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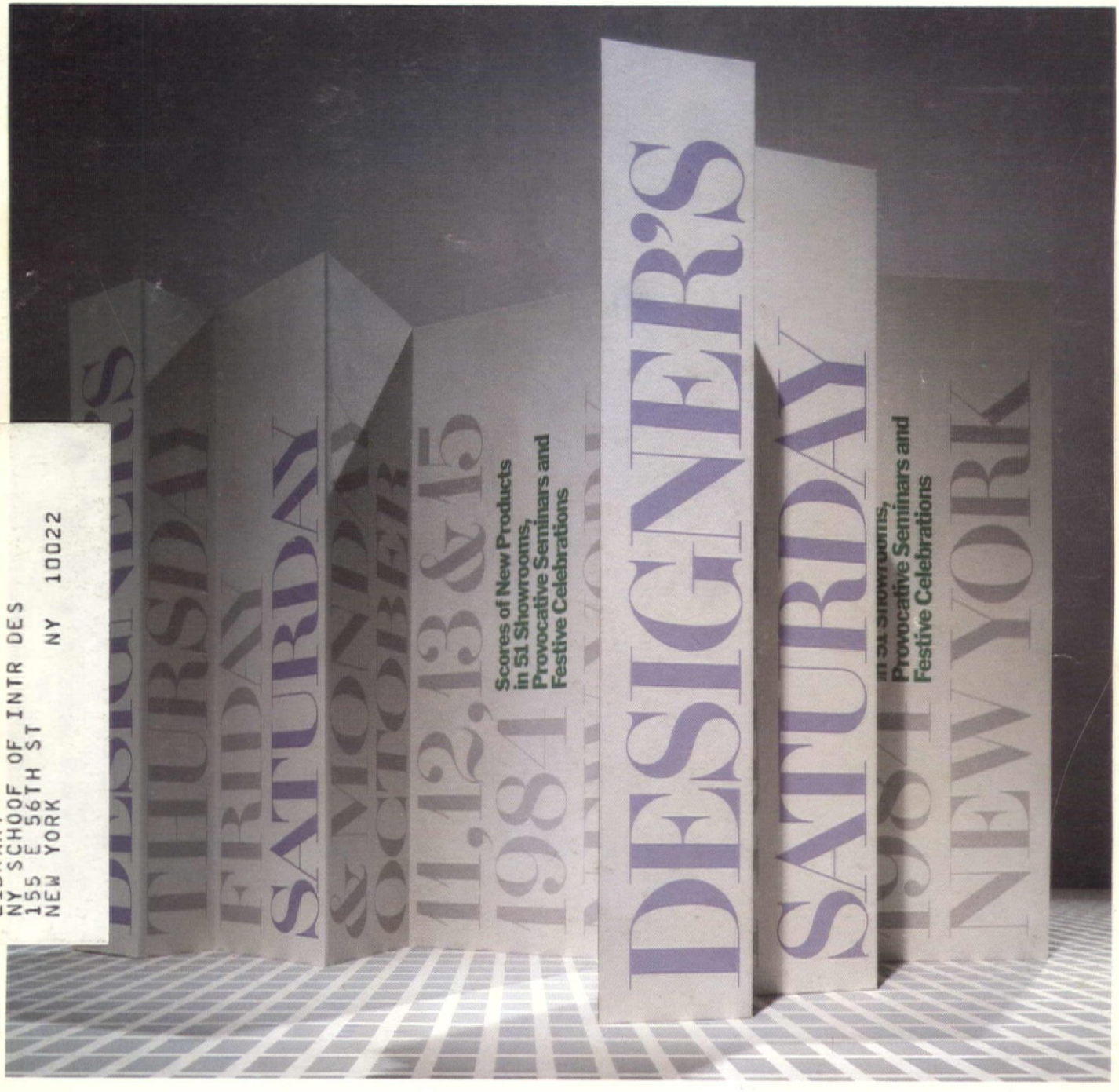
September 1984

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE



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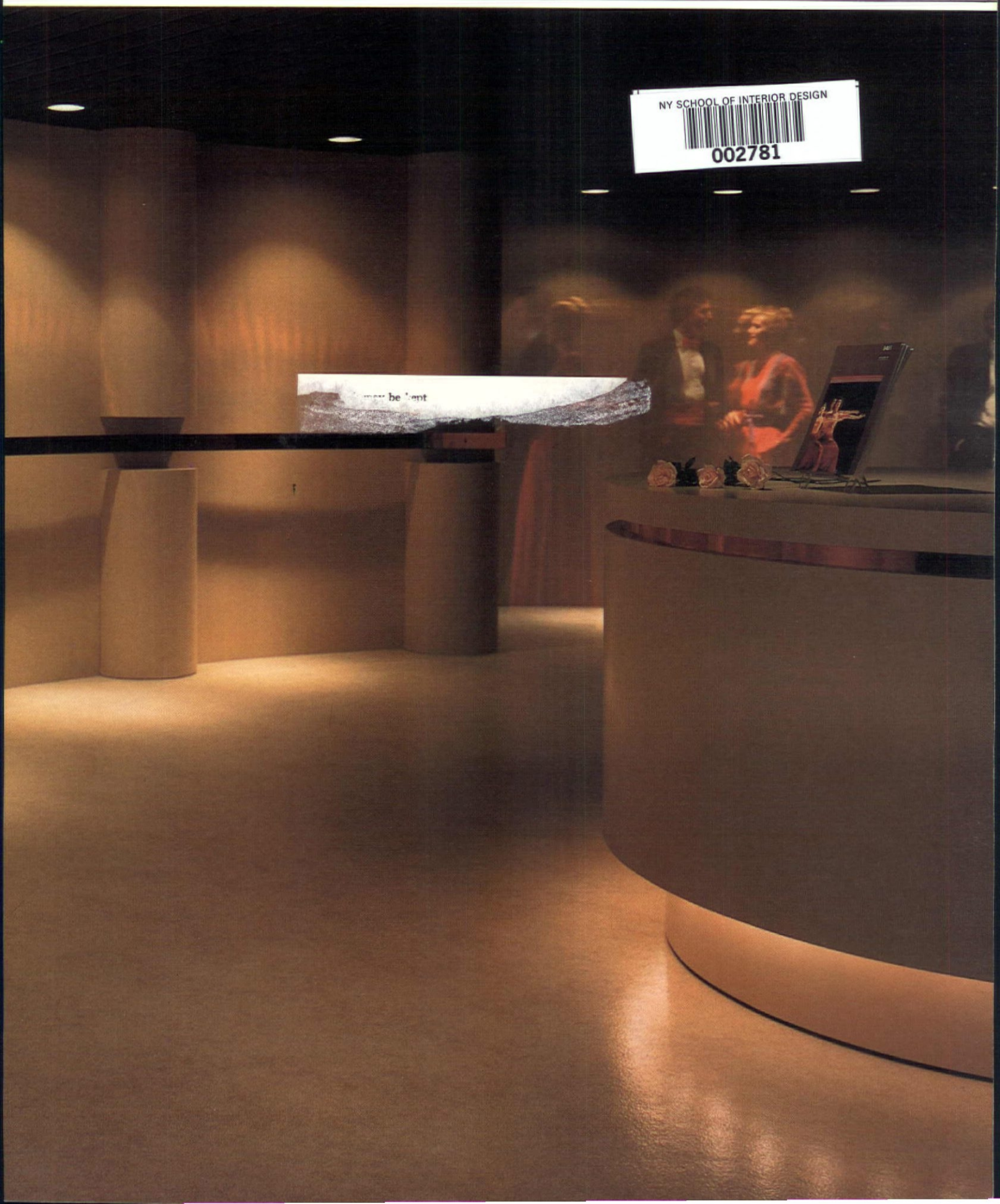
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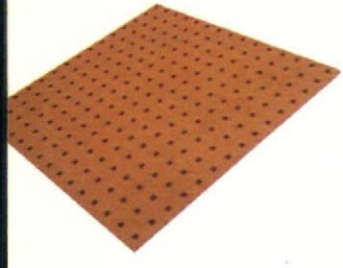
There's no 'or equal' for performance

Sheehan Design, Inc.: Pam Allen, IBD, ASID; Lynn Sheehan, IBD. Hatfield Halcomb Architects. Jeter, Miller, Inc.: carpet. Geomap Company, Plano, Texas. Richard Myers photography.

Surfaces: modular carpet tech from Lees



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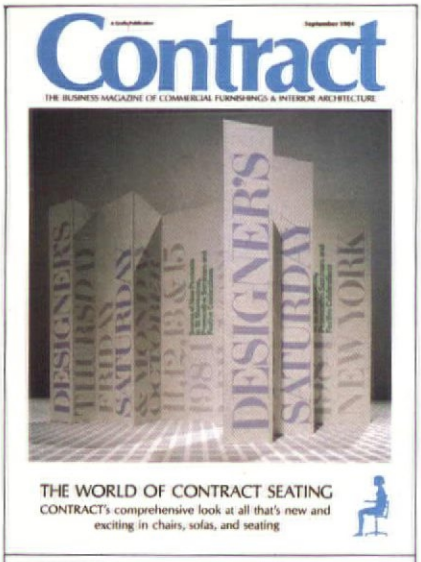

Cover: Designer's Saturday New York City showroom event, October 11-13 and 15, is the theme of this issue's cover logo, as designed by Whitehouse & Katz and photographed by Wolfgang Hoyt/ESTO. Cover graphic treatment by George Koizumi.

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Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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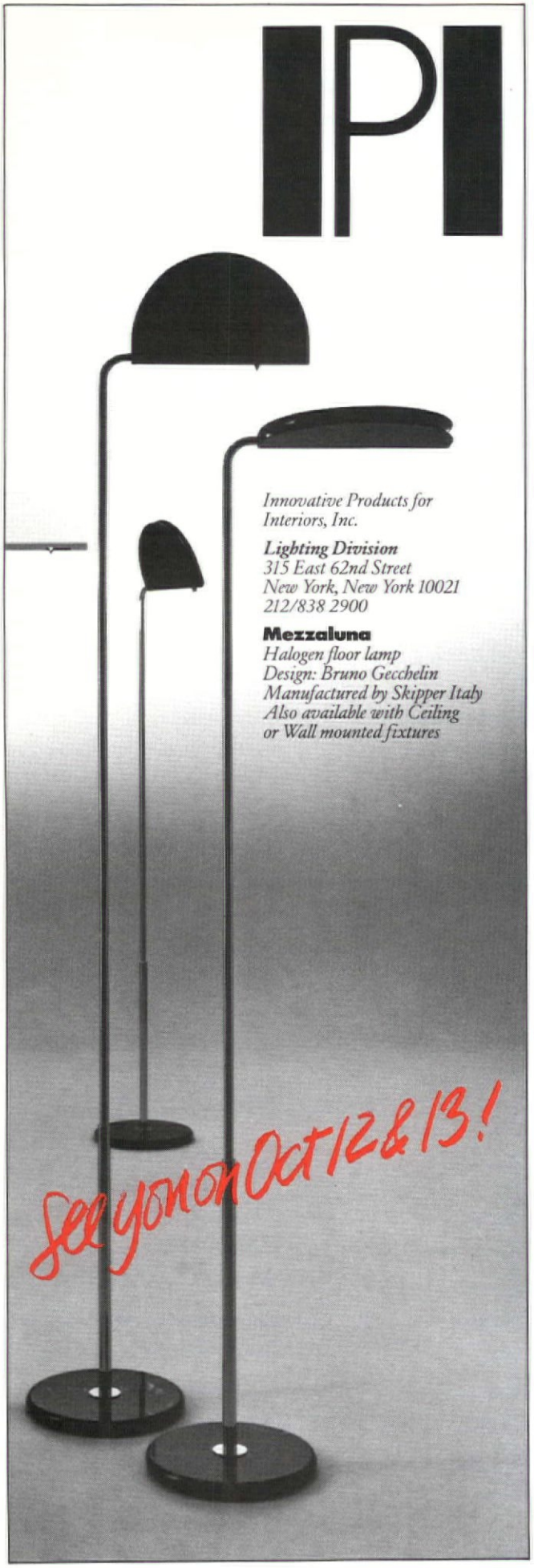

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Contract

Vol. 26 No. 9

October: Executive Buyer Edition/Banks circulates to 5,000 bank chairmen, presidents, and other financial community leaders. Covered are outstanding bank design projects as well as contemporary, traditional, and reproduction furnishings designed for that market. CONTRACT's 9th annual census of contract designers, architects, and specifiers called Who's Who In Contract Design/West and the new Lighting Specification Guide also appear. Previewed is the International Hotel/Motel & Restaurant Show, November 11-14, New York.

November: Executive Buyer Edition/Offices circulates to 5,000 office managers and facility planners. Included in coverage are latest installations for this leading category of commercial interior design. Product reviews of Executive Office Products and Specifier's Drapery Upholstery & Wall Fabric are complemented by coverage of top-of-the-line Desk Accessories. CONTRACT announces winners of the CONTRACT/IBD Product Design Competition, featuring gold, silver, and bronze medal winners. Issue is also received by 2,000 Canadian contract designers and architects.

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When designers talk about Stratus, they usually get sidetracked by the immediate practicality of its low price and impressive value. But like all Scope Furniture, Stratus has an inner strength that is rarely seen. Its meticulous sculptural detailing may be experienced by touch and sight.

Examine now, with practiced eye, the Stratus swivel tilt armchair (and highback chair) shown above. Note that it has been upholstered over a molded wood shell and hardwood frame. Consider the possibility of a four or five star base. Contemplate its use in statuary bronze as well as in stainless steel. Review all the possibilities. Then call us, and learn more about the bottom line on Stratus, designed by Kib Terry, and about the ability Scope Furniture Ltd. has to meet a wide range of planning needs.

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WHAT DOES AN ARCHITECT DESIGN?

The time has arrived to put the term *architect* in perspective when it comes to selection of keynote speakers and seminar participants in market programs.

When mart seminar organizers seek a "name" architect, whose principal interest is the creation of an exterior monument that has little or no relation to the internal function of the building, they do a disservice to the interior architects and space designers in attendance. The same is true when these seminar planners bring in an architectural historian to address interiors-oriented designers with slides showing how various exterior architects have incorporated Greco-Roman architectural vocabulary into a "classical" building. An occasional slide of an interior shows up with a prominent Doric column to stress the link between exterior and interior. But the *primary* interest of the *interior space designer* is ignored.

Interior space design is a discipline replete with architects whose primary involvement is in the design and creation of interior envelopes for office buildings, stores, hospitals, schools, and other institutional and commercial facilities. Many well-known interior architects come immediately to mind. Norman DeHaan, AIA, ASID; William Pulgram, AIA; and Arthur Gensler, AIA, are but three.

About one-third of CONTRACT's circulation is made up of such architects, some devoted exclusively to interior architecture; others doing interior design work in departments of full-service architectural firms; and still others doing both exterior and interior architectural design with no formal separation of each function.

In the name of better mart-designer relations, if it is an architect that the seminar organizer wants for a speaker, care should be taken to make sure that the speaker's architectural expertise pertains to interior space design. That's what this industry is all about. Interior designers are getting fed up with wasting billable time on unproductive seminars. And so are we.

Len Carlin

Co-publisher/Editor

Color it with confidence

Douglass presents an industry breakthrough— contract fabrics with the permanent soil & stain protection of ANSO IV® nylon

Douglass fabrics of Anso IV nylon offer the most advanced soil & stain protection you can get in a fabric. It's the same proven protection of Anso IV carpet fiber, now adapted specially for contract fabrics.

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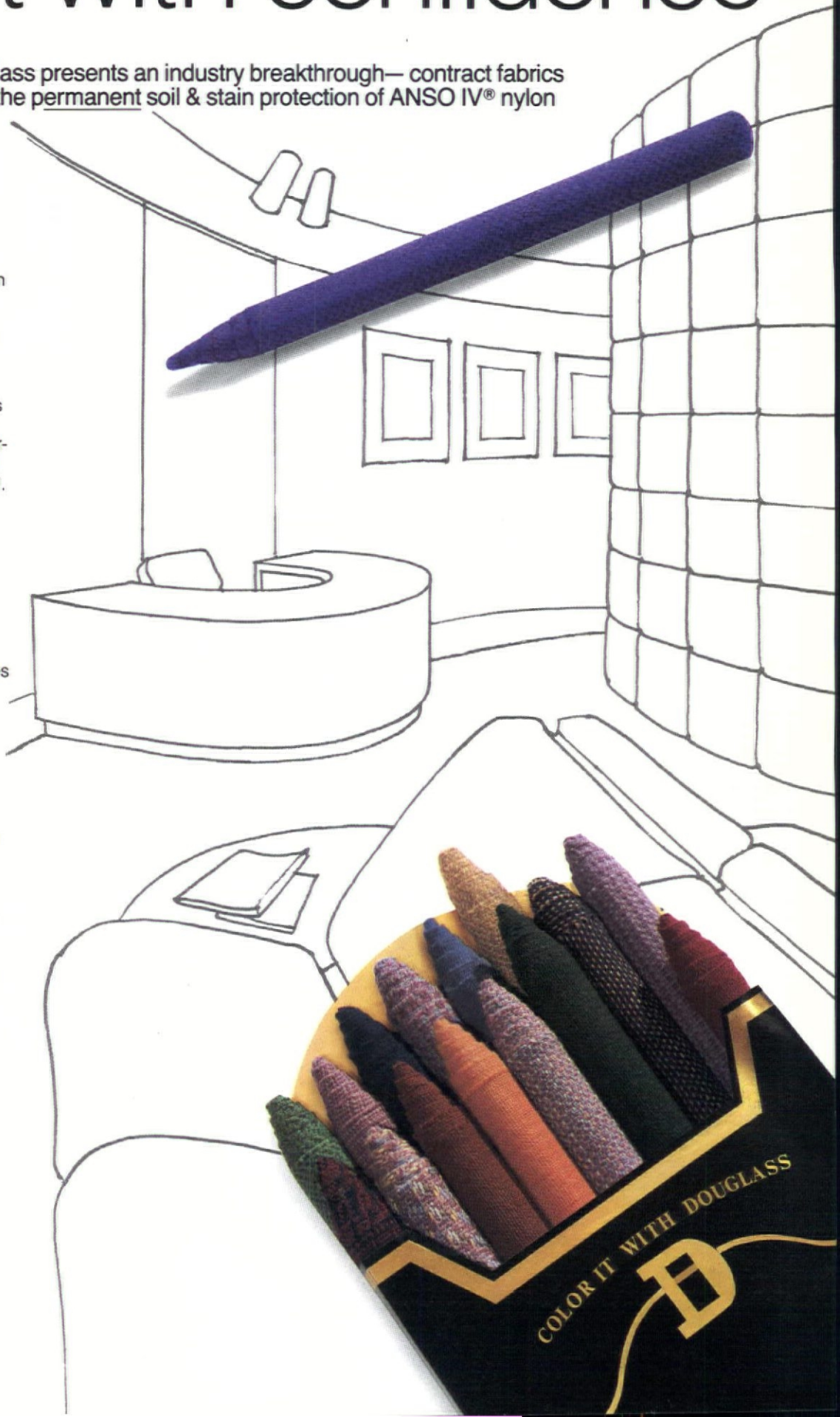

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BRUETON

introduces the "Pelican" Series

An all-fabric-covered wood office furniture system in 15 colors—using stainless steel and glass—for desk, credenza, conference table, occasional tables, high cabinet, seating and upholstered pieces.

designed by Charles W. Pelly

"Pelican" Table

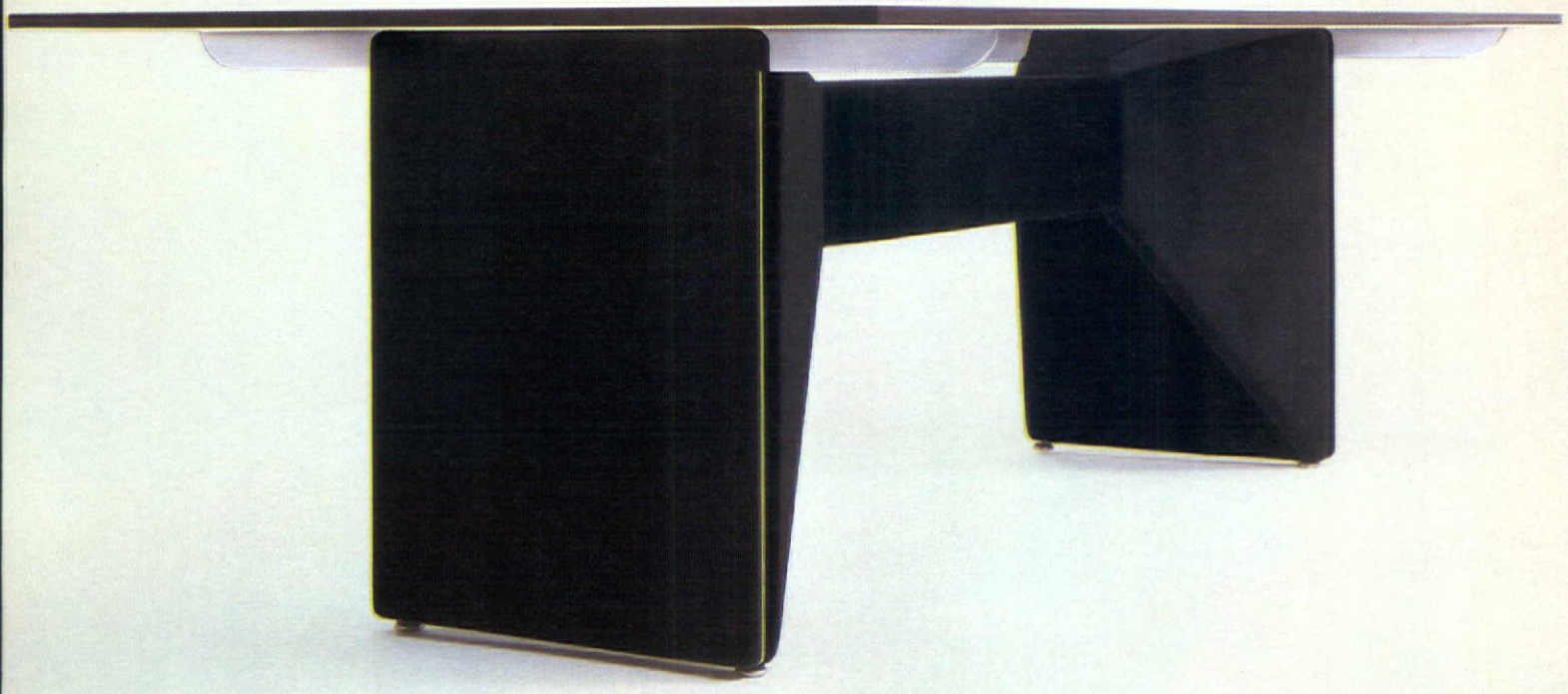

photo by Peter Paige

NEW YORK 979 Third Avenue, D&D Building • **CHICAGO** 946 Merchandise Mart • **MIAMI** Space 207 D&D Center
DALLAS Suite 310, Design Center, 1025 N. Stemmons Frwy. • Los Angeles, Philadelphia, Seattle
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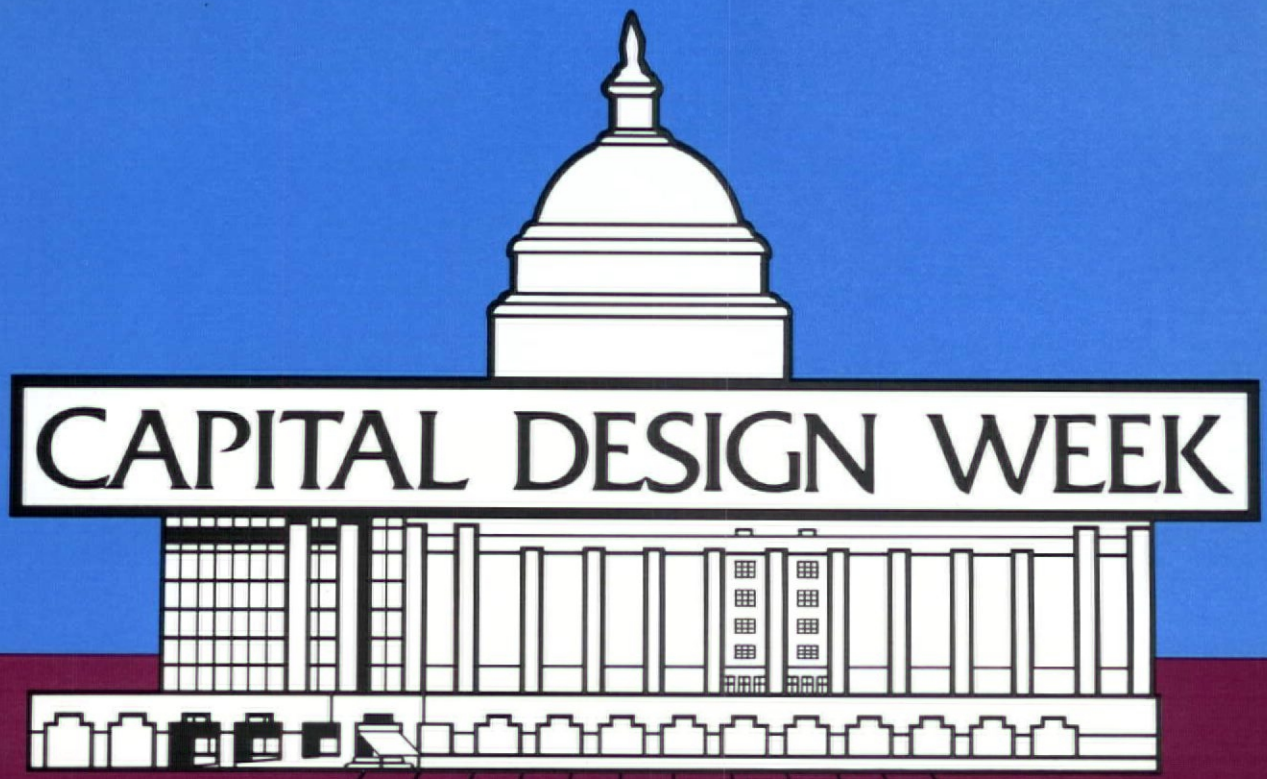

CAPITAL DESIGN WEEK

November 7–November 9, 1984

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The requirements to manufacture wood furniture for today's offices are downright tough. Products must be durable, functional, and good looking.

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Our Newport Series is a complete wood casegood collection. In the setting pictured here, the kneehole credenza is fitted with a pull-out shelf that accommodates detached computer keyboards. The series has peripheral computer support units as well. We've brought the electronic office into the executive office.

For tomorrow's office furniture, today, insist on Executive Furniture, Inc., PO Box 167, Huntingburg, IN. 47542, (812) 683-3334.

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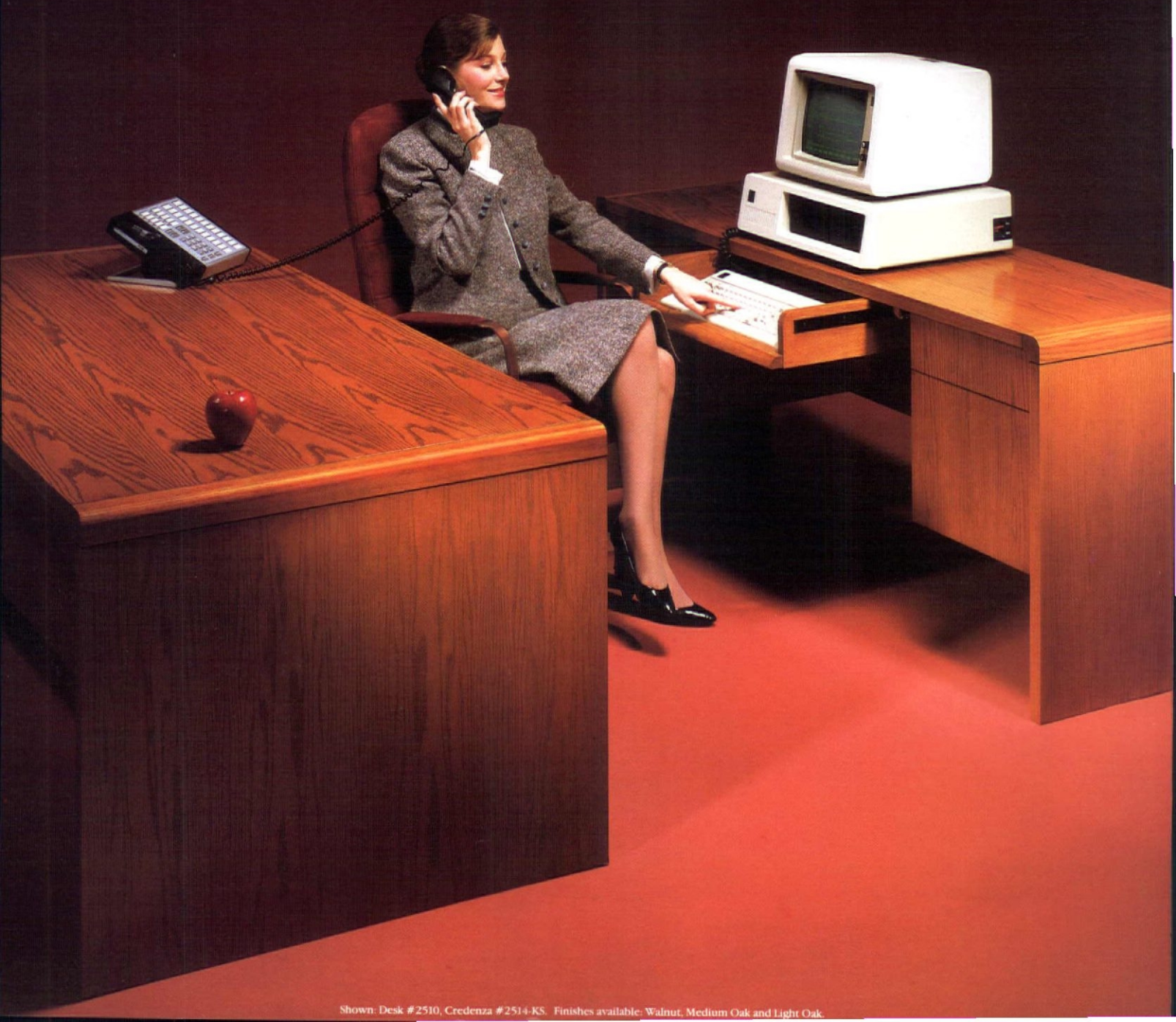


Shown: Desk #2510, Credenza #2514-KS. Finishes available: Walnut, Medium Oak and Light Oak.

Likes lighting line-up

Dear Editor: I would like to begin by congratulating CONTRACT Magazine for its addition of Lighting Line to its pages. I am pleased to find that the subject of illumination is coming into light!

I have found your subject matter diversified and your articles well-written. In short, I have enjoyed them all. Should the need arise, we will be happy to advise on, or contribute to, articles for Lighting Line. In the meantime, tell your editors to keep up the good work!

JOHN M. WASIEWICZ
Chicago Lighting Consultants
Chicago, Ill.

A Rose is not always a rose

Dear Editor: In the July issue of CONTRACT, the Open Plan Specifier's Guide includes a listing for Rose Manufacturing in addition to Rose Johnson. Rose Johnson was created in May, 1983, through the consolidation of Rose Manufacturing Company and Johnson Furniture Company. All office furniture products are now marketed only under the Rose Johnson name. Please advise your readers to avoid any future confusion. Thank you for your assistance and support in this matter.

RICHARD B. OAKLEY
Vice President, Marketing
Rose Johnson
Grand Rapids, Mich.

Applause from ASID

Dear Editor: I want to thank you for the excellent coverage of the ASID exposition, previewed in your June issue. Your magazine hits a very important part of the design trade and I am sure that this helped our annual meeting immensely. We really appreciate the cooperation and support of your efforts for ASID.

EDWARD U. GIPS
Executive Director
ASID
New York

Dear Editor: Congratulations for the great job on the ASID Designer Survey, CONTRACT, June issue. It will be used as a good reference source by all of us here at ASID.

I would also like to thank you for the good comments on the ASID Industry Foundation. We all know how important a role it plays in the society's activities.

Lastly, congratulations on being awarded the ASID Industry Foundation (second annual) Meritorious Service Award. It is certainly well-earned and richly deserved.

FRANCES E. WILSON, F.A.S.I.D.
New Canaan, Conn.

ERRATA

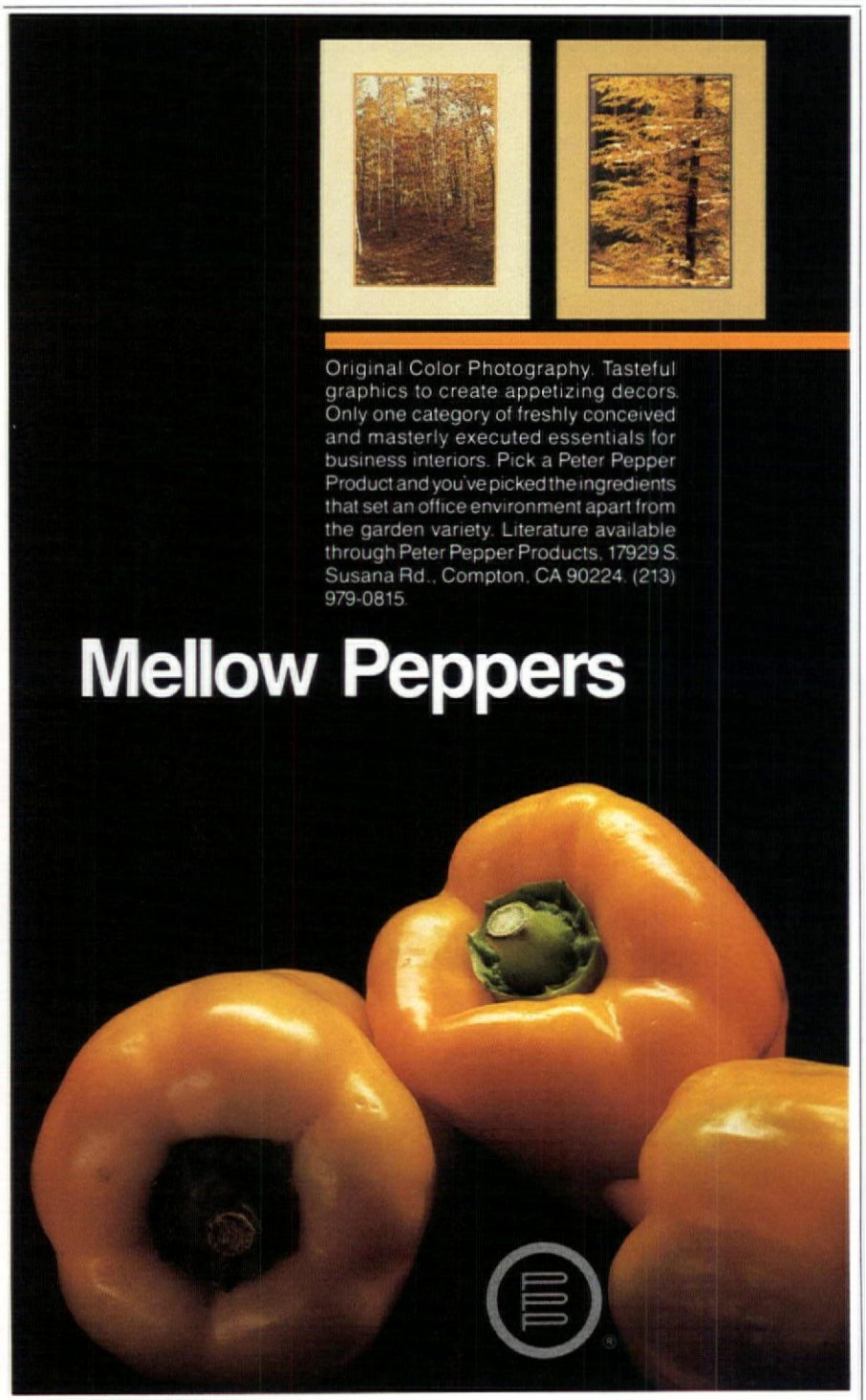
In the July issue of CONTRACT, the address for Stratford Hall was listed incorrectly. The correct location for the firm is 2946 Steward Dr., Fort Worth, TX 76104.

Joyce Vagasy Textiles appointed two new representatives: Chuck Wells & Assoc., Denver, and Joanne Saul & Assoc., New England states. Both were incorrectly identified as representatives of Sitting Pretty, Lewittes Furniture's contract division, in June,1984 CONTRACT.

Photographer Lew Bailes was incorrectly credited as Lou Bayles in CONTRACT's March 1984 story on CRT user design, Virginia Education Loan Authority.

Photo of Richard H. Field, PBS, design and construction program, was incorrectly identified as William Lawson in CONTRACT's June issue, page 138.

Direct comments to: CONTRACT, 1515 Broadway, New York, NY 10036



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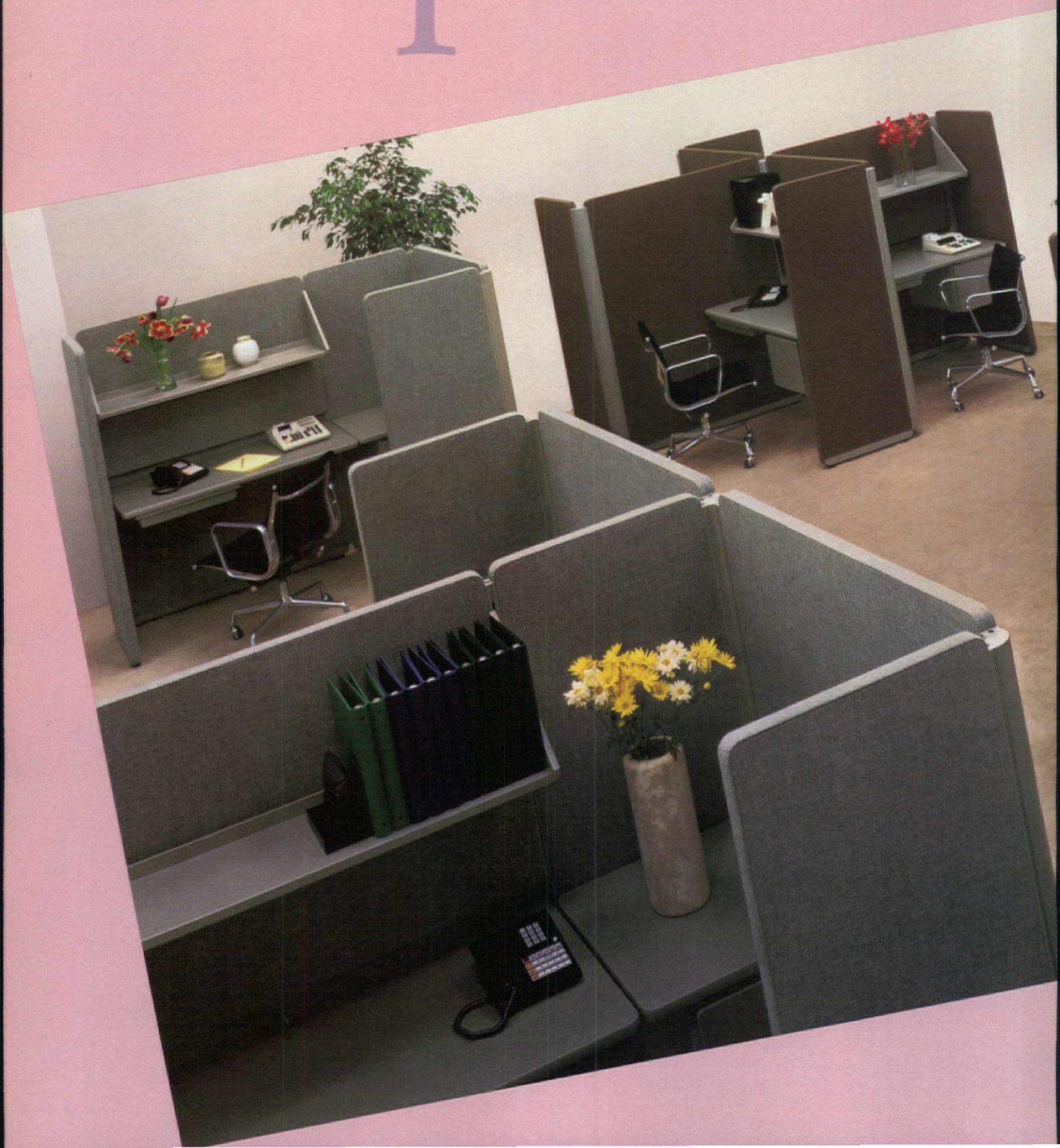
Simple!



If you're planning an office environment where productivity and comfort require more than desks and chairs; and the component nightmare of "systems" furniture has your head spinning, we have a simple alternative.

Introducing Phoenix Designs.™ Quality workstations that, quite simply, take the hassle out of planning productive spaces. Phoenix Designs are complete workstations. There are no complicated components to order, no confusing fabrics and finishes to worry about, and best of all, no long wait for delivery.

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Simple solutions for productive spaces.

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Designed by Gary VanderWood.

La-Z-Boy, 1275 Greenfield, Avenue, Monroe, MI 48161

Thorny question. Which came first, the comfort or the good looks? Who cares, as long as *Adagio* gives you both. The anthropometrically designed construction features make this line of office seating a most welcome addition to any environment. Easy on the eyes, easy on the back, easy on the budget. That's *Adagio*. Naturally it's by La-Z-Boy.®

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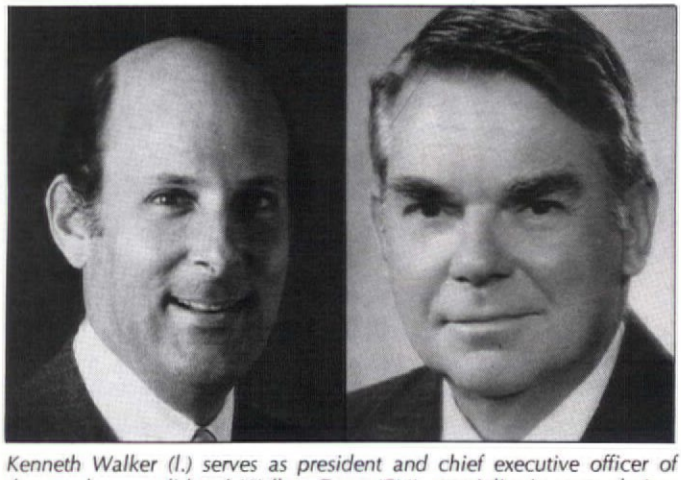
Walker/Group acquires CNI, develops retail services to become major specialist in store design



Kenneth Walker (l.) serves as president and chief executive officer of the newly consolidated Walker Group/CNI, specialist in store design. Lawrence Israel (r.) will serve as chairman.

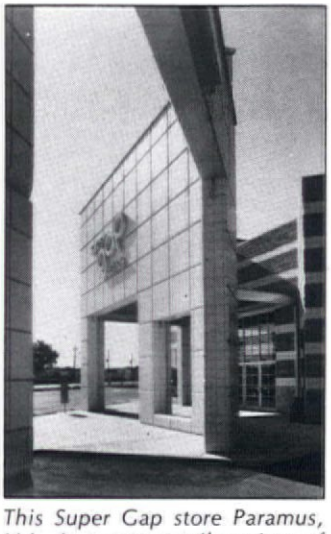
New York—Walker/Group Inc. has acquired CNI International Inc. (Copeland, Novak, & Israel) to become one of the largest architecture and design firms in the nation specializing in store design.

The new firm will be known as Walker Group/CNI with Kenneth H. Walker, founder of Walker/Group, as president and chief executive officer. Lawrence J. Israel, president, CNI, will serve as chairman.

With a combined staff of more than 125 professionals including specialists in architecture, planning, graphic, interior, and industrial design, Walker Group/CNI has also developed retail-related services in computer-aided design and in the area of design strategies for the consumer market.

Design services planned

The consolidated firm will plan and design department and specialty stores, and will also develop design and marketing strategies for prototype projects, shopping centers and public spaces. Graphic design and computer-aided design services for both planning and research will be available through the firm.



This Super Gap store Paramus, N.J., is a past retail project of Walker/Group Inc.

Eight principals

Management for Walker Group/CNI includes eight principals. In addition to Walker and Israel, CNI's Andre Ruellen and Robert Herbert, and Walker/Group's Raul Nunez, Joanne Newbold, Joseph Schkufza, and Patrick McQuilkin will serve as vice presidents.

Completion of arrangement and start-up activities for the consolidated firm are scheduled for no later than January 1, 1985.

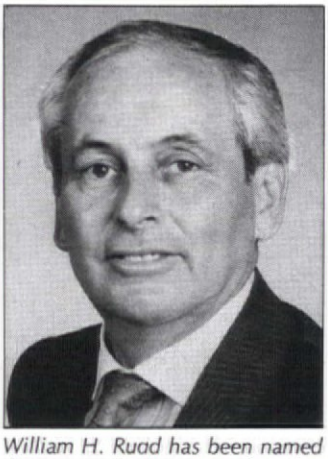
Clients which have been served by the firms independently include Bloomingdale's, Bullock's, and Hallmark Cards.

Chicago Mart plans to expand with Boston Design Center

Chicago—The Merchandise Mart Properties Inc., owner of both The Merchandise Mart and the Washington Design Center, is planning a 550,000-750,000-sq.-ft. Boston Design Center. William H. Rudd, former vice president/sales, Boris Kroll Fabrics, has been named director of the center.

Although a location has not yet been chosen, three sites within the city are under consideration, and each could be constructed and ready for operation by late 1985, says Philip E. Kelley, president, Merchandise Mart.

The firm has been studying the area for "a very long time" and already has firm commitments for showroom space there from major contract, residential, and textile manufacturers who occupy showrooms in the Chicago mart's other design buildings.



William H. Rudd has been named director of The Merchandise Mart's new Boston Design Center.

"The Mart's expansion into Boston signals its continued commitment to the industry and to the New England design community," says Kelley. "We have worked with Boston area designers, dealers, and architects for nearly 20 years, and we look forward to serving them in the near future."

Law restricts designer title use

Baton Rouge—Louisiana Governor Edwin W. Edwards recently signed into law an act restricting use of the title, "interior designer."

Similar laws are in effect in Alabama and Connecticut, but Louisiana's law includes a grandfather clause allowing persons who have been practicing interior design to register with the state within one year of the bill's passage.

The bill was drafted by attorney Camille Gravel on behalf of the American Society of Interior Designers, Louisiana Chapter, and was sponsored by Representative Mike Thompson and Senator Allen Bares of Louisiana.

A new vision is taking shape at All-Steel

Sleek new ergonomic shapes are smooth, beautiful to work with.

A whole new palette of fabric colors gives you an opportunity to weave your design statement through an entire facility.

Rich new finishes with darker accents imbue any management level with elegance.

These new products maintain functional and aesthetic integrity with the total All-Steel system as they preserve our essential quality.

The following pages reveal more about our new vision. You'll see the dramatically innovative Syntrax System as well as new task and ambient lighting. These are products you can specify to help people be more comfortable and productive.

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ALL·STEEL

All-Steel's
Syntrax™ System

All-Steel's new Syntrax System lets you create near-perfect harmony between workers and their electronic tools.

The Syntrax System integrates the electronic and physical support these tools require in a way that encourages users to get the most out of them.

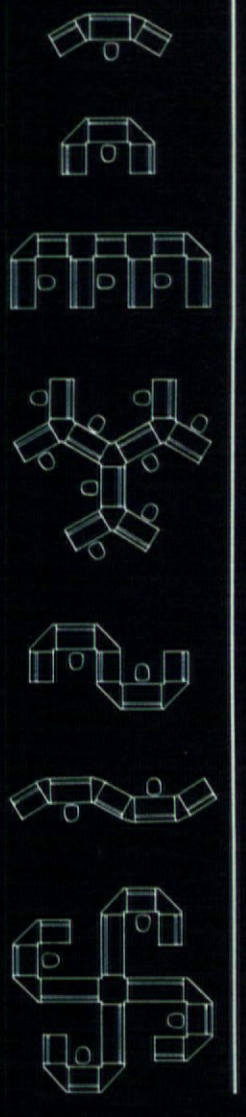
New heights of ergonomic design are achieved with a unique integral track with movable carriage, enabling the user to position the CRT where it can be used most comfortably.

An Articulating Arm allows individuals to position the keyboard to match their needs.

The Syntrax System gives users a strong sense they are in full command of their electronic tools. Comfortable beveled edges invite the touch as they give you a distinct new design element.

All-Steel's new Performance Lighting, described on the following page, is designed to increase user comfort and productivity.

Syntrax System components accommodate the need for growth.



ALL·STEEL

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All-Steel's Performance Lighting

Look closely at All-Steel's new Performance Lighting, a combination of task and indirect ambient lighting that reflects a concern for people and their work environment.

Our Control Task Lighting features five-level dimming capability so people can match the light to their comfort and task needs.

ALL·STEEL

Fluorescent Ambient Lighting includes a provision for balancing the indirect ambient light according to personal need and the presence of other light sources.

Ergonomically designed switches are conveniently located on the front beveled edges. These unique bevels also add an important element of design to the total All-Steel system.

For a more detailed look at Performance Lighting and other products which express our new vision, contact All-Steel Inc., Aurora, IL 60507. Phone 312/859-2600.

We'd like you to share our vision.

Circle 18 on reader service card

Daylighting symposium highlights lighting expo

San Francisco—A multi-media briefing on state-of-the-art lighting and a symposium on lighting energy highlight the first annual Pan Pacific Lighting Exposition to be held October 28-30, Concourse Exhibition Center, Showplace Square. Adding to the program will be special tours and diverse product displays.

"Lightwork For The Professional," a six-hour, multi-media briefing on lighting equipment, applications, and design techniques, will be presented by James R. Benya, PE, MIES; "Integrated Design For Energy," programmed by Michael Wilde, Windows & Daylighting Group, will be a symposium on daylighting and electric lighting, and will be presented by authorities from the Lawrence Berkeley Laboratory (LBL). Continuing Education Units are available for both sessions.

Among the multitude of planned exhibits will be displays of decorative, architectural, industrial, outdoor, and daylighting products. Lamps, ballasts, controls, design tools, computerized systems, luminaires, ceiling systems, task and ambient lighting, display and theater lighting, as well as products for energy management will be featured.

LBL tour offered

Attendees will also have the opportunity to visit LBL, site of advanced research in solar and electric energy management. Top authorities in the field will offer full morning workshops, and visitors are encouraged to bring scale models for testing in the facility's new 24-ft. sky simulator.

Tours will also be offered of outstanding corporate headquarters, retail stores, institutions, and outdoor installations with state-of-the-art lighting solutions.

Another option is to visit the San Francisco Exploratorium, a hands-on museum where special exhibits emphasizing lasers, fiber optics, and light art have been planned.

In addition to the two conference programs, morning seminar "tracks" are being designed by the show's advisory council and will be directed to specific professional and industry groups.

The show's gala social event is the second annual Beaux Arts Ball, Saturday, October 27 which will benefit the San Francisco Museum of Modern Art, department of architecture.

For more information, contact Robert Zinkhon, director, Pan Pacific Lighting Exposition, at 415/621-7345.

Daylighting will be an important concern of the Pan Pacific Lighting Exposition. Listening to suggestions from Michael Wilde, chairman of the show's daylighting section, is Andrea Hoppe, assistant director.

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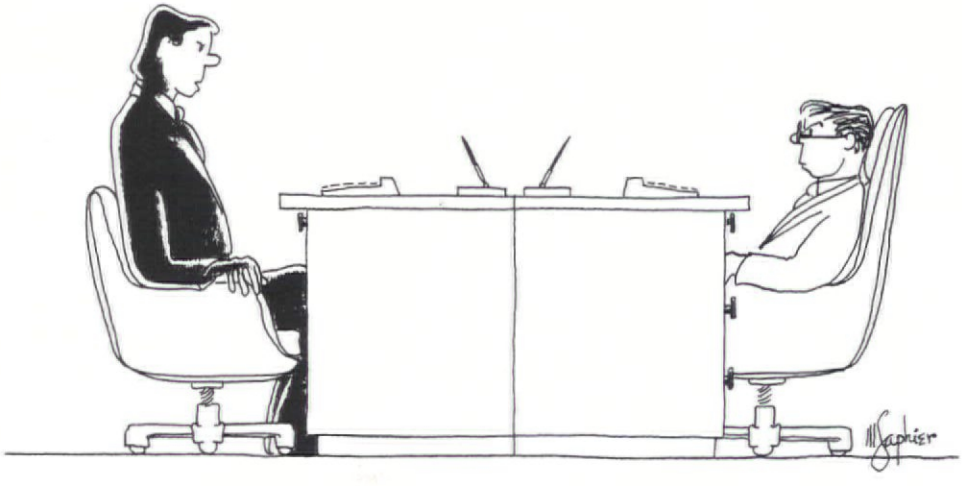

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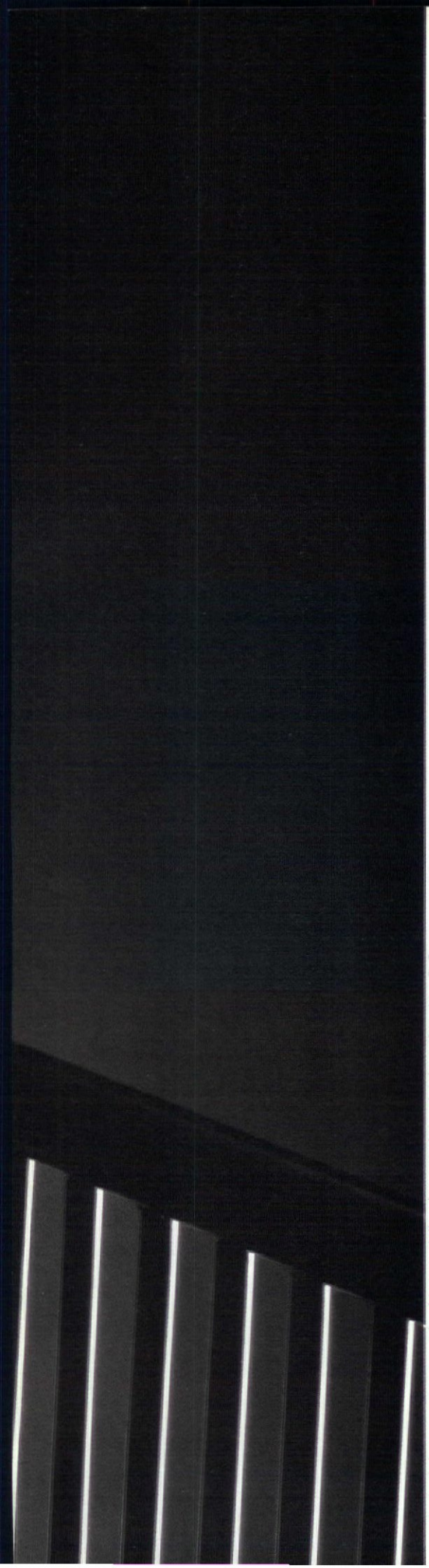

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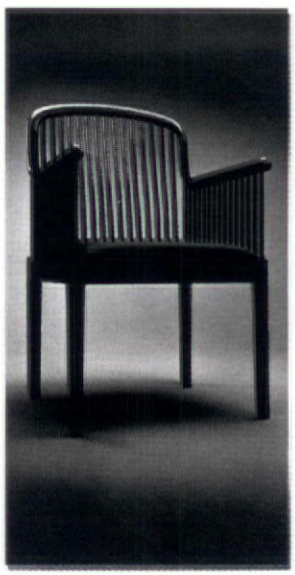

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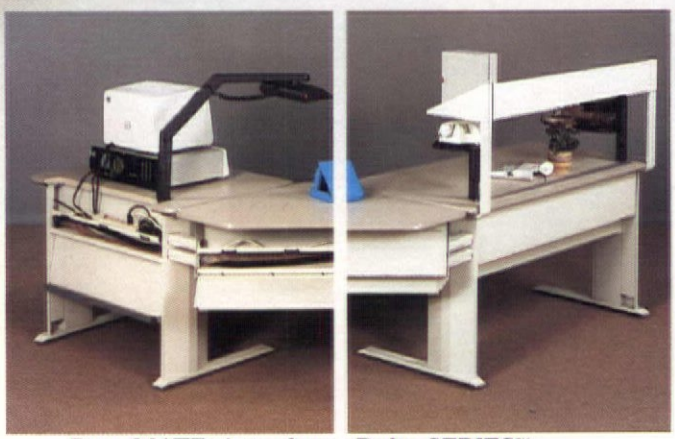

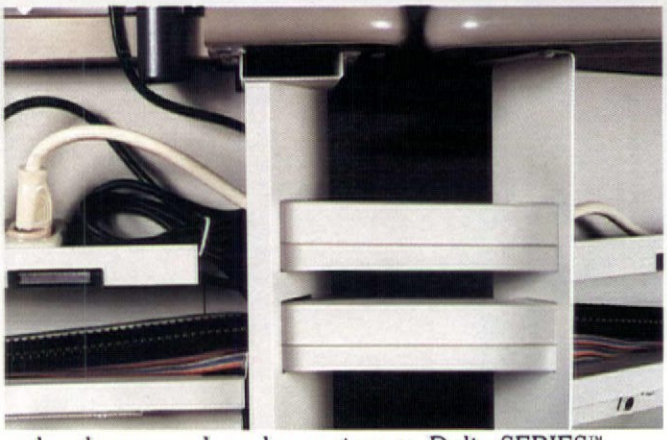

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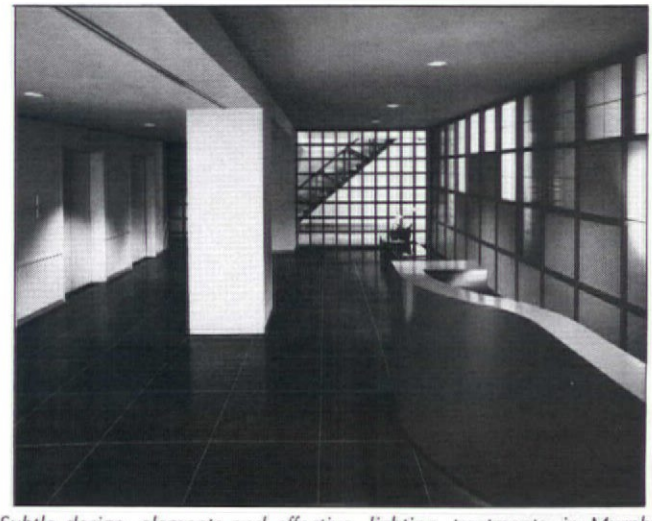
Chicago AIA honors contract projects

Chicago—Six contract projects by local architects were cited as outstanding by judges in the fifth annual interior architecture awards program sponsored by this city's chapter of the American Institute of Architects (AIA). A total of 10 installations were honored in the recent contest which received 68 entries in contract and residential categories.

Chicago firms selected for citations of merit were ISD Inc. for Ponderosa Inc., Valdalia, Oh.; Pappageorge Haymes Ltd. for 320 N. Wabash Plaza and The Chicago Reader; Himmel/Bonner Architects/ Lawrence Berkley and Assoc. for Polo/Ralph Lauren store; Murphy/Jahn for William A. Robinson Inc. and its own Chicago office; and Powell/ Kleinschmidt Assoc. for Chicago Bar Association.

Orderliness and design treatments seen as appropriate to the client's merchandising style made Ralph Lauren's Polo store eligible for citation in the Chicago AIA interior architecture awards program. The project was designed by Himmel/Bonner architects.



Subtle design elements and effective lighting treatments in Murphy/ Jahn's design of its own Chicago offices helped earn the firm a citation of merit in AIA Chicago's interior architecture awards program.

Certificates were presented to winners during a recent reception at the Graham Foundation for Advanced Studies in the Fine Arts. The reception included a retrospective on the past five years' winners, along with displays of the work of this year's honorees. The latter will be mounted for a public exhibition that will be featured throughout Chicago this year.

Competition judges included John Morris Dixon, FAIA, editor, *Progressive Architecture;* architect Michael Graves, FAIA; and Theo Kondos, IALD, principal Bonvini/ Kondos Assoc. AIA members in charge of the program included Kenneth Johnson, of ISD, chairman, interior architecture committee, and Neil P. Frankel of Swanke Hayden Connell, chairman, interior architecture awards program.

Exhibitors total up 20 percent for this year's NOPA show, Chicago

Chicago—Exhibit space reserved for this year's National Office Products Association (NOPA) convention is up by 40,800 sq. ft., or 20 percent, according to latest management reports. Exhibitors now number 674, a total that has spurred NOPA to lease two floors at the convention site for the first time in the history of the conference.

Haig to speak

Dates for the 1984 show are October 17-21. It will be centered at the Hyatt Regency Hotel, the location for a wide range of workshops and seminars. McCormick Place is the site selected for exhibits throughout the five-day conference.

Once again, NOPA has arranged for an illustrious panel of speakers who will address convention attendees. This year's speakers are former Secretary of State Alexander Haig; veteran columnist and Washington observer Hugh Sidey; and noted economist and New York Stock Exchange senior vice president William Freund.

Many workshops scheduled

Chairing this year's convention is Joel Spungin, president and chief operating officer, United Stationers, Maywood, Ill. Co-chairmen are Eberhard Faber, IV, chairman, Eberhard Faber Inc., Wilkes Barre, Pa.; Francis Guiliano, chairman, Ampad Corp., Holyoke, Mass; and Ronald Jones, president HON Co., Muscatine, Ia.

CEO Day featured

NOPA's 1984 convention will feature two full days of workshops focusing on a broad range of issues. Topics to be covered include new distribution channels and how they are affecting the industry; the challenges of selling information processing supplies; trends in retail merchandising; and sales compensation plans. Also on the agenda are ways to improve a firm's liquidity; developing effective direct-mail marketing programs; proven techniques for telemarketing programs; better ways to direct a sales force; and methods for improving retail store management.

Complementing the workshops will be six special interest forums, the topics of which will be announced at the convention, that will provide a comprehensive educational program. In addition, attendees will get valuable industry information on Chief Executives Day, Saturday, October 20, when top executives will be available in their booths to meet with interested parties.

For more information on the show contact NOPA, Conventions Department, 301 N. Fairfax St., Alexandria, VA 22314; 703/549-9040.

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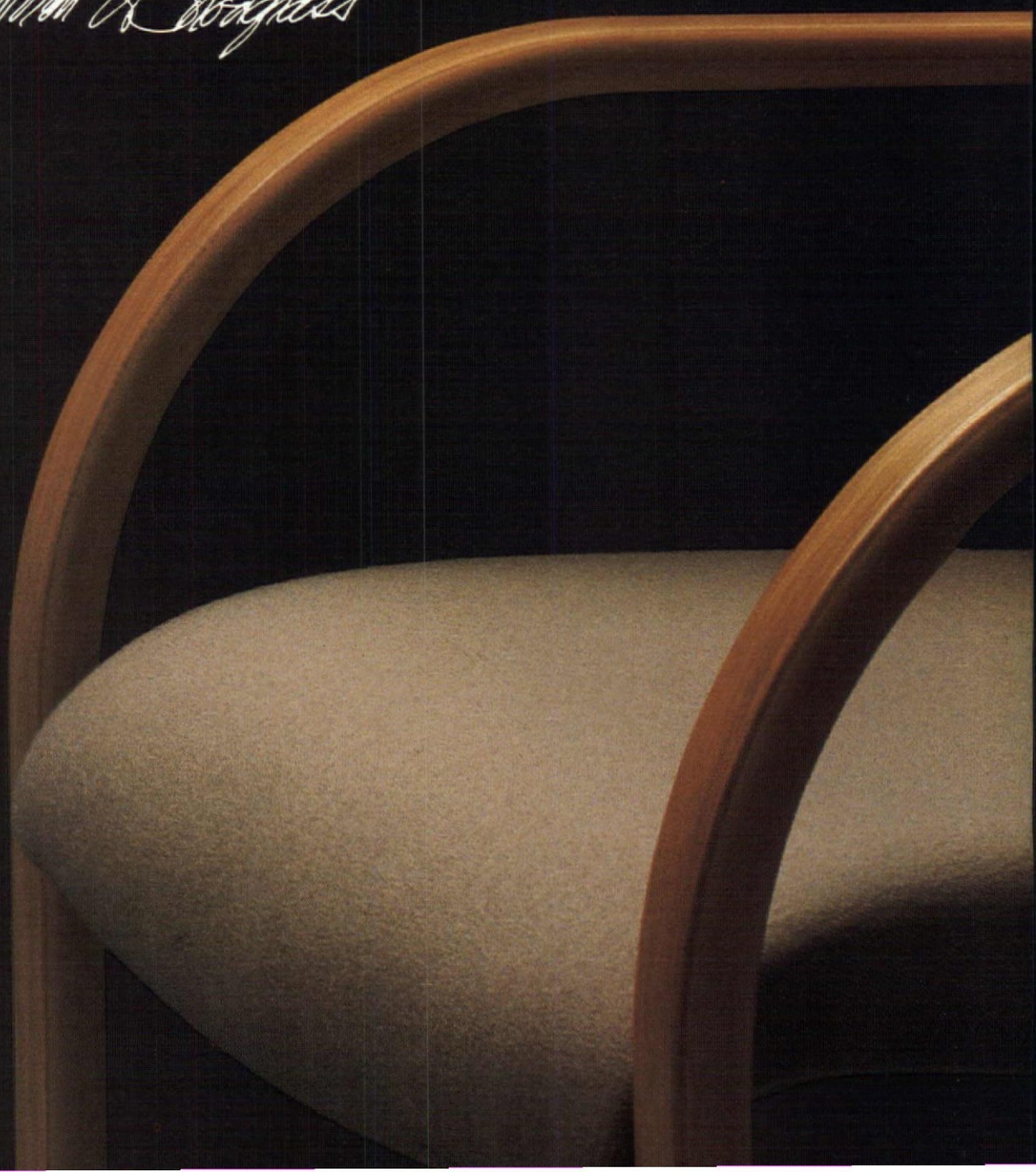

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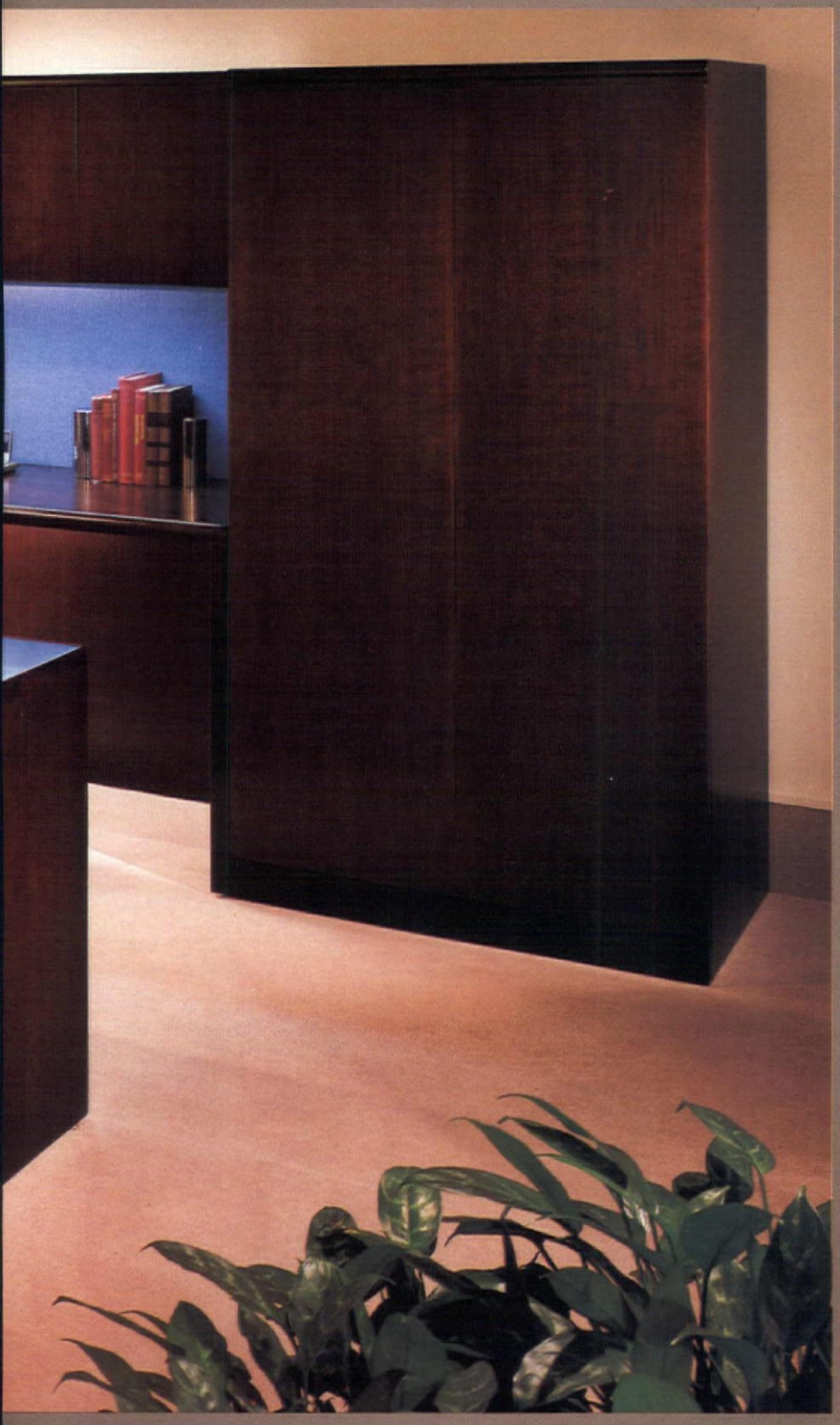

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Design by Robert Taylor Whalen.

Mart news: Design center planned in downtown Denver

Plans for a new wholesale design center in lower downtown Denver, Blake and 21st streets, have been announced by East/West Investment Partnership. Called **Design Collection Denver,** the 300,000-sq.-ft. complex is set for completion in Spring, 1986. A 7,000-sq.-ft. wintergarden will be available for exhibitions and displays. Architect is Maxwell Starkman Associates. . . . The 674,000-sq.-ft. **Denver Merchandise Mart** is upgrading the total complex and adding 40,000-sq.-ft. of showroom space, according to general manager Darrell R. Hare. The $1.5 million project is expected to be completed before Oct. 1 . . . **The Design Center of the Americas,** Broward County, Fla., will open in Spring, 1985. Four stories of showrooms and 220,000 sq. ft. of exhibit space will be shared by 60 tenants in the Danto Investment Co. property. Architect Nichols & Assoc.'s design includes a skylit atrium and a facade of white enamel panels which insulate the structure . . . Tenants of **The Design Center,** Washington, D.C., have established a showroom association. The group will sponsor special events, seminars, and publish a monthly newsletter with the goal of making the center more visible within the design community . . . **Design Center Northwest** recently hosted a "Business After Hours" consumer awareness event which was attended by more than 500 area specifiers and community leaders. Exhibits and displays helped educate local business leaders about the role of interior design professionals within the business community. . . . A marketing program has been developed for the **Architects and Designers Building** to reaffirm its position as "the prime showroom center for contract furnishings in New York," according to a recent report by building management. In line with this aim, tenants and building management will sponsor a series of promotional events, which will be launched during Designers Saturday.

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Energy strategies key Boston conference

Boston—Energy-efficient redesign strategies for architects will be presented at a national conference here Nov. 15-17. Called "Building Redesign and Energy Challenges," the conference will be hosted by the American Institute of Architects (AIA), and will be held at the Park Plaza Hotel.

Co-sponsored by the U.S. Department of Energy and 12 other organizations, the meeting will cover technical developments, new products, and ongoing energy research. Panel presentations, case studies, exhibits, workshops, and tours of Boston sites will be used to illustrate energy redesign strategies. Sessions will focus on three areas: whole building redesign, building component redesign, and rehabilitation.

Program moderators are William Bobenhausen, Energy Design Collaborative, Scarsdale, N.Y., and Raymond Reed, Texas A & M University.

For more information, contact the AIA at 202/626-7560.

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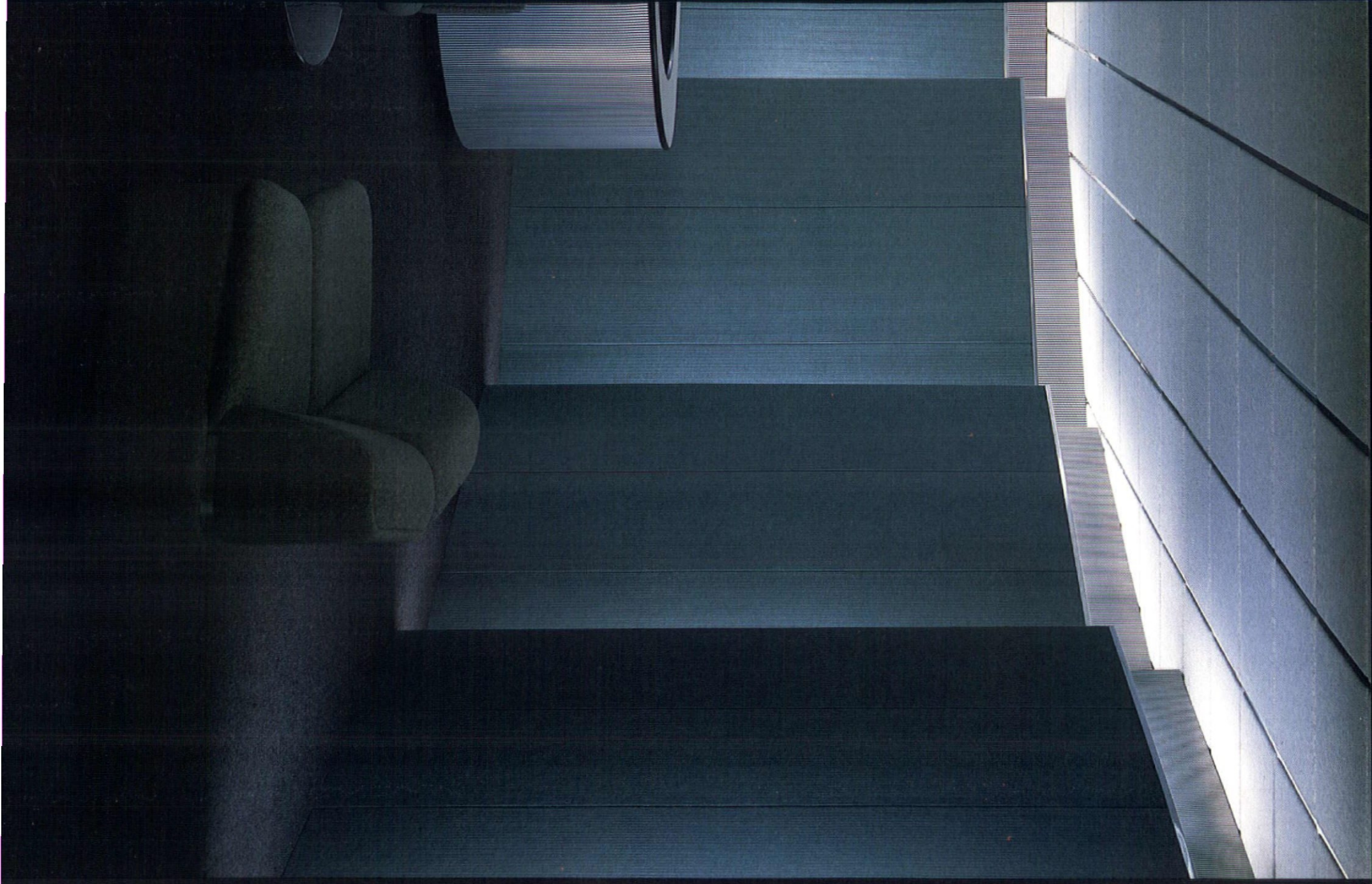

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Chicago Showroom: Merchandise Mart, Suite 929, Chicago, IL 60654
New York Showroom: A&D Building, 150 East 58th Street, New York, NY 10155

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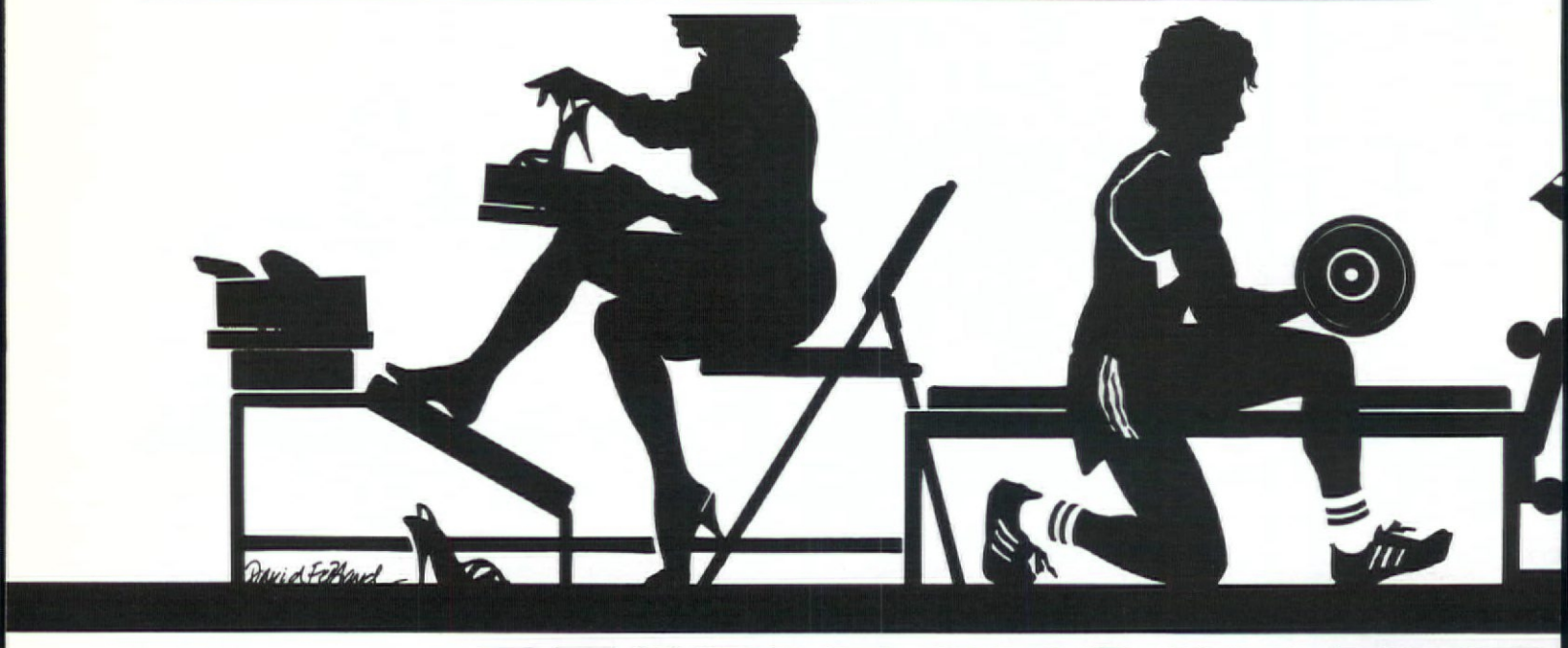
Competitions: ASID awards $2,000 with Joel Polsky Prize

- Entries are now being accepted for the Joel Polsky Prize, given by the American Society of Interior Designers (ASID) in recognition of academic contributions to the interior design profession. Outstanding literature, visual communications, or research is eligible for the $2,000 prize which will be presented at NEOCON, June 1985. **Entry deadline is Dec. 15.**
- A proposed project within a historic area of New York City has been selected as the design problem for the **Society of American Registered Architects (SARA) National Student Design Competition.** Winners will share in cash prizes totalling $4,000. Call 216/455-0074 for a package of descriptive material on the project. **Entries must be received by Oct. 9.**
- Winners of the second **American Society of Interior Designers (ASID)/ Vicrtex National Design Competition** have been announced. Sponsored by L.E. Carpenter and ASID, the competition honors creative concepts in residential or contract design using Vicrtex wallcoverings. Winners in the contract category are: **Lydia Wang,** Lydia Wang & Assoc., ASID; **Janet Pearce,** Janet Pearce Interiors, ASID; **Lynn Langhoff,** Lynn Langhoff Interior Designs, ASID; **Kimberly S. Hunter,** Purdue University; and **Valli Smith,** University of Arkansas.
- Leon Barmache, FASID, has won first prize and honorable mention in the 1984 Curtis-Mathes Competition.

New assignments: GHK tackles seven new projects

New projects being handled by **Griswold, Heckel & Kelly (GHK) Assoc.,** New York, are **American Standard's** Piscataway, N.J. divisional headquarters; **Equitable Life Assurance Society's** corporate headquarters; **Forum Corp.'s** Boston headquarters; and consolidation of **Paine Weber Jackson and Curtis'** New York facilities. The Chicago office's new projects include world headquarters for **Quaker Oats Co.;** headquarters for **Ameritech;** and tenant development work for the **Palmer Group** . . . **Spectrum Interior Design and Space Planners** has been selected as consultant to the Philadelphia relocation of the national headquarters of **Big Brothers/Big Sisters of America** . . . **Skidmore, Owings & Merrill** has been given responsibility for final refinement of the site plan of **Harbor Bay Business Park,** Alameda, Calif. . . . Architecture for the **Hyatt Regency Tech Center,** Denver is a joint venture of **Gelick Foran Assoc. Ltd.,** Chicago, and **WZMH Group Inc.,** Dallas. Interiors are a project of **Trisha Wilson & Assoc.,** Dallas . . . **The Ritchie Organization** has been commissioned by the **Rutland Regional Medical Center,** Rutland, VT., to formulate a Facilities Master Plan for the hospital . . . **Welton Becket Assoc.** will design the new **Metropolitan Detention Center,** Los Angeles . . . **Interspace/Florida** has been retained by Lincoln Property Co. to provide tenant planning for **One Urban Centre,** the first master-planned, mixed-use development to be attempted by political and business leaders in Tampa, Fla.



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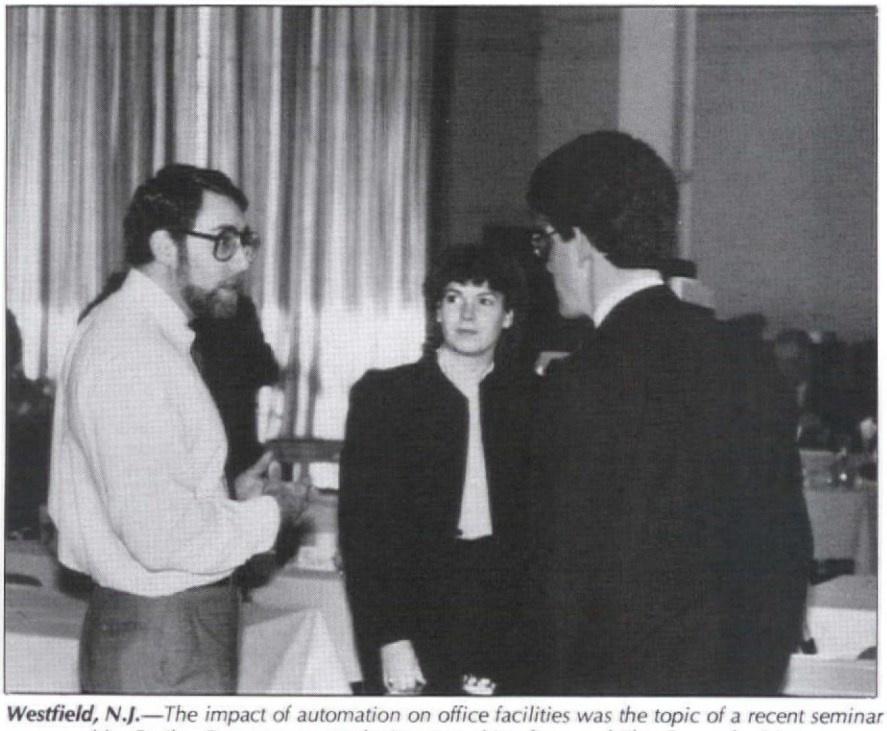
Seminar focuses on office automation



***Westfield, N.J.**—The impact of automation on office facilities was the topic of a recent seminar sponsored by Radley Resources, a marketing consulting firm, and The Center for Management Studies, Fairleigh Dickinson University. The seminar showed facility managers how to integrate new electronic equipment with office design and ergonomics. Pictured (l. to r.) are Mike Wodka, senior associate, The Facility Management Institute; Mary Jean Murphy, Institute senior research associate; and Alan Zimmerman, president, Radley Resources.*

New showrooms: Haworth opens Toronto showroom

Haworth Inc., manufacturer of open office interior systems, has established a showroom at 33 Yonge St., suite 270, Toronto, Canada . . . **The Ginsberg Collection** has relocated its San Francisco showroom to Showplace Square West . . . **Domore** has leased space 510, the World Trade Center, Dallas. Norelle Leinberger is showroom manager . . . Also moving to the Dallas World Trade Center, space 621, is **Scandiline Inds.,** represented by Hetherwick & Assoc. . . . **Stendig Inc.** contracted for showroom space on the top floor of the tower at The Decorative Center of Houston. The space is currently under construction . . . **Lee Jofa** has opened a Dallas showroom at 440 Decorative Center . . . **Michael W. McAdams** is leasing 200,000 sq. ft. of available warehouse space in the Dallas Decorative Center District . . . The following firms have opened showrooms at The Design Center, Washington, D.C.: **Westinghouse Furniture Systems**, suite 719; **Duncan & Huggins;** and **Chapman Mfg.**

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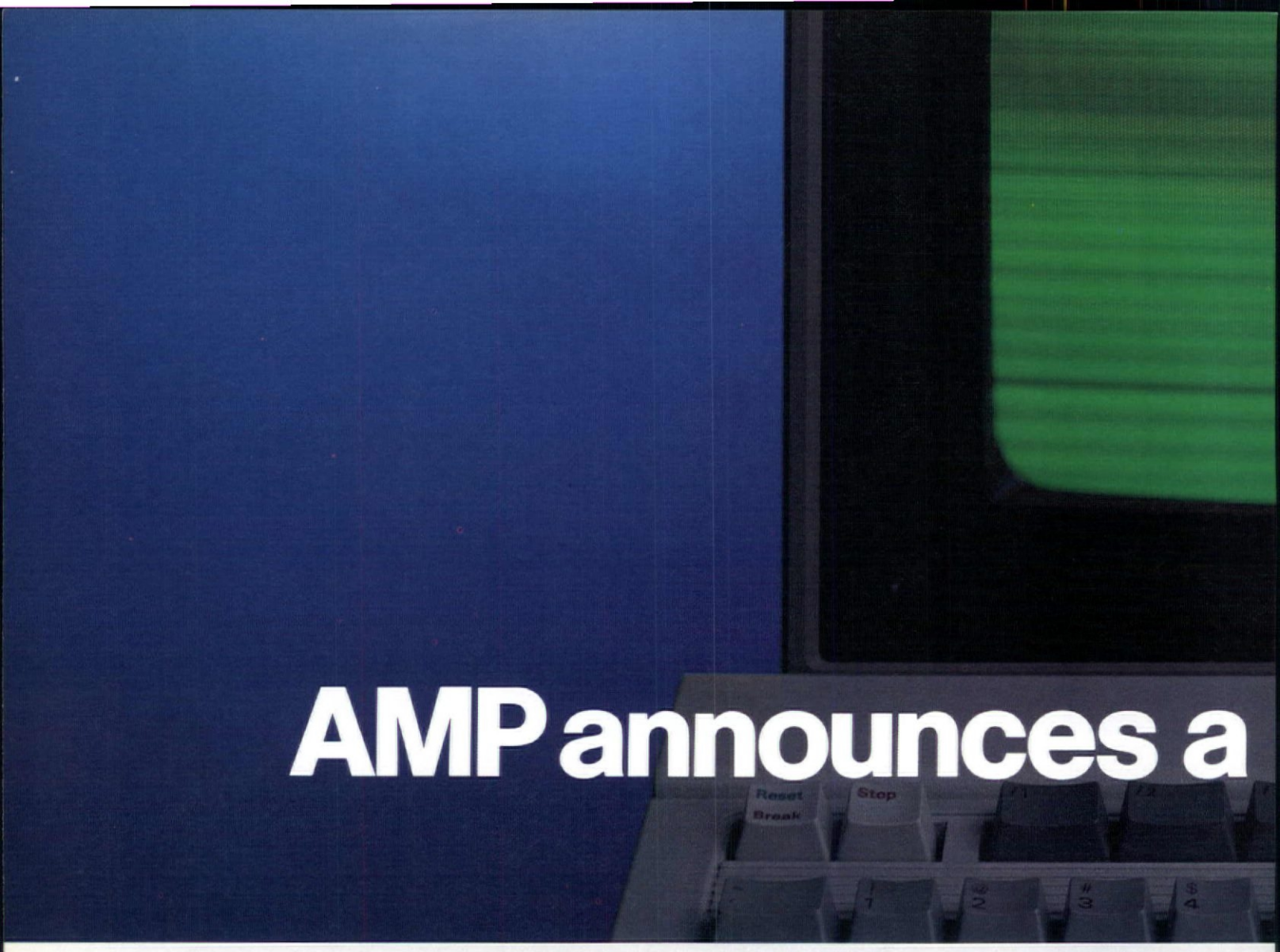
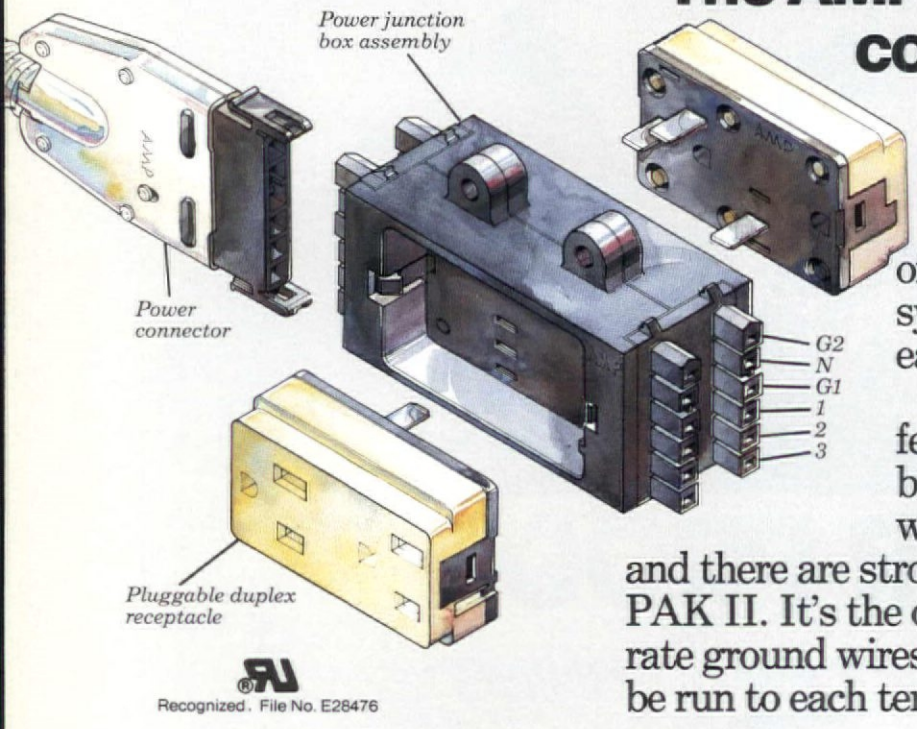


AMP announces a

The AMP PANEL-PAK II six-wire computer power circuits



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The more electrical and electronic equipment in an office, the more complex the problems of installing power, phone and data systems which won't interfere with each other.

The solution to data circuit interference is specifying modular panels built with a six-wire system. But six-wire systems aren't created equally, and there are strong reasons to specify AMP PANEL-PAK II. It's the only one with two completely separate ground wires. This allows totally separate lines to be run to each terminal. And eliminates the possibility

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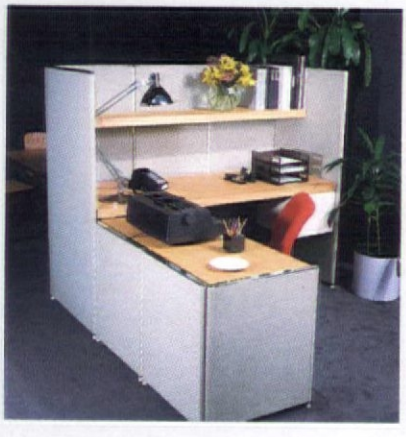
cure for memory loss.

system for modular office panels. It isolates so they can work without interference.

that radiated interference could cause a loss of data.

AMP PANEL-PAK II has other valuable features as well. Its pluggable receptacles are double-sided, so just one unit is needed to power two offices. And the panel connectors feature make-first, break-last safety on both ground circuits.



To find out more about AMP PANEL-PAK II, you can do one of two things. Write to Tom Spadaro for a free copy of "Power Requirements in the Modern Office," AMP Special Industries, Box 1776, Southeastern, PA 19399. Or call him at (215) 647-1000, Ext. 300.

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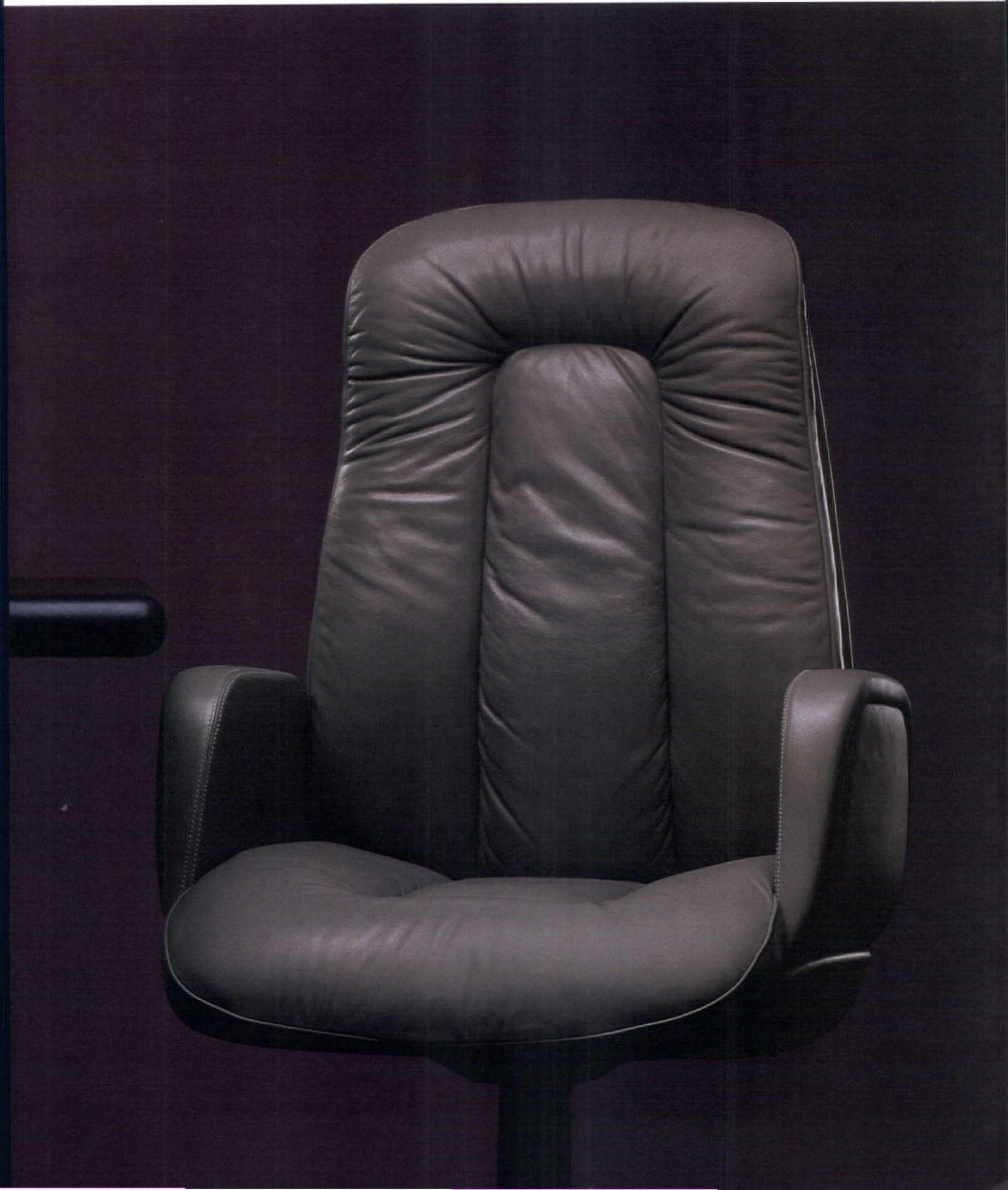

Special events facility at $25 million mart to open in December

Minneapolis—The Atrium at International Market Square, which is currently under construction at the former Munsingwear factory, will provide this city with a full-service special events facility when it opens in December. The glass-roofed multi-level building is located at the center of the new regional design center and furnishings mart also opening at that time.

More than 200 showrooms for contract and residential furnishings, wallcoverings, floorcoverings, lighting, and accessories will occupy International Market Square when the project is completed. Cost for the complex, including The Atrium, is $25 million.

Anywhere from 10-to-2,500 people will be able to use The Atrium for a function or program. The building will also include a restaurant, which will be open on a controlled basis during mart and design center business hours; a lounge; and complete in-house catering services. A complete planning kit for tenants and detailed floorplans are available from International Market Square, 618 Glenwood Ave., Minneapolis, MN 55405; 612/338-6250.

The Atrium at International Market Square will provide this city with a full-service special events facility when it opens in December. It will be capable of accommodating groups ranging from 10-to-2,500 attendees.

New exhibitors, speakers announced for CAD conference

New York—A total of eight new exhibitors have signed for space at the upcoming Computer-Aided Space Design and Management Conference, cosponsored by CONTRACT and *Facilities Design & Management* magazines. The conference will take place November 12-13, at the Omni Park Central here.

In addition, speakers for a bonus session titled "How to Use Computers to Monitor Building Maintenance, Energy, & Security Systems" have been announced. Leading the session will be James Leman, MCC Powers, Northbrook, Ill., and Richard T. Buessing, director, corporate technology, Simplex Time Recorder Co., Gardner, Mass.

The eight new exhibitors who will be featured at the comprehensive two-day event are AutoCAD, Auto-Trol Technology Corp., Computervision Corp., Digital Control Systems, Formative Technologies, Innocrete Systems Inc., McDonnell Douglass Automation, and TRICAD. Limited space is still available to exhibitors and it is advised that interested parties immediately contact Barbara Dales, Gralla Conferences, 1515 Broadway, New York 10036; 800/223-6767. New York State registrants call collect at 212/869-1300.

Designers raise funds to help fight AIDS

New York—A Design and Interior Furnishings Foundation (DIFFA) has been created to raise funds to help combat AIDS (Acquired Immune Deficiency Syndrome).

Funds will be raised by donations from corporations, professional societies, and individuals, as well as by auctions, showroom sales, showhouses, installation tours, and a variety of benefits.

Contributions will go toward research and social services for victims, their families, and close friends, according to executive committee chairman Larry Pond, vice president, marketing, Stendig.

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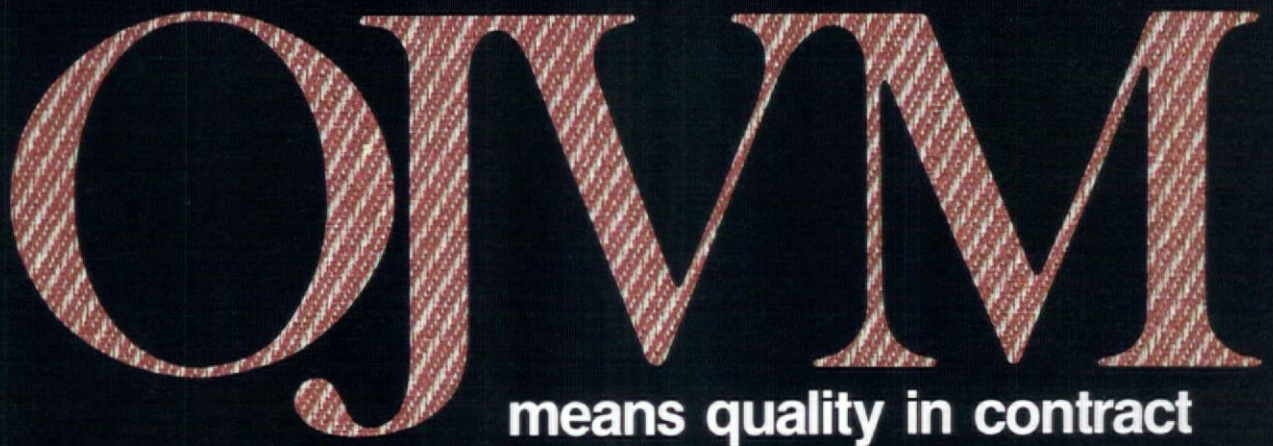

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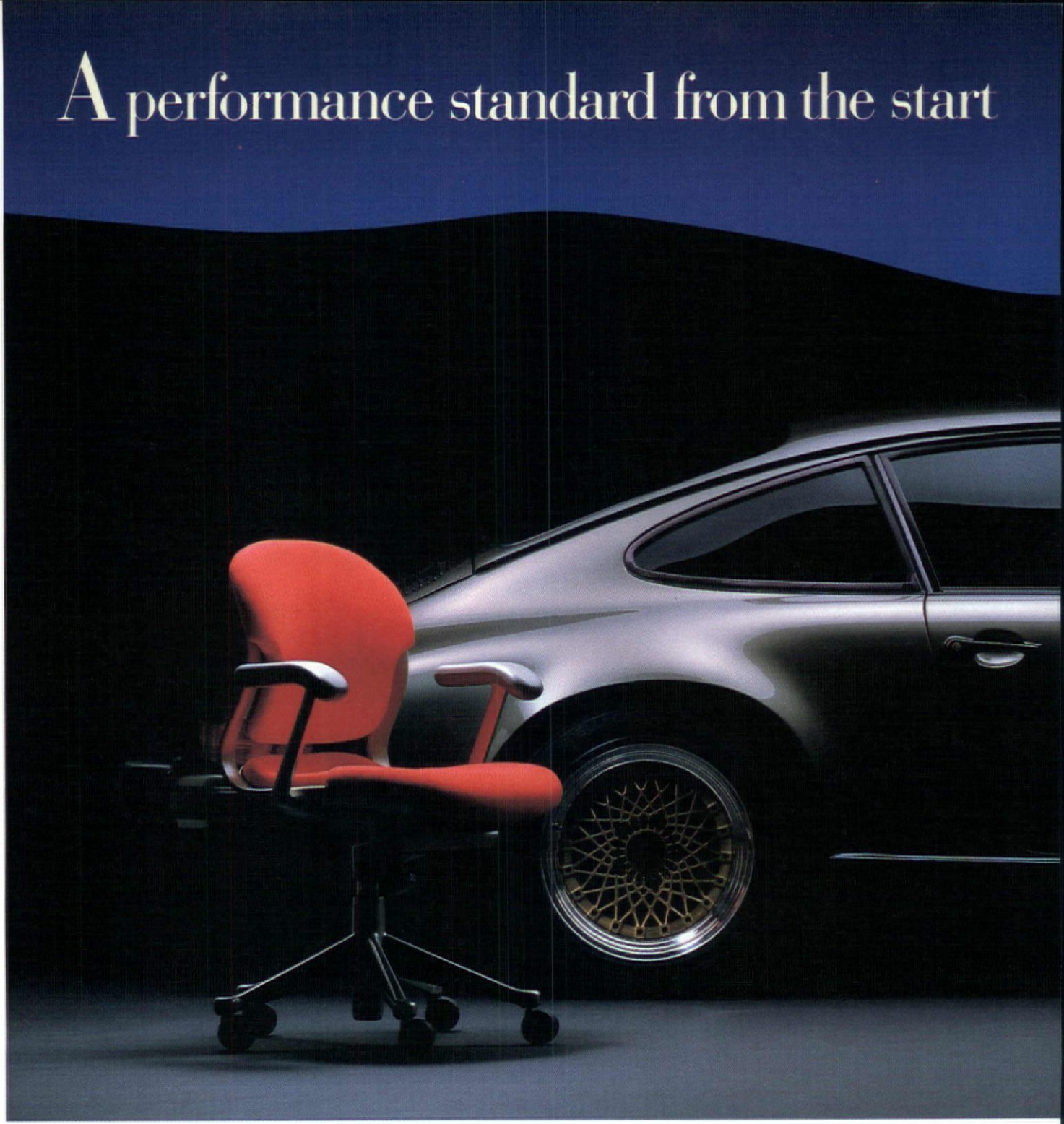

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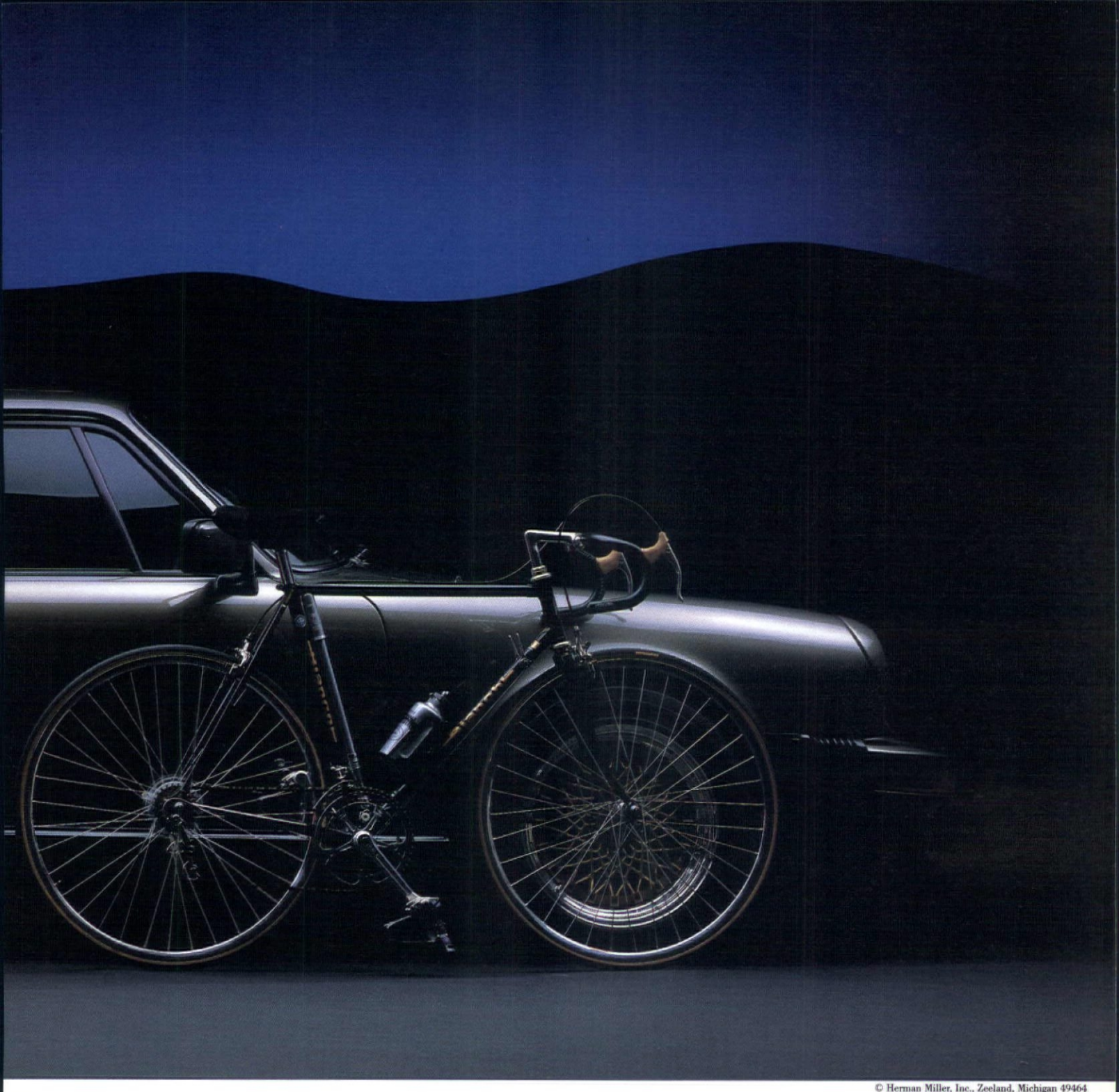

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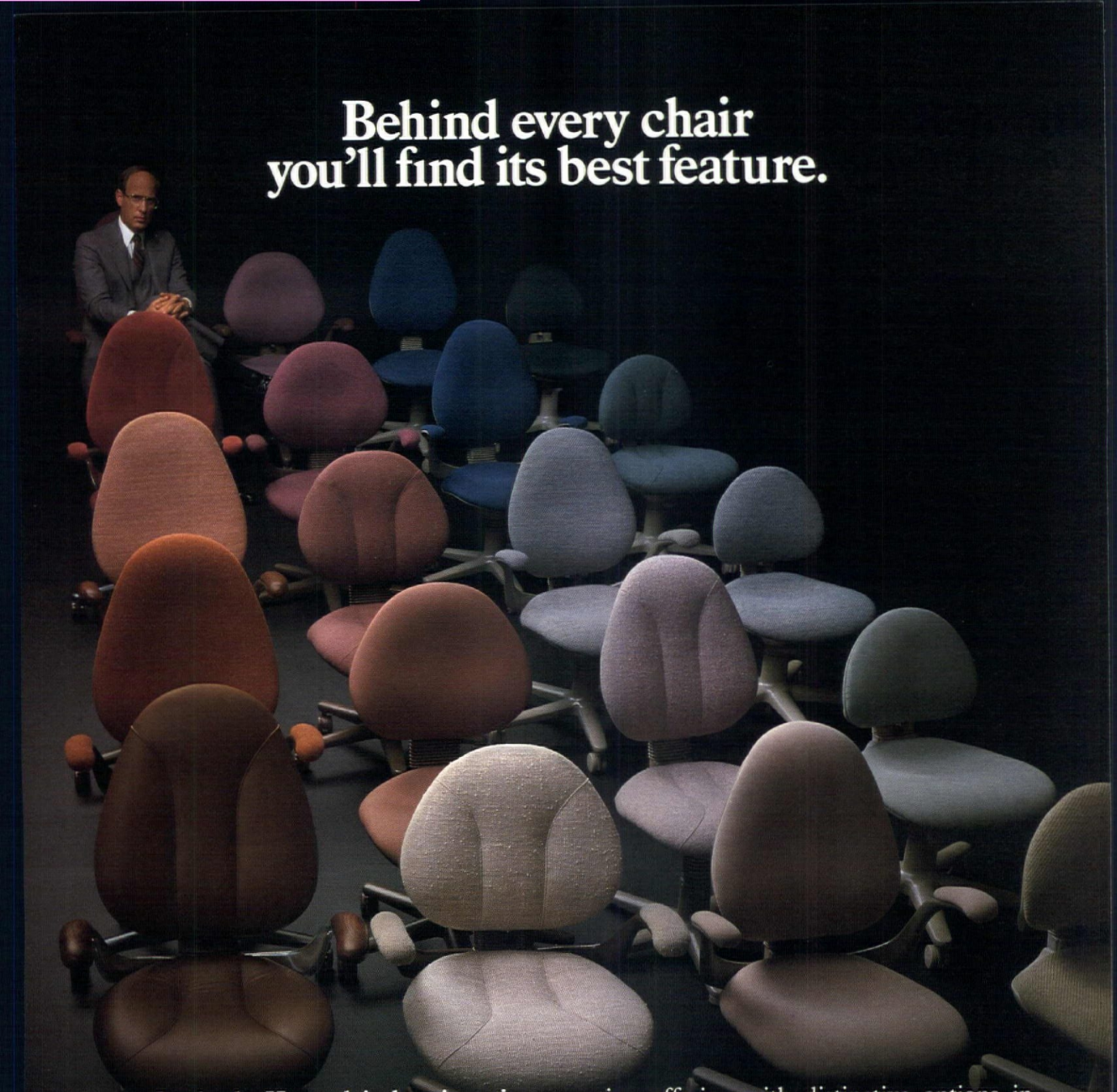

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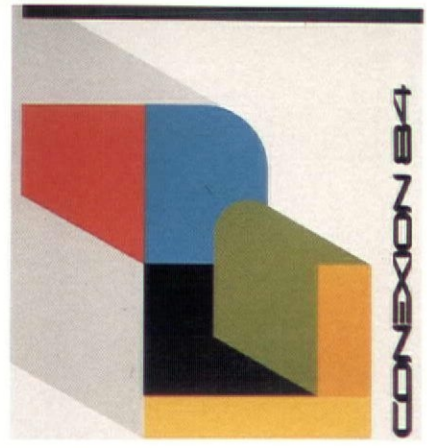
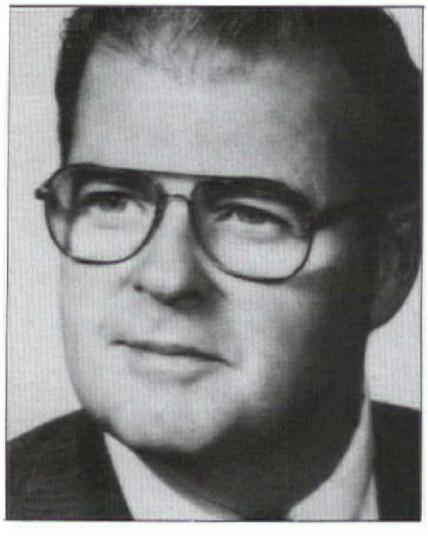
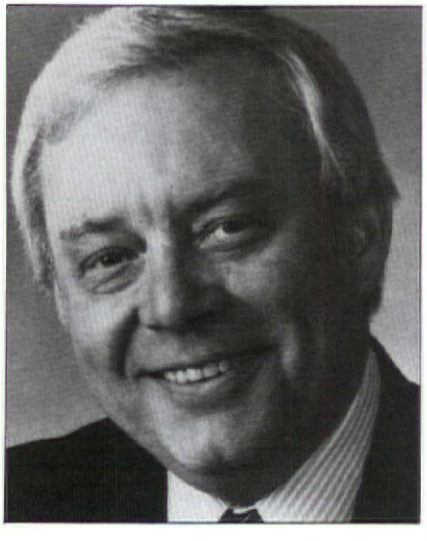


Expanded exhibit area, educational & social events highlight 3-day event of CONEXION '84, Atlanta





Stephen D. Channer (top), executive director, BIFMA, presents "Standards In The Electronic Office," on Friday, November 2. Arthur B. Williamson, director of office and contract furnishings, NOPA, moderates "The Changing Contract Furnishings Industry" on the same day.

Educational and social events plus nearly 300 exhibitors on two floors of exhibit space will highlight CONEXION '84 during its three-day run, November 1-3, at the Atlanta Market Center (AMC), Atlanta. A major commercial design market for the southeastern design industry, this year's show will accommodate more exhibitors than its 1983 debut with the addition of a 30,000-sq.-ft., first-floor roomette area. Focal point of the product displays, however, will be a second-floor exhibit hall.

A number of educational events are planned, such as facility tours to The Marriott Marquis Hotel, a 52-story hotel featuring a 9-million-cu.-ft. atrium and skylight roof, and the Georgia Power Company, a 24-story laboratory featuring one of the largest solar systems for climate control and water heating of any commercial building in the United States. Seminars on a variety of design issues will also be offered.

All of these events are under the aegis of AMC and participating manufacturers, and will give attendees the opportunity to see trends in the making, learn more about the industry's contemporary directions, and absorb ideas which can promote success, according to AMC management. A schedule of activities starts on page 56.

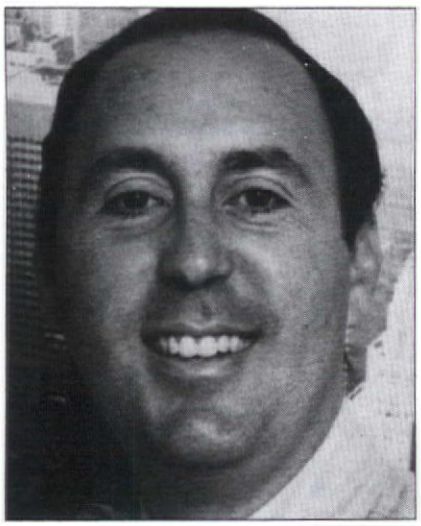
A series of mini-seminars, backed by the American Society of Interior Designers (ASID) Industry Foundation and hosted by Foundation-member manufacturers in their showrooms (floors three through six) are also scheduled. Two programs geared for design students will be held during CONEXION's last day, Saturday, November 3.

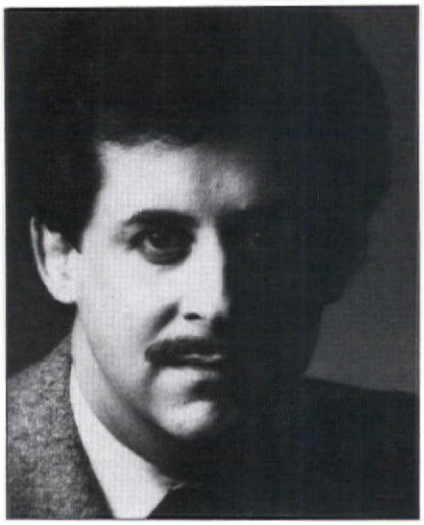
'Mask-erade' Gala

Highlighting the show's social events will be the CONEXION Gala, Wednesday, October 31, at 8 p.m. This Halloween night "Mask-erade" party, hosted by AMC, will be held in the Fox Theatre's Egyptian Ballroom and will feature an open bar, buffet, dancing, and live entertainment. Admission to the party is $15 per person.

Raul de Armas, Skidmore, Owings, & Merrill, New York City, presents the

Raul de Armas (below, l.), Skidmore, Owings, & Merrill, presents his recent work, philosophy, and design influences during the keynote address, "Design Profile," on Thursday, November 1. Eugene M. Daniels (below, r.), FIBD, national president, IBD, presents "The Designer's Challenge: A Changing Profession" during IBD's luncheon on Friday, November 2.





keynote address on Thursday, November 1. He will discuss his recent work, philosophy, and the influences behind his approach to the design process. A keynote reception follows.

In addition to numerous product displays, the Mart's permanent floorcovering, decorative accessories, and furniture showrooms with contract lines will be open during the show, and shuttle service will be provided between the Mart, AMC's Atlanta Decorative Arts Center, and other participating contract showrooms in the Atlanta area.

To further enhance attendee interest, education, and enjoyment, CONEXION has been timed with other industry events taking place in Atlanta. It will tie into the Georgia Association of the American Institute of Architects (AIA) annual convention as well as the Atlanta AIA's Archifest, a yearly celebration of the "built" environment featuring seminars, lectures, tours, and a variety of social events.

In addition, the Georgia chapters of ASID, Institute of Business Designers (IBD), and International Facility Management Association (IFMA) will hold open meetings at the Merchandise Mart.

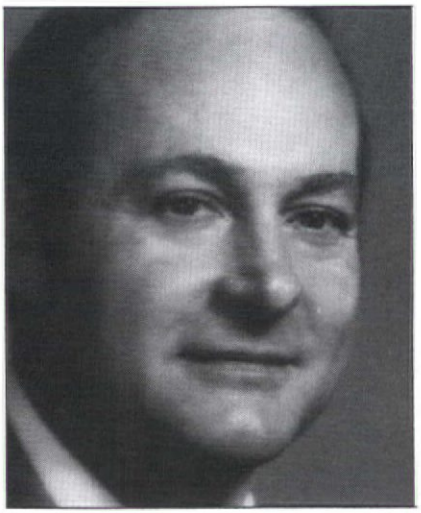
Serving on the show's 1984 advisory board are: Stanley Abercrombie, *Interior Design* magazine; Nancy Boyer, representing IBD; Bill Bradfield, John Portman & Associates; Anne Breckenridge, The Coca-Cola Company; Peter Butler; Southeast Wholesale Furniture Company; Dennis Cahill, *Interiors* magazine; Len Corlin, editor and co-publisher, CONTRACT magazine; Sonny Dellinger, Peachtree Purchasing Co.; Peter Hand, representing AIA.

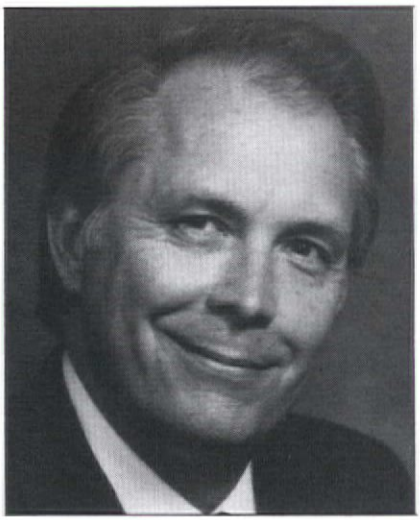
Also on the board are J. Sean Hanrahan, Gilford Inc.; Gerald Leifer, Collins & Aikman Corp.; Alan Lenowitz, Herman Miller Inc.; Ted Mathews, Steelcase Inc.; Bill McGehee, Knoll International; Ron Van Gelderen, The Carpet & Rug Institute; Ann-Marie Walsh, representing ASID; Christine Williams, representing IFMA.

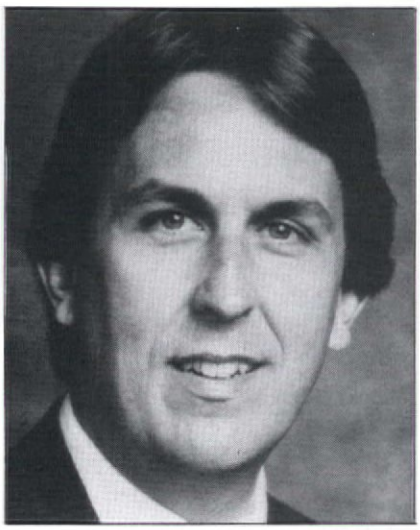
For more information on CONEXION, contact Susan McCart, Atlanta Market Center, 240 Peachtree St. N.W., Suite 2200, Atlanta, GA 30043; or telephone 404/658-5672. □

Continued

Addressing trends and forces in today's contract furnishings industry during "The Changing Contract Furnishings Industry" seminar on Friday, November 2, will be (top to bottom) Thomas L. Bolton, Ivan Allen Company; George M. Brandon, Carithers-Wallace-Courtenay; R. William Murray, Ball Stalker Company.







Thomas Frank (top), FASID, ASID Computer Systems Inc., presents an ASID seminar, "Computer Systems For The Design Professional," on Wednesday, October 31. Sarah Tomerlin Lee (bottom), ASID, Tom Lee Ltd., presents innovative approaches to hotel design during "Where Are You Anyway?" on Saturday, November 3.

CONEXION SCHEDULE OF EVENTS

Wednesday, October 31

9 a.m.-5 p.m.	ASID Seminar: "Computer Systems For The Design Professional," Thomas Frank, FASID, ASID Computer Systems Inc. Merchandise Mart, 22nd Floor.
8 p.m.	CONEXION Gala—"Mask-erade" party. Fox Theatre, Egyptian Ballroom.

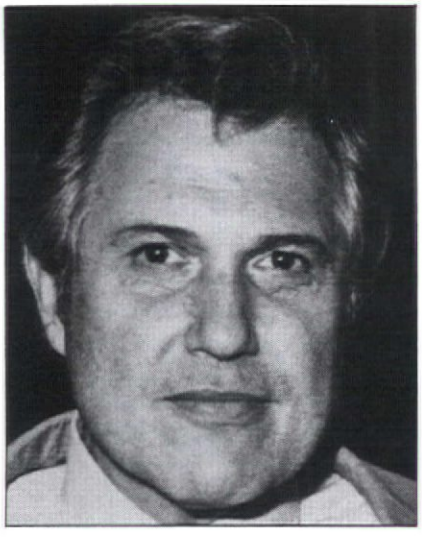
Thursday, November 1

8:30-10 a.m.	Facility Tour: The Marriott Marquis Hotel.
8:30-10 a.m.	Facility Tour: Georgia Power Company.
8:30-10 a.m.	"Design Decisions: TVA's 600,000-Sq.-Ft. Office Of Power," moderated by Len Corlin, editor and co-publisher, CONTRACT magazine. Speakers: Richard Stonis and Caroline Nelson, both of Associated Space Design. Merchandise Mart, 22nd Floor.
10 a.m.-5 p.m.	Product Displays
10-11 a.m.	"New Concepts In Planning The Electronic Office," moderated by Anne Fallucchi, editor, *Facilities Design & Management* magazine. Speakers: William Pulgram, AIA, ASID, Associated Space Design; Christine Williams, Arthur Andersen & Co. Merchandise Mart, 5A7.
12 noon-2 p.m.	IFMA Luncheon—IFMA overview and review of IFMA Database, Christin Grant, Facility Management Institute; Christine Williams, president, IFMA, Atlanta Chapter, and regional vice president, IFMA, Southeast region. Merchandise Mart, 22nd Floor.
3:30-5 p.m.	Facility Tour: Georgia-Pacific Center.
5:15 p.m.	ASID Display Awards Presentation.
5:30-6:30 p.m.	Keynote Address: "Design Profile," Raul de Armas, Skidmore, Owings, & Merrill. Apparel Mart Atrium Theater.
6:30-7:30 p.m.	Keynote Reception. Apparel Mart Atrium Theater.

Friday, November 2

8:30-9:30 a.m.	"The Changing Contract Furnishings Industry," moderated by Arthur Williamson, NOPA. Speakers: Thomas Bolton, Ivan Allen Co.; George Brandon, Carithers-Wallace-Courtenay; R. William Murray, Ball Stalker Co. Merchandise Mart, 22nd Floor.

Len Corlin (l.), editor and co-publisher, CONTRACT magazine, will moderate "Design Decisions: TVA's 600,000-Sq.-Ft. Office Of Power," on Thursday, November 1. Designers addressing this topic will be Richard E. Stonis (center) and Caroline C. Nelson (r.), both of Associated Space Design, Atlanta.



8:30-10 a.m.	Facility Tour: The Ritz-Carlton, Buckhead.
8:30-10 a.m.	Facility Tour: The Coca-Cola Company (North Avenue Tower).
10 a.m.-5 p.m.	Product Displays
10-11 a.m.	"Standards In The Electronic Office," Stephen Channer, BIFMA. Merchandise Mart, 5A7.
11 a.m.-12 noon	Mini-Session Showroom Seminars:
	"Modular Carpets & Flat Wiring," John Rearden, Jr. and Leif Narvesen, both of Bigelow. Merchandise Mart, 6A1.
	"Carpet & Modular Tiles: The Electronic Office," Larry Ward, Collins & Aikman, and Judy Wimpress, Allied Fibers. Merchandise Mart, 3C9.
	"The Hi-Tech Approach To Patterned Carpet," John Sturdy, Harbinger. Merchandise Mart, 3F1.
	"Interiors for 1984: Styling And Color Trends In Contract Carpeting & Fabrics," David Oakey, Milliken. Merchandise Mart, 6A2.
	"Axminsters: Design Conception To Installation," Michelle Wildenhaus, The Wool Bureau. Merchandise Mart, 6F11.
12 noon	IBD Luncheon—"The Designer's Challenge: A Changing Profession," Eugene Daniels, FIBD, national president, IBD. Merchandise Mart, 22nd Floor.
2-3 p.m.	Mini-Session Showroom Seminars. See schedule for Friday, November 2, 11 a.m.-12 noon.
5-6 p.m.	"How To Profit In Contract Design," Andrew Loebelson, Building Programs International. Merchandise Mart, 22nd Floor.
7-9 p.m.	Archifest Cocktail Party. Colony Square Mall. For more information, contact Dorothy Spence, AIA, Atlanta Chapter, at 404/873-3207.

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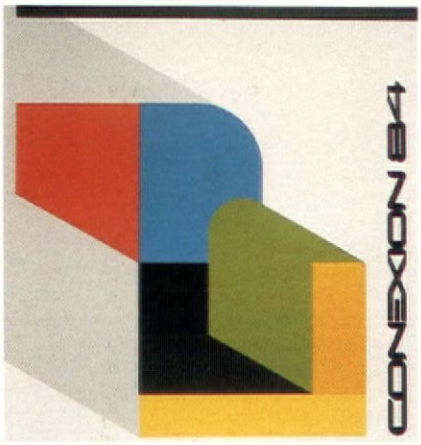
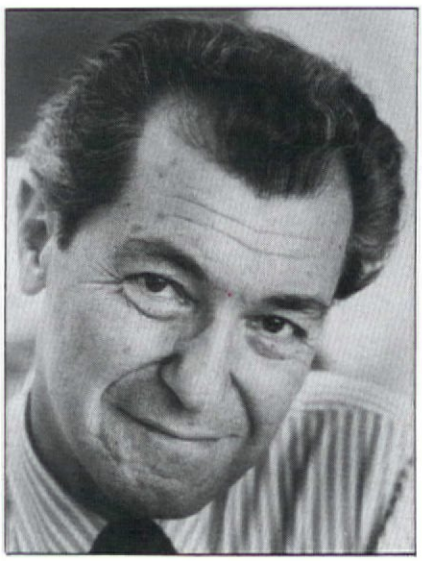


Anne Fallucchi (top), editor, Facilities Design & Management *magazine, moderates "New Concepts In Planning The Electronic Office" on Thursday, November 1. Sharing theories will be William L. Pulgram (center), AIA, ASID, Associated Space Design, and Christine H. Williams (bottom), Arthur Andersen & Co. Williams will also speak during IFMA's luncheon on Thursday, November 1.*



CONEXION SCHEDULE OF EVENTS

Saturday, November 3

9-10 a.m.	"Where Are You Anyway?" Sarah Tomerlin Lee, ASID, Tom Lee Ltd. Merchandise Mart, 22nd Floor.
10 a.m.-4 p.m.	Product Displays
10-11 a.m.	Student Seminar: "NCIDQ Rules," Louis Tregre, FASID, chairman, NCIDQ. Merchandise Mart, 5A7.
11 a.m.-1 p.m.	ASID Luncheon—"Recent Commercial Projects By Southern ASID Designers," Muriel Chess, *The Designer.* Merchandise Mart, 22nd Floor.
2-3 p.m.	"Computers For The Design Office," Thomas Frank, FASID, ASID Computer Systems Inc. Begins in Merchandise Mart, 22nd Floor and ends in second floor exhibit hall.
2-3 p.m.	Student Seminar: "Portfolio Presentations & Resumes???" Charles Gandy, ASID, C. Gandy & Associates Inc. Merchandise Mart, 5A7.

Reservations and fees are required with most events. For more information, contact CONEXION's Public Relations Department, The Atlanta Market Center, 240 Peachtree St. NW, Suite 2200, Atlanta, GA 30043; 404/658-5629.

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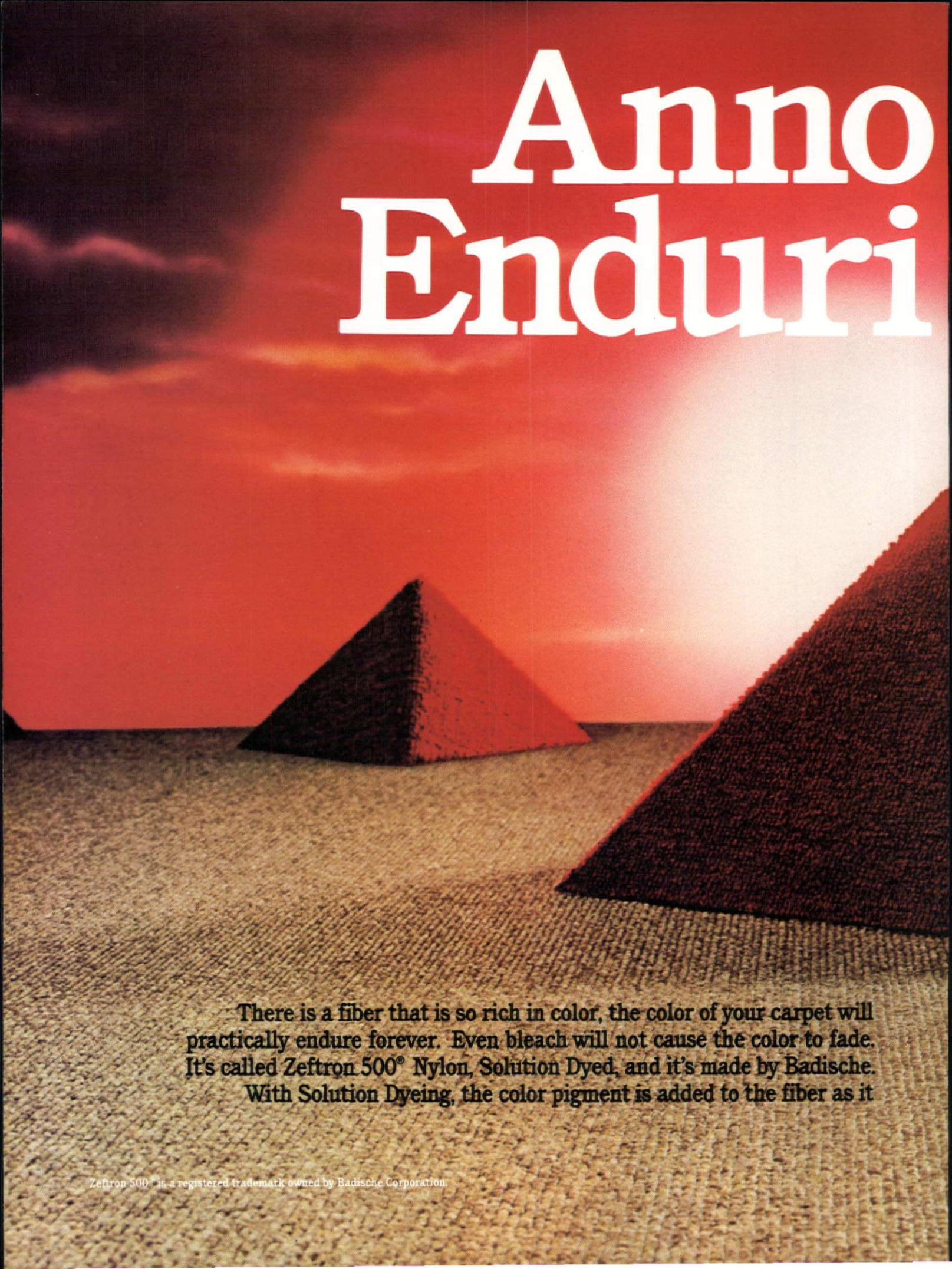
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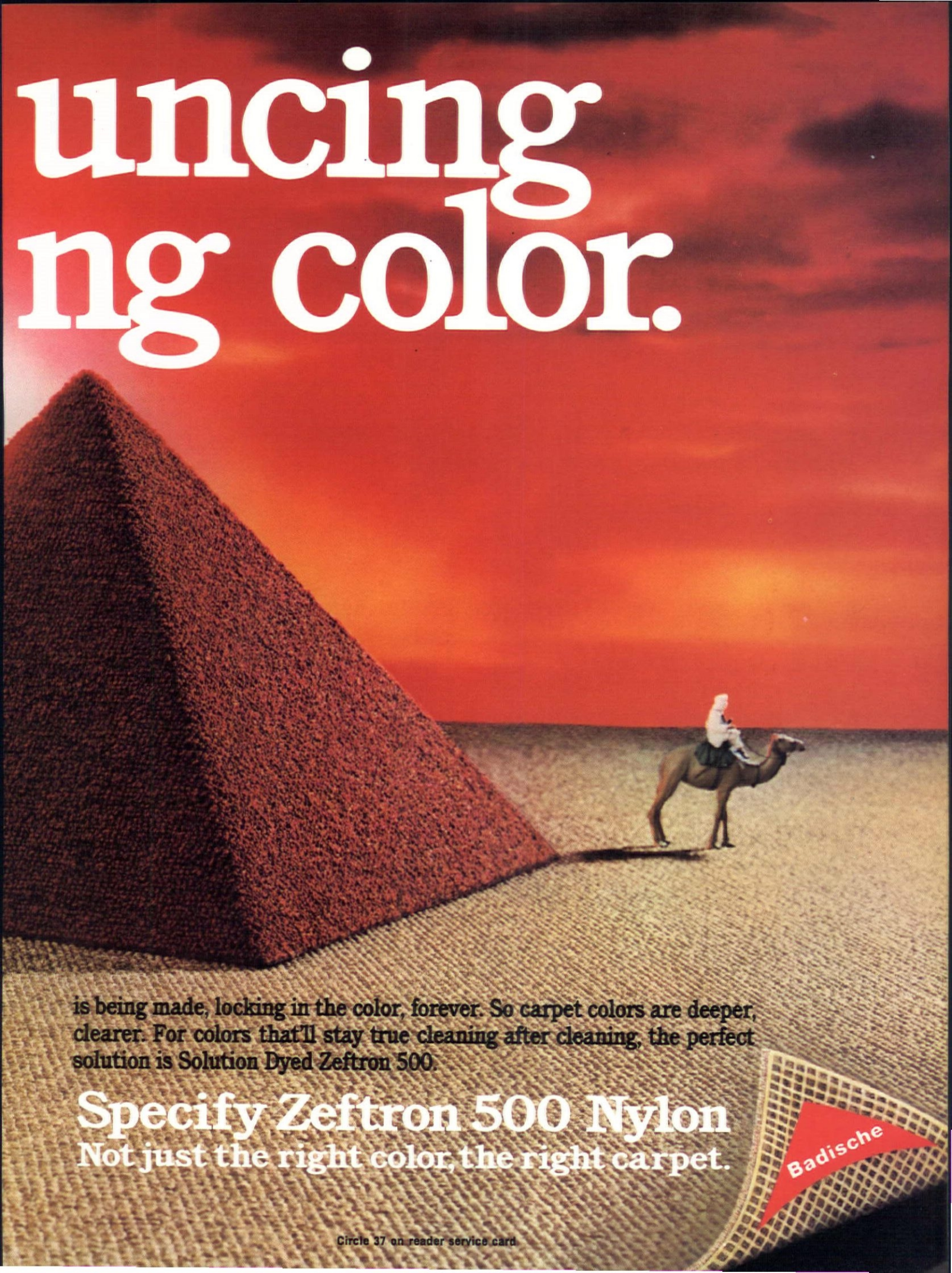

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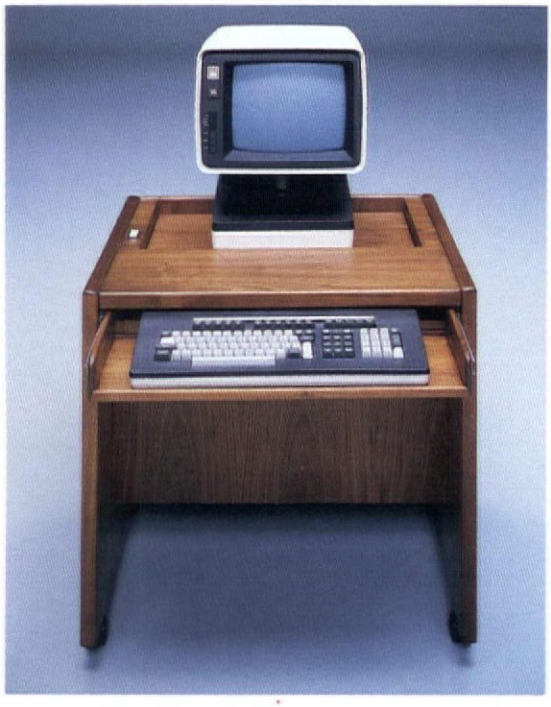

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CONTRACT QUOTES

SUCCESSFUL LIGHTING FACES TWO ISSUES

David Malman, IALD
Principal
Architectural Lighting Design
San Francisco—

"Lighting design bridges the gap between interior design and engineering. It must participate in both esthetic and technical issues, and a successful lighting design will be judged on the basis of both those issues. It begins as a design discipline, but technical expertise is needed so that the effect created is the effect envisioned. Lighting can't simply be applied to a room the way paint can be put on a wall. It must come from specific pieces of hardware. It's like choosing a fabric for a chair. Not only must the color be correct, but it must also wear well and fit the chair correctly. Lighting design has to respond to human needs. It's not all that special, but it is a little more difficult because it's more abstract. Lighting design isn't a separate discipline. It is part and parcel of architectural design. You can't see architecture without light, and you can't see light till it strikes the architecture. They need each other."

ESTHETICS OVERLOOKED IN NEW CHAIR INTROS

William Halsey
Vice President, Sales
Modern Mode
Oakland, Calif.—

"The biggest opportunity of designing seating today is that with this product category, the designer has the challenge of introducing an element of grace and esthetics into the office setting combined with ergonomic principles. As with anything that's new, what's been driving everyone so far is the objective of including as many 'bells and whistles' on a chair as possible. Chairs aren't really as mysterious as they appear. Yes, there are essential human factors which require technology in the form of a range of adjustments, but many users seem to be turned off by too much intimidating technology. And, esthetic qualities are being lost in the interest of ergonomics. So far, most chairs have tended to look alike. The industry is caught in this contradiction between function and form."

MFR. TESTS SEATING AFTER INSTALLATION

Thomas Ryan
Vice President, Marketing
American Seating
Grand Rapids, Mich.

"In order to better evaluate how chairs are being used in the marketplace, and to monitor their specification, we've instituted a program on post-occupancy evaluation which is going to evaluate the real environment rather than the theoretical environment. We have to learn more about the trenches. We recently formed a team of on-staff space designers and external consultants from the fields of industrial design and human factors analysis. The team visits our installed clients with a checklist to assess furnishings, space design, etc. Early results of our post-occupancy evaluation indicate that the more adjustments put on a chair, the less likely they'll be used. Thus, our company is seeking an organic adjustment—one that requires little or no adjustment by the user. Growth and long-term product security lie in this area. As user needs more closely align with research and development of new lines, the marketplace will be better served by the manufacturer."

FURNITURE STANDARD ADOPTED AT HOSPITAL

Jacqueline Brooks
Administrator, Support Services
St. Mary's Hospital Medical Center
San Francisco—

"I am the administrative representative on the hospital's safety committee. The number one industrial injury in our hospital involves the back. As a result, we have decided to review purchasing methods and requirements for seating products through St. Mary's safety committee. Specifically, we are buying chairs based on support—not esthetics or operation alone. We have tackled the subject of reviewing capital expenditures in patient accounting, financial analysis, admitting, and visitor lobby among other hospital areas."

NEW CONTRACT CENTER IN SAN FRANCISCO

Tim Treadway
Partner
Bay West/Showplace
San Francisco—

"With respect to our plans for the Contract Center at Showplace Square, the new center will comprise 80,000 gross sq. ft. of specifically contract tenants. Construction is expected to be completed this month, and we are considering a second phase of development of 150,000 to 200,000 sq. ft. to be launched in early '85 for opening in early '87. In San Francisco, there is currently no one contract resource. I see unbridled growth and potential for our mart due to the fact that there is no current competition."

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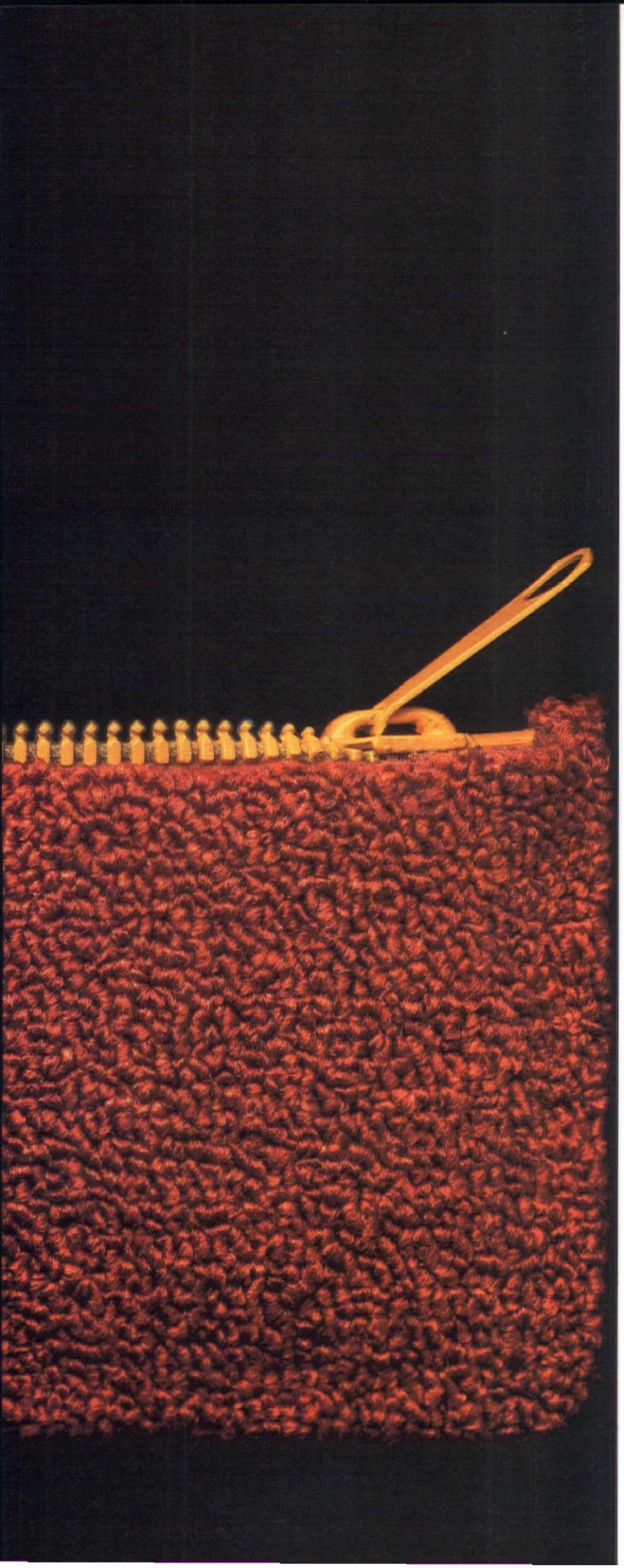

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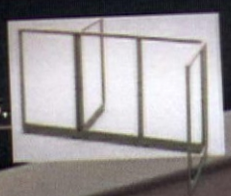

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To find out how System R can give you a framework for change, call toll-free 1-800-253-8104, or write: "Framework" American Seating Inc., Grand Rapids, MI 49504

Artists 'industrialize' to make it in fabric market

By Katherine Forman

When artists Carrie and Gary Golkin formed Art People, a New York-based hand-painted wallcovering and upholstery firm, they realized that industrial-level control of their products would be the key to their success. Wary of ready-made paints and dyes that change color with age, they developed their own hand-mixed paints. As a result, they can guarantee clients exact color match for every fabric roll in an order.

However, this system also benefits clients by offering an almost unlimited number of colors from which to choose. In fact, specifiers may select from a palette of 1,000 colors, 600-to-700 of which are considered standard at all times, when commissioning a fabric. In addition, Art People can match their wallcovering and upholstery hues to those of other fabrics and carpets upon request. All that is required, say the Golkins, is a swatch of the fabric to be matched and, if possible, a flat sample such as a paint chip.

Art People principal Gary Golkin and production manager/colorist Mary Ann Lia work with pigments at the firm's Soho studio. Colors are individually prepared for each fabric and wallcovering ordered by a client.

A teaspoon of blue?

To create the paints used in Art People designs, the Golkins and a staff of eight painters work with pigments contained in vats equipped with spigots. The latter operate like a bar's liquor dispensers to control the pigments' flow.

To determine how much of each pigment is needed for a given color, staffers consult a master guide to every shade and hue ever created by the firm. Then, the appropriate paint mixture is created and applied to the fabric and the design is left to dry. Finally, Art People visually checks all dried designs for color accuracy and makes necessary adjustments in hue. Moreover, the firm guarantees delivery of finished product six-to-eight weeks from receipt of order, even though each of these processes must be accomplished by hand.

According to the Golkins, developing a "mechanized" approach to the art of hand-painting was no easy task. In fact, from the firm's inception in 1976 until recently, the color system was the responsibility of a single staff member who mixed the paints by eye.

Says Carrie Golkin, "When this artist was leaving us to work and study in Rome, we suddenly became aware of the need for a systematic procedure by which anyone could mix the paints. Actually, it was very educational to huddle over the jars of pigment, attempt to nail down an exact interpretation of what the artist called a heaping tablespoon, and translate these terms into how much was needed from a controlled spigot."

Today, Art People offers contract specifiers a group of 40 standard designs on a variety of grounds such as cotton, silk, and linen. Patterns include heavily textured stucco-like fabrics as well as flat, painterly motifs. New to the line are non-painted iridescent fabrics in heavy-texture welt patterns. Called Night Hawk and Orion, these textiles were recent winners of ASID product design awards.

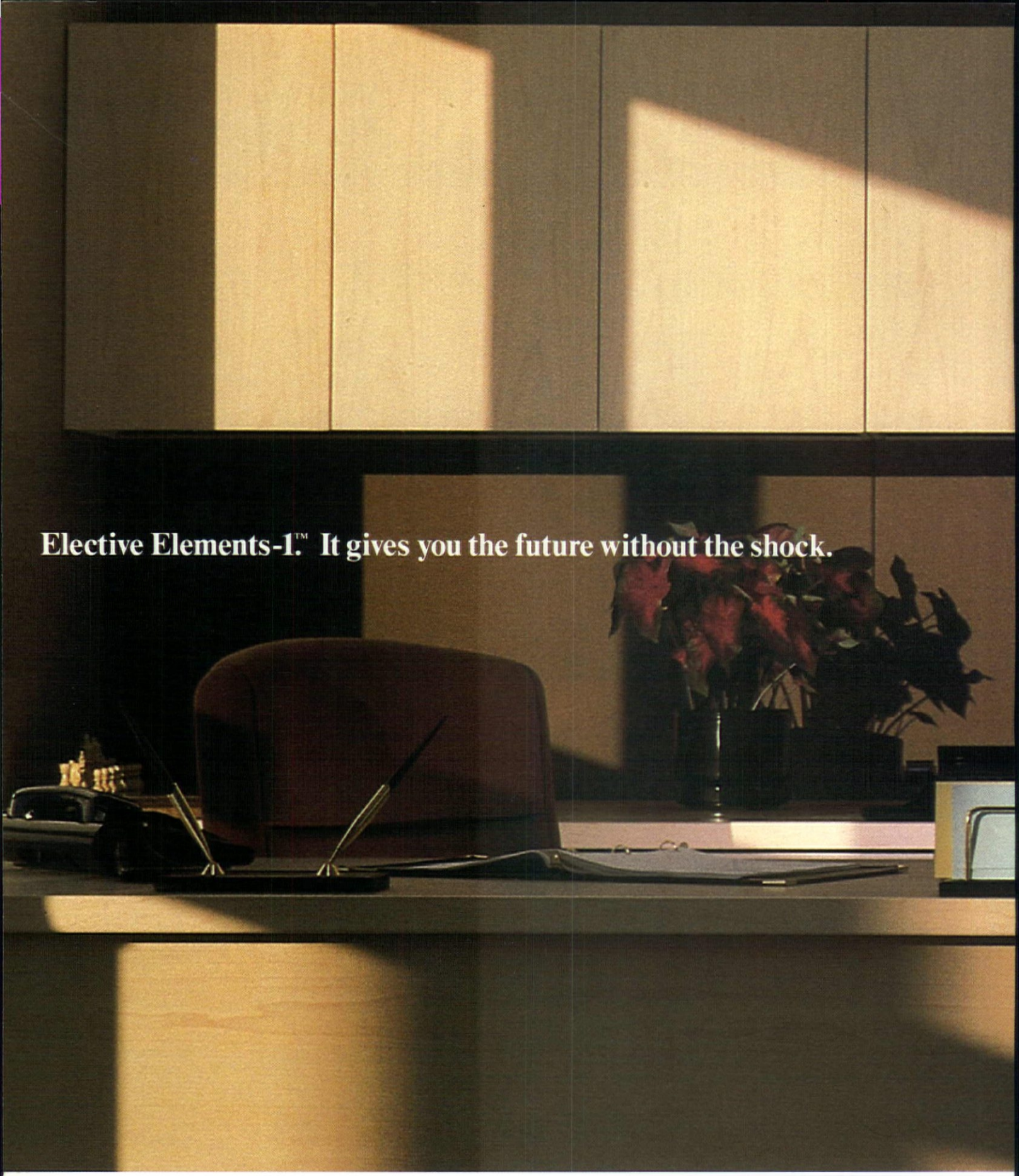
Although the firm has used iridescence to accent painted fabrics for at least five years, its experiments with all-over iridescent fabrics are still in the early stages. Currently, the Golkins are combining warm and cool iridescence in new contract fabrics which will offer the shine of this product in warmer, more neutral casts.

Meet contract schedules

Says Gary Golkin, "Since iridescent powders require light to catch their sparkle and make patterns visible, all adjustments to these fabrics must be done after they dry. Thus, we had to develop a dyestuff method that is quicker than our painted fabric system to meet time constraints in contract projects."

Art People's "industrialized" approach to hand-painted fabrics gives assurance to designers filling volume orders who want the look of hand-craftsmanship without losing quality control. Currently, the firm conducts more than 50 percent of its business in the contract market. For more information on the firm, its design collections, and custom capabilities, contact Carrie or Gary Golkin, Art People, 594 Broadway, New York 10012; 212/431-4828.

Gary and Carrie Golkin review swatches of fabric which they will match for a customer. Behind them is Arizona, a striped, watercolor-like fabric, which is one of the most popular in their collection.



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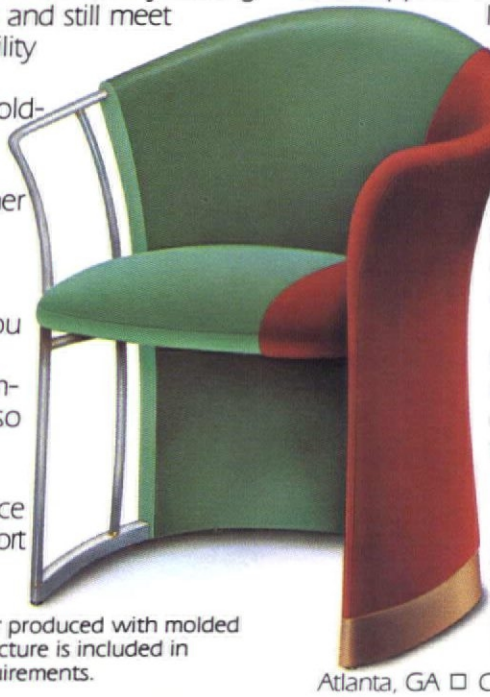

Shelby Williams Model 7270 chair produced with molded Isothane™ CMHR. Metal infrastructure is included in the mold to reduce assembly requirements.

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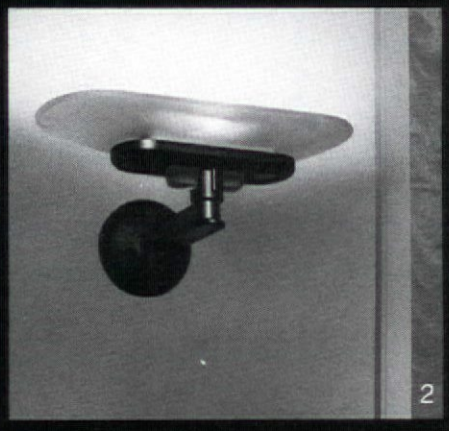
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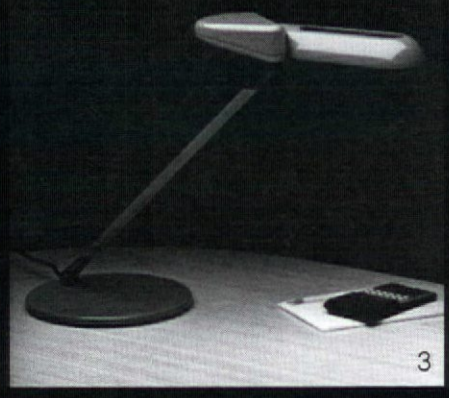
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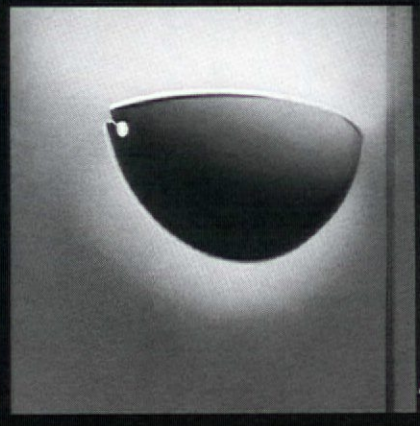
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UL safety standards affect contract market, imports

By Dana Dubbs

Although not an arm of the law, Underwriters Laboratories (UL) Inc.—an organization which tests products for public safety and certifies those which meet its standards—holds considerable and increasing influence in the American contract lighting market.

UL's influence can also be felt in the area of imports. Manufacturers of foreign products (which are gaining in popularity here) are finding that due to differences in European and American standards, dealing with UL can be a time-consuming and costly process. This is in spite of the fact that their products may already meet safety standards of other countries.

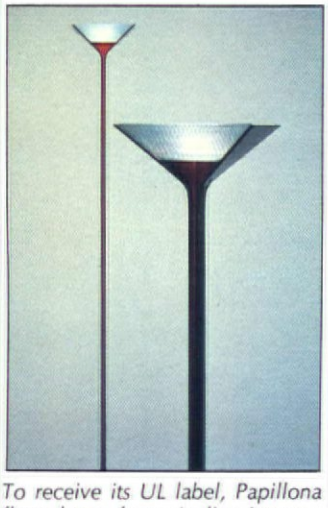
Supported to great extent by insurance companies, UL sets standards for fluorescent, incandescent, H.I.D., track, and stage lighting. Standards cover everything from wire thickness and use of glass, to assembly and packaging as well as performance and markings. Many criteria relate directly to other industry standards such as the National Electrical Code and American National Standards.

UL listing required

Bolstering the influence of UL, numerous governmental bodies require UL-listed products for specification within their jurisdictions, while many contractors and designers will only specify products bearing UL labels for reasons of professional protection as well as public safety.

"The bottom line is that you have to have UL-listed equipment," says Jules Horton, PE, IALD, Jules G. Horton Lighting Design Inc., New York. "It's not just a question of materials being safe, although you should feel reasonably safe that if UL-listed products are used, they will not be the cause of a fire.

"If, however, non-listed products are used at a site and a fire occurs due to those products, the common practice as encouraged by lawyers is for the aggrieved party to turn around and sue everybody in sight," he adds. "In a case like this, where damage may be incurred, it can be difficult to collect from insurance companies."



To receive its UL label, Papillona floor lamp from Atelier International required a heavier gauge wire than was originally planned by Italian designers.

In determining which products meet its safety standards, UL conducts a multitude of product performance tests at its laboratories in Northbrook, Ill.; Melville, N.Y.; Santa Clara, Calif.; and Tampa, Fla. Of these tests, the temperature test is most significant, says Ken Kempel, associate managing engineer, UL.

During this test, temperature is measured at various points along a fixture in a mock-up that resembles the actual installation. Different products have different flammability ratings, but in all cases products may not attain temperatures sufficiently high to pose a fire risk. "Once a product exceeds its rating, all bets are off," says UL's Kempel.

In addition, a probe test ensures inaccessibility of live components to fingers or screwdrivers, and a tip test ensures that products will not tip over when placed on a 10-degree incline. It is only after a product meets all of a standard's requirements that it is issued a label bearing the name of the laboratory.

Compliance ensured

To oversee continued manufacturer compliance with UL standards, the organization maintains a nationwide network of trained inspectors who check on production controls during unannounced factory visits. As a further check, products may be taken from the open market and tested.

As new technical developments and innovations appear in the lighting industry, UL keeps up with the changes by devising new standards or modifying existing ones. Similarly, all label-bearing products must keep up with new requirements to keep their UL-approved status.

On the foreign front, European manufacturers have found that to compete here successfully, their products must have UL labels. However, due to differing European and American standards, this can be a challenging and costly task. Often, products must be modified and the entire procedure from initial UL submission to receipt of labels can take as long as one year, while costing thousands of dollars.

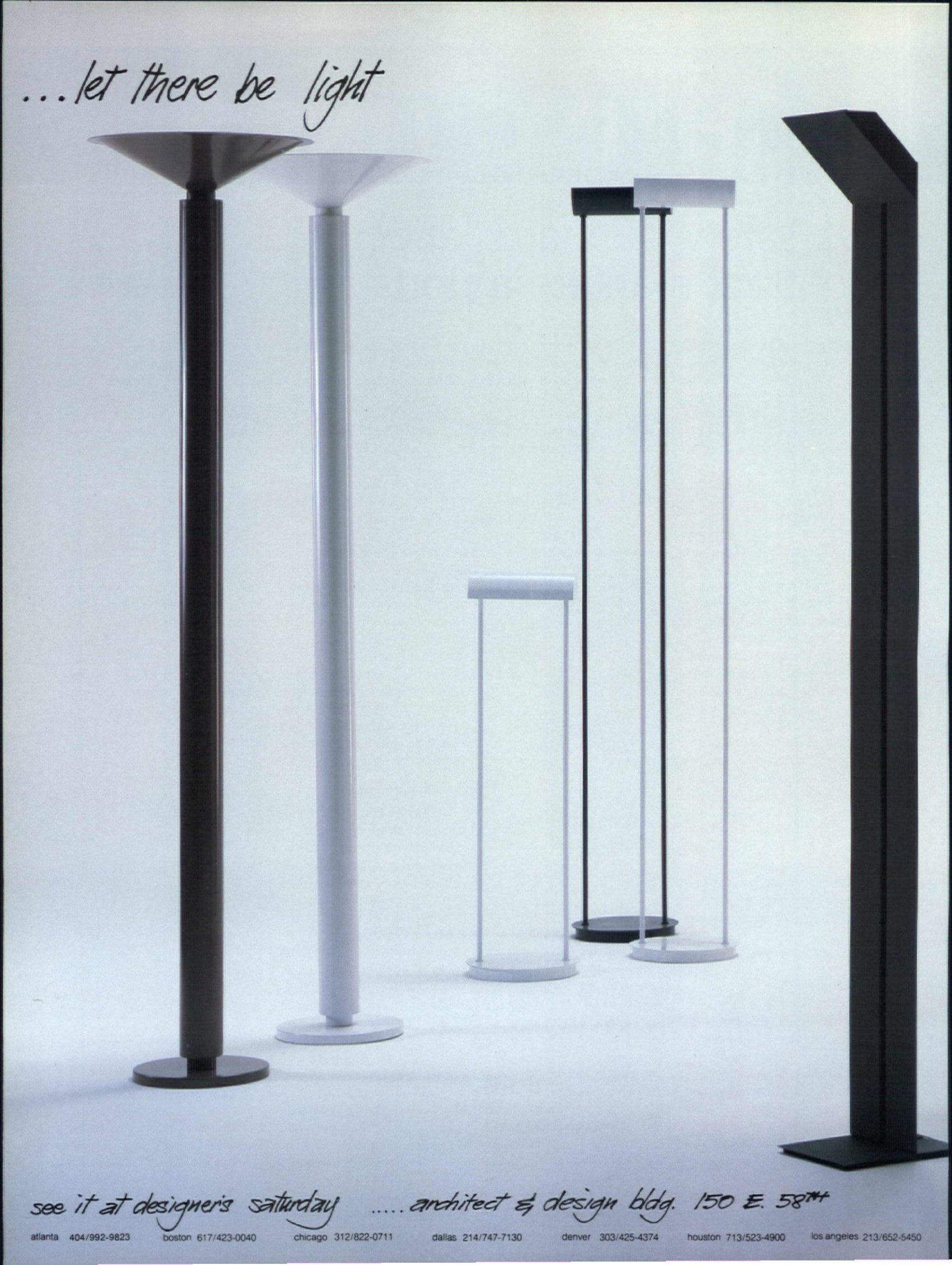
Although engineers routinely make wiring and socket changes on these products, they face the more difficult task of making complex changes without altering the lamp's esthetic quality. This is especially a problem with Italian products which offer some of the most innovative designs on the market today.

Innovative Italian designs such as IPI's Hikary are gaining popularity in the American contract market.

For example, Innovative Products for Interiors (IPI) Inc. has been unsuccessfully working with UL for the past two years to get its products listed.

"UL is very good in that it tries to avoid every possible

(Continued on p. 78)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(Continued from p. 75)

accident, but its requirements are too strict," says Pier Paolo de Angelis, president, IPI. "We have products that don't get listed because a screw may be too long or too short."

De Angelis also admitted that some of his firm's products are never even submitted to UL because, due to their design, they would not pass certain tests. "Unfortunately, we can't change the design because then the esthetic quality would be hurt," he says.

Preliminary tests

On the other hand, Atelier International has been successful at introducing UL-listed Italian designs into the U.S. contract market. The firm works with a consultant familiar with UL procedure and standards, and also conducts preliminary performance tests before submitting its products to UL. In this way, the company is reasonably assured that its products will be listed upon initial submission.

The firm carries non-listed products as well, which Bob Ferraro, Atelier's research and development manager, refers to as one-of-a-kind or specialty items.

"To meet UL requirements, those products require certain modifications which would impinge on their design," he says. "The demand for those products doesn't justify our submitting them to UL."

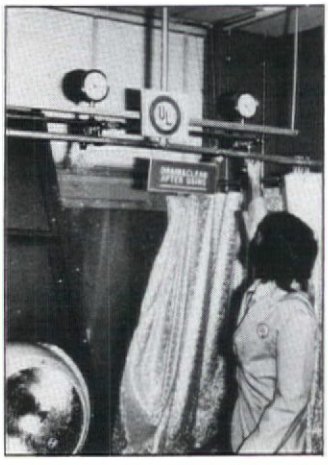
Although foreign designers are aware of the modifications their creations undergo in the U.S., manufacturers say there is little being done to incorporate UL requirements into the designs beforehand.

"Designers can't work with too many limitations," says De Angelis. "They are more concerned with quality, innovation, and creativity than they are with technicalities."

In having such tough requirements, adds De Angelis, UL also protects American manufacturers from a growing foreign influence.

Mfrs. protected

"It especially protects them from Italian manufacturers who pose the biggest competitive threat," he says. "Italian products bring a new concept in lighting to the American market. As a result, the Italian share of the market could change in proportion, and American manufacturers could stand to lose a great deal."



A wet locations fixture (lower left corner) undergoes rain test at UL laboratory, Melville, N.Y.

UL's Kempel, in addressing this trend, notes, "Foreign products are definitely making inroads into the American market, and there is concern on the part of American manufacturers that foreigners are taking away a large share. But, it is not true that UL is protecting American manufacturers.

"We are protecting the American consumer," he adds. "There's no requirement that stipulates a manufacturer must come to UL for testing. It is done voluntarily. Our interest is in safety."

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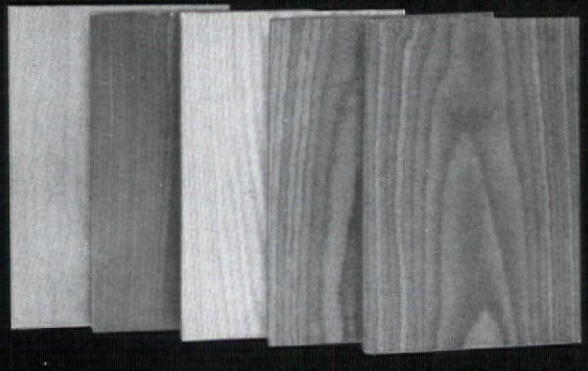

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LOUVERDRAPE VINYL MIST PATTERN 21 / INTERIOR: SUE WILSON DESIGN

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PERFORATED SOLID VINYL VERTICAL BLINDS

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Among those 700 choices, LouverDrape® perforated vinyl louvers are perhaps the most unique. Unique, because a transparent quality is achieved by actually perforating the solid vinyl. Thousands of tiny holes are stamped into the louver creating these delicate patterns. From across the room Vinyl Mist® patterns give the illusion of lace, while retaining the practicality and energy efficiency of solid vinyl.

It's hard to believe the beauty of Vinyl Mist® until it's installed. Even though the louvers remain 87% to 93% solid, the view through the closed louvers is amazingly clear. And you can enjoy that view while the room is protected from glare, sun and solar heat. In fact, Oyster Beige Vinyl Mist® louvers reflect as much as 65% of the solar radiation striking the window.

LouverDrape® Vinyl Mist® — a strikingly beautiful, reasonably priced, low maintenance window treatment. Protect your furniture and carpet from the sun without giving up that beautiful view.

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The surest choice in contract furniture

QUICK-SHIP SEATING

If you've never worked with Continental Imports before, there are a few things you should know.

For example, we offer over 47 different contemporary quick-ship seating products, all available in over 177 designer fabrics. Multiply that out, and you get enough choices to satisfy even the most difficult client, and your own penchant for design flexibility and creativity.

We also offer one of the fastest, most efficient quick-ship programs in the business . . . a good thing to know when you're in a time bind.

Combine all that with our dedication to quality, the fact that our prices are within your budget, and our more than 37 years of experience, and you'll see why we're the surest choice in contract furniture.

Call or write today for your free Continental Imports Quick-Ship Catalog: Continental Imports, 3901 Main Street, Philadelphia, PA 19127; 215-482-8000.

Continental Imports offers over 177 Designer Fabrics for all quick-ship seating.

Continental Imports, 3901 Main Street, Philadelphia, PA 19127; 215-482-8000.

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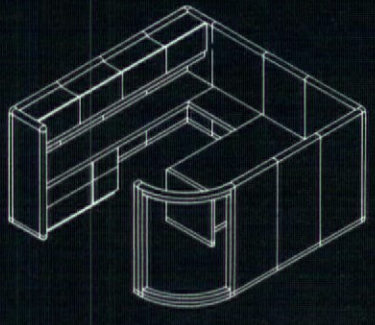
We've learned to define space from a master.

Introducing The Natural System



Nature has taught us a most valuable lesson. When form follows function, the result is always simplicity and beauty.

To create our environmental system, we've used that knowledge. The result is The Natural System, an entirely new way of defining space.

Circle 200

By applying new principles of design, we've been able to make The Natural System lighter yet extremely stable.

A unique base design makes installation much faster and easier, and therefore, more economical.

The location and size of the raceways in The Natural System gives new flexibility in placement of electronic and electrical accessories, both during initial installation and as changes are required.

And, as in Nature, the optimum practicality of The Natural System has brought with it optimum beauty . . . grace and simplicity.

The Natural System: a new concept in environments based on an old concept in Nature.

MODULAR DESIGNS

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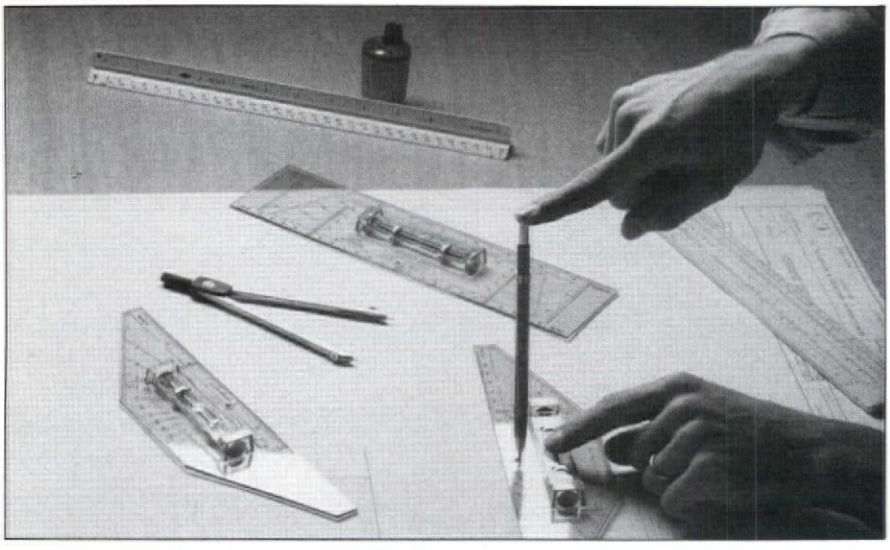


Drafting tools offer long service life

Put-lines Mfg. Co. uses Lexan polycarbonate resin to mold its line of transparent drafting templates. This material gives tools superior strength over commonly used acrylic plastic, providing a long service life. Impact strength of product line is 30 times that of acrylic to protect against chipping and breakage. Small, rolling wheels on the template's underside provide precise, linear movement across paper and other textured surfaces. **Circle No. 208.**

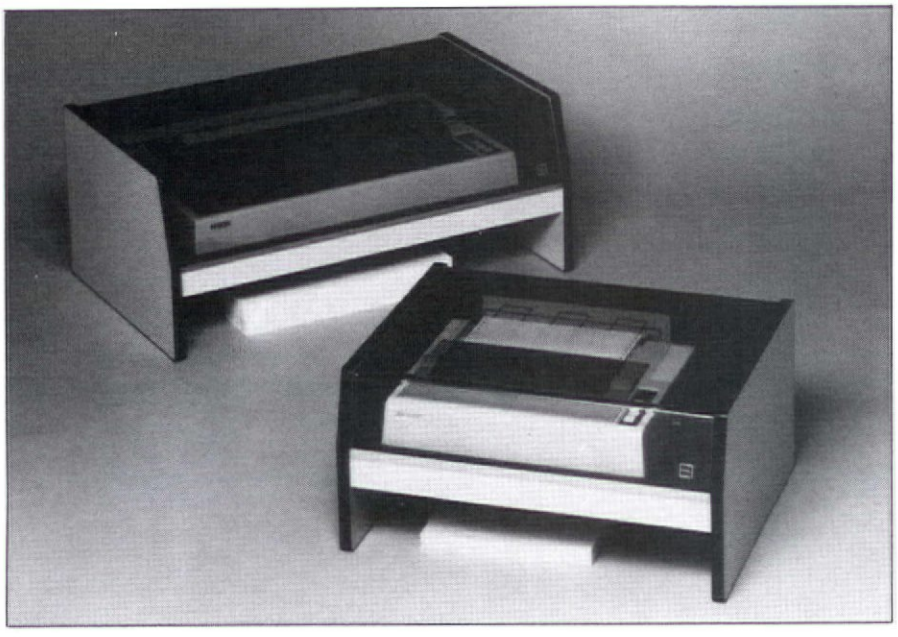
Workcenter uses vertical space

Wright Line's PC WorkCenter uses vertical space to store and protect all IBM PC components, related equipment, and information media. Made of steel, the WorkCenter is available in 50- or 63-in. heights and in 24- or 30-in. widths. Features include an ergonomically designed, roll-out keyboard shelf for convenient access; sliding printer shelf with self-feeding paper tray; hide-away, locking tambour door; and a bin-drawer. Locking rear panel for proper ventilation, locking casters, and a master on/off switch with circuit breaker and multiple outlets are also standard.
Circle No. 203.

Acrylic computer support furniture visually expands work areas

Acrylic computer support furniture from Akko imparts a spacious look to work areas. With these products, diskettes, manuals, and files can be stored conveniently in sight at all times. Units feature ½-in. thick acrylic with ⅜-in. thick glass-top worksurfaces and double-wheel, chrome-hooded casters. Included in the line are a main computer work table available in three sizes, movable CRT shelf, CRT turntable in two sizes, side table, and printer station with slotted top for paper feed.
Circle No. 206.

Printer sounds dampened with covers

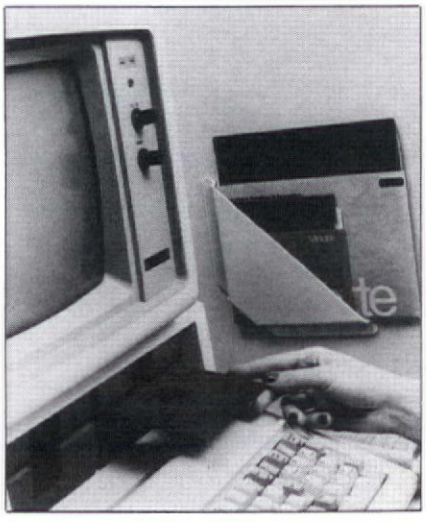


A line of Quiet-Write acoustical covers/printer stands has been introduced by Ring King Visibles. Products dampen sounds from PC matrix printers and elevate printers above their continuous forms supply for maximum space savings. Quiet-Write products feature smoke-tint, acrylic cover and putty-colored, laminate construction. **Circle No. 212.**

Shredder operates via optical sensor

Simplex, an electronic, desk-side shredder from Datatech, is equipped with an optical sensor which automatically switches unit on and off for shredding convenience at the touch of paper. Shredder's solid steel cutting cylinders accommodate up to 10 sheets of paper per pass; staples need not be removed. **Circle No. 210.**

Store diskettes temporarily in holster



Rubbermaid's holster provides a convenient, temporary storage area for diskettes. Via adhesive foam tape, the diskette holster mounts on most non-fabric, vertical surfaces; as many as five, 5¼- or 8-in. diskettes can be held in its protective sleeves. Product helps prevent loss or damage to disks and keeps work areas clutter-free. **Circle No. 205.**

Acoustical printer enclosures reduce computer noise, vibration

The many acoustical enclosures from Insul-Art Acoustics reduce noise from high-speed, computer printers. Patented enclosures reduce noise generated above the 1,000-4,000 kHz range, the range of sound most annoying to the human ear, by as much as 90 percent. Available in a variety of sizes to accommodate most printers, enclosures also feature an isolation chamber that greatly reduces vibration. Abutting surfaces are tightly gasketed to prevent noise leakage and to maintain a dust-free environment. **Circle No. 211.**

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Both catalogs are in full color and both have been designed specifically for the contract specifier, including large product shots that show excellent detail and complete specifications with each picture.

Along with the catalogs you will receive price lists and frame and seating color charts—everything needed to help make your job easier.

To order these valuable catalogs just tear out this page, clip your card to it, and mail to our Brown Jordan Contract Division at the address below.

Brown Jordan

Brown Jordan Contract Division, Dept. XX672, P.O. Box 5688, El Monte, California 91734. Showrooms: Atlanta • Chicago • Costa Mesa • Dallas • High Point • Los Angeles • Miami New York City • San Francisco • Seattle • Washington D.C. • Amsterdam • Dubai • Geneva • Hong Kong • Karlsruhe • Nicosia • Riyadh • Singapore • Sydney

Circle 51 on reader service card

HARTER

Seating: Basic Support for the Integrated Office

In designing a seating system for the task-intensive office environment, the Harter Comfort Concept prevails. This design discipline results in furniture that offers optimum seating comfort and work efficiency.

Wherever you look these qualities are evident. Our S Collection and selected models in the extensive N Collection, for example, feature the exclusive HarterMartinStoll Pelvic Support. It automatically produces proper posture and facilitates good performance for a long duration.

In every case each chair is scaled not only to the environment, but to the person. Backrests are adjustable in height and angle. Seats raise or lower at the push of a lever. Shock-absorbent spring action gently cushions the user when sitting down.

Practical features abound. Legs are covered with a material that withstands wear better than standard epoxy finishes. Choice of hard or soft casters ride smoothly on all floor or carpet surfaces.

Though function comes first, design is never sacrificed. The Harter seating system defines the chair as the basic component of the Integrated Office that unites people, information, technology and facilities.

Harter helps transform the quality of worklife.

HarterMartinStoll

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616/651-3201

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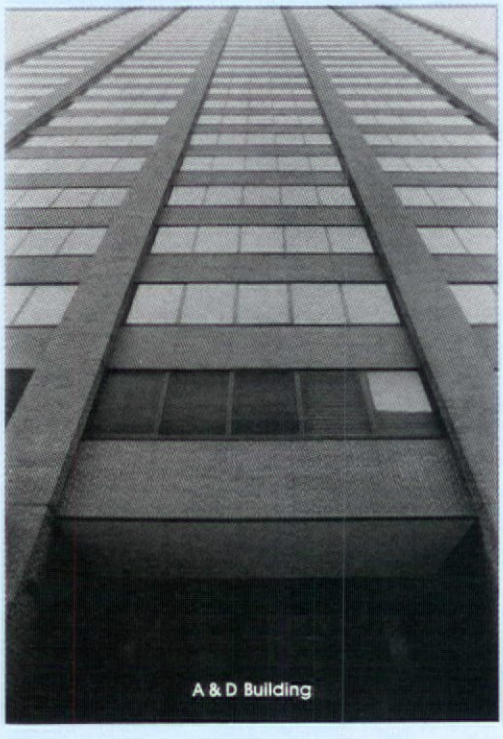
Circle 52 on reader service card

Harter Task Systems™

No matter how you look at it...



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Circle 53 on reader service card

HARTER

HarterWall™: Landscape Definition for the Integrated Office

The unique compatibility of the components of HarterWall and Harter I/F™ freestanding furniture defines exactly what today's interior landscape should be—efficient and ergonomic. Work surfaces and supports, overhead storage, pedestals and all accessories interface in coordinating designs, colors and finishes to solve specific task and people needs.

Mobility permits rearranging the same components in different configurations to customize areas to your work requirements. Also, interchangeability of components makes for more productive use of your resources and greater simplicity of inventory of systems parts.

Put HarterWall and I/F together to suit your application needs. Work stations/offices take shape, can be expanded, amended or changed overnight to meet future demands.

Use HarterWall as a complete panel system, simply as a perimeter or space divider to add acoustical and visual privacy. Pair it with I/F and the two add up to much more than the sum of their parts.

Harter Seating Systems complete the task-efficient environment resulting in extra productivity and human comfort. With Harter Task Systems, the Integrated Office is defined in which People, Information, Technology and Facilities work in perfect harmony.

Harter helps transform the quality of worklife.

For brochures and more information, contact:

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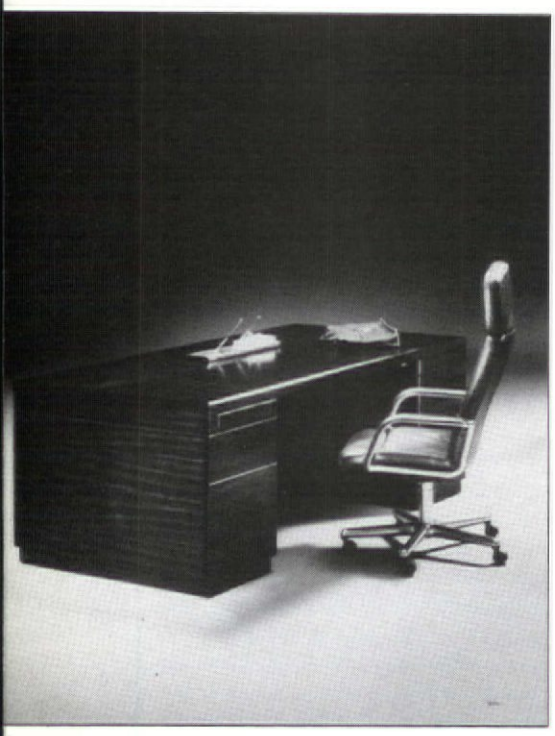
Circle 54 on reader service card

Harter Task Systems™

Exotic surface reserved for executive casegood series



Featuring surfaces of African Zebra wood and finishes of dark walnut, products within Brayton International's Executive Echelon casegoods series are intended for upper management use.

Designed by Wilfred Hilger, the series offers a complete range of products including table desks, double and single pedestal desks, moveable pedestals, credenzas, and executive returns available with computer-support hardware. Desks range in size from 72-in. wide, 36-in. deep to 78-in. wide, 40-in. deep.

Round, 29-in.-high conference tables, ranging in diameter from 42- to 54-in., are also offered.

Surface treatment is a special accent of the collection and is an option with all desks. As shown on the 78-in.-wide table desk above, the top is divided with a polished metal insert, and a leather insert writing surface matches a leather-covered base. The base is also available with a metal or wood accent.

In having the surface option, designers may choose leathers for desk base and writing surface as well as for an executive chair.

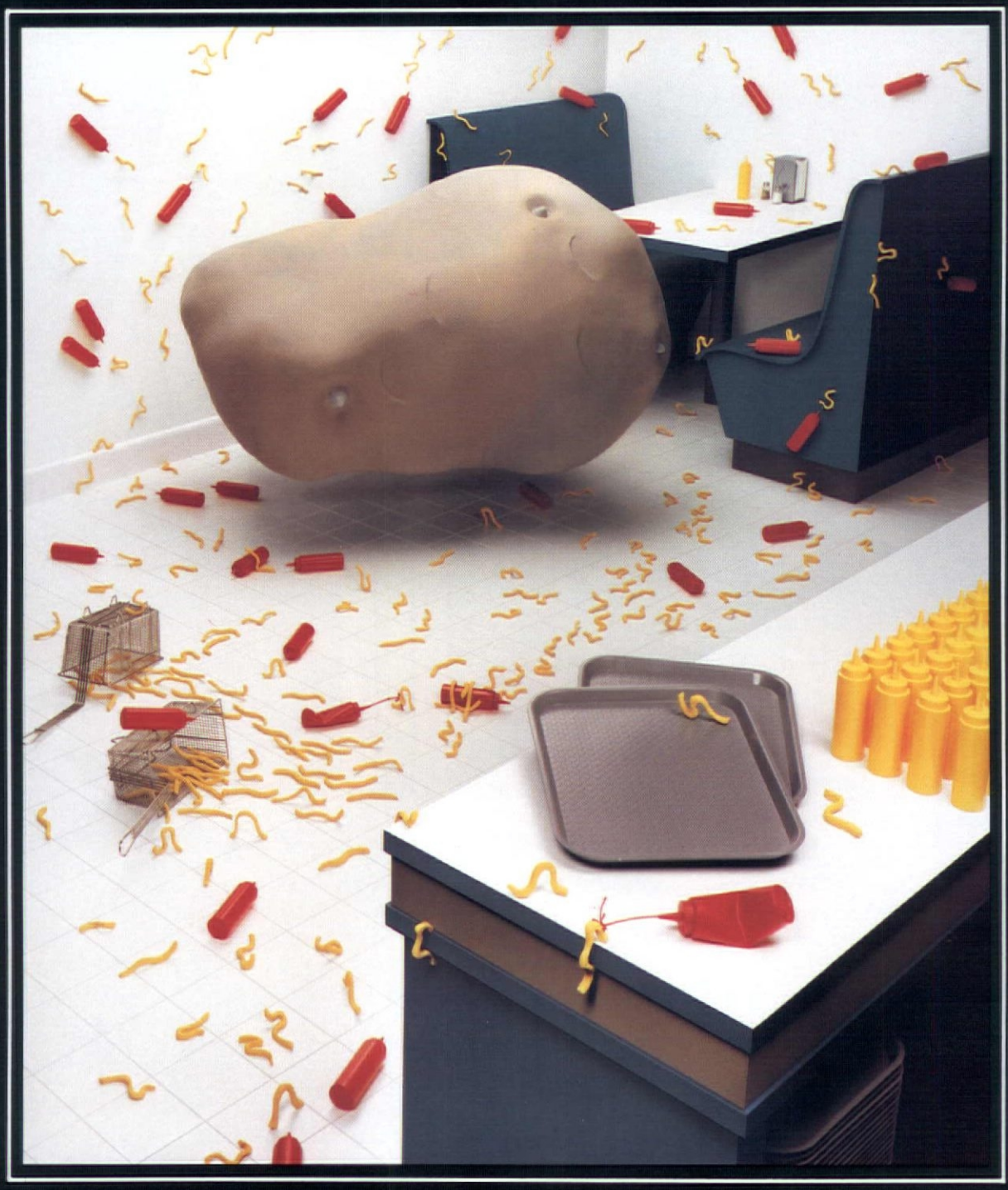
Desks also feature an approach-side, pull-out writing table, drawer interiors lined with butter-soft leather, and beveled edges.

Drawers employ full-extension, epoxy-coated slides, and all fronts are clean without exposed hardware. Mobile and fixed pedestals, as well as double pedestal desks, executive returns, computer tables, and credenzas are available with box or file drawers and keyboard mechanisms.

Shown at left is the line's ED model, available as a single or double pedestal desk. As a single pedestal desk, it is offered with a computer return for creation of an L-configuration.

Executive Echelon is the second series of casegoods from Brayton's new casegoods division. The Premier collection was introduced at NEOCON in 1982. **Circle No. 383.**

This is Nevamar®



New Nevamar solid colors. The chase is on for cleaner, brighter primary accents. So feast your eyes on new Liberty Red and Courageous Yellow...with three additional mouth-watering new colors on the side: Grotto, Lynx and Amethyst Gray. Like all Nevamar solid colors in Textured Finish, they feature our exclusive ARP SURFACE® to keep these laminates looking new longer...even in hectic commercial environments. Catchup to them at Nevamar. For samples, call 1-800-638-4380.
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NEVAMAR®
DECORATIVE LAMINATES

Circle 55 on reader service card

You design environments that work. We design tables that work.

Howe Furniture Corp. ©1983

Norman Cherner has designed a distinguished group of Howe tables. And he gave each a great pair of legs, so they'll work handsomely in environments for dining, conferencing and training. Some can even fold their legs or flip their tops for extra flexibility. The Cherner Group —tables that work by adapting to their environments. Ready when you are in rectangles, rounds or squares. And a variety of materials and colors.

HOWE, *155 East 56, N.Y., N.Y. 10022 (212) 826-0280*

TABLES BY HOWE

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Modu+Plastic

Modu Plus Plastic: *(mod'ü plus plas'tik)* ***n.*** A significant breakthrough in desk accessories for middle management or clerical personnel; where design, function, and quality are not sacrificed to achieve economy in price.

Modu Plus 200 is a complete accessory system designed for maximum specification flexibility. Individual pieces are consistent in depth and proportion making them the ideal complement to any workstation or desk top environment.

Unlike most inexpensive accessory collections, Modu Plus 200 is not limited in product or color selection. A contemporary range of 14 colors are available, as well as highly polished plated brass and chrome.

For a complete catalog and pricing information, contact: Smokador, 470 W. First Avenue, Roselle, NJ 07203 (1 800 526 4118).

Smokador, A Globe-Weis Company

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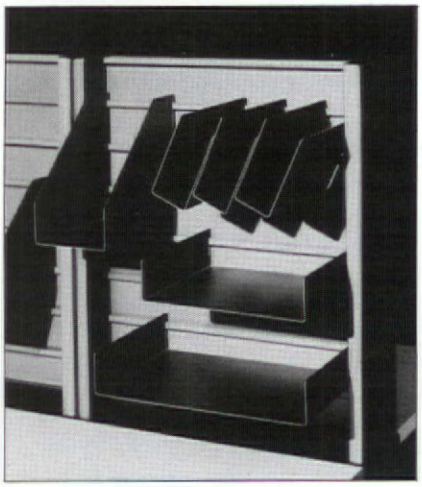
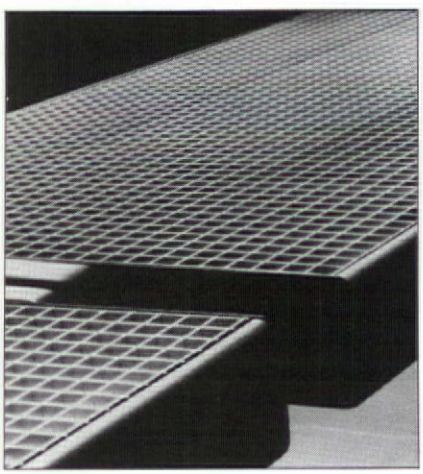
Smokador





Address specific needs, functions with interchangeable components

Interchangeable components, easily reconfigured to suit individual needs, have been introduced by Knoll International as the Hannah desk system.

Designed by Bruce Hannah, the system consists of visually compatible components including worksurfaces, supporting pedestals, structural kneehole panels, above-desk storage, lighting, privacy screens, and special channels for wire management.

The fully modular components also provide specifiers with a great deal of flexibility in a variety of applications ranging from an executive or private office setting with freestanding desk and credenza, to an entire open-plan office with linked workstations tailored to meet each user's needs.

Hannah's task/ambient lighting, developed to enhance user comfort and productivity, is available in a single or shared fixture which can illuminate two workstations at once. Individually adjustable dimmers, standard with each light, enable users to adjust brightness levels for task and comfort needs.

Tackable screens in 14- and 28-in. heights address individual privacy and communication requirements. Available in a variety of fabrics, the screens can define individual work areas.

To increase worker productivity, the Hannah system is also designed to remove paperwork from desk surfaces by placing it in adjustable, vertical organizers above the desk. Accessories accommodate collating and in/out processing, as well as storage of computer printouts, binders, manuals, and legal and letter size folders. In addition, standard, deep, and lateral pedestals provide storage for all kinds of filing below the desk surface.

Problems of concealing, storing, organizing, and gaining access to wires are resolved with the system's three wire management options: track, spine, and channel.

Worksurfaces are available in a variety of laminates and veneers, including several distinctive finishes suitable for executive application. Paint finishes are offered in shades of metallic gray, metallic beige, black, red, and green. **Circle No. 382.**

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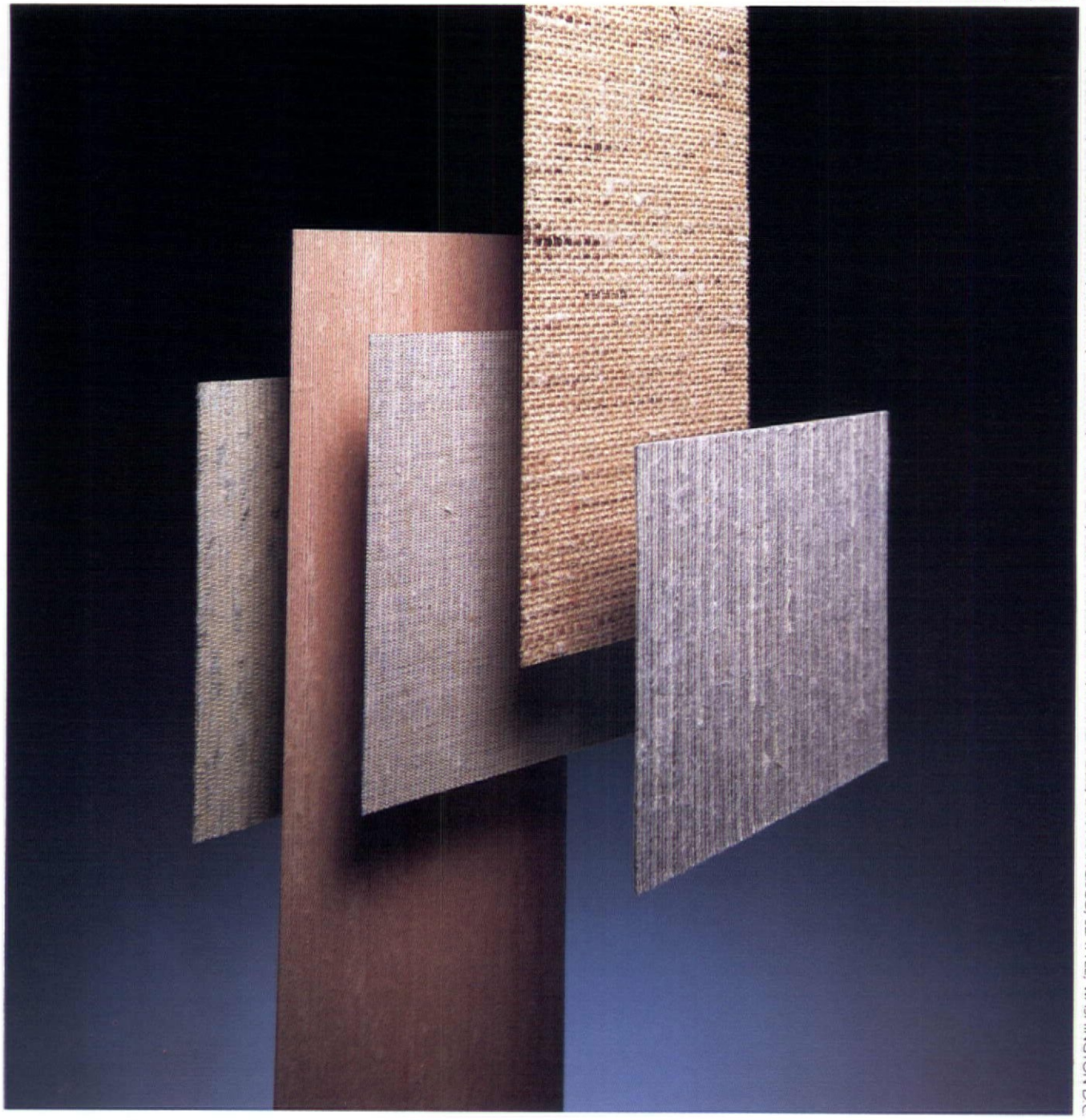

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BEYLERIAN

THE FLEX PROGRAM, designed by Gerd Lange, is a family of chairs and tables with many accessories and features. Chairs offer excellent comfort as shells flex with the body. Available with 1 upholstery, 2 arms, 3 ganging clip and 4 writing tablet. All chairs, including 5 upholstered armchair version, stack. 6 Flex tables have radius polyurethane edges. Chairs and tables combine precision workmanship with contemporary design to make the FLEX PROGRAM an irresistable choice. All available for quick ship.

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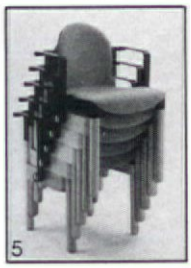
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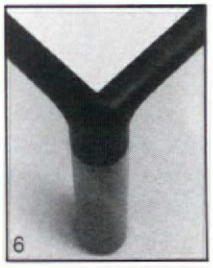
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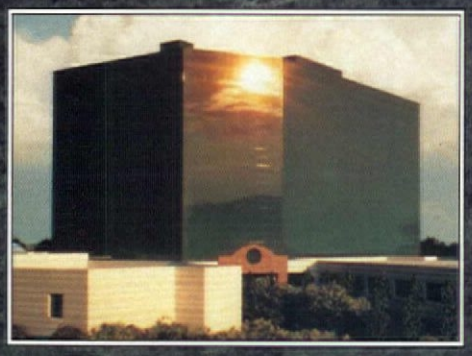

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Expansion opening will be September 15.

5120 Woodway Drive For more information contact: 713/961-9292 or 214/655-6250.

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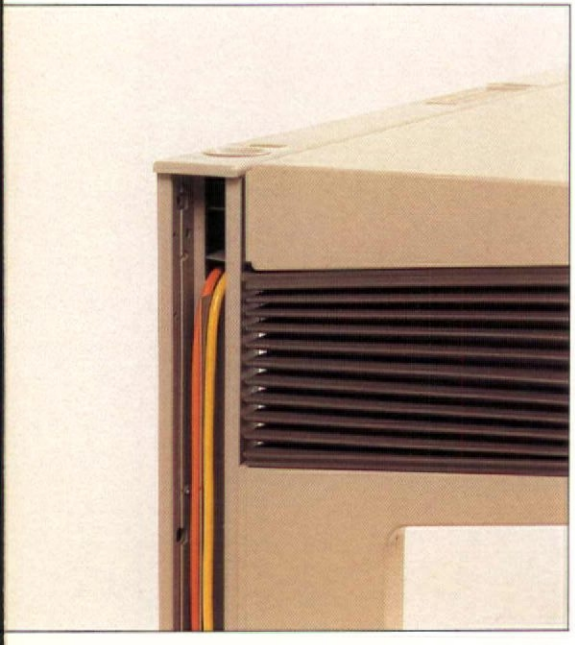

User-oriented system expresses humanization, simplicity

A variety of user-adjustable components and accessories in simple, geometric shapes give King Alpha, an electronic support office furniture system, a clean architectural style plus flexibility to meet many different user needs.

Designed in Germany by Hartmut H. Esslinger, frogdesign, for König + Neurath and available in the United States from Wright Line, the modular system centers around a desk with height-adjustable (26- to 29½-in.) and tilting (12 degrees) worksurface, and bellows units above C-style frame and legs.

As the basic constructive element, the desk, which is offered in 31½-, 47-, and 63-in. widths, also houses a cable management system and can support extension surfaces of various sizes. Interchangeable cable channel covers serve dual functions with paper clip cup, paper slot, and pencil tray features.

The desk can also accommodate a variety of accessories including stacked filing trays, articulating task lamp, computer turntable, telephone arm, telephone stand, copyholder, and picture frame. All of these accessories swivel and/or tilt.

For a variety of configurations, triangular connectors enable desks to be hooked together without interfering with the wire management system; worksurface extensions in 8- and 16-in. depths double as briefcase ledges. Also available are modesty panels with counter tops that sit 11½-in. above the worksurface.

Locking mobile filing units with molded fronts are offered in six versions and in below-desk, desk, and above-desk heights; drop files feature tambour tops. Additional storage space is provided with a variety of cupboard-style, locking units.

King Alpha is available in gray laminate with contrasting, olive-green bellows units. An executive worksurface features an oak veneer. **Circle No. 435.**

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Carpets of Herculon Nouvelle.™ Herculon Nouvelle is *the* contract carpet fiber that's truly qualified to perform on every floor of your corporate facility—from the lobby to the executive suite. With beautiful results.

Because carpets of Herculon Nouvelle give you the ultimate blend of beauty and on-the-floor performance. With a wide variety of new, contemporary styles and textures that are ready to accept the design challenge of any and every office space application. And with a proven record of durability in resisting the everyday spills, spots, and wear of the corporate grind. For years to come.

So before you put just anything to work on the floor of your office, take a look at our executive material. And give your business a better footing with Herculon Nouvelle.

HERCULON Nouvelle™
The Contract Fiber.

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Loewenstein

Texture

Because seating that looks great should also feel great.

At Loewenstein, we strongly believe that the only way to stay the best is to constantly get better. So we have given our seating the best of colors and the best of finishes.

Which in turn leads to the best of textures.

Over the past year, we have increased our already impressive list of materials and color selections, and doubled our upholstering capabilities to speed up production, whether with our standard durable fabrics or your own materials.

And you get more than what you see when you specify Loewenstein upholstery seating. Each lounge chair, love seat and sofa in our beautifully sculptured collection is carefully constructed around sturdy, long-lasting hardwood inner framing.

The Loewenstein upholstered collection. Durability and quality craftsmanship, affordably priced.

For more information about Loewenstein upholstered furniture, contact the Loewenstein representative in your area.

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Atlanta, Georgia: Howard M. Shore & Associates, (404) 351-222 , (800) 241-7075.
Boston, Massachusetts: Lansky-Zagoren Associates, (617) 451-0452.
Hartford, Connecticut: Lansky-Zagoren Associates, (203) 244-2897.
Missouri: Contract Representatives, Inc., Kansas City (816) 474-5663, St. Louis (314) 427-3400.
Minneapolis, Minnesota: Mike Ketchum: (612) 338-6711.
New York, New York: Joel Norman, Inc., (212) 751-9330.
Rochester, New York: Griffin and Van Nostrand, (716) 458-9586.
Cleveland, Ohio: Davis & Associates, (216) 333-9665.
Langhorne, Pennsylvania: Art Abramsohn & Associates, (215) 757-7615.
Portland, Oregon: William Gosser, (503) 222-6594.
Texas: Van Sant-Henderson, Inc., Dallas (214) 747-4376, Houston (713) 522-8282.

Circle 62 on reader service card

Eye-catching Postmodernist display forms shine new light on lamp collection

Postmodernist decorative elements add excitement to Morris Greenspan's High Point lamp showroom and provide the flair which draws visitors during this busy market week. These design treatments are also a frame for a new lighting collection sporting Postmodernist and Neo-classic styling.

Miami designer Carole Korn decided that decor should be a transitional link between the firm's traditional lighting products and the new collection she created. The latter consists of 15 Neo-classic and Art Deco-style lamps available through Morris Greenspan.

Classical columns topped with square pedestals are but one motif Korn borrowed from Postmodernist forerunners to establish the display theme. Arched faux marble columns and trompe l'oeil floral displays are other natural extensions of this design concept.

Mid-tone pastels specified for showroom elements also emphasize the Post-modernist theme. They are exploited as silvery green and coral colorations in varying intensities throughout the space.

Most important, showroom design has increased the space's workability, according to designers. New functional display solutions include two-tiered units which make it simpler for visitors to view product.

Recessed into this cabinetry are concealed plug molds which hide lamp hardware. These, along with seating, casegoods, and architectural forms, were custom-designed by Carole Korn Interiors specifically for the showroom.

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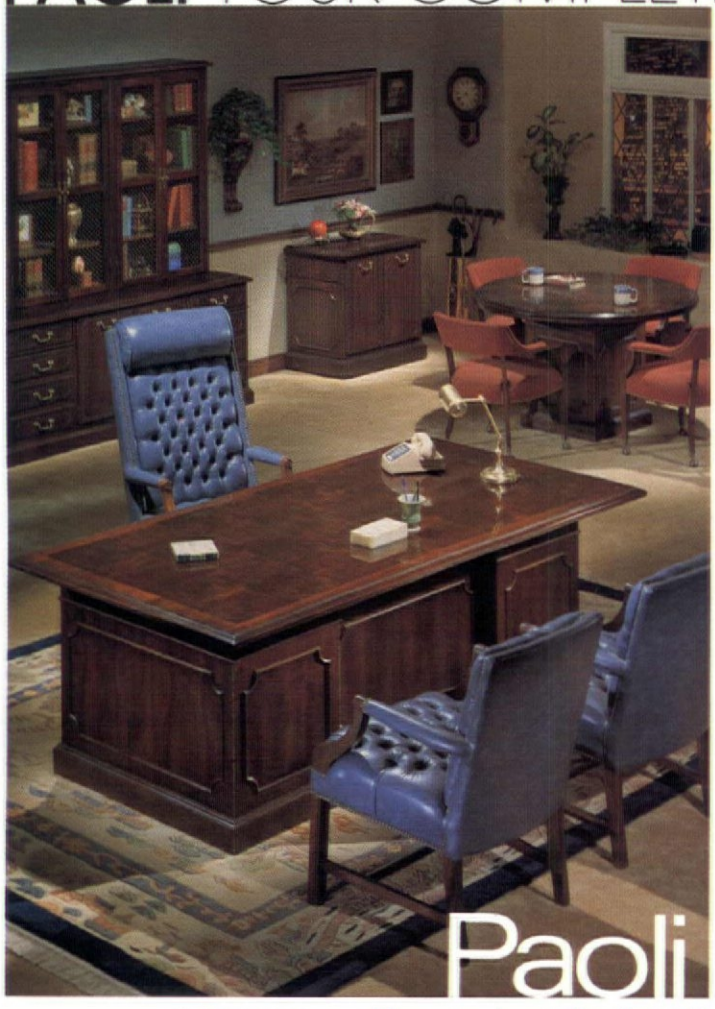

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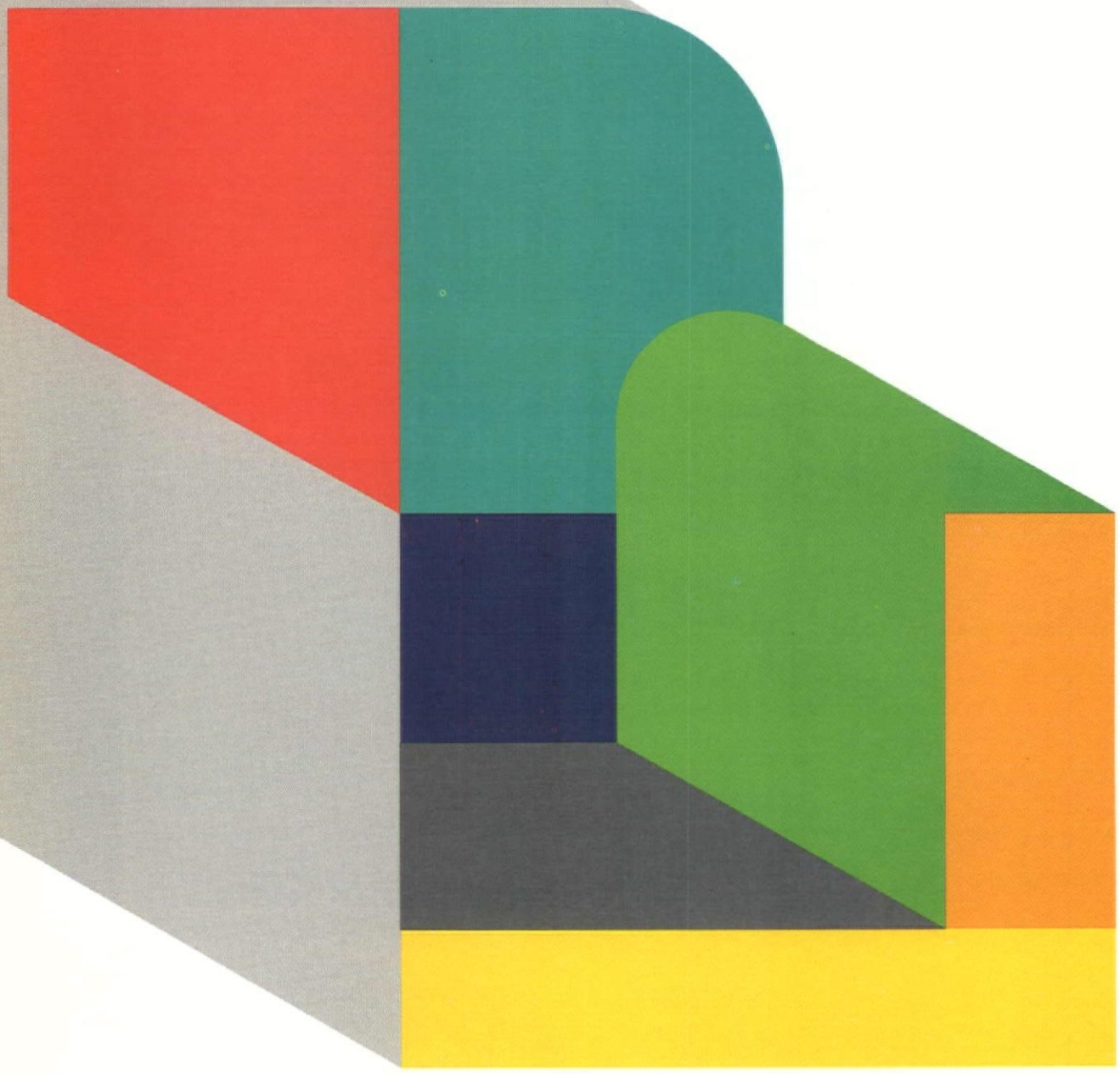
An Exposition produced by the Atlanta Market Center to serve the Southeastern commercial design community.

CONTRACT 84



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Photographer: Mark Ross

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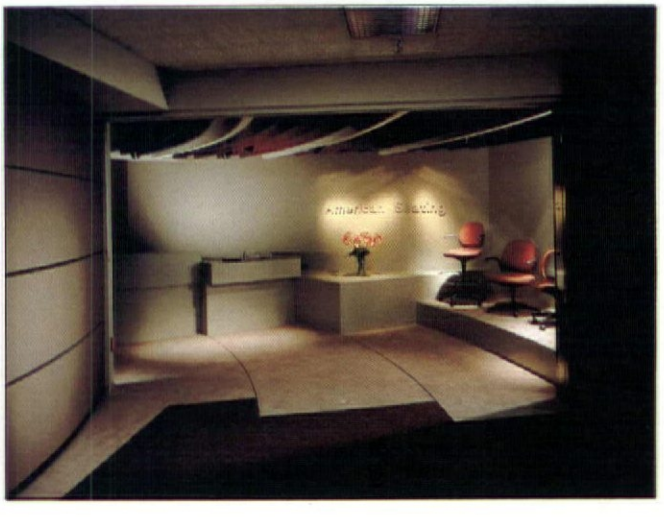

Showroom displays accent system's versatility

Neville Lewis Associates' design of American Seating's latest Dallas showroom highlights the ease with which the firm's systems furniture adapts to a variety of work environments.

Featured in the showroom are System R workstations, BioChair seating, and a range of tables and chairs. These products are displayed in a variety of office configurations and in laboratory settings to illustrate their versatile usage possibilities. Gray taupe panel frames accent the workstations' similarities. Designers varied fabric, wood, and metal detailing, however, to overcome uniformity of look.

According to American Seating, Neville Lewis' display technique not only informs designers about the products' versatility, it introduces the manufacturer to new ways furniture can be used. Other benefits of the showroom design include the dramatic display frame brought to the World Trade Center corner space with mauve and dark charcoal colorations. Designers used these colors in a two-sided entrance wall and in ceiling baffles, carpeting, and wall treatments throughout the space.

august

Templates

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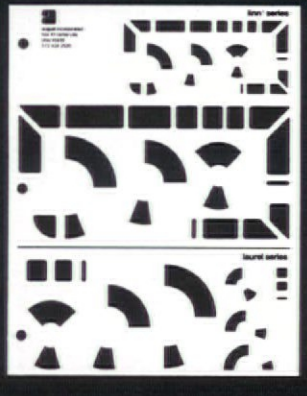
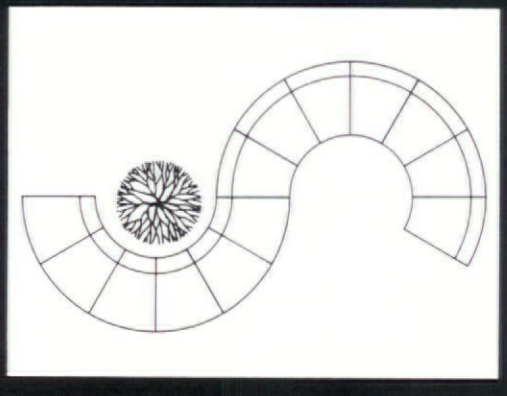
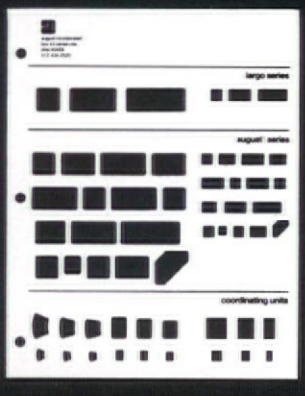


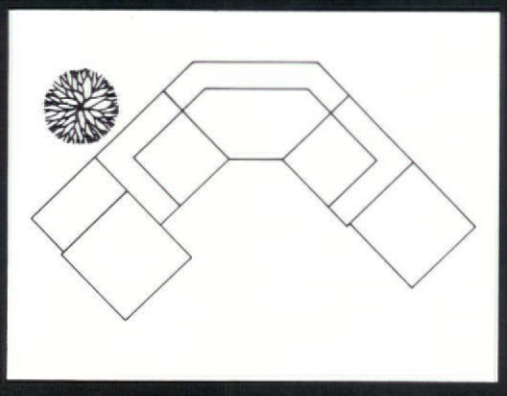
from templates...



to blueprints...

to installation.





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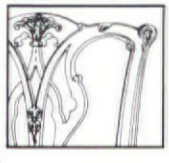

1213
Randolph

1209
Randolph

1225
Weston

1223
Corsham

1632
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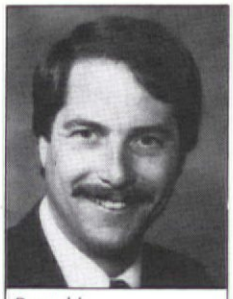

Reynolds

Compaglia

Stephen P. Reynolds (shown) was named regional sales representative, International American Ceramics. He works with distributors, architects, and builders in the Midwest. **Mark D. Austin** was named sales/service manager for the firm.

Mueller Furniture Corp. appointed **Albert R. Compaglia** (shown) to the position of national sales manager.

Van Sant-Henderson Inc. has established an educational scholarship grant in honor of its founder and board chairman, **Van Van Sant.**

Marjorie Fair Peterson has joined Philadelphia-based Irene Pujol Design Associates as vice president/associate.

EuBank

Bowers

D. Michael EuBank (shown) has joined Imperial Wallcoverings as general manager. His duties include development and implementation of business and marketing strategies.

Larry L. Bowers (shown) has been named vice president, corporate accounts, Interior Resources. His new responsibilities include development of standards programs and on-going services for major corporate accounts, southern California contract furniture dealership.

Sealy Inc. named **Robert Exel** as eastern regional contract manager. Exel's duties include coordination of institutional bedding sales activities with Sealy plants and contract accounts.

David L. Kolb, president, Mohasco Carpet Corp., was named chairman, Carpet and Rug Institute's export council.

Richard Bascetta, vice president of sales, Furniture Consultants Inc. (FCI) was named a partner of this New York City-based contract office furniture dealership. FCI also named **Nancy Goldstein** as its first associate.

Robert F. Ladau, AIA, was appointed executive vice president, The Miller Organization, a Manhattan-based space planning and interior design firm.

Stephen L. Kennerly, AIA, has joined Environmental Design Corp. as a principal. He was previously a partner, The Kling Partnership.

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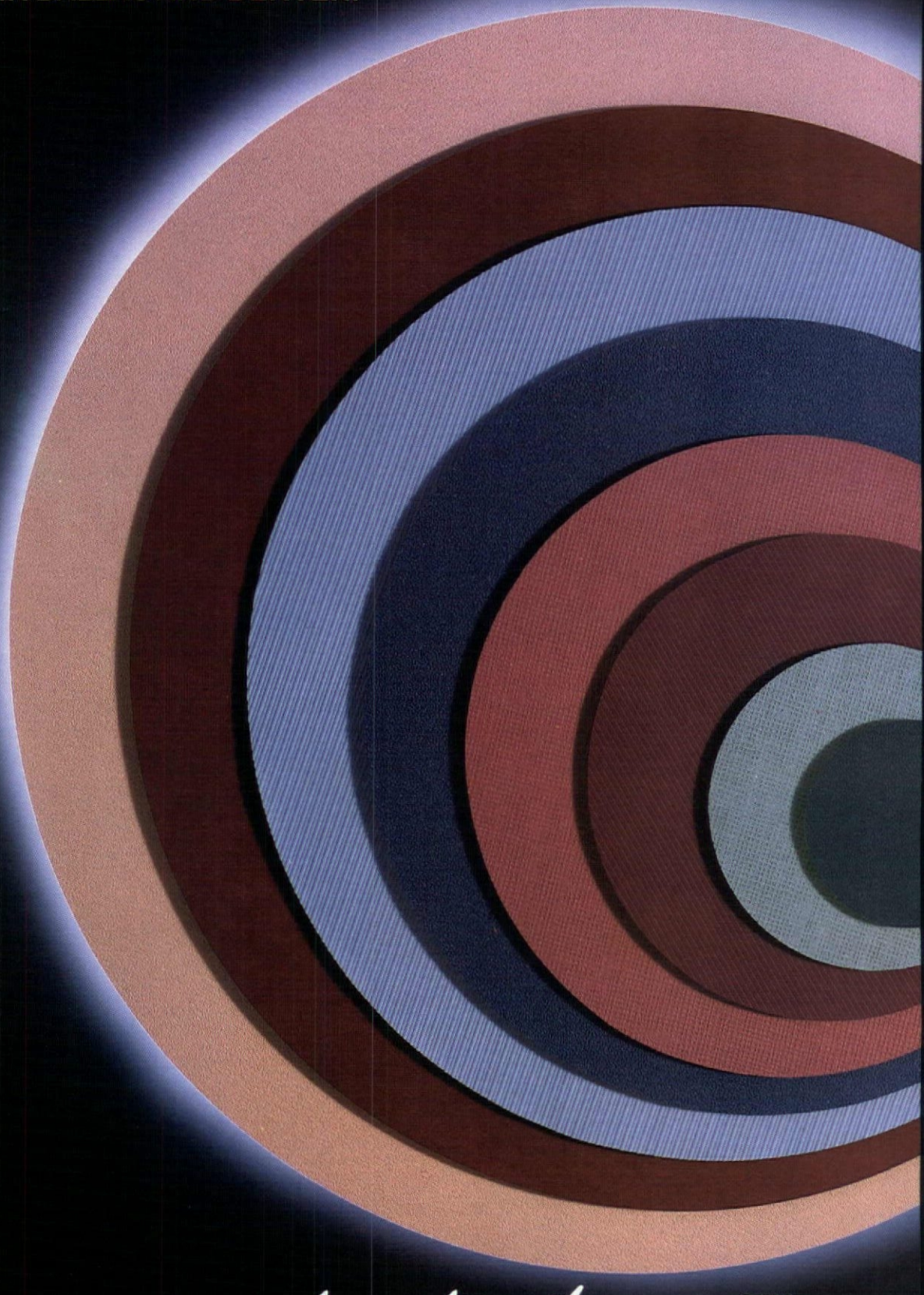
NEW SHOWROOMS IN DALLAS AND DENVER.



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series
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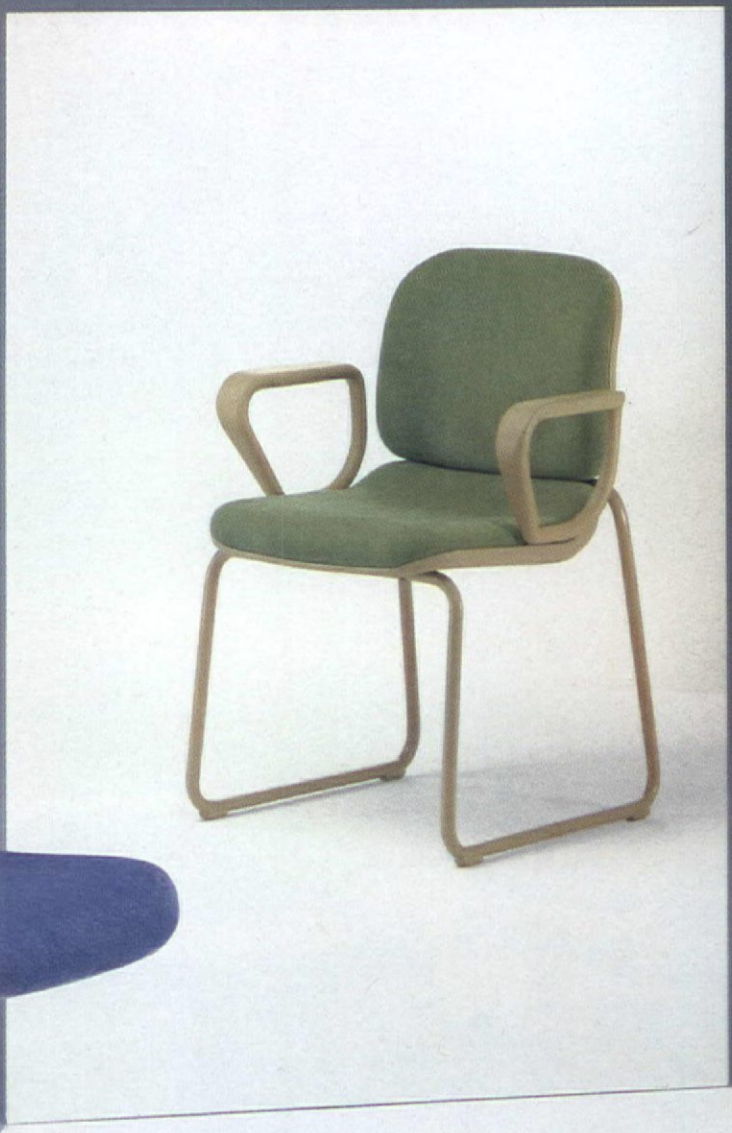
Design: F. Makiol, Girsberger-Team



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Transform any office, classroom or conference area into streamlined and sophisticated presentation space. It's easy, thanks to WALLTRAK from Bretford. Today's confident communicator doesn't need hassles like clumsy easels, bulky screens and wasted wall and floor space. That's why WALLTRAK is designed specifically to organize and centralize audio-visual components and presentation materials. One neat track holds flip charts, projection screens, bulletin boards plus shelf units to accommodate the most complicated communications needs. WALLTRAK turns a communicator's circus into a one man show. No professional communicator should go a minute longer without WALLTRAK!

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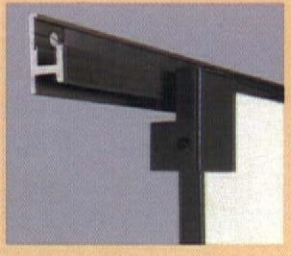

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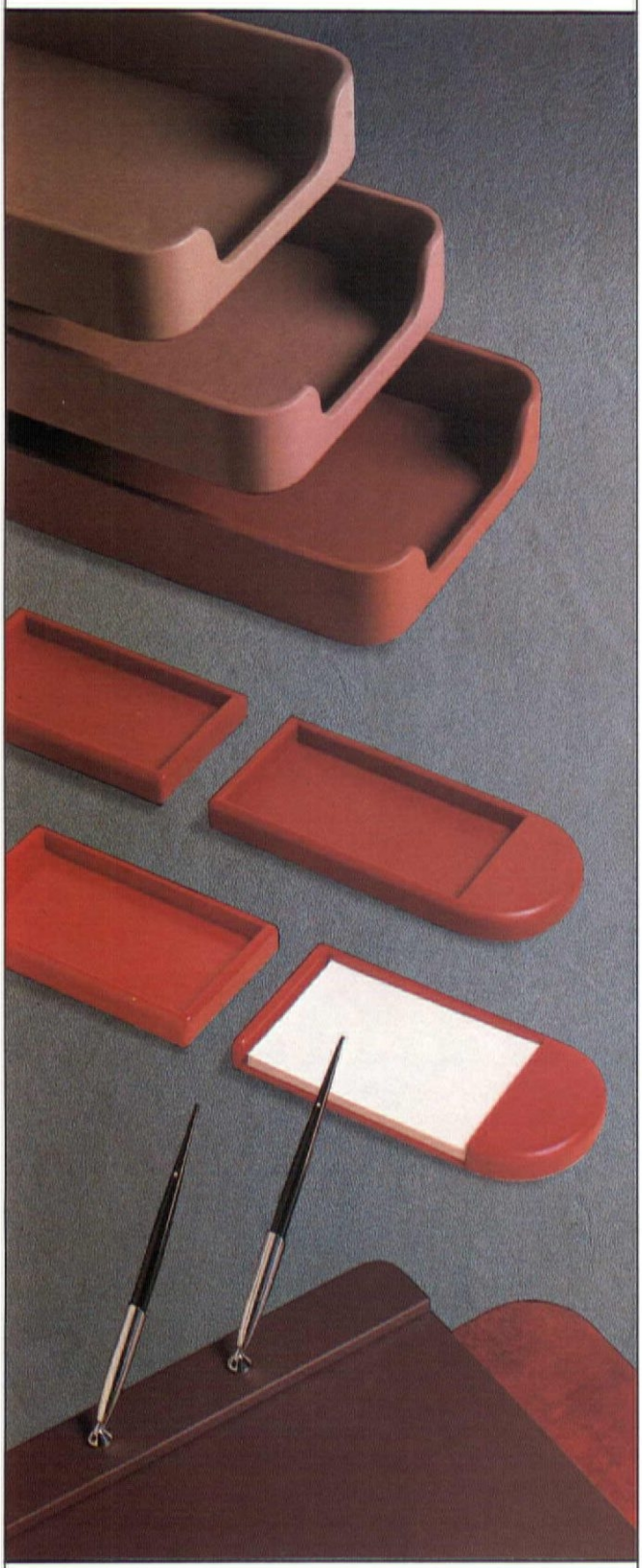

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PEOPLE/NEWS

Martel

Susan Martel (shown) has joined S. Harris in the newly created position of national account executive. She will develop a sales force for the fabric and wallcovering firm, targeting design and purchasing agents of five-star hotel installations.

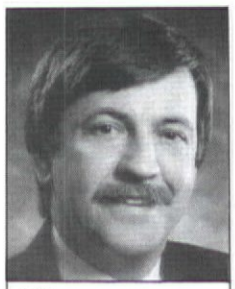
Allan Garner (shown) has joined Hellmuth, Obata, & Kassabaum (HOK) as an associate. He is the senior project designer, HOK Interiors Group, overseeing all projects, Washington, D.C. office.

Garner

Nissen Davis has been promoted to senior vice president-corporate, director of public relations, Becket Group. Davis is also responsible for business development support including audio-visual.

James Stefanski joined Norman R. DeHaan & Associates as vice president and will act as project coordinating architect. **Hyung Sig Sonn,** formerly of Aram Architects, Korea, has also joined the firm's architectural staff.

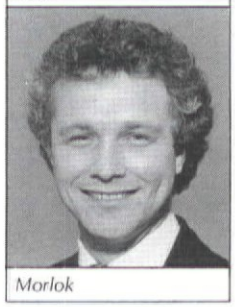
Lamco, a division of Waring Inds. Inc., has opened a specialty laminate casegoods facility, Stamford, Conn. The firm produces cabinets for the healthcare market.



Still

John Still (shown), ASID, has joined Interior Spaces as principal and managing partner of the firm's newly opened Kansas City, Mo. office.

Ewing Cole Cherry Parsky has appointed **William C. Morlok** (shown) as director of marketing. He has previously served as director of healthcare planning for the architectural, engineering, and design firm.



Morlok

Walter J. Kirhofer was named president, Aurora Steel Products. The firm manufactures storage systems for business and industry.

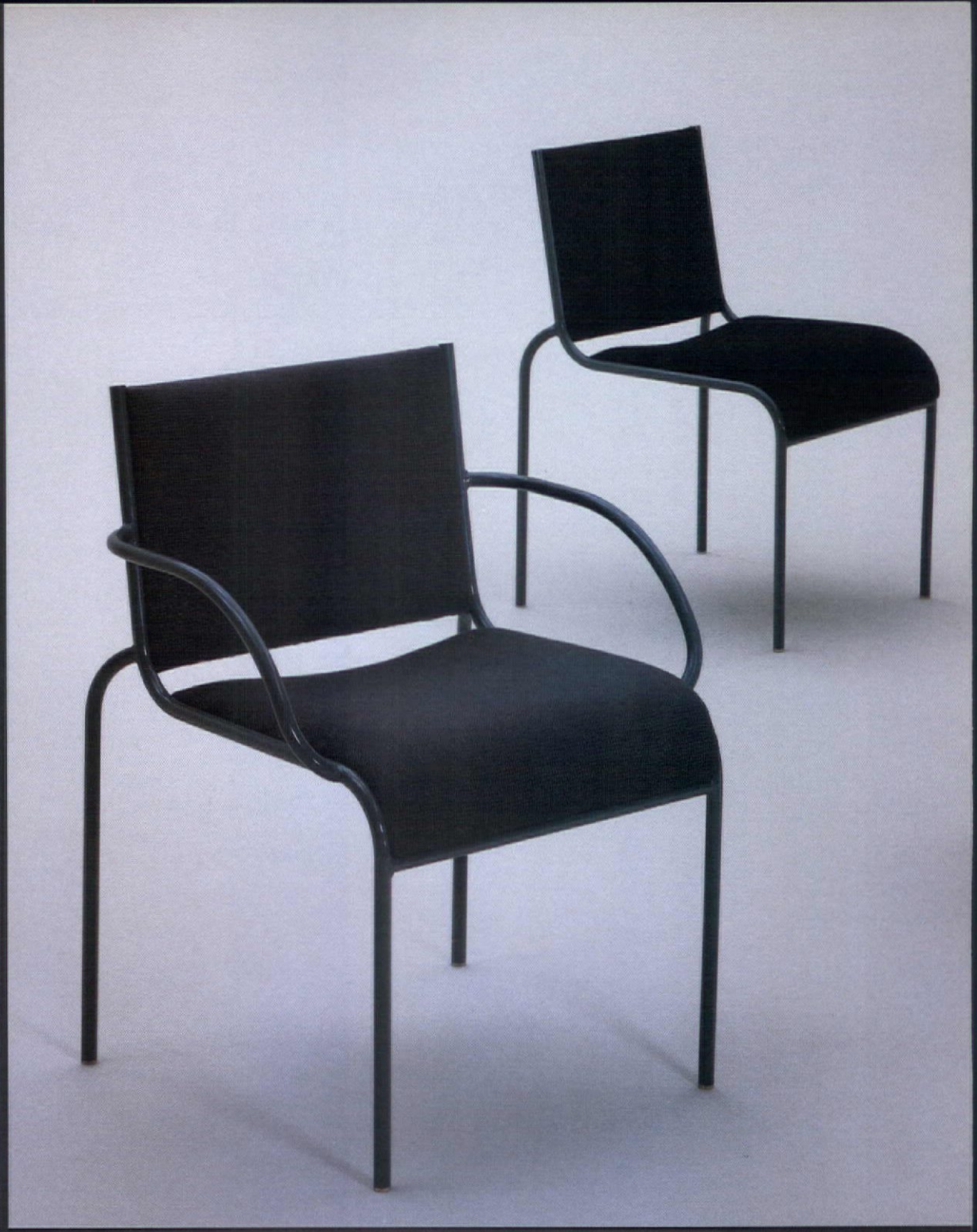
Frank Erickson, Jr. and **David Beatty Everson, Jr.** were named junior associates of the architectural firm Carson Lundin & Thorson.

Linguanotto S.A., a French office seating manufacturer, has established a base of operations in Midlothian, Va. **Business Products Consulting Group,** Centerport, N.Y., has been retained by the firm to establish a nationwide representative organization as well as distribution channels.

La-Z-Boy's contract furniture division has opened a Dallas showroom to serve designers and specifiers in the South and Southwest. Located in suite 525, World Trade Center, the showroom is operated by **Ed Vasques and Associates.**

Colorful Original Designs by Harley Edward Luyk Really Stack Up

Charlotte Company introduces the comfortable VanGaarde stacking arm and side chairs in 12 standard colorful epoxy coated finishes. 'Skip' Luyk's new, original designs are manufactured from strong, solid 14 gauge cold rolled steel for all commercial applications. Metal-to-metal fasteners, compound bent seats and backs and a 4-wheel dolly (for stacks up to 15 high) round out VanGaarde's design features.



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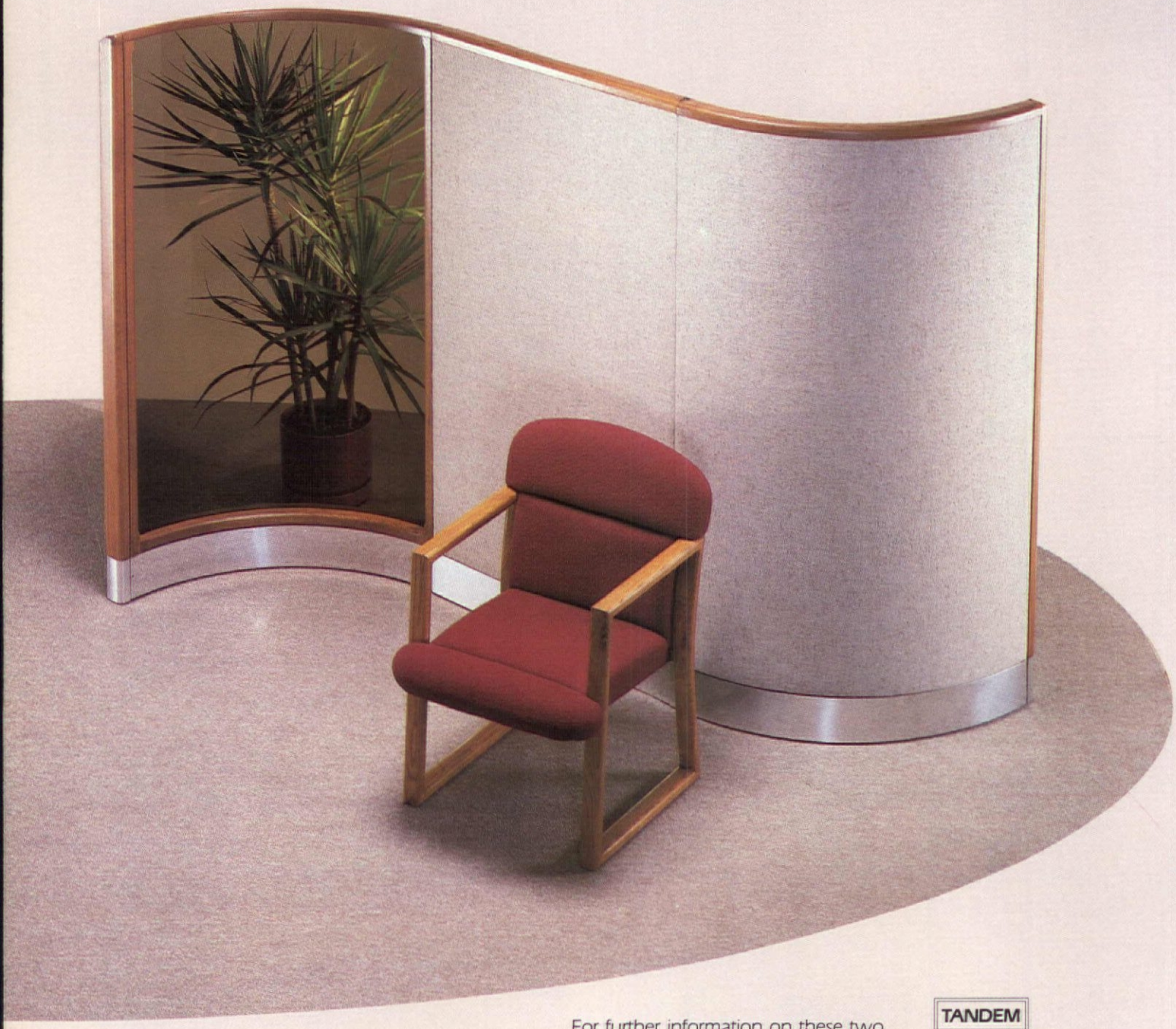

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"Design, Concept, Flexibility. You can design anything within this carpet collection!" . . . . . These are some of the words used when "Jutland" received the prestigious IBD Gold Medal Award for Contract Carpets. Jutland is 100% wool which assures easy maintenance and longer life. Available in thirty-five (35) co-ordinated colorways = loops in Solids, Pinstripe and Broadstripe plus a companion Velour. This Series typifies Top Grade's commitment to the designer/specifier's need for a low profile architectural look.

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PEOPLE/NEWS

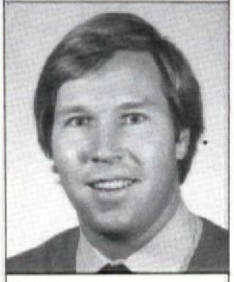
Design Tex Fabrics is leasing space on the fifth floor, The Decorative Center of Houston. The firm will expand its contract textile product line to include residential-look designs.

Andrew Thompson has assumed the new position of vice president, design and marketing, Durkan Patterned Carpets.

Richard A. Mankamyer (shown) is the new leasing manager for Design Center, International Market Square, Minneapolis, Minn. The center is set to open in December, 1984.

Mankamyer

Certified Industrial Services appointed **Richard McGovern** (shown) as operations manager. The firm installs, moves, and refurbishes open plan and office furniture systems, greater New York area.



McGovern

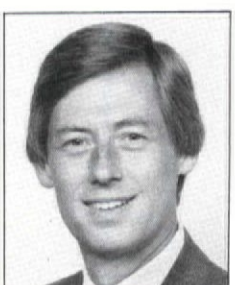
Savario Rotella was named chairman of the board, Italcad. The newly formed, Italy-based firm was created through an agreement between Selenia and Auto-trol Technology Corp., and will develop and sell computer-aided design products in Europe.

Thomas R. Hyland has formed Search/U.S.A., a recruiting and consulting firm in the furniture and office products industry. The Kansas City, Mo.-based firm has an additional office in Cleveland as well as working arrangements with associates in New York, Chicago, Atlanta, and Houston.

Alexander Smith Carpet selected **Voit K. Hurst** to fill the newly created position of national sales manager. Hurst previously served in a sales management position, Horizon Inds.

Linda Byrne, formerly of Harwood K. Smith & Partners Architects, has joined Interplan/Griswold Venture's staff as a project designer.

M. Stuart Nimmons III (shown) was named president, Smallwood, Reynolds, Stewart, Stewart Interiors Inc., an Atlanta-based interior design firm. He has more than 20 years of experience in the field.



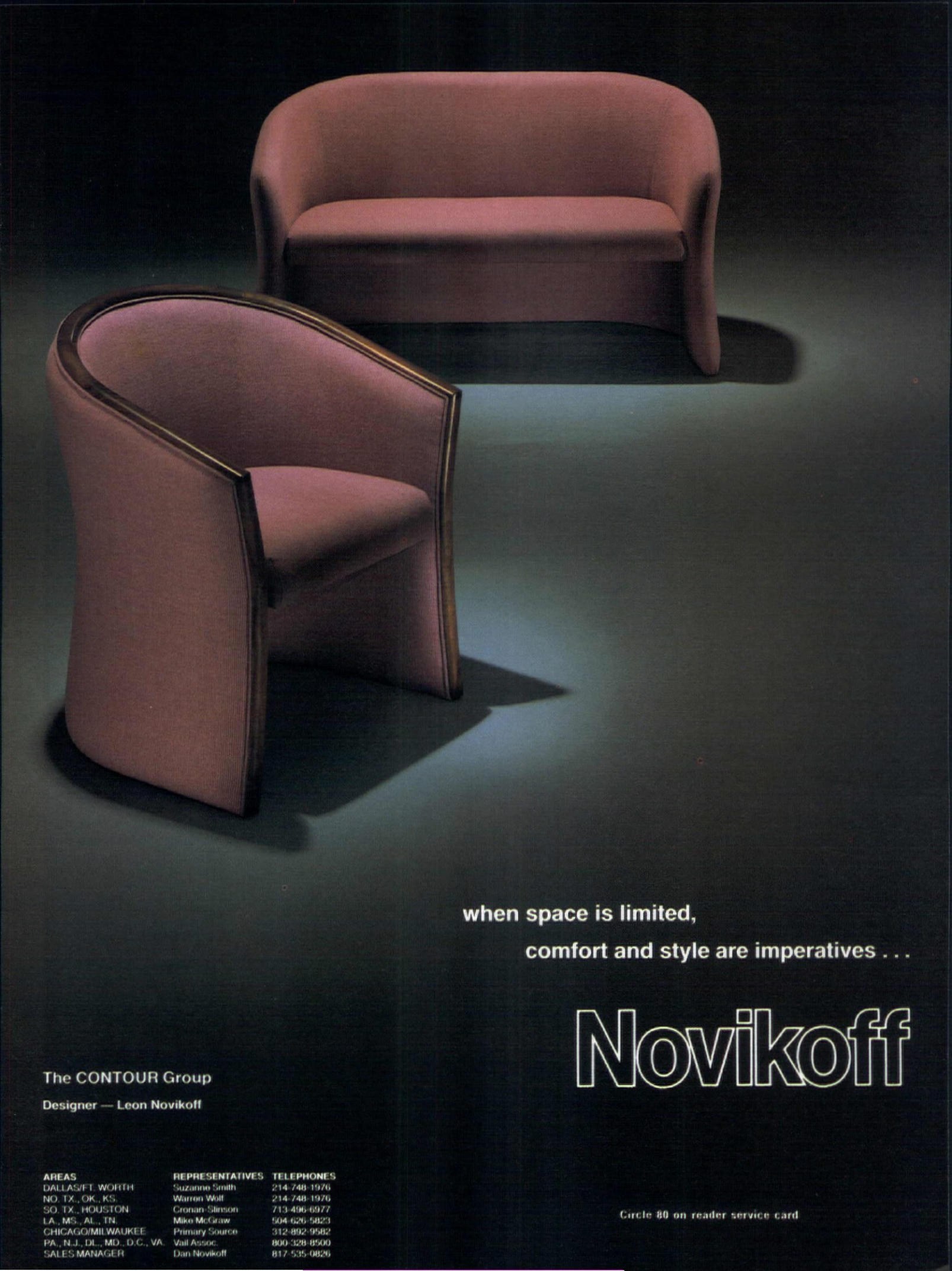
Nimmons

Martha H. Gonzalez (shown) was named western contract carpet consultant, The Wool Bureau, Los Angeles office.

Gonzalez

GF Furniture Systems has appointed **William H. Schaffer** as director of corporate data processing.

Mike Hartley has joined Milliken's national accounts unit. He will be responsible for national accounts in the Southwest and Rocky Mountain regions.



when space is limited,

comfort and style are imperatives . . .

Novikoff

The CONTOUR Group

Designer — Leon Novikoff

AREAS	REPRESENTATIVES	TELEPHONES
DALLAS/FT. WORTH	Suzanne Smith	214-748-1976
NO. TX., OK., KS.	Warren Wolf	214-748-1976
SO. TX., HOUSTON	Cronan-Stinson	713-496-6977
LA., MS., AL., TN.	Mike McGraw	504-626-5823
CHICAGO/MILWAUKEE	Primary Source	312-892-9582
PA., N.J., DL., MD., D.C., VA.	Vail Assoc.	800-328-8500
SALES MANAGER	Dan Novikoff	817-535-0826

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DC/D—located in the heart of Denver's energetic Blake Street design district—will offer the most comprehensive array of world-class showrooms ever assembled in the Rocky Mountain Region.

For a preview of Design Collection/Denver, phone (303) 292-6446 today. Make your commitment—while there is still time and space. Opening the summer of 1986. A Joint Venture of East/West Investment Partnership and The Carrick Hill Group.

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IMAGES

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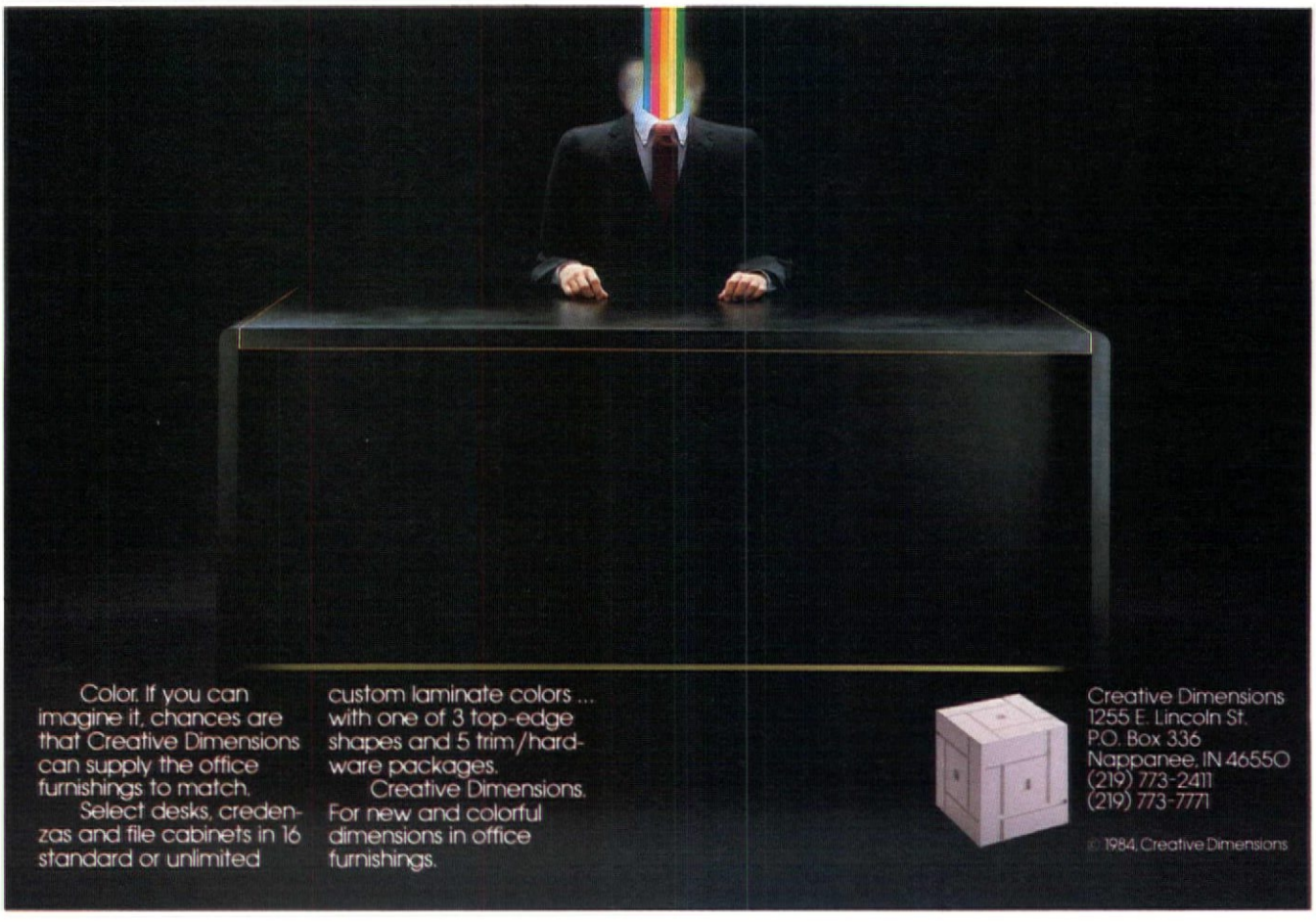
1984

September 16-19. Intelligent Buildings Information Systems Conference (IBIS). Hilton Harvest House, Boulder, Co.
September 19-22. Woodworking, Machinery & Furniture Supply Fair. Los Angeles Convention Center, Los Angeles, Calif.
September 23-30. Professional Service Management Journal sponsors CEO roundtable discussions for medium-size firms. Kelley House, Edgartown, Mass.
October 1-4. INFO, information management exposition and conference. New York Coliseum, New York.
October 10-14. Society of American Registered Architects (SARA) 1984 convention. Waldorf-Astoria Hotel, New York.
October 11-13, 15. Designer's Saturday. Located at various showrooms throughout Manhattan.
October 17-24. National Office Products Association's annual convention and exhibit. McCormick Place, Chicago.
October 23-24. OFFICE '84, conference and exhibition for furnishings, environment, and design. Washington Convention Center, Washington, D.C.
October 24-26. "Facility Management Process: Mind Over Matter," International Facility Management Assn. conference. The Mart Center, Chicago.
October 28-30. Pan Pacific Lighting Exposition. Concourse Exhibition Center, Showplace Square, San Francisco.
November 1-3. CONEXION '84, contract design exposition. Atlanta Market Center, Atlanta.
November 1-3. International Interior Design Exposition sponsored by Interior Designers of Ontario. CN Convention Center, Toronto, Ontario, Canada.
November 3. "Interior Spaces—Trends and Forecasts in Design," sponsored by Northern California Chapter of IBD. The Contract Center, San Francisco, Calif.
November 11-13. Design Assembly, theme program of "Technology & Technique." The Marketplace, Philadelphia.
November 11-14. International Hotel/Motel & Restaurant Show (IH/M&RS) New York Coliseum, New York.
November 12-13. Computer-Aided Space Design & Management Conference, co-sponsored by CONTRACT and *Facilities Design & Management* magazines. Omni Park Central, New York.
November 13-15. CMC '84, computer exhibition/conference for construction industry. Expocenter, Chicago.
November 26-29. Office 'Landscape' Users Group 32nd Symposium. Hyatt Regency, Atlanta.
November 27-30. International Symposium on Architectural Fabric Structures. Hyatt Orlando Hotel, Orlando, Fla.

Foreign Trade Shows 1984

September 19-23. "Principles in Practice: Philosophical Challenges/Technological Responses," Association for Preservation Technology's annual conference. Toronto, Ontario, Canada.
September 19-24. Salone Del Mobile, Euroluce, Eimu—24th Italian Furniture Exhibition. Milan Fair Grounds, Milan, Italy.
September 19-28. Sicob, conference and exhibition of data processing, communications, and business furniture and equipment. CNIT, La-Défense, Paris, France.
October 25-30. Orgatechnik, biannual international office trade fair. Cologne, West Germany.
November 1-3. International Interior Design Exhibition '84. Toronto Convention Centre, Toronto.



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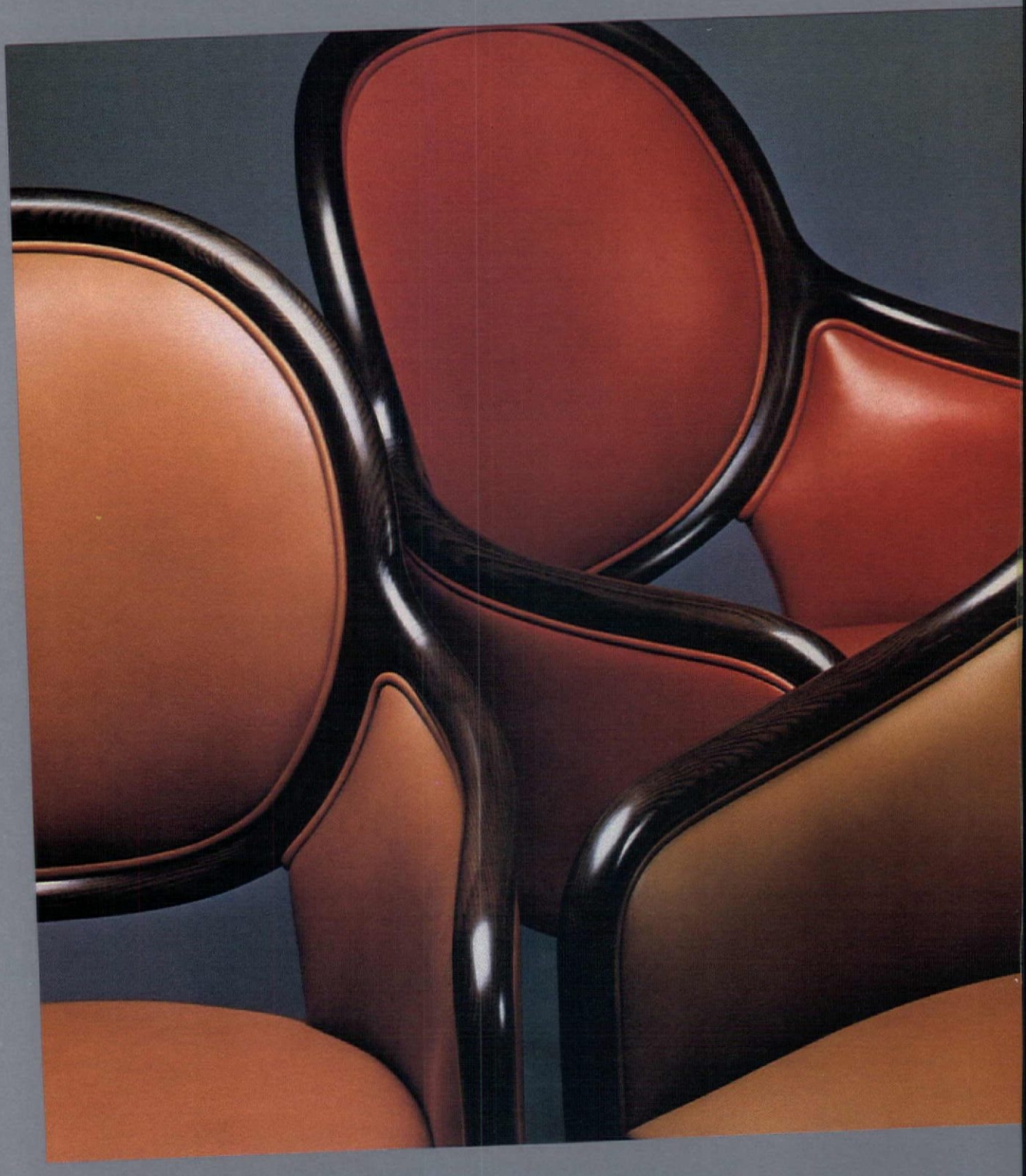
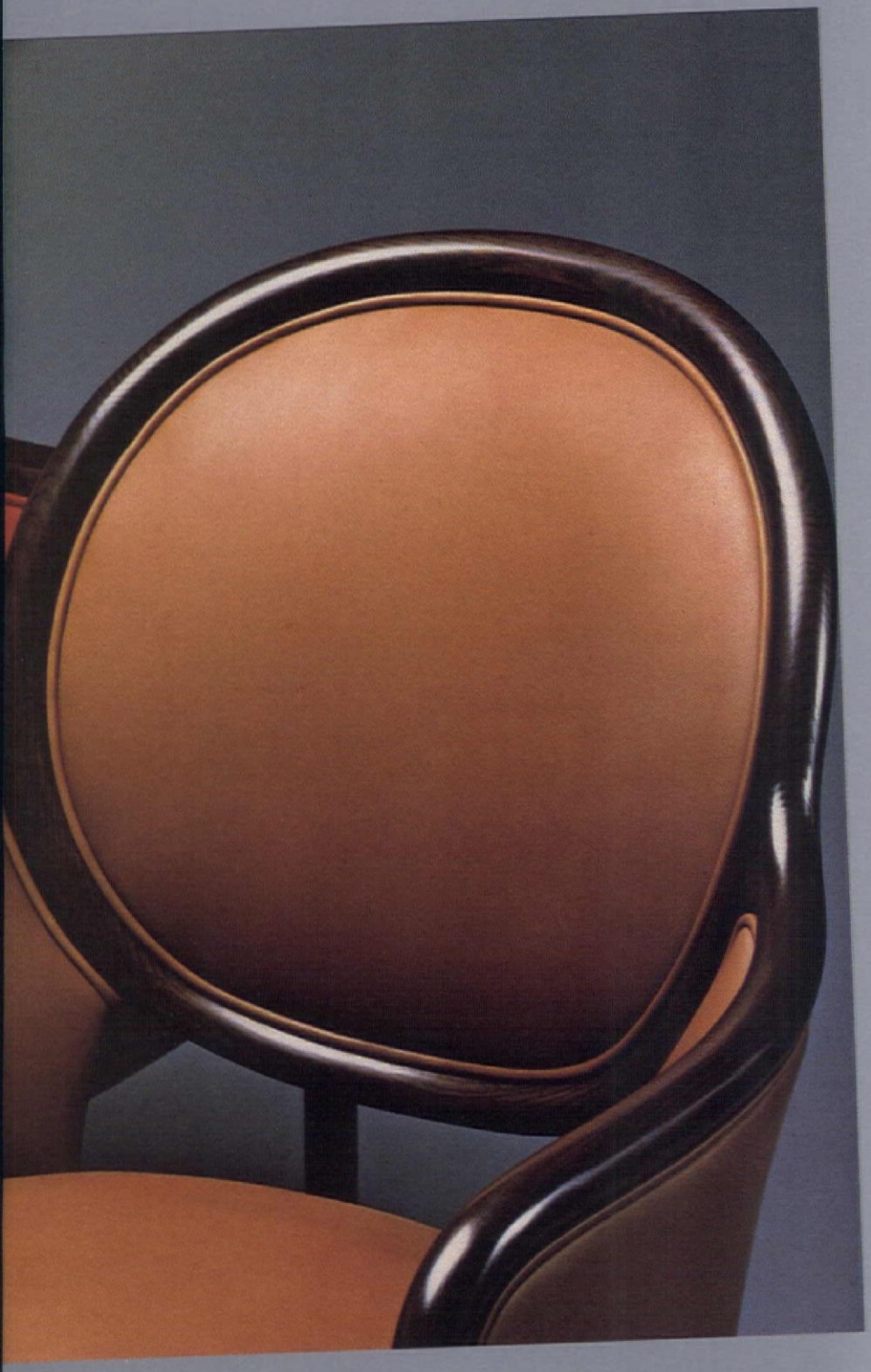
O C U L U S



The Oculus. A graceful allusion to the symmetry and purity of neo-classical forms ■ Ward Bennett

C H A I R



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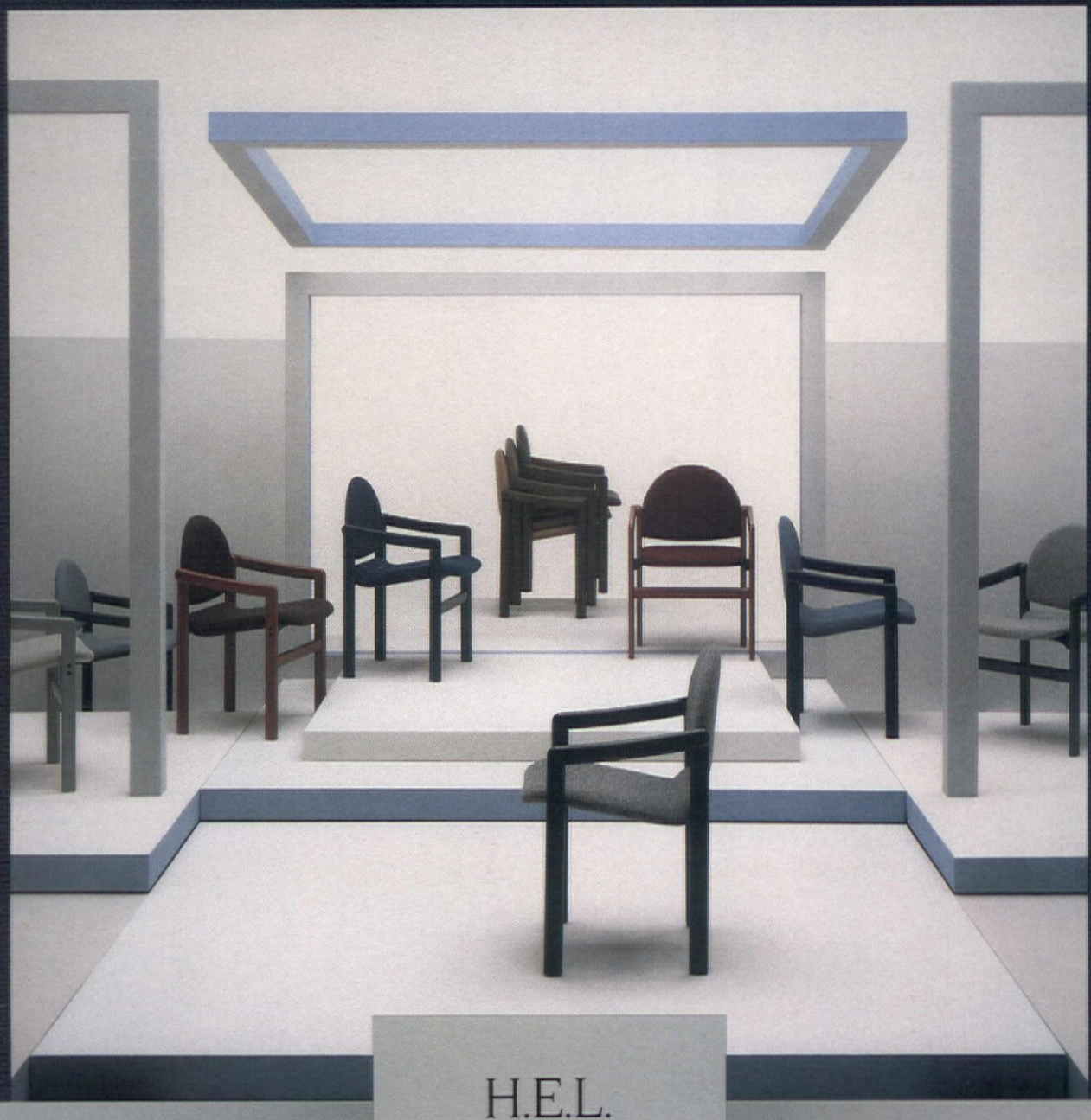

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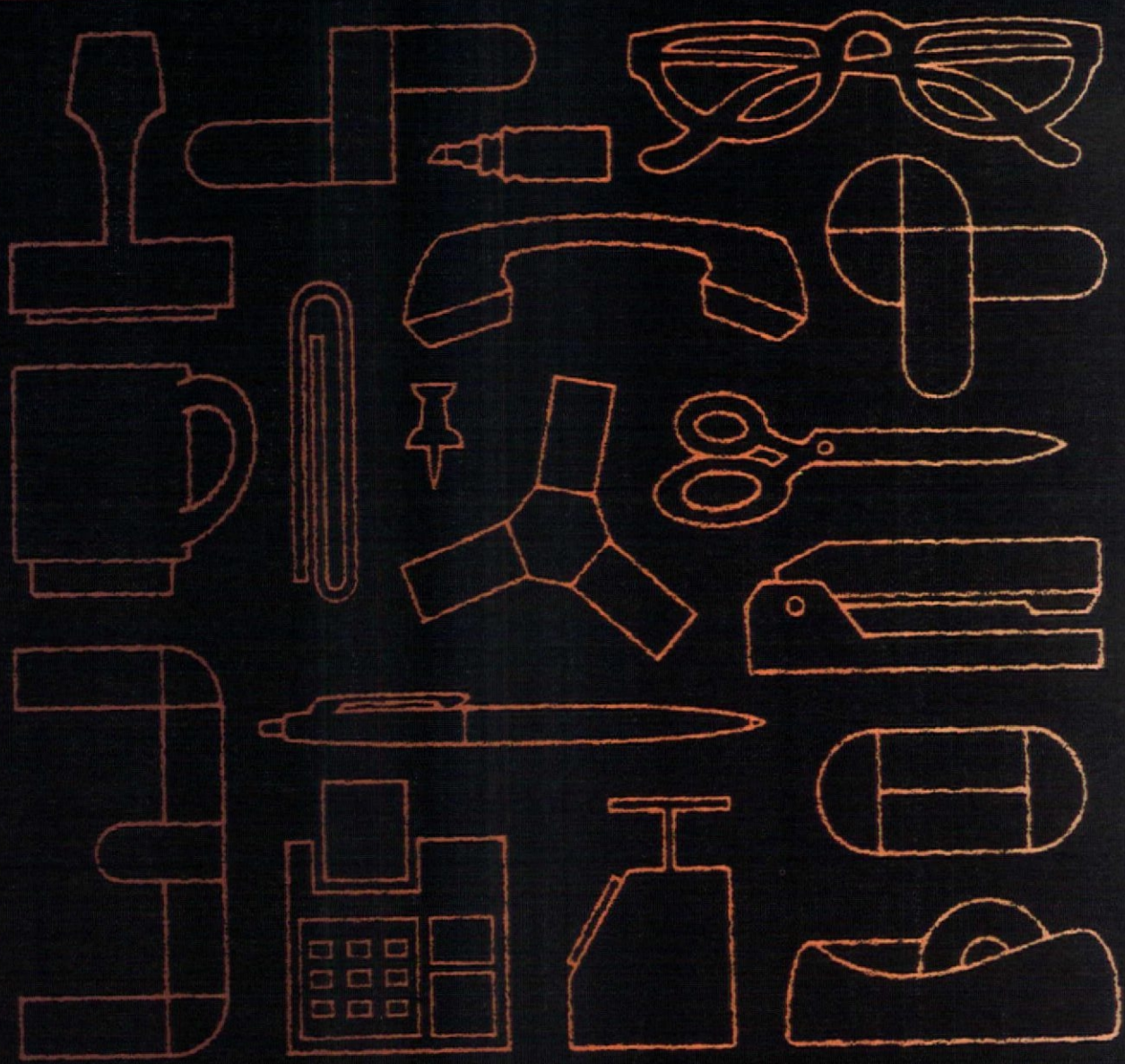

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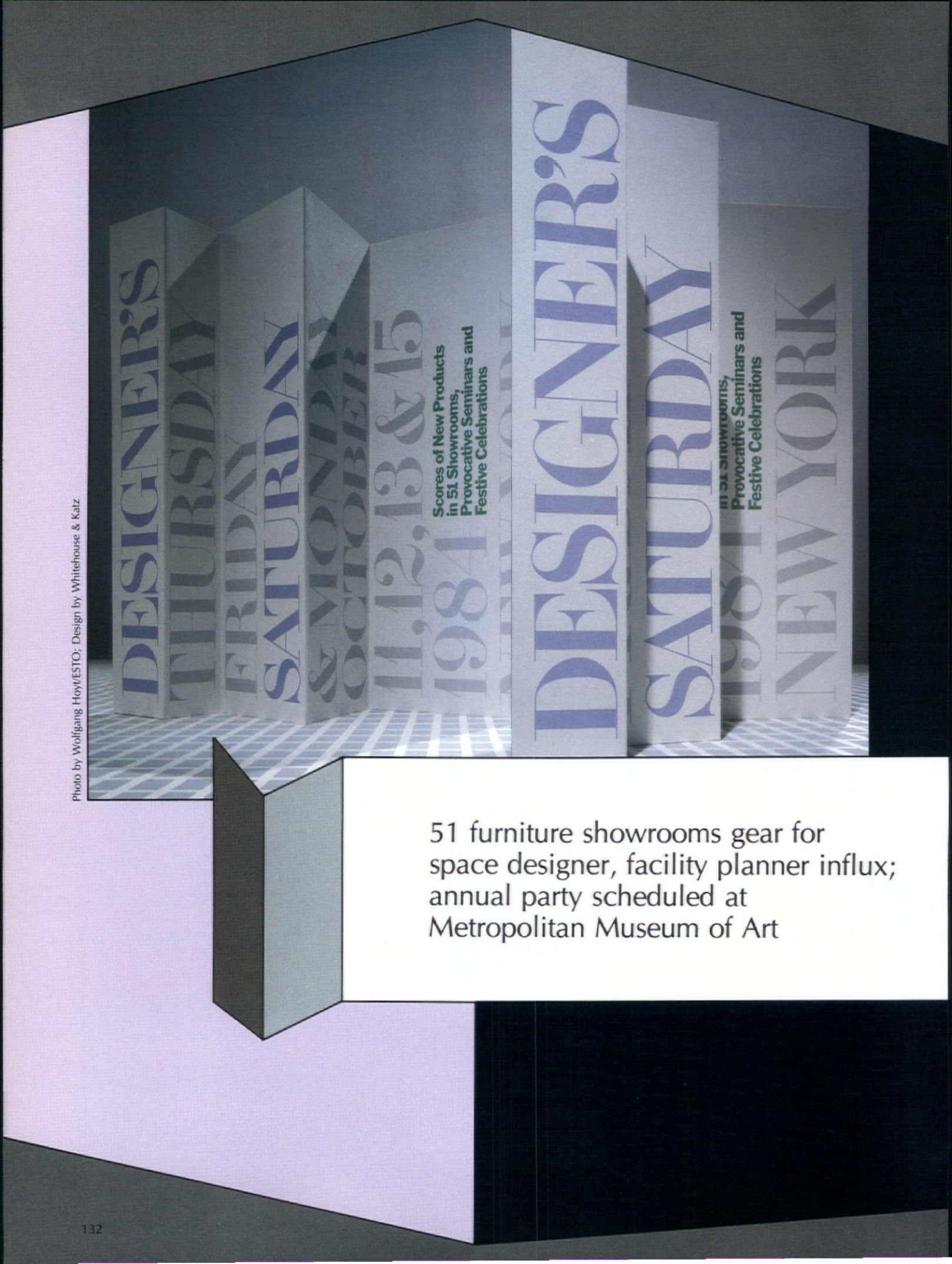


Photo by Wolfgang Hoyt/ESTO; Design by Whitehouse & Katz

51 furniture showrooms gear for space designer, facility planner influx; annual party scheduled at Metropolitan Museum of Art

FACILITIES SYMPOSIUM, STUDENT DAY ENHANCE PROGRAM

"Scores of new products in 51 showrooms, provocative seminars, and a festive museum cocktail party." That is how Designer's Saturday members tout the highlights of this massive, New York City high-end showroom celebration, October 11-13 & 15. Also marking the event will be a special "Facilities Management Day" program, a "Meet the Trendsetters" program, and a reception at the Metropolitan Museum of Art.

With membership up from last year and offering an expanded, four-day program, this Designer's Saturday is the largest in its 17-year history. Joining for the first time is Hardwood House; Herman Miller and Brickel Associates have returned following a one-year absence. JG Furniture has also returned after a short hiatus. Monday, October 15 was added to the event to accommodate students at a time when exhibitors can devote complete attention to their information needs.

The gala finale, scheduled for Saturday, October 13, 7-9 p.m., is the museum reception. There will be a buffet and bar in the Great Hall; drinks and dancing in the Temple of Dendur Wing; refreshments and relaxation in the American Wing Courtyard. Highlighting the reception will be the exhibition, "Van Gogh in Arles," the most important retrospective of the artist's work ever mounted. The $15 admission to the reception is tax-deductible, and tickets may be bought at all Designer's Saturday member showrooms or at the museum on Saturday evening.

Facilities Management Day

Kicking off Facilities Management Day, Thursday, October 11, will be a symposium moderated by Anne Fallucchi, editor, *Facilities Design & Management* magazine. The symposium will address the role and future of facilities managers and will be held in the F.I.T. Theater, 227 W. 27th St., 8:30 a.m.-12 noon. Ticket cost is $30.

Featured speakers and their topics include Dr. Franklin Becker, associate professor of design and environmental analysis, Cornell University, "Facilities Managers: Custodians or Managers"; Kenneth Kirsch, vice president, headquarters building project for Goldome, "Corporate Facilities in an Age of Change"; Lawrence Lerner, chairman and CEO, Environetics International, previews "The Office of the Future '84." Joining the speakers in a panel discussion afterward will be Michaelene Doyle, manager of office development and engineering, Atlantic Richfield, and Philip Stone, professor of psychology and social relations, Harvard University.

Complimentary buffet lunches will be served in member showrooms from 12 noon-1:30 p.m. Many discussions on effective facilities planning have been scheduled for 1:30 and 3 p.m. Tickets are not required for these sessions, all of which are detailed on pages 135-137.

A cocktail reception for facilities executives and corporate designers will be held at The Asia Society, 725 Park Ave. The morning seminar admission ticket is required; tickets for the cocktail party only may be purchased at showrooms for $15.

Meet The Trendsetters

All member showrooms will be open on Friday, October 12, from 9 a.m.-5 p.m., with lunch served from 12 noon-2 p.m. A "Meet the Trendsetters" program, 5:30-7:30 p.m., 227 W. 27th St., highlights the evening with a provocative, award-winning film, and a seminar and cocktail reception. The film, "Beyond Utopia: Changing Attitudes in American Architecture," looks at major currents in architecture today and features candid discussions of individual design philosophies as well as the works of Robert Venturi, Denise Scott Brown, Michael Graves, Frank Gehry, and Peter Eisenman. Neville Lewis, principal, Neville Lewis Associates, will speak and moderate an open discussion.

Following the film, Martin Filler, editor, *House & Garden* magazine and script writer of "Beyond Utopia," will discuss the newest developments in architecture; Suzanne Slesin, assistant editor, *The New York Times* Home Section, will discuss her views on future trends in home furnishings.

Members of the design community are then invited to attend the IBD/CONTRACT Product Design Competition awards program hosted by

DESIGNER'S SATURDAY

Event expands to four days

the International Design Center, New York (IDCNY). Borrowing its theme from the 1984 Olympic Games, the program is being touted as a Design Olympics; gold, silver, and bronze awards will be presented.

From 8-9 p.m., individuals wishing to attend the event may take shuttle buses from various Manhattan sites including F.I.T. and IDC's 919 Third Ave. office to IDCNY's Center Four. Cocktails and hor d'oeuvres will be served from 8:30 followed by the awards program at 9:30 during which an audio-visual presentation will feature award winners. Live music, dancing, cocktails, and buffet follow the presentation for an evening-long celebration. Buses will begin departing from IDCNY at 10:30. Tickets to the event cost $100 and may be ordered from IBD's national office by calling 312/467-1950.

All member showrooms will again be open on Saturday, October 13, from 9 a.m.-5 p.m. with complimentary buffet and lunches served from 12 noon-2 p.m. Also, from 12 noon-4 p.m., on the half hour, IBD, New York Chapter, will host an audio-visual presentation entitled "Working With the Interior Designer," New York Design Center, 200 Lexington Ave. The museum reception follows in the evening.

Monday has been designated Students' Day and, as such, numerous presentations have been planned. In addition, all showrooms will be open from 9 a.m.-5 p.m. and refreshments will be served. A list of presentations is on this page. For more information, call Linda Foa at 212/249-5237.□

STUDENTS' DAY

October 15, 1984

All day
HAWORTH INC.

"Computer-Aided Design: CADVANTAGE"

9 a.m., 12 noon, & 3 p.m.
STEELCASE

Open discussions with principals of leading design firms

10:30 a.m.
KRUEGER

"The Impact of Designers on the Contract Furniture Market"
Dick Cantwell, Dick Cantwell Inc.

10:30 a.m.
JACK LENOR LARSEN

"The Evolution of a Textile Collection"
Mark Pollak, associate design director, Jack Lenor Larsen

10:30 a.m.
STENDIG

"Career Options for Designers With Manufacturers"
Larry Pond, vice president, marketing, Stendig

10:30 a.m.
STOW/DAVIS

"How the Freelance Designer Interfaces With the Manufacturer"
Richard Ogg, industrial designer, Stow/Davis

11 am. and 2 p.m.
BEYLERIAN

"Product Portfolio Review: Show & Tell"
George Beylerian, president, Beylerian

11:30 a.m.
B & B AMERICA/STENDIG

"The Italian Influence on Interior Design"
Bjarne Skjonnemand, manager, sales training, Stendig

1:30 p.m.
ATELIER INTERNATIONAL

"How to Conduct a Successful Interview"
RitaSue Siegel, professional career counselor and design recruiter

1:30 p.m.
CASTELLI FURNITURE INC.

"The Working Relationship Between the Manufacturer and the Design Professional"
Judith Erger, president, Erger Design Studio Inc., and Robert Turetsky, director of sales & marketing, Castelli

2:30 p.m.
KNOLL INTERNATIONAL
Wooster Street Design Center

"The Design Continuum"
Jeff Osborne, vice president, design, Knoll

3 p.m.
GF FURNITURE SYSTEMS

"Future Ability: Will Your Facilities be Ready?"
Anthony Zulkeski, secretary, Hartford Insurance Group

A complete list of Monday's program will be distributed in all showrooms.

FACILITIES MANAGEMENT DAY
October 11, 1984

SPEAKER	SUBJECT	SHOWROOM	TIME
Terry Lautzenheiser, Day-Brite Lighting, division Emerson Electric Co.	Lighting for Comfort and Productivity in the Office	All-Steel	1:30 & 3:00
Barry Hirsch, Space Decision Group	Stretching Your Open Plan System to the Limit	Alma Desk Co.	1:30 & 3:00
Tim Walker, Walker Associates	Designer Client: Problems, Solutions, and Rewards	American Seating Co.	1:30 & 3:00
Morton Glatstein, Interior Facilities Associates Inc.	Using Computers for Total Facilities Planning	Atelier International	1:30
Bjarne Skjonnemand, Stendig International	The Italian Influence on Furniture Design	B & B America/Stendig	1:30 & 3:00
Albert Herbert, Albert Herbert Designs	Craftsmanship in Today's Office	Baker, Knapp, & Tubbs	1:30
Jay Ross, Cadillac Fairview	Creating Public Places	Beylerian Ltd.	1:30
Marvin Affrime, Space Design Group	Making Executives Accept Open Plan	Brickel Associates Inc.	3:00
Charles Pollock, Charles Pollock Assoc.	The Development and Installation of Institutional Seating	Brueton Industries	1:30
Mitchell Cohen, GHK, and **Carl Brosius,** GHK	Space Utilization and Furnishings: Developing Corporate Standard Programs	Castelli Furniture Inc.	1:30
Joseph Arico, Joseph Arico Associates	Computer Information on Systems at AT&T	C.I. Designs	1:30
Parker Hirtle, Bolt Beranek & Newman	How to Gain Control of Office Acoustics	Conwed Corp.	1:30 & 3:00

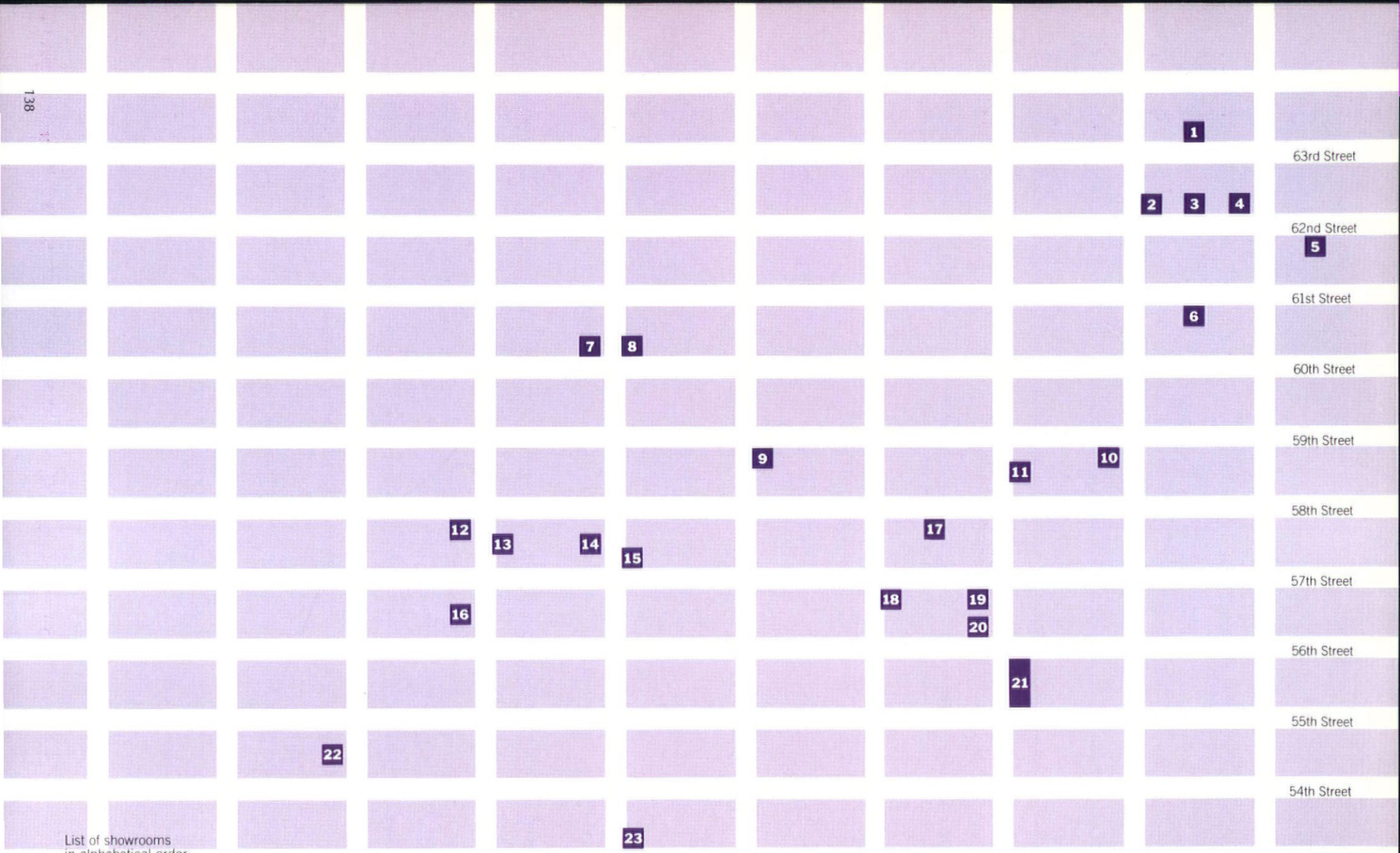
Continued

DESIGNER'S SATURDAY

Showroom seminars include emerging design trends

SPEAKER	SUBJECT	SHOWROOM	TIME
Kenneth Walker, Walker Group Inc.	Design is a Deluxe Cheeseburger	The Gunlocke Company	1:30
Hank deCillia, Advanced Media Group	The Team Approach to Facility Development	Harter Corp.	1:30 & 3:00
David Schowalter, Welton Becket Assoc.	Coping With Behavior Changes in Open Plan	Haworth Inc.	1:30 & 3:00
William Pulgram, Associated Space Design	Automated Offices: Emerging Trends	Helikon Furniture Co.	1:30 & 3:00
William C. Ellis, Pomeroy, Ellis, Newlin-Wagner Design Partnership	How Space Saving Furniture Fills Changing Office Needs	Howe Furniture Corp.	3:00
Darryl Scherba, David Owen Associates	How the Fortune 500 Choose a Design Firm	ICF Inc.	1:30 & 3:00
George Cedeno, The Hillier Group	Flexibility in Corporate Design	iil incorporated	1:30 & 3:00
Larry Gellert, Intrex	Quality Furniture: Do You Know What You Paid For?	Intrex	3:00
Patricia Conway, Kohn Pedersen Fox Conway	Report on the New Procter & Gamble Headquarters Building	JG Furniture Systems	1:30 & 3:00
Will Ching, Will Ching Planning & Design, and **Paolo Gucci,** Paolo Gucci	Sisyphus Syndrome: Overcoming the Uphill Task of Post-Installation	Kimball/Artec	1:30 & 3:00
Stanleigh Morris, ACTEON Associates Inc.	Facility Mgmt: Value vs. Cost	Knoll International	1:30 & 3:00
Philip Stone and **Robert Luchetti,** Harvard University	How to Design Offices Based on Behavioral Settings	Krueger	1:30
Jack Lenor Larsen, Jack Lenor Larsen, and **Alexandra Stoddard,** Alexandra Stoddard Inc.	The Executive Office: The New Romanticism	Jack Lenor Larsen	1:30
Eugene Daniels, Counterpoint Inc.	The Design Professional's Changing Role	Lehigh-Leopold/LBF	3:00

SPEAKER	SUBJECT	SHOWROOM	TIME
John Adams, Facility Management Institute	Facility Mgmt: Taking Charge of the Work Environment	Herman Miller Inc.	1:30 & 3:00
Richard Eppley, Morgan Guaranty Trust, and **Steven Leach, Jr.,** Steven J. Leach & Assoc. Inc. Architects	Managing the Development of Facilities on an International Basis	Modern Mode Inc.	1:30 & 3:00
Steven Holl, Steven Holl	Interior Architecture: Modes of Composition	Pace Collection Inc.	1:30
James Moske, ISD	The Dynamics of Pre-Lease Space Planning	Harvey Probber	3:00
Clifford Gross, New York University	Ergonomics—Its Impact on Workman's Comp in the Office	Shaw-Walker	1:30
Mike Webster, Steelcase Inc.	Electrical Requirements for Electronic Offices	Steelcase Inc.	1:30
Dave Benson, Steelcase Inc.	Lighting in Today's Office	Steelcase Inc.	3:00
Edward Weller and **Thomas Fritzstein,** Skidmore Owings & Merrill	Planning & Design for the Electronic Office	Stendig Inc.	1:30 & 3:00
Kathy Jendrick Winkler, Columbia Pictures Industries, and **Ira Grayboff,** Grayboff Riviello Architects	The Economic Case for Remodeling	Stow/Davis Furniture Company	1:30 & 3:00
Niels Diffrient, Niels Diffrient, and **Michael Clevenger,** real estate div., Xerox	The Diffrient System	Sunar/Hauserman	1:30 & 3:00
Warren Snodgrass, Design Technology	A History of the Desk in the Office	Thonet	1:30 & 3:00
Richard Coronato, The Design Consultancy	Planning Facilities for Facilities Planners	Vecta Contract	1:30 & 3:00
Carol Groh and **Robert Najarian,** GN Associates	Getting the Most From Your Design Team	Westinghouse Furniture Systems	1:30



List of showrooms
in alphabetical order:

9 **All-Steel**
110 East 59th Street 2nd Floor
752-2610

21 **Alma Desk Co.**
919 Third Avenue 6th Floor
752-9111

17 **American Seating Co.**
150 East 58th Street 36th Floor
935-7090

24 **Cumberland Furniture Corp.**
40 East 49th Street 2nd Floor
759-8444

1 **Dunbar Furniture Corp.**
305 East 63rd Street 6th Floor
398-8616

1 **DUX**
305 East 63rd Street Main Floor
752-3897

6 **Metropolitan Furniture Corp.**
306 East 61st Street 2nd Floor
308-9365

14 **Herman Miller, Inc.**
600 Madison Avenue 2nd Floor
838-8280

6 **Modern Mode, Inc.**
306 East 61st Street 4th Floor
355-0785

17 **Reff Corporation**
150 East 58th Street 23rd Floor
759-3680

27 **Shaw-Walker**
666 Third Avenue 24th Floor
697-8700

25 **Steelcase, Inc.**
245 Park Avenue 24th Floor
370-1707

17 **Arconas Corporation**
150 East 58th Street 7th Floor
753-4960

17 **Artemide Inc.**
150 East 58th Street 10th Floor
980-0710

15 **Atelier International, Ltd.**
595 Madison Avenue 6th Floor
644-0400

13 **B & B America/Stendig**
745 Fifth Avenue 4th Floor
752-5234

28 **Baker, Knapp & Tubbs**
200 Lexington Avenue 3rd Floor
599-4300

1 **Beylerian Limited**
305 East 63rd Street 15th Floor
755-6300

17 **Brayton International**
150 East 58th Street 9th Floor
371-6131

23 **Brickel Associates, Inc.**
Ward Bennett Designs
515 Madison Avenue 2nd Floor
Enter 53rd Street
688-2233

11 **Brueton Industries**
979 Third Avenue 2nd Floor
838-1630

19 **Castelli Furniture, Inc.**
950 Third Avenue 9th Floor
751-2050

18 **C.I. Designs**
136 East 57th Street 3rd Floor
750-9602

17 **Conwed Corporation**
150 East 58th Street 4th Floor
826-6933

17 **Corry Jamestown**
150 East 58th Street 10th Floor
421-7280

17 **Croydon Furniture Systems**
150 East 58th Street 3rd Floor
752-8005

8 **GF Furniture Systems, Inc.**
655 Madison Avenue 4th Floor
980-0111

21 **The Gunlocke Company**
919 Third Avenue 2nd Floor
832-2202

17 **Hardwood House**
150 East 58th Street 7th Floor
755-5450

12 **Harter Corp.**
4 West 58th Street 4th Floor
355-4933

8 **Haworth, Inc.**
New York Division
655 Madison Avenue 12th Floor
826-6796

3 **Helikon Furniture Co., Inc.**
315 East 62nd Street 6th Floor
688-3210

20 **Howe Furniture Corp.**
155 East 56th Street 4th Floor
826-0280

1 **ICF Inc.**
International Contract Furnishings
305 East 63rd Street 7th Floor
750-0900

7 **iil incorporated**
654 Madison Avenue 6th Floor
759-3243

1 **Intrex**
305 East 63rd Street 4th Floor
758-0922

22 **JG Furniture Systems**
1345 Avenue of the Americas
15th Floor
621-4213

17 **Kimball and Artec**
150 East 58th Street 9th Floor
753-6161

17 **Kinetics**
150 East 58th Street 7th Floor
755-4020

8 **Knoll International**
655 Madison Avenue 2nd Floor
207-2200 and
105 Wooster Street
334-1500

21 **Krueger**
919 Third Avenue 3rd Floor
371-9595

10 **Jack Lenor Larsen**
232 East 59th Street Main Floor
674-3993

17 **Lehigh-Leopold/LBF**
150 East 58th Street 38th Floor
593-0900

4 **Pace Collection, Inc.**
321 East 62nd Street Main Floor
838-0331

2 **Harvey Probber, Inc.**
315 East 62nd Street Main Floor
838-8040

5 **Stendig, Inc.**
410 East 62nd Street 6th Floor
838-6050

19 **Stow/Davis Furniture Company**
950 Third Avenue 18th Floor
688-9410

16 **Sunar/Hauserman**
730 Fifth Avenue 6th Floor
246-5200

1 **Thonet**
305 East 63rd Street 14th Floor
421-3520

17 **Vecta Contract**
150 East 58th Street 5th Floor
832-7011

26 **Westinghouse Furniture Systems**
Pan Am Building
200 Park Avenue 25th Floor
715-0570

Saturday Shuttle Bus Service provided Compliments of American Society of Interior Designers/Industry Foundation. Bus maps available at Designer's Saturday showrooms.

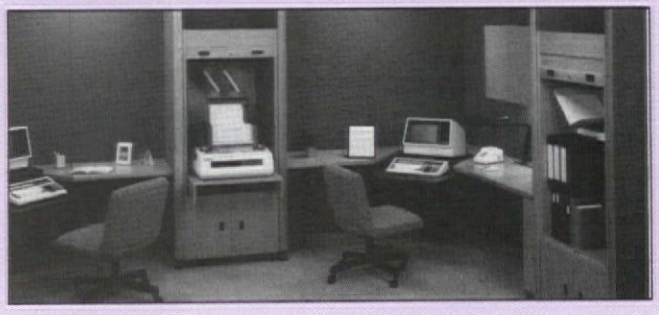
24
25
26
27
28

50th Street
49th Street
48th Street
47th Street
46th Street
45th Street
44th Street
43rd Street
42nd Street
41st Street
40th Street
39th Street
33rd Street
32nd Street

Eighth Avenue
Seventh Avenue
Sixth Avenue
Fifth Avenue
Madison Avenue
Park Avenue
Lexington Avenue
Third Avenue
Second Avenue
First Avenue

Hunting

Brant | Dominguez

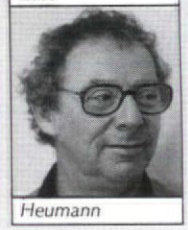


LOCAL SUPPORT

Word processing workstation from **Stow/Davis Furniture Co.** is one of many computer support product line extensions included in the Elective Elements-1 open plan furniture system. Officials who will attend the firm's **950 Third Ave.** showroom include Allen I. Hunting, president; Carlos Dominguez, director of marketing; Darryl Brant, national sales manager. **Circle No. 288.**

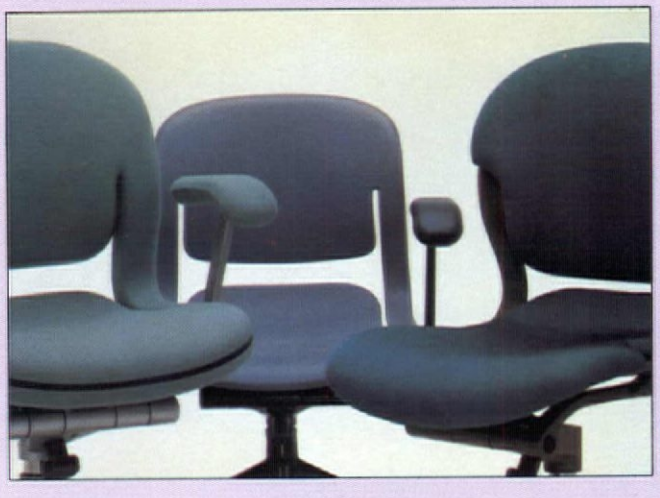
Kane

Case


Heumann

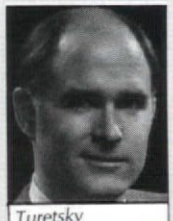
OPENED UP

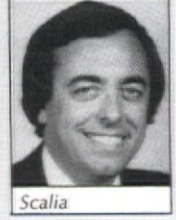
The Montana chair, first introduced by **Metropolitan Furniture Corp.** in a closed-arm/low-back version, is now available in open-arm/low-back and open- and closed-arm/high-back versions. All chairs feature a gas cylinder control base with tilt adjustment and removable upholstered units. Syl Heumann, president; Elvin Case, vice president, marketing and sales; Brian Kane, vice president, design, will all attend the firm's showroom, **306 E. 61st St. Circle No. 321.**



EQUA-T

The Equa family of seating, designed by Bill Stumpf and Don Chadwick for **Herman Miller Inc.,** offers seating equity with extensive capacity to personalize. Attending the firm's **600 Madison Ave.** showroom will be Bob Barnes, major market manager; Barbara Vignera, manager, field sales administration; Gerry Grabinski, dealer program manager; Hilda Longinotti, architect and designer program manager; Judith Ramquist, architect and designer program manager. **Circle No. 298.**


Turetsky

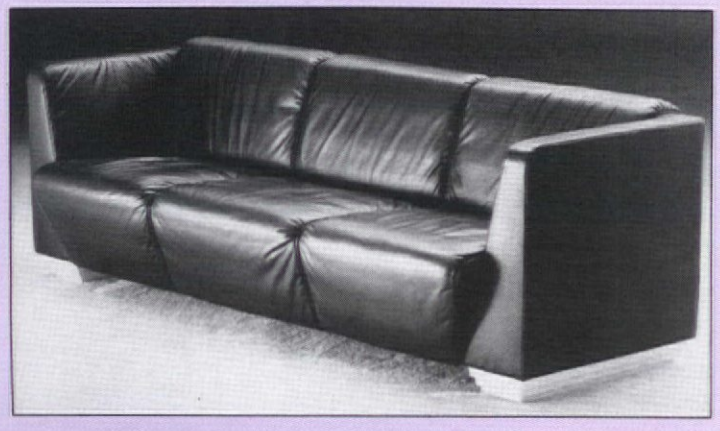

Scalia

PUBLIC RECOGNITION

APTA, public seating which recognizes needs of different size users, has been designed for **Castelli Furniture.** Via a "brain," APTA automatically adjusts back tilt and seat height according to user weight and tension. Demonstrating the line at the firm's showroom, **950 Third Ave.,** will be Robert Scalia, president, and Robert F. Turetsky, director of sales and marketing. **Circle No. 287.**

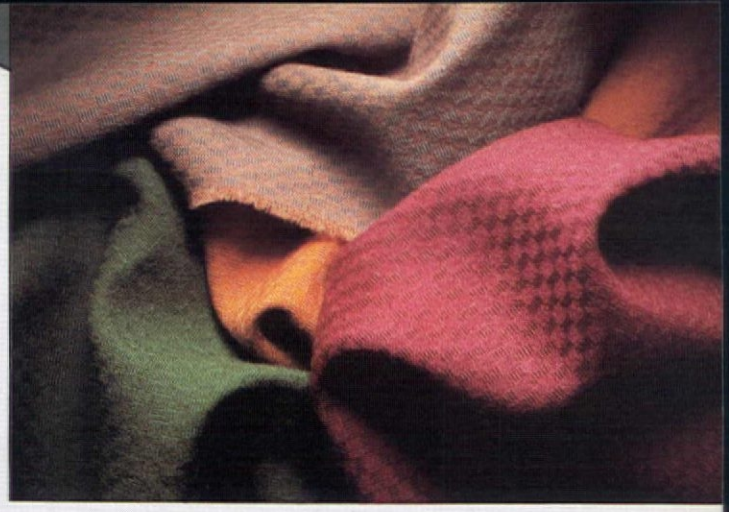
Pond

Epstein



ZIGGURATS, WEDGES

Geo from **Stendig Inc.** is a lounge and modular seating series featuring a ziggurat base and wedge-shaped end panels. Elements included in the series are an armchair and two- and three-seat sofas. Modular units consist of four elements. Executives who will attend the **410 E. 62nd St.** showroom include Edward N. Epstein, chairman, Stendig International Inc.; Leonard Estin, president, Stendig Inc.; Robert L. Stevenson, vice president and general manager, Stendig International Inc.; Larry Pond, vice president, marketing, Stendig International Inc. **Circle No. 329.**



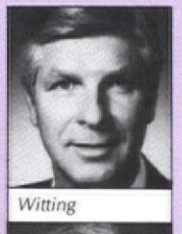
Brickel

Brickel

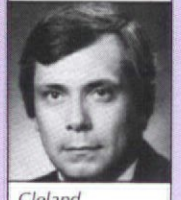
Bennett

CHECKERS, ANYONE?

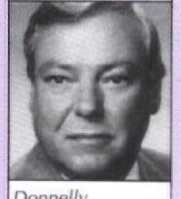
Ward Bennett and **Brickel Associates** present Checkers, a new textile with Old World associations. Composed of 100 percent, English worsted wool, Checkers is just one of four textiles exemplifying Brickel's new direction in textiles. The moth-proofed fabric is 51-in. wide and is available in 14 colors. Representing the firm at its **515 Madison Ave.** showroom will be Estelle Brickel, president; Stephen Brickel, executive vice president; Ward Bennett, designer; Patricia Nugent, national sales manager. **Circle No. 310.**



Witting



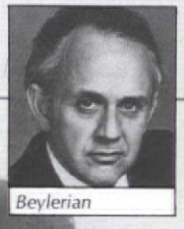
Cleland



Donnelly

ELECTRONIC SUPPORT

This freestanding computer table, featuring vertical and horizontal cable and wire management, expands computer support furniture offerings from **Steelcase Inc.** Product is available in two widths with adjustable desk height. Steelcase will be represented in its showroom, **245 Park Ave.,** by Paul H. Witting, senior vice president, marketing; David H. Donnelly, vice president and general sales manager; Tom Cleland, division manager, eastern division. **Circle No. 292.**



Beylerian

SCANDINAVIAN SIMPLICITY

Luxurious simplicity of **Beylerian's** Ateljee series derives from seating's construction; steel tube sub-frame and birch veneer panels contribute strength and clean lines. Available in armchair and three sofa sizes, Scandinavian-designed line also offers an optional headrest for dramatic proportional change. Hosting the firm's showroom, **305 E. 63rd St.,** will be George Beylerian, president. **Circle No. 283.**

DESIGNER'S SATURDAY

Thyen

HIGH-TECH TOOLS

Firenze communications unit from **Artec,** a division of **Kimball International,** allows executives to integrate telephones or personal computers into a singularly effective workstation. A hand-rubbed, cherry lacquer finish and black, high-gloss wrap-around panel accentuate the unit's design elements. Attending the company's **150 E. 58th St.** showroom will be John Thyen, executive vice president, Kimball International; Don Savoy, national sales manager, Kimball Office Furniture Co.; Ron Werner, national sales manager, Artec. **Circle No. 311.**

Trybus

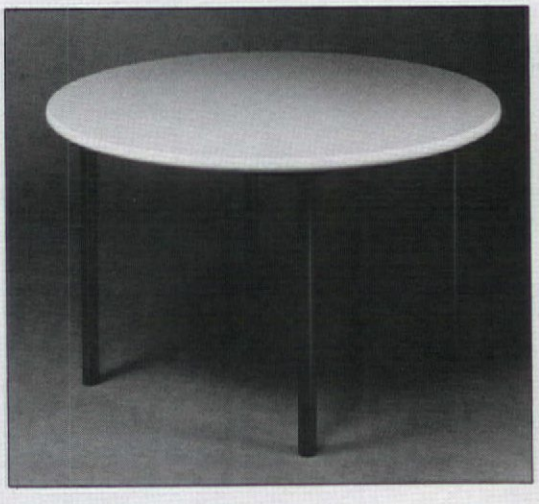
HUMAN CONSIDERATIONS

Human considerations characterize **All-Steel's** articulating keyboard arm. Especially designed for workers who spend less than full-time at CRTs, product can be mounted beneath many worksurfaces and swings out of the way while in its lowered position. Tom Trybus, vice president, marketing, will be at the company's showroom, **110 E. 59th St.,** to demonstrate the arm. **Circle No. 322.**

Brayton

SEATING OPTIONS

Concorde, a European-designed seating line from **Brayton International,** offers a varied selection including a chair, two-seat sofa, three-seat sofa, and ottoman. Seating widths range from 41¾ in. on the chair to 87½ in. on the three-seat sofa. Paul Goldberg, president, and Joe Solinsky, partner, will be at Brayton's showroom, **150 E. 58th St. Circle No. 326.**

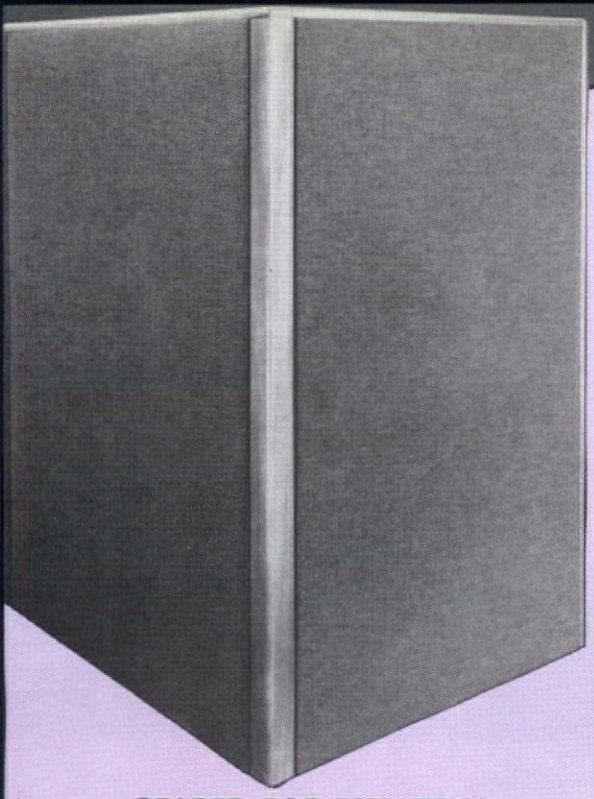


Howe

Ethridge

HOWE SWEET IT IS!

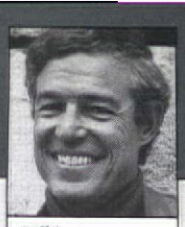
A choice of 20 standard laminate tops and 10 epoxy-colored base options are offered with **Howe Furniture's** Spectra tables. The round table shown is just one of the available shapes—others are square and rectangular; two heights are also offered. Showing the line at Howe's showroom, **155 E. 56th St.,** will be Harold (Pat) Howe, Jr., chairman; James Ethridge, president; George Esposito, national sales manager. **Circle No. 294.**



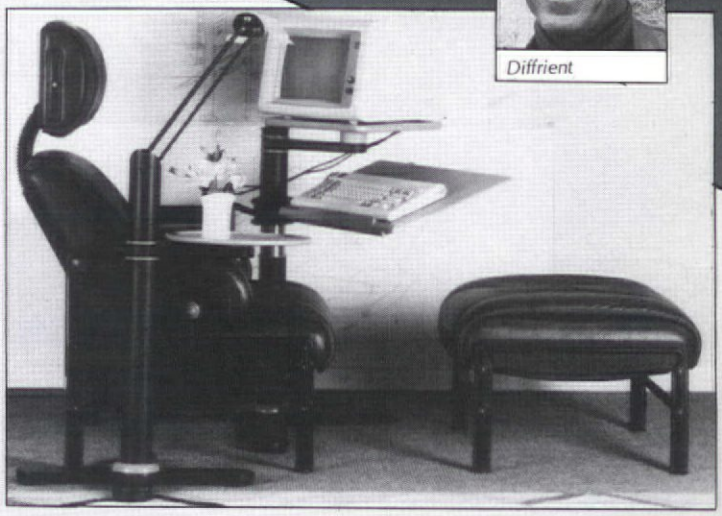
Sorensen

GEARED FOR ESTHETICS

Created by **Conwed** to broaden designer options for its System 2 furniture line, one-piece panel includes a number of features geared for esthetics and versatility in open offices. Two levels of acoustical control are available. Richard E. Sorensen, senior vice president and chief operating officer, and David F. McGinn, eastern zone manager, will attend the firm's **150 E. 58th St.** showroom. **Circle No. 315.**



Diffrient



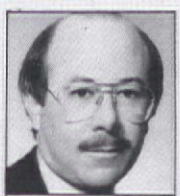
GETTING DOWN TO BUSINESS

Sunar/Hauserman introduces the Jefferson chair, a multi-position recliner with adjustable headrest. Accessories to this leather-upholstered chair include ottoman, adjustable task table which supports computer and keyboard, and a task lamp offering two brightness levels. Officers of the company who will attend the firm's **730 Fifth Ave.** showroom include Robert Cadwallader, vice chairman; Peter Wessel, vice president, marketing; Linda Thompson, director, Sunar/Hauserman Textiles; Douglas Ball, Niels Diffrient, and Michael Graves, designers. **Circle No. 331.**

Stein

SEEING THE LIGHT

Wes-Group from **Westinghouse Furniture Systems** offers a comprehensive range of integrated sub-systems that address major elements of office productivity. Interdependent subsystems include panels and components, task/ambient lighting, and seating. Demonstrating Wes-Group at the firm's showroom, **200 Park Ave.,** will be Russ Nagel, general manager; James Stein, marketing manager; Mike Jurewicz, national sales manager; Joyce Colon, product manager. **Circle No. 318.**



Kiviat

ADDED ATTRACTIONS

Atelier International introduces additions to its Carini executive collection including a full-length modesty panel, components which match existing storage units such as a mobile pedestal and credenza, and a hidden briefcase compartment in the desk. Stephen H. Kiviat, president, will be at the firm's showroom, **595 Madison Ave.Circle No. 325.**

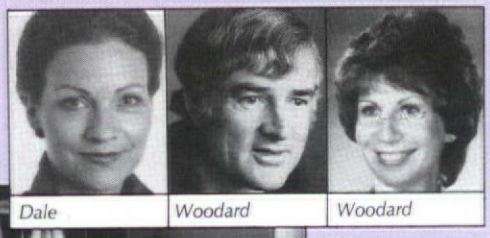
Geiger

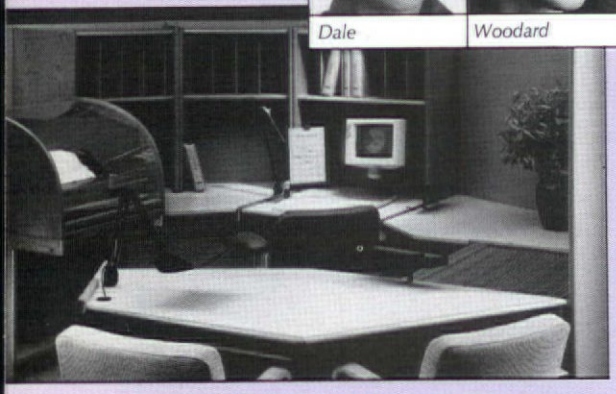
INTERRELATED CASEGOODS

The Tinta System from **iil** is a comprehensive modular system of interrelated casegood components, worksurfaces, and vertical panels. Products may be assembled into freestanding desks and storage units or into complete office environments. Demonstrating the line at iil's showroom, **654 Madison Ave.,** will be John Geiger, CEO; Mike Manes, senior vice president, sales; Manfred Petri, vice president, design. **Circle No. 317.**

MODERN ECONOMY

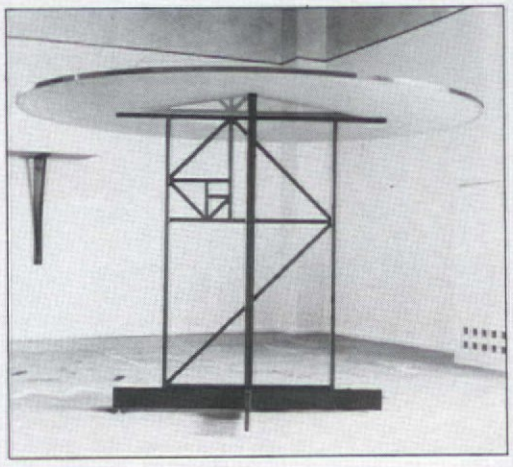
Modern Mode's TEK 3 desk is designed for applications where economy of scale is a consideration. Scaled-down pedestal cylinder is available in 15 colors as well as in bronze or chrome; base is stainless steel. Desk surface and sides are available in oak, mahogany, cherry, walnut, and ash as well as in 15 color finishes. Attending the **306 E. 61st St.** showroom will be William M. Halsey, vice president, sales and advertising, and Robert Benjamin, New York City representative. **Circle No. 295.**


Dale | Woodard | Woodard



COMPUTER CONNECTION

Connexus, a modular office system from **C.I. Designs,** offers a wide range of interconnecting modules and accessories for unlimited tailoring opportunities. Executives who will attend the **136 E. 57th St.** showroom include John Woodard, president; Ann Woodard, national sales manager; Judy Dale, manager, New York showroom. **Circle No. 330.**



Rosen

Del Borgo

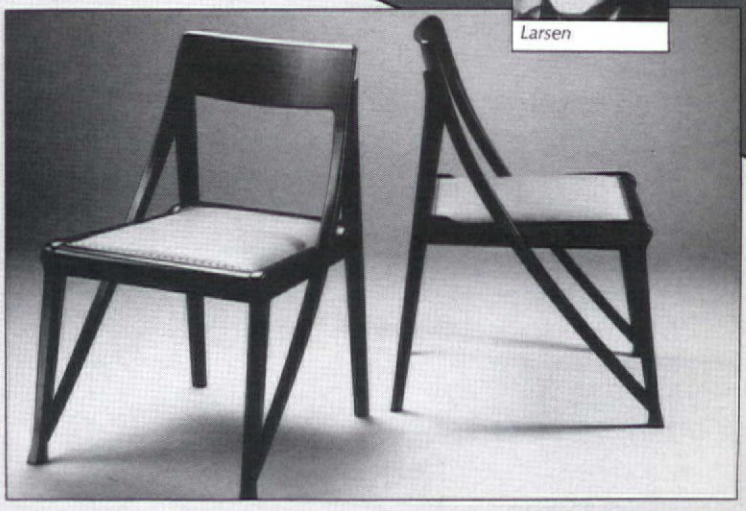
DUAL PROFILES

As with the ancient Roman God Janus who faced in two directions, the Janus table from **Pace** has two distinct profiles: an upward zig-zag and downward spiral. The 44-in.-diameter glass top is sandblasted except for its clear, 16-in. square center. Showing the table at Pace's **321 E. 62nd St.** showroom will be Ivo Del Borgo, regional and showroom manager, New York showroom, and Arthur Rosen, vice president, sales. **Circle No. 301.**

COOKING UP COMFORT

Baker Furniture's Porsche chair offers comfort via a unique system of sculptural, channeled frames which adapt to body contours. Butter-soft, aniline-dyed leather covers the sleek frame in a design that melds art and engineering. Attending the firm's **200 Lexington Ave.** showroom will be Crans Baldwin, regional manager; John Humphreys, contract sales; Wally Haarsgaard, vice president, contract. **Circle No. 308.**

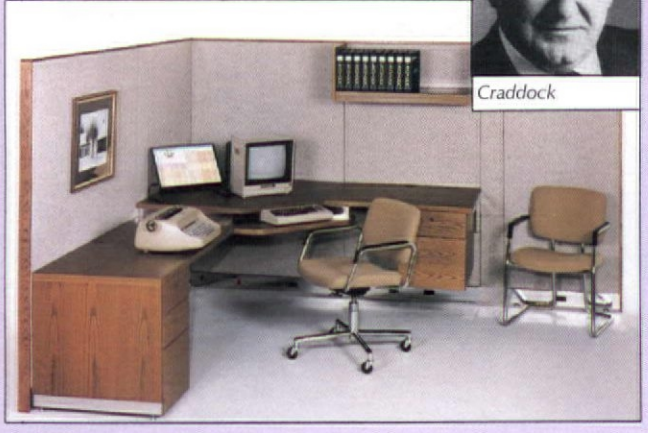
Larsen



MUSICAL CHAIRS

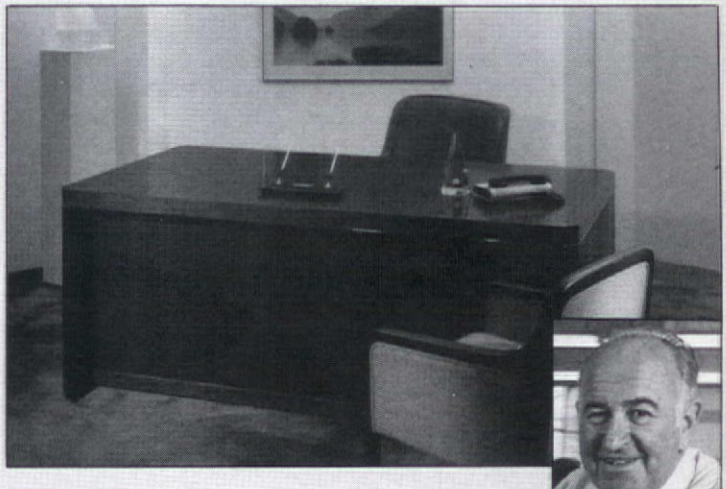
Jack Lenor Larsen's armless Music-Room chair complements the Riemerschmid armchair it introduced last year. Both chairs were designed by Richard Riemerschmid for a music room in 1899. The Music-Room chair features a diagonal cross-brace which becomes its characteristic design element; it is available in golden natural or ebonized beechwood with nail heads studding the seat cushion. Roy Langstaff, New York sales director, and Guido Baumgartner, furniture division director, will be at the firm's showroom, **232 E. 59th St. Circle No. 324.**

Craddock



METRIX RULER

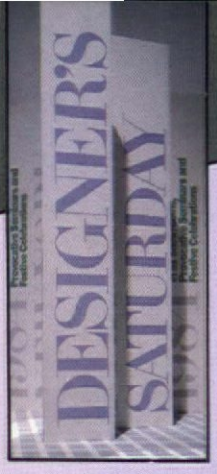
Croydon's Metrix system features the latest technology available in a modular panel system. Metrix is a practical and esthetic panel, and is economically priced with wood components. Key representatives who will attend the company's **150 E. 58th St.** showroom include Laurie J. Craddock, president; Gordon E. Gittings, vice president, sales; Don Allegri, New York representative; Ray Townsley, manager, marketing operations. **Circle No. 316.**



F. Seeman

BOLD IDEAS

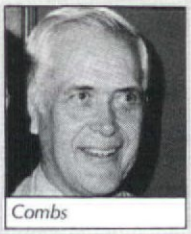
The basic design of **Helikon Furniture Co.'s** Facets desk consists of a bold, geometric shape with distinctive, angled corners framed around base and top. Wood borders and decorative wood inlay provide contrast; accent is provided via a finely polished metal reveal. Fred Seeman, president; Bill Seeman, vice president, marketing; Chris Darling, assistant sales manager, will represent Helikon at its showroom, **315 E. 62nd St. Circle No. 289.**

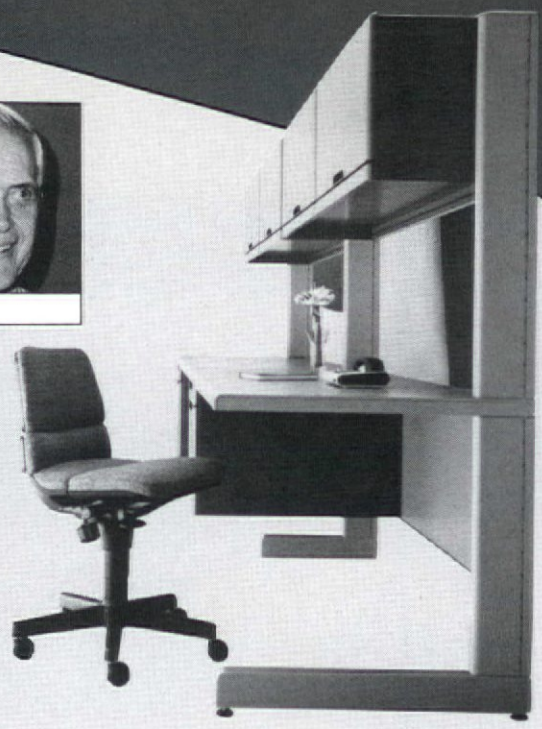


Sample

INTERLOCKING COMFORT

Étude, a passive ergonomic seating group from **Lehigh-Leopold/LBF** features an interlocking seat and back for superior comfort and ease of movement without complicated controls. An articulated mechanism keeps thigh area parallel to floor while adjusting for back movement. Demonstrating the various versions of Étude at Lehigh-Leopold's **150 E. 58th St.** showroom will be Bill Sample, president, and Peter Scarborough, Jr., national sales manager. **Circle No. 296.**


Combs

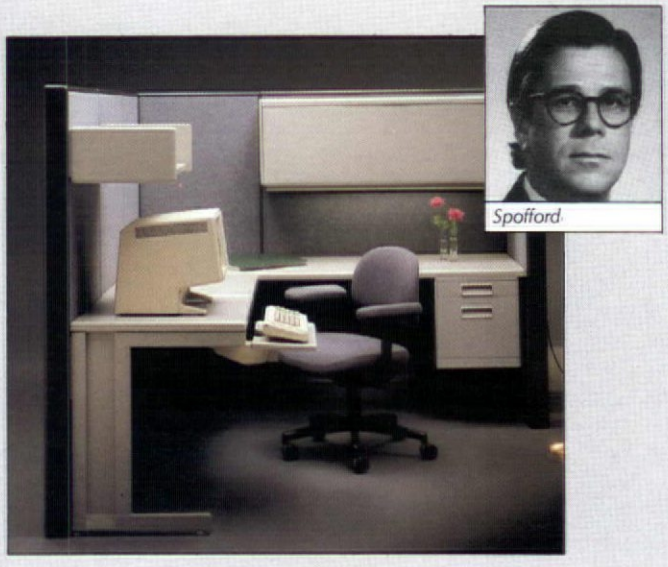


THE HARTER THEY COME

Harter's Task Systems line includes a variety of freestanding furniture featuring power/communications distribution, task seating, and acoustical panel system. Hosting the firm's showroom, **4 W. 58th St.,** will be Evan C. Harter, president; Theodore R. Combs, chairman and CEO; Charles H. Crain, director of marketing; John O. Dampeer, national sales manager; Peter Malcolm, eastern regional manager.
Circle No. 323.

SITTING DUX

Designed by Kenneth Bergenblad for **DUX,** the Blues sofa features a seat and back frame manufactured with No-Sag springs and a chrome stretcher-base. Sofa is available in all of the company's exclusive leathers and fabrics. Principals who will attend DUX's **305 E. 63rd St.** showroom include Claes Ljung, president; Garvan Kelly, vice president; Cheryl Mendenhall, showroom manager. **Circle No. 303.**



Spofford

KEEPING THE TEMPO

Tempo 3 Radius, an open office system from **Shaw-Walker,** is designed with radius edges on panels and worksurfaces. The system has also been made more flexible and modular with the addition of such items as modular binder bins which convert to open shelves, task light, hanging pedestals, and articulating keyboard shelf. Demonstrating the system at Shaw-Walker's **666 Third Ave.** showroom will be John Spofford, president. **Circle No. 314.**

Good

Howard

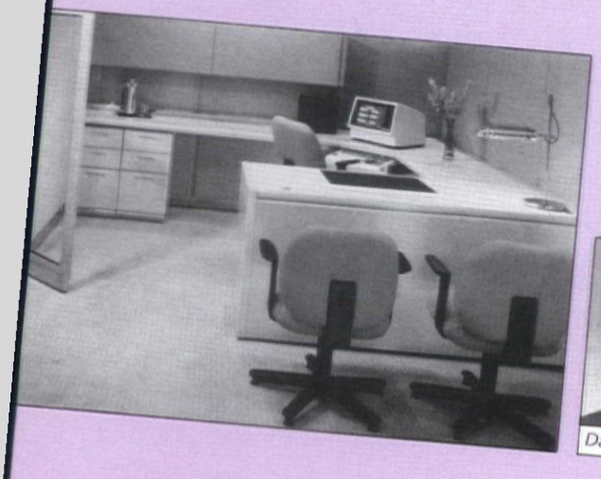
Favaretto

STACK 'EM!

The all-molded, metal stacking chair from **Kinetics** is available in arm and armless versions, and features a two-way sculpted seat and contoured back for superior comfort. Offered in a range of 20 Kinkote colors, the chair's seat and frame can be matched or contrasted; a chrome frame is also available. At the company's showroom, **150 E. 58th St.,** will be J. R. Howard, president; James D. Good, vice president and general manager; Andrew L. Gilmour, vice president/marketing; Jim Hayward, director of design; Paolo Favaretto, architect and designer. **Circle No. 290.**

AUTOMATION, COORDINATION

Emtech electronic furniture line from **GF Furniture Systems** offers fully adjustable worksurfaces, ergonomic seating, and storage options including cabinets, fixed pedestals, and mobile pedestals. The entire line can be coordinated with GF's open plan systems and freestanding furniture. Richard S. Strong, vice president, sales/marketing, and Ronald R. Anderson, chairman, president, and CEO, will attend the company's showroom, **655 Madison Ave. Circle No. 307.**

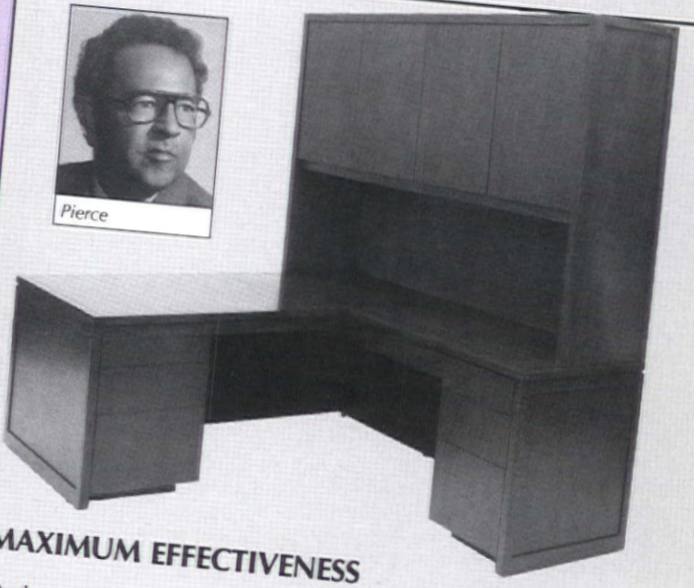


Danesi

ADDED BENEFITS

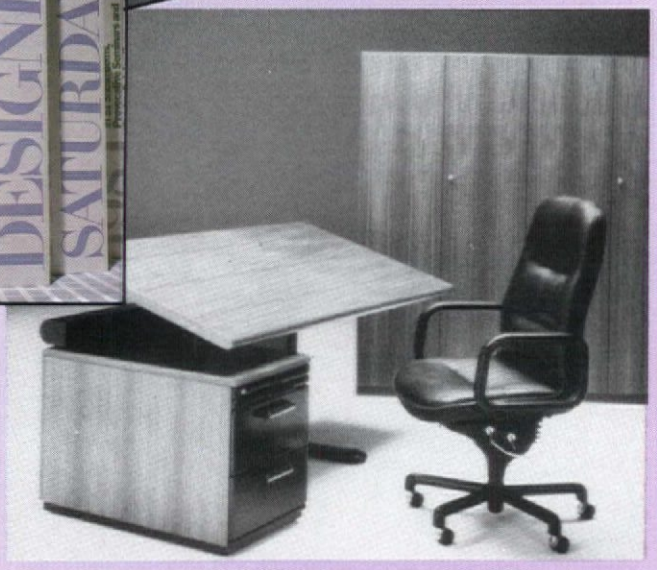
Corry Jamestown has expanded and refined its 1000 system to provide a full range of fabric-covered and acrylic-glazed panels, worksurfaces, mobile and stationary pedestals, overhead storage units, freestanding desks, and table desks. Worksurfaces are offered in wood, laminate with wood edge, postformed laminate, and self-edged laminate. Showing the products in the firm's showroom, **150 E. 58th St.,** will be Vincent J. Danesi, vice president, marketing, and Pat Cleary, northeastern regional manager. **Circle No. 332.**

Pierce



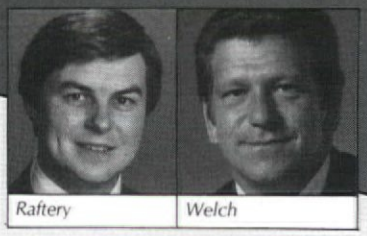
MAXIMUM EFFECTIVENESS

Desks, cabinets, and high storage units in **Dunbar's** Professional Edition permit dimensional changes for maximum effective workspace. Furniture can also be used to adapt a private office setting to a systems arrangement and is available in mahogany with bronze insert. Glenn Pierce, president, will be at the firm's showroom, **305 E. 63rd St. Circle No. 282.**



FINE TUNED FURNITURE

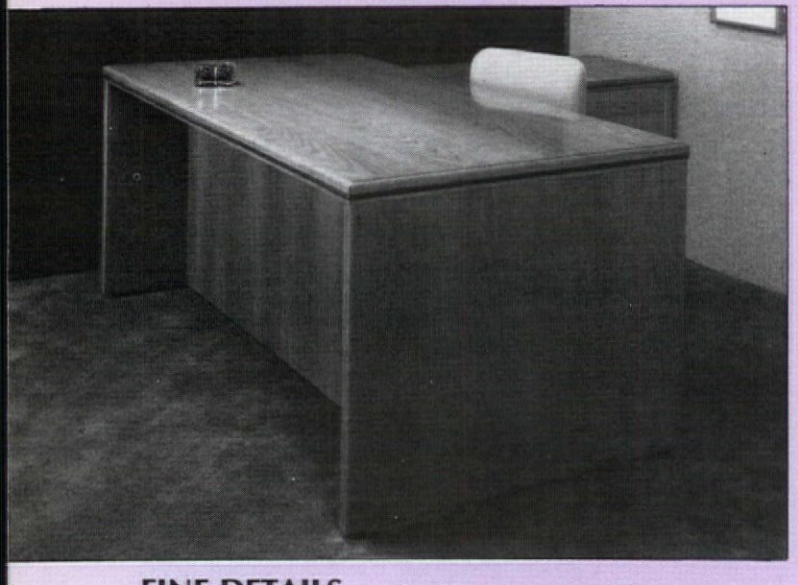
A refined ACM desk system from **Harvey Probber** accommodates an entire office hierarchy from drafting room to executive suite. Available in a variety of laminate finishes with five, wood veneer finishes, the system offers worksurfaces that raise, lower, and tilt; desks are freestanding and modular. System also includes a wide range of mobile pedestals and storage cabinets. Demonstrating the system at the company's showroom, **315 E. 62nd St.,** will be Paul Munyon, executive vice president, marketing, and Sonny Joseph, vice president, national sales. **Circle No. 291.**



Raftery | Welch

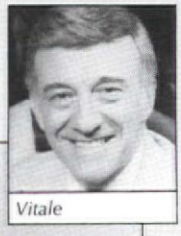
SEQUEL IN WOOD

Sequel, a wood office furniture system from **Vecta Contract,** features components characterized by a solid-wood radius edge for softened panel, cabinet, and worksurface profiles. Veneer options include light oak, dark oak, walnut, natural cherry, black cherry, and mahogany. James C. Welch, vice president, marketing and sales, and William Raftery, design manager, will attend the firm's showroom, **150 E. 58th St. Circle No. 319.**

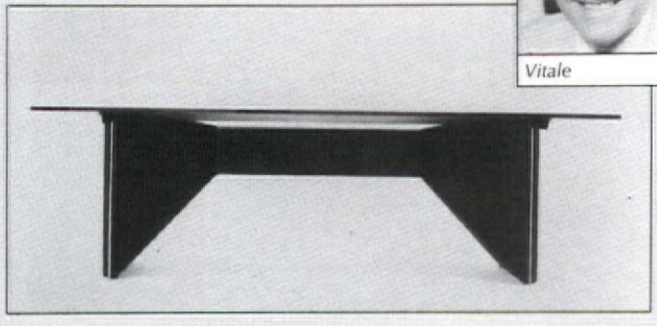


FINE DETAILS

The Vestra collection of transitionally designed executive office furniture from **Hardwood House** includes desks, credenzas, returns, and occasional tables. Attending the company's **150 E. 58th St.** showroom will be Edward J. Clark, president; Dick Conoyer, vice president, sales; Richard Q. Conoyer, director of marketing. **Circle No. 313.**

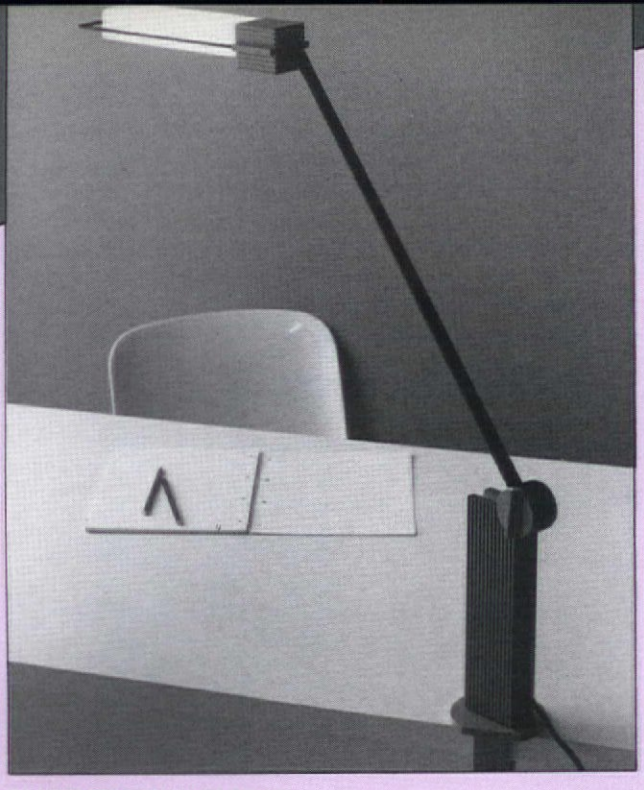


Vitale



PELLY'S PELICAN

In launching its first extensive series of contract furnishings, **Brueton Industries** has brought the use of fabric-covered surfaces to its Pelican designs such as this conference table. Designer Charles W. Pelly balanced angled lines with padded, contoured features; the bow shape, bridged by a glass top worksurface, provides visual impact and satisfies ergonomic factors. Showing the series at the firm's showroom, **979 Third Ave.,** will be Anthony Vitale, president; Edward Ludwig, assistant national sales manager; Deborah Cvirko, customer service manager. **Circle No. 293.**



ENERGY EFFICIENT

Artemide Inc. offers Alistro, a flexible, energy-efficient clamp-on task lamp with swivel base and adjustable arm. Alistro houses a PL 13-watt, fluorescent bulb and is also available in a table version. Shade color choices include white opaque, white translucent, or green translucent. Ernesto Gismondi, president, and Guido Buratto, executive vice president, will attend Artemide's showroom, **150 E. 58th St. Circle No. 327.**

Burgasser

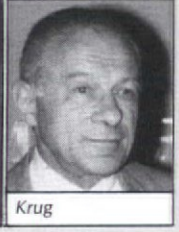
Miller

INTERLOCK SYSTEM

Thonet's Interlock system, designed by Warren Snodgrass (shown with tables) includes desks, conference tables, and credenzas. Designed for corporate offices, furniture incorporates simple lines, fine materials, and prestige textures for easy elegance and function. Attending the firm's **305 E. 63rd St.** showroom will be Joan M. Burgasser, vice president, design, and Donald Miller, vice president, sales. **Circle No. 312.**

SOLID WOOD BLEND

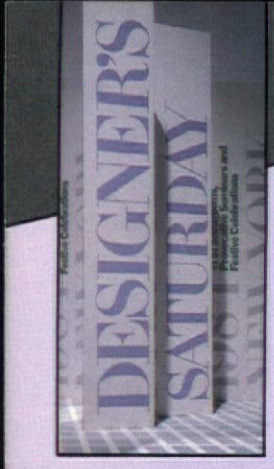
The 5800 series of office furniture from **Alma Desk Co.** features a transitional design with a blend of solid mahogany and veneers. Crotch mahogany veneers are book-matched on desk and credenza panels; drawers are made from a single matched panel. Company officials who will attend the showroom, **919 Third Ave.,** include David R. Hayworth, executive vice president; Gerald F. Lakin, vice president, marketing; Kenneth A. Zick, vice president, product development; Ronald L. Taff, vice president, sales; Frank Dalton, Jr., vice president, design and engineering; George J. Kimmerling, manager, New York region. **Circle No. 286.**

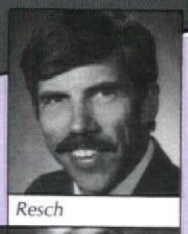


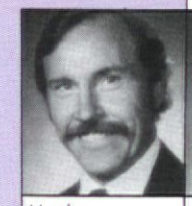
Krug

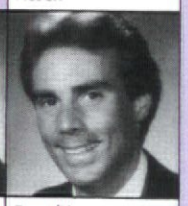
DRAMATIC IMPACT

The dramatic #2658 chair from **Cumberland Furniture Corp.** features a contoured seat and back for optimum support. Made of molded foam over a steel frame, the chair is available on glides or casters. Showroom representatives will include O. H. Krug, president; Peter Forman, design director; Bernard Sherman and Charles O'Rourke, New York representatives; Joseph Shields, general manager. The showroom is located at **40 E. 49th St. Circle No. 309.**



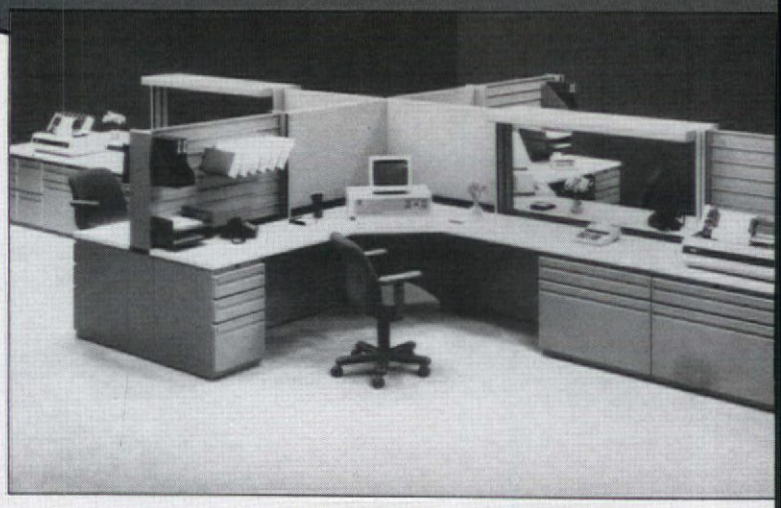

Resch


Hurd


Freschi

SPINAL TAP

Designed for use at computer workstations, **Krueger's** plush, upholstered Vertebra chair features a seat and backrest with a width of approximately 18½ in. Product is available in pedestal base or side chair versions. Richard J. Resch, president and CEO; James A. Hurd, vice president, sales; Richard D. Freschi, regional sales manager, will all represent Krueger at its **919 Third Ave.** showroom. **Circle No. 305.**

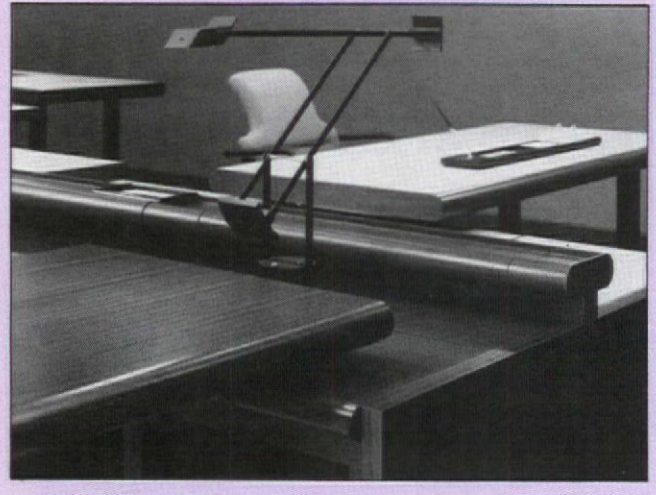


Singer

Eke

OH, HANNAH!

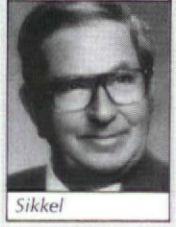
Fully modular Hannah desk system from **Knoll International** consists of visually compatible components including worksurfaces, supporting pedestals, structural knee-hole panels, above-desk storage, lighting, and special channels for wire management. A variety of laminates and veneers are offered with worksurfaces, including several distinctive finishes suitable for executive application. Hosting Knoll's showroom, **655 Madison Ave.,** will be Trevor Eke, senior vice president, marketing, and Lewis Singer, senior vice president, sales. **Circle No. 285.**



DESK POWER

JG Furniture Systems offers the Powerflex desk system, a non-panel approach to planning electronic offices. This modular, power-capable desk system is composed of a metal chassis and media storage units which accommodate legal-width drawers; radius-edged, freestanding tables and a large selection of adjustable worksurface extensions add flexibility. Executives attending the **1345 Avenue of the Americas** showroom include Paula Sortina, showroom manager and Sal Balestri, regional sales manager. **Circle No. 304.**

Leopold


Sikkel

SIDE BY SIDE

Haworth has introduced its System 300 side chair to be compatible with SystemSeating 1, 2, and 3 chairs. Executives who will attend Haworth's **655 Madison Ave.** showroom include Harvey Leopold, vice president, marketing; William Sikkel, senior vice president; Frank Baudo, New York division manager; Francine Mannarino, showroom manager. **Circle No. 300.**

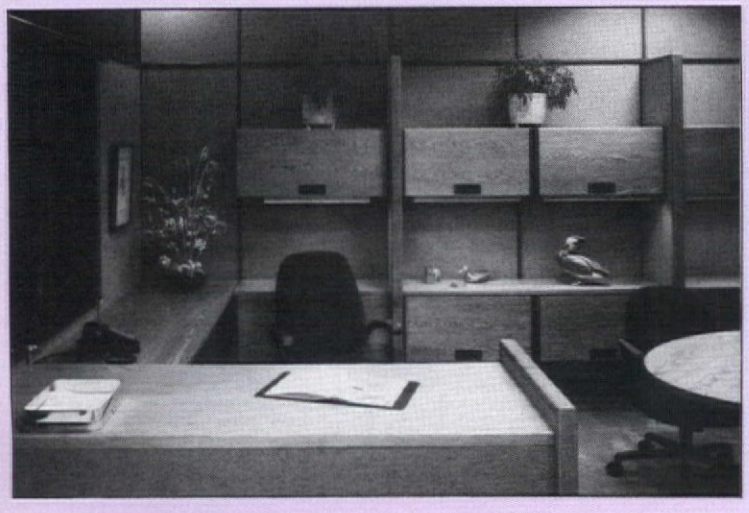


TABLE VERSATILITY

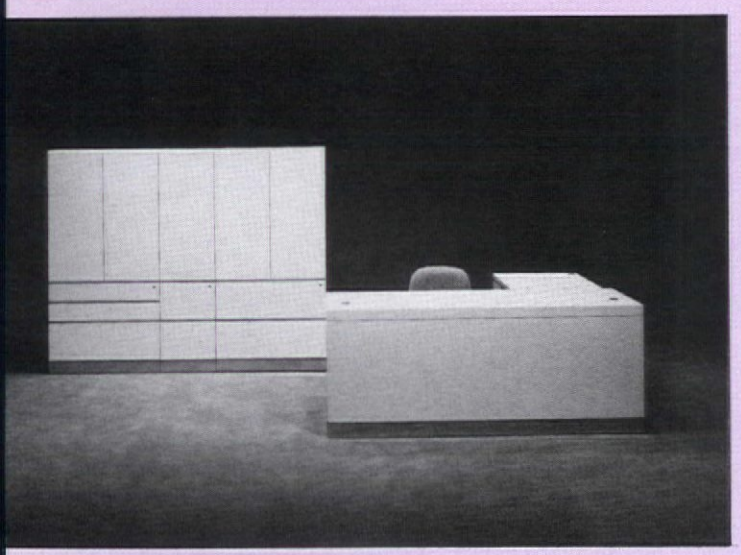
With **American Seating's** Integrated Table Group, more than 20 individual elements can be combined into groupings for conference rooms, private offices, work clusters, and individual workstations. Attending the showroom, **150 E. 58th St.,** will be Richard N. Keener, president, interior systems division; Thomas J. Ryan, vice president, marketing; Frederick Sheldon, vice president, sales; Fred Fincken, regional vice president, New York. **Circle No. 320.**

Neufeld

Tanier

STACKED DECK

The Ibex line of tough, moderately-priced, and comfortable stacking chairs from **Arconas Corp.** are designed primarily for seminar, conference, and dining areas. Steel, tubular frame is finished in white or brown epoxy coating; seats are upholstered in a wide range of the firm's fabrics. John Neufeld, president, and George Tanier, general sales manager, United States, will represent Arconas at its **150 E. 58th St.** showroom. **Circle No. 302.**



SOLID PRINCIPLES

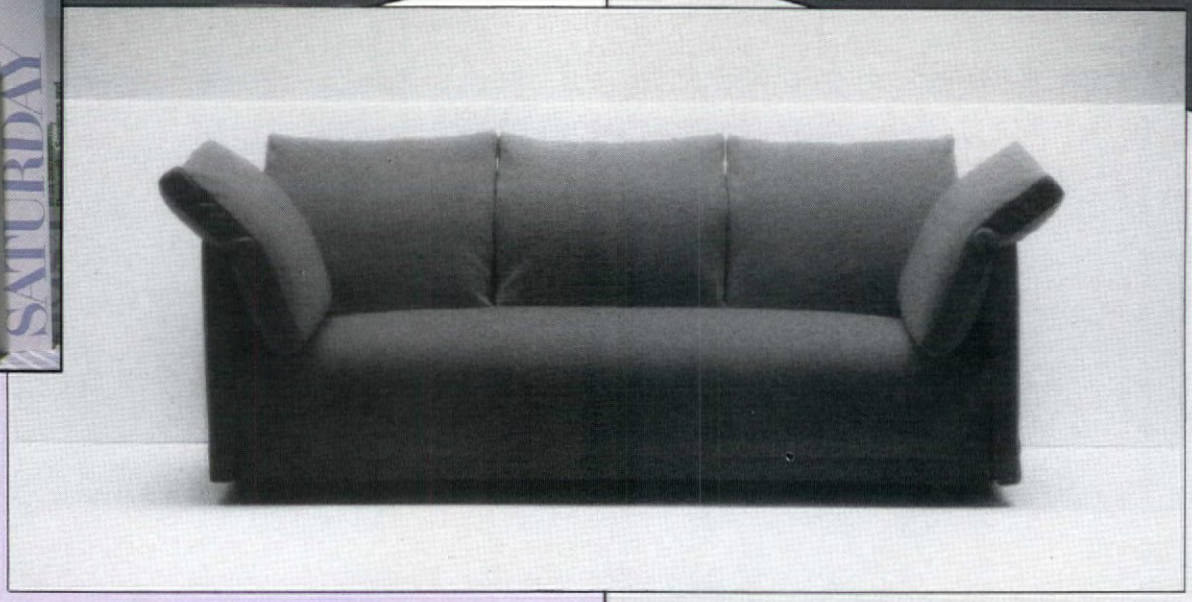
Reff Corp.'s laminated version of Office System 6 employs the solid-color principle and consists of screens, screen components, worksurfaces, desks, pedestals, storage cabinets, and tables. Together with a veneered version, the system meets most office requirements. Fred Drechsel, vice president, sales, and Ralph Miethner, corporate manager, A & D support services, will be at the firm's showroom, **150 E. 58th St. Circle No. 284.**

CAUSE FOR CELEBRATION

ICF, sponsor of this Fall's Alvar Aalto exhibition, Museum of Modern Art, New York, further celebrates the designer with an extensive showing of his furniture designs, some of which have never been previously displayed. ICF's key personnel attending the **305 E. 63rd St.** showroom will include Pat Hoffman, executive vice president; Sam Friedman, president; Chuck Hyman, vice president, sales. **Circle No. 306.**

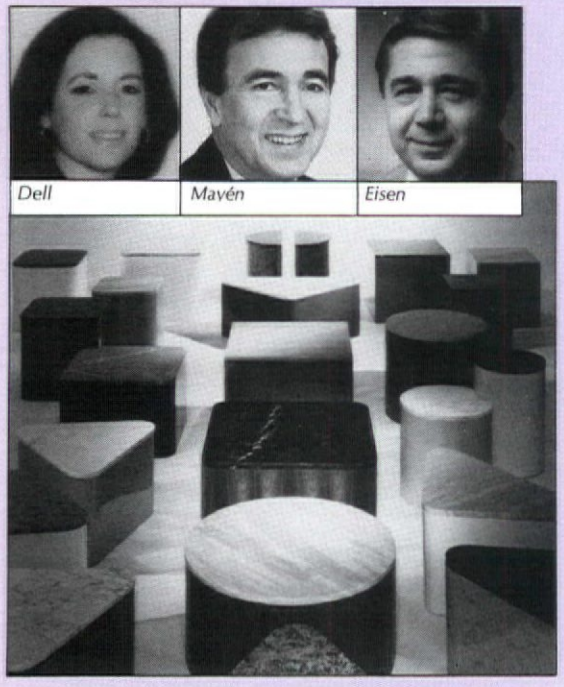
Hoffman

Friedman



ITALIAN FLAIR

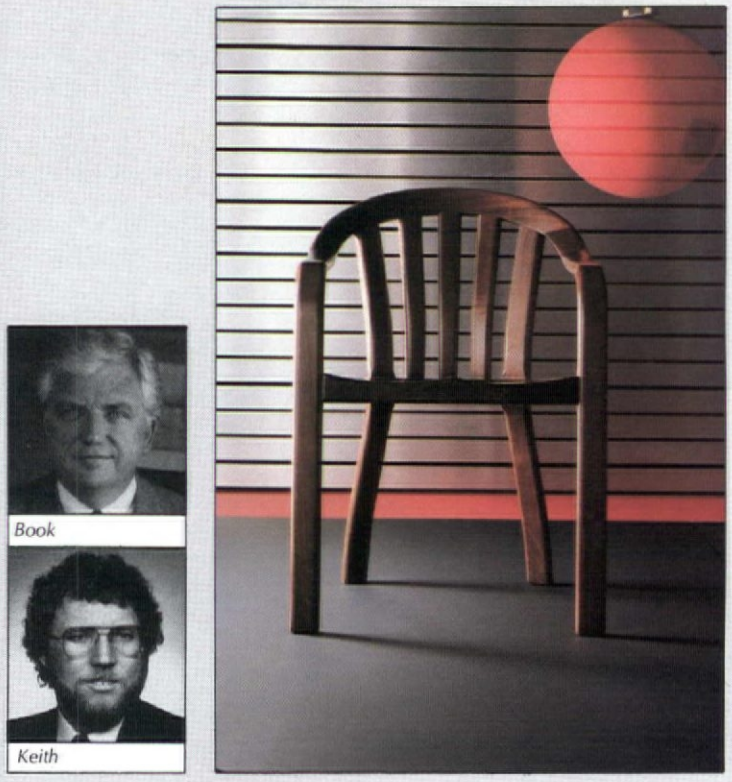
Ottomana lounge seating from **B & B America** combines the Italian flair for informal elegance with technological sophistication. Soft, down cushions rest on a frame of molded polyurethane in which steel frames and springs are embedded; upholstery may be easily removed for cleaning. Anthony Iammatteo, showroom manager, will show the product line at the company's **745 Fifth Ave.** showroom. **Circle No. 328.**



Dell *Mayén* *Eisen*

MARBLE GROWTH

Intrex Inc.'s latest addition to its extensive Monoform table line is a collection of tops in eight marbles. The multi-purpose Monoforms feature simple lines which form geometric shapes such as triangles, drums, split drums, and quarks. Representing the company at its showroom, **305 E. 63rd St.,** will be Leonard Eisen, president; Paul Mayén, design director and chairman of the board; Joni Dell, national sales manager; Lee Stinchcomb, national sales manager; Carol Chace, director of showroom sales. **Circle No. 297.**



Book

Keith

ORDER IN THE COURT

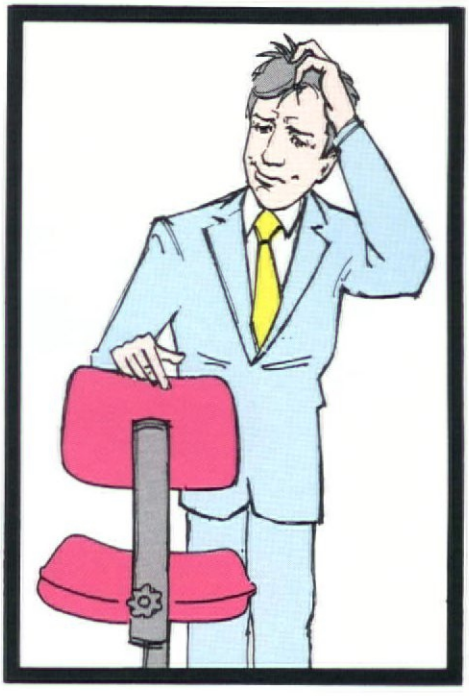
The Courthouse chair series from **The Gunlocke Company** permits a wide range of applications with both arm and swivel chairs in all-wood, partially upholstered versions. Symbolizing the line is an all-wood, walnut version; wood grains flow uninterrupted through smooth curves, and only the carved seat is not steambent. Ken Book, president, and Don Keith, vice president of marketing, will attend the company's **919 Third Ave.** showroom. **Circle No. 299.**

THE WORLD OF CONTRACT SEATING

Anyone concerned with contract seating knows that the past year was notable for a series of new seating introductions. It is only fitting that many of them are featured in CONTRACT's continuing coverage of man's second most important pos ition—sitting. Ergonomics continues to have a prominent role in new products designed for "health seating"—feet on, and thighs parallel to, the floor; ischial tuberosities on a comfortable platform; the back's lumbar region against a supporting cushion.

Among this year's developments are designs that reflect the past, ergonomic chairs that respond to body pressure with fewer mechanical controls, and a variation on the Norwegian Balans system of seating that straightens the spine and shifts body support to the knees.

More than 100 new seating introductions are offered in this comprehensive report.—**The Editors**



HOW END-USERS CAN LEARN ABOUT ERGONOMIC CHAIRS

Teaching principles of health seating is new industry challenge

By **ROBERTA WALTON**
Managing Editor

Demand for programs that inform end-users about ergonomic benefits is increasing due to demonstrated advantages of health seating and to the growing sophistication of the contract market itself.

Yet, there is a general consensus among dealers, facility managers, and ergonomic experts that the real story about ergonomics isn't reaching those who most need to hear it—professional office workers.

It is strongly suspected that the "bells and whistles" of high-tech ergonomic seating are hitting a flat note in the marketplace. Indeed, end-user awareness of how, or even why, to use a chair properly is being questioned as field research uncovers ignorance about ergonomics at many job sites.

Shortfall of ergonomic information

Part of the reason for the problem is a shortfall of information on the subject. In a recent poll of 24 major contract dealers (members of the National Office Products Association [NOPA] Contract Furnishings Forum), 50 percent indicated they rely on product manufacturers for ergonomic information. Of those polled, 80 percent felt that more information on ergonomics would be helpful in their work with clients.

Similarly, a survey of nearly 100 end-users attending an ergonomics training program for VDT operators revealed that two-thirds find communication on human factors issues is not adequately supplied. This audience indicated that end-users do not have access to sufficient information on the subject.

A partner in research for both polls is Bob Arndt, an ergonomist with the University of Wisconsin. Prompted by these research findings, Arndt is currently working on an ergonomics workbook and audio-visual program for circulation to dealers at the upcoming NOPA show, October 17-24, Chicago.

Joining the ranks of independent researchers developing information tools for end-user education are a growing number of manufacturers, product designers, and dealers now engaged in filling the current information void in the seating ergonomic category.

Detailed in this story are some of the programming routes being taken to better reach end-users with information on the significance of proper seating—its real potential to affect health, well-being, and productivity of office workers.

Ask 'Why ergonomic seating?'

For those who have made a career of human factors research, the fault with most seating information supplied by manufacturers and other sources is that it stresses the "how to" aspects of operating a chair, rather than "why" seating features are important.

Notes Rani Lueder, principal, Mantech, an independent Canadian research organization serving the office/industrial community, "Preventative medicine is so critical today, ergonomics is missing the boat by not appealing to the raised health-consciousness of the worker. Showing workers why ergonomics is important to their health is critical."

She cites a research effort conducted by the University of Miami which revealed that users respond to data not only on *how* furniture is used, but, more importantly, *why* it must be used properly.

And, in a recent study Lueder completed for a client, a majority of 24 professionals involved in furniture design, marketing, and specification reported that in many instances furniture is not properly designed, or explained, for user comprehension.

Lueder, whose Toronto firm has worked with such leading contract manufacturers as Westinghouse and Kinetics, notes that informing end-users about ergonomics is the shared re-

For those who have made a career of human factors research, the fault with most seating information supplied by manufacturers and other sources is that it stresses the "how to" aspects of operating a chair, rather than "why" seating features are important.

Illustrations by Kevin Beers

sponsibility of a cross-section of professionals—potentially including the manufacturer, dealer, specifier, and facility manager. "The attitude of professionals shouldn't be that when more than one profession is involved in an effort, the responsibility is divided. On the contrary, it multiplies," Lueder notes.

To date, it appears the manufacturer, via his dealer distribution network, has been the chief source of ergonomic product information. But, dealer opinion (as illustrated in Arndt's research) seems to indicate that manufacturers must increase programming efforts in this area. A spot check of major manufacturers of ergonomic office seating reveals efforts being made to increase the body of information available on seating ergonomics through programs designed to inform the dealer and end-user in more complete detail.

Education: more than a sales tool

These new programs surpass usual sales-oriented tools commonly available on the market today. And, they go beyond supplying mere instruction on chair use, exploring instead the health and productivity issues of human-factor seating.

One of several recently completed programs designed for end-user education in ergonomics has been produced by Beth Israel Hospital, Boston, with manufacturer support from Herman Miller.

In the words of Paula Brody, who is with the hospital's video production center, "The 15-minute tape, called 'Design for Health,' is geared to public education and represents a departure from the usual audio-visual programs we produce for medical audiences."

The Miller project began in 1983 when Beth Israel's teaching affiliate, Harvard Medical School, sponsored a conference on "The Spine." Brody's responsibility to obtain funding for programs exploring the industrial aspects of ergonomics led her to Herman Miller. Notes Brody, "I learned a tremendous amount about the issue of seating. Once you get into the research, it becomes quite convincing to see how important well-designed seating is to worker health."

The tape includes an interview with ergonomist Dr. Stover Snook who is a faculty member at the Harvard School of Public Health and a researcher for Liberty Mutual Insurance Co. Liberty, as the largest underwriter of workmen's compensation, has identified lower back pain as the number one industrial complaint, responsible for $14 billion per year in claims.

Also covered by the tape, which is available to dealers in the "Equa" chair program through Herman Miller and to the public through Beth Israel, is other statistical data illustrating the benefits of ergonomically designed environments. The often-quoted National Institute of Occupational Safety & Health (NIOSH) data from a 1981 report, "Hazards of Video Display Terminals," is included, attributing as much as a 24 percent increase in worker productivity to ergonomic improvements in office settings.

"We're hoping that the tape will educate the worker population on the importance of selecting and using proper seating," says Brody. "It's amazing how little people know about issues of back pain and even about how worker alertness can be adversely affected by seating design."

The Beth Israel tape will supplement another Herman Miller tape designed for dealers that discusses product in more detail. A back-up brochure explores the conceptual issue of ergonomics.

Commenting on these extensive ergonomics orientation efforts of Herman Miller, Equa's co-designer Don Chadwick says, "A manufacturer should have responsibility to some degree for educating the end-user. However, a lot of this effort quite naturally is in the domain of sales."

Miller's senior product manager, Peter Houckstra, agrees. "It's critical to get the message across to the dealer. Our sales force provides dealers with a design statement document and supplementary materials that include a 'Question and Comments' list of most commonly asked questions about the product line and how it functions."

Marketing through learning

Those questions are multiplying as ergonomic seating types become more complex and specialized. Current market offerings include "dynamic ergonomic" chairs designed to move with the user while requiring minimal adjustment. So-called "passively ergonomic" chairs are geared to today's CRT worker.

In the view of Charles R. Davis, group product manager,

END-USERS LEARN ERGONOMICS

Teach importance of health seating

seating, for Steelcase, "Historically, chairs have been purchased in inverse order of importance. Those who needed them the most—secretaries and clerks—received the least consideration in ergonomic chair specification. Today, general office activity is being upgraded to the point where the industry and end-user specifier is recognizing the need to match individual comfort with task requirements.

"We are seeing a furtherance of constructive American technology and end-users will be the ultimate beneficiaries," Davis continues. "However, there is no doubt in my mind that users are essentially unfamiliar with new technology. Some type of explanation is needed from the manufacturer community," he says.

Steelcase employs a multiple-direction ergonomics program. One feature of the program is an instruction document attached to the chair for initial users and a sticker beneath the seat for second- and third-generation users. In more active training, the program includes an audio-visual presentation geared to dealers and their customers.

Recently, Steelcase conducted an experiment with a major automotive company to determine the importance of end-user education. A control group of employees was given a lesson on chair use and features, while another group was not. "Needless to say," Davis continues, "the second group, because of lack of fundamental understanding about the chair, was not as satisfied as the control group.

"The end-user isn't capable of dealing with a new environment without education. We aren't a direct-selling company, so we are trying to reach customers through dealer programs," concludes Davis.

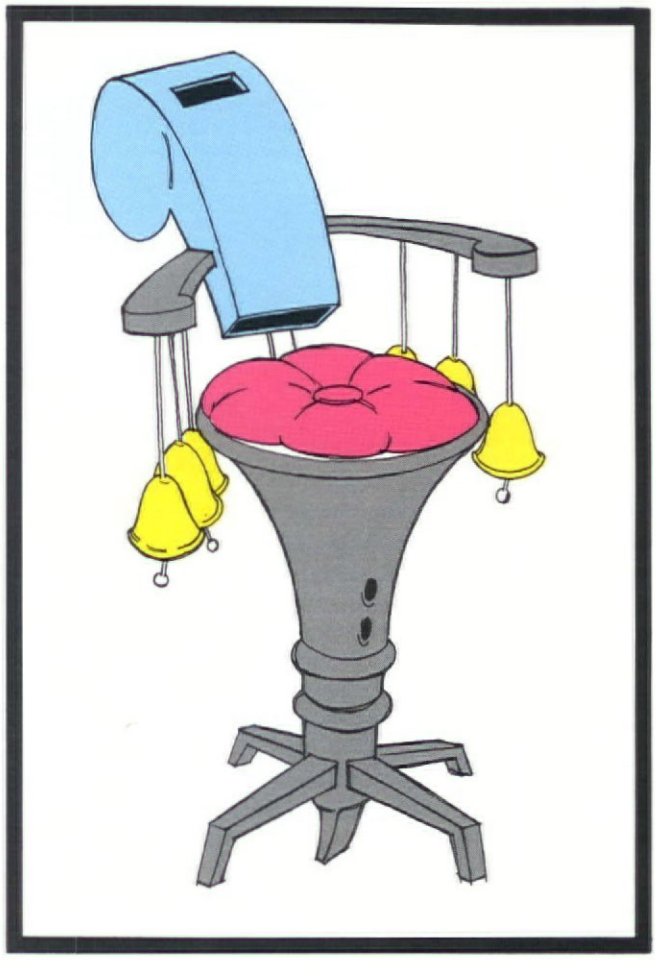
Seating introductions supported with a/v

Steelcase is evaluating its audio-visual media on ergonomic seating lines to create better programs that will support new chair introductions offering sophisticated technology. Ideally, the aids will be released simultaneously with product introductions as part of a pass-along kit for the dealer.

Other educational programs geared to disseminate information on seating ergonomics have been made available recently through GF Furniture Systems and Fixtures Furniture.

GF has launched a series of educational videotapes on ergonomics tailored for use by GF's sales force. Notes John Breslin, manager, corporate product development, "We began the program in early '84. It took a while after ergonomic product lines were introduced for manufacturers to finally ascend the learning curve to build their own store of knowledge. They are now in a position to effectively share their knowledge with the dealer community."

Espousing the view of Charles Eames, that one can "educate by awareness," Fixtures' national account manager Ed Schwartz has been showing a 35-minute slide/tape presentation to the designer and end-user community since the start of '83. Says Schwartz, "We show *why* we offer ergonomic features on chairs. People have reacted to the educational, non-product orientation of the program.



"Recently, we had the slides reviewed by a scholar at Miami University and we are going to refine the program, produce it professionally, and re-package it for distribution to dealers. Other audiences for the show include end-users and architect/designers," concludes Schwartz.

In addition to the audio-visual program, Fixtures offers extensive literature to end-users. Included among print materials is a "Comfort Sit Test" which involves the user in rating a chair's seat, back, and overall qualities of comfort.

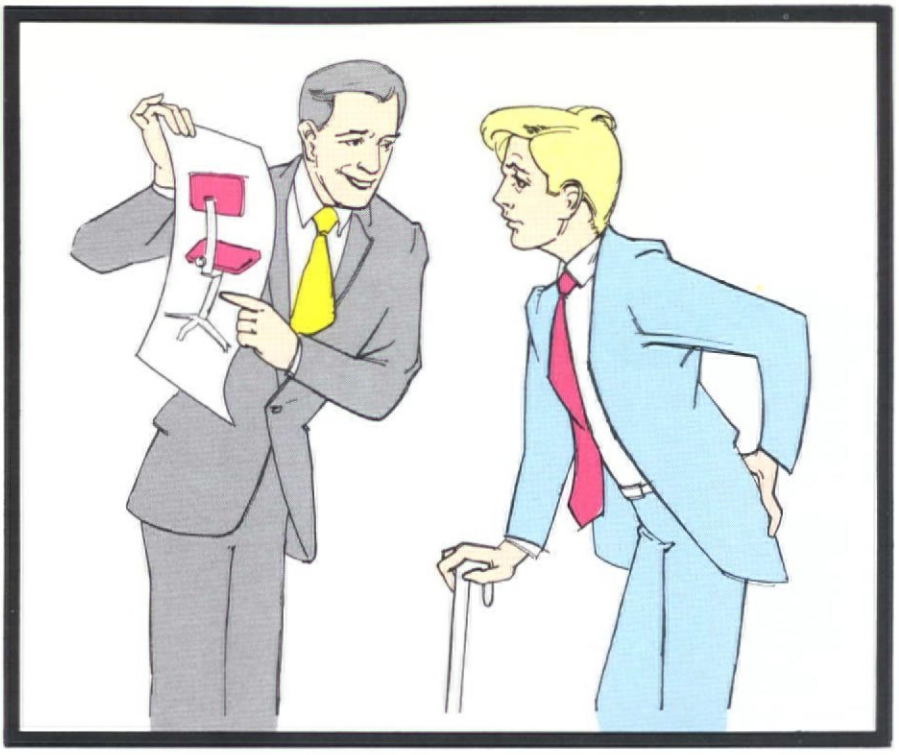
As communications on ergonomics increases in the manufacturer sector, product designers are also getting into the act. A key player in this area is Niels Diffrient, designer of ergonomic seating for Knoll and Sunar-Hauserman.

An important element of end-user education, in Diffrient's view, is communication designed according to an educational theme. The designer has recently been awarded a grant by the National Endowment for the Arts which will form the nucleus of a human factors design, testing, and communications program.

Says Diffrient, "The communication portion will form a public document, a videotape, and a book for common circulation. Ergonomics has grown exponentially into areas such as tables and systems furniture and more information on the subject is required."

The process of reaching end-users with informative data on seating actually begins with the end-user himself, in analyzing

The "bells and whistles" of high-tech contract seating (opp. page) are hitting a flat note in the marketplace because end-users are not aware of how to properly use a chair. Preventative medicine is so critical today, ergonomics is missing the boat by not appealing to the raised health-consciousness of workers. Showing them why ergonomics is important to their health is crucial.



seating habits, task requirements, and job performance.

Thus, American Seating has instituted a program of post-occupancy evaluation which is aimed at evaluating real-environment seating problems, rather than theoretical questions.

"We are going to be better able to evaluate the ways chairs are used in the field, in addition to monitoring how they are specified," says Tom Ryan, vice president, marketing. "It may sound funny for a manufacturer to say he's educating himself, but actually we have to learn more about the trenches."

In the early spring of this year, the company brought together on-staff space planners and external consultants in the areas of industrial design and human factors analysis. The team will be visiting clients with checklist evaluations to provide more information on use of its lines to further product development and communications.

Says Ryan, "Participating clients will have an installed base of one-to-two years with our product. Personnel will be interviewed live. We are striving for a statistical cross-sectional matrix of companies—both large and small firms within various industries as well as the white collar sector."

End-user research intensifies

Following suit, some end-users are involved in task force studies themselves. At Metropolitan Life Insurance Co., N.Y., a study was recently conducted on ergonomic seating. Says Dom Prezzano, vice president, company, property, and services, "We wanted to establish a standard for ergonomic task chairs."

The company has grown to the point where it currently employs 7,500 VDTs; 10,000 VDTs are expected to be in use by year's end. "As we started interviewing employees," says Prezzano, "what hit home was that the chair is a very important component."

In the Metropolitan Life experiment, 10 chairs were analyzed initially, with five ultimately tested by employees. Each employee participating in the research tested a given chair for a week, with all five chairs tested over a five-week period. Some of the questions asked of 60 subjects (varying from low- to high-level VDT users) included inquiries on ease and frequency of chair adjustment, use of angle or tilt options, as well as whether a "dynamic motion" option was used.

Says Prezzano, "We've read the literature on ergonomics and anticipated potential health problems. Legislation for occupational safety and health standards is currently pending before 17 states. All of this recommends we collaborate closely with the worker on developing seating solutions."

Dealers react to ergonomic imperative

The research conducted by Bob Arndt for NOPA, mentioned earlier, is intended to serve as an industry-wide response to dealer need for ergonomic data.

Says Arndt, "Other professional groups haven't responded with ergonomic training materials on an industry-wide basis like NOPA hopes to do. Most materials dispensed so far by furniture suppliers and computer manufacturers are introductory in nature—not programmatic."

In addition to a slide/tape show, a manual will be supplied to help the dealer solve specifier problems. The purpose of the manual, according to Arndt, won't be to discuss selling techniques, but rather to discuss how to analyze the worker and the worker's task. The manual will cover seating and other product categories relating to ergonomics. It will have chapters on needs assessment, environment, seating, workstation design, task analysis, and a checklist of workplace ergonomics.

In the view of dealers polled on the subject, NOPA's ergonomics program will come just in time.

"So far, we are very dependent on what manufacturers and other sources can give us," says David Itkin, Furniture Consultants Inc., N.Y. "It simply isn't cost-effective for us to develop our own educational programs."

The problem, from the dealer's point of view, is complicated by the client's own perceptions. Notes Jim Gangitano, president, R & G Associates, N.Y., "Chairs are often perceived as a commodity item by our clients. We concentrate so much on 'systems' that this is the premium category getting the most focus. Seating is often the overlooked component, although growing industry awareness of its important benefits to worker health and productivity may change this perception." □

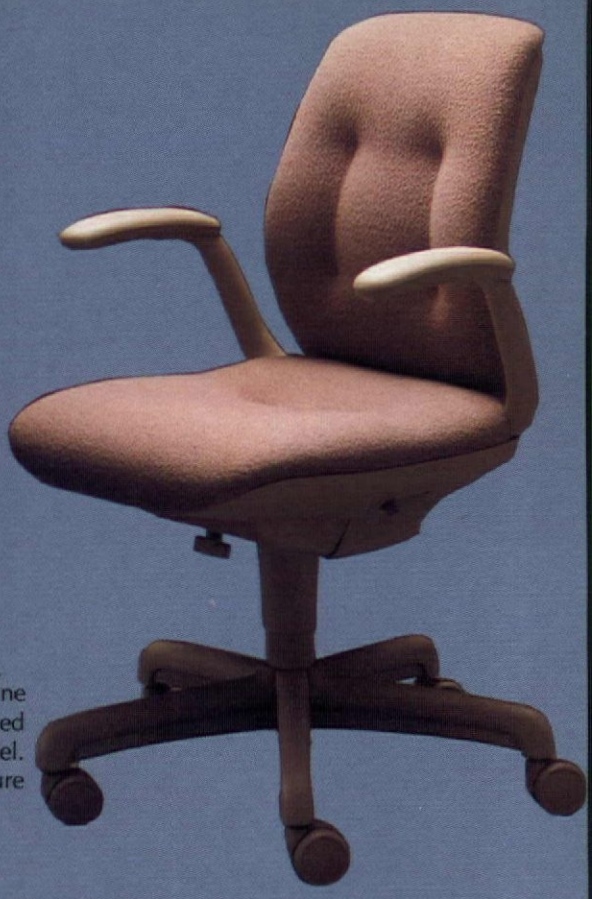
FEWER CONTROLS FOUND IN CHAIRS

Kinetics—Twelve models are available in this new line of business seating. Chairs are offered with or without arms, with half or full back, and with adjustable seat pitch. **Circle No. 420.**

JG Furniture Systems—Articula series has thin, lightweight structure, with seat and back fashioned of polypropelene webbing suspended within a shell frame. **Circle No. 405.**

Gregson—Task seating designation of this family of chairs is executed in fine wood, such as walnut and oak, with urethane toe caps and inside arm components. Variations include clerical, swivel–tilt, posture, and low– and medium–back models. **Circle No. 404.**

Mueller Furniture—October chair is offered in high– and low–back swivel versions, and as a pedestal guest chair. It is mounted on an elegant propeller style base designed by Jim Howell. Seat and back feature down cushions over foam. **Circle No. 403.**



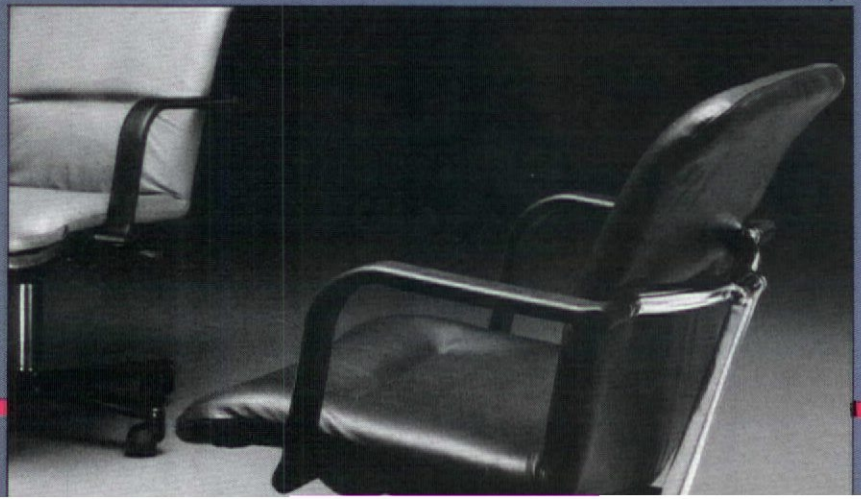
Steelcase—Expansion of ConCentrx line of ergonomic office seating is marked with introduction of Professional model. It has a shorter and wider back, posture contours, and is self-adjusting. **Circle No. 421.**

Steelcase

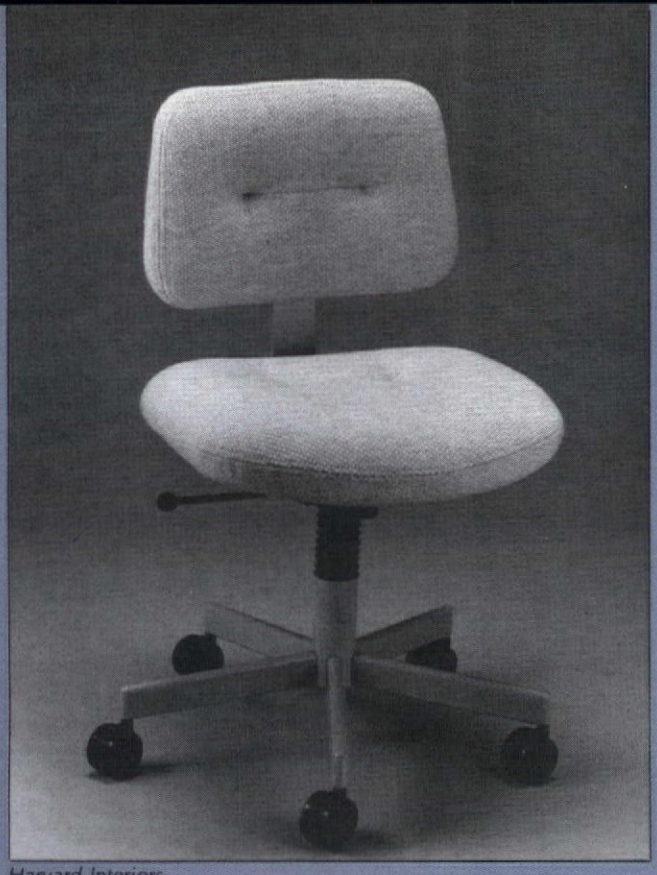
Kinetics

Gregson

Mueller



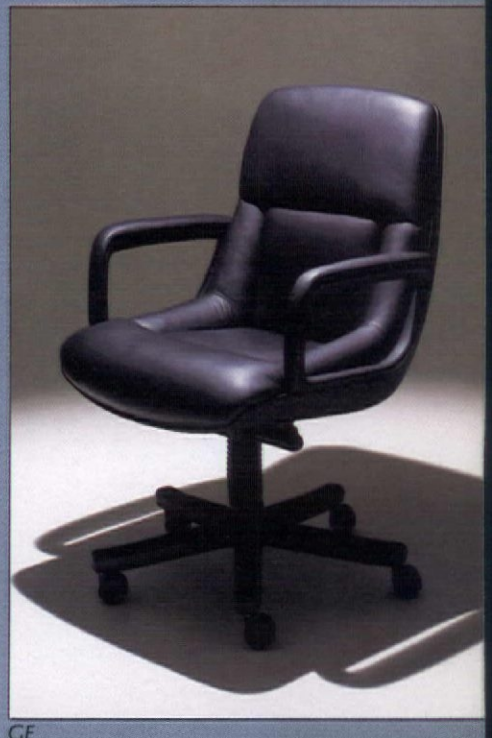
JG



Harvard Interiors

ICF

Gordon Int'l.



GF

Harvard Interiors—Ergo-Task seating, 700 series, has gas-spring height and back attitude adjustment. Model 709, shown, is ergonomically designed, with comfort adjustments made by lever from sitting position. **Circle No. 407.**

ICF—Dillon chairs, a family of eight models, are ergonomically designed with low-cost, no-maintenance, manually-operated mechanisms. Pneumatic options are offered at additional cost for situations where chairs are frequently adjusted. **Circle No. 408.**

GF Furniture Systems—Executive Option is an adjunct to the Body Chair II line of ergonomic seating. It features deeper, softer contours with separated, molded, comfort zone cushions, in leather, fabric, or COM. **Circle No. 400.**

Gordon International—No. 8810 highback executive swivel chair is available in special vinyls, fabrics, or leathers. Pneumatic gas lift, adjustable tilting mechanism, and five-star chrome base are features.
Circle No. 406.

Ghariany Executive—These swivelling tilting armchairs are designed by Sergio Moscheni. Furnished with low- or high-back with head-rest and pre-cut polyurethane padding, they are available in leather. **Circle No. 399.**

Ghariany Executive

OFFICE SEATING

Static control is among features

Harter—Fully upholstered version of HarterMartinStoll chairs offer pelvic support. Combinations of fabric and leather can be used in fabrication of line. **Circle No. 426.**

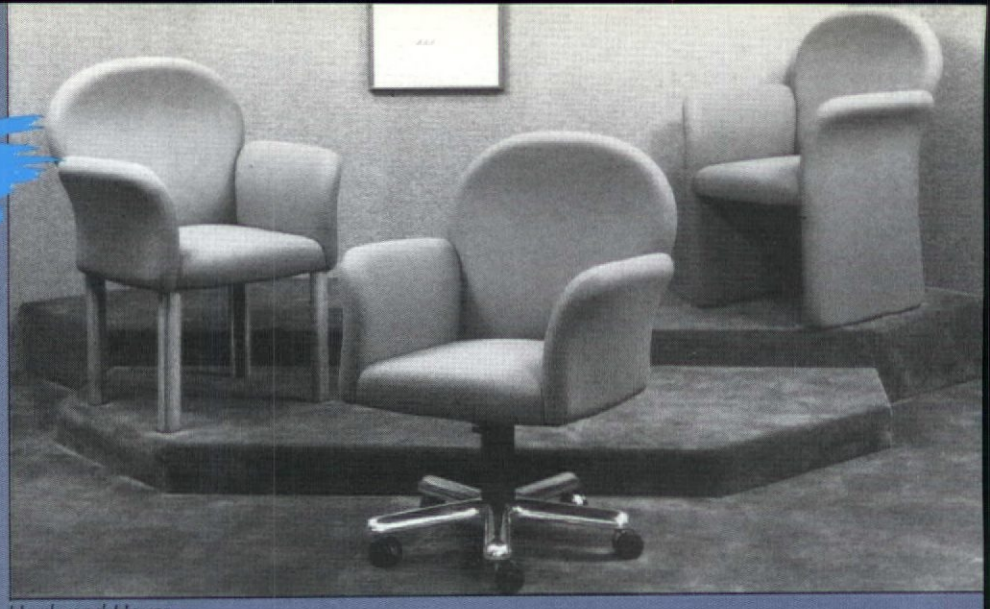
Hardwood House—H/3000 seating is designed by Bruce Hannah. Executive swivel/tilt, side, and fully upholstered occasional chair are available. **Circle No. 424.**

Scandiline—No. 632 swivel/tilt desk chair is available in oak, teak, walnut, rosewood, chrome, steel, or plastic. **Circle No. 427.**

Brayton Intl.—Linea, designed by Burkhardt Vogtherr, offers anatomically shaped shells with high density foam cushioning. Five-star metal bases in polished–aluminum, powder–coated char bronze finish have dual wheel casters or glides. Other features include specially designed shock absorber, relax mechanism, push–button tilt–lock, and 360 degree swivel. **Circle No. 423.**

United Technical Products—CompuChair® is ideal for electronic offices, laboratories, and manufacturing environments. Fabrics with permanently conductive filaments, a conductive circuit within the chair frame, and a metal caster or optional glide which provides a dissipation path, keeps static below computer sensitivity level. Bench-height model has foot ring. **Circle No. 433.**

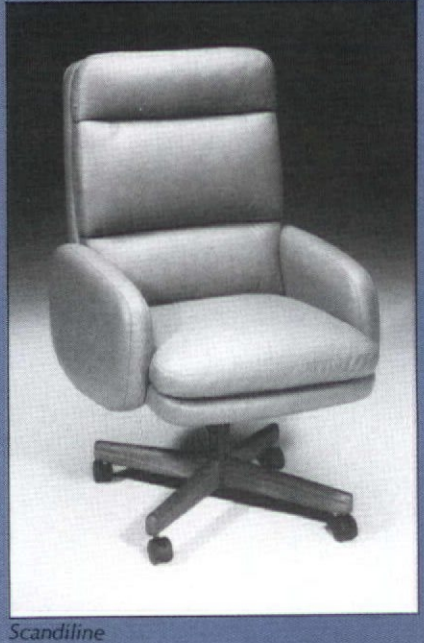
Artopex—Love is a new secretarial chair offering full adjustment of seat and back positions. It comes with a five-prong base in bright chrome, sand, or dark brown polyester. Standard casters are 2-in. black and brown double-wheel. **Circle No. 412.**



Hardwood House

United Technical Products

Harter



Scandiline

Brayton Int'l.

Artopex

Metalstand

High Point Furniture

Madison Furniture Inds.

Royal Seating

Virco

Cole

Metalstand—Syncros I is a new line of task-related seating that moves with the individual. Chair back and seat move in unison to maintain optimum spine-to-pelvis relationship for every task. Positions also can be locked in for specific tasks. **Circle No. 415.**

High Point Furniture Ind.—Model No. 8588 is a high-back executive swivel chair with medium oak or walnut finish on genuine oak. Five-star steel base has oak caps and dual-wheel casters. **Circle No. 416.**

Madison Furniture Ind.—Operational chair C51E99 has a forward seat tilt, pneumatic height controls, and horizontal and vertical back adjustments. It is available with or without arms; brown exteriors. **Circle No. 419.**

Royal Seating—Secretary swivel chair with casters, #3440, is upholstered in nylon fabric with soft vinyl accents. Chair has high density cushion seat and independently tilting backrest that adjusts four ways. Base is cast aluminum swivel, with 2-in. hooded casters. **Circle No. 409.**

Virco—Eurosit™ is a new line of ergonomic chairs with completely adjustable height, back, and back support from seated position. Featured are contoured backrests, waterfall seat front, and contoured seat sides. The chair is available in five different styles and nine nylon fabric colors. **Circle No. 413.**

Cole—Affordables Series has 13 ergonomic models, starting with top-of-line gas-activated models in five variations. Easy to reach controls, low- and medium-back and drafting models, and synchro-tilt as well as manual adjustments are available. **Circle No. 410.**

Seating lines contoured to body

Sam Flax—Ultra E 103 desk chair has pneumatic airlift adjusting mechanism; sturdy five-star multi-ribbed base with self-locking hooded casters; Fralon fabric in five colors. **Circle No. 411.**

Lehigh-Leopold—Jean-Pierre Vitract, for whom the chair is named, designed the Vitract to provide ergonomic adjustments with few controls. Cast aluminum six-prong base provides maximum stability. Patented flexible body and interior spring construction respond to body motions. Tilt control and height adjustment mechanisms are completely concealed by flexible bellows. **Circle No. 432.**

Haworth—System 300 is a side chair that coordinates with System Seating chair series. Sled base frame flexes to adjust seat and back to a comfortable position. Seamless upholstered cushions offer sound support in arm and armless versions. **Circle No. 430.**

Myrtle Desk—920/930 Series is a collection of contemporary seating offered fully upholstered, with soft-look design. Series consists of low-back executive swivel (shown), high-back swivel, and secretarial posture chair. All have five-star wood bases in oak or walnut, or five-star chrome metal base. **Circle No. 414.**

Workbench Contract—Adjustable Desk Chair is ergonomically designed to reduce fatigue by relieving pressure in lumbar zone. Gas cylinder height adjustment is lever-activated. Back and arms are fabricated of laminated bentwood beech. **Circle No. 402.**

Sam Flax

Lehigh-Leopold

Haworth

Myrtle Desk

Workbench

Cramer

Alma Desk

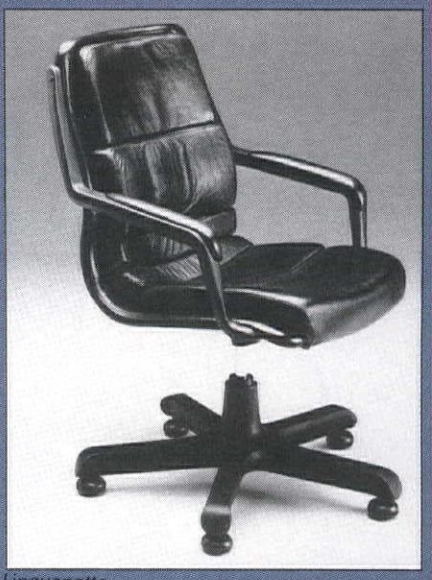
Beylerian—Fysio series is offered with a variety of swivel and fixed bases for task, conference, lounge, and side seating. Adjustable headrest can be added to certain models to create executive chair. **Circle No. 425.**

Linguanotto—Black leather upholstery, contoured back that provides lumbar support, and five-star base distinguish Beaugency, a French, award-winning import. Model shown is on glides. **Circle No. 434.**

Stylex—Vertaform seating offers ergonomic features with manual adjustment at competitive pricing. **Circle No. 417.**

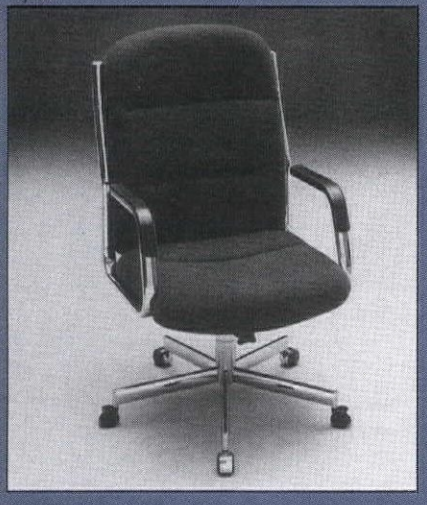
Atelier Int'l.—Classically designed Confer line by Gerd Lange features exposed, black epoxy-finished aluminum bracket which is integral to design of its two identical shell sections. Articulated version employs advance tilt design allowing front of seat to remain stationary, as rear two-thirds seat tilt back. **Circle No. 428.**

Beylerian

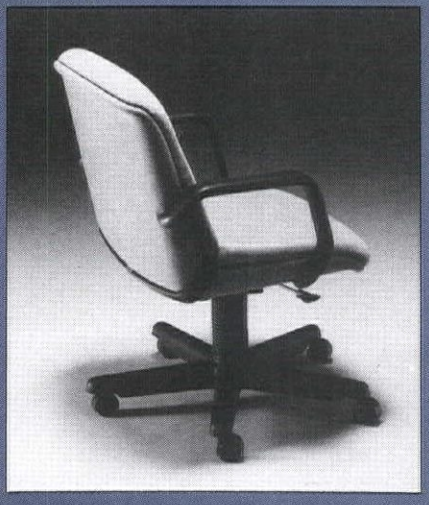


Linguanotto

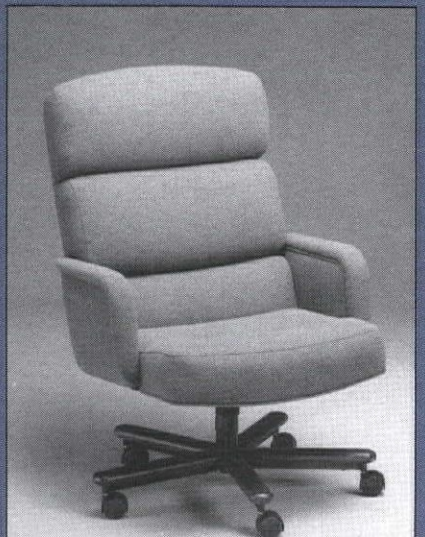
Stylex



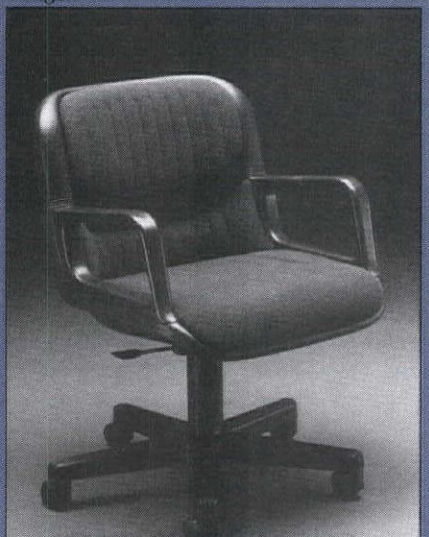
Atelier Int'l.



EOC



Krueger



Cramer—An innovative swivel/posture mechanism in Koala™ enables user to lean back while keeping both feet on floor. Seat height adjustment is either manual or Airlift™ automatic mechanism. **Circle No. 418.**

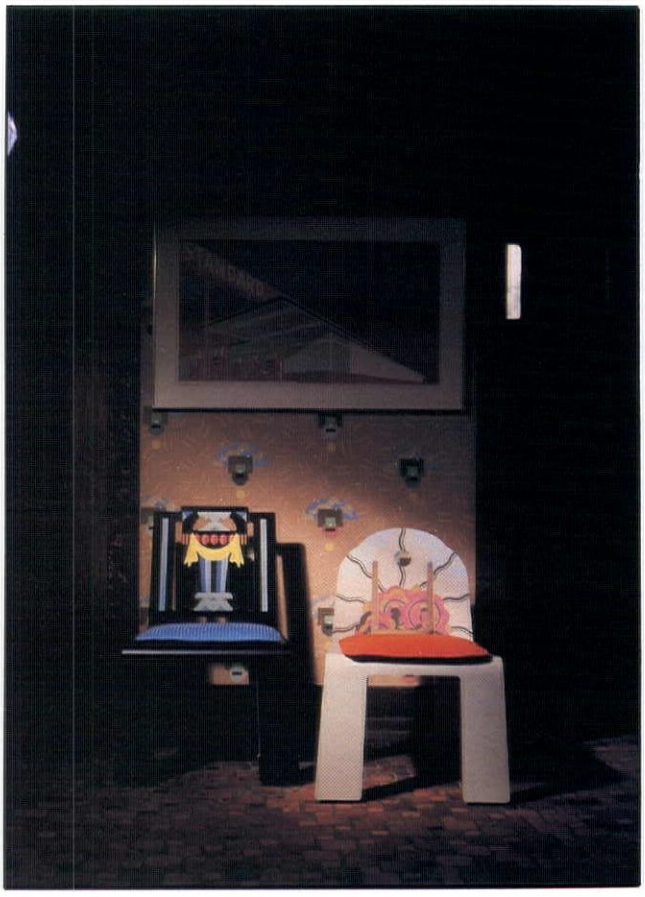
Alma—New Oxford Collection seating is designed by Bob Schier. No. 5803 swivel chair has solid mahogany base and trim around bottom. Both high– and low–back styles are offered. **Circle No. 431.**

Krueger—Dorsal seating system, designed by Emilio Ambasz and Giancarlo Pieretti for Open Ark, is an economical, articulated series. Chairs change configurations automatically with shifts in positions. Pneumatic height adjustments and lockable forward tilt mechanism are featured. Seat and backrest width is about 22¾-in. in arm or armless versions. **Circle No. 422.**

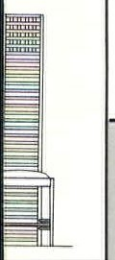
EOC—The 820 series executive seating has foam densities that vary by section to follow body contour. Arm rests minimize protrusion, allow for better work surface access. Three swivel chair back heights are available in 7-in. increments. Two heights are available in synchrotilt posture back models. **Circle No. 429.**

NEW & REVIVED DESIGNS BRING ORNAMENT BACK

By **KATHERINE FORMAN**
Senior Associate Editor



Robert Venturi's Sheraton and Art Deco chairs blend design styles. Embellishment is represented in only two dimensions; profiles simulate those of Alvar Aalto's plywood chairs.



Reproductions of early 20th century chairs, Postmodernist works are among elements adding embellishment to contract spaces

Earlier this year, Shaw-Walker announced that replicas of Eliel Saarinen's 1920s seating designs for Cranbrook House would be available to specifiers through its showrooms. More recently, Atelier International uncovered plans to offer reproductions of three chairs by Swedish architect Erik Gunner Asplund, also an early 20th century master. This collection will debut at Designer's Saturday.

Both announcements are more than coincidental. They point toward a revival of the furniture of early 20th century architects and designers—a phenomenon in line with the industry's rejuvinated interest in ornamentation. The trend is also reflected in ICF's planned introductions of Saarinen furniture and a group of Joseph Hoffman's original fabrics. Other indicators of new interest in ornament are the highly embellished structures of Postmodernist architects, the furniture of the Memphis group and other craftsmen, and Robert Venturi's seating for Knoll.

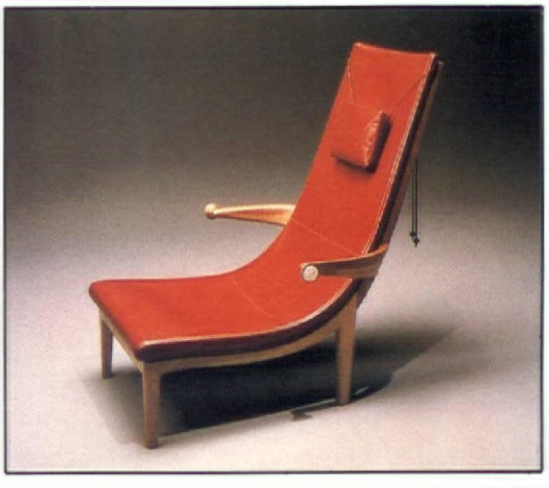
Much of the work of the Postmodernists reinterprets historical forms of ornament and embellishment, using modern materials as a medium. Similarly, Hoffman, Saarinen, Asplund, and Charles Rennie Mackintosh—another master of this period—approached ornament from a modern perspective. It was these masters who stimulated the Modern and Bauhaus design movements by refining Beaux Arts and Victorian styling and making furniture more streamlined.

Geometric forms are ornamental

In Vienna, Hoffman and other members of the Sezession created furniture in many ways similar to Art Nouveau, but used geometric forms rather than motifs from nature to express pattern. Mackintosh was accomplishing similar objectives in Scotland with his strong geometric motifs in chair bases and backs.

Saarinen, who produced work in Finland before coming to America in 1925, also experimented with shapes, colors, and materials, initially in early Jugendstil-style pieces. This style was similar to European Art Nouveau and later blended with that movement to become Art Deco, which Saarinen launched in the United States.

The works of Asplund are the sparest of these masters' furniture and reflect the simpler design tradition of Scandinavia. However, bas reliefs used as arm rest decorations



Michael Pierschalla's "Pair of Chairs" (above) are made of wood and Colorcore. Note how they reinterpret the geometric style of Charles Mackintosh, as seen in Ingram seating, circa 1900, (top right). Erik Gunner Asplund's Senna chair (right) was designed in 1925 and is representative of his spare, yet decorative styling.

and elaborate joinery forming design detail were romantic elements of his work which the Bauhaus rejected.

According to executives of furniture companies offering revival designs, these products have found new life in Postmodernist buildings which use embellishment and ornament to make a design statement. Unlike the glass towers which have dominated recent history, these spaces require furniture that transcends the spareness of Modernist pieces and brings ornamental features back to contract work.

Says Pat Hoffman, ICF, "When we introduced our Hoffman pieces in 1975, everyone hated them, particularly contract specifiers. It took three or four years before they were appreciated by the mainstream, and now, with the advent of the Postmodernists, they are being copied everywhere."

Impact on future design debated

"However, I think the trend toward using these pieces is supported more by the architect than the user," continues Hoffman. Many architects today are selecting furniture that fits the buildings they design, just as Hoffman and his cronies made furniture for their buildings." As an example, she cites Philip Johnson's Republic Bank, Houston, in which Hoffman furniture sets a prominent interior design theme.

During the upcoming Designer's Saturday market, ICF will introduce its collection of Saarinen furniture, and, in November, a group of fabrics which reproduce original patterns by Joseph Hoffman.

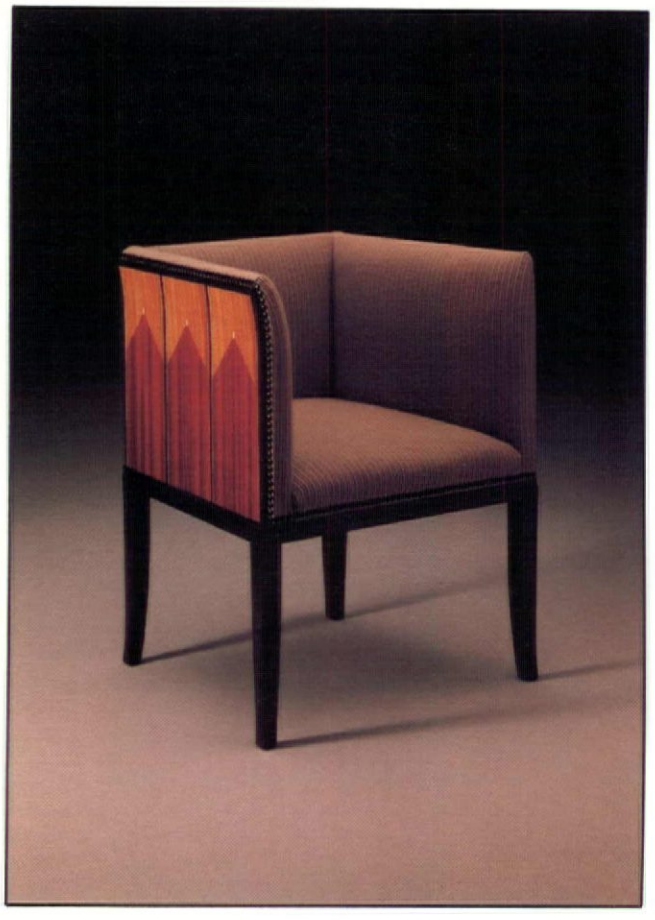
Says Pat Hoffman, "Although only 10 percent of our contract market is interested in these original pieces, they get a lot of publicity and attention because the better, well-known architects are specifying them."

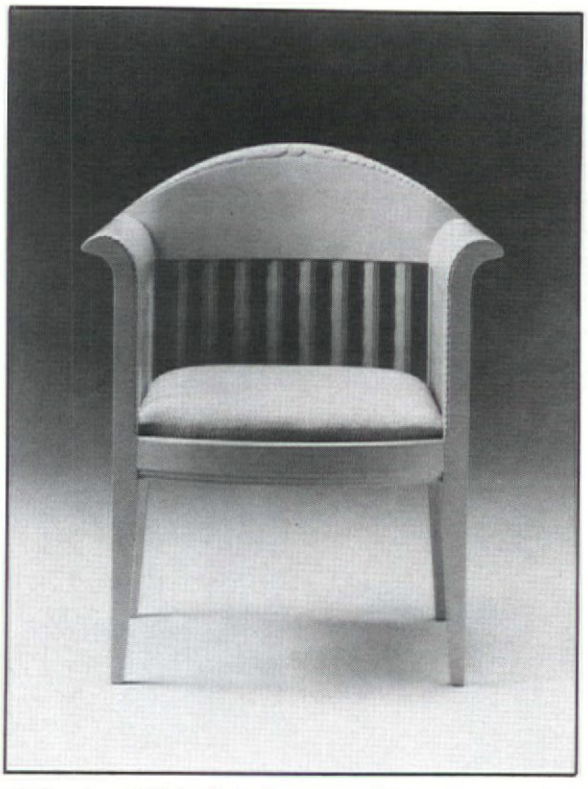
At Atelier International, where Asplund will soon debut, works by old masters now represent a substantial segment of contract business. Works by Charles Mackintosh to which the firm has rights, for example, have experienced a dramatic increase in sales growth during the past two years.

According to firm principal Steven Kiviat, the popularity of these works can be traced to greater acceptance by the general public of classic and modern design, and a greater appreciation for the qualitative aspects of Modern furniture. He also recognizes that the furniture of each of these architects can be used to connect with the Postmodernist idiom. To what degree they are appropriate is something the specifier determines, he says.

However, he cautions designers to realize that "the designs of the early 20th century have very specific styling, are part of their own movements, and have personalities of their own. They must work their way into the environment in which they are installed today, since each was built for an individual application and client at the time of its creation."

Neither Hoffman nor Kiviat believe that return to ornamentation in either old or new forms will significantly change the





Eliel Saarinen's White Chair, circa 1910 (above), is an example of Jugendstil, Finland's version of Art Nouveau. Later works, such as this 1929 seating design for Cranbrook House (left), show angular shapes of Art Deco which Saarinen helped launch in the United States.

SEATING REVIVAL

Old ideas take new forms

nature of contemporary seating design. Rather, both believe the industry is becoming more conservative and, with the exception of Robert Venturi's chairs, is not aiming for innovation in design and styling.

Enhance sterile environments

Comments Hoffman, "I see us moving toward a very traditional look in seating which emphasizes fuller styling with a 'rich banker look.' This makes sense because we are in a fat cat era. It is times of political upheaval which bring about interesting movements in the arts."

However, other industry leaders believe that the growing interest in embellishment will have a significant impact on furniture of the future. According to furniture designer Milo Baughman, the work of the Memphis group will be a chapter in the history of furniture design rather than a page. And, as John Crouse, marketing support manager, Shaw-Walker, puts it, "Architects and designers are looking for ways to augment sterile contract environments. Art Deco and Postmodern architectural forms add something personal to the office with ornamentation."

Shaw-Walker began its arrangement to distribute Cranbrook House replicas after the president of the Cranbrook Academy of Art saw the firm's NEOCON showroom last year. Cranbrook was founded by Eliel Saarinen in the 1920s. It is located in Bloomfield Hills, Mich., and was his home until his death in 1950.

Designed by Robert A.M. Stern, the Postmodern showroom was viewed by Cranbrook as an appropriate vehicle for the furniture's display. This relationship is part of a movement to "resuscitate" Saarinen, who, with others of his period, was lost within the minimalist era that followed him.

Saarinen's revival is substantially aided by a recent exhibit launched by the Detroit Institute of the Arts and New York's Metropolitan Museum. Titled "Design in America: The Cranbrook Vision 1925-1950," the travelling exhibit is bringing the work of this master back into the public eye.

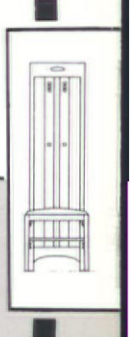
As the training ground of Modernists such as Florence Knoll, Harry Bertoia, Jack Lenor Larsen, and Saarinen's son Eero, Cranbrook is highly illustrative of this century's design history; hence, the exhibit's popularity. It traces the development of minimalism in furniture, including Eliel's launching of American Art Deco.

Furniture functions, but enhances as art

As a result of the exhibit's success, Shaw-Walker expects interest in its furniture collection to soon grow. Hopes are that recent specification of this furniture for a conference room application at cosmetic firm Helene Curtis' headquarters is the beginning of a trend among image-oriented corporations and other institutions.

The collection Shaw-Walker offers consists of hand-crafted replicas of Saarinen's original designs as well as some new occasional and seating pieces styled specifically to comple-

A fascination with geometric forms marks the work of Joseph Hoffman, who was called the Quadratmaster, or master of squares, by his peers. However, in Fledermaus seating, circa 1909 (top, left), and its 1916 spinoff, Biach (above), he incorporates circular shapes as ornament, a motif also seen in the 1911 Haus Koller chair (bottom, left).



ment the originals. Pieces are made one-at-a-time by a company called Arkitektura, a partnership of the Saarinen family and Cranbrook Academy.

Comments Crouse, who worked with Cranbrook to establish the collection, "I think Americans are just beginning to realize European standards of design and are taking more interest in the esthetics of objects they manufacture. In addition, I think companies that have used art programs to express an environment of excellence will see this program as part of the same design approach."

Trend is part of design continuum

At Knoll, a return to ornament is having significant impact on the company due to the attention given Robert Venturi's decorative chairs. These products are made of molded, laminated plywood in the modern style of Alvar Aalto. However, the chairs' front views offer two-dimensional representations of traditional seating designs such as Art Deco, Sheraton, and Chippendale.

Neither traditional, revivalist, nor modern in form, they are history revisited through modern materials. And, according to Jeff Osborne, Knoll design vice president, that approach is the way of the future.

"Furniture is part of a design continuum; from the time we sat on stones, seating form has continuously evolved. The Modernists revolutionized seating by experimenting with the limits of industrial materials and processes. Today, because we have no new materials, we explore the old ones through the traditional motifs. Soon, when space-age tinsel materials are available for everyday use, we will see new furniture designs which, like the Bauhaus, express the nature of those materials and industrial processes," he says.

Perhaps an example of this expression can be found in an exhibit of works by contemporary craftsmen who used Formica's Colorcore to create furniture designs. Colorcore is a new surfacing material in which color appears constant, even when cut. Thus, it is adaptable to decorative treatments such as sculpting, sandblasting, and cutting, since breaks in color do not appear at edges.

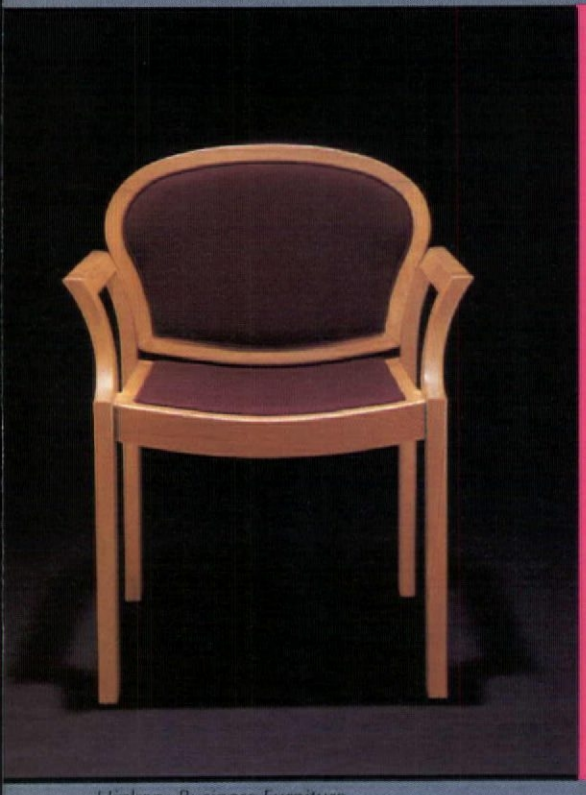
Ornament is structural experiment

Formica's exhibit, which was co-sponsored by The Gallery at Workbench, incorporated furniture inspired by a variety of styles ranging from Greco-Roman to Gothic and way beyond. Here, ornament was applied through a wide range of shapes and forms, from brightly colored "bomb casings" to little shingles of Colorcore.

Designer Mike Pierschalla's "Pair of Chairs" explored the geometric focus that typified Mackintosh and others of his period, and appeared as two of the most usable pieces at the show. As noted in Pierschalla's design statement, he used the pieces to examine the relationship between color and core, or surface and support, an exploration similar to that of early 20th century architects. □

SIDE CHAIRS

FLEXIBLE SEATING STACKS & STORES

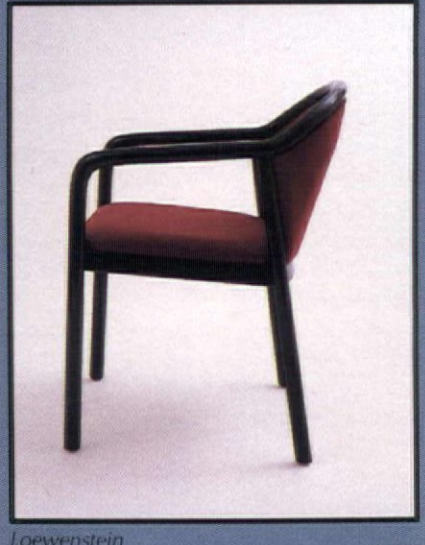


Hickory Business Furniture

MTS Seating

International Designer Imports

Pace



Loewenstein

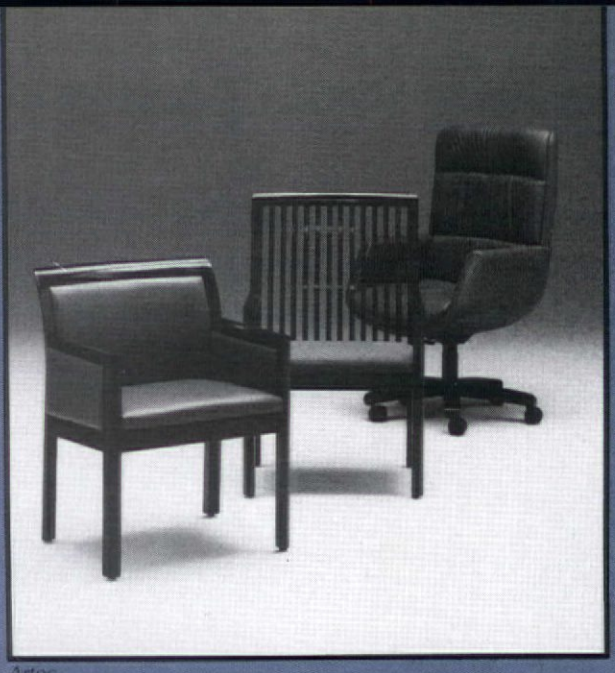
Hickory Business Furniture—Upholstered stacking armchair is crafted of American cherry wood in a choice of six hand-rubbed and seven painted lacquer finishes. White ash model is available with a cane seat and back. **Circle No. 363.**

MTS Seating—Classic Contours line features flexible stretchband seat support. Many fabric and vinyl upholstery options and plated metal finishes are available for specification. **Circle No. 370.**

International Designer Imports—A total of 70 styles in a choice of 120 lacquer and hand-rubbed finishes are available through this distributor of hand-carved Italian chairs. **Circle No. 385.**

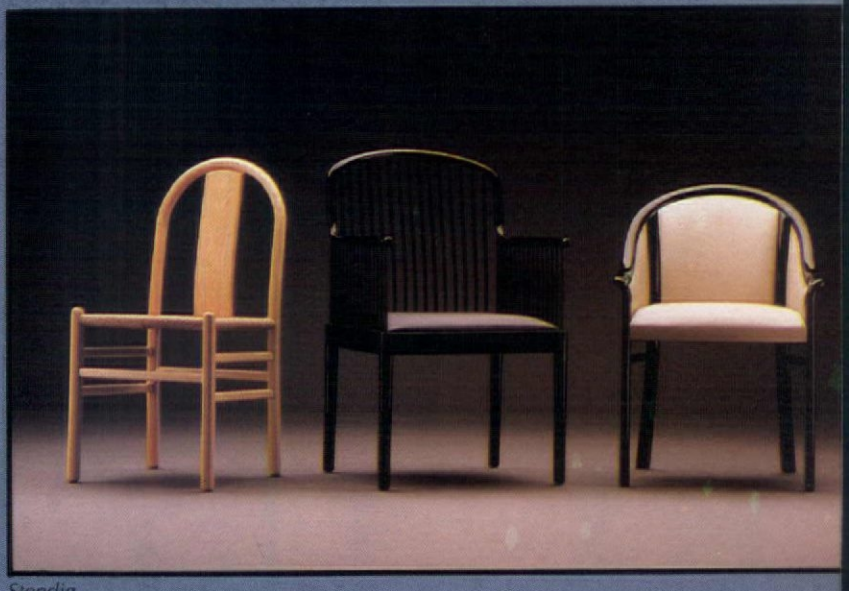
Pace—David Eistreich's ORA chair is made of maple with black lacquer, natural, or terra cotta finishes. Seat is offered with fabric or leather upholstery. **Circle No. 397.**

Loewenstein—Steambent solid beech design by G.W. Hamm makes Lisa side chair adaptable to frequently used spaces. Seat and back are upholstered over fire-retardant foam. **Circle No. 358.**



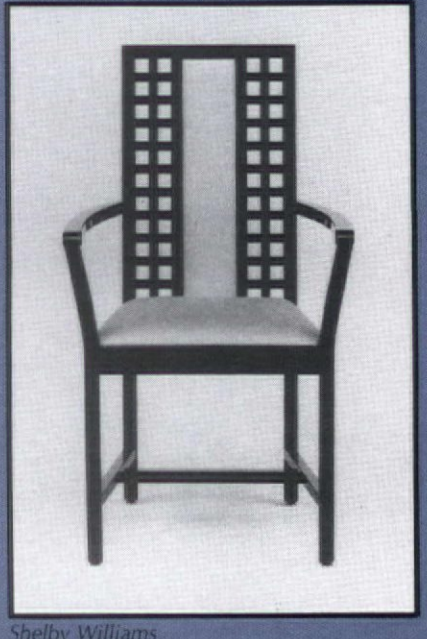
Artec

Modern Mode



Stendig

Worden



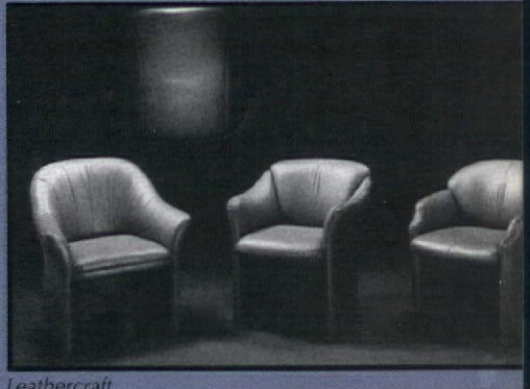
Shelby Williams

Artec—A selection of rich wool and leather upholsteries as well as oak, walnut, mahogany, and cherry frames comprise a range of elegant design options for Carrington seating collection. Design is by Earl Koepke. **Circle No. 377.**

Worden—James Howell's side chair is available in walnut or any of eight standard lacquers. Upholstery options include standard Maharam fabrics and Worden leathers. **Circle No. 366.**

Shelby Williams—Based on the designs of Charles Mackintosh, this chair features a lacquered back with square cutouts which accent an upholstered center panel. Seat has fire-retardant foam cushioning. **Circle No. 384.**

Modern Mode—Norman Cherner's Ion chair series includes an open-arm model which stacks six high. Connecting clips, tables, and writing tablet are offered. Wood options are oak, cherry, walnut, mahogany, and maple in oil and lacquer finishes. **Circle No. 380.**



Leathercraft

Leathercraft—Six transitional designs have been added to the firm's occasional seating collection. Styling details include channel stitching, flared arms, and curved backs. A wrap-around base makes seat cushions appear as if floating. **Circle No. 378.**

Stendig—Thalia, Andover, and Gina chairs (l. to r.) are designed by Annig Sarian, Davis Allen, and Bernd Makulik respectively. These wood selections are offered in a range of Stendig upholstery fabrics as well as COM. **Circle No. 362.**

SIDE CHAIRS

R-Way

Wood chairs add warmth to offices

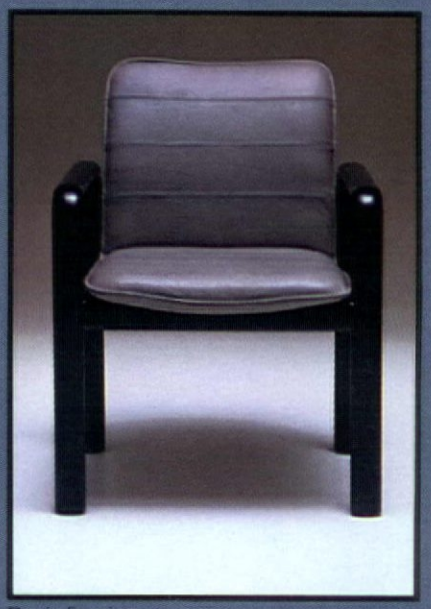
Hitchcock Chair Co.—Knollcrest maple armchair features a solid, one-piece bent bow back. **Circle No. 390.**

R-Way—Seventeen plys of laminated oak veneer add strength to Skagen bentwood seating. Product is available in stacking and non-stacking versions. **Circle No. 372.**

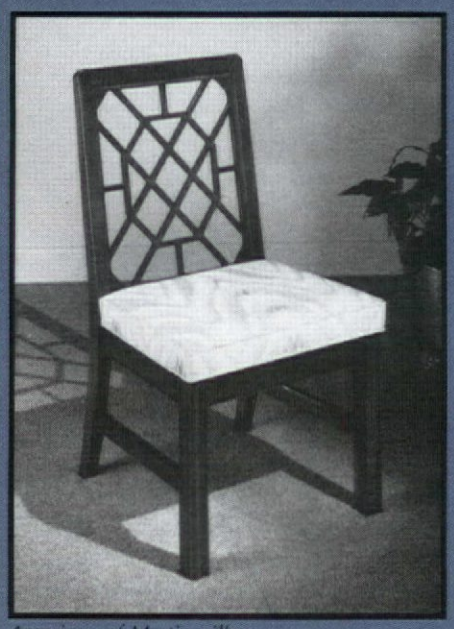
American of Martinsville—A vast array of seating for restaurants, lounges, and guest areas in styles ranging from traditional to contemporary is available. **Circle No. 389.**

Kofabco—New steel bentwood-style chair is designed for high-traffic areas in 13 finishes including enamel. **Circle No. 357.**

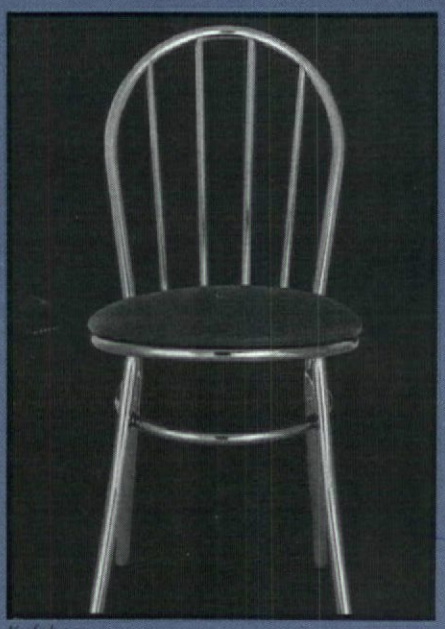
Davis Furniture—Cross-stitch upholstery adds fine detail to the Beta series side chair, made from shrunken aniline leather. Oval-shaped frame is oak, walnut, or any of the firm's new Opaque finishes. The latter is available in 16 colors that coordinate with Spectra upholstery fabrics. Chair is a licensed design by Dreipunkt. **Circle No. 368.**



Davis Furniture



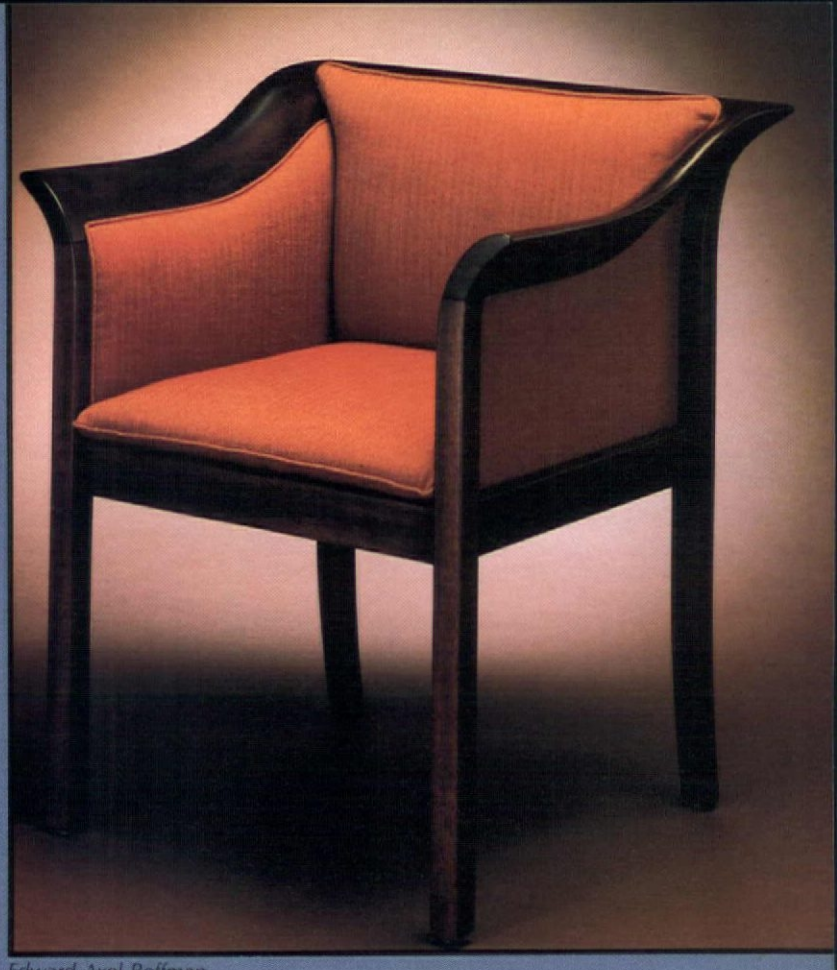
American of Martinsville



Kofabco

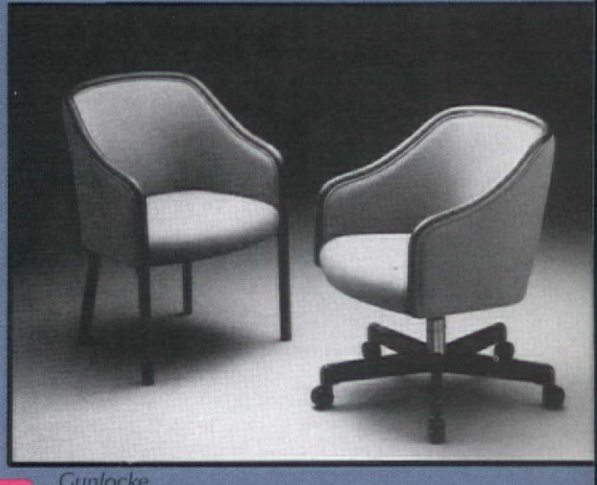
Hitchcock Chair Co.

Nienkamper



Edward Axel Roffman

Design Group Inc.



Gunlocke

Kimball

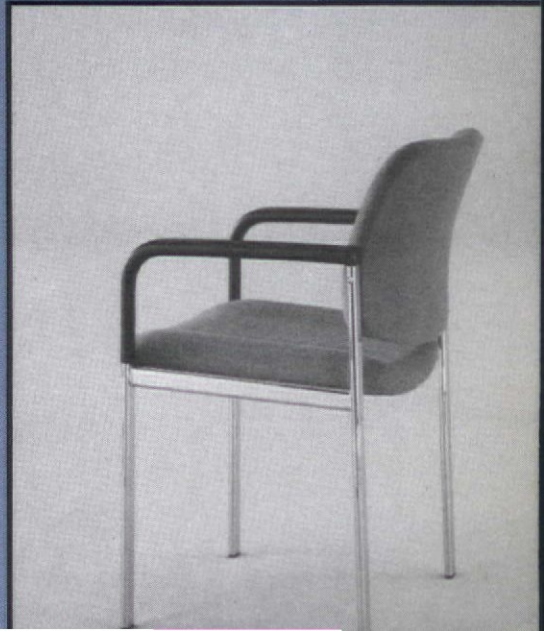
Nienkamper—Thomas Lamb chair is designed for conference or occasional use. It is crafted of cherry wood and stained as desired. **Circle No. 367.**

Edward Axel Roffman—Cherry wood is sculpted into elegant forms in this new armchair. Finishes are walnut, mahogany, or natural cherry; solid-color finishes are also offered. **Circle No. 359.**

Design Group Inc.—Solid Honduras mahogany frames this new addition to Columbia chair series. A range of fabrics and two mahogany finishes are available. **Circle No. 369.**

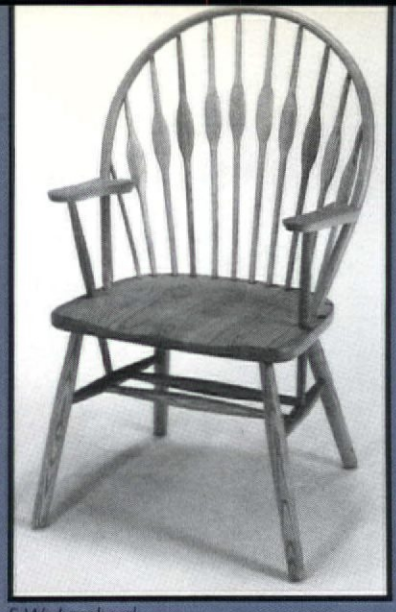
Gunlocke—Steambent, finger-jointed American black walnut frames seamless seat and back upholstery in the City Chair. Design is for offices, conference rooms, and dining spaces. **Circle No. 381.**

Kimball—Manufactured under license from Klober of West Germany, Canetto seating line includes sled-base and straight-leg guest/conference chairs. Designed to correlate with executive and task seating, units are offered with brown polished aluminum finish, a choice of back heights, and anatomically contoured cushions. **Circle No. 376.**



SIDE CHAIRS

Sturdy designs stand up to range of commercial uses



F.W. Lombard

CI Designs

Gasser Chair Co.

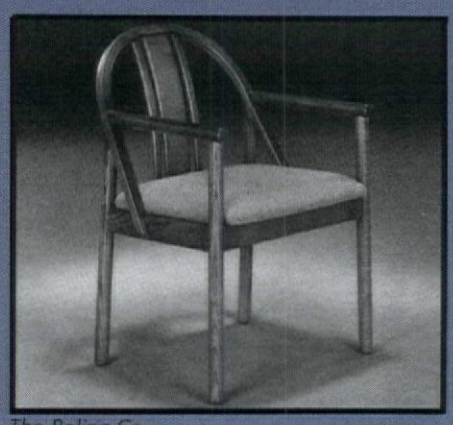
CI Designs—Bentwood arms and legs bolted to a foam-covered steel skeletal structure make this comfortable chair a sturdy seating product. Designed by Frank Emery, it is of white oak and may be finished in a variety of standard stains. **Circle No. 365.**

F.W. Lombard—Side chair #P-66 is a new addition to the firm's seating line. **Circle No. 391.**

Gasser Chair Co.—Up-to-date construction methods make this traditional design sturdy enough for today's commercial dining spaces. Leg, seat, and backrest are curved for added design interest. **Circle No. 364.**

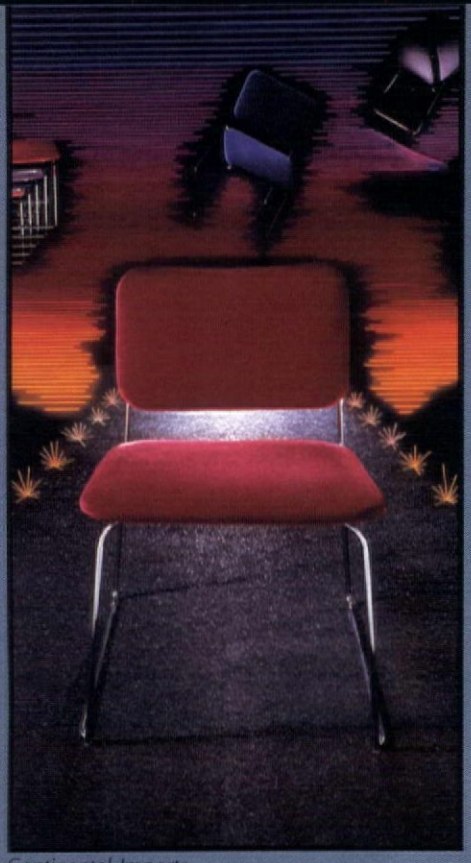
The Boling Co.—Steambent back bow adds a graceful touch to this ash or maple chair. Finish options include enamel. **Circle No. 379.**

GF—David Rowland's stack chair is now offered with scratch-resistant color-coated frames in 11 shades and padded upholstery. New spacer rod expedites storage and set-up. **Circle No. 374.**



The Boling Co.

GF



Continental Imports

Continental Imports—Stack chairs have chrome frames. Seats and backs are offered in a wide selection of fabrics and with cane inserts. **Circle No. 398.**

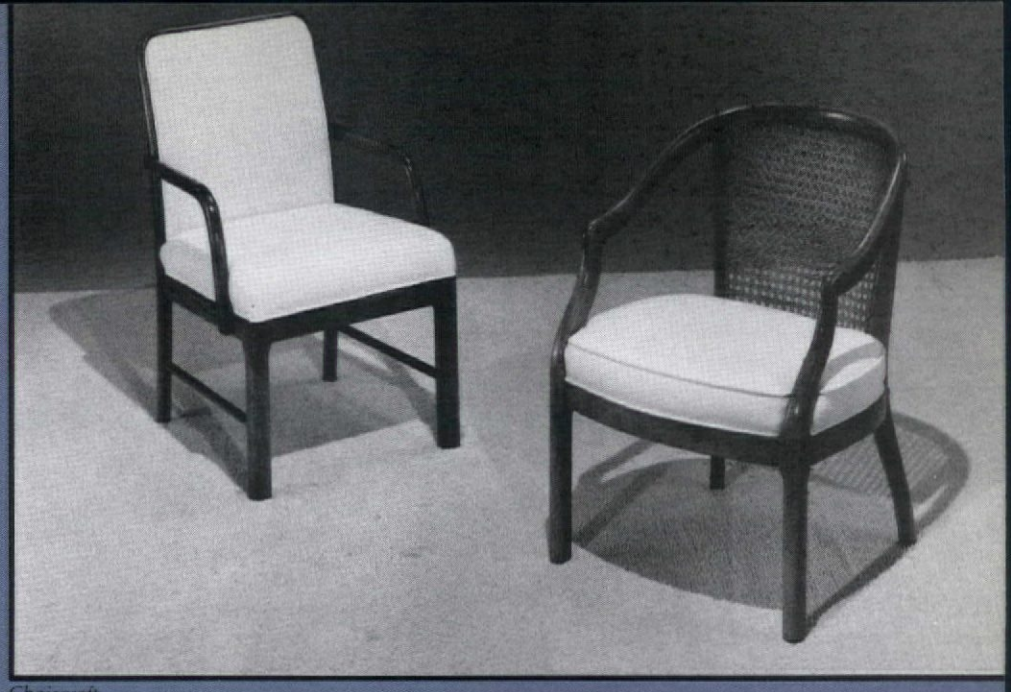
Oggo Corp.—Deco armchair recreates older styles for today's contract environments. Tubing is chrome-plated with welded, polished end caps. Arm caps are of black bentwood. Upholstery is fire-retardant. **Circle No. 386.**

Westinghouse—A total of 45 chairs can be conveniently stacked and stored on a four-wheel dolly with the firm's new stack chair line. Featuring built-in lumbar support, each chair weighs only 11 lbs. and has a lip handle at back for easy handling. Design includes flush legs which prevent tipping and provide maximum leg room. **Circle No. 373.**

Paoli—Slightly flared, steambent arms lend a distinctive look to this new guest chair. Stackable model is offered in a wide selection of fabrics and finishes. **Circle No. 360.**

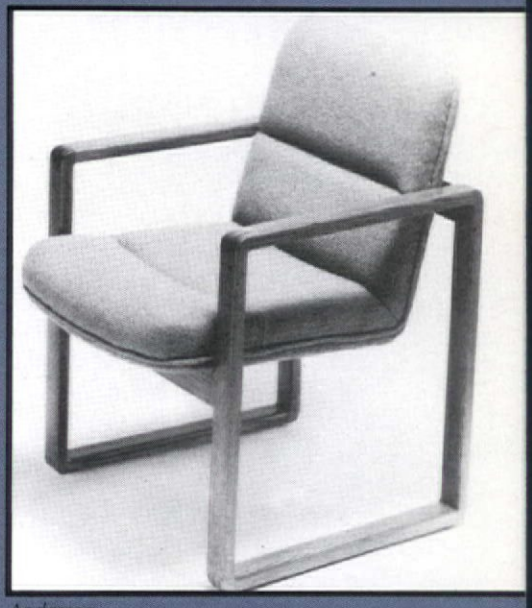
Anderson—Radius sled base highlights 4005 guest chair. Molded wood frame helps chair glide across carpeted floors. Wood choices are oak or walnut in three finishes. Upholstery is wool-spun nylon. **Circle No. 361.**

Chaircraft—Among the firm's guest chairs are models 955 and 3209. **Circle No. 375.**

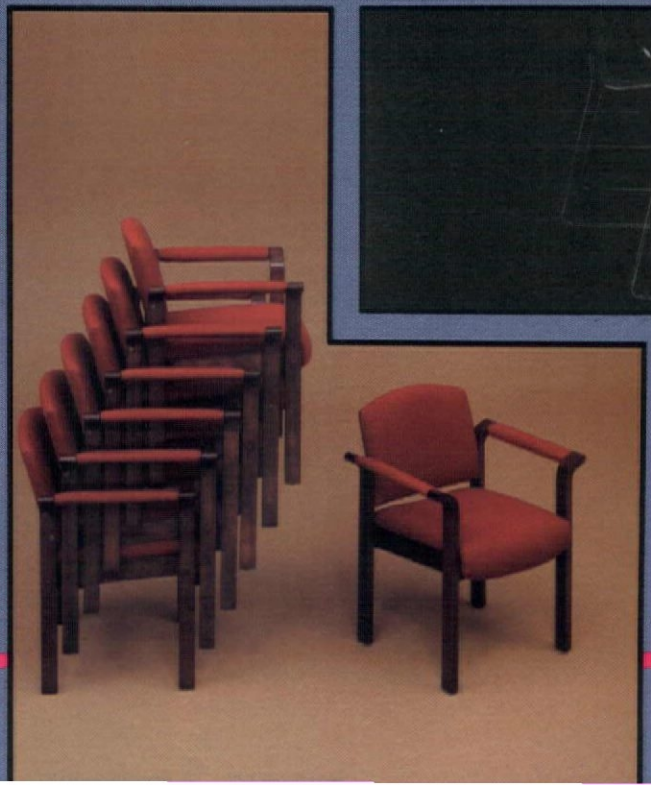


Chaircraft

Oggo Corp.



Anderson



Paoli

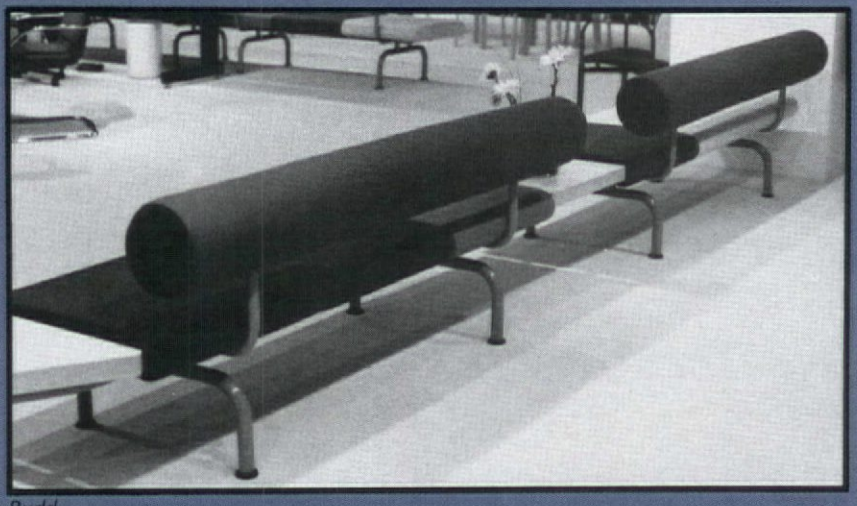
Westinghouse

LOUNGE SEATING

SOFT LOOKS SET PACE

ModuForm

ModuForm—Butcher block mix-and-match components form ModuBlock lounge seating configurations. One-piece, leather-texture cushions are offered in 22 colors with optional tufting. Durable vinyl upholstery can be repaired on site. **Circle No. 336.**



Rudd

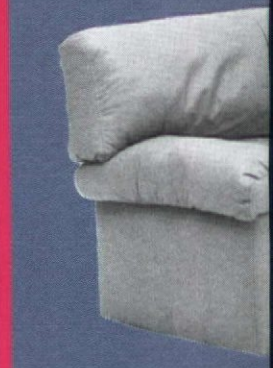
Rudd—Pipeline modular seating permits virtually limitless design possibilities thanks to a tri-color palette that can be matched or contrasted on seat, back, and outside edge. A total of seven freestanding or floor-mounted modules with corners and connecting tables complete product selection. Design is by Johannes Foersom and Peter Hiort-Lorentzen. **Circle No. 342.**

Baker Furniture

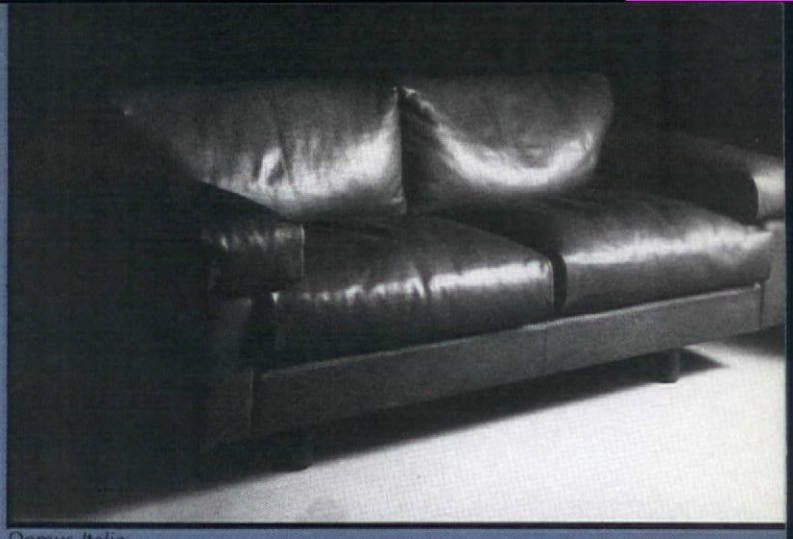
Baker Furniture—Designed by F.A. Porsche for InterProfil, 84 S Chair permits smooth non-graded adjustment from upright to completely horizontal position, thanks to a unique sliding system. Arm rests are designed with leather casing. A special torsion spring system is located in seat and back rest. **Circle No. 395.**

Schafer International—Valencia sofa is available 90-in. long in a variety of overstuffed top grain leather upholstery options. **Circle No. 335.**

Carolina Seating—Encompass I modular lounge series is detailed with soft curvilinear upholstery, accented by oak trim reveals and a radiused base. Design is by Marcel Beck. **Circle No. 337.**



Carolina Seating



Domus Italia

Helikon

Shogun International

Dunbar

Schafer International

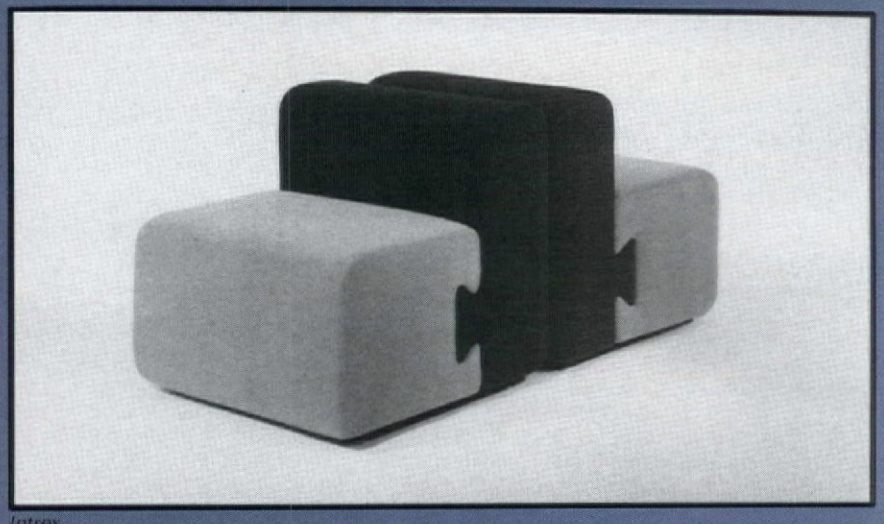
Domus Italia—Wide armrests and full cushioning characterize 470 lounge seating. Offered as an armchair and two- or three-seat sofa, product has down-filled pillows and zip-off fabric or leather upholstery. **Circle No. 334.**

Helikon—Cesura lounge series by Dennis Christiansen incorporates a club chair plus sofas in three widths: 50-, 70-, and 90-in. Sculptured design is offered with fabric and leather upholstery. **Circle No. 333.**

Shogun International—Seats, tables, service sections, and planters form unified lounge seating for a variety of environments. Fabric from Coral of Chicago is standard; COM upholstery is an option. Bases can be ordered in concrete, wood, or fiberglass. **Circle No. 343.**

Dunbar—Remove three screws and S/4 seating changes from a single unit with narrow arms to a highly padded multiseat sofa. Interchangeable wide and narrow arms are standard features of this product line. **Circle No. 340.**

LOUNGE SEATING



Intrex

Designs foster relaxation

Intrex—Solo, back-to-back, or lined up in a row, Dovetail seating creates comfortable lounge environments. Tall, rectangular back and seat connect like jigsaw puzzle pieces–an interesting motif for children's areas. Segments are available in matching and contrasting materials. **Circle No. 339.**

TCI—Series 5395 sofa from Thayer Coggin Institutional measures 79- by 25- by 30-in. and rests on adjustable glides. Matching 5390 chair measures 30- by 25- by 28-in. and has matching base design. **Circle No. 338.**

Brickel Assoc.—Ward Bennett's new chaise evokes the mood of channel-upholstered lounges of the 1920s and '30s. Seating is of hand-carved solid ash. **Circle No. 396.**

R.S. Furniture—Pyramid recliner moves easily through a range of positions. Frame has a rosewood finish; upholstery is offered in dark brown leather. **Circle No. 394.**

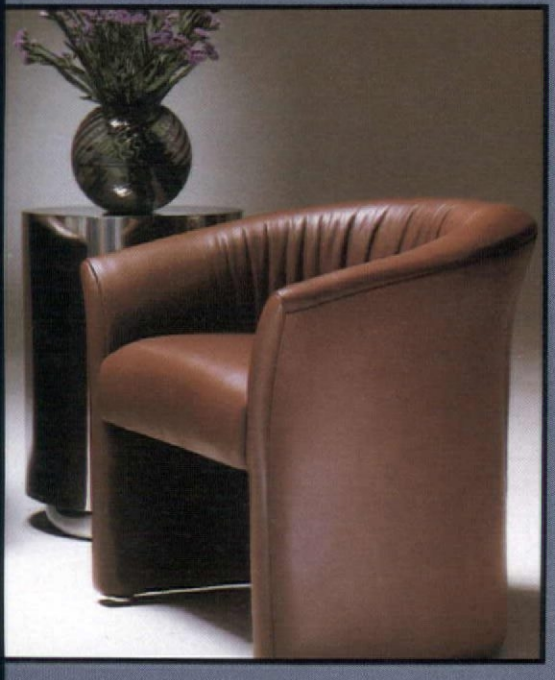
Naomi Gale—Swedish manufacturer Göte Möbler created Softy seating in beech bentwood with leather upholstery. It can be designed to swivel and rock, according to specification. **Circle No. 388.**

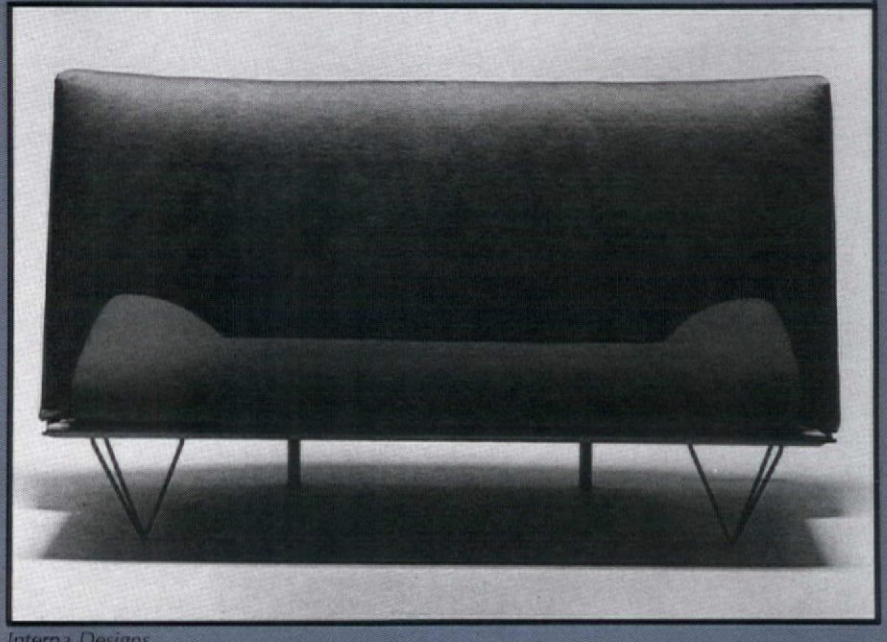
TCI

Brickel

R.S. Furniture

Naomi Gale





Interna Designs

Marden

Interna Designs—Paolo Deganello's "Squash" sofa for Driade is an avant-garde addition to contemporary contract environments. Sculptured seat slopes to meet high curving back. Low-profile triangular metal legs make sofa appear as if floating. Solid color seat contrasts with textured back fabric to emphasize sculptural detail. **Circle No. 345.**

Marden Mfg.—Low-slung leather lounge chair with ottoman is designed for comfort with wing-shaped arm; contoured pillow back; and sleigh base. **Circle No. 344.**

SPECIALTY SEATING

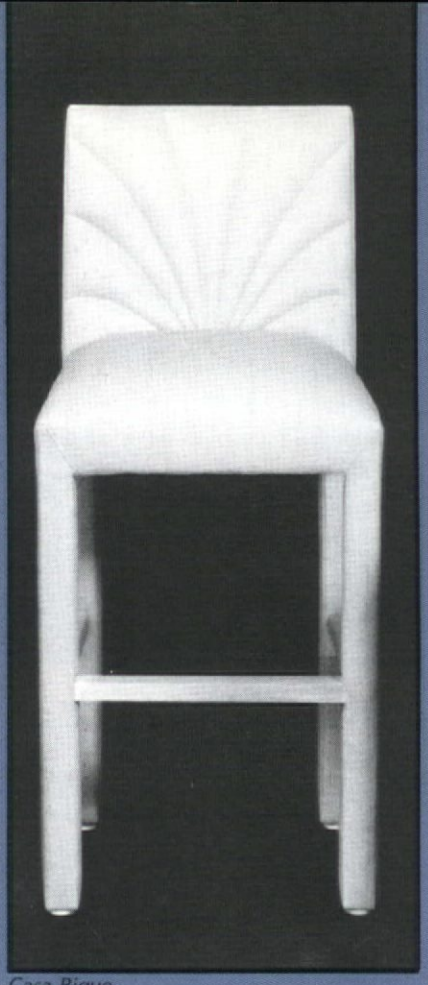
STURDY CHAIRS MEET VARIETY OF USER NEEDS

Continental Creative Sales—Jesse stool has polished chrome-plated steel tubing with welded ends. It is available in 24- or 30-in. heights with a tractor seat. **Circle No. 401.**

Procaccino—Turn this chair upside down and on its side to create seating for children seven months through seven years old. A total of five seat heights and a stool height are incorporated into its unique design which has been patented for use in pediatric facilities. Made from sturdy birch, product is laminated for easy maintenance in red, yellow, green, blue, and white. **Circle No. 349.**

Images of America—Tepsu chair was designed by Eero Aarnio in three versions: side chair, lounge (shown), and chair on casters. A variety of colors and finishes are offered. **Circle No. 436.**

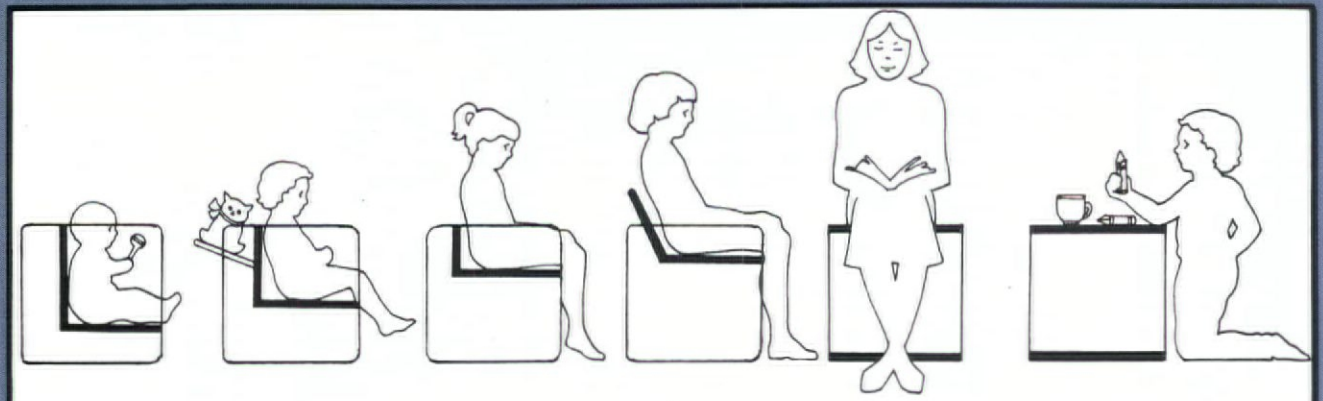
Casa Bique—The three bar stools pictured are part of a wide variety of hospitality seating products offered by this firm. Brushed brass or chrome foot rails are available. **Circle No. 387.**



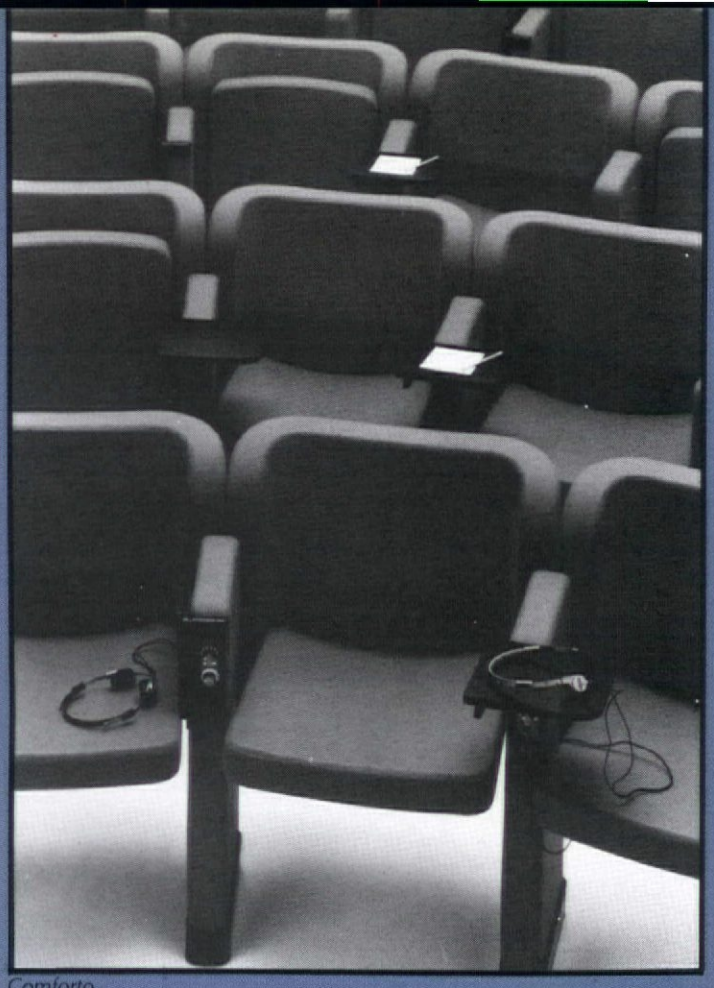
Casa Bique

Images of America

Continental Creative Sales

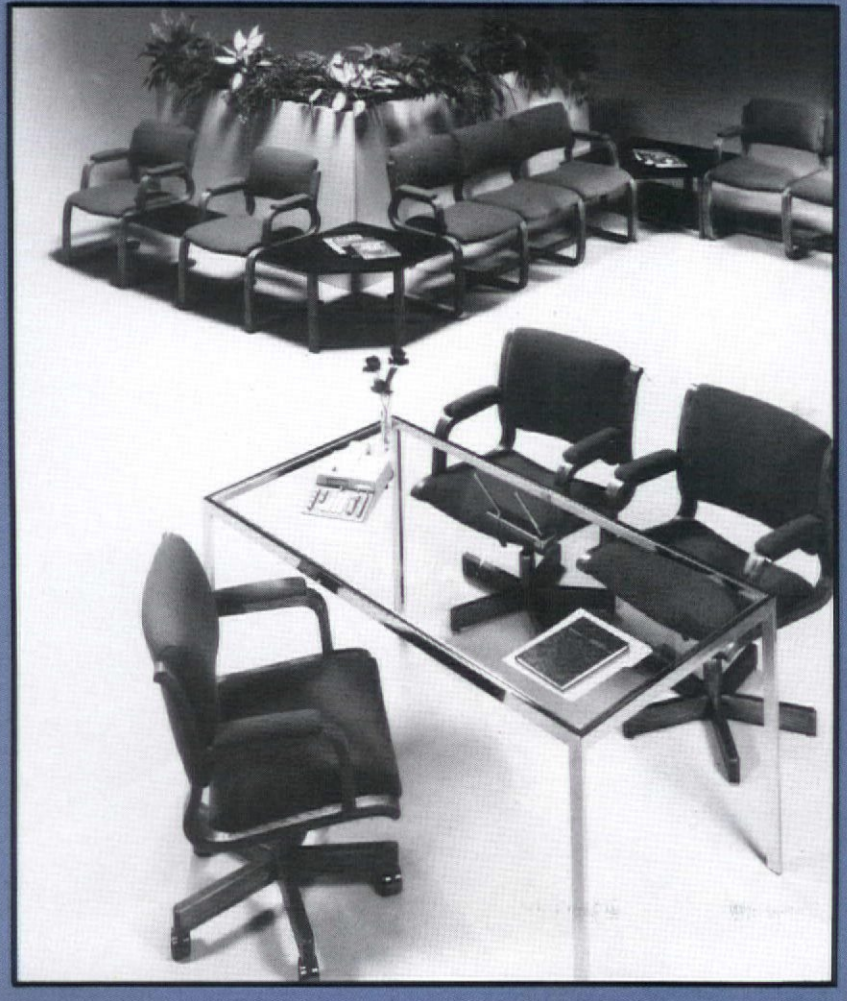


Procaccino



Comforto

Theradyne Corp.



Comforto—Designed to permit users "to withstand long meetings," System 20 auditorium seating is offered in straight-line or curved formations. Optional hang-on equipment includes writing tablets, ash trays, and audio hookups. **Circle No. 350.**

Jasper Seating—Contoura chair and table modules gang for use in multi-seat spaces. Oak veneer tables coordinate with upholstery. All products are ready for installation. **Circle No. 353.**

Theradyne Corp.—Adult pogon eases travel for handicapped adults. Weighing only 26 lbs., full-size chair folds to 33- by 21- by 11-in. for easy storage. Grip handles simplify transport. Horizontal design improves steering control. Full-size nylon-fabric seat and cushioned base improve posture and reduce leg fatigue. **Circle No. 355.**

SPECIALTY SEATING

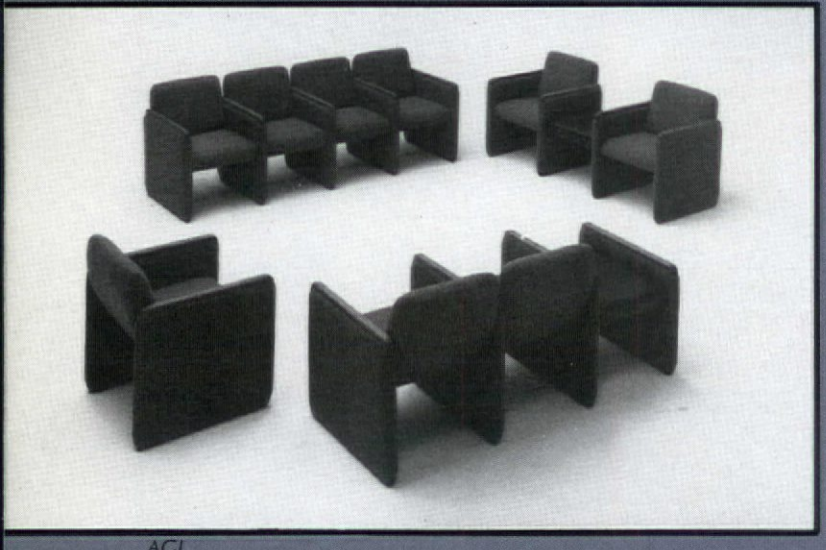
Specification options proliferate

Plymold Booths—Simulated stained glass in red/goldtone and custom hues highlights new restaurant/cafeteria seating introductions. Framed in solid oak, this 12-in.-high glass design can be ordered to fit all Kenwood-style booths. **Circle No. 356.**

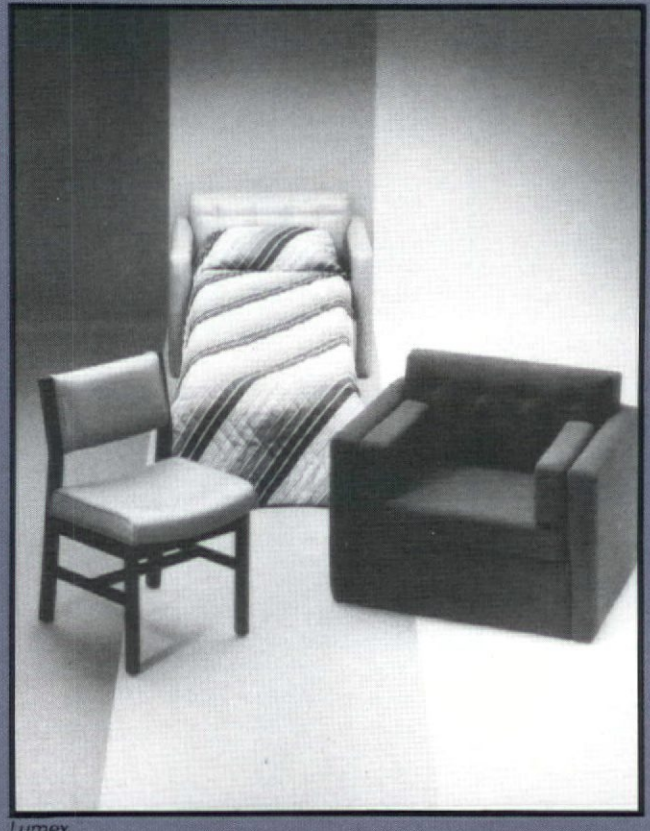
Lumex—Brentwood sleep and side chairs meet needs of institutional users. Sleep chair converts to a full-size bed that is 6-in. longer than conventional units. Fire-retardant upholstery is offered in many colors including COM. **Circle No. 347.**

AGI Inds.—Designers can create up to 14 multiple seating and table arrangements with firm's Quantum series. Available in module formations incorporating from one to four seats as well as tables in almond- or espresso-colored laminate, upholstered product is trimmed with walnut or oak. **Circle No. 351.**

Plymold Booths

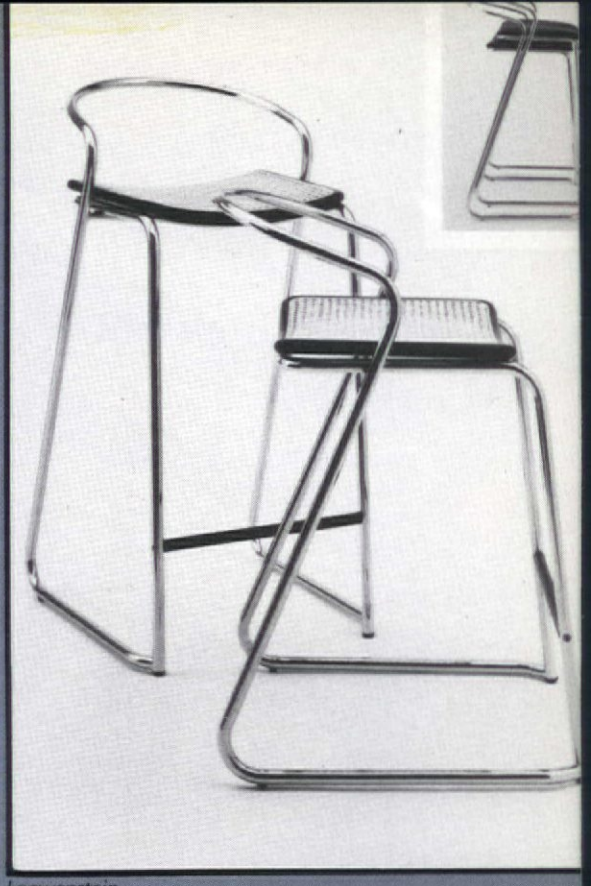


AGI

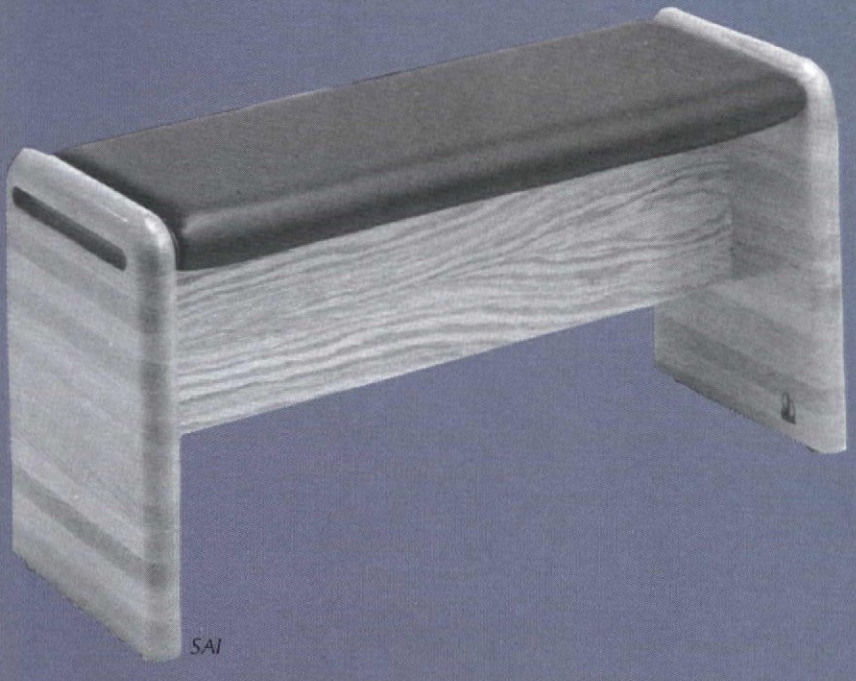


Lumex

Patrician Furniture



Loewenstein



SAI

Triconfort

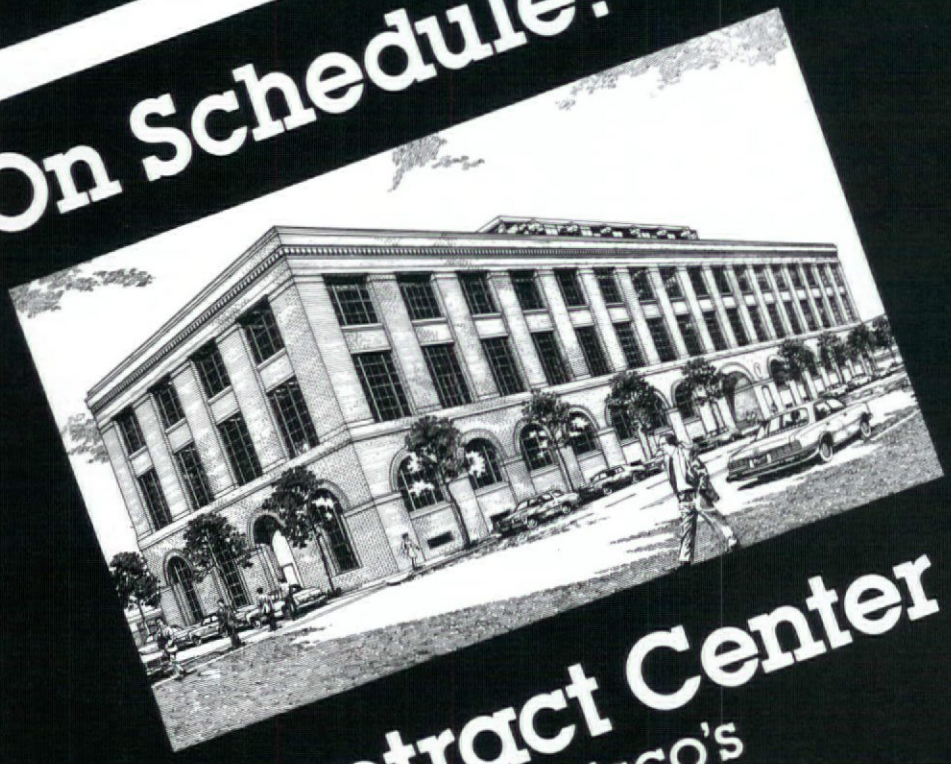
Patrician Furniture—Available with seats for one or four, Phoenix multiple seating series has fully upholstered arm panels. Plastic laminate table can substitute for a center chair in three- and four-seat versions.
Circle No. 352.

Loewenstein—Luna bar and counter stools are stackable designs by Gruppo Internotredici. Features include non-tip front leg, foot rail with black nylon protector, and cane or upholstered seats with black wood trim. Hardware is chrome-plated. **Circle No. 348.**

SAI—Durability is provided by edge-glued ends and mortise-and-tenon seat part construction in SQX bench series. Units are then sealed with Supervar® topcoat for maximum strength. A range of standard woods and upholstery options as well as custom selections are offered. Three bench sizes are available. **Circle No. 354.**

Triconfort—Outdoor furniture selections proliferate at this manufacturer's showroom; Madrigal series (shown) is but one selection. All products are engineered for weather-resistance. **Circle No. 346.**

On Schedule!



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Telephone (415) 864-1500

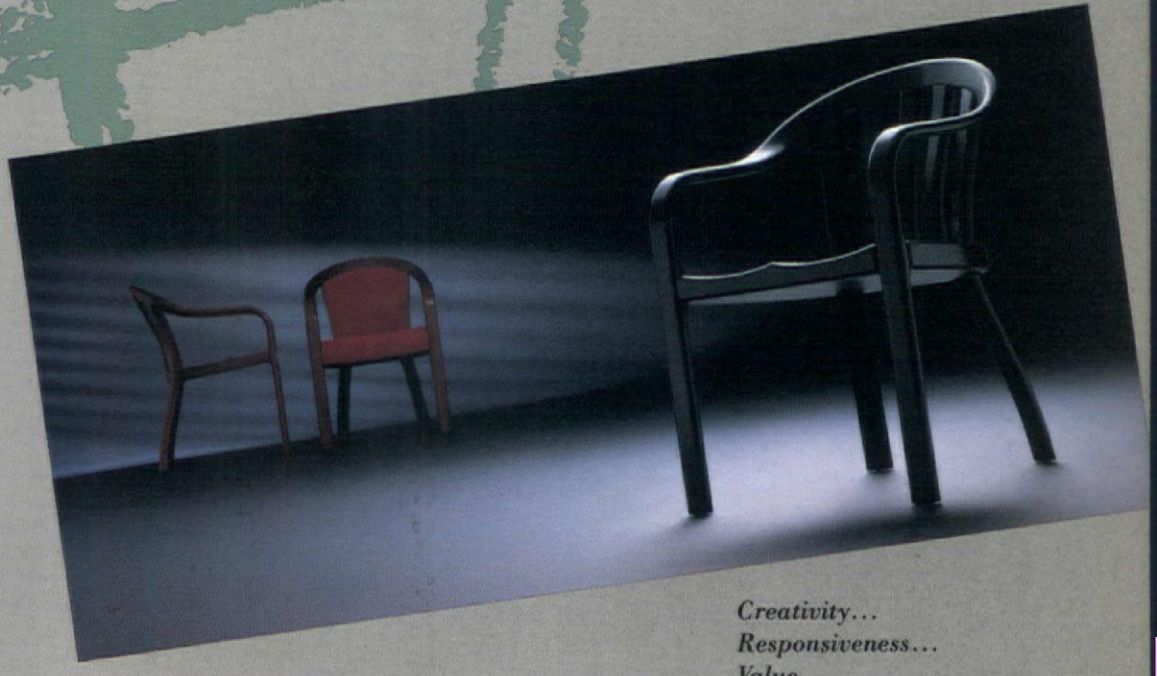
Opens September 1984

Circle 90 on reader service card

CREATIVE:

An attitude that directs a course of action. A process of expression for new visions and expectations. Within these qualities, The Gunlocke Company introduces The Courthouse Chair. A symbol of classic American design. Appropriately stated to endure new applications.

Persuasive evidence of our continued vision. Providing the creativity, responsiveness and value for new expectations within the business environment.



Creativity...
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Gunlocke

Furniture for Today's Business Environment.™

Designed for Gunlocke by The Walker Group.

Circle 91 on reader service card

THE MOST EFFECTIVE INTEROFFICE COMMUNICATION YOU CAN DESIGN.

Photography. It is hard to imagine another interior design medium that can say so much so well and for so little. Or one that has the visual impact, the flexibility, or the affordability of photographs. Possibly no other artform is so sophisticated, yet so easily understood. So distinctive, yet so readily reproducible.

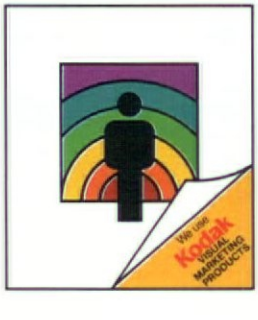
Photography can communicate corporate concerns, interpret the corporate identity, or treat the company's products or its raw materials as subjects of art, which is what it does at National Gypsum Company's headquarters in Dallas.

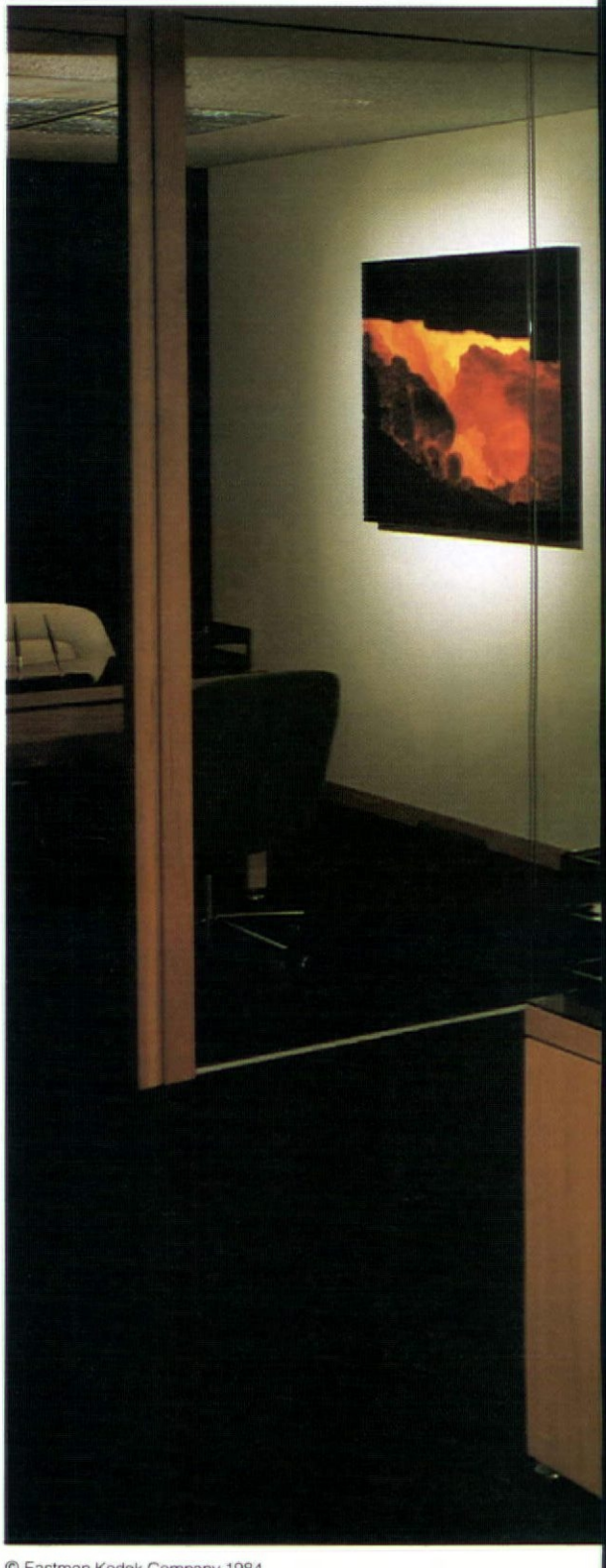
There, 42 color prints, ranging in size up to 40 x 60 inches, have been installed in locations from the boardroom to hallways and executive offices.

To employees and visitors, the photographs of gypsum, rock, glass, cement, and other materials present a composite portrait of National Gypsum as an integrated, diversified manufacturer and supplier of quality products for the building, construction, and shelter markets.

Prints like these, made on Kodak Ektacolor paper (or rear-lit transparencies on Kodak Duratrans display material) offer you an unparalleled opportunity to exercise your creativity. To meet client specifications and exceed client expectations.

Begin by contacting a professional color laboratory that displays this sign. Or write for a free directory of labs offering visual marketing products and services to Eastman Kodak Company, Department 412L-228, Rochester, NY 14650.



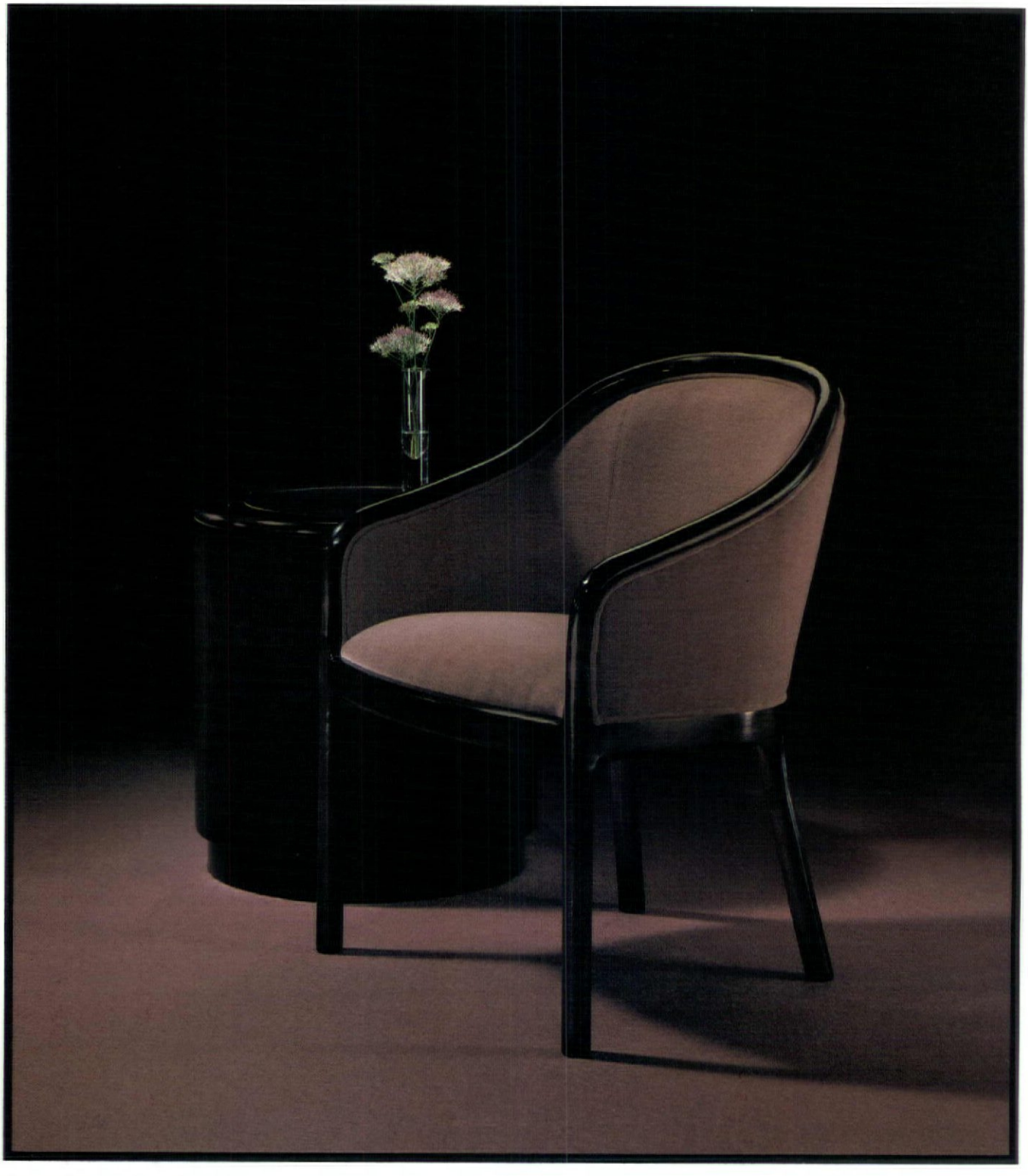


© Eastman Kodak Company, 1984

Client: National Gypsum Company, Dallas, Tex.
Architect & interior designer: Hellmuth, Obata & Kassabaum Inc., St. Louis, Mo.
Professional color laboratory: Berkey K&L, New York, N.Y.
Design Medium: Kodak Ektacolor paper

Bernhardt

Furniture Makers Since 1889



The sculpture and softness of contemporary design
are blended by Bernhardt for the corporate environment in this classic chair
and pedestal table. There are numerous other options available from Bernhardt, the total
resource for contemporary and traditional corporate furnishings. Bernhardt Contract, Dept. C-14, Box 740,
Lenoir, NC 28645 (704) 758-9811. Showroom: Merchandise Mart, Space 840, Chicago, Illinois 60654

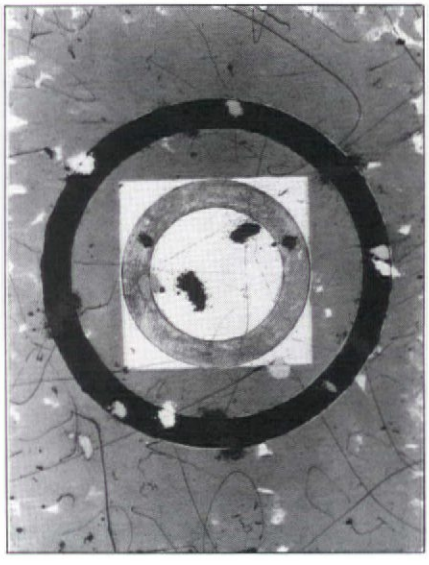
Contract Division

Circle 92 on reader service card

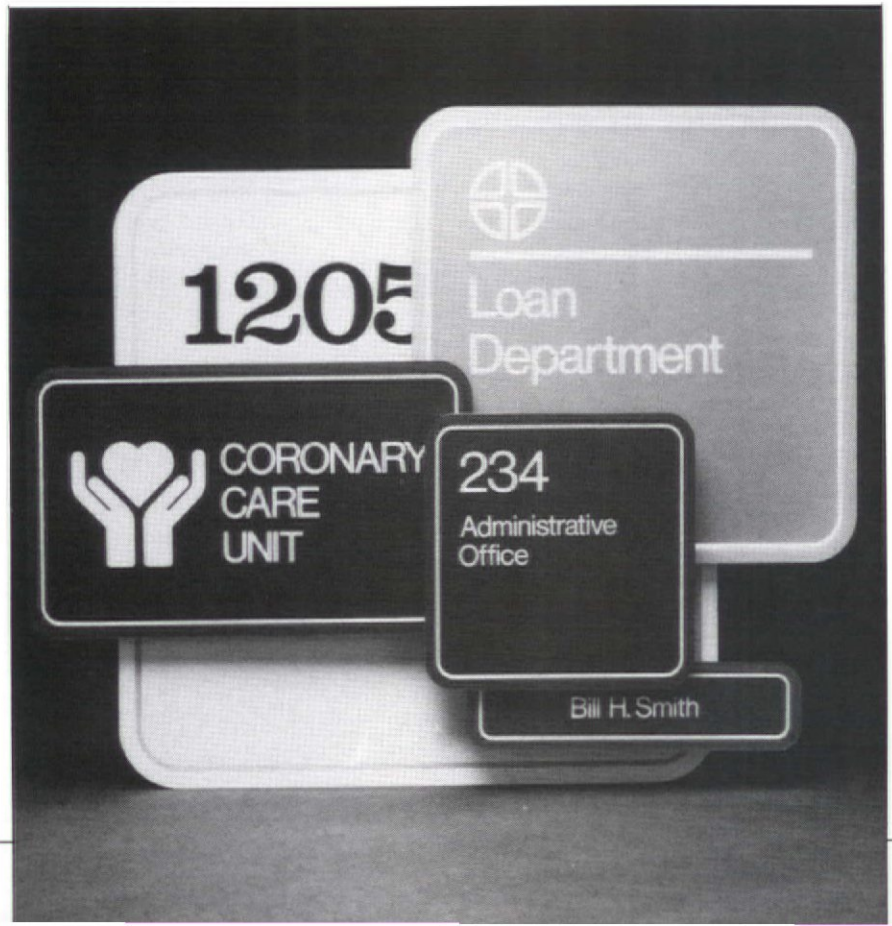
Scientifically calibrated colors mark laminate line's debut

Lamin-Art's Isochromatics line brings a palette of scientifically calibrated colors to decorative laminates which are available in a gloss or textured finish. The line's first edition includes 10 colors which are value-calibrated to produce an harmonious visual impression. Colors range from Melon and Mint Julep to Quartz and Pink ice.
Circle No. 221.

Limited edition posters benefit Olympic Committee



The **N.Y. Graphic Society** is offering posters of 15 Olympic images which can be purchased individually or as a group. Contemporary artists executed the 24- x 36-in. images as interpretations of the Los Angeles Summer Olympic Games. A percentage of each sale benefits the Olympic Arts Committee.
Circle No. 224.



Interior signage added to graphic products line

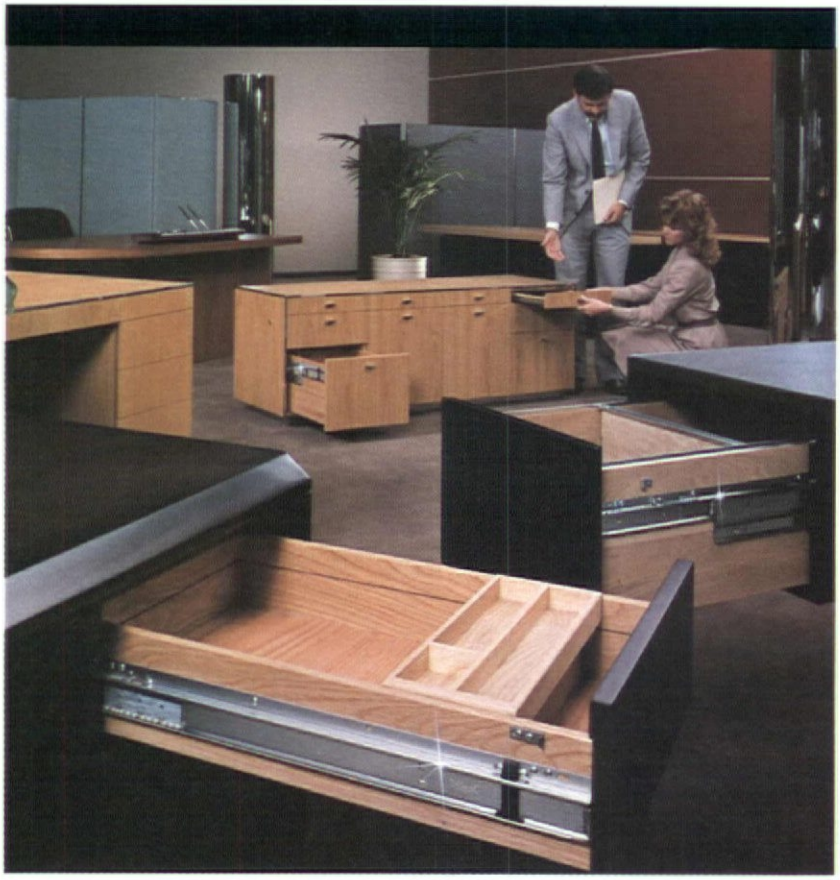
Federal Sign—Innerface, an interior sign system, has been added to this firm's full line of identification signage, electronic message centers, and interior graphic products. Innerface was designed to help in making revisions on interior signage. When a special key is inserted into the sign, graphics can be altered. Product is available in a variety of standard sizes and formats with a choice of two typefaces.
Circle No. 439.

TO CLOSE THE SALE OPEN THE DRAWER

When customers open these drawers this furniture literally sells itself. The drawers move with the smoothness and silence of a ride in an ultra-expensive luxury car. The reason is the Accuride® slides that suspend the drawers.

Furniture buyers physically experience a sudden and irresistible impression of overall quality. And it carries through to the entire piece of furniture, regardless of price.

The effect is exclusive. No other slides (even those that use a "copycat" design) come even close to the Accuride fine movement. And there's no way any other slide ever will.



More than 10,000 Accuride custom designs are now in use in fine furniture and file drawers, computer keyboards, disc drives, photocopiers, shipboard electronic enclosures and microfilm readers.

"Surprising" the steel into a precision movement

Ordinary slides are bent progressively by roll-forming, much the same way you crease a piece of paper with your thumbnail. And, like paper, the metal "wants" to return to its original shape, causing tiny dimensional variations in the slide raceway. That's why ordinary slides just don't move very smoothly.

The Accuride raceway is created simultaneously along its entire length in a fraction of a second. Immense forces in a precision die form the close tolerance ball raceways of extraordinary straightness and parallelism, and the fine Accuride movement that has never been duplicated.

Accuride controls virtually all elements in the manufacturing process

Accuride buys only steel and commonly available plating chemicals. Everything else (processes and components) that other slide manufacturers "job out" are done in-house at Accuride plants in California, England, West Germany and Japan. The result is unparalleled quality control.

Dozens of the world's largest and most demanding companies put Accuride to the test every year

Despite exhaustive vendor performance analyses, value engineering studies and quality audits, over 95% of all Accuride customers choose to place 100% of their business with Accuride year after year.

The reasons are simple: excellent quality control, on-time deliveries, reasonable lead times, stable pricing, and superb emergency response.

Here's an offer that puts the proof into your own hands

Prove to yourself that Accuride slides are superior to every other slide in the world. Just send a request on your company letterhead describing your interest in slides and Accuride will send you an actual slide.

The action is so smooth and precise, some people call it an "executive pacifier," but its purpose is to demonstrate the value of the Accuride quality and movement.

Write to Accuride, 12311 Shoemaker Avenue, Santa Fe Springs, CA 90670. (213) 944-0921.

Accuride®

Circle 86 on reader service card

the elegant beauty of

as-60 and as-mp

With these two Artopex lines, filing and design become synonyms. The AS-60 lateral cabinets and the free standing moveable AS-MP pedestals offer a full range of filing possibilities.

Circle 100 on reader service card

Circle 77 on reader service card

artopex

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Head office:
Artopex Inc., P.O. Box 435, St. Martin, Laval, Que., Canada H7S 1Z9. (514) 332-4420. Telex 05-25849.
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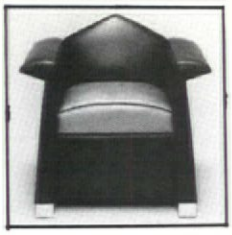
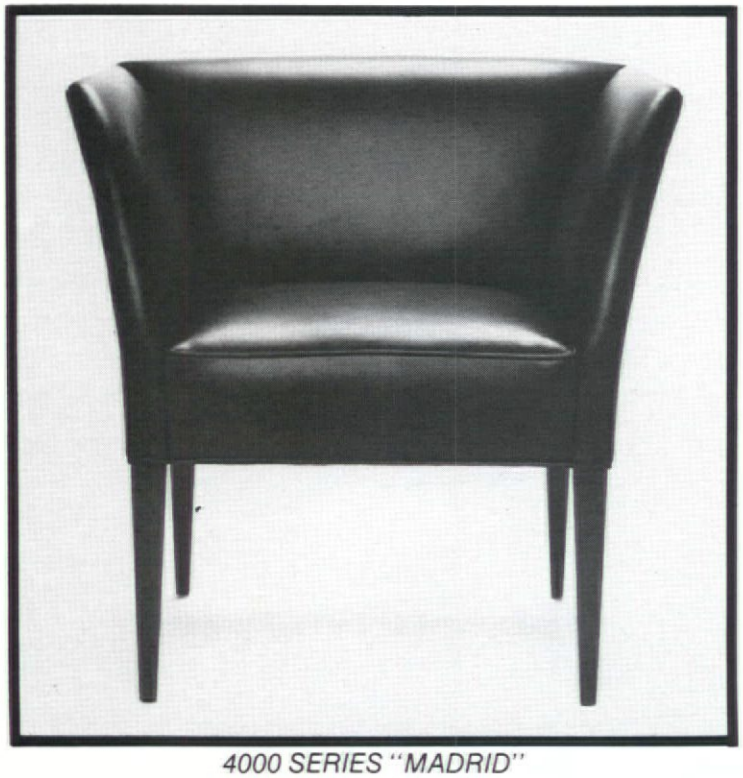
Showroom and/or representation:
Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Hyattsville, Los Angeles, Miami, Minneapolis, New York, Philadelphia, St. Louis, San Francisco, Seattle and Washington.





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Circle 125 on reader service card

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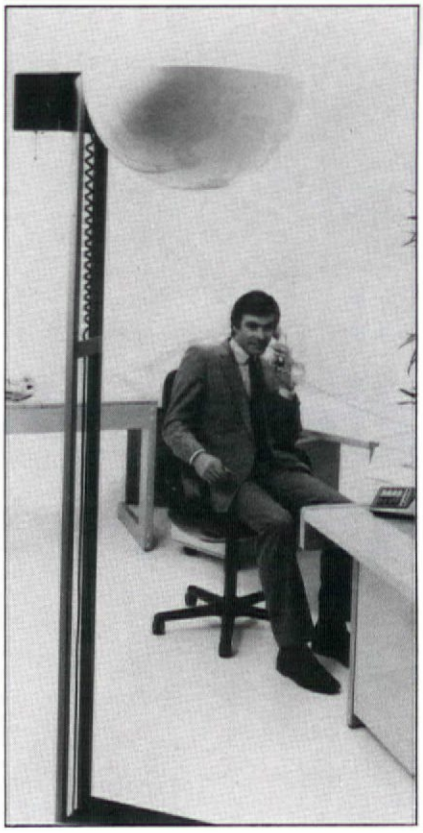
Joan Gordon 212/883-8346, Arthur Katz 212/883-8733

Circle 95 on reader service card

Ceiling panels have hand-carved look

Bearing the appearance of carved wood, ceiling panels from **Levolor** are actually cast in urethane or incombustible, fiberglass-reinforced gypsum. Nineteen designs are offered including coffers, squares, octagons, curved frames, grilles, and lattices. Finishes are compatible with firm's color T-grid suspension system. Standard finishes include walnut, fruitwood, teak, oak, and designer's white.
Circle No. 223.

Reduce eyestrain with uplights



Orgatech uplights from **Lighting Associates** help reduce VDT-user eyestrain. High efficiency lamps such as metal halide or sodium deluxe are used; advanced reflector design distributes light symmetrically. Lights can also be controlled automatically from a central command unit to ensure maximum energy conservation. **Circle No. 219.**

Signage gives LEGOs grown-up application

Modulex—This division of the LEGO group uses the well-known toy manufacturer's knob principal to create easily serviceable signage systems. New menu boards incorporate interchangeable Helvetica letters which are blocked on components that control space between letters and assure horizontal and vertical alignment. A wide variety of board sizes are available. **Circle No. 441.**

Art Deco by Boling

You Are Cordially Invited to Our Showroom
10th Floor of The A & D Building
150 East 58th Street, New York City

An exciting new Boling chair No. 511

With art deco now providing a major influence on interior design, it was a natural for Boling's Spanish designer, Carlos Lopez Benitez, ASID, to use this sense of motion and essence of animation and grace in forming Boling's newest version of the age-old Windsor chair. Introduced at NEOCON 16, this contemporary arm chair—featuring a steam-bent back bow—met with an unequaled level of popularity. Produced from ash wood, it is available in either wood finishes or colors, with upholstered seat in either vinyls or fabrics. All purpose adaptation includes offices, restaurants, homes, clubs, lobbies—and just about anywhere.

BOLING

Makers of fine wood furniture since 1904
Siler City, North Carolina 27344, (919) 663-2400

(Key No. 2)

If you'd like to do something significant for the entire industry, please come to dinner.

You are cordially invited to attend
The first annual FIDER benefit dinner
to honor Franklin S. Judson,
President of Stroheim & Romann
upon his retirement

Tuesday, November 27, 1984

The St. Regis-Sheraton Hotel

55th Street and Fifth Avenue
New York City

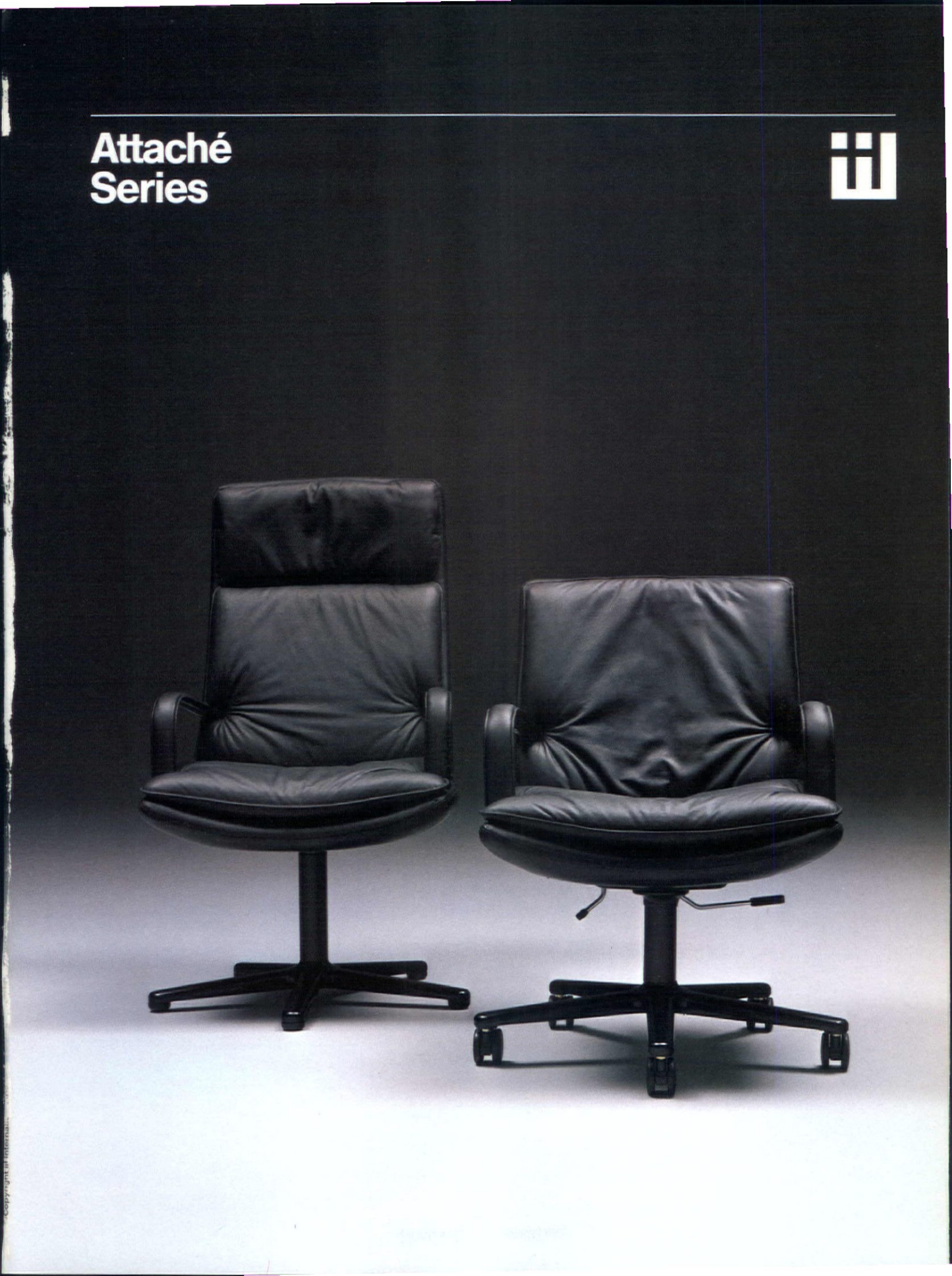
Cocktails at 6:30PM
Dinner at 7:30PM

RSVP — The Frank Judson Dinner Committee
1430 Broadway, 22nd Floor
New York, NY 10018
(212) 944-9220

Individual Tickets - $150. *
Table for Ten - $1500. *
Sponsors (Includes
Table for Ten) - $2500.*

*Contributions to FIDER (The Foundation for Interior Design Education Research) are welcome from those unable to attend. All contributions and dinner fees are tax-deductible to the fullest extent allowed by law.

Attaché Series



The Joel Polsky/FIDER Endowment

The Joel Polsky/FIDER Endowment was established in October 1982 by the Polsky Family/Fixtures Furniture of Kansas City in remembrance of Joel Polsky, Vice President of Fixtures Furniture, and in recognition of the importance of establishing quality in education for professional interior design through FIDER.

You are invited to join in support of these purposes by making a contribution to the Joel Polsky/FIDER Endowment.

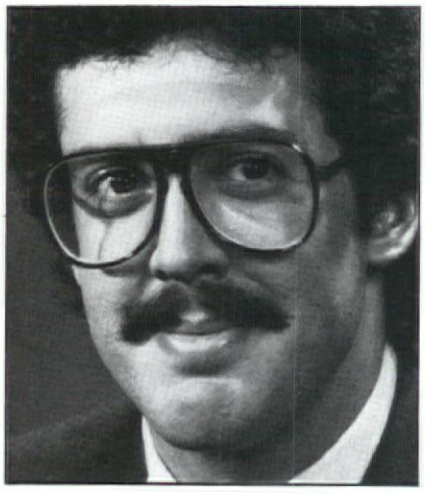
The Endowment is a living memorial to a remarkable young man, Gifts to increase the Endowment will. . .

- recognize the valuable contribution to the interior design profession made by this energetic and future-oriented person, and to the leadership he displayed in his short but outstanding career;
- provide support for programs of research, education, and accreditation development in interior design through FIDER, thus assuring high standards of excellence in the preparation of future interior designers.

A word about FIDER. . .

The Foundation for Interior Design Education Research was "created and shall be operated for the purpose of establishing a voluntary plan for the special accreditation of programs of interior design education offered at institutions of higher learning located throughout the United States, its possessions, and Canada."

Since 1971, FIDER has demonstrated its reliability as an authority on the quality of education offered in interior design programs. FIDER is recognized by the Council on Postsecondary Accreditation (COPA)



and the U. S. Department of Education.

FIDER has a soundly developed program for confirming the relevance and reliability of its Standards and Guidelines for interior design education.

Special projects completed by FIDER in support of its accreditation activities include:

- From Your Point of View, 1979 . . . a validation of the FIDER standards for baccalaureate programs;
- Phase I and II, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada, 1982;
- A Directory of Graduate Programs in Interior Design, 1979;
- A Directory of Undergraduate Programs in Interior Design, 1981;
- Training Workshop for FIDER Committees, Washington, DC, 1972 (Funded by Greeff Fabrics and Stroheim and Romann);
- Training Workshop for FIDER Committees, Atlanta, 1978 (Funded by FIDER);

New projects and proposals under development include;

- Thinking About Design: A Search for the Future of Interior Design. . .a futures conference;
- Phase III, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada;
- Training Workshop for FIDER Committees, Chicago, 1983 (Major funding from ASID, with support from others).

The Joel Polsky/FIDER Endowment provides opportunities for a wider range of needed research and other educational activities. The scope of projects which may be supported by income from the Endowment includes topics such as:

- investigations to discover educational needs for professionals in the future;
- applications of technology to the educational processes;
- development of measures to assess the quality of graduates from interior design programs;
- development of effective ongoing training procedures for FIDER committees;
- new publications in support of quality interior design education for the benefit of students and the public;
- others which relate to interior design education, accreditation, or the accreditation process.

A contribution to the Joel Polsky/FIDER Endowment will demonstrate your interest in the future of the interior design profession and your commitment to quality education which meets the needs of society, students, and the profession, and serves as a means of protecting the public against professional incompetence.

To: Foundation for Interior Design Education Research
242 West 27th Street
New York, NY 10001

Enclosed is a contribution of $ _____ for the Joel Polsky/FIDER Endowment.

Name _____

Name of firm _____

(if contribution is a corporate gift)

Address _____

City _____ State _____ Zip _____

Checks should be made payable to *Foundation for Interior Design Education Research* or *FIDER*

Contributions to the Foundation are tax-deductible as provided by law, and will be publicly recognized on an annual basis. Substantial gifts will receive special acknowledgement and a certificate of appreciation from the FIDER Board of Trustees.

We would need 17 more pages to show our entire in-stock collection.

80 original styles...beautiful lacquer and hand-rubbed finishes...ready for immediate delivery. Because we are exclusive, direct importers from Italy's finest craftsmen, considerable savings are passed on to you. If you need one chair for accent, or hundreds, call us. We buy smart...so you can be called "genius".

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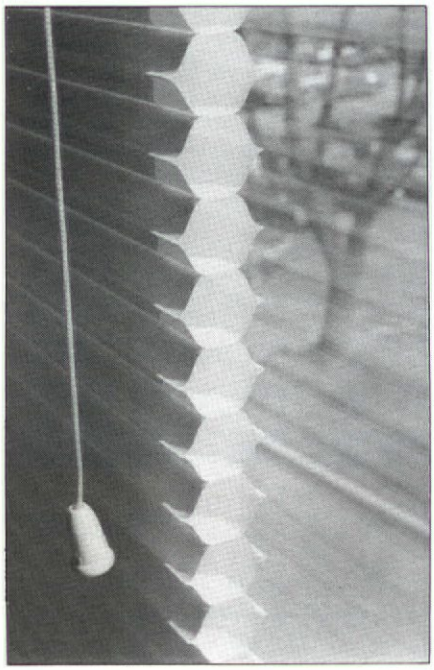
Circle 97 on reader service card

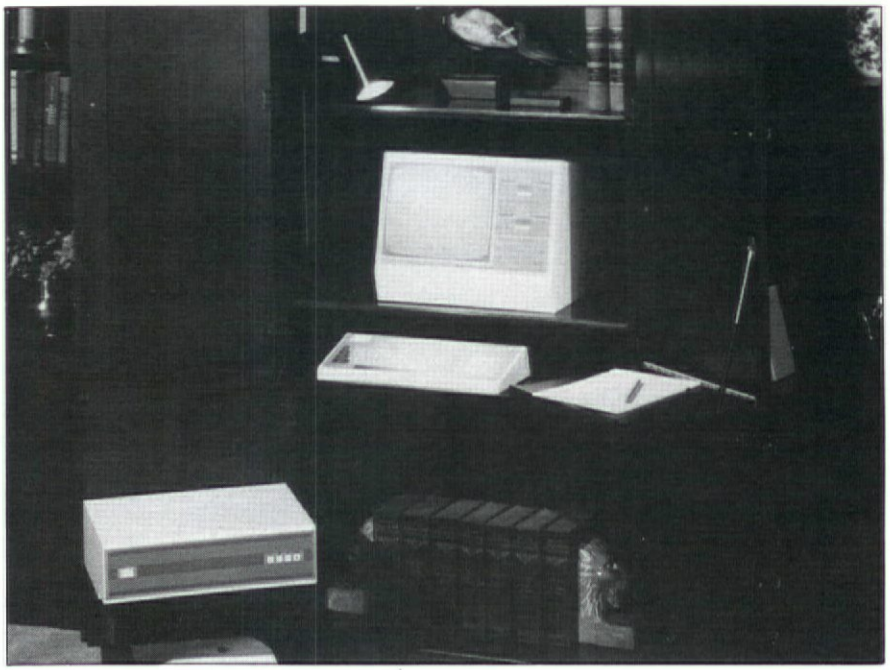
Window blinds offer greater insulating values



Thermal Technology offers Thermocell, a window blind which can provide up to five times the insulating value of standard blinds. Product is constructed of collapsible, horizontal honeycomb-like tubes made of a polyester film; a layer of air is trapped in the blind which insulates the room. Many styles are available including white and clear metallized, non-metallized, and matte finish blinds. **Circle No. 220.**

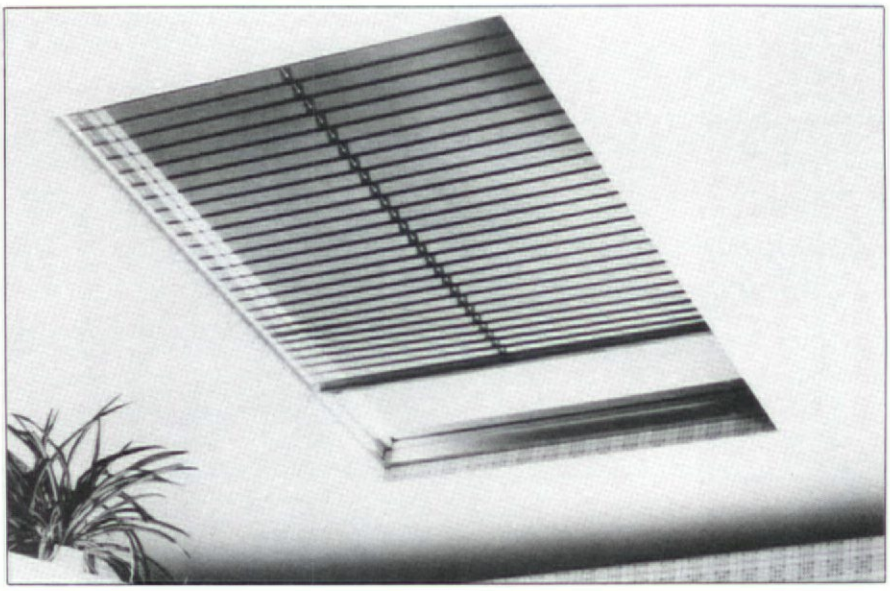
Wallcovering shows beauty of suede

Suedewall, a napped, directionless material from **Ben Rose,** combines the beauty of suede with the ease of maintenance. Wallcovering/panel fabric is available in eight colors and is inherently flame-retardant. **Circle No. 217.**



Wall system conceals computer hardware

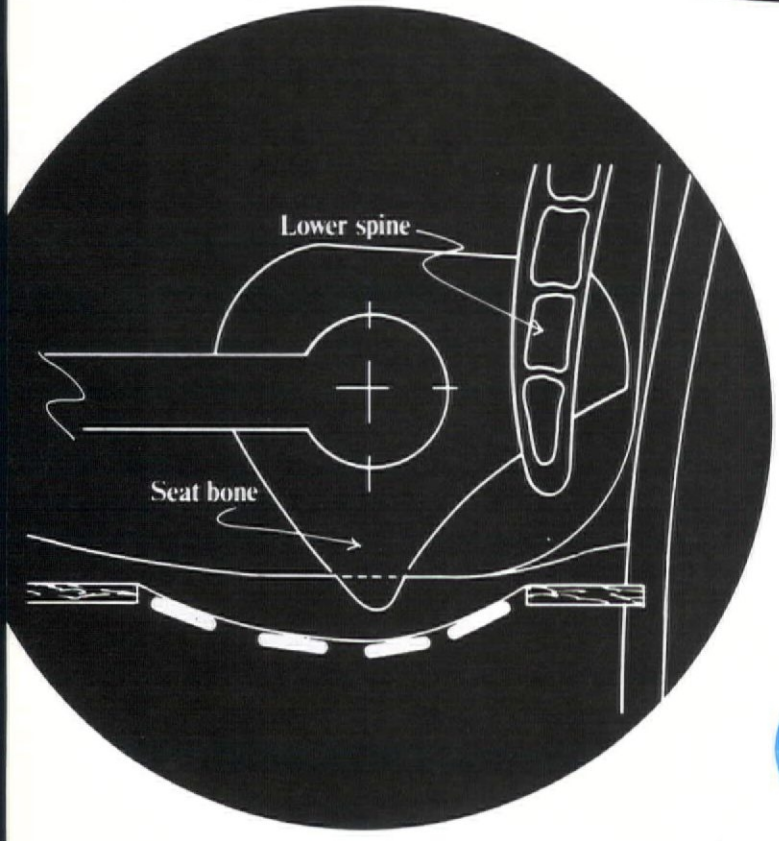
English-style, electronic wall system from **Sligh** conceals computer hardware behind classic, soft-line furniture. Twin base doors of the mahogany system hide compartments that house a printer and workshelf, both of which swing out and lift up to a working position. Desk features adjustable shelves for monitor and disk storage; special task lighting is built-in. **Circle No. 226.**



Insulating skylight boosts energy efficiency

APC Corp.—SKYBLIND™ skylight treatment is made of metallic-coated fabric which reflects light and heat, insulates against heat loss, and maximizes energy efficiency. Product is easily installed inside the skylight frame, below the skylight, at the bottom of a light shaft, or at ceiling level. It is shipped ready-to-install in a wide range of sizes. **Circle No. 440.**

Less foam—
or no foam at all—
more comfort than 4" of foam—
more flame protection.



"Less is More" with Kay's SeKret® Springs.

The fact is that our thin-line SeKret® Springs conform to the pelvic topography and allow pure seating comfort with only 1" of cushioning. Infinitely safer against fire hazards! Write us for proof. U.S. PAT. #4,458,943

KAY SPRINGS INC.

Kay Springs Inc., 175 Eileen Way, Syosset, NY 11791 · (516) 364-2010
Sales offices and factories in Los Angeles and San Francisco CA, Nampa ID, Chicago IL, Boston MA, Tupelo MS, Newark NJ, Buffalo and Syosset NY, High Point NC, Portland OR, Pittsburgh PA, Memphis TN, Fort Worth and Houston TX, Seattle WA.

Circle 98 on reader service card

OFFICE '84: TWO EVENTS THAT MAKE HIGH-TECHNOLOGY WORKABLE

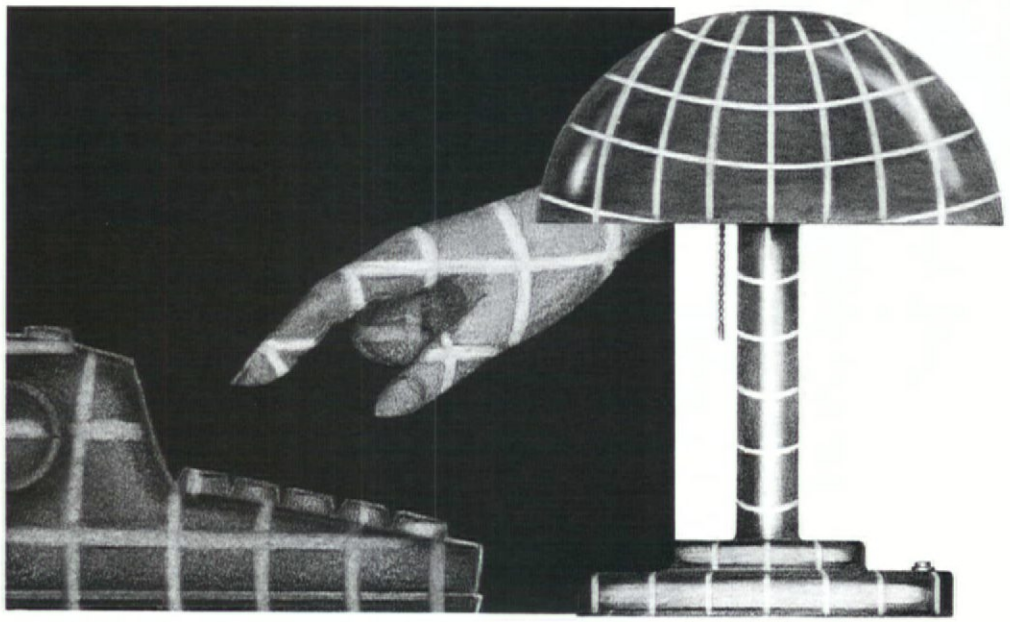
THE CONFERENCE

The increasing need for automation and the growing sophistication of business procedures demand the creation of an optimum work environment. Whether through design of new offices or the careful readjustment of the current facilities, the integration of high-technology into the office environment must meet corporate and employee requirements.

The Office '84 Conference is intended to help facilities managers and planners satisfy those requirements, by providing sessions on such topics as:

1. The design process and improved productivity.
2. The facilities mananger's role in planning and achieving a balance between space, budget and environment.
3. Federal office supplies: making contacts and securing contracts.
4. Accessing construction options for future flexibility and adaptability.
5. New EPA regulations affecting the work environment.
6. The economics of "smart" buildings . . . and many more timely and practical subjects.

If today's high-technology and tomorrow's office space are your concern, you'll want to attend the Office '84 Conference.



Office '84 offers a unique opportunity to explore the issues of facilities planning and management as affected by high technology in today's non-residential workspace.

Whether you **provide** or **require** systems and services for the workplace, you should know more about Office '84.

A Conference and Exhibition for furnishings, environment and design **Office '84**

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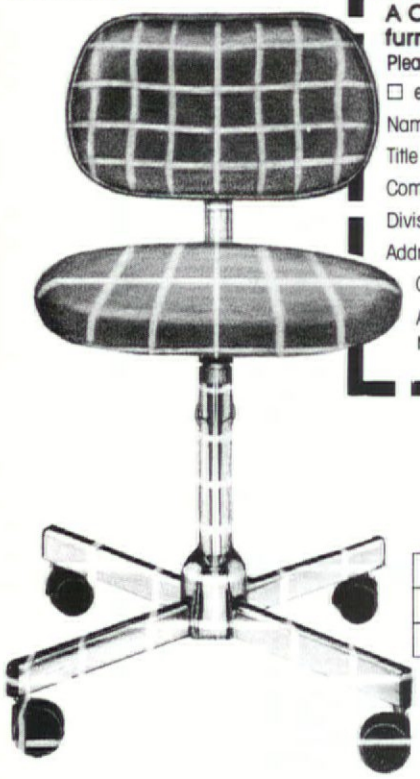

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Washington Convention Center,
Washington DC,
October 23-24, 1984.

THE EXHIBITION

Office '84 will showcase the equipment, information and ideas needed to update the office environment to accommodate the new electronics—and make high technology workable.

Displays will include computer support furniture, carpeting, lighting, tele-communications systems, equipment and service bureaus, & interior architectural systems.

Among space applicants are Gunlocke, Kimball Artec, Scan Commercial Interiors, Charvoz Carsen, Thomas & Beits, Stern, Milliken, Honeywell, Steelcase and many more.

The Professionals Pavilion will be an innovative feature of Office '84. Here to answer questions in an informal atmosphere, you will find local professionals from ASID, IBD and IFMA, and the leading industry publications—**Contract, Facilities Designs and Management, Interiors, The Designer, Interior Design, Regardies, Office World News, Today's Office, Architectural Record,** and **Office Administration and Automation.** Each evening from 5:30 P.M. until 7:00 P.M. we will be offering complimentary wine and cheeses to round off your day at Office '84.

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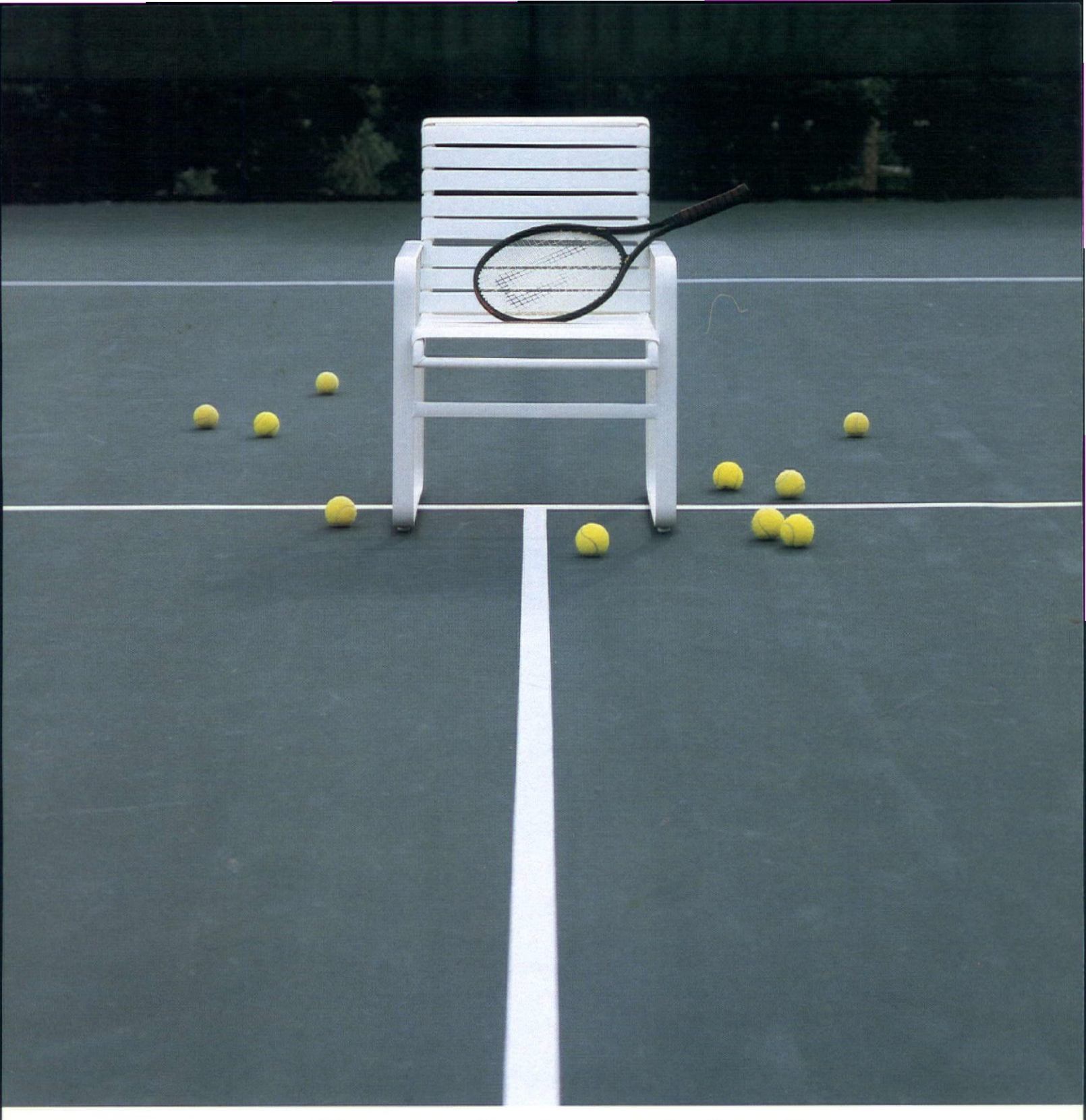

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Philadelphia Carpets

Carpet colors adapt to many settings

Karastan

Porter Carpet Mills—Three, Berber-style, Woolmark broadloom carpets are constructed for medium-range commercial use. Included are Alhambra, a textured loop; Marlborough, a heavier loop; and Heather Twist, a saxony. **Circle No. 213.**

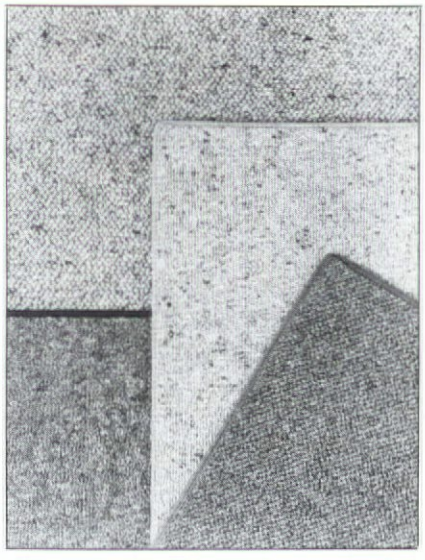
Philadelphia Carpets—Custom-colored carpet is a variation of Barclay Arms. Product features a 1/10-gauge construction of dense-cut pile and is made of DuPont Antron XL staple nylon, offering a low-lustre, wool-like finish. **Circle No. 214.**

Du Pont—1110 Denier fiber features subdued luster plus the high-bulk characteristic of Antron Extra-Body nylon fibers. Product is targeted for use in upper end of saxony market, and is the fourth bulked, continuous filament fiber in the Antron Extra-Body line. **Circle No. 215.**

Karastan Rug Mills—Color-blending found in Impressionist paintings is re-created in Water Lilies carpet by Kara-Color technology. Saxony Plush, available in 15 colorings, is tufted of Anso IV nylon yarns. **Circle No. 216.**

Porter

Du Pont



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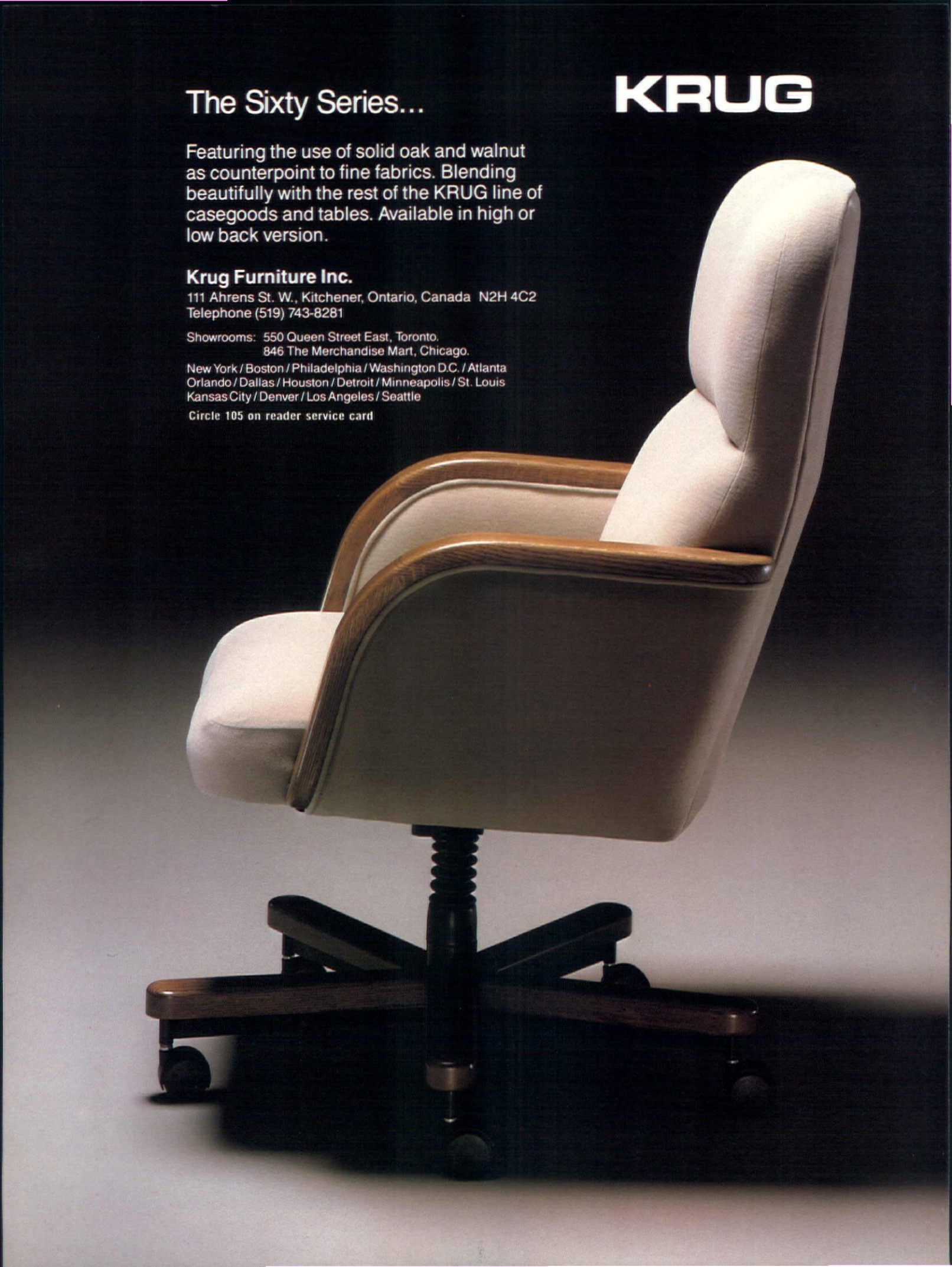

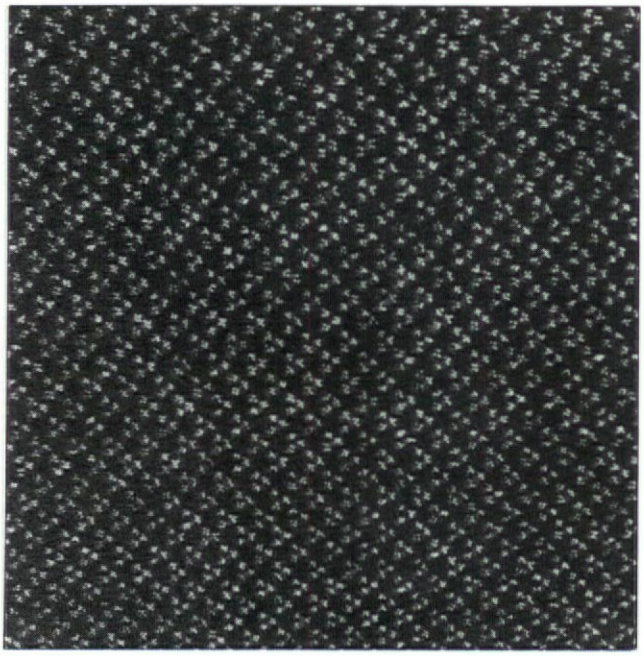

CERTIFICATE JOINS DIVIDEND CARPET COLLECTION

Certificate is the latest addition to **Wunda Weve's** Dividend Collection of patterned commercial carpets. Made from Allied Anso IV nylon with Halofresh yarns, Certificate features a three-color geometric pattern. Nine color combinations are offered. **Circle No. 273.**

CLOCKS' OCTAGONAL FRAMES ARE MADE OF WOOD

Two wood-framed models have been added to **Bulova's** Dimension line of ultra slim wall and easel clocks. Both feature quartz movements and segmented, octagonal frames accented by goldtone rings. **Circle No. 275.**

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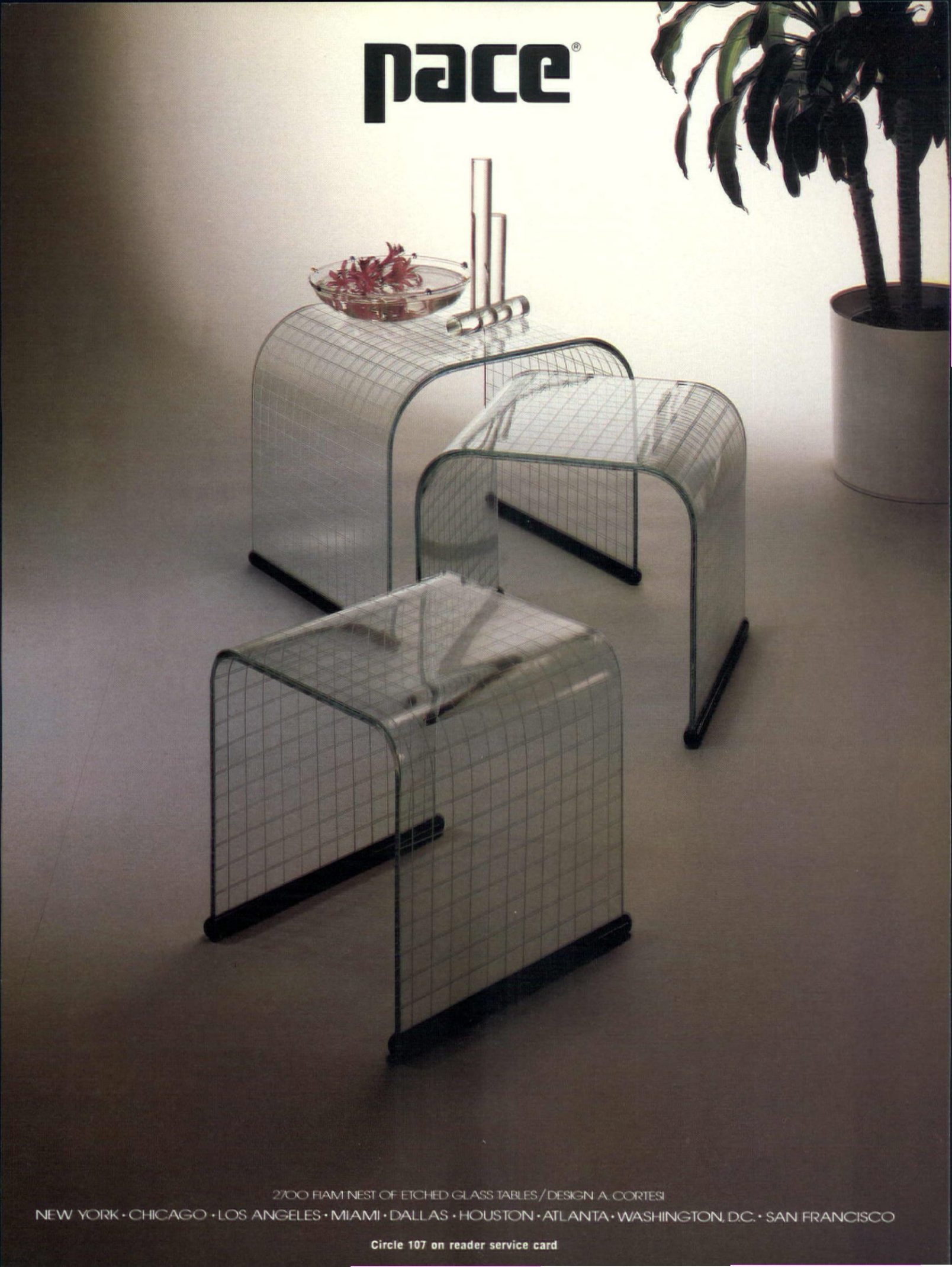

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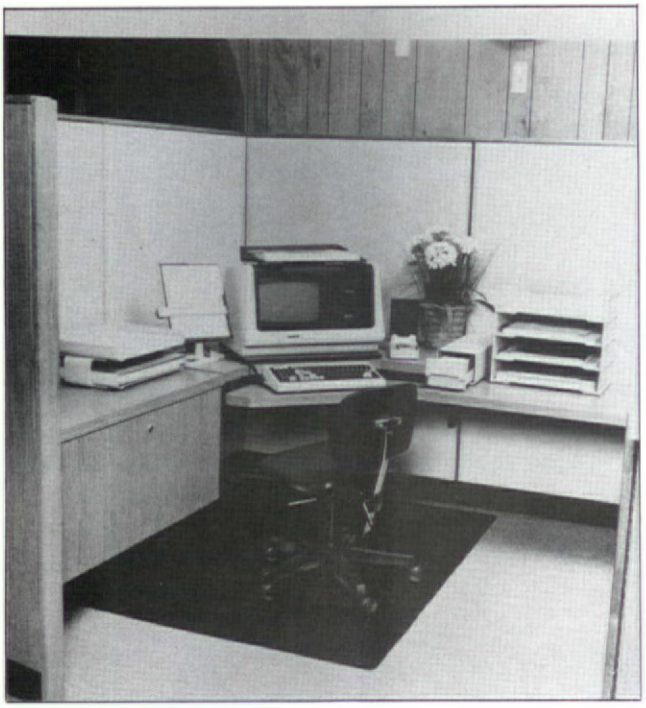

MAT TAKES CHARGE OUT OF STATIC ELECTRICITY

When workers step on **Rubbermaid's** CleatStat mat, any static electricity is instantly drained to a ground through the mat's ground cord. Mats have "cleats" that grip into carpeting and hold them in place. **Circle No. 280.**

DESK IS PART OF MODULAR OFFICE LINE

Traditional and contemporary styling is offered in 1600 International Series line of **Decorative Firsts** office furnishings. Shown is the executive desk in walnut veneer with recessed pulls and inset top. **Circle No. 438.**

OLEFIN FIBER FORMS LOW-LUSTER YARN SYSTEM

ACS Inds. has introduced a yarn system of olefin fiber called Aldolon. A 5200-denier, low-luster, multi-colored, air-entangled yarn, product carries a 10-year wear and static warranty. **Circle No. 281.**

The Series 8000

CLASSIC CONTOURS

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

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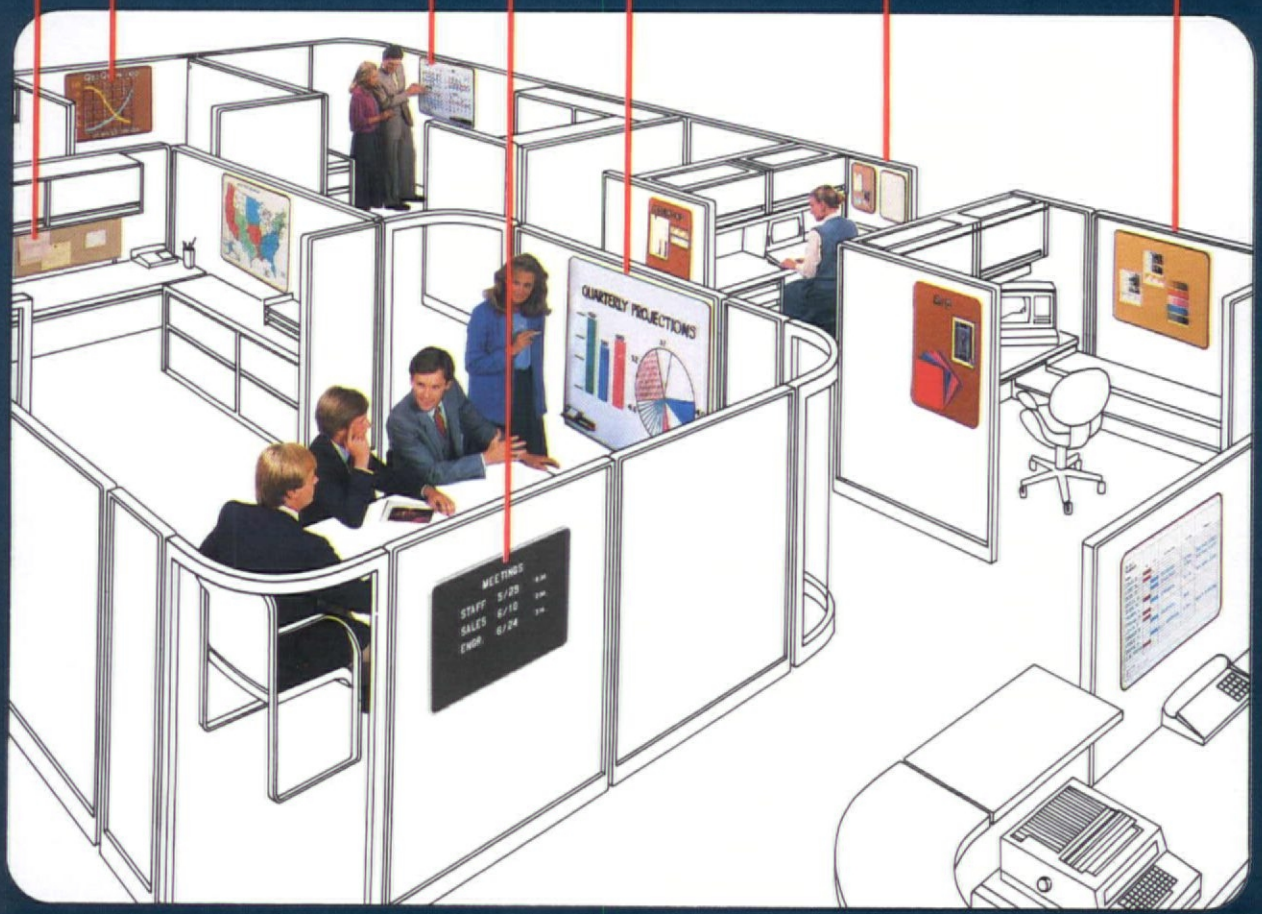
Tackboards



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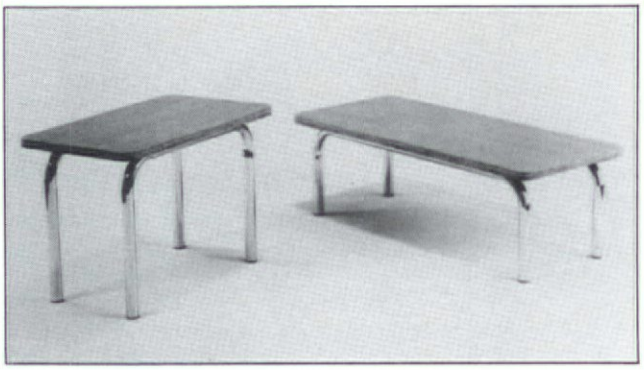

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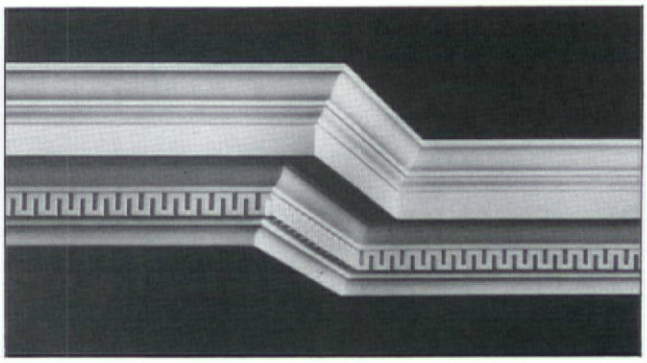
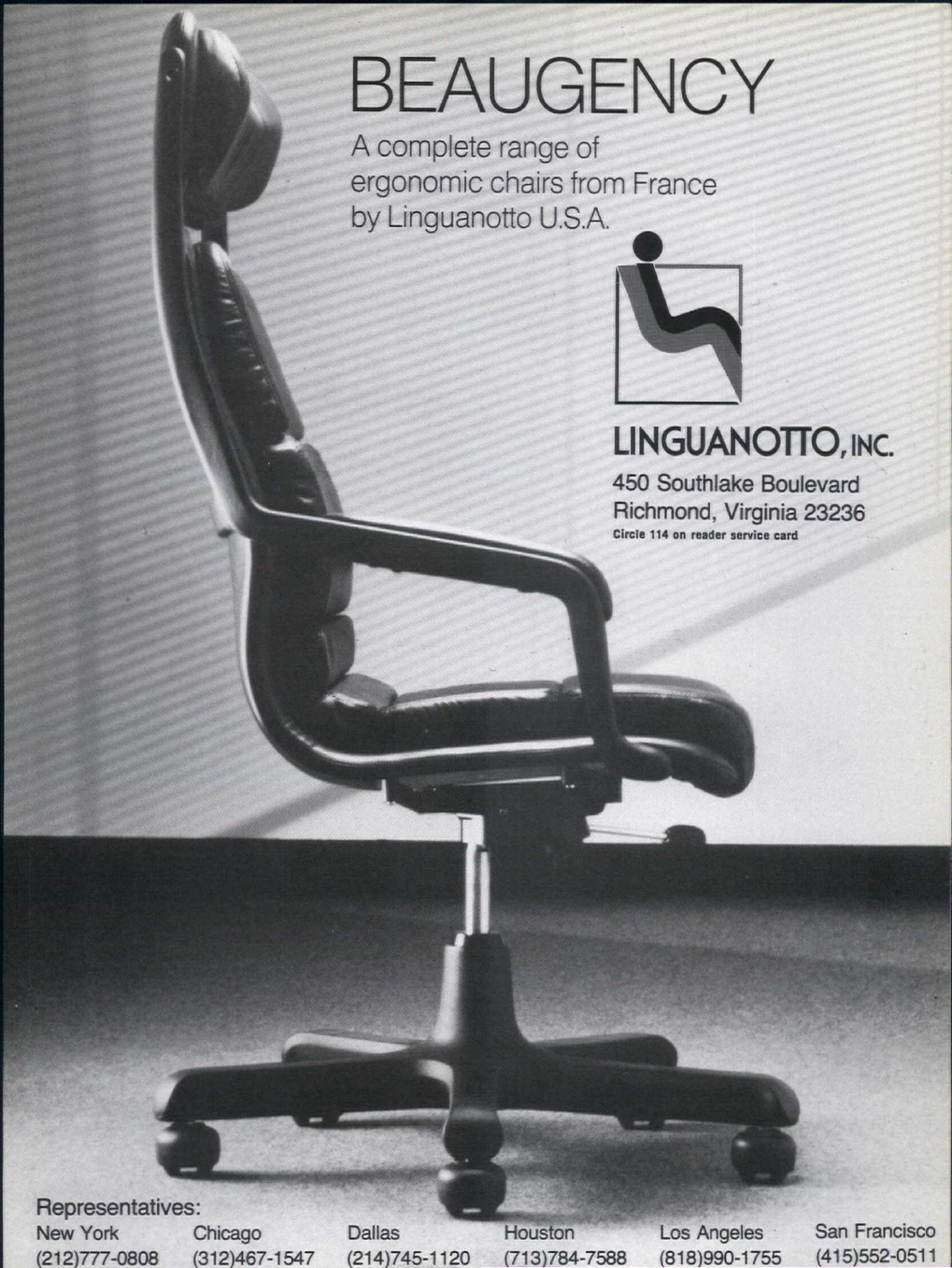
STONE PANELS FOR PLANTERS OFFERED

Howard Products now offers 11 stone-aggregate panels for use with Aspen series planters and litter receptacles. Various stones in a choice of sizes and earth tone shades can be ordered. A selection of baked enamel container finishes are also offered to complement stone products. **Circle No. 254.**



COLONIAL WILLIAMSBURG MOULDING LICENSED

Focal Point Inc. is introducing Williamsburg cornice mouldings and chair rails, the first architectural components ever authorized by the Colonial Williamsburg Foundation. Fretwork cornice (shown) is from the Governor's Palace and is recommended for areas with ceiling heights of nine feet or more. **Circle No. 255.**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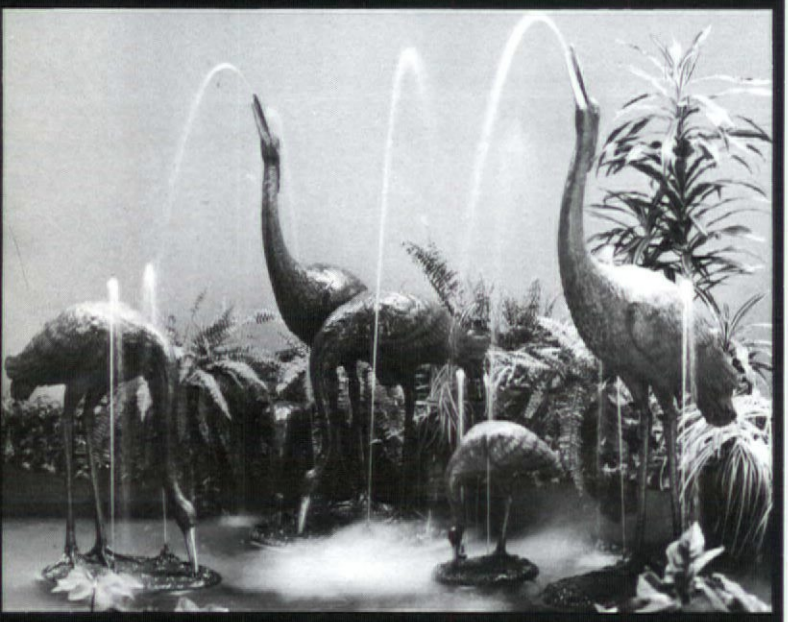

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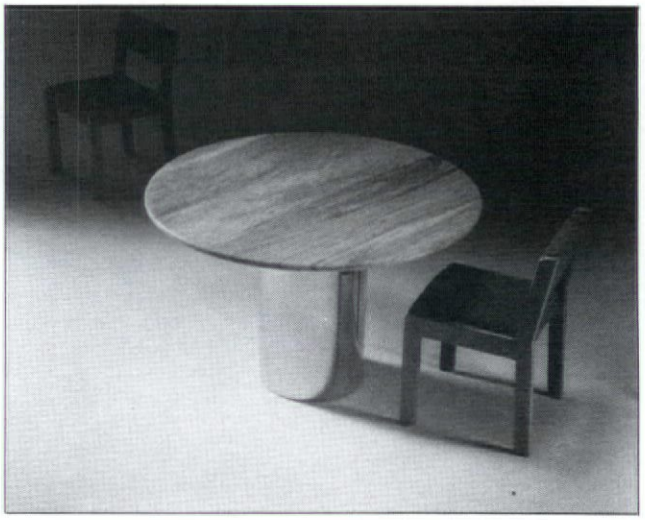
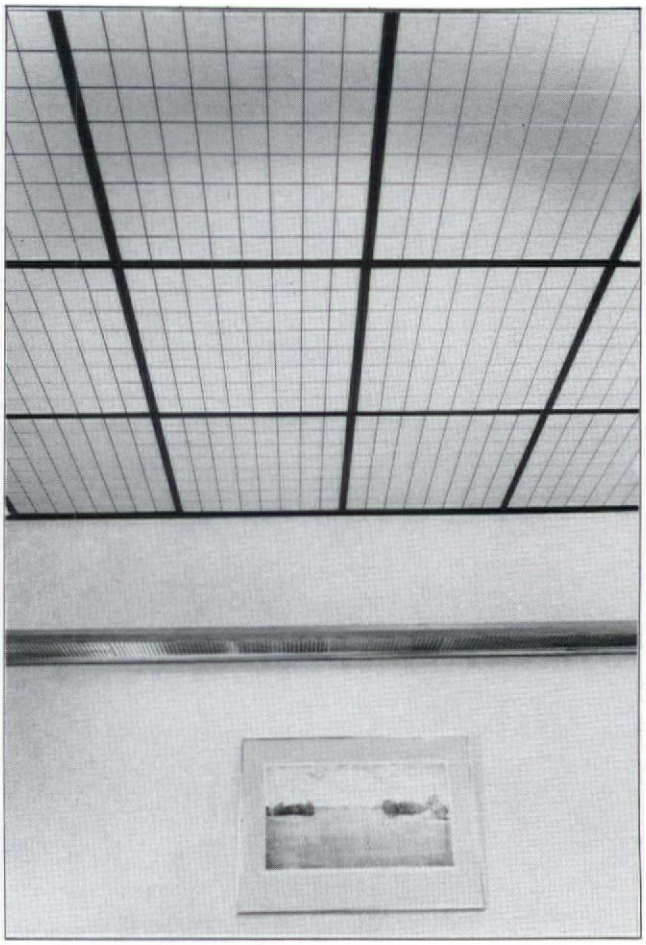


CONFERENCE TABLES ARE TOPPED WITH MARBLE

Architectural Supplements Inc.'s single pedestal conference table is marble-topped. The top is 1-in.-thick Alford Pearl marble, detailed with a bullnose edge. Bases come in either polished chrome or brass. **Circle No. 279.**



CEILING PANELS BOAST CLASS I FIRE RATING

Winona Inds. is introducing mosaic tambour DecorCeiling panels for use in all standard 1-in., 2- by 2-ft. metal grid suspended ceilings. Panels boast a Class I fire rating and feature 3-in. center spacing with 30 degree "V" grooves. **Circle No. 262.**

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If you're in the process of selecting a computer for your company, upgrading your current system or discovering new uses of the computer for facilities management and design—Find the information you need to make the right decisions at the sixth annual

COMPUTER-AIDED SPACE DESIGN & MANAGEMENT CONFERENCE

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

November 12-13, 1984 • Omni Park Central • New York City

Who Should Attend

If you're a facility executive—director, manager or planner, engineer, real estate/property officer, an architect or design professional, or involved in any aspect of space, office or building design or management, this two-day Conference is designed for you.

No matter what your experience—if you are considering computerization for the first time or are an end-user—this Conference will provide you with information you can put to use immediately!

And Why...

Find out how others solve problems you face on-the-job at your choice of seminars.
Discover how to:

- analyze your need for a computer—which applications are cost-effective for your organization and which ones are not
- determine what personal computer, micro or turnkey system is right for your needs
- select a service bureau or consultant
- implement a system into your work environment
- structure a software agreement with your vendor
- manage a project with the computer

Shop for the computer system that's right for you
The foremost suppliers in the country will be at the Conference to demonstrate their equipment, explain capabilities and costs, and discuss your needs one-to-one.

1984 Honorary Industry Advisory Board...Here are some of the professionals who helped to shape our Conference:

John R. Adams
Facility Management Institute
Ann Arbor, MI

E. Crawley Cooper
Jung/Brannen Associates, Inc.
Boston, MA

Les J. Cranmer
Interspace Inc.
Philadelphia, PA

Paul J. Druckman
CAD/CAM Technologies, Inc.
Rutherford, NJ

H. Lee Hales
Management Consultant
Houston, TX

Peter S. Kimmel
General Services Administration
Washington, D.C.

Anthony Mirante
Gensler & Associates
San Francisco, CA

Gary H. Silver
Hellmuth, Obata & Kassabaum
New York, NY

Ross L. Trenholm
Resource Dynamics, Inc.
Stow, MA

Here's what attendees said about the fifth annual Computer-Aided Space Design & Management Conference:

"An excellent Conference overall and a great opportunity to compare problems and experiences with other facility managers."
—Ray Rader, Harris Corporation, Melbourne, FL

"This Conference is the best single resource for facilities design and management computerization. A must for anyone in the field."
—James Ponder, USF&G Insurance, Baltimore, MD

"I appreciate that the Conference was not only geared toward mainframes, but showed micro computer alternatives."
—James Brooks, Robert Martin Company, Elmsford, NY

"I liked the frankness and direct approach taken by the speakers...No one tried to sell a system, just presented facts."
—Gordon Richardson, Southern New England Telephone, New Haven, CT

"A useful Conference for both people with no practical computer experience and actual end-users."
—Ron Beattie, Interior Facilities Associates, Inc., New York, NY

Take a first-hand look at computer systems in action

We've expanded our Exhibit Area to offer you a large variety of computer hardware/software systems for facilities management, architecture and interior design. This is your opportunity to see what technology is available from the nation's top suppliers; discuss your particular needs; get on-the-spot answers; and take home materials for future reference.

Here are just a few of the companies participating in the Exhibit Area:

CALCOMP, INC.
CORE/HERMAN MILLER, INC.
DESIGN FUTURES, INC.
INSITE
INTERGRAPH CORPORATION
MICRO-INSTALLATIONS, INC.
NPS AUTOMATION SERVICES, INC.
RESOURCE DYNAMICS, INC.
THE RYAN GROUP
SIGMA DESIGN
STEELCASE, INC.

Exhibit hours:
Monday, November 12th: 4:00 p.m.–6:00 p.m.
Tuesday, November 13th: 10:15 a.m.–1:15 p.m.

For information on exhibiting, contact Laura Goldstein or Helaine Koffler at 212-869-1300.

Tailor your own educational program to meet your needs

Monday, November 12, 1984
9:00 a.m. – 10:15 a.m.

A1: **How to Evaluate Your Need for a Computer System**
Speakers: Paul J. Druckman, CAD/CAM Technologies, Inc., Anthony Mirante, Gensler & Associates, Ross Trenholm, Resource Dynamics, Inc.

A2: **How to Protect the System**
Speaker: David Wolfberg, Wolfberg, Alverez, Taracido

10:30 a.m. – 11:45 a.m.

B1: **Survey of Personal & Micro Computers for Facilities Management & Design**
Speaker: H. Lee Hales, Management Consultant

B2: **How to Use a Service Bureau**
Speaker: Patrick Brown, Interactive Graphics Services Co., Inc.

1:15 p.m. – 2:30 p.m.

C1: **Survey of Turnkey CADD Systems**
Speakers: George Hemming, Eastman Kodak Company, Dan Raker, Design & Systems Research Inc., Jack Robinson, Intergraph Corporation

C2: **How to Work with a Consultant**
Speakers: Paul J. Druckman, CAD/CAM Technologies, Inc., H. Lee Hales, Management Consultant

2:45 p.m. – 4:00 p.m.

D1: **End-Users Roundtable: Facility Managers**
Speakers: Basil Callimanis, Facilities Management Consultants, Jean Hardginski, The Pillsbury Company, Peter S. Kimmel, General Services Administration, John Morganti, GCA Corporation

D2: **End-Users Roundtable: Architects/Designers**
Speakers: Les J. Cranmer, Interspace Inc., Gary H. Silver, Hellmuth, Obata & Kassabaum

Tuesday, November 13, 1984
9:00 a.m. – 10:15 a.m.

E1: **How to Manage a Project with the Computer**
Speakers: Rose M. Erickson, Basicomp, Inc., Morton Glatstein, Interior Facilities Associates, Inc.

E2: **Computerized Real Estate Asset Management**
Speakers: Kreon Cyros, Massachusetts Institute of Technology, Simon Volinsky, CBS Inc.

1:15 p.m. – 2:30 p.m.

F1: **Getting a System Up & Running: Pitfalls to Avoid**
Speakers: Stephen Binder, Citibank N.A., Ched Reeder, The Computer-Aided Design Group, Ronald T. Ryan, The Ryan Group

F2: **How to Negotiate a Computer System/Software Maintenance Contract**
Speaker: Richard Raysman, Brown, Raysman & Millstein

2:45 p.m. – 4:00 p.m.

G1: **Bonus Session—How to Use Computers to Monitor Building Maintenance, Energy & Security Systems**
Speakers: To be announced

Registration Information

To register, just fill out the coupon and mail it today to: Gralla Conferences, 1515 Broadway, New York, NY 10036, —or— call Barbara Dales, toll free at 800-223-6767 (New York State registrants may call collect at 212-869-1300).

Tuition: $495 for the first person from a company, $450 for each additional person from the same company. Tuition includes admission to two-day Conference (seminars and exhibits), Conference take-home materials, refreshment breaks and cocktail reception. Checks or money orders are payable to Gralla Conferences.

Cancellations: Full refund of tuition if notified 48 working hours in advance of the Conference. No refunds after that time.

Accommodations: Rooms have been blocked at the Omni Park Central. All registrants will receive hotel housing forms by mail. The Omni Park Central is located at 870 Seventh Avenue (at 56th Street).

Tax Deduction: Treasury Regulation 1-162-5 permits an income tax deduction for educational expenses.

Computer-Aided Space Design & Management Conference
c/o Gralla Conferences, 1515 Broadway, New York, NY 10036

Please register me for the Conference on November 12-13, 1984, in New York City.

☐ Payment enclosed ☐ Bill my company

Name_____ Title_____
(please type or print)

Name_____ Title_____

Name_____ Title_____

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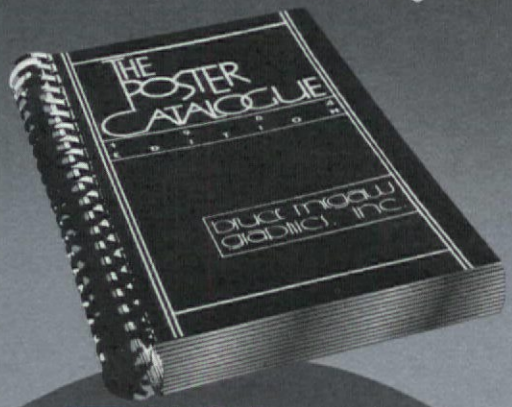

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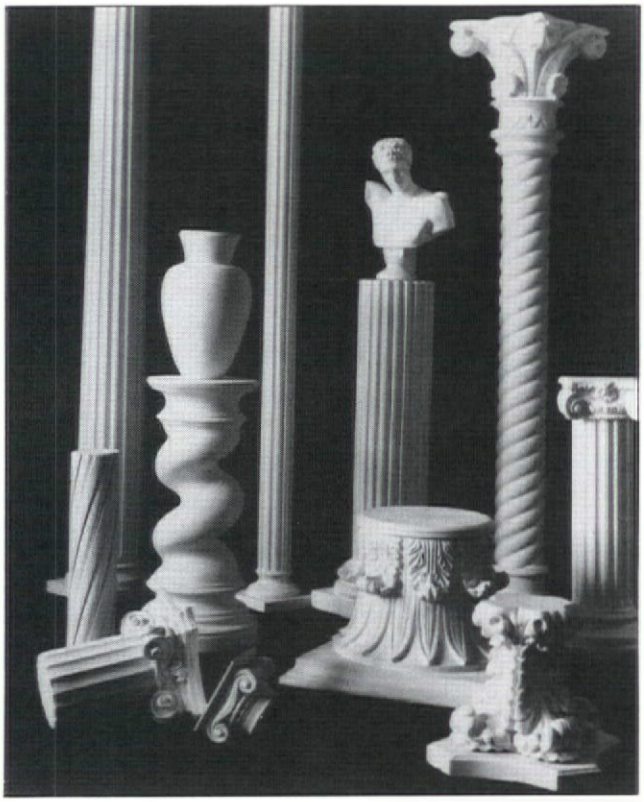
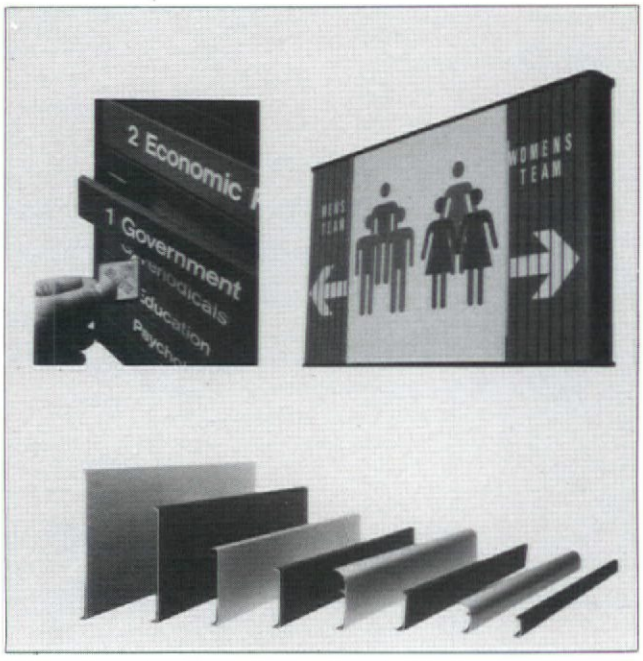
PRODUCTS & SERVICES



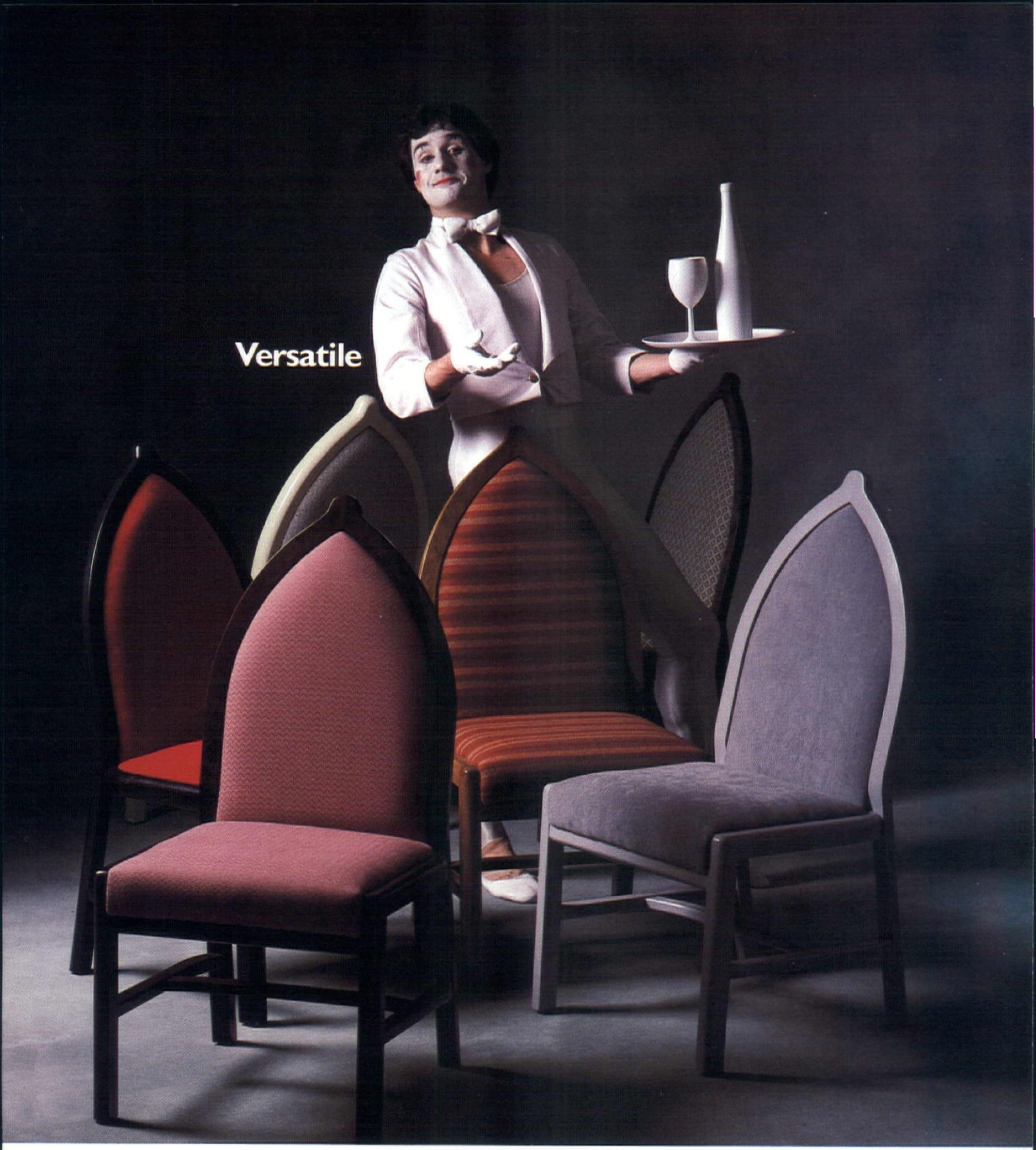
HANDCAST COLUMNS BRING BACK CLASSIC MOTIFS

Capitals, columns, and pedestals in **Fotia Stone's** "Architectural Line" are handcast and handcrafted. Products can be used as structural ornamentation as well as decorative furnishings and accessories including coffee tables, dining and console table bases, and pedestals. **Circle No. 265.**



SIGN SYSTEM PUTS ON A NEW FACE

Three new extruded aluminum shapes have been added to Slatz interior sign system by **Spandex.** Products are designed to make building directories tamper-resistant, yet easy to update. **Circle No. 261.**



Is it Provincial? Mediterranean? Oriental? Mexican? Art Deco? It's all of them and more. Depending on simple changes of finish, fabric, or decoration. This versatile chair is another example of L&B's creativity not only in chairs but in table tops and bases, stools, booth furniture, cluster seating. For a comprehensive workbook, send your business card to L&B Products, 3232 Lurting Avenue, Bronx, New York 10469.
Or call tollfree (800) 221-8752.

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The IBD Product Design Awards

The Institute of Business Designers and Contract Magazine present the 1984 Design Olympics at the International Design Center, New York.

Experience the thrill of victory and the spirit of the evening as the Gold, Silver and Bronze Awards are presented to the winners of the industry's most prestigious product design competition. Enjoy cocktails, a lavish buffet, dancing, and an exciting visual presentation.
It will be a winning event.
Don't miss it!

Friday, October 12, 1984 at 8:30 pm
(Designer's Saturday weekend)
IDCNY Center Four
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Tickets: $100 per person,
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1155 Merchandise Mart
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(312) 467-1950

☐ IBD Professional Member
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THE DESIGN OLYMPICS 1984

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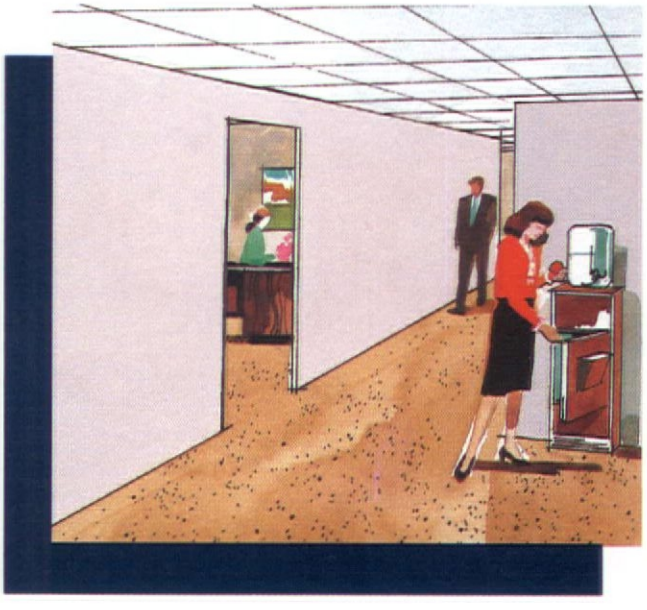

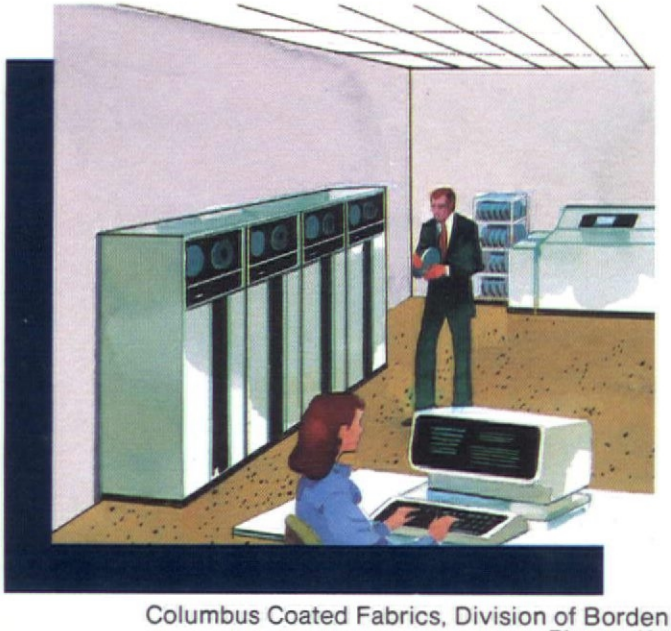

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Phone: (614) 225-6060.

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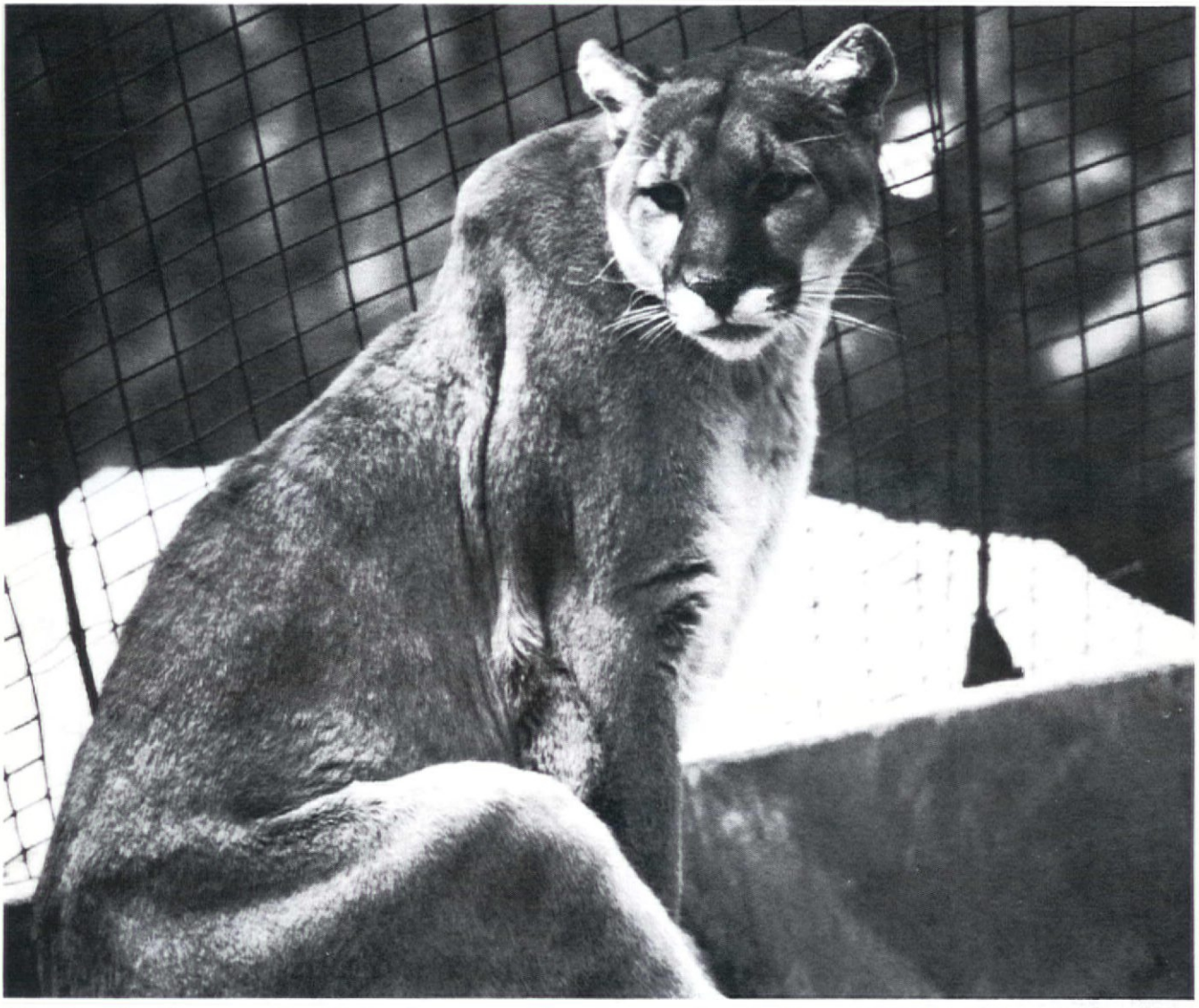
There are two ways to conserve wildlife.



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

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

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

Solution? Wise conservation policies that can help protect habitats without stifling necessary development.

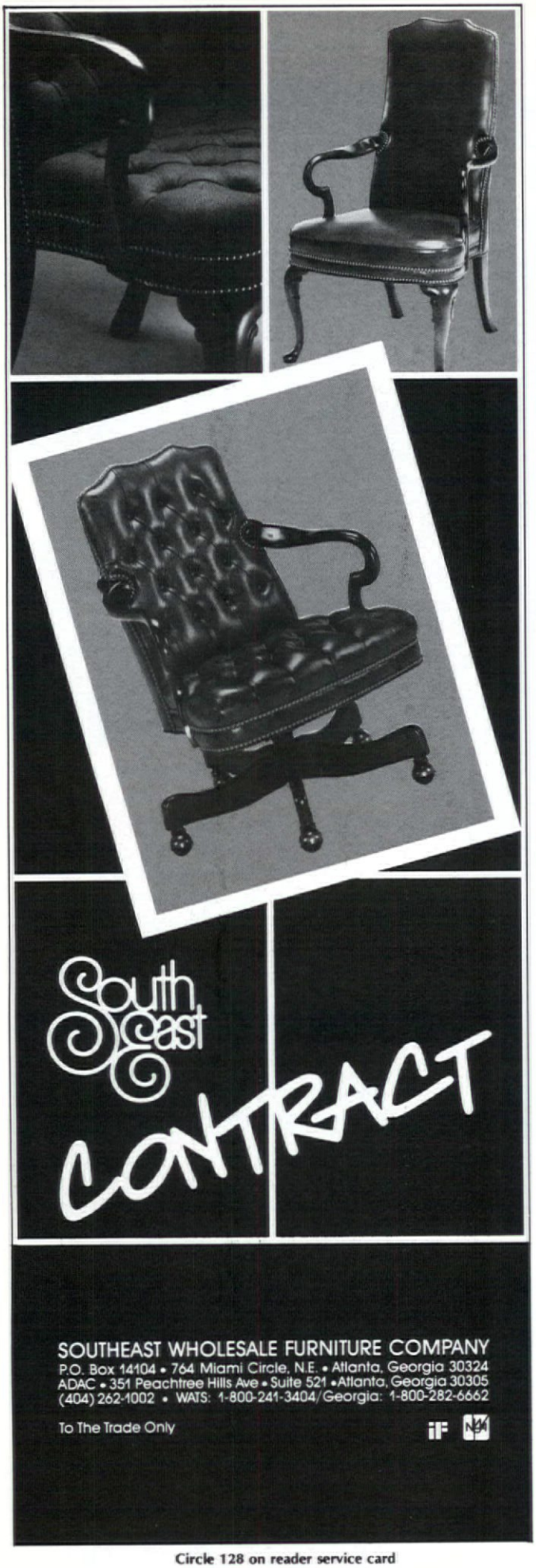
Recently the National Wildlife Federation acquired a 2,765-acre tract in northern California's Shasta Valley—the Lava Lakes Wildlife Area and Nature Center. With its lakes, marshes, forests, sagebrush and grazing land, the new area provides habitat for 67 species of mammals, from shrews to mule deer, along with waterfowl, fish, reptiles, amphibians, and some 150 species of birds.

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

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

Save A Place For Wildlife.

NATIONAL WILDLIFE FEDERATION



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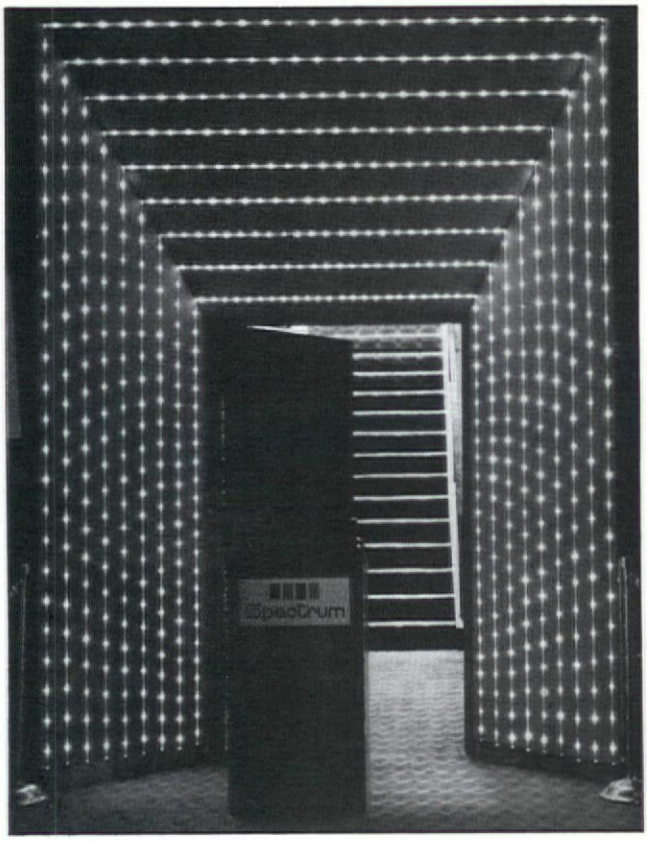
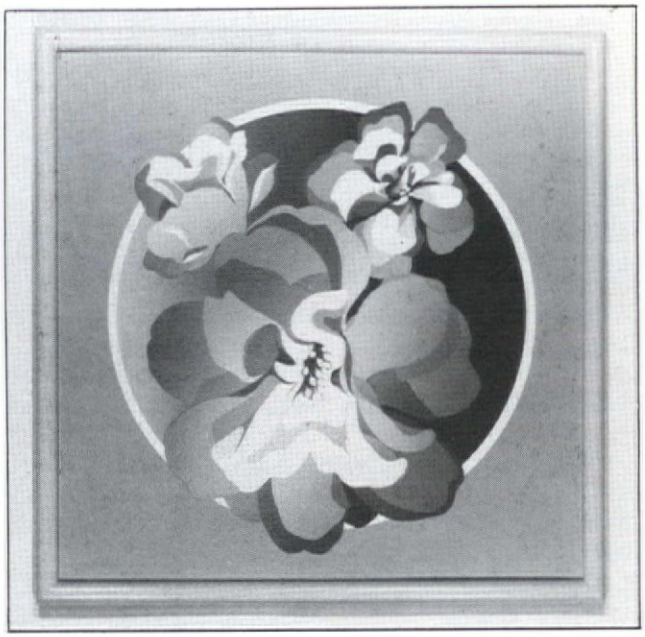
PRODUCTS & SERVICES



TUBELITE GRAPHICALLY ACCENTS ENTRANCES

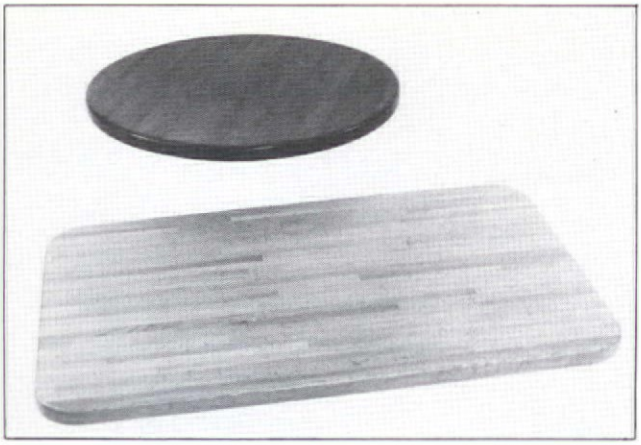
Lightworks created this entryway at the Spectrum Arena in Philadelphia using TL Series Tubelite. A five-year warranty protects this low-voltage product designed for graphic accents, aisle lighting systems, and chandeliers. **Circle No. 268.**



SERIGRAPH FRAMES ARE SQUARE OR ROUND

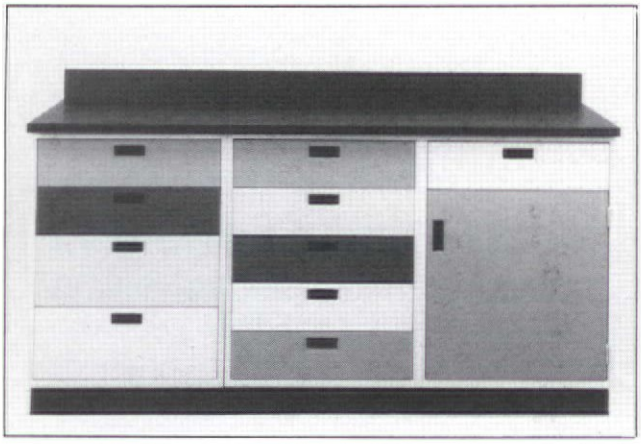
A pair of serigraphs joins the limited edition artwork line offered by **W W Graphics**; both are offered with square or round frames. Three different colorways have been selected by artist Warren Woodward: peach, mauve, or aqua. **Circle No. 259.**

PRODUCTS & SERVICES



MIX 'N' MATCH TABLE TOPS COORDINATE WITH BASES

Round and rectangular oak butcherblock table tops from **Plymold Booths** mix-and-match with other top styles and co-ordinate with table bases. Standard finishes are natural or dark oak. Products are available in sizes ranging from 21- by 24- to 36- by 60-in. in rectangular shapes and from 24- to 36-in. diameters in round styles.
Circle No. 267.



LABORATORY CABINETRY LINE DEBUTS

MET-AL-LAB from **Classic Modular Systems** is a line of metal laboratory cabinetry. Available in six colors, system includes wall assemblies, base cabinets, wall storage cases, tables, sink assemblies, fume hoods, and chemical-resistant counter tops. Recessed drawer and door pulls eliminate clothing snags. **Circle No. 272.**

MOJAVE JOINS DESERTSTONE TILE SERIES

Marazzi USA has added Mojave to the Desertstone series of fully vitrified, impact-resistant, frost-proof tiles. White tiles are offered in 4- by 8-in. sizes and are recommended for medium-traffic commercial applications. **Circle No. 260.**

FIVE CONTRACT FABRIC STYLES FORM 3300 SERIES

Series 3300 from **Chatham Mfg.** consists of five 100 percent Antron nylon patterns treated with Scotchgard protector. Patterns include tweed, twill stripe, reversing twill, combination twill/dot, and mini-dot. Styles are created by a cross-dyed fiber process which uses two types of nylon with different affinities to absorb color. Twenty colors are available. **Circle No. 256.**

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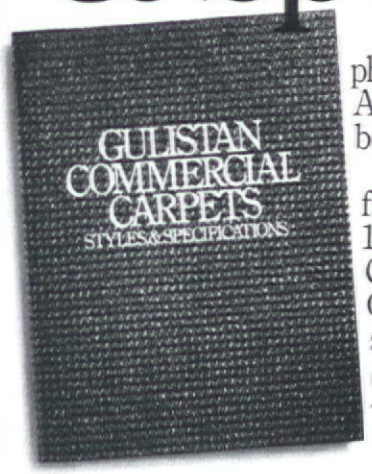
Free Pics & Specs.



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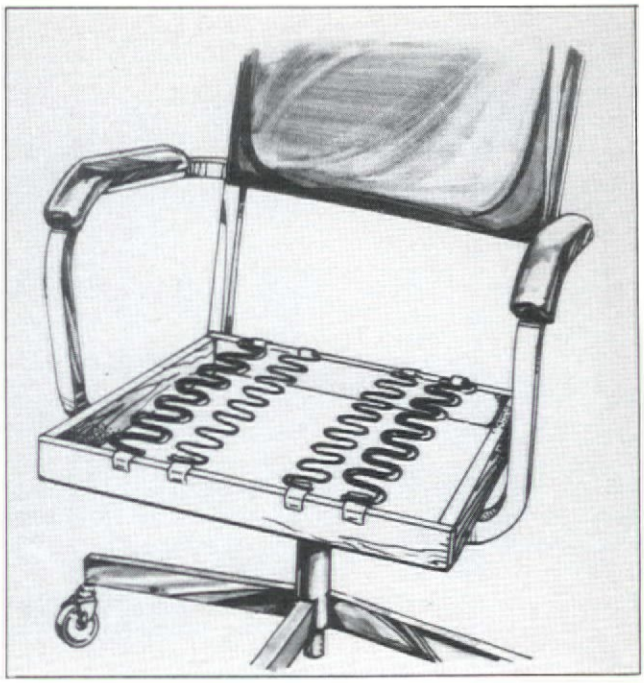
EUROTEX



SPRING SEAT ELIMINATES FLAMMABLE PADDING

Kay Springs recently patented a new spring seat for offices and airliners which eliminates need for flammable urethane foam padding. Product's unique features include soft springs located below seat bones and strong springs placed below thigh bones, both of which enhance comfort. **Circle No. 392.**

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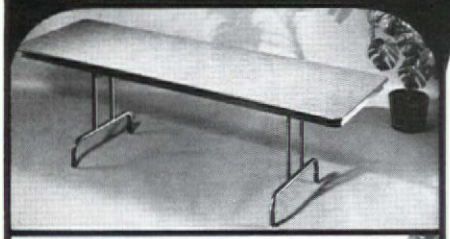

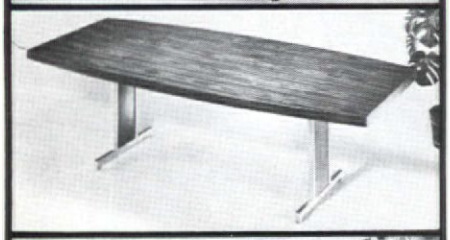

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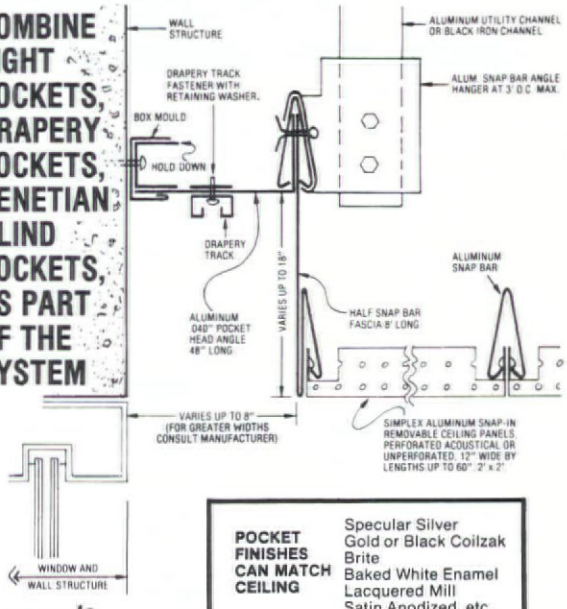

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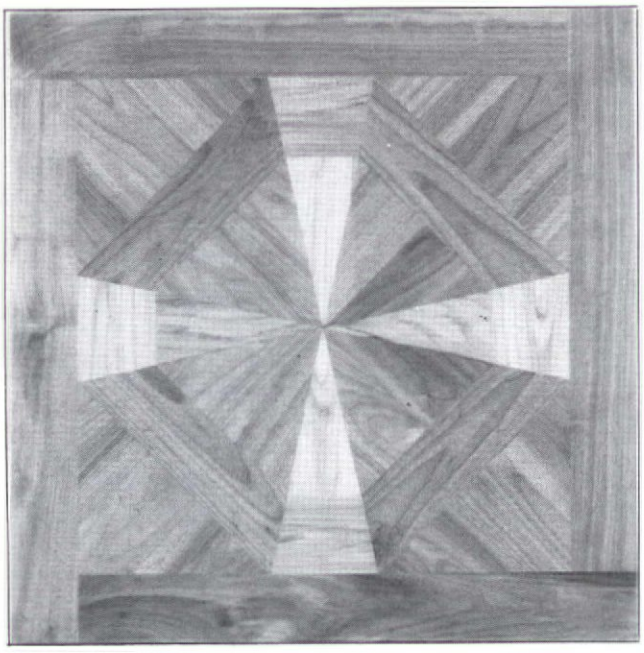
PRODUCTS & SERVICES

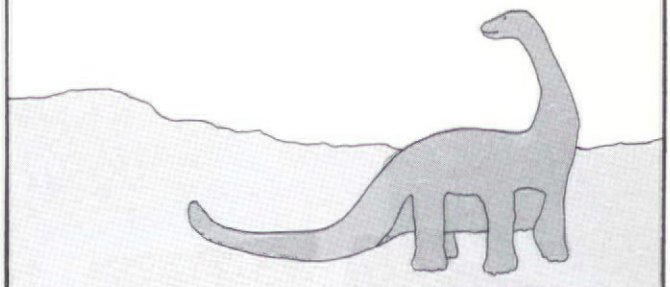


SPECIFIER SELECTS FLOORING'S WOOD SPECIES

Chamonix from **Kentucky Wood Floors** is the latest addition to Custom Classics line. Pattern comes in ¾- by 28- by 28-in. pre-assembled modules for quick, glue-down installation. Specifiers select the wood species from which product is manufactured. Custom options include a mixed species treatment. **Circle No. 276.**

Circle 134 on reader service card

WE'VE LEFT OUR MARK...
SO IT'S TIME YOU GOT TO KNOW US



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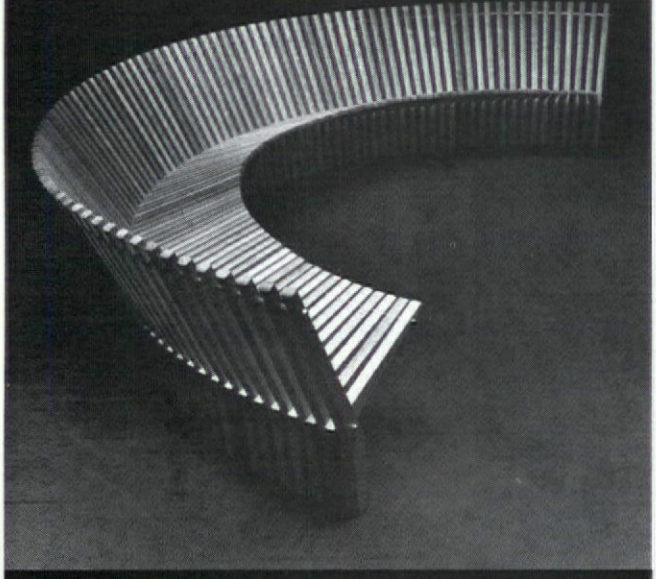

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Height x Length	1	2	3	4	5	6
2 3/16" x 9 1/8"	•	•	•	•	•	•†
4 1/2" x 9 1/8"	•	•	•	•	•	•†
9 1/8" x 9 1/8"	•	•	•†	•	•	•†
4 1/2" x 4 1/2"	•	•	•	•	•	•†
6" x 6"	•	•	•	•	•	•†
2 3/16" x 4 1/2"						•†
4 1/2" x 18 3/8"	•	•	•	•	•	•†
2 3/16" x 18 3/8"	•	•	•	•	•	•†
CEILING UNITS	•	•	•	•	•	•

*Ceiling module designs allow for compatibility with more than one wall module system. Standard sizes for ceiling units are: 6" x 24", 6" x 48", 6" x 72", 9 3/8" x 24", 9 3/8" x 48", 9 3/8" x 72", 13" x 24", 13" x 48", 13" x 72".

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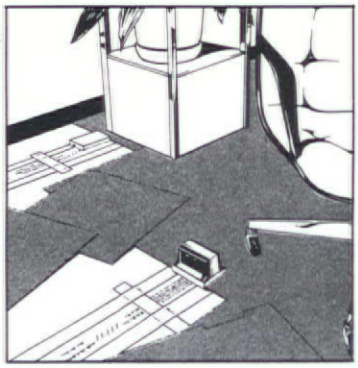

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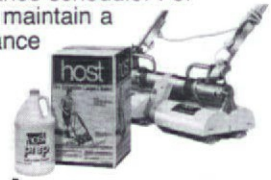

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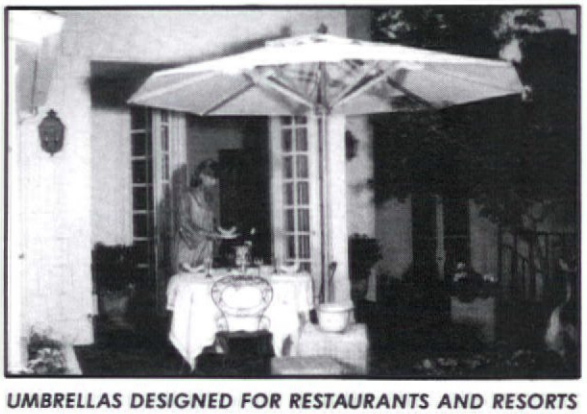

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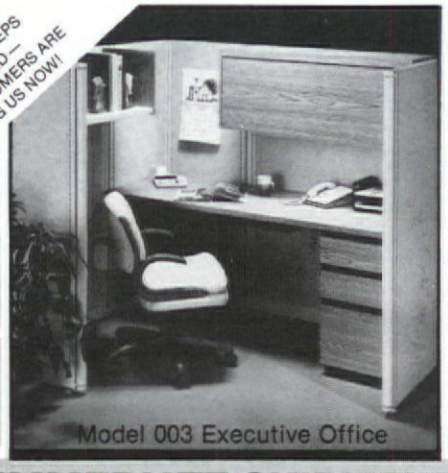

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And, while you're at it, get in touch with the cops—they can help you out. So now you're probably wondering (like a top cat businessman should), what's in it for you. That's easy. When your company works harder for your people, your people work harder for your company.

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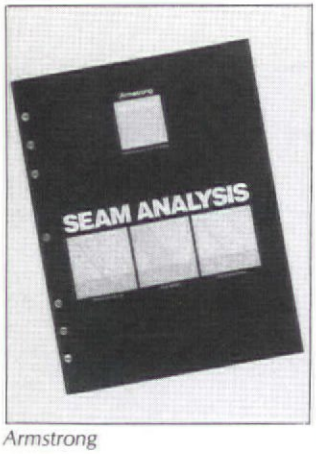

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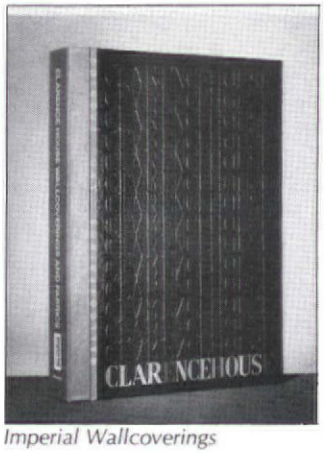

Imperial Wallcoverings

Armstrong is offering a six-page folder titled "Seam Analysis" to publicize test results of seam joining methods used in Medintech commercial sheet vinyl flooring. Medintech was developed for use in areas where strict standards of cleanliness must be maintained, such as laboratories, operating rooms, and other clean areas. **Circle No. 231.**

Volume II sample book from Clarence House for Imperial Wallcoverings provides a gallery of featured wallcovering vignettes. Samples of the collection's stripe patterns are attached to the last page of the book. **Circle No. 245.**

CISCA

An enlarged and revised Ceiling Systems Handbook has been published by The Ceilings & Interior Systems Contractors Association (CISCA). New features include self-help quizzes which follow each of the book's 18 chapters. Price is $14.95 for CISCA members, $16.95 for non-members.
Circle No. 230.

Tinta's modular office furniture system is pictured in a four-color leaflet. Freestanding desks and storage units can be assembled from the system's interrelated casegoods, work surfaces, and vertical panels. Casegoods are finished in Tintacoat, an advanced plastic coating in a range of colors. **Circle No. 252.**

Schier Group of wood-framed task seating is available from Gregson Furniture Ind. Four-color brochure illustrates mahogany, ebony, natural oak, English oak, and walnut finishes. Product serial numbers, dimensions, and base options are also given. **Circle No. 253.**

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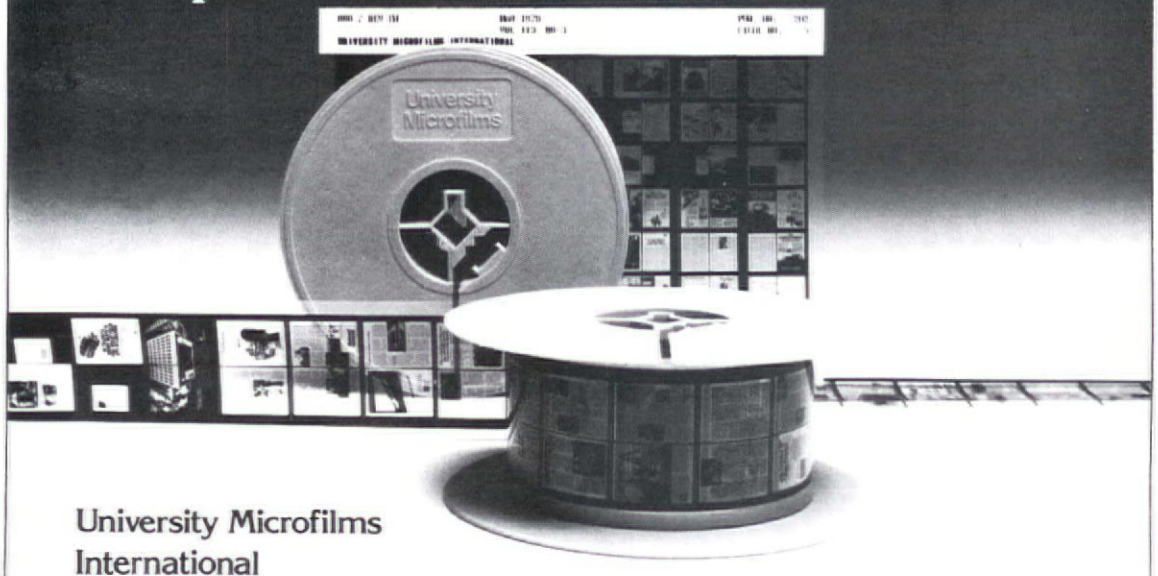

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Office Furniture/Supplies, deep experience (over 15 years) in upper management of contract furniture and supply dealerships. Fully experienced in all aspects of the office products industry. Seeking new position with either mfr. or dealer as Vice Pres. of Mktg. or Sales or comparable position. Willing to relocate. Box 175, CONTRACT, 1515 Broadway, New York, NY 10036.

October Fifth is the deadline to place your classified ad in the November issue of CONTRACT

BUSINESS OPPORTUNITIES

PARTNER WANTED

Successful New York City Contract Office Furniture dealer wants to expand. We have excellent financing and very well established lines of credit. Looking for a sales-minded individual (female or male) WITH A FOLLOWING. No investment required. Send details in complete confidence to: Box 305, CONTRACT, 1515 Broadway, New York, NY 10036.

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