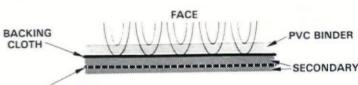
Esthetic improvements under way

Although the modular carpet market has experienced phenomenal growth over the past few years, and future projections are very optimistic, there is still some resistance to modules for esthetic reasons. Recent innovations, however, have been aimed at improving the "look" of tiles.

Collins & Aikman has introduced a sealed-cell, polyvinyl



FUSION BONDED MODULES



SCRIM STABILIZER

Fusion-bonded modules differ from tufted tiles because they retain more yarn on the tile surface and promote wearability.

chloride foam-backing which increases the module's resilience and reduces flat cable tracking. Milliken has a separate underlay cushion designed for use with its line of carpet tiles which has the ability to absorb flat cable so that it doesn't telescope through to the surface.

In addition, improvements in tiles' color fastness have made them more resistant to fading from effects of sunlight, steam or chemical cleaning techniques, and physical wear brought about by foot or rolling traffic. To assure satisfaction, says Robert Yates, modular carpet manager, Milliken, carpet modules should be specified not only for color, but for the performance of that color as well.

The American Association of Textile Chemists and Colorists (AATCC) has established a number of standard tests which are used to measure color fastness. For example, test AATCC-16E is used to measure the resistance of colors to light exposure. Other tests measure resistance to solvents, heat exposure, and other environmental factors.

CARPET MILLS CREATE INNOVATIVE PATTERNS

New broadloom introductions run the styling gamut from 14th century reproductions to contemporary geometrics



World Carpets—Design Series patterned floorcovering collection includes Chippendale, a 30-oz. geometric nylon carpet. Matching solid-color broadlooms are available. Circle No. 210.

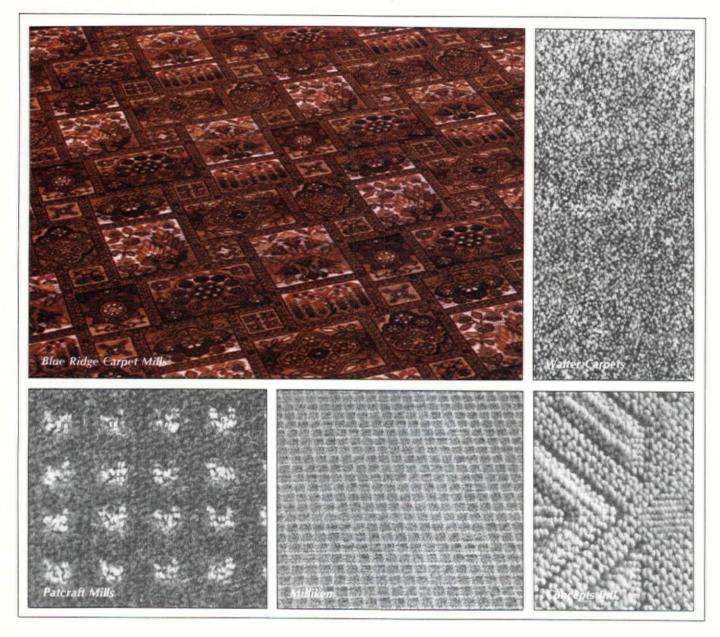
Philadelphia Carpets—Documentary Series of cut-pile carpets is made from Antron XL nylon treated with Scotchgard protector. Circle No. 218. **Customweave**—Design Tek floorcovering has a primary backing made of anti-static FLW bonded with waterresistant latex and a polypropelene secondary backing. Available in 24 colors, carpet is constructed of Antron XL continuous filament yarn. **Circle No. 213.**

Edward Fields—Semi-handcraftec seamless, made-to-fit carpets are of

fered. Commercially constructed, allwool floorcoverings have cotton backs. **Circle No. 229.**

Marks Intl.—Persian rugs are inspired by designs dating back to the 14th century. Company logos and other customer orders can be accommodated by the firm on request. Circle No. 231.

CARPETS & RUGS Stable yarn constructions suit heavy-traffic areas



Blue Ridge Carpet Mills—"King Suite" is part of firm's Royal Velvet Collection, which features four patterns in 19 colorways. Cut-pile prints weigh 20-oz. and carry a five-year warranty. Circle No. 212.

"Walter Carpets—Axiom, a dense, hard-twist frieze, commercial saxony carpet, is constructed of low-luster Ultron 3D nylon. Permanent static-control is one performance feature offered. Circle No. 219.

Milliken—Wetherby is one of three designs in firm's Geotex collection. Made from Antron XL nylon, broadloom is inherently wear-, soil-, and static-resistant. Circle No. 209.

Patcraft Mills—Firm's LCL equipment is used to manufacture Consulate, a small check pattern composed of alternating loop- and cut-pile areas. Carpet is constructed of Zefran blend CR-4 yarns. **Circle No. 220.**

Concepts Intl.—Imported Woolmark carpet collection from Belgian Int'l Carpet Co. (BIC) is comprised of solidcolor and patterned, 100 percent wool floorcoverings.



Mohawk—"747" is the firm's latest addition to its Woven Interlock line. Engineered for heavy-traffic areas, carpet is made of Anso IV HP continuous filament nylon for built-in stain resistance and static protection. Circle No. 207.

Allied—Cut-pile carpet from Alexander Smith made with Anso IV nylon is featured in the lingerie department at Dayton's, St. Paul, Minn. Soil-, stain-, and static-resistant yarns are designed for heavy-traffic floorcovering installations. **Circle No. 217.**

Peerless Rug Ltd.—Diamondhead is constructed of Antron III nylon mounted on a woven polypropelene primary backing and Action Bac secondary backing. Carpet is offered in four subtle and two bold colorations. **Circle No. 222.** Hercules—Firm's 5500 olefin yarns are used by Aladdin Mills to manufacture "Attache," a 24-oz., level-loop, homespun carpet in ten colors. Circle No. 208.

Custom Looms—University Club in the Galleria, Dallas, features firm's custom carpeting. New manufacturing process enables a very tight loop weave. **Circle No. 227.**

CARPETS & RUGS

Unique textures produced by new equipment

Lenor Larse Bentley Mills

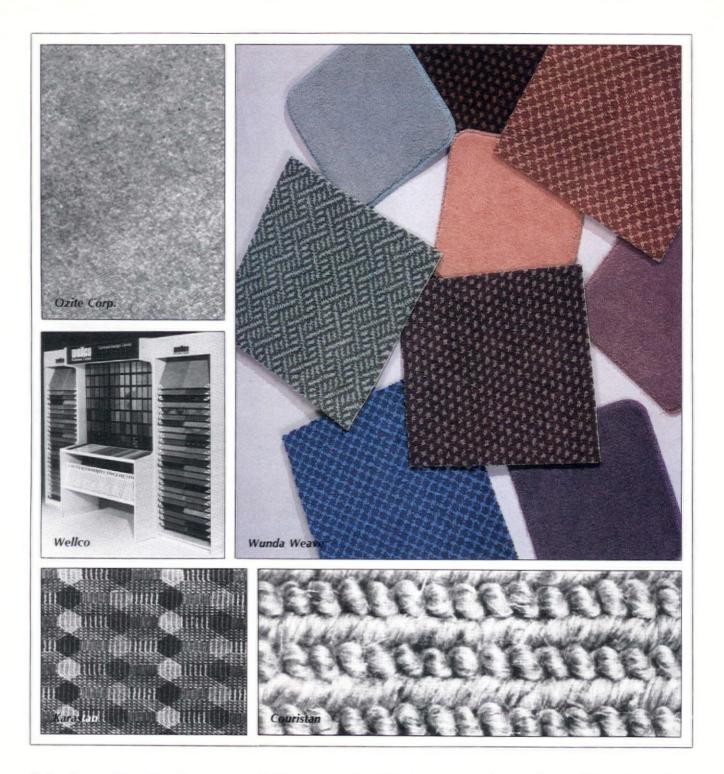
Du Pont—Fountainhead collection from Lees Carpets is made with firm's Antron XL nylon. Floorcovering features a small-scale geometric pattern. **Circle No. 223.**

Badische—Commercialon 4300A carpet from J&J Industries covers floors in the boardroom of the Trinity River Authority, Arlington, Tex. Blend of 70 percent acrylic/30 percent nylon yarns makes carpet suitable for heavy-traffic areas. Circle No. 221.

Bentley Mills—Coordinating carpets and fabrics in the same dyelot are available. Custom patterns and colors can be ordered. **Circle No. 230.**

Jack Lenor Larsen—Carved Wilton carpet with velvet textures has a soil-hiding pattern in two colorways. Called Midsummer, design is a 100 percent wool face floorcovering that is mothproofed for long wear. **Circle No. 225.**

Durkan—Classic Luster Ultron nylon from Monsanto is used by this carpet manufacturer to create "Expressly Orient," a collection of custom-printed rugs and broadloom floorcoverings for hotels and other public spaces. **Circle No. 216.**



Ozite Corp.—Fabra-Floor[™] uses an acrylic scrim to add dimensional stability and a Berber look to polypropelene carpeting. It is available in 22- and 28-oz. weights and is ravel-proof, abrasion- and stain-resistant, and static free. Circle No. 226.

Wellco—New Contract Design Center offers dealers new display options for firm's commercial floorcovering lines. Unit houses more than 400 selections in less than 8-ft. of display space. Circle No. 214.

Couristan—All-wool "Burber-Knit" loop-pile carpet is offered in six colors. Broadloom is manufactured in Belgium. Circle No. 215.

Karastan-Multi-color geometric carpet called Intrigue Tones is engineered for

heavy-traffic installations. Textured surface is achieved through a combination of cut and looped yarns. **Circle No. 224.**

Wunda Weve—Efficiency Group consists of three carpet patterns in 24 colorways. Custom designs combining patterned and solid-color carpet are also offered by the firm. Circle No. 211.



BIFMA Celebrates 10th Anniversary With New Standards For Assn. Members

Representing interests of user & industry alike, the association's product standards foster workplace safety

Anticipated publication of two furniture standards by the American National Standards Institute (ANSI) and the Business & Institutional Furniture Manufacturers Association (BIFMA) marks the latter organization's celebration of its 10th anniversary. Started with six manufacturers 10 years ago, BIFMA has grown in a decade to include 160 manufacturers representing more than 90 percent of the total office furniture sales volume in the United States.

The new standards deal with desk and lounge furniture and are expected to be published during the time of NEOCON, June 14-17. Developed by Philip J. Williams, GF Furniture Systems Desk Standards Subcommittee, the Desk Standard outlines 11 criteria for desks and related products. The Lounge Seating Standard, which was developed by a subcommittee under the direction of Bruce Buhrmaster, All-Steel Inc., applies to lounge seating of all construction materials, manufacturing methods, and mechanical/esthetic design.

Both new standards were accepted by ANSI, the nationally recognized coordinator of voluntary standards development, which approved in previous years BIFMA's standards for vertical files, lateral files, and office chairs.

The formation of BIFMA 10 years ago grew out of a meeting of six leading furniture manufacturers at the then-O'Hare Hotel, Chicago. These companies, three other charter member manufacturers, and BIFMA's founder, Eugene Eppinger, met with full awareness that there were already three failures at creating a furniture trade association in the preceding 15 years. The founding member organizations were American Seating, Eppinger Furniture, GF Furniture Systems (then GF Business Equipment), Harter Corp., Inter-Royal, Knoll International, Herman Miller, Steelcase, and Stow-Davis.

According to Stephen D. Channer, who succeeded Eppinger as executive director in 1978, "While our association has grown in numbers and considerably expanded the scope of its programs and activities, it still remains true to basic goals, summed up in our logo, 'Dedicated to Good Safety and Performance and Valid Information.""

Operates standards program

Among the ways BIFMA fulfills its goal is through the issuance of product standards for safety, durability, and performance. These guidelines reflect the association's belief that a major goal in office planning and management should be the enhancement of health, satisfaction, and productivity of office workers through the best interior environment possible.

The standards come out of the BIFMA committee system, made up of volunteer industry representatives who pool their product testing expertise. The *Engineering Standards Committee* is the umbrella group for the product standards program. It consists of seven subcommittees that deal with specific concerns—flammability, seating, panels, files, metric conversion, building codes, and desks.

New chairman named

A new chairman took over as head of the Engineering Standards Committee this past year. Bruce Buhrmaster, director of engineering, All-Steel Inc., Aurora, III., replaced Edward C. Levit, former senior vice president, research & development, Steelcase Inc., who headed the committee since 1973.

When Buhrmaster's election was announced, Philip J. Hendrickson, chairman of the board, Krueger Inc., and president, BIFMA, said, "We look forward to Bruce Buhrmaster's continuing the tradition of integrity with which Ed Levit headed the Engineering Standards Committee."

Among the changes Buhrmaster anticipates for the committee is an annual meeting of all subcommittees to supplement individual local gatherings of those groups. The first annual meeting will take place later this year.

Product standards development and implementation is ongoing through the Engineering Standards Committee and its seven sub-groups. Designers, specifiers, and users benefit from BIFMA's standards, which give them a common basis for evaluating products. Says Channer, "The product standards are our way of showing the responsibility we feel toward the captive consumer—the office worker who spends a good part of the working day in environments furnished with products manufactured by our member firms." Standards transcripts and other guidelines produced by the following BIFMA subcommittees are available from BIFMA at nominal cost.

• The Association's Panel Standards Subcommittee under chairman Robert L. Knapp, American Seating Co., is currently completing work on an omnibus standard for panels and panelhung components. The subcommittee expects to submit recommendations to constituents by the end of summer.

• This past year continued to see the general application of the standards developed by the *Flammability Standards Subcommittee*, headed by Stephen B. Kolk, Steelcase Inc.; the *Chair Standards Subcommittee* which developed the new lounge seating standard under the direction of Bruce O. Buhrmaster; and the *File Standards Subcommittee*, headed by R. Bruce Ormiston, Steelcase Inc.

 The new desk standard developed by Philip J. Williams, GF Furniture Systems Desk Standards Subcommittee, outlines
 11 criteria for desks and related products.

• The Building Code Standards Subcommittee, headed by Sherman Robbins, Herman Miller Inc., has worked to contribute current industry technology to existing building and related codes.

 The Metric Conversion Subcommittee moved ahead with work in its specialized area under Donald Kosminski, Steelcase Inc.

Two new committees formed

BIFMA formed two new committees this year, reflecting its active role in addressing issues of industry concern.

The Governmental Affairs Committee held its first meeting this spring. At that time, it elected as its chairman Thatcher W. Rea, Jr., president, Mueller Furniture Corp. This committee's purpose is to monitor all proposed legislation affecting the industry and make recommendations regarding necessary membership action. Interestingly enough, this formalizes a role BIFMA has been playing for some time now.

Recently, for example, the Association was active in opposing Senator J.J. Exon's (D/Neb.) proposed Office Machine and Equipment Retail Dealers Agreement Act, which it feels will negatively affect manufacturer/dealer relations.

BIFMA has also come out strongly in support of legislation which would require self-extinguishing cigarettes.

The second new committee, the Communications and Industry Liaison Committee is committed to coordinating and promoting BIFMA's efforts with all segments of the furniture industry and with other related industries such as material manufacturers, parts suppliers, dealers, architects, designers, and trade associations. It will also be responsible for planning the direction for management conference and regional meetings.

Other committees continue work

BIFMA's Education Committee has continued to review various educational programs designed to promote needed skills in the business and institutional furniture industry and to recommend the appropriate action the association should take regarding scholarships, college curriculums, and other educational programs.

The Information Systems Committee, under William Jordan, Knoll International Inc., coordinates an ongoing program that provides members with periodic statistical reports on marketing and financial news. Figures on orders, shipments, backlogs, and inventories included in these reports allow individual companies to measure performance compared to the industry's as a whole. Members of two subcommittees of the Information Systems Committee, the Financial Information Subcommittee, under the direction of Gerald R. Norton, All-Steel Inc., and the Marketing Information and Product Category Subcommittee, chaired by Robert Bockheim, Haworth Inc., were responsible for simplifying the definitions and reporting format for the statistical program.

The statistical program also serves to monitor the marketplace and lead to the development of new products furniture for the automated office for example. Just about every major office furniture manufacturer has responded to the indication that support furniture for information processors and small computers is one of the largest growing



Philip J. Hendrickson, president and treasurer, Krueger Inc., and president, BIFMA, oversees the organization's 10th anniversary celebration this year.



Stephen D. Channer, executive director, BIFMA, notes that the association remains true to its goal, "Dedicated to Good Safety, Performance and Valid Information."



In touch with industry

categories in the industry. These companies now produce human-factored, or ergonomic, furniture products, which make it easier, healthier, and more satisfying to integrate recent office equipment in the workplace.

Member benefits accrue

Channer believes that the association's growth-membership has more than doubled since he became executive director five years ago-is partially attributable to the recognition by companies of the benefits offered by BIFMA.

In supplementing the statistics program, BIFMA sponsors an annual Management Information Conference, which includes speakers on such diverse topics as marketing, productivity, space planning, tax laws, and product liability. The 10th anniversary conference is scheduled for November in Newport Beach, Calif,-the first time the event will be held outside the Midwest.

BIFMA's effort to keep in close touch with all industry developments is reflected by its representation at NEOCON, West Week, and CONDES, as well as at other foreign events of concern to members.

Channer says, "As BIFMA nears the completion of the first decade of representing the industry, we plan to continue with our basic programs to aid the design/specification community, consumers, and our own members. The fact that office furniture shipments now total over \$4 billion places a responsibility on us to continue providing products that match the expressed requirements of office workers by cooperating with specifiers."

MEMBERS

Acme Landscape Group Inc. Haller Systems Inc. Alba Industries Inc. All-Steel Inc Alma Desk Co American Seating Co. Amstore Anderson Desk Co. **Angle Steel Division** Artec **Baker Furniture Co.** Reatrice Foods Co **Bernhardt Contract** The Boling Co. Borroughs Brickel Assoc. Inc. Jack Cartwright Inc. Castelli Furniture Inc. Charlotte Chair Co. Chromcraft Corn **Cole Business Furniture** Comforto Inc. Conwed Corp. Corry Jamestown Corp. Cramer Inc. **Creative Dimensions DBS** Office Furnishings Danwood Design Davis Furniture Ind. Inc. Domore Corp. Dunbar Furniture Co. Eck-Adams Corp. Emeco Industries Inc. Esselte Pendaflex Corp. **Executive Office Concepts Fixtures Furniture** Fupoflex U.S.A. **GF** Furniture Systems General Mills Inc. **Gregson Furniture Industries** The Gunlocke Co. Inc.

Harbor-Benedetti Hardwood House Harpers Harter Corp. Harvard Interiors Mfg. Co. Haskell of Pittsburgh Inc. The E.F. Hauserman Co. Haworth Inc. Helikon Furniture Co. Inc. Hesco Industries Inc. **Hickory Business Furniture** Hiebert Inc. The HON Co. Hon Industries Inc. Hoosier Desk Co. Howe Furniture Corp. iil Inc. Indiana Desk Co. Inc. Inotec Systems Inc. Invincible Metal Furniture Co. Jebco Inc. JG Furniture Co. Inc. IOFCO Kimball International Inc. Kimball Office Furniture Co. Kittinger Co. **Knoll International** Krueger Inc. Kwik-File Inc. LUI-Laminates Unlimited Inc. LA-Z-Boy Chair Co. Lehigh-Leopold Business Furn. Litton Industries Inc. Lowenstein Inc. **Madison Furniture Industries** Magna Design Meridian Inc. Metalstand Co. Microdyne Co.

Herman Miller Inc. Mohasco Corp. Monarch Furniture Corp. Mueller Furniture Corp. Murphy-Miller Co. National Office Furnishings Co. Nevers Oak Inc. Nucraft Furniture Co. Glen O'Brien Partition Co. Inc. Office Suites Inc. Panel Concepts Inc. Paoli Inc. Pleion Corp. Harvey Probber Inc. Rose Mfg. Co. Rosemount Office Systems R-Way Samsonite Furniture Schwab Safe Co. Inc. The Shaw-Walker Co. Signore Div., AVM Corp. Steelcase Inc. Stow-Davis Furniture Co. Structural Concepts Corp. Superior Chaircraft Corp. Supreme Equipment & Systems Thonet Industries Inc. Tibbet Inc. Tiffany Stand & Furniture Co. Trendway Corp. **Tuohy Furniture Corp.** Unicor-Federal Prison Ind. inc. United Chair Vecta Contract Virco Mfg. Co. Vogel-Peterson Co. Wenger Corp. Westinghouse Electric Corp.-ASD Westin-Nielson Corp. Wright Line Inc.

ASSOCIATE MEMBERS

AMP Special Industries Accuride Anderson Power Products **Bassick Division Chatham Fabrics** Collier-Keyworth Co. Colwell-General Inc. Craftex Sales Inc. of Pennsylvania Electri-Cable Assemblies Inc. EST Co. **Faultless Division** Formica Corp. Gas Spring Co. Gordon Mfg. Co. Grant Hardware Co. G & T Textile Designs Inc. **Guilford** Of Maine H.D.I.-Hardware Designers Inc. Homestead Fabrics Inc. Hoover Universal Inc. International Glide Mfg. Corp. Jonathan Mfg. Corp. Knape & Vogt Mfg. Co. Menasha Corp. Milliken & Co. Milsco Mfg. Co. McDonald Products Corp. Occidental Chemical Corp. Plastiglide Mfg. Corp. Quaker Fabric Corp. Sears Mfg. Co. Shape Corp. Shepherd Products U.S. Inc. The Sherwin Williams Co. LP. Stevens & Co. Inc. SUSPA Inc. T & B-Thomas & Betts TSC Tek Stil Concepts Inc. **Uniroyal Plastic Products** Ralph Wilson Plastics Co. Weber-Knapp Co.

NEOCON INVITATION

BIFMA invites CONTRACT readers to visit its space at the Merchandise Mart during NEOCON 15 for the BIFMA 10th anniversary program this year. At other times, information on the association's activities and standards is available from BIFMA, 2335 Burton S.E. Grand Rapids, MI 49506.

INSTITUTE OF BUSINESS DESIGNERS



10-YEAR RETROSPECTIVE PRODUCT DESIGN COMPETITION
 AWARD-WINNING PRODUCTS

IBD COMPETITION CELEBRATES FIRST DECADE OF HONORING INNOVATION

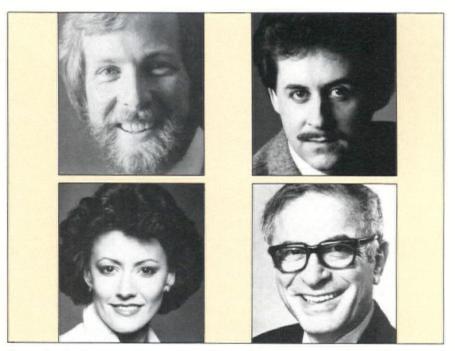
Participation in the Institute of Business Designers' (IBD) Product Design Competition has grown significantly since the awards' founding roughly a decade ago. Initiated to recognize innovation in contract product design, the competition saw a record 292 submissions in 1982, a 13.5 percent increase over entries the previous year.

Awards in 1982 were presented in 18 of 28 categories, demonstrating the highest standards in selection of winners by the competition jury. "Lots of competitions recognize good design," claims Jo Heinz, FIBD, principal, Interior Spaces, Topeka, Kan., IBD past president, "but the challenge of the Institute is to focus on innovation. This is the first awards competition to judge products on that basis."

Competition judging honors both manufacturers and product designers. Jurors are industry peers, selected from a variety of professions. Charles S. Gelber, FIBD, principal, The Charles S. Gelber Design Group, Jersey City, N.J., chairman of the 1982 competition, states, "The method of judging has always been an interesting procedure. In developing juries of impartial participants we [the IBD executive committee] realized the need to assemble a very diversified group from fields of design, education, and architecture to assure fairness to all entrants."

According to IBD officials, judging reflects the most challenging aspect of the competition. David Cooke, FIBD, principal, Design Collective Inc., Columbus, Oh., IBD national president, says, "We are often inundated with copies or clones of successful existing products. The purpose of the competition is to bring forth products that are innovative in design or material usage. For example, an innovative product may be one that uses a familiar material with an unusual finish, detail, or updated technique."

Products continually evolve, as they have since the competition began. Explains Eugene Daniels, FIBD, principal, Counterpoint Inc., Knoxville, Tenn., IBD national vice president, "We saw a lot



Key to the development and progression of the Institute of Business Designers (IBD) Competition are (clockwise from top I.) David Cooke, Eugene Daniels, Charles Gelber, and Jo Heinz.

of whimsical, playful products when the competition began. They were recognized for being different. Now, IBD officials are seeing more high-tech furniture and furnishings products that answer the needs of today's technological office."

Such changes affect categories and awards, which are constantly refined to meet market trends. "There were no entries in panel systems in 1982," reports Cooke, "which reflect the fact that innovation has not moved forward in that area of the contract market. Panel systems are now in refinement stages." There were no ergonomic seating entries either, according to Cooke. "That's a saturated market. The true innovation is coming forth in standard seating, as redefined classics."

Categories have grown from the original 18 to 28 in 1982. Daniels reports that the number will be reduced to 25 in 1983, with changes in fabrics/ wallcoverings categories. The changes are currently under review by the IBD national board.

"We don't want to distribute meaningless awards," claims Heinz. "Constant refinement and evaluation is necessary to maintain a competition of the highest caliber. If the IBD competition can foster the effort of solving design problems and needs by recognizing new and innovative products, our goals are met."

All IBD officials stress recognition, not endorsement by the Institute, of winning entries. According to Gelber, "The fact must be recognized that IBD does not give a seal of approval to products receiving awards. The awards are for ingenuity and good design, not product endorsement."

Awards ceremonies take place each year during Designer's Saturday in New York. In 1982, winning designs garnered nine gold and 18 silver medallions, and 30 honorable mention awards. CONTRACT supports the awards effort as a worthy industry function and annually publishes competition winners in its November issue, with the "Best of Competition" winner featured on the cover. IBD assumes responsibility for arranging judging and awards presentations. □

CATEGORY	AWARD	M
Best of Competition		Ate
Desks & Credenzas	Silver	Cas
	Silver	Kno
	HM	Me
	HM	Intr
Tables	Gold	Do
	Silver	Aga
	HM	Kru
	HM	Fixt
	HM	Intr
	HM	Ster
Systems Furniture	Silver	Du
C	HM	Stee
Screens/Partitions	HM	Ma
Computer Support Furniture	Gold	Hay
	Silver	JG
	HM	Kno
Ceiling Systems	Silver	Arn
Cennig Systems	HM	Do
Lighting	Gold	Ate
Lighting	Silver	Elli
	HM	Ha
	1 livi	C
Portable Lamps	HM	Ron
Chairs	Gold	Ste
	Silver	Du
Lounge Furniture	HM	iil I
	HM	Nie
	HM	Ber
	HM	Sur
Special Seating	Gold	Ate
	Gold	Am
	HM	Loe
Upholstery Fabrics	Silver	Arc
	Silver	Laz
	HM	Sto
	HM	De
	HM	Cor
Other Fabrics	Silver	De
outer rubries	HM	Laz
Fabric Collections	Gold	Sur
	Silver	Sca
	Silver	Kno
	Silver	Do
	HM	Des
	HM	Inn
Carpeting & Rugs	Silver	Mil
	HM	Edv
	HM	Inte
Surfacing Materials	Gold	For
	Silver	Pitt
	HM	Ral
Wallcovering Collections	Silver	Lon
	1.15.4	fo
	HM	Des
Dock & Office Access	HM	Mit
Desk & Office Accessories	Silver	C 8

1982 -

MANUFACTURER

elier International stelli Furniture oll International etropolitan Furniture rex more Corp. ati Designs ueger tures Furniture rex endig Inbar elcase igna Design worth Furniture oll International Furniture mstrong World Inds. vetail Inc. elier International iptipar Inc. lo Lighting, div. McGraw Edison n Rezek/Lighting endig Inbar International edermaier Inc. nedetti Corp. nar elier International nbiant Systems ewenstein Inc. c-Com Fabrics zarus Fabrics w/Davis Furniture esignTex c-Com Fabrics ral of Chicago signTex zarus Fabrics nar alamandre Inc. oll International onghia Textiles signTex novations Inc. Illiken & Co. ward Fields Inc. erface Flooring mica Corp. tcon Inds. ph Wilson Plastics nseal Inc. or Innovations Inc. signTex tchell Designs & S Allgood

PRODUCT

UNI Chair **Dolmen System** Gwathmey Siegel Desks Kane Desk Group Desk 2R Table System Table & Chair 45 Table Torno™ Ouarks Master Executive Series 6000 Genesis of the S/4 Series Design 9 Veripanel Adjustable Keyboard Pad 7 Computer Support Furniture Stephens CRT Terminal Stand Mobile Terminal Table Crossgate Ceiling Decorative Modular Ceiling/Adam's Style WALL Enclosed H.I.D. MR-16 Trac Lampholder

QRBIS-Desk Light #100 **GINA** Chair S/4 Series Farfalla Scala Bench **Brio Series** Collection by Michael Graves **UNI** Chair Steamer Seating Collection City Stacking Chair Lateral Plush Sampler Freeman Wool Checkmate Fire Tandem Wool Imperial Silhouette Komplete Kube Plaid Sunar Print Collection Fabric System Seipelt Fabric Collection Domestic Wool Collection Kinnasand Collection Gramercy Flannel P/2135 "Lomand" Geomatrix **Executive Carved Berber Series** Color Core™ Softforms[™] Color Quest Lonjewels Vinyl Wallcoverings

Aquarelle Tentura MODRIC Lever Handle



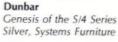




Fixtures Furniture Torno™ HM, Tables



Haworth Adjustable Keyboard Pad Gold, Computer Support Furniture



Atelier International

UNI Chair Best of Competition Gold, Special Seating



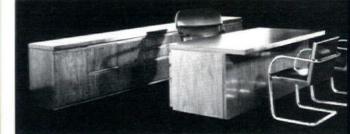
Atelier International WALL Gold, Lighting

Lonseal Inc. for Innovations Inc. Lonjewels Vinyl Wallcovering Silver, Wallcovering Collections



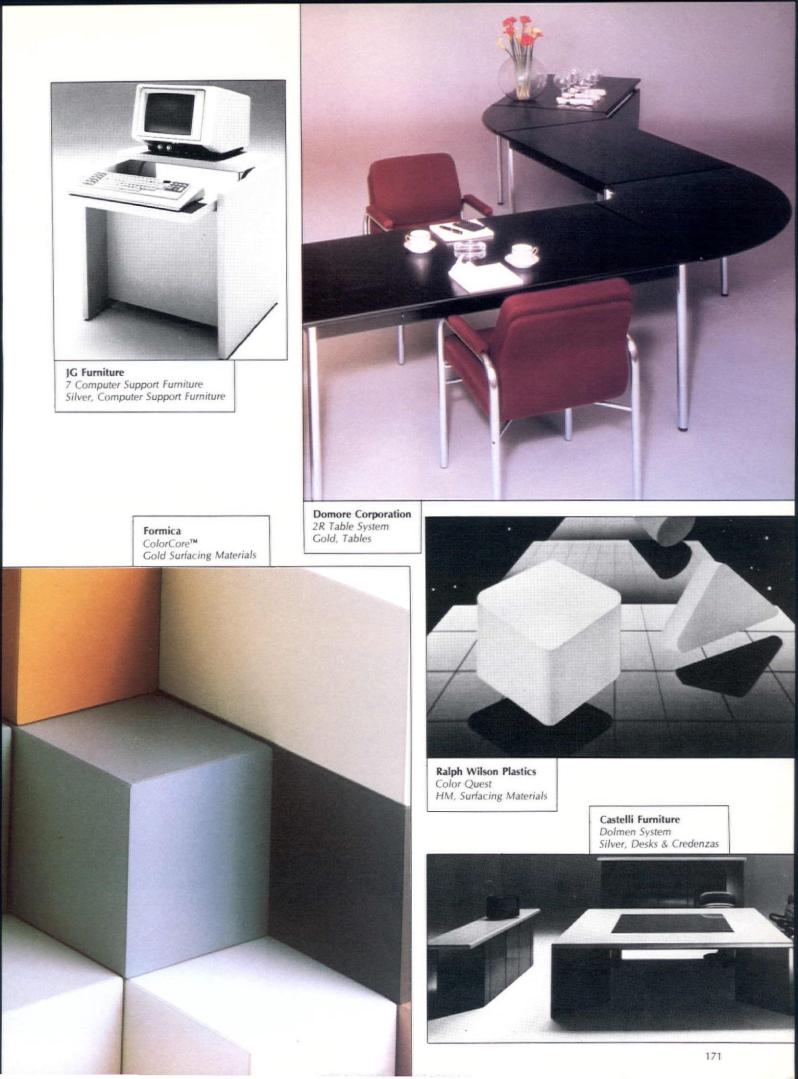
Knoll International Gwathmey Siegel Desks Silver, Desks & Credenzas







CONTRACT/June 1983







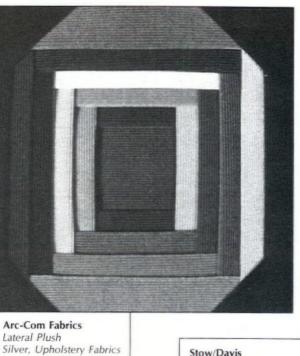


Benedetti Corporation Brio Series HM, Lounge Furniture





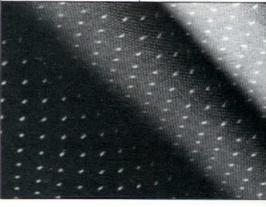
Loewenstein Inc. City Stacking Chair HM, Special Seating



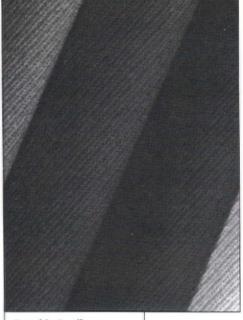




Stendig GINA Chair Gold, Chair







Donghia Textiles Domestic Wool Collection Silver, Fabric Collections





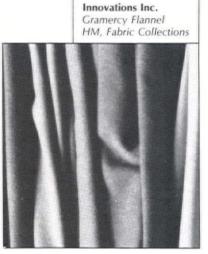
Coral of Chicago Wool Imperial HM, Upholstery Fabrics





Sunar Sunar Print Collection Gold, Fabric Collections

Interface Flooring Executive Carved Berber Series HM, Carpets & Rugs

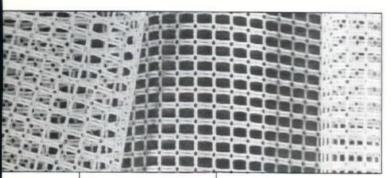


Ambiant Steamer Seating Collection Gold, Special Seating

DesignTex Silhouette Silver, Other Fabrics





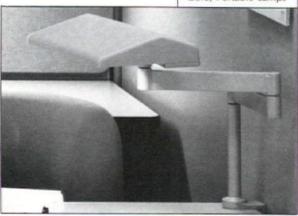


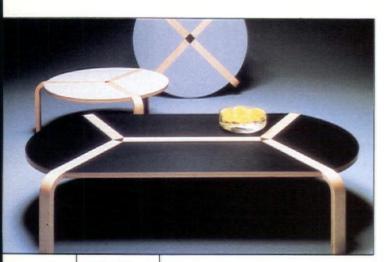
Ametex Contract Fabrics Pyro Square Gold, Other Fabrics

Herman Miller Critical Task Light Gold, Portable Lamps

1981

PRODUCT DESIGN AWARDS



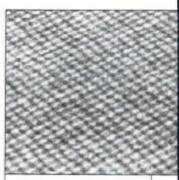


Ambiant Pye Tables Silver, Tables'





Nevamar Corporation Matrix Gold, Surfacing Materials Kimball Diamond Stack Chair Silver, Special Seating



Interface Flooring Tattersall Silver, Carpets & Rugs



Davis Gamma Series #705200 Gold, Chairs



Peter Pepper Products Fiberglass Circular 7000 HM, Tables

> Herman Miller Burdick Group Gold, Desks & Credenzas



1981.

CATEGORY

MANUFACTURER AWARD

HM

Best of Competition Special Seating

Desks & Credenzas

Surfacing Materials **Fabric Collections**

Other Fabrics

Lighting

Portable Lamps

Wallcovering Collections Wallcoverings **Computer Support Furniture**

Upholstery Fabrics

Tables

Carpeting & Rugs

Desk & Office Accessories Chairs

Lounge Furniture

Ceiling Systems Casegoods **Systems Furniture**

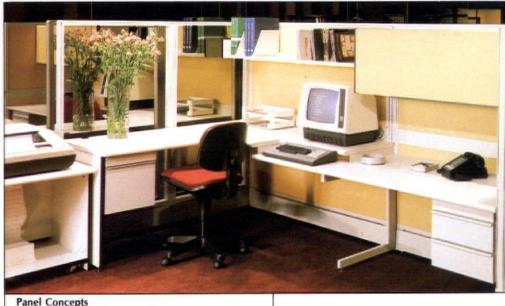
Fixtures Furniture Gold Gold **Fixtures Furniture** Kimball Office Furniture Silver Herman Miller Gold Silver Knoll International Hardwood House Nevamar Corp. Gold Gold JG Furniture Silver Arc-Com Fabrics Silver DesignTex Gold Indecor Inc. Ametex Contract Fabrics Gold Silver Elliptipar Inc. **CLS Contract Lighting Systems** Herman Miller Gold Architectural Supplements DesignTex Silver Coral of Chicago Laminart Barcelona Inc. Silver Steelcase Gold JG Furniture Silver Uniroval Inc. Gold Ron Rezek/Lighting Silver Ambiant Systems Peter Pepper Products Silver Interface Flooring Mohawk Carpet Smith Metal Arts Gold Davis Furniture Davis Furniture Silver Silver **Rudd** International Silver Brayton International Metropolitan Furniture Silver Donn Corp. Silver Atelier International Panel Concepts

PRODUCT

Sit-Stand Sit-Stand Diamond Stack Chair **Burdick Group** Hannah Desk System **Bevel Desk Collection** Matrix Koko Fabric Collection Compendium Wool Collection Wool Naturals Komplete Kube Pyro Square Surface Mounted Wall Washer Taskmaster Series 300 Critical Task Light Triple Light Source Floor Lamp Textured Walls II Channels Computer Work Station Ultronic 9000 Koko Fabric Collection Vinyl Coated Fabric Desk/Table Pve Tables Fiberglass Circular Tattersall **Baronial** Plaid Radius II Console Gamma Series #705200 702000 Conference Chair Digitronic Chair Sirino 600 Inverness Group LC-4 Integrated Ceiling System The Hilton System Integrated Multiple Power & Communications System



Fixtures Furniture Sit-Stand Best of Competition Gold, Special Seating



Integrated Multiple Power & Communications System HM, Systems Furniture

Institute of Business Designers

and Contract Magazine

1980 PRODUCT DESIGN AWARDS

AWARD

Gold

Silver

Gold

Silver

Gold

Silver

HM

HM

Gold

Silver

Gold

Gold

Silver

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Silver

HM

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Gold

Silver

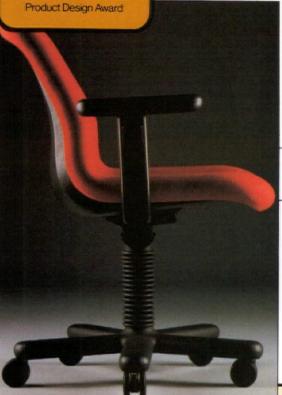
HM

Gold

Silver

Gold

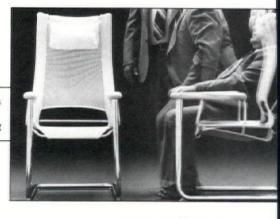
HM



Carnegie Fabrics California Silver, Other Fabrics

Knoll International Diffrient Management Chair Gold, Chairs

> Add Interior Systems Warren Chair Gold, Special Seating



CATEGORY Best of Competition Casegoods

Chairs

Upholstery Fabrics

Other Fabrics

Special Award: Best Collection of Fabrics Lounge Furniture

Special Equipment

Carpets & Rugs

Desk & Office Accessories Special Seating

Wallcoverings

Lighting

-1980-

MANUFACTURER

Formica JG Furniture Herman Miller Knoll International InterRoyal Maharam Fabric Interior's Int'l. Ltd. Maharam Fabric DesignTex Arc-Com Fabrics Carnegie Fabrics

DesignTex Metropolitan Furniture Brayton International Ambiant JG Furniture Integrated Ceilings

Karastan Rug Mills Fabrica International Interface Flooring Karastan Rug Mills Glassform Add Interior Systems Beylerian Atelier International DesignTex L.E. Carpenter Ron Rezek/Lighting Rambusch Decorating

PRODUCT

Design Concepts (Laminate) Sofdesk C-Forms Diffrient Management Chair Intergo Nylon Coordinates Cube Celeste Nylon Dacro-Tex Flex I Convoy Cloth Medarc Collection California

Desert Wools Series 10 Lario Groundscape Geriatric Personal Furnishings System Pipe & Junction Suspended Ceiling & Spaceframe Futurity **Custom Color Palette** 4000 Series Berbereau Check Manlove Accessory System Warren Chair Dolly Sidechair & Armchair Leonardo Chair Novalin Vicrtex Vinyl Wallcovering Model 610/611 Floor Lamp Lite-Pak

-1979

CATEGORY

AWARD MANUFACTURER

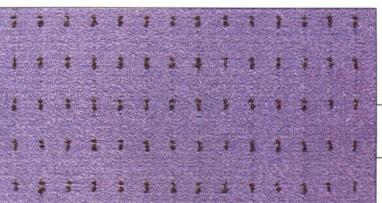
PRODUCT

Best of Competition		Thonet	Sof-Tech Stacker
Special Seating	Gold	Thonet	Sof-Tech Stacker
	Silver	Beylerian	#5300 School System Chair
Casegoods	Gold	Castelli Furniture	Plano
	Silver	Gayeski Furniture Coordinates	Universal Business Position Desk
Fabrics	Gold	DesignTex	PyroDot
	Silver	DesignTex	Pyrenees
Office Landscape Systems	Gold	Lehigh/Leopold	AXii
	Silver	Steelcase	9000+ Furniture System
Carpets & Rugs	Gold	Brintons Ltd.	Trinity Wilton System
	Silver	The Scott Group	Meridian
	Silver	Bigelow-Sanford	Berberpoint
Lighting	Gold	Steelcase	9000+ Lighting
	Gold	E.F. Hauserman	Indirect Ambient Luminaire
	Silver	Habitat	Floor Lamp
	Silver	Snypp Lighting Accessories	Lamp #302
Hard Surface Flooring	Silver	PermaGrain Products	3- by 18-in. Plank
Wallcoverings	Silver	Durawall	Printed Vinyl Suede
Laminates	Silver	Consoweld Corp.	Seasoned Elm
Chairs	Gold	iil International	Secretarial Chair
	Silver	Kinetics Furniture	100 Series
Lounge Furniture	Gold	Kinetics Furniture	100 Series Public Seating
	Silver	Brayton International	Viva
Special Equipment	Gold	Sunar	PAS System
	Silver	Accuride, div. Standard	Acculok
		Precision	
Desk/Office Accessories	Gold	Beylerian	Bureau System
	Silver	Architectural Supplements	Sand Urn/Waste Receptacle
	Silver	Beylerian	Channel System
Graphics	Gold	Karman Ltd.	Mode/Linear Series
	Silver	White Advertising Co.	Window/Wall Graphics





Thonet Sof-Tech Stacker Best of Competition Gold, Special Seating



Steelcase 9000 + Lighting Gold, Lighting; 9000 + Furniture System Silver, Office Landscape Systems

Bigelow-Sanford Berberpoint Silver, Carpets & Rugs





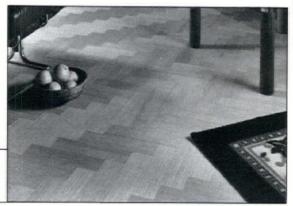
1978

PRODUCT DESIGN

AWARDS

Atelier International Babar Gold, Chairs





DesignTex Wool Twill Gold, Fabrics

PermaGrain Products Limed Oak GenuWood II Gold, Floorcoverings: Hard Surfaces

Gold

Silver

Gold

Silver

Gold

Silver

Gold

Silver

Silver

Gold

Silver

Gold

Silver

Gold

Silver

Gold

Gold

Silver

Gold

Silver

-1978 ·

CATEGORY

AWARD MANUFACTURER

Best of Competition Special Equipment Lounge Furniture Fabrics Hard Surface Flooring Laminates Office Landscape Systems Wallcoverings Casegoods Lighting Chairs Carpets & Rugs

Sunar, Steel div. Sunar, Steel div. Cibola Systems Metropolitan Furniture Metropolitan Furniture DesignTex Gretchen Bellinger PermaGrain Products **Design-Technics** Westinghouse, Micarta div. Knoll International Sunar, Steel div. DesignTex **Carnegie Fabrics** Sunar, Steel div. **Rudd** International Habitat Atelier International Sunar, Steel div. **Bigelow-Sanford**

Bigelow-Sandford

PRODUCT

Race System Race System Lectern 549 Series 538 Series Wool Twill Corde du Roi Limed Oak GenuWood II Glazed Ceramic Linagrain Zapf Plus Race, Energy & Communications Systems Eden, Belgian Linen Systems Fabric Wallcoverings S System Single Case Drawers MO 2000 Table System & EB 1000 Casegoods System **Designers Fluorescent Task Lighting** Babar CAS Management Seating Concorde-Arcase Beauvais-Interchain

1977

CATEGORY

AWARD MANUFACTURER

-		
1-3	brics	ł
1 4	DIICS	

Office Landscaping Systems Special Equipment

Lighting

Wallcoverings

Chairs

Casegoods Lounge Furniture



Gold	Cohama Specifier
Silver	DesignTex
Gold	Storwal
Gold	Dahnz Industries
Silver	GF Business Equipment
Gold	Chloride Systems
Silver	E.F. Hauserman
Gold	Rapid Color (ISD Interior
	Systems div.)
Gold	Krueger
Silver	Castelli Furniture
Silver	Steelcase
Silver	Xception Design Ltd.
Gold	Metropolitan Furniture
Silver	Intrex
Silver	Harvey Probber

PRODUCT

Style 8497 Mohair Plush Ultimo Nelson Workspaces Space Cube Active File System Chloride-Lite Tasklite Fixture Photographic Tile Murals

Vertebra Executive Seating Box Chair 454 Seating Desk/Credenza/Table System 539 Upholstery Series SR-200 Modular Seating **Floating Seating**

Krueger

Vertebra Executive Seating Gold, Chairs



CATEGORY

Best of Competition Casegoods

Office Landscaping Systems
Special Equipment Chairs
Lounge Furniture
Special Seating
Fabrics
Accessories
Lighting
Wallcoverings
Carpets & Rugs
Hard Surface Flooring
Laminates

AWARD

Gold

Gold

Gold

Gold

Silver

Gold

Gold

Gold

Gold

Silver

Gold

Silver

Gold

Silver

Gold

Silver

Gold

Gold

Silver

MANUFACTURER

1976

Integrated Ceilings VectaContract Silver iil International **Knoll International** Silver Stow/Davis Steelcase Hardwood House Hardwood House Brayton International VectaContract Silver Thonet Silver **Century Plastics Designcraft Textiles** Silver DesignTex Interlude Architectural Supplements Integrated Ceilings Habitat Winfield Design DesignTex Stark Carpet V'Soske Hastings Tile Parkwood Laminates, div. General Electric **Fabricon Products**

PRODUCT

MirraLite Ceiling Gamba Oak Tables **Executive Series** Office Landscape System Free-Dimensional Open Office Paperflo Curvilinear Arm Chair High Back Executive Chair Domane **Tubo Benches** 1390 Chair Duraform Booth Systems Upholstery Fabric Wool Chevron Wall Hanging Desk Accessories MirraLite Ceiling **Designers Fluorescent** Alluvia Vichey Pattern Helios **SLS 100** Hastings Module 42 Contemporary Oak

Lamin-Art





Integrated Ceilings MirraLite Ceiling Best of Show Gold, Lighting, '76

Brayton International Domane Gold, Lounge Furn., '76





Gold

Silver

Gold

Silver

Gold

Silver

Gold

Silver

Gold

Gold

Silver

Gold Silver

Silver

Gold

Silver

Gold

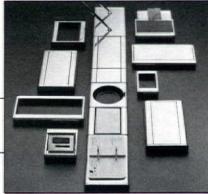
Silver

Gold Silver

Gold

Silver





CATEGORY

Casegoods

Fabrics

Chairs

Lighting

Best of Competition

Special Equipment

Carpet & Rugs

Special Seating

Lounge Furniture

Accessories

Office Landscaping Systems

AWARD MANUFACTURER

-1975-

Loewenstein Intrex Harvey Probber Boris Kroll Stow/Davis Westinghouse ASD JG Furniture Cibola Systems Sound Industries Stow/Davis Harvey Probber Harter Corp. V'Soske Patterson, Flynn & Martin Milliken Carpets Neo-Ray Atelier International JG Furniture iil International Silver Stendig McDonald Products Smith Metal Arts Loewenstein Metropolitan Furniture

PRODUCT

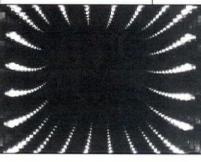
Claverdon Lounge Katonah Series Advent II **Everest** in Naturals Tenero Inner Cabinet Storage **UPS** System Lectern Husher Sound Masking **Triangle Chair Series** Houston Executive Chair laime Chair Burges/Europa Collection Jebel 50 Carpet Contempo Innervision's A1001 Lighting Ariette (Flos) T-800 Auditorium Chair 8000 Series Robbie Alinking Chair Eclipse Line Radius One Claverdon Lounge Sofa/Loveseat/Chair



Loewenstein Clarendon Lounge Best of Show Gold, Lounge Furn., '75

> Westinghouse ASD Inner Cabinet Storage (ICS) Gold, Office Landscapes, '75

Neo-Ray Innervision's A1001 Lighting Gold Lighting, '75





Harter Jaime Chair Silver, Chair, '75

CATEGORY

Special Equipment

Special Seating

Lounge Seating

Casegoods

Chairs

Fabrics

Lighting

Accessories

Wallcoverings

Floorcoverings

AWARD MANUFACTURER

1974

1st	Stow/Davis
2nd	GF Business Equipment
1st	John Stuart
2nd	Herman Miller
1st	JG Furniture
2nd	McClure Furniture
1st	Krueger
2nd	Fritz Hansen Inc.
1st	Herman Miller
2nd	Atelier International
1st	Isabel Scott Fabrics
2nd	Eurotex
1st	Greg Copeland Inc.
1st	Knoll Int'l
2nd	Tsao Designs
1st	Mitchell/Mann
2nd	General Tire & Rubber
1st	Milliken
2nd	Durache Constant

PRODUCT

Harty Desk GF Quantum System **Comprehensive Seating** Wilkes Seating Illuminated Open Planning Metrix System Casalino Chair System Chadwick Modular Seating Erasmo Super Flower, Fugie Print Tibet, Berber Wool Gothic Spectrum Paper Cut-outs Crylicord Lighting System II Lighting The Vintage Process Hula Vinyl Wallcovering Flexagon Carpet Tile Galin Plaid II

Greg Copeland Inc. Gothic Spectrum Paper Cut-outs 1st, Accessories

Stow/Davis Harty Desk 1st, Casegoods

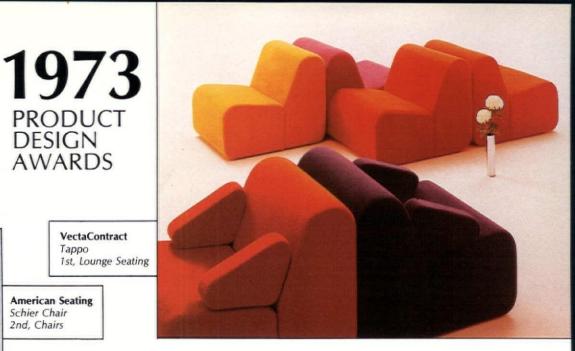




VectaContract Tappo 1st, Lounge Seating

American Seating Schier Chair 2nd, Chairs

PRODUCT DESIGN AWARDS



1973

CATEGORY

Casegoods **Business Systems** Chairs Lounge Furniture **Special Seating** Fabrics Accessories Lighting Wallcoverings Floorcoverings

MANUFACTURER AWARD

1st JG Furniture Krueger 2nd Artec 1st 2nd Steelcase **Curtis Products** 1st American Seating 2nd VectaContract 1st Metropolitan Furniture 2nd 1st Vecta 2nd American Seating Stow/Davis Textiles 1st 2nd Jack Lenor Larsen 1st Kulicke Frames 2nd Jack Lowery & Assoc. De Stijl Inc. 1st 2nd Lennart Johnson Designs 1st **Carnegie Fabrics** 2nd **Prouty Designs** 1st Milliken Carpets 2nd Karastan Rug Mills

PRODUCT

Segmented Workstation Series Centro Pedestal Base System Thompson System R/S Series 900 Workstation 2079 Secretarial Chair Schier Chair Tappo Aptus Modular Seating Zermatt Continuous Seating Acton Stacker Ultimo Magnum Trap Transparent Frame Space Banners Collection Lighting/Table/Seating Table Lamp "Carlonized" Fabric Spacer Supergraphic New Decade-Milstar II Progression

1972 -

CATEGORY

AWA	RD	MAN
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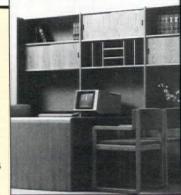
Chairs 1st HM Casegoods 1st HM Lighting 1st HM **Business Systems** 1st HM Lounge & Seating Systems 1st HM Accessories 1st HM

UFACTURER

Herman Miller Harter VectaContract Mosler Harbor Artemide Nessen Hardwood House VectaContract Atelier International Steelcase Brayton **Oxford Pendaflex**

PRODUCT

Tubular Seating #So 2500 Tubo Desk Landscape '78 #57230 **Flexible Hose** Desk/Table lamp Office Environments Systems Modular Shelving Nova Chair Soft Seating Planters & Sand Urns **Desktop** Accessories



Hardwood House Office Environments Systems 1st, Business Systems

CAD PACKAGES MULTIPLY AS MARKET RACES TOWARD PROJECTED \$12 BILLION MARK

Computer-aided design (CAD) packages continue to multiply as software and hardware manufacturers race to keep up with booming specifier demand. According to industry experts, the number of systems installed over the next 15 years is expected to reach the 100,000 mark with more than \$12 billion spent on CAD systems and services by 1995.

A variety of methods for obtaining CAD packages has been made available

by sources in response to differing user budgets and work requirements. These include the preferred turnkey approach through which hardware and software are purchased from one source, timesharing or leasing programs, and custom packages comprised of compatible hardware and software from more than one manufacturer. In addition, specifiers may turn to service bureaus specializing in computers to obtain aid when selecting computeraided design packages.

Following is a list of software and hardware manufacturers as well as service bureaus and the types of CAD packages they offer. Sources not listed here—such as space planning firms offering such services to other designer/ specifiers—are invited to send pertinent information on packages to CONTRACT for use in a future supplement.

COMPUTER-AIDED DESIGN (CAD) SERVICE SOURCES

FIRM	on on	ional S	FTWARE PPLIER	Fundan Contraction	FIRM	ځې	ional S	PPLIER Month	Standar Bunch
ADE (Applied Data Ents.) 1309 E. Carson St. Carson, CA 90745 213/775-4116	\checkmark	\checkmark	\checkmark	\checkmark	Call/Systems Inc. 403 SW Morrison, #519 Porrand, OR 97204 503/222-1977	1	\checkmark	\checkmark	
Advanced Color Tech, Inc. 187 Billerica Rd. Chelmsford, MA 01824 617/256-1222			\checkmark		Cannell-Heumann & Assoc. 1210 W. 4th St. Los Angeles, CA 90017 213/977-0644	\checkmark	\checkmark	\checkmark	\checkmark
Applicon 32 Second Ave. Burlington, MA 01803 617/272-7070	\checkmark	\checkmark	\checkmark		Colorado Video Inc. 3245 Prairie Ave. Boulder, CO 80302 303/444-3972			\checkmark	
Arrigoni Computer Graphics 231 O'Connor Dr. San Jose, CA 95128 408/286-2350	\checkmark	√ ·	\checkmark		ComputerVision Corp. 201 Burlington Rd. Bedford, MA 01730 617/275-1800	\checkmark	\checkmark	\checkmark	
Auto-Trol Technology Corp. 12500 N. Washington St. Denver, CO 90233 303/452-4919	\checkmark	\checkmark	\checkmark		DFI/Systems 11801 S. Apopka-Vuieland Rd. Orlando, FL 32811 305/876-2157	\checkmark	\checkmark	\checkmark	\checkmark
Bausch & Lomb P.O. Box 14547 Austin, TX 78761 512/835-0900	\checkmark	\checkmark	\checkmark		Decision Graphics P.O. Box 306 Southborough, MA 01772 617/481-4119	\checkmark	\checkmark	\checkmark	
Everett I. Brown Co. (see IGSC) 5500 W. Bradbury Ave. Indianapolis, IN 46241 317/244-7881	\checkmark	\checkmark	\checkmark		Digital Equipment Corp. 146 Main St. Maynard, MA 01754 617/897-5111	\checkmark	\checkmark	\checkmark	
California Computer Products 3320 E. LaPalma Ave. Anaheim, CA 92806 714/632-7200	\checkmark	\checkmark	\checkmark					(Continued	on next page)

Packages adapt to users' work & budget requirements (Continued from page 183)

FIRM	رمان	SUI SUI	FTWARE PPLIER	Service BURGE	FIRM	هى	SU /Puoj	FTWARE PPLIER	BURICE
Evans & Sutherland 580 Arapeen Dr. Salt Lake City, UT 84108 801/582-5847			\checkmark		Herman Miller Inc. 2855 44th St. Grandville, MI 49418 616/531-8860	\checkmark	\checkmark		\checkmark
Formtek (Formative Technologies) 5001 Baum Blvd. Pittsburgh, PA 15213 412/682-8000	\checkmark	\checkmark	\checkmark		Minigraph Inc. 1700 Market St., #1910 Philadelphia, PA 19103 215/854-0777	\checkmark	\checkmark	\checkmark	\checkmark
General Electric Co./ Video Display Equip. Electronics Park Syracuse, NY 13201 315/456-0123			\checkmark	\checkmark	RMM Associates 303 E. Wacker Dr. Chicago, IL 60601 312/644-5080	\checkmark	\checkmark	\checkmark	\checkmark
Graphics Technology Corp. 1777 Conestoga St. Boulder, CO 80301 303/449-1138	\checkmark	\checkmark	\checkmark		Prime Computer Mailstop 15-60 Prime Park Natick, MA 07160 1-800/343-2540	\checkmark	\checkmark	\checkmark	
Hewlett Packard/Data Term Div. 19400 Homestead Rd. Cupertino, CA 95014 408/257-7000			\checkmark		Prof. Software Applic. 599 Barrance Ave. Covina, CA 91722 213/915-5771	\checkmark	\checkmark	\checkmark	\checkmark
IBM 1133 Westchester Ave. White Plains, NY 10604 914/696-1649	\checkmark	\checkmark	\checkmark		Resource Dynamics, Inc. 655 Madison Ave. New York, NY 212/486-9150	\checkmark	\checkmark	\checkmark	\checkmark
IGSC (Interactive Graphics Services Corp.) 5500 W. Bradbury Ave. Indianapolis, IN 46241 317/244-7881				\checkmark	Sigma Designs 7306 S. Alton Way Englewood, CO 80112 303/773-0666		\checkmark	\checkmark	
Information Displays, Inc. 28 Kaysal Ct. Armonk, NY 10504 914/273-5755	\checkmark	\checkmark	\checkmark	\checkmark	Soltec Corp. 11684 Pendleton St. Sun Valley, CA 91352 213/767-0044			\checkmark	
Innovative Computer Systems 525 Providence Highway Norwood, MA 02062 617/762-3679	\checkmark				Steelcase Inc. 1120 36th St., S.E. Grand Rapids, MI 49501 616/247-2710	\checkmark	\checkmark		
Interactive Computer Systems 13541 Tigerbend Rd. Baton Rouge, LA 70816 504/292-7570	\checkmark	\checkmark	\checkmark		Synercom Technology Inc. 500 Corporation Dr. Sugarland, TX 77478 713/491-5000	\checkmark	\checkmark	\checkmark	
Interactive Graphic Systems 5806 Laramie Ave. Woodland Hills, CA 91364 213/346-0549		\checkmark			Texas Instruments Inc. 13551 N. Central—Suite 55 Dallas, TX 75265 1-800/527-3570			\checkmark	
Intergraph Corp. 1 Madison Industrial Park Huntsville, AL 35807 205/772-2306	\checkmark	\checkmark	\checkmark		Vector Automation Village of Cross Keys Baltimore, MD 21210 301/433-4202	\checkmark	\checkmark	\checkmark	
McDonnell Douglas/MC AUTO Box 516 St. Louis, MO 63166 314/232-8151	\checkmark	\checkmark	\checkmark	\checkmark	Vector General 21300 Oxnard St. Woodland Hills, CA 91367 213/346-3410			\checkmark	
Micro-Vector Inc. 173 E. Boston Post Rd. Mamaroneck, NY 10543 914/698-0810	1	\checkmark	\checkmark	\checkmark	Vycor Corp. 1055 Thomas Jefferson St., N.W. Washington, D.C. 20007 202/467-5510	\checkmark	\checkmark	\checkmark	\checkmark



Four South Park Avenue Batesville, Indiana 47006 (812) 934-3485 Circle 93 on reader service card

When your client demands authority

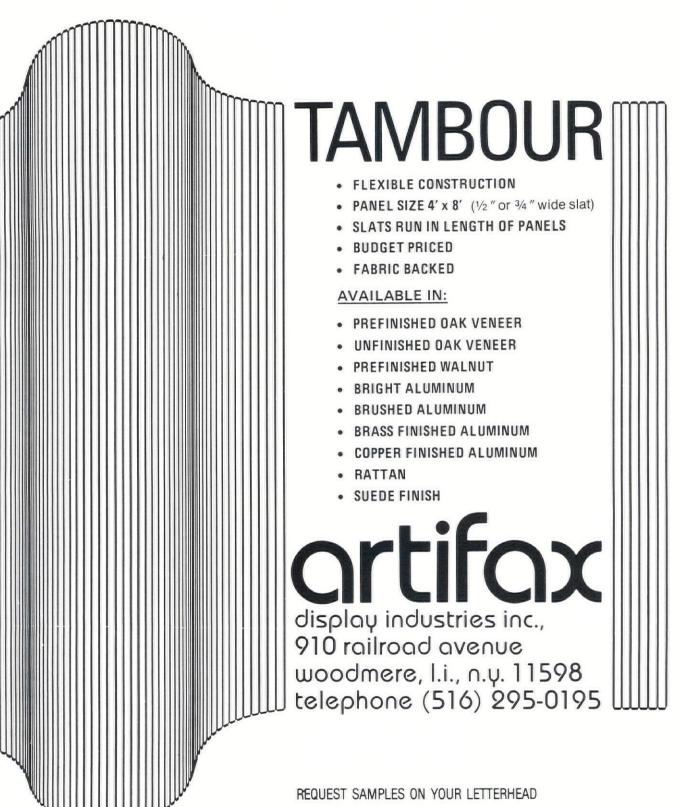
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We put Maestro together...by hand ...with the finest materials we can find. Claro walnut, for instance, and just the right amount of brass. Then, we hand stain it and hand rub it to understated perfection. The Maestro Collection...visit us at NEOCON 15, at 6-166 Merchandise Mart, or at our other showrooms in Dallas, St. Louis, Washington, D.C. and Batesville.

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Vogue Interior Partition Systems 1494 Gladding Court, Milpitas, CA 95035 (408) 946-8514



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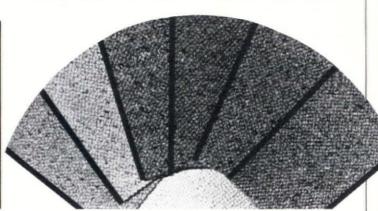
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PRODUCTS & SERVICES

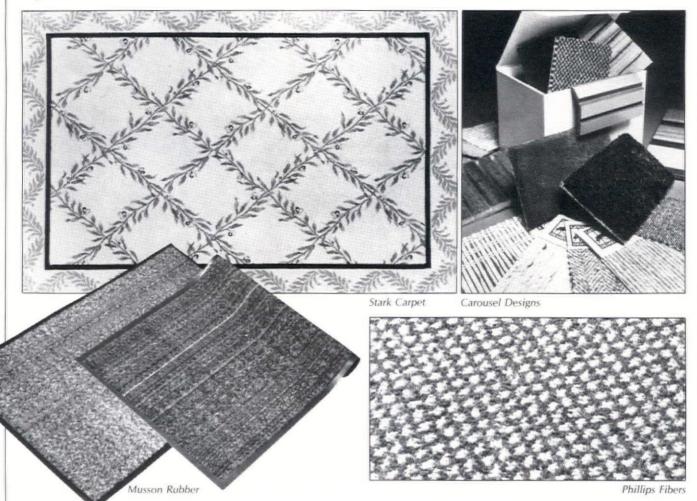
MORE CARPETS & RUGS (Continued from page 163)





Brigadoon Int'l.

Top-Grade



Carpet color schemes have contemporary flavor

Phillips Fibers recently expanded color options for its Marvess olefin CG solution-dyed fiber. Currently, 13 colors with a 2,000-hour life are available. **Circle No. 242.**

Carousel Designs' Contract Package includes correlating carpets, wallcoverings, and fabrics. A variety of new lines were recently added to the collection. **Circle No. 243.** "Elsinore" from Top-Grade Inc. is a nubby, Berber, 100 percent wool carpet in a range of colorations. Area rugs with hand-knotted fringes are also offered. **Circle No. 244.**

"Floral Vine Vert" is one of many rug designs in Stark Carpet's In-Stock Designers Collection. Wool floorcoverings are made on Wilton or Axminster looms. **Circle No. 245.** Musson Rubber Nylon-83 carpet mats are fused to a solid vinyl backing that resists cracks and rot. Seven sizes are offered. **Circle No. 246.**

ESCO Carpet Tile from Brigadoon International Flooring Inc. features a petroleum-based Mexphalt backing. Available in 15 constructions and a range of colors and patterns, tiles are wool/nylon blends. **Circle No. 282.**



dominant TASK OPERATOR CHAIR

Economy and ergonomy merge with beauty in Dominant. Fine fabric coverings. Back support eases the day's work, promotes well-being and health. Recessed buttons allow seat back to be adjusted 7 ways. Air-cylinder height adjustment

is standard. 5-star cast aluminum base with scuffresistant plastic caps. Dominant is equipped with dual-wheel hooded casters or cast aluminum glides. Available as office seating or as designer stool.

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Chicago, Illinois 60654 Circle 97 on reader service card



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"Another First"

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BENTLEY

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Circle 98 on reader service card

Pabric and carpet of



flammability rated.

Combine durability with decorator colors...



Thousands of vinyl chips, inlaid in a random pattern, make Londura resilient sheet flooring as attractive as it is practical. Designed for heavy traffic areas, the full .090 " thickness features a non-layered wear surface for maximum usage without any visible signs of wear. A foamed bottom layer provides better resiliency under foot as well as insulation. And a scrim backing makes installation easier.

Available in rolls 6' x 66', Londura comes in nine decorator colors. Seams can be welded to form a single, seamless surface.

Call or write for samples and prices.

See us at NEOCON, Booth #1318, Expo Center onseal. In



Londura's tiny vinyl chips are inlaid and bonded. The color and pattern form a solid wearing surface going through to the backing.

INLAID VINYL CHIPS

SEE OUR CATALOG IN SWEET'S



FOAMED LAYER

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The New Standard In Digital Time Systems

Stand Alone Display

Totally independent of any outside time signal, the 5000SA has its own on-board microprocessor for time integrity and reliability. Needing only a 120 VAC power source, it minimizes installation cost and permits unlimited site selection possibilities.



Surface



DigiPulse[™] Time Center

Corporate specifiers, facility managers, architects and designers, realize the importance of a high quality, dependable and cost effective time system. This is why they choose the DigiPulse[™] Time Center.

The compatibility of the DigiPulse[™] Time Center and the satellite display ensures a totally integrated time system.

DTC-2000



Highly visible, the model 3000 can be ceiling, surface or flush mounted. Various digit colors and custom cabinets create numerous design possibilities.

Because of its own unique, projected image, DigiPulse™ is set apart from common analog or digital clocks.

DigiPulse[™] Satellite Displays

12.28

3000 Flush

Display Graphics Inc. 137 Wellington Drive

Stamford, Connecticut 06903 (203) 322-3856 BE SURE TO SEE US AT NEOCON X V

Space 1058



When it's time, specify;



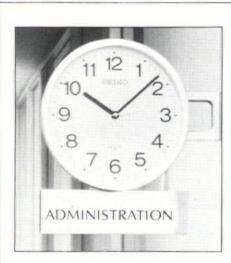
Circle 119 on reader service card

PRODUCTS & SERVICES



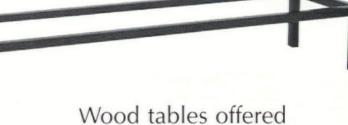
Stylize projects with artwork

"Iris" is a signed, limited edition serigraph by artist E. Amsterdam. Pastel, floral design is one of 500 pieces offered by WW Graphics for use in both traditional and contemporary interiors. **Circle No. 236.**



Cordless clock is easy-to-read

Seiko offers a new, quartz wall clock with bold, easy-to-read Arabic numerals and a white dial. To meet timekeeping requirements of heavy traffic areas, cordless unit has a perpendicular mounting device which accommodates two clocks facing in different directions. Department names or directional information can be inscribed on an attached placque. **Circle No. 237.**



with marble or leather tops

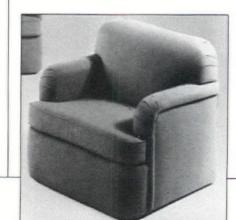
New console table from Niedermaier is available in lacquer or wood. Top in-

serts can be ordered with marble or leather wrap. Circle No. 241.



Workstation maximizes storage areas

SOFTWARE open office system from Panel Concepts features special vertical storage spaces for computer print-outs and "slim-line" storage drawer pedestals. Designed for use with the firm's IMPAC and Midline panel systems, workstation also has adjustable keyboards. Circle No. 238.



Art Deco seating scales down

Upholstered seating from Lee Jofa takes the overstuffed, weighty look of Art Deco styling and scales it down to meet space constraints of contemporary interiors. A variety of fabric options are available. **Circle No. 233.**

InterScape[™]

The Quality Open Office Furniture System



For complete literature on the OSI InterScape™ System available in Contemporary, Traditional and Transitional Styling. We invite you to write: Office Suites, Inc. 359 North Wells, Chicago, Illinois 60610 or call toll free 800-621-9530.



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It doesn't take much. Just a small, efficient, inexpensive gas cylinder – made by the manufacturer that supplies 80% of the world. It provides gentle back and height adjustment with the touch of a lever. Clean. Dry. Softly cushioning ups and downs...and backs and forths...so people can adjust to their work. Through the meticulous engineering of a world leader. For information, contact SUSPA Incorporated, P.O. Box 8774, Grand Rapids, MI 49508. Phone 616/531-9600 Telex 22-6385

sipa

Imagine

the tender pastel maure of a tulip

the soft green of a bally frog

Any color you can imagine, Dan River's Wunda Weve can deliver. From bold to subtle, from solids to patterns, Wunda Weve has it all. We have over 800 beautiful colors and 50 styles available. And if you don't find precisely the shade you have in mind, our custom *Colorworks* will dye to match any sample. And we'll do it for orders as small as 47 square yards. Imagine a color. A concept. And imagine it executed, beautifully, with the superb quality of Wunda Weve carpeting by Dan River. For more information, call these toll-free numbers:

Mid-Atlantic 800-336-5451 Southeast 800-241-5466 Northeast 800-223-7854 Southwest 800-527-9083 Midwest 800-621-8059 West 800-526-9083 the vibrant blue of a soaring thuebird

the easthy leage of a woodland much woom



From the imagination of Dan River.

some interest brand that will have be been and

Circle 104 on reader service card

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CONTRACT'S Construction Lead Service, a free monthly report on new and remodeled contract jobs in the planning stage, provides suppliers with exclusive leads to current installations and offers specifier/buyers easier access to products and services.

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This floor covering installation breakthrough INCREASES PRODUCTIVITY and REDUCES FATIGUE!

- Faster application of Roberts MONOBOND Spray Adhesive means more square yards installed in less time. Even stairs, contours and partitioned areas go quicker and easier.
- One bucket of Roberts MONOBOND TM Spray Adhesive produces 4 to 5 times greater yield than a bucket of conventional adhesive.
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SEF FLAME RETARDANT DRAPERY



Effectively durable and washable.



SEF flame retardancy* is not a superficial coating but is made an inherent part of the fiber. That's why SEF fiber is self-extinguishing, resists flame spread and most important, can't be washed away.

SEF fiber is easy to process in all steps of manufacturing, offers good dyeability and printability



WILL NOT SUPPORT FLAME

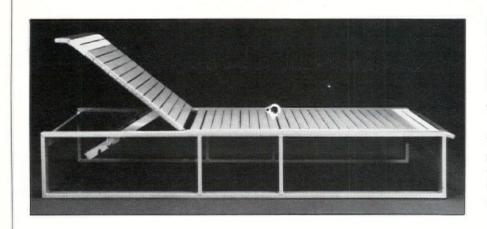
and results in a luxurious hand and drape.

For a list of fabric sources and a fact filled booklet on SEF, the leader in inherently flame retardant fiber applications, call or write Ben Layton, Monsanto Textiles Company, 6230 Fairview Road, Suite 400, Charlotte, N.C. 28210. Telephone: (704) 554-4032.

*In proper constructions. SEF is a registered trademark of Monsanto Company.

Circle 107 on reader service card

PRODUCTS & SERVICES



Hand-finished lounge seating has five-year warranty

Tradewinds' Windjammer outdoor furniture collection is warrantied for fiveyears against breakage. Frame is extruded aluminum with 2-in. wide vinyl straps. **Circle No. 234.**



Brass hall tree accents offices

James David Inc. introduces a brassplated hall tree, one of a series of accent pieces designed to complement traditional and contemporary decors. Part of the Chesterfield Collection, the 6-ft. hall tree is made of heavy-gauge steel and is brass-plated in-house for maximum quality control. **Circle No. 235.**

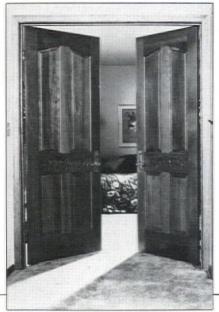


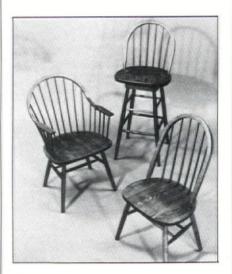
Textured effects enhance fire-resistant wallcoverings

Norton Blumenthal Inc. introduces Soft Treds wallcoverings, a series of textured designs in six colorways. Paper-backed, flame-retardant patterns can be mounted horizontally or vertically. **Circle No. 239.**

Carved panels grace high-style doors

Simpson Timber Co. designs exterior doors with carved lock panels on both sides. Made from Douglas fir or Western hemlock, doors are offered in a variety of widths and heights. **Circle No. 240.**





Bar stool added to wood chair line

A bar stool and two chairs have been added to John Boos & Co.'s collection of butcher block chairs. Constructed of red oak, they are available with stained or natural lacquer finishes. Bar stool has "memory return" swivel. **Circle No. 232.**

TAB[®] Spacefinder[®]



New High Density, Partition Height File Cabinets

Put 170 filing inches in just 3¹/₂ square feet of floor space

Designed for today's open office, Spacefinder[®] becomes part of the decor, not an afterthought. Choose from 13 standard colors, or request a special match to your specifications.

TAB's exclusive Partition Height Spacefinder[®] is just 62 inches high. Compared to standard, 5-drawer vertical file cabinets, you get a 36% increase in capacity... in 40% less floorspace. Best of all, Spacefinder[®] with lateral color-coded files is consistently easier to use than any other system.

Consult with your local TAB Representative and get all the facts about this beautiful way to save space, increase capacity and improve productivity.



We're in the Yellow Pages under "Filing Systems and Supplies." Or write us at 2690 Hanover Street, Palo Alto, CA 94304. In Canada, 550 McNicholl Avenue, Willowdale, Ontario M2H 2E1.



TECHNOLOGY AND BUSINESS COMPUTERS I TERMINALS COLOR-CODING CONSULTING & CONVERSION SERVICE CABINETS SUPPLIES MOBILE STORAGE FORMS EQUIPMENT FURNITURE ACCESSORIES

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ITKINISTICS

We've made a science out of helping the designer get 135 Work Stations from Haworth 57 Executive Desks from Alma 135 Task Chairs from Harter 72 Lateral Files from All Steel 4 Conference Tables from Cumberland and 162 Guest Chairs from Modern Mode to show up on the same floor of the same building at the same time.

You're a Designer. An Architect. Or a Facilities Manager. Your plan to design a major company's new office in a prestigious building has been approved.

Now that you've got the job, how do you get it done? Invite The Itkins to join your team. That's because when you, the Designer, the Architect, or the Facilities Manager make a promise—we, The Itkins, help you keep it.

We've been leaders in Office Furniture Management for forty-eight years. We own our own 150,000 sq. ft. warehouse. We operate our own fleet of trucks. We employ our own installation crews. We have refinishing and repair departments. We have



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.

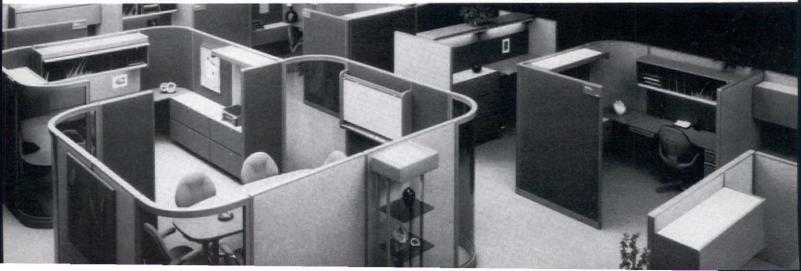
We've even developed a computer program to provide us with a Missed-Acknowledgement Date Report and a Missed-Ship Date Report. The former lets us know by customer which purchase orders have not been received by the factory. The latter identifies by customer any furniture that has not been received on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

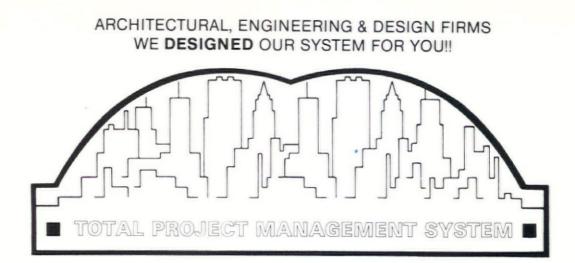
To fully appreciate how Itkinistics can help make furniture management so much easier and more efficient you really have to see it work. Call or write Lewis Itkin, President, to arrange a meeting.



Office Furniture Management. 290 Madison Ave. at 41st, N.Y. 10017 (212) 686-3978. Morristown, N.J. Office (201) 285-1171.







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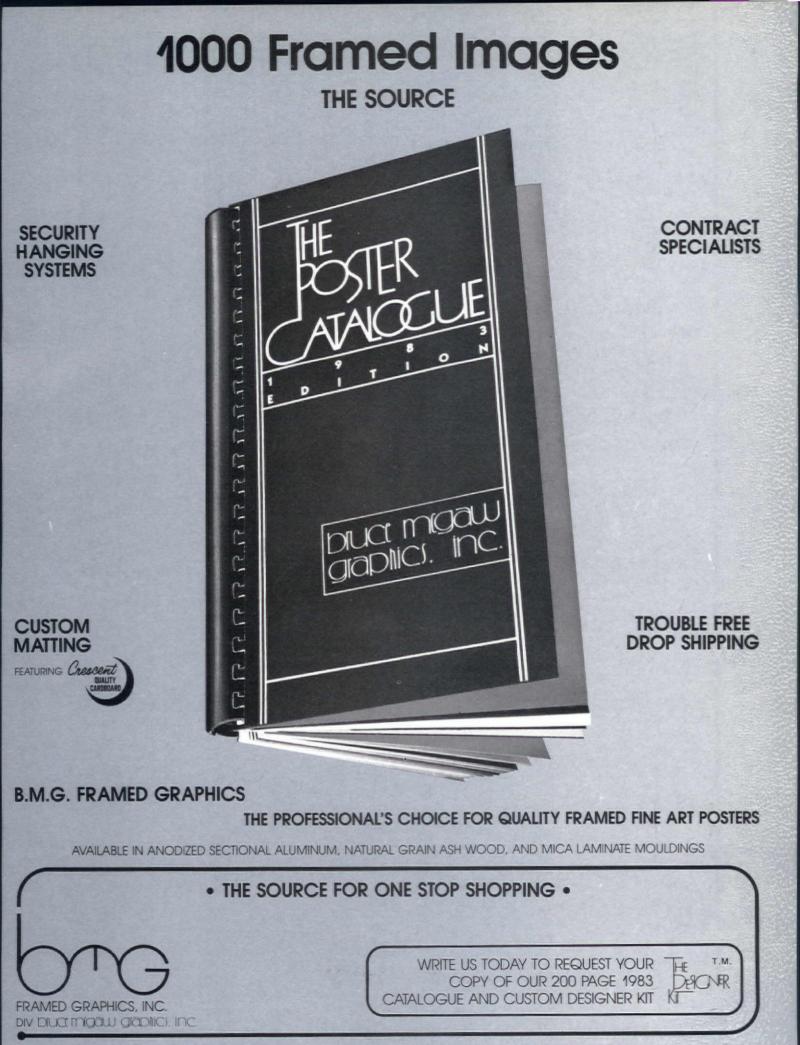
* OPERATING FEATURES

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At left: Finesse, an Acoustone[®] ceiling classic returns in style! Center: Acoustone[®] Glacier panels now in clear-through colors. Right: Auratone[®] New Horizons series. Deep textures moderately priced!

With our vastly expanded capabilities, the kind of advanced ceiling products we used to just dream about have now become reality! Today you can turn to U.S.G. for what's new in the state of the art: exclusive aluminum-coated ceilings that fight off abuse. Ceilings that hold up beautifully in adverse environments. Mirrored ceilings with acoustical rating. And ceilings with bold textures or tile-like patterns that look far more expensive than they are.

Today U.S.G. leads the industry with more unique texture patterns, more high-fashion colors and the widest price range. For U.S.G. is the only ceiling products manufacturer to offer three complete lines of ceilings: prestigious ACOUSTONE[®] panels and tiles, versatile AURATONE[®] panels and tiles, and economical USG[®] Gypsum Ceiling Panels.

What you see here and on subsequent pages is a sampling of the News from U.S.G. Your U.S.G. Representative will be proud to show you all of them. Or write to us at 101 S. Wacker Dr., Chicago, IL 60606, Dept.

Your prime source: The Unlimited Ceilings of United States Gypsum

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featuring 15 new integral colors in ACOUSTONE[®] and 7 new colors in AURATONE[®] acoustical ceilings. These high quality products are keyed to current design trends in walls, floors and furniture—cover all your commercial ceiling needs for aesthetics, sound control and fire ratings. **■** Get specifics from your U.S.G. Representative. Or write to Sound Control Products, 101 S. Wacker Dr., Chicago, IL 60606, Dept. C683T (3696).

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August CONTRACT: Commercial Buildings "Executive Buyer Edition"

For Readers: Inside information on important aspects of the commercial buildings market

For Advertisers: Total exposure to 34,000 leading contract specifiers and buyers, including 5,000 commercial building owners and staff executives

Royal Bank of Canada, Architects: Mascioni & Behrmann

Photograph by Ashod Kassabian.

The August CONTRACT Commercial Buildings "Executive Buyer Edition" is packed with important details on products and design for this high-volume market...and brings advertisers in touch with 29,000 all-contract specifier/buyers, plus 5,000 influential commercial building end-users.

August Ad Deadlines: July 11, orders; July 18, film; July 25, inserts.

Upcoming "Executive Buyer Editions"

October: Banks—Top bank projects, plus extra circulation to 5,000 bank presidents and board chairmen. Space closes Sept. 12.

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 shopping 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 12.

June: Government—Government installations, plus extra circulation to 5,000 government purchasing executives. Space closes May 10.

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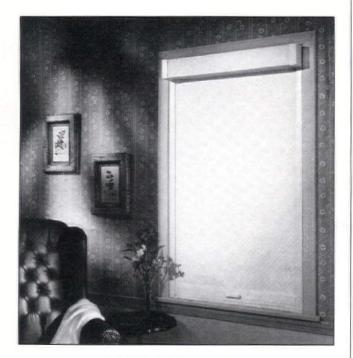


A Gralla Publication/1515 Broadway, 24th Floor, New York, NY 10036/212-869-1300

PRODUCTS & SERVICES

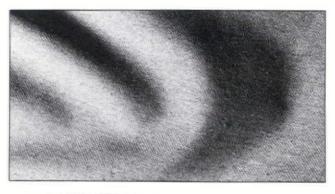
DOWNLIGHTS SUIT COMMERCIAL AREAS

HID Pointline series of recessed, open-reflector downlights and wallwashers includes seven fixture types that provide a wide angle of high light output with minimal glare. A die-cast heat sink surrounding the unit's porcelain lamp socket dissipates heat, while an isolated integral ballast reduces noise as well as heat build-up. Manufactured by **Keene Corp.**, series includes 7½-in. open downlight, open wallwash, open specular "A" reflector downlight, 8-in. round controlens, 9½-in. open reflector downlight, 9½-in. baffle downlight, and 10-in. square and 11-in. round controlens. **Circle No. 297.**



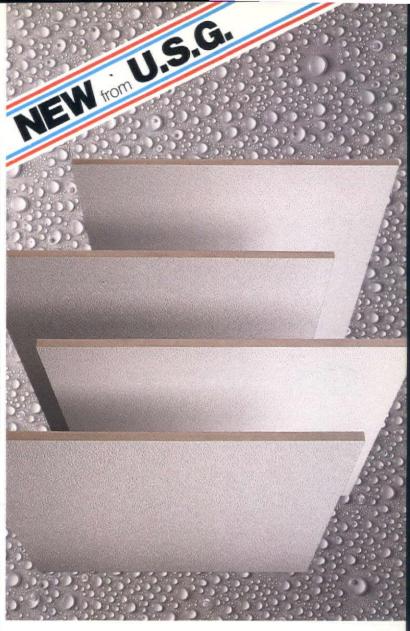
SEAL WINDOWS TIGHT WITH SHADE SYSTEM

Graber has developed a spring-tension roller system with tight edge seals that decorates and insulates windows simultaneously. Air-tight edge seals are located on all four sides to help eliminate drafts. A tight-fitting cornice conceals the roller system and prevents air seepage above the shade. Below windows, a decorative fringe prevents trapped air from leaking. **Circle No. 247.**



IRISH WOOLS MEET U.S. UPHOLSTERY NEEDS

A new group of upholstery fabrics made from Irish wool is now available from **Designfriends Ltd.** Called Earth Treasures, collection includes 11 flat-woven, reversible wool tweeds in 11 colors. **Circle No. 253**.



Resists high humidity 4'x4' at a time! AURATONE® Super E Ceiling Panels

Aluminum clad 5%" thick panels resist high humidity indoors or out. Stand up to damage far better than fragile ceramic-type products. AURATONE Super E mineral fiber panels cut costs, too. Sizes include 2'x4' and new 4'x4' super size to speed installation. Won't sag. Easy to maintain. Perforated or unperforated. Get specifics from your U.S.G. Representative. Or write to Sound Control Products, 101 S. Wacker Dr., Chicago, IL 60606, Dept.C683R (3694).

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CONTRACT/June 1983

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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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-J.D. Smith, ASID, Jill Smith Interiors

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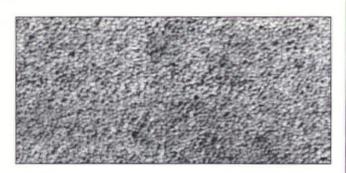
Please send me more information on this upcoming Conference.

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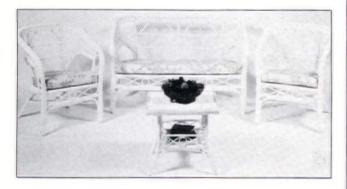
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PRODUCTS & SERVICES

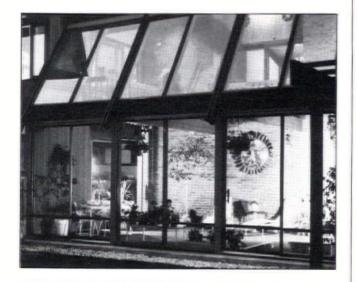


DENSELY TUFTED CARPET MEETS HIGH-TRAFFIC SPECS

Plus carpet from **Gulistan Carpets**, a division of J.P. Stevens Company, is densely tufted for resistance to matting, even in high-traffic areas. Constructed of Monsanto's Ultron nylon, carpet is available in 16 colors. **Circle No. 299.**

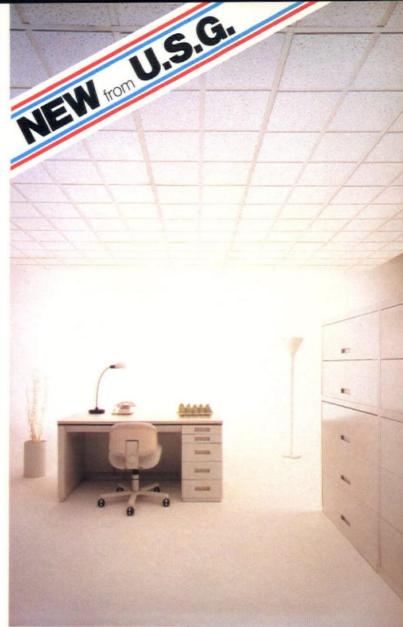


SCALLOPED DESIGN STRENGTHENS WICKER SEATING Wicker occasional chairs and sofa units from Typhoon International feature a scalloped wicker design that adds strength to seating pieces. Thick, poly-filled, zippered fabric cushions complement furniture. Circle No. 249.



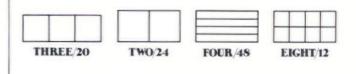
WINDOW FILM BOOSTS THERMAL RESISTANCE

A 143 percent gain in a window's thermal resistance can be achieved with Heat Mirror, a transparent polyester film coated with electrically conductive metal, when the product is installed over double-glazed panes. When used with triple-glazed windows, resistance can be increased by 48 percent, according to the product's manufacturer, **Southwall Corp.** Metal coating permits visible light to enter interiors but intercepts and reflects heat energy. **Circle No. 258**.



Low cost panels that look like expensive tiles! ILLUSION Ceiling Series.

AURATONE® Omni Fissured panels are scored to create four tile design illusions. These large, lay-in units help you make short rooms look longer, long rooms appear shorter and smaller rooms seem more spacious. Elegant pattern selection in 24" x 48" and 20" x 60" sizes. Color choice includes lvory, Clay Gray, Pumice and Sandstone. See your U.S.G. Representative. Or write to us at 101 S. Wacker Dr., Chicago, IL 60606, Dept. C683M (3690).



UNITED STATES GYPSUM

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CONTRACT/June 1983

BUILDING AMERICA



Why you should specify carpet with SYLGARD Antimicrobial Treatment for contract interiors.

The SYLGARD Antimicrobial Treatment from DOW CORNING® is permanently bonded to carpet fibers.

The SYLGARD Treatment never stops fighting odor-causing bacteria, mildew and fungi.

The SYLGARD Treatment is not water diffusible. It withstands repeated cleaning including steam extraction and vacuuming.



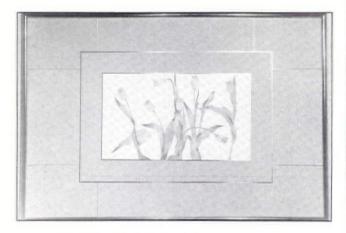
The SYLGARD Treatment helps keep the beautiful new carpet you specify beautiful for life by resisting the deteriorating effects of bacteria, mildew and fungi.

The SYLGARD Treatment. Ask your carpet supplier. Or write: Dow Corning Corporation, Dept. B-2019, **DOW CORNING**® P.O. Box 1767, Midland, MI 48640.

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PRODUCTS & SERVICES



NEW MATTING PROCESS INTRODUCED

A new matting process which pieces together intricately cut mats over foil inlays has been introduced by **Kinder Harris**. This process enables greater visibility of colors in artwork. **Circle No. 260**.

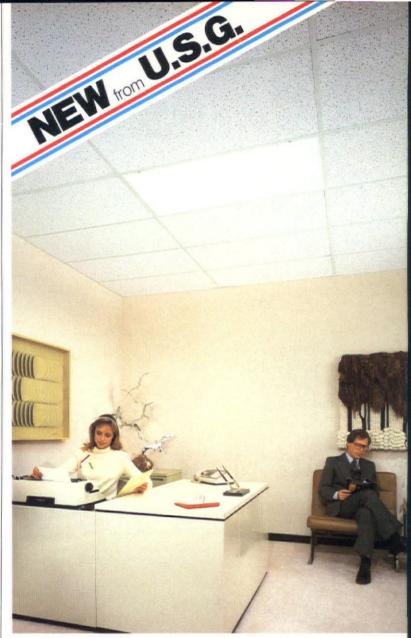
VINYL FLOORING STAYS FLAT WITHOUT ADHESIVE

Asbestos-free, 12-mil. wearlayer on **Tarkett's** Reliant sheet vinyl floor enables flat flooring installation without shrinking or curling. Chemically treated backing and fiberglass interlayer provide a "stay-put" feature. Five patterns and 22 colors are offered. **Circle No. 298.**



DISSOLVE SPOTS WITH CARPET CLEANING SYSTEM Argosheen carpet cleaner from Argo & Co. dissolves and removes spots and soil in one operation. System transfers carpet dirt to a cotton towel quickly and easily without damaging carpets. Circle No. 278.

SMOOTH SURFACING MATERIALS WITH PLASTER FILLER High-resistance, acrylic-base plaster for wall board, paint, or plaster surfaces is now available from STO Industries. A one-coat application can be used to level or smooth surfacing materials or increase impact resistance of wall or ceiling gypsum boards. Called Thin Coat Plaster, product is washable, water-resistant, bonds to substrates, and is offered in 347 colors. Circle No. 248.



Now! A non-directional pattern that's dramatically deeper! AURATONE® Omni Fissured ceiling tile and panels.

Deep, sharply defined openings add fresh visual excitement to Omni Fissured ceilings. These water-felted, mineral fiber panels and tiles are available in white and 4 earthtone colors to complement a variety of interior designs. And the non-directional pattern makes mistakefree installation faster and easier. Get specifics from your U.S.G. Representative. Or write to Sound Control Products, 101 S. Wacker Dr., Chicago, IL 60606, Dept. C683H (3676).



CONTRACT/June 1983

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When the situation calls for great design . . . The RADIIA Chair is beautifully adaptable to all needs — from reception area to conference room.

Unusual details, such as ribbed stitching and leather-sheathed arms, combine in the creation of this totally unique chair. RADIIA looks best in leather or ULTRASUEDE[®], but is also available in other fabrics.



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THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

PURPOSE

To recognize outstanding innovation and exceptional design achievement in contract and commercial furnishings and related items of manufacturers and their product designers.

ENTRANTS

All manufacturers of contract commercial furnishings and related items introduced within the past year.

RECOGNITION

• Awards will be presented at the Plaza Hotel in New York City, planned to coincide with Designer's Saturday.

• *Contract* Magazine will feature the winners of the Product Design Preview in their November issue. The Grand Prize winner will be featured in color on the front cover.

• A bound reprint of the *Contract* Magazine coverage will be distributed to all members of the Institute of Business Designers. • The Institute will publicize the Competition winners and the products in the National Office during NEOCON activities.

• A multi-media featuring the winning products will be circulated among the Institute's chapters and utilized in nationwide IBD programs.

RULES FOR ENTRY

1. Only products designed for contract use that have been offered for sale from September 1, 1982 are eligible. IBD and *Contract* will rely on the personal integrity of each *manufacturer to honor this rule*. Entries are not limited in number. *No entry may win more than one award and may not be entered in more than one category*. A designer or manufacturer may enter more than one entry.

2. IBD and *Contract* Magazine are not responsible for lost or damaged designs or kits submitted, either through fire, theft or any other cause, in transit or on location at our own or any other address where the designs and kits may be judged or exhibited.

3. IBD and *Contract* Magazine reserve the right to exhibit individually or collectively for the period of one year the award winning designs at their own or other addresses that may be included in a circulating exhibition tour. 4. Decisions by the judges are final. The judges reserve the right to determine the number of awards given and may choose not to award prizes in any given category.

5. Winning entries and kits become the property of the Institute of Business Designers and *Contract* Magazine.

6. Advertising and publicity on winning designs following the initial announcement of the award winners must be confined to and specifically refer to the winning design. No publicity is to be released by a manufacturer or designer of an award-winning product prior to October 14, 1983. Failure to comply with this rule will immediately disqualify the winner.

7. All advertising and publicity on winning designs must utilize the approved Product Competition image and include the year of the Competition.

Example: "1983 IBD Silver Medallion Winner." 8. Winners will be notified by phone by the week of September 15, 1983.

9. The entry kit is designed to hold up to (8) 35mm slides and (2) 8" x 10" photos. Full color, large format transparencies must be available upon request.

10. Deadline for receipt of completed entry kits is 5:00 p.m., September 6, 1983, at the address printed on the label provided with page two of the entry kit (IBD— 1155 Merchandise Mart, Chicago, Illinois 60654.)

11. Non-winning entry kits will be returned via United Parcel Service within 90 days if a check for \$20 (made payable to IBD) is clipped to this page of the entry kit.



CATEGORIES

1. DESKS & CREDENZAS

2. CASEGOODS—Library, Health Education, Industrial Education and Hospitality, Medical, Hotel applications

3. TABLES

4. FILING SYSTEMS

 SYSTEMS FURNITURE—Any furniture consisting of movable walls and interrelated components, freestanding room dividers and partitions

6. COMPUTER SUPPORT

FURNITURE—Specific equipment used in conjunction with computer and word processing systems

7. CEILING SYSTEMS

8. FURNITURE INTEGRATED/TASK/ AMBIENT LIGHTING 9. PORTABLE LAMPS

9. PORTABLE LAMPS

 LIGHTING—All other including ceiling, recessed fixtures and public lighting
 CHAIRS/SPECIAL SEATING— Individual seating designed specifically for office or conference room usage, multipurpose stacking, ganging, folding, hospital,

geriatric, restaurant and special usage 12. LOUNGE FURNITURE—Includes

reception, modular, series seating 13. UPHOLSTERY FABRICS—Any weight, natural, synthetic fabrics including vinyl and leather

14. OTHER FABRICS—Draperies, casement, collections of coordinated fabric groupings (any weight)

15. CARPETING AND RUGS—(carpet tiles)

 FLOORCOVERINGS—Hard surface flooring, resilient, ceramic tile, wood
 SURFACING MATERIALS—

Laminates, metals, plastics for vertical or horizontal surfaces

18. ACOUSTICAL MATERIALS AND TREATMENT

19. WALLCOVERINGS

20. DESK AND OFFICE ACCESSORIES 21. VISUAL COMMUNICATIONS AND SIGNAGE

22. NEW SPECIAL INNOVATIVE PRO-DUCT SOLUTION—(other items exhibiting unique application of products. Suitable for contract application)

REQUEST FOR ENTRY KIT

Forward to: Institute of Business Designers 1155 Merchandise Mart Chicago, Illinois 60654 312–467-1950

Category

Date product first introduced on market

Manufacturer

Address

City, State, ZIP

Name of individual submitting entry

Phone

A CHECK FOR \$95 MUST ACCOMPANY EACH KIT REQUEST

To enter this competition, send a check for \$95 to IBD Headquarters, 1155 Merchandise Mart, Chicago, IL 60654 for an entry kit for each product submitted.

The kit is designed to hold photographs, 35mm slides and forms

for product description. No presentation boards are required.

If you wish your kit returned after the awards are made, add an additional \$20.00 for each entry.

JUDGES

Orlando Diaz-Azcuy, IBD Gensler Associates San Francisco, California

Katherine McCoy

National President IDSA (Industrial Design Society of America) Partner McCoy and McCoy Bloomfield, Michigan

Margaret McCurry, AIA

Partner Tigerman, Fugman and McCurry Chicago, Illinois

David F. Cooke, FIBD National President, IBD Vice President Design Collective Incorporated Columbus, Ohio

Circle 121 on reader service card

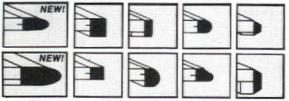


In the contract furniture industry look to Redco for a greater design choice in custom tables for business and commercial use. We also offer a complete line of cube, cylinder, waterfall, parsons, and panelend tables. Redco specializes in conference tables.

SURFACES

The possibilities are endless with our excellent choices of wood veneers or decorative laminates for any size table.

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Choose from the largest selection of compatible wood edge styles in the trade. Beautiful craftsmanship.

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As never before, you can choose from our recently added full line of quality bases: wood, cylinders, cubes, chrome and bronze...we've got what you want.

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PRODUCTS & SERVICES

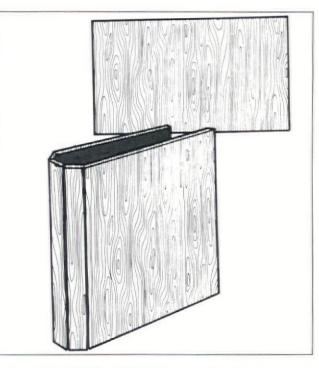
ANTI-SHOCK WARRANTIES ACCOMPANY CARPETS

Ten-year anti-shock and wear warranties are now offered by **Amoco Fabrics** for its Marquesa Lana olefin yarns and carpets made of Marquesa Lana. Tests have shown that these olefin yarns have low static generation and high abrasion-resistance, according to the firm. Warranties provide for free replacement and installation if carpets fail to perform under conditions stated in the warranty. **Circle No. 289.**



COMPUTER FURNITURE DESIGNED IN SOLID WOOD

"Encina" computer furniture is designed of solid wood and is available in oak or walnut. From **Anderson Desk Inc.**, split top table (shown) has lowered front portion for keyboard access and higher rear table for screen visibility. **Circle No. 290.**



GET SOLID WOOD LOOK WITH TAMBOUR DOORS

Camaflouge Grooveless Tambour doors from **Outwater Inds.** have the appearance of flat solid wood. Available in four wood facings, doors have a 7-oz. duck backing that adds durability. **Circle No. 259.**



stylish collection of affordable contract chairs.

Leather-wrapped rattan. Hand-carved reproductions. Exposed hardwood with imported cane. We make all these styles and more in a range of 17 hand-rubbed wood and lacquer finishes. With a wide choice of in-stock, imported and domestic fabrics that can only be described as extraordinary—for hotels, motels, restaurants, any commercial setting.

In addition, we offer companion tables, sofas, loveseats, chests, bars, barstools and other accessory pieces.

For a better look, send for our free Contract Catalog. Write International Contract Division of

Sitting Pretty by L.F.E., 171 Madison Avenue, New York, NY 10016. Telephone (212) 684-2255. International Telex 429104. New NEOCON Showroom

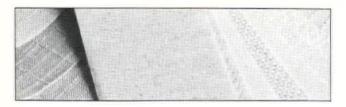
Space 1058 Merchandise Mart





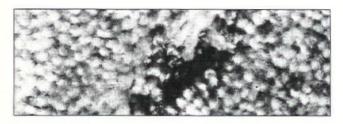
Circle 123 on reader service card

PRODUCTS & SERVICES



LINEN WALLCOVERING LINE OFFERS 25 PATTERNS

OJVM offers 25 patterns and 42 colors in its linen wallcovering line, including raised plaids, small-scale geometrics, and heavy horizontal-ribbed chevron and twill effects. Colors include oatmeal, beige, oyster, and gray. **Circle No. 293.**



ANTIMICROBIAL CARPET GUARANTEED BY ALLIED

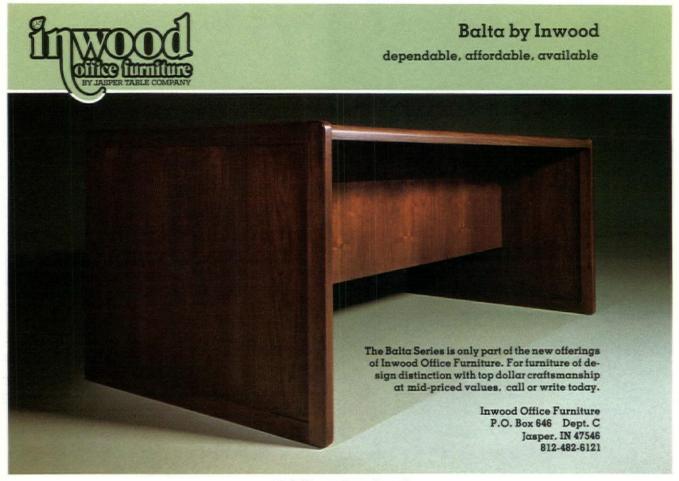
"Invincible" pattern carpet from Horizon carries the five-year wear warranty offered by **Allied.** Multi-colored fabric floorcovering is tufted of Anso IV[®] nylon with HaloFresh[™] treatment for antimicrobial protection. Carpet provides inherent fourth generation soil-, stain-, and static-resistance. Item is offered in 15 colorations. **Circle No. 294**.

NEW CUT-PILE CARPETS TARGET CONTRACT MARKET

Richmond Carpet Mills added two cut-pile carpets to its commercial floorcovering collection. Match Point is a 32-oz. Antron III nylon textile in 12 colors. Encore is a spun-nylon, 28-oz. construction offered in 13 colors. **Circle No. 252.**



NEW MOLD ENABLES SOFA DESIGN BREAKTHROUGH Workers remove a new, modular, foam sofa from a specially designed mold at **Goodyear's** plant in Luckey, Ohio. Upholstered by Steelcase, sofa features a tubular steel frame. **Circle No. 254.**



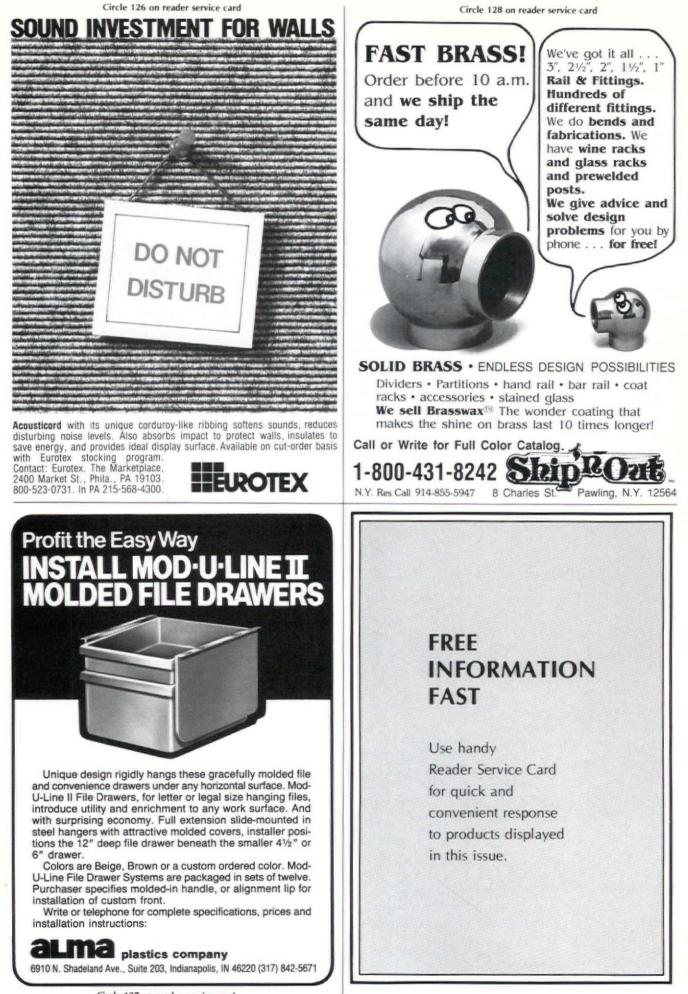
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The world's most convenient, compact appliances—with all the most wanted features. All sizes from 30" to 72" in width . . . available with overhead cabinets and other accessories . . . in the newest decorator colors—and all at budget prices.

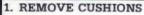
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Circle 127 on reader service card

BLOCKHOUSE STOPS REUPHOLSTERING.





9500 Series Specifications Blockhouse saves you time and money with the new removable cushion locking unit. All damaged or soiled cushions can be removed and turned clean side up in an instant giving you double life of the upholstery. All parts carry a full 3 year warranty.

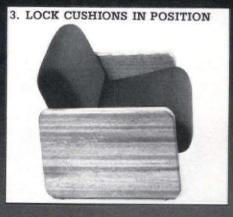
9500 Series lists on GS-OOS-58232

2. REVERSE CUSHION OR REPLACE COVER

11111



Heavy Duty Performance Tested Furniture by the Detroit Testing Lab (report 206568D on 12/20/82). Other Blockhouse seating lists on GS-OOS-58067 for Miscellaneous Seating and GS-OOS-58203 and GS-OOS-58204 for Dormitory and Quarters Furniture. Lounge Chair: 28"W x 33"D x 28"H Patents pending at the US patent office 2/23/81.



For more information or a demonstration write or call collect:

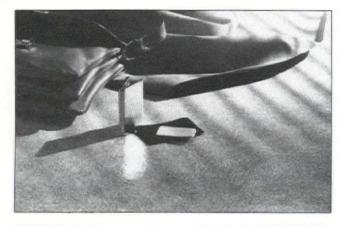
121 First Ave., Red Lion, PA 17356 (717) 244-1397 or (215) 876-8122.

Circle 129 on reader service card

PRODUCTS & SERVICES

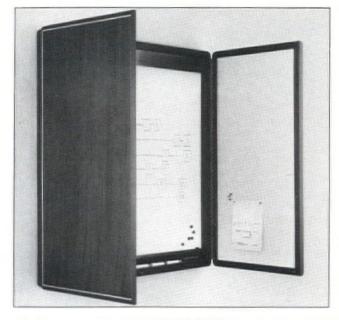
QUICK MODIFICATIONS CAN BE MADE IN-STORE

A display system from Abstracta Structures Inc. was chosen by the St. Mary's Division of Fieldcrest Mills for in-store displays because of modification convenience. Catalog of display systems is offered. Circle No. 295.



VINYL FLOORING COMBINES SOFT LOOK, DURABILITY "Best of Both Worlds," part of Armstrong's Custom Corlon sheet-vinyl flooring collection, combines the soft look of carpet with the durability of vinyl. Available in seven colors, floorings' subtle patterns are designed to serve as neutral backdrops for furnishings. Inlaid design extends through flooring material from surface to backing to add strength. Flooring is available in 6-ft.-wide rolls. Circle No. 296.

ATTENTION:



VISUAL AID LINE EXPANDED BY BUSINESS ACCESSORIES In anticipation of NEOCON 15, Business Accessories has expanded its visual aid collection to include new veneer finishes, more plastic laminates, and a greater range of sizes. Shown is a 48-in.-sq. conference room model in ribbonstriped Honduras mahogany with brushed solid brass inlay. Finished in lacquer, unit has bronze interior hardware and modacrylic tackboards. Circle No. 251.

> A badge used to be your reward for achievement in Scouting. Now, satisfaction is-knowing that you're helping Scouting shape young lives.

The National Boy Scouts Alumni family is helping do just that. Enroll Today.

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National Boy Scout Alumni Enrollment Form

To: National Boy Scout Alumni Family

AITEN II UNI ORMER SCOUTS! FORMER SCOUTS! IF YOU WERE A... IF YOU WERE A... BOY SCOUT, BOY SCOUT, CUB SCOUT, BOY SLEADER CUB SCOUT, OR LEADER EXPLORER OR LEADER I'm glad to be back in Scouting! Please enroll me as a National Boy Scout Alumnus. I understand membership entitles me to the Alumni Bulletin, The Annual Alumni Report, a membership card, and a wall certificate. I'm enclosing my check for:

□ 1-year membership \$10

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- Add a writing table for seminars/lectures — fold the

table down when

- not in use
 Link the Labostacs together when you need rows of chairs
- Stack up to 40 Labostacs to a height of just over 3 feet with ease. (Labostac trolleys are available to conveniently move
- stacked chairs.) Made with a rugged solid steel rod frame and quality chrome finish, the Labostac is light and easy to handle.

The waterfall-front seat and the back of the chair are specially contoured so you can sit in comfort for hours.

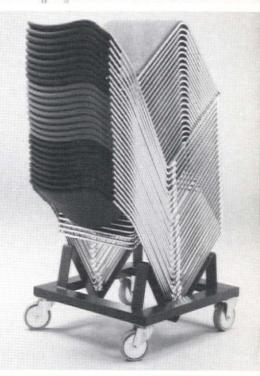
And, the Labostac is available with a plywood seat and in a broad range of fire-retardant fabrics and colors to complement any office or meeting room environment.

For complete information on the stackable chair that was designed for sitting first, call or write us today.

1281 Andersen Drive, San Rafael, CA 94901, (415) 457-4143, Telex: 34729 See you at NEOCON Space 874D Chicago Circle 131 on reader service card

functional office furniture





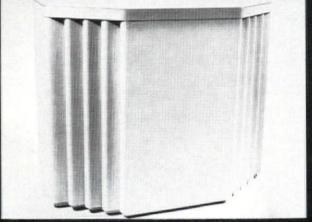


SHAPES FOR THE '80's

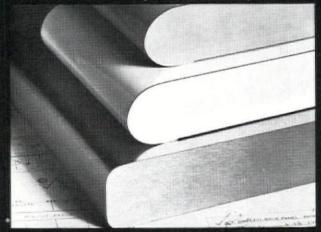
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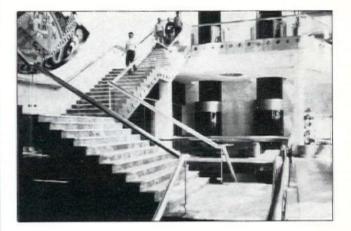


Contract Furniture for Hotels, Hospitals, Institutions ... in Components or Complete Units.



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GLASS PANELS ADD DRAMA TO HOTEL INTERIORS

The main staircase of the Kuwait Holiday Inn features illuminated, toughened-glass balustrades from James Clark & Eaton. Fluorescent strip lighting concealed in chrome handrails illuminates marble stair treads. Circle No. 257.

VARIED PATTERNS & COLORS OFFERED BY FABRIC LINE

NoveauTex Collection of 100 percent nylon upholstery fabrics from **Douglass Industries Inc.** includes a wide choice of textured patterns in colors ranging from soft pastels to bold, deep hues. Each of the firm's scotchgard-protected fabrics are accompanied by a two-year-long wear guarantee. **Circle No. 300.**



LEATHER BINDINGS STRENGTHEN HIGH-GRADE RATTAN Royal Asian Furniture manufactures a contract-quality rattan chair designed by Arturo Pascual. Phillipine rattan has leather binding, and legs are rubber-capped for quieter use. Frames may be finished in a variety of colors and cushions are offered in zippered upholsteries. **Circle No. 301.**

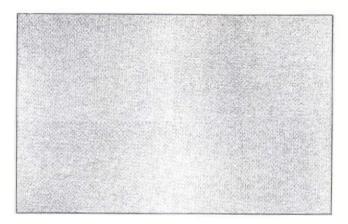
PRODUCTS & SERVICES



PORTABLE STAIRLIFT AIDS THE HANDICAPPED Garaventa Canada Ltd. offers a portable stairlift designed to help handicapped persons in cross-brace wheelchairs negotiate stairs. Product complies with barrier-free access codes. Circle No. 256.

PATENT OBTAINED FOR FURNITURE SPRINGS

Kay-Arc[™] Torque Spring, a low-cost, long-span, sinuous spring was awarded patent #4,371,153. According to its manufacturer, Kay Springs, the new spring prevents seats with bases more than 30-in. deep from pocketing. Circle No. 291.



PRODUCE ORIGINAL COLOR WITH CUSTOM CARPET

Collins & Aikman's Commercial Floor Systems permit "blend your own" colorations with 30 different yarns. Produced in vinyl-backed 18- by 18-in, tiles, carpet has coordinating floorcovering in 6-ft.-wide roll goods. Products are called "Quadrant" and "H.E.F. 700" and are part of the Tex-Tiles®/Powerbond® team of 100 percent Anso IV nylon. Construction is textured loop. Circle No. 292.



Architectural Graphics & Signing Manual Vomar Products introduces a new reference manual to aid in the preparation and specification of architectural graphics and signing projects. Included in this 206 page, 3 ring binder is a comprehensive review of exterior and interior product applications with photographs and descriptions, specifications, construction drawings and graphic standards! + 360 B & W plus color photos + 325 detail drawings + 38 pages of letterstyle displays + Color chart + much much more! Order Today!! Price: \$45.00 Postpaid. Calif. residents add sales tax.

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is flame retardant to meet all state and federal codes for upholstery and wall coverings. Abrasion and strength tested rated as a heavy duty fabric ideal for all contract and residential installations.

A product of ICI Americas, this imported long wearing fabric is available in 30 designer colors. In stock for immediate delivery. Color cards upon request.

Heather Flannel 2000 is exclusively distributed in USA and Canada by



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Apollo, the quality behind design, has been renowned for the past 15 years as manufacturers of finely crafted cube and cylinder tables. So fine that they have been called jewelry.



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Desk Liberators for progressive offices

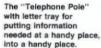
The "Swivel Wings" They elevate all the paper work which lands on your desk. Files and documents get neatly stacked on two or three levels. Now all is clearly organized and readily accessible from all sides. The "Swing Arm" The most elegant solution to elevate the telephone into the "free zone," where is plenty. A true "Liberator" from the fight for desk space.

And . . . from the same product family, now available:









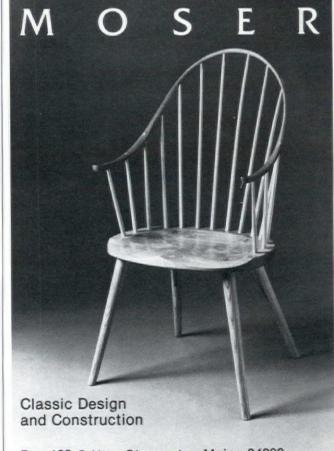
ily, now available:

wherever needed.

one Pole" The "Lamp" ay for Task lighting mation at its best. handy place, More light at place. less cost

Liberate your own workplace. Hansa Company, 901 Fuhrmann Blvd., Buffalo, NY 14203, (416) 844-9882

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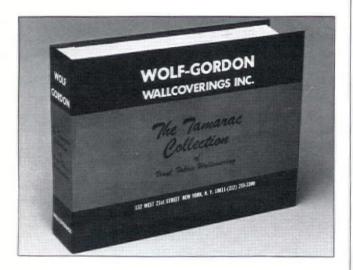


Box 128 C New Gloucester, Maine 04260

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CATALOGS & BROCHURES

A new brochure illustrating Brittany Collection carpets and rugs also overviews countries and cultures which inspire these floorcovering designs. All specifications data for these custom pieces are included by Vickory & Co. in the four-color booklet. Circle No. 287.



The Tamarac Collection, a new group of vinyl wallcoverings from Wolf-Gordon, is the subject of a recently released sample book. Comprised of 19 designs in 135 colorways, collection features a variety of textures, printed effects, and functional characteristics such as sound-, stain-, and scuffresistance. Circle No. 288.

Antimicrobial Zeftron 500 ZX nylon from Badische is described in a new brochure. Publication lists results of laboratory tests designed to determine product's effectiveness against a range of bacteria and fungi. Circle No. 265.

Formica's new Glittering Spaces catalog features color photographs of projects designed by members of the firm's Design Advisory Board. Included are tips on how to make spaces more colorful, energy-efficient, and space conserving. Circle No. 266.

Creative Designer carpet series from Bigelow is a customwoven carpet program that permits specifiers to select from a large number of colors, constructions, and yarn systems and create original floorcovering designs. A new brochure illustrates successful examples of the program's many uses. Circle No. 267.

Framed, color graphics and black and white photography designed specifically for the contract market are featured in a new catalog from William Plante. These products will be on display in Merchandise Mart space 11-122 during NEOCON 15. Circle No. 261.

In-depth white-collar productivity studies covering 13 major U.S. firms are now available from Steelcase. Studies deal with productivity improvement programs and focus on office automation, human resource developments, and environmental improvements. Data was compiled by the American Productivity Center. **Circle No. 262.**

New booklets on Porter carpets overview constructions, yarns, colors, and styles. Circle No. 273.

CONTRACT/June 1983

SCOTT GROUP

Uniquely qualified in the design and manufacture of rugs and carpet

SCOTT MILLS SCOTT INTERNATIONAL PAUL WIELAND

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On August 3, 1492, Christopher Columbus set sail from Spain, seeking honor and wealth by establishing new trade routes with India. Since he had miscalculated the circumference of the earth by 6,331 miles, he was destined to spend years in a vain search for the mainland of Asia. In 1502 he died poor and forgotten.

If you want to reach spice merchants, pick the right continent.

Success is always easier to grasp if you're in the right place, talking to the right people. BPA-audited (Business Publication Audit of Circulation, Inc.) magazines let you know exactly where your ads are going. BPA audits the job title and description of people who receive our magazines, so you know to whom you're talking.



This BPA-audited magazine donated the space for this ad, with creative and production costs contributed by BPA agency and advertiser members.

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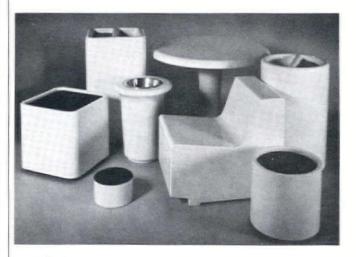
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NEW CONTRACT REP FIRM IN THE SOUTHWEST seeking quality seating, fabric and accessory lines to complete package. Territory includes Texas, Louisiana, Oklahoma and Arkansas. Strong relationships with A & D community, dealers and end users. Goal is to represent few lines very effectively over a long period of time, with marketing plan carefully designed and supported by aggressive sales effort and computer technology. Please write P.O. Box 59231, Dallas, TX 75229.

Experienced, aggressive representative group covering dealers, architects and designers in Illinois and Wisconsin seeking case goods, seating, accessories, and fabric lines. Reply to Box 299, CONTRACT, 1515 Broadway, New York, NY 10036.

Established contract rep organization Tx/ Ok/Ark/La seeks quality lines for Banking/ Computer/Healthcare/Education/Resort/Hospitality/Lodging industries. Successful Quick-Ship/catalog/following preferred. Reply Box 295, CONTRACT, 1515 Broadway, New York, N.Y. 10036.

HELP WANTED

THE FURNITURE AGENCY INC.

We have job opportunities for all levels of management, supervision and sales in Contract Furniture and related industries. All costs paid by client company. Applicant and client company inquiries invited. P.O. Box 53, High Point, NC 27261 (919) 885-2095.

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A new venture of a substantial private company manufacturing fashion interior products requires a key person to plan, sell clients and work directly with a new sales force in the launch of an innovative textile wall product. Please submit a resume in complete confidence with salary history to: P.O. Box 30, Salem, NJ 08079.

HELP WANTED

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Many of our client companies are contacting us to schedule interviews during NEOCON XV June 14-17, 1983. Since 1961, Cook Associates has specialized in the placement of middle to upper level executives. Listed below are a few current assignments. Should you have interest in discreetly evaluating these and other career opportunities contact: Phil Mendez: Manufacturing/Engineering or Yvonne Crawford: Sales/Marketing.

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We are seeking a Marketing/Sales Manager to work with our solidly established contract furniture dealership. You should have experience in the training and management of salespeople in our industry, experience in job strategy, development, and closing as well as broad product knowledge. Generous remuneration plan and room for growth. Call me if you would like to know more about the job. Mike Rainen, Rainen Business Interiors, 1330 Burlington, N. Kansas City, MO 64116. (816) 221-1355.

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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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Outstanding manufacturer of contract and residential furniture is seeking aggressive industrial designer with 8 - 10 years product design experience. Five years in furniture design required. Metal and wood background desired. Must have good knowledge of construction, engineering, materials, processes, equipment. Sketching/Drawing a must.

Chromcraft is located in the Sunbelt near Memphis, Tennessee at Senatobia, Mississippi. If interested send resume to: John E. Walden, Chromcraft Furniture Corp., P.O. Box 126, Senatobia, MS 38668.

CONTRACT SALES MANAGER

Fast moving National converter/distributor of wallcovering and fabrics. Looking for top rate sales manager for Florida and Southeast. Superior opportunity for person experienced in the territory and writing large numbers. Call Mr. Gordon or Mr. Feibelman (305) 751-1100.

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