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# CONTRACT

DECEMBER 1986

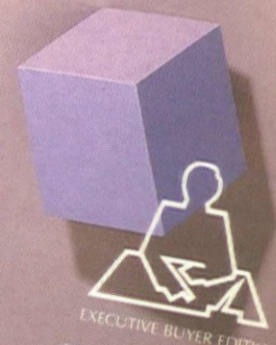
THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE

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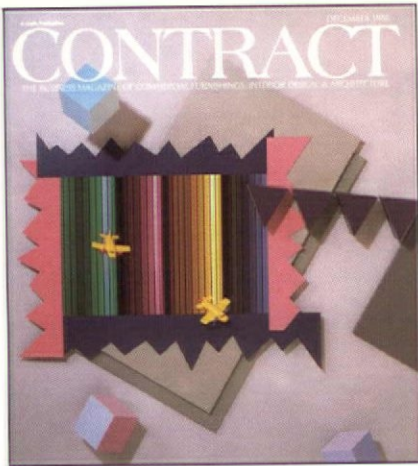
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Cover premieres Wilsonart's expanded Color Quest line featuring 33 new solid laminate colors. Photography by Dan Stober with fabrication by Bob Powell Display Co. See p. 42 for details on product development.

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# CONTRACT

Vol. 28, No. 12  
December 1986

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# EXP AND ING!

THE MICHIGAN DESIGN CENTER is 100% leased and expanding for the third time in ten years to a total of 210,000 square feet of showroom space.

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Michigan is where the leading corporations are, and Michigan Design Center is where they shop for contract furnishings.

**OCCUPANCY** is planned for late 1987. If you would like to tap this dynamic market contact:

James Danto, President  
1700 Stutz Drive, #25  
Troy, MI 48084 (313) 649-4772

  
MICHIGAN  
DESIGN  
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## CONTRACT

Volume 28, No. 12

**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.

**February:** Executive Buyer Edition has bonus circulation to 5,000 healthcare administrators. Issue features latest healthcare projects along with product section on furnishings for this market, plus overview of product design trends. A Fire Retardant Product Review stressing fabrics, and Filing Systems Directory round out coverage. Show previews of Westweek, March 25-27, Los Angeles, and RHIDEC, March 3-5, Chicago.

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## WILL EMERGING MARTS AFFECT NEOCON?

Will NEOCON at The Merchandise Mart in Chicago be eclipsed by Designer's Saturday in New York or West Week at the Pacific Design Center in Los Angeles? That's the question on many lips, as the design and specification community eyes the grandiose events, promotions, and market activities planned by the major marts around the country.

CONTRACT's editors think not, although some changes are inevitable. The trend is toward the development of regional marts to serve the design and specification community as conveniently as possible. While NEOCON has always been viewed as a national and international market, the bulk of attendees are from the greater midwest. Participants from other parts of the country and from international points add the necessary ingredients to the market for it to be considered national, with international overtones.

In the past, most manufacturers have chosen NEOCON to introduce new products. CONTRACT's editors are convinced that such activity will not change appreciably, although some manufacturers are choosing to also make introductions on both the West and East coasts during West Week and Designer's Saturday respectively.

While designers appreciate the convenience of one-stop, regional shopping, we expect no radical changes in market attendance in the near future. If anything, regional markets—especially the big three—will continue to grow and prosper as the contract market gains momentum for the big push into the turn of the century.

A handwritten signature in cursive script that reads "Len Corlin".

Co-Publisher/Editor

# GLAMOROUS GARNISH

The assignment: Redesign a 1920s movie theatre into a McDonald's Thirtieth Anniversary restaurant/theatre.

The media: WILSONART Brand Color Quest® Decorative Laminates.

The designers: Rodney D. Carman, ASID Associate, Project Designer, and D. Gordon Plummer, ASID, IBD; Perry & Plummer Interior Design, Wilmington, North Carolina.

Carman comments: "The combination of a fast food restaurant with two open theatres required all surfaces to be durable and easy to clean (every hour), as well as to reflect the flash, fun and sparkle of a Fifties interior — WILSONART met those needs best."



*Rodney D. Carman*  
*D. Gordon Plummer*

Rodney D. Carman and D. Gordon Plummer  
Perry & Plummer Interior Design,  
Wilmington, North Carolina.

Plummer adds: "WILSONART laminates provided the crisp color, strength and durability we required in our project; we achieved the sleek look that we preferred without sacrificing damage resistance or easy cleanup. WILSONART gave us everything we wanted."

In the dining area, subtle suggestions of 1950s style recall the days when the McDonald's chain was founded.

WILSONART Black and Holly-berry Decorative Laminate stripes race down the aisle, accenting the soft gleam of partitions clad in Frosty White. Matching decorative laminate on the walls and dining tables elaborates on the slick, lustrous look.

The result: A restaurant combining Fifties flash and the excitement of a theatre, while performing the functions needed of a dining room.

## HOTLINE

If you have a project you think belongs in this space, please call on us.

For product samples, literature and technical information, call toll-free (within the continental U.S.A.):

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Photo: Rick Alexander  
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**Thanks for reviewing projects**

**Dear Editor:** I want to express many thanks for your taking the time to review the projects that Stevens & Wilkinson has recently completed.

We value CONTRACT as a magazine as a source of not only the most prestigious projects that are being done today, but also as an informative publication that keeps us up-to-date on new systems, product lines, and our competition.

Needless to say, Stevens & Wilkinson would

be honored to be published in CONTRACT.  
**KRISTINE KILMER**  
 Stevens & Wilkinson, Inc.  
 Atlanta, Ga.

**Project is tremendous success**

**Dear Editor:** Thank you for your good news that CONTRACT will be featuring 'Sweet Things' in the December Lighting Line column.

The mall developers, Melvin Simon & Asso-

ciates, Inc. and the mall owner as well as our firm are most pleased with this project. It has been a tremendous success since opening a month ago. Again, thanks so much.

**G. JOSEPH BALLINGER, AIA, IBD**  
 Ballinger Design Associates, Inc.  
 Indianapolis, Ind.

**Firm receives congratulations**

**Dear Editor:** Thank you so much for giving Architectural Interiors, Inc. coverage in your September banking issue. We are extremely pleased with the editorial and have received many calls of congratulations.

It was a pleasure working with you, and I look forward to developing future projects together.

**ALISON HAFAR, ASID**  
 Architectural Interiors, Inc.  
 Oklahoma City, Okla.

**Impressed with business column**

**Dear Editor:** Thank you on behalf of Robert Silverstein, Cedars-Sinai Medical Center (CSMC), and myself for the absolutely wonderful business column you prepared on Mr. Silverstein's involvement with CSMC's Campaign Cabinet and \$90 Million Endowment Fund drive.

I hope I have the opportunity to work with you again in the future, whether it be on behalf of Cedars-Sinai, or some of my other clients.

**KAREN GEE**  
 Ruder Finn & Rotman  
 Los Angeles, Calif.

**Video available on loan**

**Dear Editor:** The color video of Interior Design International, to be held May 10-14, 1987, at Olympia in London, England, is now available on free loan.

Please inform your readers that we would welcome sending them a tape and book about IDI. Thank you for your cooperation.

**STANLEY PHILLIPS**  
 Interior Design International  
 Olympia, London

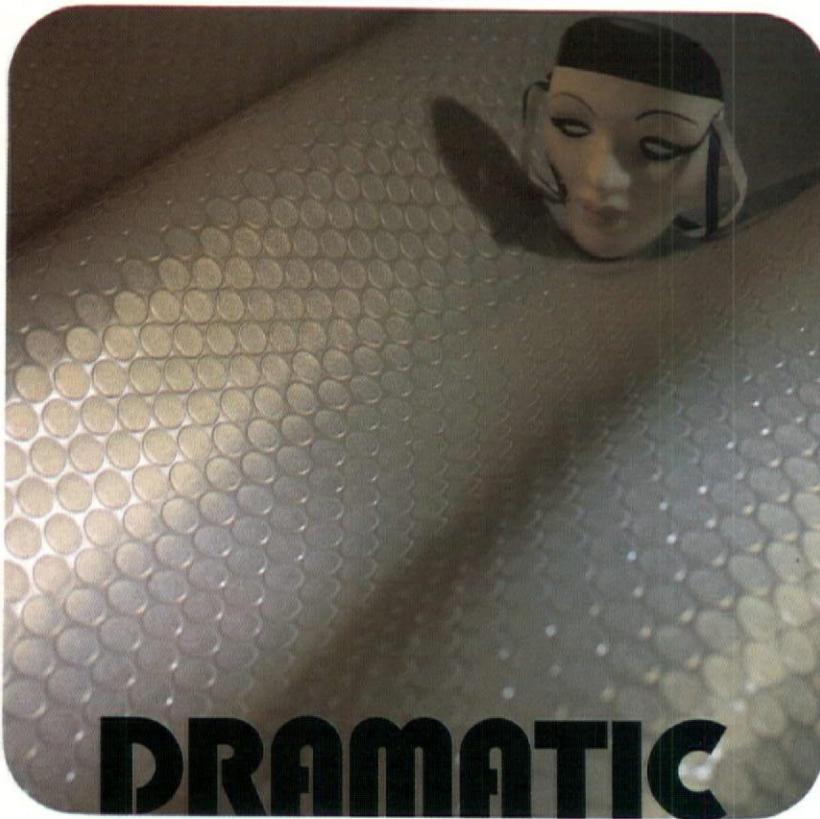
**IBD predicts positive changes**

**Dear Editor:** This past year has been a growth year for the Institute. Under the able and creative leadership of the Board of Trustees, the Institute has achieved a new level of excellence. As we move into 1987, you will see many positive changes in the Institute structure and direction.

Now is a vital time in our profession—and an important time to be active in the Institute. We look forward to your participation in the coming year.

**SANDRA RAGAN**  
 IBD  
 Chicago, Ill.

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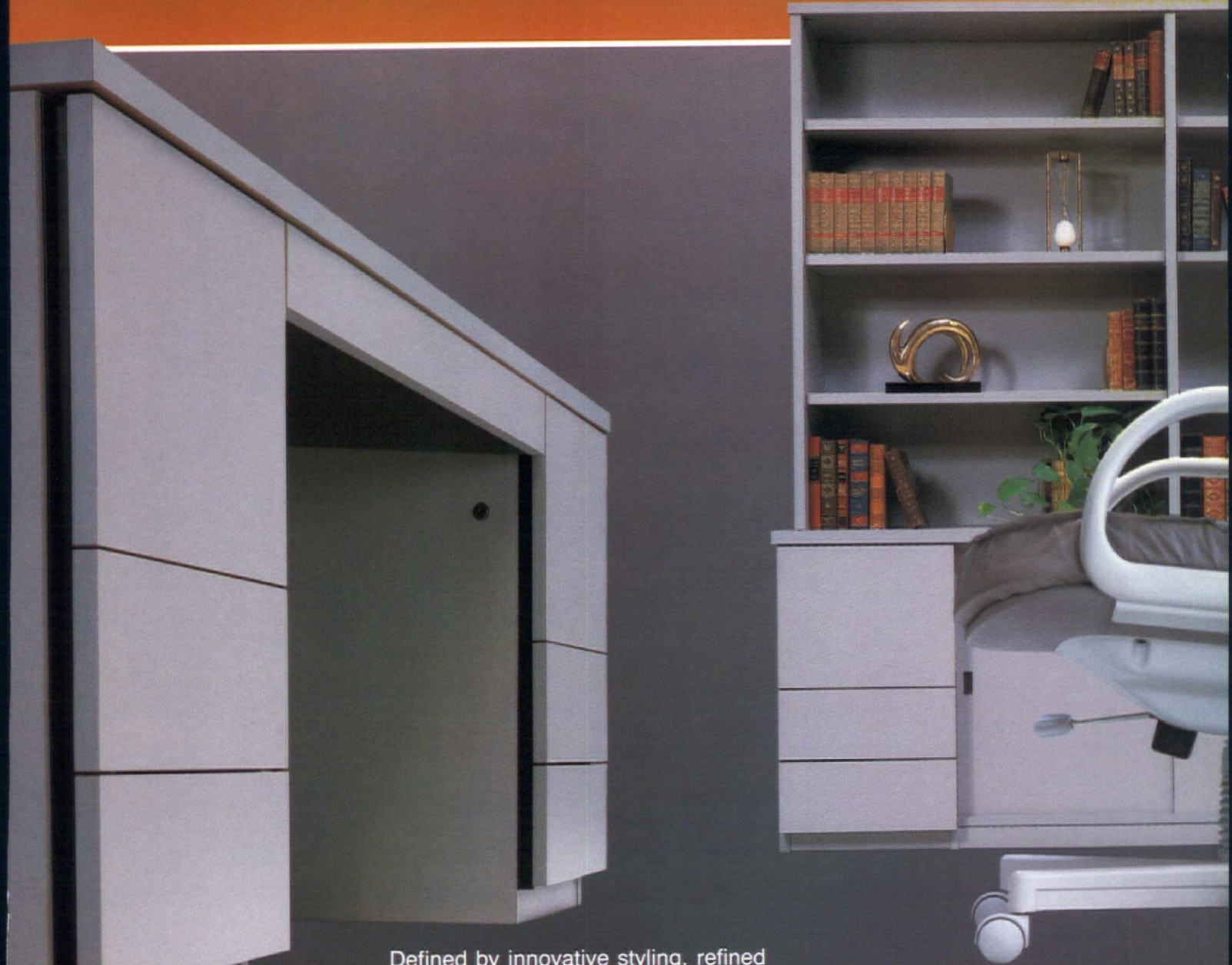
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# CONTRACT NEWS

## Architects Graves, Gwathmey, & Wines keynote CONDES market, January 28-30, Dallas

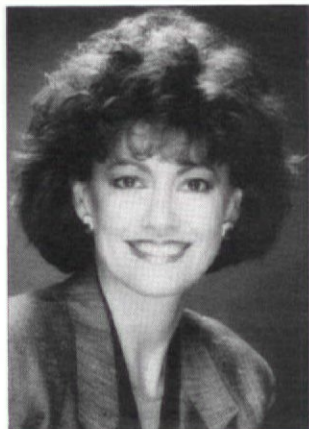
**Dallas**—Internationally renowned architects Michael Graves, Charles Gwathmey, and James Wines are keynote panelists for CONDES '87, at the Dallas Market Center, January 28-30. The three will participate in a discussion Thursday, January 29, on "What Could Be in Architecture," along with Texas architect Peter Jay Zweig and moderator Charles Gandee, senior editor, *Architectural Record*, a co-sponsor of the event with the Dallas chapter AIA. The unbuilt works of these architects will also be featured along with 30 others in a special exhibit premiering at CONDES titled, "What Could Have Been: Unbuilt Architecture of the '80s."

Anne Fallucchi, co-publisher and editor, *Facilities Design & Management* magazine, moderates another panel discussion on Thursday, titled, "Conflict of Priorities in Facilities Planning." Speakers include Benjamin F. Cubler, ARCO; Allen Dickason, Frito-Lay; Jo Heinz, Staffelbach Design & Associates; and Mike Tatum, Hellmuth, Obata & Kasabaum.

The noon luncheon seminar is co-sponsored by *Facilities Design & Management* magazine and the local chapter of the International Facility Management Association (IFMA). Another noon luncheon seminar on Friday will feature the *Interiors* magazine 1987 "Designer of the Year" award-winner. The event is co-sponsored by *Interiors* and local chapters of the American Society of Interior Designers (ASID) and Institute of Business Designers

(IBD) nationwide.

In addition, over 20 seminars and special events are planned for CONDES attendees by participating showrooms in the World Trade Center, Design District, and other off-site showrooms. Special events include a Showroom Open House on Wednesday, hosted by the World Trade Center fifth and sixth floor showrooms; a DIFFA fundraising party at The Starck Club, also on Wednesday; and a tour of the Allied Bank Tower at Fountain Place designed by I.M. Pei & Partners, Harry Weese & Associates, and WZMH Group, Inc.



Jo Heinz, Staffelbach Design & Associates joins other panelists on Thursday for a seminar, "Conflict of Priorities in Facilities Planning."

Special fares and discount hotel rates are available to all CONDES attendees through the Dallas Market Center Services. Hotel rates start at \$48 per night for a single and go up to \$95. An exclusive 5 percent off the lowest published fare on American Airlines into Dallas, along with discounts offered through Southwest Airlines are avail-



Part of the Dallas Market Center complex located along Stemmons Freeway, the World Trade Center is the site for CONDES '87.

able. For reservations and information on these rates or other market events, contact the Dallas Market Center Services at 1-800/634-2630.

### SCHEDULE OF EVENTS

#### Wednesday, January 28

**6-8 p.m.** Showroom Open House. World Trade Center Fifth and Sixth floors.

**6 p.m.** Dallas Chapter AIA meeting.

**9 p.m.** DIFFA Fundraising Party. The Starck Club, 703 McKinney Ave. \$10 donation.

#### Thursday, January 29

**10 a.m.** In-Showroom Events. Complete schedule available at show.

**12 noon** Luncheon Seminar: "Conflict of Priorities with Facilities Planning," moderated by Anne Fallucchi, *Facilities Design & Management*. **Speakers:** Benjamin F. Cubler, ARCO; Allen Dickason, Frito-Lay; Jo

Heinz, Staffelbach Designs & Associates; and Mike Tatum, HOK. No charge. Room 531, World Trade Center.

**1:30-4 p.m.** In-Showroom Events

**4-5:30 p.m.** Tour of Allied Bank Tower. Buses depart from World Trade Center front entrance.

**6:30-8 p.m.** Keynote Seminar: "What Could Be in Architecture," moderated by Charles Gandee, *Architectural Record*. **Speakers:** Michael Graves, Charles Gwathmey, Gwathmey/Siegel; James Wines, SITE Projects, Inc.; and Peter Jay Zweig. No charge. Great Hall, Dallas Apparel Mart.

#### Friday, January 30

**8-10 a.m.** In-Showroom Breakfasts

**10 a.m.-4 p.m.** In-Showroom Events

**12 noon** Luncheon Seminar: "Designer of the Year." No charge. Room 531, World Trade Center.



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## Herman Miller expands wood line, acquires Helikon Furniture Company

**Zeeland, Mich.**—Herman Miller, Inc., the largest publicly-owned office furniture manufacturer in the world, has announced the acquisition of Helikon Furniture Company, a high-quality wood office furniture manufacturer headquartered in Taftville, Conn. Helikon will operate as a wholly-owned subsidiary of Herman Miller, Inc., and will maintain its current management team, including Fred Seeman, Helikon's founder, as president.

"Herman Miller is a research-driven company," says Max DePree, chief executive officer, Herman Miller. "Although it's rare for us to expand our capabilities through an acquisition, our customers need a quality wood furniture line for private offices."

"I personally selected Helikon because of its craftsmanship and because of its dedication to quality, design, and detail," he continues. "Fred Seeman and I have common goals and we believe that Herman Miller and Helikon are going to work together very well."

"I've always admired Herman Miller," says Seeman, who was once turned down for a job by the company and subsequently founded Helikon in 1959. "I think that they are the real innovators in our industry. We share the same vision, a design and quality integrity that is most important in our industry. Our ideas and people mesh."

Helikon's manufacturing and sales organization will remain headquartered in Taftville and all products will continue to be sold through its existing sales network. The company will also keep all of its current dealer arrangements and products will be sold through Herman Miller's West Coast Office Pavilion dealerships as well as through other selected sales arrangements.

Helikon currently manufactures 18 casegood lines, 13 chair lines, eight lounge seating lines, one systems line, a series of conference and occasional tables, and textiles. Although company executives at Herman Miller do not have any plans for major project development expenditures, Helikon will benefit from Miller's research efforts.

Although Helikon is not the first acquisition to be made by Herman Miller, it may have the most impact in terms of expanding the company's product offering. Other subsidiaries include: Tradex, Inc., Zeeland, Mich., which makes workstations from recycled Action Office components; Miltech, Stone Mountain, Ga., a manufacturer of data processing and computer support furniture; Integrated Metal Technology, Spring Lake, Mich., a sheet metal fabricator; and Milcare, Grandville, Mich., which manufactures and sells products for healthcare environments. The company also operates The Herman Miller Research Corporation in Ann Arbor, Mich. (See January '87 CONTRACT.)



Edward R. Simon, Jr. (left), president, Herman Miller, Inc., shakes hands with Fred Seeman (right), chief executive officer, Helikon Furniture Company, to signify the acquisition of Helikon by Herman Miller, Inc.

## DIFFA sells tkts. for performance

**New York**—The New York Committee for the Design and Interior Furnishings Foundation for AIDS (DIFFA) is selling tickets for the May 7, 1987, benefit performance of "Les Misérables." The play, which has been a sell-out in London, opens in New York next spring.

Tickets are available for \$100 each and will include a pre-theatre reception. "Les Misera-

bles" is a rock opera based on an epic novel by Victor Hugo. It's a story which spans three decades in 19th century France, about fugitive Jean Valjean, who is continually fleeing the capture of a cruel police officer.

DIFFA is a public foundation registered with the Charities Registration Bureau, State of New York. Contributions to the Foundation or questions about the benefit can be directed to DIFFA at P.O. Box 5176, FDR Station, New York, NY 10150; 212/502-0130.

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## CALICON, Jan. 26-28 San Francisco, addresses timely design issues

**San Francisco**—An array of workshops, seminars, and symposiums addressing important and timely issues facing the architectural and design communities are planned for CALICON 4, at the Western Merchandise Mart, January 26-28. Scheduled topics include marketing for the small design firm, California handicapped access laws; lease negotiations; renovation and adaptive re-use; carpet tiles and cut pile carpet installation; computer-aided design for facilities managers; lighting; and color.

Program highlights on Monday feature a luncheon and symposia on "Color Forecasting and Lighting Design for the late '80s," moderated by Sara Marberry, senior associate editor, and author of CONTRACT's Color Line column. Sponsored by Allied Corporation, the discussion will include a panel of lighting and color experts. Also on Monday, Leon Sugarman, AIA, Kaplan/McLaughlin/Diaz, addresses the topic of "Renovation & Adaptive Re-use: Opportunities & Constraints." The Society for Marketing Professional Services co-sponsors a seminar in the afternoon on "Innovative and Cost-Effective Marketing for the Small-to-Mid-Size Firm," with William D'Elia, Kendrick, Ritter, Spross; Diane Filippi, Simon Martin-Vegue Winklestein; and Barbara Marshall, Marshall Meidingeh Alfonso & Pollach.

On Tuesday, Leslie Clark and Craig Soderstrom, Hawthorth, discuss "Demystifying CAD for Facilities Managers" in a program co-sponsored by IFMA. Jim Benya, Luminae, is featured in a seminar co-sponsored by IES on the "Evolution of California Style Lighting Design" also on Tuesday. A C.E.U. program co-sponsored by ASID on "Designing for Life Safety," will be presented by Sivon Reznikoff,

Arizona State University, on Wednesday. The fee is \$95 and participants will receive six C.E.U. credits.

Two special events are also planned in conjunction with the show—a FIDER reception featuring Andrew Belschner, IBD, and Charles Pfister, AIA, as speakers; and the CALICON Gala benefit for DIFFA. For more information on the show, write to CALICON 4, Design Center at the Mart, Suite 355-I, San Francisco, CA 94103; 415/522-2311.

### Gold Key cites two winners

**New York**—Gruwell Design Associates and Creative Environs/Lynn Wilson Associates are the winners of the American Hotel & Motel Association's Sixth Annual Gold Key Awards for Excellence in Interior Design, co-sponsored by *The Designer* magazine.

Awards were announced at the opening luncheon of the International Hotel/Motel & Restaurant Show (IHMS) in New York City last month.

In Category I—Guest Room Design, Gruwell Design Associates, Pacific Grove, Calif., received the award for the Spindrift Inn, Monterey, Calif. Each room is designed in the style of an elegant European country inn. This design firm and hotel also won in Category III—Lobby. The Inn's lobby is the central focal point of a four-story, 42-room intimate hotel setting with a central atrium shaft and panels of gold leaf.

The Palm Beach Polo and Country Club, West Palm Beach, Fla., designed by Lynn Wilson Associates/Creative Environs, was honored in Category II—Dining Area.

The dining decor has a Brit-



Guest room in the Spindrift Inn, Monterey, Calif., designed by Gruwell Design associates, (left) received a Gold Key Award for Excellence in interior design of a guest room. The dining area of the Palm Beach Polo and Country Club, West Palm Beach, Fla. (right), designed by Lynn Wilson Associates, also received an award in the dining area category.



ish-colonial feel, with a combination of paddle fans and chippendale chairs, surrounded by mahogany millwork. The club has an overall look of tropical Florida.

Gold Key Award winners were selected from a total of fourteen finalists. The judges for the competition were: Michael Bedner, president,

Hirsch/Bedner & Associates; Louis Cataffo, principal, Intra-design; W. Dan Reichartz, vice-president and general manager, Waldorf-Astoria Hotel.

For information on next year's Gold Key awards and the IHMS '87 show, contact the American Hotel & Motel Association, 888 7th Avenue, New York, NY 10019.

### IALD announces 1986 lighting design awards

**Dallas**—Six projects have been cited for lighting design excellence in the International Association of Lighting Designers (IALD) 1986 awards program. Three awards of excellence and three honorable mentions were presented at a dinner at the Mansion on Turtle Creek in Dallas last month.

Awards of Excellence were presented to Patrick B. Quigley of Patrick B. Quigley & Associates, Culver City, Calif., in conjunction with Grenald Associates, Los Angeles, for the video room at the La Jolla Museum of Modern Art, La Jolla, Calif. Alfred Scholze, IALD, and Janet Nolan, Alfred Scholze Associates, Santa Monica, Calif., received an award for the Esprit store in Los Angeles; and Diane Berrian Viola, IALD, Berrian Viola Associates Inc., Pound

Ridge, N.Y. for offices for the design firm SITE in New York City.

Honorable mention awards went to Motoko Ishii, Tokyo for the Cynara bridge and pier in Yokosuka, Japan; to Steve Mesh, IALD, and Diana Juul, IALD, Steven Mesh/Diana Juul Architectural Lighting Design of New York City for the Palm House at Dowling College, Oakdale, N.Y.; and to Kirk Weedmark and Luke Tighe, IALD, Grenald Associates, Philadelphia, and Edward Bronstein, AIA, and Daniel V. Hayden, Bartley Bronstein Long Mirenda, Philadelphia, for the Heart Throb Cafe in Philadelphia.

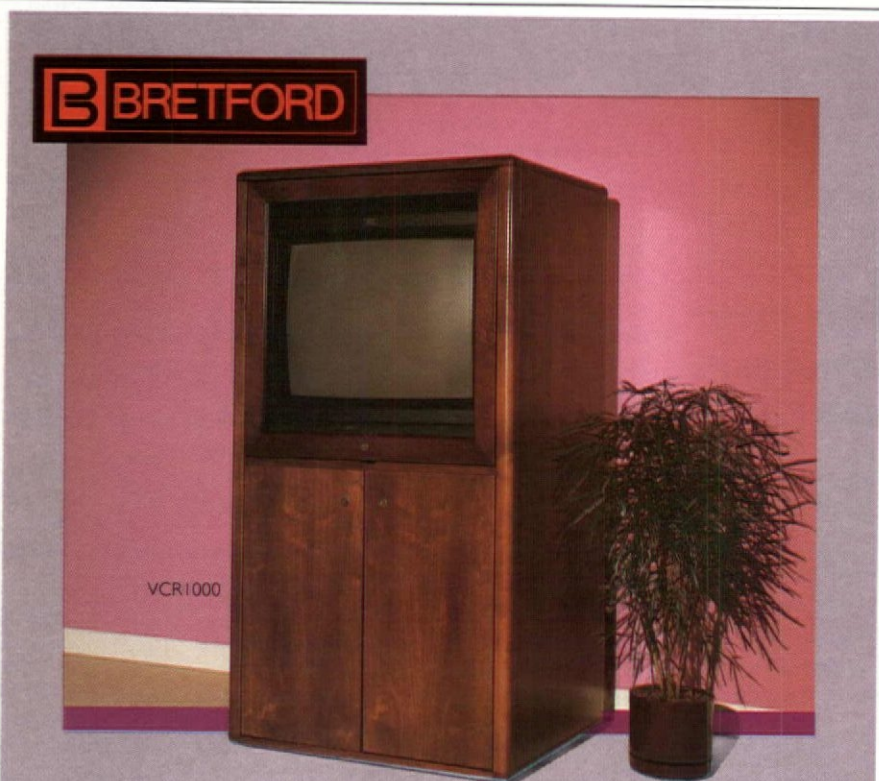
The six projects singled out for the 1986 awards were selected from 72 entries, and were awarded for their demonstration of esthetic achievement, technical merit, and their sensitivity to the architectural concept put forth. Details on the '87 contest will soon be available.

## New assignments: JSA Inc. honored for military project constructed in Maine

JSA Inc., architects and planners, has been cited for superior design work for a military construction project by the De-

partment of Defense. It received top honors in the energy conservation category for its design of the 24,000 sq. ft. Maine Air National Guard Composite Operations and Training facility in Bangor, Maine...**Auer Planning/Design Collaborative**, Hollywood, Fla. will provide space planning services for the Graham Companies, Miami Lakes Town Center Project; Citizens and Southern National

Bank of Fort Lauderdale; hired to provide interior planning and design services for corporate lending and bank administration executive offices...The space planning and interior design contract for Summers Electric's 9,000 sq. ft. corporate offices in Dallas, has been awarded to **Murray Interiors Inc.**...**Hugh W. Dear & Associates**, Williamsburg, Va. has been awarded the interior design contract for a \$3.5 million renovation of the Radisson Hotel in Huntington, W. Va. The 200 room hotel has meeting and banquet facilities for 1000...**Lendrum Design Group**, a Phoenix-based architectural, planning, and interior design firm, has been selected to design the \$3 million regional printing facility for Printpack, Inc., in Prescott Valley, Ariz.



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## Murray Feldman receives ASID Crystal Torch Award

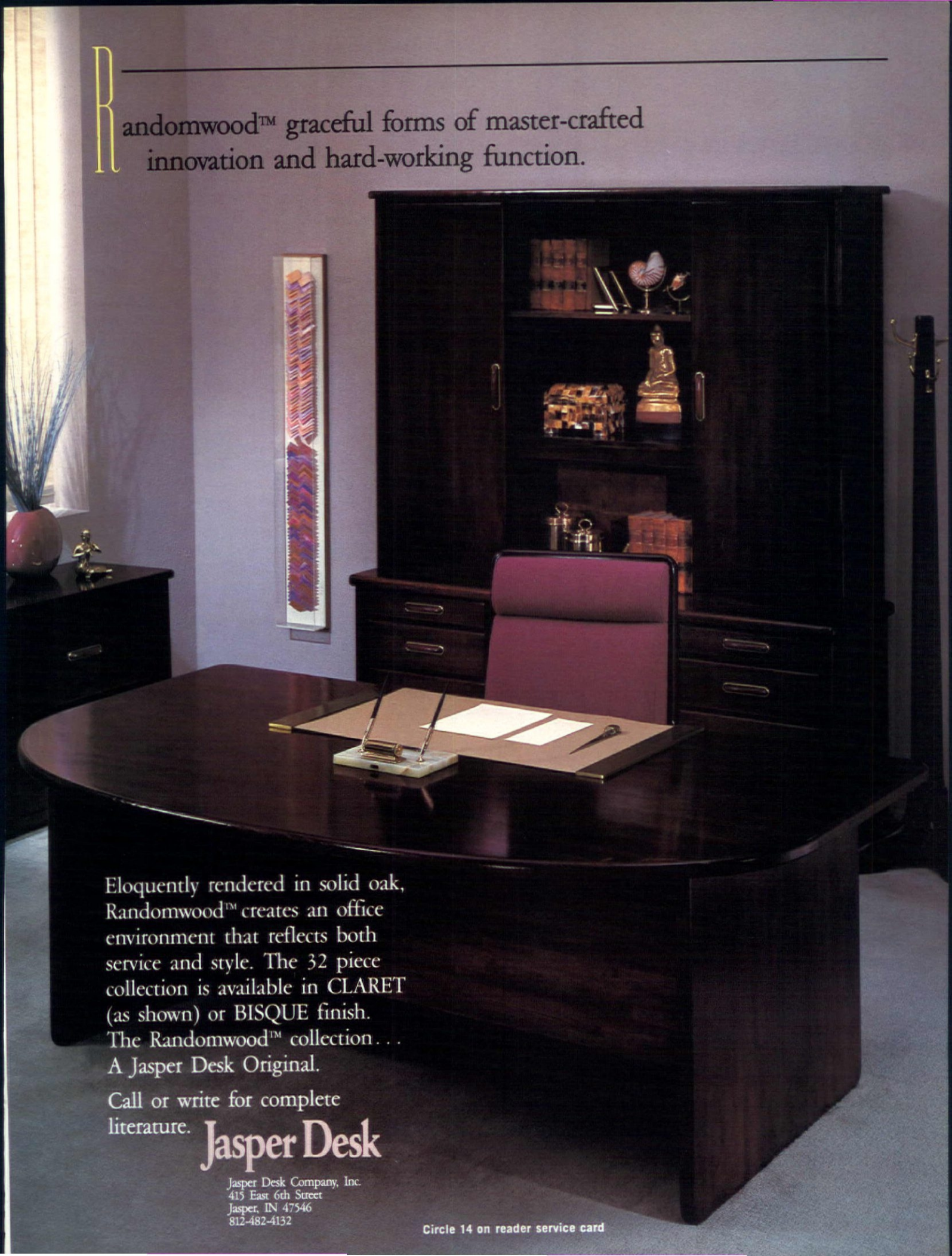
**Los Angeles**—In recognition of his contribution to the interior design industry, Murray Feldman, executive director, Pacific Design Center, received the Crystal Torch Award from the Los Angeles chapter, ASID, on behalf of F.I.D.E.R., Foundation for Interior Design Education Research. ASID honored his actions, business acumen, management skills and enthusiasm for new technology.



**Los Angeles**—Murray Feldman, executive director of the Pacific Design Center, receives the Crystal Torch Award from Edna O'Brien, Los Angeles chapter president, ASID, during the ceremonies honoring Feldman for his contribution to the interior design industry.

According to F.I.D.E.R., he was honored by the industry for his commitment to the future of design, along with his dedication to philanthropic and civil activities throughout his career.

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## Mergers: Corry Jamestown merges with Hiebert

Corry Jamestown, Corry, Penn., has merged with Hiebert, Carson, Calif. to form Corry and Hiebert. Both furniture manufacturing companies are owned by the HON Corp., Muscatine, Iowa, with Nigel M. Ferrey serving as presi-

dent....Contract Furnishings & Systems, Ltd. has agreed to acquire all of the stock of RPM Enterprises...The Kling-Lindquist Partnership, Inc., the largest architectural/engineering firm in the Philadelphia area, was merged from the Kling Partnership and Kling-Lindquist, Inc. The new firm will be focused in speciality groups, each drawing upon combined architectural, engineering, and interior design resources.

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## 3D/Int'l wins TSA Design Award

Houston—The Texas Society of Architects (TSA) has selected 3D/International, a Houston-based architecture firm as winner in the 1986 Design Awards Program, for its redesign of Enstar Corporate Headquarters in Houston.

Hurricane Alicia badly damaged the two-story headquarters of the Enstar Corp. in fall 1983, so 3D/Int'l redesigned the suite of offices, taking a cue from the firm's subsidiary, the Alaska Gas Pipe Line Co. Designers chose a palette of cool colors, playing light cream against turquoise to create an arctic feeling.

A grid pattern was the central design element with proportions echoed in doorways, shelves, and in etched and frosted green clerestory windows. Translucent surfaces are bathed in glacial light.

TSA is a 5,000-member regional component of AIA, headquartered in Washington, D.C. Twenty-seven firms in eight Texas cities received awards.

## Competitions: Hexter Awards seek color, originality

• The S.M. Hexter Company, manufacturer of fabrics, wallcoverings, floorcoverings, and furniture, announces the 29th Annual S.M. Hexter Awards for the Interiors of the Year. Two first awards will be given, one for a contract interior, and one for residential. The winner in each category will receive \$2,500.

Submissions will be judged for originality of design, coordination and use of color, integration of interior furnishings, and adaptability of the room to its function. Eligibility requires that the major portion of the design must have been executed during 1986. Competition is open to all professional interior designers, with the exception of award winners of the past three years.

A panel of distinguished judges has been selected from ASID, IBD, design firms, universities, and the trade press. In order to qualify as an entry, materials must be submitted by February 20, 1987. For more information, contact: S.M. Hexter Co., 2800 Superior Ave., Cleveland, Ohio, 44114.





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## New showrooms: Natuzzi's N.Y. office serves as U.S. base

**Natuzzi**, an Italian manufacturer of leather upholstered furniture has opened a showroom and offices in the Empire State Building, 350 Fifth Avenue, New York. The 1,500-sq.-ft. location will serve as the main base for the company's American operations, which accounts for 80 percent of its total sales volume...**Design Center of the Americas** in Dania, Fla. has commitments for more than 85,000 sq. ft. of showroom space for its Phase II building. Companies occupying space in the center include **Jerry Pair**, 15,000 sq. ft., Phase II; **Bob Sapan & Co.**, 10,000 sq. ft., Phase II; **Todd Wiggins**, 6,400 sq. ft., Phase I; **Robert Allen Fabrics**, 10,000 sq. ft., Phase II; **Judith Norman Collection**, 20,000 sq. ft., Phase II; Phase I showrooms expanding in Phase II are: **E.G. Cody**, **Luxe**, **Krupnick Bros.**, **Jay Marti Associates**, **Lumen, Inc.**, **Artemide**, **Collage**, **Tip Top Equipment**, **Ronald Charles**

**Associates**, **Print Art Wallcovering**, **Designers Plumbing Shop**, and **Sandy Leitman & Associates**....The International Design Center, New York has leased space to **Lees Commercial Carpet Co.**, 3,666 sq. ft.; **Poltronova Intl.**, 6,149 sq. ft.; and **Unifor Inc.** will occupy 3,700 sq. ft. for s.p.a. products.

## IDEA86 honors 2 contract projects

**Chicago**—Two contract designs were winners in the 1986 Industrial Design Excellence Awards from the **Industrial Designers Society of America (IDSA)**. Criteria to win IDEA86 included innovation of the design solution; appropriateness of manufacturing materials and processes; benefits of the design to the user; benefits to the manufacturer; and appearance.

In the category of Environments, Office Work Modules by **Emilio Ambasz & Associates**, New York City, designed for the Financial Guaranty Insurance Co., won.

The mobility of these work modules allows individual users to control light and ventilation while maintaining territorial and acoustical privacy. Self-contained and moveable, the jury selected them for beauty and function.

Quadrio Seating by **Michael McCoy**, IDSA, won in Furniture & Fixtures for Grip 36 Series light by Gary Payne; Syntrax Office Systems by W. Robert Worrell Design and Robert LaRoche, IDSA; and the Carrie Seat by Timothy J. Bergeron, IDSA, and Michael Gravel.



Office work module designed by Emilio Ambasz & Associates is an IDEA86 winner in the category of Environments.

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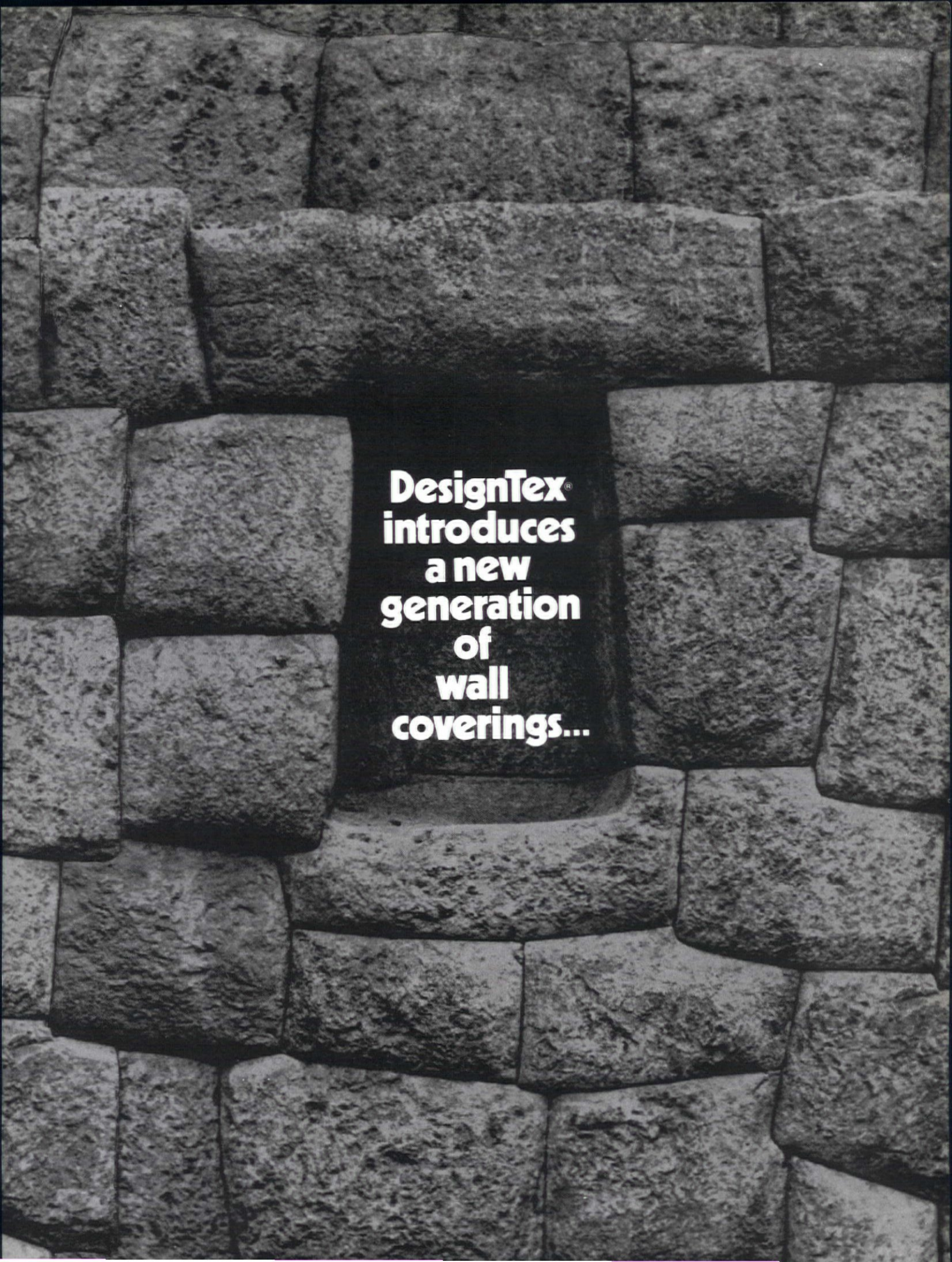
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## Sullivan receives IBD Star Award

**Chicago, Ill.**—The Star Award, the highest honor the Institute of Business Designers (IBD) can bestow for outstanding contribution to the contract design industry, was awarded to Bill Sullivan, president, Vecta Contract.

The award was presented at NEOCON in June by Sandra Ragan, president of IBD. "The biography of the recipient reads like a history of our contract furniture industry. He has been an interior designer, a dealer, a manufacturer, a marketing specialist, and a mentor," she said.

Sullivan's history in the industry includes the following positions: an active member of Industrial Designers Institute, designer of vertical space planning in Chicago in 1966, leader in development of multiple seating, designer of first Contract Division showroom at Marshall Fields in Chicago, and winner of 13 product awards from 1971-1985.

He also played a major role in bringing the industry together with the Merchan-

dise Mart, and brought together as a manufacturer, the disciplines of design, marketing, and engineering, to produce products that serve the designer's needs. In 1985, the North Texas organization conferred its Star Award to Sullivan for service as chapter advisor.



*Bill Sullivan, president, Vecta Contract, and long-time active member of the IBD, receives the Star Award from Sandra Ragan, IBD president, and Eugene Daniels, FIBD past president, for his contribution to the contract design industry during his career.*

## Expansions: HON opens plant to serve southwest

**The HON Company** opened a new distribution and manufacturing plant in Sulphur Springs, Tex., to serve the Gulf Coast and southwest markets. The plant will initially operate as a distribution point for office furniture, and then as a manufacturing center... **Hickory Business Furniture** has completed its second expansion since the 1980 formation of the company. The Hickory, N.C. firm now has three adjacent manufacturing facilities totalling more than 200,000 sq. ft... **Griswold, Heckel & Kelly Associates, Inc.**, has relocated to expanded facilities as GHK in New England at the Faneuil Hall Marketplace in Boston... **Roberts Plywood Co.**, a division of **Die-Boards, Inc.** has moved to a 25,000-sq.-ft. facility in Brentwood, Long Island, N.Y., due to the growth of Curvations curved plywood components... **Lendrum Design Group** has moved to larger offices in the Camelhead Square project in Phoenix, Ariz.

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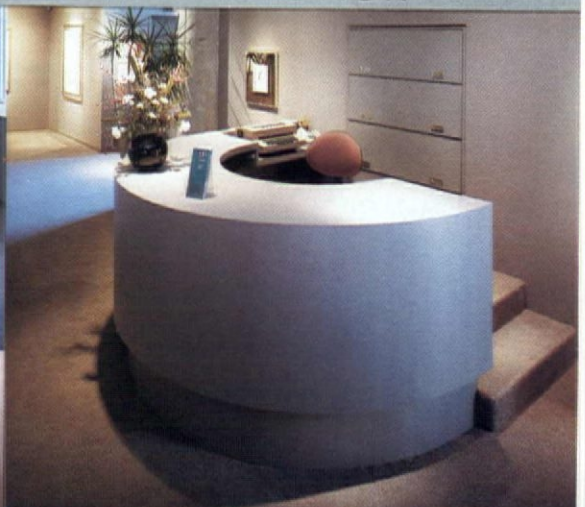
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## IBD & Kimball International launch design business education series

A series of workshops designed to orient contract designers to sound business practice has been launched by the Institute of Business Designers (IBD) and Kimball International. Called "Clearly Business," the series of business strategy workshops stresses the vital link between design and business acumen.

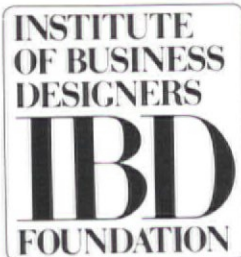
The series is made possible by a grant from the Office Furniture Division of Kimball International. Begun in October, the program consists of 10 workshops in as many cities across the country. Each addresses business practices that confront the interior design professional in today's rapidly changing marketplace.

Specific topics include: planning mergers, acquisitions, and buy-outs; developing joint ventures; and taking calculated risks. IBD, which now represents about 3,200 members in 28 chapters across the country, will offer the Clearly Business program with Kimball International for one year. Other educational initiatives for future years are now in the planning stage, according to IBD.

### Enriching knowledge

Programs are orchestrated by IBD National, with suggestions and approval by Kimball. All 10 city programs were in place as of last August, including speakers and subjects.

"We feel that by underwriting



'Clearly Business,' says John Thyen, executive vice president, Kimball, "we are enriching the business knowledge of the design professional and, in turn, building the professionalism of the contract industry generally."



*"By underwriting 'Clearly Business,' we are enriching the business knowledge of the design professional...."—Thyen*

Kimball is a member of the IBD Foundation and the American Society of Interior Designers Industry Foundation. It has supported the educational



**Kimball**  
International

efforts of both organizations for several years.

Both IBD and Kimball believe that there is a need for development of long-term strategy for managing design firm business growth and maximizing profits.

### Staffed by experts

Each session is an intensive 2½-hour learning experience, staffed by experts in various disciplines. Participants include business executives and successful design firm managers. Presentations combine audiovisual materials, case studies, discussions, lectures, and evaluation exercises.

Typical of Clearly Business sessions is the one held by the New York Chapter of IBD dealing with business plans and strategies. It featured David E. Gumpert of Venture Resource Associates, a leading authority on business plans and strategies, and co-author of *Business Plans That Win \$\$\$: Lessons from the MIT Enterprise*. David F. Cooke, FIBD, partner in Design Collective, Inc., Columbus, Ohio, and the past national president of IBD was also on the program.

Series participants receive

helpful take-home materials, including a workbook containing information relevant to workshop discussions.

### National sessions set

"Kimball has long been interested in providing opportunities that will enhance the skills of the design professional," adds Thyen. "We thought very carefully about the type of program we wanted to support. Clearly Business is that kind of program and demonstrates our commitment to the contract industry."

In addition to the Columbus, Ohio, and New York City sessions, held in October and November, respectively, other workshops are scheduled for Los Angeles, Calif., January 22; Dallas, Tex., February 1; Atlanta, Ga., February 21; San Francisco, Calif., March 6; Boston, Mass., March 19; Washington, D.C., April 16; St. Louis, Mo., April 28; and Chicago, Ill., May 14, 1987.

### Write for details

More information is available on "Clearly Business" from the IBD National Office, 1155 Merchandise Mart, Chicago, IL 60654, Attn: Betsy Baer; telephone 312/467-1950.



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By Sara O. Marberry

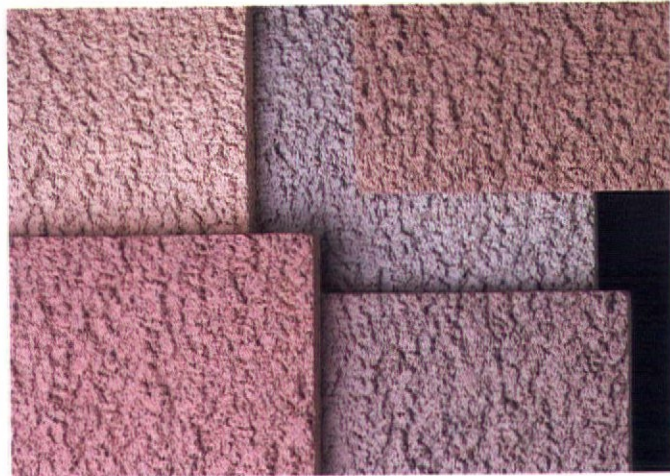
## Ceiling manufacturer urges designers to 'look up' with color

Look up at the ceiling. How attractive is it? Does it enhance, detract, or neutralize the space? A relatively large part of any commercial space, ceilings are often neglected in the design process. This is particularly true when it comes to color, and as a result, most of us are sitting, working, or playing under stark white tile.

USG Acoustical Products Company hopes to change all that with the introduction of 24 standard "designer" colors for its Acoustone and Auratone lines of ceiling panels and tiles. Officially launched last January, USG's "Up With Color" program offers the broadest new palette for the ceiling products industry.

"We had some colors in our line before," says Kevin Krejci, senior designer, USG. "But specifiers didn't know it was available. Nobody had ever really thought about colored ceilings before."

Designed by Krejci, in cooperation with color consultant Bette Lovgren, IBD, ASID, Lovgren Design Associates, Chicago, the new line is based on current trends in commercial interiors and coordinates with furniture, fabric, and carpet colors in the contract marketplace. The palette is divided into five groups: Spectra features deep earth colors such as straw, oak, and Navajo; the Whisper Pastels include tinted neutrals and saturated pastels; Sunset Fog is comprised of soft, upscale colors of mulberry, rose, peach, and haze. Dry Earth colors such as sandstone, buckskin, and caramel; and Palazzo Deepes of burgundy,



Current trends in commercial interiors influenced the 24-color palette of USG's "Up With Color" program. New colors will be available in the company's Acoustone and Auratone lines of ceiling panels and tiles, some of which are shown above for specifier interest.

oakwood, and black round out the collection. Custom colors are also available.

### Solid-core color hides nicks

USG's top-of-the-line Acoustone product, available in these 24 colors, has a mineral fiber base with molded natural texture. Its solid-core color prevents nicks and scratches from showing. The more economical Auratone tiles and panels offer a variety of standard textiles and patterns with surface-coated color which can be repainted to extend ceiling life. Both have excellent sound absorption and fire ratings. In addition, USG's recently acquired subsidiary, Donn Corporation, manufactures matching grids for all the new ceiling colors.

According to Krejci, the cost of color is only an additional five cents per sq. ft. "In terms of the money spent on all the other elements of a space—carpeting, wallcovering, furnishings,

the cost to add color to the ceiling is minimal," he says, adding that a more practical reason for color on ceilings is to help hide dirt from air diffusers and smoke.

In order to market its "Up With Color" program to architects and designers, USG produced a color box based on feedback from practicing professionals. It contains small samples of Auratone squares in all 24 colors, arranged by groups. Connie Petersen, product manager, USG, says the company has given out 30,000 of these boxes since last January. "The response has been tremendous," she states. "I think it's because designers and architects are used to working with color in every other product line, but this is something new and different. It's sort of fun."

Petersen is also developing a light reflectance table that will soon be offered with the color

box. It will indicate which colors work in certain areas under different lighting conditions.

### Many applications

Both Petersen and Krejci stress that there are many applications for colored ceilings in commercial design. In the past, color has most often been used on the ceiling in hospitality and retail settings; such as in lounges or to distinguish different areas in a store. But Krejci would like to see the product used even more creatively. "Dramatic color-coded ceilings could be used in supermarkets to delineate areas of a store," he suggests. "It would eliminate all that verbal garbage hanging from the ceiling and provide an unobstructed plane."

In addition, colored ceilings can be used in offices to soften the look, cut down on glare, and reduce eye fatigue. A bland, sterile healthcare environment can be turned into a comfortable, relaxing setting through use of color on ceilings, walls, and floors. Without a doubt, the idea of color on the ceiling is a refreshing alternative to traditional white. "Adding color reaffirms the importance of the ceiling plane and ties it into the total environment," concludes Krejci.

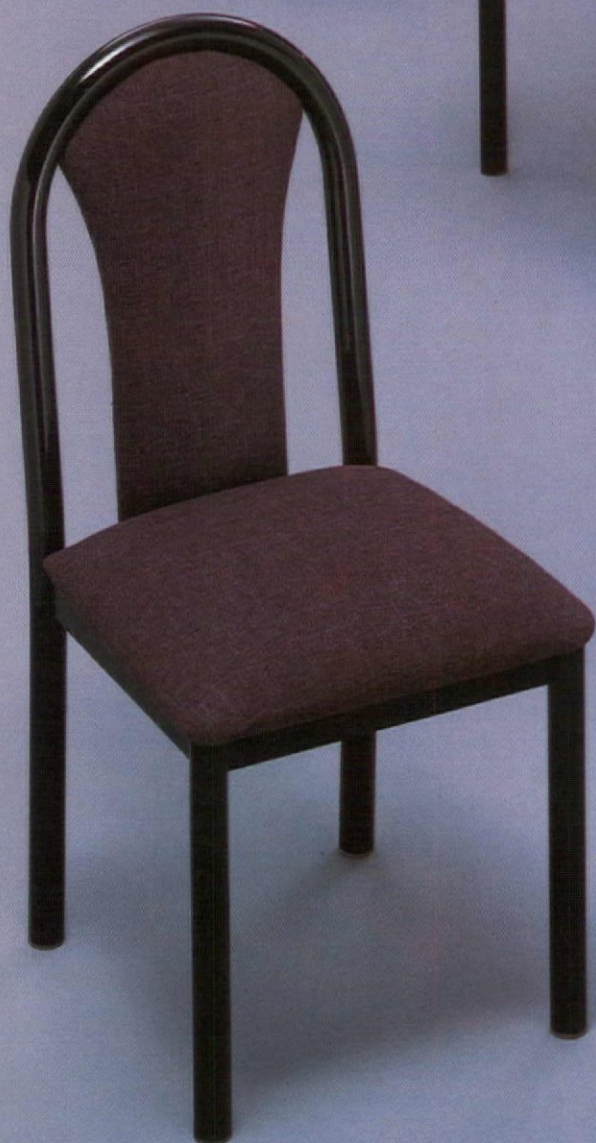
For more information on the "Up With Color" program, contact USG Acoustical Products Company, Department SC-937, P.O. Box 3064, Cedar Rapids, IA 52406.

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Circle 27 on reader service card



By Eileen McMorrow



## Warm, cool, & neon lighting accentuates candy store sweets

Imagine columns of jelly beans illuminated so brightly that the colors blend, yet stand alone, like the whirl of a carousel. Bands of neon lighting create a kaleidoscopic environment for the Sweet Things candy and gift store at Claypool Centre in Indianapolis, Ind.

Based on the design scheme of the original store on the north side of town, designer and architect Joseph Ballinger, Ballinger Design Associates, Indianapolis, decided to brighten up red, white, and gray grid wallpaper with lighting that would play off store merchandise and accentuate candy colors and countertop forms to be placed in a 540-sq.-ft. space. Incandescent and fluorescent lights help to stimulate the senses of sight, smell, and taste as "edible" colors are complemented by the aroma of a chocolate fountain and a hedonistic selection of sweet things.

To complement streamlined neon-lighting and signage required by the mall developer, Melvin Simon & Associates, the designer continued the neon pattern deep into the store to attract passers-by in the third-level food court area. This particular space in the food court was desirable because of its corner location and 12-ft. windows overlooking the street below. The attractiveness of windows could have been diminished by incoming solar heat, but this problem was resolved by shading windows with a canopy inscribed with Sweet Things' logo.

Jelly bean columns on the left side of the entranceway are wrapped with a ribbon of pink



Mall entrance to the Sweet Things candy and gift store at Claypool Centre in Indianapolis, Ind., is streamlined by bands of green, blue, yellow, and pink neon lighting. Recessed incandescents and a Lightolier dome brighten candy service area and the chocolate fountain.

neon. "Since neon light is a unifying element, it acts as an interest point," says Ballinger, explaining that colors are enhanced and become more vivid with artificial light.

### Light accents fountain

Those jelly bean columns lining a portion of the storefront also offer a solution for storage and display. Floor-to-ceiling tubes hold 20 lbs. of candy and provide dynamic visual merchandising.

A curved wall partially en-

closes the chocolate fountain, but the curve of that wall is lit by recessed incandescents and toekick lighting, while the fountain is illuminated with the only hanging fixture in the shop—a brass-plated Lightolier dome. Delicate sculpturing of the fountain captures lighting at curved angles, and almost enhances the aroma.

"By lighting walls in various ways, a designer can accentuate whatever forms are present, plus create the illusion of even

more light and space than is really available," Ballinger adds.

"We wanted to create a spatial relationship with light, and draw people into the store. Candy is a tiny item, so it was a challenge to enlarge the overall product by using the color scheme provided," he explains. Track lights, adjustable to 360 degrees, are suspended at each side of the shop.

One track light serves as a spotlight shining on the "Gift Ideas" wall, to highlight seasonal displays. Lighting serves a retail business well, because selected items or short-term seasonal gifts can be empha-

sized accordingly. "Track lighting enhances color and serves illumination needs more creatively than fluorescents," says Ballinger.

## Exhaust eliminates heat

Recessed downlighting from Halo and Lightolier plays up warmth of colors, but does not heat candy since an exhaust system was built in to remove heat through the ceiling.

Indirect cove lighting runs along the base of custom cabinetry and millwork, highlighting graphics outlined in gray and red tile flooring. Light along the base accentuates the dimensions created by curved counters.

Architecturally designed casework offers clean, flowing lines and synchronizes the shop

appearance with other food service neighbors in the court. Developer Melvin Simon was closely attuned to store design and overall appearance, to ensure a satisfactory blend with existing shops. Specific design criteria exist for architectural

lighting of the food service area, and tenants are aware of the responsibility to harmonize store lighting.

Gilliatte General Contractors, Inc., was attentive to the creation of a shop that would satisfy the sweet tooth,

yet meet overall mall standards. The store's interior decor blends attractively with the initial flash of neon provided by overhead signage and elongated jelly bean columns.

The Sweet Things store design recently received an ASID award for excellence, presented by the Indiana state chapter for general excellence in the design community. It also received a Metropolitan Award from the Indianapolis ASID chapter.

Bright, colorful and mostly edible merchandise; warm, white light; and cool colored light entice children and parents, teens and seniors, into a chocolate and candy wonderland. The setting supplies everyone with a glowing kid-in-a-candy store experience.



*Jelly bean columns light the way, beckoning food court shoppers to sample some sweets. Red and white grid pattern tiles and wallpaper address visual merchandising supplemented by lighted candy columns.*

## Fac-Man



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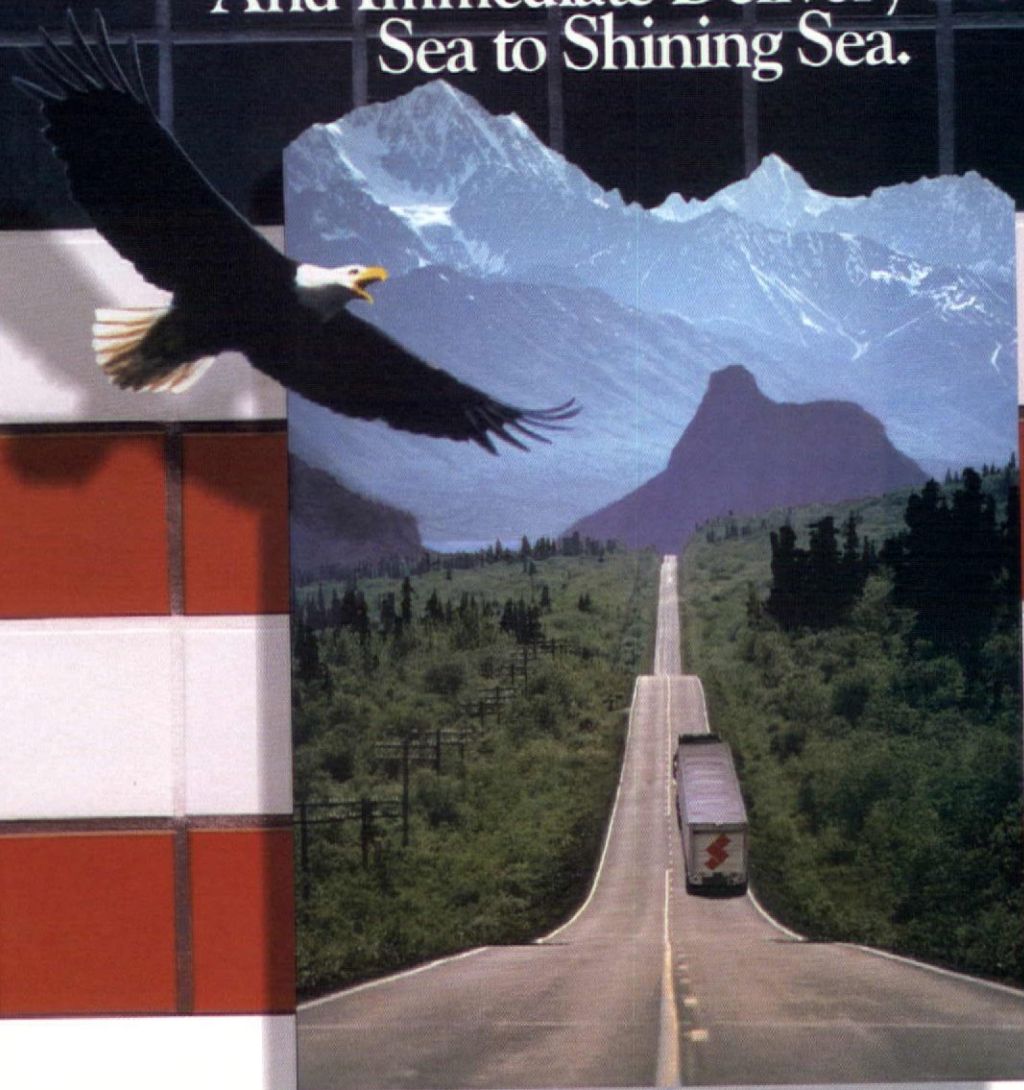
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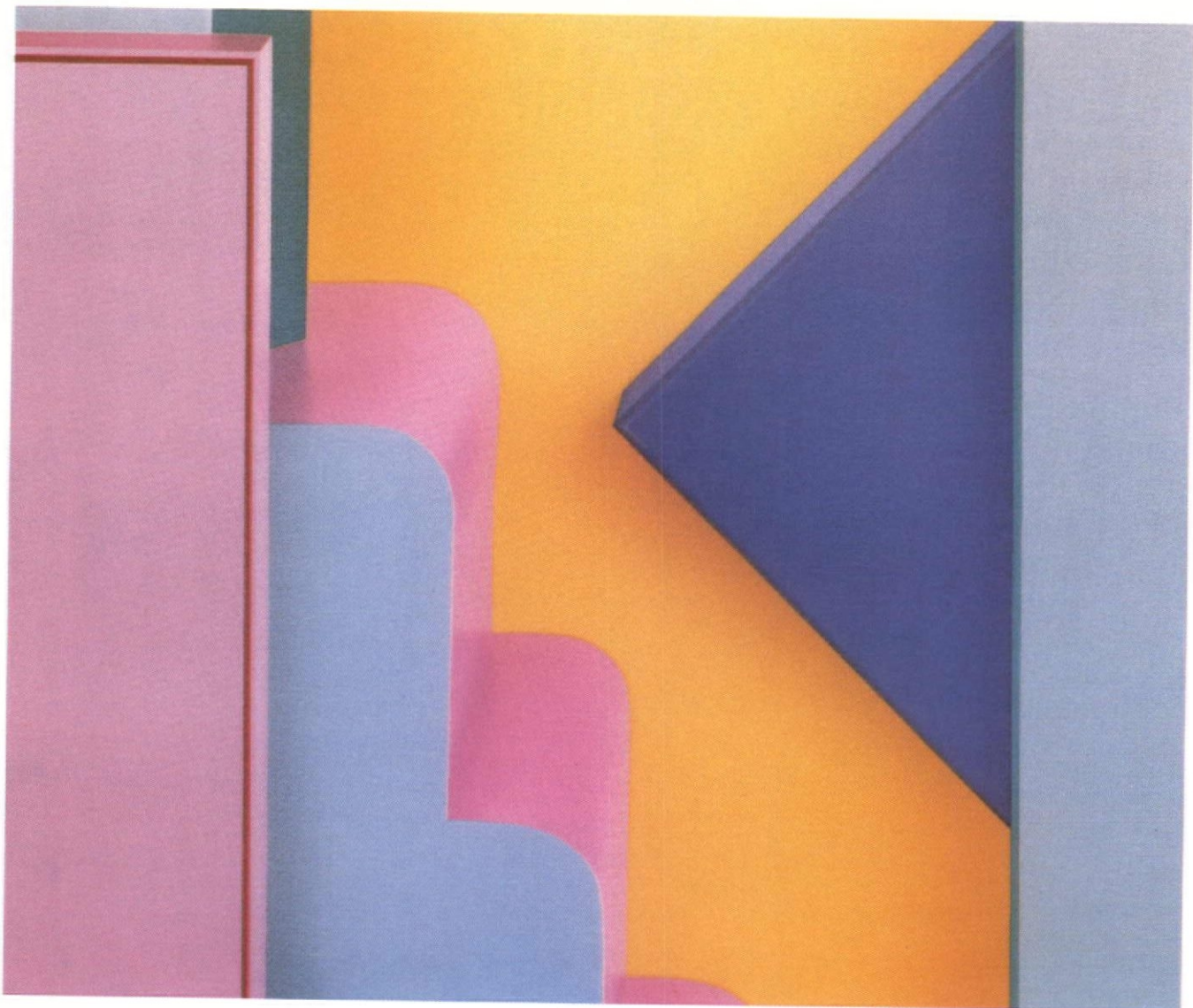


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## Color Quest takes on 33 solid colors

**A**nswering designer demand for quality and product availability in a wide range of laminates, Wilsonart is expanding its Color Quest line by adding 33 new color choices, some of which preview on CONTRACT's cover this month.

Gone are the days when laminate suppliers offered an average solid color range of 50-to-60 colors. Increased designer requirements for innovation spurred a proliferation of laminate color in the early '80s, broadening the average manufacturer's line to somewhere around 100 colors. With its recent additions, Wilsonart's Color Quest offering comes in at 110 selections.

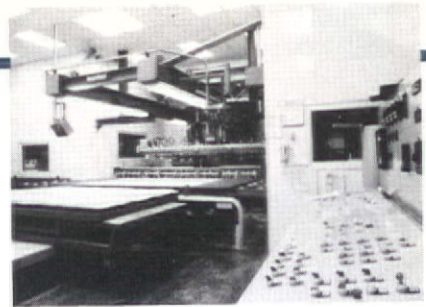
Extensive focus group research identified four major color directions for the new group. These include fresh pastels,

blended classics, jewel brights, and dramatic darks.

The new colors were selected for their individual value as well as their ability to coordinate with the rest of the line, plus other patterns and designs of the Design Group 1 line. Representing 60 percent of Wilsonart's company sales, Color Quest has been an evolving line, changing with the times.

As a collection, Color Quest now offers 110 high-pressure decorative laminate solid colors available in these finishes, among others: SOLICOR color-through laminate; decorative tambour; high-gloss, matte, and textured finishes; vertical, general purpose, and postforming grades; as well as fire, chemical, wear, and impact-resistant finishes.

**Circle No. 258.**



## In the design-driven laminate industry, Wilsonart paves new routes to service

In 70 percent of laminate purchases, a professional designer, builder, or planner has exerted influence over the specification process. Today, the creative community is advancing the form and color of laminate design, and the expression of its demands is seen in the earliest stages of product development.

"Designers are using laminate in more applications than ever before," notes Bill Reeb, vice president of marketing, Ralph Wilson Plastics Company, manufacturer of Wilsonart brand decorative laminate. "Design research is the key to effective marketing of our laminate product. For this reason, we've embarked on a major focus-group program, in addition to launching surveys and travelling to glean new information about color."

In Reeb's view, the popular use of laminate has made this product category somewhat of a fashion "entity," whose technological advances afford a wide range of styling alternatives in pattern, texture, and color. Fidelity of reproduction in stone, abstract, and woodgrain patterns, in particular, has improved dramatically during the past decade.

These trends, together with expanded applications of laminate, are accelerating product development of this often-specified interior surface treatment.

Wilsonart aims to concentrate on further market development and research, exploring the many emerging uses of laminate within the design community. The 30-year-old company, which entered the laminate business in the face of stiff competition from fully developed manufacturers, has gained from its marketing and sales initiatives which contribute to a healthy corporate growth rate. Indeed, the company has grown at up to two-and-a-half times the average growth rate of the laminate industry overall, which has

been about 2.3 percent a year.

With the completion of its third manufacturing facility in North America, the company will have the capacity to manufacture 50 percent of the decorative laminate in the United States. The new plant, located a few miles from Wilsonart's original manufacturing site in Temple, Tex., was designed on a five-phase expansion program to accommodate future growth. Another plant in Fletcher, N.C. was built in 1981.

In another recent development, Pemark, the parent company of Wilsonart, announced the formation of a new division called the Decorative Products Group. Wilsonart will be the "lead horse" of the division which will be involved in forming a family of interior products.

### Multiplication of service

Wilsonart's three manufacturing facilities, 15 warehouses, and 155 distributors provide an ongoing inventory in the company's basic 200-item Design Group 1 collection. Standard orders are shipped on Design Group 1 line items within 24 hours from regional warehouses. Meanwhile, distributors receive product two-to-three times a week from the company's Regional Marketing System via a company-owned truck fleet (a feature unusual in the industry).

Wilsonart's efficient production system coupled with its established network of independent distributors permits it to historically beat industry averages for delivery time. Production items are manufactured and shipped within 10 working days. The company's approach to production also permits a tighter delivery schedule. Comments Reeb, "We do not manufacture our products on an inflexible manufacturing cycle. Rather, we produce 'to order,' one sheet at a time. Our

Wilsonart's three manufacturing facilities produce "to order," and, together with 15 warehouses and 155 distributors, help speed delivery of product to end-users. Shown in middle photo, above, are David Embry, director of design, and Roz Keeney, design stylist.

production is actually scheduled by each Wilsonart warehouse system as needed, around the clock." With hundreds of designs, nine basic sizes, and formidable stock-keeping-units that run in the thousands, this is quite an achievement.

An extensive service program, Wilsonart believes, will forge stronger ties with the design community. That is why the company is now looking at means to assure a stronger fabrication base, permitting greater freedom in laminate application and styling. The company is embarking on a new campaign to build a bridge between the designer and fabricator. "The laminate manufacturer today has the responsibility to be sure that product can be created and fabricated. Currently, creativity in application is growing at a faster rate than the ability to fabricate," says Reeb.

To strengthen the fabricator base, Wilsonart is working with the Decorative Laminate Products Association and the Architectural Woodwork Institute to begin a program for the continuing development of laminate fabrication.

These efforts, together with new product development—reflected in Wilsonart's recent introduction of 33 new solid color laminates—will spur more product and design introductions in the laminate field in the next five years than were launched in the past two decades. This will keep the company's director of design, David Embry, and color consultant Barbara Schirmeister, quite active in predicting upcoming market trends.—R.W.



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A stanchion frame to which plaque modules can be attached is available, along with a paper grip and folder holder. Innerface also offers a Medical Insert Kit for healthcare interiors that has 16 standard patient care messages to accompany Patient Room Plaques.

**Circle No. 222.**

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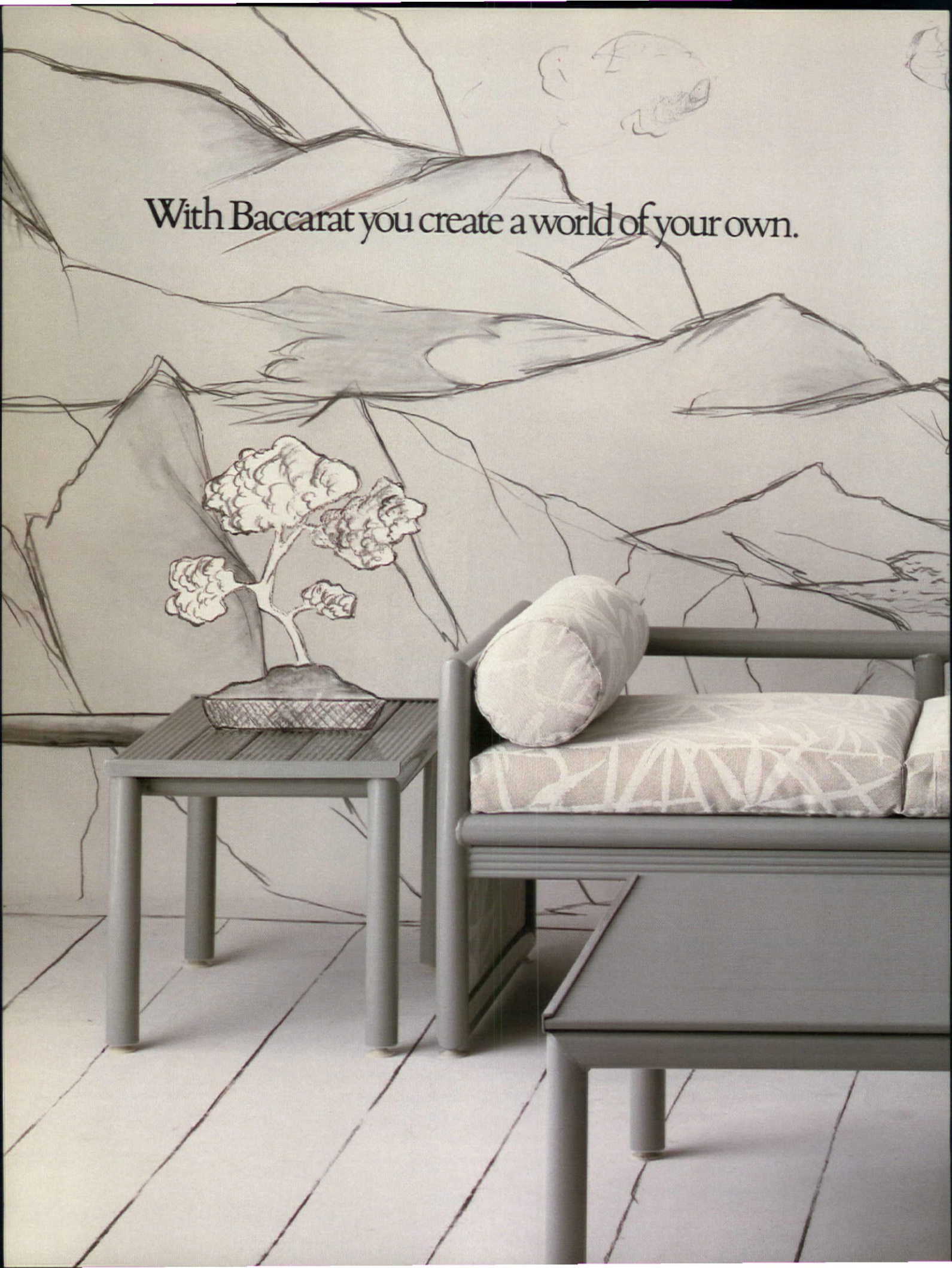
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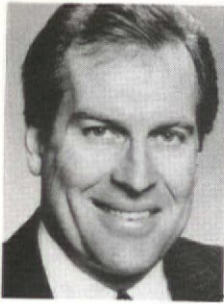


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- B - Foothills™
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- D - Tall Pines™
- E - Gentle Streams™
- F - Ocean Shores™



Hopkins

**Marvin B. Hopkins** (shown) was named to the new post of president of the window furnishings division of Hunter Douglas, Inc.

**James P. Cramer**, senior vice president of the American Institute of Architects, was named president of the AIA Foundation.

**Richard Watson** is the new manager of information services for Panel Concepts, Inc., a Santa Ana, Calif.-based open plan office systems manufacturer.

**Sherry L. Scholtz** (shown) was named eastern regional manager at Levolor Lorentzen, Inc. In charge of the company's eastern regional sales office, she is responsible for all Levolor consumer products sales in 12 eastern states.



Scholtz

At the Gunlocke Company, **David C. Manhood** (shown) has been appointed sales representative in the Gunlocke Houston INNOVA showroom and regional office. Also, **William M. Baker** (shown) is the new Gunlocke sales representative in the company's Washington Design Center showroom and regional office. Other appointments at Gunlocke include **Douglas C. Post** to manager of the purchasing department, **Terry C. Hunt** to director of design, **Shelton Pitney III** as director of product systems and casegoods, and **Jerome D. Bruckel** as director of product seating.

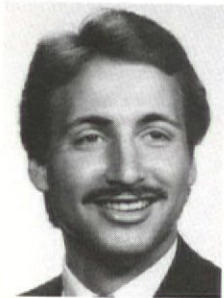
The following division sales managers were appointed for Cole Business Furniture: **Harold R. McCalla** (shown), mid-Atlantic division sales manager; **Jim Hoffman** (shown), southern division sales manager; **Oliver A. Pentinmaki Jr.**, (shown) midwest division sales manager; and **Jerry A. Dixon** (shown), western division sales manager.

**Al Everett** was named product manager for Haworth, Inc., a major manufacturer of office furniture.

**Steven A. Hand** was promoted to sales manager for the southwestern region of the U.S. for Dan River Inc., floor-coverings division of Wunda Weve Carpets.



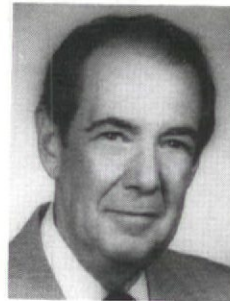
Manhood



Baker



McCalla



Hoffman

**Pat Richardson** (shown) was appointed general sales manager for Charleston Carpets.

**Kevin Stark** was appointed product development manager at Hickory Business Furniture. Also at the firm, **Paul Byrd** has moved into sales as a field representative. **Gene Crump** also has been moved to manager of operations and finance for the Hickory, N.C.-based firm.

**Patti Huber** (shown) joined Cambray Mills as contract specialist. Huber will act as liaison with architects, designers, and space planners in Northern California.

Furniture Consultants, Inc. has purchased Allwin Business Interiors Inc., a 47-year-old Manhattan-based contract furniture dealership. Shown are FCI partners **Richard Bascetta**, **Larry Itkin**, **David Itkin**, **John Varacchi**, AIA.

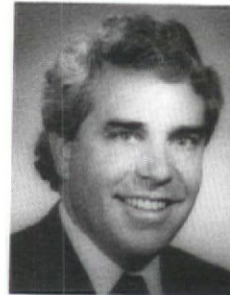
Designers **Todd Campbell** and **Mary Beth Rampolla** joined Eva Maddox Associates, a Chicago-based space planning and interior design firm. **Eileen Jones**, director of design, was named to the University of Kentucky Advisory Board, Department of Human Environment and Design.

**Jeff Broitman** is the new national manager of architectural products for Mero Corporation.

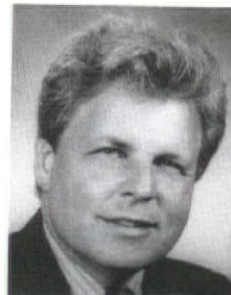
**Marie Stull** was appointed director of style and design at Patcraft Mills, a major national manufacturer/supplier of carpeting.

**Phillip K. Jeska** joined Allsteel Inc. in the new position of vice president of operations for the contract furnishings manufacturer.

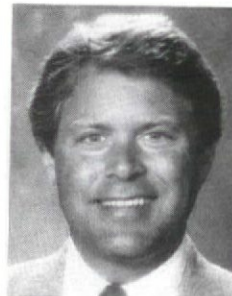
At Herman Miller, **Frank Novakowski** was appointed vice president of corporate accounts sales, a new post. Regional vice president appointments at Herman Miller included: **Alan Kroll**, Northeast, director corporate account management East; **Andy McGregor**, Southeast, vice president of the firm's health science division; **Fred Warner**, Midwest, director of general field sales East; and **Ken Disselkoen**, West, regional manager.



Dixon



Pentinmaki



Richardson



Huber



Frater

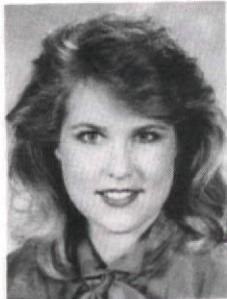
**Leslie A. Frater** (shown) was appointed director of design for the Sherman Design Group, Inc., a full-service facilities planning firm providing programming, space planning, budgeting, design development, construction liaison, and move coordination for architectural interiors and their furnishings. The company is located in Long Beach, Calif.



Brewster

**Carl A. Brewster** (shown) joined BASF Fibers as contract carpet consultant for the midwest area.

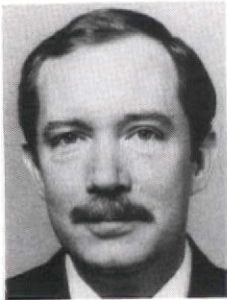
**Ralph Perers**, president, American Business Interiors, Melbourne, Fla., was elected president of The Contract Furnishings Council, a national association of commercial furnishings firms.



Capps

**Deborah L. Capps** (shown) was promoted to the position of space planner/interior designer for Marcia Capps and Associates. This nine-person firm offers space planning, commercial and residential interior design, facilities management, and architectural services.

**Major General Clifton D. (Duke) Wright**, USAF (Ret) joined the Washington DC office of 3D/International as senior vice president.



Crimmins

**Jack Crimmins** (shown) joined J. Southard & Associates as vice president in charge of sales and marketing for the firm.

**Terrance M. McCarthy** was promoted to director, western region, at Haworth, Inc.

**John Kurtz** was elected president and chief operating officer of Levolor Lorentzen, effective January 1, 1987.

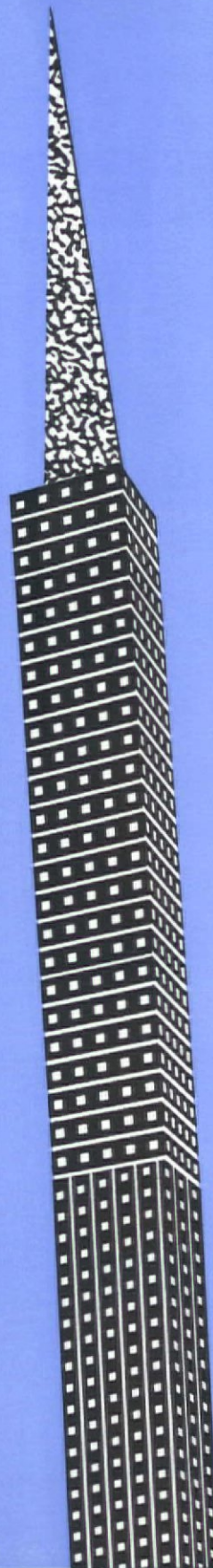


Mikesell

**Richard M. (Dick) Decker** joined Nanik as director of national shutter operation.

**Peter Cohen** was named executive vice president, general manager of General Felt Industries.

**Sharell L. Mikesell** (shown) was appointed vice president, marketing, of the textile operating division of Owens-Corning Fiberglas Corporation here in the States.



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Thursday, January 29  
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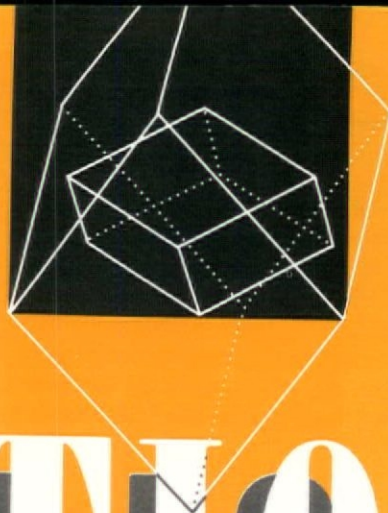
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## COMING EVENTS

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### 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 4.** Restaurant & Hotel Design Magazine Platinum Circle Awards dinner. Palmer House, 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, N.Y.
- May 13-15.** Design ADAC 87, the annual design event for the South-eastern 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, Ca.
- June 23-26.** A/E/C Systems '87, the Eighth International Computer and Management Show for the Design and Construction Industry. Washington Convention Center, Washington, D.C.
- September 1-2.** Workspace, Fifth Annual Exhibition & Conference for the Office Environment. Moscone Center, San Francisco, Calif.
- September 20-22.** Pan Pacific Lighting Exposition. Concourse at Showplace Square, San Francisco, Calif.
- October 8-10.** Designer's Saturday. New York, N.Y.

### Foreign

- January 1987.** Design '87—The Office & Contract Interiors Exhibition. The Business Design Centre, London.
- January 8-12.** International Lighting Exhibition, Perspectives 87, the first World Week of Household Equipment and Decoration Professionals, Paris.
- January 11-14.** 16th Toronto Furniture Market. International Centre (TICC) and Constellation Hotel, Montreal, Quebec, Canada.
- 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.
- March 8-15.** 9th Furnidec, International Exhibition of Furniture, Decoration, Lighting Fixtures, Equipment and Machinery. Athens, Greece.
- May 10-15.** Interior Design International (IDI), the largest UK Contract Exhibition for all commercial interiors. Olympia, London.
- May 22-26.** INTERZUM, the International Trade Fair for Furniture Production, Interior Design and Soft Furnishings—Upholstery Machinery. Cologne, Germany.
- May 29-June 2.** Environmental Design Research Association Conference. Ottawa, Ontario, Canada.
- September 1987.** The Contract Lighting & Ceilings Exhibition. The Business Design Centre, London.

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# RETAIL LEADER LOOKS TO THE FUTURE

In the '70s, Walker Group was the "new kid" on the block, an up-and-coming firm that revolutionized the formula for retail design through creative, energetic marketing concepts. In the '80s, the firm matured and by acquiring CNI International, has established itself as a solid business enterprise with clear management goals and growth opportunities. Walker Group/CNI is now looking into the '90s, programming itself to become a global conglomerate, offering a diversity of retail and other design services to clients worldwide.

The man primarily responsible for the tremendous success of this firm is Ken Walker, the original founder of Walker/Group and current president and chief executive officer of Walker Group/CNI, headquartered in New York City. In the past 16 years, he has kept the firm in the forefront of design and tackled growth as a challenge, not a burden. And, although he no longer takes on a primary role in the design process on projects, it is his work ethic that ignites the creative current running through the firm. This same ethic is shaping management goals for the firm, changing it from an outstanding design firm into an international design leader.

Looking back over the early days of the firm, Walker says, "Between 1970 and 1980, my goal was to establish a quality firm. Profitability wasn't as important as client satisfaction. However, the time had come to make it a legitimate business." He felt that it was time to diversify retail services offered by the firm and strengthen its business in specialty retailing, depart-

*(Continued on p. 98)*

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*Columns designed by Walker Group/CNI flank center merchandising aisle (left) on the main floor of Woodward & Lothrop department store, Washington, D.C. An inlaid marble floor provides symmetry with the ceiling and prism-shaped lighting fixtures above.*

Photography by Jonathan Wadsworth

## FIRM PROFILE: WALKER GROUP/CNI V.P.s have complete autonomy

**Walker Group/CNI project:** Woodward & Lothrop, Washington, D.C.

**Sq. ft.:** 40,000 (main floor only)

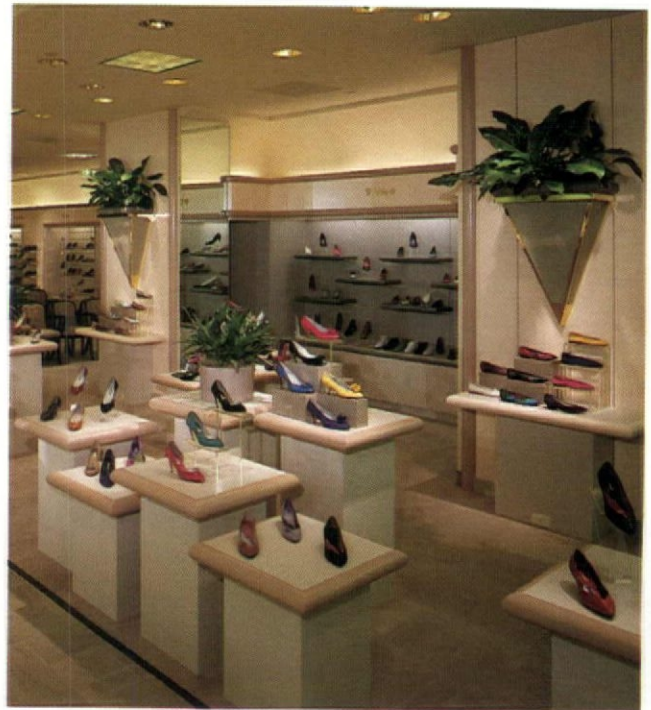
**Project design team:** Kenneth Walker, partner-in-charge; Martin Jerry, design director; Kaoru Yamamoto, senior designer; Eric Bress, project executive; Ion Constantin, project coordinator; Lori Mehning, planning/merchandising; and Howard Paster-nack, colors and materials.

**Completion:** October 1986.

**Project notes:** Located in the heart of Washington, D.C., this project needed a facelift to re-create the elegance of a large downtown department store. Grecian-style columns, taken from the exterior design which was being renovated by Michael Graves, were installed to provide a strong merchandising aisle through the center of the main floor. A marble floor pattern repeated down the aisle is a condensed version of the ceiling design above, which features prism-shaped brass lighting fixtures suspended from recessed ceiling sections. A vaulted ceiling on either side brings the eye level down to "smaller" shops located away from the main floor. Soft uplighting and pinpoint spots keep customer's attention directed at ground-floor displays. Brass and marble detailing are used in the cosmetic and fine jewelry areas, along with darker background finishes that show off brightly-lit packaged products.

**Comment:** "Restoring the grandeur of this large department store was important to the client. The challenge was to make it fresh enough for the '80s without losing its original elegance."  
—Martin Jerry, design director.

**Sources:** **Carpeting**—Wunda Weve, Bentley Carpet Mills. **Wallcovering & fabric**—Gilford, Mira-X, Ben Rose, Orient Rose, E.T. Cranston, Unika Vaev U.S.A., J.H. Thorpe, Jack Lenor Larsen. **Cosmetics & jewelry counters**—Barrett Hill Inc. **Chairs**—Charlotte Chair Company. **Chandeliers**—M.L. Lighting Company. **Wood veneer**—Brookside Veneers. **Special paints**—Polomyx. **Marble floor**—Landis Marble. **Plaster reproductions**—Felber Studios. **Electrician**—Jim Kirchner Electric. **Marble floorcovering contractor**—Adina Inc. **Lighting consultant**—Theo Kondos. **Exterior renovation**—Michael Graves. **Consultant architect**—Donald, Le May & Page. **R.F.G. columns & light coves**—Felber Studios. **Fixture contractor**—WM Bloom & Son. **General contractor**—Vass & Hastings.



Shoe department in Woodies (above) features a vaulted ceiling and the same lighting fixtures as in the main floor area. Free-form and five-pointed stars (opp. page, right) decorate signs and public spaces in the Shops at National Place, Washington, D.C. Pastel-colored banners (opp. page, left) signal the entrance to the mall.

**Walker Group/CNI project:** The Shops at National Place and The National Press building, Washington, D.C.

**Sq. ft.:** 120,000

**Project design team:** Mark A. Kates, principal-in-charge; Michael A. Gilroy, project coordinator; Joanne Newbold, director of design; Edwin Sierra, Gary Jacquemin, and Steve Kitez, project designers; John Kehe, director of graphic design; Michele Miller, Bob Turner, Howard Klein, and Curtis Chong, graphic designers.

**Completion:** Phase I, May 1984; Phase II, June 1985.

**Project notes:** This two-phase project for the Rouse Company is a mixed-use shopping complex that connects four buildings located in the center of a major redevelopment and restoration area just one block from the White House. The design team used a star motif in Phase I as a graphic element to unify both interiors and exteriors of three different buildings. Nine-foot high, white, free-form neon stars shimmer through an exterior

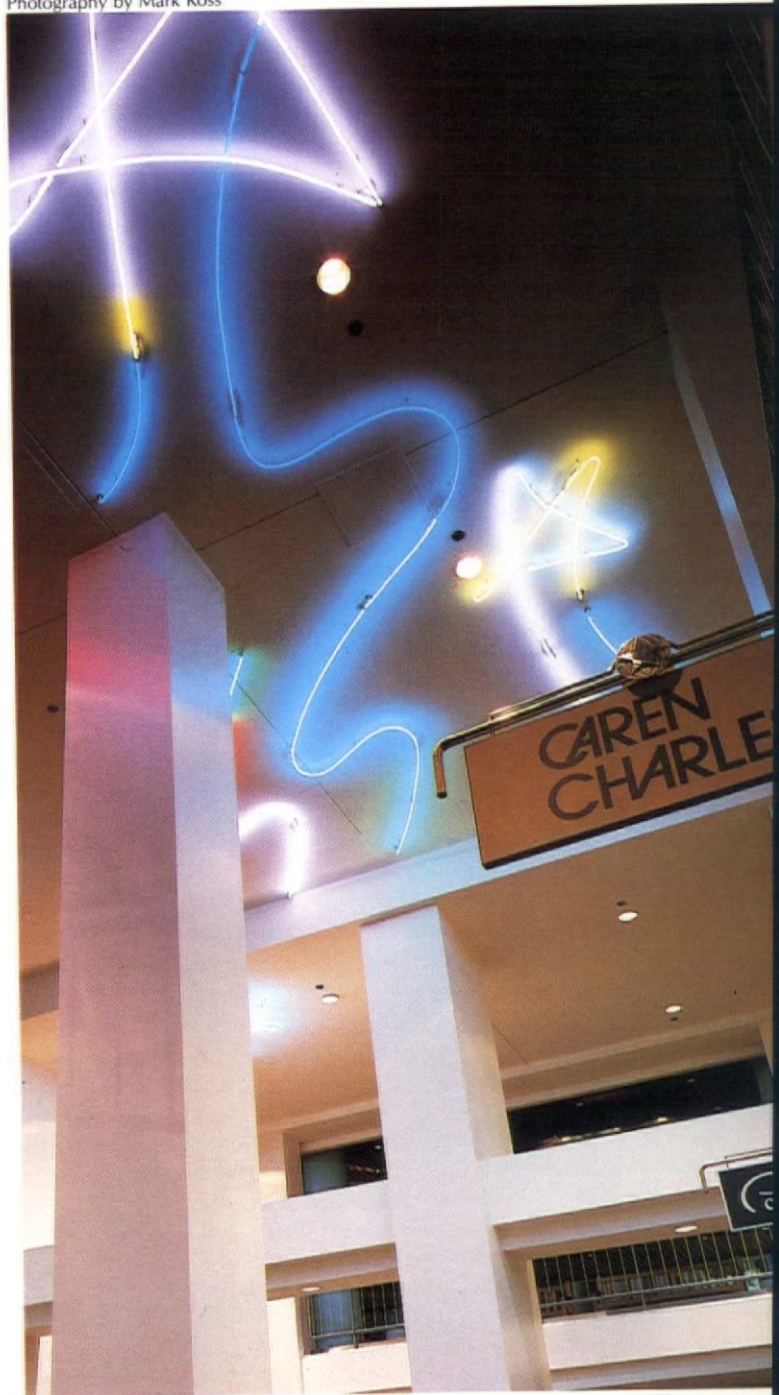


glass facade. Restated in color, they also highlight the Food Court within and ceilings that link Phase I and II. A small, five-pointed star can be seen throughout—done in brass and imbedded in the cement outside entryways and also on signage in Phase I. Elegant colors and opulent materials link the two phases. The Colonnade Sign (entrance to the shops from a hotel) is a delicately lit faux marble sign with etched typography set below colorful Italian silk banners. Brass bracket panel signs, curved brass fixtures with frosted glass shades, and circular tenant signs serve as important decorative elements to create a strong unity between the two phases. Tall, round columns painted in aqua blue are the principal architectural element.

**Comment:** "The idea was to give the mall an urban street feeling. The brass signage, decorative light fixtures, and planters provide pedestrian scale elements." —Ed Sierra, senior designer.

**Sources:** Wallcovering—J.M. Lynne, H.G.H. Design Group. Tile—Dal Tile Corp., American Olean. Storefronts—Inkan. Skylight—Super Sky Products. Architects—Mitchell/Giurgola-Frank Schlesinger Assoc. Architects, HTB, Inc. Electrical—Kay Dee Design. Mechanical—E&S Mechanical Services. Lighting consultants—Wheel/Gersztoff Assoc. Lighting contractors—Valley Lighting, T.S.A.O. Designs. General contractors—H.C.B. Contractor, Turner Construction. Signage—Emjay Graphics.

Photography by Mark Ross



## FIRM PROFILE: WALKER GROUP/CNI 70% is repeat business

*(Continued from p. 95)*

ment stores, and shopping center design. The acquisition of CNI International, a New York-based design firm known for its department store expertise, in 1984 was the first step toward this goal.

In the two years since, Walker Group/CNI has experienced the typical kinds of growing pains that occur when two firms become one. It consolidated operations in New York City, shifted responsibilities, and took on a larger work load. "In 1985, we worked 52 weekends just to keep up with the work," comments Walker. "It leveled off last year and now we expect 1987 to be our best year ever." Lawrence J. Israel, former president of CNI and now chairman of the new firm, agrees, "It has taken two years to shake out all of the problems and make everybody happy."

### **Management structure reflects multidisciplinary talent**

Always a multidisciplinary firm, Walker Group/CNI's management structure was organized to utilize talent and define areas of responsibility. A team of six vice presidents handles all aspects of design and project management for three different "studios," or divisions in the firm. Vice presidents Robert Carullo and Anthony LoGrande direct project management for Studio One, the department store division that services such clients as Burdine's of Florida, Bullocks in California, and Chicago-based Marshall Fields.

Martin Jerry is vice president in charge of design direction for Studio One. Vice president David Wales supervises all design and management for Studio Two, the specialty store division, for clients such as The Limited, The Gap, Hallmark, and Lucky's. Studio Three, headed up by John Van Aken, is the architecture division, which includes retail and shopping center design, preservation, and renovation. Patrick McQuilkin is vice president and director of production on all projects. Mark Pucci is principle-in-charge of the Los Angeles office.

Other self-sufficient divisions in the firm which are not part of any Studio per se, but service all of them, cover graphics, packaging, and industrial design. Corporate office design also makes up a significant amount of the firm's business and is one

area Walker hopes to expand in the future. A separate subsidiary, Walker/Group Designs, develops fabrics, furniture, and lighting fixtures for the contract market.

Walker is quick to point out that each vice president has complete autonomy and that his role is to keep the creative ethic going, plan design strategies, and be active in the "front end" marketing efforts for the firm. As chairman, Israel shares some of these same responsibilities, but is chiefly involved in Studio One, since his area of expertise is in department store design. "In many entrepreneurial firms, principals are reluctant to pass on responsibility," Walker states, "but much of our business is generated by the people in this firm who are actually managing jobs and doing the design work."

"There is a freedom of design, an openness produced by Ken that allows us to experiment with new ideas," says Martin Jerry, vice president, director of design for Studio One. "Our team approach is important and it is what will make us the firm of the '90s." Tony LoGrande, vice president, project management, Studio One, makes this analogy, "Ken is a good orchestra leader, but he's not trying to play all the instruments at the same time."

Those new ideas have kept clients coming back; the firm enjoys 70 percent repeat business. But the key to Walker Group/CNI's success is not just creative design, it's the company's marketing orientation, backed up with innovative ideas. Both Walker and the principals at CNI built their business on being able to understand the client's needs and translate them into three-dimensional concepts that attract customers and sell product. Increasing numbers of specialty stores have made marketing more important than ever for the retail trade.

"Department stores decided to get out of certain product areas several years ago and just concentrate on fashion," says Israel. "The resurgence of specialty stores has changed their position in the total retail market." Walker maintains that, "Design has become a marketing tool for retailers at all levels. Statistically, there are 125 people for every store in America, so the objective is to gain market share. Design can be used to achieve those points of differentiation."

### **First branch office opened last May**

Firmly established as a design leader in the United States, Walker Group/CNI wants to expand its horizons. In order to take advantage of growing business opportunities in the Pacific Rim, the firm opened its first branch office in Los Angeles last May. Though Pacific Basin projects, including work in Korea and Japan, are currently handled through the firm's New York office, they are expected to shift to Walker Group's western jurisdiction.

Says Mark Pucci, principal-in-charge, Los Angeles office, "We're not yet designing in Los Angeles. Instead, we're concentrating on client development and production tasks. Design

*(Continued on p. 101)*

**Walker Group/CNI project:** Pompano Square, Pompano Beach, Fla.

**Sq. ft.:** 100,000

**Project design team:** Joe Schufza, partner-in-charge; Edwin Sierra, senior designer; Joanne Newbold, design director; Sandra Hagashi, graphic designer; Mike Gilroy, project coordinator; and Steve Kitez, colors and materials.

**Completion:** June 1986 (food court), November 1985 (mall).

**Project notes:** Built in the late '50s, Pompano Square is a regional shopping center situated between Ft. Lauderdale and Boca Raton in eastern Florida. Walker Group's design objective for this "dated" mall was to create a new identity and an exciting shopping environment. The design team decided to enlarge existing skylights in each of the six courts of the interior con-

course, punctuating each with glass-enclosed kiosks to pace traffic. Alternating ceiling heights provide a rhythm to the whole space. Interior amenities include neon-rimmed skylights, sculptured plant and seating units, and frosted glass light fixtures mounted on poles with colorful banners. The new logo, based on a seashell motif, is used on exterior signs and carried through to the interior via mall directories and banners. A pink and aqua color scheme taken from the logo is incorporated throughout—including floors tiled in pastel ceramic. A continuous light cove unifies the interior and creates an attractively uplit atmosphere. Sign banners mark retail spaces and piers delineate tenant spaces. A new 30,000-sq.-ft. food court on the mezzanine level is accessed by new escalators and a refurbished elevator. Bathed

*(Continued on p. 100)*



FIRM PROFILE: WALKER GROUP/CNI

## L.A. office to serve Pacific Rim

(Continued from p. 99)

in natural sunlight from a new skylight, the Food Court overlooks the Grand Court as well as the exterior.

**Comment:** "We decided to take advantage of the Florida region and create a 'tropical' retail experience through use of pastel colors, large skylights, and dramatic lighting." —Ed Sierra, senior designer.

Enlarged skylights with neon-rimmed lighting (previous page) in pastel colors give Pompano Square mall an attractively uplit atmosphere. A food court (below), built on the upper level of the mall, features a new skylight and two escalators.

**Sources:** Floor—Dal Tile, Marazzi Tile. Neon—Claude Neon. Paint—Benjamin Moore, Pratt & Lambert, Fuller O'Brien. Stainless steel demising columns—Custom enclosures. Skylights—I.B.G. Chairs—Beylerian. Tables—C.H.F. Corian Piers—Plastic Design. Umbrellas—Zip Jack Umbrellas. Laminate—Formica Corporation. Escalators—Montgomery Elevators. Lighting Consultant—Theo Kondos. Engineers—H.J. Ross. General contractor—Pepper Construction Company.



Photography by Smith Aerial

## WALKER GROUP/CNI MILESTONES

**Founded:** Walker/Group, 1970; CNI International, 1952. CNI acquired by Walker/Group, 1984.

**Headquarters:** New York City.

**Branch offices:** Los Angeles, Calif.

**Principals:** Kenneth Walker, AIA, president and CEO; Lawrence J. Israel, AIA, FISP, chairman; Patrick G. McQuilkin, ISP, vice president; Martin Jerry, vice president; David Wales, vice president; Anthony LoGrande, vice president; Robert Carullo, vice president; and Mark Pucci, principal-in-charge, Los Angeles.

**Staff:** Approximately 150 employees.

**Services:** Architecture, graphic design, industrial design, interior design, retail planning, merchandise planning and presentation.

**Commercial projects:** Offices, restaurants/food facilities, showrooms, stores, shopping centers, product packaging.

**Subsidiaries:** Walker/Group Designs (fabrics, contract furniture, lighting fixtures).

**Current projects:** Cohoes mini-mall, Albany, N.Y.; Citibank, Baltimore, Md.; Harrods, London; Galeries Lafayette, Paris.

**Awards/designations:** 15 awards from the Institute of Store Planners/National Association of Store Fixtures Manufacturers, 1974-1983; New Jersey Society of Architects, AIA, Merit Award, 1975; IBD interior design competition, Honorable Mention, 1975, 1981, to name a few.

**Annual dollar volume:** \$10.5 million.

(Continued from p. 98)

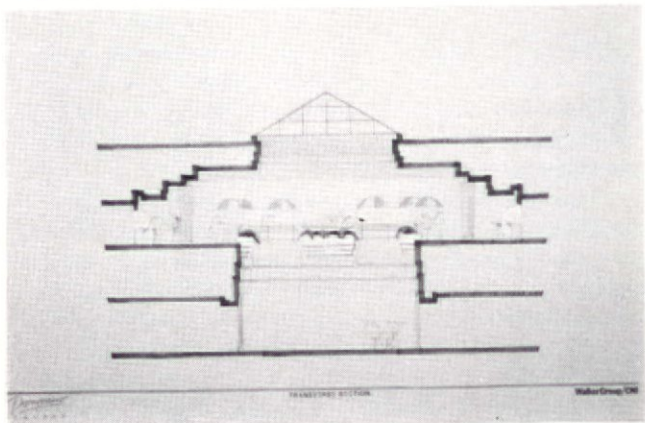
is coordinated through New York, but our ultimate goal is to mirror the headquarters office in terms of being a multi-disciplinary force."

According to Pucci, the branch office's development has exceeded expectations. "Development of this office has been moving along at a faster rate than anticipated," he says. "Ken Walker had expected little or no billings for one year, but we've certainly gone beyond that." The new western location has indeed been a key factor in landing jobs. Prior to the Los Angeles branch opening, all efforts by the New York office to retain Caesar's World, Inc., Las Vegas, as a client proved futile. "Caesar's wouldn't use us before because of the distance factor," says Pucci. "Because of this office, we're now working on projects for Caesar's in Tahoe, Las Vegas, and Atlantic City."

Besides Los Angeles, Walker expects to open another branch office in Tokyo by 1988. "The Pacific Basin is a dynamic part of the world," he says. "It is seeing a rise in middle class economy which is helping business in the retail sector." The Tokyo office will probably be a joint-venture, but according to Walker, "The goals of all our branch offices are to eventually be freestanding and self-supporting." Other branch office possibilities include London, England, where the firm has already done work for Harrod's department store; Paris, where it has completed another project for Galeries Lafayette; and Florence, Italy. But Walker is cautious about opening an office in another country



Walker Group/CNI principals include (seated, left to right): Lawrence J. Israel and Patrick McQuilkin. Standing in back are (left to right): Anthony LoGrande, Martin Jerry, Kenneth H. Walker and Robert Carullo. Not pictured are David Wales, and Mark Pucci. Below, a transverse shows Pompano's food court.



unless there is more than enough business. "We wouldn't open a foreign office for just one client," he states.

Other than expanding the firm globally, Walker is also thinking about acquiring a hospitality design firm or group. "This is a logical discipline for us to consider," he says. Citing a trend toward "conglomerate" firms that will eventually command the largest share of the design business, he wants to put Walker Group/CNI in a position to compete. "Eventually, there will be elephants and ants," he explains, referring to the size and scope of design firms. "Right now, Walker Group/CNI is a tiger firm, but we certainly have the potential and are working towards becoming a global elephant."—S.M.

# Anchor Store Boosts Image of Marginal Site

*Planned Expansion Group, White Plains, N.Y., comes up with an ingenious piece of architecture for Big V*

It is one thing for a Transco to erect a monumental building on a marginal piece of property just outside Houston's downtown. The idea was to make a tall image statement on a flat piece of marginal land that allowed the building to dominate the skyline.

It's another thing for a supermarket company to invest in a marginal piece of property in a somewhat rag-tag part of a city and build a high-image, mixed-use development on a tight budget, so that it serves as an anchor point for the rehabilitation of a district.

## Rubbed site

That was the intent of Big V Properties, the shopping center development arm of Shoprite supermarkets. Big V opted to develop a retail mall on a 4½-acre tract of land on an impossible site in a marginal area of Yonkers, New York. The town itself is an anomaly, an island of older buildings, in the southernmost section of suburban Westchester County.

There existed no supermarket of any size in a 4-sq.-mi. area of Yonkers, located on the northern border of New York City, and the location was promising, if the site itself was not. It was a multi-level tract, half hilly rock and half the crumbled remains of brick buildings long reduced to rubble.

Planned Expansion Group, architects and planners, White Plains, N.Y., an organization responsible for designing prize-winning stores for Shoprite, looked into the site. It shrugged its



Photography by Eliot Fine

creative shoulders, and came up not only with a workable mall concept, but an outstanding planning and design job as well. The group transformed an ugly duckling lot into a viable, highly successful retail mall and mixed-use property.

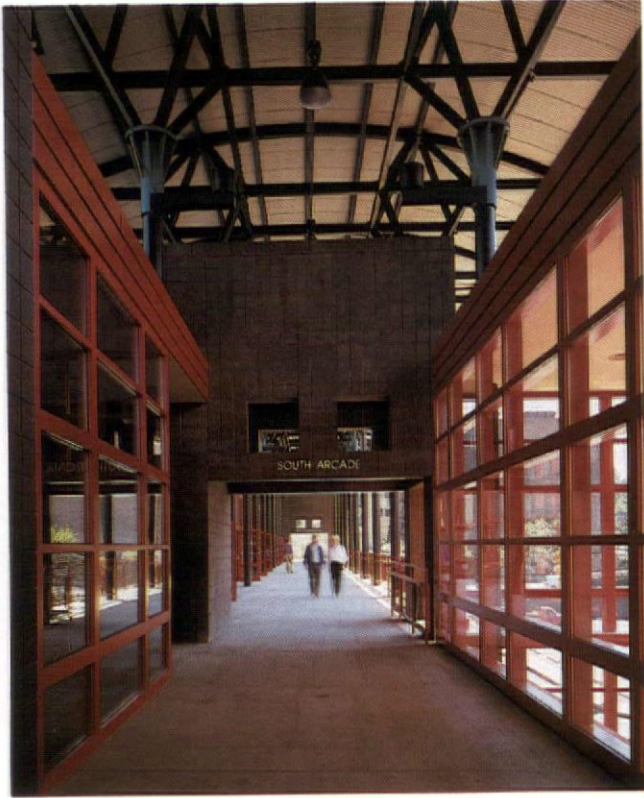
Both the location and topography of the site influenced the configuration of the complex, since the planning had to take into consideration a 30-ft. drop from one side of the lot to the other. Because the site was located downtown on a main street just blocks from Yonkers City Hall, a typical suburban strip center consisting of a supermarket and satellite stores surrounded by acres of open parking was out of the question. Even in marginal downtown areas, acres of parking are impossible to come by.

## Concept hewed to tight budget

Ken Narva, principal of Planned Expansion Group, led a team that came up with a concept that adhered to the tight budget, yet permitted vertical expansion. The topography of the site lent itself to a two-level mall—supermarket on the lower level, and 35,000 sq. ft. of retail stores on the upper level. A four-story parking building will be the foundation for a 65,000-sq.-ft. office building.

In effect, the concept involves creating a superblock that meets the needs of both private and public interests. Funding is provided through a \$5 million financial assistance plan devised by the Yonkers Industrial Development Agency and through a





\$1.3 million Urban Development Action Grant—federal money granted to the city of Yonkers targeted for economic development.

"The center is human in scale," adds Narva, "not a monumental kind of space. It has a sense of permanence. There was concern for scale, materials, maintenance, durability, and the security and comfort of those who approach both on-foot and by car. These concerns have been successfully combined with a sense of festivity and theater, which is an integral part of shopping.

Designed to service 80,000 people within walking distance of the complex, Greenway Shoprite Plaza provides 35,000 sq. ft. of tenant stores—dry cleaner, drug, and fashion stores. It is designed as a true neighborhood shopping mall.

### Complex is vertical

There the comparison ends, because the complex is vertical, yet retains its easy-in, easy-out characteristics, since each street entry is at a different level of the complex. Thus, people driving in from any of the surrounding streets do not have to proceed to specific entrances, but enter the shopping garage from the entry level of any street.

"We then had the freedom to create architecture that was theater," says Narva. "Like all retail space, it should entertain...be a stage. A grid wall in deep red and the big arcade is uplighted at night to draw people in, as well as protect them

from the weather and provide unity to the complex.

A major circulation spine was built along the southern elevation, which would serve as an entrance for all retailers. It was good for security and was very attractive, according to Narva. In addition, there is a glassed-in stairway that invites shoppers to go to the upper level for additional shopping.

From the arcade, shoppers can look down, and into, the supermarket, so that there is a sense of interconnection. Colors carry from the outside into the heart of the supermarket, with departments varying according to colors normally associated with them—green for produce, white/orange for dairy, red for meat and so forth.

The red wall grid is carried into the store in the form of a red egg crate louver. Shoprite's colors are red and yellow. Color bands on floors match colors of each department to lead the shopper logically through the shopping tour.□

### SOURCES

**Vinyl tile**—Azrock. **Quarry tile**—American Olean. **Ceilings**—Armstrong. **Aluminum grid**—Intalite. **Interior & exterior lighting**—Abolite.

**Architects & Planners**—Planned Expansion Group.

*Grids and louvers throughout store are keyed to outside grid and colors of departments (top, left). Spine walkway (this page) on second level is flanked by retail stores. Canopy extends length of complex.*



Symedesign

## DESIGNER'S CREATE PUBLIC SEATING FOR FLEXIBILITY AND COMFORT

*Easy maintenance, interchangeable  
modules distinguish ganged,  
auditorium, & reception area seating*



Herman Miller



Beylerian

**Symedesign**—Links seating system features removable, cleanable, two-way stretch covers; linking capabilities; and a full range of coordinating tables. The system is KD for easy replacement and repair of damaged parts. **Circle No. 219.**

**Beylerian**—Two-, three-, and four-position beam seating accommodates high- or low-back Sirkus seat elements. If specified, each seat is fitted with its own set of armrests. A table with radiused corners is also available. **Circle No. 214.**

**Herman Miller**—A straight module and four wedge-shaped modules can be linked together in a virtually endless number of configurations in Chadwick modular seating. Each module is made of fully-upholstered urethane foam on a molded polystyrene base. **Circle No. 204.**



Loewenstein/Oggo

**Loewenstein/Oggo**—Stacking chair features a solid beechwood frame with bent ply seat and back. The seat is available in plywood or upholstered over fire-retardant foam. Arms are optional, as is a double-arm-ganging unit.

**Circle No. 215.**



Peter Pepper

**Peter Pepper Products**—Fiberglass benches and tables for indoor or outdoor use come in 25 colors. A new finish named Glaswood is a fiberglass simulated oak grain offered in several wood-stained colors.

**Circle No. 210.**

**Kroin**—This firm's garden and park furniture, developed for the 1972 Olympics, has received eight international awards. Shown is modified Olympia seating.

**Circle No. 202.**

**Shelby Williams**—Molded plywood chairs with semi-arms can be ganged, clustered, or stacked. Ergonomically contoured seat and back are shaped and foam-padded.

**Circle No. 208.**

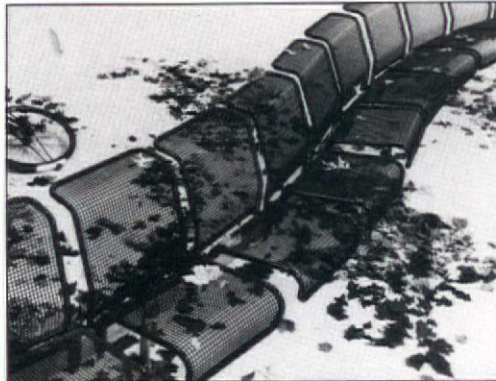
**Davis Furniture**—Track modular seating has a wide range of finishes and surfaces available. Table and arm components are offered in variations of fabrics, opaque colors, and wood surfaces. A resilient suspension system is designed for correct body support.

**Circle No. 217.**

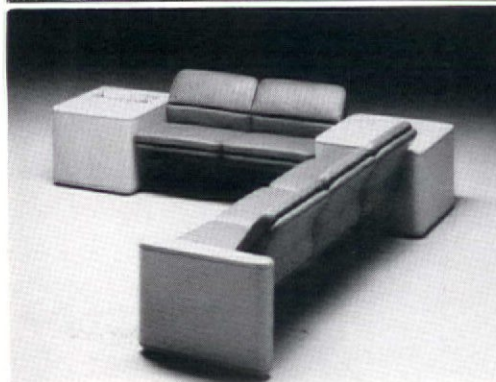
**Brayton International**—Features of Sara include spring interior seat cushion, fixed side cushions, fully integrated lumbar support and eiderdown padding on both seat and backrest. For optimum comfort, the back has been assigned the same amount of area as the seat.

**Circle No. 216.**

Kroin



Shelby Williams



Davis



Brayton



Krueger

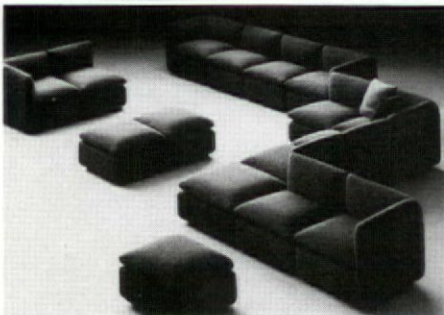


Kinetics

Hayes



Paoli



Steelcase



Modern Mode

## PUBLIC SEATING Optional fabrics & finishes

**Krueger International**—Axis 3000 is a beam-mounted tandem and auditorium seating system. Interchangeable components consist of armrests, folding tablet arms, beam-mounted tables with plastic laminate top and bottom, optional ash-tray, and audio equipment holder.  
**Circle No. 236.**

**Hayes**—Available in fabric, vinyl, and leather, the 344 modular series includes fully-upholstered seating modules; arm assemblies of solid white oak or American walnut; and center, end-hanging, or freestanding tables.  
**Circle No. 200.**

**Kinetics**—200 Series continuous seating is a network of chairs, benches, and tables. Connecting device is factory-welded to side of arm section that provides convenient and solid coupling of interconnecting components.  
**Circle No. 234.**

**Steelcase**—The fully upholstered design of Elysee sofa seating offers an almost unlimited range of applications in reception areas. The four basic units of the modular, fully upholstered, series can be combined to accommodate almost any size room.  
**Circle No. 209.**

**Paoli**—Base units and tables in the Trax multiple seating group are made of solid butcher block oak in a selection of sizes. Finishes are medium oak, mahogany and walnut.  
**Circle No. 220.**

**Modern Mode**—Designed by Norman Cherner, Series 7000 multiple seating comes in leg and sled base styles in multiples of two, three, and four, with connecting tables and ganging clips.  
**Circle No. 212.**

**Vecta Contract**—Raf System is composed of straight and curved seating units, tables, and a choice of end panels which provide armless or full arm seating groups. Bases and end panels come in 15 colors. **Circle No. 218.**



*Vecta Contract*

**Falcon**—Modular seating includes a settee with or without arms made in any configuration to meet design specs. Seat is foam over rubberized webbing and back has fully upholstered cushions. **Circle No. 237.**



*Falcon*

**Boling**—Model 1211-SB-3 is available in all wood finishes with vinyl, leather, or fabric upholstery. Chairs may be ganged. **Circle No. 211.**

*Boling*



*Kimball*



**Gregson Furniture Inds.**—Multiple seating style no. 7013-1112 is available in North American walnut or Appalachian oak. There is an opening between the seat and back for cleaning. **Circle No. 205.**



*Gregson*



*Condi*

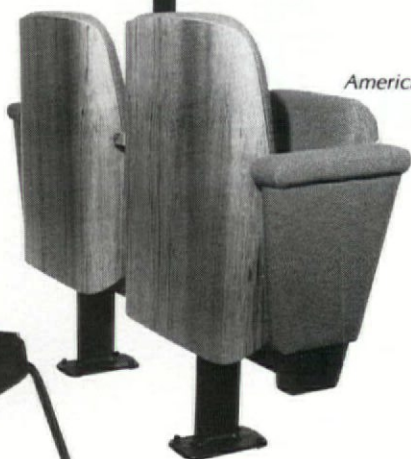
**Condi**—In a selection of designer fabrics and vinyls, the Infinity seating system has ergonomically contoured cushions with formed air channels to provide optimum support and temperature control. **Circle No. 207.**



MTS Seating



G/O



American Seating



Fixtures Furniture



JG

#### PUBLIC SEATING

### Units conform to any shape

**MTS Seating**—Multiple seating arrangements offer in-line and corner groupings. Seats are available in four styles: fiberglass-side-shell; fiberglass-arm-shell; poly-side-shell; or an upholstered unit 560 with chrome frame and optional arms. **Circle No. 213.**

**G/O Furniture**—Tandem seating designed by John Duffy can be specified in many configurations. Options include attached center or end tables, open or closed arm panels, legs, or runner bases. **Circle No. 285.**

**American Seating**—For auditoriums, Centrum 3 is a beam-mounted modular unit with sculptured wood or upholstered shell, individually mounted armrests, or folding tablet arms. **Circle No. 206.**

**Fixtures Furniture**—In an octagonal design, rio may be specified in side, arm, or tablet model. Offered in wood, perforated steel, or upholstery, chairs can be ganged and stacked. **Circle No. 201.**

**JG Furniture**—T-100 seating features a thin common frame, allowing actual seat width to be 15 percent larger than most other chairs. Fully upholstered seats and backs, solid walnut arm caps, and removable covers are standard. **Circle No. 284.**



*Thonet*

**Thonet**—Oak System 3000 is a modular system consisting of open or closed backs with seats, benches, arm, or armless frames and tables. Components may be arranged to form a single unit or arrangements of up to five units. **Circle No. 286.**

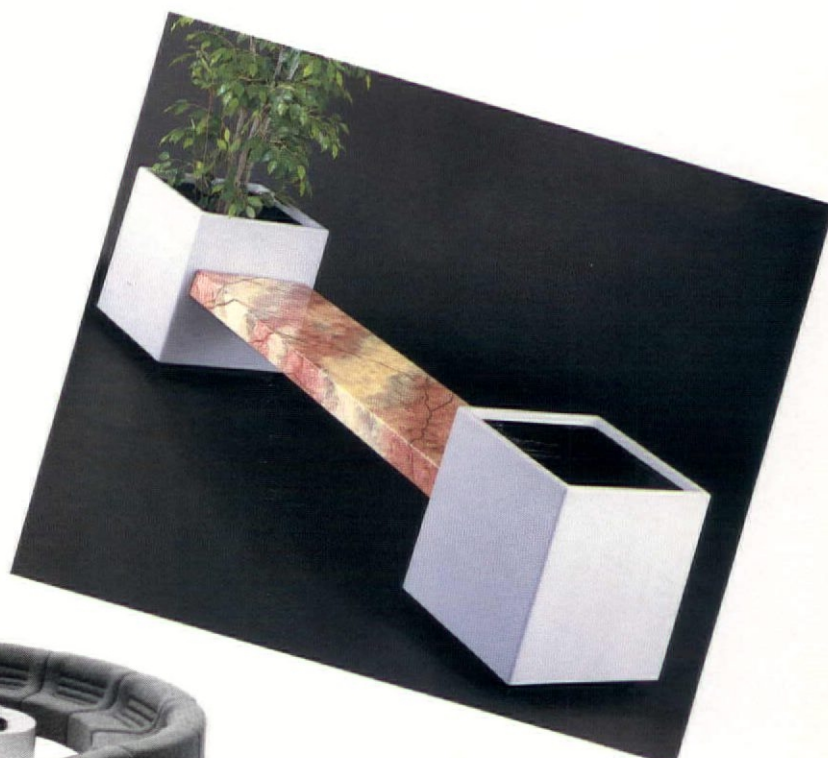
**Forms + Surfaces**—Wire Grid furniture is constructed of heavy gauge wire grid and steel tubing. Stacking benches and chairs, back-to-back benches, and wall-mounted seating are available. Color-coordinated litter receptacles, smoking urns, and tables are also included in the line. **Circle No. 283.**

**Pouliot Designs**—Fiberglass bench can be suspended between any number of combinations of the company's planters. Available in 26 colors and 18 faux finishes. **Circle No. 235.**

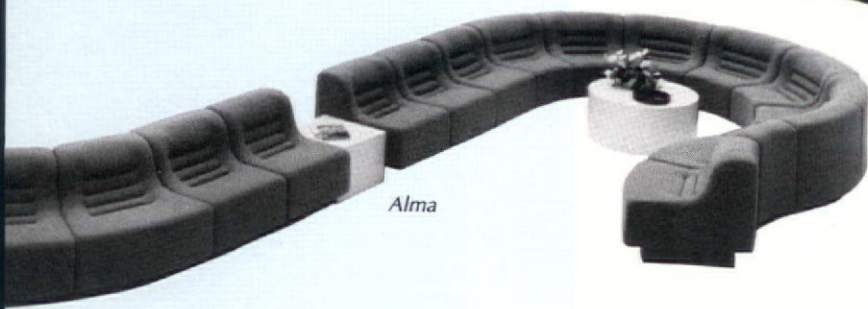
**Alma**—Modulo Nine unites Dow Chemical's Voraspring, a plush, luxurious foam, with rich fabrics and high-gloss Nevamar plastics to form a contemporary seating system. **Circle No. 203.**



*Forms + Surfaces*



*Pouliot*



*Alma*



## GOLDEN ARCHES REFLECT PAST & PRESENT

*Interiors celebrate 30th anniversary of franchise*

Specialty design for fast food interiors is becoming more popular in the United States. These four McDonald's restaurants, created by three different design firms, reflect an attractive, sophisticated dining environment.

The projects employ various themes including a '50s and '60s diner featuring a Corvette and statuesque Beatle figures; a neon and black gloss tile design to attract university students; a suburban mall style with bar room chairs; and a slick, urban McDonald's catering to New York's professional lunch hour crowd.—E.McM.

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*Bands of pink, white, and blue neon (above and opp. page, top) guide diners into a nostalgic '50s style restaurant known as the McDonald's Varsity Theater. Marquee (opp. page, bottom) marks the site of a former theater on the North Carolina State University campus in Raleigh.*



McDONALD'S, RALEIGH, N.C.

## Restaurant Appeals To Young College Crowd

The regional director of McDonald's franchises in the Raleigh, N.C. area purchased an old movie theater and adjoining building in order to construct a 30th anniversary theme restaurant. It is located on the campus of North Carolina State University at Raleigh, and has become a regular gathering place for students under the 21-year-old legal drinking age.

To attract and entertain this audience, Rodney D. Carman, ASID associate, project designer with D. Gordon Plummer, ASID, IBD, principal-in-charge of Perry and Plummer, Wilmington, N.C., decided to work with a '50s theme while using glossy, maintainable surfaces that would sustain heavy use.

A colorful neon exterior is created by use of a traditional theater marquee, using familiar McDonald's colors of red and yellow with some blue. As one enters the eatery, the neon touch continues with red, white, and blue lighting along the ceiling, leading to a black, glossy tiled wall characterized by electronic panels hidden behind graphic scenes, featuring caricatures of James Dean and Marilyn Monroe.

Used primarily for music videos, cartoons, and movies, the electronic panels automatically roll up and interior lighting dims, so students can enjoy filmed entertainment while eating. As a result, the restaurant is named "McDonald's Varsity Theater."

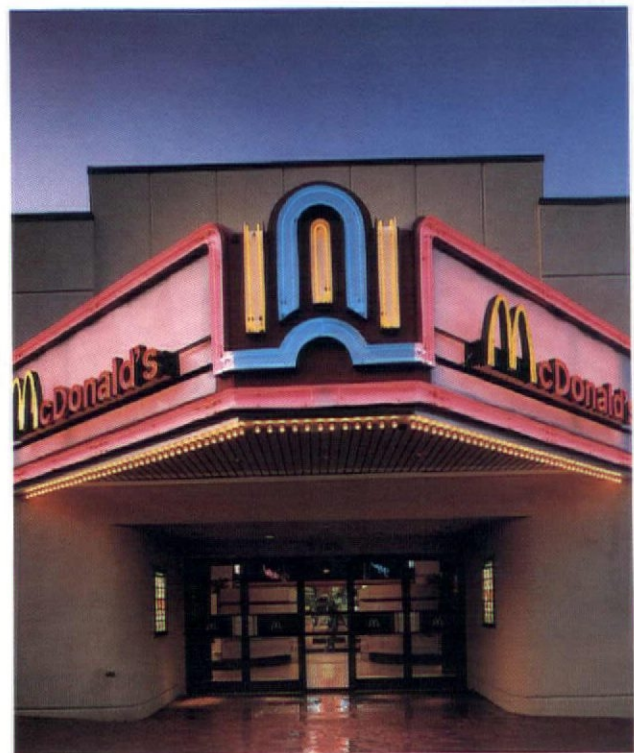
"The style of juke box from the 'Happy Days' television show is one of my favorite parts of the design, because it unifies the interior," says Carman, adding, "Songs in the jukebox combine past and present music trends, and volume selection can be made from individual tables."

To blend elements of the franchise's beginning, Speedy, McDonald's original hamburger man, is electrified in blue and pink neon, at the right upper wall of the serving counter. Directly opposite Speedy is a mascot figure from the university's Wolfpack wolves. The 2,500-sq.-ft. space contains curving walls of Wilsonart plastic laminate, leading one up or down the corridor which separates movie screens and seating, and leads into the serving area, perhaps for more fries.

### SOURCES

**Seating**—Shelby Williams Industries. **Chair Upholstery**—Herschell's Fabrics. **Tables, bases, banquettes**—J. Buchbinder. **Upholstery**—Pindler & Pindler. **Laminates**—Wilsonart. **Lighting**—Halo Prescolite. **Neon**—Howard Systems Paradise Neon. **Tile**—American Olean. **Ceiling covering**—Eurotex. **Custom railings**—Lawrence Metal Products. **Custom millwork and laminate work**—Creative Woodworks. **Custom tray/trash units**—Jacobi-Lewis. **Plant material**—Plantscapes, Inc. **Projection screen artwork**—Robert Wilson, Randy Ray.

**Interior design**—Perry & Plummer.



Photography by Rick Alexander



Photography by Ron Nielsen

### MCDONALD'S, CHICAGO, Ill.

## Early '60s Decor Attracts Baby Boomers With Kids

Only in Chicago's River North area can one enjoy a famous brand of burgers and fries, flanked by a red-and-white 1959 Corvette, while dining in the Corvette Corral.

This particular McDonald's is one of the first franchise restaurants to open in this area of the city that is experiencing rejuvenation. The interior is divided into a '50s and '60s theme by using separate dining rooms for each decade. Architect/interior designer Patrick Marzullo, AIA, Artifax International, Lombard, Ill., was fortunate enough to have an opportunity to design a diner-style fast-food restaurant with an amusement theme from his own coming-of-age era.

Marzullo, along with firm principal and president Frank Camacho, NSID associate member, and the franchise owner, decided on a late '50s and early-to-mid '60s Beatlesque theme for the 24-hour-a-day operation. The designer created a number of elevations and platforms to help diners focus on various aspects of the theme. One of the world's busiest McDonald's, it serves 300,000 customers per month, requiring low maintenance, and durable materials for design and construction.

Floor and wall tile became an intricate and essential element of design. High-gloss tiles on walls are complemented by mirrors wrapping around the '50s theme room. For contrast and safety purposes, matte-finish ceramic tiles were used on all floor space.

Rounding out the Corvette Corral are chrome-finished chairs and table bases, providing a residential look for kitchens from the era. A Phillips 66 gas pump in fire-engine red balances the color scheme. Jukeboxes from the period offer tunes by Elvis

Presley, Buddy Holly, and Bill Haley and the Comets, while posters of Marilyn Monroe and James Dean offer visual reminiscence.

Statuesque, white, ceramic Beatle figures stride down the road in a glass box in the '60s room, where customers sit on authentic soda fountain stools. Posters, pictures, and a jukebox filled with tunes from the British invasion stimulate diners. Closed-circuit television sets offer tapes of Fab Four performances, and moments from early TV programs.

A central, circular hologram offers a full-dimensional film of dancers from the '50s who were filmed in a studio on a revolving stage. It was initially a complicated idea, but once installed, it is easily maintained by changing the lightbulb which allows for film projection.

Catering to late-night taxi and truck drivers, the interior offers refuge from the road as well as a chance to contemplate paths which might have been taken when surrounding memorabilia was shaping a nation's decorative and musical inspirations. During daylight hours, grammar school students widely use the facility, receiving a mini-course in their parent's teen-age folk and entertainment heroes.

The restaurant also has a banquet room seating 100 people, where meals, catered from the kitchen upstairs, include linen tablecloths, silverware, and fresh flowers.

#### SOURCES

**Chairs & counter stools**—Vitro Products. **Tables & bases**—Johnson Industries. **Railings**—Midwest Custom Brass. **Flooring tile**—Fiandre Ceramic Granite. **Neon**—Vincent Sign Service. **Audio**—RJB Restorations. **Visual**—Edwards Technology. **Juke box**—Seeburg Select-O-Matic.

**Interior design, custom booths, & millwork**—Artifax Design International.

*A view of the Corvette Corral (above) offers diners in Chicago's River North area McDonald's a chance to reminisce about the late '50s and early '60s. Another dining area displays statuesque Beatle figures (opp. page), enclosed by a glass case.*





Photography by Norman McGrath



## McDONALD'S—ROCKEFELLER CENTER, N.Y.C. Theatrical Lighting Suggests Service To Upscale Lunch Crowd

Two kite-string bands of electric-blue neon wrap around a drop ceiling, leading customers to the service counter at McDonald's in New York City's famous Rockefeller Center. Composed of carpeted platforms with wooden chairs and vinyl seats, glass blocks, mirrors, and muted floor tiles of salmon, blue, and gray, this fast-food restaurant caters to the business person, serving huge lunch-hour crowds in the city's hub.

Rockefeller Center's management had to ultimately approve any design plans selected for such an important location that caters to a selective group of tenants. After four designs were rejected, the franchise owner requested that Charles Morris Mount, interior designer, principal of his own firm, and designer of many New York upscale restaurants, come up with a design for the site.

"Rockefeller Center owns the greatest collection of Art Deco works in the United States, and it is impossible to compete with them, so I went for a simple look which would blend," Mount explains.

He selected simple, clean-looking lines to guide patrons through the 5,000-sq.-ft. space and chose not to mimic Art Deco. A fresh appeal was created with sophisticated cool blues,

theatrical lighting, and an eating area away from the flow of traffic toward the counter. Polished, clean looks survive in those high-traffic areas due to the installation of easily maintained surfaces that are both durable and attractive.

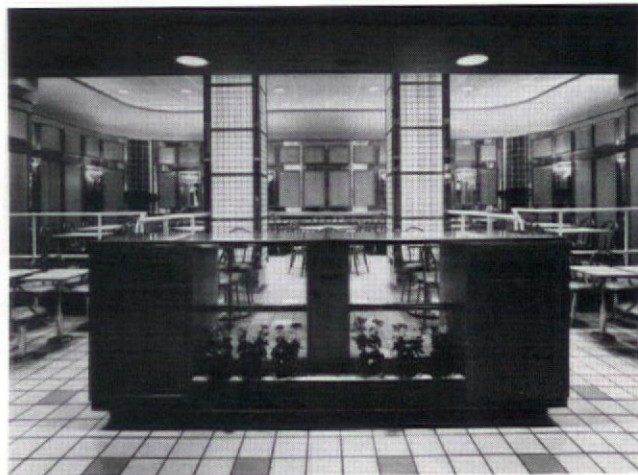
This McDonald's is open from 7 a.m. to 7 p.m., receiving a substantial breakfast crowd, capacity lunch crowd, and a diminishing late afternoon crowd. Mount calls it "fast-food grown-up" due to the clientele and specific appeal. Even the arches are subdued here, as they are done in gold leaf. "Lighting used there is fabulous, because it is easily adjustable and lends credence to the high-tech environment desired. Theater-style lighting is becoming an important element in the food-lighting business," Mount added.

### SOURCES

**Flooring**—American Olean, Lees Carpet. **Walls**—Forms + Surfaces, DesignTex Vinyl. **Ceiling**—Simplex polished aluminum, Conwed fascination acoustical. **Soffit work**—National Acoustics. **Lighting**—Artemide "Cliepo" wall sconces, Litalab Inc. LPB-9 low voltage, Capri recessed pinhole downlight. **Bathroom**—American Standard. **Kitchen**—Franke Inc. **Millwork**—Cabinet Design. **Hardware**—Herculite doors. **Fabricators**—Art Fabricators. **Windows & mirrors**—Metrolite Inc.

**Interior design**—Charles Morris Mount. **General Contractor**—Herbert Construction.

*Salmon, blue, and gray floor tiles are highlighted by theatrical track lighting and dual bands of blue neon (above, left; and top, right) in the Rockefeller Center McDonald's in New York City. Tables and seating for two allow semi-privacy for large, lunch hour crowds seeking "adult fast food."*



McDONALD'S—PARAMUS, N.J.

## Blue Lighted Columns, Sconces Blend With Shopping Mall

Situated in the elegant shopping environment of Paramus Park Mall in Paramus, N.J., a McDonald's restaurant surrounded by a greenhouse features imported Italian marble, wood-trimmed tables, and brass-backed chairs. Also designed by Charles Morris Mount, this restaurant carries over some of elements used in Rockefeller Center (opp. page).

The upper level food court has over 20 eateries competing for the same shopping crowd, but the suburban McDonald's has the appeal of many home dining rooms in this affluent area of North Jersey. Blue grid floor-to-ceiling lighted columns give the illusion of space beyond, while natural red oak panels run four abreast, separated by mirrors decorated with wall sconces that add elegance and ambient lighting.

Viennese cafe-style chairs rest on a raised platform of Italian quarry tiles. Marble from Verona, Italy is used for a stand-up counter resting on oak wood trash receptacles. A red granite serving counter rests on top of a solid marble front facing customers as they approach the counter. A vaulted ceiling helps to balance the restaurant acoustically and esthetically. Bright lighting, an element of each McDonald's presented here, easily attracts hungry shoppers.

### SOURCES

**Floorcovering**—Marrazzi/Castellarano. **Porcelain tiles**—Rico Tiles Co. **Wall tiles**—Country Floors Co. **Vaulted ceiling**—Constructed by IMC. **Custom chairs and tables**—Arnold Manufacturing Ltd. **Front counter marble & granite**—Marble Technique Group. **Recessed downlighting**—NL Corp. **Wall sconces**—Atelier International. **Acoustical ceiling**—Armstrong, Crossgate. **Signage**—Everlite sign. **Neon**—Neon Design Associates. **Bevelled glass brass column and oak paneling**—Arnold Manufacturing.

**Interior design**—Charles Morris Mount. **Architect**—Gilligan & Bubnowski. **General Contractor**—International Management Consultants.

*The Paramus Park Mall McDonald's in New Jersey blends marble, brass, and wood trim for a high-style, suburban dining environment. Shoppers will look forward to dining between bright, blue grid floor-to-ceiling columns, where wall sconces are reflected in brass trim along corners. Blue vaulted ceiling, (above, right) runs length of restaurant and provides acoustical balance.*



Photography by Russell Abraham

## ITALIAN DELICATESSEN FEATURES PANTHEON INTERIOR

*Customers delight in Triton & Neptune's grotto*

**F**or over 50 years, the Lakeside Delicatessen, Oakland, Calif. has been a family business consisting of basic deli-counter service that provides precious ingredients for Italian cuisine on the West Coast.

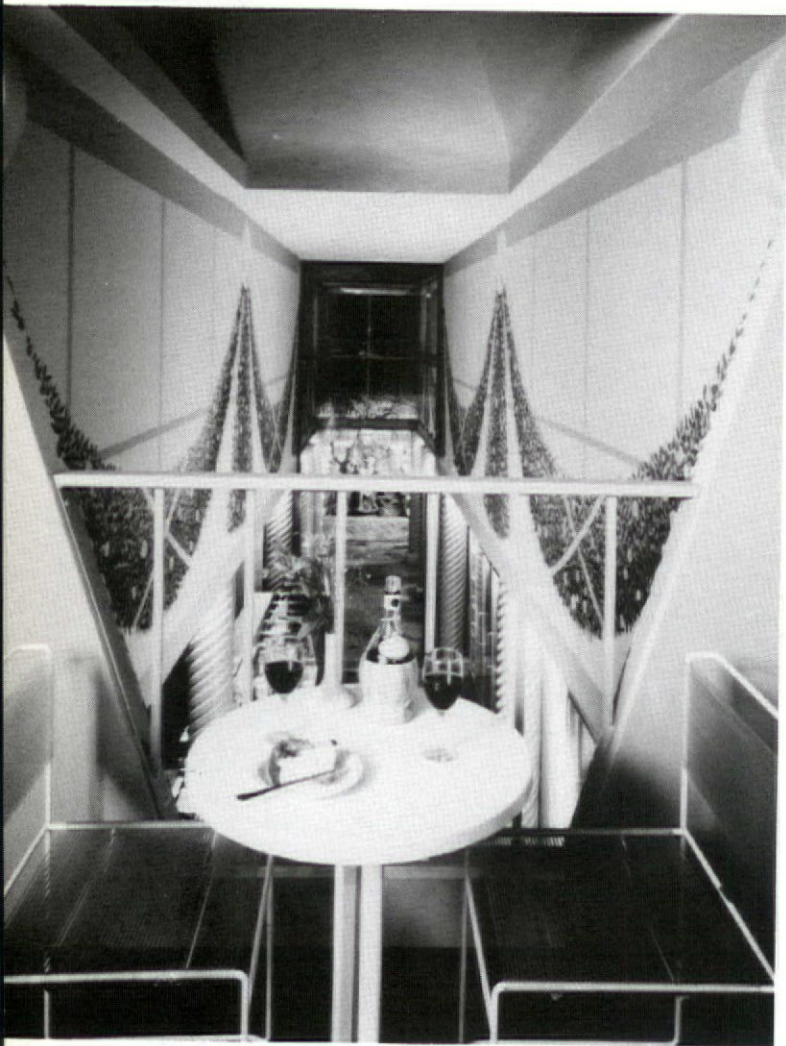
The original store space was 15-ft. wide by 18-ft. long, and was expanded to 30- by 70-ft. by Ace Architects' Lucia Howard and David Weingarten, Oakland. Along with a seating installation to accommodate 49 patrons, (20 in the rotunda, 20 in the garden, and nine upstairs), additional space was created for a business office, and employee lockers and seating area.

During the expansion process, the architects imagined that a Pantheon-like space was uncovered, and the roof revealed a great oculus, long since filled with plaster and framing. Buried beneath layers of carpeting and tile, they would find a colossal figure of Triton. His finger pointed out to an arcade which ended

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*Neon signage and bold, white, spiraling columns attract drivers along Lakeshore to the Lakeside Deli in Oakland, Calif., above. Curving shelves in the rotunda pantry are stocked with imported Italian delicacies (right) and diners can enjoy fresh deli meals at cafe-style tables.*





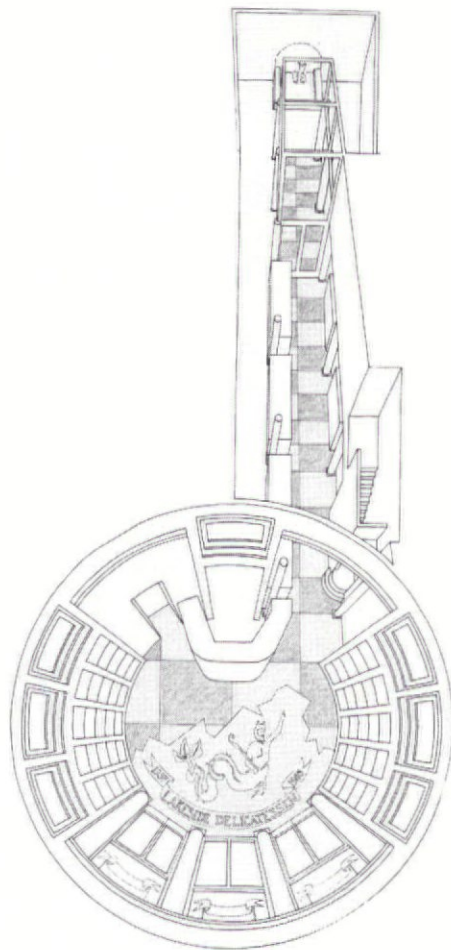
## LAKESIDE DELICATESSEN

### Remodeling reveals Italian ethnicity

in a small grotto with figures of Triton, Neptune, and a host of dolphins, awaiting command.

Today, the secular gods protect a heady supply of pasta, prosciutto, mortadella, and chianti. Customers who choose to eat-in may select from an array of outdoor-café-styled tables and spaghetti chairs, typical of an authentic café in the homeland.

One can stand under the rotunda and observe a pompeiiian



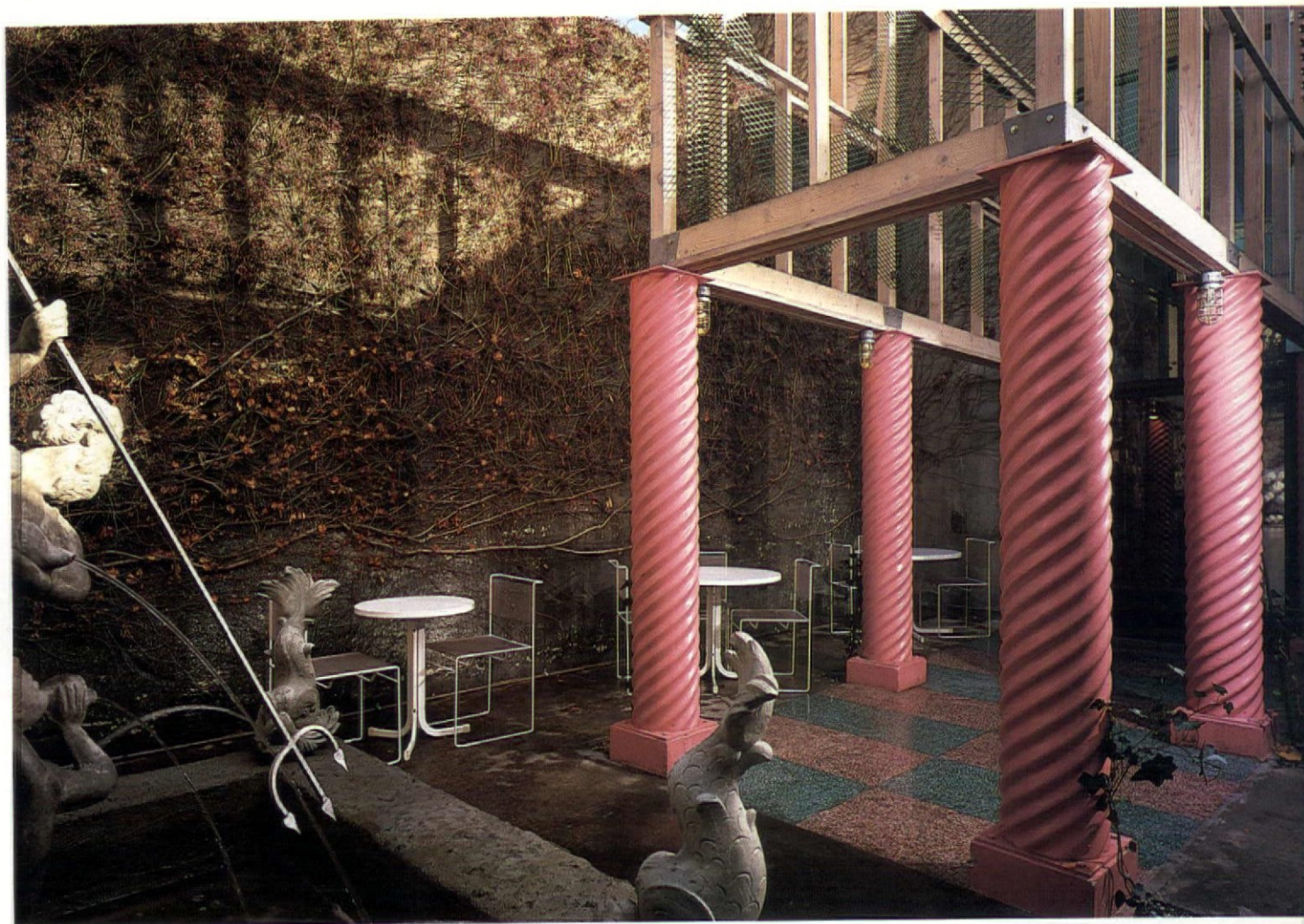
Line drawing by Keith Rivera

mural or look towards the rear into the pink colonnade, where columns converge at the statue.

The deli is currently run by the family's second generation in America, so Neptune and Triton effectively represent the father and son image. This temple to food is decorated with hanging garlands on a trellis in the garden which will eventually wrap around the rails extending indoors. Here, artist Joe Ruffato painted garlands on the walls above the seating area. Painted garlands will become real as ivy grows along the trellis.

The rotunda houses the deli entrance, service, preparation, kitchen, and storage area. Shelves are built-in to the existing





walls and offer a selection of imported delicacies and wine. The skylight, representative of the Pantheon's oculus, illuminates the dessert case with a beam of sunlight at noon time.

Even the entrance to the deli harkens back to a classical age with white columns and suspended white metal ribbons inscribed with the words *Lakeside Deli* and the street address. The namesake is illuminated in neon on a bowed arch, so the deli can easily be seen from the highway.

The upscale tasteful design lends itself to quality deli-style dining where the menu and environment combine to enhance Old World flavor in a new world setting.—*E. McM.*

#### SOURCES

**Spaghetti chairs**—Flyline. **Tables**—Emu. **Ceiling**—U.S. Gypsum. **Interior floors**—All American Terrazzo. **Stair treads**—C.H. Masland & Sons. **Wall surfacing**—La Habra Stucco. **Deli counters**—DuPont Corian. **Fountain and statues**—Statue Factory and Workshop. **Neon lighting**—Rago Neon. **Jam jar lights**—Killark. **Interior downlights & spots**—Halo. **Aluminum storefront**—Pacific Aluminum. **Mural painting**—Judy Choi, Joe Ruffatto with firm. **Exterior metal ribbons**—Two Jacks Metal Works.

**Interior design**—Ace Architects.

*A balcony view of the lower deli's pink colonnade (opp. page) allows diners to ponder the significance of Neptune and Triton's grotto. Rotunda and dining area leads outdoors to enclosed seating by the garden.*

# STRONG DESIGN ELEMENTS DRAW CUSTOMERS

*Bold graphics create designer's interpretation of Memphis style*



**W**hen customers enter Dimitrios restaurant, located in the Northland Mall, Columbus, Ohio, strong design elements make an impact on their senses. Dimitrios is designer Lidia Danjell's interpretation of the Memphis style that originated in Milan.

Danjell is not worried that Memphis will be too strong for this midwest market. People's taste values have changed, she explains, and it is amazing how much boldness and brightness customers will accept and enjoy.

"Making a statement" in Dimitrios was key according to Danjell, who notes that the project had to compete with other restaurants in the mall, drawing customers into the space through the bold color scheme and strong graphics. These two elements definitely attract the attention of passersby.

The color scheme includes reds and yellows (typical in fast food interiors) combined with turquoise for a Mediterranean look, as well as black and white. Black was used for its intensity

and sophistication. "It makes the restaurant 'pop' graphically," says Danjell.

Creating a total package for the client, Danjell designed cups and napkins that feature the graphic patterns of the restaurant interior. These graphics, in fact, were painted by Danjell herself. Another touch introduced by the designer was a "fabric wrapping" effect around standard metal columns. Signage and mirror details for the project were also custom-designed.

In addition, Danjell came up with an innovative solution to limited seating capacity—a center bar and double-tiered food counter were custom-designed. Space limitations were a major concern but by making optimum use of the available 1,600 sq. ft., seating for 60 was achieved.

Lighting consists of regular canister tracks, high-intensity projector lights, and small decorative fixtures. Stainless steel wire was used to form a grid across the black ceiling, creating an illusion of an etched glass ceiling.



Photography by Jeffrey A. Rycus

Dimitrios serves pizza, gyros, and submarine sandwiches, along with desserts. Danjell says it appeals to everyone from teenagers to families. She notices that even senior citizens appear to enjoy the environment which further illustrates the point that strong design attracts and appeals to all people.

Danjell is head designer/owner of Lidia Danjell Design. Jeff Heffner, architect, and Judy Sabo, assistant designer, were also part of Dimitrios' design team. A total of seven employees work at the firm.

Both owners and customers are very satisfied with Dimitrios which opened in time for the Christmas season. Altogether, the project took only about six weeks to complete, from start to finish—a common timetable for fast-food projects in malls.

Danjell's firm was contracted to renovate two other Dimitrios in Columbus and to design new branches in Florida as well. Lidia Danjell Designs does about 80 percent of its work in restaurants, of which 35 percent is in fast-food installations.—P.B.

*Bold colors and strong graphics draw mall shoppers into Dimitrios (this page). The double-tiered food counter (opp.) was custom-designed to solve space limitations and the graphics hanging on the walls were painted by Danjell herself.*

#### SOURCES

**Seating**—Shelby Williams. **Laminates**—Wilsonart, Westinghouse Micarta, Laminart, Formica. **Tile**—Florida Tile. **Carpeting**—General Felt. **Lighting**—Halo, Artemide, Abolite. **Signage**—Danjell Creations. **Arched Windows**—Danjell Creations.

**Interior Design**—Lidia Danjell Design.

# FAST FOOD FURNISHINGS UPDATE INTERIORS

*Tubular steel & wood accent seating  
permit frequent, durable use*

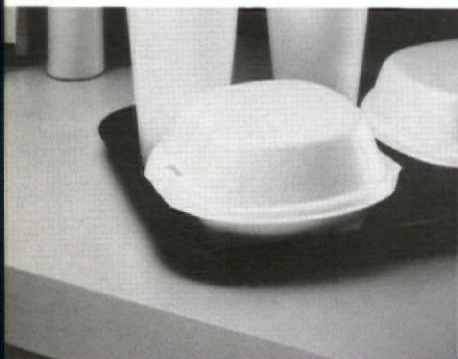
Virco



**Virco**—Upholstered cane chairs, with or without natural finished formed wood armrests are designated Series 250. Six colors complement chrome-plated, 1-in. thick tubular steel frames. **Circle No. 121.**

**Wilsonart**—Turfsurf II is a line of extra-heavy wearing laminates available in the company's 200 colors and patterns. Appropriate for counters and tables, it provides eight times the abrasion resistance of ordinary laminates. **Circle No. 149.**

Wilsonart



Plymold Booths



**Plymold Booths**—Faro cluster seating offers single-chair end units and double-chair center units (shown) which can be combined to support bench settees in space-efficient wall style arrangements. May be specified in various back styles with molded fiberglass or oak seats. Tabletops are a choice of plastic-laminate, oak-edge, and butcher-block styles. **Circle No. 129.**

**Bieffe U.S.A.**—Wiz, a bar stool made in tubular steel, has a seat in vinyl or leather, with a high and low version. **Circle No. 130.**



Bieffe



Arconas

**Arconas**—Ibex chair is a tubular steel frame stacking chair available in white or brown molded polypropylene. Seats are made with polyurethane foam upholstered in company's fabric or COM. **Circle No. 138.**

Telescope

**Telescope**—Solid oak directors chairs feature kiln-dried lumber with shaped arms, legs, and seat blocks. Seating is made from non-sag material and has a wafer-thin cushion.

**Circle No. 137.**

**Phifer Wire Products**—SunScreen solar screens shade windows, skylights, sunspaces, and glass doors used in dining areas against summer heat. When installed on exterior of glass, it blocks up to 70 percent of sun's heat. Weave allows good outward visibility and controls glare. **Circle No. 146.**

**Kroin**—Elbe table is constructed with a tubular steel pedestal and base. A 3/4-in.-thick table top is made with composite wood core. Sintered synthetic coating on pedestal and base comes in white or green. Designed to withstand heavy use and weather, product is abrasion-resistant. **Circle No. 136.**

**Basta Sole**—Umbrellas may be used for indoor or outdoor dining in high-style restaurants. Freestanding or hung from the ceiling with reversed poles, they provide an acoustical baffle. Hardwood and resin frames are available. **Circle No. 135.**

**Island Furniture**—Barbados outdoor dining furniture features double tube construction and 2-in. wide straps. Island Highlights umbrella lamps are useful for evening dining. **Circle No. 145.**



Phifer Wire



Basta Sole



Island



Kroin





Loewenstein

FAST FOOD FURNISHINGS

Booths, cafe styles  
modernize interiors

**Loewenstein/Oggo**—Fast-stacking side chair has an expanded steel seat on a heavy oval steel frame. Vinyl guards prevent scarring when stacked. White, black, or red colors are nylon-coated. **Circle No. 122.**

**Cramer**—The 6006 Handler is made of injection molded polypropylene or plywood. A  $\frac{7}{16}$ -in. steel rod frame has double cross members, providing strength and stability. Seat and back are designed with hand-hold features for easy handling, moving, and storage. **Circle No. 133.**

Cramer

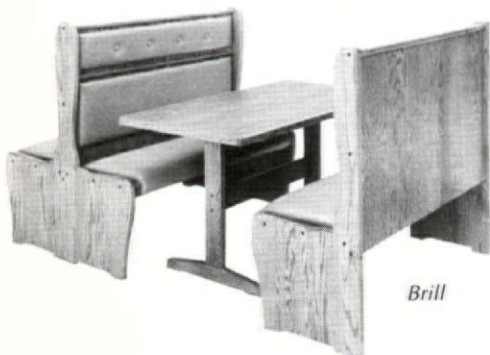


Mueller



**Mueller**—Arriva chair is an armless guest chair with a sturdy hardwood frame and choice of two cushion details; a tight seat and back (#4025) or attached seat and back pillows (#4125). Frame of ash or maple comes in wood finishes and Enduracoat lacquers. **Circle No. 126.**

**Brill**—Solid oak booths and trestle tables feature warm, honey colors offering rugged construction for heavy use. Open or island bases are offered in a range of heights and widths for various installations. Naughahyde upholstery is offered in six colors. **Circle No. 143.**



Brill



Forms + Surfaces

**Forms + Surfaces**—Wire grid furniture is constructed of heavy gauge welded wire grid and steel tubing. Sturdy construction and durable color finish complement stacking chairs. Line includes back-to-back benches and wall-mounted seating. **Circle No. 144.**

**Fixtures Furniture**—Rondo builds on simple, light design for comfort and function in a stacking and ganged chair. Upholstered, wood, and perforated steel selections offer added arms or tablets, and accessories.  
**Circle No. 123.**



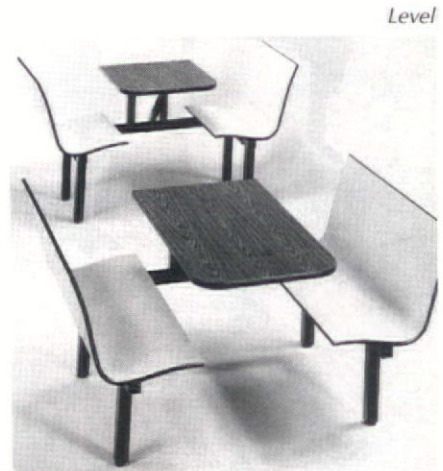
*Fixtures*

**Lewittes**—Cafe collection of arm and armless chairs made from Palasan pole has sturdy, triple leg construction. Seats are high density foam over plywood. Available in natural, woodtone, or polyester lacquer finishes.  
**Circle No. 140.**



*Lewittes*

**Level of Winchendon**—Contour booth seating has standard and custom units which may be mixed or matched with six wood chair seats. Available with steel frames or wood frames of solid oak.  
**Circle No. 131.**



*Level*

**Contract Seating International**—Xilophone chair is created from thin slices of maple veneer laminated together and machined into shapes. Seat offers flexible support. Colors enhance commercial interiors, and chairs are stackable for easy movement.  
**Circle No. 132.**

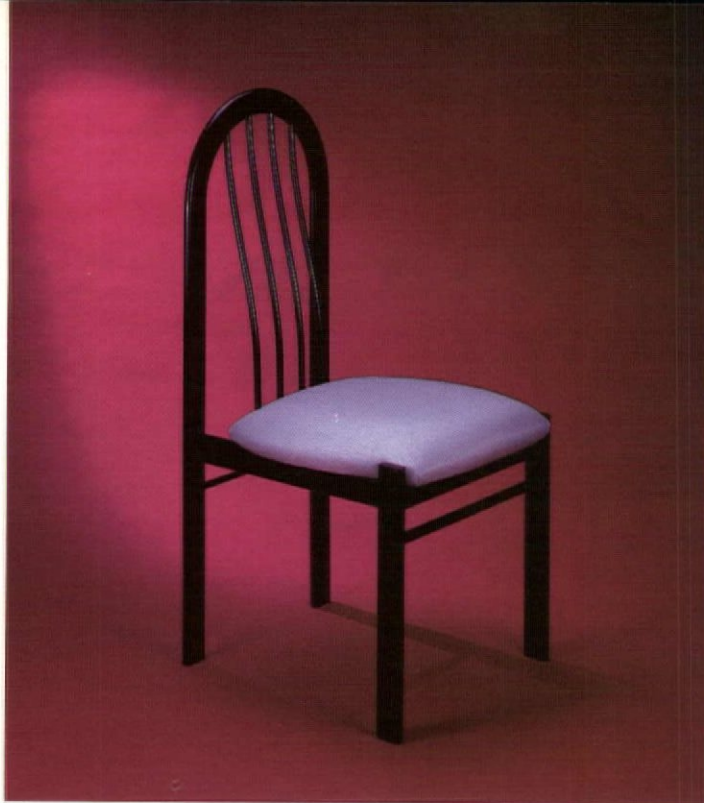


*Contract Seating*

**Shelby Williams**—Classic ice cream chair has been translated in tubular metal as part of the "Chair Express" program for the fast food industry. Chair comes in either chrome or brass finish.  
**Circle No. 124.**



*Shelby Williams*



*Kofabco*



*Krueger*



*Missouri*



*Flair Designs*



*Domus Italia*

## FAST FOOD FURNISHINGS

### Colors tone down for earthy effects

**Kofabco**—Classic model CC116 chair has 2-in. oval tube frame of unitized all-welded construction. Seat is 2-in. polyurethane foam with a selection of 91 vinyl and fabric upholstery colors, as well as COM. **Circle No. 127.**

**Krueger**—Cluster seating systems are available in movable or floor mounted designs with a variety of table top sizes. Molded fiberglass seating shells are on a stationary mount or a swivel with self-return. **Circle No. 147.**

**Missouri Oak Chair**—Children's high chair offers an easy grip handle, solid oak construction, wood buttons to cover screws, safety seat belt, and stable wide base. The low profile allows it to slide under the table and seat is 20-in. high. **Circle No. 142.**

**Domus Italia**—Cantilevered seating offers comfort with the 300 chair. Leather or fabric sling seat and back are held securely by gun metal or chrome frame. As a dining chair, it offers comfortable long-term seating. **Circle No. 148.**

**Flair Designs**—Chair model #310 is for restaurant and lounge seating. Available in chrome or brass plating, as well as powder coated finishes. Upholstery is available in vinyl and fabric, or COM. **Circle No. 139.**



**Falcon**—Cluster seating frame will accommodate tabletops in varied sizes. Solid oak wood seats with spindle backs are shown. Frames come in black or brown enamel, and swivels are included. **Circle No. 128.**



*Falcon*

**John Boos**—Malibu chair comes in white, black, blue, red, or green aniline dye. Available in side chair or arm versions, it features solid oak or beech construction with an upholstered seat. Covers come in fabric, velvet, or vinyl. **Circle No. 120.**



*Boos*

**Thonet**—Dolmas stacking armless chair has laminated beech wood frame supporting an anatomically shaped polypropylene shell. Stacks 15-high on a dolly. **Circle No. 134.**



*Thonet*

**Terra Furniture**—Strip lighting wooden umbrellas are useful in restaurants. Octagonal size, measuring 8-ft., is shown, others include 7- and 8-ft. sq.; and 11- and 13-ft. octagonal. **Circle No. 125.**



*Terra*

**Metropolitan**—The Rubber Chair, by Brian Kane combines tubular steel frames and black polypropylene rails. Frames are covered with a slip-on rubber cover which can be replaced. Seat options include natural maple, or textured finishes in 24 colors from Metro Color. **Circle No. 141.**



*Metropolitan*

# 1986 REPORT ON RETAIL SPECIALISTS

This month, CONTRACT's coverage of retail design includes a chart of Retail SpecialISTS.

Of the firms which responded to our request for information, 75 are listed here. Arranged alphabetically, these firms are included on the basis that they have 10 or more employees and do a substantial amount of retail work each year. It is not a comprehensive listing, but does represent a good sampling of firms in this growing specialty area. The Editors welcome any information from firms which might qualify in any of our SpecialISTS directories; the next one covers healthcare design and will be published in February.

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1986	1986 PROJECTS
<b>Associates in Architecture &amp; Design, Ltd.</b> 11801 North Tatum Blvd. Scottsdale, AZ 85028 (602) 953-1982	32	Los Angeles, CA	6	Carl F. Schaffer, ISP, prin.; David A. Udkow, AIA, prin.; William W. Weikart, prin.	750,000	Femina-Courrage, 3,200 sq. ft.; Mondi, 750 sq. ft.; Airport Gift Shop, Terminal 3, LAX, 900 sq. ft.
<b>Bailus &amp; Associates/B &amp; A Enterprises</b> 1495 Casa Buena Dr. Corte Madera, CA 94925 (415) 927-1576	10	San Rafael, CA	2	Barry Bailus, prin. v.p.; Karen D. Bailus, prin./ pres.; B.J. Bailus, prin./ secretary.	47,000	Stacks & Stacks, 3,000 sq. ft.; Hillers for Her, 1,800 sq. ft.; McKenzies Kids, 2,500 sq. ft.; Dorals, 1,100 sq. ft.
<b>Ballinger Design Associates</b> 11 South Meridian St. Ste. 518 Indianapolis, IN 46204 (317) 638-4288	10	N/A	5	G. Joseph Ballinger, pres.; Robert A. Smith, assoc.	285,000	Sweet Things, 500 sq. ft.; J. Carson, 884 sq. ft.; Our Daily Brew, 1,200 sq. ft.; Towne Market, 2,600 sq. ft.
<b>Baron, Heinberg &amp; Brocato</b> 1015 Wisteria St. Alexandria, LA 71301 (318) 443-7291	25	N/A	5	Joseph M. Brocato, sr. ptrn.; Robert D. Wynne, ptrn.; Marion J. Chaney, ptrn.; Thilo Steinschulte, ptrn.	N/A	Alexandria Convention Center, Alexandria, LA; Alien Detention Center, Oakdale, LA.
<b>Bergmeyer Associates, Inc.</b> 134 Beach St. Boston, MA 02111 (617) 542-1025	30	N/A	6	Moritz O. Bergmeyer, pres.; David J. Tubridy, assoc.; L.T. Suvanto, assoc.; Robert E. Nicodemus	N/A	Complements, Natick, MA; Cambridge Dry Goods Co., Schaumburg, IL; Tweeter, Etc., Crystal Mall, Waterford, CT.
<b>Chas. Broudy &amp; Associates</b> 224 South 20th St. Philadelphia, PA 19103 (215) 563-8488	13	N/A	5	Charles E. Broudy, prin.; Edward Einhouse, assoc.	500,000	Alcott & Andrews (7 stores), 110,000 sq. ft.; Ann Taylor, (20 stores), 220,000 sq. ft.; Gap & Gap Kids (15 stores), 75,000 sq. ft.
<b>Joshua Burdick Associates</b> 13 East 31st St. New York, NY 10016 (212) 696-4440	13	N/A	8	Joshua Burdick, pres.; Umit Tambil, assoc./dir. int. des.; April Lee.	1.5 mil	Prototype stores for: Kids 'R' Us; The Weather Store; Petite Sophisticate; Orva Stores.

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1986	1986 PROJECTS
<b>CDI Designs</b> 1 Riverdale Ave. Riverdale, NY 10463 (212) 543-5400	30	Los Angeles, CA	26	Gerald Lewis, chmn & CEO; Chuck Woodridge, exec. v.p., des. dir.; Bob Colt, v.p.-supermarkets.	1.15 mil.	Giant Open Air, 55,000 sq. ft.; Shaw's Fall River, NH, 55,000 sq. ft.; Shaw's Bangor, ME, 55,000 sq. ft.
<b>CRI</b> 9219 Viscount Row Dallas, TX 75146 (214) 630-0280	84	N/A	6	H.P. Cooper, pres. & CEO; Jeff Uhri, natl. sls. mgr.; Mary Beth Clark, dir. of des.; Sharon Kendall, des.	500,000	Micro Solutions, 2,060 sq. ft.; Heath Zenith Computers & Electronics, 6,500 sq. ft.; US Tech, 5,200 sq. ft.
<b>California Country Trees, Inc.</b> 74-885 Joni Dr. #2 Palm Desert, CA 92260 (619) 341-7884	20	N/A	5	Gary Hanick, pres. & CEO; Bennett Abrams, dir. of des.	3 mil.	Two Pershing Sq., 1 mil. sq. ft.; Lockheed Corp. 250,000 sq. ft.; Rancon Corp. 200,000 sq. ft.; Macy's Union Sq., 550,000 sq. ft.
<b>Cannell &amp; Chaffin, Inc.</b> 2843 West Seventh St. Los Angeles, CA 90005 (213) 380-7111	110	Newport Beach, CA; La Jolla, CA	35	Danford M. Baker, pres. & CEO; Lucille Fickett, exec. v.p., dir. of des.	N/A	Bernini Boutique, Los Angeles, CA; Jake's Restaurant, San Diego, CA; The Desert Princess, Palm Springs, CA.
<b>Art R. Cohen Company</b> 949 Penn Ave. Pittsburgh, PA 15222 (412) 281-4052	35	N/A	10	Stanley G. Cohen, pres.; Paul Cohen, v.p.; Tom Flack, des.; Ron Rogers, visual sls. coord.	300,000	Howard Johnson, Pittsburgh, PA; Capers, Ross Park, Pittsburgh; Mothers Work/Maternity Fashions; Stecklers, Ashland, KY.
<b>Craf Store Fixture Co.</b> 3430 West Weldon Phoenix, AZ 85017 (602) 278-1888	21	N/A	2	Richie Finn, pres.; Chuck Smith, v.p.; Fred Rivers, des. mgr.	100,000	Linens Plus-Metrocenter, 12,000 sq. ft.; Arizona Health Foods, 2,400 sq. ft.; Rage-A Salon, 4,000 sq. ft.
<b>Creative Industries, Inc.</b> 700 Air Park Rd. Ashland, VA 23005 (804) 798-1351	14	N/A	3	Richard A. Ledford, pres.; Donald L. West, v.p.; Bonnie M. Frier, sectry./treas.; Manuel L. Olano, staff arch.	360,000	Marine Corps Exchange, Henderson Hall, 67,000 sq. ft.; Brass Shop, 6,000 sq. ft.; The Country Club of Ashville, NC, 12,000 sq. ft.

# RETAIL SPECIALISTS

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1986	1986 PROJECTS
<b>D.I. Design &amp; Development Consultants, Inc.</b> 20 South Charles St. Baltimore, MD 21201 (301) 962-0505	80	Toronto, Ont.; London, England	18	Roy H. Higgs, pres.; John B. Clark, pres./D.I. Arch., Inc.; Colin Stephens, pres. des. int'l.; Brian Cranfield, v.p./des. int'l.	9 mil. 526,000	Riverplace, 210,000 sq. ft.; Claypool Court, 95,000 sq. ft.; Belvedere Square, 80,000 sq. ft.; Galtier Plaza, 220,000 sq. ft.
<b>Leo A. Daly</b> 8600 Indian Hills Dr. Omaha, NE 68114 (402) 391-8111	700+	Washington, DC; Atlanta, GA; Seattle, WA; St. Louis, MO; San Francisco, CA; Honolulu, HI; Hong Kong; Singapore; Riyadh, Saudi Arabia	60	Leo A. Daly, CEO; John C. Broderick, reg. dir. east region; John Free, exec. dir. hq. region; Joe Vaccarro, reg. dir. western region.	4 mil. 275,000	Galleria Specialty Mall, Atlanta, GA, 279,000 sq. ft.; J.W. Robinson, Santa Ana, CA, 150,000 sq. ft.; Southdale, Glen Burnie, MD, 125,000 sq. ft.; Parkfair, Omaha, NE, 96,000 sq. ft.
<b>Daniels Display Co., Inc.</b> 1267 Mission St. San Francisco, CA 94103 (415) 861-4400	10	N/A	2	Daniel Benjamin, pres.; M.C. Jacques.	35,000	Various retail stores
<b>Design Collective, Inc.</b> 131 North High St. Columbus, OH 43215 (614) 464-2880	17	N/A	13	Robert B. Valentine, FIBD, pres.; David F. Cooke, FIBD, v.p.; Bruce D. Fithian, AIA, proj. mgr.	N/A	Madison's Inc., 68,000 sq. ft.; Limited Express, 45,000 sq. ft.; Victoria Secret, 4,000 sq. ft.
<b>Design Team/Ruellan</b> 1133 Broadway, #1615 New York, NY 10010-7903 (212) 924-8777	12	White Plains, NY	11	Andre Ruellan, pres.; Zulema Osorio, int. des.; Karel Zednicek, proj. mgr.; Ocha Sakarin, graphic artist.	380,000	Green's Dept. Store, 28,000 sq. ft.; Metrocentre, England, 140,000 sq. ft.; Backers of Kensington, 140,000 sq. ft.
<b>Displayarama, Inc.</b> 1551 N.W. 82nd Ave. Miami, FL 33126 (305) 594-2888	22	St. Petersburg, FL; Deerfield Beach, FL	4	Melvin Brazer; Robert Rove; Dan Romeu; Barry Brazer.	100,000	San Rio Gifts, 2,000 sq. ft.; Key West Boutique, 2,000 sq. ft.; Guess What Gift Shop, 2,500 sq. ft.
<b>Display Unlimited, Inc.</b> 7400 N.W. 37th Ave. Miami, FL 33147 (305) 693-3801	45	N/A	N/A	Joel Rifkin, pres.; Marvin Kutner, des. & sls. engineer; George Pascal, des. & sls. engineer; Lenny Oshen, sls. mgr.	65,000+	North Broward Medical Center Boutique, 15,000 sq. ft.; Jeweltique, 10,000 sq. ft.; Fairwind, Costa Riviera, Amerikanis, 30,000 sq. ft.

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1986	1986 PROJECTS
<b>Dorf Associates</b> 106 East 19th St. New York, NY 10003 (212) 473-9667	10	West Orange, NJ	7	Martin Dorf, pres.; Ivonne Dorf, v.p.; Hugh Boyd, prin.; Robert McGrath, sr. des.	120,000	Topaz, 2,000 sq. ft.; Coffee Works, 2,000 sq. ft.; Zone Atlantique, 2,500 sq. ft.; Lane Bryant, 20,000 sq. ft.
<b>EDA Design &amp; Planning</b> 1701 Clinton St., #314 Los Angeles, CA 90026 (213) 483-4113	N/A	Pasadena, CA	4	John D. Cordeau, ptrn./int. des.; Mark C. Osborn, ptrn./int. des. & furn./fixture des.; Carl V. Eiland, des./artist.	5,000	Barth & Dreyfuss of CA (2 locations), 500 sq. ft.; Escarpment, 800 sq. ft.; Tom's Camera & Video, 2,000 sq. ft.; Casa Bienta, 1,000 sq. ft.
<b>Epps/Architects, Inc.</b> 3109 Carlisle St., Ste. 103 Dallas, TX 75204 (214) 871-8871	30	Houston, TX; Lubbock, TX; Austin, TX; Bunnell, FL.	5	Jess S. Epps, Jr., pres.-arch.	1 mil.	Simon David Gourmet Food Store, Dallas, TX; Rush Creek Shopping Center, Pantego, TX.
<b>Facilities Design Group FDG</b> 4290 South Maryland Pkwy. Las Vegas, NV 89119 (702) 737-1005	12	N/A	3	Tom Turner, PE/v.p.; Jack Miller, AIA/v.p.; Tom Schoeman, AIA/secty/treas.; Katherine Dalvey, operation mgr.	300,000	N/A
<b>Fiero Enterprises</b> 203 North West Fifth Ave. Hallandale, FL 33009 (305) 454-5004	15	N/A	5	Joseph Fiero, pres.; Karen Geiger, des.; Heather Spivey, des.	N/A	Jordan Marsh; Robinson's.
<b>Gorman &amp; Associates, Inc.</b> 20 Perimeter Park, Ste. 109 Atlanta, GA 30341 (404) 455-6367	13	N/A	5	John G. Gorman, pres.; William C. Shaffer, sr. assoc.; Jeffrey A. Gorman, sr. assoc.	600,000	H.L. Reed, 125,000 sq. ft.; Mansours, 87,500 sq. ft.; Parsons, 52,000 sq. ft.; Goody's, 50,000 sq. ft.
<b>Jon Greenberg &amp; Associates</b> 2338 Coolidge Hwy. Berkley, MI 48072 (313) 548-8080	60	N/A	40	Jon Greenberg, pres.; Kenneth Nisch, ptrn.; Michael Crosson, ptrn.; Stanley J. Winters, v.p.	N/A	Crowley's Dept. Store, 45,000 sq. ft.; Winkelman's, 10,000 sq. ft.
<b>Grid Lock Exhibits &amp; Displays</b> 855 D Conklin St. Farmingdale, NY 11735 (516) 752-7502	15	N/A	4	John F. Clancy; Andrea Clancy; Steve Crooks.	500,000	Glen Shoe Company, 10,000 sq. ft.; Kinney Shoes, 20,000 sq. ft.; Kong U.S.A., 100,000 sq. ft.

# RETAIL SPECIALISTS

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1986	1986 PROJECTS
<b>Hanna-Mayson, Ltd.</b> 59 Montrose Ave. P.O. Box N-8645 Nassau, N.P. Bahamas (809) 325-1305/8914	10	N/A	2	Joan L. Hanna-Mayson, pres.; Richard W. Mayson, v.p.; James B. Whitehead, int. des.; Stephen W. Moss, int. des.	60,000	Bernards, 3,500 sq. ft.; Fashionette, 2,000 sq. ft.; Fashion Hall, 2,500 sq. ft.; ABC Motors, 4,000 sq. ft., Nassau, Bahamas
<b>Hatcher-Zeigler-Gunn &amp; Associates</b> 79 Red Rd. Miami, FL 33143 (305) 661-6375	18	N/A	3	Thurston Hatcher, pres.; William Zeigler, v.p.; George Gunn, secty/treas.; Victor Alonso, assoc.	2 mil.	The Glendale Federal Retail Center, 200,000 sq. ft.; World Trade Center, 340,000 sq. ft.
<b>Fitzpatrick Design Group</b> 1111 Lexington Ave. New York, NY 10021 (212) 535-9707	10	N/A	1	Jay Fitzpatrick, pres. & CEO; Robert Herbert, sr. v.p.; Brian Fitzpatrick, dir. of operations.	450,000	Bloomington's Flagship renovation, NY, 80,000 sq. ft.; Burdine's Food Court, Dadeland, FL, 5,000 sq. ft.
<b>Fixtures by Howie</b> 901 South Main St. Los Angeles, CA 90015 (213) 627-5951	10	N/A	2	Howard Mayer, pres.; Alan Mayer, v.p.; Ginger Mayer, secty/treas.	N/A	
<b>Gladson &amp; Associates, Inc.</b> 1982 Ohio St. Lisle, IL 60532 (312) 810-0090	20	N/A	4	Ted Gladson, pres.; Edward Lemar, v.p.; William Siczekarski, dir. of des.; Bruce Laffee, dir. of merch.	500,000	Kristal's Drug, 15,000 sq. ft.; Glicchmans Pharmacy, 18,000 sq. ft.; Karads, 2,500 sq. ft.; Ala Card, 1,200 sq. ft.
<b>Hisson's Enterprises, Inc.</b> 3500 Parkdale Ave. Baltimore, MD 21211 (301) 669-2244	15	N/A	5	Nelson W. Lober, Sr., pres.; William A. Lofgren; Stanley Dennis; E. Marie Bunting.	150,000	Sherry's Jewelers, 2,500 sq. ft.; Columbia Jewelers, 1,000 sq. ft.
<b>The International Design Group, Inc.</b> 188 Avenue Rd. Toronto, Ont. M5R 2J1 Canada (416) 961-1811	62	New York City, USA; London, England; Gateshead, England	N/A	Alan S. Fairbrass, pres.; Ron Harris, v.p.; David Newman, v.p.; R. MacLachlan, exec. v.p.	5 mil.	The Metro Centre, U.K., 1.5 mil. sq. ft.; Kingsway Garden Mall, Edmonton, 400,000 sq. ft.; Al Ghurair Centre, Dubai, U.A.E., 400,000 sq. ft.
<b>Jay Display &amp; Fixture</b> 1045 Tenth Ave. San Diego, CA 92101 (800) 821-4354 (US)	12	N/A	4	Jeff Grant, pres.; Jim Dudley; Belinda Eastman.	100,000	Team Sprit, 1,000 sq. ft.; Catalina Sportswear, 2,000 sq. ft.; Pat's Ski & Sports, 10,000 sq. ft.; Bellini, 2,400 sq. ft.

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1986	1986 PROJECTS
<b>Kehrt Shatken Sharon: Architects</b> 337 Witherspoon St. Princeton, NJ 08542 (609) 921-1131	10	N/A	N/A	Allan Kehrt, prin.; Michael Shatken, prin.; Rafael Sharon, prin.	700,000	Pants Place, 3,936 sq. ft.; Scribbles, 4,345 sq. ft.; Quails, 2,800 sq. ft.; Quails, 2,150 sq. ft.
<b>Neville Lewis Associates, Inc.</b> 141 East Eighth St. New York, NY 10003 (303) 298-8383	140	Denver, CO; Dallas, TX; Los Angeles, CA	98	Lise Mahnke, retail proj. mgr.; Neville Lewis; Sharon Rowlen; Karen Kirts.	250,000	Hyde Park Jewelers, 2,700 sq. ft.; Coors Retail Items Specialty Store, 5,000 sq. ft.; Hilda of Iceland, 980 sq. ft.
<b>MTH Design Group of Swimmer Cole Martinez Curtis</b> 308 Washington St. Marina del Rey, CA 90292	137	Los Angeles, CA; Irvine, CA	109	Leo Martinez, prin.; Dennis Takeda, exec. v.p. MTH des. grp.; Carolyn Reinmiller, dir. pub. relations.	4 mil. 781,000	MainStreet (6 stores), 420,000 sq. ft.; Broadway Southwest, 135,000 sq. ft.; Meier & Frank, 158,000 sq. ft.; May Company, Los Angeles, CA, 132,000 sq. ft.
<b>McCleary/German Associates</b> 4200 Westheimer Houston, TX 77027 (713) 552-0707	11	San Antonio, Austin, New Branfels, TX	2	William P.Z. German III, AIA, A.S.I.D. v.p.; Dale L. McCleary, AIA pres.	122,000	Denhome Showroom & Warehouse, 73,000 sq. ft.; Britains Furniture Store, 40,000 sq. ft.; Park 45 Plaza, 20,800 sq. ft.
<b>Eva Maddox Associates, Inc.</b> 440 North Wells St. Chicago, IL 60610 (312) 670-0092	25	N/A	15	Eva L. Maddox, pres.; Sylvia A. Ladd, assoc. retail plng. & store des.; Patrick H. Grzybek, v.p.	750,000	Mallards, Inc., 6,000 sq. ft.; Montgomery Ward (5 prototype stores), 150,000 sq. ft.; Montgomery Ward (7 specialty stores), 25,000 sq. ft.; 25,000 to 200,000 sq. ft.
<b>Merchandising Concepts</b> 11910 Parklawn Dr. Rockville, MD 20852 (301) 881-4997	15	N/A	4	Wilson Webb, pres.	55,000	Quality Inn Gift Shop, 1,200 sq. ft.; Holy Cross Hospital Gift Shop, Silver Springs, MD, 800 sq. ft.; Marriott Gift Shops, 700 sq. ft. (average).
<b>Miller/Zell, Inc.</b> 4715 Frederick Dr. S.W. Atlanta, GA 30336 (404) 696-9330	130	Toronto, Canada	75	Harmon B. Miller, pres.; Harry B. Mulkey, exec. v.p. & COO; Robert Tonk, corp. v.p. des.	500,000	Kuppenheimer (5 prototypes), 2,500 sq. ft.; Thrifys Div. of Dylex-Canada (49 orig. prototypes), 1,500 sq. ft. ea.
<b>Shelly Mirich Design, Inc.</b> 1290 Homer St. Vancouver, BC V6B 2Y5 Canada (604) 669-6939	20	N/A	10	M. Shelly Mirich, pres.	203,000	British Columbia Pavilion Entertainment & Hospitality Facilities ("Pacific Station"), EXPO 86, 70,000 sq. ft.

# RETAIL SPECIALISTS

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1986	1986 PROJECTS
<b>Nelson-Kubicek Architects</b> 5025 North 16th St. Phoenix, AZ 85016 (602) 956-0530	27	N/A	4	Selma Dankberg, int. des.; Walter B. Nelson, Jr., prin.; Robert W. Kubicek, prin.; Harvey Unti, prod. mgr.	N/A	A.J.'s Fine Foods, 30,000 sq. ft.; Vincent Guerithault's Restaurant, 4,000 sq. ft.
<b>Niedermaier, Inc.</b> 2835 N. Sheffield Ave. Chicago, IL 60657 (312) 528-8123	200	New York, NY; Los Angeles, CA; Chicago, IL	20	Judy Niedermaier, pres.; Ed Schilling, v.p.; Michael Killeen, sr. des.; James Geier, sr. des.	250,000	Metropolis on 2, Carson Pirie Scott & Co. 60,000 sq. ft.; Etage/ Brown Group, Inc., 1,200 sq. ft.
<b>Owen &amp; Mandolfo, Inc.</b> 206 Fifth Ave. New York, NY 10010 (212) 686-4576	25	Paris, France	20	Sylvia Owen, ptrn.; Anthony Mandolfo, ptrn.; Tuck Stephenson, mng. dir.	600,000	Charles Jourdan (3 stores), New York City & Paris, 2,200 sq. ft.; Christian Dior, Bal Harbour, FL, 500 sq. ft.
<b>The Pavlik Design Team</b> 1301 East Broward Blvd. Ft. Lauderdale, FL 33301 (305) 523-3300	41	Dallas, TX	10	Ronald J. Pavlik, pres.; Stephen G. Terry, v.p. fin./ optns.; Luis Valladares, v.p. des.	3 mil. 900,000	Rich's, 180,000 sq. ft.; Hecht Co., 165,000 sq. ft.; Lord & Taylor, 100,000 sq. ft.
<b>Planned Expansion Group, Inc.</b> 30 Glenn St. White Plains, NY 10603 (914) 949-6505	60	N/A	30	Matthew E. Kroin, pres.; Kenneth D. Narva, exec. v.p.; Albert J. Krull, v.p./dir. of tech. svcs.	970,000	Petrie Stores Corporation, 150,000 sq. ft.; ShopRite Supermarkets, 350,000 sq. ft. Sterling Optical, 30,000 sq. ft.; Laura Ashley, Inc., 8,000 sq. ft.
<b>Planning &amp; Design Associates</b> 4801 Independence Blvd. Charlotte, NC 28212 (704) 537-6595	10	N/A	6	H. Carlyle Smith, Jr., pres.; Gerald Kistler, plnr.; Milton Harper, plnr.; Dottie Rouse, des.	200,000	Montaldos, City Fair, 32,000 sq. ft.; Peebles, 30,000 sq. ft.; Moore's, 20,000 sq. ft.; Coplons, 6,000 sq. ft.
<b>Planning &amp; Design Group, Inc.</b> 430 West Erie Chicago, IL 60610 (312) 944-7004	25	N/A	10	George De Palma, pres.; Elsa De Palma, v.p.; Karen Renzi, des. dir.; Renée Ruffolo, creative dir.	200,000	Orland Park Place, 18,000 sq. ft.; Baskin (Div. of Martmarx), 8,000 sq. ft.
<b>Plexi-Plus, Inc.</b> 926 Newark Ave. Jersey City, NJ 07306 (201) 659-2919	30	Carle Place, NY	7	Richard Lieber, pres.; Michael Sarno, v.p.; David Rinaldi, des.; Joe Lieber, CEO.	200,000	National Brands Outlet, 10,000 sq. ft.; 10,000 sq. ft.; Faber Coe & Gregg, 500 sq. ft.; Hills Dept. Stores (various), 3,000 sq. ft.
<b>RTKL Associates, Inc.</b> 400 East Pratt St. Baltimore, MD 21202 (301) 528-8600	445	Dallas, TX; Ft. Lauderdale, FL; Washington, DC; Los Angeles, CA	13	Harold L. Adams, FAIA, pres. & chief op. officer; Leonard D. Cooper, assoc. prin./head of int. des. grp.	5 mil.	Owings Mills Mall, 860,000 sq. ft.; South Bay Galleria, 650,000 sq. ft.; 570,000 sq. ft.; Esplanade, 1,278,000 sq. ft.



FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1986	1986 PROJECTS
<b>Retail Planning Assoc.</b> 645 S. Grant Avenue Columbus, OH 43206 (614) 461-1820	117	Melbourne, Australia; Paris, France; Dusseldorf, W. Germany; London, England	40	Michael J. Gade, chmn; Kenneth W. Galloway, pres.; William R. Wood, A.I.A., sr. v.p.; William R. Sands, I.S.P., sr. v.p.	1 mil. 830,500	Bell Canada Phone Centers, 1,500 sq. ft.; Lazarus div. Federated Dept. stores, 200,000 sq. ft.; Senses of Hyatt Gift Shop/ Deli, 2,500.
<b>RichardsonSmith, Inc.</b> P.O. Box 360 Worthington, OH 43085 (614) 885-3453	121	Boston, MA	65	Martin Beck, pres.; Deane Richardson, co-chrmn.; David Smith, co-chrmn.; Ron Ernst, mng. dir.	389,200	Babbitts, 45,000 sq. ft.; Storehouse, 37,000 sq. ft.; Bealls, 35,000 sq. ft.; Paul Harris, 30,000 sq. ft.
<b>Richard Roeder Associates</b> 1718 Lubbock St. Houston, TX 77007 (713) 222-1534	24	N/A	18	Richard Roeder, pres.; Charles Billingsley, sr. v.p. head of des.; James Murphy, sr. v.p. production.	702,000	Foley's, 193,298 sq. ft.; Goldsmith's, 167,801 sq. ft.; Meis of Illiana, 77,348 sq. ft.; Eiband's, 64,213 sq. ft.
<b>Schafer Associates</b> 2001 Spring Rd. Oakbrook, IL 60521 (312) 572-1890	46	Pasadena, CA	10	Robert Schafer, pres.; R.H. Lubben, exec. v.p.; Charles Sparks, v.p. des. prin.; Barry Vinyard, sr. proj. des.	1.7 mil.	Parisian Riverchase Galleria, 100,000 sq. ft.; Carson Pirie Scott, 230,000 sq. ft.; Younker, 65,000 sq. ft.
<b>Space Design International</b> 309 Vine St., Ste. 445 Cincinnati, OH 45202 (513) 241-3000	63	Tampa, FL	35	James T. Fitzgerald, AIA, pres.; Kevin R. Roche, exec. v.p.; Robert G. Novak, ISP, v.p./retail.	2 mil. 308,000	Lazarus (2 stores), 330,000 sq. ft.; The Higbee Co. (2 stores), 250,000 sq. ft.; Van Leunens (2 stores), 150,000 sq. ft.
<b>Tucci, Segrete &amp; Rosen, Consultants, Inc.</b> 200 Madison Ave. New York, NY 10016 (212) 213-5888	36	N/A	10	Dominick L. Segrete, pres.; Gerald I. Rosen, exec. v.p.; Rajinder Wadhwa, proj. arch.; Edward Calabrese, des. dir.	1 mil. 400,000	Daytons, Minneapolis, 650,000 sq. ft.; Marshall Fields, Houston Galleria, 200,000 sq. ft.; Belks, Fayetteville, 180,000 sq. ft.
<b>Vinick Associates, Inc.</b> 211 Wethersfield Ave. Hartford, CT 06114 (203) 525-4293	40	N/A	40	Bernard S. Vinick, F.A.S.I.D./pres.; Barbara Ebstein, F.A.S.I.D./v.p. Greg Gaudet, v.p.	1 mil.	Casual Corner, 2,500 sq. ft.; Paris Croissant, 2,000 sq. ft.; Michael's Jewelers, 2,500 sq. ft.; August Max, 2,500 sq. ft.
<b>Walker Group/CNI</b> 320 West 13th St. New York, NY 10014 (212) 206-0444	150	Los Angeles, CA	30	Kenneth Walker, pres.; Lawrence Israel, chrmn; Margaret Jacobs, dir. of bus. dev.	4.5 mil.	Burdines, 220,000 sq. ft.; Macy's Galleria, 256,000 sq. ft.; Harrods Perfume Dept., London, 6,000 sq. ft.; Galleries Lafayette main floor, Paris, 80,000 sq. ft.
<b>Trisha Wilson &amp; Associates</b> 3811 Turtle Creek Blvd., Dallas, TX 75219 (214) 521-6753	42	New York, NY	18	Trisha Wilson, ASID, IBD, pres. & CEO; Jim Rimelspach, AIA, exec. v.p.	5 mil. +	Las Colinas Canal Walk, 15,000 sq. ft.; Jackson Specialty Retail Center, 20,000 sq. ft.; Polo Shops, 12,000 sq. ft.; Alexander Julian, 3,500 sq. ft.



Contract Ctr., Showplace Sq., San Francisco



International Market Square, Minneapolis



Atlanta Market Center

# MARTS ACCELERATE DEVELOPMENT

*Manufacturers acknowledge need to exhibit, but question high-cost of showroom designs*

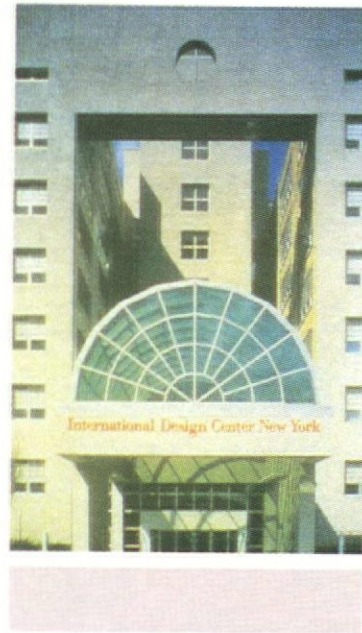
By **LEN CORLIN**  
Co-Publisher/Editor

**D**esign business is show business and show business requires a stage. That's the underlying reason for the proliferation of marts across North America in the past five years. But saturated or not, if a design district has available space, chances are there is a real estate interest either contemplating or opening another mart building.

Announcements of new mart openings are accompanied by groans heard in the background from manufacturers adding up the costs of designing and creating new showrooms. Some say that it is hard to escape investing at least \$250,000 just to open the doors of a new showroom in a major new mart building. And, in New York, some manufacturers have committed to not only opening a new mart showroom, but have taken on the additional burden of retaining their old midtown space for offices until the new International Design Center New York (IDCNY) reaches maturity. A very successful Designer's Saturday helped that process, according to many manufacturers.

## Some marts serve as conduits

Scarcely one-half block from The Merchandise Mart in Chicago (the granddaddy of all marts), Orleans Plaza has opened its doors. Like its predecessor at 100 N. Wells, which rented showroom space to companies aspiring to bigger spaces in the Merchandise Mart, Orleans Plaza aims for the same lofty goal, as well as keeping some exhibitors there because of its very close



International Design Center New York

proximity to the Merchandise Mart.

The N. Wells mart building reverted to its original usage several years ago.

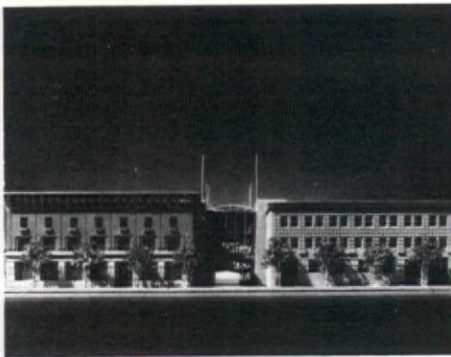
In San Francisco, Robert Fippinger, president of the San Francisco Design Center (SFDC), is proceeding with plans to erect a new design center in the shadow of Showplace Square's Contract Center, which recently announced expansion. Tim Treadway, president of the latter, points out that his \$85 million expansion project will include a new contract building, an addition to the existing contract center, a new hotel, and theaters that become conference and meeting rooms during business days.

Orlando Diaz-Azcuy, vice president, and Carol Disrud, IBD, senior design associate, both of Gensler & Associates, San Francisco, will design the new expansion for Showplace Square. Associate architect for the project is Kaplan McLaughlin Diaz, headed by Leon Sugarman, who figured so prominently in the spectacular design of International Market Square (IMS), Minneapolis.

Formerly a Munsingwear factory, the historic IMS complex was revitalized as a design center, home furnishings mart, and special events facility. Once consisting of several separate buildings, the facilities have been welded into one connected and interrelated complex by a specially created roof that establishes the atrium. These facilities are used by the Minneapolis-



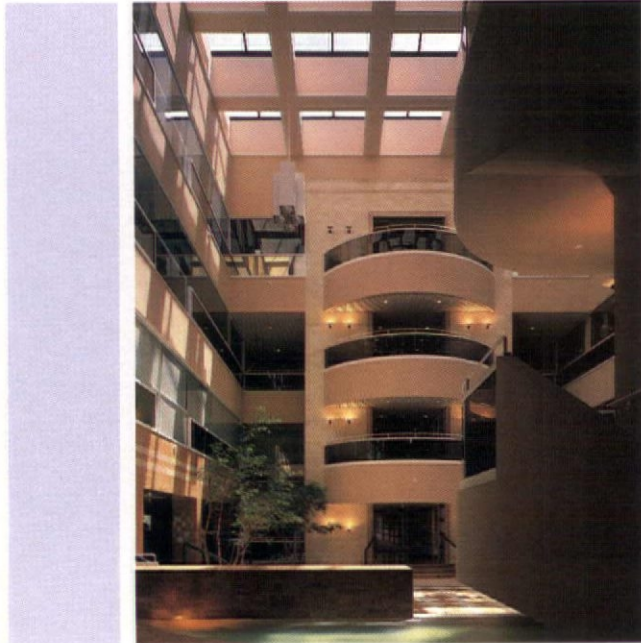
*Western Merchandise Mart, San Francisco*



*San Francisco Design Center*



*Seattle Market Center, Wa.*



*Design Center of the Americas, Dania, Fla.*

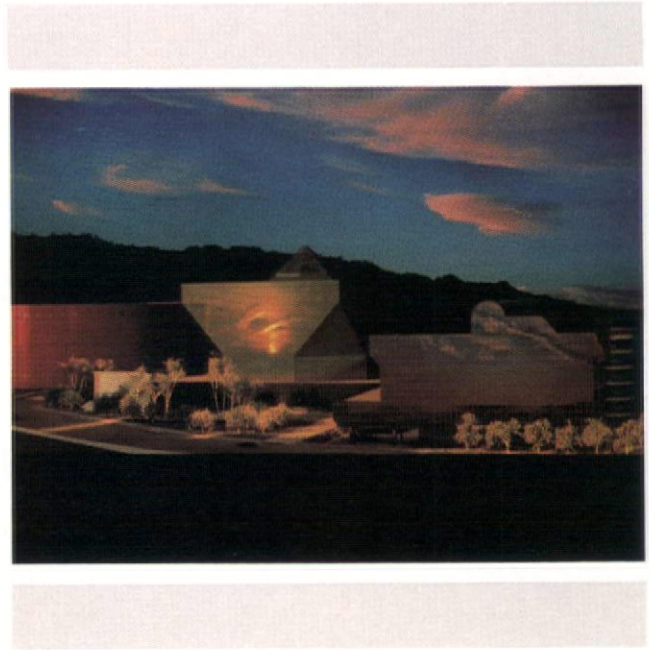
St. Paul communities for a wide variety of civic events. Outstanding restaurants contribute to the festive atmosphere of each market.

### **New contract center in Atlanta**

In Atlanta, John Portman opened a new Contract Center in the heart of his Atlanta Market Center complex.

In Texas, where everything is bigger (including problems), the bustling Houston Design Center is shaking the traumatized Houston economy and planning the day that Houston gets back on its economic feet. A regular series of events for the design community have been held with great success by the mart, which boasts some of the most attractive spaces for the design community.

Like other Texas institutions, Houston marts vie with Dallas marts for the local traffic (a locus of several thousands of square miles). The Dallas Market Center recently announced establishment of The Design District, which takes in Oak Lawn Avenue and Hilina Drive, and includes the Dallas Decorative Center. Renovations encompass more than 760,000-sq.-ft. of show-room and warehouse space specifically for use by the design industry. It constitutes the beginning phase of an extensive renovation project which will dramatically improve the atmosphere and utilization of the area, according to the Dallas Market Center management.



*Pacific Design Center, Los Angeles, Calif.*

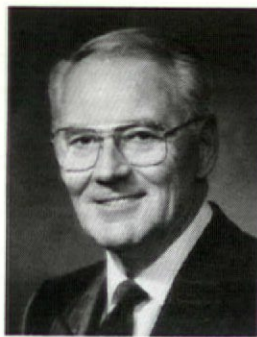
Not only are marts opening in proximity to other marts, but new marts are being announced, developed, or enhanced in cities all over the country. Old marts are also being refurbished or sold to new managements.

No section of the country has been ignored. Marts have been established in the Pacific Northwest; Denver; St. Louis; Laguna Niguel, Calif.; Kansas City; and Pittsburgh, as well as Fort Lauderdale, Fla.; Boston; Philadelphia; Cincinnati; and other far flung cities. Established marts are expanding. The Pacific Design Center (PDC) has an ambitious program that encompasses a \$150 million expansion. It will add 825,000 sq. ft. to the existing mart, bringing the total mart area to more than 1.6 million sq. ft. in three buildings.

### **Opening new contract areas**

The International Design Center New York (IDCNY), having enjoyed a smashing Designer's Saturday, now turns its attention to more leasing in Center One and expansion into Center Three. At The Merchandise Mart, Chicago, management currently is opening up a new contract floor made available with the move of one of its large non-industry tenants.

Marts devoted mostly or in part to contract design are listed on the following charts. Included is information on market dates, access policies, key mart executives, addresses, and telephone numbers for reader convenience. □

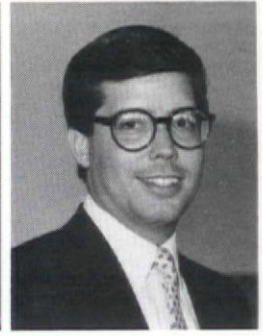
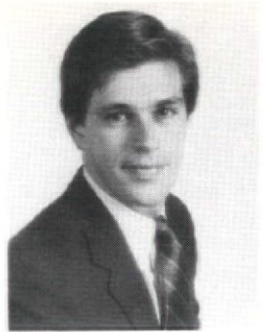


Executives of the International Design Center New York are (left to right): Emmett L. Dineen, Kathleen A. Scanlon, Len Lemlein, and Fern Mallis.

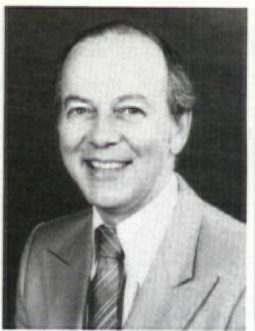
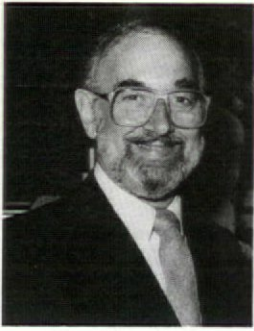
MART CHART

MART	CEO	KEY EXECUTIVES	OPERATING DAYS/HRS.	ACCESS POLICY		
				trade only	public	both
<b>Atlanta Decorative Arts Center (ADAC)</b> 351 Peachtree Hills Ave. NE Atlanta, GA 30305 (404) 231-1720	Tom Mitchell	Michael Eidson, mkg. mgr. Jeff Portman, dir. property mngmnt.; Suzanne Pruitt, p.r. mgr.	M-F: 9-5			X
<b>Atlanta Merchandise Mart</b> 240 Peachtree St. Suite 2200 Atlanta, GA 30043 (404) 688-8994	Sam Williams	Tom Fulghum, exec. vp.; Suzanne Pruitt, p.r. mgr. contract; Sue Brashear, mkg. mgr. contract.	M-F: 9-5:30			X
<b>Blake Street Design District</b> 1981 Blake St. Denver, CO 80202 (303) 293-8100	Ronald Morris	Patricia Costar & Willajeane Wilson, lsng. consultants; Amy Wilhelm, p.r. dir.	M-F: 9-5	X		
<b>Boston Design Center</b> One Design Ctr. Place Suite 337 Boston, MA 02210 (617) 338-5062	Laura Crosby	Christine Morris, dir. contract lsng.; Elizabeth Welge, comm. coord.	M-F: 9-5	X		
<b>Contract at Piedmont Center</b> 3495 Piedmont Rd. Atlanta, GA 30305 (404) 261-3667	Stan Williams	Chuck Kennedy, lsng. mgr.	M-F: 8:30-6			X
<b>Contract Center at Showplace Square</b> 651 Seventh St. San Francisco, CA 94103 (415) 864-1500	Tim Treadway	Martha Thompson, vp, lsng.; Robert Zinkhon, p.r. consultant.	M-F: 9-5			X
<b>Dallas Market Center</b> 2100 Stemmons Fwy. Dallas, TX 75207 (214) 655-6100	Lucy Billingsley	Kelly Hardage, vp.; Lynn Broussard, dir., adm. & p.r.; Iris French, gnrl. mgr.	M-F: 9-5	X		
<b>Denver Design Center at Broadway Plaza</b> 595 S. Broadway Denver, CO 80209 (303) 733-2455	Allan S. Reiver	Rebecca Ebershoff, dir.; Judy Skalsky, p.r. consultant.	M-F: 9-5 Sat: 10-1	X		
<b>Denver Merchandise Mart</b> 451 E. 58th Ave. Denver, CO 80216 (303) 292-6278	Darrell R. Hare	Jan Toepfer, lsng. dir.; Davene Coutts, dir. comm.	M-F: 9-5	X		
<b>The Design Center</b> 5001 Baum Blvd. Pittsburgh, PA 15213 (412) 683-6200		Joan Scarola, lsng. mgr.	M-F: 9-5	X		

Shown left to right: Tim Treadway, Contract Center at Showplace Sq., San Francisco; Jan Jadwisiak, Joann Mellott, and Barry Jaquess, all of Seattle Market Center Co.



SPECIAL CONTRACT FLOORS		1987 SPECIAL EVENTS AND CONTRACT MARKET DATES	SPECIAL MARKET HOTEL & TRAVEL PACKAGE			ARE PASSES NEEDED FOR ENTRY?		CONTACT FOR PASSES/INFO
Yes	No		Yes	No	Contact	Yes	No	
	X	Design ADAC, May 13-15; Home Furnishings, Accessories, and Floor Covering markets, Jan. 17-21, July 18-22	X		Destination Atlanta 1-800-282-0456, Delta Airlines, 1-800-241-6760	X		David Schreiber (404) 581-1734
X		(same as for Atlanta Decorative Arts Center)	X		Destination Atlanta. Delta Air Lines	X		Kate Balyo (404) 658-5667
X							X	Amy Wilhelm
X		(not yet available)		X		X		Duncan Chapman
X		none						
X		Target/Creativity, Jan. 26; Corp. Executive Day, April 23; Student Competition Awards, May 14; San Francisco Design Conf., July 20-21; ConPac, Sept. 2-3; Pan Pacific Lighting Expo., Sept. 20-22	X		Showplace Square Travel		X	Martha Thompson
X		CONDES, Jan. 28-30	X		Wyndham Travel, 1-800-634-2630	X		DMC Market Services (800) 634-2630
X		Second Annual Design Forum, May 14-15		X			X	Director, DDC
	X	Denver Merchandise Mart Gift & Jewelry Shows, Feb. 28-March 3 and Aug. 1-4		X		X		Registration Dept.
X				X			X	Joan Scarola



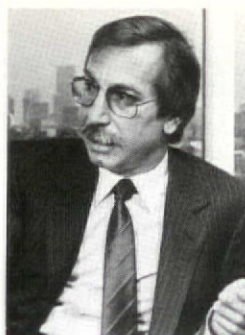
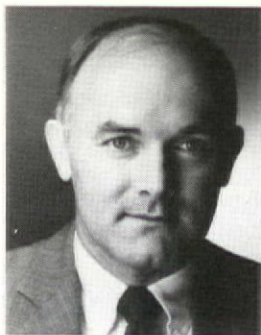
Pacific Design Center, Los Angeles, executives (left to right) are Murray Feldman, Eugene Scott, James Goodwin, and David Shively.

MART	CEO	KEY EXECUTIVES	OPERATING DAYS/HRS.	ACCESS POLICY		
				trade only	public	both
<b>Design Center Northwest</b> 5601 Sixth Ave. S. Seattle, WA 98108 (206) 762-1200	Barry Jaquess	Jerry Ryan, lsng. dir.; Jan Jadwisiak, dir. p.r.; Joann Melliott, operations coord.	M-F: 9-5	X		
<b>Design Center of Los Angeles</b> 433 S. Spring St. Los Angeles, CA 90013 (213) 625-1100	Ragnar Qvale	Wes Kennedy, lsng. mgr.; Mollie Qvale, p.r. dir.; Eddie Feldman, mkg. mgr.	M-F: 9-5	X		
<b>Design Center of the Americas</b> 1855 Griffin Rd. Dania, FL 33004 (305) 920-7997	Marvin J. Danto, John C. Portman, Jr.	Tom Fulghum, vp. mkg. & lsng.; Ralph Jones, vp. operations; Joan Kerns, dir. mkg. & leasing.	M-F: 9-5			X
<b>Design Center South</b> 23811 Aliso Creek Rd #138 Laguna Niguel, CA 92656 (714) 643-2929	Marty Swenholt	Kerry S. Lewis	M-F: 9-5	X		
<b>The Design Exchange</b> 712 Broadway Kansas City, MO 64105 (816) 842-2115	Roger Buford	Ben Bolt, gnrl. prtner./lsng. agent; John Bennett & Glynn Brown, gnrl. prtners.	M-F: 8-5	X		
<b>Design Resource Center of St. Louis</b> 3226 Olive St. Louis, MO 63103 (314) 531-7222	R. Kossler	B. Ayers	M-F: 8:30-4:30	X		
<b>Hickory Furniture Mart Design Center</b> P.O. Box 1669 Hickory, NC 28603 (704) 322-3510	G. Leroy Lail	John F. Schenk, vp; Lee Beason, mgr.; Burr Thompson, p.r.	M-F: 9-5 Sat: 9-5		X	
<b>Innova</b> 20 Greenway Plaza Houston, TX 77046 (713) 963-9955	Ron Blankenship	Bob Casey, dir. mkg.; Lynn Billings, comm. dir.	M-F: 9-5			X
<b>International Design Center, New York</b> 29-10 Thomson Ave. Long Island City, NY 11101 (718) 937-7474	Emmett L. Dineen	Len Lemlein, vp, lsng.; Fern Mallis, vp, mkg. & comm.; Kathleen S. Scanlon, vp. adm.	M-F: 9-5	X		
<b>International Market Square</b> 275 Market St. Minneapolis, MN 55405 (612) 338-6250	Richard Norfolk	Carolyn H. Olson, vp, mkg. & p.r.; John Synstegaard, vp. operations; John Zweigbaum, vp. lsng.	M-F: 9-5	X		

From left to right: Kelly Hardage, Dallas Market Center design centers, Dallas & Houston; Stephanie Savic, St. Louis Design Center; Ron Blankenship and Bob Casey, of INNOVA, Houston.



SPECIAL CONTRACT FLOORS		1987 SPECIAL EVENTS AND CONTRACT MARKET DATES	SPECIAL MARKET HOTEL & TRAVEL PACKAGE			ARE PASSES NEEDED FOR ENTRY?		CONTACT FOR PASSES/INFO
Yes	No		Yes	No	Contact	Yes	No	
X		Presentations Northwest, April 9-11	X		Mutual Travel, 1-800-624-9572	X		Buyer Services, (206) 762-1200
X		Springboard for '87, Jan. 21-22; Spring Fling Days, April 27-28; Accessory Week, July 20-24; Design L.A., Nov. 14-16	X		Signe Kennedy	X		Mollie Qvale
X				X		X		Joan Kerns
	X			X			X	Marty Swenholt or Kerry Lewis
	X	Designer Thursday—3rd Thursday of each month		X		X		Pocket Showroom Manager
				X		X		R. Kossler
	X						X	Lee Beason
	X	Innovations '87, Sept. 11	X		Lynn Billings		X	Lynn Billings
	X	Designer's Saturday, Oct. 8-11	X		Barbara Welton, Dunwell Travel, NYC	X		Fern Mallis
X		Annual Contract and Residential Design Conference & Expo, Sept. 17-18	X		Market Square Travel, (612) 339-0374	X		IMS Professional Services, (612) 338-6250



Left to right: Richard T. Norfolk, International Market Square, Minneapolis; Allan S. Reiver, the Denver Design Center, Denver; James Bidwill and Philip E. Kelley, The Merchandise Mart, Chicago.

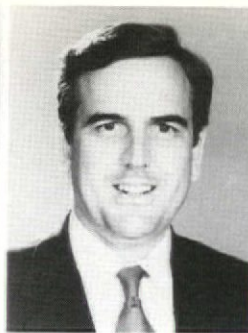
MART	CEO	KEY EXECUTIVES	OPERATING DAYS/HRS.	ACCESS POLICY		
				trade only	public	both
<b>The L.A. Mart</b> 1933 S. Broadway-244 Los Angeles, CA 90007 (213) 749-7911	Henry Brandler	Richard Miller, mng. prtnr.; Sue Birch, pr.dir.	<b>M-F: 9-5</b>	X		
<b>Lenora Square</b> 1000 Lenora St. Seattle, WA 98121 (206) 621-7500	Morris Piha & Irvin H. Karl	Dean Altaras, property mgr.; Judith Smythe, mkg. dir.	<b>M-F: 9-5</b> <b>Tues: 9-7</b>	X		
<b>The Marketplace Design Center</b> 2400 Market St. Philadelphia, PA 19103 (215) 561-5000	David M. Boyce, president	Kathryn Calabrese, gnrl. mgr.; Cathy J. Webb, asst. mgr.	<b>M-F: 9-5</b>	X		
<b>The Merchandise Mart</b> Suite 470 Chicago, IL 60654 (312) 527-4141	Philip E. Kelley	James W. Bidwill, vp/mkg.; Gloria Zylowski, comm. dir.	<b>M-F: 9-5</b>			X
<b>Michigan Design Center</b> 1700 Stutz Dr. Troy, MI 48084 (313) 649-4772	Marvin Danto	James Danto, pres.; Rodger Gach, lsng. mgr.; Joan Cleaveland, p.r. mgr./sp. events.	<b>M-F: 9-5</b>	X		
<b>Orleans Plaza</b> 414 N. Orleans Chicago, IL 60610 (312) 923-1111		David Sachs	<b>M-F: 9-5</b>			X
<b>San Francisco Design Center</b> (to open in the spring of 1988) 555 Ninth St. San Francisco, CA 94103 (415) 461-7970	Robert Fippinger	David Dawson, lsng. mgr.; Judi Skalsky, p.r. consultant.	<b>M-F: 8-6</b>			X
<b>The 6100 Building</b> 6100 Fourth Ave. S. Seattle, Wa 98108 (216) 767-6800	Barry Jaquess	Jan Jadwisiak, p.r. dir.; Joann Mellott, operations coord.	<b>M-F: 9-5</b>	X		
<b>St. Paul's Church Mart</b> 1117 Pendleton St. Cincinnati, OH 45210 (513) 579-1922	Bob & Jim Verdin	Marta Tovkach, mart dir.	<b>M-F: 9-5</b> <b>Other times by appointment.</b>			X
<b>The New 225 New York Gift Mart</b> 225 Fifth Ave. New York, NY 10010 (212) 684-3200	Sean T. Higgins	Roberta C. Bryant-Kalan, account exec.	<b>M-F: 9-5</b>	X		



Left to right: Marty Swenholt and Kerry S. Lewis, both of the Design Center South, Laguna Niguel, Calif.; William H. Field and Sian Imber, both of The Washington Design Center, Washington, D.C.



SPECIAL CONTRACT FLOORS		1987 SPECIAL EVENTS AND CONTRACT MARKET DATES	SPECIAL MARKET HOTEL & TRAVEL PACKAGE			ARE PASSES NEEDED FOR ENTRY?		CONTACT FOR PASSES/INFO
Yes	No		Yes	No	Contact	Yes	No	
		L.A. Giftware Week and Home Furnishings Shows, Jan. 18-23; July 19-24. Spring Showroom, Mar. 22-24	X		LaMart Travel Agency	X		Caryle Fox, adm. dir.
	X			X			X	Marketing Director
X		Interface, February		X		X		Margaret Daly, Concierge
X		NEOCON 19, June 9-12; RHIDEC, Mar. 3-5. International Bath & Kitchen Show, Nov. 18-21	X		Mart Hotel Bureau, (312) 467-1942	X		Buyer Service Dept.
	X			X			X	Joan Cleaveland
X								
X							X	Robert Fippinger
	X	Early Bird Show, Jan. 17-20; Spring Seattle Gift Show, Feb.12-18; Summer Gift Show, June 25-July 1; Holiday Harvest, Sept. 10-14	X		Mutual Travel, 1	X		Buyer Services, (800) 433-1014
	X	Architect Show, Oct. 17-18			Marta Tovkach		X	Marta Tovkach
	X		X		Travel Planners	X		Roberta C. Bryant-Kalan

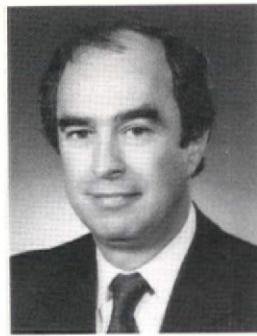


Atlanta Merchandise Mart executives (left to right) are: Tom Fulghum, Sam Williams, Suzanne Pruitt, and Sue Brashear.

**MART CHART**

MART	CEO	KEY EXECUTIVES	OPERATING DAYS/HRS.	ACCESS POLICY		
				trade only	public	both
<b>230 5th Ave. Market Center</b> 230 Fifth Ave. New York, NY 10001 (212) 532-4555	Michael Dene	Lloyd Howard, exec. dir.; Alvin Ziegler, vp; Keith Niemann, chrmn.	<b>M-F: 9-5</b>	X		
<b>The Washington Design Center</b> 300 D. St., SW Washington, D.C. 20024 (202) 554-5053	William H. Field	Sian Imber, comm. dir.	<b>M-F: 9-5</b>	X		
<b>Western Merchandise Mart</b> 1355 Market St. San Francisco, CA 94103 (415) 552-2311	Donald Preiser	David Palmer, vp Isng.; Elaine McCune, dir. of design/contract; Diane Scheiman, vp, p.r. & mkg.	<b>M-F: 8:30-5</b>	X		
<b>New York Merchandise Mart</b> 41 Madison Ave. New York, NY 10010 (212) 686-1203	Carole Dixon	Joan Grayson, p.r.	<b>M-F: 10-5</b>	X		
<b>Oak Lawn Design Plaza</b> 1444 Oak Lawn Ave. Dallas, TX 75207 (214) 689-4222	Gloria Nunley	Ed Lyons, mkg. rep.	<b>M-F: 9-5</b>	X		
<b>Ohio Design Centre</b> 23533 Mercantile Rd. Beachwood, OH 44122 (216) 248-7770	Jeffrey S. Davis	Ruth Brady, property mgr.	<b>M-F: 10-5</b>	X		
<b>Pacific Design Center</b> 8687 Melrose Ave. West Hollywood, CA 90069 (213) 657-0800	Murray Feldman		<b>M-F: 9-5</b>			X
<b>Pendleton Square Design Center</b> 1118 Pendleton St. Cincinnati, OH 45210 (513) 621-7619	Marta Tovkach		<b>M-F: 9-5</b>	X		
<b>Place Bonaventure Merchandise Mart</b> P.O. Box 1000 Place Bonaventure City Montreal, Quebec Canada H5A 1G1 (514) 397-2214	Murray B. Black	Guy Fautre, Isng.; Edward McDonald, mkg.	<b>M-F: 9-5</b> <b>Sat: 9-noon</b>			X

Left to right: Canadian mart executives from the Bonaventure Design Center, Montreal, are Murray B. Black and Guy Fautre. Ronald Morris is with the Blake St. Design Center; Darrell Hare represents Denver Merchandise Mart.



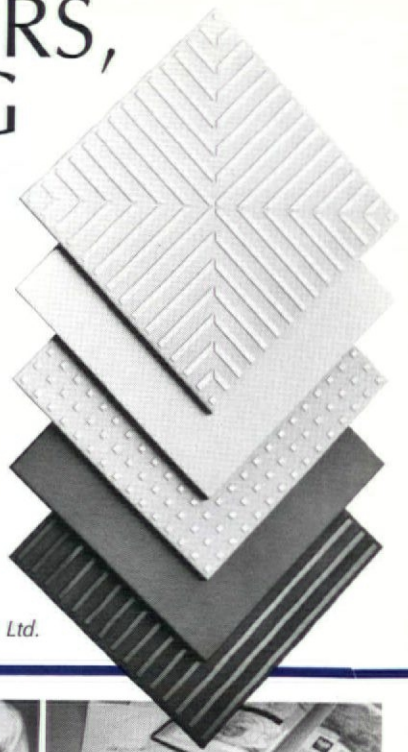
SPECIAL CONTRACT FLOORS		1987 SPECIAL EVENTS AND CONTRACT MARKET DATES	SPECIAL MARKET HOTEL & TRAVEL PACKAGE			ARE PASSES NEEDED FOR ENTRY?		CONTACT FOR PASSES/INFO
Yes	No		Yes	No	Contact	Yes	No	
	X		X		Blanche Greene, (212) 532-4555	X		Blanche Greene
	X	Capital Design Week, April 29-May 1	X		Sian Imber	X		Sian Imber
X		CALICON 4, Jan. 26-2.	X		Travel Planners, (800) 221-3531	X		Pass Bureau
	X			X		X		Front Desk
X		January and July Home Furnishings Markets		X			X	contact individual showrooms
	X			X			X	Ruth Brady
X		Westweek, Mar. 25-27		X			X	write requests on letterhead stationery
	X	Post Market Review, May 8.	X		Marta Tovkach	X		Marta Tovkach
X		Quebec Floor Coverings Exhibition—early spring; Montreal Furniture Market, mid-June; The Interior Decoration Fair, Sept.		X			X	Diane Savard, promotion coordinator

# WIDE RANGE OF COLORS, PATTERNS IN FLOORING

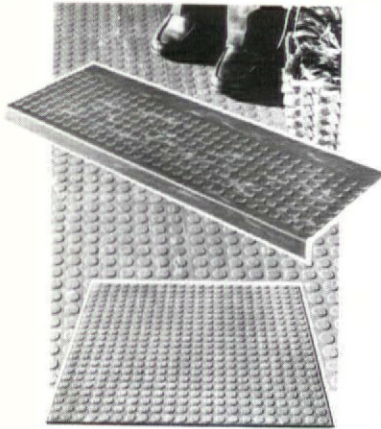
*Products provide flexibility to specifiers*



Hoboken Wood Floors



Trans Ceramica Ltd.



R.C. Musson Rubber Co.



Summitville Tiles



Pawling



Mondo

**Hoboken Wood Floors**—New flooring collections feature rare teak and rosewood from the rainforests of Asia. The Imperial Collection consists of Thai teak while the Taj Mahal Collection consists of both teak and rosewood. Flooring is prefinished in durable satin polyurethane. **Circle No. 292.**

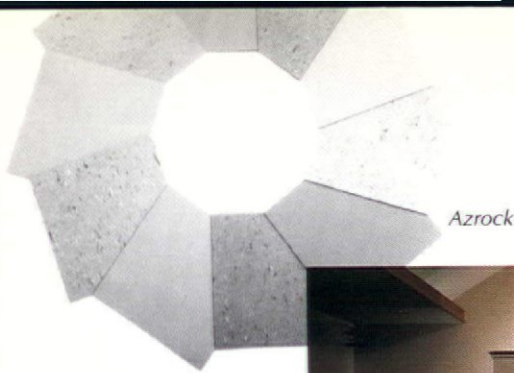
**Trans Ceramica**—Designer Line Ceramic Granite features unique combination of polished and matte surfaces on the same piece of tile. Harder than natural granite, product is resistant to the effects of moisture, frost, shock, fire, abrasion, and harsh chemicals. Designer Line Ceramic Granite is available in lined, square, and cross motifs, and comes in gray and black. **Circle No. 232.**

**R.C. Musson Rubber Co.**—Lo-Disc line of tile and treads features shallow circular  $\frac{3}{4}$ -in. diameter tapered discs raised .025-in. above the surface for easy cleaning, easy transportation, and a safer surface for heavy traffic. Treads come in six standard widths. Both tiles and treads are constructed from resilient homogeneous rubber. **Circle No. 229.**

**Summitville Tiles**—A new color, Driftwood, and new sizes have been added to the Strata 2 line. Product is composed of a unique mixture of clays which depict the earth's natural striations. "Grained" appearance is not merely a surface treatment, but runs through the tile, and it will not fade or wear off. Durable and easy to maintain Quarry Tile is ideal for high-traffic floors. **Circle No. 231.**

**Pawling Corporation**—The Standard Products Division of this company has announced a new addition to its line of Interlok athletic floor systems. The new design, entitled Hid-N-Lok, features concealed interlocks that provide one-piece, overall tile flooring when assembled. Tile is made of cut-resistant rubber with a textured no-slip surface. **Circle No. 297.**

**Mondo Rubber International Inc.**—Mondo Rubber flooring is available in seven raised patterns and one smooth pattern. This versatility in design adds flexibility to the designer's task of creating unique visual environments. Thirteen standard, and an array of special, colors are offered. **Circle No. 228.**



Azrock



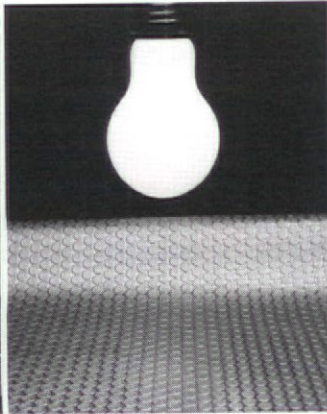
Kentucky Wood Floors



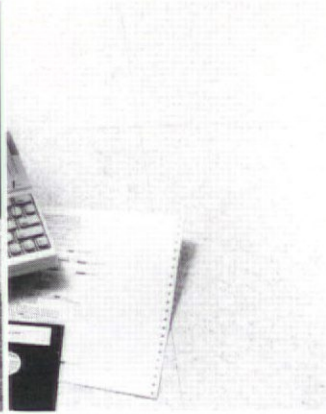
Nora Flooring



Johnsonite



Lonseal Inc.



Forbo North America



Italian Tile

**Azrock**—Color Match Mates product line pairs corresponding colors in two styles of vinyl composition floor tile to create a new color-coordinated series. Five new colors have been added to the Custom Cortina styling range, along with five new colors in solids. **Circle No. 223.**

**Kentucky Wood Floors**—Floor pictured is a custom design by K. Norman Berry Associates incorporating Brazilian cherry with walnut accents. These species were selected for their mahogany-like grain and coloration, yet Brazilian cherry is twice as hard as oak and more than two-and-one-half times as hard as American cherry. **Circle No. 226.**

**Nora Flooring**—Norament Minisquare features 25 miniature pastilles arranged in a square design. Ideal for normal to heavy traffic, this product is a new surface design within the Norament System. Low pastille arrangement is highly slip-resistant, and is well suited for roller traffic. **Circle No. 230.**

**Johnsonite**—Roundel Floor System is the only fully integrated system of molded rubber, raised-disc floor tile, edge tile, cove base, cove corners, stair treads, risers, and stringers. Made of an advanced synthetic rubber formula, all compounds in the system are durable and are resistant to most chemicals, impact, static load indentations, and cigarette scorching. **Circle No. 225.**

**Lonseal Inc.**—"Loincoin II" line of resilient sheet-vinyl flooring features a unique textured pattern on the top of each deeply embossed coin. Three solid colors are offered as well as five iridescent decorator colors. **Circle No. 227.**

**Forbo North America**—Forbo Colorex EL 5000 is an electrically conductive resilient tile for computer rooms, clean rooms, and high-tech production areas. Product is available in six neutral colors. **Circle No. 224.**

**Italian Tile Center**—This division of the Italian Trade Commission offers a modular system of triangular and diamond Italian ceramic tiles by Grazia. Product can be combined into a variety of decorative harlequin borders and insets. **Circle No. 293.**

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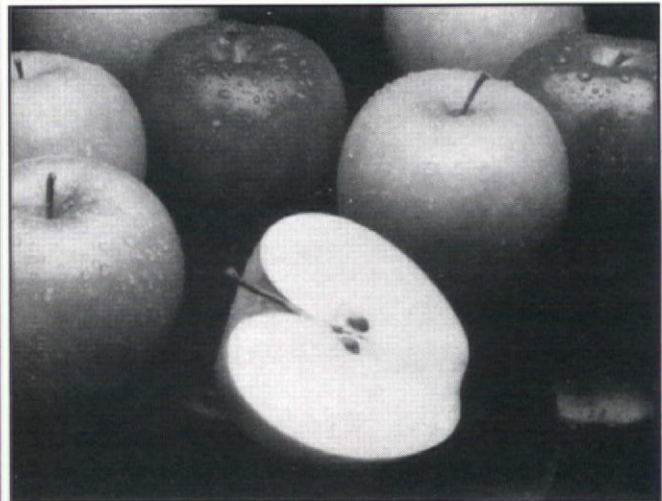
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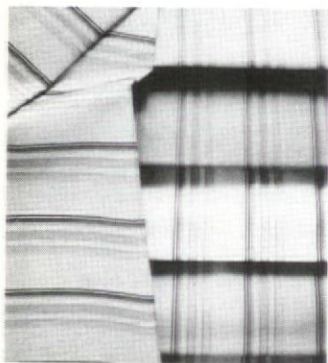
Optix vertical blinds from **Nanik** are described as "sunglasses for windows". These transparent vertical blinds eliminate glare and damaging ultraviolet light while still maintaining view. Product is available in four tints. **Circle No. 296.**



*Nanik*

**FOUR NEW FABRIC DESIGNS HAVE BEEN INTRODUCED**

**Etalage** has added four new fabric designs to its line. Confetti, Flamestitch, and Parisian Stripe (pictured) are 100 percent silk, and Old Wall is printed on a linen and cotton fabric. **Circle No. 295.**



*Etalage*

**MODULAR LIGHTING SYSTEM OFFERS 26 COLORS**

**Neon Modular Systems'** color palette consists of 26 colors ranging from pale pink to laser red to blues and greens. The 4- and 6-ft. neon tubes in Neon Modular Systems are sheathed in high-impact acrylic. **Circle No. 259.**



*Swedish Comet*

**SCANDINAVIAN FURNITURE ADJUSTS WITH POSTURE**

The **Swedish Comet** Scandinavian furniture design includes modern office chairs which adjust for posture. **Circle No. 275.**



*Panel Concepts*

**MOBILE PEDESTALS ARE MADE FROM DURABLE STEEL**

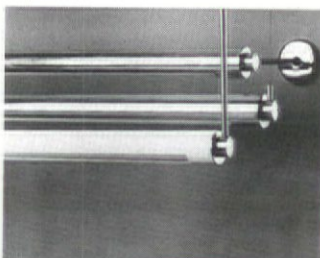
**Panel Concepts, Inc.** has introduced two durable, all-steel mobile pedestals with baked-on epoxy finishes for the company's System 2Plus line of open office products. The 15-in.-wide pedestals are available in depths of 18- or 22-in., heights of 24 and ¼- or 27 and ¼-in., and in combinations of pencil drawers, box drawers, and file drawers. **Circle No. 263.**

**CHAIRS ARE CONSTRUCTED FROM DURABLE RED OAK**

Matching "Richwood" side chairs, armchairs, and counter stools are designed by **Plymold Booths** of 5¼-in. premium red oak for durability. Easy-care, replaceable vinyl cushions are available in fashion colors. **Circle No. 262.**

**TUBULAR LIGHTING SYSTEM OFFERS FLEXIBILITY**

**Swivelier's** Circa 325 is an innovative concept in tubular lighting systems. The modular concept offers complete flexibility of high performance light sources in a 3 and ¼-in. diameter tubular design. Systems are suitable for a variety of mounting methods. **Circle No. 278.**



*Swivelier*

**INFORMATION SYSTEM AIDS CONSTRUCTION EMPLOYEES**

**Active English Information Systems Inc.** has introduced System George, the information system for construction. It is an interactive laser/video disk computer system which performs research, documentation, and correspondence tasks. **Circle No. 308.**

**OCCASIONAL TABLE IS SUITABLE FOR LOUNGES**

Occasional table from **TSAO Designs Inc.** is suitable for use in lounges, offices, and waiting areas. A four-posted cluster base of polished chrome or polished brass supports tops of marble, chrome, or custom-color enamels. **Circle No. 273.**



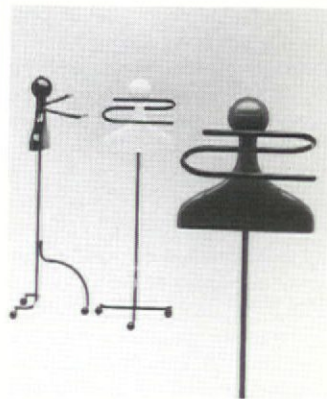
*TSAO Designs*



*Atelier*

**DUO ARMCHAIR OFFERS STRENGTH AND DURABILITY**

**Atelier International, Ltd.** has added the "Duo Armchair" to the award-winning Duo and Uni collections of seating designed to suit a wide range of commercial and corporate dining specifications. Solid beechwood construction and two back design options increase specification versatility for the Duo Armchair. **Circle No. 272.**



*Kartell USA*

**VALET DESIGN HOLDS CLOTHING & ACCESSORIES**

Valet design from **Kartell USA** features a painted steel frame and ABS plastic body. It can hold a complete male and female wardrobe at the same time, and it is designed so that no items have to be removed when one wants to select or hang any single piece of clothing or accessory. Top also comes with a tray that will hold cufflinks, watches, keys, and more. **Circle No. 279.**



**FURNITURE LINE HAS BEEN REDESIGNED**

The Basic Line of electronic support furniture from **Marvel Metal Products** has been redesigned and value engineered at a significant price reduction. It has a new walnut laminate work surface which has a matching edge treatment with rounded corners, contemporary cantilever leg design, and a steel under-structure with durable black electrostatic paint finish.

Circle No. 261.



Marvel Metal

**MANUFACTURING COMPANY OFFERS CARVED DOORS**

**Customwood**, a New Mexico-based enterprise, offers intricately carved doors, screens, shutters, and panels. Firm offers top quality work, direct marketing to contractors and architects, personal service, and a unique blend of handcrafted design and computer technology. Customwood holds dozens of design patents and can adapt them to client needs. The firm also designs original patterns for new projects, incorporating clients' own ideas into designs.

Circle No. 281.



Customwood



Charvoz-Carsen

**HIGH CHAIR ALLOWS ONE TO SIT WHILE STANDING**

**Charvoz-Carsen Corp.** has available the G8987 High Chair, is designed for draftsmen, architects, graphic designers, and bank tellers. Full seat tilt allows one to sit while standing. Designer backrest floats pneumatically as one moves, exerting proper lumbar support. Chair accepts open or closed armrests.

Circle No. 267.



Krueger

**PLANTERS COME IN WIDE RANGE OF COLORS, SIZES**

Two new planters from **Krueger** combines a wide range of colors and sizes to offer design versatility. Corona features the look of a traditional red clay pot, while Gradino offers a terraced effect. Terra cotta finish replicates the look of the familiar clay pot while offering the advantages of durable, lightweight fiberglass construction.

Circle No. 270.

Circle 44 on reader service card

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### SIGNAGE SYSTEM IS ELECTRONICALLY CONTROLLED

Astra Products produces a silk-screened electronically controlled "marquis" style sign. The unit utilizes state-of-the-art circuitry to control the speed and chase-lighting operations. This circuit board and wiring harness may be adapted to many sizes and styles of in-store signage systems. **Circle No. 280.**



Jude Russell

### TEXTILE ARTISTS DESIGNS TAPESTRIES

Jude Russell, a Portland, Oregon-based textile artist, designs hangings and banners suitable for hanging on walls or in open areas of contemporary buildings. For commercial interiors, particularly restaurants, hangings may be flameproofed and treated with Fibersal process to protect from soiling. **Circle No. 282.**



Nicoletti Italia

### IMPORTED SOFAS SUIT MODERN OFFICE

"Concord" love seat or couch has adjustable headrest sections and rests on four legs. Metal and wood structure is made in Italy by Nicoletti Italia, of cellular, high-resilience polyurethane. Available in 50 leather colors and Dacron fabrics. **Circle No. 298.**



Willow & Reed

### OCCASIONAL CHAIR FEATURES DETAILED CONSTRUCTION

Occasional chair, designed by Henry Olko for Willow & Reed, offers meticulous attention to every construction detail. Chair is hand-crafted in choice of barked or core rattan, and has upholstered seat. **Circle No. 266.**

### CARPET YARN SYSTEM RESISTS SOILING, STAINING

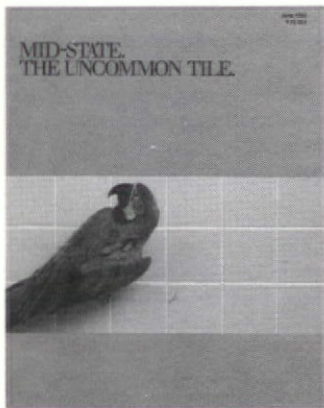
Lees Commercial Carpet Company offers six product lines featuring the Antron Precedent yarn system which delivers long-term resistance to soiling and staining. **Circle No. 444.**



Architex

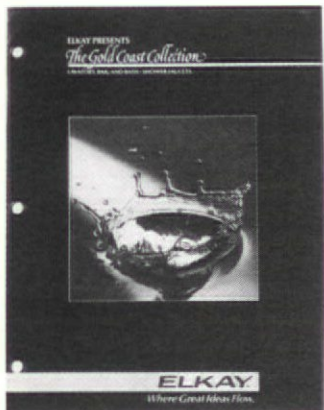
### FABRICS PRESENT HIGH-TECH, SPACE-DYED EFFECT

"Breathless" and "Shimmer" from Architex International incorporate the use of 95 percent wool and 5 percent viscose in a high-tech, space-dyed effect to create a six-color tone-on-tone solid. "Shimmer" is a matching drapery for a coordinated interior. **Circle No. 274.**



Mid-State

**Mid-State Tile offers brochure** displaying 28 pages of information on the entire line of tiles. Three brand new lines along with a line of decorative inserts are also pictured in the brochure. **Circle No. 299.**



Elkay

**The Gold Coast Collection Line** of washerless decorative faucets, plus bath/shower valves is shown in booklet from ElKay Manufacturing Company. 15 different models are pictured. **Circle No. 300.**

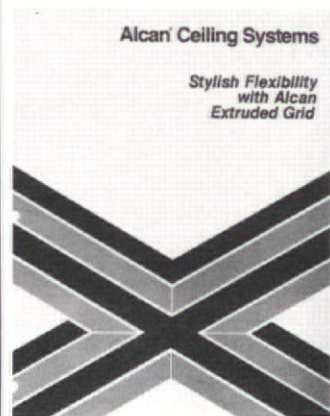
**Dow Chemical U.S.A.'s Urethane Floor Covering Business** has put together the VersaBacs carpet backing system merchandising case. This demonstration case is designed to present the facts about Dow's attached-cushion products, The Enhancer and The Enhancer Plus, to architects, contractors, designers, and specifiers who oversee contract installations. **Circle No. 248.**

**Panel Concepts Inc. has produced a** 24-page, color brochure introducing the company's new Series One Seating, a complete line of domestically manufactured office chairs designed to meet the physical requirements of American office workers. **Circle No. 301.**



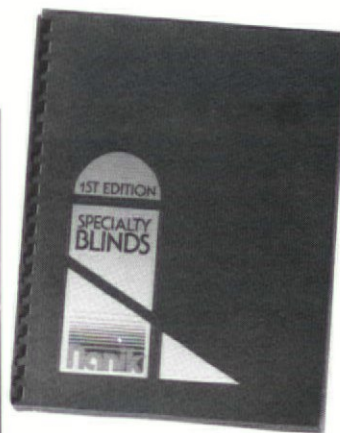
Panel Concepts

**A six-page brochure** is now available from Alcan Building Products, detailing the features and benefits of Alcan Building Extruded Aluminum Grid, a totally integrated commercial ceiling grid system in three styles. **Circle No. 254.**



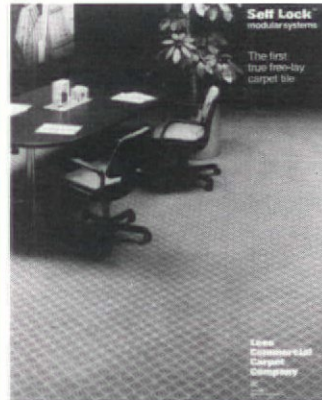
Alcan

**New York Graphic Society offers its** new catalog "Fine Art Collections," a permanent bound hardcover book with more than 600 pages containing over 2,000 images. The new edition has been totally reorganized and edited, and offers special appeal to interior designers, contract specifiers, and art consultants. **Circle No. 302.**



Nanik

**Nanik has published a brochure** entitled "Specialty Blinds" which explains what one needs to know in order to specify Nanik wood blinds and Optix transparent blinds for unusual shaped windows including arch tops, angle tops, skylights, inclines, circular windows, and motorized blinds. **Circle No. 240.**



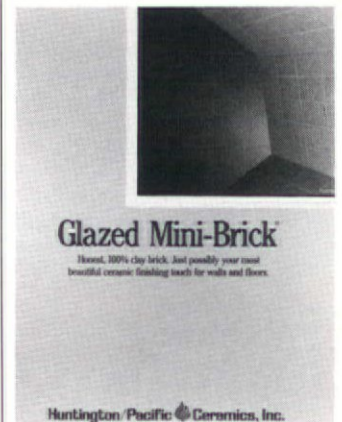
Lees

**Four-page color brochure** describes the Lees Self Lock modular carpet system from the Lees Commercial Carpet Company. The first true free-lay carpet tile, Self Lock requires no spread of adhesive on the floor, not even a grid. **Circle No. 303.**

**Walker, Division of Butler Manufacturing Company,** has published a new 28-page technical brochure illustrating Walkerflex Flexible Wiring Systems. The color guide describes the complete selection of Walkerflex components including distribution and junction units, cable sets, couplers, splitters/tapping connectors, and switching devices. **Circle No. 304.**

**Flexion continuous strip lighting** from Envisage is described in pamphlet from the firm. Light strips are offered in two popular styles—9mm flexible round tubing and 8mm by 10mm rigid rectangular tubing. **Circle No. 305.**

**Glazed Mini-Brick,** a ceramic finishing touch for walls and floors, is featured in a four-page, color brochure from Huntington/Pacific Ceramics. **Circle No. 306.**



Huntington/Pacific

**The Gunlocke Company offers a** 12-page brochure displaying the award-winning handcrafted courthouse chair and the companion courthouse bench. These pieces are designed by Walker Group/CNI, designers for the Gunlocke Company. Solid walnut and solid maple versions are shown as well as models finished in a range of primary and postmodern colors. **Circle No. 307.**



Gunlocke

## CLASSIFIED ADVERTISEMENTS

**RATES:**A standard classified ad costs \$73 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.

### BUSINESS OPPORTUNITIES

Manufacturer of wood desks, wood/fabric systems, and related products seeking to establish OEM relationship with a contract manufacturer. We offer expertise, equipment, and capacity. Product designs flawlessly executed in a wide variety of details, woods, and finishes and reliably shipped. Confidential replies to Box 105, CONTRACT, 1515 Broadway, New York, NY 10036.

### REPRESENTATIVES WANTED

Looking for aggressive and experienced salesperson-rep with a strong following and track record in the hospitality/hotel/motel/restaurant market. Salesperson will represent a complete line of seating and tables for northern New Jersey, Rockland County and Westchester territories. High commissions and beautiful showroom available. Should be able to start immediately. Reply to: Box 109, CONTRACT, 1515 Broadway, New York, NY 10036.

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Southwest drapery manufacturing company looking for sales reps currently working in the hospitality and healthcare markets. We are a quality manufacturer of draperies, bedspreads and accessories. We also represent fabrics, casegoods, chairs, pool furniture and artwork from other complementary manufacturers. Liberal commission package. Strong internal support. Send resume and salary requirements to Box 107, CONTRACT, 1515 Broadway, New York, NY 10036.

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National manufacturer of unique, high quality, traditional & contemporary wall unit systems seeks successful sales reps with strong following among dealers, architects, designers, specifiers & hotel-motel suppliers. Many key territories available. Excellent package. Reply to: The Valley Company, 333 Morton St., Bay City, MI 48707, attn: Frank Dodd, National Sales Manager.

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**CONTRACT SALES REPS**—Grosfillex, world leader in outdoor furniture in synthetic resin, is looking for successful contract sales reps to call on dealers, designers, purchasing groups, contract end users, . . . Sales reps must be involved in contract field only. Some territories with large potential available. Please send resume and current lines carried to: GROSFILLEX CONTRACT DIVISION, 4201 Pottsville Pike, Reading, PA 19605. PH: (215) 921-9151.

Manufacturer of high end silk trees, plants and florals seeking representatives presently calling on contract dealers, specifiers, designers and purchasing groups. High commissions. Send resume to Make Be-Leaves, 18720 Oxnard St., #112, Tarzana, CA 91356. (818) 708-2859.

#### REPS WANTED

A growing office seating manufacturer is seeking highly qualified sales reps to develop and expand its sales in FL & GA. Calling on designers and office furniture dealers. Send resume and lines carried to DOF Office Seating, 6593-18 Powers Ave., Jacksonville, FL 32217.

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Pro-Reps—Experienced in hotel/motel/nursing home casegood sales. Contacts with corporate, A & D and end users. We are a quality casegood manufacturer. Send particulars to Box 104, CONTRACT, 1515 Broadway, New York, NY 10036.

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**JANUARY 5th  
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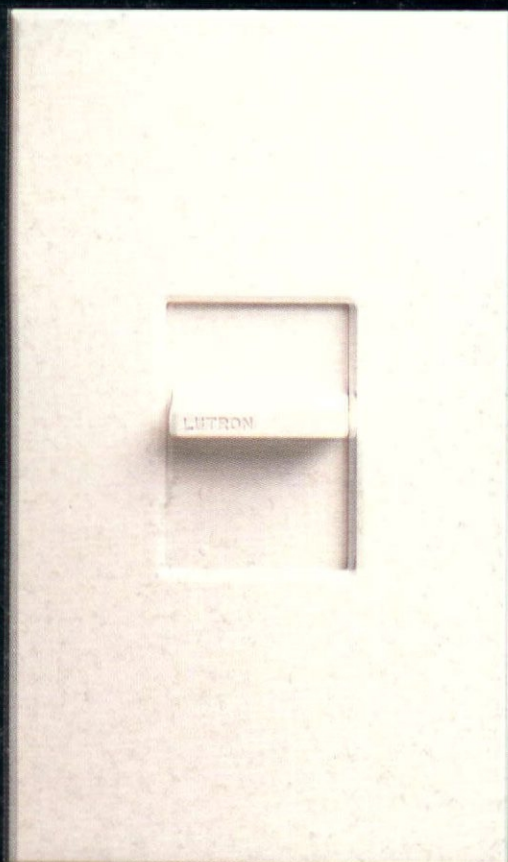
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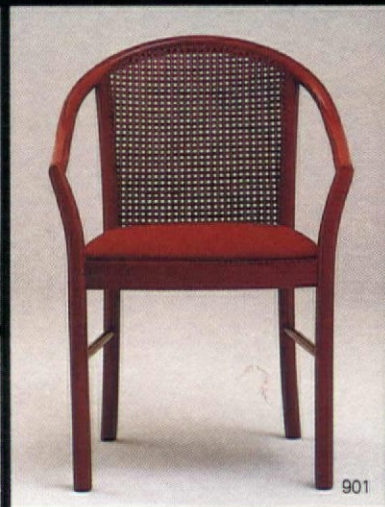
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891



279



901



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