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NOVEMBER 1986

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE

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BEST OF COMPETITION
ORLANDO DIAZ-AZCUY DESIGNS FOR HBF

■ 18th IBD product contest: 44 awards ■ Poll: How do winners fare in market? ■ Office designs improve images ■ Corporate furnishings, desk accessories, fabric reviews

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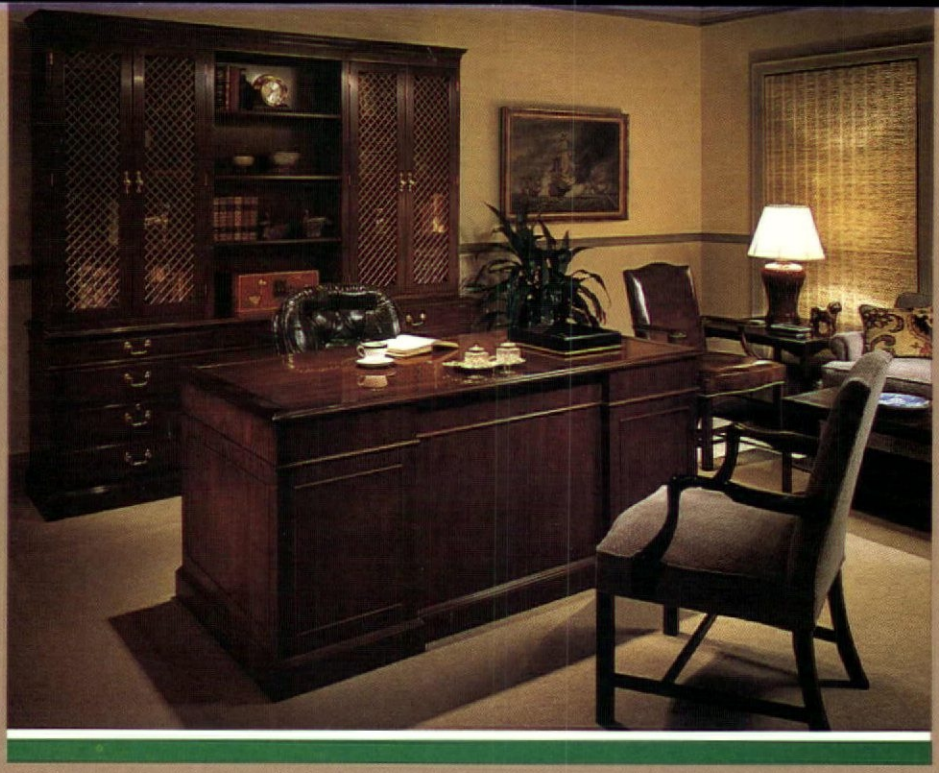

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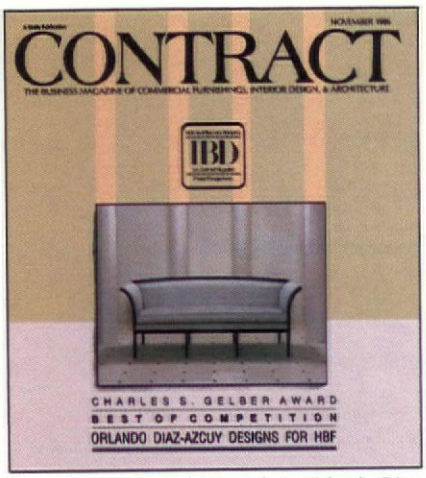

Cover features the Bel Aire Sofa in Orlando Diaz-Azcuy's design series for HBF, the 1986 Charles S. Gelber Award-Winner for Best of Competition in the IBD/CONTRACT Magazine Product Design Competition. Coverage of all winners begins on page 121.

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CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE

Vol. 28, No. 11
November 1986

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CONTRACT

Volume 28, No. 11

December: Executive Buyer Edition/Fast Food Chains and Retail Businesses features latest installations in this design category. Product sections cover Fast Food Furniture/Furnishings, Public Seating, and Resilient Wood/Hard Surface Flooring. Issue also includes annual review of Marts & Showroom Buildings serving the commercial specifier. This directory includes information on mart locations as well as activities planned for 1987. Retail Design SpeciaLists directory highlights architect/design firms specializing in the retail market. Look for preview of CONDES, Dallas World Trade Center, January 29-31, 1987.

January: Annual Directory & Buyer's Guide to Commercial/ Architectural Furniture & Furnishings is the industry's most complete, up-to-date reference guide to sources. The Directory includes an Alphabetical Master List of Contract Suppliers, List of Suppliers by Product Category, and a Directory of Associations & Societies. A Quick-Ship Directory in this issue features manufacturers offering fast delivery across all product lines. Don't miss our State-Of-The-Art Industry Report covering the latest trends for the commercial design industry.

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PRODUCTS HONORED IN 18TH COMPETITION

We are pleased to feature on our cover and pages of this issue the winners of 44 product design awards in the 18th Institute of Business Designers/CONTRACT magazine Product Design Competition. The awards represent the best of our industry in terms of product innovation that meets the increasingly complex demands of the commercial specifier.

An awards breakfast held during Designer's Saturday at the Plaza Hotel, New York City, honored this year's winners with Gold, Silver, and Bronze citations for product design innovation in 21 categories. A total of 13 Gold, 16 Silver, and 15 Bronze awards were given to product designers and manufacturers who attended the ceremony along with a crowd of more than 400 industry professionals.

Orlando Diaz-Azcuy's seating designs for Hickory Business Furniture claimed the Charles S. Gelber Award for Best-of-Competition. The top honor was renamed this year in honor of IBD's president emeritus who launched the product design competition and who has witnessed its growth over the years.

Typically, carpeting, seating, and textile awards dominated the competition as they do year-to-year. Manufacturers are invited to submit product entries in the categories of filing and storage systems, furniture systems, computer support furnishings, ceiling systems, and furniture integrated task/ambient lighting, to make next year's awards program even more comprehensive. We congratulate the winners and welcome strengthened participation in years to come.

Roberta Walton

Executive Editor

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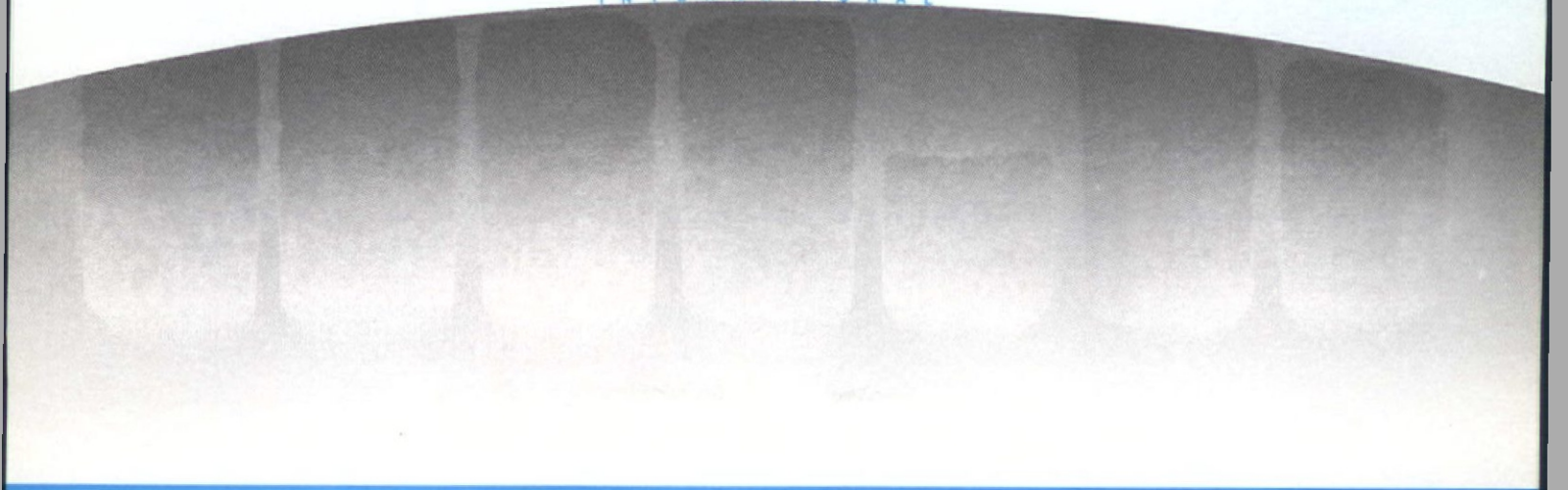

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Smith Metal Arts

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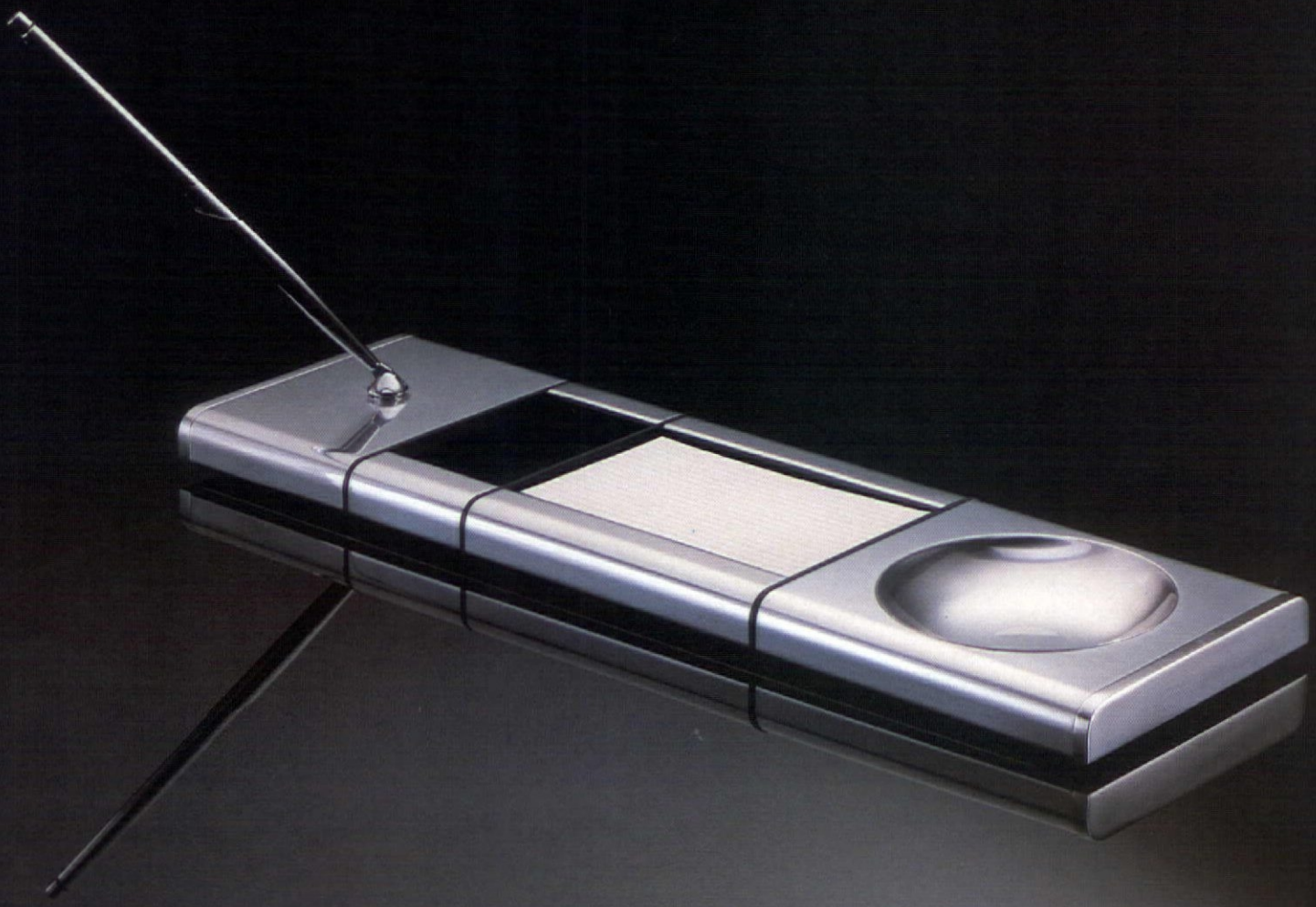

Smith Metal Arts 1721 Elmwood Avenue Buffalo New York 14207

Praise for article on IDCNY

Dear Editor: Your editorial on IDCNY in the September issue is excellent.

On behalf of all of us associated with IDCNY and our tenants, we thank you.

EMMETT L. DINEEN
IDCNY
Long Island City, NY

Dear Editor: I am writing you to say "thank you" for your terrific article on the IDCNY. We're extremely pleased with the coverage.

We've put in our reprint order and plan on giving it out shortly to all the important people in the industry.

FERN MALLIS
IDCNY
Long Island City, NY

Designer requests reprints

Dear Editor: Thank you for forwarding a copy of the August issue of CONTRACT so that I could see the Benedetti article. I am very pleased with it and appreciate having had the opportunity to work with you.

You did a super job. I am currently arranging for reprints which will be utilized for our promotion work.

LINDA ATKINS
Linda Atkins ISID Ltd.
Beverly Hills, CA

Story mixes facts, human interest

Dear Editor: Thank you for a fantastic story in the September issue. Without hesitation, this story is the best ever written about our business, as well as our personal lives.

Your combination of hard business facts with human interest read smoothly. The facts are interwoven into a most interesting story.

ANDRE STAFFELBACH
Staffelbach Designs And Associates Inc.
Dallas, TX

Thrilled with coverage

Dear Editor: We just received the August issue of CONTRACT and were thrilled to see the two-page spread story on our project.

Your kind words about our firm and the Montebello Park project were greatly appreciated. We can't thank you enough for everything you did for us.

IRWIN KAHN
Irwin Kahn Associates, Inc.
New City, NY

Restoration issue draws interest

Dear Editor: This is just a short note to let you know we received our copy of CONTRACT's August issue.

As soon as the renovation is completed on the National Paint and Coatings Association's building, I'll forward photos to you for editorial consideration.

TAMI WINTERS
National Paint & Coatings Association
Washington, DC

Erratum

In the Designer's Saturday preview in the September issue, Maharam, a member of Designer's Saturday, was inadvertently left off the map, and Shaw-Walker was unintentionally omitted from the product section.

In our August Lighting Directory, the correct address for Mort L. Bloom Design Inc., p. 105, is 172 Madison Ave., Suite 204, New York, NY 10016. On page 99, Artemide's product photo was unintentionally placed upside down.

Fran Wilson is from New Canaan, Conn., not Hartford as indicated in Lighting Round Table, August issue.

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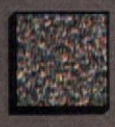

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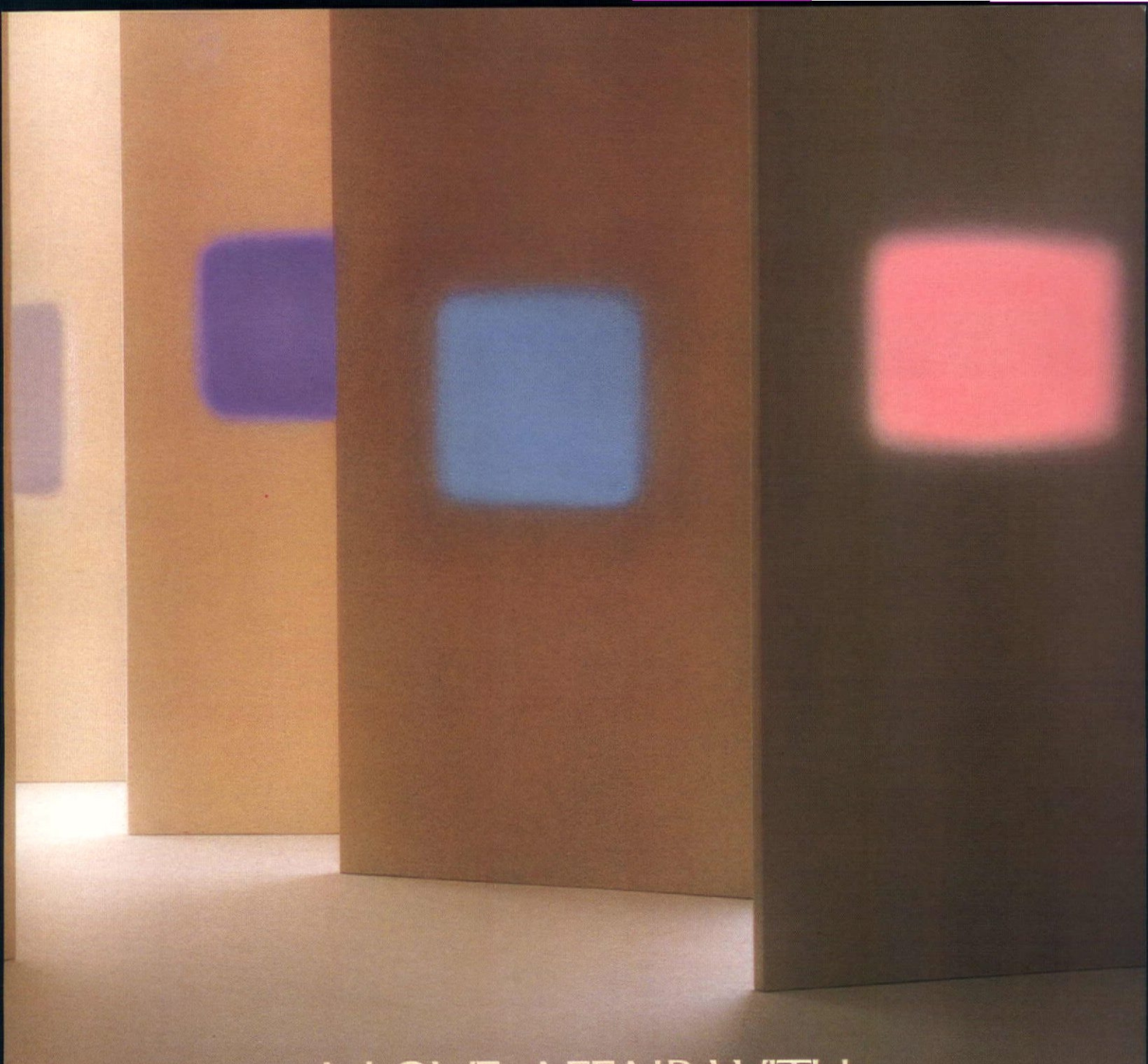

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Steelcase Corporate Development Center offers pyramidal structure for growth

Grand Rapids, Mich.—A pyramid structure rising 128 ft. above the ground will comprise the $70 million corporate development center for Steelcase, Inc., Grand Rapids. Construction has begun on the research and development building, scheduled to be completed in Fall, 1988.

The design of a creative, communal atmosphere was recently discussed by architects and designers for the complex. The center will be used primarily for market needs analysis and planning, concept exploration, product design, advanced engineering and production techniques, and commercialization programs. The 572,000-sq.-ft. building will be situated on 125 acres in Gaines Township in greater Grand Rapids.

The objective of the design is to promote formal and informal interaction between both people and ideas. "The building design must accommodate activities that will be performed there," said Wayne Pierce, facility manager. "It must also consider the technology of 1988, the technology of the future for 1993, and the 800 employees that will be involved in product development."

Classic design cited

Challenges to the facility management team include the provision of a natural setting with a wide range of space that includes sunlight, but no glare, a view of the outdoors and acres of prairie grasses and terraces. Occupants should have a sense of ownership and control of the building, and the building should reflect innovation and creativity, yet incorporate the classic aspects of design, according to Pierce.

The Center will house 10 laboratories and provide the company with extensive photometrics, acoustics, and ergonomics research capability for the office furniture industry.

In addition to its Corporate Development Center expansion in Gaines Township, Mich., Steelcase just signed with Contract Center, Showplace Square, San Francisco for a showroom of 20,000 sq. ft. Shown above are (l. to r.) Carole Gardner, marketing manager, Steelcase; Jim Stelter, regional manager, and Tim Treadway, president, Contract Center.

Rendering of Steelcase, Inc. pyramid structure currently under construction in Grand Rapids, Mich. Three organizational/environmental psychologists specializing in architectural design suggested the pyramid as a proper environment for research and development.

Architect Paul Bowers, of the WDBC Group in Grand Rapids, suggested that the pyramid structure symbolizes interaction and not a hierarchy. The interior design will have company directors and managers located in the center of the floors, while other workers will have access to outer views and acres of rose-colored grasses that will fill open areas between parking lots set off at the four corners of the building.

On a daily basis, employees will enter at the corners of the building, and must walk to the center core to reach an elevator which will take them to appropriate floors. The idea behind this is to foster communication between people in different departments by encouraging them to see each other in shared areas.

All floors will offer a beverage station, clusters in the center, central circulation and common core areas, and fast vertical transportation. Pierce assumes that clusters will serve as informal meeting places.

Robert C. Pew, Steelcase chairman and chief executive officer, projects that 400 new jobs will be created by the Corporate Development Center. He has also projected that the company could build seven manufacturing plants and four office buildings totaling six million square feet by the year 2000. New facilities would be on 1,200 acres of contiguous land in Kentwood and Gaines Township.

Charter exhibitor out West

In other news for the company, Steelcase signed a lease for 20,000 sq. ft. of showroom space in the Contract Center expansion at Showplace Square in San Francisco. It will occupy space on the penthouse floor of the 220,000-sq.-ft. addition to the building. As charter exhibitor in the expansion for non-residential furniture, the firm is part of an addition which will include showrooms, a restaurant, meeting facilities, designer/client meeting areas, offices for IFMA and IBD, and an atrium reception area.

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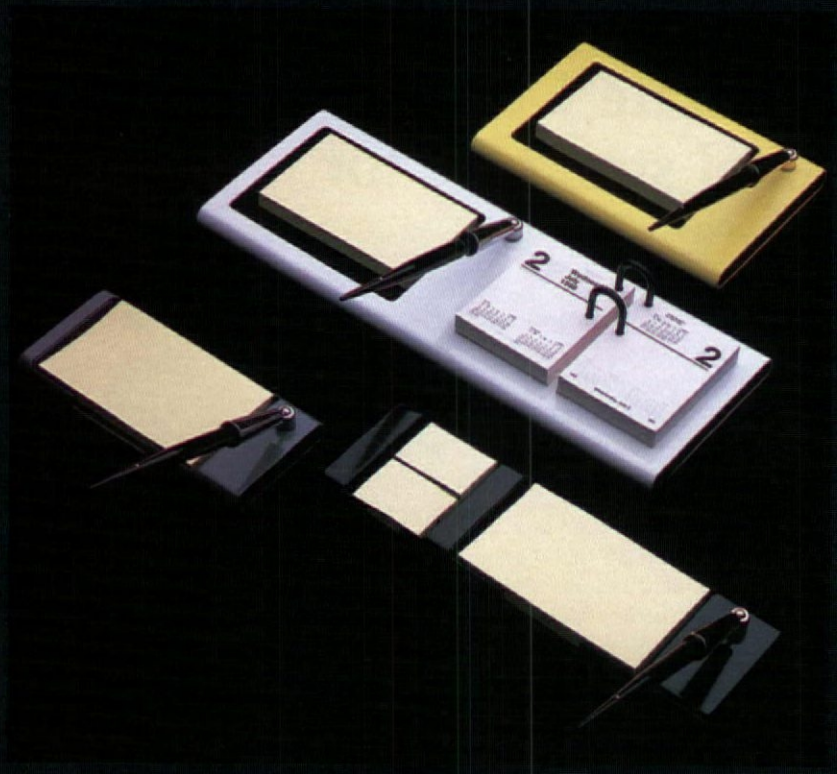

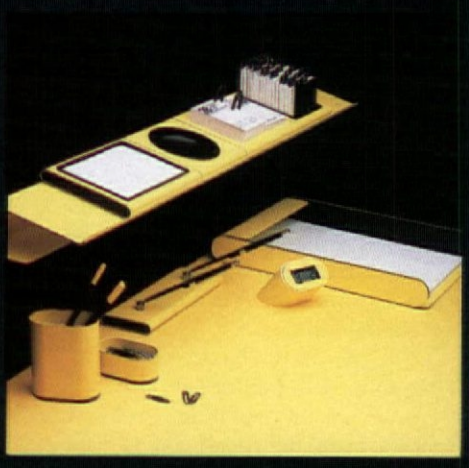

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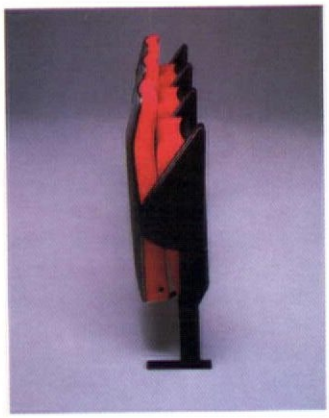

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Cabar Chair
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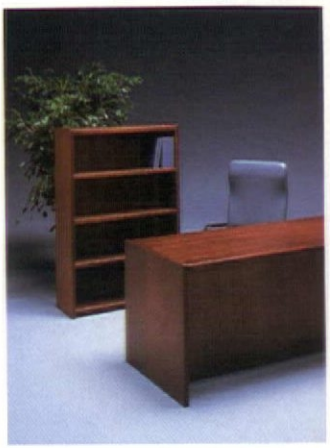

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Construction Specifications Institute announces winners, 1986 awards given in nine categories of design

Alexandria, Va.—The Construction Specifications Institute (CSI) announced winners in nine categories of construction for 1986. Awards were given for a project deemed worthy when judged in accordance with specific criteria. In Category A, Educational Buildings, Thomas P. Bussmeyer, assoc. architect with Gartner, Burdick, Bauer-Nilsen, Inc., Cincinnati, Ohio received honorable mention for the Children's Home School, Cincinnati, Ohio. Robert A. Sheppard, AIA, CCS, a specifier with LZT Associates, Inc., Peoria, Ill., also received an honorable mention for his work on the Plant Sciences greenhouses and headhouse at the University of Ill., Champaign, Ill.

Commercial Buildings

In Category B, Buildings for Public Use, an honor award went to Carl A. Koeppen, CSI, CCS, specification supervisor of Stearns Catalytic Architects, Ltd., Denver, Col., for the Service Building and remodeling work of existing buildings at the Denver Museum of Natural History, Denver, Co.

Category C, Commercial Buildings, produced two honorable mentions: Harry L. Johnson, FCSI, CCS, a specifications consultant in Cumberland, R.I., for the Carriage Trade Plaza, Woonsocket, R.I.; and Edwin J. Flondor, specifications manager for Wilson/Jenkins & Associates, Inc., Itasca, Ill., for the Canon U.S.A., Inc. Office Building, Itasca, Ill.

In Category D, Institutional Buildings, R. Donald Shepherd, CSI, CCS, vice president of Gerding, Richards & Schonbachler, Inc., New Lenox, Ill. received an honorable mention for the new kitchen/dining facility at the Joliet Correctional Center, Joliet, Ill.

Rodney E. Erickson, CCS, an associate principal of Armstrong Torseth Skold & Rydeen, Inc., Minneapolis, Minn., received an honorable mention in Category E, Housing, for the Winona Arms Elderly Housing, Winona, Minn.

In Category G, Warehouses, Garages, and Hangers, Leon H. Zimmer, CCS, chief of the Building Construction Specifications Bureau for the New York State Office of General Services, Albany, N.Y., received a merit award for Building Numbers 1 and 2 of the Resident Engineers Subheadquarters, Webster, N.Y.

Two honorable mentions were given in Category I, Engineering Projects: Kenneth B. Lockhart, CCS, director of Quality Assurance for Taliesin Associated Architects, Scottsdale, Ariz., for the site improvements and gate house at the Taliesin Gates Residential Community, Scottsdale, Ariz.; and Charles S. Barger, CCS, P. E., senior project manager at Rieke Carroll Muller Associates, Inc., Hopkins, Minn., for the Wastewater Treatment Facilities, Owantonna, Minn.

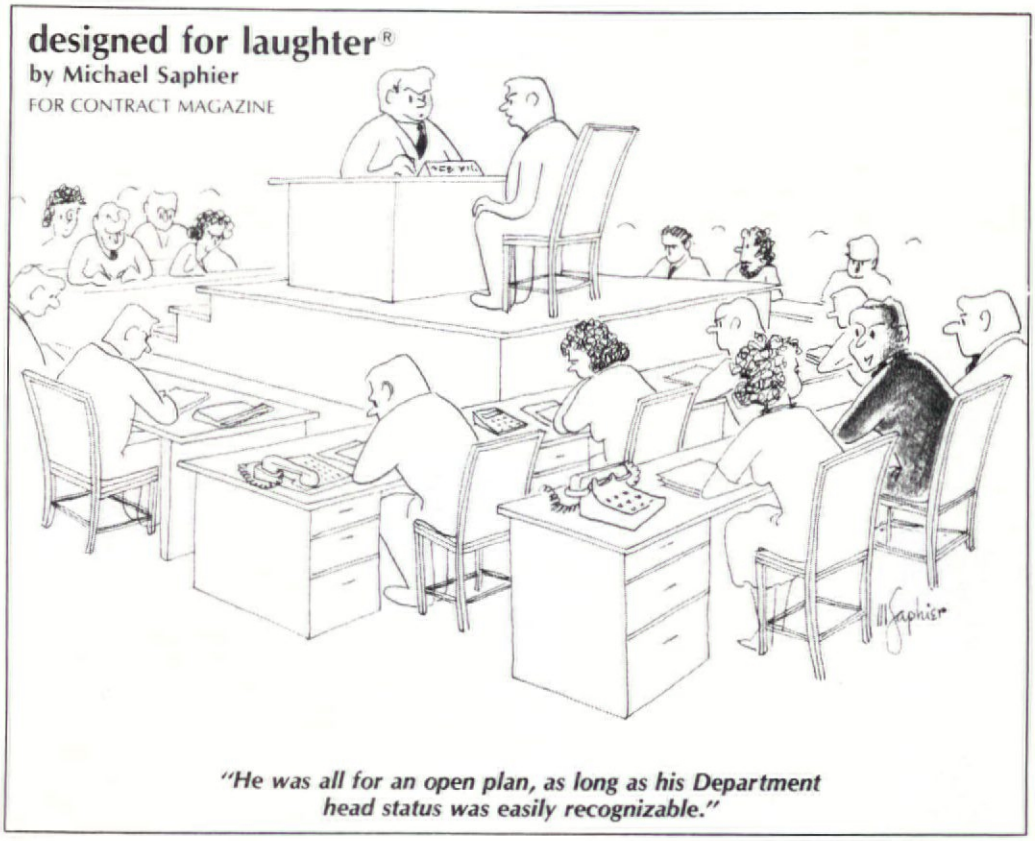
Restoration Projects

In Category J, Restoration and Renovation Projects, two honorable mentions were awarded to Gordon E. Bosl, FCSI, CCS, specifications consultant, Albuquerque, N.M., for the remodeling, minor construction, and replacement at the Albuquerque Public Schools, Albuquerque, N.M. and Thomas Beckenbaugh, a specification writer for the Urban Design Group, Kansas City, Mo., for the State Office Building, Denver, Col. A merit award was presented to David E. Lorenzini, AIA, CSI, CCS, principal of the Architectural Resources Company, Newport Beach, Calif., for the exterior building refurbishment of the California State University, Fullterton, Calif.

Harry L. Johnson, chief specifier with United Engineers & Constructors, Inc., Boston, Mass., received an honorable mention in Category K, Interior Space Development Within an Existing Structure, for the expansion and renovation of the Employee Medical Dispensary, Everett, Mass. Donald L. White, CSI, Springfield, Va., received a merit award in this category for the Specifications for Tenant Improvements, Baltimore, Md.

The Construction Specifications Institute, headquartered in Alexandria, Va., is a national technical society dedicated to the improvement of construction documentation and specifications. The organization has over 18,000 members including architects, engineers, specification writers, construction product manufacturers, and contractors.

Awards for the '87 CSI Competition will be presented at CSI's June convention.



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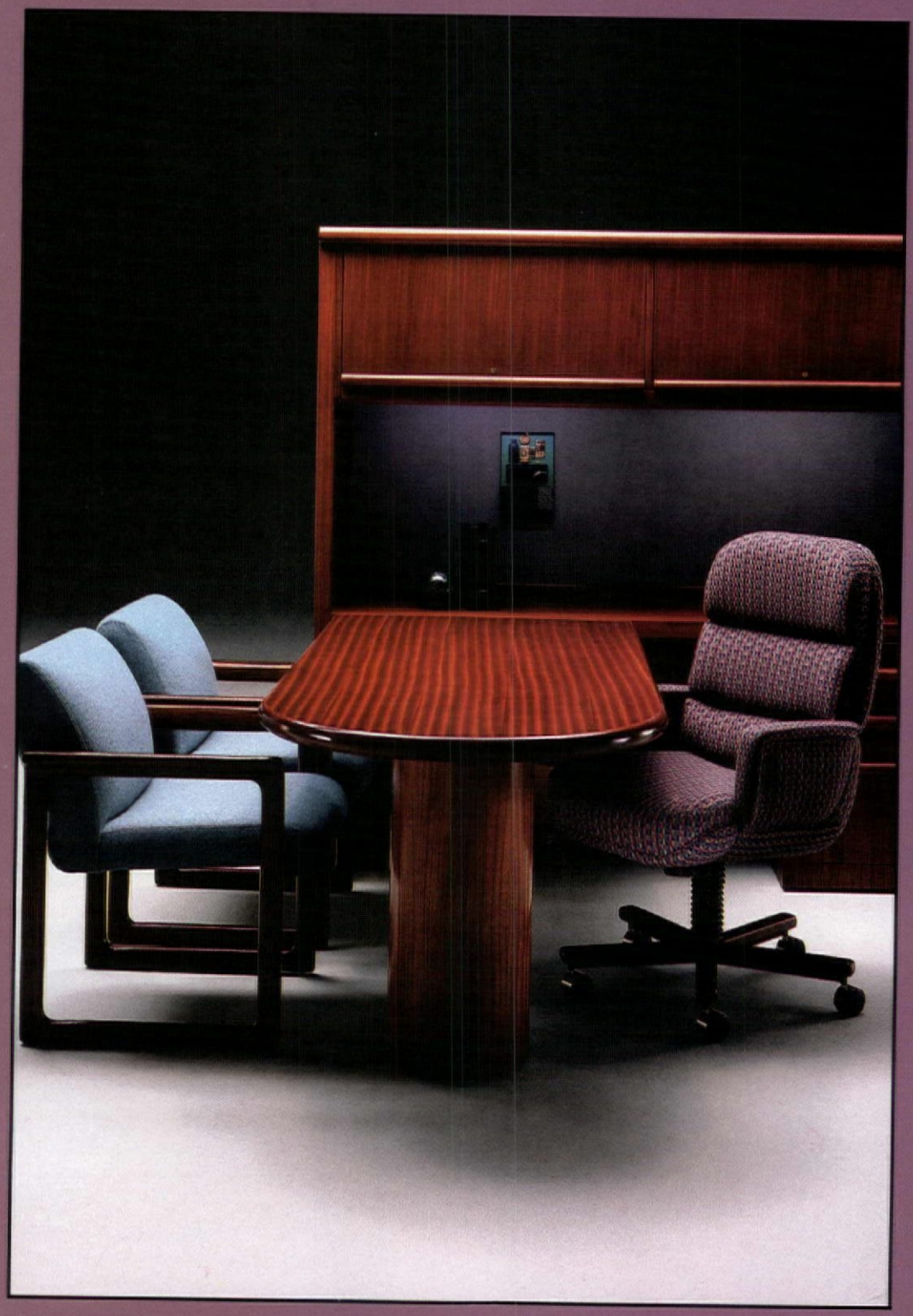

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Kentucky Wood Floors announces award-winners

Louisville, Ky.—Five individuals took top honors in Kentucky Wood Floors' First Annual Hardwood Flooring Design Competition. Awards were given in two categories, with prize money totalling over $5,000.

Ben Small, Bittners, Louisville, Ky.,won first place and a check for $1,500 in Category I for best application of an existing Kentucky Wood Floors design. Suzan Santiago, Bellemead Development, Boonton Township, N.J., received $1,000 for her second place entry in the same category.

In Category II, Susan Kennedy, Smith, Hinchman & Grylls, Detroit, won first place and $1,500 for best application of a new custom hardwood flooring design. Heery Interiors, Atlanta, Ga, took home two second place awards and a check for $1,000 each. Honorable mention in this category went to Susan Shacket, Susan Gayle Interiors, Birmingham, Mich.

Judges were Donald Allen, ASID, Louisville; Joan Blutter, FASID, Chicago; and Edward Perrault, FASID, Houston. Lloyd Bell, FASID, New York, served as professional advisor. For more information on next year's competition, contact Kentucky Wood Floors, P.O. Box 33276, Louisville, KY 40232; or telephone 502/451-6024.

IBD/Brayton grants award

High Point, N.C.—The 1986 IBD/Brayton International Fellowship Award winner is Paige Conrad, a master's degree candidate for advanced interior design at Florida State University. Her goal is to graduate with full command of computer aided design and drafting, to serve as a consultant to the design community.

Each year Brayton contributes $2,000 to an outstanding student wishing to continue his or her studies in a field related to interior design. The IBD Committee selects the recipient from a list of applicants.

ISID chapter hosts reception

San Francisco–*The San Francisco Chapter of the International Society of Interior Designers (ISID) hosted a cocktail reception for international president of ISID, Patti Richards, during the recent market, here. Pictured (l. to r.) at the Art Source Showroom of the Showplace Design Center, are Myra Orta, chapter chief financial officer; Carolyn Miller, chairman of the board; Patti Richards, international president; Robert Darby, president; and Ann Loar, owner of Art Source showroom and international board member, ISID who attended the presidential reception.*

Danish rug collection debuts at Einstein Moomjy N.Y. showroom

Photo by Martha Swope Associates

New York–*Art Line, a collection of area rugs designed by contemporary Danish artists, was previewed at the Einstein Moomjy showroom, recently. Attending the premiere of American-Danish furnishings was Prince Henrik of Denmark, the husband of Queen Margrethe of Denmark. Ted Einstein (far left), and Walter Moomjy (second from right) chat with Prince Henrik, Lau Aabling (far right) of EGE, a Danish rug manufacturer, and Per Arnoldi, one of the artists featured in the collection which is currently being introduced across the country in 21 U.S. cities.*

ASID sponsors awards program

New York—The ASID Educational Foundation will again sponsor its annual scholarship and awards program in 1987 to recognize and encourage outstanding work and accomplishments by interior design students, educators, schools, and environmentally related organizations.

Entries for the 1987 ASID Joel Polsky Prize, which recognizes academic contributions to the discipline of interior design through literature or visual communications, must be received at the national headquarters by Dec. 15, 1986. Entries will be juried in March, and a prize of $2,000 will be awarded at NEOCON 19.

For registration, entry fee information, and deadlines for all awards, contact: ASID, Bruce Jack Edwards, chairman, 1430 Broadway, New York, N.Y., 10018-3399; 212-944-9220 at ASID headquarters.

FCI purchases dealership

New York—Furniture Consultants, Inc. has purchased Allwin Business Interiors, Inc., a 47-year old, Manhattan-based contract furniture dealership. The company has also been appointed by Steelcase, Inc., as a dealer.

The eight-year-old firm now occupies 23,000 sq. ft. of renovated office space at 11 West 19th St., New York. The Phillips Janson Group, architectural designers and planners, created the larger headquarters for FCI.

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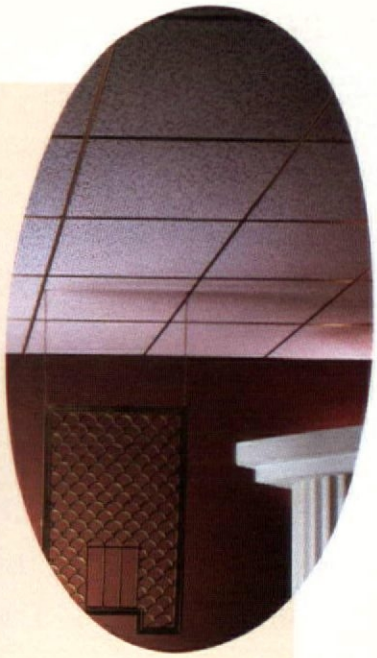

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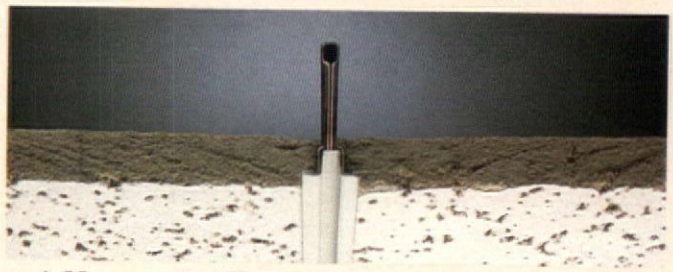

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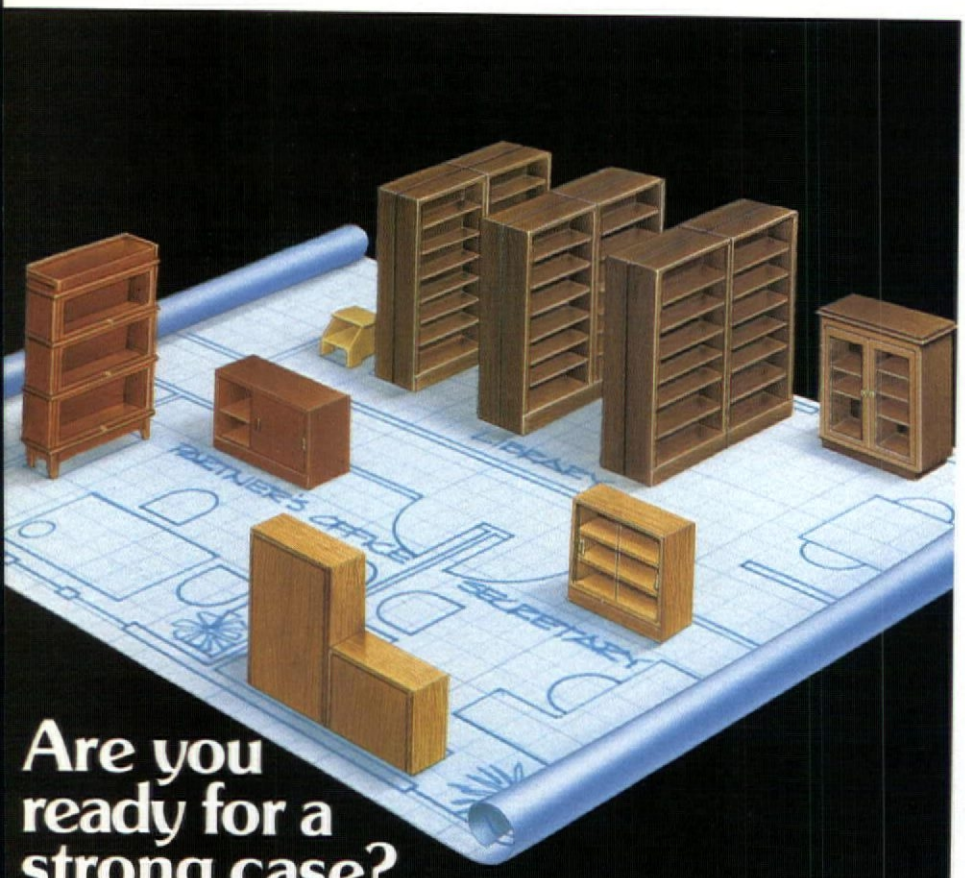
New showrooms: Stark opens showroom in Boston Design Ctr.

Stark Carpet Corp., headquartered in New York City at 979 Third Avenue, has opened a new showroom in the **Boston Design Center,** One Design Center Place, Suite 101, Boston, Mass. Formerly located at 420 Boylston Street, Stark's new showroom will feature an even broader selection of antique, semi-antique, Oriental, traditional, contemporary, and custom-designed rugs and carpets from around the world . . . **Executive Furniture** opened its first permanent regional showroom in the **Merchandise Mart,** Chicago, last June . . . **Jack Lenor Larsen** is planning to open three new showrooms at the start of the new year. They will be located in the **Design Center of the Americas,** Dania, Fla., Atlanta's **Decorative Arts Center,** and IDCNY, N.Y. . . . **Matches III** has signed a lease in the **D & D Centre,** Palm Beach, Fla. . . . Nine showrooms have expanded their space at **The Marketplace Design Center,** Philadelphia, Penn. They are: **Robert Allen Fabrics, Morton Block Associates, Croce, Inc., Darr-Luck Associates, JW Showroom, Matches, The Menagerie, Charles R. Stock/V'Soske,** and **Jon Williams Ltd.** . . . **Ergonom Corporation** has opened a new showroom in the **Design Center Northwest** . . . **Nestler Enterprises** officially opened its showroom in Center One of **IDCNY** on Oct. 8-11 in conjunction with Designer's Saturday in New York . . .



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Herman Miller invites users to 'Try-A-Chair'

Zeeland, Mich.—A new program launched by Herman Miller last month called "Try-A-Chair" invites users to sit on the Equa chair for a 30-day trial period. The company will deliver the chair free to anyone who qualifies and pick it up after 30 days if the customer decides not to purchase it.

Herman Miller's Equa chair is available for clients to "try out" on a 30-day trial basis through December 31.

The promotion runs through December 31 and will be advertised in several leading business publications. Those interested in the program can call 1-800/851-1196 (in Michigan, 1-800/642-7944), or contact a local Herman Miller dealer.

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Acquisitions: Charvoz-Carsen acquires Stendig

Charvoz-Carsen Corp., manufacturer of ergonomic seating, has acquired **Stendig Int'l.,** a high-end manufacturer of contract furnishings. Edward Epstein will continue on as president of Stendig (see Business Column, p. 47, this issue for details on the development) . . . **Stone Marraccini Patterson** announces its merger with **Smith & Entzeroth Inc.,** a St. Louis-based architectural and planning firm . . . **Collins & Aikman** is planning to acquire the **Akro Corporation,** a Canton, Ohio-based supplier of automotive carpet floor mats . . . **Marathon Carey-McFall Company,** an operating unit of **The Penn Central Corporation,** has been purchased by the company's senior management and institutional investors . . . **Hickory Springs Manufacturing Company** has purchased the **United Foam Corporation** . . . **Hunt Manufacturing Company,** Philadephia, Penn., has acquired the **Cableways** line of wire management accessories . . . **Monroe & Company International** Inc., a Bellevue, Washington-based interior design firm, has merged its hotel division with **Belmuth Design Group,** New York, N.Y. The new division will be called **Belmuth/Monroe Design Associates** . . . The merger between **Panageas Shannen Inc.** (PSI) and **HSF Contract** has formed a new company, **PSF Contract Source** . . . **Morgan Products,** a wood panel manufacturer, has acquired **Nicolai Company,** the nation's largest manufacturer of fir doors . . . **Scott Plastics,** Sarasota, Fla., has purchased **Mitten Designer Letters,** Redlands, Calif.

Chair Fair at IDCNY opens Nov. 10 - Dec. 6

New York—The Chair Fair, an exhibition and competition sponsored by the Architectural League of New York, opens this month at the International Design Center New York (IDCNY), Long Island City. Scheduled to run from November 10 through December 6, the fair will feature chairs designed in the past 10 years.

A jury of distinguished artists and designers, including Richard Artschwager, Mario Bellini, Milton Glaser, T. Merrill Prentice, Jr., and Lella Vignelli, will choose winners in several categories. For more information, contact the Architectural League of New York, 457 Madison Avenue, New York, NY 10022; or telephone 212/753-1722.

The International Design Center New York (IDCNY) in Long Island City is the site for The Chair Fair, which runs from November 10 - December 6 for view by the trade.

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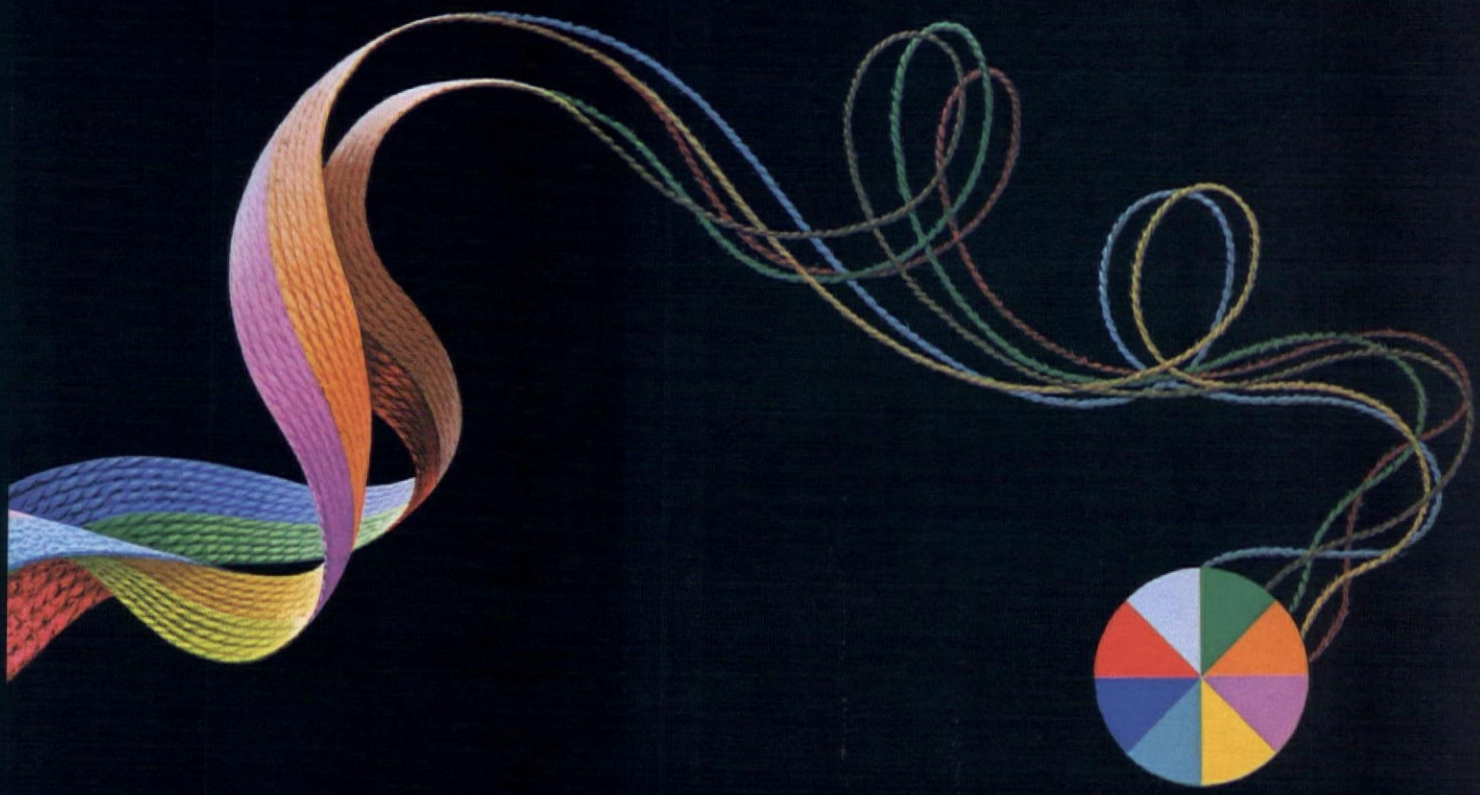

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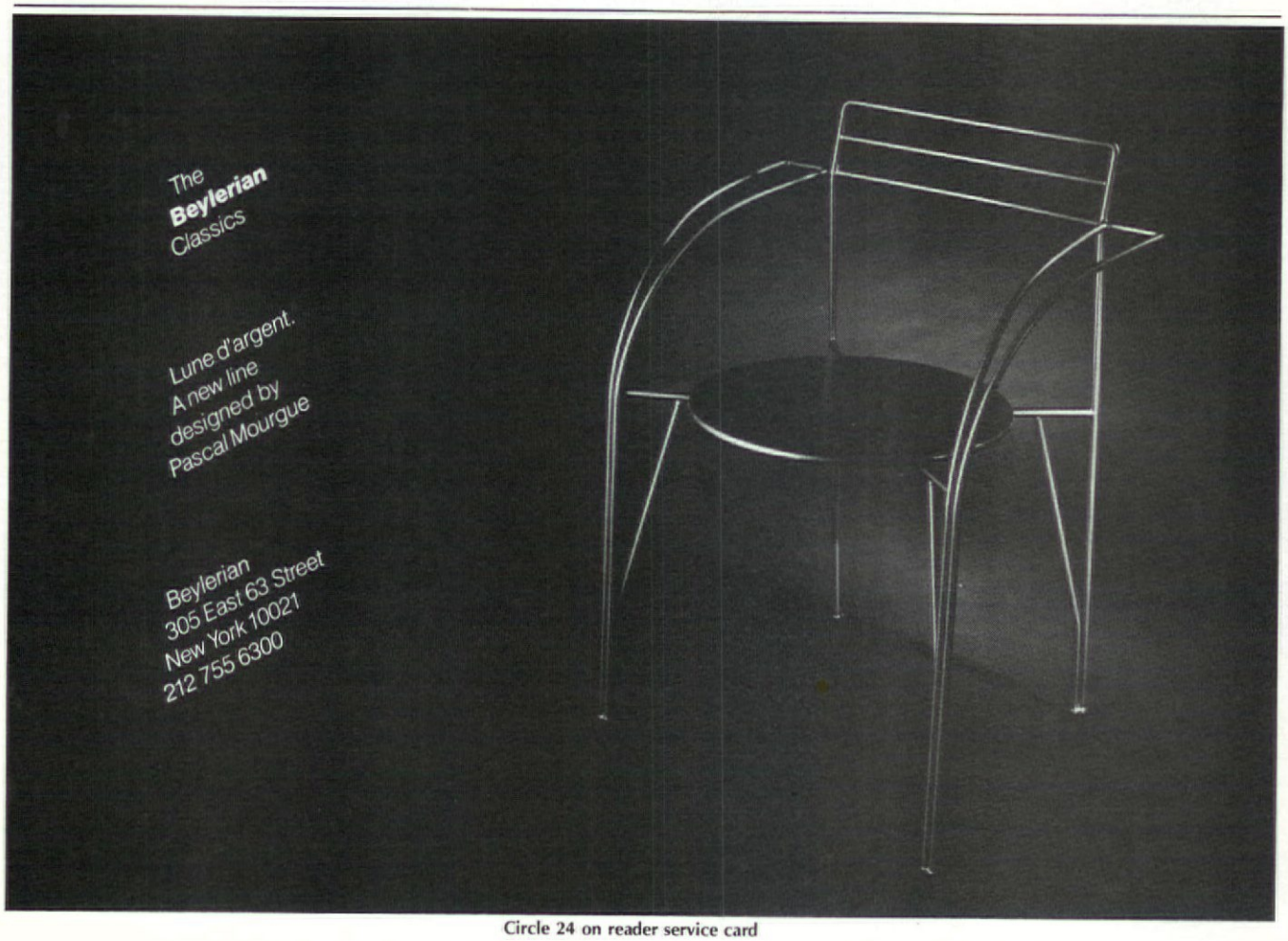
New Assignments: Wilson & Assoc. awarded 4 projects

Wilson & Associates Interior Architecture & Design (formerly Trisha Wilson & Associates), Dallas, Tex., has been awarded four new hotel projects across the country. They are: The Long Island Conference Center, South Hauppaugh, N.Y.; the Black Horse Inn and Conference Center, La Jolla, Calif.; Dearborn Inn renovation, Dearborn, Mich.; and Conrad International Hotel, Scarborough, Ontario, Canada . . . **Interac,** Los Angeles, completed design work of Hyundai Motor America's new $3 million 165,000-sq.-ft. facility in Garden Grove, Calif. . . . **Hugh Stubbins, The Stubbins Associates, Inc.,** Cambridge, Mass., has been selected by the Ronald Reagan Presidential Foundation as the architect for the Ronald Reagan Presidential Library to be located on the Stanford University campus . . . **The Oglesby Group; Sullivan Key Merrill Architects and Planners;** and **WZMH Group,** all of Dallas, have been selected to design building renovations in the Design District at Oak Lawn Avenue and HiLine Drive, Dallas . . . **M. Gordon Construction Company,** Linden, N.J. are general contractors for a new $5 million addition to the Central New Jersey Home for the Aged, Franklin Township, N.J. . . . .**Index The Design Group of Laventhol & Horwath,** Houston, Tex., has been selected to design interiors of Northpark, a new elderly retirement community in Hollywood, Fla. . . . **HOK Sports Facilities Group,** Kansas City, has completed design development and construction documents for a new domed baseball stadium in St. Petersburg. The same firm has been awarded the contract to design a new spring training facility for the Kansas City Royals Baseball Club in Orlando, Fla. . . . **HOK,** New York, has been selected as designers for a new $36 million high-technology Research Center at Columbia University, New York . . . Bristol-Meyers Products has selected **KPA Associates,** Philadelphia, to design its new administrative headquarters in Bridgewater, N.J. . . . **Daroff Design,** Philadelphia, Penn., has been retained to provide complete interior design for the Scanticon-Minneapolis Executive Conference Center and Hotel, a joint venture between The Prudential Insurance Co. and Scanticon.

McMorrow joins CONTRACT

Eileen McMorrow (shown) has joined the staff of CONTRACT magazine as assistant editor. She will be responsible for the monthly Lighting Line column. McMorrow is a recent graduate of Trenton State College, Trenton, N.J., with a B.A. in Professional Writing and Journalism, and Political Science. Previously, she wrote for *Jersey Publisher,* the trade magazine for the New Jersey Press Association.



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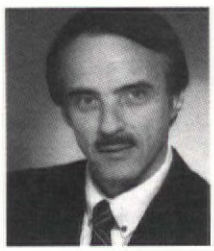
The assignment: Remodel a family den to create an Eighties-right multimedia entertainment center for an active family of four.

The media: WILSONART Brand Decorative Metals and Color Quest™ Decorative Laminates.

The designer: Gerald Tomlin, ASID, I.E.S., Dallas, Texas.

Tomlin comments: "WILSONART Polished Natural Aluminum served this space well, minimizing the bulk of storage units and adding grace instead of heaviness.

"I wanted to create a sleek, but comfortable feeling throughout this space. The family — a businessman, his athletic wife, a college-age son and a high school boy — needed a room that could go easily from family workout center to business client conference area to social center for the boys, without changes. WILSONART gave me the solution."



Gerald Tomlin

Gerald Tomlin, ASID, I.E.S.
Dallas, Texas

Throughout the room, WILSONART Polished Natural Aluminum adds light play, from the recessed bases of couch and cocktail table to half columns on shelves. The metal provides a shimmering aura for wall-hung bar and TV-computer desk units.

To continue the neutral color scheme and easy maintenance of Tomlin's plan, he chose to line the cabinet interiors in WILSONART Dove Grey decorative laminate.

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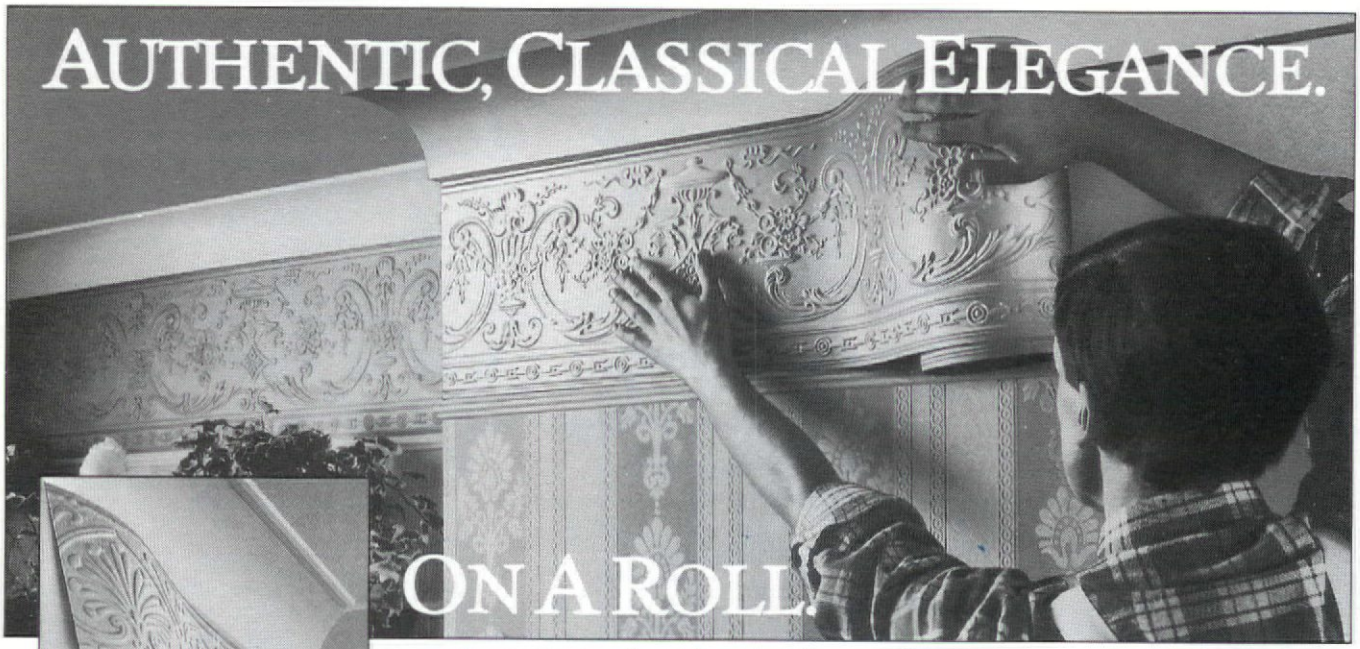
Who reps what: Boyd appoints new Miami rep

Jerry Pair & Associates is the new representative for Boyd Lighting Company in Miami. Located at 155 N.E. 38th Street, Pair is responsible for all contract and residential sales in the Florida region . . . Marble Technics, importers of fine marble, granite, and natural stone, announces the appointment of **Intertile Distributors,** San Jose, Calif. as its sales representative for Northern California . . . **John Weatherhead Associates,** New York City, is a new rep for Peter Pepper Products for metro New York and northern New Jersey territories . . . Office Specialty has appointed **Sally Carlson Showroom,** Inc., Seattle, Wash. as representative for Alaska, Hawaii, Idaho, Montana, Oregon, & Washington . . . DG Mouldings has named **Preferred Marketing Associates,** Wenonah, N.J. as representative . . . **J. Southerland & Assoc., Ltd.,** N.Y. is now representing David & Dash Inds.

Du Pont announces 4 winners for 1986 'Antron' Design Award Competition

***Wilmington, Del.**—Rozann Graham, group marketing manager, DuPont Carpet Fibers Division (center), stands with the 1986 DuPont "Antron" Design Award winners (left to right): Donna Claiborne, public spaces category the The Franklin Institute Museum of Science, Philadelphia; Wayne Braun, grand prize winner for the Vecta Contract showroom, Houston; Timothy Clement, offices category for The Karsten Companies, West Los Angeles; and Diane Quinto, public spaces category for The Franklin Institute Museum of Science, Philadelphia.*



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Charvoz-Carsen acquires Stendig, strengthens A & D marketing

Charvoz-Carsen Corp., well-established ergonomic seating manufacturer in the mid- to high-end of the market, has acquired Stendig Intl., high-end, high-style A & D-oriented manufacturer of contract furniture and furnishings. Started by Charles Stendig in 1954, when it functioned mainly as an importer of European high-style furniture, Stendig was a pioneer innovator in the contract design field. The company brought a wide variety of furnishings to this country from Italy, Scandinavia, and the Baltic area that won widespread acclaim for the unique designs offered by the line.

Among the imports was a red lip-shaped sofa—"Marilyn"—that still remains a big seller for Stendig, a bedroom set made of knotted pine and common nails that was displayed for shock value, and a sofa shaped like a baseball glove that is considered a classic today.

Charles Stendig imported sensational designs for their attention-getting value for the rest of his high-styled imports. In the late '60s and early '70s, his innovations were legend in the contract industry. "We were surprised when some of those attention-getting designs became classics," he once confided to CONTRACT.

"There will be some synergism between the two companies," says Claude Bernard, senior vice president and chief operating officer for U.S. operations. "While each company has its own image, each brings strengths to the other. Charvoz-Carsen's strength has been in marketing and distribution, Stendig's in high-end, high-style furniture serving the A & D community. So we expect that each will provide strengths that the other did not have."

Officers retained

Edward Epstein, president, Stendig, will continue with the company as president under a management contract. Unlike its early years, when imports dominated Stendig product lines, much of Stendig furniture is made, upholstered, and assembled in two domestic factories: one in Allentown, Pa., and one in Edison, N.J. Charvoz-Carsen is now in the process of setting up an assembly plant for chairs in the United States.

"The Charvoz line," adds Bernard, "was limited in terms of depth. It needed side chairs, for example, to round out its offerings. Stendig offers Charvoz that ability to be a one-stop source, where the breadth of the line can help the specifier meet needs without looking everywhere for them."

Bernard adds that the Charvoz line also had great application to the A & D field, as well. "We have not been that far away from the A & D market to start with. Our seating ranges from $300 to $700, with executive series seating ranging from $1,000 to about $3,000."

Bernard points out that his entire outlook is bullish. Says he, "We have grown in the last five years from zero to $18 million. Acquisition of Stendig brings total volume to $60 to $65 million, a sizable increase."

Executive chairs (above), are typical products offered in Charvoz-Carsen's line. Claude Bernard, senior vice president and chief operating officer for U.S. operations, anticipates further growth for the company in the States.

While Charvoz also manufactures drafting and engineering products, graphic/fine arts supplies, and scientific apparatus through a company in Canada, furniture arms will account for more than $30 million of gross revenue, making the company a major high-end seating company, according to Bernard.

Epstein will continue as chief executive officer of Stendig, but both he and Leonard Estin, also a Stendig officer, will become officers of Charvoz.

"Our conversion to ergonomic seating and a nationwide-network of 560 dealers," says Bernard, "coupled with our emphasis on service, will enable us to meet our expanded goals in the coming years."—L.C.

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By Sara O. Marberry

Color consultants do more than just design a palette

Growing up to be a color consultant is not exactly every child's dream. In fact, it's one of those professions that people seem to stumble upon only after working in some other area of design. While it doesn't neccessarily require any formal training, being a successful color consultant takes entrepreneurial spirit, a good sense of color and materials, plus a flair for marketing.

In other words, not everybody can become a color consultant, but it may be a new business avenue for those with the right combination of talents. According to Patty Younts, IBD, ASID, president, Design Consultants, an Atlanta-based architectural firm that provides color services, "It's more than just picking out a palette. It takes a good color vision, research skills, and the ability to exchange ideas," she says.

Design background a plus

Younts, who has a degree in interior design, recently developed a new color program for GF Furniture and has just taken on Davis Furniture as a client. She got into the profession when she was specifying furniture for the architectural firm which she now owns. "We were specifying furniture for buildings that took several years to complete and found out that many of the fabric and finish colors we'd initially chosen had been discontinued and there was nothing to match the building decor," she remembers. "So I decided to do a little research to find out how to solve this problem of color forecasting." Younts joined Color Marketing Group (CMG) and started developing her own network of people and ideas that eventually established her as a color "expert."

Translating color into product design has become a big business in the contract industry. Not surprisingly, this is the area where color consultants are needed the most. "A lot of companies which haven't seen color as a marketing tool are discovering its power," says Kristl Reinhardt, president, Design Council, Grand Rapids, Mich. Founded two years ago, Reinhardt's firm has done color programs for Corry Jamestown and Shaw-Walker. She came from a design and textile background, serving as manager of product styling at Knoll Textiles for more than eight years, working in sales and marketing at Brickel, and designing textiles for J.P. Stevens.

Reinhardt is also a member of CMG and an ASID affiliate, but she gets most of her color knowledge by going to trade shows, travelling to Europe, and keeping up with fashion trends. She also feels that it is important to know what is going on in other industries. "I recently attended the Consumer Electronics Show," she reports. "Even though it's not directly related to the contract field, it gives me a good perspective on what's happening in the other markets."

San Francisco-based color consultant Julienne Christensen comes from a fine arts/history background. After working for 10 years doing specification for architectural firms (among them, Skidmore, Owings & Merrill), she decided to go out on her own when manufacturers started approaching her to do product design. A former member of CMG, she relies on an "unofficial network" of color professionals and designers to exchange ideas. She, too, travels to Europe to find out what is happening in design.

Christensen's clients include Spinneybeck, Allsteel, Boyd Lighting, Jim Thompson Silks, Ian Wall, and Savnik Carpets. She believes that the most important aspect of color consulting is marketing. "Clients are very knowledgeable about the technical aspects of color, but reducing the hocus-pocus of color to marketing logic is a different story," she says. "It is much more than just creating color. You have to ask a lot of questions, such as where the company is at, where it's going, and where it wants to be."

All three of these color consultants rely on "word of mouth" for continuing business. They do not take on competing clients, but feel that their ideas can be fresh for a number of different companies because each product is unique, with specific marketing requirements. "I have no respect for colorists who impose their own ideas on a client without regard for marketing," says Christensen. "Developing color shouldn't be personal choice," echoes Younts. "Because a manufacturer has to allocate money just to produce samples. Someone who doesn't know what he or she is doing could cost a company a lot of money."

Advice for would-be color consultants? "Keep yourself informed," says Reinhardt. "Read, travel, and maintain contact with other designers." Counsels Christensen, "Understand business aspects and combine that understanding with design and artistic talent." Emphasizes Younts, "Know what you're talking about." And finally, as in any entrepreneurial business, Reinhardt states, "Be prepared to work a lot. A successful business requires substantial time and money."

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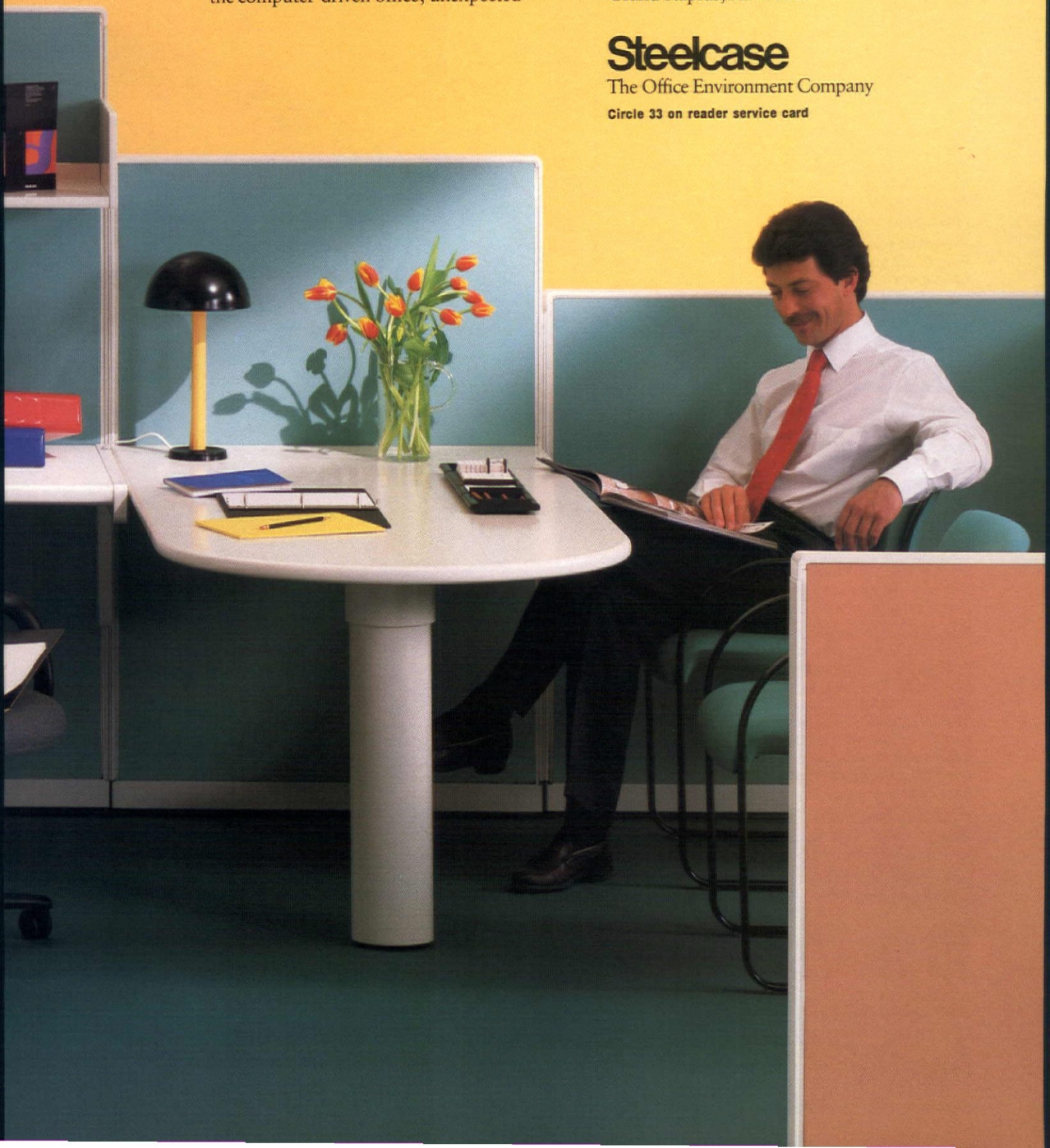

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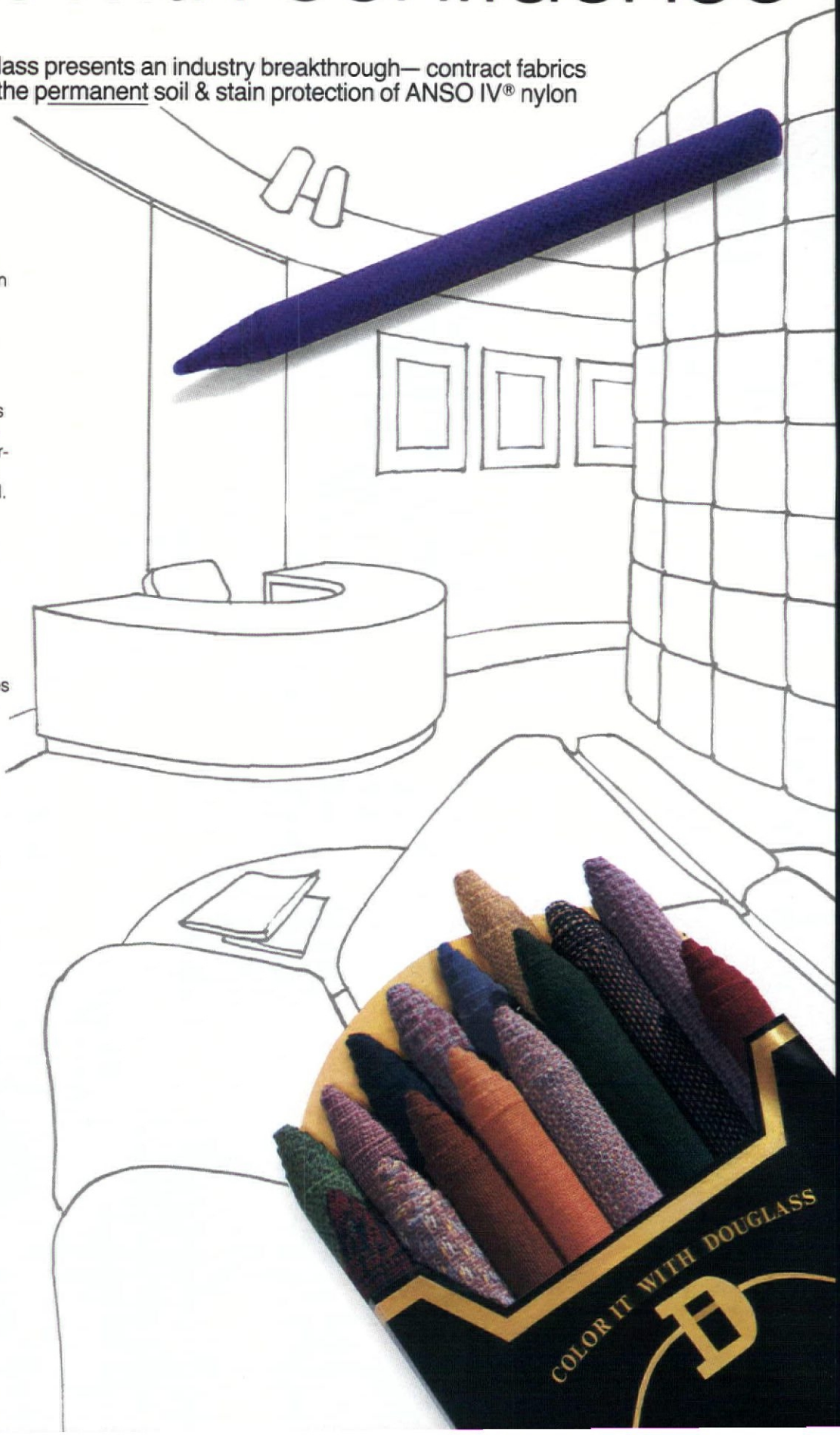

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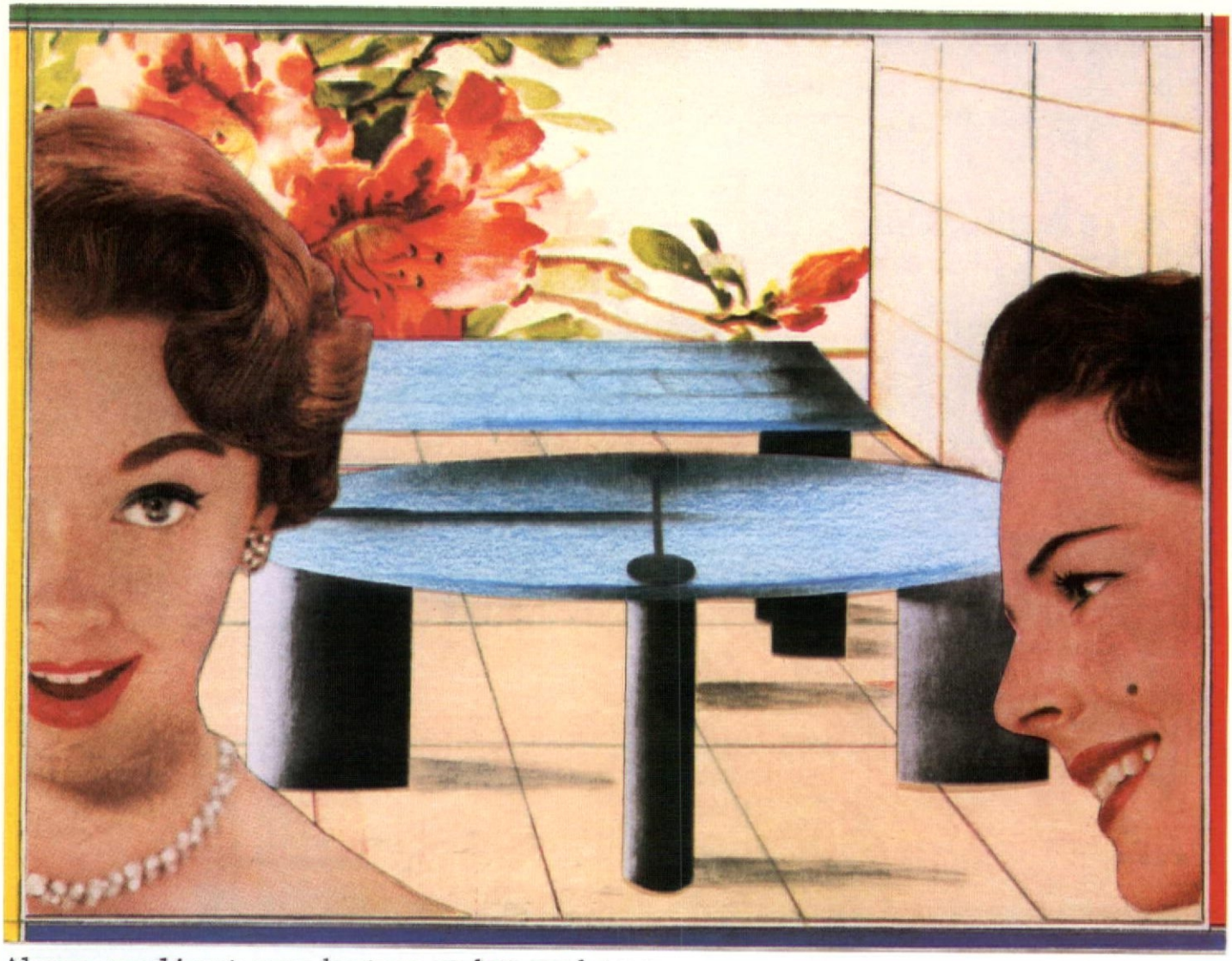

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By Eileen McMorrow

Shelton Lighting Showroom design provides attractive solutions

A lighting showroom where an array of fixtures can be observed under proper conditions by lighting professionals, designers, and their respective clients often offers the best route to specification.

A well-designed showroom allows the designer and clients to browse through the fixtures and elements of lighting in a categorical fashion; moving from one fixture display to the next. Comfortable seating, a conference table, and proper lighting for contemplating catalog selections are also essential.

Direct and immediate information from knowledgeable, experienced electrical contractors and designers rounds out the package for contractors seeking lighting solutions.

One particular showroom which provides such service and advice, is the Shelton Lighting Showroom in New York City. The space encompasses nearly 3,000 sq. ft. in an 8,000-sq.-ft loft, stripped to its structural beams to create an elaborate, dramatic whitewash of open space that is perfect for exhibiting light in its many forms. Remaining space is used for warehousing and business offices.

Brad Elias, principal designer, Hocheiser-Elias Design Group New York, was responsible for the luminary showcase desired by Carl Abruzzo, president, and Mike Siegel, vice president/secretary, Shelton Lighting. The company, previously located in Long Island City as a warehouse and distribution facility, moved into Manhattan where a showroom was both feasible and appropriate.

Shelton Lighting reception area provides glimpse of inner showroom. Ceiling is painted in deepening shades of blue to reflect footcandles of power emanating from fixtures on display.

Elias was faced with specific design problems which included assembling an enormous amount of fixtures into the space provided, while eliminating the natural light flooding the showroom through floor-to-ceiling windows. Blocks of movable cube platforms were specified to arrange the 200-plus lighting fixtures so their light could bounce off corners, edges, and friezes of the human form mounted on the far wall.

Design promotes sales

The major design intention for such a showroom is to promote fixture sales through attractive spacing or "arranged crowding," depending on the nature of the display. Massive switching panels enhance the effect of recessed lights, as the advantage of one recessed light style over another becomes obvious immediately with the flick of a switch. A total of 75 switch panels and 225 individual switches control all fixtures.

To prevent natural daylight from entering the showroom, Elias designed movable 2-in. thick wood panels with a lacquer finish. These cover the floor-to-ceiling windows, while also serving as an exhibit area. Siegel and Abruzzo are planning to use the area between the panels and the windows as street-window display space. Panels close with magnetic catches, effectively blocking daylight, yet permitting window access as needed.

One section of the window panels is used as a showcase for color charts. Various forms of lighting equipment are placed out of direct sight, under the panel backdrop. Lights are switched on-and-off as needed, enabling clients to visualize the color spectrum and illumination level of a product against varying natural and artificial backgrounds. Space allows for 16 different products to be displayed at one time; the showcase is on casters to ease fixture changes.

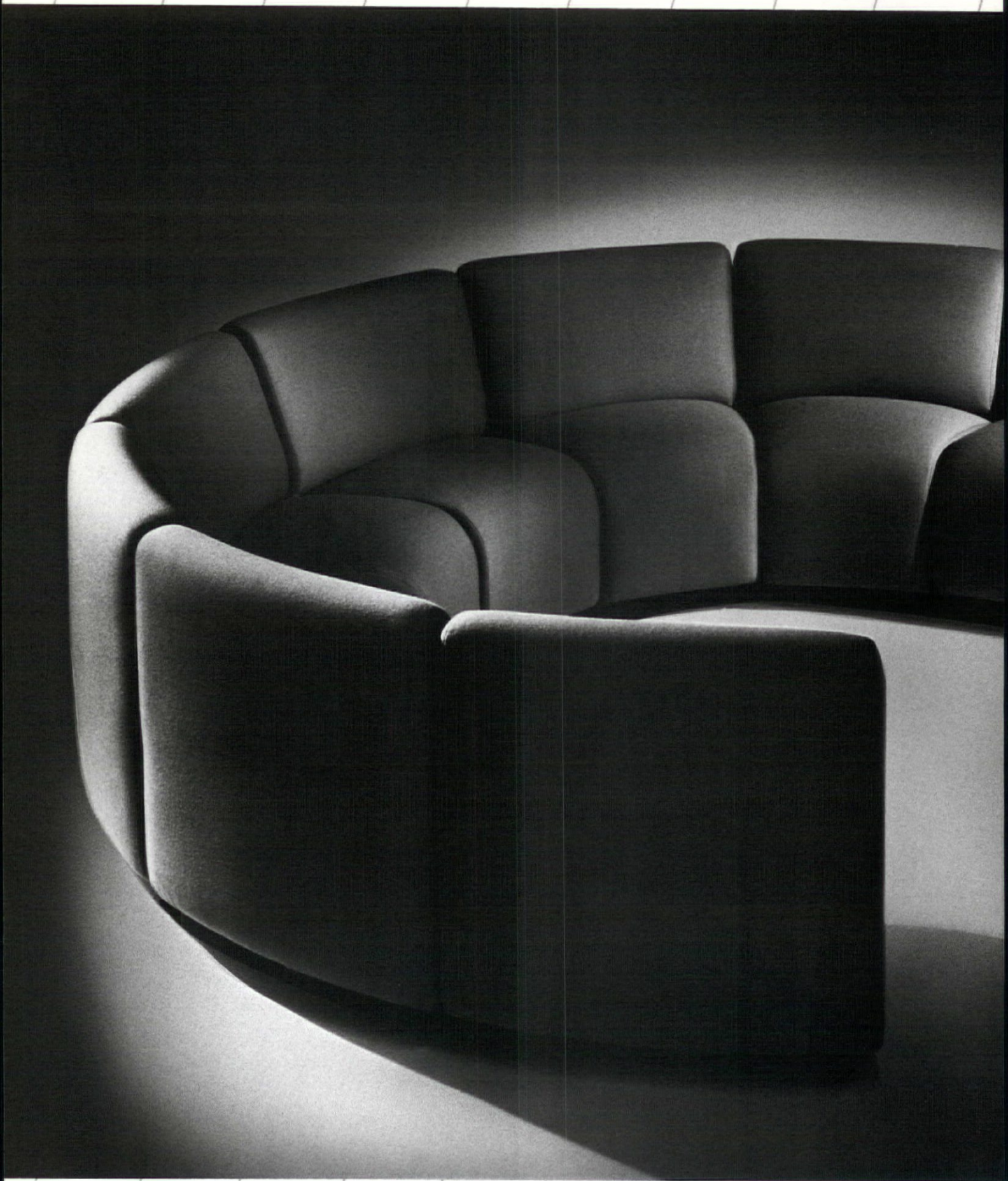
A conference area within the showroom displays track lighting set into the loft's original interior ceiling. Here, pipes are exposed, but painted white. Track lighting products are arranged according to manufacturer. Hanging fixtures can be clipped into tracks, giving a suspended appearance. For all other fixture styles, Abruzzo prefers to mix manufacturers to display a variety of a similar product, whether it be surface-, wall-, or ceiling mounted.

Suppliers mixed

This approach makes the selection process easier for customers who can see all the variations on one style, without having to wander throughout the showroom. If a specifier wants to see downlights, they are set into dropped ceiling panels which pop-out for a quick fixture change. When lighted, they reflect onto a white cloth draped on the wall, permitting creation of shadow effects with varying intensity.

Wing walls increase in height as the eye travels from one end of the showroom to another. Walls begin at 3- and 4-ft. high, reaching up to 7 ft.,

(Continued on p. 62)



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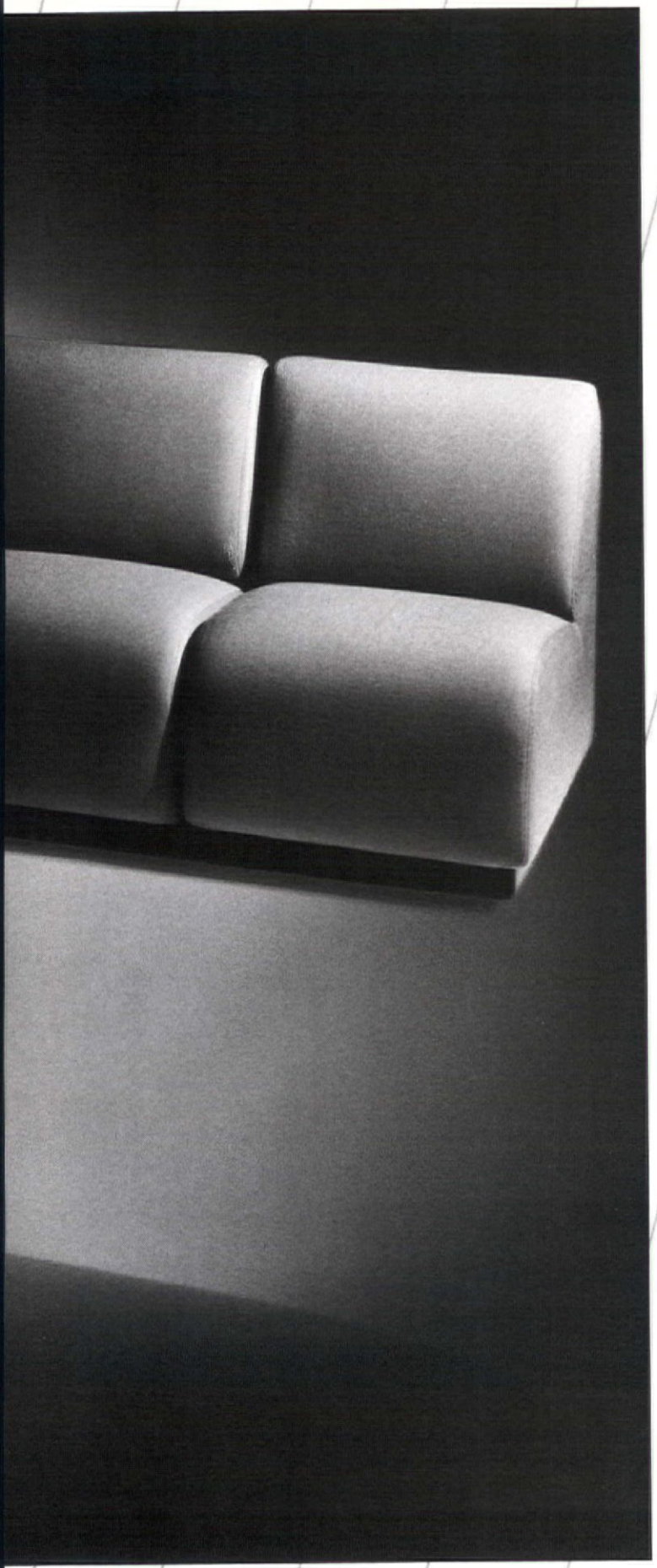

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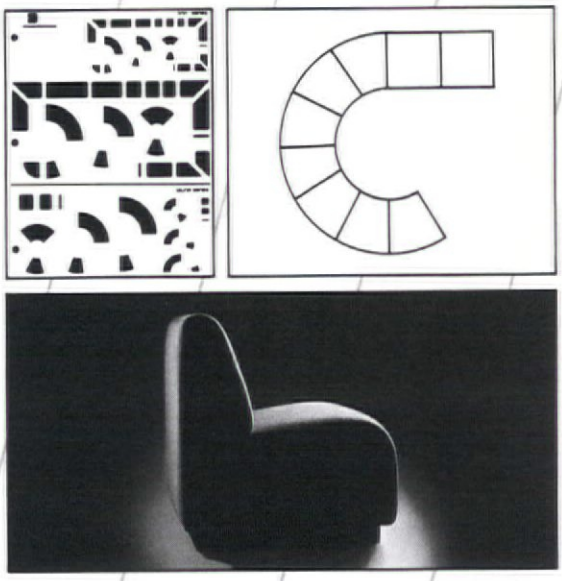

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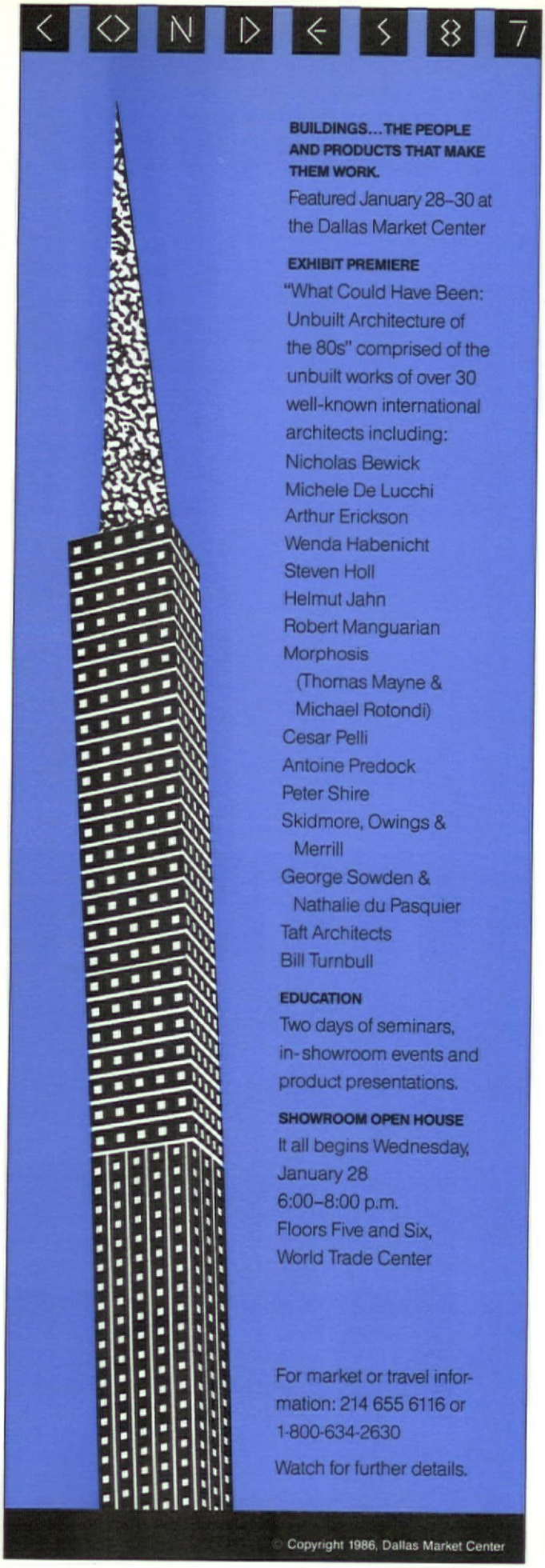

Circle 37 on reader service card

Owners verify installation codes

(Continued from p. 59)

each serving to separate one display from the next. A clear sight line exists, but baffles tease the viewer into pursuing a deeper walk into the showroom to discover what appears around the next baffle.

Seven different ceiling treatments were installed, to vary height and depth of fixtures. Each wall-mounted fixture is 30 in. from the next; this is particularly effective treatment for displaying sconces.

Offers national distribution

Shelton is a national-level distributor of lighting items for the New York metropolitan region, and elsewhere in the U.S. Contractors visit the showroom daily to find a lighting package for a project and to browse through hundreds of catalogs containing fixtures not on display.

Siegel, with a detailed background as an electrical contractor, can smooth the complications of installation, and verify local codes or requirements for regional installations. Often a selection of fixtures is ordered through a warehouse, and drop-shipped to the needed location.

One of Abruzzo's major concerns is keeping warehouse stock on items widely demanded and/or difficult to obtain. Since they distribute for hundreds of manufacturers, it pays to know which items are hard to get. These can be stocked in quantity for overnight shipment.

As the distributor of both domestic and foreign manufacturers, Siegel sees certain trends in the commercial and residential use of lighting. Designers are seeking the most energy-efficient fluorescents for use in commercial workspace, with the demand for H.I.D. lighting (most frequently used for outdoor applications) increasing. Metal halides are receiving intensive indoor use and are solving ultra-violet problems. They are expensive, but have strong potential in the indoor lighting market, according to Abruzzo.

As the importer of 11 lines, five of which are carried exclusively, Shelton must be certain that Underwriters Laboratories (UL) codes are met. All fixtures sold must comply with UL approved standards, verified by manufacturer and distributor.

Shelton's owners say that most manufacturers meet this responsibility, and imported goods are very good quality because foreign lighting designers in major market countries have their own boards with which to comply for electrical safety standards.

Recessed ceiling lights cast shadows on drapery, while desk lighting occupies platforms.

Catalogs of fixtures, past experience, and recall from memory about certain lighting designs, might suffice for some contractors and designers when selecting fixtures for a project, but visiting a lighting showroom is a better alternative. One carefully designed to meet all the needs of the business of lighting should be fully utilized by the lighting industry professional.

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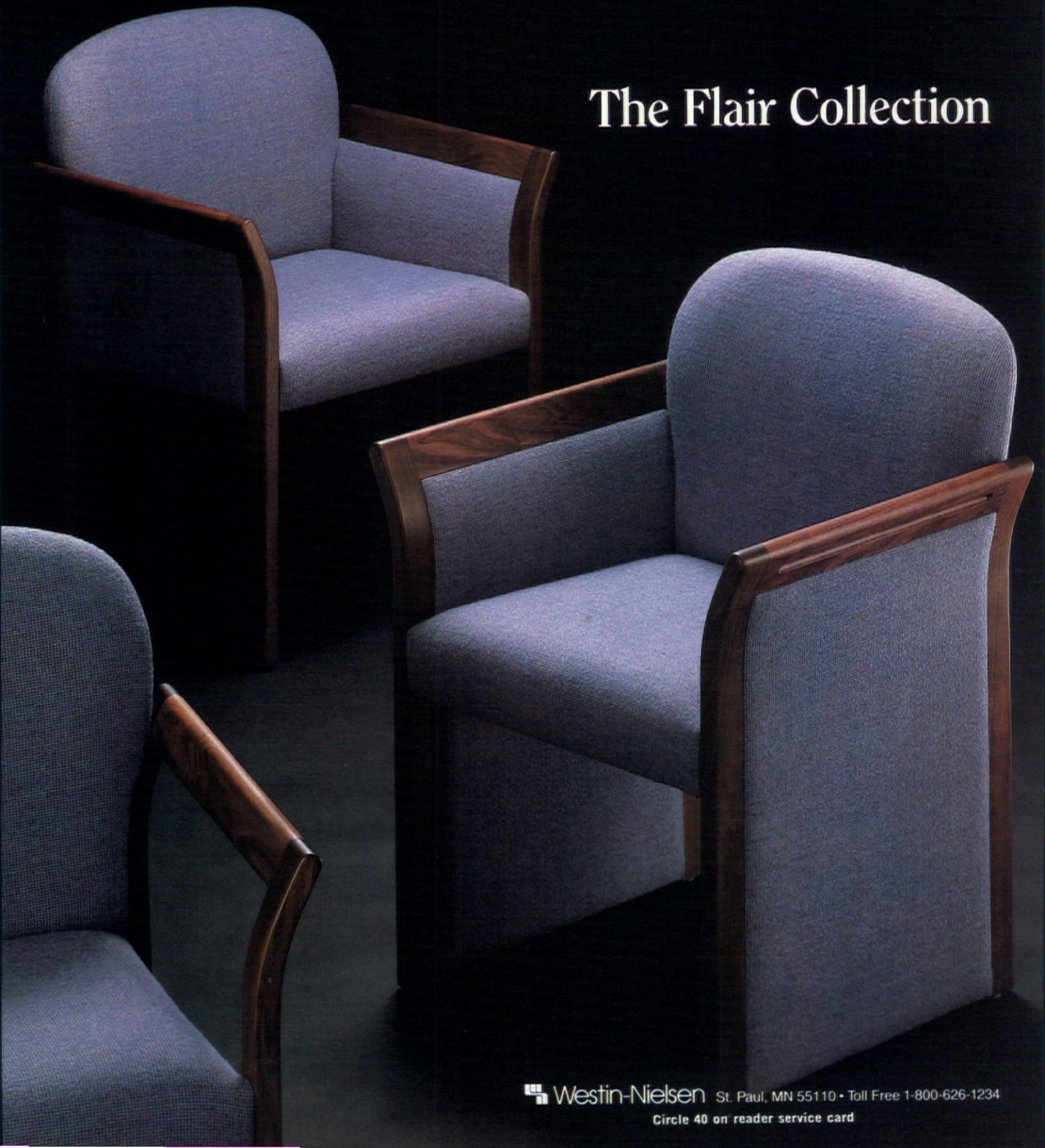

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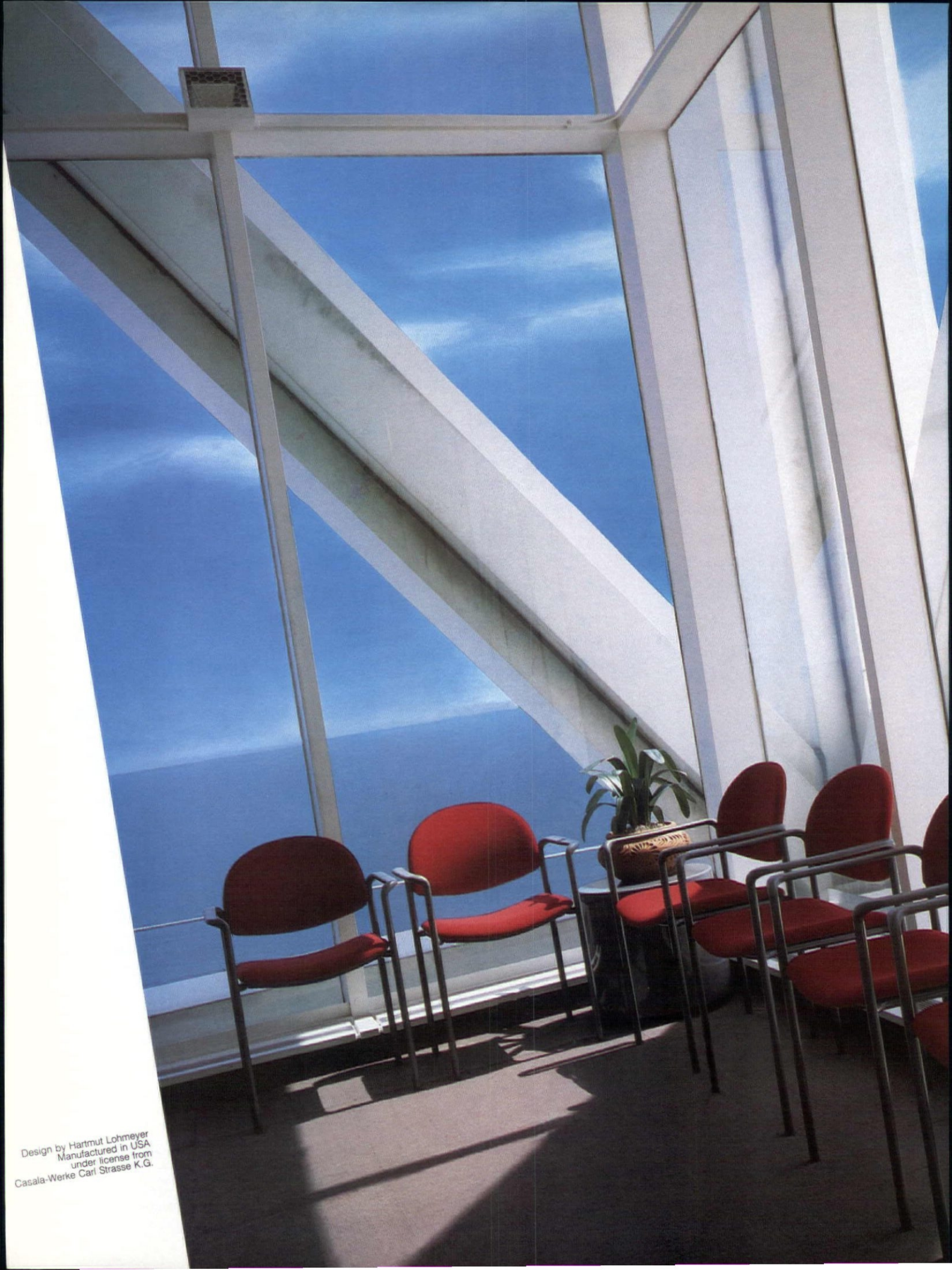

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	• TEAR STRENGTH	TONGUE TEST ASTM D-3597
	• PILL RESISTANCE	ASTM D-3787
	• TENSILE STRENGTH	ASTM D-1682
FLAMMABILITY	• FLAME RESISTANT	MEETS CLASS A FLAME SPREAD RATING-ASTM E84. PASSES CALIFORNIA BULLETIN #117. PASSES UFAC TEST CLASS 1.
AIR PERMEABILITY	• COMFORT FACTOR (MORE PERMEABLE THAN LEATHER)	ASTM D-737
CLEANABILITY	• WASHABLE/ DRY CLEANABLE	
COLORFASTNESS	• WILL NOT CROCK	AATCC 8-1977
DIMENSIONAL STABILITY	• MINIMAL SHRINKAGE & STRETCHING	ASTM D-3597-77

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Advertisers in this special winners' Circle section are recipients of gold, silver, and bronze awards that recognize and honor outstanding product design for the contract industry.

Institute of Business Designers

IBD

and Contract Magazine

Product Design Award

Coverage of winning products begins on page 121.

HBF

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Business
Furniture

The
New
Tradition

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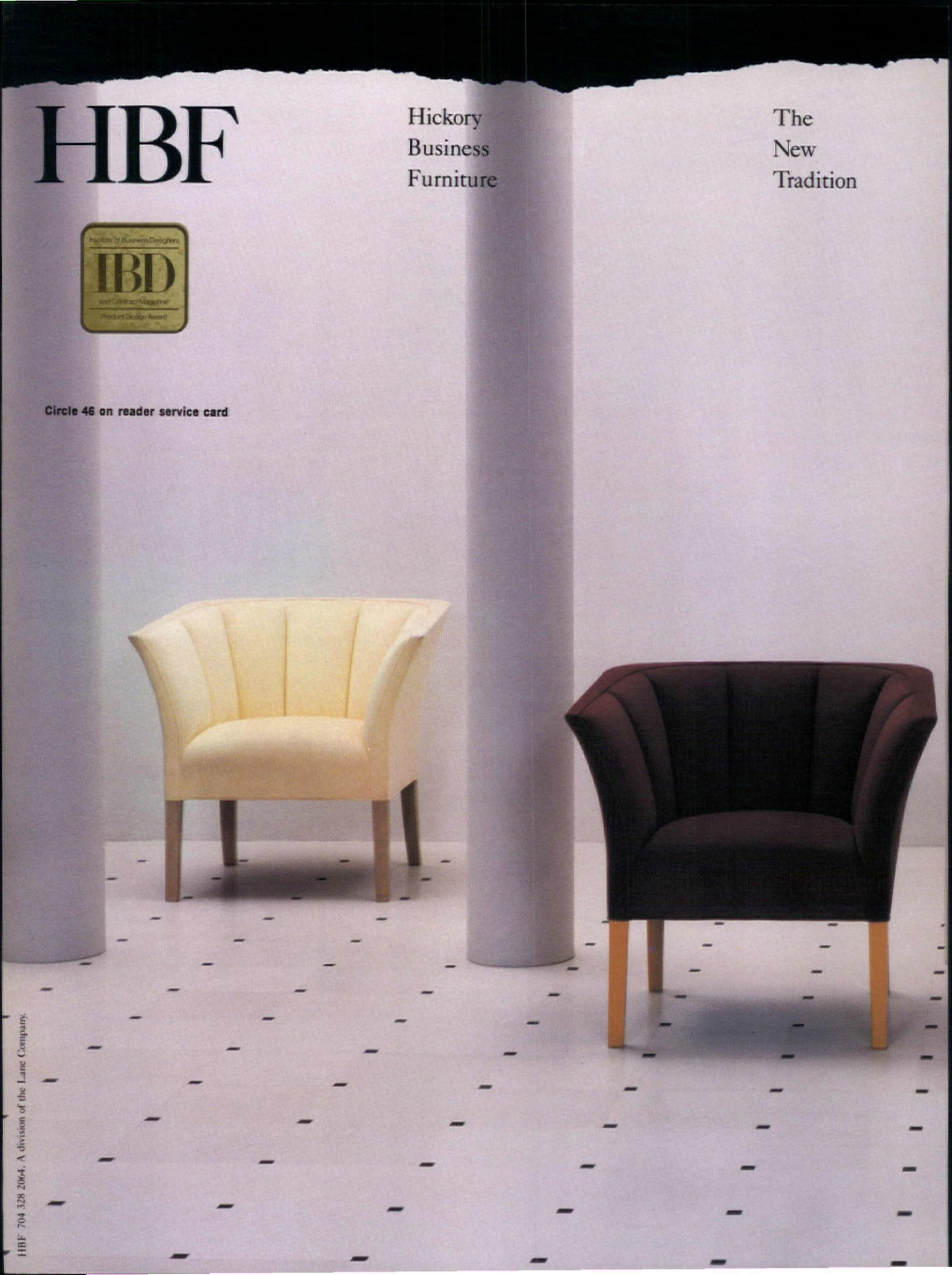
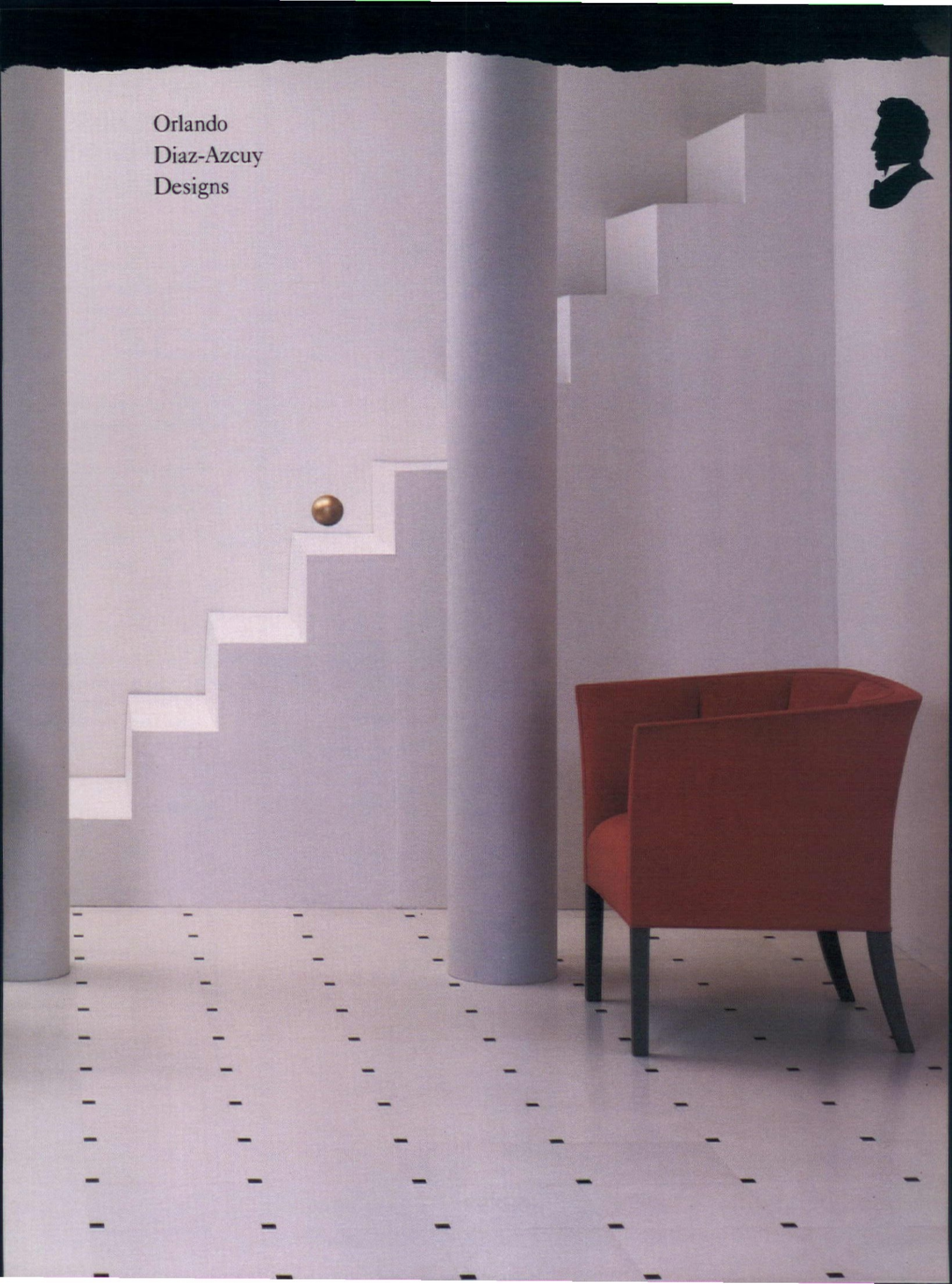


HBF 704 328 2064. A division of the Lane Company.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Designs

Kinetics

SEATS ONE. AND MAKES A WHOLE HOSPITAL COMFORTABLE.

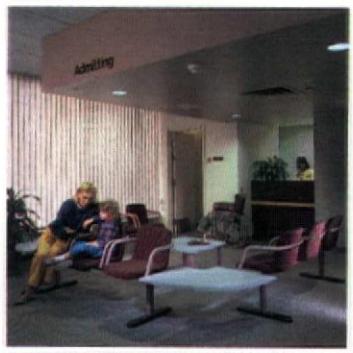
■

It starts with comfort for the one who needs it most. In addition to its very accommodating ergonomic contours, the Kinetics patient's chairs are also available with gel-bag seat inserts and adjustable head and back supports.

There are 16 patient's chairs in all. Some feature a swing up arm making it easier to get in and out. So attendants no longer struggle to move patients to and from conventional seating...or wheelchairs. Administrators respect the integrity of construction and easy maintenance, and delight at the cost.

Our Kineticare program allows you to carry the same high standards of furnishing...and a constant visual theme... throughout an entire health care project.

From admitting to administration and from lobby to lounge, you can now save both time and money by dealing with a single dependable source. And when you come to know us well, that may just be the most comforting thought of all.



Kineticare is an integrated line of health care furnishings from Kinetics, an approved GSA supplier, manufacturing in Dallas and Toronto. We count more than 300 health care institutions among our satisfied customers worldwide.

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For more information, please send your business card to: Kineticare Kinetics Furniture
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Product design by Jim Hayward. Kinetics and Kineticare are registered trademarks of Kinetics Furniture 1986.

Photo by Dan Lenore

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Arc Com

Neo-Classic Wool Drapery Collection

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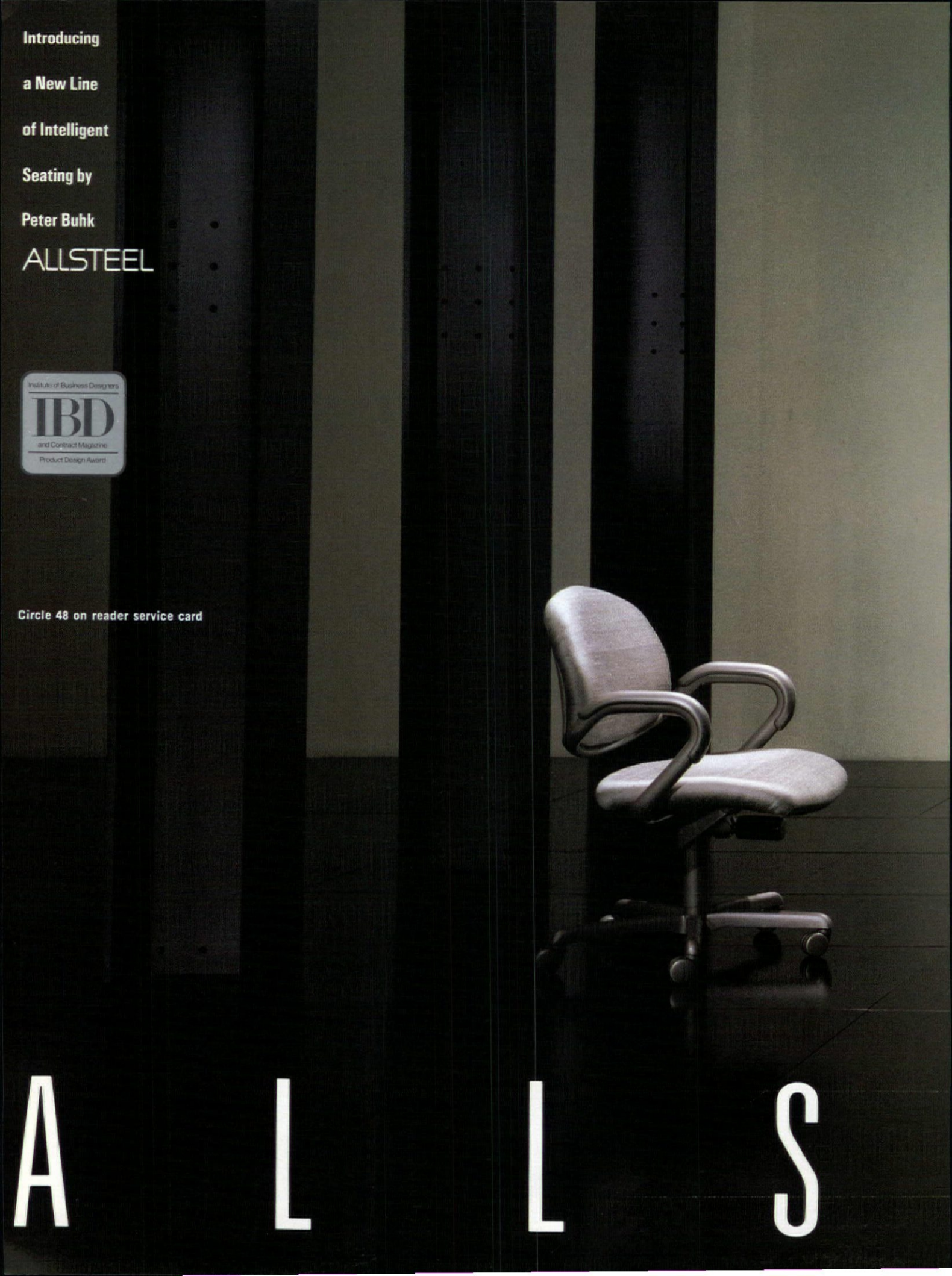
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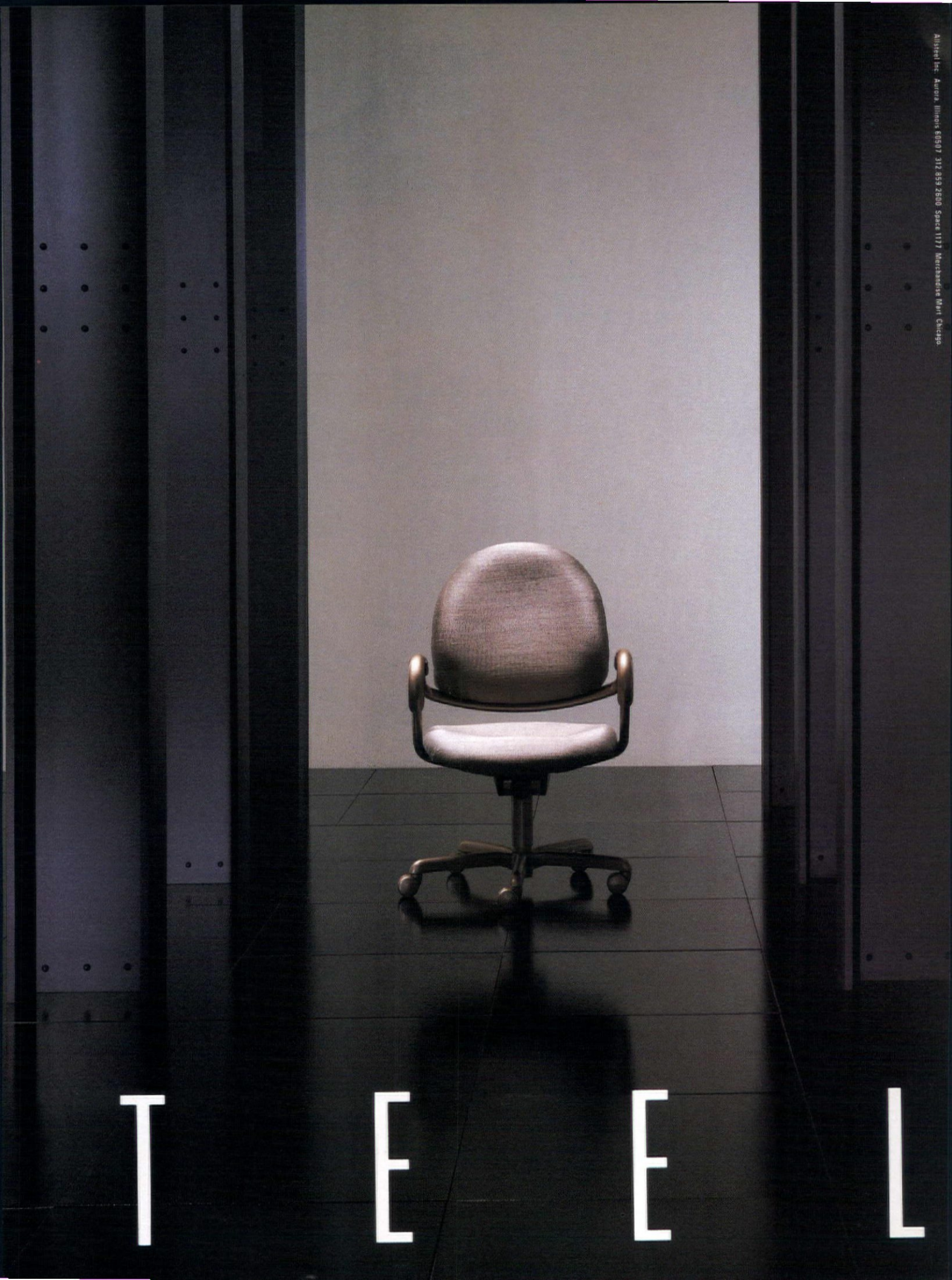
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T E E L

Finally there's a carpet innovation that didn't forget design's most powerful force.

Your Imagination.

For years, commanding your own design statement in carpet meant settling for someone else's vision.

But why should you put up with another pattern, when you can start with a dream? **Enter DesignTec.™**

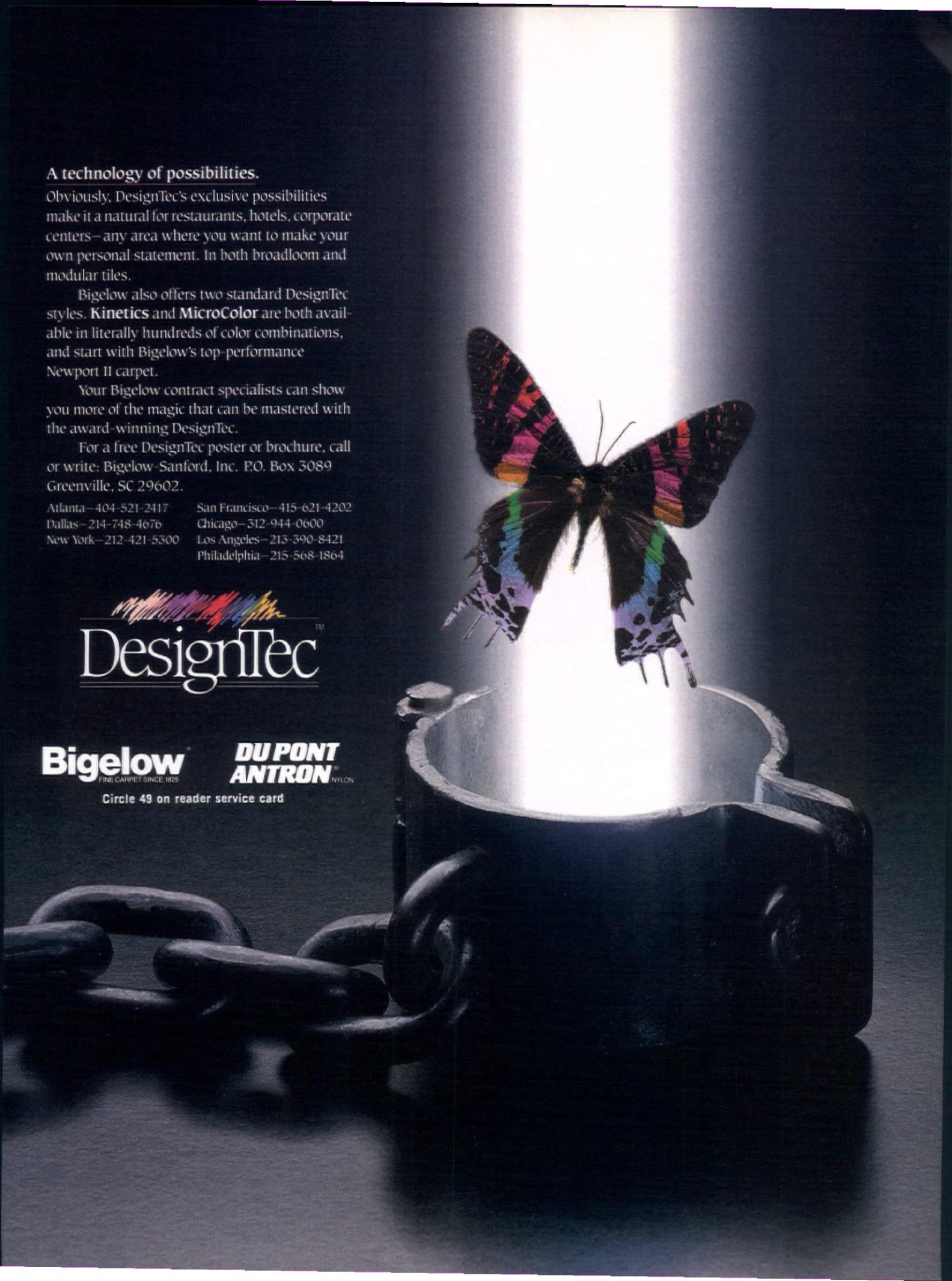
An exclusive Bigelow innovation that brings a totally new dimension of freedom and spontaneity to carpet.

Suddenly a new range and depth is within your grasp. Truly random scatterings of confetti points now become a reality. A personalized image can now echo through the entire space. Custom borders are now a practical option.

Complete color control is yours. Subtle color accents now bring together previously unrelated elements into a harmonious sweep of pattern and light.

Using DesignTec is as easy as using a marker and scotch tape. Just start with what's around you. Your sketches. Color swatches. Pattern samples.

IBD



A technology of possibilities.

Obviously, DesignTec's exclusive possibilities make it a natural for restaurants, hotels, corporate centers—any area where you want to make your own personal statement. In both broadloom and modular tiles.

Bigelow also offers two standard DesignTec styles. **Kinetics** and **MicroColor** are both available in literally hundreds of color combinations, and start with Bigelow's top-performance Newport II carpet.

Your Bigelow contract specialists can show you more of the magic that can be mastered with the award-winning DesignTec.

For a free DesignTec poster or brochure, call or write: Bigelow-Sanford, Inc. P.O. Box 3089 Greenville, SC 29602.

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DesignTec™

Bigelow® FINE CARPET SINCE 1825

DU PONT ANTRON® NYLON

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DESIGN FROM HERE TO INFINITY.

Plexus. An unprecedented breakthrough that immediately unlocks and stimulates the mind.

Plexus is a system of precisely engineered carpet tiles—all of which will coordinate to present the designer with the ultimate in contemporary colorations and textural flexibility.

Using only Plexus, you can specify carpet for an entire project, no matter how many different areas are involved. From heavy-traffic corridors to the plushest of board rooms, your colors and aesthetic presentation will be beautifully coordinated.

The Plexus network allows the dominant color in one area to become the accent color in another; texture and construction can also vary. So blue-green loop pile in an open office space can evolve into an elegant biege-blue cut pile in an executive office—while retaining a strong sense of inter-connection.

Every Plexus style expresses the latest, richest colorations. And because each uses the new Chroma-Set™ dye system, the vibrancy and consistency of those colors are guaranteed.

Plexus styles also feature Dupont Antron continuous filament nylon, so long life, static control and easy maintenance are integral benefits.

Plexus. The unique flooring system from Collins & Aikman. Finally you can work with just one source—and still beautifully coordinate the design and coloring of twenty highly varied areas. Or two hundred.

For a brochure on our exclusive Plexus system, just send in the reader response card.

PLEXUS. THE INFINITE NETWORK

Collins & Aikman
FLOOR COVERINGS DIVISION

IBD

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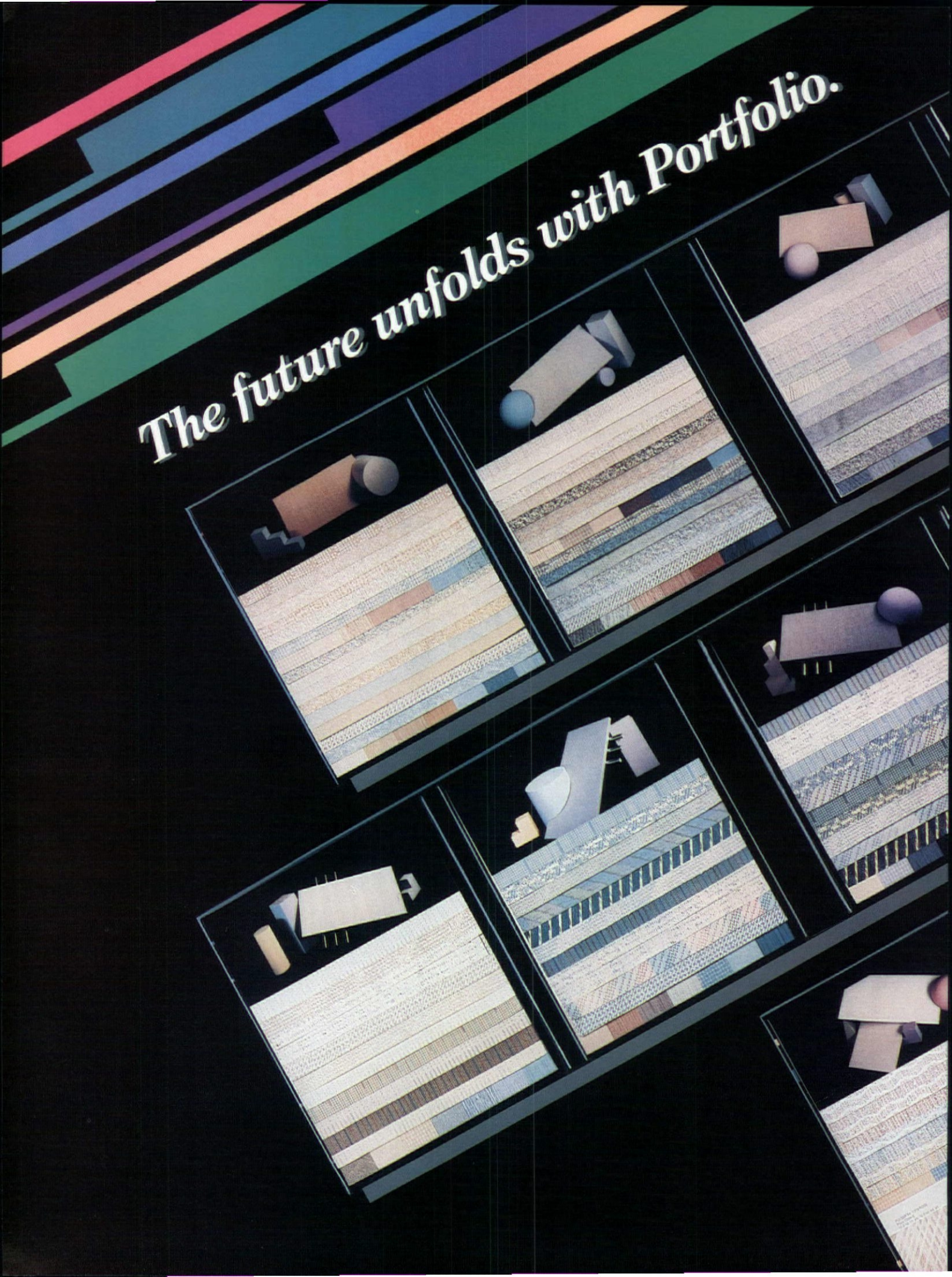
DU PONT ANTRON NYLON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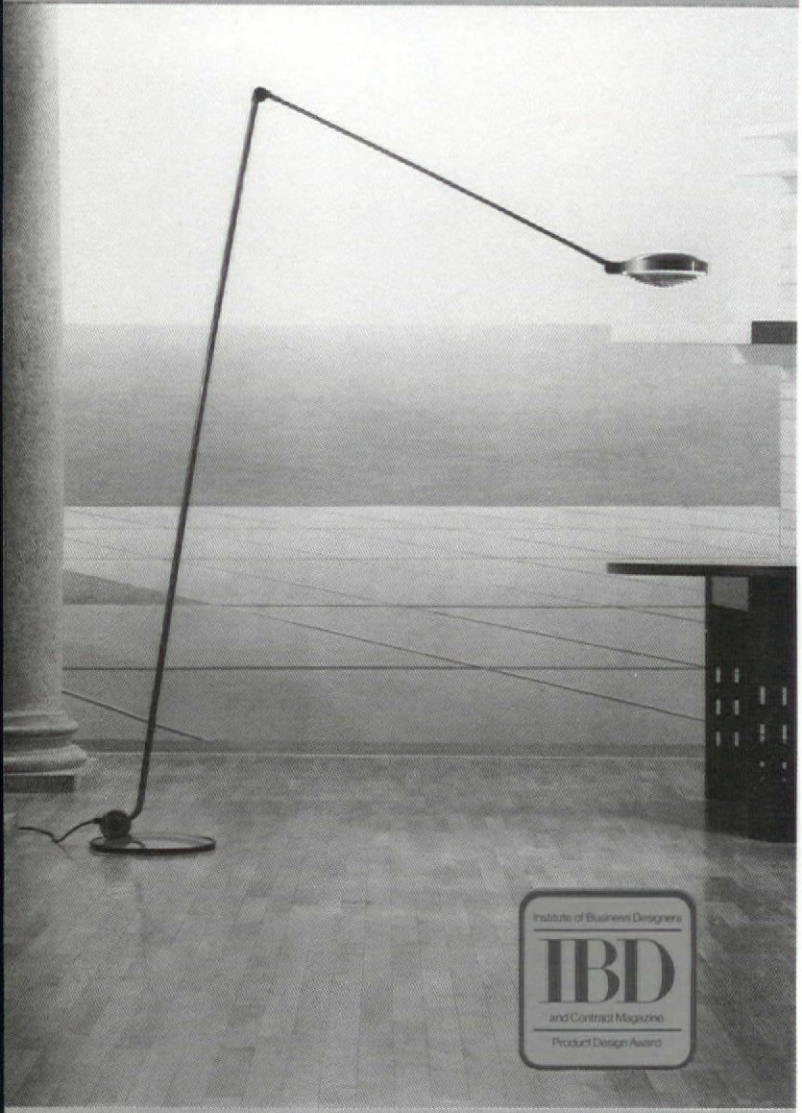
LUMINA
ITALIA®

Illuminating contemporary designs



ELLE 55: Halogen 500w direct-indirect with dimmer control. White or gunmetal. Rotating head, louvre bottom, open top. Floor stem 79", light extension stem 44½". Also, made with only one floor stem section, 79" high.
Design — Tommaso Cimini
Brochure available.

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Circle 52 on reader service card

ONE PICTURE IS WORTH A THOUSAND HAMBURGERS

Wendy's has discovered there's an art to selling hamburgers. When Wendy's in Cincinnati decided to help local artists, they developed a calendar which featured paintings of scenes of the city, like the one pictured here. The calendar was sold for $1.19 in 26 of its Cincinnati restaurants. Wendy's donated 10¢ to the Cincinnati Commission on the Arts for each calendar sold. The calendar sales improved Wendy's image in the community and produced $2,000 for the Commission.

From Wendy's to Flanigan's Furniture Inc., the Business Committee for the Arts is helping companies of all sizes discover that supporting the arts can paint a nice picture for their business. The Business Committee for the Arts can show you how collaboration with the arts can enhance your company's image, benefit your employees, and offer tax advantages. Call them.

You'll find your interest repaid a thousand times.

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Circle 53 on reader service card

Up & away arms mobilize Pace Series

Arms that move up and out of the way when not needed are featured in Patrician's new Pace Series contemporary task chair, which has a patent pending and is design copyrighted 1986. Designed by Marta Tornero, two versions of the chair permit multi-use, with or without arms. Both versions have large, contoured back that provides full support. There are also five height adjustments to assure proper support for different users.

Easily adjustable even while the user is seated, the chair provides a top-activated gas cylinder that allows a three-in. variation in seat height. Waterfall seat cushion eliminates leg discomfort from blood flow restriction.

The line is available in choice of three colors for base and back: black, brown, and gray. With arms, it is designated 90000 task chair, without it is 90001. There is a choice of COM fabric or more than 300 selections available in Patrician Textiles' program.

Circle No. 281.

What a palette of colors! Interweave™ Decorative Fabric offers almost unlimited color possibilities to indulge your most subtle flights of creativity or to satisfy your most practical customer's demands. Woven of solution-dyed Marquesa® Lana, Interweave gives superb colorfastness and color consistency with 31 in-stock colors! Its beauty lasts, too, because Interweave's bulked continuous filament yarns far exceed the Wyzenbeek Test's abrasion standards (without fuzzing or pilling!)

Easily cleaned with solvents or water-based agents, Interweave resists soil and won't support odor-causing mildew or bacteria. More shocking is the news that Interweave won't build static charges! So get a toe-hold on Interweave. The versatile, decorative fabric that will knock their socks off! From WestPoint Pepperell, the name behind the quality of Martex®, Cabin Crafts®, Lady Pepperell®, and Grifftex®.

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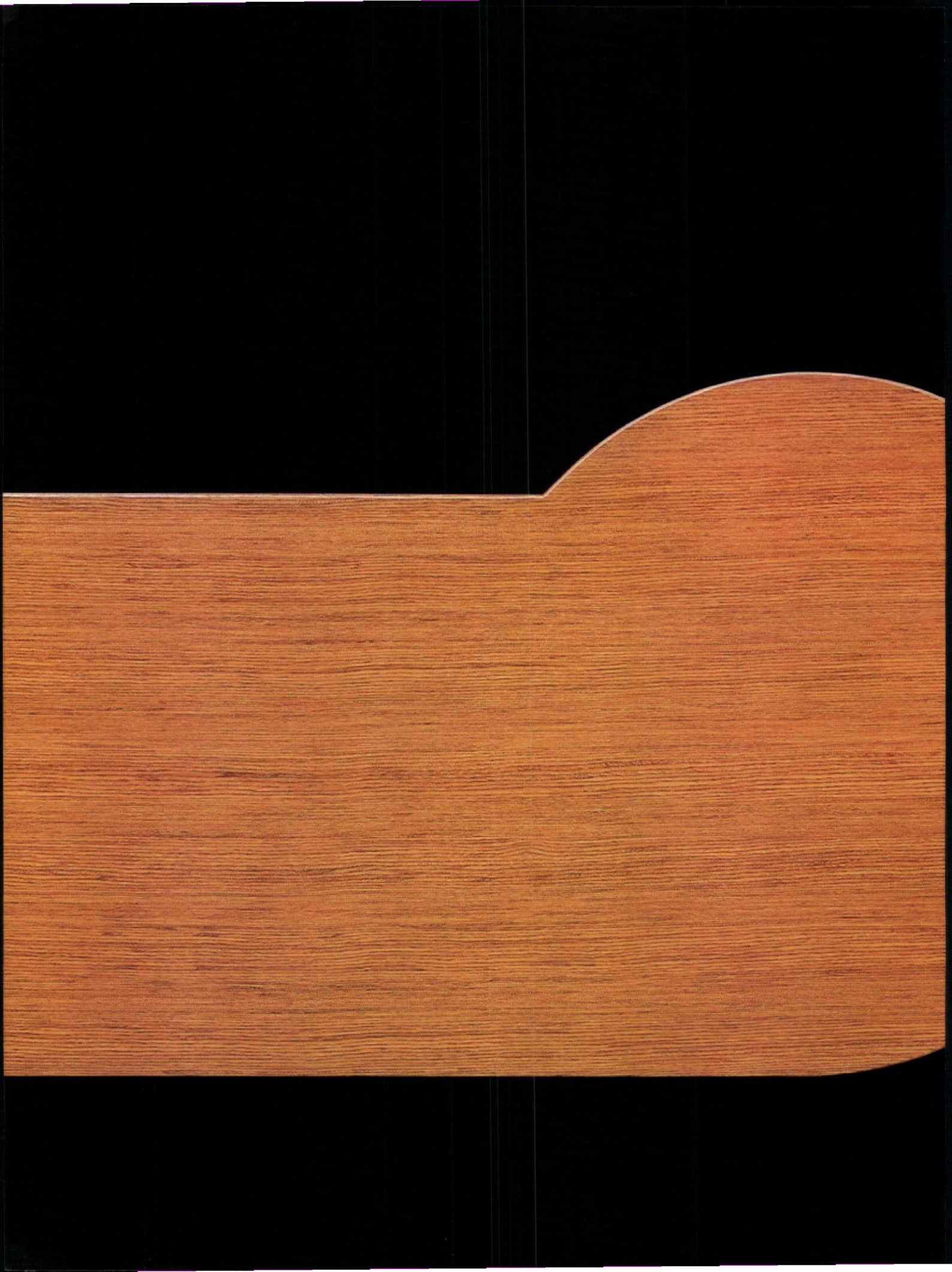
DECORATIVE FABRIC

SO BEAUTIFULLY SUBTLE, IT'LL KNOCK THEIR SOCKS OFF.



WES-GROUP™ SHAPES THE EXECUTIVE WORKSPACE.

Long before executives make decisions which shape a company's future, designers make decisions that shape the executive's environment.

In designing the executive workspace, your attention turns to detail, and naturally, you turn to Westinghouse. Where Executive Wood Trim in fine lines of Dark Oak and Mahogany provide strength, character, depth and integrity. The soft, radiused edges of top caps, post caps and post covers coordinate with fabric and wood veneer panels and components for continuity of design. Leading to a workspace that's a reflection of the executive, and the designer.

Which leads us to the subtle shapes of Conference II.™ Serving as a workstation for one or a conferencing area for as many as six, Conference II worksurface designs allow associates to perform more jobs in less space, exchange ideas instantly and expedite the flow of information.

Executive Wood Trim and Conference II are the latest additions to Wes-Group...the comprehensive range of integrated, yet interdependent subsystems from the total quality leader.

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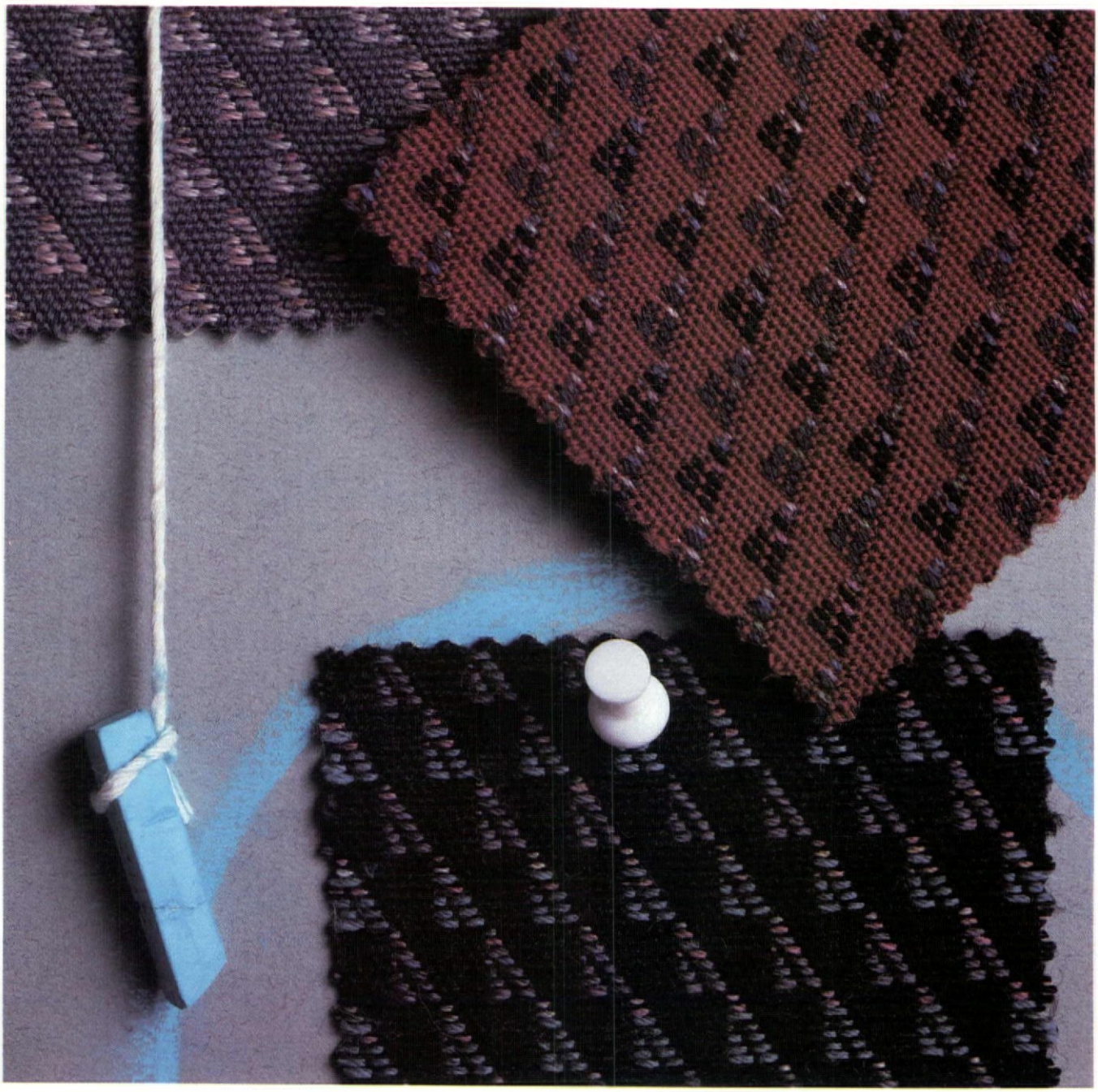

Fabric collection features richer colors

The fabric division of Brayton International became a financially independent company last year, established under the name, "The Brayton Textile Collection."

On view in 19 Brayton International showrooms throughout the U.S., the collection forecasts a return to jacquard weaves which lend themselves to multicolored fabrics. The color palette has become cleaner and richer.

Step-Up, from The Brayton Textile Collection (shown), is a dimensional geometric design using various colored yarns across a solid background.

This 100 percent wool upholstery fabric, imported from West Germany, is offered in seven colorways. Among the newest neutrals are banana, peach, and other colors which are slightly more vibrant than pastels. Green, a color which has been absent from the contract spectrum for years, is anticipated to be well-received in the marketplace. **Circle No. 353.**

FABRIC WALLCOVERING

You've relied upon Vicrtex for nearly four decades for leadership in contract wallcoverings. Now discover the innovation and versatility Vicrtex brings to contract fabrics to create that "total look."
The Softech System," a unique collection of wallcoverings coordinated with panel and seating fabrics, available exclusively from Vicrtex.
We're making it easier to specify contract fabrics!

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BACKGROUND—KYOTO

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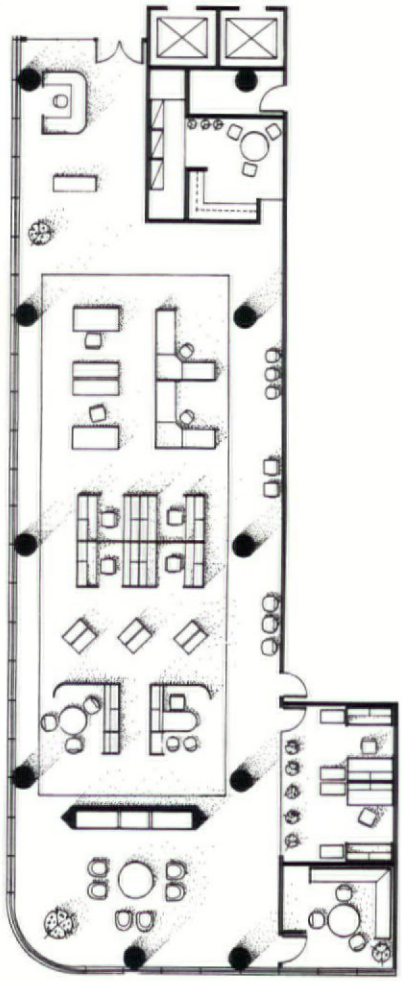

Dallas showroom mirrors company HQ

Strengthening its overall corporate image is high on the priority list for Corry Jamestown these days. Its new Dallas showroom, located in 4,500 sq. ft. of the company's corporate headquarters building in the Las Colinas Urban Center complex, is an environment that reflects this goal.

Working on a fast-track schedule with a modest budget, designers Richard D. Heriford, AIA, of Corry Jamestown, and Madeline V. Curry & Associates, Dallas, developed an interesting, uncomplicated solution to allow architecture and product displays to coexist. "The showroom's reception area is a mirror image of the adjacent headquarters lobby," says Heriford. "It is important for design integrity and adds a feeling of grandeur to the elevator lobby."

A commissioned artwork that is an abstraction of Corry Jamestown's furniture greets visitors upon entering the showroom. It introduces the design theme and color direction repeated throughout the space. A pitched canopy "floats" across the length of the room, creating a feeling of depth and interest.

A large audio-visual cabinet is designated to act as an architectural backdrop and defines an open conferencing center. Changes in architectural detailing at ceiling and floor levels are integrated by use of a classical facade, creating a smooth transition from furniture display to conference area.

The designers used high-intensity lighting with colored gels to add life to wood finishes. "Furniture displays throughout the space are crisp and purposeful, illustrating the breadth of the company's capabilities, yet respecting the simplicity of the architecture," Heriford concludes.

PANEL FABRIC

We at Vicrtex believe it is the specifier who nurtures the creative process, not the materials used. With this in mind, Vicrtex created The Softech System. Designed and color styled in-house and manufactured by the leading supplier of panel fabrics, Guilford Industries, it is now possible to coordinate panel fabric with our wallcovering and seating fabrics. We're making it easier to specify contract fabrics!

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BACKGROUND - PORTOFINO

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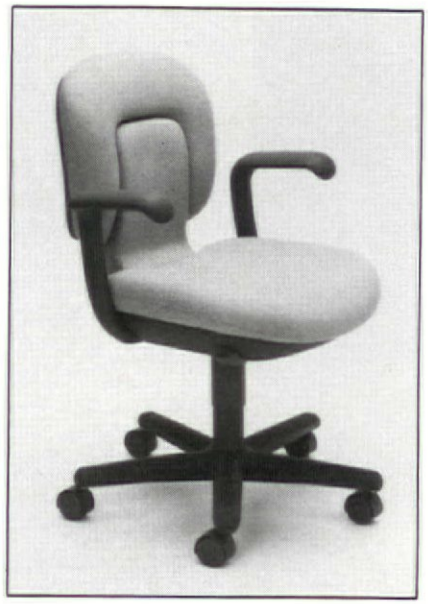
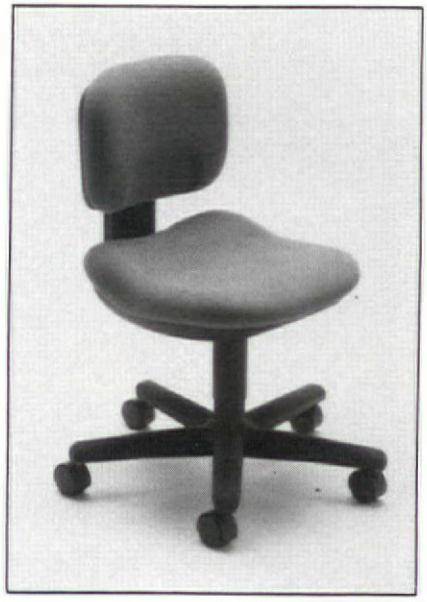




Series One is seven

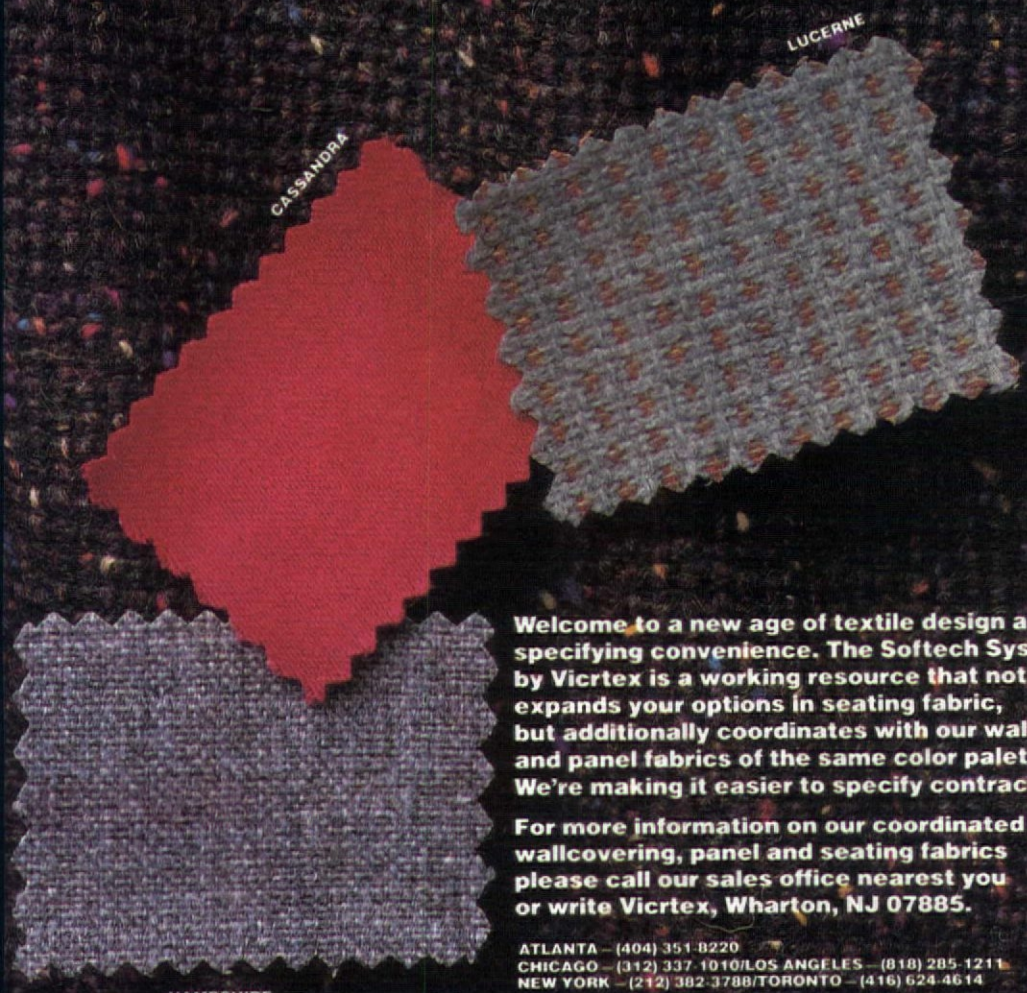
Series One seating by Panel Concepts is a new and complete ergonomically designed seating line consisting of seven models. Furnished on five-star bases with dual wheel casters, six of them are offered as a technical stool and five office chairs: executive, managerial, secretarial (all shown), operational, and conference. The seventh model is a guest chair designed with a sled base.

Pneumatic seat adjustment is offered on the office and technical models, with a back height and seat depth adjustment incorporated into the secretarial model. Tilt tension adjustments are featured in the operational, executive, managerial, and technical models.

Series One models are offered with or without arms and with tilt-lock mechanisms. All have waterfall-contoured seats for maximum comfort without blood supply restriction under the thighs.

Models with arms are available upholstered or in molded urethane. All units have leather or customer upholstery option. **Circle No. 355.**

SEATING FABRIC



Welcome to a new age of textile design and specifying convenience. The Softech System by Vicrtex is a working resource that not only expands your options in seating fabric, but additionally coordinates with our wallcovering and panel fabrics of the same color palette. We're making it easier to specify contract fabrics!

For more information on our coordinated wallcovering, panel and seating fabrics please call our sales office nearest you or write Vicrtex, Wharton, NJ 07885.

VICRTEX

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BACKGROUND – BRIGHTON

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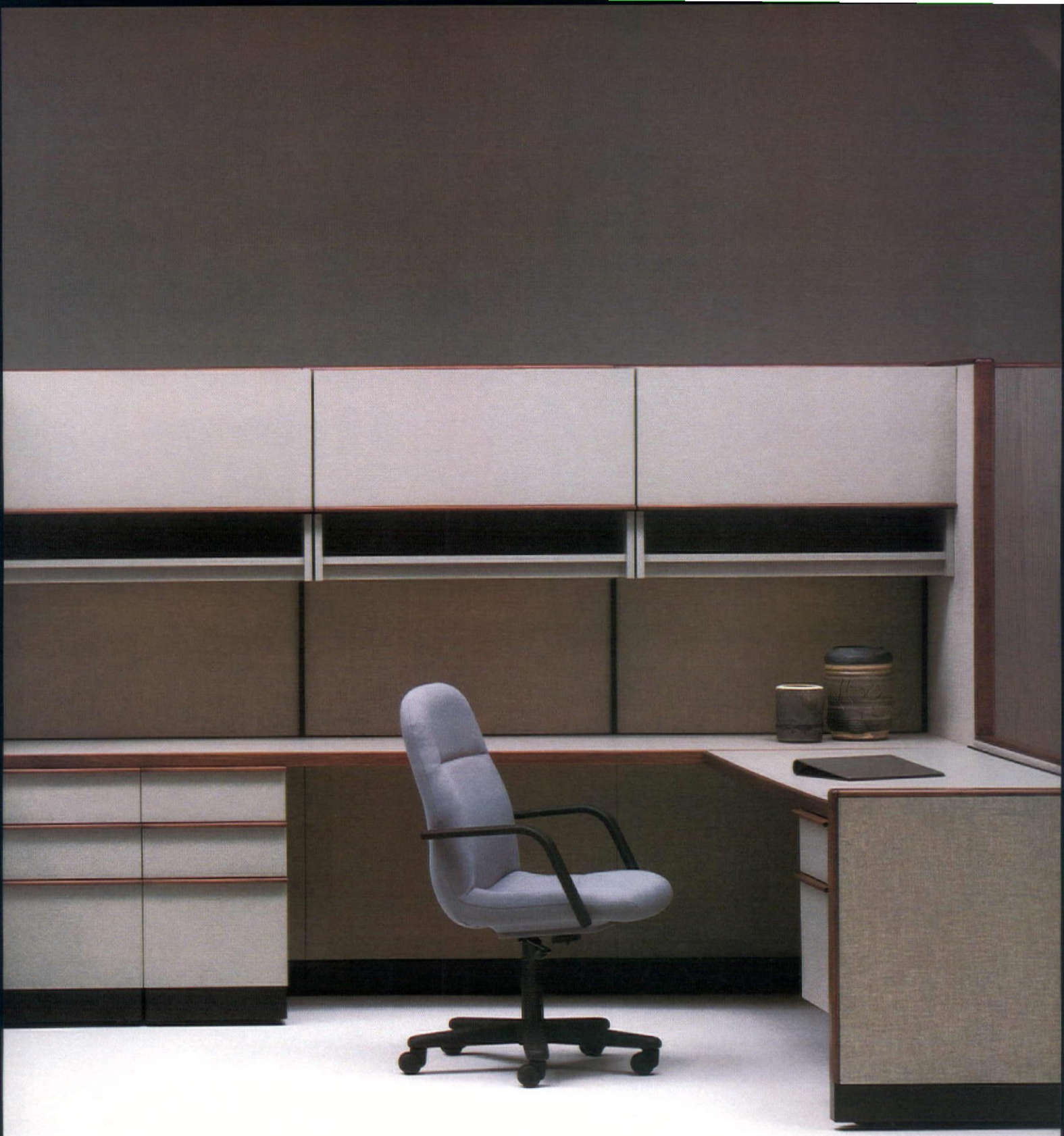

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Progressions+

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Circle 58 on reader service card

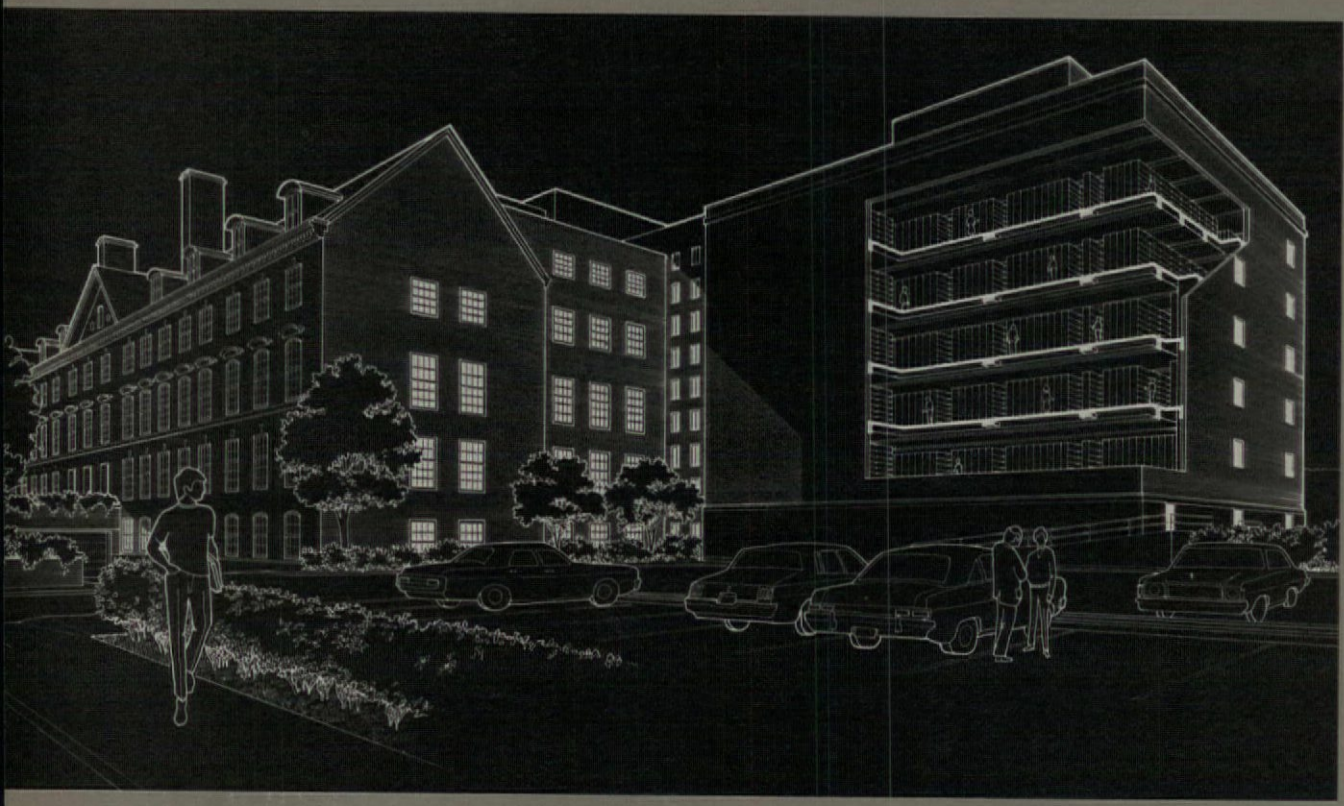
World's Largest Spacesaver Compact Shelving System... The University of Illinois.

University of Illinois
General Library
Champaign/Urbana Campus

The knowledge explosion... is an ongoing cumulative process. And, libraries continue to be responsible for managing this inexhaustible growth of information. However, library administrators are faced with mounting pressure on shrinking space for this data, particularly in bookstack areas.

Net growth of the collection at the University of Illinois was increasing faster than their ability to house the material. Recently, they decided to add a 7-story wing onto their existing library facility. With an anticipated 6 million+ volumes to be housed, this would constitute the largest library complex of its kind in the United States.

To maximize the floor space of the new addition, extensive investigation and review of various storage systems was conducted. After careful consideration, the University selected a Spacesaver compact storage system that would save over 91,000 sq. feet and still accommodate the projected 2 million+ volumes to be stored there. By contrast, static shelving would have required more than twice the space and doubled construction costs. Coupled with reduced energy, maintenance and other life-cycle costs, the Spacesaver compact shelving system resulted in a cost-effective approach to the library's storage dilemma.



Spacesaver

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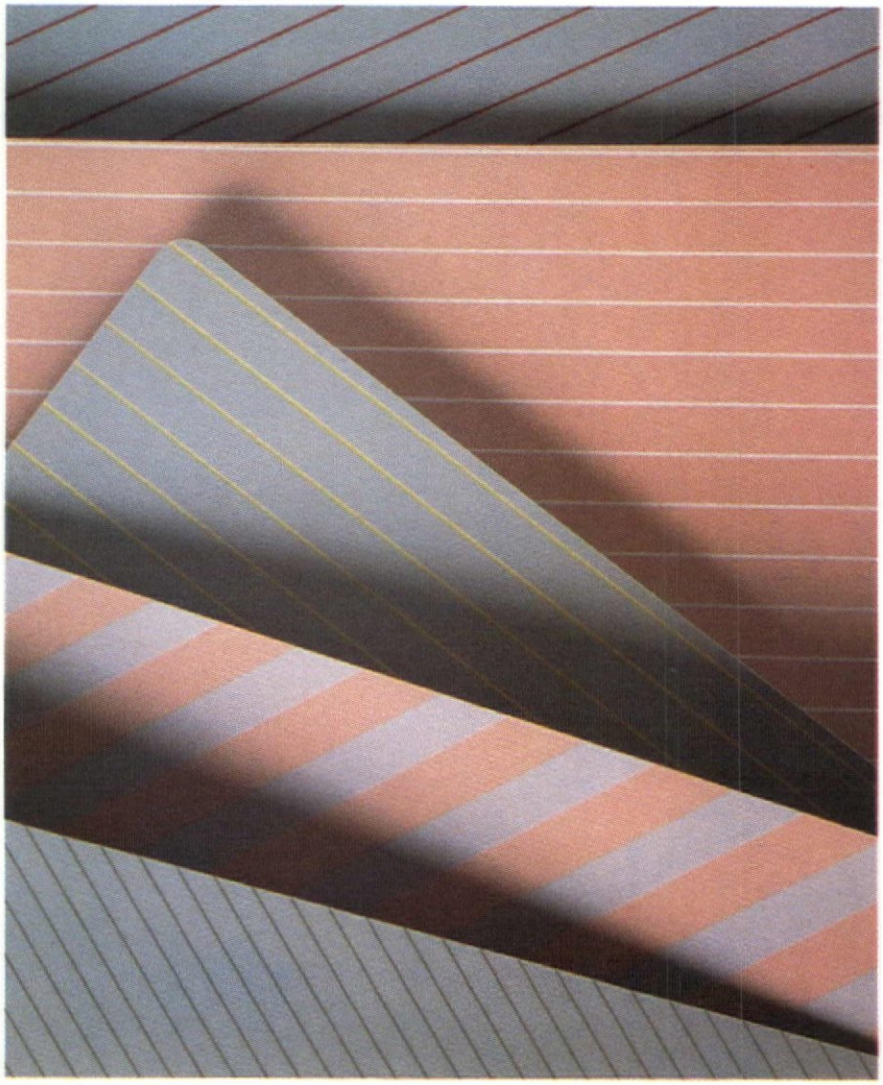
Circle 61 on reader service card

Formica launches new products in four areas

Formica Corporation has just completed the largest launch of new products in the company's history. The introductions listed below include:

- 20 new colors in the Color Trends collection.
- The Premiere Collection, a grouping of Stripes, Lacques Metalliques and Dust patterns in several colors.
- Color-Tiers edge strips and sheets.
- 2000X building products.

Formica brand 2000X building products were formerly marketed by Wildon Inds. Inc. under the name Quintessa. Formica acquired Wildon in March, 1986. The products are cast, homogeneous materials which possess extreme durability and marble-like beauty. 2000X products are available as sheet goods, or molded into many shapes and sizes for vanities, sinks, bathtubs and shower bases.



The new colors in the Color Trends collection were selected to complement and combine with existing ones and to enhance the most dominant color clusters. Among these offerings are blue-greens, purple-blues, and red-purples. Earthtones and natural colors have been enhanced with French Beige, Blushtone, and Glow, a chromatic neutral skin tone which bridges with the line of whites and naturals available from the entire Formica Corporation color offering currently available.

In The Premiere Collection, the 18 Stripes patterns in various bold and subtle color combinations feature parallel lines from pin-stripes to thicker stripes. Background shades are white, black, gray, and beige.

The Lacque Metallique patterns are one-of-a-kind sheets of laminate imported from France. Each sheet is produced by crystallizing metallic flakes in the laminate before processing. Colors are: Copper, Bronze, Patina, and Mandarin. Lacque Metallique comes in a lacquer finish.

The Dust patterns from England feature two colorway options that are spattered and speckled. Firedust provides a tawny background for tiny flecks of color, while Stardust multi-color flecks are set on a dark gray background.

Color Tiers edge strips and sheets permit almost unlimited color flexibility for striped detailing in surface and edge treatments. Color-Tiers can be created from a palette of 36 solid colors. Selecting up to three colors, a designer can customize an individual colorway to achieve a personal statement.

Circle No. 295.

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Paoli

is 140 chair styles – from reception room to board room – complemented by 8 designer desk series. Many series feature eye-pleasing fancy inlaid tops. Pocket-pleasing too. For the complete office – from bottoms to tops – see, say "Paoli".

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8 SERIES

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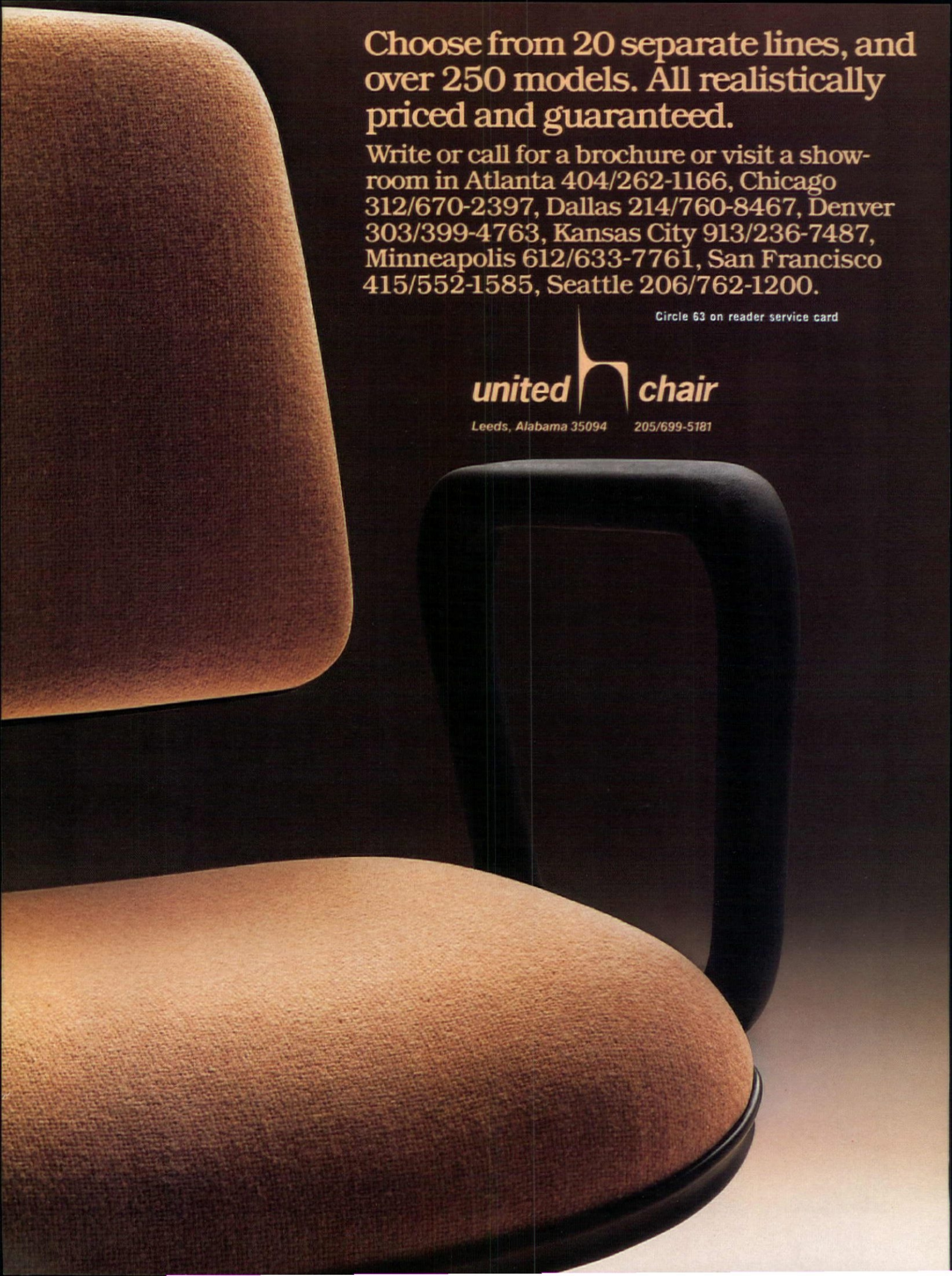
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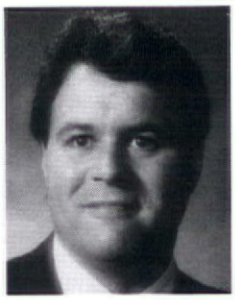
united chair
Leeds, Alabama 35094 205/699-5181



Gagliano

At J.M. Lynne/Adam James, **Robert Gagliano** (shown) has been appointed sales representative for New Jersey and southern Rockland County, N.Y.; **Bruce A. Schneider** is sales representative for Westchester County and southern New York state as well as Fairfield, Conn.; **Florrie Sherman** (shown) has joined the firm as sales representative for midtown and lower Manhattan.

Sherman

Tom McCarthy was promoted to the position of sales manager, specialty products at Ralph Wilson Plastics.

Warren Wolf was appointed national sales manager for Novikoff Inc., headquartered in Fort Worth, Tex.

Danesi

Vincent J. Danesi (shown) was appointed vice president, marketing and sales, at Cole Business Furniture.

Two vice presidents were named at Lees Commercial Carpet Company. **Walter O. Stokes** was appointed vice president and director of national programs and **John C. Rearden** joined the company as vice president, modular systems, a position formerly held by Stokes.

Waterloo

Kathleen Waterloo, IBD, ASID, (shown) is president of Waterloo Planning & Design. The new firm specializes in corporate and commercial space planning and interior design.

Robert S. Beck joined Elliptipar Inc. as director of marketing and sales for its Lite-A-Part Task/Ambient Lighting division.

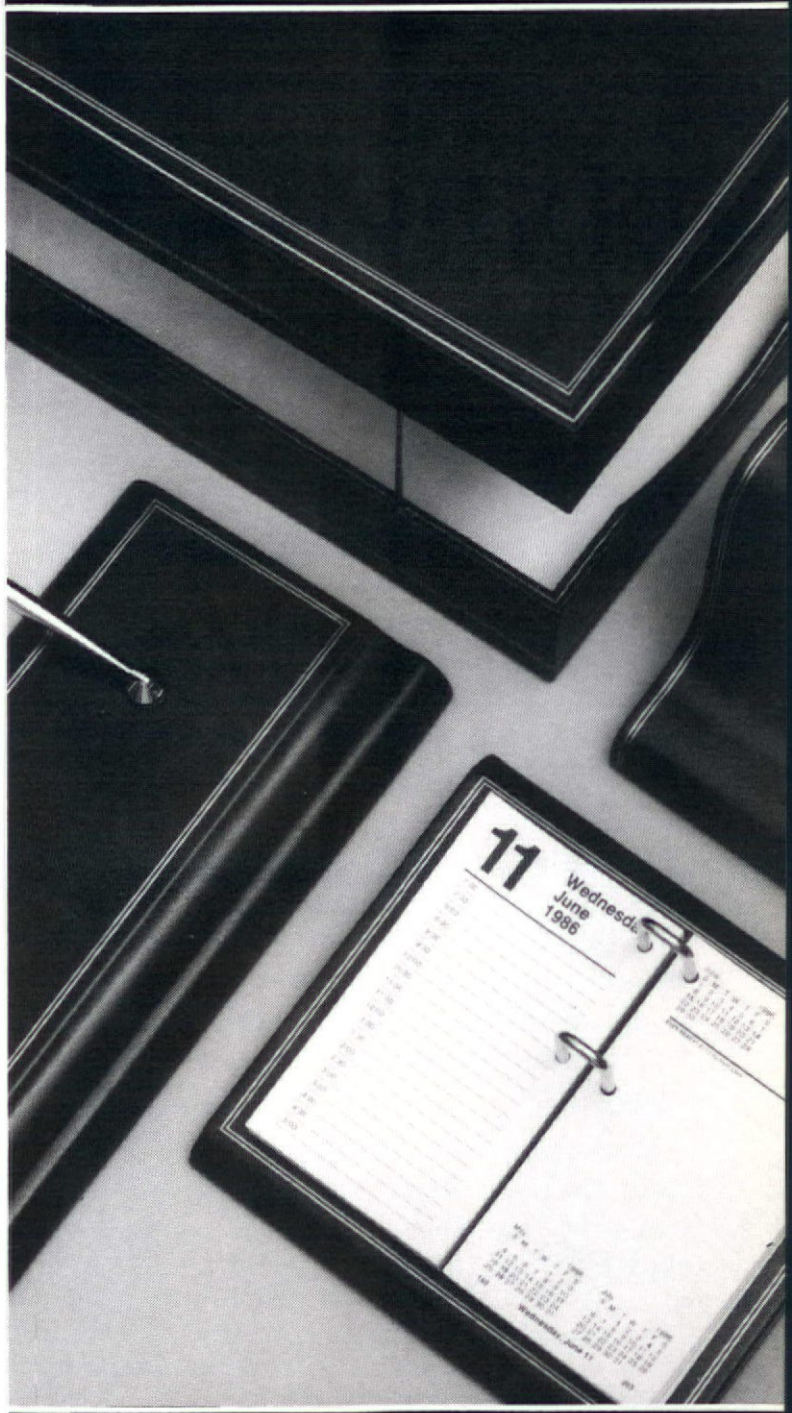
Briody

Robert A. Briody (shown) was named executive vice president of Nicoletti Italia, manufacturer of contemporary upholstery.

At Atelier International, Ltd., **Georgina Walker** was promoted to divisional sales manager/contract products, a new position within the company.

John Boos, manufacturer of solid wood contract furniture, is celebrating its 100th anniversary with a limited edition of 2,000 commemorative butcher blocks.

SAINBERG



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"Whattya mean, nope?"

"I mean we'll never find carpet tiles to match."

"Maybe we should go back to heliotrope."

"Maybe we should just paint the floor."

Nope. You don't have to paint the floor. You don't have to go to heliotrope either. Or to any color you don't want. Lees makes carpet color matching easy and precise.

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Modular carpet systems by Lees in over 200 colors and patterns. Photography: Fred Schenk. © 1986 Burlington Industries, Inc.

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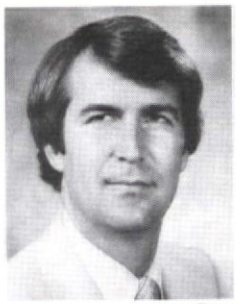
PEOPLE/NEWS



Rose

Ronald G. Rose (shown) was appointed vice president of marketing for Monroe Schneider Associates' Los Angeles division.

Roger W. Harris, AIA, joined Trisha Wilson & Associates Interior and Architectural Design in Dallas, Tex. as administrative interior architect for their Cityplace project.

Randal

Karen Randal (shown), director of business development at Swanke Hayden Connell Architects, has been named an associate of the New York-based architecture/interior design firm. She is also chairperson for the NY chapter of DIFFA, the Design Industries Foundation for AIDS.

William D. Armstrong is the new chairman, president, and chief executive officer at Collins & Aikman Corporation.

Truelove

W. Howard Truelove (shown) was appointed associate of the Stubbins Associates, Inc. of Cambridge, Mass.

Stanley B. Adler was appointed senior associate of Neville Lewis Associates' Dallas office. He will be celebrating his 10-year anniversary with the firm this month.

Davidson

Kathleen B. Davidson (shown) was promoted to marketing services manager at HAG USA, the Greensboro, N.C.-based manufacturer of seating systems. Also at HAG, **Suzanne Landolina** was named credit manager.

At movable floor-to-ceiling partition manufacturer Rockaway Inc., **Kerry M. Washay** was appointed vice president, marketing and sales.

Jones

Ronald L. Jones (shown) was elected to the board of directors of HON Industries. Jones is president of the HON Company, the largest of the four office divisions of HON Industries.

Caren Christenson was named interior designer for the Buckstaff Company, a contract furniture manufacturer since 1850.

Abigail Raymond was appointed to the IDCNY leasing staff.

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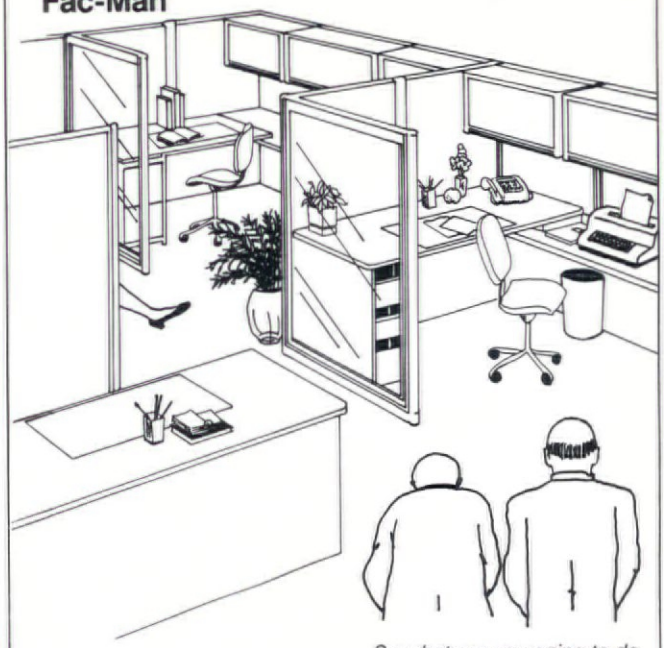
Fac-Man



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Continuous Filament Nylon
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HARBINGER

HARBINGER CARPETS

Soft•wear for the Corporate Office

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Baldassari

Fred J. Baldassari (shown), president, Taylor Chair Company, was elected to the additional post of chief executive officer. In addition, the firm has announced its first acquisition in its 170-year history—the Los Angeles-based Eastern Cabinet and Furniture Company Inc./Paull Contract, a West Coast manufacturer of wood desks, credenzas, conference tables and seating.

Silver

Mel Silver (shown) was appointed president and chief operating officer at Knoll International Inc.

Michael S. Rice joined the interior design group of the Atlanta-based architectural firm of Jova/Daniels/Busby as product manager.

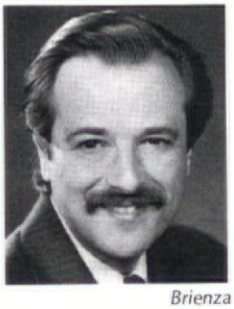
Carullo

Claudia J. Nesbitt was promoted to vice president, commercial division for Interior Design Development Inc.

Walker Group/CNI, the largest retail design firm in the United States, headquartered in New York City has appointed four new vice presidents. They are **Robert Carullo** (shown), **Martin Jerry, Anthony LoGrande** (shown), and **David Wales.**

LoGrande

Adam Dolle joined Welton Becket Associates as vice president and director of interior design services for the New York office. Welton Becket Associates is a multinational firm providing a wide range of planning, engineering, and interior-design services to developers, institutions, and corporations around the world.


Brienza

Patricia Templeton was named vice president of facility management systems at HOK Computer Service Corporation.

Gerald Brienza (shown) joined Planned Expansion Group Inc. as director of retail stores.

Thomas H. Kilby was appointed national sales director for Levolor Lorentzen Inc.'s new architectural products division. In separating contract from consumer sales, Levolor established three regional offices as well. The regional managers are **Walter Redenbacher,** headquartering in Lyndhurst, N.J.; **Ron Kevelighan**, Chicago; and **Bill Will,** Oakland, Ca.

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The design of a chair should be as appealing as the reason for sitting down.
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COMING EVENTS

1986

November 20-22. Woodtec '86. The Woodworking Industries Technical Conference, Pasadena, Calif.
December 9. The Innova Office Seminar. Innova, Houston, Tex.

1987

January 11-14. Electrilight 87. The Infomart, Dallas, Tex.
January 17-20. Atlanta Market Center's floor covering market. Atlanta, Ga.
January 17-21. International Carpet Market. Atlanta Merchandise Mart, Atlanta, Ga.
January 28-30. CONDES. Dallas World Trade Center, Dallas, Tex.
February 19-20. World of Engineering Expo '87. Phoenix Civic Plaza, Phoenix, Ariz.
March 3-5. RHIDEC. Restaurant/Hotel Interior Design Exposition & Conference. ExpoCenter, Chicago, Ill.
March 25-27. Westweek. The Pacific Design Center, Los Angeles. Calif.
March 31-April 2. The American Institute for Design and Drafting's 27th Annual Convention and Technology Exhibit. Sheraton St. Louis Hotel, St. Louis, Mo.
April 4-9. The Ceilings & Interior Systems Construction Association's (CISCA) annual convention. Sheraton Hotel, New Orleans, La.
April 9-11. Presentations Northwest 87. Design Center Northwest, Seattle, Wash.
May 11-13. Lighting World 5, The International Advanced Illumination Exposition & Conference. Jacob K. Javits Convention Center, New York, NY.
May 13-15. Design ADAC 87, the annual design event for the Southeastern design trade. Atlanta Decorative Arts Center, Atlanta, Ga.
May 16-20. National Restaurant Association Show. Chicago, Ill.
June 9-12. NEOCON 19. The Merchandise Mart, Chicago.
June 16-19. Woodworking, Machinery & Furniture Supply Fair. Anaheim Convention Center, Anaheim, Cal.

Foreign

November 15-19. Technhotel; 23rd International Exhibition of Installations, Facilities & Equipment for Hotels, Restaurants. Genoa, Italy.
November 18-20. Northern Interior Design Exhibition. Greater Manchester Exhibit Centre, Eastcote, England.

1987

January 8-12. International Lighting Exhibition, Perspectives 87, the first World Week of Household Equipment and Decoration Professionals. Paris, France.
January 11-15. 4th SaudiComputer and SaudiBusiness '87 Exhibition. Riyadh Exhibition Centre, Saudi Arabia.
January 13-18. International Furniture Fair. Cologne, Germany.
January 14-17. Heimtextil '87. Frankfurt, Germany.
February 3-5. Hotel & Restaurant Design & Interiors Show. Novotel Hotel, London, England.
March 8-15. 9th Furnidec, International Exhibition of Furniture, Decoration, Lighting Fixtures, Equipment and Machinery. Athens, Greece.

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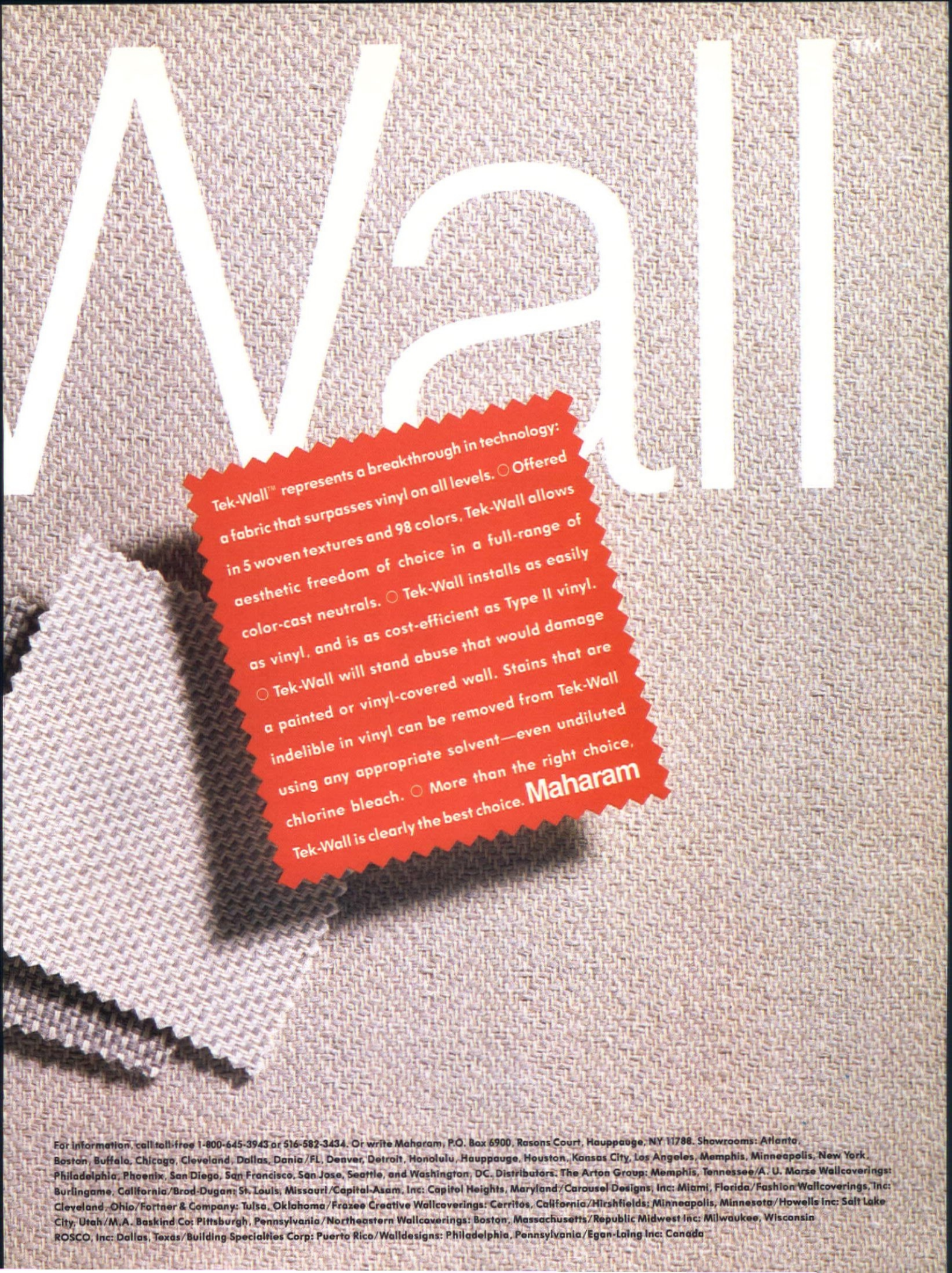

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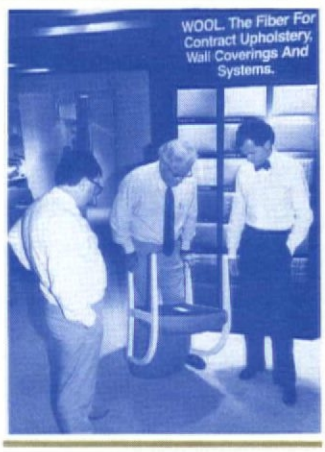
Contract, November 1986

PRODUCT AWARDS

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

Charles S. Gelber Award for
Best of Competition
Hickory
Business
Furniture's
Orlando Diaz-Azcuy
Design Series

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award



Judges spent two days deliberating over this year's entries. Shown in photo directly above are (l. to r.), Charles S. Gelber, IBD president emeritus with judges Sandy Ragan, IBD, national president, friday design group; William Stumpf, William Stumpf + Associates; Robert Lee Wolf, University of Arizona; and Charles Uerke, Earl Flansburgh & Associates. Carol Disrud, IBD vice president of programs, Gensler Associates, is on the far right.

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

HBF CAPTURES BEST-OF-COMPETITION

Over 300 entries vie for awards in 28 different categories

Orlando Diaz-Azcuy's design series for Hickory Business Furniture won an unprecedented Charles S. Gelber Award for Best-of-Competition in the 18th annual Institute of Business Designers/CONTRACT Magazine Product Design Competition. The entire series of 11 different chairs and sofas is the first collection ever to be cited for the competition's top prize.

The award was re-named in honor of IBD's president emeritus, Charles S. Gelber, who was also given a special Founder's Award at an invitation-only breakfast held during Designer's Saturday last month at the Plaza Hotel in New York. "We felt that it was appropriate to honor Charles because he is both the founder of IBD and originator of the idea for Best-of-Competition," says Carol Disrud, IBD vice president, programs. "He has given endless service to IBD over the years."

A total of 44 awards were given this year in 21 different categories by a panel of four judges, who spent two days at the Chicago Merchandise Mart deliberating over more than 300 entries. There were 13 Gold, 16 Silver, and 15 Bronze awards designated. No Honorable Mentions were cited by jurists Sandra L. Ragan, IBD, National President, IBD, and owner/president, friday design group; William Stumpf, proprietor, William Stumpf + Associates; Charles J. Uerke, project manager, Earl Flansburgh & Associates; and Robert Lee Wolf, educator member, IBD, professor and chair, Department of Design, Arizona State University.

Most entries were received in the categories of Tables, Task Seating, Guest Chairs/Special Seating, and Upholstery Textiles. Because of the diversity of entries in the chair category, jurors decided to create two new categories for Stackable Chairs and Institutional Seating. A new category for Fabric Reproduction was also established.

The jurors did not give awards in nine categories, among them Filing & Storage Systems, Computer Support Furniture, Ceiling Systems, Furniture-Integrated Task-Ambient Lighting, Area Rugs, Desks & Office Accessories, and Special Finishes. A noticeable void also existed in the Institutional Casegoods and Furniture Systems categories, where jurors felt there needed to be more originality in design.

Each winner received a certificate and the Best-of-Competition winner was given a special award produced by Tiffany. A first-time exhibition of all winners was displayed at the Atlanta Merchandise Mart during the CONEXION market last month.

Institute of Business Designers

IBD

and Contract Magazine

Product Design Award

1986 COMPETITION AWARDS

CHARLES S. GELBER AWARD FOR BEST OF COMPETITION

Gold Award: Hickory Business Furniture

CARPETING—BROADLOOM

Gold Award: Bentley Mills, Inc.
Gold Award: Bigelow-Sanford, Inc.
Silver Award: Karastan Rug Mills
Silver Award: Rodeo Mills, Inc.

CARPET TILES

Silver Award: Collins & Aikman Floor Coverings
Bronze Award: Bentley Mills, Inc.
Bronze Award: Milliken and Company
Bronze Award: Milliken and Company

CHAIRS: SPECIAL SEATING/GUEST

Gold Award: Hickory Business Furniture
Silver Award: Charles McMurray Designs
Bronze Award: Donghia Furniture

CHAIRS: SPECIAL SEATING/INSTITUTIONAL

Bronze Award: Kinetics

CHAIRS: SPECIAL SEATING/STACKABLE

Gold Award: Knoll International
Bronze Award: Fixtures Furniture

DESKS & CREDENZAS

Bronze Award: Stow & Davis, A Division of Steelcase

DRAPERY & CASEMENT TEXTILES

Gold Award: Arc-Com Fabrics, Inc.

TEXTILE REPRODUCTION

Gold Award: Unika Vaev USA

GENERAL LIGHTING

Silver Award: Innovative Products for Interiors
Bronze Award: Boyd Lighting Company

HARD SURFACE FLOORING

Bronze Award: Endura Division of the Biltrite Corp.
Bronze Award: Tarkett, Inc.

HEALTHCARE TEXTILES

Gold Award: Arc-Com Fabrics, Inc.
Bronze Award: Standard Textile

HOSPITALITY CARPET

Silver Award: Jack Lenor Larsen

HOSPITALITY TEXTILES

Silver Award: Ben Rose, Inc.

INNOVATIVE PRODUCT SOLUTIONS

Gold Award: Nanik
Silver Award: Villeroy & Boch U.S.A.

LOUNGE FURNITURE

Gold Award: Hickory Business Furniture

PORTABLE LAMPS

Silver Award: Lumina Italia

TABLES

Gold Award: Thos. Moser Cabinetmakers, Inc.

TASK SEATING

Silver Award: Allsteel Inc.
Silver Award: Steelcase Inc.

TEXTILE COLLECTIONS

Silver Award: Knoll International

UPHOLSTERY TEXTILES

Gold Award: Willow Tex, Inc.
Silver Award: Arc-Com Fabrics, Inc.
Silver Award: Design Tex Fabrics, Inc.
Silver Award: Donghia Textiles
Silver Award: Donghia Textiles
Bronze Award: Unika Vaev USA

VISUAL COMMUNICATIONS & SIGNAGE

Bronze Award: Brite-Write Sign Company

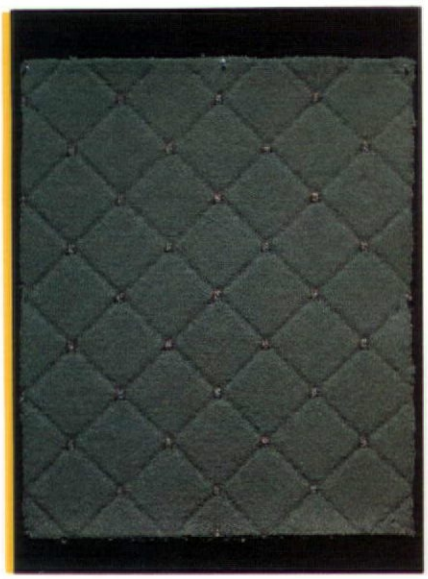
WALLCOVERINGS

Gold Award: Design Tex Fabrics, Inc.
Bronze Award: DiversiTech General
Bronze Award: Vicrtex Wallcoverings

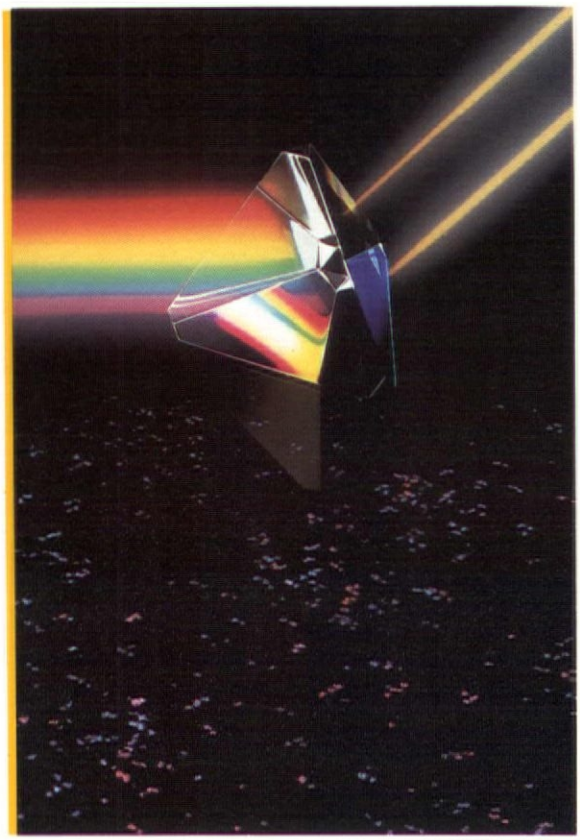
Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

CHARLES S. GELBER AWARD FOR BEST OF COMPETITION

Gold Award
Best-of-Competition;
Gold Award,
Lounge Furniture
Hickory Business Furniture for Orlando Diaz-Azcuy Design Series. **Circle No. 297.**



Gold Award
Bentley Mills, Inc. for Milano/Excelsior. Designed in-house.
Circle No. 298.



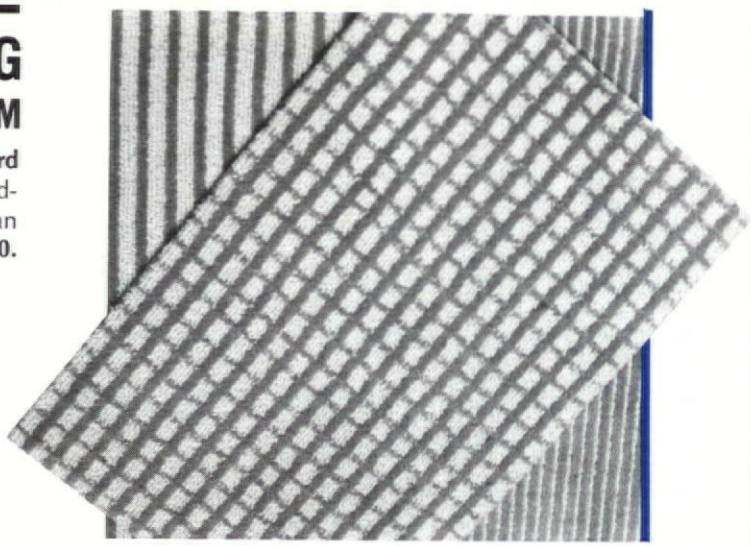
CARPETING
BROADLOOM

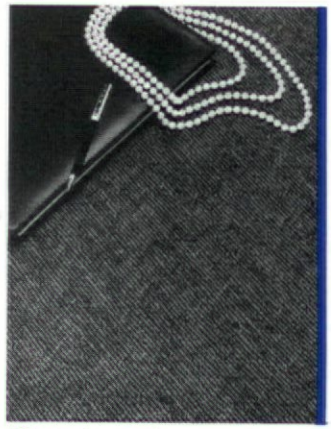
Gold Award
Bigelow-Sanford for Design-Tec. Designed by Roy Guess.
Circle No. 299.

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

CARPETING
BROADLOOM

Silver Award
Karastan Rug Mills for Tweedmoor. Designed by Karastan design team. **Circle No. 300.**

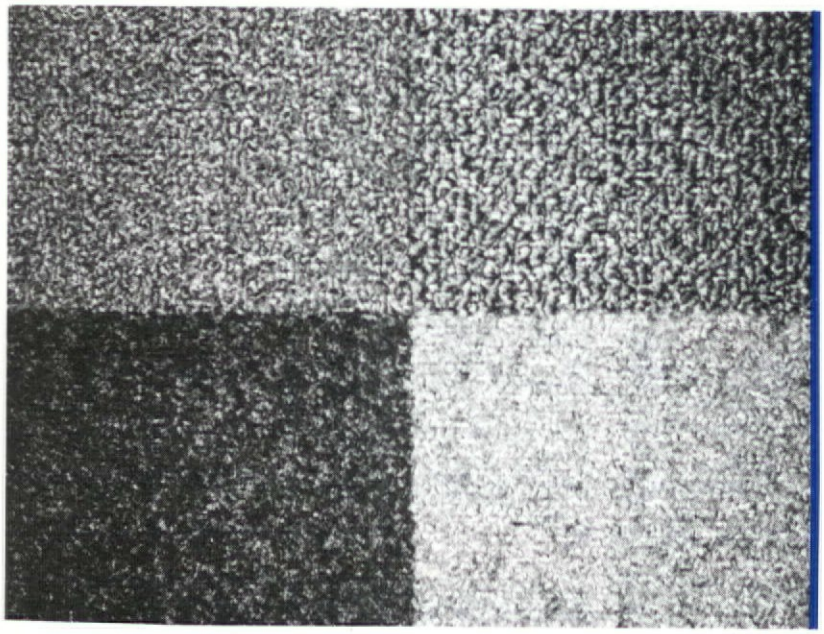




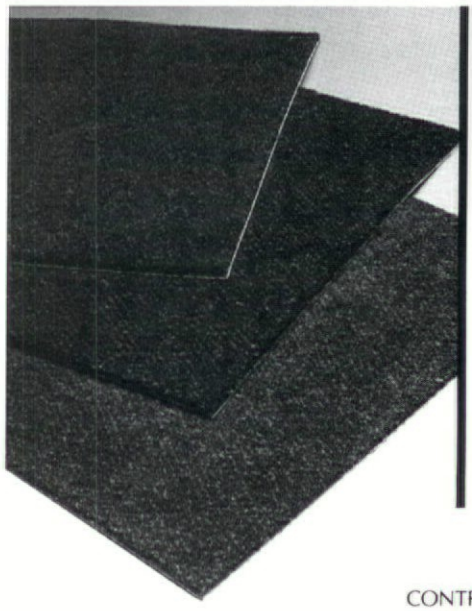
Silver Award
Rodeo Mills for California Group. Designed in-house. **Circle No. 301.**

CARPET TILES

Silver Award
Collins & Aikman Floor Coverings for Plexus. Designed in-house. **Circle No. 302.**

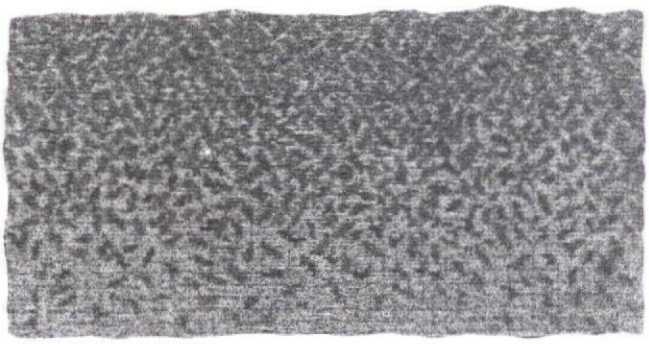


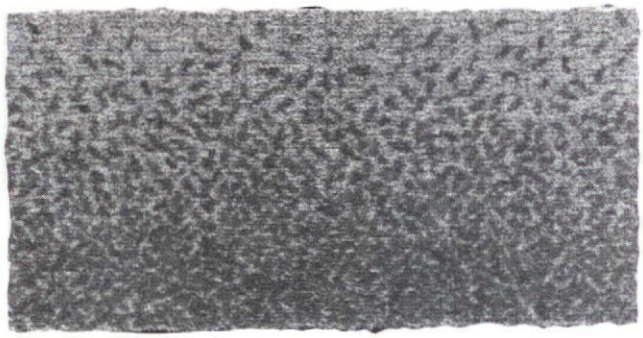
Bronze Award
Bentley Mills, Inc. for Sussex. Designed in-house. **Circle No. 463.**



Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

Bronze Award
Milliken and Company for Symphony in Grey. Designed by Richard Stoyles, Joyce Birdyshaw, and Katherine Wong.
Circle No. 304.





CARPET TILES

Bronze Award
Milliken and Company for Overview. Designed by Joyce Birdyshaw. **Circle No. 305.**

CHAIRS
SPECIAL SEATING GUEST

Gold Award
Hickory Business Furniture for Cognac Chair. Designed by Orlando Diaz-Azcuy.
Circle No. 306.

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

CHAIRS
SPECIAL SEATING GUEST

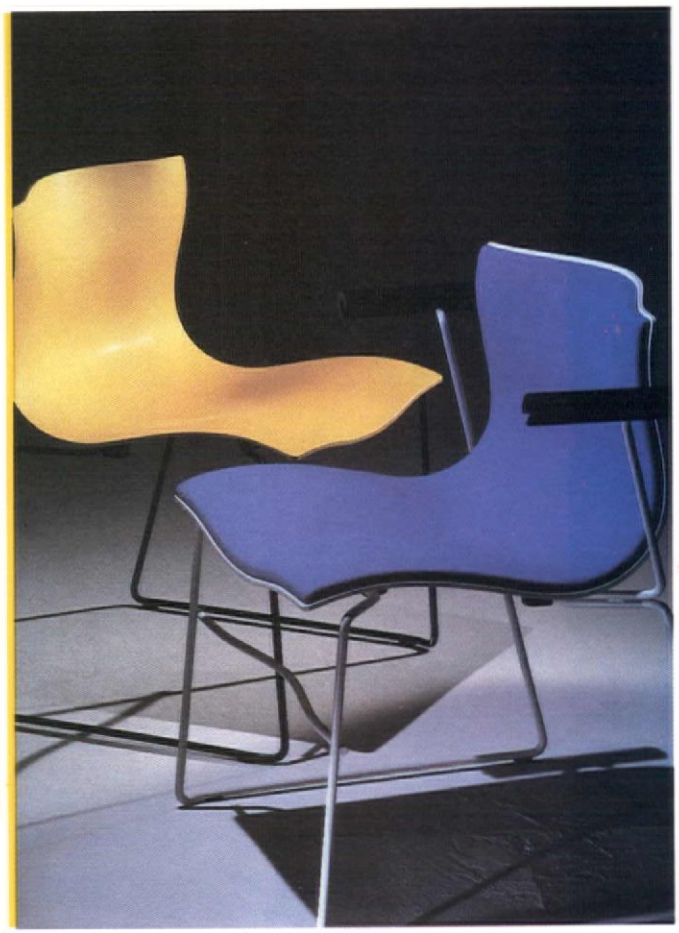
Silver Award
Charles L. McMurray for Manhattan Chairs. Designed by John Kordak. **Circle No. 307.**

Bronze Award
Donghia Furniture for the Urbane Chair. Designed by John Hutton. **Circle No. 308.**

CHAIRS
SPECIAL SEATING INSTITUTIONAL

Bronze Award
Kinetics for the Kineticare Patient's Chair. Designed by Jim Hayward. **Circle No. 309.**

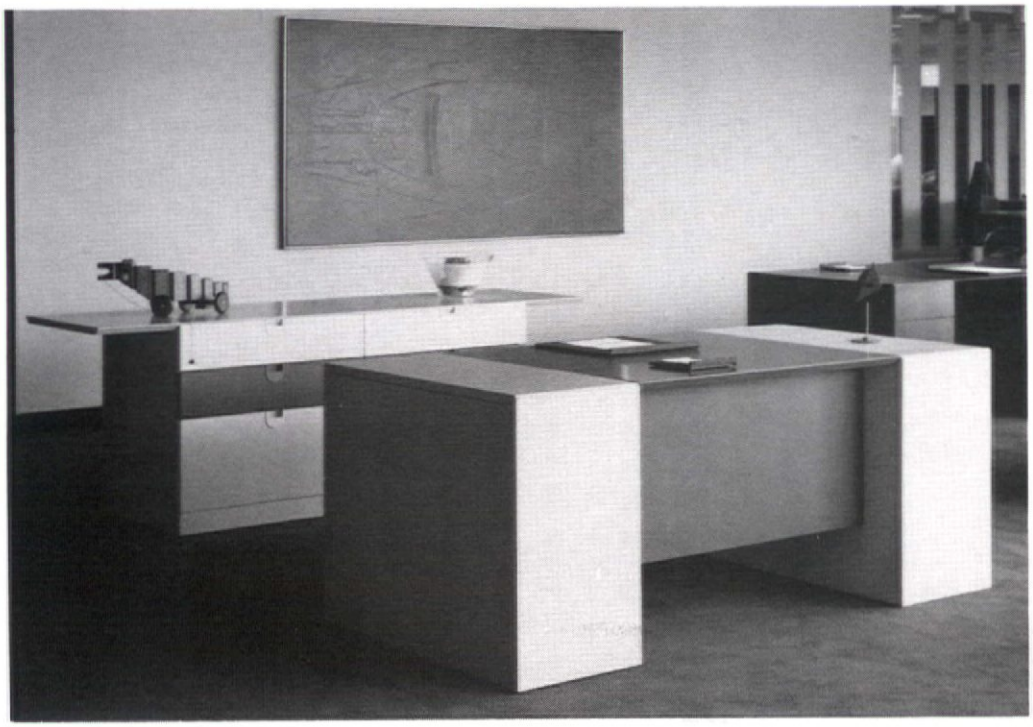
Institute of Business Designers
IBD
and Contract Magazine
Product Design Award



Gold Award
Knoll International for the Handkerchief Chair. Designed by Lella Vignelli, Massimo Vignelli, and David Lew.
Circle No. 310.

CHAIRS
SPECIAL SEATING STACKABLE

Bronze Award
Fixtures Furniture for rondo chair. Designed by L/O Design.
Circle No. 311.



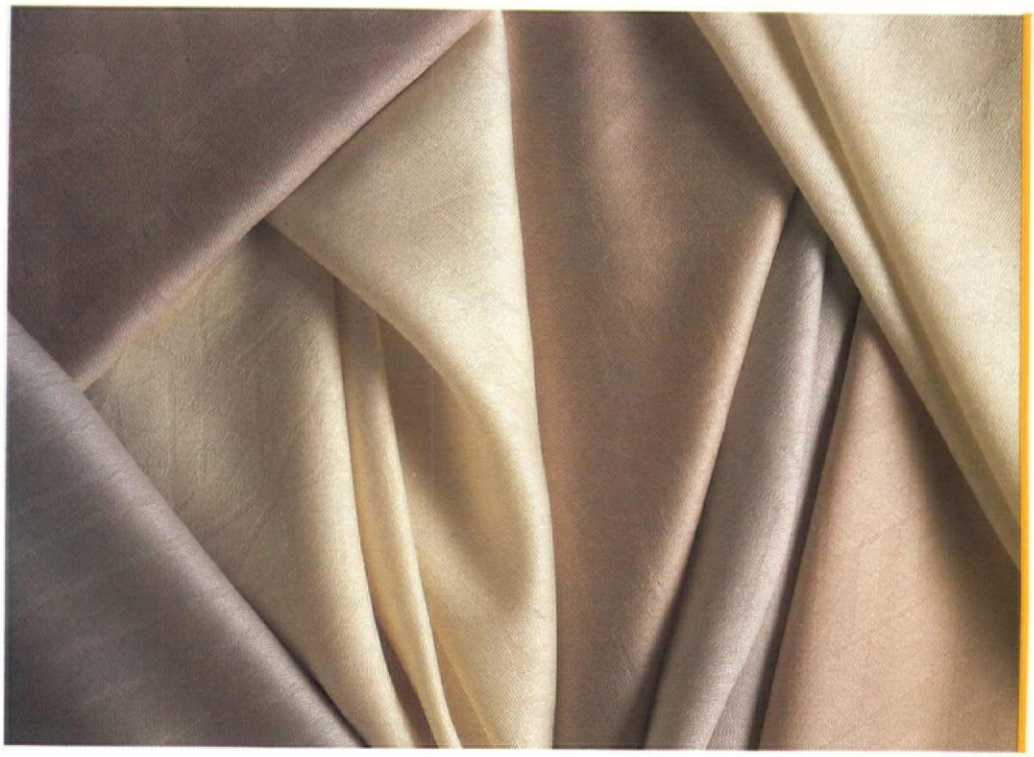
DESKS & CREDENZAS

Bronze Award
Stow & Davis, A Division of Steelcase, for Edgewood. Designed by Robert Whalen.
Circle No. 312.

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

DRAPERY & CASEMENT TEXTILES

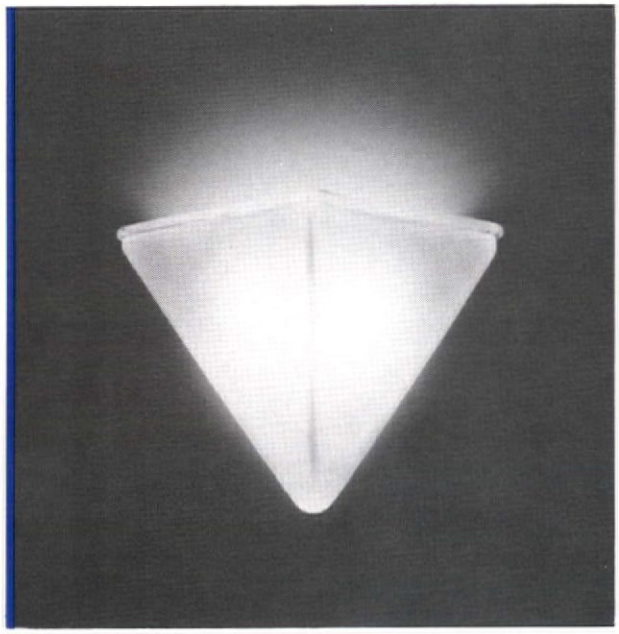
Gold Award
Arc-Com Fabrics for Neoclassic Wools. Designed by Arc-Com Design Studio.
Circle No. 313.



TEXTILE REPRODUCTION

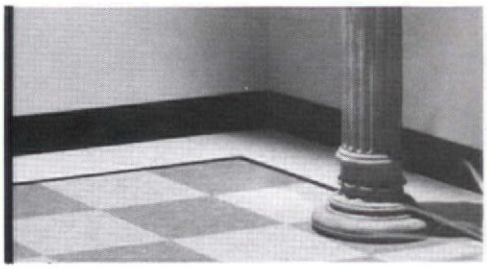
Gold Award
Unika Vaev for Crown Imperial. Designed by Sina Pearson.
Circle No. 314.

Bronze Award
Boyd Lighting Company for Luna Pendant. Designed by Kevin von Kluck.
Circle No. 316.

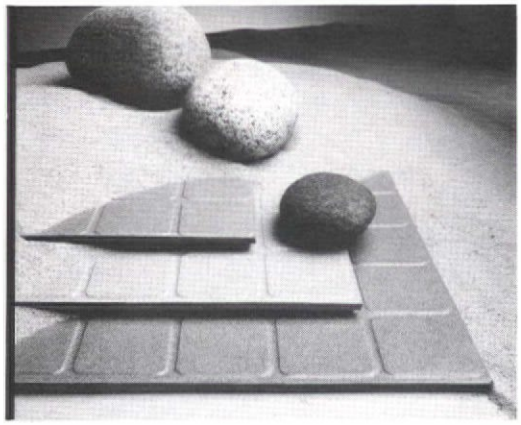


GENERAL LIGHTING

Silver Award
Leucos, manufactured for IPI, for Volo. Designed by Robert Pamio. **Circle No. 315.**

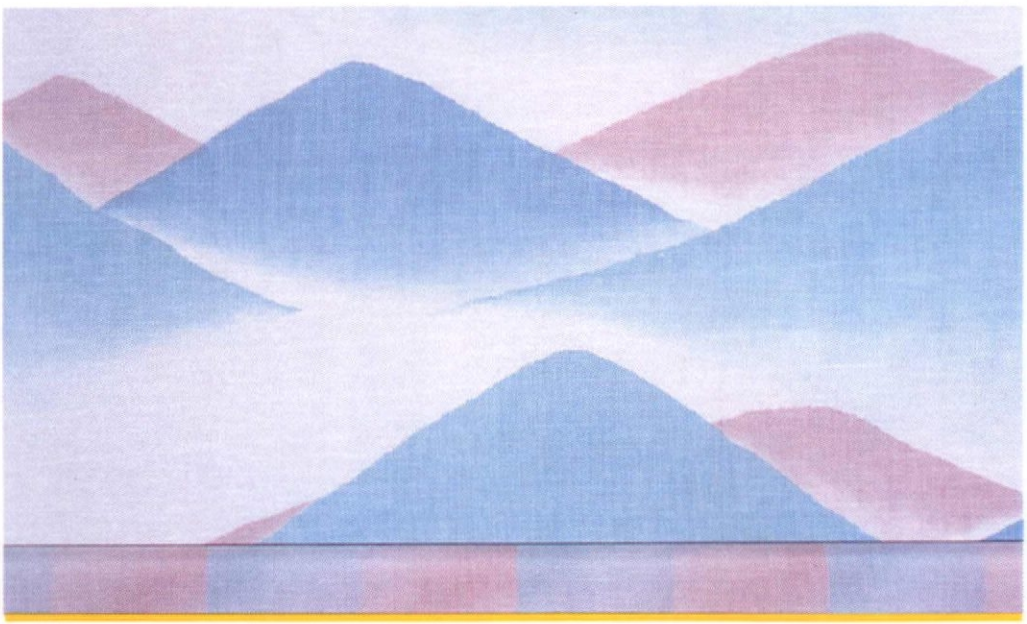


Bronze Award
Tarkett, Inc. for the Expressions Collection. Designed by Bruce Terwillinger.
Circle No. 462.



HARD SURFACE FLOORING

Bronze Award
Endura Division of the Biltrite Corporation for Beachstone Collection. Designed by George O. Jenkins.
Circle No. 317.



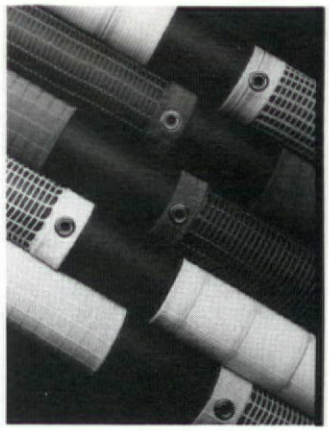
HEALTHCARE TEXTILES

Gold Award
Arc-Com Fabrics for Medarc 3. Designed by Arc-Com Design Studio. **Circle No. 318.**

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

HEALTHCARE TEXTILES

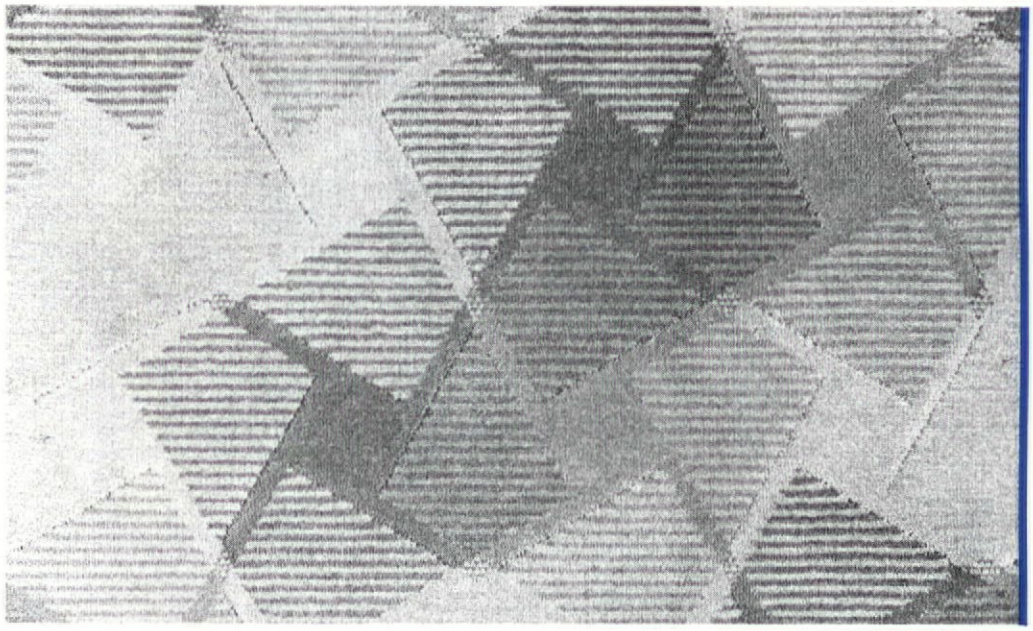
Silver Award
Ametex Contract Fabrics for Cym Bolene. Designed by Terri Roese. **Circle No. 319.**



Bronze Award
Standard Textile for Trieste in the Sapor Cube Collection. Designed by Anthony Tedesco. **Circle No. 320.**

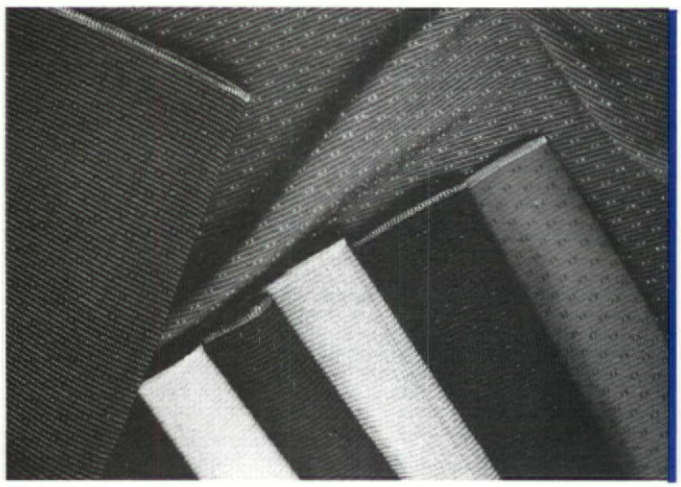
HOSPITALITY CARPET

Silver Award
Jack Lenor Larsen for Jazz. Designed by Jack Larsen, Larsen Design Studio. **Circle No. 321.**



HOSPITALITY TEXTILES

Silver Award
Ben Rose, Inc. for Limelight. Designed by Ben Rose Design Team. **Circle No. 322.**

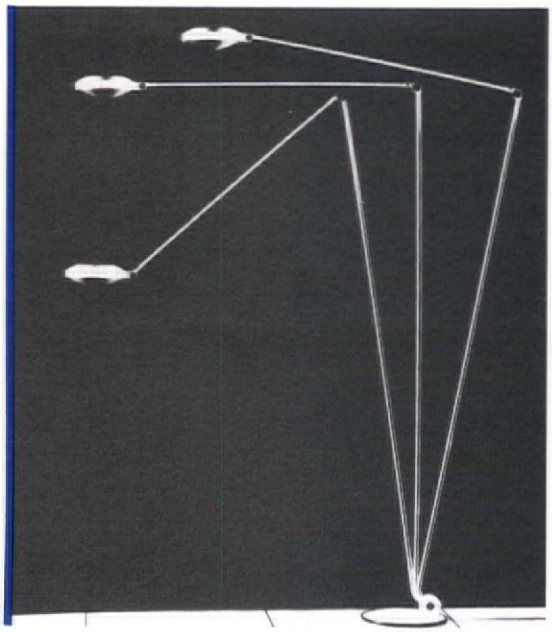


Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

Silver Award
Villeroy & Boch U.S.A. for Lift. Designed in-house.
Circle No. 324.

INNOVATIVE PRODUCT SOLUTIONS

Gold Award
Nanik for Privacy Optix. Designed by Frank Drake, Georgine Pagel, and Laurie Wirkus.
Circle No. 323.



PORTABLE LAMPS

Silver Award
Lumina Italia, represented by Lighting Associates, Inc., for Elle floor lamp. Designed by Tommaso Cimini.
Circle No. 325.

TABLES

Gold Award
Thos. Moser Cabinetmakers for Open Conference Table. Designed by Thomas Moser.
Circle No. 326.

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

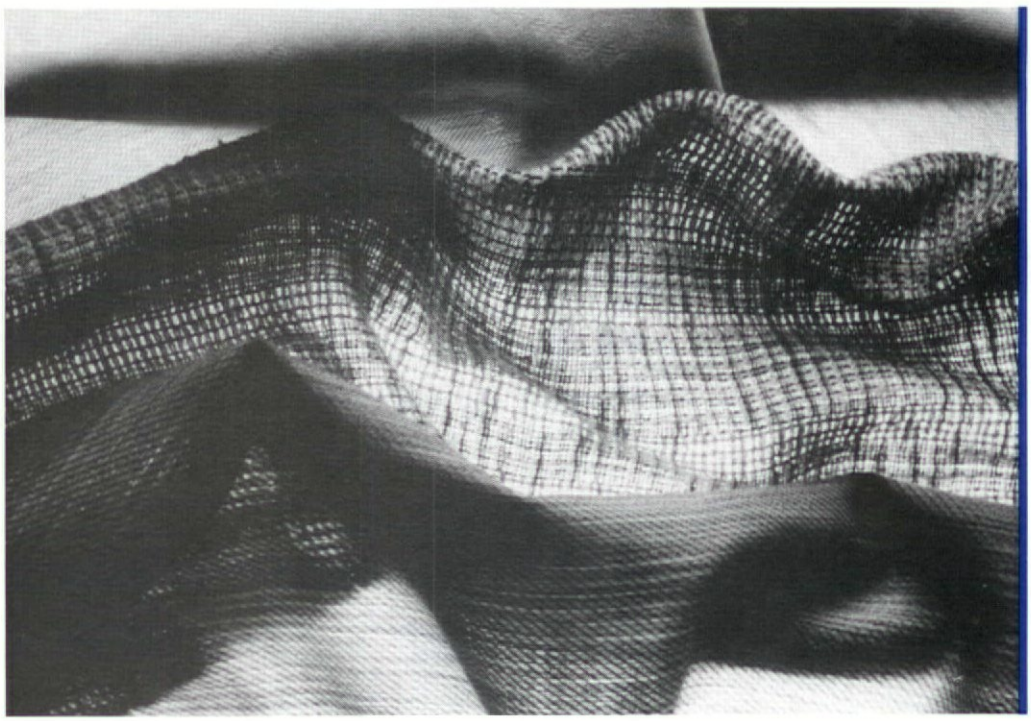
TASK SEATING

Silver Award
Steelcase Inc. for Sensor Chair. Designed by Wolfgang Muller-Deisig in collaboration with the Steelcase Industrial Design Group. **Circle No. 328.**

Silver Award
Allsteel Inc. for Buhk 100 Seating. Designed by Peter Buhk. **Circle No. 327.**

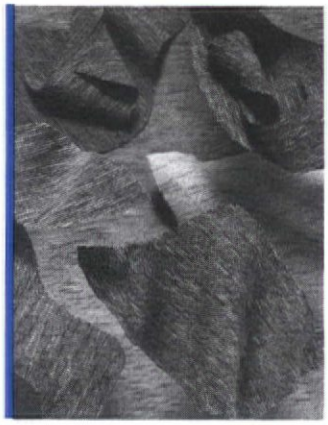
TEXTILE COLLECTIONS

Silver Award
Knoll International for the Jhane Barnes Collection for Walls & Windows. Designed by Jhane Barnes. **Circle No. 329.**

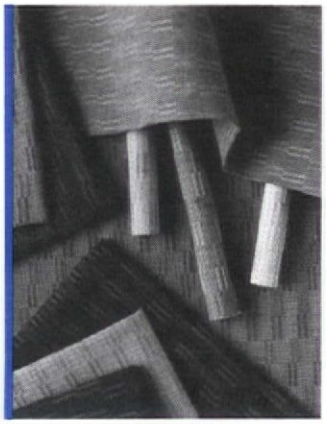


UPHOLSTERY TEXTILES

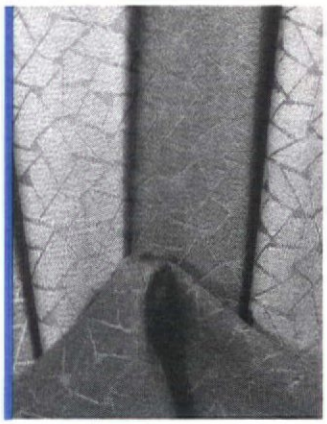
Gold Award
Willow Tex Inc. for Module. Designed by Clifford Roberts. **Circle No. 330.**



Silver Award
Donghia Textiles for Orleans. Designed by Jackie Johnson and Merle Barnett. **Circle No. 333.**



Silver Award
Donghia Textiles for Niagara. Designed by Jackie Johnson and Merle Barnett. **Circle No. 334.**



Silver Award
Arc-Com Fabrics, inc. for Ambria. Designed by Arc-Com Design Studio. **Circle No. 331.**

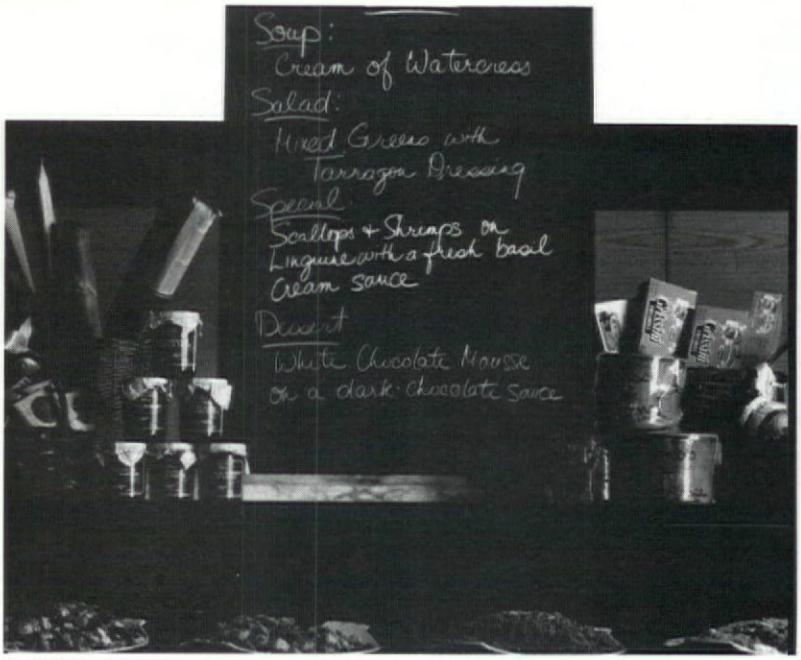
Silver Award
Design Tex Fabrics, Inc. for Buckingham. Designed by Hazel Siegel. **Circle No. 332.**

Bronze Award
Unika Vaev USA for Vivaldi. Designed by Sina Pearson. **Circle No. 335.**

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

VISUAL COMMUNICATIONS AND SIGNAGE

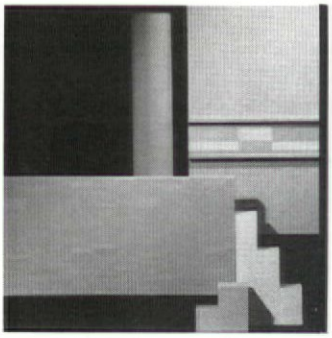
Bronze Award
Brite-Write Sign Company for the Brite-Write sign. Designed by Charles Grey Shepherd. **Circle No. 336.**

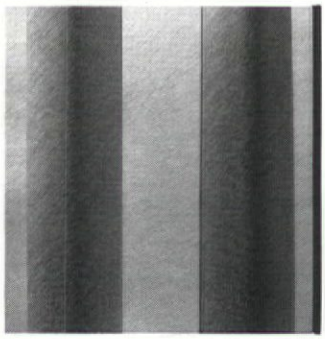


WALLCOVERINGS

Gold Award
Design Tex Fabrics, Inc. for Premiere Walls. Designed by Hazel Siegel. **Circle No. 337.**

Bronze Award
DiversiTech General for Genon Portfolio Series. Designed by Robert Lehrmitt. **Circle No. 338.**





Bronze Award
Vicrtex Wallcoverings for Crescendo. Designed by L.E. Carpenter Design Center design team. **Circle No. 339.**

Illustrated by Tony Limuaco

Majority of products continue to sell well

Contract polled 118 award-winning companies to find out how well their lines fared in the marketplace

How have prize-winning products in the past 13 Institute of Business Designers/CONTRACT Product Design competitions fared over the years? Have they become classics? Are they still in the line and selling well? Or, possibly discontinued?

Those are the questions asked of 118 companies that have won one or more prizes in the competition since 1973, when CONTRACT began to chronicle winners yearly. Ninety-two companies (78 percent of all winners) that were responsible for 183 prize-winning products responded to CONTRACT's poll. Of the products cited for awards, 73 (nearly 40 percent) are now considered "classics" by the companies that produce them.

Fifty-eight (31.7 percent) are reported either still selling very well or selling in enough volume to merit retaining the products in company lines. Fifty-two (28.4 percent) of prize-winning products have been discontinued.

From Accuride to Xception, in products ranging from graphics to special seating, many prize winners commented that only time would tell if the prize-winning products would become classics.

Some on the other hand, attributed discontinuance to production costs that were simply "too high."

Respondents are positive

A wide majority of respondents' comments were positive . . . "Extremely successful model . . ."; "Very successful product line . . . Just about the entire sign industry copied it one way or another . . . So it definitely was a design trend setter . . ."; "Largest open office system in the world in terms of sales and distribution . . ."; "It (the award) helped build the foundation of our company . . ."; and "These products have maintained a significant volume since introduction, and they still are the most popular chairs in our line."

Others said, "Always on the best seller list"; "Publicity from competition created a significant impact for product awareness in the marketplace"; "The product has met with much success, as it has become one of the most popular chairs in our seating line"; and "Although not a 'classic' a very good selling line."

Following is a list of first prize (Gold Award) winners dating back to 1973; most participated in our survey:

1973

COMPANY	PRODUCT	AWARD
Arcon Furniture	Thompson System R/S	**1st** Business Systems
Carnegie Fabrics, Inc.	"Corlonized" Fabric for Walls	**1st** Wallcoverings
Curtis Products Ltd.	2079 Secretarial Chair	**1st** Chairs
De Stijil, Inc.	Multi-Purpose Lighting/Table/Seating Module	**1st** Lighting
JG Furniture	Segmented Work Stations	**1st** Casegoods
Kulicke Frames	Trap Transparent Frame	**1st** Accessories
Milliken	New Decade—Milstar II	**1st** Floor Coverings
Stow/Davis Textiles	Ultimo	**1st** Fabrics
Vecta Contract	Tappo	**1st** Lounge Furniture
Vecta Contract	Zermatt Continuous Seating	**1st** Special Seating

1974

COMPANY	PRODUCT	AWARD
Greg Copeland, Inc.	Gothic Spectrum Paper Cut-Outs	**1st** Accessories
JG Furniture	Illuminated Open Planning	**1st** Special Equipment
Herman Miller	Chadwick Modular Seating	**1st** Lounge Furniture
Milliken	Flexagon Carpet Tile	**1st** Floor Coverings
Mitchell/Mann	The Vintage Process	**1st** Wallcoverings
Knoll International	Crylicord Lighting	**1st** Lighting
Krueger	Casalino	**1st** Special Seating
Isabel Scott Fabrics	Super Flower Fugie Print	**1st** Fabrics
Stow/Davis	Harty Desk	**1st** Casegoods
John Stuart International	Comprehensive Seating	**1st** Chairs

1975

COMPANY	PRODUCT	AWARD
Boris Kroll Fabrics, Inc.	Everest in Naturals Collection	**1st** Fabrics
Cibola Systems Co.	Lectern	**1st** Special Equip.
Intrex, Inc.	Katonah Series Storage Units	**1st** Casegoods
JG Furniture	T800 Auditorium Chair	**1st** Special Seating
Hank Loewenstein Inc.	Claverdon Lounge Chair	**1st** Lounge Chairs
McDonald Products	Eclipse Accessories Line	**1st** Accessories
Neo-Ray Lighting Systems	Innervisions A1001 Lighting	**1st** Lighting
Harvey Probber, Inc.	Houston Executive Chair	**1st** Chairs
Stow/Davis	Triangle Chair	**1st** Chairs
V'Soske	Burges/Europa Collection	**1st** Floor Coverings
Westinghouse ASD	Inner Cabinet Storage System	**1st** Office Landscape Systems

1976

COMPANY	PRODUCT	AWARD
Brayton International	Domane	**1st** Lounge Furniture
Designcraft Textiles	Upholstery Fabric	**1st** Fabrics
Hardwood House	Curvilinear Arm Chair	**1st** Chairs
Hastings Tile	Hastings Module	**1st** Floor Covering Hard Surface
Integrated Ceilings	Mirralite Ceiling System	**1st** Lighting
Interlude	Wallhanging	**1st** Accessories
Knoll International	Office Landscape	**1st** Landscaping
Parkwood Laminates	Contemporary Oak	**1st** Laminates
Stark Carpet	Helios	**1st** Floorcovering
Steelcase, Inc.	Paperflo	**1st** Special Equipment
Thonet Industries	1390 Chair	**1st** Special Seating
Vecta Contract	Gamba Oak Tables	**1st** Casegoods
Winfield Design Assoc.	Alluvia	**1st** Wallcoverings

(Companies shown are First-place/Gold award-winners only.)

1977

COMPANY	PRODUCT	AWARD
Chloride Systems U.S.A.	Chloride-Lite Emergency Lighting	**1st** Lighting
Cohama Specifer Contract Fabrics	Style 8497 Casement	**1st** Fabrics
Dahnz Industries Inc.	Space Cube	**1st** Special Equipment
Krueger	Vertebra Exec. Seating System	**1st** Chairs
Metropolitan Furniture	539 Upholstery Series	**1st** Lounge Furniture
Rapid Color, Inc. ISD Interior System	Photographic Tile Murals	**1st** Wallcoverings
Smith Metal Arts	Radius One Time Piece Collection	**1st** Accessories
Storwal International	Nelson Workspaces Office Furniture System	**1st** Office Landscaping Systems

1978

COMPANY	PRODUCT	AWARD
Atelier International	Barbar	**1st** Chairs
Bigelow-Sanford Inc.	Concorde Arcase	**1st** Floor Coverings
Design Tex	Eden, Belgian Linen Wallcovering	**1st** Wallcovering
Design Tex	Wool Twill	**1st** Fabrics
Habitat Inc.	Designers Fluorescent Task Lighting	**1st** Lighting
Knoll International	Zapf Plus	**1st** Office Landscaping Systems
Metropolitan Furniture	549 Series	**1st** Lounge Furniture
Perma Grain Products	Limed Oak Genuwood II	**1st** Floor Coverings Hard Surface
Sunar, Steel Division	Race System	**1st** Special Equipment
Sunar, Steel Division	System Single Case Drawers	**1st** Casegoods

1979

COMPANY	PRODUCT	AWARD
Beylerian	Bureau System	**1st** Desk/Office Accessories
Brintons, Ltd.	Trinity Wilton System	**1st** Floor Coverings
Castelli Furniture, Inc.	Plano	**1st** Casegoods
Design Tex	Pyro Dot	**1st** Fabrics
E.F. Hauserman Inc.	Indirect Ambient Luminaire	**1st** Lighting
Haworth, Inc.	Adjustable Keyboard	**1st** Computer Support Furniture
Interiors Intl. Ltd.	Secretarial Chair	**1st** Chairs
Kinetics Furniture	100 Series Public Seating System	**1st** Lounge Furniture
Steelcase, Inc.	900+ Lighting	**1st** Lighting
Sunar	PAS System Power Raceway	**1st** Special Equipment
Thonet	Sof-Tech Stacker	**1st** Special Seating

1980

COMPANY	PRODUCT	AWARD	COMPANY	PRODUCT	AWARD
Add Interior Systems	Warren Chair	**1st** Special Seating	JG Furniture	Sofdesk	**1st** Casegoods
Arc-Com Fabrics	Medare Collection	**1st** Other Fabrics	Karastan Rug Mills	Futurity	**1st** Floor Coverings
Design Tex	Novalin	**1st** Wallcoverings	Knecht & Berehtold Ltd.	Groundscape	**1st** Special Equipment
Design Tex	Desert Wools	**1st** Best Collection of Fabrics	Knoll International	Diffrient Mngmt. Chair	**1st** Chairs
Formica	Design Concepts	**1st** Laminate Category	Maharam Fabric	Nylon Coordinates Cube	**1st** Upholstery Fabrics
Glassform	Manlove Accessories	**1st** Desk Accessories	Metropolitan Furniture	Series 10	**1st** Lounge Furniture
			Ron Rezek Lighting	Model 610/611	**1st** Lighting

1981

COMPANY	PRODUCT	AWARD	COMPANY	PRODUCT	AWARD
Ametex Contract Fabrics	Pyro Square	**1st** Other Fabrics	Herman Miller	Burdick Group	**1st** Desks & Credenzas
Davis Furniture Ind.	High Back Exec. Chair Gamma Series #705200	**1st** Chairs	Herman Miller	The Critical Task Light	**1st** Portable Lamps
Indecor Inc.	Komplete Kube	**1st** Other Fabrics	Nevamar Corp.	Matrix/High Pressure Laminate	**1st** Surfacing Materials
JG Furniture	Koko Fabric Collection	**1st** Fabrics	Ron Rezek/Lighting	Desk/Table	**1st** Tables

1982

COMPANY	PRODUCT	AWARD	COMPANY	PRODUCT	AWARD
Ambiant Systems, Ltd.	Steamer Seating	**1st** Special Seating	Formica Corp.	Color Core	**1st** Surfacing Materials
Atelier International	WALL	**1st** Lighting	Stendig, Inc.	GINA Chair	**1st** Chairs
Atelier International	UNI Chair	**1st** Special Seating	Sunar	Sunar Print Collection	**1st** Fabric Collections
Domore Corp.	2R Table System	**1st** Tables			

(Companies shown are First-place/Gold award-winners only.)

1983

COMPANY	PRODUCT	AWARD	COMPANY	PRODUCT	AWARD
Design Tex	Mirage Series	**1st** Wallcoverings	Karman, Ltd.	Mode/Linear Series	**1st** Graphics
Fixtures Furniture	Flip Seat	**1st** Special Seating	Knoll International	Jhane Barnes Textiles	**1st** Upholstery Fabric
Groundworks Inc.	Upholstery Fabric	**1st** Upholstery Fabric	Krueger	COM Office Furniture	**1st** Systems
Innovations, Inc.	Lonhide	**1st** Wallcoverings	Lightron-of-Cornwall	Lighting Fixtures	**1st** Lighting
			Top Grade/Scantuft	Jutland Collection Contact Carpets	**1st** Carpets and Rugs
			V'Soske	Stripes	**1st** Carpeting and Rugs

1984

COMPANY	PRODUCT	AWARD	COMPANY	PRODUCT	AWARD
Coppion	Bisante Table	**1st** Tables	Thos. Moser Inc.	Astral Bench	**1st** Lounge Furniture
Groundworks, Inc.	Modern Sheers Collection	**1st** Other Fabrics Casement Fabrics	Stendig International	Andover Chair	**1st** Chairs/Specialty Seating
Interface	Impressions	**1st** Carpet & Rugs	SunarHauserman	"Christine"	**1st** Upholstery Fabrics
Lee Jofa Inc.	"Molly"	**1st** Upholstery Fabrics	SunarHauserman	The Diffrient System	**1st** Systems Furniture
Knoll International	The Latest addition to "Jhane Barnes"	**1st** Upholstery Fabrics	SunarHauserman	The Jefferson Chair/Table	**1st** Chairs
Metropolitan Furniture	The Rubber Table	**1st** Tables	Vereingte Werkstatten	Bisante Cabinets	**1st** Casegoods
Herman Miller	Color, Fabric, Finish Program Seating	**1st** Fabric Collection	V'Soske	Task System	**1st** Carpeting and Rugs

1985

COMPANY	PRODUCT	AWARD	COMPANY	PRODUCT	AWARD
Castelli Furniture, Inc.	AFTA	**1st** Chairs/Special Seating—Guest	Herman Miller	Equa Seating	**1st** Chairs/Specialty Seating
Design Tex	CACHE	**1st** Upholstery Fabrics	Herman Miller	Ethospace Interiors	**1st** Systems Furniture
Expo Competence/Bang and Olufsen of America	Accenta Wall System	**1st** New Special Innovative Solution	Milliken & Company	Kingsley Square	**1st** Carpeting & Rugs
iil	Mobila	**1st** Desks & Credenzas	Modulex, Inc.	Modulex Interior	**1st** Visual Communication and Signage
Knoll International	Sapper Chair	**1st** Chairs/Special Seating—Posture	Panel Concepts, Inc.	More-Swivel-Tilt Task Lamp	**1st** Furniture Integrated, Tast/Ambient Lighting
Jack Lenor Larsen	Heirloom	**1st** Hospitality Fabrics	Stratford Hall, Inc.	Reflections	**1st** Upholstery Fabrics

Photography by David Wakely

Ingenuity answers challenge of image enhancement

Design of 1,100-sq.-ft. office reflects upscale image sought by California lithographic printing house

CHALLENGE: Start with 1,100 sq. ft. of space and a client dictum to change its image to more accurately reflect an upscale printing and lithography business.

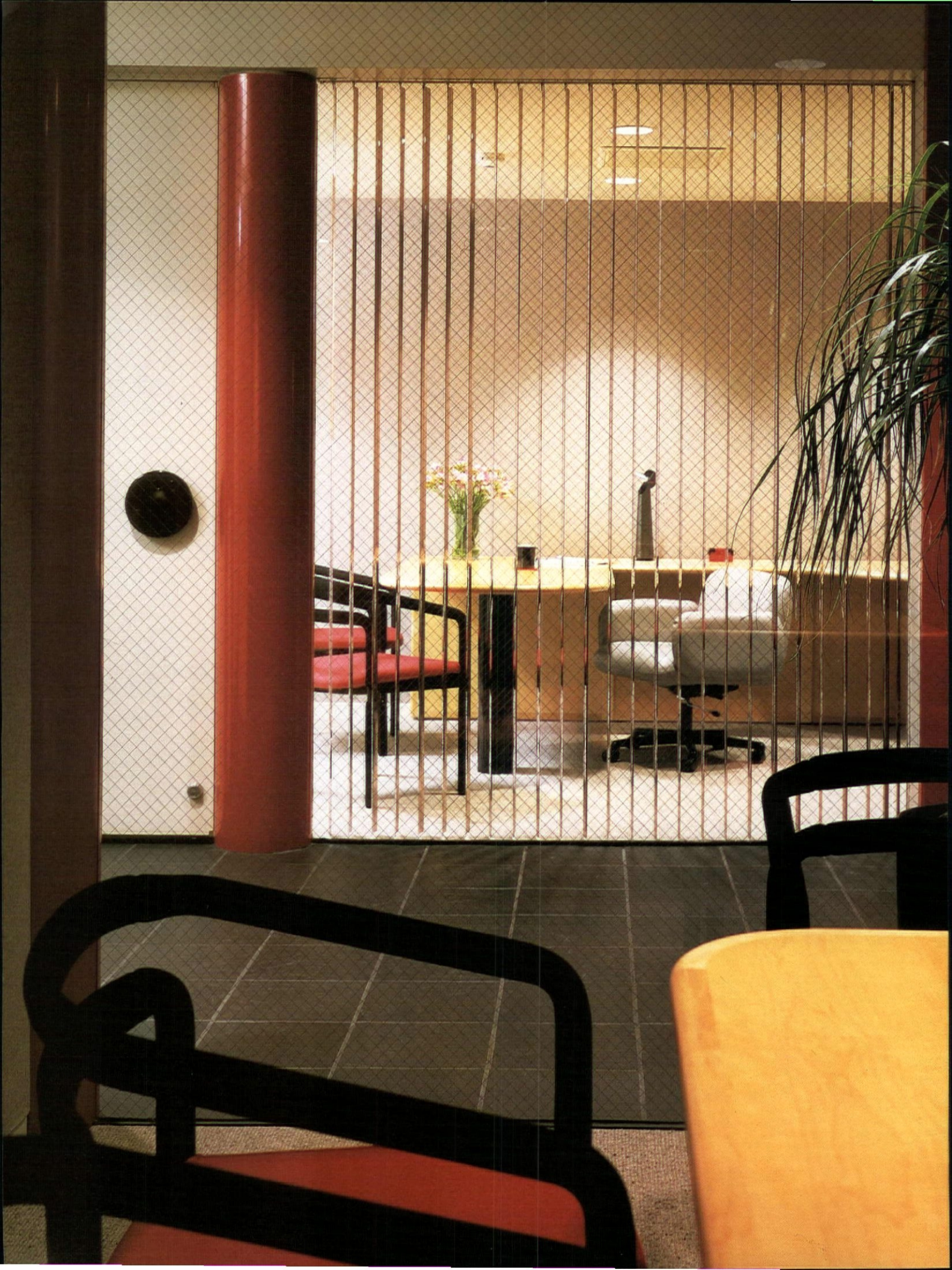
DILEMMA: Work within tight confines, yet provide direction and access to the various office and lithography areas of the building.

SOLUTION: Bold color, innovative details, contemporary furnishings, and a major entry and circulation corridor.

That was the mix of design ingredients chosen by partner Ron Wessell of Wessel Associates Inc., Interior Architecture, San Francisco, Calif., to successfully meet a tough set of preconditions spelled out by the client, Thomson Lithograph of Palo Alto, Calif.

Curt Thomson outlined his needs to Wessel by emphasizing the upscale direction of the color lithography company. "We are serving a quality-conscious clientele," Thomson said, "who are attracted to bright color, humor, and an up-image.

Disintegrating column and bright colors get minds off tight space in reception area (above, opp. page).



Entrance foyer (left) and view into Curt Thomson's office through polished chrome vertical blinds (opp. page) establish upscale image for this California company.

THOMSON LITHOGRAPH

Strong sense of arrival in reception area

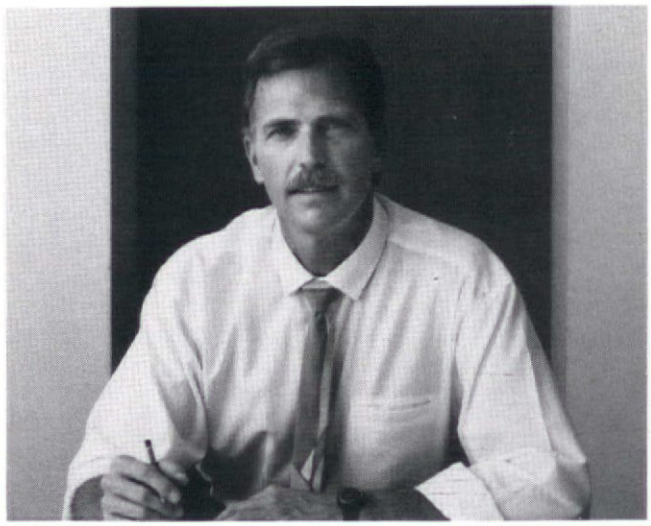
They deal with those elements in their creative brochure and graphic projects for their own clients every day."

Wessel contemplated the tight space and used a reservoir of ingenuity to move toward the interior design goals that were set out for him. In the entrance area, he raised the ceiling and established a circulation corridor to service all support facilities, including: reception, waiting, building security, marketing office, conference, clientele lounge, as well as general offices, computer room, photo lab, printing facilities, and warehouse.

Disintegrating column created

Wessel says, "Our solution was to establish a strong sense of arrival and circulation to each of the service areas. We used a disintegrating column as a focal point.

"Elevation of the ceiling and establishment of a colonnade served as a playful reminder that this space was designed for



"Our solution was to provide a strong sense of arrival and circulation in each of the service areas."—Wessel

THOMSON LITHOGRAPH

High-resolution printing called for upscale space

the highly space-oriented graphic artists who utilize the firm's services and visit the premises frequently."

The disintegrating column was created of aluminum tube housing and rigid foam that was carved away by the building contractor. An artist then painted the disintegrated section to look like stone.

The outside of the column is painted in bright red lacquer, as are other columns to give them instant visibility upon entry. Wessel explains that the lithography firm was moving into higher resolution printing and wanted to convey that image with the use of bright, upscale color in the reception area.

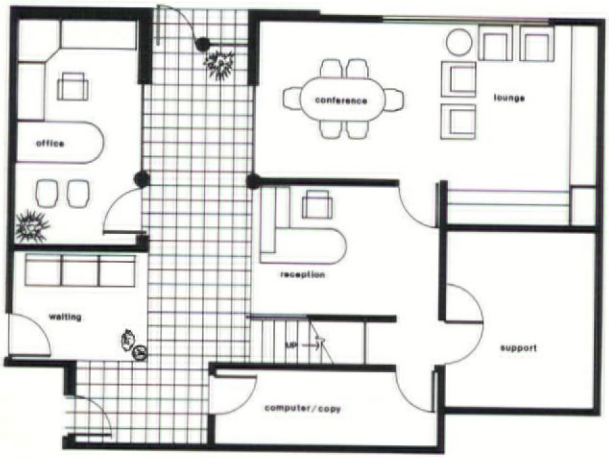
A circulation core had to comply with all life safety regulations. Materials were selected for durability and their adherence to one-hour fire ratings. Wire glass wall areas with concealed steel frames were incorporated to create the illusion of frameless glass and to look transparent. According to Wessel, this in effect created a perception of more entry and corridor space than actually exists.

Slate floors and Pirelli stair treads were selected to withstand heavy traffic and provide textural interest. Metropolitan foam-covered chairs, winners of a previous IBD product design competition (see page 121 in this issue), provide an elegant high-tech look, as do the polished chrome vertical blinds separating the president's office from conference area.—*LC*.

SOURCES

Conference, side, desk chairs, lounge furniture—Metropolitan. **Reception desk chair**—Knoll Int'l. **Reception desk**—custom designed by Wessel Assoc., executed by Lefebvre Cabinet Works. **Desk & conference table**—custom by D.M. Custom. **Slate tile flooring, stair treads**—Pirelli. **Berber carpet**—Stratton. **Paint**—Fuller O'Brien. **Accessories**—Atelier Intl. **Costumer**—Gordon Intl.

Interior Architecture and design—Wessel Associates Inc., San Francisco.



Reception area and conference room are viewed from Thomson's office in photograph (right) and floor plan.

VIDEO OPERATIONS FACILITY INSPIRES COMMUNICATION

Photography by Beth Singer

CBS/Fox Video facility encourages employee interaction

Exterior of central employee area overlooks a pond and natural landscaping. Tinted windows (above) provide warmth, and workers have full outdoor view while dining. Ficus trees hang over butcher-block tables, (opp. page) adding color in barren winter.

The CBS/Fox Video Operations Center in Livonia, Mich. brought a diverse group of employees together from six different buildings to work under one roof for the first time. Integration of varied professional and clerical positions called for a central employee area to be designed by Carl Roehling, chief of design, Hoyem-Basso Associates, Troy, Mich.

The building was designed with the employee in mind, reflecting the concern of management for this people-oriented company. Physical and environmental needs for each person were considered in employee interviews conducted by director of plant engineering/facilities Harold Domke, and Fred G. Fehlauer, CBS/Fox senior vice president.

The facility creates an image of stability to foster employee communication and to provide an inspiring work environment. The main reception area of the three-story structure was designed for several functions. Among them, greeting visitors, and directing them to the lounge area to await scheduled appointments, plus establishing security that controls visitor ac-

cess. It also serves to create a solid, and most importantly, corporate image for the entertainment business.

An exhibit area located in the reception lounge will eventually house movie memorabilia; and the display can be changed according to current productions. Presently, character prop-ups frequently seen in VCR movie rental shops are on display. This entertaining lobby also serves to direct a flow of traffic to each side of a white horseshoe-curved desk.

The central employee area is located on the lower level overlooking a pond and grassy hillside. Roehling designed the structure so one side of the building is physically built into the hillside. Employees can thus get full use of the view while dining or socializing. According to Domke, four deer were recently seen playing in the grass during lunch hour, and a red-tail fox was nesting on the grounds. This outdoor area is meant to be a place to relax. Small trees and plants were brought inside to retain the colorful atmosphere, when the seasons change.

Shades of wheat, pink, and burgundy offset dining chairs from blonde butcher block dining tables; ficus trees abound, bringing the outdoors indoors. Chevron carpet with polka-dots on a burgundy background is soothing and also hides cafeteria traffic marks.

Such a design reduces the hierarchy that normally exists between production executives, office workers, and warehouse personnel, according to Roehling. All can share space equally as no executive dining area exists.

A social staircase promotes interaction

The building comprises 290,000-sq.-ft. and is awash in neutral shades of soothing color. But, the focal point of the structure is an elaborate, winding, extra-wide staircase which causes one's eye to travel either up or down upon entering the building. "It was designed to create verbal and visual interaction at different levels. Employees can meet on the stairs without traffic interruption," said Domke. Stairs connect upper level continuing education and work offices with lower level lounge and dining area.

CBS/FOX VIDEO OPERATIONS CENTER

Lounge area offers R&R

Lush green plants also complement the whiteness under the winding stair. Warm, wood trim edging surrounds the banister rails while plexiglass panels border hallways where employees can overlook the lounge. Varied muted tones were selected to appeal to top management and all levels.

Office interiors consider both work task and worker. The architecture firm developed furnishing standards with Domke, to assess workstation needs. Every worker requested more desk space in order to spread computer printout papers and become better organized. As a result, most worksurfaces are 36-in. deep.

Interior office colors were selected for their soothing and subtle business-like effect. A professional look is achieved, and was widely desired because of frequent use of the facility by outside technicians. Workstation areas are designed to permit workers to stand-up and enjoy an outdoor view. Roehling, and Shirley Maddelena, designer with Hoyem-Basso, were careful to make the outdoors accessible to all levels of employees. As a result, workstations are placed in the best view of windows.

Plants were placed in conference rooms on each floor. The communal sharing of plants was equally important, as are the site's other esthetic qualities. A lending library stocked with CBS/Fox Videos is available for employee use and will be integrated with a media room still being designed in-house to accommodate 50 people.

Security protects assets

A cellular floor system was installed on a 5- by 2-ft. 6-in. grid system to house all communications and data cables. Cables can be accessed through carpet tiles under the workstation when necessary. Multicolored lavender print carpet was specified, and is quite attractive. By using a magnetic box finder, cable access can be determined, carpet pulled-up, concrete popped, and a workstation can be set-up easily.

Lighting is achieved with 30 footcandles at ambient level.

Horseshoe-curved reception area (left) greets all visitors, while winding staircase (right) promotes employee interaction and conversation while leaning on wood banister. Executive office provides meeting space, (above) with couch and chairs where consultants can relax.

Ceilings house 2-ft. by 4-ft. fluorescents with parabolic lenses, while task lighting is disbursed throughout the facility where needed, along with overhead workstation lighting.

Interior security is achieved with the use of a card reader access system. Employees can enter certain areas during off-business hours without delay, an asset to video production needs requiring flexible, yet reliable security measures. CBS/Fox Video departments located in this facility include all financial accounting, information systems management, credit screening for distributors, customer service, administration, and duplication of video cassettes.

A modern design which makes the best use of large windows, sunlight, foliage, and the environment achieves a desired sense of community and employee equality. Facility managers report that a higher productivity rate has been noticed because clear access to other departments and ease of interdepartmental communication has finally been realized for the company.—*E. McM.*

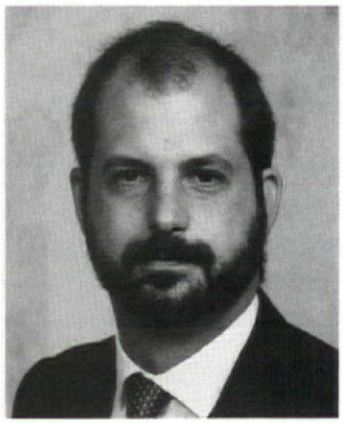
SOURCES

Conference tables—Vecta, Kinetics. **Cafeteria tables**—Falcon. **Custom board room table & credenza**—Peter Gluck, Woodworking. **Seating**—American Seating, Kinetics, Atelier International, Vecta. **Plants**—Garden Millieu. **Carpet**—Interface, Lees. **Wall covering**—Genon, Vicrtex. **Acoustical ceiling grid**—Donn. **Acoustical ceilings**—Armstrong, Minatone. **Vinyl Tile**—Armstrong. **Spiral stairs**—International Fabricators. **Plastic laminate**—Wilsonart, Formica. **Metal laminate**—Chemetal Corp. **Ceramic tile**—Winburn, Buchtal. **Marker board**—Business Accessories. **Access flooring**—C-Tec Inc. **Horizontal blinds**—Levolor. **Entrance mats**—Construction Specialties. **Sound baffles**—Capul Corp.

Interior Design—Hoyem-Basso Associates: Harry Diamond, project administrator; Carl Roehling, project designer; Matt Bohde, interior designer; Doug Parnin, project architect; Mike Barath, Jerry Blanton, Bernie Jacobs, project team. **Mechnical Engineer**—John Garbacik. **Electrical Engineer**—Fred Carter. **Landscape Architects**—John Grissim & Associates. **Contractor**—Utley-James, Inc. **Artwork Consultant**—Preston Burke Galleries, Inc.

COMMUNICATION WITH CLIENT AIDS FLOW OF PROJECT

Stone & Webster employees' input determines choice of furnishings



Effective communication with the client is key to the success of Perkins & Will's recently completed project for the Stone & Webster corporate headquarters, New York City.

The basic premise of the project involved moving Stone & Webster's corporate headquarters from a structure built specifically for the engineering firm at 90 Broad Street in the 1930s to a basic spec building located at One Penn Plaza in midtown Manhattan.

Stone & Webster Inc. had started moving some of its employees from the downtown headquarters to the midtown location where other subsidiaries of the parent company were housed at the time Perkins & Will was brought into the project. Perkins & Will faced the challenge of developing a plan that best utilized the 30,000 sq. ft. at the new location, compared to larger quarters at the downtown site.

"We wanted to develop a tasteful design specifically for them which would outlast esthetic trends," explains Aaron Schwarz, partner and principal designer of Perkins & Will, New York. The design team, consisting of Schwarz and interior designer Mark Bryant, worked very closely with Stone & Webster executives. Chairman of the board Raymond Foster, financial vice president William Egan, treasurer Robert Gallagher, vice president John Carter, along with project manager Phil Herrmann, were the Stone & Webster executives who really participated intensively in the project.

No surprises for client

In addition, employee participation went beyond the executive team. Designers sat down with all employees to determine what their needs were. Then, potential furnishings solutions were shown to employees months before work on the project actually began. The dominant furniture system used, by Stow & Davis, was chosen only after employees tested it and features including an enclosed wire raceway proved to effectively meet their needs.

"We wanted no surprises for the client," stresses Schwarz. He says that tests and mock-ups are recommended as a means of educating clients to understand what they are getting.

Perkins & Will provided the client with one such mock-up—a window wall with an interior glazed partition. This mock-up exhibited how the designers intended to create perimeter offices with glass walls for visibility without the "fishbowl effect." To do so, the glass was not carried all the way to the floor and a mullion system combined glass walls with solid ash windows and doors.

Also, these glazed perimeter offices provided flexibility for future office modifications by aligning detailed interchangeable window panels with the mullions of the perimeter curtain wall.

Another solution addressed the problem of city-block-long corridors by using coved lighting, expressed columns, and soffited beams to break up the length.

Stone & Webster has a rather impressive collection of art, in particular nautical paintings which are hung throughout the

Old and new pieces of furniture are combined in this executive office at Stone & Webster (above). Aaron Schwarz (left) headed the New York City headquarters project.

Photography by Peter Aaron

offices. An invisible picture frame track was installed in the corridor wall which allows photographs of the firm's recent projects to be easily rearranged without damage to walls.

Furniture from the existing location was assessed piece by piece, and a number of usable antiques were relocated to the midtown site. "We had a lot of fun with juxtaposing the antique furniture with the new," comments Schwarz.

Each private office is furnished with one of Stone & Webster's antique desks. The original boardroom table is surrounded by new leather high-tech styled chairs, creating an effective mix of old and new.

Wood, used frequently on trim as accent in this project, is combined with a monochromatic color scheme. Black stain, which ties together various wood shades of reused pieces, is paired with four different shades of white and off white.

Active client involvement kept things flowing smoothly, from start to finish, throughout the year and a half duration of the project.

Perkins & Will, an architectural, engineering, planning, interior and graphics design firm with offices in New York, Chicago, and Washington D.C., does a large percentage of its work in the area of corporate offices and interiors.—*P.B.*

Monochromatic color scheme was used throughout the interior, from the reception area and conference room (above) to the workstation area (below). Employees were polled before furnishings were specified.

SOURCES

Seating—Brickel, ICF, Vecta, Dunbar, Helikon, Brayton, David Edward. **Tables**—Tuohy, Knoll. **Custom marble conference tables**—Apollo. **Desks**—Allsteel, Atelier International. **Credenzas**—Atelier International. **Files**—Storwal. **Workstations**—Stow & Davis. **Fabrics**—Roger Arlington, Donghia, Vecta, Manuel Canovas, Clarence House. **Wallcoverings**—Groundworks, Donghia. **Rugs**—Carpets International, T.J. Techerian. **Ceramic flooring tile**—Buchtal. **Antique furniture** (existing)—Thomas Amato restoration, reupholstery services.

Interior Design—Perkins & Will.

Photography by Nakashima Tschoegel + Associates Inc.

OFFICE/WAREHOUSE SITE CREATES DESIGN OPPORTUNITY

For trendy headquarters, a high-tech industrial setting is a natural solution

Office and warehouse space for this leading clothing supplier are combined under one roof, taking a cue from a growing trend among entrepreneurs on the West Coast to locate both plant and headquarters in industrial park settings.

For Bugle Boy Industries Inc., founded in 1977 as an importer and wholesaler of young men's sportswear, a hands-on approach to management and operations also played a role in establishing this integrated facility in Chatsworth, Calif. A trendy image is the company's claim, and its headquarters reflect a youthful, high-style look as a result.

Notes Chet Widom, principal, Widom Wein Cohen Interiors (formerly Interarc), designer and architect of the space, "Bugle Boy evidences a trend toward 'meaner and leaner' corporate interiors—a trend predominant in those spaces that combine both factory and office in one building."

A strong grid pattern in flooring, ceiling, and carpeting reflects visual forms that are established at the point of entry with a high-tech space frame canopy. The latter serves to personalize an economical building-block solution for the warehouse by means of entry court, plantings, and exterior lighting. A color scheme established in gray and burgundy on the exterior is carried through the 13,000-sq.-ft. office interior

Reception (above) just inside a high-tech space frame canopy (opp. page) greets visitors to Bugle Boy's headquarters. The canopy creates a courtyard entry which softens the box-like building structure dictated by warehouse needs. Shown at right are the benefits of high floor-to-ceiling beam height, including skylighted corridors and mezzanine space which humanize the industrial setting.

as well; the total project is 52,000 sq. ft.

A ratio of three-to-one in warehouse-to-office space for this client dictated that certain design paths be taken. Among them, a high floor-to-beam height for high racking and stacking in the warehouse, and provision of a mezzanine in office space. Notes Widom, "We gained flexibility in the plan and were able to raise ceilings economically at certain points to eliminate a boring 9-ft. height." The extra height will also make the building usable later on by another tenant with similar ceiling space requirements.

Skylights afford natural light

Skylights were specified for a stairwell, in the general warehouse area, and in enclosed offices due to the fact that the only natural illumination was primarily supplied by windows in the front of the building (a characteristic of warehouse sites).

At the entrance, a double-door design permits privacy for buyer conversations, yet supplies visual access. The reception area, complete with lounge seating, desk, and 18-ft. ceiling, defies typical solutions employed in factory "receiving" areas.

Ceramic tile and carpet mirror a stencilled grid treatment. Drywall treated with a gloss finish provides a high-tech character. In addition, a molding detail runs continuously through the corridor and public spaces, lending both design appeal as well as organizing the space. This reveal acts as a directional element for the corridor.

The designers planned corridor space as a vehicle for worker communication and interaction. Skylighted breaks and angular walls signal conversational nooks.

Natural wood detailing in mahogany and oak are employed. The company's advertisements, depicting its target customer audience, serve as artwork throughout.—*R.W.*

SOURCES

Seating—SunarHauserman, Vecta. **Systems**—SunarHauserman. **Desks**—Haller. **Conference tables**—SunarHauserman, Haller. **Carpeting**—Durkan. **Ceramic tile**—American Olean. **Wallcovering**—Tomasello. **Lighting**—Globe Illumination, Lightolier. **Luminous ceiling**—American Luminous Ceilings. **Plastic laminate**—Wilsonart. **Window treatments**—Levolor. **Ceiling system**—Armstrong World Industries.

Architecture—Widom Wein Cohen. **Interior design**—Widom Wein Cohen Interiors: Chester A Widom, AIA, partner-in-charge; Dave Linsel, AIA, project architect; Pam Bakan, ASID, interior designer; Russ Tyner, partner/interiors; Rona F. Shafkind, space planner. **Developer/contractor**—Century West Development.

EXECUTIVE FURNISHINGS ADDRESS TODAY'S CORPORATE STYLE

A new generation of end-users, those baby boomers who are design-conscious, computer literate, and collaborative in their work style, is spurring a fresh design directive for corporate interiors.

Manufacturers, always poised to react to change, are tailoring their lines to appeal to this new audience of specifiers. Spokesmen for suppliers note that as the impact of "knowledge workers" is increasingly felt in the information-rich office environment, there's a rising demand for high-performance workplaces. The latter must demonstrate strong return-on-investment and fulfill the user's functional (as well as esthetic) expectations.

Rudd

"This industry is evolving quickly," notes Nigel Ferrey, president, Corry Jamestown. "The prime change is in what people expect functionally out of the office. Manufacturers are being asked to deal with technology in a well-integrated fashion, not with 'forced fit' solutions."

The manufacturer's response to today's office mandate is reflected in product introductions shown on these pages and in selected published quotes from prominent suppliers to the office environment. Basic agreement exists among suppliers about key trends, although opinion naturally varies as to the actual charted course the industry will take in the future.

Notes Howard Cooper, corporate vice president of marketing and sales, Steelcase, "Among the major trends, we see a tendency toward multiple furnishings solutions for specific worker tasks; a growth of systems furniture for open plan, but continued strength in private office furnishings; and a trend toward product development that supports a new work culture dependent upon worker communication."

The competition manufacturers will feel as they vie for specifier attention will be intensified. So-called "mega-manufacturers"—those companies playing the acquisition and merger game—will proliferate in the market. As a result, niche marketing will become a fertile means to capitalize on heretofore unexplored market segments—among them, financial services and healthcare.

What can specifiers expect as the manufacturer community shapes its plans for the close of this decade and beyond? Here are some prevalent speculations:

- Increasing focus on office economics and the bottom line.
- Price sensitivity will lead to a broadened pricing spectrum for products from individual manufacturers. Some manufacturers predict a fall-out in mid-price points, leading to a polarization of the low- and high-end.
- More manufacturer programs offering expanded service to buyers will become available. These include product delivery guarantees, quick ship, warranties, CAD support, and other specification services.
- More product introductions will come on-line to permit personalization of offices, whether through use of color, fabric, softer woods, and/or detailing.
- Flexibility afforded by product modularity will continue to be popular.
- Downscaling of product is expected to occur, accommodating the high-cost of real estate.
- There will be continued experimentation with solutions for computer equipment and accessories, including a stress on concealment and removing some items from the central worksurface.
- As the role of design increases in the work environment generally, the influence of the designer in specifying furniture will become proportionately important. Well over half of the furniture purchases made by end-users are reportedly influenced by the architectural and design community.—*R.W.*

Amotek/Lusa

Stow & Davis

Vecta

Rudd International—Volkschair is a stacking armchair. The seat/back is laminated beech with a cover veneer in mahogany, cherry, oak, beech, or maple stained. Frame consists of two arm/front leg components welded to a rear leg/stretcher loop. **Circle No. 220.**

Amotek/Lusa—Hardwood conference tables are available in medium oak or black lacquer with hand-rubbed finish and a 3-in. hardwood, bullnose edge. **Circle No. 267.**

Stow & Davis—Edgewood is a line of casegoods with mitered tops and fine detailing. Integral pulls and automated hardware adapt to office automation. Finishes include cherry, sapeli, walnut, and white oak. **Circle No. 276.**

Vecta Contract—The Kelly Chair is fully upholstered for the corporate office. Scale is trim and back is contoured for support. Eight models are available with pneumatic or mechanical height adjustment options for swivel-tilt chairs. **Circle No. 257.**

CORPORATE FURNISHINGS

Laminates & veneers promote durability

Lunstead

Lunstead—Tripoli Series casegoods line offers Tripoli 2, a variety of shells, returns, overhead units, and storage/printer units, among other items. Line has glued and doweled construction and all-oak drawer boxes. **Circle No. 251.**

Inwood

Inwood—2500 Lucera Series offers a table desk 72- by 36-in. A rift veneer border is standard, and mahogany version has the option of a four-quartered crotch veneer inlay. **Circle No. 209.**

Atelier Intl.—Four versions of the Duo Collection pull-up chair are characterized by a low-scale design. Four forged brass brackets fit through each leg and connect to the seat. Two back options have vertical, wooden dowels, while two feature bent-wood panels. **Circle No. 247.**

"There's a broader acceptance of design styles today—more so than a few years ago. From a corporate perspective, clients are more receptive to styles outside of the traditional."—**Stephen Kiviat,** president, Atelier International.

Jasper

Jasper Desk—Series 8 Coronation grouping credenza and breakfront has solid walnut in structural parts and rims with imported Australian walnut on all tops to complement veneers on drawer fronts and doors. Panels are incised and tapered, shaped moulding is inserted. **Circle No. 227.**

Atelier

John Boos—Tahoe Chair is constructed of solid oak framing and is built on swivel chair casters for easy movement. Fully upholstered seat and back is offered in fabric, velvet, or vinyl. **Circle No. 264.**

Boos

Kinetics—Business seating has separate mechanisms to adjust back height, back angle, vertical height, and plane of seat, which has been augmented by a new rectangular shaped back. **Circle No. 270.**

Kinetics

Alma—Centennial collection offers desks, credenzas, bookcases, and tables crafted from Honduran mahogany and finished with catalyzed lacquer. Detail includes book matched crotch mahogany veneers, and brass drawer pulls. **Circle No. 277.**

"Corporate groups are looking for more systems than five years ago. Specification of this product is up 15 to 20 percent per year."—**Charles Hayworth,** president, Alma Desk.

Tuohy—Trieste Chair is designed for visitors with open arms or upholstered arm panels. Leg frames are constructed from selected hardwoods, finished with Technivar. Seats have contoured core. **Circle No. 272.**

Hesco—Bevel Collection's "Executive L" unit is shown with its quartered ribbon mahogany veneers and solid ebony inlays. Accent trim insets are available in brass, bronze, chrome, or mahogany lumber. **Circle No. 237.**

Falcon Products—Sled base dimensional chairs have a contoured upholstered back with a seat made of foam over flexible wire mesh. A variety of wood finishes and upholsteries meets specific design needs. **Circle No. 211.**

Kittinger—Fully upholstered couch is part of a sofa and chair line which can be custom-manufactured with an eight-week turnaround. Hand craftsmanship creates gentle shaping and rolled arms. **Circle No. 255.**

"We see the wood species of high-end furnishings becoming more important. Even open office is evidencing wood-clad features."—**Gary McCannon,** vice president, sales and marketing, Kittinger.

Novikoff—Carrington Lounge Series is a light-scaled grouping with lounge chair, plus two-and-three seaters. Flowing lines are highlighted by wooden sculptured detailing. Mahogany, walnut, oak, or maple and a range of textiles are available. **Circle No. 235.**

Alma

Tuohy

Hesco

Kittinger

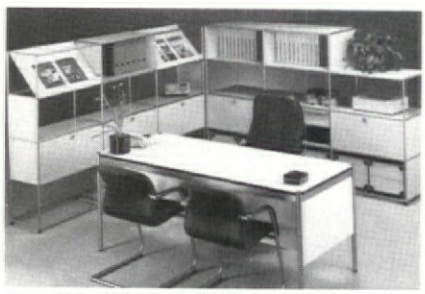
Falcon

Novikoff

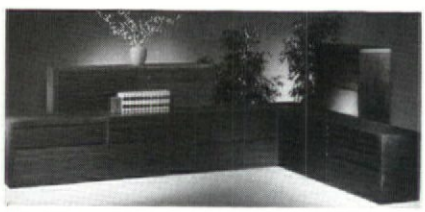
GF

Scandiline

HAG



Haller



Bassett

CORPORATE FURNISHINGS

Adjustable chairs meet management needs

GF Furniture Systems—Stratum Desk allows the user to add color and function to the freestanding desk with bridges, cabinets, and display shelves. Height-adjustable worktop conceals wire storage, while lighting is provided by a bridge option, serving as a shelf, counter, or computer monitor support. **Circle No. 274.**

Scandiline—Symphony chairs with four different back details and the lattice table collection are designed by Glenn Gee. Chairs are multi-slat, fully upholstered, single-slat, and also come with framed and upholstered back. Set complements Domain open office system. **Circle No. 208.**

HAG—Model 2600 high-back chair has been added to the Credo office line. Chair features a higher, wider back and a deeper, wider seat. Handles adjust seat height, backrest height, and tilt resistance, while armrests adjust for desk access. **Circle No. 221.**

Haller Systems—Manager's workstation includes ice-white laminate desk with recessed modesty panel, angled display shelves, enclosed filing, mobile file baskets, and drawers. **Circle No. 245.**

Russ Bassett—Windsor Collection wood lateral files are available as starter/adder systems for custom installations or as freestanding units, combining welded steel with hardwood exteriors. **Circle No. 250.**

"There's an increase in the specification of private offices, along with a downscaling in size of these environments. Furnishings will be lighter in scale and color as a result."—**Paul F. Shambo,** president, Hardwood House.

Krueger, Inc.—Com System Elite executive desk conceals power, communications, and data lines, yet makes them accessible at supporting beam. Surfaces of oak veneer, smoked glass lacquer, or leather inlaid in lacquer are combined with panel legs and modesty panel. **Circle No. 239.**

"Manufacturers will be targeting specific industries for future product development. There will be more niche marketing, permitting competition with 'mega-manufacturers'."—**Terry Wilson,** marketing manager, Office Furniture Division, Kimball International.

Kimball—7500 Series executive work station has more options for the specifier with dark oak or accent oak catalyzed finishes. Storage components and computer support accessories, including cord, cable management, and locks, provide workstation security. **Circle No. 202.**

Myrtle Desk—Alpha is a collection of transitional office furniture in regent mahogany finish. Tops have a leather option, and marble is available for credenzas. All hardware is mirror chrome; burnished bronze is optional. **Circle No. 254.**

Safco—All-steel literature and printout organizers in the Series 9200 are offered in four sizes in each style. Frames, shelves, and dividers are made of heavy-gauge steel and interlock for strength. **Circle No. 241.**

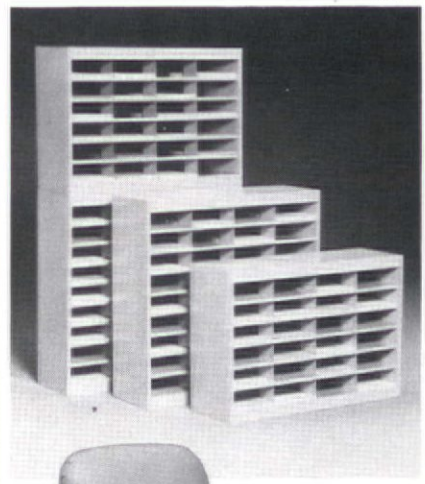
AGI Industries—Axio, an office seating group, has clean tailoring of fabrics and leather. Optional wood trim comes in natural oak, medium oak, walnut, or mahogany finishes. Side chairs share contouring with high- and regular-back chairs and offer swivel base options. **Circle No. 218.**

Krueger

Kimball

Safco

Myrtle



AGI

CORPORATE FURNISHINGS

Ergonomics guide modern workstations

Knoll

"Single-source suppliers are the ideal for facility managers. New product strategy must consider this."—**Trevor Eke,** senior vice president, marketing, Knoll.

Knoll International—Gwathmey Siegel desk collection offers desks and storage units that stand alone or combine to create an executive office. The line is manufactured in natural wood veneers and figured techgrains. **Circle No. 204.**

Artopex—Suspension Collection is a set of chairs, armchairs, and modular tables. Alone or set up in configurations, it is useful in a waiting room or executive office. **Circle No. 201.**

Pace—Elite executive office group is covered in saddle leather. Circular conference table offers flexibility; other components are bar, credenza, wall system, and seating. **Circle No. 262.**

Dar/Ran—Cambridge collection secretarial unit with CRT computer table measures 60- by 30-in. and has dark cherry finish. **Circle No. 232.**

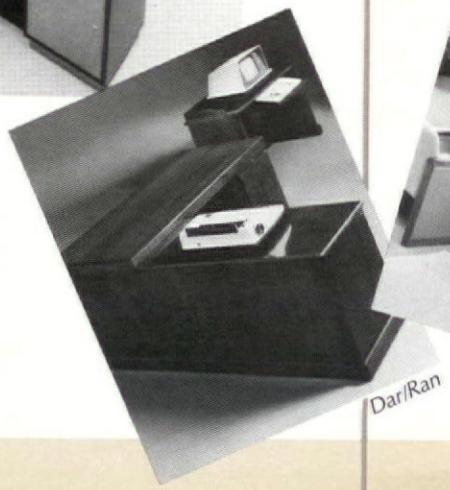
Biltrite—Revival collection of modular stacking casegoods and related seating design offers four wood combinations. **Circle No. 244.**

Herman Miller—Action Office has thick, continuous, wrapped edges with 90- and 96-in. worksurfaces, L-returns, and counter caps. Mahogany or ash veneers and streamlined pencil drawers complement surfaces. **Circle No. 253.**

"Customer groups have stated that the most important criterion for selecting one office furniture manufacturer over another is service. Customer service support is the most critical issue for major office furniture manufacturers to now address."—**Dave Armstrong,** vice president of marketing, Herman Miller.

Artopex

Pace



Dar/Ran

Biltrite

Herman Miller

Executive Office Concepts—The #180 chair is upholstered over a one-piece fully contoured, laminated wood frame for strength and durability. Arm profile allows for easy pull-up. Casters in metal sockets allow mobility.
Circle No. 203.

JG Furniture—Becker Desk Series offers desks, credenzas, and returns in several woods. Tops, end panels, and drawers are all trimmed in solid lumber shaped to crisp bevels. **Circle No. 252.**

Corry Jamestown—The 1000 System is a total modular furniture system offering panels, components, and freestanding pieces. Lightweight upholstered panel components feature radius edging.
Circle No. 278.

"Price ranges for furnishings are much broader. The price spectrum in contract is necessarily wider than a few years ago."—**Nigel Ferrey,** president, Corry Jamestown.

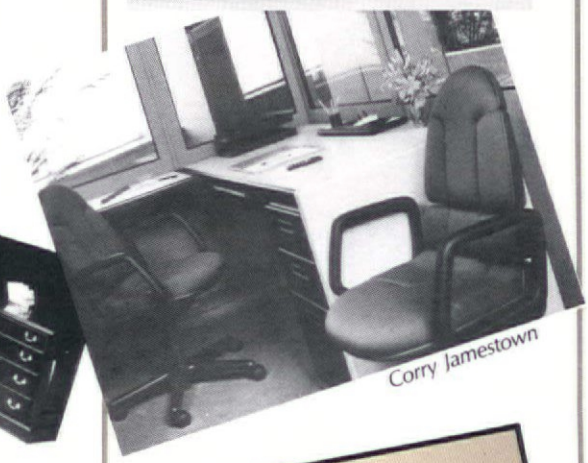
Harden—Executive "U" Return Desk allows additional workspace, and has optional key pad drawer. Unit can contain laterial file drawers, doors, or open bookcase pedestals. Furniture is constructed of solid cherry with raised panel detailing and brass hardware. **Circle No. 261.**

Ghariany—Aster 200 desk has top made of particle board, solid wood lipped with two crossed-woods, upper veneer, and lower counter veneer. The surface is covered with leather and finish is ebony and briar walnut wood veneer in matte or high gloss.
Circle No. 249.

Executive Furniture—Formtech Series offers configurations in wood for modular product line of workstations, wardrobe cabinets, and lateral files for executive offices. **Circle No. 223.**

Executive Office

JG


Corry Jamestown

Harden

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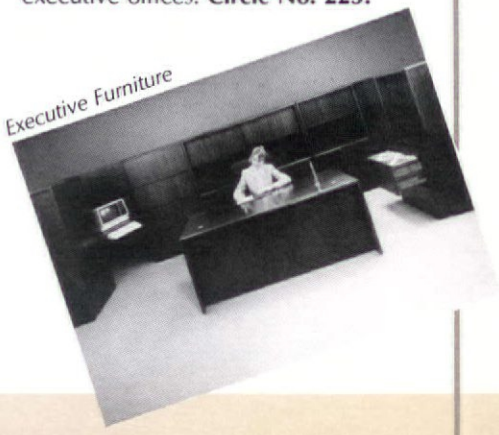
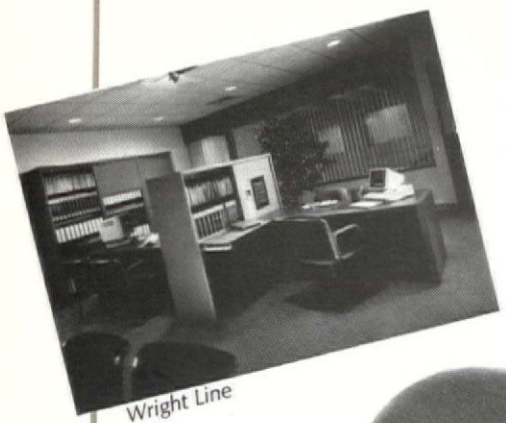

Executive Furniture

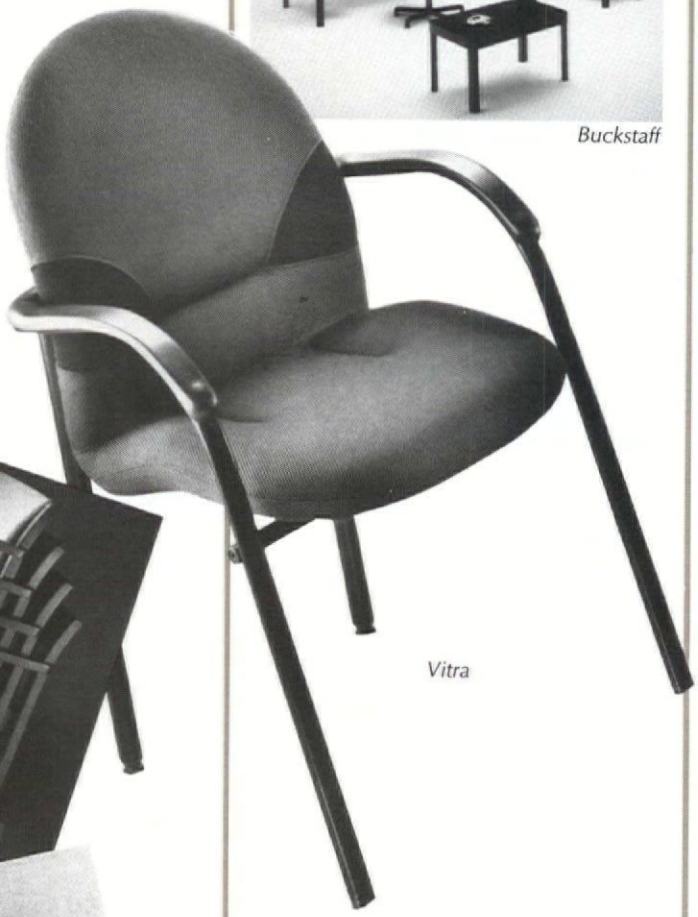
CORPORATE FURNISHINGS

Hearty woods, finishes warm executive suite



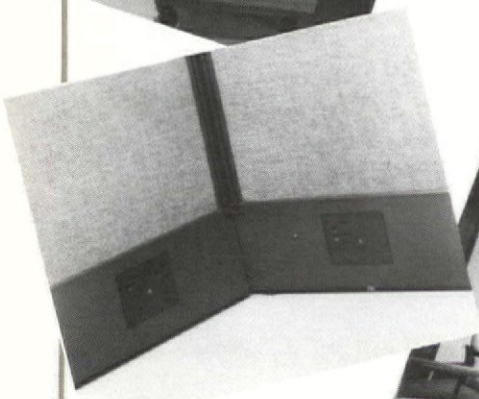
Wright Line

Buckstaff

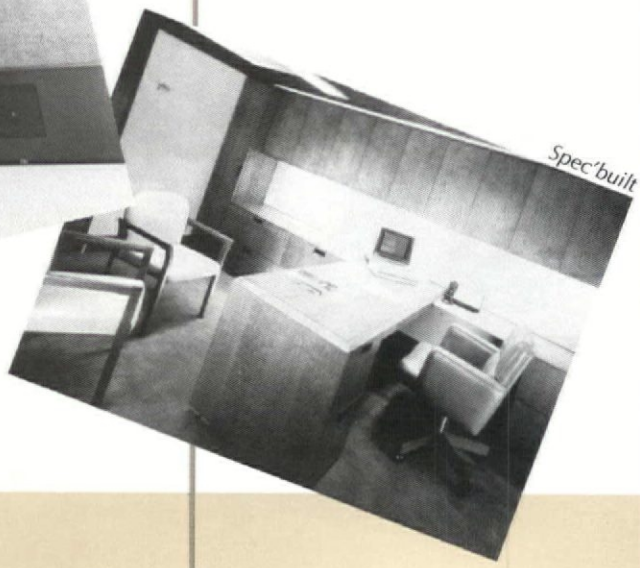


Vitra

Gregson



Haworth



Spec'built

Wright Line—Optimedia II Office Files are mixed-media cabinets with a wide range of options. Cabinet shell comes in six heights, two widths, and eight colors. Components snap into ¼-in. slotted posts and can be rearranged for filing needs. **Circle No. 273.**

Buckstaff—Double pedestal desk in the Mahogany 3000 series is accompanied by credenza with file drawer and two box drawers, topped by bookcase. Tops are made from solid mahogany with rich, red finish. **Circle No. 212.**

Vitra—Economical pull-up chair flexes above the lumbar area for proper support to lower back. Stretch fabric covers extra foam padding in flexible axis of chair. **Circle No. 242.**

Gregson—A wood, fully upholstered seat and back, multi-purpose side chair with nesting capability, stores with the Dolly-1 chair stacking device in black walnut or oak with standard finishes. **Circle No. 260.**

Haworth—Power Base electrical system has a 4-in.-high raceway cover that accommodates up to eight, 25-pair communication cables. Cover accepts four receptacles per panel, each having visible color indicators. **Circle No. 271.**

"Team work and collaboration are becoming important among white-color workers. There will be more furnishings to handle conferencing, audio-visual needs, etc."—**Bob Bockheim,** director of product marketing, Haworth.

Spec'built—Enclosed offices are created in various sizes and styles based on building a 5-ft. module. Cherry veneer work surfaces with files and storage closets each have matched veneer facings. **Circle No. 268.**

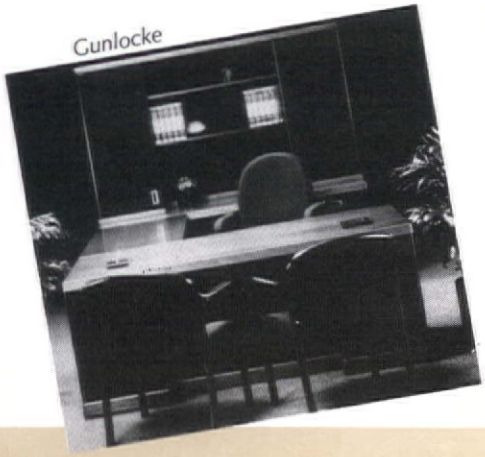
Helikon—Kensington breakfront and credenza is derived from mid-18th Century Chippendale styling. Tops are trimmed with an ebony, boxwood, ebony inlaid band; and table legs are detailed in traditional fluting. Drawers are bordered with wood bead work and solid brass hardware. **Circle No. 219.**

"There seems to be a greater need for furniture that is more flexible for private offices—a kind of counterpart to the systems' modularity we have in open plan. This would permit relocation of private offices more easily through substitution of components."—**Bill Seeman,** vice president, sales and marketing, Helikon.

Cumberland—Investors Series includes full credenzas, knee space credenzas, and hutch cabinet units with full doors and short doors as shown. Products are distinguished by a satin bronze inlay in a choice of woods and finishes, plus task lighting, and central locking device. **Circle No. 205.**

Gunlocke—Geva Collection offers desks and credenzas made of wood with a commonality of parts. A wide range of layout variations and reconfigurations can be achieved in the office. Genus has a simple planner design in oak or mahogany; and Volute is a transitional fluted design in mahogany or cherry. **Circle No. 279.**

"The importance of service, not just product, has grown. So has the ability to offer products in a wider price range."—**Don Keith,** vice president, marketing, Gunlocke.



Gunlocke

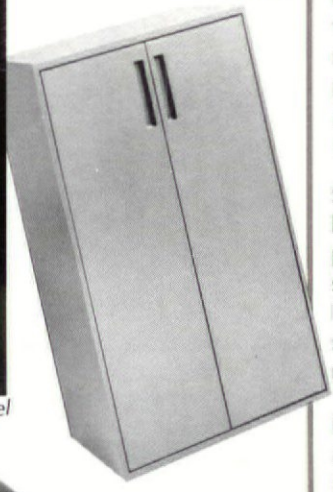
Helikon

Cumberland

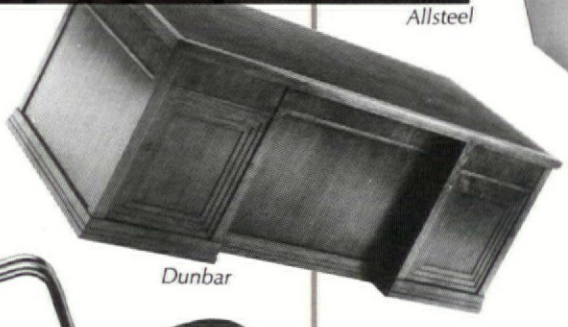
CORPORATE FURNISHINGS

Radius edges add detail to desks

Allsteel



Storwal



Dunbar

Harter

Nucraft

Interna

Allsteel—Wood Accents Systems line has executive workstations with wood trim in the 4500/8500 Series, featuring freestanding furniture and worksurfaces with radius in choice of light oak and mahogany. Features include acoustical panel, wood trim top caps, side trim, and hanging worksurfaces. **Circle No. 226.**

Storwal—Performance Group Cupboard Doors feature deep, recessed pulls and adjustable, European hinges similar to Select 4 and Radius Group. Double-walled doors are filled with sound-deadening material to absorb any metallic closing noise. **Circle No. 243.**

Dunbar—Enloe/Summers Edition desk and credenzas incorporates wood finishes for traditional and contemporary installations. Cherry or walnut wood can also be finished in gray or ebony. **Circle No. 230.**

Interna—Liverpool bench has striking vertical lines complemented by subtle curve of seat and back. Product is made of solid timber with choice of finishes—natural, oiled, or sealed. Foam cushion covered with cotton canvas is available. **Circle No. 236.**

Nucraft Furniture—Rounded square and rounded rectangle wood conference tables with interchangeable bases are available in oak, walnut, and mahogany with select veneers and several edge details. Tables have eight interchangeable bases. **Circle No. 215.**

Harter—The D Collection has a work chair, visitor's chair and worktable. Three executive workchairs are the D/2, D/4, and D/6, in black lacquer, platinum gray, and matte chrome. **Circle No. 213.**

Comforto

Comforto—System 25 High Back model comes with optional headrest, available on both executive and conference chairs. **Circle No. 222.**

Nestler—Tech Office links conventional drafting and modern technology. System is used for development work, drawing, programming, calculations, or filing. **Circle No. 206.**

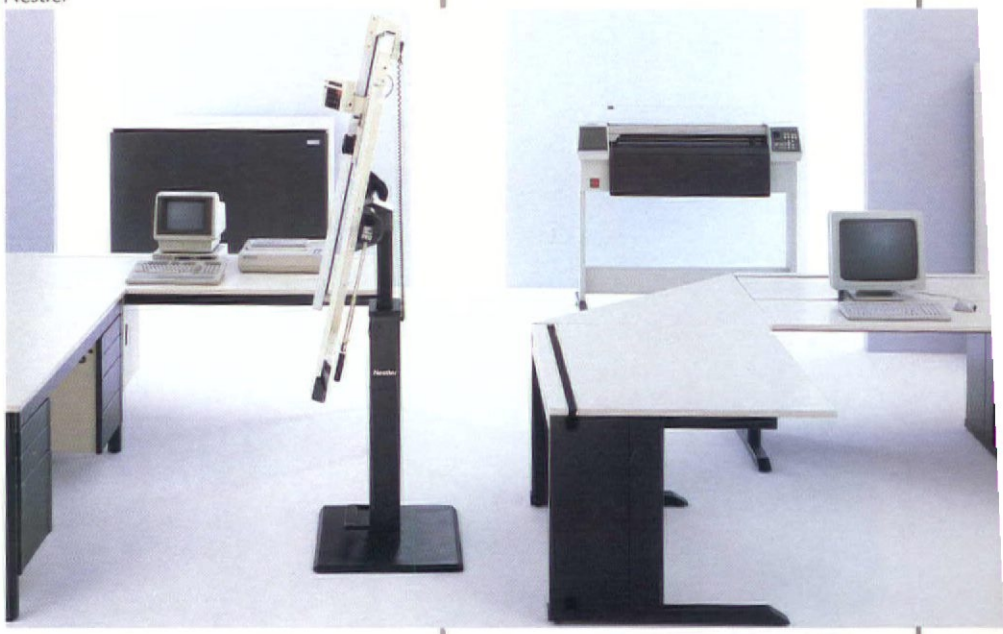
Patrician—Euro Series deletes bulk, adds comfort with modern round tubing and five-blade steel base, available in high- and low-back swivel/tilt; and high-, low-back side chair. **Circle No. 234.**

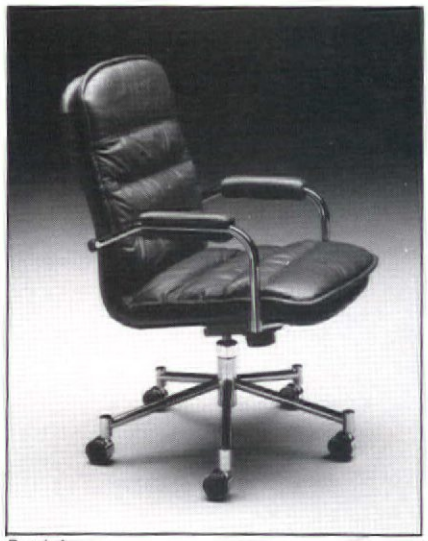
Westinghouse—Combination of the company's product line creates an executive workstation with panels and worksurfaces in wood veneers. Multiple intensity task lights and power baseboards have six-wire, three-circuit capability. **Circle No. 248.**

American Seating—TEChair is available in three models, including management, operator, and dual-height. An electrostatic discharge option for technical workstation systems easily adjusts for multi-shift or shared-use employee workstations. **Circle No. 217.**

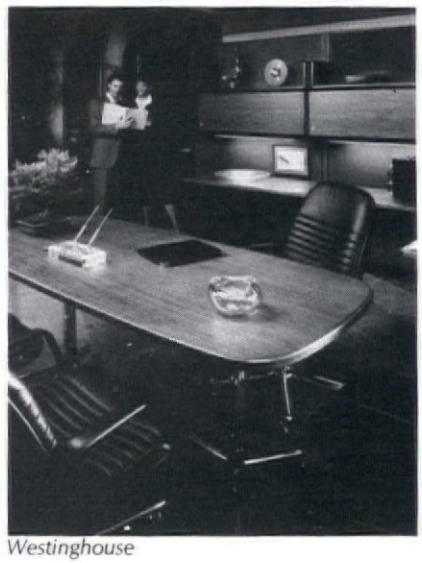
"Growing importance of the 'knowledge worker' will spur an interest in quality work environments. The concept of 'quality' versus 'price' will dilute the middle market in mid-price point products."—**Tom Trybus,** vice president, marketing, Allsteel.

Nestler





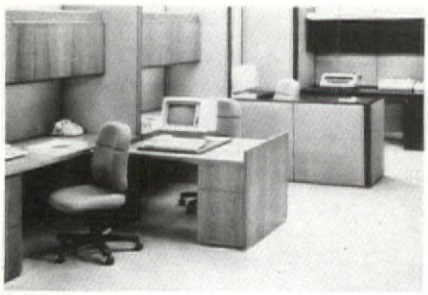
Patrician



Westinghouse

American Seating

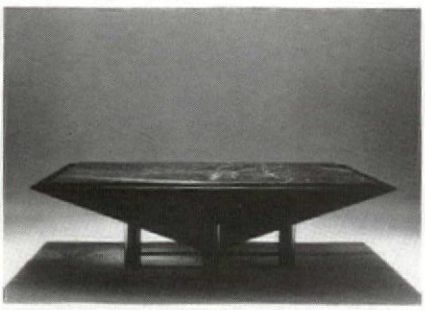
Leather & wood dominate



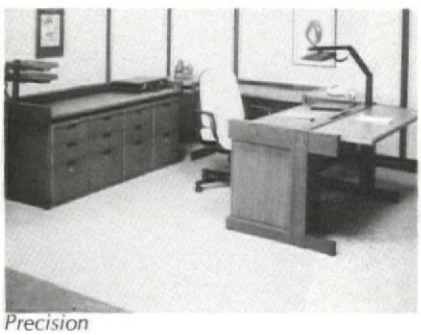
R-Way

Madison

Davis



Brueton



Precision

R-Way—Lafayette Collection offers casegoods styled in traditional manner with selected walnut veneers, hardwood craftsmanship with mitred corners, central locking system, flexible storage, and electronic office requirements. **Circle No. 224.**

Madison—Systems 3 Open Office workstations include desks, tables, computer support, seating, and casegoods. System offers lighting and cable management with ergonomic, functional workspace. Task lighting design eliminates harsh reflections and system offers shelving design for computer needs. **Circle No. 265.**

Davis—Woodtech 4000 Conferencing office wood system offers data support units, electrification, data filing and storage. New top shapes and casegoods can be integrated in perimeter or full desk configurations, with leather inserts and center drawers. **Circle No. 258.**

Brueton Industries—An inverted pyramid supported by columns resembles waterfront piers in the Pier conference and reception-area table series. Tabletops are of polished or filled solid marbles with wood veneers and solid wood edgings. **Circle No. 228.**

Precision—Ergodata executive workstation shown in a U-shaped configuration is finished in dark oak veneer. Crank allows user to raise or lower all worksurfaces up to 4-in. and angle to a total of 19 in. Communication channel handles all appliance wiring. **Circle No. 216.**

Steelcase—Sensor, a high-performance office chair, senses and supports the body's movements. Three different sizes accommodate all body sizes; models offer high-back comfort and pivot with the hip-joint. **Circle No. 275.**

"Today's workers seek an environment that fosters communication, yet assures acoustical privacy, among other concerns."—**Howard Cooper,** corporate vice president, marketing and sales, Steelcase.

Linguanotto—Chairman's armchair is available in black or brown leather trim on black vinyl, or a choice of four fabric colors. Solid leather chair or COM can also be accommodated. Chair tilts on a five-star base with 4-in. pneumatic height adjustment. **Circle No. 280.**

Domus International—Silver 828 high-back swivel arm chair with plywood seat is covered in polyurethane foam with fabric or leather upholstery. Five-star base with gas and tilt has Kevi castors. **Circle No. 214.**

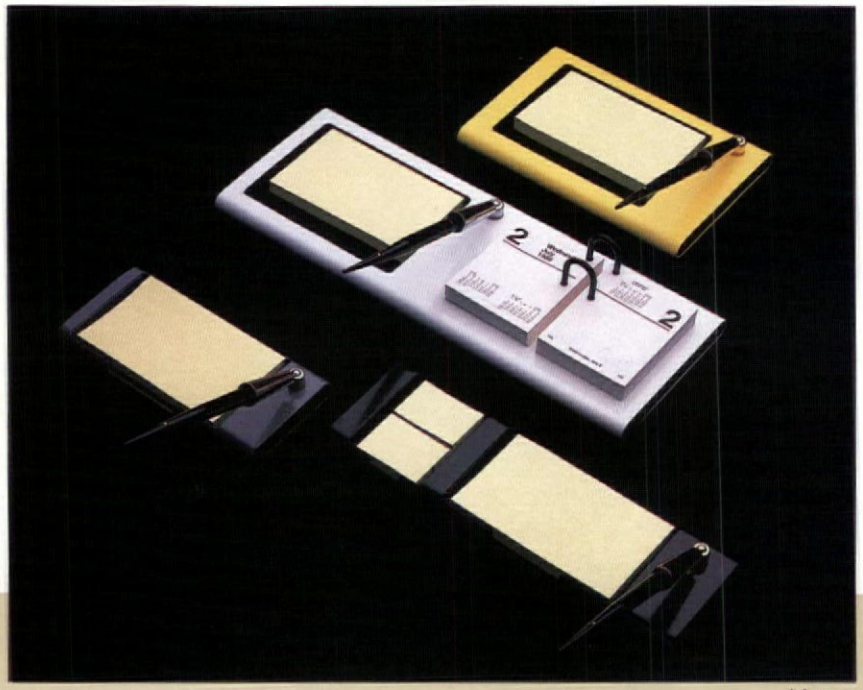
Brayton International—Classic designs in wood series for seating makes a statement with spindle back, open back and panel back. European fabrics and textiles are available throughout the company's textile collection. **Circle No. 263.**

EckAdams—The 5500 powder coat line of seating includes all features and functions to fit a user's work environment and meet high-tech workstation needs. **Circle No. 259.**

Mueller—Maria chair has deep-webbed seating, ample width, and several finishes on beechwood. Suited for any of the company's fabric, leather, or C.O.M. **Circle No. 233.**

DESK ACCESSORIES FEATURE LEATHER, METAL FINISHES

Accessory lines geared to traditional & contemporary offices



Metcor

Metcor—Oval and Micro 8 accessory lines are designed to hold post-it notes. Holders are constructed of durable metal, plastic, and enamel. This series of products, designed by John Walters, can be custom computer-color matched with minimum order. **Circle No. 346.**

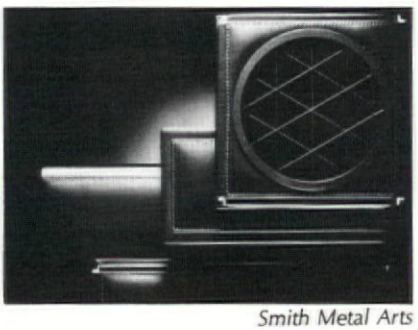
Smith Metal Arts—The Transitional Leather Accessory Collection, designed by William Sklaroff, combines leather detailing with metal corners. Product is offered in charbrown with mirror brass metal corners and in black, gray, and burgundy with mirror aluminum metal corners. **Circle No. 342.**

Business Accessories Inc.—The Hansa System of computer support accessories consists of equipment pods and support arms designed to handle lighting, telephone, paper flow, and copy display. **Circle No. 344.**

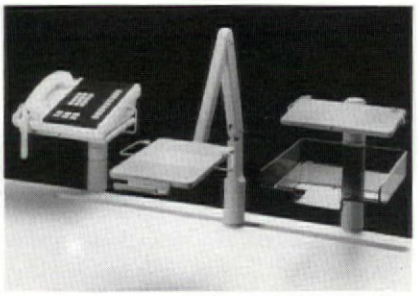
Peter Pepper Products—Designed by Joe Sohn, the 1600 series desk accessory group features items constructed from hardwood. Some 25 standard PPP colors are available. **Circle No. 350.**

Eldon Office Products—Emphasis 6000 line of metal desk accessories for the executive office includes letter tray, double letter tray, desk pad, ashtray, memo holder, calendar holder, waste basket, pencil cup and tape dispenser. Each item is hand-finished in bronze, polished chrome/brass. **Circle No. 347.**

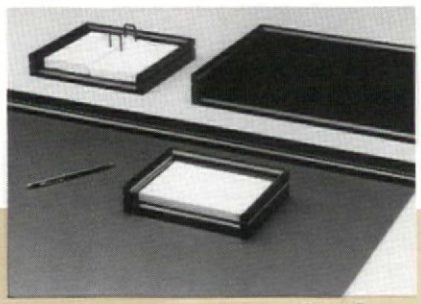
Smokador—Line of executive leather accessories includes combination sets offering daily or weekly calendar, three contemporary pen styles, and memo paper or index card file. Accessories come in saddle brown, black, and burgundy as well as in custom colors. **Circle No. 341.**



Smith Metal Arts



Business Accessories Inc.



Peter Pepper

Eldon

Smokador

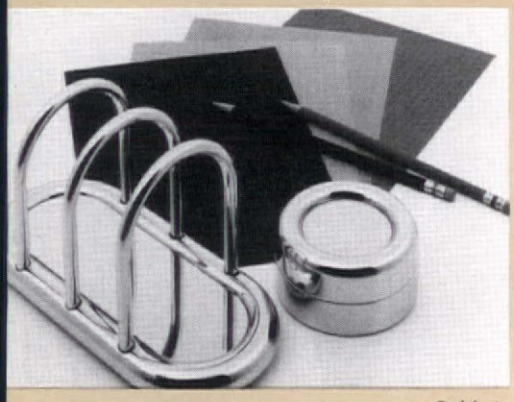
ITAC

Sainberg

Atelier

TSAO Designs Inc.

Glassform



Baldwin

Baldwin Harware Corp.—Metropolitan series of solid brass desk appointments includes all items shown as well as desk pad, letter opener, and ashtray. All pieces are protected by a clear enamel coating and are available in combination finishes of polished brass with polished chrome, black, or burgundy. **Circle No. 349.**

Sainberg & Company Inc.—Each item from the 1500 Presidential Collection is hand-crafted in black or brown levant cowhide. Desk accessories feature beveled edge design. **Circle No. 348.**

Glassform—The Manlove modular accessory system is designed for today's open plan offices and workstations. Accessory track is available in a range of standard or custom lengths. **Circle No. 343.**

ITAC—There are five new series in the Renaissance Masters Collection of Italian leather desk accessories and coordinating brass office accessories. Each series features 11 items including classic desk pads and legal and note trays. All items are very fine quality and are handcrafted and polished. **Circle No. 467.**

Atelier—Ashtrays, carved from solid black Portoro or Verde antique marble, are manufactured in Italy. They are available in 8- and 10-in. diameters. **Circle No. 340.**

TSAO Designs Inc.—Polished marble ash urn, style U-5, featuring a chrome base is one of company's eight ash urn styles available in custom colors, marble, and brass. **Circle No. 345.**

Hendrick

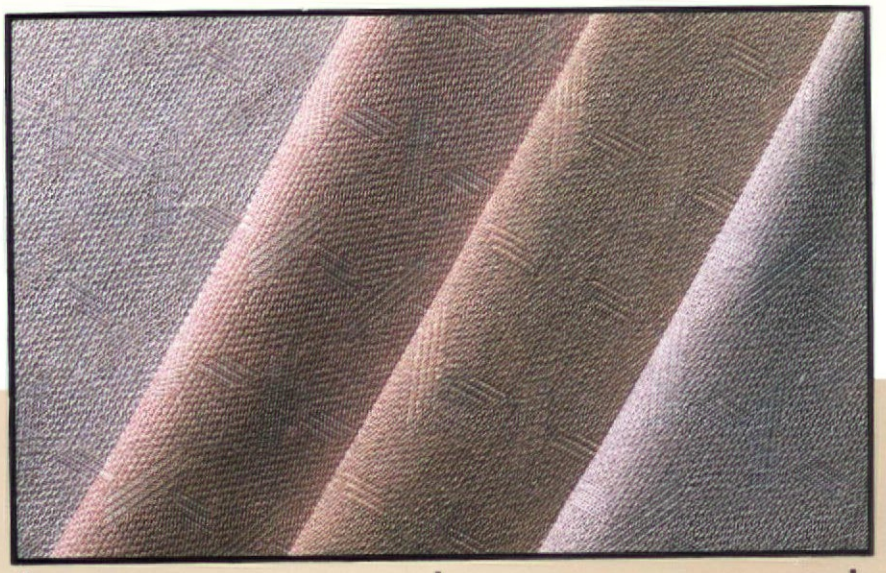
A RETURN TO TRADITION IN CONTRACT FABRICS

Jacquard weaves, damasks get fresh treatment by stylists

Hendrick Textiles—Fabric line consists of weaves developed and designed for contract upholstery and wall textiles. Natural fibers include wool, cotton, and linen in weave combinations and colorations. **Circle No. 396.**

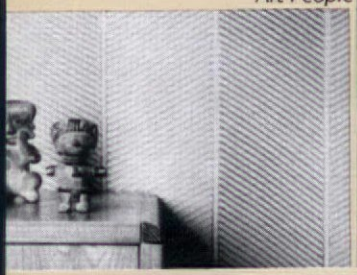
Coral of Chicago—Hospitality prints are introduced in the Impressions Collection in a wide variety of patterns, including paisley. Line is made of 100 percent cotton.
Circle No. 369.

Coral



Design Tex

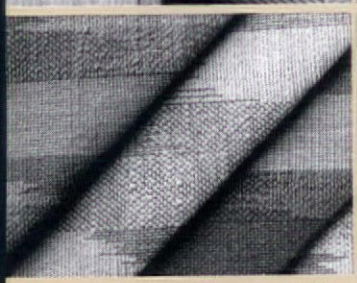
Art People



Vicrtex

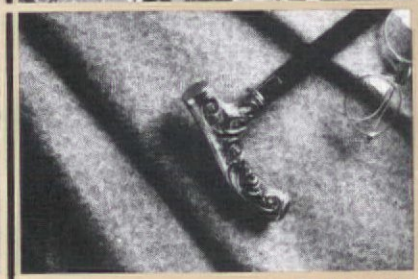
Brunschwig & Fils

Wallco



Architex

Naco



Scalamandre

Maharam

Art People—Zig-zag ridges create vertical patterning in Herringbone, made of 100 percent cotton. Line comes 48-in. wide. **Circle No. 372.**

Design Tex—Yarns blended of wool and polyester in a jacquard pattern form the basis for Lightning. Line comes in 20 colorways. **Circle No. 373.**

Vicrtex Wallcoverings—Softech System offers paperbacked Wallcovering fabrics in seven designs with 79 colorways. Collection also includes panel fabrics and seating upholstery in additional patterns and colors. **Circle No. 371.**

Brunschwig & Fils—Mid-eastern rugs are the inspiration for Istanbul, a line of 51-in.-wide cotton/viscose fabric woven in four colorways. **Circle No. 374.**

Wallco—Command Classics II is a collection of coordinated textures and prints for commercial and residential use. Embossed diagonal fabric look in rainbow colors are all Class A fire-rated. Available in 27-in./54-in. widths. **Circle No. 285.**

Architex—Ormani introduces the home-like quality of residential design into natural fiber, Class A, hospitality fabrics. Produced from cotton and viscose; durable for contract and hospitality applications. **Circle No. 397.**

Naco Fabrics—The Tout-Paris line from Lown Enterprises is a collection of wide width fabrics, heavily used in France. The 106- to 110-in. wide fabrics are hung using staples and headless invisible pins, for a seamless effect. **Circle No. 286.**

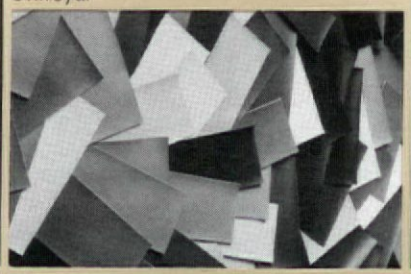
Scalamandre—Heather is woven in England of 100 percent wool. Line is a woolmark herringbone and comes 54-in. wide in six colorways. **Circle No. 385.**

Maharam—Wool Textures 2 comes in three upholstery fabrics—Wool Bevel, Wool Jaspe, and Wool Allusion. Line is available in 32 colors in 100 percent wool. **Circle No. 383.**

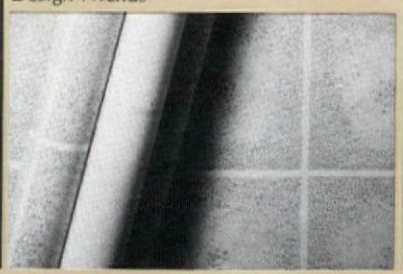
KCR

Boris Kroll

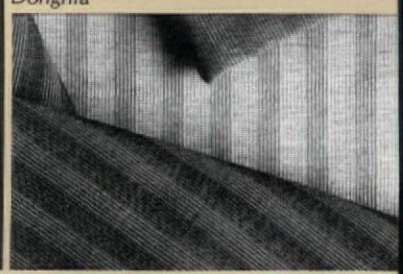
Uniroyal

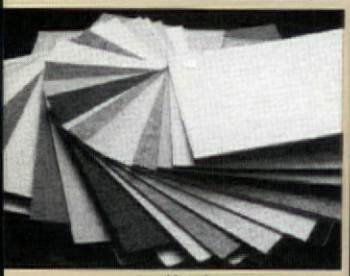


Design Friends



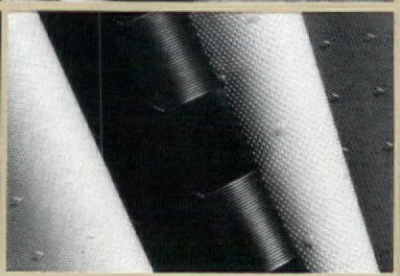
Donghia





Guilford

Unika Vaev



Innovations

Karl Mann

FABRICS

Attention on imports

KCR Fabrics—A new upholstery fabric, Konner, is a SEF/nylon blend offering inherently flame-retardant characteristics in six colorways **Circle No. 386.**

Boris Kroll—A classic stripe, small-scale diamond, traditional damask, plain weave, and patterned jacquard are geared to executive women. Available in eight styles and 15 colorways. **Circle No. 375.**

Uniroyal—The Spirit line of Naughahyde has been expanded with 34 new colors, supplementing 34 of the pattern's most demanded colors. Designed to coordinate with the most specified colors in commercial environments, Spirit II offers BeautyGard surface abrasion resistance. **Circle No. 362.**

Design Friends—Mako is available as fabric in 54-in. widths, and wallcovering in 27-in. widths. Transitional pattern with shagereen finish effect is available in standard and custom coloring with textured look. **Circle No. 399.**

Donghia Textiles—Calais new cotton and wool blend is 51-in. wide and woven in France. The Johnson-Barnett designed line coordinates with solids and large-scale patterns in nine colorways. **Circle No. 360.**

Guilford Mills—Dynasty One Princess Satin, made of DuPont Dacron XL, and Dura Glaze chintz moire are among fabrics previewing for 1987. **Circle No. 361.**

Unika Vaev—Vivaldi was actually designed in the 18th century by composer Antonio Vivaldi. Computer technology has translated his musical notes into pattern for a jacquard loom. Made of a twill weave of 75 percent modacrylic and 25 percent nylon, Vivaldi is inherently flame-retardant. **Circle No. 364.**

Innovations In Wallcoverings—Geotech vinyl wallsurfacing is a PVC with cotton scrim backing. Five patterns are available. **Circle No. 365.**

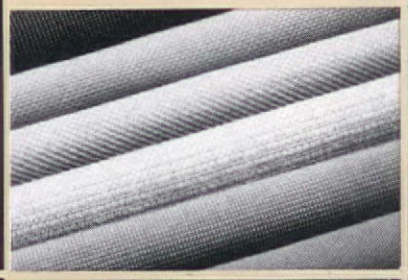
Karl Mann Associates—Network is made of 100 percent wool from Scotland which uses a damask construction. Series of intersecting lines creates positive/negative image. Line comes in six colorways. **Circle No. 366.**

Larsen

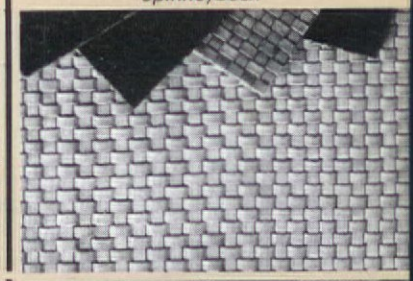
Brayton

Frankel

BASF

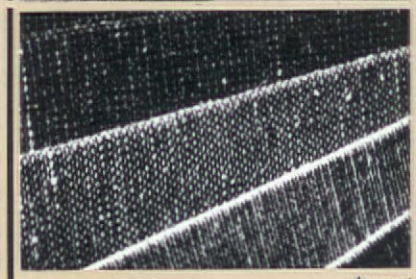


Spinneybeck



Malden Mills

Bellinger



August

Lee Jofa

Jack Lenor Larsen—Ravenna is an all-cotton jacquard damask woven and printed in Switzerland. It comes in three colorways and features a jewel-like mosaic appearance. **Circle No. 370.**

Brayton—The Brayton Textile Collection, a full-fledged division of the company, offers a range of fabrics in five leathers and wool/wool-blends in 15 fabric patterns plus 205 colorways. **Circle No. 425.**

Frankel Associates—Grouping of wool and wool-like casement fabrics is offered by Specifier I Collection. Line is available in flameproofed wools and inherently flame resistant polyesters. **Circle No. 363.**

BASF Fibers—Dura Stat line of upholstery and wallcoverings from Textile Marketing Concepts Inc. is made of Zeftron nylon with BASF fibers. Fabrics resist abrasion, pilling, and fuzzing. **Circle No. 359.**

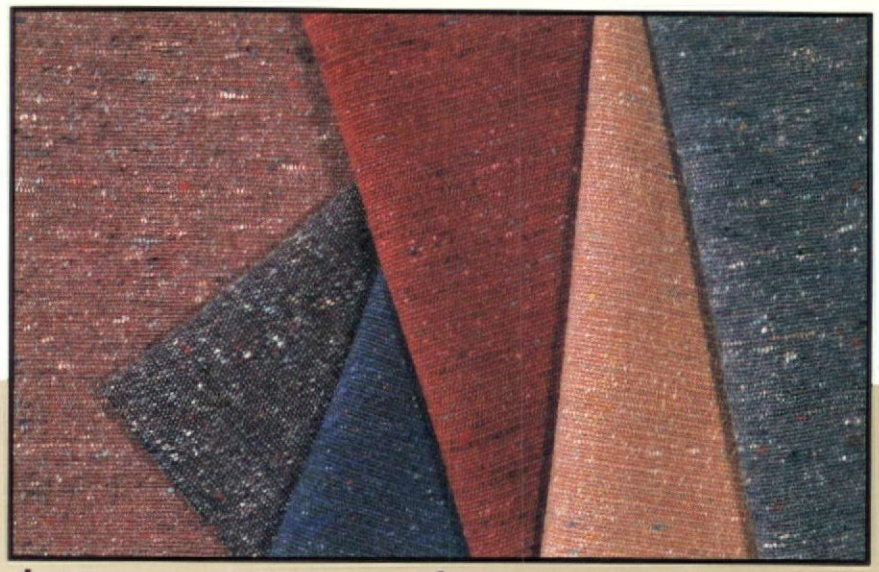
Spinneybeck—Leatherweave is composed of strips interwoven into a basket-weave pattern. Line is made of Italian calfskin. **Circle No. 394.**

Malden Mills—Velvet is inherently flame resistant and offers durability, lightfastness, noise reduction, and stain resistance. Shown here in application in an Embassy Suites hotel, Phoenix. **Circle No. 382.**

Gretchen Bellinger—CAN CAN swiss dot is intended for window/wall applications. A two-tone sheer, the textile has a subtle background grid accented by darker tufted dots. Combinations include white with black dots, beige with brown, and gray with dark gray. **Circle No. 426.**

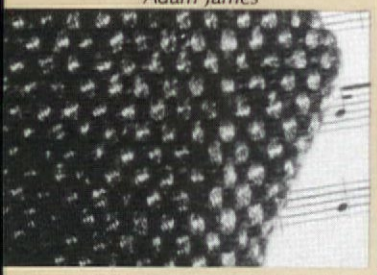
August Incorporated—Jaipur is reminiscent of Oriental silks in 84 percent wool. It comes in 24 colors. **Circle No. 395.**

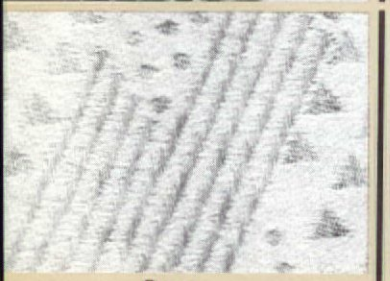
Lee Jofa—Wool satin is etched with a woven design of small squares in Samara, part of this company's COM collection. Rich neutrals and jewel tones are among 12 colors offered. **Circle No. 392.**



Arc-Com

Adam James



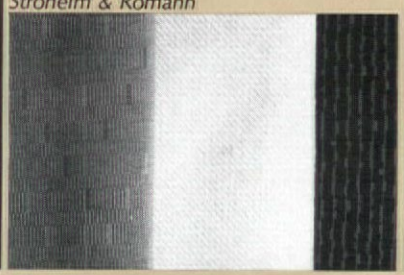


Pace

Stratford Hall

Columbus Coated

Stroheim & Romann



Verosol

Gilford

Edelman

FABRICS

Look for jewel tones, multicolors

Arc-Com Fabrics—A blend of woolen and silk yarns in multi-colored texture, Wool Galaxy is available in 18 colorways. **Circle No. 367.**

Adam James—Pastoral Collection includes Ballad and Folksong upholstery lines designed by Laura Deubler Mercurio for executive seating. Ballad is a basketweave; Folksong a birdseye check. **Circle No. 390.**

Stratford Hall—Linear Fantasy is made of rich, jewel colors accented with black in an architectural pattern. Line is a wool blend custom-woven in Germany in 10 colors. **Circle No. 387.**

Stroheim & Romann—Collection of 100 percent wool, 100 percent wool-faced wool blend fabric is available as the "Executive Collection." Five designs, geometrics and solids, are presented. **Circle No. 376.**

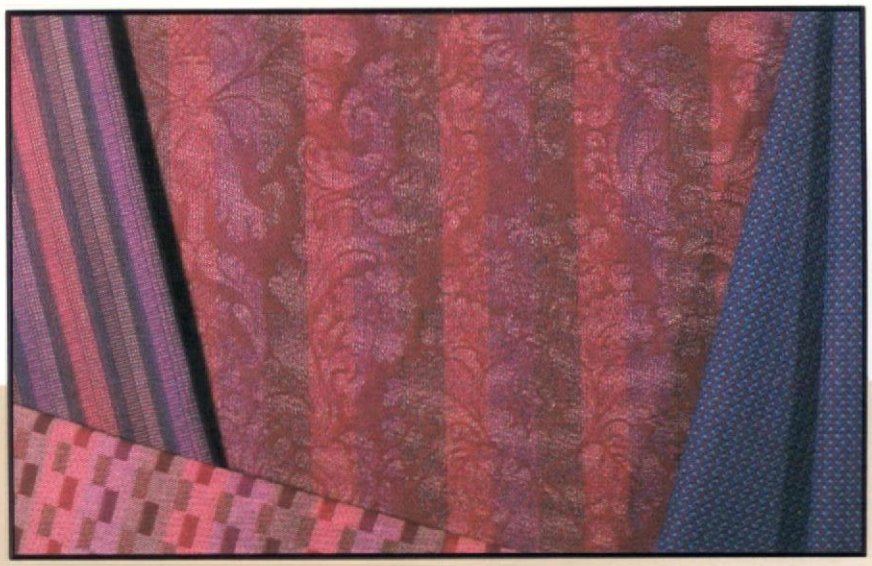
The Pace Collection—Carello's geometric shapes are arranged to interact with pastel colors now used in commercial interiors. Available in a wide range of colors and patterns. **Circle No. 357.**

Gilford—Wool/polyester heathered flannels in "Summer & Smoke" collection come 54-in. wide with flamespread rating Class A. **Circle No. 389.**

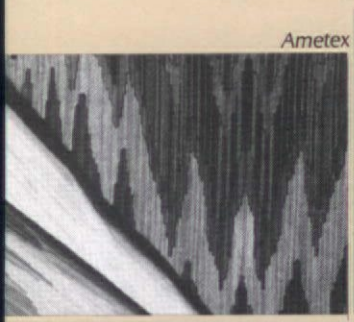
Columbus Coated Fabrics—A new collection of wallcoverings, Satinesque Designer Supplement Volume III, offers one-source shopping with Guard coordinates built around such styles as "Tiffany lamp," "Empire sofa," "Italian chair," and "neon sculpture." **Circle No. 358.**

Verosol—Pleated shades come in paisley Veropaque fabric. Made of polyester, vacuum-bonded with aluminum for energy efficiency, line comes in seven colors. **Circle No. 377.**

Edelman—Vegetable Leather is engraved in jumbo crocodile pattern. **Circle No. 379.**

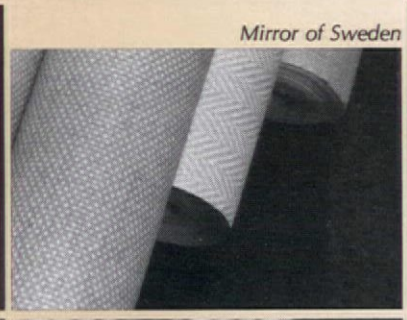


Greeff

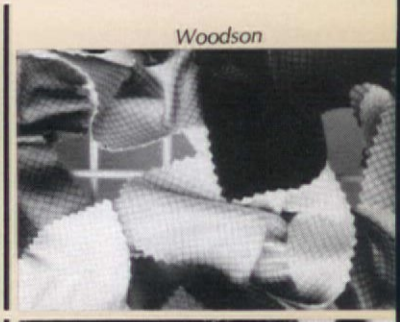


Ametex

Kirk-Brummel



Mirror of Sweden



Woodson

Lackawanna

Custom Resource

David & Dash

Knoll

Greeff—Entity fabric, woven in 75 percent modacrylic/25 percent nylon, has seven designs in damasks, stripes, and twills, among other weaves. **Circle No. 380.**

Ametex—Robert Allen Contract Fabrics line, Decatur, is a 54-in.-wide upholstery and wallcovering fabric in flame stitch pattern. **Circle No. 378.**

Kirk-Brummel—Woven of 100 percent wool, Mandarac is a jacquard satin weave from combed British wool. It comes in three multicolors and is 60-in. wide. **Circle No. 393.**

Mirror of Sweden—Tasso is a woven fiberglass wallcovering now available in the United States and Canada through this company. Product meets ASTM E-84-79a procedures and comes in nine unpainted textures. **Circle No. 356.**

Woodson—Permaglazed 100 percent cotton is treated with Zepel in the Grid Line, available in a wide range of colors **Circle No. 391.**

Lackawanna Leather—Passport is aniline-dyed in full, top-grain leather. Product resists fading, staining, and cracking by means of Aniline Plus treatment. **Circle No. 388.**

Custom Resource Inc.—Woodlands is imported from Italy in full aniline-dyed leather with bark-like texture. A perforated leather is also available in variety of patterns. **Circle No. 381.**

David & Dash—A solid-colored 100 percent dobby cloth, Dimension line has 32 colors. **Circle No. 368.**

Knoll—Jhane Barnes designed the Knoll Wall/Knoll Window collection, giving this company new entry into the soft window treatment market segment. Seven, 54-in. fabrics are available for vertical applications as wallcoverings and draperies. **Circle No. 384.**

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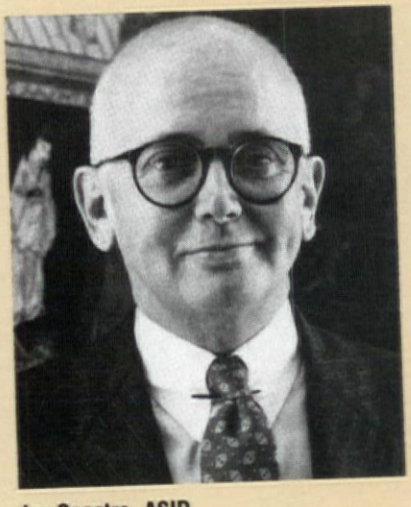
Southern Accents Magazine
Atlanta, Ga.



Jay Spectre, ASID
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Du Pont TEFLON soil & stain repeller

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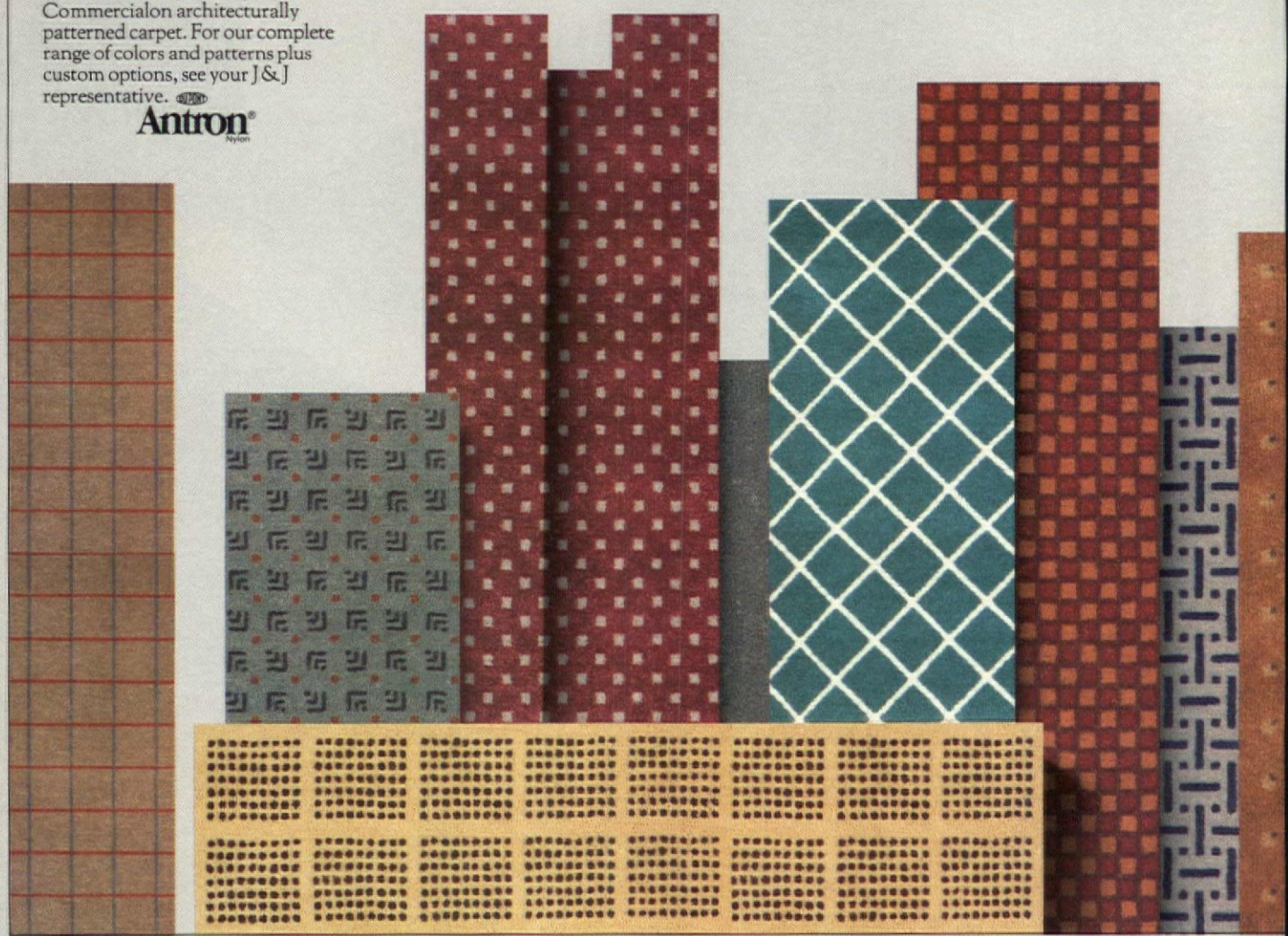

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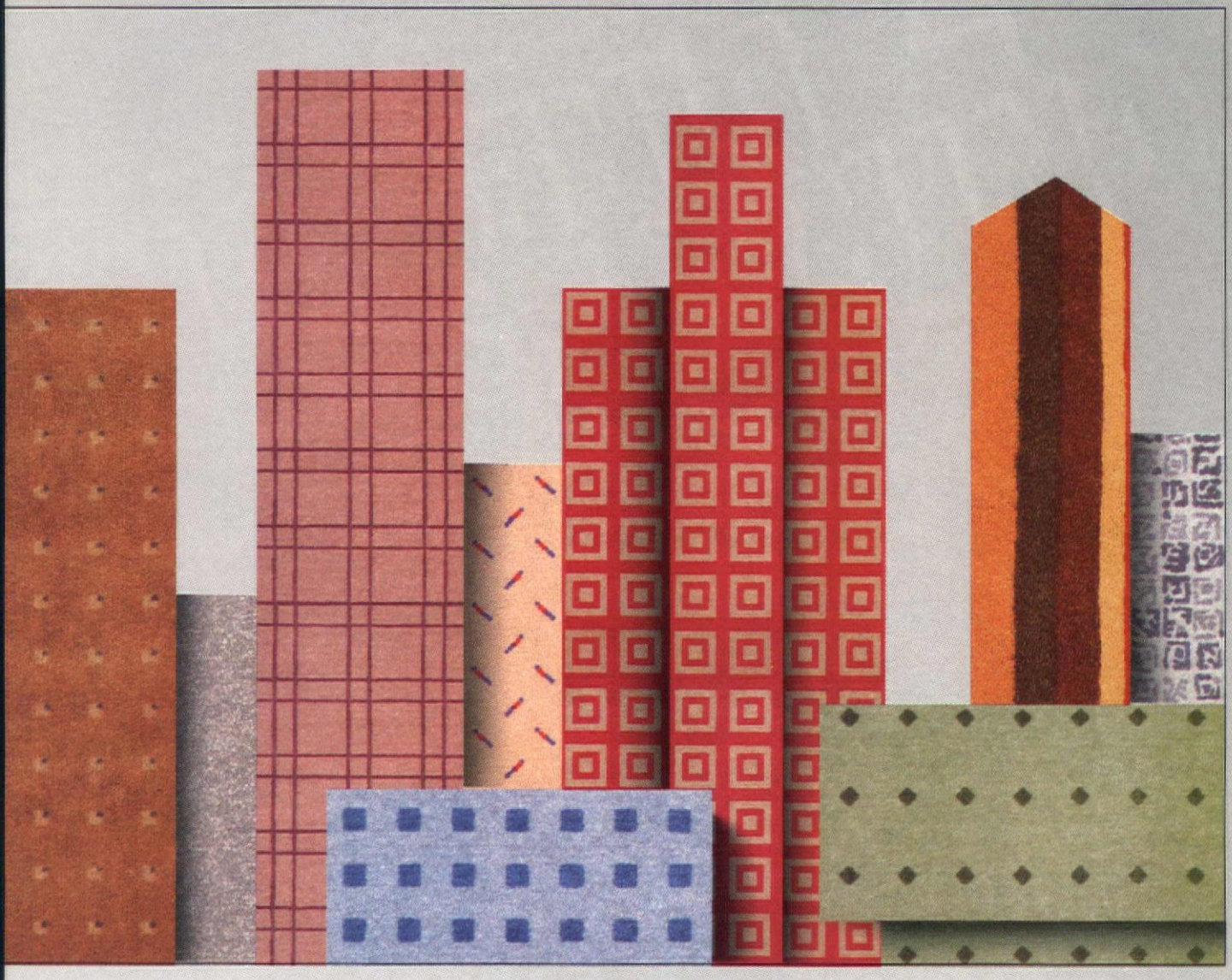

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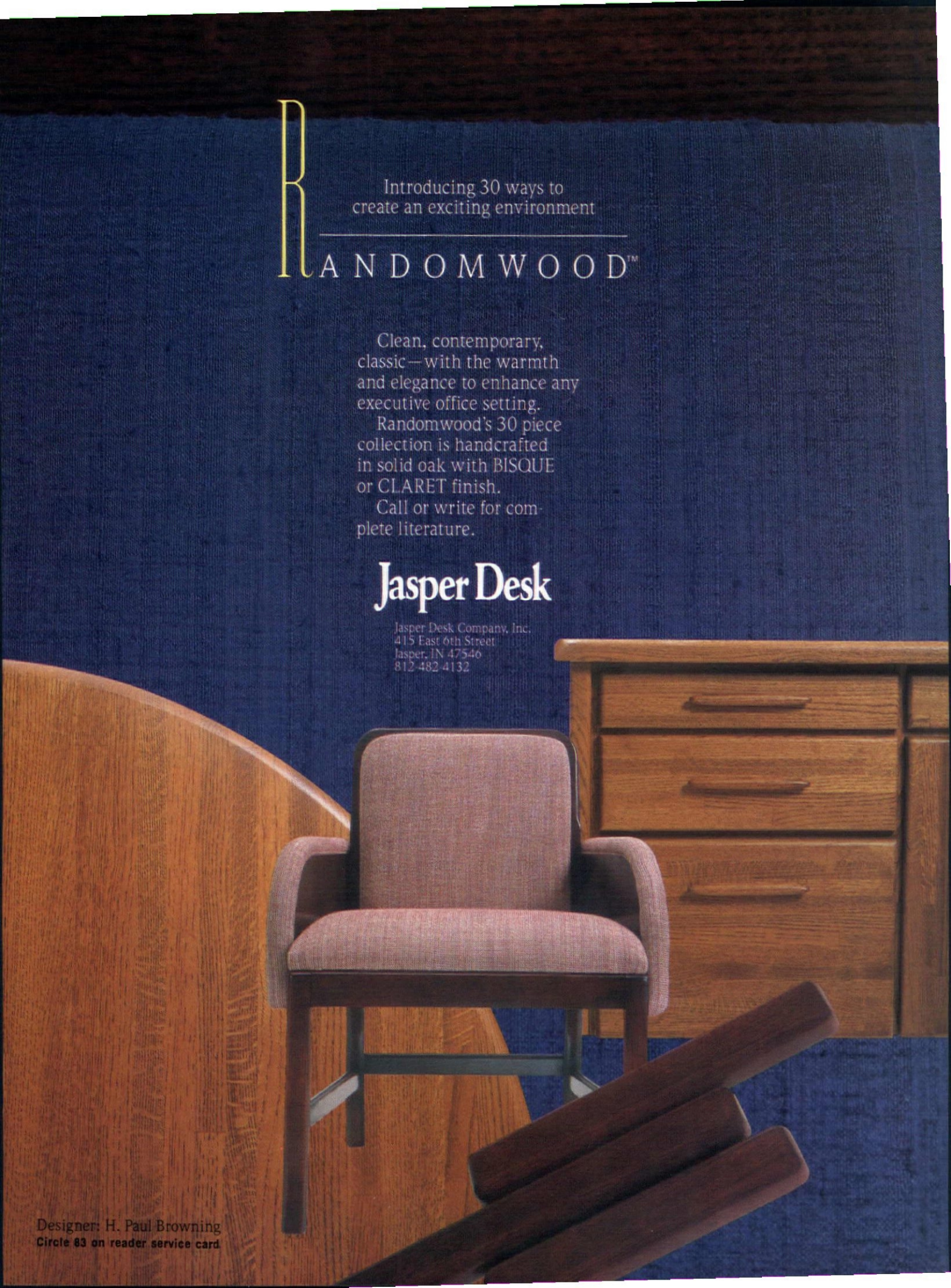
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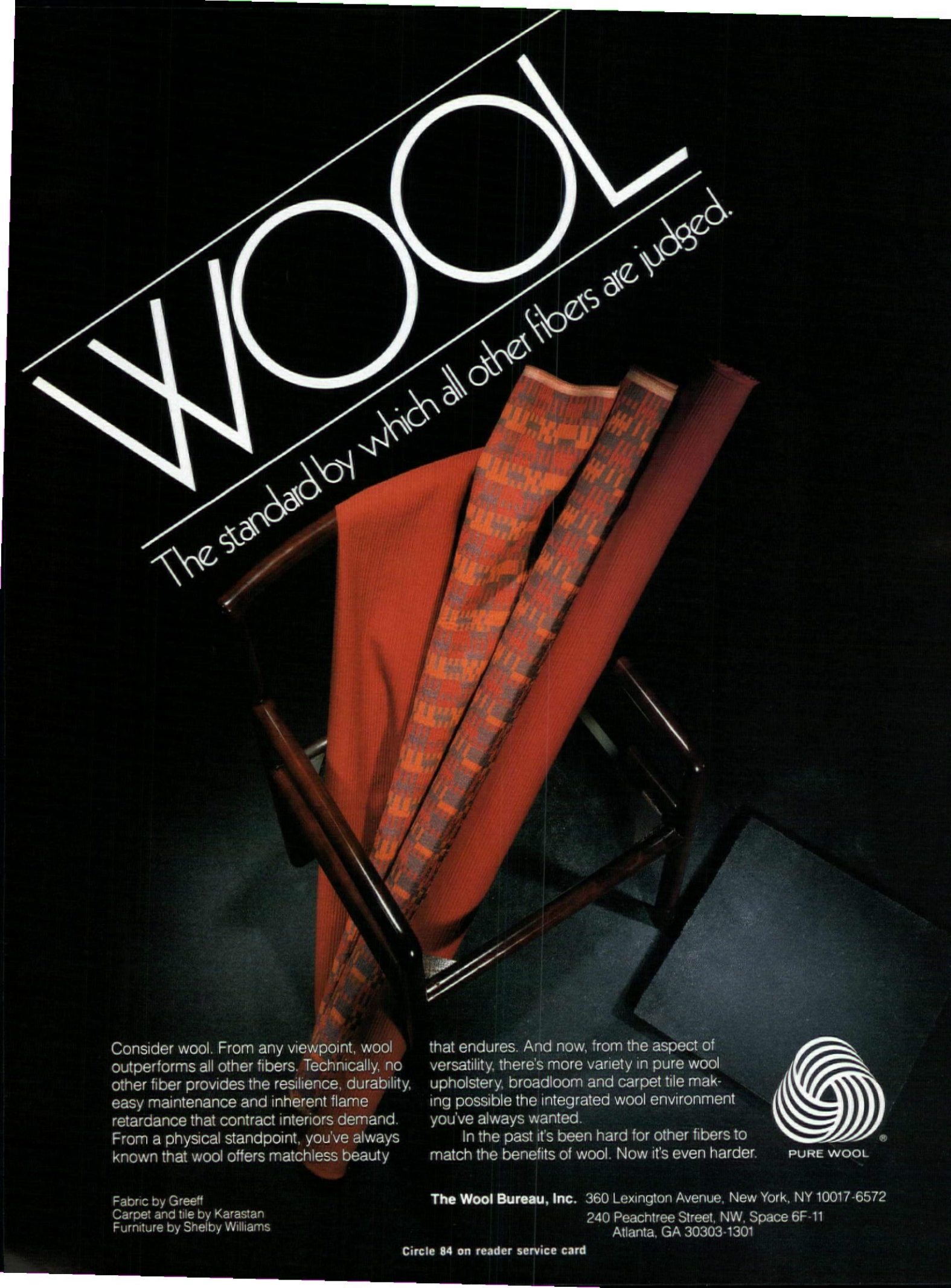
WOOL

The standard by which all other fibers are judged.



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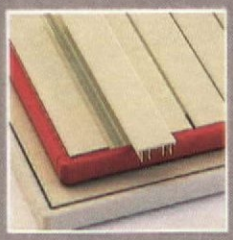

Update information quickly and easily by replacing lettering strips — not the entire sign.

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Circle 96 on reader service card

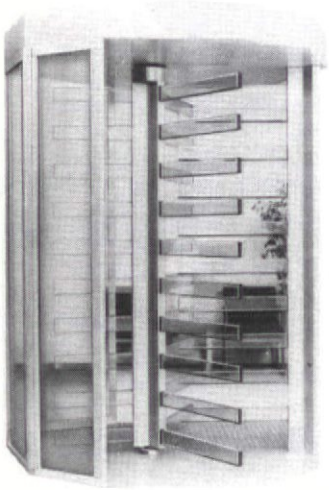
OFFICE FURNITURE SERIES HAS BEEN UPDATED

The 8500 series and 8600 Series from **Kimball Office Furniture** offer updated models which may be used in tandem with existing lines. The 20- by 72-in. kneespace credenza, pictured with two pedestals, has been added to the series. Centra locking and tops of high-pressure laminate or oak veneer are standard. **Circle No. 457.**

Kimball

SEE THROUGH TURNSTILE COMBINES SECURITY, ESTHETICS

The Clear Passage Security TurnStyle from **Alvarado Manufacturing Company** possesses vanes constructed of 1-in.-thick, durable polycarbonate. Curved passage area is constructed of a rigid steel frame designed to hold the high-impact polycarbonate clear sheet. **Circle No. 443.**



Alvarado

LAMINATED TABLE TOPS ARE OFFERED IN CUSTOM DESIGNS

Crown Decorative Products Inc. has introduced a new line of laminated plastic table tops. This program provides custom designs by mixing and matching decorative color schemes, patterns, and sizes, with solid wood or self-edge treatment. **Circle No. 440.**

Ranging

PRODUCT SOLVES DISTANCE-MEASURING PROBLEMS

Ranging's classic 1000 Rangematic provides contractors, landscape architects, and engineers with an easy solution to measuring long distances. Product is capable of measuring from 50 to 1000 yds. in a matter of seconds. **Circle No. 450.**

By Design Corp.

NEW TIMEPIECE OFFERS LATEST IN INNOVATION

The Lightbeam Clock from **By Design Corp.** is a limited edition timepiece with a unique rotating optical system of lenses and mirrors. Light is projected by a lamp in the base through a condensing lens, producing a beam on the front surface mirror which directs the light to the rotating optics. The optics then segment the beam into three parts of distinctive shapes and reflect the light onto the translucent display screen. **Circle No. 461.**

Beaver

FULL RANGE OF PUBLIC SEATING IS OFFERED

Beaver Furniture Corp. of New York manufactures chairs, sofas, and complete units for virtually all public seating accommodations. **Circle No. 469.**

Stratford Hall

HANDWOVEN SILK FABRIC COMES IN FOUR COLORWAYS

Stratford Hall Inc. offers "Himalaya," a handwoven silk from India, suitable for use as both a wallcovering and a light upholstery fabric. Fabric, which has a knit cotton backing, is 48-in. wide and comes in four colorways. **Circle No. 434.**

FLOOR LAMP IS AVAILABLE VIA QUICK-SHIP PROGRAM

Atelier International Lighting offers "Stylos," a columnar-shaped lamp providing both diffused and recycled illumination. A circular, weighted steel base supports a 6-ft., 5-in. tubular acrylic diffusor. **Circle No. 438.**

VERTICAL BLINDS COME IN CHOICE OF EIGHT COLORS

A tailored textured stripe named "Overture" is a new vertical blind style from the Dixie Verticals Division of **Hunter Douglas.** Available in eight colorings, this free-hanging knit fabric is suitable for contract use. **Circle No. 458.**

Hunter Douglas

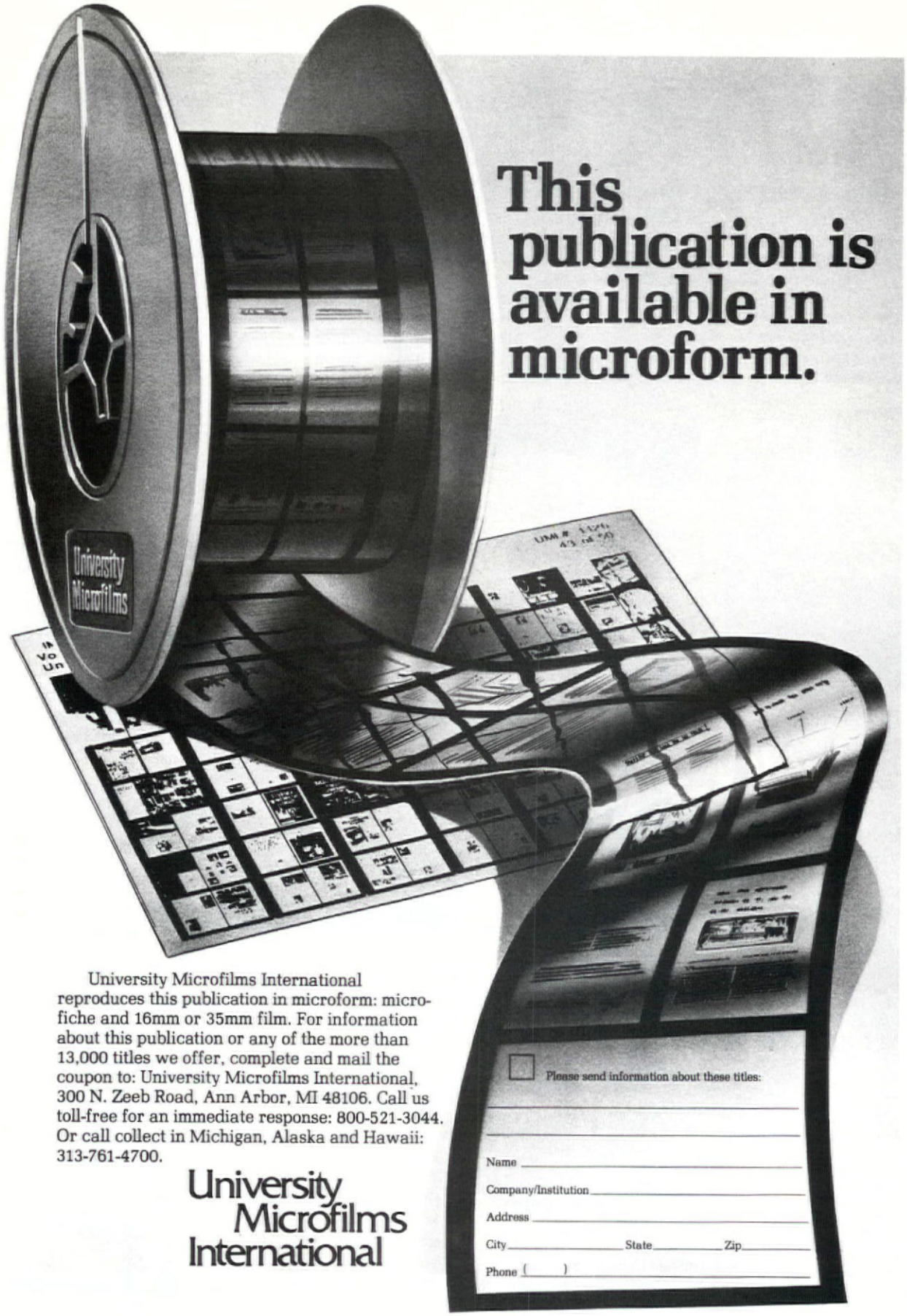
TECHNICAL SERVICE ANNOUCES ITS SEMINAR SERIES

P & D Technical Services offers a series of seminars on environmental control through preventive cleaning and maintenance. Program is offered in a dozen different cities. **Circle No. 453.**

MANUFACTURER DESIGNS CHAIRS FOR ANY AREA

Bibi Furniture Company of New York has complete facilities to custom design chairs for any area desired. More than 1000 chair frames are available from which to select. **Circle No. 468.**

Bibi



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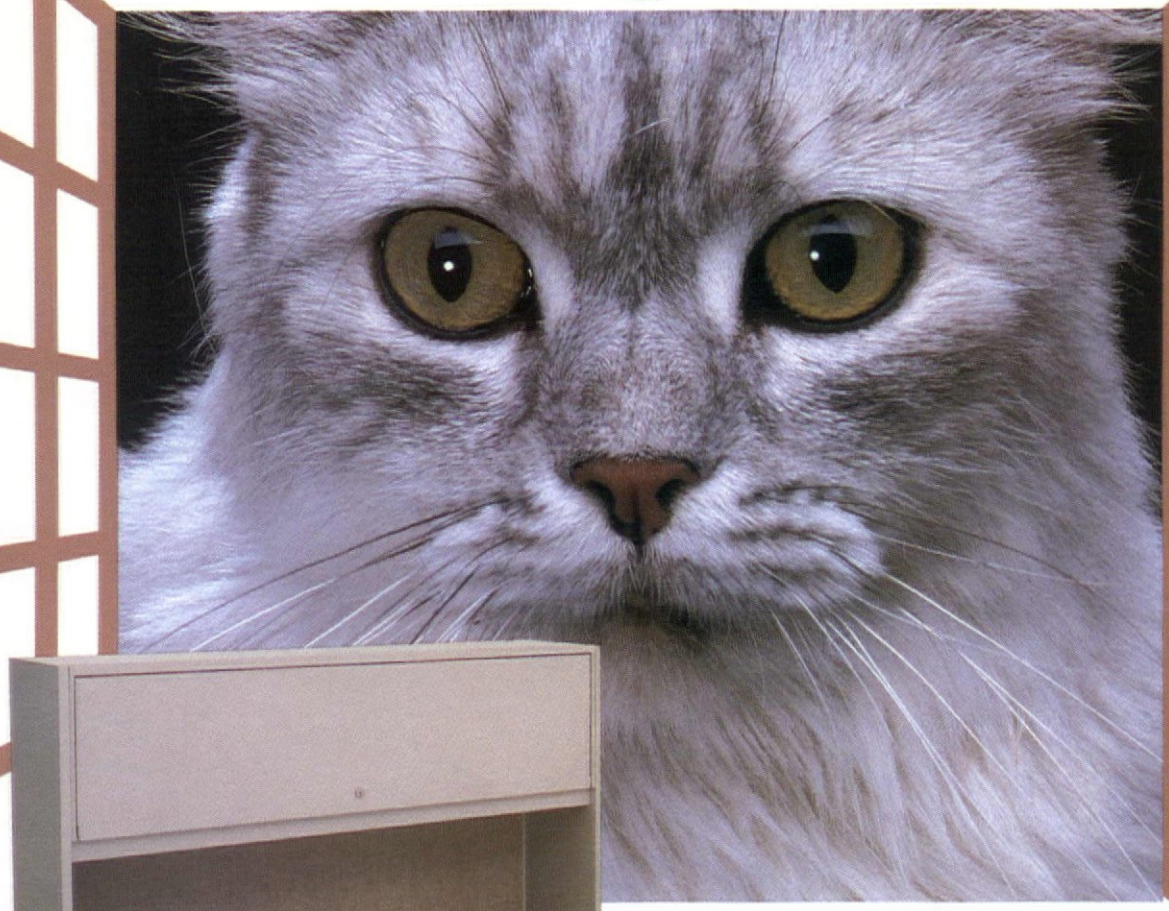
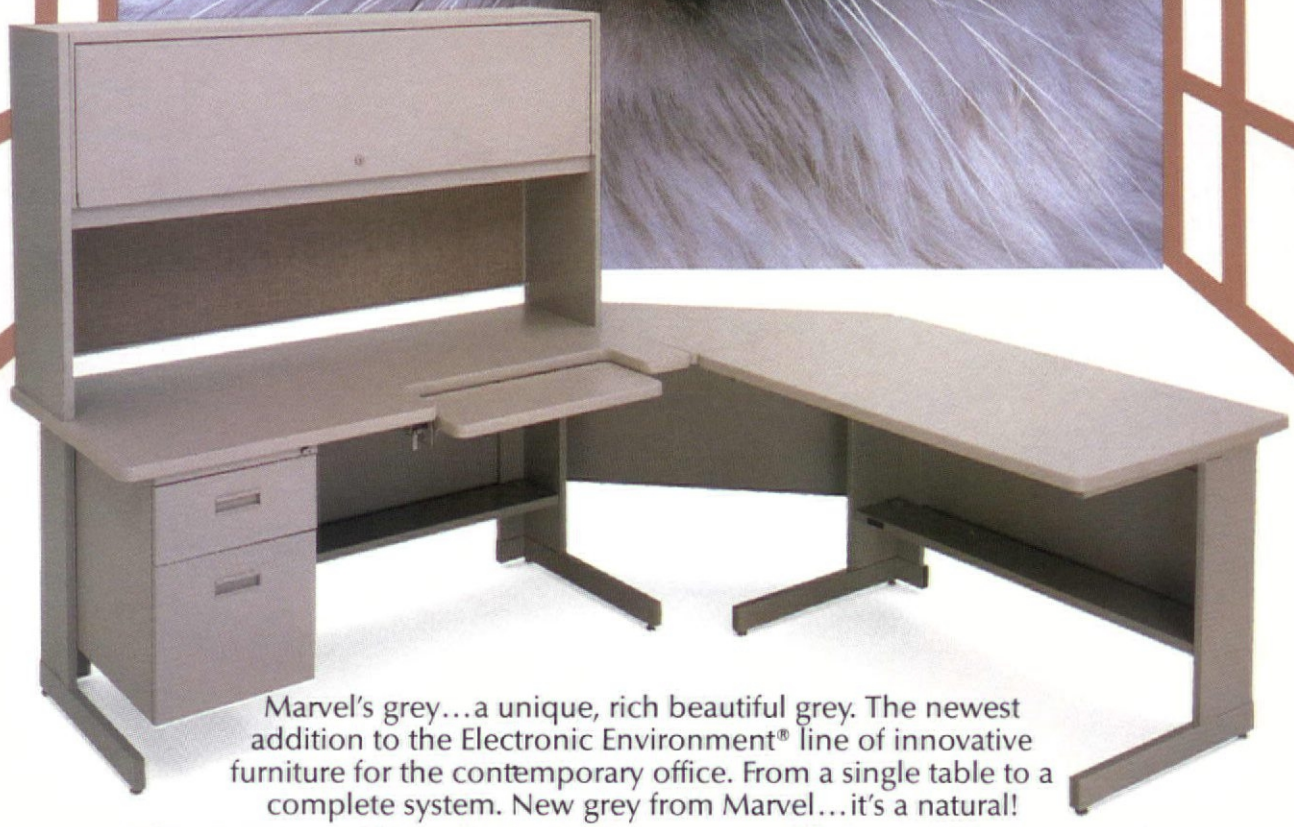
Next to natural beauty, Marvel's new grey line shines.





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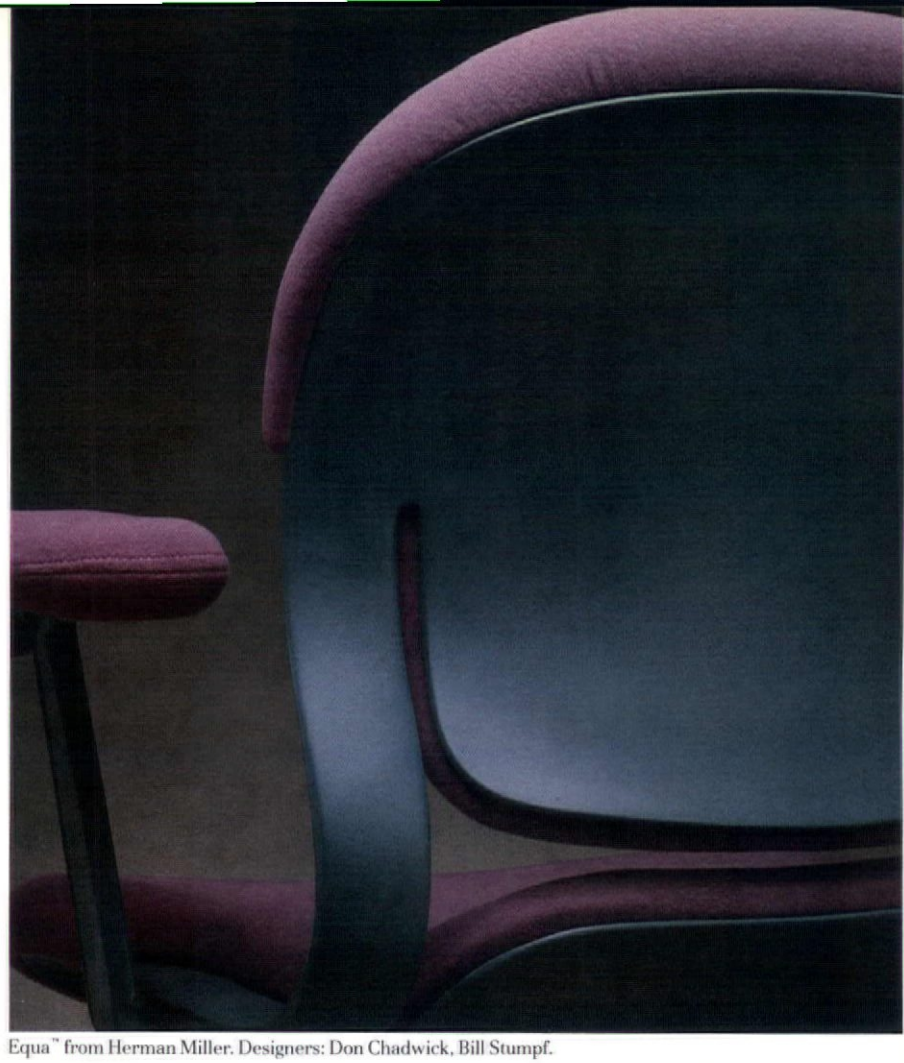

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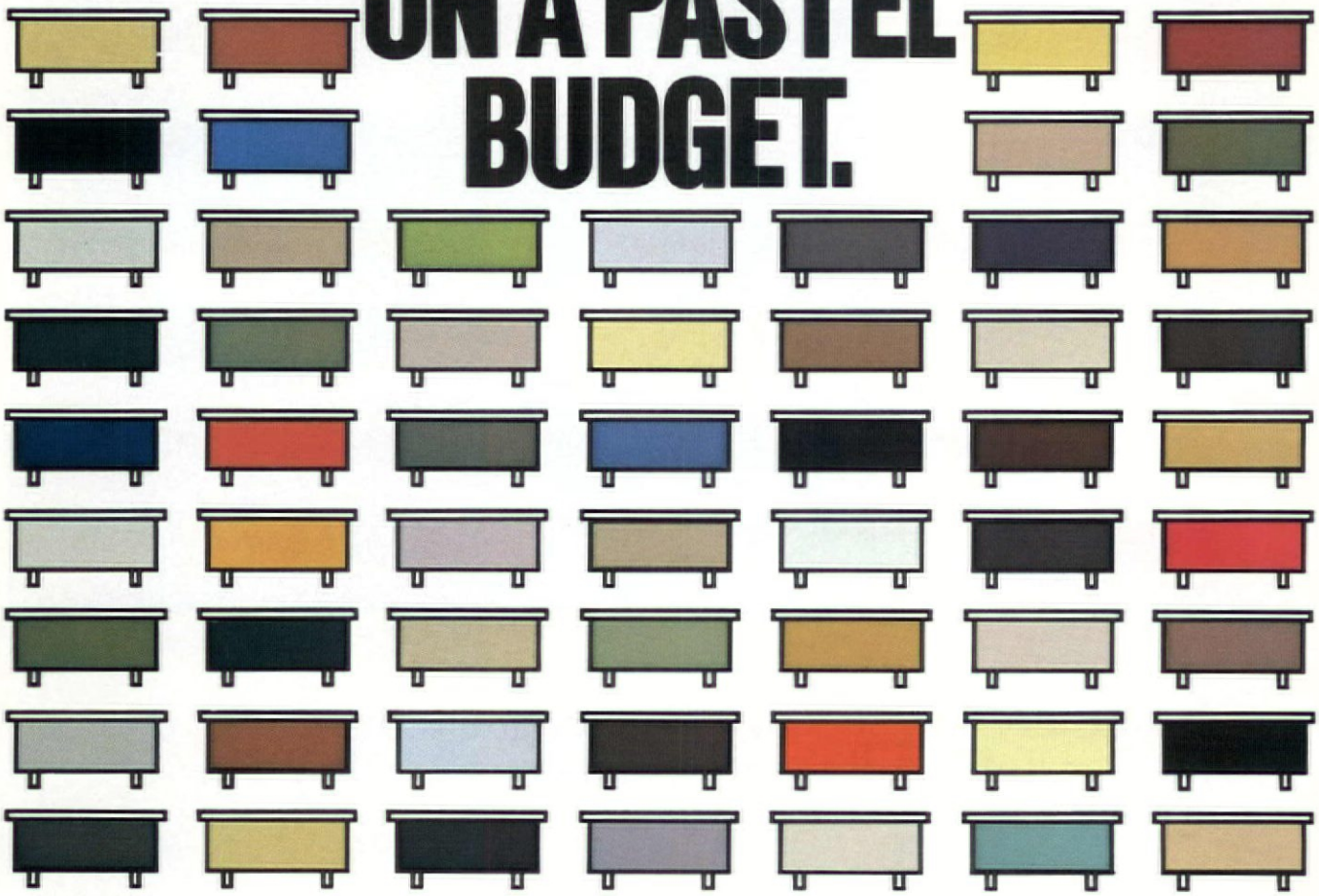
BOLD, COLORFUL OFFICE FURNITURE ON A PASTEL BUDGET.



Want to get the most out of your client's redecorating dollar? Then work with American Electro-Coatings on your next contract.

We'll refinish your client's worn-looking but perfectly good metal office furniture. In colors to match your theme. You'll be pleased with the professional finish; your client will be pleased with the money saved over the cost of new furniture.

We'll work with you, or directly with your client, whichever you prefer. All refinishing is done on the premises. And we work after business hours so your redecorating work and your client's business will not be disturbed.

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COMPARE AND SAVE!

Office Size	Refinish	Replace	Save
1-person*	$186	$1,510	$1,324
50-person	$9,300	$75,500	$66,200
100-person	$18,600	$151,000	$132,400
200-person	$37,200	$302,000	$264,800

*Costs were calculated using a typically equipped office, actual new furniture prices, and AEC's published prices for metal furniture refinishing and new woodgrained cap tops. Substantial discounts are available, depending on size and scope of project.

American Electro-Coatings Corp.

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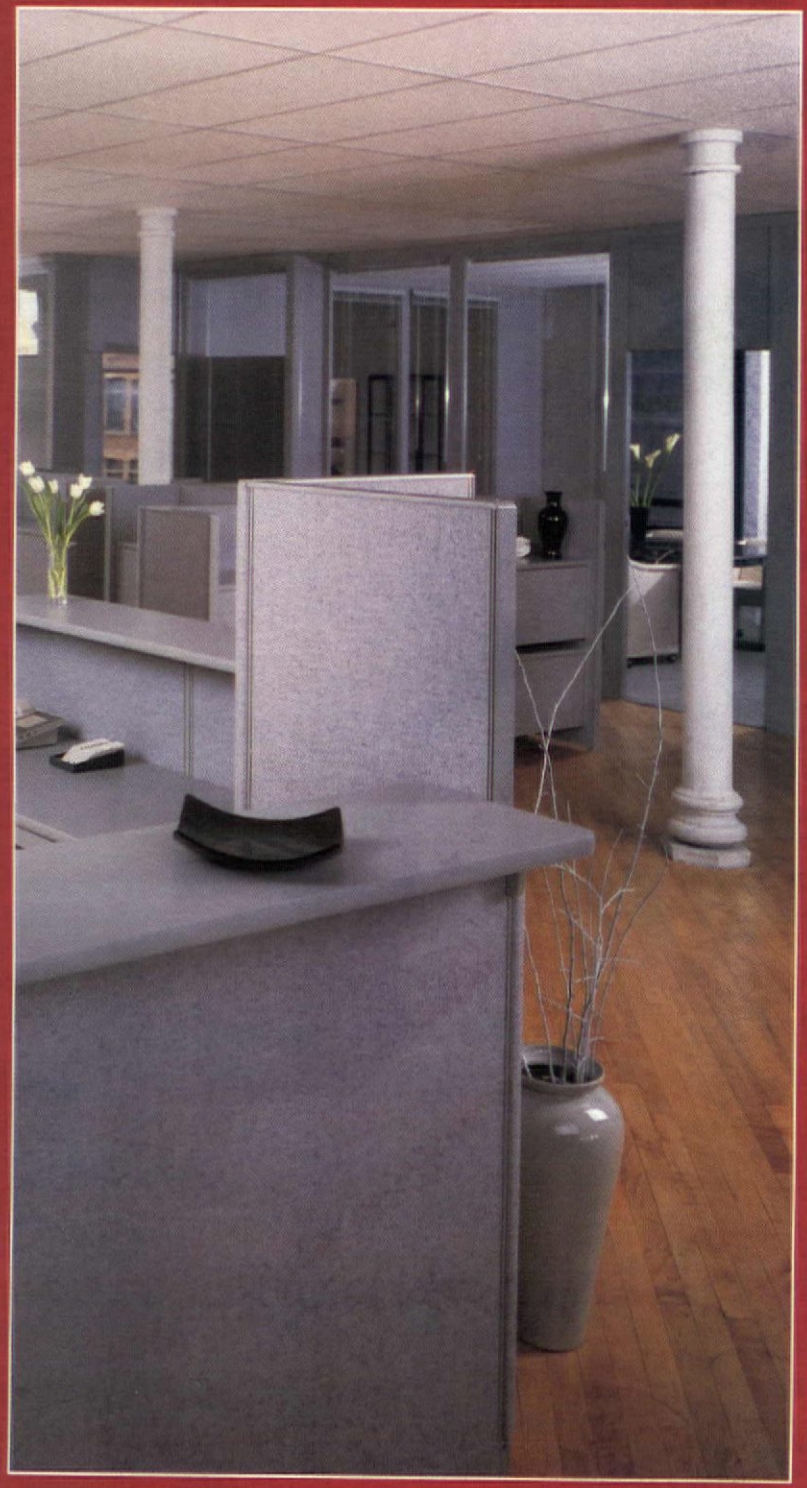
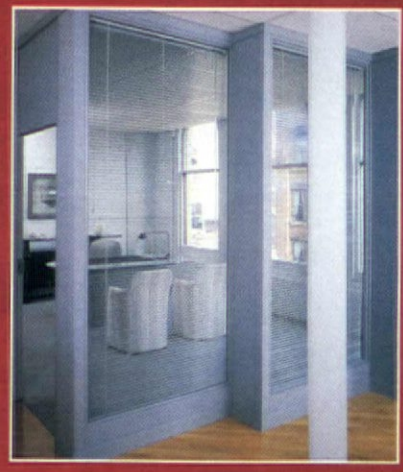
Wall to Wall

Trendway. Open Plan Efficiency, Floor-to-Ceiling Privacy. Integrated.



Trendway provides open plan panels and components and floor-to-ceiling partitions so well integrated it is difficult to tell where one system leaves off and the other begins.

Trendway's open plan furniture components mount flush to "T" Series Floor-to-Ceiling partitions as well as SMS open plan panels . . . with no adaptive hardware. And one comprehensive Trendway fabric, trim and finish offering fully coordinates the systems.



Most importantly, one single source manufacturer integrates the best of two worlds to meet virtually any office space division requirement. Trendway. For complete information write: Trendway Corporation, P.O. Box 1110, Holland, Michigan 49423.

TRENDWAY

Private and Open Office Environments

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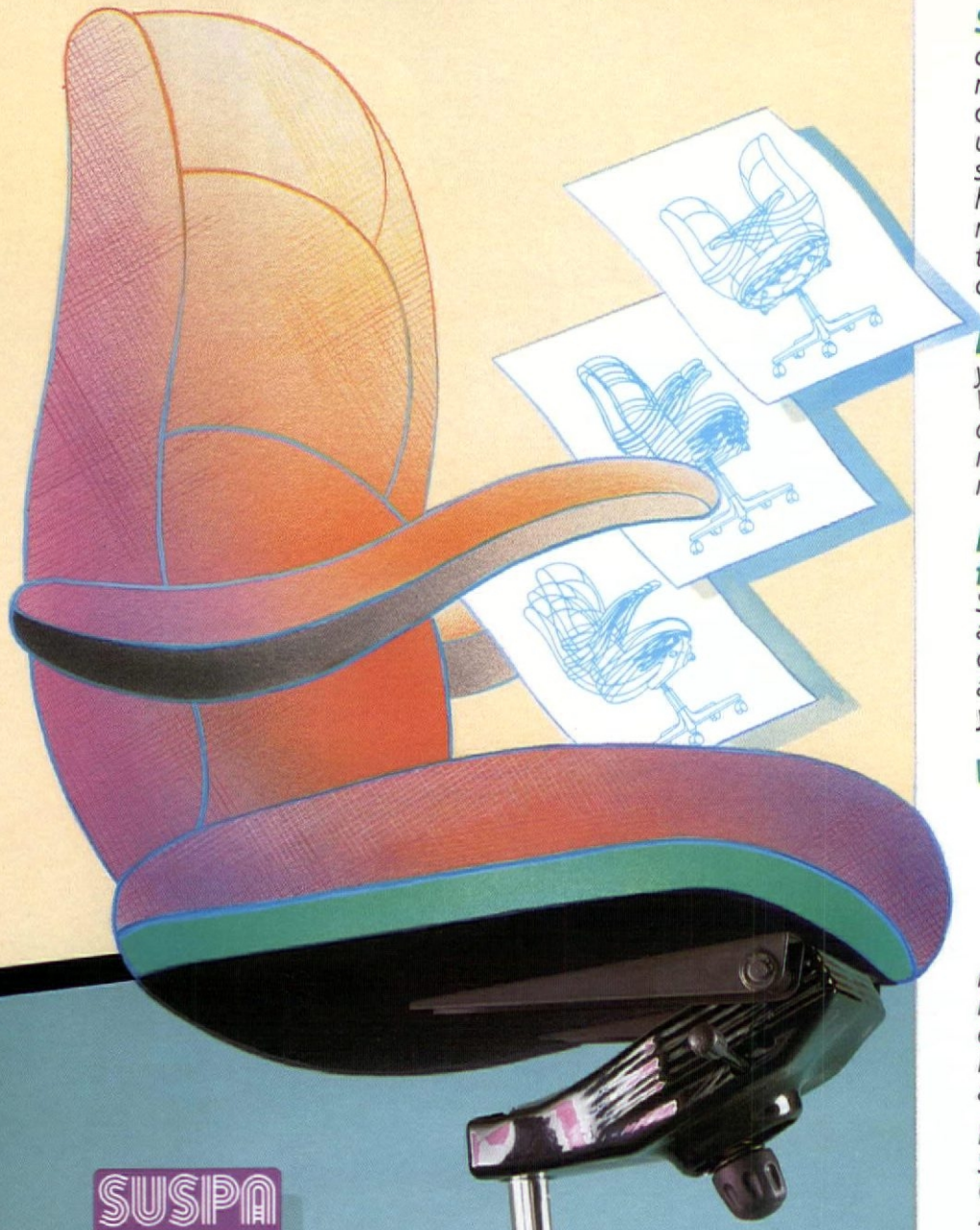
When you want support for your decisions



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Suspension know-how comes from nearly 25 years of manufacturing gas cylinders for chair adjustment (with millions of units in use today). Suspa **means** suspension, and as suppliers of height, back and seat adjustments to over three-quarters of the U.S. seating industry, we've covered the bases.

Design aid is included when you come to Suspa for support. We have worked with hundreds of chair makers in providing the most appropriate adjustments for new or revised seating designs.

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Worldwide acceptance has been achieved to the extent that Suspa is the leading manufacturer of mechanical, hydraulic and hydro-pneumatic devices. And a measure of our workmanship is reflected in the 27-month warranty provided with each gas cylinder. In fact, our ISIFIT and IDEALIFT products carry a 4-year warranty.

For more information, contact SUSPA Incorporated, 3970 Roger Chaffee Dr., S.E., Grand Rapids, MI 49508. Phone: 616/531-9600 Telex 22-6385.

SUSPA COMPART

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"I really like open plan systems. But I can only afford desks. Guess I'm stuck with desks, right?"

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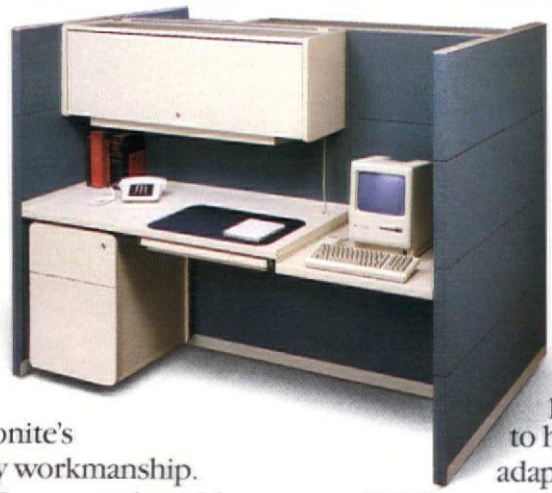
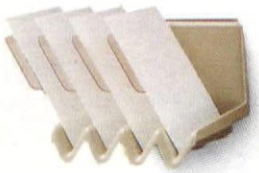
The Samsonite 28-Minute Office.™

The Samsonite 28-Minute Office is the unique, open plan system you can own for about the same cost as ordinary desks and panels.

Each self-contained unit is a complete, highly efficient workspace – attractive, well designed and built with Samsonite's sturdy workmanship.





Our wide choice of accessories customize each workspace.

You can order add-on or shared units as you grow. And meet the exact needs of your office with our wide range of models – including secretarial, supervisory, specially designed information processing stations, and more.

Add-on units increase flexibility.

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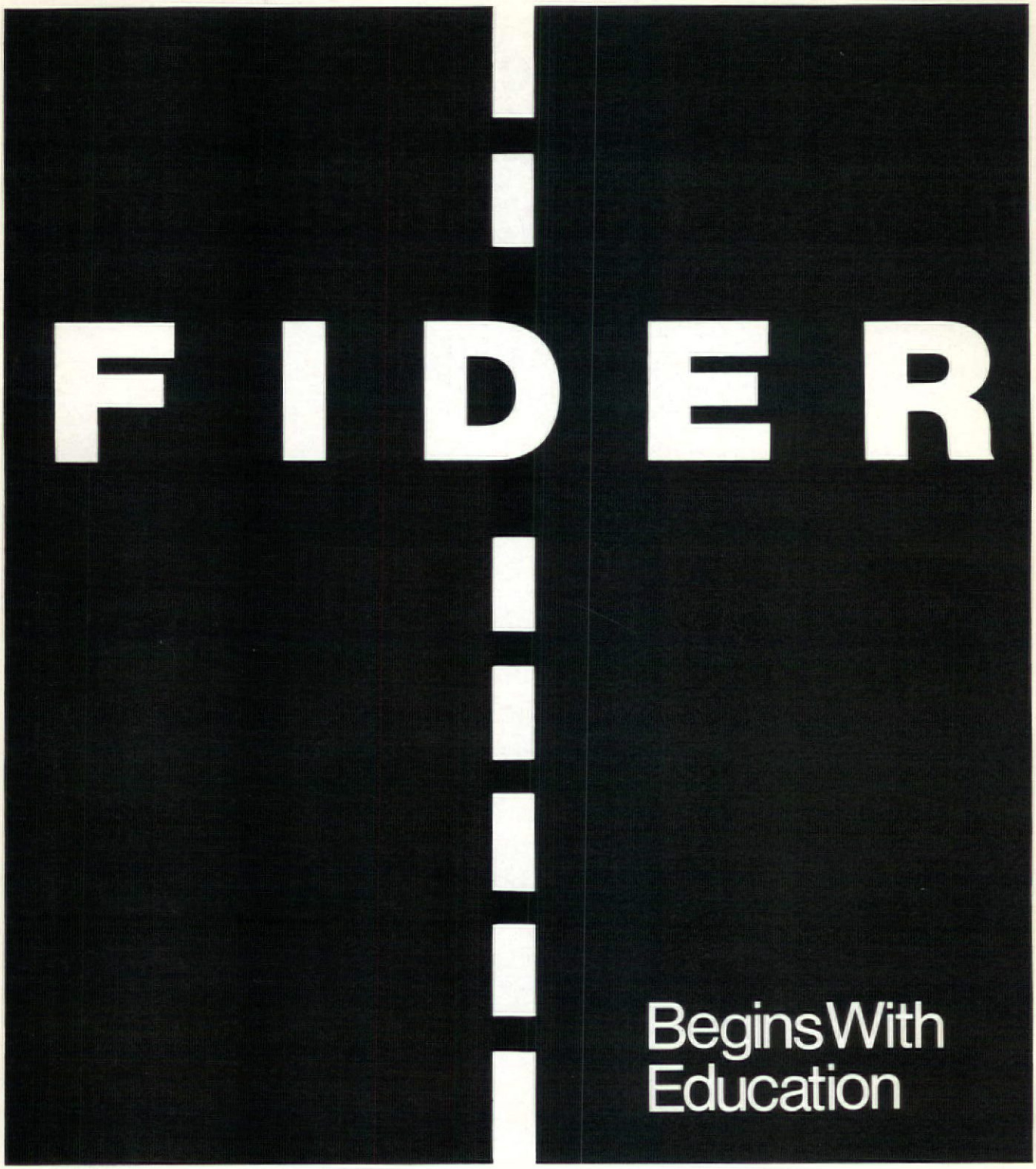

For further information please contact:

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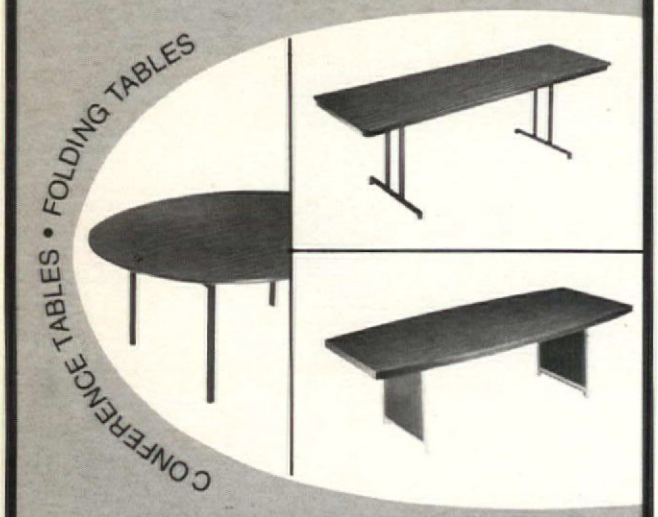

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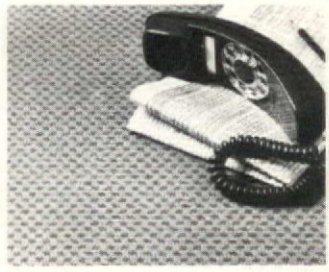
Progressions

UPHOLSTERED FURNITURE FEATURES CLASSIC STYLING

Progressions is a new line of upholstered furniture, manufactured in Orange County, Calif., that features the stylization and quality of handcraftmanship of more expensive international collections. An added feature is quick delivery time. **Circle No. 449.**



Stratton

OFFICE CARPETING OFFERS SCOTCHGUARD PROTECTION

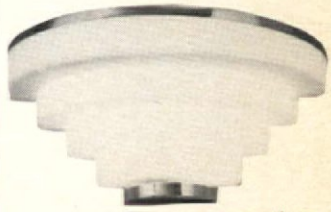
Stratton has introduced the Corporate Standards line of carpets for all office areas. The group includes a solid-color, textured, commercial loop product; two, solid-color commercial plushes in different weights; and an overall small-scale pattern. Product is treated with Scotchguard protector. **Circle No. 428.**

CONTRACT FURNITURE BUYER'S GUIDE IS OFFERED

Design Network International Ltd. has available the "Contract Furniture Buyer's Guide." Product-by-product analysis of over 5,000 different contract products, and in-depth product reviews and ratings are included in the guide. Four issues are published per year. **Circle No. 459.**

LIGHTING MANUFACTURER HAS EUROPEAN GLASS LINE

European glass is being featured in a line of six new fixtures from **Visa Lighting.** Along with a varied collection of wall sconces, Visa also offers contemporary and traditional chandeliers, pendants, church lighting, and a complete line of outdoor fixtures. **Circle No. 451.**



Visa Lighting

CARPET MANUFACTURER HAS CUSTOM DESIGN PROGRAM

Philadelphia Carpets has introduced its custom pattern carpet program. The Custom Design System offers a multitude of options by incorporating custom designs in patterned broadloom carpet, bordered corridor carpet, rooms and suites carpet, and handcrafted custom rugs. Program encompasses over 250 patterns and 400 colors. **Circle No. 433.**

Brayton

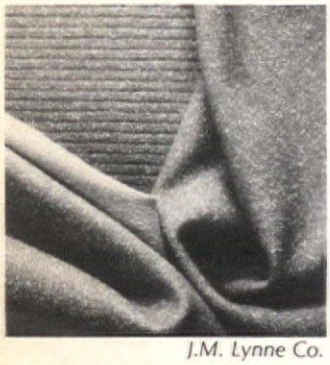
CHOICE OF FIVE VERSIONS, 12 DESIGNS IN CHAIR LINE

Chair pictured is one of twelve designs from **Brayton International**'s Classic Designs in Wood series. Chair comes in five versions including spindle back; armless; and upholstered seat, back, and side panels. **Circle No. 431.**

Agati

CHAIR IS CONSTRUCTED FROM HONDURAS MAHOGANY

Knife Edge Arm Chair by Joe Agati of **Agati Designs** is constructed from solid Honduras mahogany. Upholstered seats and curved backs provide comfort to the user. **Circle No. 442.**



J.M. Lynne Co.

WALLCOVERING COLLECTION CONTAINS SPUN SILK

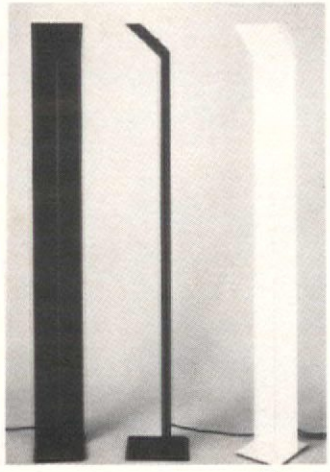
Cocoon Cloth is a collection of wallcoverings from the **J.M. Lynne Company** offering spun-silk fiber. Two weaves comprise the collection, a plain and a classic Bedford cord. Each weave, consisting of 60 percent wool, 20 percent silk, and 20 percent nylon, is Class A flame-rated. **Circle No. 432.**

GUIDE DESCRIBES FURNITURE CATEGORIES

"Product And Price Comparisons And Competitive Information" has been published by **Contract Furniture Information Services, Inc.** Data is included for the following categories—systems, seating, filing, and desks. **Circle No. 460.**

METAL FLOOR LAMP PROVIDES HALOGEN LIGHTING

Metal floor lamp from **Domus International** comes in black with red vertical spacer and in white. Bulb is 1 × 500 W halogen with dimmer. **Circle No. 446.**



Domus

CHAIR MEETS REQUIREMENTS OF DUST-FREE ROOMS

Charvoz-Carsen Corp. offers the G1368 Clean-Room Chair, designed to meet the requirements of dust-free rooms. Chair features smooth, non-porous black vinyl fabric, enclosed seat back, and bottom shell. Fluid-Motion feature allows the seat to move forward and downward as the user leans back on the backrest. **Circle No. 435.**

Charvoz-Carsen

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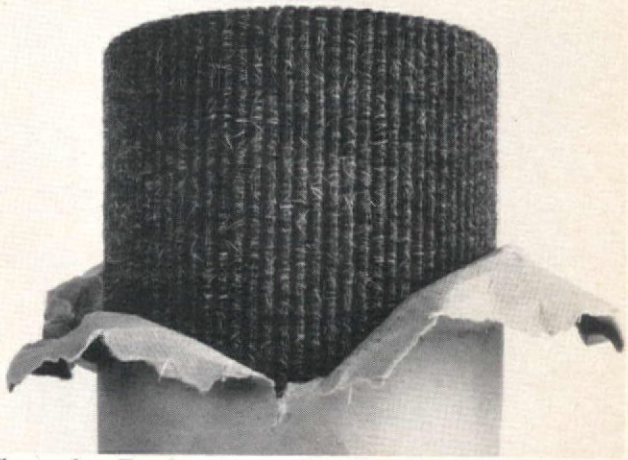

Allcovering Tretford is now available in six new colors: Misty Olive, Sandy Gray, Navy Blue and three different Gray Blues. Send for samples and ask about our cut-order, in-stock program for immediate delivery. Contact Eurotex, 165 West Ontario St., Philadelphia, PA 19140. 800-523-0731. In PA 215-739-8844.

EUROTEX

Circle 102 on reader service card

Circle 103 on reader service card

The New Wide Width Fabric Collection

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* For Seamless Upholstered Walls (8'6" to 9'2" wide)
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* For the Ultimate in French elegance

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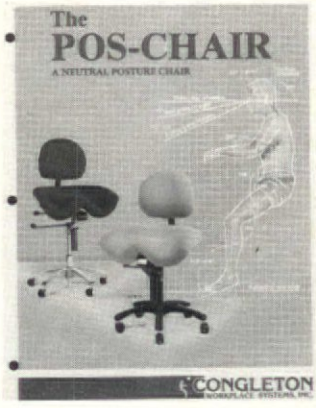
FREE INFORMATION FAST

Use handy Reader Service Card for quick and convenient response to products displayed in this issue.

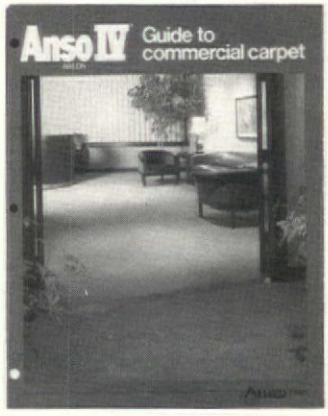
CATALOGS & BROCHURES

Congleton Workplace Systems, Inc. has available a brochure which explains the POS-CHAIR, a neutral posture chair. The POS-CHAIR is the result of expert medical and biomechanical engineering to accommodate the seated worker. **Circle No. 421.**



Congleton

Allied Fibers offers a guide to commercial carpet. Brochure explains in detail the Anso IV group of commercial nylons. **Circle No. 411.**



Allied

The Groundworks division of Lee Iofa has published "Textile Definitions and Standards," a comprehensive sourcebook on interior textiles of particular interest to commercial specifiers. The 40-page paperback book charts in detail the construction and performance characteristics of all major types of fibers as well as dyes, yarns and finishes. **Circle No. 410.**

Hesco

Hesco's new brochure series explains new product lines—Transitional, Bevel, Traditional, Radius, Executive, and Panel Collections. **Circle No. 415.**

Steelcase

Power and cable management capabilities of the Steelcase Series 9000 furniture system are described in a new 30-page color brochure. Illustrations explain how components can be used to connect with a building's power system, distribute wires and cables, provide electrical access at individual workstations, and store wires and cables out of sight. **Circle No. 409.**

Gordon International offers new series of brochures featuring products from the Vienna Classic Collection. **Circle No. 418.**

Helikon offers color brochure displaying Insignia and Versant Collections of wooden desks, credenzas, tables, bookcases, and work modules. **Circle No. 423.**

CLASSIFIED ADVERTISEMENTS

RATES: A standard classified ad costs $73.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

LINES WANTED

Western Mo., Eastern Kansas contacts-dealers, interior designers, architects, & major end users. 16 year successful track record—all phases interior design & contract marketing. S.L. Morgan, Manufacturers Rep to the Contract Trade, 1156 W. 103rd St., Suite 210, KC, MO 64114. (816) 942-1338.

#1 Sales Representative Group available in metropolitan New York calling on 1200 specifiers. We provide full time sales coverage to architects and designers with constant follow up and coordination. Reply to VCI, PO Box 121, Closter, NJ 07624.

BUSINESS FOR SALE

BUSINESS FOR SALE

Birmingham, AL leading commercial interior design firm providing services in space planning, design selection and specification, strong resource capabilities, profitable. Josey & Co. (205) 252-6754.

MISCELLANEOUS

ATTENTION: Contract furnishers, architects, designers, and dealers send us your brochure. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 24th Floor, 1515 Broadway, New York, NY 10036.

REPRESENTATIVES WANTED

SALES REPS NEEDED

Contemporary artwork/mirrors—hospitality/healthcare / office furniture dealers. Established 1969. Color catalog. Territories open: AL / GA / NC / SC / NY / NJ / Southern Calif., New England. Showroom preferable. Please call 1-800-472-7445; in CA 213-930-2410. Ask for Ron or April.

REPRESENTATIVES WANTED

REPRESENTATIVES WANTED

We are looking for aggressive, high caliber representatives in various parts of the country to call on architects, designers, specifiers, and office supply dealers. We are a growing, well rated concern having a reputation for manufacturing high quality acoustical office partitions, components and accessories, specializing in service, quality and custom work. Would you like to grow with us?
Send resume to:
ACOUSTICAL PARTITIONS CORPORATION
P.O. Box 908
Holyoke, Massachusetts 01041
ATTN: Mr. Nathaniel Harwood

NATIONAL REP HEALTHCARE FABRICS

This is a national sales management position with one of America's fastest growing contract fabric converters. The specialty is Healthcare, cubicle, drapery & upholstery. High earnings, much regional/national travel, high visibility, report directly to President. Great opportunity for the right person with 3-5 yrs. sales experience. Contact Dan Dobin, Valley Forge Fabrics, Inc., 7 W. 22nd St., New York, NY 10010. (212) 691-1776, (800) 223-7979.

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INC.

OPPORTUNITY KNOCKING

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ICS

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Woodland Hills, CA 91364

CONTRACT FABRIC SALES

Aggressive fabric distributor seeks experienced, professional reps to sell diverse upholstery line. Must have well-established, solid contacts with furniture manufacturers and A & D trade. Several territories available nationwide. Reply to Box 670, CONTRACT, 1515 Broadway, New York, NY 10036.

REPS WANTED

R-Way Furniture is seeking highly motivated representatives for sales to office furniture dealers, institutional and hospitality customers. Territories available in New England states, NJ, eastern PA and NY. Send resume and list of current lines to P.O. Box 718, 740 South Commerce St., Sheboygan, WI 53081.

REPS WANTED

Leading Canadian Mfg. looking for top calibre rep firms for innovative NEW decorative interior railing and accessory product. To call on A & D's, specifiers and chain accounts.

Please respond with market area, general Company background and potential client list.

A prompt reply necessary for this opportunity to: WYLIE INDUSTRIES
114 West Deane Park Drive
Islington, Ontario
CANADA M9B 2S3

MANUFACTURER'S REPRESENTATIVES

"LEATHER IS HOT"—Kenyon is taking off and we are seeking aggressive reps to call on the designer/architect, commercial, institutional and residential community. We manufacture one of the most extensive leather seating lines in the country and Kenyon can "make your day."

Reply with complete information including present lines and territory covered to:

Rob Robinson
Kenyon
P.O. Box 1369
High Point, NC 27261

REPS WANTED

Growing contemporary office chair manufacturer seeking quality, aggressive representation in several territories. Must be willing to learn anatomical and physiological functions of sitting in order to sell a contemporary task chair line so unique it holds several patents. Proven acceptance by office furniture dealers. Commissions above anyone in the industry. Reply to:

Wyandot Seating Division
P.O. Box 969
Bucyrus, Ohio 44820

Classified Ads
Continue on
the following pages . . .

CLASSIFIED ADVERTISEMENTS

REPRESENTATIVES WANTED

REPRESENTATIVES WANTED

Well established manufacturer of movable and demountable full height partitions has openings for qualified reps calling on architects, specifiers and corporate users. We manufacture a wide variety of partitions to answer every floor-to-ceiling privacy need. Excellent factory sales backup. Send resume to Nat'l. Sales Mgr., Monning Partitions, Inc., 54-60 46th Street. Maspeth, NY 11378. (718) 361-0808.

REPS WANTED

Manufacturer of panels wants qualified reps to call on Architects and Office Supply Dealers. Good design, competitively priced. Send resume and lines carried to: P.O. Box 1527, Arlington, TX 76011.

Venerable contract manufacturer of office furniture (wood casegoods, seating and systems) has million dollar-plus territories available to representative groups willing to make major commitment. Write in confidence to Box 101, CONTRACT, 1515 Broadway, New York, NY 10036.

REPRESENTATIVES WANTED

We are a California-based subsidiary of a Swiss office furniture manufacturer. Our high-quality, open-plan system requires aggressive conceptual selling. We are looking for established representation for several key territories throughout the U.S. to call on Designers, Dealers, and End-users. Send resumes to Nat. Sales Mgr., Haller Systems, Inc., 17741 Cowan Ave., Irvine, CA 92714.

Nationally known multi-plant upholstered and full line seating company seeking aggressive representation in the following areas: Dallas, Denver, San Francisco and Minneapolis. Reply to Box 100, CONTRACT, 1515 Broadway, New York, NY 10036.

CONTRACT SALES REP

Leading contract aluminum furniture manufacturer has selected sales territories available. Leisure Lite Industries, P.O. Box 160845, Miami, FL 33116.

CONTRACT REPS WANTED

AGI seeks aggressive, professional sales reps with established contacts among Dealers, A & D, and Facility Mgrs. We manufacture full line of high quality, medium priced lounge and office seating, occasional and conference tables. See ad this issue. So. Calif. and Pacific NW territories available to qualified organizations or individuals. Reply with full details to: V.P. Sales, AGI INDUSTRIES, INC., P.O. Box 142, High Point, NC 27261.

Sales Rep

Highest quality architectural sign co. needs sales rep for most areas. Lots of room to make money. We have brochures, price lists etc to assist you. Please contact CAS, 10909 Tuxford St., Sun Valley, CA 91352, 818/768-7814 Mr. Zeno.

CONTRACT LIGHTING AND SEATING

Established integrated residential manufacturer expanding into the contract market wants contract representatives with established client following. High commissions. Selected territories open. Send resume and lines carried to: P.O. Box 09053, Chicago, IL 60609.

GL FURNITURE

with 4 years proven success in select market: Los Angeles, Miami, Dallas, is going nationwide. High end veneer or lacquer polyester finish. Major sales rep territories available. Send inquiries and background to: 2665 South Bayshore Dr., Suite 600, Miami, FL 33133.

Manufacturer of high quality custom interior/exterior signage is seeking professional, aggressive rep organizations to call on A & D community and end users. Selected territories available. Send resume to District Mgr. National Sales, Federal Sign, 140 E. Tower Dr., Burr Ridge, IL 60521.

HELP WANTED

NATIONWIDE CONTRACT MANAGEMENT POSITIONS

FEE PAID BY CLIENT COMPANIES

FOR CONFIDENTIAL HANDLING CALL OR SEND YOUR RESUME TO—

THE FURNITURE AGENCY INC

P.O. Box 53 High Point, N.C. 27261
Phone 800-833-3261
919-841-3221

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This high-reader-traffic section is a marketplace for you to fill an important position in your company, to find a new career opportunity for yourself, find salesmen, reps or lines wanted, business for sale and any used or odd-lot products or closeouts for sale on a one-time basis.

THE MARKETPLACE offers you an audience of over 29,000 commercial interior architects, designers, furnishers, specifiers, planners and dealers.

DEADLINE: First of the preceding month.

RATES: $73 per column inch (approximately 40 characters to a line, 7 lines per inch). All copy is pub set at no charge. For blind box number, please add $5.00 for each issue.

REGULATIONS: Classified Ads may not be used for extensive product descriptions; customer solicitations, or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising.

To place your ad in **THE MARKETPLACE**, just fill out the coupon below, enclose a check for the full amount, and mail to:
Classified Ad Manager
CONTRACT MARKETPLACE
1515 Broadway, New York, N.Y. 10036

Please run the attached ad(s) in the next issue(s)___ of CONTRACT. I am enclosing a check for $_____.
☐ This includes $5.00 per issue for a blind box number.

Name & Title _____
Organization _____
Address _____
City/State/Zip _____
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HELP WANTED

SALES MANAGER
(Office Equipment)

An aggressive growing, midwest manufacturer seeks person who has 5 plus years of successful sales experience in the office equipment industry at a Regional or National level. Will introduce/sell a new product with high potential. Will help develop market strategy and distribution systems. Extensive travel. Uncapped commission over base salary plus good employee benefits. Tell us about yourself, your experience and your earnings expectations.
Write to:

Box 102
CONTRACT
1515 Broadway
New York, NY 10036.

MANAGEMENT OPPORTUNITIES
Contract Furniture

25 yrs. experience in the Search and Placement of mid to upper level executives on a national basis. Our nationwide clients seek Sales and Marketing Managers, Manufacturing and Engineering Executives, V.P.'s and Presidents with Contract Furniture experience. Client co's assume all costs. Contact in strictest confidence: KAREN MORAN, Contract Dept., COOK ASSOCIATES, INC., 212 W. Kinzie St., Chicago, IL 60610, 312/329-0900.

Office Furniture Dealer MANAGEMENT POSITIONS

Queens, New York based company needs two outstanding professionals to staff its Office Furniture Division.

GENERAL MANAGER

We are searching for a leader with extensive experience and contacts in the Office Furniture Industry to develop and build our Company's contract office furniture division. This person will have clearly demonstrated entrepreneurial business management skills during his career, and have the ability to create and implement a practical business development plan for a full-service contract office furniture organization. Position reports to the President.

MANAGER—SALES DEVELOPMENT

This individual, reporting to the General Manager, will have substantial know-how in the marketing of office furniture products, systems and services to architects, office designers, planners and end-users. The position requires a thorough understanding of industry distribution channels and extensive product knowledge including the abilities to read and interpret blueprints, create proposals and participate in the design function.

The selected candidates will receive the complete support and resource commitment of the Company, and compensation/incentive packages that reflect the importance of these opportunities. Please respond with a detailed resume that clearly addresses the requirements of these positions and includes earnings history to,

BOX 672 CONTRACT,
1515 BROADWAY, NEW YORK, NY 10036

CAREER VISIONS

A National Recruitment Firm
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San Diego, CA 92123 (619) 571-6500

Executive Search and Recruitment
Contract Furnishings Specialists
One of the Nation's Largest Since 1978
Access to over 23,000 Management
Sales and Design Professionals
Contact: Cary L. Mark, President
Certified Employment Consultant

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One of the leading manufacturers of office furniture systems such as lateral files, pedestals, seating, desks, etc. has an opening for an experienced and result-oriented person to head our sales and marketing department. This is a hands-on management job. Selected person must have proven track record. Top compensation. Send your resume in full confidence to:

Box 671
CONTRACT
1515 Broadway,
New York, NY 10036

OPEN PLAN PLACEMENTS NATIONWIDE

Sales, Sales Managers, District Managers and Designers. I place professionals in the OPEN OFFICE SYSTEMS industry.

All fees paid by employer. All information handled in the strictest confidence.

Contact Linda Greer at **800-545-5900.**

In Texas call **800-441-0806.** Also (214) 741-3014. 24 hour answering.

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Beier & Gunderson, a nationally leading Steelcase office furniture dealership, has excellent opportunities on the West Coast for aggressive, highly motivated sales professionals. The successful candidate should meet the following requirements:

— A minimum of 2 years contract sales background
— Systems experience, preferably w/Steelcase
— Project management ability

We offer high earnings potential and a full benefits package. To arrange an interview, please send resume in confidence to:

Beier & Gunderson
P.O. Box 12953
Oakland, CA 94604

December Fifth is the deadline for the January 1987 issue

stern and associates

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821-B MERCHANDISE MART • CHICAGO, IL 60654 • 312-527-0797

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