A Gralla Publication

CONTRACT

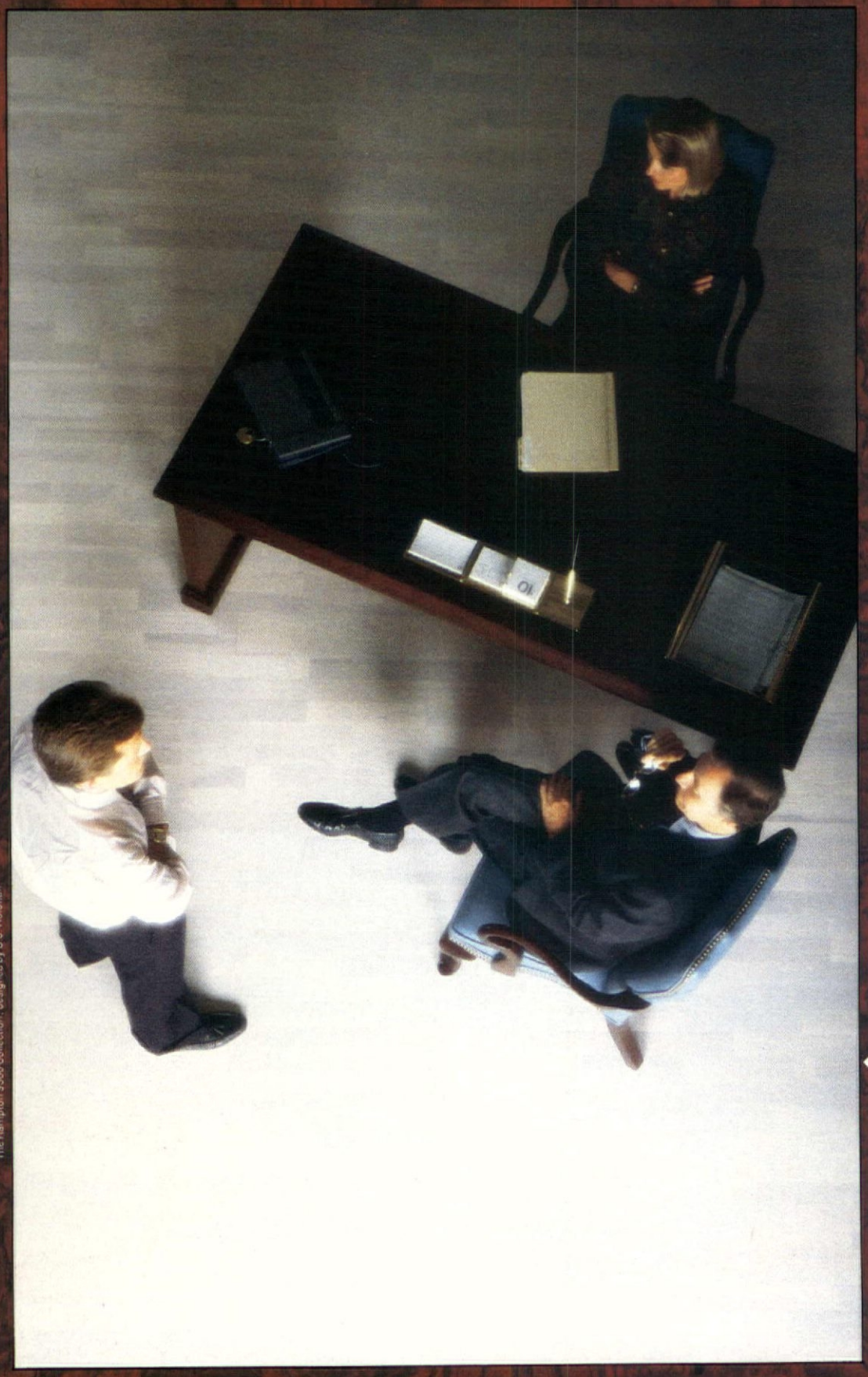
March 1987

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

The Library
NEW YORK SCHOOL OF INTERIOR DESIGN
155 East 56th Street, New York City 10022
MAR 26 1987

172
A10022
LIBRARY
NY SCH
155 E 5
NEW YOR

■ Our Cover: New Haworth file system ■ Designers' own office interiors ■ 'Grass roots' opinions on Amex & Equitable N.Y. spaces ■ Component & Lighting Guides



The Hampton 9500 Collection, designed by O.J. Hoohan

You listen,
out of respect.
Or maybe it's
compassion.
But your answer
is still "no."

JOFCO
Classic wood office furniture

Call 1-800-23JOFCO
for the sales representative
in your area.

Circle 1 on reader service card

FASHION UNDER FOOT.

Patcraft carpets give you exciting options in a tireless wardrobe of color and style. They can be custom colored for any environment. For any of your designs. And they're ready to wear. Now.

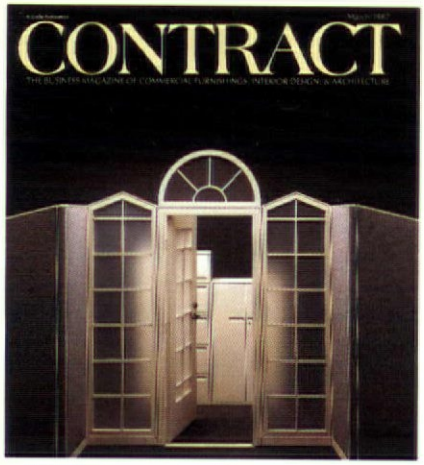
PATCRAFT

P.O. Box 1087, Dalton, Georgia 30722-1087
800-241-4077. In Georgia, 800-282-4024.

©1986 Patcraft Mills, Inc.

Circle 2 on reader service card

Pionite™
Decorative Laminates
COLORS TO JAZZ IT UP!
Cool. The 1987 collection of Pionite® decorative laminates. A select group of 86 swinging solid colors and shades, including 30 new colors for '87. A smooth arrangement of subtle neutrals, soft pastels, cool blues and greens, rich earthtones, and brash vibrants. All high quality. All in stock. All in suede and gloss finishes. Many in MelCor II™ solid core laminate.
Make your designs really jump. With the many colors of Pionite decorative laminates.
Write for color samples and a free poster of this ad.
Sterling
Engineered Products
A TRINOVA COMPANY
Sterling Engineered Products Inc., Laminated Products Group, Dept. ADV., 1715 Indian Wood Circle, Maumee, OH 43537.
Circle 3 on reader service card



Haworth's Lateral Files & Storage System is introduced on our cover, along with the company's Architectural Elements panel system. Refer to p. 68 for details on these products and the company.

Co-Publisher & Editor, Len Corlin

Co-Publisher & Adv. Sales Dir., Gary S. Puro

Executive Editor, Roberta S. Walton

Senior Associate Editor, Sara O. Marberry

Assistant Editor, Eileen McMorrow

Contributing Editors, Roseann Caffaro, Marita Thomas

Art Director, Richard Zoehrer

Art Associate, David Emfinger

Group Publisher, Frank A. Rizzo

Associate Publisher & Midwest Manager, Marie Kowalchuk

Business Manager, Morton L. Silverman

Eastern Manager, William R. Baker

Western Manager, Neil Silverstein

Adv. Sales Rep., Michael Silber

Promotion Director, Michael Hyman

Promotion Manager, Christopher Murphy

Market Research Director, Robert A. Leibson

Market Research Manager, Richard Sulzman

Assistant Research Manager, Renee Weil

Production Director, Barry Miller

Production Manager, Victoria L. Brewster

Assistant Production Manager, Lynn M. Saphire

Classified Advertising Manager, Nancy Leffler Berman

Circulation Manager, Barbara Iavaroni

CONTRACT

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

Vol. 29, No. 3
March 1987

112 DESIGNERS' OFFICES ARE A CLIENT DRAW
F O R M A, Urrutia, & ADG take three planning paths

120 AT&T PROMOTES HIGH-TECH SERVICES THROUGH DESIGN
Avenue designs interiors to stimulate curiosity

124 CLIENT SEEKS SWISS-STYLE UPSCALE IMAGE
Designers work with dealership to select furnishings

126 CONTRACT ASKS WORKERS ABOUT OFFICE DESIGN
Employee opinions on two N.Y. buildings are sampled

128 FURNISHINGS DEFINE CORPORATE, TECHNICAL DEMANDS
Office workers gain added comfort, increased performance

129 WOOD FURNITURE REQUIRES RESISTANT FINISH
Selection of proper finish based on end-use requirements

140 SOFTENED SHAPES IN COMPONENT STYLING
Component, hardware products combine strength, design

142 GUIDE TO LIGHTING HAS 177 MANUFACTURERS

DEPARTMENTS

7 Commentary
16 Letters
23 Contract News
26 Designed for Laughter by Michael Saphier
32 Contract Update
45 Contract Business
49 Color Line
53 Lighting Line
60 Product Designer Profile: William Sklaroff
65 CEO Office
68 On Our Cover: Haworth
72 Product Showroom: Madison
74 Product Showroom: Meridian
76 Product Showcase: Peter Pepper Products
80 Product Showcase: Davis Furniture
82 Product Showcase: Estel
84 Product Showcase: Bigelow
86 Product Showcase: Miller Desk
90 Product Showcase: Gunlocke
95 People News
102 Coming Events
109 New For The Specifier
161 Products & Services
168 Catalogs & Brochures
171 Classified Advertising
174 Advertising Index

Signage That Works As Good As It Looks.

Innerface is the signage system which designers, architects, & facilities managers are cheering about. Finally, a unique interior sign system that is:

- EASY TO SPECIFY.
- ATTRACTIVE.
- CHANGEABLE, BUT DOESN'T LOOK MODULAR.
- RESPONSIVE TO RAPID AND EASY CHANGE.
- USER FRIENDLY (ABLE TO BE CHANGED BY YOUR CLIENTS).
- COST EFFECTIVE.
- BACKED BY A COMPANY WITH A PROVEN QUALITY, SERVICE, & DELIVERY RECORD.

For more details and specifications, call or write for our colorful, informative brochure. You'll see for yourself why so many designers across the country specify Innerface.

INNERFACE™

Innerface International
597 Cooledge Avenue
Atlanta, Georgia 30306
404-875-6412

Nationwide Representation

Circle 4 on reader service card

CONTRACT

Volume 29, No. 3

April: Executive Buyer Edition/Restaurants has bonus circulation to 5,000 owner/managers of restaurants and clubs. Case studies of restaurant designs from elegant to casual are included. In addition, a Restaurant Furniture/Furnishings Product Review offers introductions geared to the market. Bonus distribution at the Restaurant Show, May 16-20, Chicago. World of Contract Textiles product section features news of the latest colors, fibers, and specifying trends, plus recent introductions.

May: Comprehensive, floor-by-floor preview of NEOCON 19, June 9-12, Chicago, at The Merchandise Mart. Our exclusive cover will feature the show's official logo. Look for feature coverage of exhibitors, new product introductions, seminars, list of tenants, and Other Chicago showrooms, plus NEOCON International in the Expocenter. Bonus distribution of the magazine will occur at the event. BIFMA Update surveys the past year's activities of the Business & Institutional Furniture Manufacturers Association, while previewing upcoming plans for this influential group of commercial furniture manufacturers.

Advertising Representatives

New York:

Gary S. Puro, Co-publisher & Adv. Sales Dir.
William R. Baker, Eastern Manager,
Gralla Publications
1515 Broadway, 24th Floor,
New York, NY 10036.
Phone: (212) 869-1300.

Chicago:

Marie Kowalchuk, Associate Publisher & Midwest Mgr.,
Gralla Publications
6160 N. Cicero Ave., Suite 122, Chicago, IL 60646
Phone: (312) 545-0700

West Coast:

Neil Silverstein, Western Manager, Gralla Publications,
16200 Ventura Blvd., Suite 328
Encino, Calif. 91436. Phone: (818) 788-0271.

Overseas:

Rita Ratto, Studio Ratto
Via le Premuda, 23-20129 Milan, Italy

Gralla Publications

President: Lawrence Gralla
Executive Vice President: Milton Gralla
Senior Vice President: Frank A. Rizzo
Vice Presidents: Howard Rauch,
Rosalind Schacknow, Peggy I. Sholtz, Marshall D. Siegel, Morton Silverman.

Other Gralla Publications:
Advisory Enterprises Division: Contact Lens Forum, Insight, Ophthalmology Management, Optometric Management; Bank Systems & Equipment; Contract Direct Reply Cards; Corporate Travel; Facilities Design & Management; Giftware Business; Health Care Systems; Impressions; Kitchen & Bath Business; Meeting News; Multi-Housing News; National Jeweler; Premium/Incentive Business; Sew Business; Sporting Goods Business; Travel Agents MarketPlace.

CONTRACT ISSN 0010-7831 is published monthly by Gralla Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036. Phone (212) 869-1300. Subscription price one year $20, two years $33 for firms and individuals who specify, design, buy, or replace contract furnishings. All other U.S. subscriptions $55 per year. All Canadian and Mexican subscriptions $32 per year for qualified subscribers and $63 per year for non-trade. All other foreign subscriptions $85 per year. Single copy $6. Directory and special issues $10. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publisher's standards. **SUBSCRIBER INFORMATION & ADDRESS CHANGES:** Write to Circulation Dept., Rm. 930, 1501 Broadway, NY, NY 10036. POSTMASTER: Send address changes to CONTRACT Circulation Dept., Rm. 930, 1501 Broadway, NY, NY 10036. Second Class postage paid at New York, NY and additional mailing offices.

BPA

More than you pay for

When you specify a conference table you don't expect to get four. But when you specify the Raceway table by Estel, that is exactly what you get. One beautifully designed and crafted conference table and 3 others waiting in the wings. The Raceway conference table's modularity ensures that it will continue to serve your changing requirements. The craftsmanship makes it unique... the versatility makes it priceless.

ESTEL

6695 Peachtree Industrial Boulevard, Suite 212, Atlanta, Georgia 30360, 404/446-0933

Circle 5 on reader service card

DESIGN
QUALITY
SERVICE
COMMITMENT

CarnegieFabrics

CONTRACT

COMMENTARY

NOW IS THE TIME FOR TRUTH IN NUMBERS

We live in an age of exaggeration in which some segments of the design industry and many of its associations take liberty with numbers. Markets are held and the word spread by some marts is that attendance broke all records, when observers (mostly exhibitors) know that it didn't!

Design association membership, according to some spokespeople, jumps geometrically from year to year. The figures cited however, include industry people, press members, students, and others who are not professional design practitioners.

The truth is that most designers are unaffiliated. Attention, however, is rightfully given to the associations because they are doing the important work of the industry and deserve it. And marts, whether packed to the rafters or not, provide outstanding services to the design community as the centralized meeting places for educational and informational activities.

We are confident that such exaggeration is the by-product of exhibitors, the press, and other concerned parties who are always counting bodies, as though big numbers are the only measure of success.

I vividly recall asking a top executive in a showroom during a regional contract market what he thought of the market. "Awful," he replied, pointing to the sparse traffic in the hallways. One year later, I asked the same question at the same show with the same scarcity of traffic and I got a beaming "Terrific!" from him.

"How is this market different from last year's,?" I asked somewhat skeptically.

"I just sold a substantial order," he responded.

So numbers, I concluded, may not be the end-all afterall. Perhaps it is time for the interior design and furnishings industry to drop the pretense and adopt a new policy: Truth in numbers! Now that I am in my 48th year of life, it sounds like a good idea.

Lew Carlin

Co-Publisher/Editor

Design Choice.
A richly finished luxurious velvet that coordinates superbly as part of a remarkable Grifftex color, texture and weight system. For your architect folder and coordinating details call 800-241-4062.

ULTRON 3D

William Podesto, AIA
William B. Podesto & Associates
San Francisco, California

Bronze medal created by Alex Shagin who was once chief medal sculptor of the government mint in Lenningrad, USSR. In 1983 he won the prestigious First National Prize of the American Medalic Sculpture Association. He is now an American citizen.

Grifftex awards its designer medal to
William B. Podesto, AIA
for his creative use of Design Choice for the Federal Home Loan Bank offices, San Francisco.
Building owner/developer: Gerald D. Hines Interests.

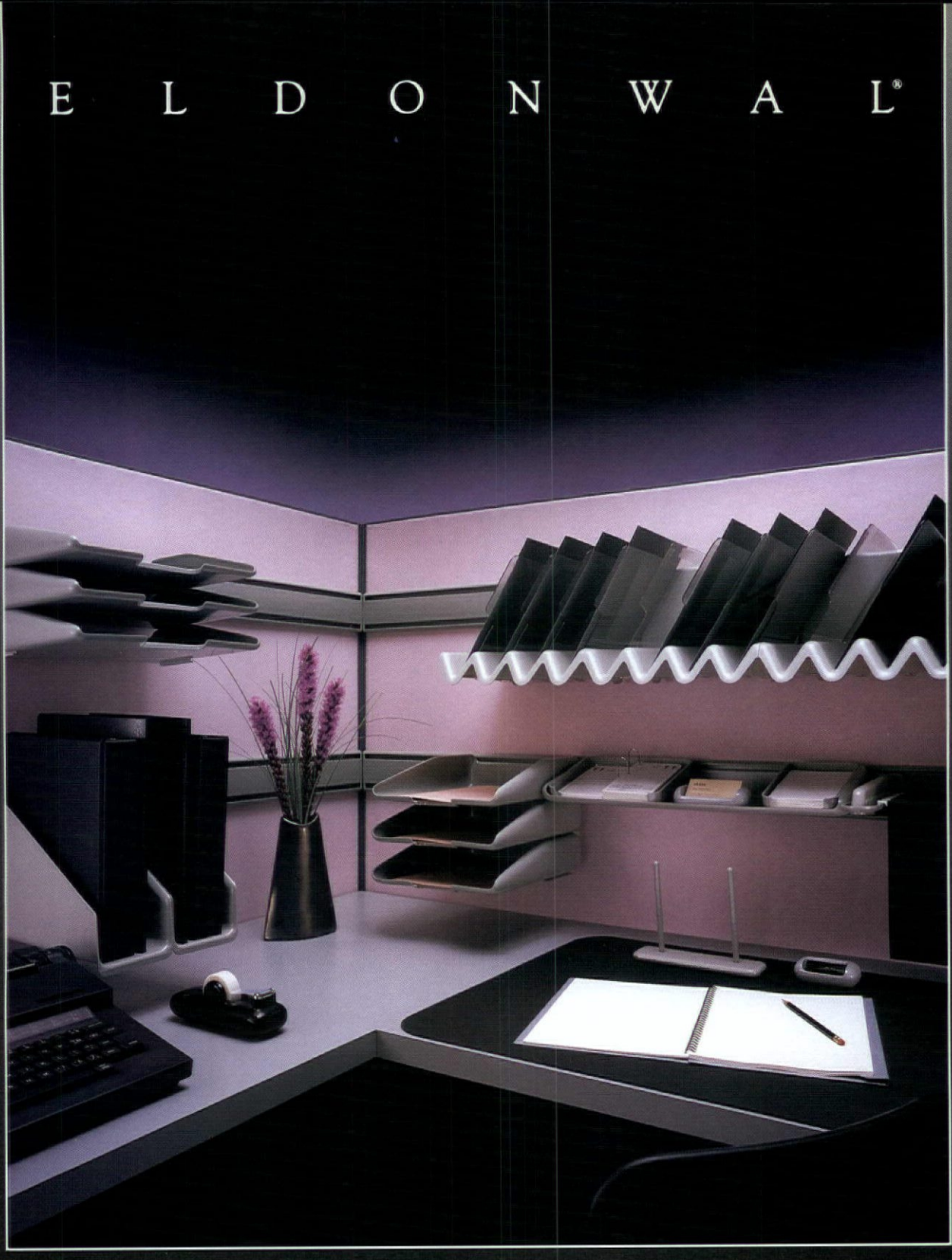
Grifftex®
Commercial Carpets

WEST POINT-PEPPERELL, INC.
CARPET AND RUG DIVISION

Box 1208 Dalton, GA 30722
800-241-4062

Circle 7 on reader service card

E L D O N W A L®



Consistently Innovative
By Design

Eldonwal.
Workspace efficiency with
personalized style.

(213) 518-1600
(800) 826-2051

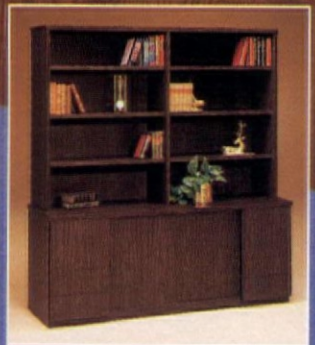
eldon®
Office Products
Division of Eldon Industries, Inc.
Carson, California

©1987 Eldon Industries, Inc.

Circle 8 on reader service card

The depth...of a new dimension

DIMENSION·4200



Defined by a new breadth in styling, manufacturing technology, and lasting value; Dimension 4200 from High Point Furniture Industries lifts the office environment to new heights.

Available in the warm look of oak or walnut finish, Dimension 4200 broadens your vistas when complemented by seating from High Point Furniture's extensive lines.

Take a timely step... into the new dimension:

DIMENSION·4200

HIGH POINT FURNITURE INDUSTRIES

P.O. Box 2063 • High Point, NC 27261
Call 1-800-4-HPFI-NC (1-800-447-3462)

Circle 9 on reader service card

PALAZZETTI

Alvar Aalto
Breuer
Bertoia
Eileen Grey
Herbst
Hoffmann
Le Corbusier
Mies Van Der Rohe
Mallet-Stevens
Mackintosh
Mitsutani
Rietveld
Reich
Stam
Wagenfeld

215 LEXINGTON AVENUE, NEW YORK, NY 10016•TELEPHONE (212)684-1199 CHICAGO MERCHANDISE MART SPACE 841, IL 60654•TELEPHONE (312) 822-0535

Los Angeles: COBALT • Detroit: ARKITEKTURA • Washington DC: KNEPPER/SWEENEY
• Philadelphia: KNEPPER/SWEENEY • Miami: MATCHES III • San Francisco: LOGIA INTERNATIONAL
• St. Louis: INTERIORS UNLIMITED • New Orleans: RIDDLE & ASSOCIATES

Circle 10 on reader service card

"Dunloe" by

Tintawn

Winner of the 1987–88 Floors and Flooring Design Award at the London International Contract Exhibition.

An exciting new offering from Ireland in 100% felted wool available in broadloom with coordinating borders. A woven Wilton carpet of luxurious feel stocked in 11 rich, subtle colorations for every need and taste for immediate delivery. Call for samples.

Tintawn, Inc. 964 Third Avenue, New York 10022 (212) 355-5030 Telex 960851

PURE WOOL PILE

Circle 11 on reader service card

DISTINCTIVE.

One of the most enduring breeds on earth is a merger of what appears to be incompatible. Unusual combinations create remarkable results. We know. We, too, have arrived at the best of both worlds. Formerly Hiebert and Corry Jamestown, we are now CorryHiebert. ◆ We have merged well established business acumen with award winning design. We have combined stability and reliability with the extraordinary. We have fused the highest quality products with the most responsive service. ◆ We are a different creature altogether. As such, we will both earn your respect and command your attention. ◆ And, in an industry where the well adapted thrive, we will continue to stand out long after distinctions have become blurred among the others.

Circle 12 on reader service card

CORRY HIEBERT

If you would like to find out more about our company call 1 800 458 0593 or write 511 Carpenter Freeway Irving Texas 75062

Reader makes market predictions

Dear Editor: CONTRACT's article in the January issue, on mergers and acquisitions taking place in the furniture industry, provided an excellent overview of an increasingly widespread trend affecting us all. As a dealer and service organization for many of the major lines in our industry, it is our belief that this is only the beginning of a rapid consolidation at the manufacturing level, as companies seek to fill voids in their product lines by acquiring products rather than developing them.

It is our opinion that, within a few years, *six* manufacturers (Steelcase, Knoll, Herman Miller, Kimball, Haworth and Hon) will likely have a collective market share of 75 percent of the office furniture market. This will leave everyone else competing for the other 25 percent. This will lead to a reduction of manufacturers through buyouts or failures.

The furniture industry is following a classical cycle which ultimately leads to industry domination by a small number of manufacturers. The automobile, steel, computer (main frame) and airline industries have all gone through this cycle and are now considered mature industries. The furniture industry, on the other hand, has recently entered the rapid growth phase and therefore has many years to go before reaching the maturity phase.

LAWRENCE ITKIN
Partner
Furniture Consultants Inc.
New York, N.Y.

Admires hotel specialists report

Dear Editor: We noticed the 1986 Report on Hotel Specialists in CONTRACT's October issue and think it's a great idea. Donghia Contract specializes in hotel, restaurant, corporate office, and public space design, for your readers' information. Donghia Contract, Inc., is located at 315 East 62nd Street, New York, NY 10021; (212) 486-1100. Thank you.

ANNE LYNN GOLDMAN
Sonet Agency for Donghia Contract
New York, N.Y.

Supporting IBD's Network Profile

Dear Editor: On behalf of the Institute of Business Designers (IBD), we want to thank you for your support of the *IBD Network Profile*. The institute appreciates the magazine's support of our ambitious goals for this profession.

Thank you for helping to kick-off the 1987-89 *IBD Network Profile* first edition.

SANDRA L. RAGAN
IBD President
MICHAEL H. BOURQUE
Chairman, *IBD Network Profile*

Desires 'Up With Color' info

Dear Editor: Our firm is interested in obtaining the 'Up With Color' program that is offered by USG. We would also like to obtain the Light Reflectance Table. Thank you in advance for your cooperation.

MARILYN LEVINE
Nathan Levine & Associates, Inc.
Southfield, Mich.

Editor's note: Information on USG's 'Up With Color' program and light reflectance table may be obtained by contacting the company directly at USG Acoustical Products Co., 101 S. Wacker Dr., Chicago, IL, 60606; (312) 321-3852.

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

WHAT THE WELL DRESSED CHAIR WILL WEAR!!

CUSTOM RESOURCE INC.

The latest for your specifications is a classic: the accessible elegance of **LEATHER.** Dress up your furniture with our great imported and domestic hides. Over twenty lines! Always top quality and always affordable.

CUSTOM RESOURCE INC.
By appointment only
206 Spring Street, New York,New York, 10012 212/477-5009

Circle 13 on reader service card

Circle 20 on reader service card for Knape & Vogt insert. →

Quality is in our name ARNOLD

ARNOLD FURNITURE MANUFACTURERS, INC.
RB-TD Table Desk with pencil drawer and knee space. Nova 903 Credenza.

ARNOLD DESK, INC.
A new concept – Model 6000 Double Pedestal Desk, 36″ x 72″, joined with Model 6172, a Combine Table of 48″ diameter. Shown in open-pore gray lacquer on Oak.

ARNOLD GROUP

MANUFACTURERS OF FINE OFFICE FURNITURE

Arnold Furniture 201-399-0505 • **Arnold Desk** 201-686-5656 • **Arnold Geisler** 201-375-3344
Arnold Action 201-373-3100 • **Arnold & Sons** 201-371-5177 • **AGL Furniture** 201-375-5757

SHOWROOMS: 400 COIT STREET, IRVINGTON, NEW JERSEY 07111 • PHONE 201-399-0505

Circle 14 on reader service card

NEOCON 19

JUNE 9 – 12, 1987

THE MERCHANDISE MART

CHICAGO

THE WORLD CONGRESS ON ENVIRONMENTAL

PLANNING AND DESIGN

Circle 15 on reader service card

ASID Toronto Conference addresses education, networking, and designer needs

Toronto, Canada—The American Society of Interior Designers (ASID) is stressing three areas of professional development as the compelling elements of its National Conference and International Exposition of Designer Sources. The event will be held in Toronto July 22-25, marking its first foray outside the United States.

An educational program will be divided into three areas: interior design development, business development, and personal development. Society officials are expecting over 4,000 interior designers, design students and educators, allied professionals, and industry representatives to attend. Some 360 exhibits are planned for the ASID Expo.

Although the program has been expanded to a four-day curriculum of seminars and workshops, the Society has reduced registration fees approximately 10 percent from its 1986 National Conference. Exhibitor fees for 10- by 10-ft. booths have also been reduced by 10 percent.

"The underpinnings of our forthcoming conference themed 'Pursuit of Perfection' are the educational and networking opportunities which are requisite to professionalism," said President Joy E. Adcock, FASID. In keeping with that philosophy, over 70 seminar and workshop sessions will be conducted, covering over 150 hours of instruction. Educational opportunities will extend into the conference plenary sessions featuring renowned speakers such as keynoter John Naisbitt, author of *Megatrends* and *Reinventing the Corporation*—both bestsellers.

"Industry Annex Workshops," conducted by representatives of manufacturing companies, which focus on product technologies and application, will be an integral part of the Exposition. Design professionals, authors, educators, and leaders in the business and communication fields will address the needs of the whole profession with the designer's many roles in mind. Among the confirmed speakers and topics slated for the conference are:

- **"Designing Special Places for Special People"**—1985 ASID Human Environment Award Winner Tony Torrice, ASID, examines the three essential elements in designing for special needs in living and working spaces: choice, color, and contravertibility.

Keynote speaker John Naisbitt, author of Megatrends *will be in Toronto for the ASID conference.*

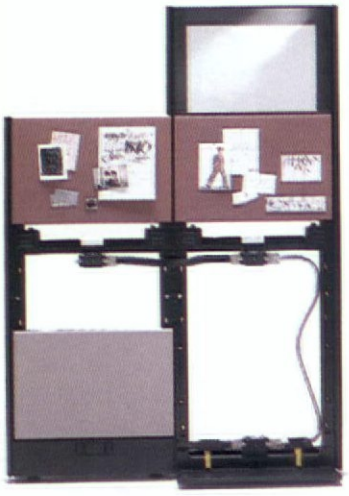
- **"Post Occupancy Evaluations—Taking the Heat & Being Better For It"**—Michael Brill, president, Buffalo Organization for Social and Technological Innovation. Designers learn the "whys" and "hows" of conducting POE's and how this information can be used to enhance their present and future work.
- **"Mood Lighting"**—Fran Kellog Smith, ASID, IALD, author of *Bringing Interiors to Light*, discusses the methodology to create moods with proper lighting design.
- **"Darwinian Design: Design for the Fittest?"**—How to specify products and design environments that can adequately meet the needs of all people is discussed by internationally renowned gerontologist and industrial designer, Patricia Moore, IDSA.
- **"Budget Conscious Restaurant Design"**—Architect and educator Martin Dorf offers valuable tips on satisfying client design objectives and budgetary limitations.
- **"Getting Organized"**—Not being organized can mean loss of productivity, forgotten appointments or assignments, and more effort for less accomplishment. The President of Time Management Consultants Inc., Harold Taylor, provides simple techniques to manage schedules to balance workloads.
- **"Leading Meetings"**—Run-

(Continued)

Toronto's Metro Convention Centre features 200,000 sq.ft. of column-free space, ideal for ASID's Pursuit of Perfection national conference.

The Beauty of Ethospace

What You Get is More Than What You See.



BEAUTY SECRET

At the heart of the Ethospace investment are the walls. At the heart of the walls are these sturdy, versatile frames. They hold an already wide, and widening, range of handsome and functional surface tiles; and they accept hanging components for paper handling, display, storage and machine support. Because offices increasingly use and depend on a growing variety of electronic devices, every Ethospace frame is equipped to handle the power you need. Frames can be ordered with or without baseline power, which can be added at any time. Hinged side covers provide easy access to wire management channels accommodating 16 25-pair cables. Beltline wire management tiles provide the same easy access to power at work-surface height on both sides of a wall. The Ethospace frame. It has the power to protect your investment.

People seeing an Ethospace installation for the first time are struck by its physical beauty – the architectural presence, the varied and variable finishes, the sensitive detailing. But people who specify and use Ethospace interiors know that what you get is far more than what you see. The real beauty of Ethospace is its value.

Buying an office system is an investment. Buying Ethospace is a superb investment, largely because of the walls. Ethospace has walls, *real* walls, made of welded steel structural frames and interchangeable modular surface tiles. With full and/or partial-height walls you can create the precise work environment you need – open, semi-private or private spaces. When an office no longer fits your needs precisely, you can change it by small degrees until it does. And if the time comes when the wall height itself no longer meets your needs, you simply trade in your Ethospace frames at full value.

No one else in the industry makes a promise like that. But no one else in the industry makes a product like this.

Ethospace is nice. People like it for that. Ethospace is lovely. People love it for that. But the real beauty of Ethospace is what it lets you do and what it lets us do for you. People specify it for that. **To learn more, call 1-800-851-1196.**

Circle 16 on reader service card

© 1987 ®, herman miller, and Ethospace Interiors are registered trademarks of Herman Miller, Inc., Zeeland, Michigan 49464.

herman miller

High attendance is forecast

(Continued from p. 23)

ning better meetings means identifying and accomplishing objectives. Communications expert Hugh C. Rennie outlines the tools to transform meetings into positive forces that produce results.

- **"Perfecting Your Personal Financial Plan in an Era of Reform"**—Tax and financial consultant Stephen Blaising introduces banking techniques that can save thousands of dollars and enhance control of financial destiny.

Toronto site ideal

ASID's forecast for high attendance is largely due to the desirability of Toronto. The current economic climate and currency exchange rate favors the U.S. dollar. Conference attendees will stay at the Royal York Hotel, while the Metro Toronto Convention Center will house the International Exposition of Designer Sources and serve as the hub of most workshop activities. The Royal Ontario Museum and Harbourfront are landmarks which have been selected for special events and tours. Roy Thomson Hall will be the site of the ASID Awards Celebration.

Conference delegates will engage in a full day of on-site study tours of historically significant interiors and visit commercial and residential design projects. ASID reports that 120 exhibits have been confirmed, advance sales for which are ahead of previous years. Displays meet designers' specification needs by demonstrating trends in lighting, wallcoverings, office systems, bath and kitchen products, and furnishings.

The Metro Toronto Convention Centre features 200,000 sq.-ft. of column-free space, making it an innovative multi-use exhibit hall. For registration information, contact: ASID Conference, c/o Congress Canada, 111 Richmond Street West, Suite 808, Toronto, Ontario, Canada M5H 2G4; phone (416) 860-1772.

'Success and Failure' Aspen conf. theme

Aspen, Col.—"Success and Failure" will provide the theme for the International Design Conference to be held in Aspen, Col., June 14-19. It will be chaired by author and filmmaker Michael Crichton, assisted by a steering committee of IDCA Board Members; graphic designer and filmmaker Saul Bass; psychologist and author Richard Farson; and IDCA president emeritus, Jack Roberts.

An interdisciplinary design forum, IDCA is attended by design professionals as well as those who provide the context for design. For more information on the Aspen conference, Contact: Deborah Murphy, IDCA, P.O. Box 664, Aspen, CO 81612; 303/925-2257.

IFMA, British AFM form alliance recognizing similar ojectives

Houston—A professional alliance was announced between the International Facility Management Association (IFMA) and the British Association of Facility Managers (AFM), at the recent annual conference of IFMA held here.

The affiliation recognizes that the two associations have similar aims and objectives within the facility management field and fosters mutual support and professional acknowledgment. The AFM has been organized for one year and began formally accepting members last April. Membership is near 125 with several hundred more applications being processed.

AFM plans to hold its first seminar late this year and its first conference and trade show within three years. The organization would like to have a college program in facility management placed in a British university within five years.

A letter of understanding sets forth the primary goals of the IFMA and AFM alliance which are: to provide international dialogue and networking between professional members; to develop and maintain high standards of professional conduct; to support the field of facility management with information and education; to further understanding of facility management and its role in organizations; and to represent facility management to organizations and management.

Benefits of the alliance to both groups will include member discounts on seminars, conferences, and publications; the opportunity to submit or present seminar topics at annual conferences or seminars sponsored by each association; and the use of job placement services.

Founded in 1980, IFMA promotes the professional practice of facility management through eduation, research, information, and local, regional, and national activities. For further information contact: IFMA, Summit Tower, Suite 1410, 11 Greenway Plaza, Houston, TX 77046; 713/623-IFMA.

designed for laughter®

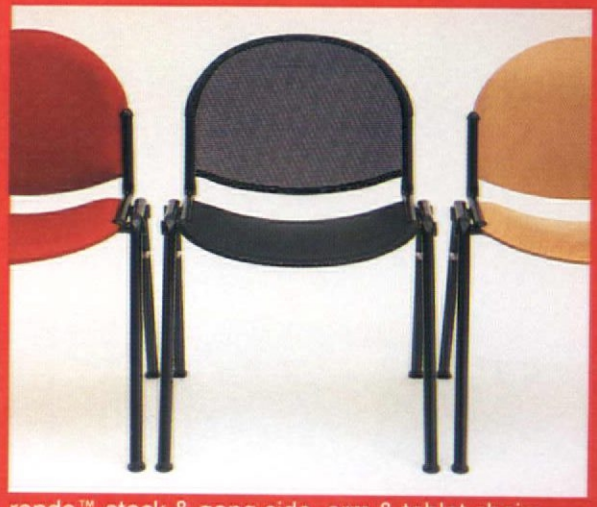
by Michael Saphier

FOR CONTRACT MAGAZINE

"For your new offices, vice presidents will choose one scheme from row A, sales managers from rows B, department heads from C..."

50 new chairs from Fixtures!

delos™ office, conference, visitor & lounge chairs



rondo™ stack & gang side, arm & tablet chairs

bravo™ thermoplastic stack chairs

clack™ thermoplastic folding chairs

signa™ ergonomic office seating

rhombus™ stack-gang chairs

FIXTURES FURNITURE®

1642 Crystal, P.O. Box 6346, Kansas City, MO 64126-2825 • Telephone: 800/821-3500 • 816/241-4500
Telex: 434218 Fixtures KSC, Telefax: 816/241-4027
Showrooms: Atlanta, Chicago, Dallas, Houston, Kansas City, Los Angeles, New York, Philadelphia, St. Louis

Circle 17 on reader service card

Sensor works for everybody

There is a new generation of seating for the office of today. Sensor—the chair that accommodates every job and supports everybody's work.

Sensor fits the way people move. It senses body movement and responds, adjusting to every move. It provides continuous comfort and support.

Sensor also has the lowest cost of ownership of any high-performance chair.

Sensor. It's an evolution in comfort for everybody in the office.

For more information, contact your Steelcase representative or regional office. Or, dial toll-free 1-800-447-4700. Steelcase Inc., Grand Rapids, MI 49501.

Circle 18 on reader service card

s e n s o r

Steelcase

The Office Environment Company

Monticciolo, J. Max Bond Jr. receive 1987 AIA service awards

Washington, D.C.—Having championed design creativity and the expansion of the architect's stature and influence in government, New York architect Joseph Monticciolo, FAIA, has been selected to receive the American Institute of Architects' (AIA) highest service recognition for 1987, the Edward C. Kemper Award. Another New York architect, J. Max Bond Jr., dean of City College and past member of the New York City Planning Commission, is the 1987 recipient of the AIA's Whitney M. Young Jr. Citation.

Monticciolo was chosen by the AID Board of Directors in recognition of both his service to the profession and the Institute. He has worked as an architect in government for 25 years and now serves as regional administrator of the Department of Housing and Urban Development's (HUD) Region II (N.Y., N.J., Puerto Rico, and the Virgin Islands). He served in elected and appointed offices for the AIA for 15 years, as a member of the AIA Board of Directors, director of the N.Y. State Association of Architects, president of the Long Island Chapter AIA, and chairman of the AIA Convention Committee in 1985.

As the first architect selected to direct a HUD Area Office, Monticciolo had a major impact on the quality of low-income housing and the role of architects in public housing development.

He was responsible for instituting several changes to HUD's Turnkey Low-Income Housing Program. His office was the first in the country to permit local housing authorities to employ consulting architects to assist in evaluating and selecting the best design proposals at the start of the turnkey process. He also developed a system for turnkey proposal evaluations.

Social responsibility cited

Max Bond Jr. is receiving the Young Jr. citation, named in honor of the late civil rights leader and head of the Urban League, "in recognition of a significant contribution to social responsibility."

A founding partner of Bond Ryder James Architects P.C., Bond is active in practice today, simultaneously serving as dean of City College's School of Architecture and Environmental Studies. He was professor of architecture at Columbia University for 16 years and chairman of the division of architecture at Columbia's Graduate School of Architecture and Planning.

Through his service in the public sector Bond has had an impact on urban development. He was executive director of ARCH, Architects Renewal Committee in Harlem, leading the campaign for urban revival and responsible low-cost housing in Harlem from 1967-1969. For the past six years, he has served on the New York City Planning Commission and was the only member architect.

Both the Kemper Award, named in honor of the late executive director of the AIA, and the Young Jr. Citation will be presented at the 1987 AIA National Convention in Orlando, Fla. June 19-22.

London Interior Designers Centre offers showrooms in 16,000 sq. ft.

London, England—The London Interior Designers Centre (LIDC) is the first resource center to be created in Europe for the exclusive use of interior designers and decorators, architects, hotel, and other contract specifiers, who may be accompanied by clients.

Located in Battersea, the LIDC occupies 16,000-sq.-ft. with two showrooms linked by a double staircase. Showrooms display merchandise from more than 40 companies. The showrooms of furniture, fabrics, and related product collections marketed in the U.K. exclusively by Hammond Wholesale or Pallu & Lake—of the Charles Hammond Group—are complemented by carpets and rugs, architectural glass, leather upholstered seating and garden furniture, and objets d'art.

More than 3,000 different furnishing fabric designs hang in pavilions in the first floor showroom, where collections of wallcoverings are on view.

Showroom interiors were created by Bill Bennette, who was a junior member of the Charles Hammond design team in the late 1960s. He also became a member of the American Society of Interior Designers in 1978, one of the first non-Americans to receive the honor.

All information requests about the design centre should be forwarded to: Judith Turner, head of communications, Charles Hammond Ltd., 2a Battersea Park Road, London SW8 5BJ England; or Charles Hammond Ltd. Showroom and Registered Office, 165 Sloane St., London SW1X 9QE England, for more details on the site.

Design event benefits AIDS

Miami—The Interior Designers Guild of South Florida and the Florida Chapter of the National Home Fashions League are teaming efforts for an event in which net proceeds will go to refurbish the outpatient area at the AIDS Research Clinic at the University of Miami School of Medicine, for the Health Crisis Network. The Omni International Hotel in Miami will host the event on April 18.

Design scholarships will also be awarded with winners having the honor of designing the furnishings in the outpatient area at the AIDS Clinic. Besides the presentation of the ninth annual "Designers of the Year" Awards, the home furnishings industry will be encouraged to create flamboyant, fantasy costumes, using name fashion designers for a fashion event.

Designers are entering projects for awards in the categories of Residential Limited, Residential Unlimited, Commercial/Contract Unlimited, Commercial/Contract Limited, Special Area Award, Hospitality Unlimited, Hospitality Limited and Models.

During the evening, the design groups are also honoring South Florida TV media representatives who have educated and enlightened their viewing audiences about AIDS. Tickets for the event are $100, and more information is available from: Bob Rubinstein Interiors, 3801 No. Miami Ave., Miami, Fla. 33137 305/576-0127.

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

Scandinavian Simplicity.
Wood-With-Steel™ From Highsmith™.

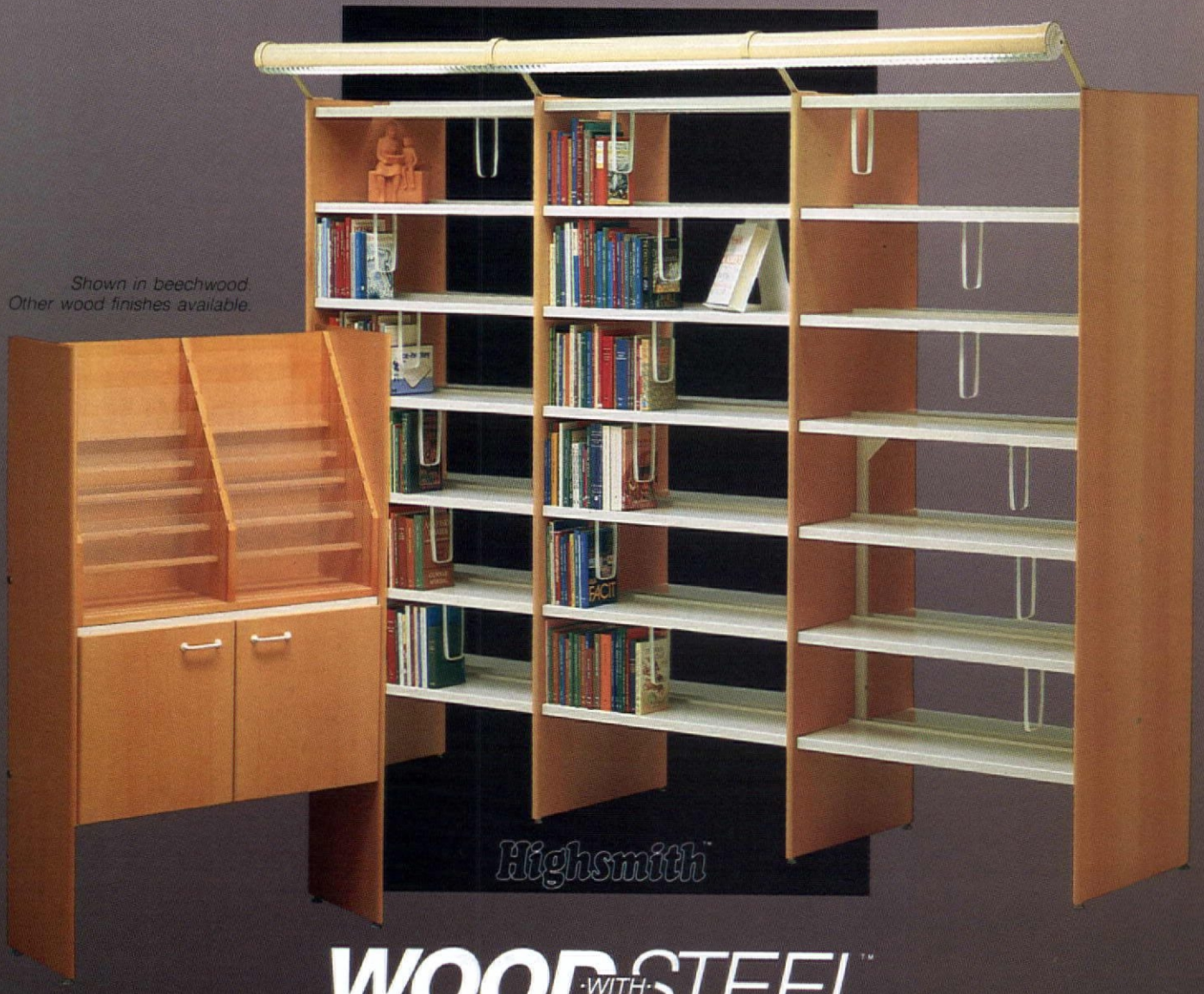
The elegance of wood and the strength of steel—an exciting, new choice in library furniture. Wood-with-Steel is a modular system of solid Scandinavian design and craftsmanship.

Handsome, Versatile Shelving. Choose starter or add-on units in either single or double-faced shelving in a full range of heights. Each shelving bay is constructed of sturdy wood uprights bolted securely to the rigid steel frame. Adjustable steel shelves are finished in tough epoxy paint.

Coordinated Display Units. Wood-with-Steel also offers coordinated storage and display units. The entire collection is appropriate not only for libraries, but for general offices and institutions as well.

Functional Lighting Options. Optional shelving lights in a variety of designer colors provide shadowless, diffused lighting that spreads evenly over the shelves.

Plan on the strength and grace of Wood-with-Steel to meet your needs—simply and beautifully.



Shown in beechwood. Other wood finishes available.

WOOD·WITH·STEEL™

An exclusive line of Scandinavian library furniture

Circle 19 on reader service card

Call or write for a complete Wood-with-Steel catalog: Toll-free 1-800-558-2110, ask for Darrell Van Orsdel.
The Highsmith Co., Inc., Dealer Products Division, Dept. C, W5527 Hwy. 106, P.O. Box 800, Ft. Atkinson, WI 53538-0800

UCLA offers architectural classes to public

Los Angeles–The UCLA Extension Division of Architecture will offer a wide variety of classes during the spring quarter, starting March 30. Three courses of special interest will cover topics such as architectural design in several international cities, historic preservation, and architectural photography.

"Great Cities of the World," a six-session class starting April 9, will feature illustrated, armchair travel lectures on the architectural history and design of San Francisco, Paris, Budapest, Madrid, Peking, and Jerusalem. The class will be taught by John Bragin and costs $135.

"An Introduction to Historic Preservation," will be offered on Saturdays starting April 11. Featuring field trips to downtown Los Angeles, Angeleno Heights, El Pueblo, film studios, and Chinatown, this class will be taught by historian Roger Hatheway and costs $175 per person.

"More of the World of Julius Shulman," will meet on Saturdays, beginning April 18. Photography field trips and comprehensive critiques of student work by instructor Shulman will be offered. A fee of $150 is required. For more information, call UCLA Extension at 213/825-9061.

ASID donates services to PPLA

Los Angeles–Planned Parenthood/Los Angeles (PPLA), the beneficiary of ASID's 1986 Community Service Project, celebrated the completion of its newly remodeled administrative headquarters recently. A volunteer team of seven ASID members donated their services and transformed the 50-year old, two-story, 10,000-sq.-ft. structure into an art deco building for the '90s.

"These dedicated volunteers have provided us with a facility that enables us to serve the community in an atmosphere of both warmth and efficiency," commented PPLA Executive Director, Dr. J. Hugh Anwyl. "Only the generosity and commitment to public service by ASID could have brought about this transformation of our administrative headquarters in Los Angeles."

Members of ASID who donated their time to the PPLA project gather at opening celebration. They include (l to r): Albert Carey, ASID; Fernando Diaz, ASID; Douglas Hiatt, ASID; Dr. Hugh Anwyl, PPLA; Ruth Liberman, PPLA; Senator Diane Watson; Jerry Alsobrook, ASID; Susan Gardner, ASID; Charles Fabish, ASID; and William McWhorter, ASID.

a new kind for mankind...

POWERISE™

ONE OF A KIND CONTROL SYSTEM FOR OFFICE AND TASK SEATING.

Consumer demand for the 80's has necessitated maximum adjustability of work stations and task seating. Developed specifically to meet ergonometric demands, Powerise offers maximum functional reliability.

Compare these features to your current designs:

- Structural support independent of the pneumatic column.
- Controlled sink rates for maximum adjustability.
- Maximum stroke/extended length ratio.
- Redundant sealing available.
- Rapid one step assembly to allow the lowest manufacturing costs.
- Reduced system costs.

For the professional designer who wants design versatility, Powerise enables freedom to create within the requirement of pneumatic adjustment. Call or write for a complete color brochure on this one of a kind chair control system.

GAS SPRING COMPANY
92 County Line Road
Colmar, Pennsylvania 18915
Tel.: Colmar: 215/822-1982 ■ Chicago: 312/439-7910 ■ Los Angeles: 213/929-1879
Division of Fichtel & Sachs Industries, Inc

BAIL OUT!

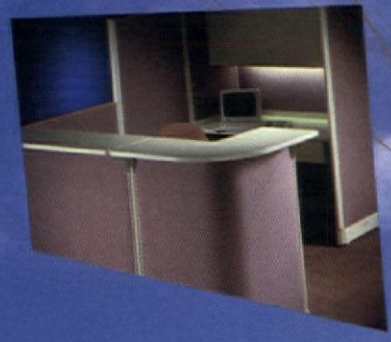
... OF YOUR DELIVERY PROBLEMS WITH PRECISION'S SYSTEM 9 QUICK-SHIP PROGRAM !

10 DAYS PRONTO! means guaranteed shipment within 10 working days of System 9 acoustic panels and hang-on components.

- very low cost installation and reconfiguration.
- a screwdriver is the only tool required.
- incredible flexibility as all components are field reversible.
- substantial reduction of spare parts inventory.
- unique-in-the-industry unlimited time warranty.
- for all the facts on System 9 and our 10 DAYS PRONTO! quick-ship program, simply dial (toll free) 1-800-447-4700

PRECISION MFG INC
Merchandise Mart
Suite 10-118
Chicago IL 60654
(312) 644-0482

Circle 22 on reader service card



IO DAYS PRONTO!

INFORMATION, 1-800-447-4700

PRECISION

Allsteel moves SITE sculpture to Illinois HQ

Aurora, Ill.–Allsteel Inc. has moved the 20- by 20-ft. centerpiece sculpture from the International Design Center New York (IDCNY) to the lobby of its corporate headquarters in Aurora, Ill. The sculpture was created by SITE Projects, New York, for Designer's Saturday last October.

The centerpiece is an archeological environment of old Allsteel furnishings buried in sand. The company's newest lateral file system and award-winning Buhk 100 chair sit on top. Allsteel created the sculpture to mark its 75-year history of quality products.

The sculpture contains furnishings collected from local Aurora businesses, some of which date back to 1912. SITE Projects has also been contracted to design Allsteel's permanent showroom in IDCNY, which is expected to open in summer 1987.

"Allsteel Archeology," a centerpiece sculpture created by SITE Projects, has been moved from the company's IDCNY space to its corporate headquarters in Aurora, Ill.

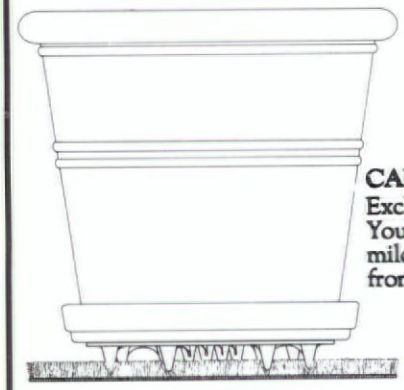
Equitable Tower, N.Y. Library, Conservancy honored by BOMA/NY

New York–The Equitable Tower, New York Public Library, and New York Landmarks Conservancy have been named winners of the Building Owners' and Managers' Association (BOMA) of Greater New York, Inc.'s 1986 "Awards for Excellence." These buildings were recognized in the categories of new construction, modernization/restoration, and civic betterment, respectively at a luncheon attended by 400 members of the New York business community.

Equitable Tower, a development of The Equitable Life Assurance Society of the U.S., is a 54-story limestone, granite, and glass three-tiered office tower crowned by 52-ft. high arch windows. Located on Seventh Avenue between 51st and 52nd Streets in Manhattan, it was designed by the architectural firm of Edward Larrabee Barnes and Associates.

The New York Public Library restoration was a multi-million dollar project done by architects Davis, Brody & Associates; Giorgio Cavaglieri Architects; and general contractor Integral Construction Corp. The New York Landmarks Conservancy won the Civic Betterment award for its dedication to furthering the preservation and re-use of architecturally and historically significant structures throughout New York.

International Terra Cotta, Inc.



CAR-PRO™ Floor/Carpet Protectors
Exclusively, from **International Terra Cotta, Inc.** Your ultimate assurance of protection from moisture, mildew and other kinds of damage to floorcoverings from indoor plants.

TERRA COTTA
Our showrooms feature the largest inventory of European terra cotta available in the United States. Our selection of over 25,000 pieces, in a wide variety of sizes and architectural and decorative styles, assures the architect or specifier of finding what is required for virtually any project.

690 N. Robertson Blvd.
Los Angeles, CA 90069-5088
(213) 657-3752/(213) 657-1051
Fax #: 1-213-659-0865
Call Toll-Free: (800) 331-5329
(Outside of California and Alaska)
Inside California and Alaska,
Please Call Collect

•

Atlanta Decorative Art Center/320
351 Peachtree Hills Ave., NE
Atlanta, GA 30305-4572
(404) 261-4061
Fax #: 1-404-237-2023

•

Turtle Creek Business Center/109
1931 Market Center Blvd.
Dallas, TX 75207-3316
(214) 744-1269
Fax #: 1-214-749-1090

For color catalog send $5.00, to be applied to first order over $50.00.

Circle 23 on reader service card

EXECUTIVE FURNITURE, INC. USES PERFORMANCE ENGINEERED DRAWER SLIDES BY WATERLOO.

The combination is logical. Executive Furniture, Inc. manufactures wood office furniture. Furniture with file drawers, work shelves, pencil drawers and hinged cabinet doors. Furniture that's functional.

And, this function is enhanced by the finest performance engineered drawer slides by Waterloo Metal International, Inc. Durable drawer slides that offer smooth and effortless operation.

You want high quality, functional wood office furniture. Insist on Executive Furniture with Waterloo slides.

EF EXECUTIVE FURNITURE

WMI Waterloo Metal International, Inc.

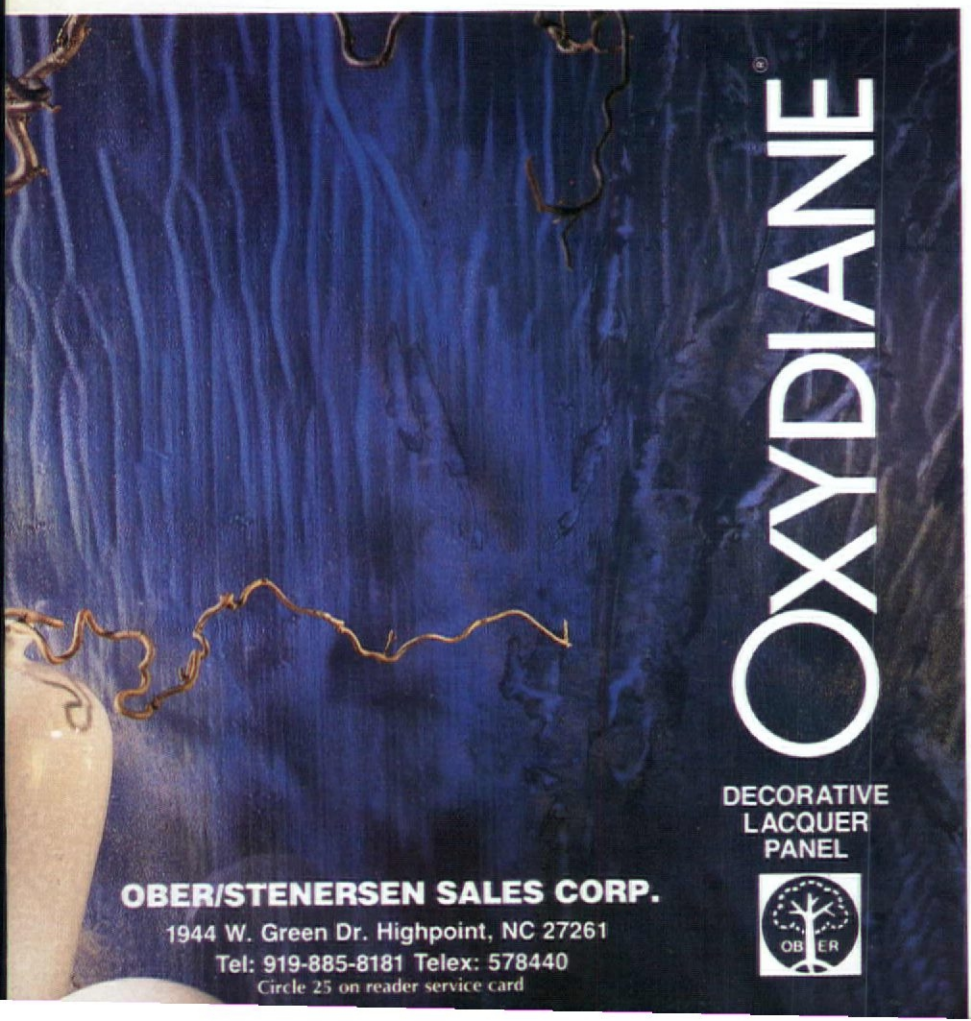
Desk Shown Model #N2510

Executive Furniture, Inc. P.O. Box 167, Huntingburg, IN 47542-0167 (812) 683-3334
Waterloo Metal International, Inc., 501 Manitou Drive, Kitchener, Ontario, Canada N2C 1L2 (519) 893-7440

Circle 24 on reader service card

New assignments: Pfeiffer & Miro land 8 retail projects

Pfeiffer & Miro Associates, a New York City design firm, has been commissioned for eight retail design projects in 1987. The firm is doing interiors for Hahne's 220,000-sq.-ft. Paramus, N.J. and 200,000-sq.-ft. Bridgewater, N.J. stores; a 190,000-sq.-ft. combined renovation for two Higbee's stores in Cleveland, Ohio; redesign of Kleinhans' 10,000-sq.-ft. store in Buffalo, N.Y.; 15,500-sq.-ft. expansion of Yale Genton, West Springfield, Mass.; and new interiors for a 122,000-sq.-ft. and 230,000-sq.-ft. Kaufmann's store at South Hills and Beaver Valley, Penn., respectively. . .**ISD's** Houston office has been retained to provide interior architectural services for Riddle & Brown's 100,000-sq.-ft. law offices in Dallas, Tex.. . .**Environetics International** has been selected by the First Intestate Bancorp of California, Los Angeles, to study its space needs for the next five years. . .**Gensler and Associates/Architects** are designing new interiors for Capitol Bank's new 60,000-sq.-ft. headquarters building in Miami, Fla.. . .**Neville Lewis,** Dallas, has been retained by Figari & Davenport to furnish complete programming, interior, architectural, and construction administrative services for the law firm's new 15,000-sq.-ft. offices in the InterFirst Plaza, Dallas. . .**UDA Architects,** Pittsburgh, Penn., has been appointed to restore the Court Room of Judge George Ross in Pittsburgh's historic Allegheny County Courthouse, circa 1888. . . Wang Laboratories' 85,000-sq.-ft. Western Regional Headquarters, Los Angeles, has been completed by **Stewart/Romberger & Associates**. . . **Oliver Design Group's** Pittsburgh, Penn. office has been awarded a full service design contract for 9,000 sq. ft. of office space for AIMCOR in Park Ridge Two near Pittsburgh. . .**The Samis Company**, Irvine, Calif., has purchased a 37-acre land parcel in Carlsbad to develop a commercial business park. . .**The Nichols Partnership** will design nearly 300,000-sq.-ft. of space in the first phase of a multi-million dollar Memphis International Airport Center. . . Laventhol & Horwath has retained the **Joyce/Snoweiss Design Group** to design its new 25,000-sq.-ft. office in Coral Gables, Fla.. . . **Dorin + Mijlin Associates**, Pittsburgh, has been awarded the contract for planning and designing two new stores for Mr. Good Buys Corporation of Philadelphia. . .**Cox/Croslin and Associates, Architecture and Planning** has been selected by the County Commissioners Court as architects for the new Children's Family Law Center for Travis County. . .**The HOK Sports Facilities Group,** in association with **KZF Architects and Engineers** of Cincinnati, Ohio, has been selected to design the Ervin J. Nutter Center, a new multi-purpose events center for Wright State University, Dayton, Ohio. . .**Crandall and Associates,** Scottsdale, Ariz., has been selected to renovate the public areas of the Ramada Inn Airport Hotel, Omaha, Neb.. . .**Widom Wein and Cohen** architects, Los Angeles, is designing the 139,000-sq.-ft. Gene Autry Western Heritage Museum in Los Angeles. . .F.D. Rich Construction Company has selected **Kaufman Black Lyons,** New Canaan, Conn., to design its 8,000-sq.-ft. expansion in Stamford. . . **Gluckman Designs,** Southfield, Mich., will design prototype stores for Great Expectations Hair Salons of New York City.



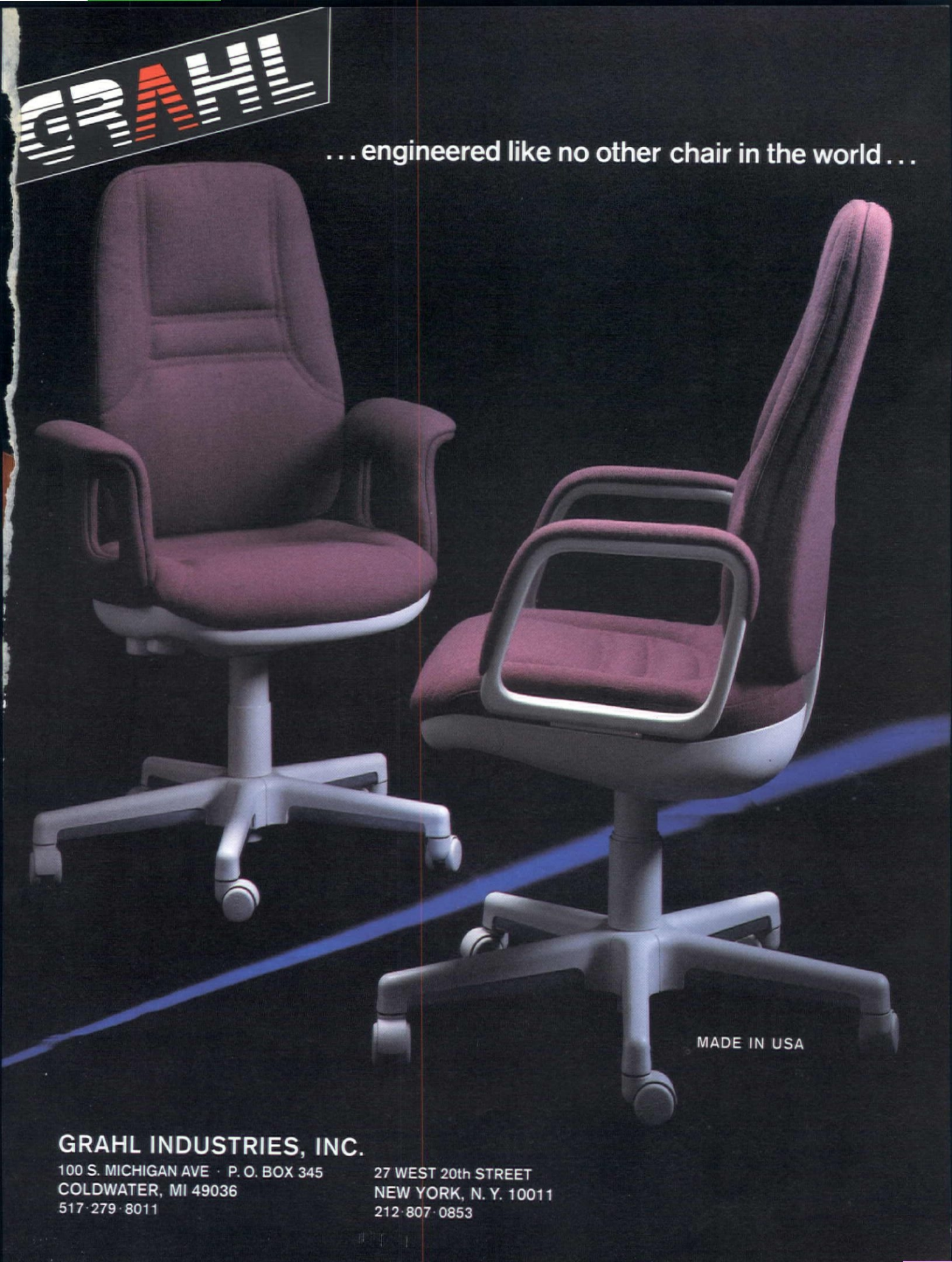
Western Mart buys Workspace

San Francisco–Workspace, the annual exhibition and conference for the office environment held in San Francisco, has been acquired by the Western Merchandise Mart from National Fairs, the show's former sponsor and owner.

The Workspace management team, headed by Charles Yourd, remains the same, as does the show's location and September 1-2, 1987 dates at Moscone Center, San Francisco. IBD Northern California Chapter also continues as co-sponsor of the show.

"We're extremely pleased about the Mart's sponsorship of Workspace," says Charles Yourd, adding that, "The benefits to the show will be considerable and immediate."

Circle 26 on reader service card for Grahl insert. →


GRAHL
. . . engineered like no other chair in the world . . .
MADE IN USA
GRAHL INDUSTRIES, INC.
100 S. MICHIGAN AVE · P. O. BOX 345
COLDWATER, MI 49036
517·279·8011
27 WEST 20th STREET
NEW YORK, N. Y. 10011
212·807·0853

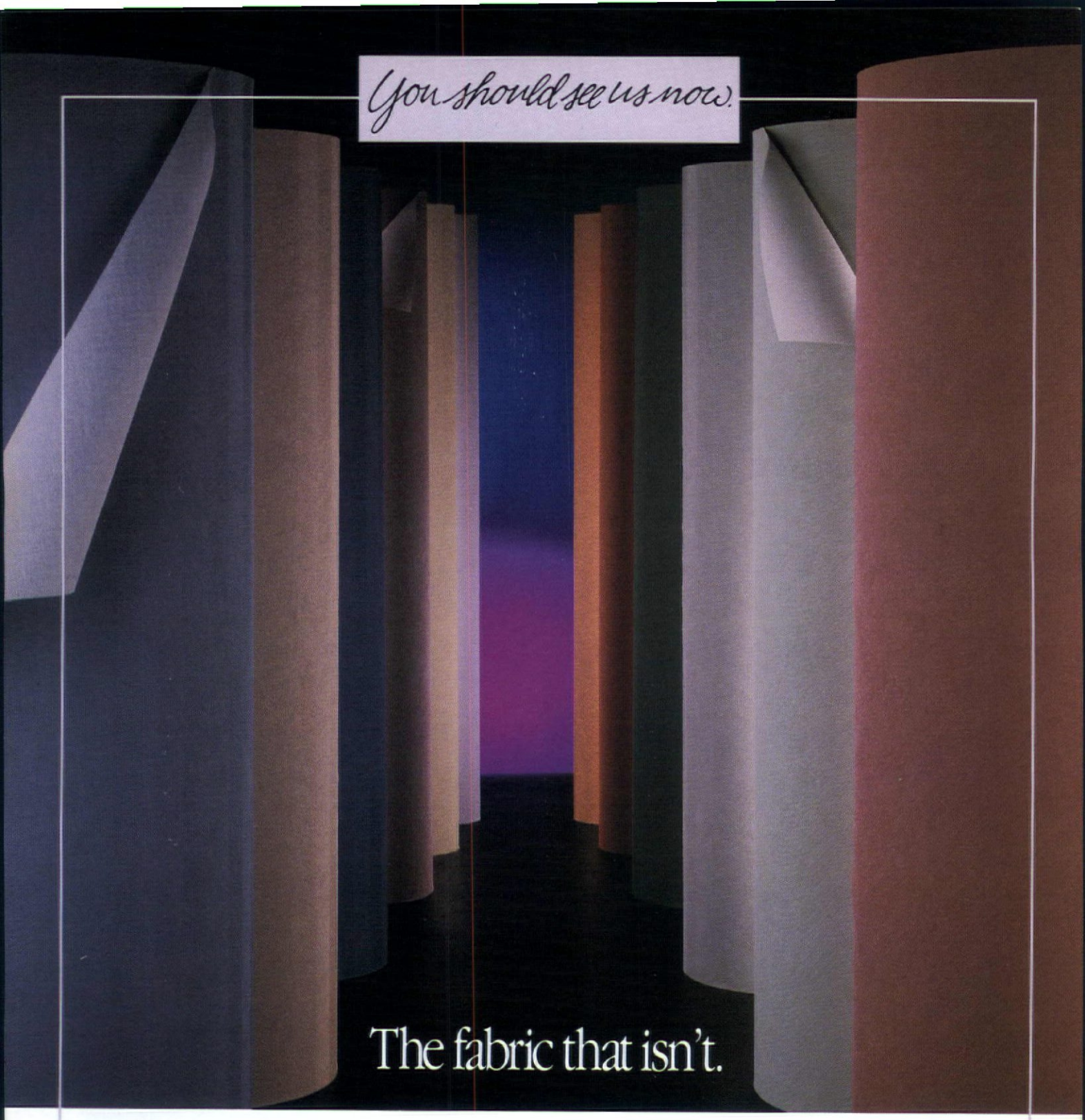
GRAHL

. . . engineered like no other chair in the world . . .

GRAHL INDUSTRIES, INC.
100 S. MICHIGAN AVE · P. O. BOX 345
COLDWATER, MI 49036
517·279·8011

SHOWROOMS IN:

NEW YORK	212·807·0853
BOSTON	617·542·3111
DALLAS	214·651·1556
LOS ANGELES	213·202·8484
DENVER	303·298·8018



Meet two new classic patterns. Rich, yet subtle. Vinyl wallcoverings with the elegant feel and look of fabric. From BFGoodrich.

Esperé with comforting 45° angles. Even as you step back, the texture is apparent, inviting. In 36 fresh colors.

Regiment has an exciting, herringbone feel. A dignified, woven look. Choose from 45 distinctive colors.

Both patterns contain the extra protection of Early Warning Effect™ formulation.

Now you can take the feel of fabric where it hasn't been before. To high traffic interiors, corridors and large wall areas.

Esperé and Regiment. Designed to give you a beautiful fabric look that will look beautiful for a long time. Ask your BFG sales rep for samples.

BFGoodrich

Circle 27 on reader service card

® BFGoodrich ©1986 BFGoodrich

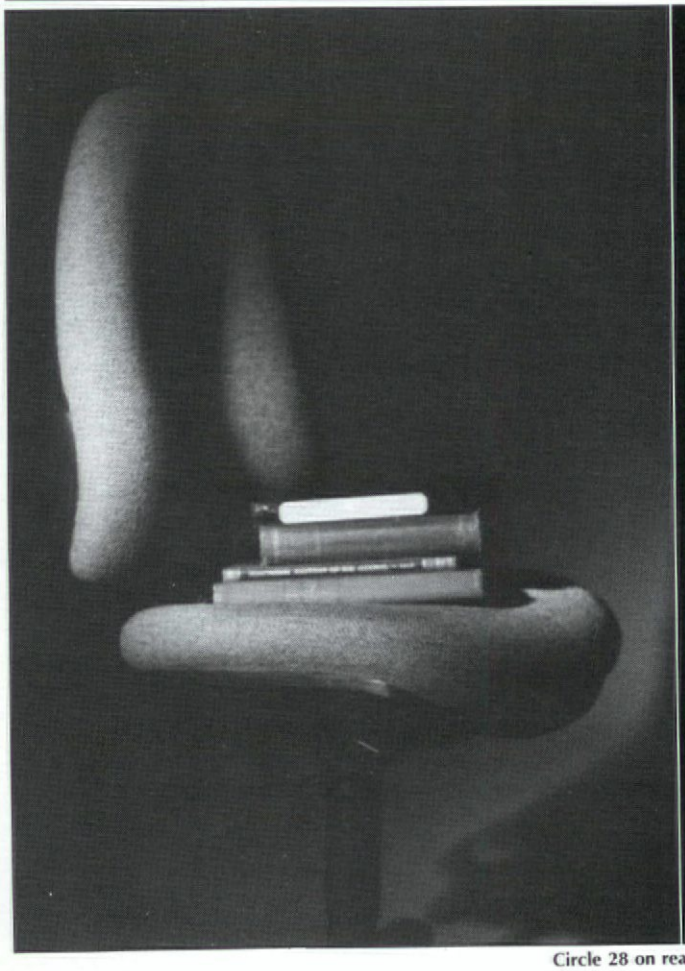
New showrooms: Steelcase opens at IDCNY

Steelcase, Inc. recently opened a new showroom at the International Design Center New York (IDCNY) in Long Island City. The 20,000-sq.-ft. space on the third floor of Center One was designed by Hillier Group Interiors, Princeton, N.J. In addition to the IDCNY showroom, the existing Steelcase showroom on the 24th floor of 245 Park Avenue will remain open, effectively doubling the company's office and showroom space in the New York area. The company's Stow & Davis showroom at 950 Third Avenue has been closed. . .Seven other companies have recently signed leases representing almost 36,000-sq.-ft. of space with IDCNY. **Falcon Products, Galatea International Ltd., Kelda International,** and **Waterford Crystal** have signed for space in Center One. New Center Two tenants include **Iris De Mauro Inc., Desience Corporation,** and **Reff Corporation**. . .**Panel Concepts,** Santa Ana, Calif. has opened a new 4,200-sq.-ft. showroom at 3100 Harbor Boulevard, Suite 130 near its headquarters. . .**Baker, Knapp & Tubbs** has opened a 12,000-sq.-ft. showroom in Suite 227 of the Design Center South, Laguna Niguel, Calif. . .A 10,000-sq.-ft. showroom in Hong Kong has been opened by **Shelby Williams. . .The HON Company** recently opened an East Coast showroom in the Washington Design Center, Washington, D.C. . . .**Holly Hunt** is opening a 6,000-sq.-ft. showroom in the International Market Square, Minneapolis, Minn., in March. . .**Jerry Pair** has signed a lease for 15,000 sq. ft. of showroom space in Phase II of the Design Center of the Americas, Dania, Fla.

Shown at the opening of Steelcase's IDCNY showroom (l to r) are Robert and Barbara Hillier; John Munroe, Steelcase regional manager; Bob Pew, CEO, Steelcase; and Jay Jacoby, Hillier Group.

Expansions: Wilson & Assoc. opens London office

Wilson & Associates, a Dallas-based design firm specializing in the hospitality industry, has announced plans to open an office in London, England within the first quarter of 1987. By opening a London office, the firm hopes to broaden its client base to include European developers, as well as accommodate U.S. clients with European development plans. . .**Cano Corp.** has completed its new 65,000-sq.-ft. headquarters in Fitchburg, Mass.



WE'VE DONE OUR HOMEWORK

We've approached seating from the user's viewpoint rather than following the established myths of office chairs.

Wyandot introduces Anmorphy—a line of chairs that responds to the user's movements or can be fixed in the broadest range of positions available. The seat cushion has a tilt range of −8° to +18° and back rest range of 16°.

Of course, it also incorporates our unique patented AMP cushion which redistributes body pressures thereby eliminating the discomforts of sitting.

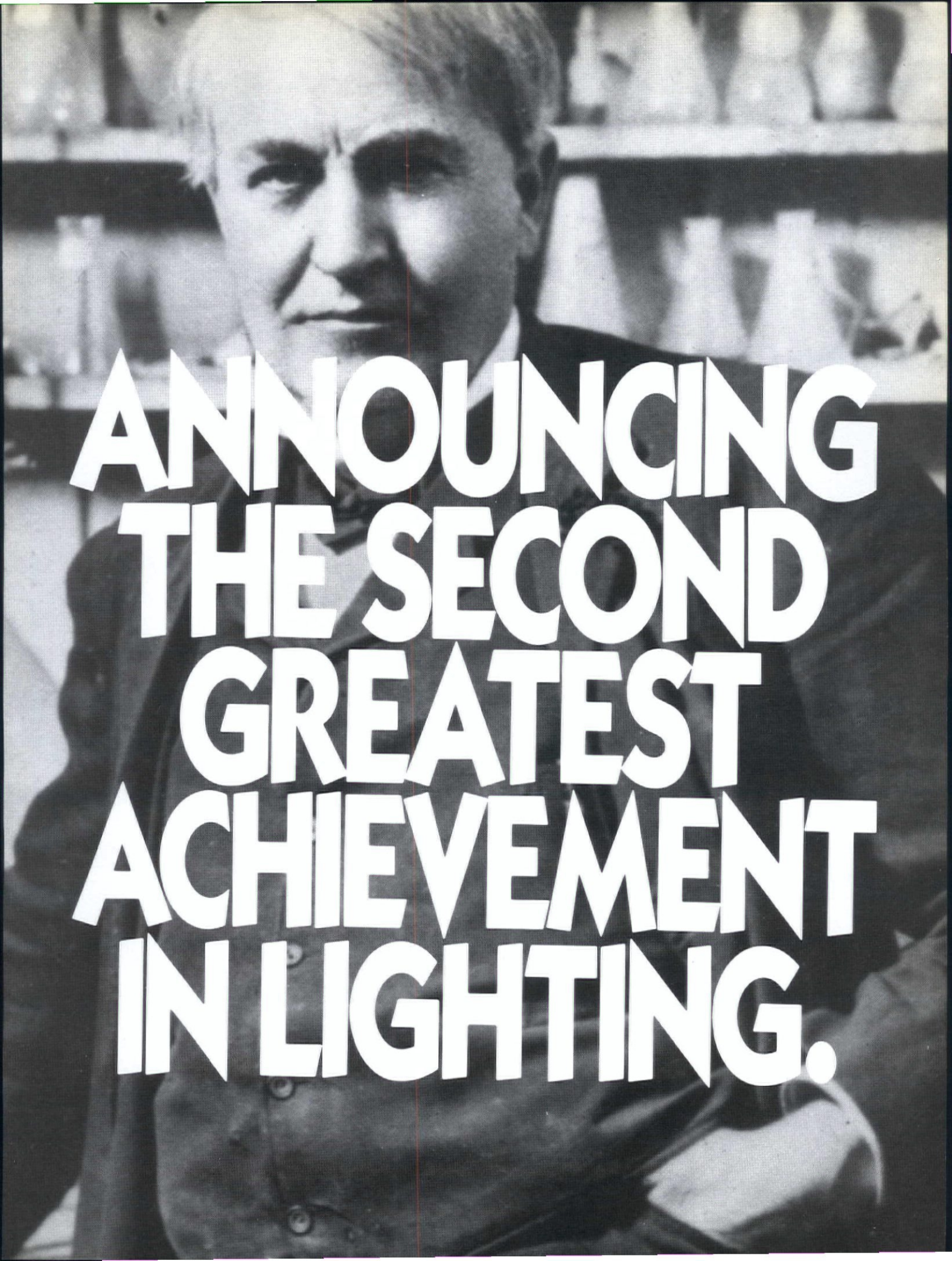
To prove we've done our homework, we will share it with you in an 18 minute VHS video cassette, free to qualified individuals.

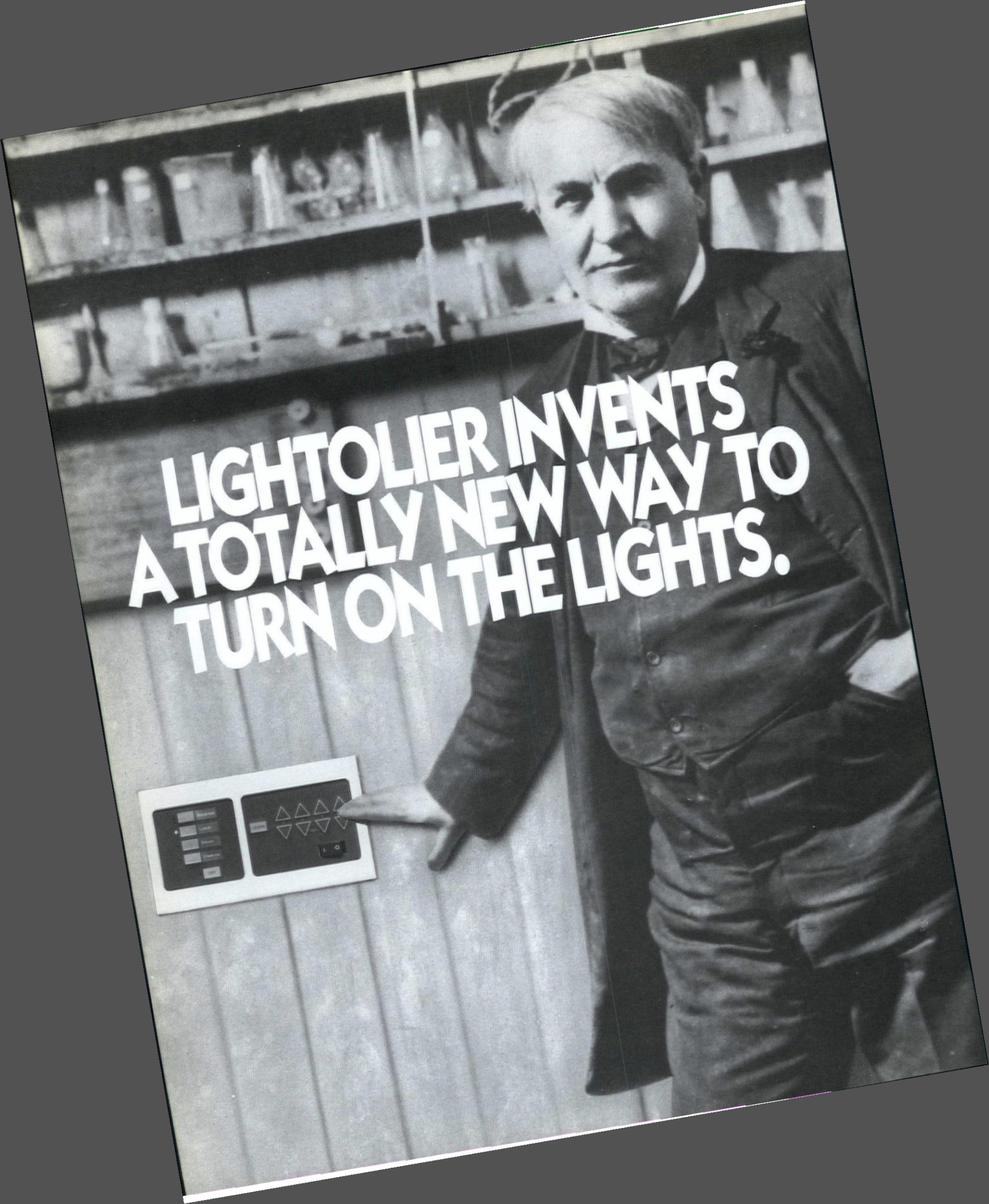
The cassette describes in depth the anatomical and physiological disfunctions of man in the seated attitude.

WYANDOT, THE SEAT OF PRODUCTIVITY

Wyandot Seating Div.
P.O. Box 969, Bucyrus, Ohio 44820
(419) 562-1000

Circle 28 on reader service card


ANNOUNCING
THE SECOND
GREATEST
ACHIEVEMENT
IN LIGHTING.


LIGHTOLIER INVENTS
A TOTALLY NEW WAY TO
TURN ON THE LIGHTS.

There hasn't been a more welcome innovation since Spencer Tracy invented the lightbulb.

Because one lightbulb led to another. Then came wall switches. Then dimmers. Then row upon row of switches and dimmers.

Introducing the Scenist. The compact new electronic control panel from Lightolier that makes a whole bank of dimmers and switches a thing of the past.

Scenist is a totally new way to turn on the lights.

Its microprocessor memorizes four lighting scenes you can pre-set yourself, then lets you recreate them at the touch of a single button.

So now you can do all the tricks of a Ballroom in the Boardroom. Not to mention the Dining room, the Showroom, and yes, even the Bedroom.

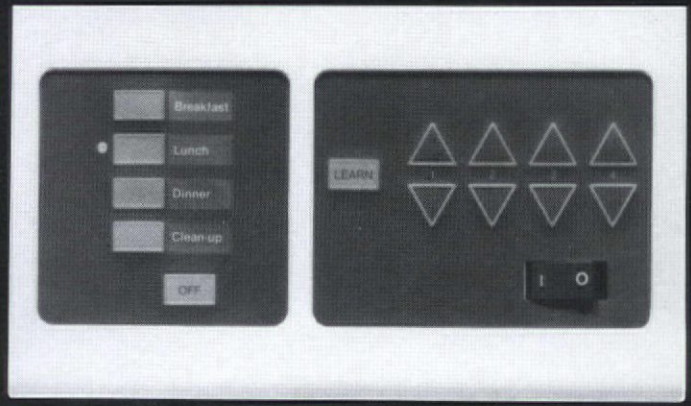
Scenist fits completely in any standard four gang wall box. It's entirely pre-wired so you can install it easily into existing installations as far back as Edison's.

Now you can give all your customers a sophisticated lighting system at an easily and surprisingly affordable price.

In fact, we at Lightolier challenge you to describe an installation too small for the Scenist. Just call 1-800-541-LITE for a no-obligation consultation.

For bright ideas, we think you have to go back a long way to match this one.

And bright ideas are our business.



LIGHTOLIER®

We make you look good.

Circle 85 on reader service card

girsberger

quick ship

The Fastest Way To Get You Sitting Down On The Job. Comfortably.

Girsberger's Quick Ship program offers your office furniture customers a total of over *600 different customized choices.* And your order is shipped within just 10 working days!

Choose from three stylish chair designs—the *eurochair 5800, consens 1-ci 6600,* or the *consens 2-ci 6500.*

Then, mix and match with any of over fifty stunning fabrics, patterns and leathers. Bases, shells and optional arm rests come in your choice of grey or brown.

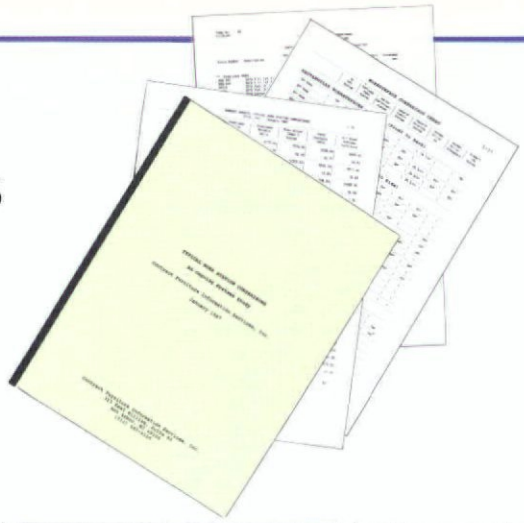
A choice of over 600 chairs. Shipped within 10 working days or less. That's quick. That's Girsberger.

GIRSBERGER INDUSTRIES, INC.
Office Seating
PO Box 1990
Smithfield, North Carolina 27577
(919) 934-0545

Chicago Showroom
Merchandise Mart
8th Floor, Suite 845
Chicago, Illinois 60654
(312) 822-0678

Circle 29 on reader service card

Workstation study details product features & price on 44 systems lines



An ongoing study of typical workstations, designed to provide a base line comparison of different systems, is being done by Contract Furniture Information Services, Inc., Ann Arbor, Mich. Price, product, and feature comparisons of the typical workstation are provided by the study, which is updated quarterly.

"Typical Workstation Comparisons," the name of the study, provides continuing comparison of the major panel systems available in the marketplace. Forty-four workstations in nine different configurations are studied, including all major systems from Allsteel to Xception's Xpand System.

In one of the more recent reports, price lists were those in effect as of October 1986. That report reflects pricing as well as product offering as listed in manufacturer price books. Price comparisons are contained on the Summary Sheets, which provide estimated landed dealer net prices of each system for each configuration.

Workstation guidelines

Guidelines used to compile the workstation information and complete the product listings include the following:

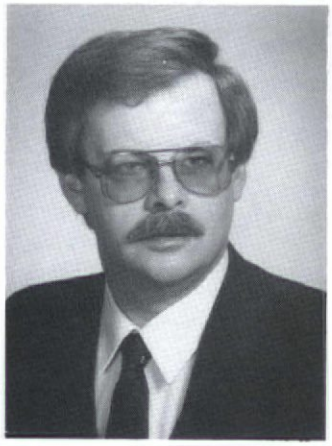
1. All panels are acoustical and nominally 62-in. high.
2. All components are panel hung/supported (with some exceptions).
3. Return—end support panels are not used unless there appears to be no other way to meet the basic requirements.
4. Base grade fabrics (non COM) are used throughout.
5. The most economical options (vinyl, laminate, edge treatments) are used where choices are given.
6. Optional fillers, covers, and trim not mentioned as necessary for structural integrity or required to complete the installation have not been included.
7. Dimensions of any given workstation may vary plus or minus 6-in., depending upon the available worksurface, overhead storage, and corner worksurface sizes available without mention in a list of exceptions.
8. Product listings were compiled and edited by the same group of people to maintain uniformity in application of the above guidelines.

Four publications result

"What is the best system?," asks John Proegler, director of Contract Furniture Information Services (CFIS). "The study deals with factors which lend themselves to objective evaluation. All of the systems in the study meet the functional requirements of the various configurations. They can do the job. However, esthetics, designer preferences, and many other factors are very subjective and cannot be compared."

"The study suggests that the most important factor to be considered in specification of a system is local service and support that will be received, including specifying, ordering, installation, and ongoing (long term) service for the life of the furniture."

Four publications are produced by CFIS in the systems comparison study. The largest or "Master" edition includes the systems study, but adds an additional 700 pages of product and price comparisons that include systems, seating, filing, and desks. A second is the "Senior" edition, which contains less detail. Another publication, "Systems Plus," studies seating. Subscribers can pick and choose among the publications according to their need, according to Proegler.



"The study deals with factors which lend themselves to objective evaluation. All of the systems...meet the functional requirements of the various configurations."—Proegler

He points out that over 13,000 items are included in the "Master" edition. "The studies are not comprehensive," Proegler says, ". . .they do not as yet include 'budget' furniture, but they are the most comprehensive on the market."

Proegler points out that two questions are often asked about the studies. One is "Why doesn't the study use list prices?" He answers: "Because of the range of normal trade discounts and freight policies, items with identical list prices may vary as much as 25 percent at estimated normal landed dealer net."

Measures apples to apples

The second question often asked is "What are functional equivalencies?" Proegler answers, "We take into account in the comparison of two panels what is normally provided by the manufacturer. . .trim, end caps, and so forth. To be functionally equivalent, one manufacturer may require additional pieces. Established comparability measures apples to apples. While there is no way to a really true measure, we come as close to it as we can get."

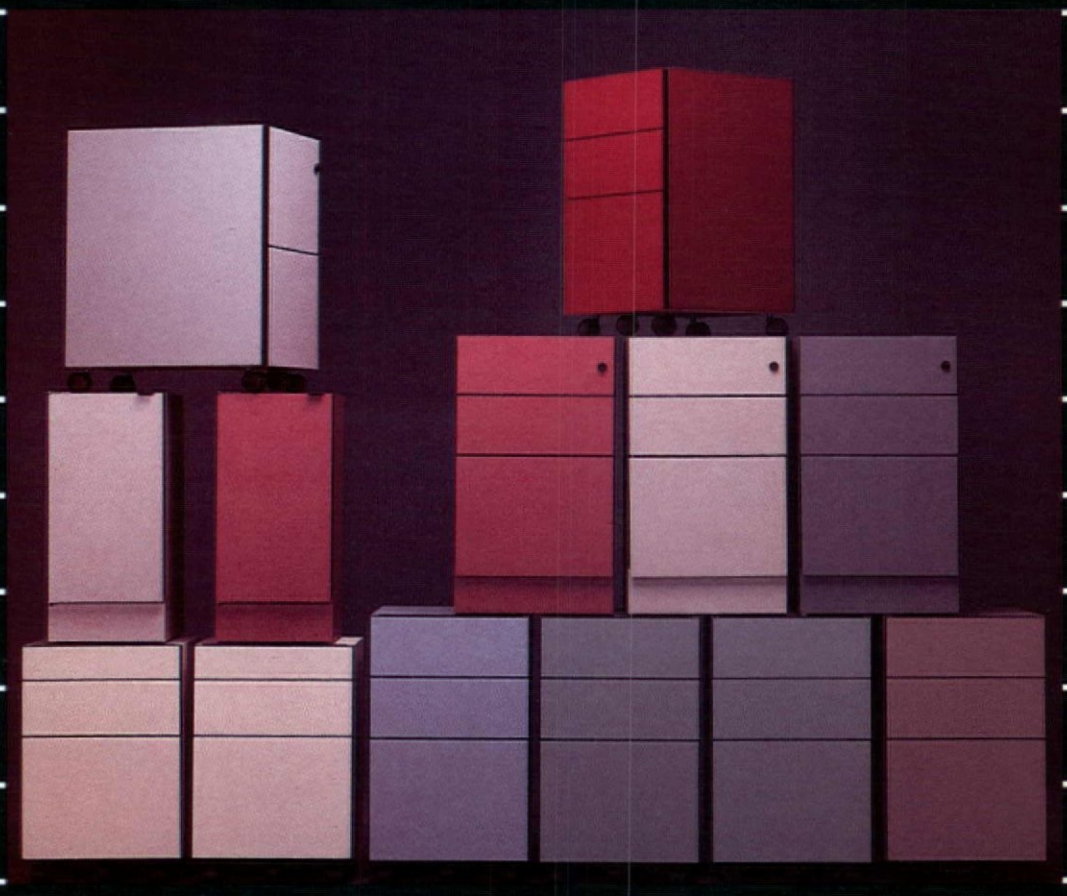
Finally, Proegler points out that each manufacturer in the study is given an opportunity to review data that goes into it, so that the study is as accurate as possible. Proegler also has done special editions for some manufacturers and currently is working to put systems data online with a computer software service that will soon be available to customers.

The Master Edition sells for $800 per year and is updated quarterly by CFIS. More information and details of the study are available by contacting John Proegler at Contract Furniture Information Services Inc., 323 East William, Suite 90, Ann Arbor, MI 48104; tel (313) 663-4100, or **Circle No. 371,** on the CONTRACT's Reader Service Card at the back of the book.—*L.C.*

OFFICESCAPES BY MODERN MODE.

ModernMode
(415) 568-6650
Stratus. Designed by
Norman Cherner.
Circle 30 on reader service card

STORAGE



LUI

DO SOMETHING DIFFERENT

Baltimore 1-800-638-4111 ©1986 LUI Seattle 1-800-325-9239

Circle 31 on reader service card

By Sara O. Marberry

Striking color difference between Europe & America

At first glance, fabrics and finishes displayed at the International Furniture Fair in Cologne, Germany, brought looks of consternation to the faces of several American design journalists attending the show in January. "These colors would not sell in the States," we said to ourselves. "They look dated," asserted one visitor. "Sixty-ish," sniffed another. "And where did those patterns come from?" we all wondered. It soon became obvious as we walked the halls of the KölnMesse, that there was a striking difference between American and European color preferences.

So what's the big deal? European patterns and colors have long been recognized as being slightly "off" from American tastes, especially in the home furnishings market to which this show was primarily directed. The big deal is that many European manufacturers wish to export their furnishings to the United States, but unless the fabrics are changed, their products will probably not sell in America. Despite the fact that many American designers take cues from European styling, the influences come more from fashion and culture than from furniture and fabric designs in the contract and home furnishings markets.

The operative word here is interpretation. Each designer must interpret what is best for his or her product and market, building upon good ideas and discarding bad ones. "Of course the European colors are slightly 'off'," says Sarina Mascheroni, an American product designer, colorist, and former fashion coordinator with Bloomingdale's in New York City. "You have to interpret what is best for your market," notes Mascheroni, who was on the European "show circuit" with husband John (also a product designer), and had been to Perspectives '87 in Paris, Heimtextil in Frankfurt, and finally the Furniture Fair in Cologne. At the "Biennale" in Paris, a high-end fabric show held every other year, she observed opulence in silks and damasks featuring metallic threads, and also some contemporary fabrics with a baroque feeling inspired by German artist Gustav Klimpt.

Fabric shown on this furniture from Kill, a West German company represented by Cy Mann in the U.S., represents typical European styling and color application requiring modification for the American market.

Artists' influence

She also stressed the influences of other artists of that period, among them Hoffmann and Mackintosh, upon contemporary furniture design and importance of the Vienna 1900 Arts & Crafts movement. "The Vienna movement will have a big effect upon interiors," she says, pointing out that it is already appearing in fashion. She also predicts the emergence of a "gilded tapestry look" influenced by the fashion industry's interest in Russian couture.

The most striking differences at the Cologne fair, however, were the abundance of large prints and jacquard weave patterns. These seemingly '60s remnants border on the psychedelic and echo some forms of primitive art. Florals and oversized shapes gave new definition to small-scale upholstered sofas and chairs. Memphis lingers on in Europe, with its hard edges, bizzare color combinations, and nouveau material mix. There is still an "avant garde" look to many of the furnishings, which in America, seems to have fallen by the wayside in favor of more classic designs. "It's like beating a dead horse," says Mascheroni of Europe's fascination with the Memphis movement.

Green was the most prominent color at the fair, ranging from dark forest shades to lighter tones of celadon and ice mint. Lots of dark blue and red tones were used in combination without much contrast, making colors seem heavy when shown in large patterns. There was no subtle blending of shades, as is popular in the U.S. The result is that color seems to call attention to itself and detracts from overall appeal of the furnishings. "European colors look very heavy-handed to me," agrees Mascheroni. "The colors, scale, and combinations are not quite right."

It sells in Europe

But, it sells in Europe. "Many of the fabrics shown here are made by American companies," says Ulla Rogalski, an interior designer and publicist for the Association of Woodindustry and Plastic Manufacturing in Baden-Wurttemberg, Germany. Maybe so, but these American companies must surely be tailoring their designs to the European market. "We won't show these products in that fabric," says Elyse Lacher, Cy Mann Designs, referring to an eclectic collection of sofas by Kill, a German manufacturer Cy Mann represents in the States. "They wouldn't sell. We show them in leather," she confides.

"The American market has a much more sophisticated eye when it comes to blending color," concludes Mascheroni referring to the difference between American and European interior color tastes. "We project an ambiance of color without screaming pink, yellow, or blue. Color must be harmonious within itself."

SOMA.™ THE DEFINITION OF SEATING COMFORT, AMERICAN STYLE.

Its name originates from the Greek derivative for body. Its design is born from the American passion for comfort. The result is Soma Seating from Westinghouse. Soma is based on the sound principle that comfort precedes productivity. And while each model offers specific options, you'll find every model rich with details designed to enhance comfort.

At first glance, you'll see the cushion's sculptured curves and con-

toured waterfall front. A closer look reveals a generous lumbar, padded arm rests, even a back rest extension. But what you can't see are easy fingertip controls which allow you to free float through an infinite number of positions, and lock in to the one that's best suited for you. Some models include independent seat tilt and back tilt, while others provide back height adjustments for an unending range of comfort options.

See the complete Soma Seating collection at any of the Westinghouse showrooms around the country, or call Westinghouse at **1-800-445-5045.** Because now there's a chair that satisfies your need for design and your client's need for comfort.

Westinghouse Furniture Systems

You can be sure . . . if it's Westinghouse

Circle 32 on reader service card

ILLUSTRATION: K. PACKLICK. DESIGN: BONNELL DESIGN ASSOCIATES

Some guests may enjoy dancing with all the lights on.

Koch + Lowy

"Delta"

Designed by Piotr Sierakowski.

Floor Lamp: Height 73";
500 Watt Halogen with dimmer

Wall Lights: Shade parallel or perpendicular to wall; 300 watt Halogen with optional dimmer

Black or Grey suede-like NEXTEL® finish

Made in USA

Circle 33 on reader service card

Headquarters:
Long Island City, NY 11101
718-786-3520 Telex 620056

Showrooms:
New York, Chicago, Dallas, High Point, Los Angeles, San Francisco

By Eileen McMorrow

Exciting products, exhibits, & speakers dominate Lighting World Expo in New York

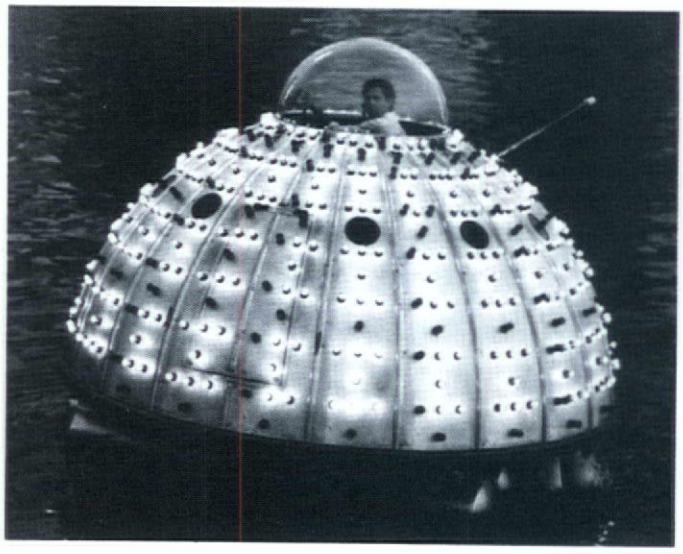
The fifth annual architectural lighting show, Lighting World International, has been organized to appeal to all groups within the lighting world constituency, from designers and specifiers to contractors and facility managers.

The show's highlights include a preview of products selected by a panel of representatives from the show's sponsors; 430 exhibitors' booths; and keynote speaker Hans Hollein, Viennese architect. Among 21 scheduled events are 14 seminars, three workshops, and four social gatherings, including a New York harbor cruise and the Lumen Awards dinner.

Sponsored by the International Association of Lighting Designers (IALD), the Illuminating Engineering Society of North America (IES), and the New York Section of the Illuminating Engineering Society (NYIES), the show will be held at the Jacob K. Javits Convention Center in New York, May 11-13, 1987.

Preview of Products is a new forum created for exhibitors to introduce their latest lighting and controls systems. On May 11, the first day of the exhibition and conference, from 2 p.m. to 3:30 p.m., manufacturers whose products were chosen for the preview will unveil their items for attendees surveying state-of-the-art lighting technology.

Lighting introductions will demonstrate an advancement in lighting, not just new items in a manufacturer's product line. Highlighted products represent a significant development in the art and/or science of lighting equipment, sources, or controls.



Covered with 596 bulbs, the Bubbleboat by Eric Staller will be in New York Harbor during the Lighting World cruise on Monday evening entitled New York by Night—A Lighting Wonder.

Products selected will be drawn from commercial/industrial fixtures, programmable lighting control systems, light sources, occupancy-sensing technology, switching and dimming systems, outdoor walkway and roadway sources, floodlighting, security lighting, fiber optic developments, retrofit and conversion fixtures, theatrical, track and task, landscape lighting, and decorative fixtures.

Selected to determine which product entries will be presented in the preview are: Richard Beckford, lighting designer, Port Authority of New York and New Jersey; Peter Blaufeux, Peter Blaufeux AIA Architects, New York; Joseph A. DiBernardo, JDA Lighting Design Inc., New York; Jules Horton, Horton-Lees Lighting Design, New York and San Francisco; Candace Kling, C.M. Kling & Associates, Falls Church, Va.; JoAnne Lindsley, Synergy Consultants Inc., New York; Kenneth Loach, lighting consultant, H.H. Angus & Associates Ltd.; Don Mills, Ontario, Canada; and Gary Steffy, Gary Steffy Lighting Design, Ann Arbor, Mich.

Hollein keynotes opening

Hans Hollein, Viennese architect, artist, teacher, author, and recipient of the 1985 Pritzker Architecture Prize, will give the keynote address at Lighting World's opening breakfast on May 11.

Hollein's architectural design commissions include apartment houses, offices, and museums. One of his recent projects is the Municipal Museum Abteiberg near Dusseldorf, completed in 1982. In 1985 he won two international competitions, one for a Museum of Modern Art in Frankfurt, and the other for a Cultural Forum in Berlin. His works of art are in public and private collections around the world.

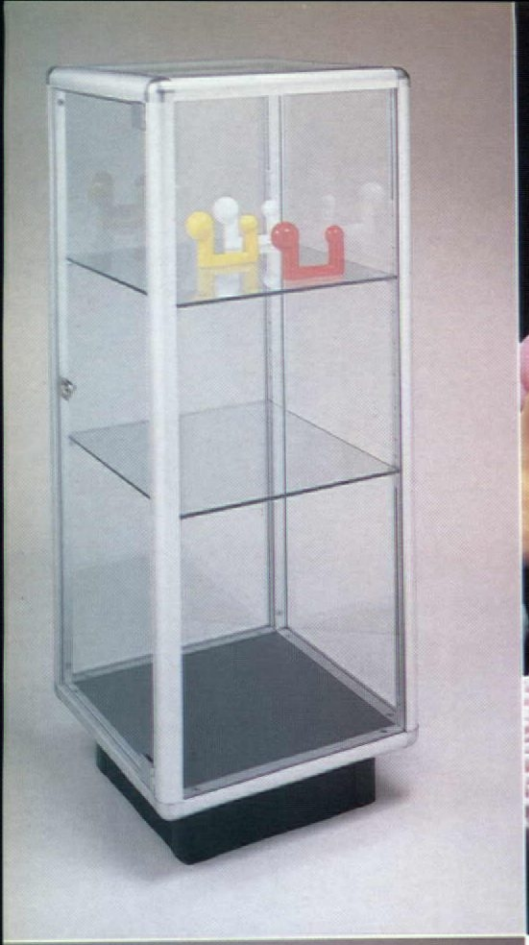
Since 1967, he has been a full professor at the Academy of Fine Arts School of Architecture, Dusseldorf. In 1976, he became head of the School and Institute of Design at the Academy of Applied Arts in Vienna. He has led one of the two master classes at the Vienna Academy since 1979.

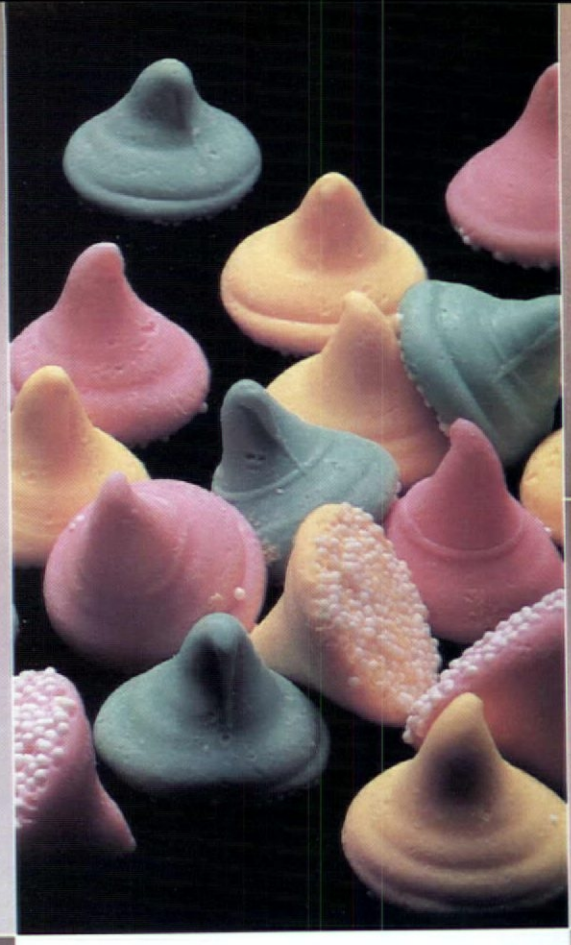
Exhibition space at max

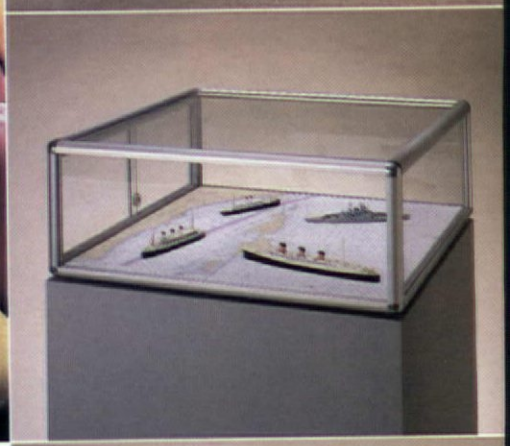
Exhibition space for this show is nearly sold out; some 430 exhibitors have contracted for space. This represents an increase of about 10 percent over 1986 in the number of companies exhibiting. Net square footage has increased by about 20 percent, according to Robbi Lycett, show manager.

Lighting World's growth has increased from 130 exhibitors in 1981 to a projected figure of 450 this year. Two factors figure into this growth. First, the show serves a need for an industry forum for manufacturers and specifiers who want to discuss design and application topics. Secondly, the growth of Lighting World parallels the growth of the lighting industry itself. Total lighting sales for the market represented by this show

(Continued on p. 56)







Peppermints

Display Cases ·
a refreshing solution for tastefully showing off whatever you wish to display. Choose from many sizes of free-standing, tabletop or wall mounted showcases and wall mounted directories. Just one more category of freshly minted and masterly executed essentials for professionally designed interiors.

Pick a Peter Pepper Product and you've picked the finest ingredients to show off your tasteful interior.

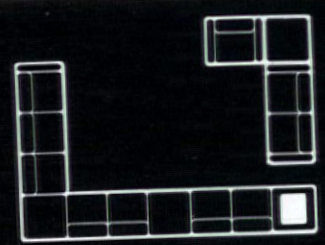
Brochure & specification booklet available upon your request.

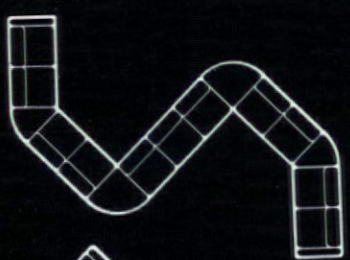
Circle 34 on reader service card

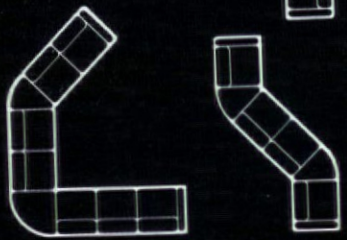
Peter Pepper Products, Inc.
17929 S. Susana Road
Compton, California 90224 (213) 979-0815

DAVIS

Track™ SERIES

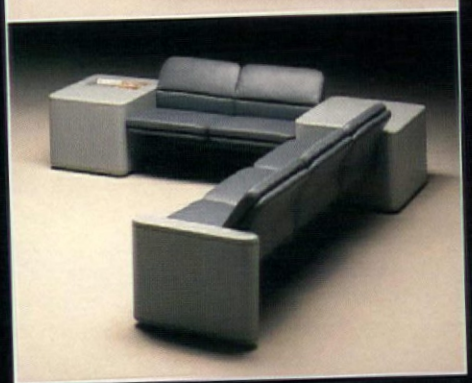






The Track Series is a modular seating concept offering a comprehensive system ranging from freestanding units to total seating environments. Selective coordination of table and arm surfaces of fabrics, opaque color finishes and wood finishes creates extreme versatility.

Well scaled and richly detailed, Track was designed to provide correct body support and comfort without bulk.

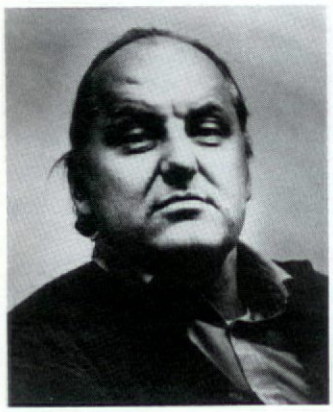


Designed by Robert Bernard Associates

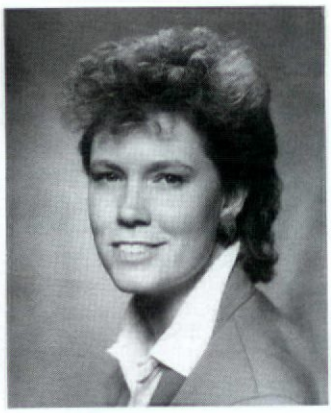
DAVIS FURNITURE IND. INC.
P.O. Box 2065, High Point, NC 27261-2065
(919) 889-2009
Merchandise Mart 11-116A

Circle 35 on reader service card

10 percent increase in product exhibitors



Hans Hollein, Viennese architect, will give the keynote address at Lighting World's opening breakfast.



Helen Diemer, Diemer, Flack & Kurtz Consulting Engineers, will address photometrics.

Peter Barna, Light & Space Associates Ltd., will discuss Lighting & Expectation: The Retail Experience.

(Continued from p. 53)

(commercial, residential, outdoor, and miscellaneous) are estimated at $6.5 billion, according to Business Trends Analysts, Commack, N.Y., an economic research firm.

The Designers Lighting Forum of New York will be holding its annual meeting in conjunction with Lighting World on Tuesday, May 12. The subject will be "Lighting: By Design or Default?", a three-hour workshop encompassing development of lighting designs and information about applications and techniques. The panel speakers are James L. Nuckolls, IALD, LuxCo president, and director of lighting studies, Parson's School of Design; Gerry Zekowski, partner, Lighting by Design; and moderator Connie Jensen, IALD, president, Lighting Professionals, Inc. There will be open discussion and extensive use of slides and other visual aids for demonstrating a wide variety of lighting solutions for commercial and residential spaces.

The Lumen Awards, awards of excellence presented annually in recognition of lighting design excellence, ingenuity, originality, and professionalism, will be presented by the New York section of IES at the awards presentation dinner on May 12. Bartholomew Vorsanger, architect, Vorsanger & Mills Associates, architects, will be the guest speaker at the dinner.

Lumen winners are derived from projects completed in the New York Metropolitan area and/or any project designed by a New York City designer. The program is open to all architects, designers, engineers, and others whose projects have achieved some distinction in lighting design. Each project is evaluated on its own merit, without classification of projects or competition between projects. A Lifetime Achievement Award will be presented to a senior member of the lighting design community.

New York by Night—A Lighting Wonder, will take place on Monday evening, May 11, from 7 p.m. to 11:30 p.m. This cruise through New York harbor will include a view of the Bubbleboat, a silo-shaped, domed boat covered by 596 bulbs of red, white, and blue. Designed by Eric Staller, an architectural lighting designer and sculptor who is best-known for his "Lightmobile," a Volkswagen Bug with 1,659 bulbs covering the exterior, it has a clear dome made of acrylic for viewing Manhattan's skyline.

On the final evening of Lighting World, the New York Designers Lighting Forum will host a cocktail party and honor award reception for Jeffrey A. Milham, Lighting World program coordinator. Information on all special events will be provided to attendees in Lighting World program packages being sent through the mail.

Additional Lighting World information can be obtained from National Expositions Co., Inc., 49 West 38th St., Suite 12A, New York, NY 10018; or call Ms. Robbi Lycett, show manager, at (212) 391-9111.

Lighting World Schedule of Sessions and Speakers

Monday May 11

Opening Breakfast (8:30-10:30)
Color in the Mind's Eye (11:00-12:00)—Alexander Styne, University of Miami
Gallery and Musuem Lighting: Combining Preservation and Artistic Expression (12:30-1:30)—Frank Florentine, National Air and Space Museum, Smithsonian Institution
Preview of Products (2:00-3:30)—The latest lighting products and control systems presented by their manufacturers.
Industrial Lighting (4:00-5:00)—Roger Knott, HWA Architects Engineers Planners.
New York By Night—A Lighting Wonder (7:00-11:30.) A cruise through New York harbor with a view of the Bubbleboat.

Tuesday May 12

Photometrics Workshop for Lighting Designers land Engineers (8:30-11:30)—Dr. Ian Lewin, Lighting Sciences, Inc.
Photometrics for Architects and Interior Designers (9:00-10:00)—Helen Diemer, Flack + Kurtz Consulting Engineers.
Lighting and Expectation: The Retail Experience (10:30-11:30)—Peter Barna, Light & Space Associates Ltd.
Lighting: By Design or by Default? A Workshop Presented by the New York Designers Lighting Forum (1:30-4:30)
Behavioral Responses to Lighting (1:00-2:00)—David Loe, Bartlett School of Architecture and Planning, University College London.
Is Lighting Harmful? A Health Controversy (2:30-3:30)—Dr. Alan Lewis, State University of New York, College of Optometry.
What a Specifier Should Know About Luminaire Design (4:00-5:00)—Noel Florence Luminaire Design Consultant.
Lumen Awards Dinner of the New York Section Illuminating Engineering Society (6:30-9:30).

Wednesday May 13

Marketing: Creating New Opportunities for Design Professionals. A workshop presented by the ASID (8:30-11:30 and continued at 1:00-3:00)—Dr. Stuart Rose.
Fiber Optics and Architectural Lighting (9:00-10:00)—Bill Novey, Art & Technology Inc.
Developing a Concept for Exterior Lighting (10:30-11:30)—Peter Golden, Seelye Stevenson Value & Knecht.
Light as a Landscape Design Tool (1:00-2:00)—Timothy Coppola, The Architects Collaborative.
Lighting Control in the Intelligent Building (2:30-3:30)—Alan B. Abramson, Electronic Systems Associates.
Office Lighting: Matching Needs with Systems (4:00-5:00)—Lee Waldron, Grenald Associates Ltd.
New York Designers Lighting Forum Cocktail Party and Honor Award Reception for Jeffrey A. Milham (4:30-7:30)

EXPRESSLIGHT℠

Advanced technologies, superior quality and innovative design: IPI lighting, the right solution.

eleusi® COLLECTION

Expresslight℠: 53 UL listed recessed, wall, ceiling and suspended fixtures plus 46 table and floor lamps stocked in the US.

Lighting World V Booth 842

Arianna designed by Carlo Vietri, Mirage W designed by Franco Civetti, Kilo W designed by Marco Zotta, Argo designed by Gruppo Lefsina

IPI

Innovative Products for Interiors Inc. Lighting Division

IDCNY Center Two
30-20 Thomson Ave.
Long Island City, NY 11101
Tel: 718-482-7440

841, The Merchandise Mart
Chicago, Ill 60654
Tel: 312-822-0346

Circle 36 on reader service card

Valencia.
Beauty and adaptability
in wood systems furniture.
Continuing the tradition.
For a Valencia brochure,
call (800) 447-4700.
Stow & Davis
A Division of Steelcase Inc.
The Office Environment Company
Grand Rapids, MI 49501
Circle 37 on reader service card

Stow&Davis

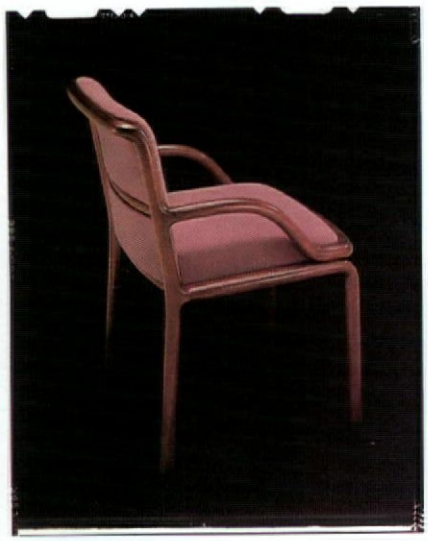
Design marketing: a new producer, designer alliance

By **ROBERTA WALTON**
Executive Editor

Subscribing to the belief that product design doesn't end with the manufacturing process, but rather continues through the marketing, promotion, and distribution of a line, William Sklaroff has recently added a new subsidiary to his company, called—not surprisingly—Design Development and Marketing Ltd.

Indeed it is Sklaroff's design philosophy to carry the notion of design invention through to all levels of production and marketing via logos, brochures, and displays. "Design marketing suits a purpose, fulfills a need, and forms a market niche," he notes, while saying that it is important to create a stronger alliance between the designer and producer. "We must harness the power of design and the power of the manufacturer. The bond forged between them represents a breakthrough and overcomes an impasse."

The evolution of William Sklaroff Design Associates' services through its 31-year history closely parallels the contract industry's development as a sophisticated multidisciplinary field. Sklaroff's expertise in each of the firm's specialty areas—industrial, environmental, interior, graphic, and exhibition design—enhances project work in all disciplines, offering a totality of services in a holistic approach to design.



Shown are Cygne seating for Hardwood House (above), new Mcsort paper handling system for McDonald Products (opp. page), and Radius II desk accessory ashtray designed for Smith Metal Arts by William Shlaroff. Product design is but one aspect of the firm's services which are multidisciplinary in nature.

Full-service firm

Among industry clients for which the firm performs a full complement of services are Spinneybeck, a leather manufacturer, and accessory producer Smith Metal Arts (SMA) which recently merged with McDonald Products. For SMA, a Sklaroff client of 17 years, the firm designs both products and a comprehensive promotional support program.

Services for SMA, which has experienced phenomenal growth, extend into interior design as well, with Sklaroff having completed the company's Buffalo, N.Y. headquarters, as well as showroom space in Chicago's Merchandise Mart; a new showroom was recently completed for New York's IDCNY building.

Sklaroff produced the innovative baseball promotional program for Spinneybeck, in addition to designing its 35,000-sq.-ft. marketing center in Amherst, N.Y.

Active in interior design of hospital facilities as well as corporate interiors, Sklaroff currently does some 60 percent of its interior design work for healthcare clients. The company has a roster of 57 hospital facilities to its credit. Notable among corporate clients are Smith Kline and French Laboratories, Subaru of America, and Northern Telecom.

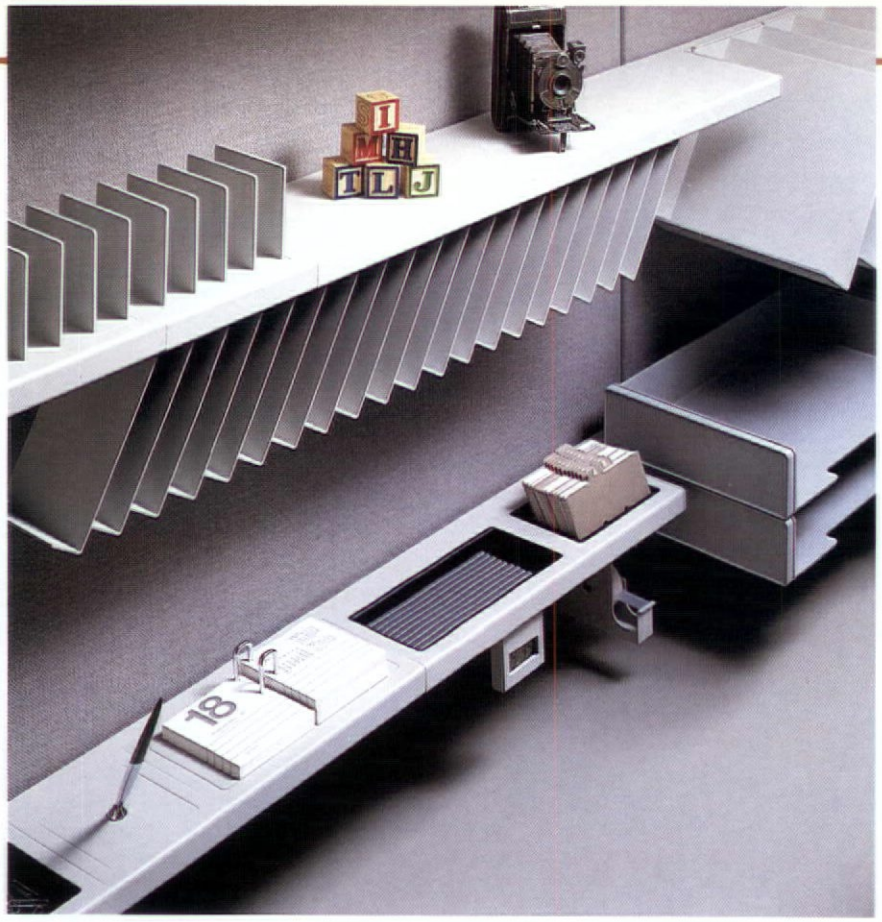
Prestige product credits

But, it is perhaps in product design that the firm is most well-known through prestigious work for such manufacturers as Gunlocke, Litton Industries, Baker, Vecta, Tiffany Industries, John Stuart International, Hardwood House, Artec, Bonaventure, Kron, iil, and Cumberland, in addition to Smith Metal Arts and McDonald Products.

Among awards accrued through product design commissions are 12 Institute of Business Designers' IBD/CONTRACT magazine product design awards, nine ROSCOE awards from the Resources Council, and various citations from the American Institute of Architects (AIA) and the American Society of Interior Designers (ASID).

Having worked in industrial design for companies outside the commercial furnishings industry, the firm can draw on its

diverse product design experience in other fields of manufacture, from medical equipment to communications devices, typewriters, banking and food processing equipment. Notes Sklaroff, "I've always been interested in the nature of things, and in how man relates to machines—whether mechanical, electrical, or hydraulic. It helps to have a broad background in both design of 'passive' products and those which are interactive. As a



"Design is never a stand-alone value, but an extension of marketing concepts of the client."
William Sklaroff

firm, we believe that it is important to come to product design with a particularized 'grooming'."

He explains that when dealing with "soft" goods, such as furnishings, tooling and affordability become key since production units are usually conservative (in the hundreds-to-thousands range). His objective in these design projects is to ameliorate the design intent with the fiscal realities of a particular client/designer relationship.

Design mercantilism

Herein lies this designer's marketing and merchandising sensibility. "Designers are mercantile animals," says Skarloff. "Design is never a stand-alone value, but an extension of marketing concepts of the client. I strive to define my firm in terms of design in all of its permutations—many different elements come under a design intelligence."

Yet, Sklaroff isn't so pragmatic in his "real world" design schemes that he stifles creative freedom. In describing his own creative process, he says, "Initially, I come up with 'thought-forms,' which are not quite concepts. I may juxtapose a perceived need on the specifier level with a form of architecture, or a new material. I then 'slough off' the layers and distill an idea."

He enjoys creating beautiful products, but their useful life must extend beyond a museum exhibition. Sklaroff notes, "We are challenged by the notion of bringing the concept of good design to the mass market. This is accomplished through a design 'triangle' that establishes equilibrium among design, production, and marketing efforts."

A translator of image

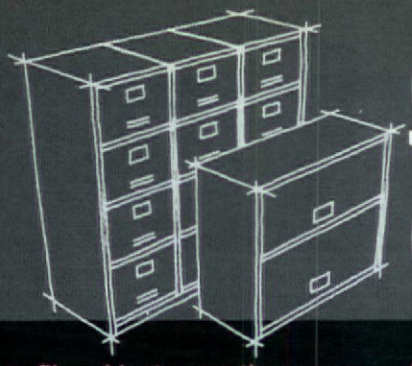
The role of the designer as a translator of marketing, of company image, is what Sklaroff espouses in acknowledging that design will always change with time. "While I believe in the classicism of design, it would be erroneous to say that a design in 1987 would still be valid in '89. We are getting past the 'isms' period and moving into natural materials, trying to offer a hand-crafted look in mass-produced products."

William Sklaroff Design Associates, headquartered in a Victorian house in Ardmore, Pa., outside of Philadelphia, has a staff of 16 people, of which eight are senior staff members. All of the staff become involved in all phases of client work. Sklaroff describes the company as a family, with members moving in a common direction.

Part of that direction includes designing products which re-emphasize quality and attention to detail. "There's been a plethora of workstations and ergonomic seating in repetitive design. We need new ways of creating products," says Sklaroff. "Designers have to satisfy a raised consumer awareness concerning office design. The office market is now a 24-hour market; it doesn't end with the work day." He notes that there has to be a synergy between what manufacturers comprehend as their business and their public.

Continuing to build a design ethic, Sklaroff has undertaken a project he calls "Design America" to create an aggregate portrait of American design in utilitarian merchandise. In the planning phases, Design America would provide for the formation of a nonprofit foundation to establish a stable of the nation's 12 finest designers, through whom manufacturers could commission specific assignments. "Design America" labels would be awarded products exemplifying excellence in design. Exhibition centers would eventually be established throughout the U.S. to display noteworthy merchandise in production.

Says Sklaroff, "I am really interested in the idea of 'Buy America,' especially since some of the best product design created today is American. It is up to American manufacturers to incorporate design excellence in the products they produce. An American design idiom is the definitive solution across all categories of manufacture."



OUT WITH THE OLD...

Spacesaver
When performance counts.

Years ago, file cabinets were the answer to an office manager's needs. Today, Spacesaver mobile shelf filing systems give 500 to 600% MORE FILING INCHES in the same floor space previously occupied with file cabinets. To learn more, let a Spacesaver Storage Designer analyze your current filing & storage methods and provide you with a FREE SPACE EFFICIENCY AUDIT.™ Why continue buying outdated file cabinets that bog down today's modern office needs. CALL NOW & we'll rush you details & the name of your local Spacesaver office. **1-800-492-3434.**

IN WITH THE NEW.

Spacesaver Corporation, 1450 Janesville Avenue, Ft. Atkinson, WI 53538
Spacesaver Mobile Storage Systems Corporation, 7027 Fir Tree Drive, Mississauga, Ontario, Canada L5S 1J7, (416) 671-0391
Circle 38 on reader service card

The Distinctive Executive
Simply comfortable. An easy chair at work. An easy chair to work. One of seven Series One models: Managerial... Operational...Secretarial...Conference ...Technical...Guest. Domestically designed and manufactured.
Deliverable in four to eight weeks. Firm.
For our complete, 24 page Series One Seating brochure, call toll free 1-800/854-6919 (in Calif. 1-800/422-2101). Or write Panel Concepts, Inc., P.O. Box C-25100, Santa Ana, CA 92799-5100.
Circle 39 on reader service card
Series One
EXECUTIVE SEATING
Shown with advanced knee-tilt control. Other control options available.
panel concepts
© Copyright Panel Concepts, Inc., a subsidiary of Standard-Pacific Corp. Series One Seating is a trademark of Panel Concepts, Inc.

NOW EVERYONE CAN HAVE A WINDOW OFFICE.

Introducing Architectural Elements.™ Over 200 distinctive panels, fanlights and doors that let you create something you never could before. A spectacular view. Indoors. To get a new perspective on your office design, call 1-800-442-9678.

HAWORTH®

They're built.

Circle 40 on reader service card

© Haworth, Inc., Holland, MI 49423.

Photograph by Gil Amiaga

City panorama inspires N.Y. executive

When a real estate executive's office provides a view of some of the most famous buildings in New York's midtown skyline, he probably knows that he's made it in old New York.

Stephen J. Meringoff, president, Meringoff Properties, is the man with a view from the 35th floor of 375 Park Avenue between 52nd and 53rd, better known as the Seagram's Building. His panorama includes buildings named after the corporations housed within them, such as AT&T, RCA, and Pan Am. He cites Rockefeller Center as his favorite cluster of Art Deco structures.

Michael Lynn & Associates, an architectural, engineering, planning, and interior design firm based in New York, created an office complementary to the sophisticated view. Phillip Johnson, building architect, had installed an illuminated grid ceiling on each floor of 375 Park, which must remain intact as required by the architect's original 1957 design plans, and adhered to today by building management.

This office interior, designed by firm principal Michael Lynn, was based on discussions with Meringoff and has a dominant black lacquer and mahogany theme that offers clean lines with custom-made, rear-mirrored Baltic wood bookcases. A working library of property investment and property holding books with titles like *Men of Property, Executive Style,* and *Holdouts!,* add credence to the executive style expressed by means of mirrored, parallel corner columns placed adjacent to windows to reflect skyline details at each end of the office.

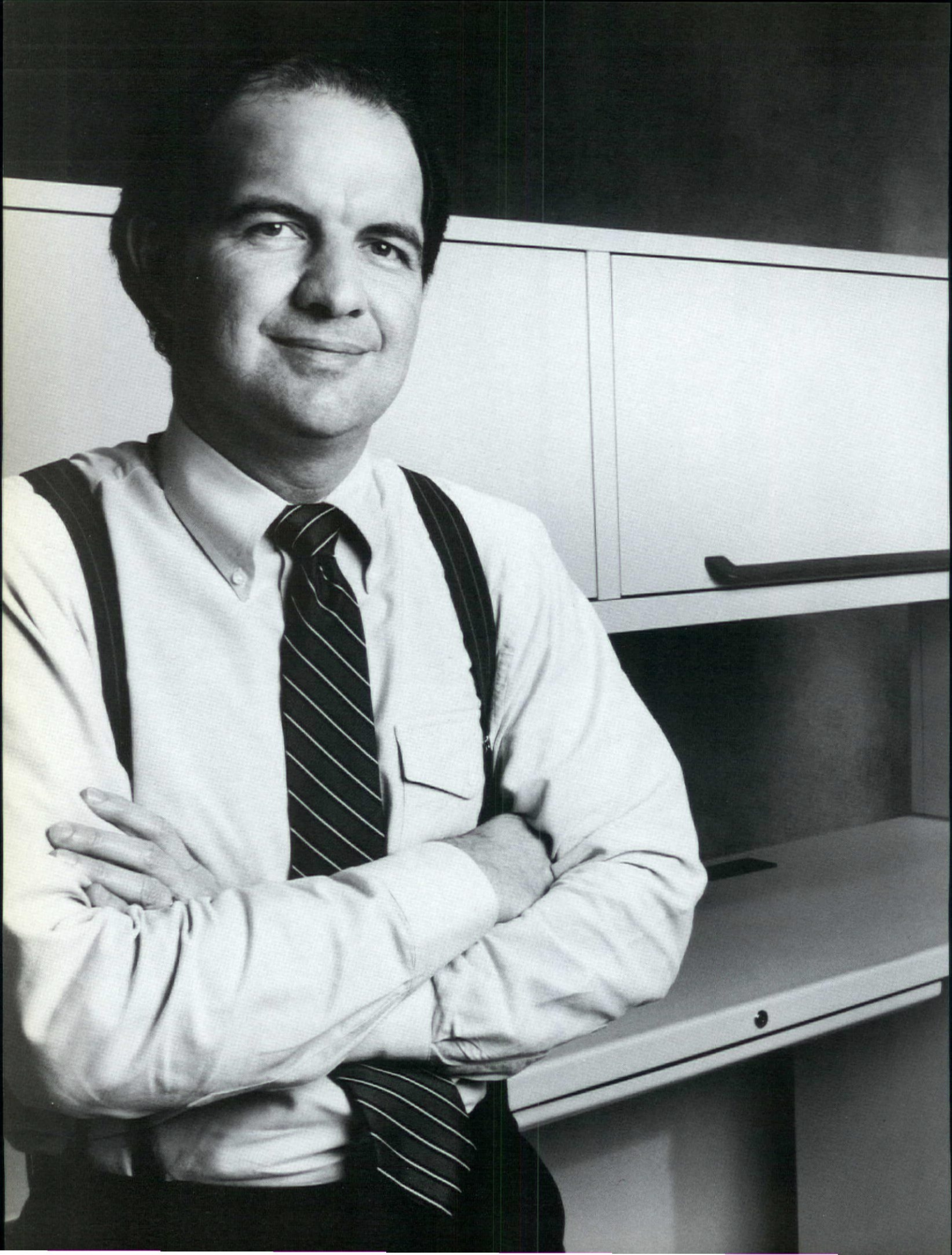
Proving that Johnson's architectural minimalist elements can be preserved within the rectilinear design scheme, Lynn and Meringoff added ultramodern design tastes through sculpture and lighting, and the executive's art collection.

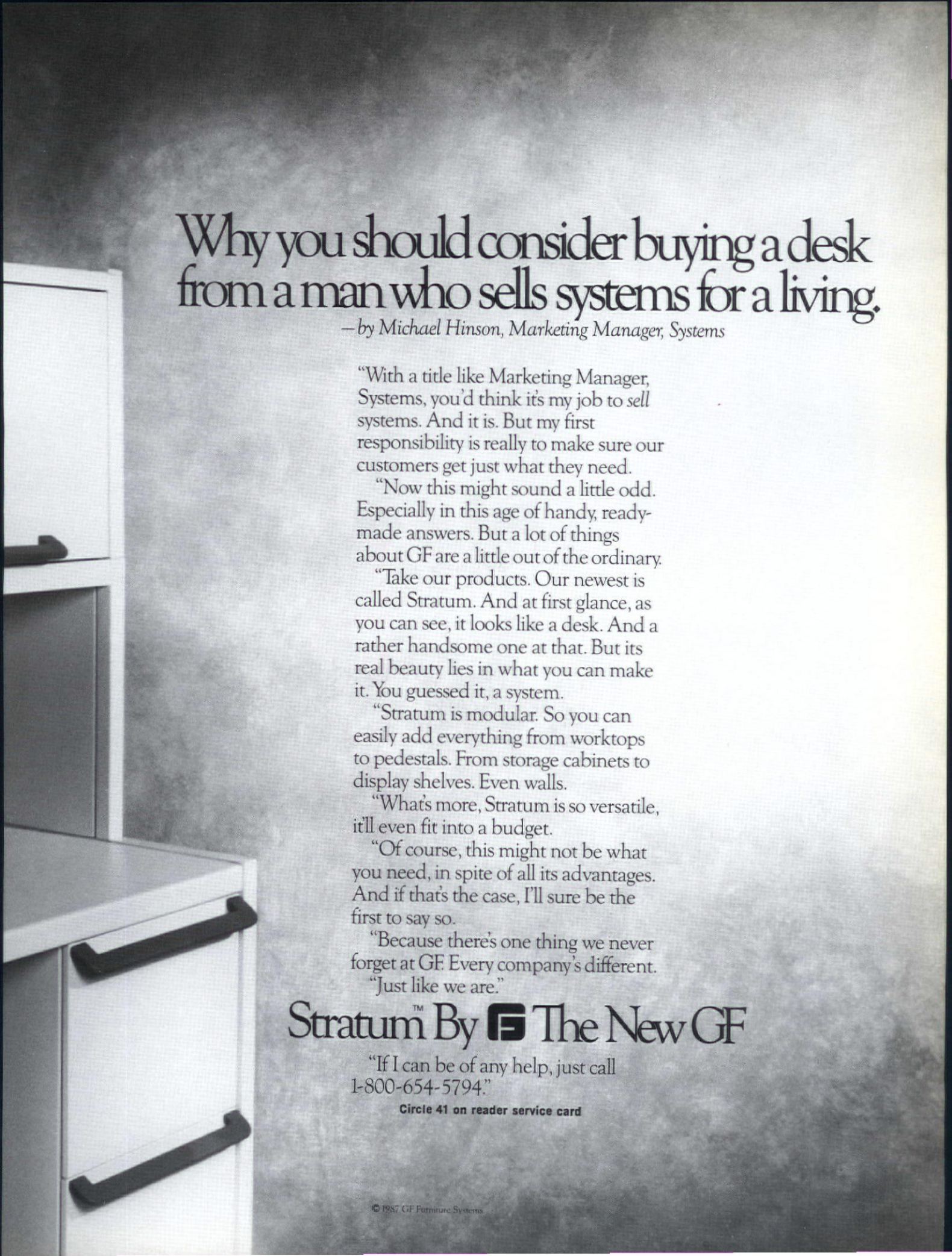
"I've always been drawn to Japanese culture and Eastern thought, which is probably reflected in the black lacquer selections," says Meringoff. A steel wall sculpture of black and gray triangles, designed by New York sculptor Peter Lobello, rests on highly visible texturized wallpaper behind the desk and chair. An all-welded steel sculpture designed by Joel Perlman, and certainly a conversation piece among new clients weighs in at 1,000 lbs., requiring it to be bolted to the floor, dead center before the windows. Another sculpture is aligned with it outside the door and down the hallway, providing an interesting perspective on welded steel. —*E. McM.*

SOURCES

Desk—Premier Woodworking. **Millwork and cabinetry**—Baltic Woodcraft, Inc. **Marble**—Corcoran Marble and Co., Corp. **Chairs**—Knoll, Nightingale. **Carpet**—Princeton Technologies (SCS Systems, Suppliers). **Wall Coverings**—Innovations. **Lamps**—Atelier International, Ltd. **Artwork**—Joel Perlman (through Andre Emmerich Gallery, New York).

Interior Design—Michael Lynn & Associates, P.C. **General Contractor**—A.J. Contracting Company.





Why you should consider buying a desk from a man who sells systems for a living.

—by Michael Hinson, Marketing Manager, Systems

"With a title like Marketing Manager, Systems, you'd think it's my job to *sell* systems. And it is. But my first responsibility is really to make sure our customers get just what they need.

"Now this might sound a little odd. Especially in this age of handy, ready-made answers. But a lot of things about GF are a little out of the ordinary.

"Take our products. Our newest is called Stratum. And at first glance, as you can see, it looks like a desk. And a rather handsome one at that. But its real beauty lies in what you can make it. You guessed it, a system.

"Stratum is modular. So you can easily add everything from worktops to pedestals. From storage cabinets to display shelves. Even walls.

"What's more, Stratum is so versatile, it'll even fit into a budget.

"Of course, this might not be what you need, in spite of all its advantages. And if that's the case, I'll sure be the first to say so.

"Because there's one thing we never forget at GF. Every company's different.

"Just like we are."

Stratum™ By The New GF

"If I can be of any help, just call 1-800-654-5794."

Circle 41 on reader service card

© 1987 GF Furniture Systems

Lateral File and Storage System enhance open plan offices

Soft, radius edges help Haworth's Lateral File and Storage System make a distinctive design statement in any office environment. These units coordinate with, and offer the same structural integrity and attention to detail, as Haworth's complete line of furniture and office seating.

The system includes two-, three-, four-, and five-high files plus storage wardrobe units to offer executive filing solutions for a variety of materials, including letter, legal, and EDP media. Widths are 30-, 36-, and 42-in.; while all lateral file, storage, and wardrobe units are 18-in. deep.

Lateral files are flexible, allowing users to respond to a variety of filing needs—from individualized storage within an office, to a bank of files, to equipping a complete file room. With adjustable full-height drawer backs, the units can accommodate side-to-side as well as front-to-back filing of both standard and hanging files. These include letter, A4, legal, foolscap, and standard computer paper sizes.

The filing system comes in response to a loud and clear demand from dealers and customers to expand the open plan product line with a dimensionally compatible and colorful storage system. Versatility is enhanced with 14 color selections matching the company's furniture systems' finish colors. The line also has a full complement of drawer and shelf components in 3- to 15-in. heights, and a positive interlock feature that prevents more than one roll-out component from being opened at a time.

Our cover features the one-piece seamless cabinet construction files depicted with Haworth's Architectural Elements, a systems furniture application permitting the creation of interior architecture within the open office environment. Geometric glazed and fabric-covered panels, fanlights, single or French doors brighten a workstation through use of visual perspectives.

Diverse shapes and surface treatments turn corporate spaces into cityscapes with panels and arches. All panels are available with the TriCircuit ERA-1 electrical system or with Power Base, Haworth's eight-wire electrical system that provides for multiple dedicated circuits.

Lateral File and Storage System offers optional high-pressure laminate tops that may be color-matched to, or coordinated with, adjacent surfaces. **Circle No. 202.**

Haworth says best furniture is American-made

Haworth, the third largest office systems furniture manufacturer in the world, is one of those American dream success stories, brought back in vogue at a time when businesses are widely failing in the American market.

Based in Holland, Mich., it was founded by G.W. Haworth as Modern Products in 1948. The company became a major factor in the floor-to-ceiling movable partitions market during the '50s and '60s. In the early '70s, Haworth began developing open plan office furnishings.

The company sold its movable partitions interest in 1976 and concentrated its efforts on UniGroup, an open plan furniture system. That year was the beginning of a rapid expansion phase in which sales increased by 20 to 60 percent annually. Employment has now grown to more than 2,500 "members" (Haworth's official corporate term for employees) and sales exceeded $350 million in 1986.

G.W. Haworth became chairman of the board in 1976, allowing his son, Richard (Dick), to become president. "Since 1976, we've devoted our efforts to developing innovative office furniture," says Dick Haworth. Increased growth and better production are among the goals of senior management. "While we have concentrated on pre-wired office panel systems and electronic support furniture, and have accomplishments there, we will gain strength in filing systems and freestanding furniture," he adds.

Promoting American products

Having a significant effect on the contract industry, Haworth is committed to serving the American market with products made in Michigan. "We know that American-manufactured office furniture is the best in the world, so we intend to maintain that level of quality through our products and people," says Dick Haworth. The firm's executives make it clear that researching and understanding customer needs is the focus of their daily efforts, in order to serve an expanding market.

UniGroup, Haworth's open plan furniture system, is experiencing increasing sales, 10 years after its introduction. While initially open plan systems were

incorrectly applied by specifiers, most contract designers are familiar with them now. "Open plan systems will be the fastest growing furniture segment for the next four- to five-years," says Dick Haworth.

"In 1986, the systems product category expanded at twice the rate of the office furniture industry in general," comments Jerry Johanneson, executive vice president, marketing and sales. Many of the firm's clients are now in their second or third generation of systems use.

Haworth's sales topped the overall industry average in '86, and the company's 1987 plans include an expansion of its product line and the goal of even higher sales. Jim Stonick, executive vice president, finance and administration, mentions that the firm seeks broadened growth and marketing improvements. The goal: to build customer satisfaction by being a thorough provider of office furniture products and services.

"A generation of new products from research and development (R&D) efforts brings new ideas, spurring purchases and installations and resulting in more R&D funds, so the cycle begins again," Stonick says.

Like many industry forecasters, Haworth's senior management team believes that open plan offices will be balanced by popular use of private office space. To incorporate the mix, and acknowledge this need, the use of full-height walls and medium-height walls can help make adjustments for visual and acoustical privacy. Architectural Elements, Haworth's systems furniture application also shown on our cover, offers a bridge between private and open plan configurations through geometric glazed and fabric-covered panels.

"Office installations are better now than they were 15 years ago, but it is still difficult to select and design an office installation for the first-time user, so the importance of service in this industry will always crop up," says Robert Bockheim, director of product marketing, systems.

Part of Haworth's service and marketing strategy is to involve dealers in the developmental stages of a new product so that they become an intricate part of the process of bringing a new item to market. "Our dealers see it in the development phases, so they can have input and help our product marketing personnel meet customer needs," says Stonick.

Notes Dick Haworth, "Dealers are the right route to the marketplace, and we will continue to strengthen and support our dealers through product and business development programs."

Haworth's senior management team pictured (l. to r.) at Holland, Mich. headquarters, before UniGroup system using Architectural Elements are: Jim Stonick, executive vice president, finance and administration; Dick Haworth, president; Bob Bockheim, director of product marketing, systems; and Jerry Johanneson, executive vice president, marketing and sales.

Like most contract manufacturers, Haworth recognizes increasing specifier emphasis on wood products. With the Cygnia Collection, the company will broaden its product line in that direction. "The whole organization remains attuned to the design part of the business," says Bockheim. "Because the organization is 'open,' technical support reps and field people are a conduit for providing feedback," says Johanneson.

R&D lures specifiers

Haworth maintains a 22-person advanced product development team at its Holland, Mich. headquarters. "As the market matures in contract furnishings, R&D cycles become more critical. It is always cost-effective though," says Johanneson.

Haworth's product management team and Venture Group handle "specials," specially designed and engineered products based on a specific customer request, which are another element of the R&D plan (see January CONTRACT p. 190).

Some companies publicize the individual designers who create their furniture lines, but most Haworth products enter the marketplace as creations of the Haworth design team which works in the firm's Industrial Design Studio.

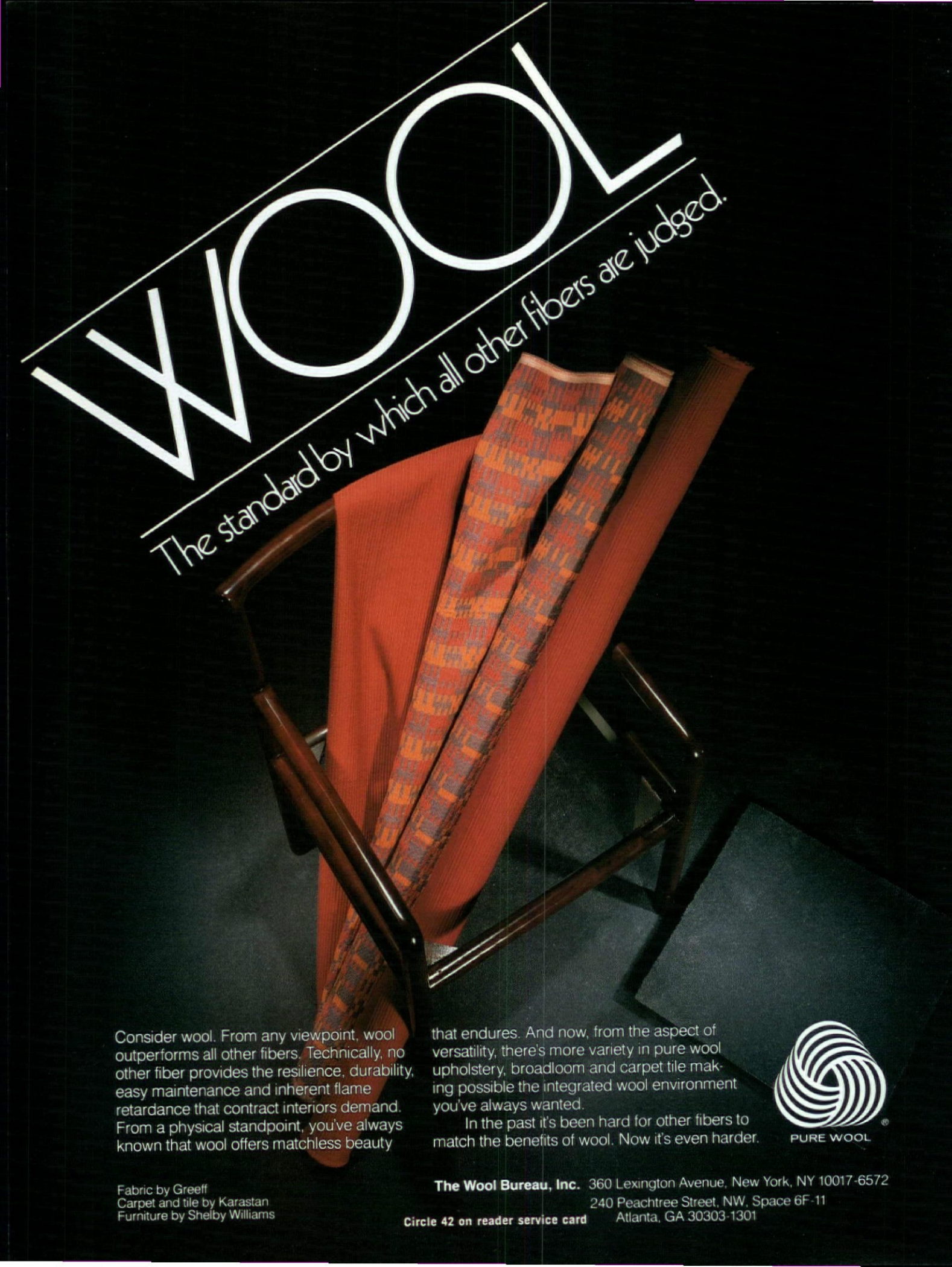
"An interplay of designers seems to work best, where an in-house design staff works with some external sources," says Bockheim. A model shop is employed on-site where ideas take a physical, three-dimensional shape. Johanneson notes that there exist more ideas and thoughts than there are resources, but the end result is still "design techniques which are state-of-the-art."

At this time, all new products are flexibly designed for potential application in the European market. The Power Base and Tri Circuit ERA-1 electrical systems were designed to adapt to the world market. Notes Bockheim, "Companies in Europe are now moving into systems products and need the efficiency that systems provide."

In light of the firm's concern for creating modern and effective office environments, Haworth has undertaken construction of a new "Member Center" for work-related social and health activities of its members, at its Holland headquarters site. "It further identifies our concern for supporting the social and health related interests of individual members, and member groups as well," says Dick Haworth.—*E.McM.*

WOOL

The standard by which all other fibers are judged.



Consider wool. From any viewpoint, wool outperforms all other fibers. Technically, no other fiber provides the resilience, durability, easy maintenance and inherent flame retardance that contract interiors demand. From a physical standpoint, you've always known that wool offers matchless beauty that endures. And now, from the aspect of versatility, there's more variety in pure wool upholstery, broadloom and carpet tile making possible the integrated wool environment you've always wanted.

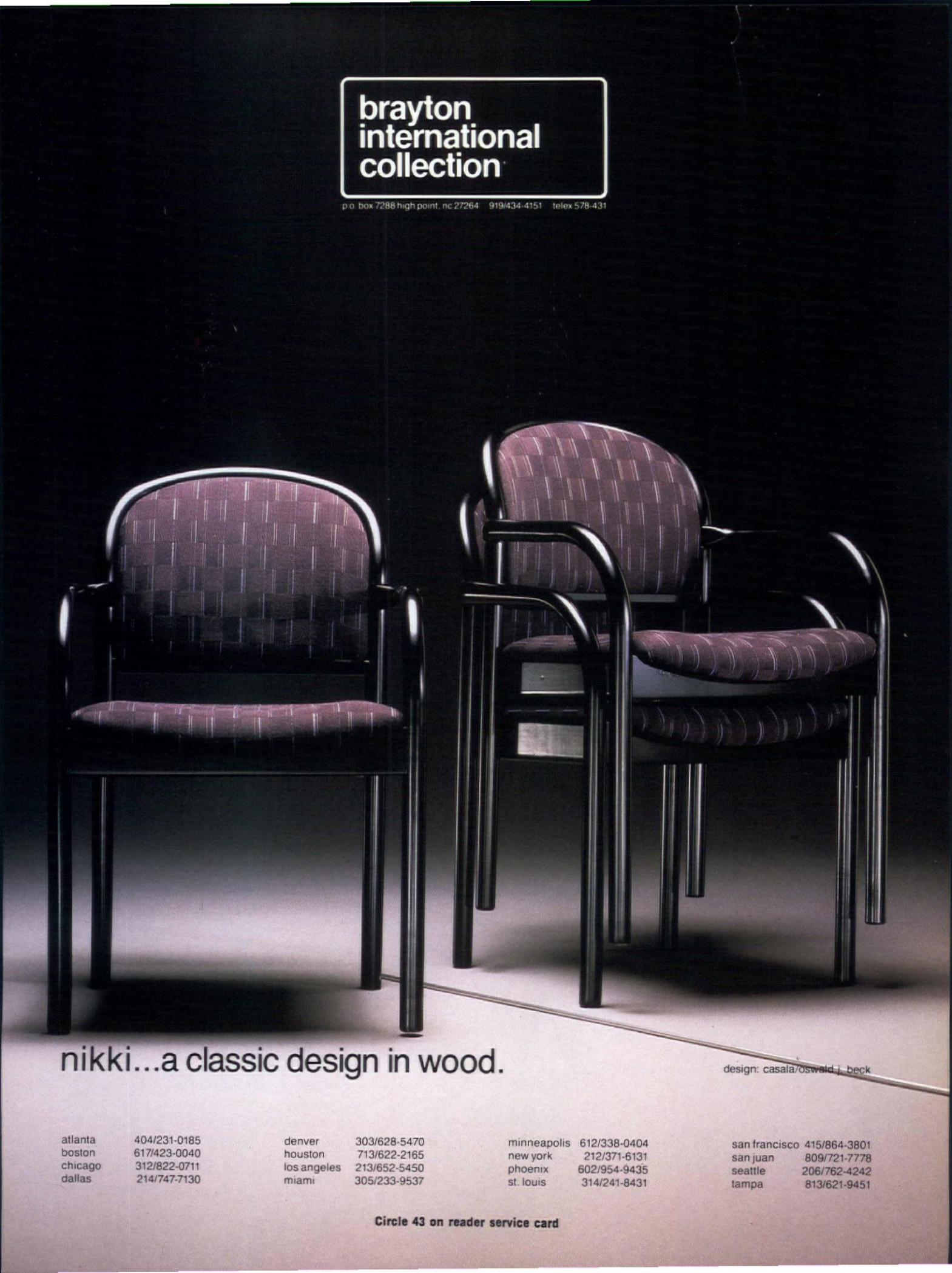
In the past it's been hard for other fibers to match the benefits of wool. Now it's even harder.

PURE WOOL®

Fabric by Greeff
Carpet and tile by Karastan
Furniture by Shelby Williams

The Wool Bureau, Inc. 360 Lexington Avenue, New York, NY 10017-6572
240 Peachtree Street, NW, Space 6F-11
Atlanta, GA 30303-1301

Circle 42 on reader service card


brayton
international
collection
p.o. box 7288 high point, nc 27264 919/434-4151 telex 578-431
nikki...a classic design in wood.
design: casala/oswald j. beck
atlanta 404/231-0185
boston 617/423-0040
chicago 312/822-0711
dallas 214/747-7130
denver 303/628-5470
houston 713/622-2165
los angeles 213/652-5450
miami 305/233-9537
minneapolis 612/338-0404
new york 212/371-6131
phoenix 602/954-9435
st. louis 314/241-8431
san francisco 415/864-3801
san juan 809/721-7778
seattle 206/762-4242
tampa 813/621-9451
Circle 43 on reader service card

Madison showroom geared to product demos

When Tom Tolleson, chief designer for Shelby Williams Industries, set out to redesign the Madison System showroom at the Merchandise Mart, Chicago, management told him to design it to reflect the company's capabilities. The showroom had to be geared to demonstration of everything from computer support furniture to seating for executive office and reception areas.

Tolleson clad pillars in mirrors to reflect the furniture on display and took full advantage of the Madison systems furniture-mounted uplighting to provide warm illumination throughout.

From planters to accessories, the entire floor of displays mirrors a working office, with reception areas, a variety of workstations, and ergonomically designed seating throughout. A wide variety of finishes and details are used to demonstrate numerous ways in which the systems furniture and furnishings can be supplied by the company.

C O L O R Q U E S T®

You've been down this road before.

Your mind's racing. You've got talent to burn. And you're about to drive yourself crazy looking for the solid colors to take you from concept to reality.

At that moment, you'd mug Foster Grant® for a new set of shades. But you needn't go to extremes. There's a simpler solution.

Renew your creative license with Color Quest '87.

Once you do, you'll find yourself in the driver's seat with 33 brilliant new solid colors. If you think this is an incredible addition, you're right. There are fresh pastels to fuel your imagination. Blended classics offering subtle nuance. Jewel brights that illuminate. And dramatic darks with power to spare.

Now let your imagination slip into overdrive.

When you add these new solids to the existing Color Quest line, you have 110 of the most exciting design opportunities available. It's a palette of evolutionary proportions. And enough to renew anyone's creative license.

Of course, after you renew your creative license, you may be overrun by clients wanting to know who's behind those new Color Quest shades.

But then, you've been down that road before, too.

Renew Your Creative License Today!

For quick delivery of product samples and literature, call toll-free (within the Continental U.S.A.):

1-800-433-3222 In Texas: 1-800-792-6000

WILSONART®

BRAND DECORATIVE LAMINATE

Bringing new solutions to the surface™

©1987, Ralph Wilson Plastics Co.

Circle 44 on reader service card

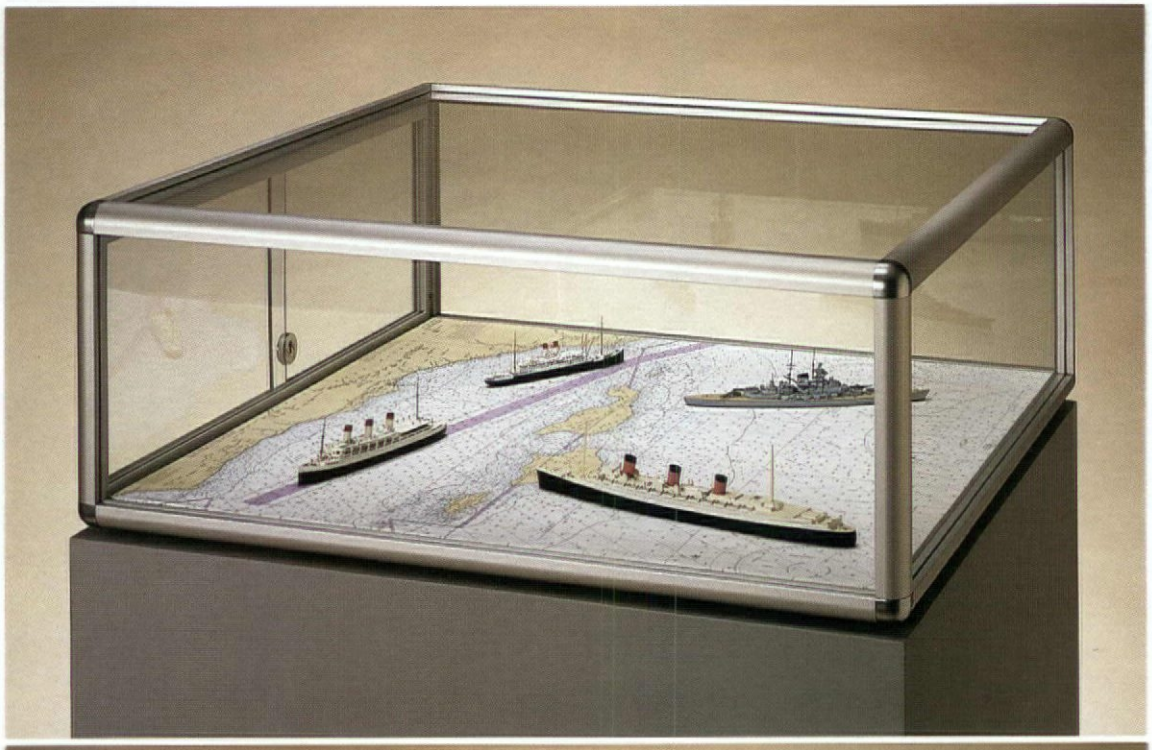
Meridian showroom solution is black & white

When Meridian Inc., commissioned Nancy Klasen, Klasen Associates, New York, to redesign the company's Chicago Merchandise Mart showroom, it strictly delineated the parameters. "Upgrade" the space to reflect the company's geometric growth in size and its reputation for high-quality steel file and storage systems, computer support furniture, desks, and tables. "Maximize" space usage to accommodate an expanded product line. "Overcome" poor architectural detailing without massive reconstruction. "Adhere" to a strict budget to cover design, construction, and accessorization.

Klasen's solution called for division of the showroom into quadrants with the use of soffitts and extended column lines. The design had to stop the eye and focus all lighting on individual product vignettes. A grid theme was continued by dropping a large wooden ceiling grid in the center of the space to highlight a featured product line.

Using Meridian's corporate colors of black and white, Klasen finished all architectural elements of the showroom in matte black against white walls.

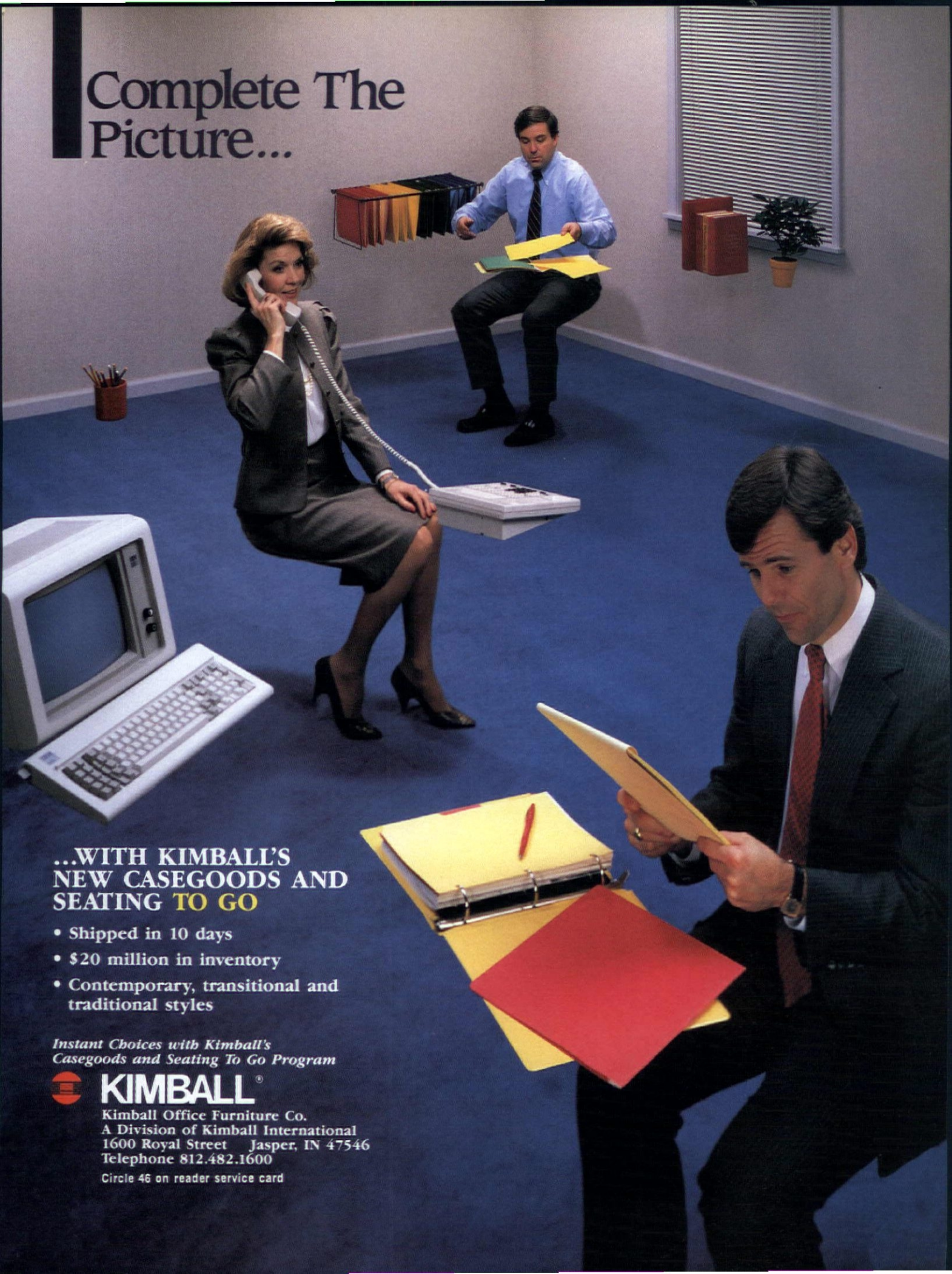
"The atmosphere
crackled with excitement
as the CEO praised the quality,
style and extraordinary performance
of our three newest acquisitions...
carpets of **Anso IV®, Anso®-X**
and **Anso®** nylon."
Allied-Signal Inc.
Allied Fibers
1411 Broadway
New York, NY 10018
Allied Signal
Circle 45 on reader service card



Pepper-Mints & Mini-Mints showcase displays

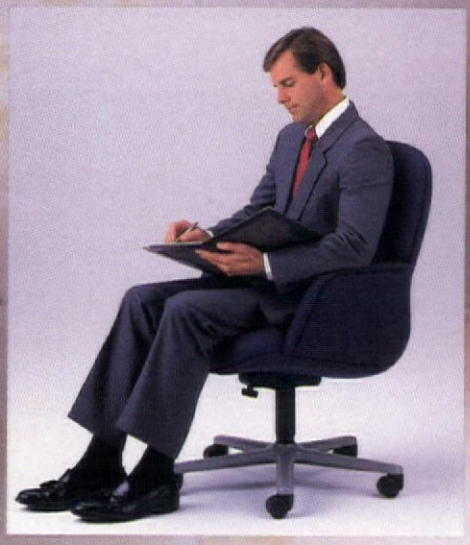
Two elegant lines of showcases—Pepper-Mints and Mini-Mints—are now available from Peter Pepper Products, Inc. Both lines offer a solution for showcasing important articles and documents in freestanding, countertop, or wall-mounted display cases. The Pepper-Mint cases are available as wall-mounted or freestanding units. Petite Mini-Mint cases are ideal for wall or countertop displays, in retail or hospitality installations.

Widths range from 18- to 48-in., heights from 9- to 72-in., and depths from 2- to 24-in. Cases are available in natural anodized aluminum or Duranodic bronze finish, in quarter-round or triangular profiles. Glass panels, doors, and shelves are tempered, with all exposed edges polished. Cases, available in many sizes and configurations, offer a variety of other options. **Circle No. 417.**


Complete The Picture...
...WITH KIMBALL'S NEW CASEGOODS AND SEATING TO GO
• Shipped in 10 days
• $20 million in inventory
• Contemporary, transitional and traditional styles
Instant Choices with Kimball's Casegoods and Seating To Go Program
KIMBALL®
Kimball Office Furniture Co.
A Division of Kimball International
1600 Royal Street Jasper, IN 47546
Telephone 812.482.1600
Circle 46 on reader service card

K E L L Y C H A I R S

A chair that works wherever it's needed. A design that works wherever it goes.



The Kelly Chair has a knack for making smooth transitions. Its gentle curves are just as welcome in traditional surroundings as contemporary. Behind a desk. In a conference room. In open plan or private office.

And it feels just as comfortable as it looks. Thanks to a beautifully contoured seat and back. The Kelly Chair is available at an equally comfortable price, with swivel-tilt models starting at $623 list.

There's one more feature, too. Quick shipment. Our dealers can bring you a Kelly Chair in about 20 working days. Just ask for RSVP service and get fast delivery. On the chair that's ready to go places. The Kelly Chair, by William B. Raftery.

Circle 47 on reader service card

© 1986 Vecta®. 1800 South Great Southwest Parkway, Grand Prairie, TX 75051 Call 1 800 447 4700 for a free brochure. Vecta®

Desk collection combines soft form, functional design

The RENZ Collection from Davis Furniture Industries, Inc. is a complete line of desks, credenzas, wall units, wardrobes, returns, and conference tables designed by Heiner Golz and licensed from Wilhelm Renz Gmbh & Company. All furniture is constructed of mahogany veneers and solids, and is available in lacquer or opaque color finishes.

The collection combines soft form with functional design. Inlay leather tops on desks create an unusual design element and provide a practical worksurface for users.

Side units pull out to expose table top surfaces with storage and electrical sockets; and doors open to reveal a wardrobe with full storage capacity.

Wall units are offered in open shelf, glass door, or solid door versions.

Circle No. 406.

BNI

One source total office environment!

REVIVAL

BILTRITE NIGHTINGALE INC.

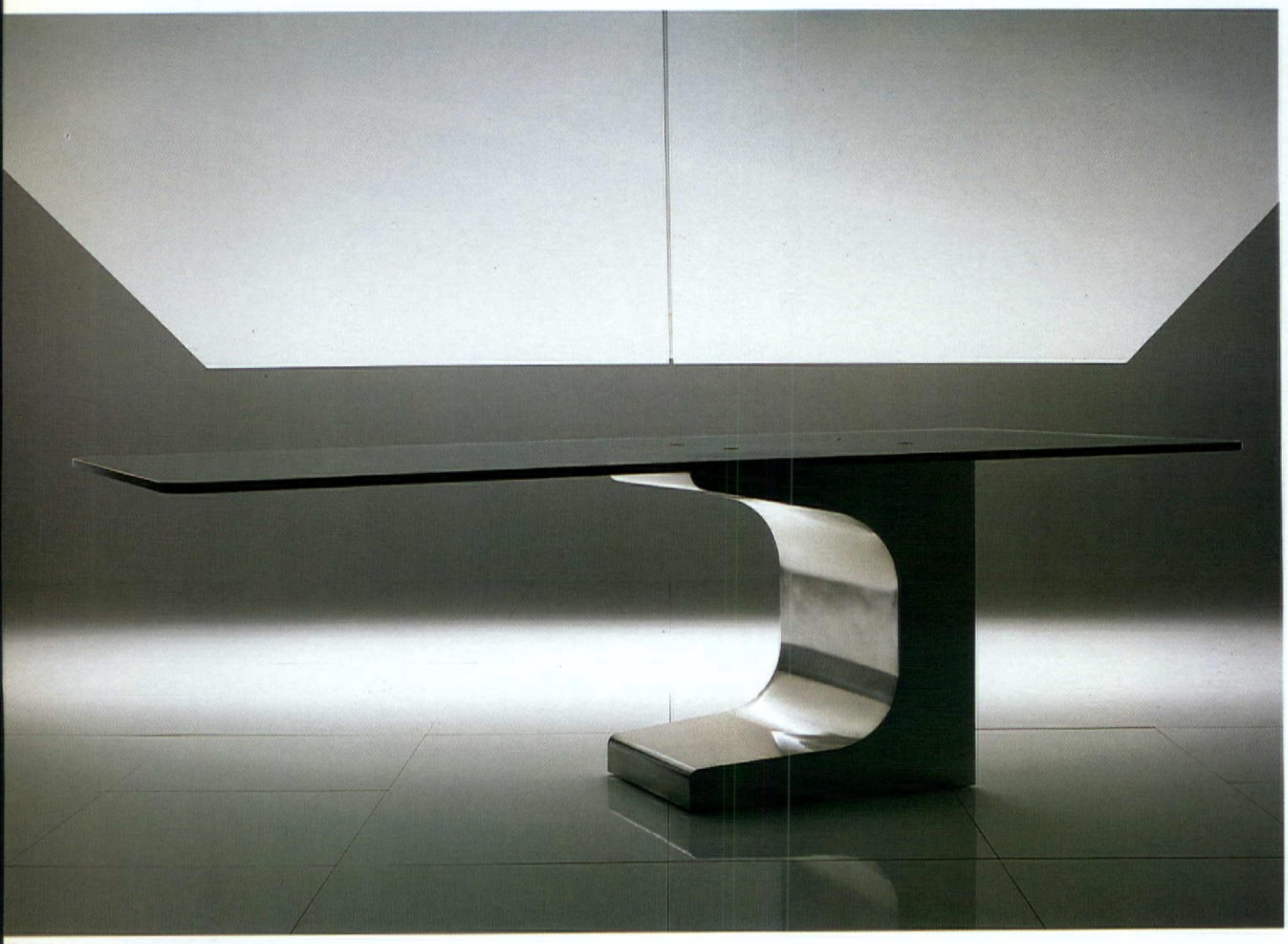
IDCNY Center Two
30-20 Thomson Avenue
Long Island City
New York 11101
Telephone: (718) 784-7874

Circle 48 on reader service card

SHOWROOMS

CANADA
Montréal (514) 866-9443
Toronto (416) 977-7614

U.S.A.
Chicago (312) 661-2556
New York (718) 784-7874
Washington D.C. (202) 488-8636



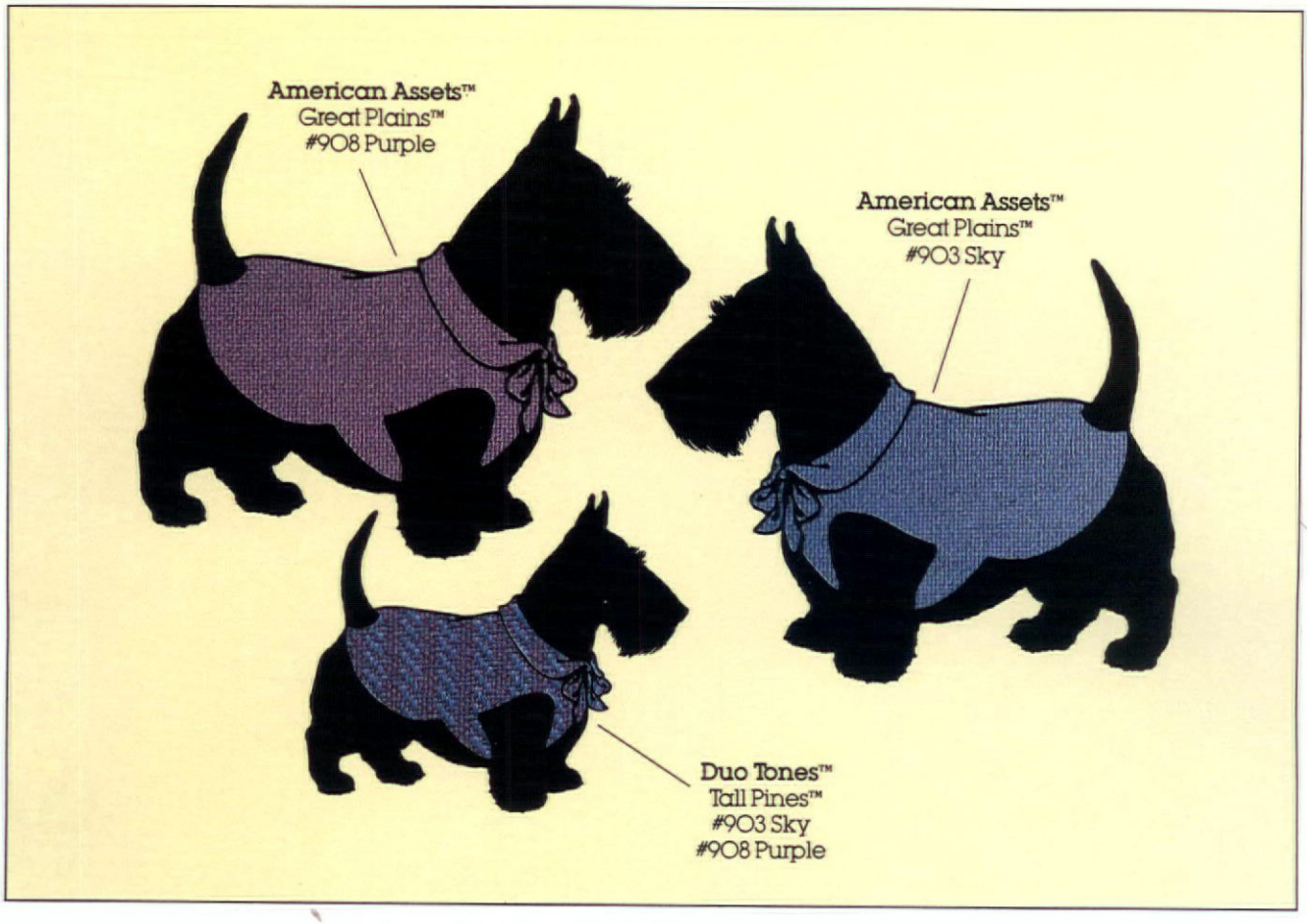
Executive desk has cantilever base design

Oscar Niemeyer, the chief architect of Brazil's capital city, has created a desk for the executive who wants more than a conventional design. By using stainless steel on formed plywood, Niemeyer has created a unique, cantilever base design.

The desk is available in two versions from Estel Inc. One has a polished steel base and a glass or black ash top for a sleek, sophisticated look. The other version features a gunmetal base with a rosewood or walnut top for a warmer look. Both models can also serve to highlight a firm's reception area.

The Niemeyer collection includes conference tables with boat-shaped tops, credenzas, and bookcases featuring a black matte finish with glass doors.

Circle No. 274.



DuoTones™
DECORATIVE FABRICS

THE PROUD NEW ADDITIONS TO THE AMERICAN ASSETS™ FAMILY

Now you can unleash your creativity with Duo Tones™. And what a pedigree they have! Born from the union of two championship American Assets™ solids, 1600-denier Duo Tones can be delivered to you in any two-color combinations of our 15 stock yarn colors in six distinctive American Assets weaves. They get along beautifully with all 15 American Assets solids and 31 Interweave™ colors, too. Like the rest of the family, Duo Tones are woven of solution-dyed Marquesa® Lana 100% Olefin yarns for long wear, color consistency, easy cleanability and are computer friendly, since they do not generate static.

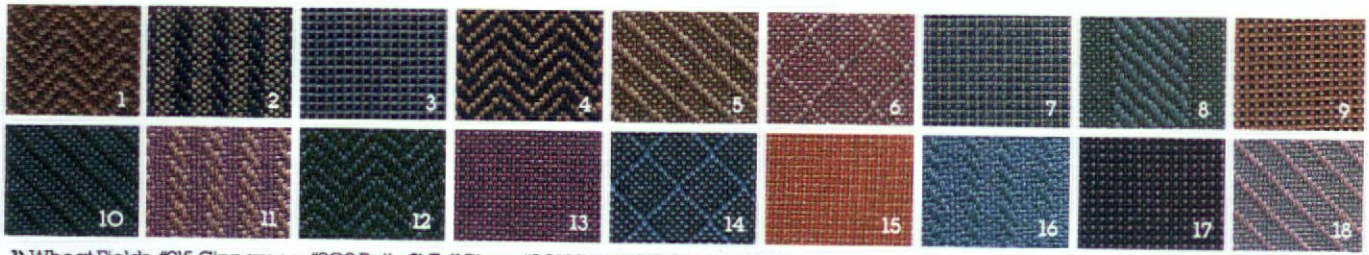
Duo Tones are special and orders can be filled remarkably fast since they are custom woven from in-stock colors of our American Assets yarns. So, call now and ask about Duo Tones. Otherwise, you could be barking up the wrong tree. Call Toll Free for Information and Swatches.
West Point, GA (404) 645-4941
(800) 554-7424/Atlanta, GA (404) 231-5922 **(800) 334-9640/New York,** NY (212) 382-5240 **(800) 223-6392**

CRAFTED WITH PRIDE IN AMERICA

West Point Pepperell

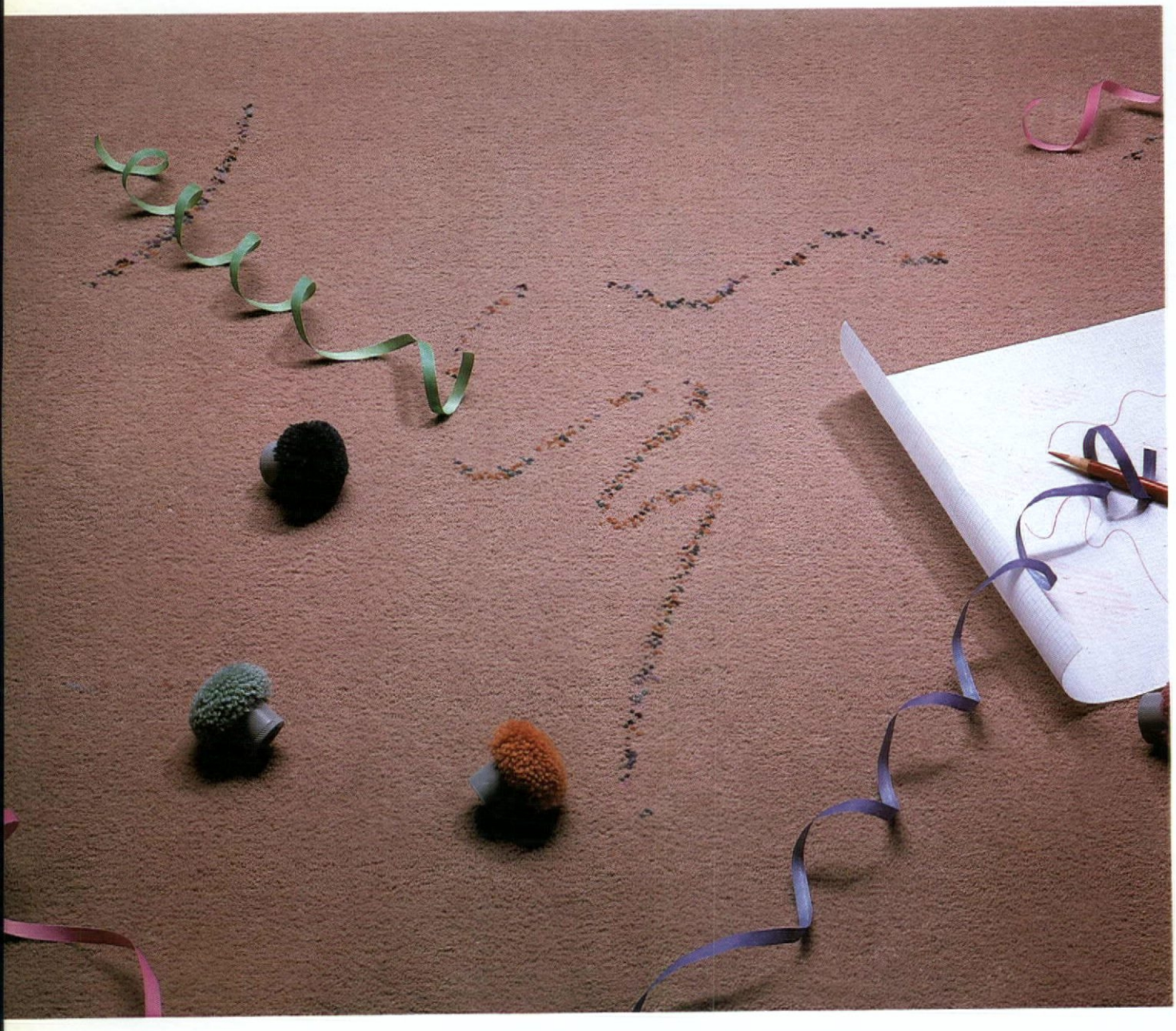
Marquesa Lana is a registered trademark for 100% BCF Olefin yarn produced by Amoco Fabrics and Fibers Company.

© 1987 West Point Pepperell



1) Wheat Fields, #915 Cinnamon, #909 Putty **2)** Tall Pines, #901 Navy, #910 Smoke, **3)** Great Plains, #903 Sky, #910 Smoke, #913 Black **4)** Wheat Fields, #909 Putty, #901 Navy **5)** Ocean Shores, #910 Smoke, #915 Cinnamon **6)** Foot Hills, #910 Smoke, #906 Claret **7)** Great Plains, #912 Evergreen, #901 Navy, #910 Smoke **8)** Gentle Streams, #911 Spruce, #912 Evergreen **9)** Great Plains, #909 Putty, #905 Brick, #913 Black **10)** Ocean Shores, #912 Evergreen, #911 Spruce **11)** Tall Pines, #910 Smoke, #908 Purple **12)** Wheat Fields, #911 Spruce, #912 Evergreen **13)** Great Plains, #908 Purple, #906 Claret, #902 Steel **14)** Foot Hills, #903 Sky, #912 Evergreen **15)** Great Plains, #914 Copper, #909 Putty, #905 Brick **16)** Tall Pines, #911 Spruce, #903 Sky **17)** Great Plains, #901 Navy, #912 Evergreen, #908 Purple **18)** Ocean Shores, #907 Violet, #911 Spruce

DesignTec leaves it up to the imagination



A revolutionary concept from Bigelow-Sanford allows designers to use their imagination and create free-form, custom designs on carpet. The process, called DesignTec, is especially appropriate for restaurants, hotels, corporate centers or other areas where carpet is used to make a design statement.

Individualized patterns can be made from sketches up to a 36-in. repeat. Specifiers have a choice of 40 standard background colors, or, for major installations, an additional 100 are available, as well as custom options. Subtle color accents may be added from a selection of 100 solid and seven multicolored yarns. DesignTec's unique technology transfers design sketches directly to the carpet, where the pattern is tufted into the fabric.

Made of DuPont Antron nylon, the background carpet for DesignTec is made of a dense, tight, cut-pile construction. It carries a 10-year wear warranty and lifetime static control protection. Bigelow also offers a standard DesignTec product line of two patterns called Kinetics and Microcolor. These two grades feature multicolored confetti patterns in 18 designer colors and are available in both broadloom and modular tile.

DesignTec won a gold award in the 1986 IBD/CONTRACT Magazine Product Design Competition. The award was presented at a breakfast held during Designer's Saturday. **Circle No. 411.**

APT...A Quick Stroke of Genius

Imagine an office furniture system offering the flair, the brilliance and the design opportunities possible with the choice of 14 fabrics and 6 trim paint colors, plus complementary wood and laminate work surfaces...all delivered in just 20 business days.

That's Quick! That's APT...the Artec Prompt Transit program...an immense inventory of Artec's most elegant and popular models, all ready for quick-ship. Contact your nearest Artec showroom for your copy of the APT brochure. Then dazzle your clients with instant choices.

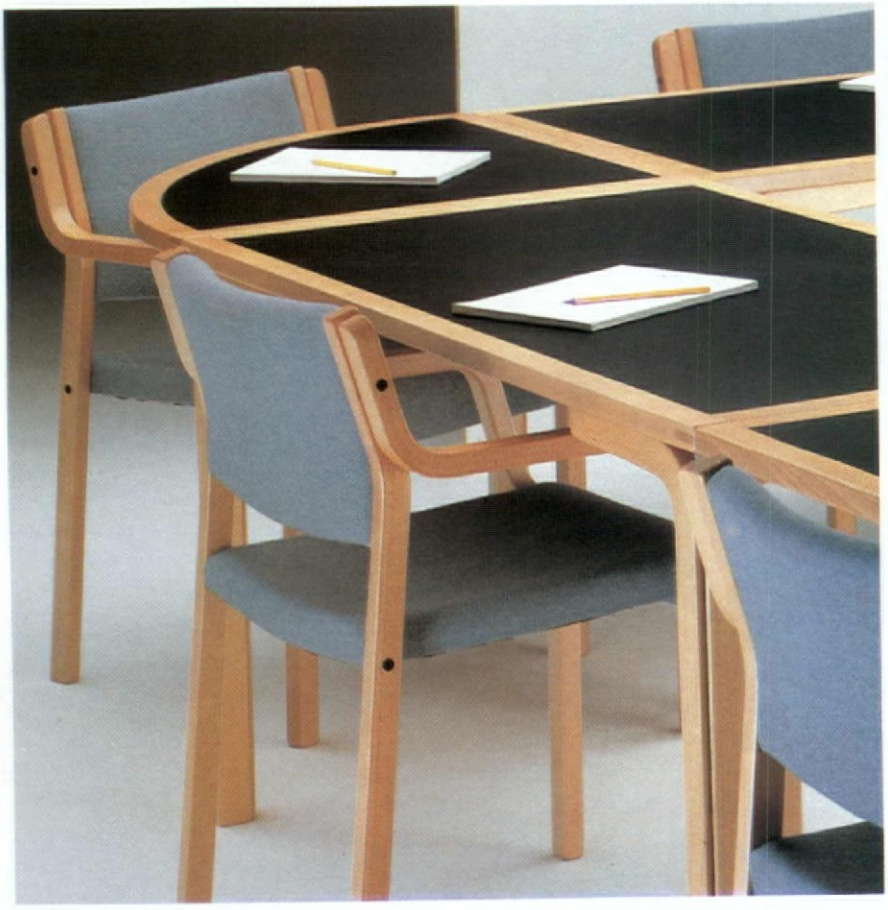
Artec®

Business Furniture Systems

A Division of Kimball International
1600 Royal Street Jasper, IN 47546
Telephone 812.482.1600

Circle 49 on reader service card

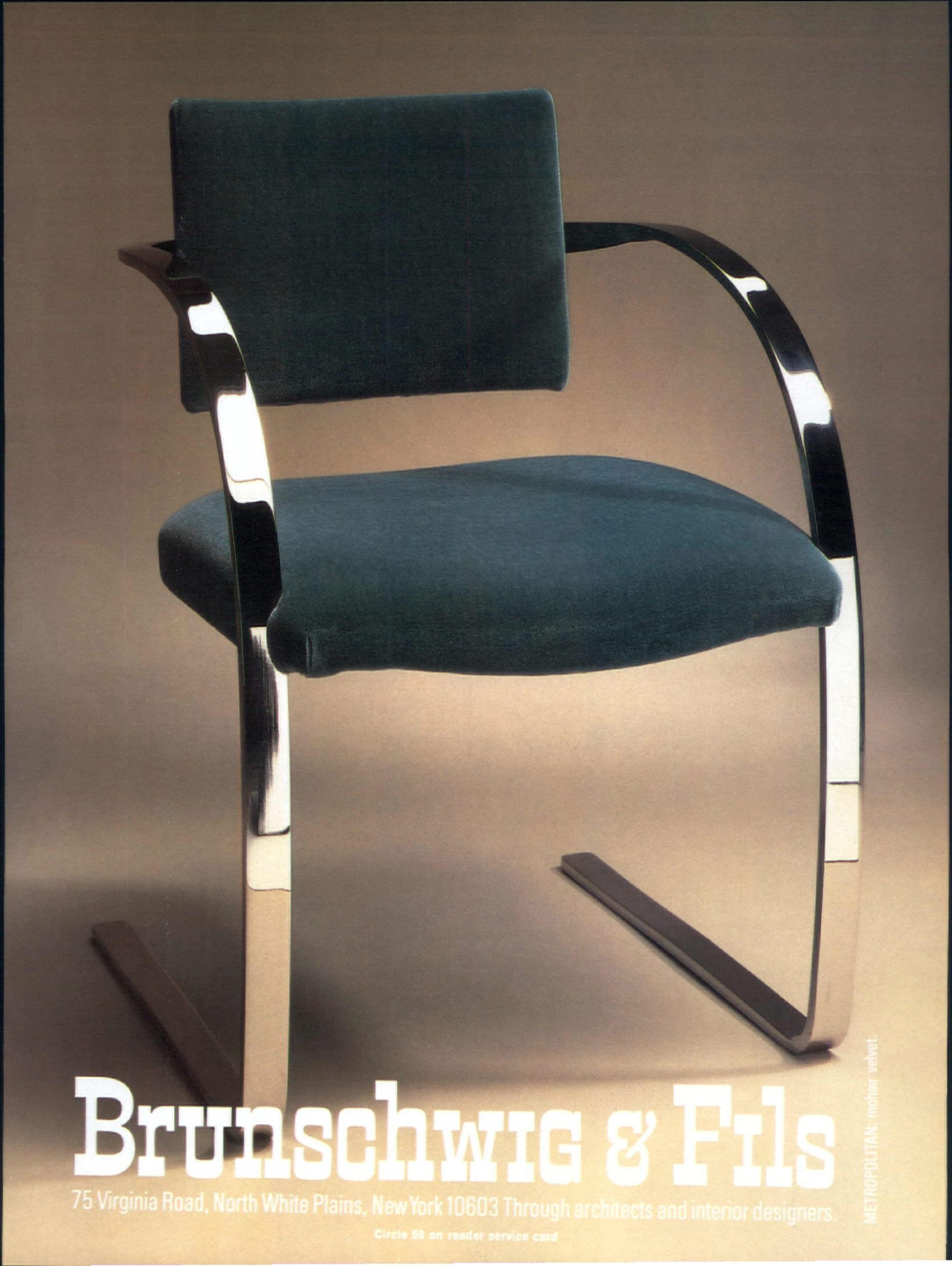
U.S./Danish seating & table line shipped KD for maximum savings



An attractive, moderately priced Scandinavian furniture line, called Fastoflex, is shipped to the U.S. KD for maximum savings in freight and handling. A joint venture of sister companies, M & H Seating and Miller Desk of High Point, N.C., and Farstrup Co. of Sonderso, Denmark, the distribution program offers assembly, finishing, and upholstering in accordance with customer requirements.

The line is crafted of solid bentwood beech laminates, both arm and armless stacking chairs, and waterfall seat cushions for leg comfort. It features compact dimensions. Flame retardant urethane foam is standard in all chairs.

Tables are modular, with tops featuring inlaid linoleum surfaces that inhibit bacteria growth. Tops are also self-recovering from minor scratches and abrasions. **Circle No. 201.**


Brunschwig & Fils
75 Virginia Road, North White Plains, New York 10603 Through architects and interior designers.
METROPOLITAN: mohair velvet.
Circle 58 on reader service card

Showrooms:
Atlanta, Calgary, Chicago
Dallas, Houston, Los Angeles
New York, Philadelphia
Toronto

Circle 51 on reader service card

Introducing Driftwood Grey:
Combining traditional warmth
with contemporary flair.
reff
System 6 Wood

Savant Series solves seating specifications

Savant Series seating from Gunlocke will include 26 models of executive, management, and task worker seating. Designed by Perry Hunt of the Gunlocke Design Team, the Savant Series is an outgrowth of the Savant management chair introduced in 1985.

The new models embody contemporary, classic designs, and a full range of ergonomic features. Three upholstery variations (attached soft cushions, "tight" cusions, and "trapunto" detail cushions) accompany three arm chair variations (upholstered open arm, upholstered closed arm, or open arm of steam-bent oak or walnut), and five-star bases in walnut, oak, chrome, or bronze with dual wheel casters.

Management and task worker models are available in two back heights, each providing posture back and lumbar support. Both models have auto-lift seat height adjustment, which permits the user to easily make convenient height changes. Side chairs are available with cantilever or sled base designs with an exterior frame of laminated oak or walnut.

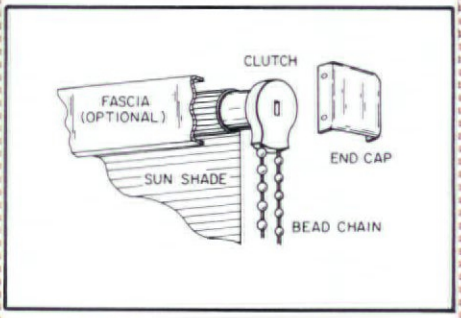
All models are available in Gunlocke's line of upholstery fabrics and leathers. **Circle No. 428.**

Introducing innovative vertical applications from... SOS™

TCR Solar Shade

Let us introduce you to our latest advancement in SOS™ Vertical Roller Shades—we call it the TCR Solar Shade.*

No more fumbling with crooked shades resulting from the unreliability of the old fashioned spring system. Our progressive TCR Solar Shade provides automatic positive placement through its innovative clutch system with bead drive, and can be used in almost any vertical window or opening that has a horizontal top.



Like all SOS systems, the TCR Solar Shade provides maximum shade from the sun without blocking your outdoor environment. This translucent shade is made from durable and washable Phifer Sun Screen and SheerWeave fabrics, and is offered in 22 versatile colors. All TCR Solar Shades are available in standard widths up to 72″, and lengths up to 96″. Larger sizes may be available upon request.

Translucent clutch-operated Roller Shade

WARRANTY

The SOS System is guaranteed for one full year from date of delivery for defects in materials and factory workmanship.

FOR ALL YOUR DESIGN AND SHADING NEEDS

Inside Outfitters Inc.

Call toll-free 1-800-742-3372
in Ohio 1-800-372-1444

5704 Avery Rd.
P.O. Box 2673
Columbus, Ohio 43216
614-766-1444

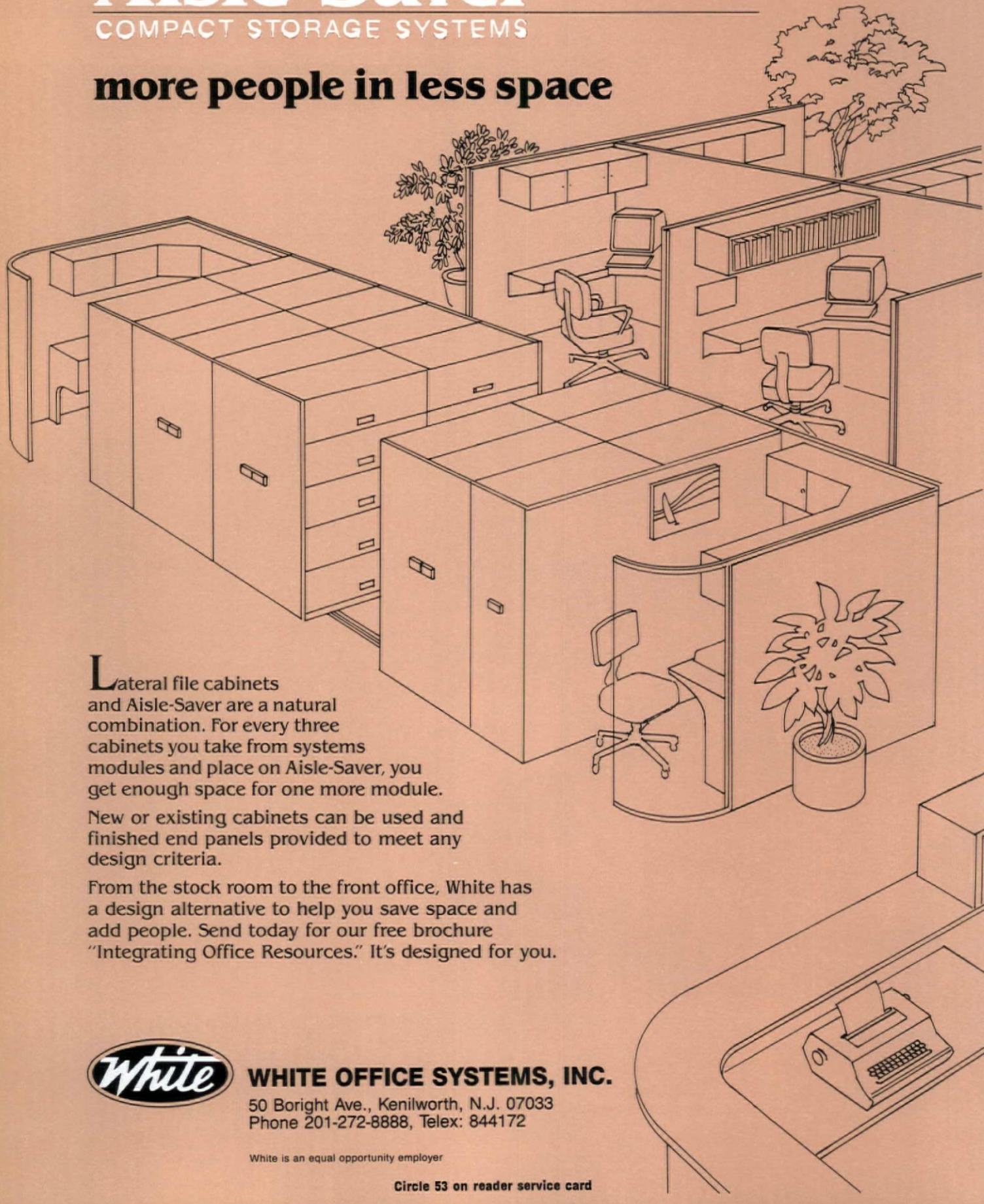
America's Window-covering Experts

Circle 71 on reader service card

Aisle-Saver®

COMPACT STORAGE SYSTEMS

more people in less space



Lateral file cabinets and Aisle-Saver are a natural combination. For every three cabinets you take from systems modules and place on Aisle-Saver, you get enough space for one more module.

New or existing cabinets can be used and finished end panels provided to meet any design criteria.

From the stock room to the front office, White has a design alternative to help you save space and add people. Send today for our free brochure "Integrating Office Resources." It's designed for you.

White

WHITE OFFICE SYSTEMS, INC.

50 Boright Ave., Kenilworth, N.J. 07033
Phone 201-272-8888, Telex: 844172

White is an equal opportunity employer

Circle 53 on reader service card

MADISON'S SOFTWEAR SEATING SYSTEM DESIGNED BY JEROME CARUSO

MADISON

Softwear

SEATING SYSTEM

Softwear seating automatically adjusts with your every move. The special tilt-swivel mechanism and articulated shell result in a dual-action, self-adjusting seat and back.

Softwear seating is available in side, task, high or low back manager and high back executive styles.

MADISON The Shelby Williams Office Furniture Group • P.O. Drawer 111 • Canton, MS 39046 • Phone (601) 859-8000

Sales showrooms in: Atlanta/Boston/Chicago/Dallas/Denver/Southern Florida/Houston/Los Angeles/New York/Philadelphia/Portland, OR/St. Louis/Washington, D.C.

Circle 54 on reader service card

©1987 Shelby Williams Industries, Inc.

studio 70 / montréal

love ergo

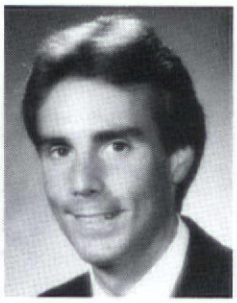
lovable, comfortable

artopex

New York : One Blue Hill Plaza, P.O. Box 1683, Pearl River, NY 10965. (914) 735-5997, Telex 00-324145.
Chicago : Merchandise Mart, 1085, Chicago, IL 60654. (312) 644-1049, Telex 00-280011.
Montreal : P.O. Box 435, St. Martin, Laval, Que., Canada H7S 1Z9. (514) 332-4420, Telex 05-25849.
Toronto : 525A Adelaide Street West, Toronto, Ontario M5V 1T6. (416) 869-0066, Telex 06-524666.

Circle 100 on reader service card

PEOPLE NEWS



Freschi

Richard D. Freschi (shown) rejoined Krueger, Inc. as district sales manager for the New York metropolitan and northern New Jersey areas.

Jay Libby (shown) was appointed to director of design at Winona Lighting, Inc. Libby will be responsible for design, new product research, product testing, and design services for architectural and lighting design clients.

Libby

McCormick Associates, Inc. changed its name to InnerDesign, Inc. The name change was made with respect to the corporation's founder, Margaret "Peggy" McCormick, who passed away in April.

Ronald J. Werner (shown) was promoted to vice president at The Alma Companies. Werner will remain national sales manager-systems division.

Werner

Richard Hantek (shown) was promoted to vice president of sales for Falcon Products, Inc. Also at the firm, **John Cronin** was named national sales manager.

The Eggers Group elected both **Francis C. Gunther** AIA, and **Jan Kalas,** AIA, as executive vice presidents and shareholders. The company designs new buildings, corporate interiors, does facilities programming, and master planning.

Hantek

Lisa R. Pianta (shown) was appointed to southwest sales representative at Thomasville Contract.

International Trading Associates Corp. appointed the following representatives: **Nollman Horrow Inc.** for the New England states and New York; **Larry Ingram & Associates** for Virginia, Maryland, Washington D.C., southern New Jersey, eastern Pennsylvania, and Delaware; and **Plost William Associates** for southern California, Clark County, and Nevada.

Pianta

Mitch Zerg was appointed to sales representative for the contract office and seating lines in Los Angeles county at Terra Furniture Inc.

Kathleen Partogian joined Steelcase in the position of public relations manager.

THE ONLY WALLCOVERING LIBRARY YOU'LL EVER NEED!

Textiles for the wall is a uniquely specialized collection and was created to assist you, the design professional, in translating your creative requirements into the total office environment. The soft, warm heather tone yarns of the textile wallcoverings coordinate beautifully with a number of Collins & Aikman Seating Fabrics and Contract Carpeting. For high traffic areas, a selection of vinyl wallcovering has been included for your consideration. The extensive color palette is further enhanced by total coordination with FORMICA Brand Laminates. The product offering provides color and texture for every mood.

KINNEY'S commitment to quality products and service affords the design community a complete and responsive resource that can provide the products necessary for today's open plan office designs. Any of the textile wallcoverings shown are available as 66" wide panel fabrics for a 500 lineal yard minimum order. Custom colorations of existing patterns or new patterns created exclusively for you are also available for the same minimum order quantity. All wallcovering in this collection, both textile and vinyl, meets all Federal Specifications for flammability with a Class A rating.

When quality, service and variety of choice are important, please contact your local KINNEY sales representative.
1-800-441-2244 (East) 1-800-556-5664 (West)

by

Kinney
CONTRACT
WALLCOVERINGS

Circle 55 on reader service card

DESIGN FREEDOM

Brass, chrome & stainless fittings

Rather than inhibit you, Lawrence gives you the opportunity for unlimited creativity. We offer the broadest selection of stock components. The largest inventory. Excellent prices. Quick-ship service.

But that's not all. You can choose from a fabulous array of Lawrence easy-to-install prefabricated railing systems, affording maximum strength at minimum cost. And, should your concepts require custom fabrication, Lawrence can do it for you better and faster.

There's also a dazzling array of stanchions and ropes in styles and finishes to complement virtually any decor.

In sum, the essence of design freedom..... only from Lawrence, *the world leader in traffic control.*

Ask your dealer for a catalog or contact us today.

LAWRENCE

P.O. Box 400-M • 260 Spur Drive South
Bay Shore, NY 11706 • 516-666-0300
Prefabricated Railing Posts • Components • Custom Fabrication

Circle 56 on reader service card

PEOPLE NEWS

Dell

Joni Dell (shown) has joined Cumberland Furniture's New York sales staff.

George J. Shouldis (shown) was promoted to president of the window covering division of Hunter Douglas.

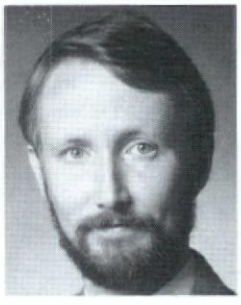
At **Walker Group/CNI,** the following were promoted: **Jerry Gelsomino** (shown) to marketing director; **Margaret Jacobs** (shown) to director of buisness development; and **Pamela Stein** (shown) to director of public relations.

Shouldis

The following were named associates of Whisler-Patri, a 100-person, full-service architectural and interior design firm in San Francisco: **Stephen Guest** (shown), senior design architect, and **Kenneth B. Young,** computer-aided design and drafting manager. Also, **Robert Irvine** joins the firm as marketing director; **Karen Burns** was promoted to marketing manager; and **Dana Dubbs** was named Communications manager.

Stein Jacobs Gelsomino

The National Council for Interior Design Qualification (NCIDQ) elected the following officers for 1987:
President: **Will Ching** (shown), IBD, president, Will Ching Planning & Design, New York, N.Y.; Vice President: **Buie Harwood,** IDEC, associate professor of interior dessign, Virginia Commonwealth University, Richmond, Va.; Treasurer: **Gail Adams,** FASID, principal, Gail Adams Interiors Ltd., Phoenix, Ariz.; Secretary: **Jerry Nielson,** FIDEC, chairman of the interior design department, College of Architecture, University of Florida.



Guest

Frank M. Hammerstrom was named senior principal, director of marketing for Hellmuth, Obata & Kassabaum, Inc.'s New York City office.

Ching

Forma announced the following appointments to its New York City office: **L. Arnie Chinn,** director of design; **Jacqui L Evanchik,** senior designer; **Janet D. Pierce,** marketing manager; and **Agnes M. Murray,** account manager.

Wayne Godwin, president of BASF Structural Materials, was named president of the firm's fibers division and executive vice president of BASF Corp. effective April 1, 1987.

Here's solid evidence Sligh business furniture works for lawyers.

Law firms reflect success as part of their efforts to attract and keep clients. That's one reason they choose Sligh Furniture. It's why you should be recommending Sligh to the law firms in your market.

Sligh has made premier-quality, beautifully-built furniture for over 100 years. We combine exquisite materials with meticulous craftsmanship to create an extensive product line that allows you to furnish an entire office environment. Sligh has a total program to support your sales efforts, including proven, lead-generating national advertising, catalogs and literature, and delivery programs. The facts are clear.

You be the judge.

Visit our new Merchandise Mart showroom in Chicago, Space #1264, and examine dramatic exhibits that demonstrate how a lawyer's office should look. You'll find the evidence overwhelming.

Sligh

For people who know the difference.

Sligh makes a wide variety of desks, credenzas, wall units, chairs and other distinctive business furniture. To receive a copy of our Executive Suite catalog,send five dollars to: Dept. C-2, Sligh Furniture Co., 1201 Industrial Avenue, Holland, Michigan 49423.

Circle 57 on reader service card

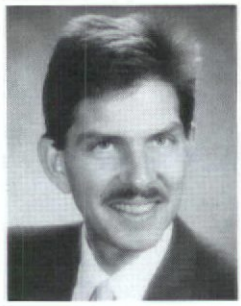
Circle 58 on reader service card

Tretford Works in Offices The Tretford Surface System — of broadloom, loose-lay modules and Acousticord for walls—possesses outstanding qualifications for office work. A clean, linear look. Thirty-eight colors to choose from. Excellent sound absorption. And a marvelous versatility for covering floors, walls, partitions, doors, columns, counters, platforms, etc. Tretford and Acousticord are in stock and available on cut-order basis with no minimum requirement. Contact Home Office: Eurotex, 165 West Ontario Street, Philadelphia, PA 19140. 800-523-0731. In PA call 215-739-8844.

EUROTEX

Circle 59 on reader service card

PEOPLE NEWS



Welter

Leo G. Welter (shown) was named product manager for Krueger, Inc.'s new international division.

Isard-Greenberg Co. was appointed leasing and managing agent for The Marketplace Design Center, a 300,000 square foot facility at 24th Street between Market and Chestnut Streets in Philadelphia, Penn.

Kerley

Vern Evans joined DBI, an interior design and architectural firm in Washington, D.C., as vice president of product sales.

Johnn Sterzer was named director of planning landscape services for Clark/Van Voorhis Architects, Inc.

The following were named regional sales managers for Jack Lenor Larsen: **Ellie Karanauskas** for the midwest and **Sylvan Klaus** for the northwest.

McMillian

Gary Chin was promoted to national sales manager of contract furniture division at Charvoz-Carsen Corp.

RTKL Associates Inc. announced the following as new principals: **John R. DeBello,** AIA, Ft. Lauderdale, Fla.; **David C. Hudson,** AIA, Baltimore, Md.; **Paul F. Jacob III,** AIA, Los Angeles, Calif.; **Sudhakar G. Thakurdesai,** AIA, Los Angeles, Calif.; and **Laurin McCracken,** AIA, Dallas, Texas.

Pittman

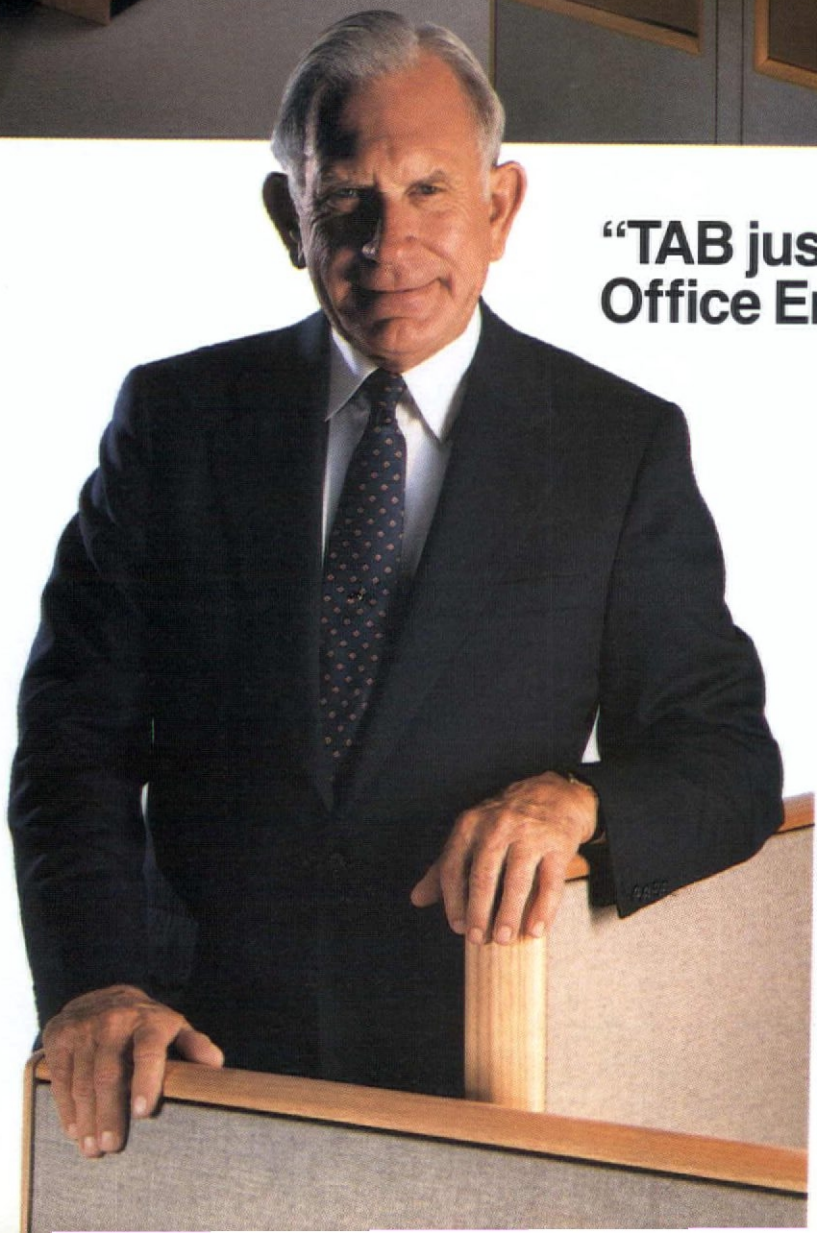
Jeanette Kerley (shown), ASID, was named principal of InnerDesign, Inc. Also at the firm, **Rebecca Coyne** and **Sally McKenna** were appointed associates.

Marlon McMillian (shown) was appointed executive vice president and general manager of Allied Office Interiors, Inc. McMillian will be in charge of the firm's Bay City, Flint, and Lansing, Mich. locations.

Wolf

Deboarh F. Pittman (shown), IBD, joined Browne, Worrall & Johnson Inc./Architects, a Baltimore-based architectural firm, as project interior designer.

Rebecca M. Wolf (shown) joined Stone, Marraccini and Patterson in the new position of director of interior architecture.



"TAB just took the next step: Office Environments!"

"For 35 years we've been introducing filing systems that make the best use of your time and space. Now, we're giving you the same kind of efficiency in a total office environment.

"The TAB Environment is not just another 'me too' partition system. It incorporates all our information management know-how into a comfortable setting that will make any employee and any department more productive. Compared to other office systems, the new TAB Humanetics Group gives you the feeling of quality that's designed to last. Contact your nearest TAB office. They'll show you what I mean."

H. W. LeClaire

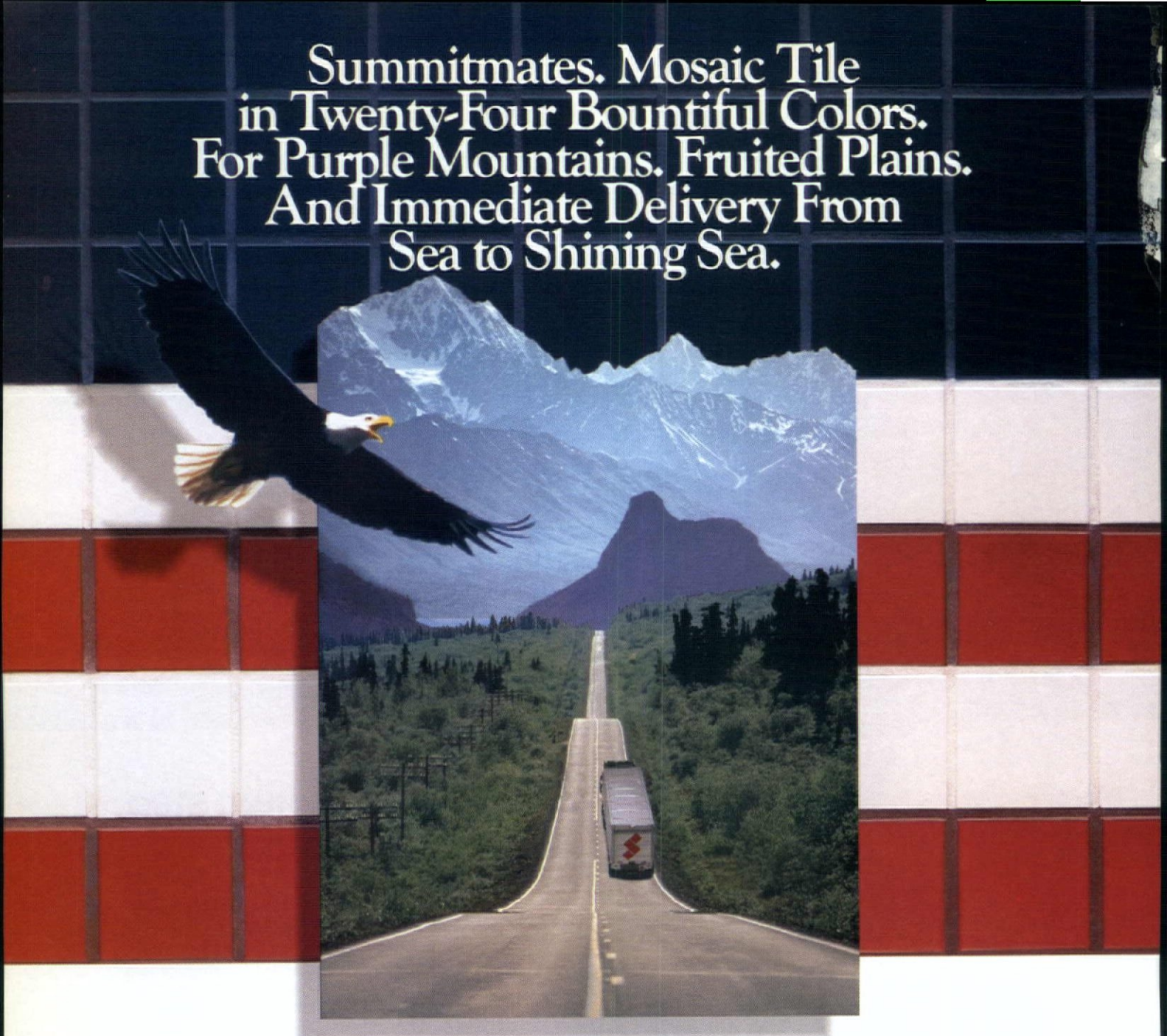
H.W. LeClaire
Chairman of the Board

Call **800-672-3109** Ext. 4803. In California 800-742-0099 Ext. 4803. Or write TAB Products Co., 1400 Page Mill Rd., Palo Alto, CA 94304.

TAB PRODUCTS CO

Circle 60 on reader service card

Summitmates. Mosaic Tile in Twenty-Four Bountiful Colors. For Purple Mountains. Fruited Plains. And Immediate Delivery From Sea to Shining Sea.



MADE IN AMERICA

Introducing Summitmates. This newest addition to Summitville's mosaic tile line follows the old American tradition of excellence and quality.

Choose from 24 designer colors especially selected to match today's furnishings and accessories. Use them for a variety of applications including interior walls, countertops, residential floors, light duty commercial floors and customized baths.

Coordinated colors create unlimited designs.

This red body, straight edged, natural clay tile is available in Bright, Crystal and Matte glazes and in three popular sizes. All tile is backmounted.

Best of all, Summitmates are ready for immediate delivery. No overseas calls or waiting for foreign shipments to arrive.

For additional information just contact your Summitville Distributor. See Sweets File 09300/SUM for a complete line of ceramic tile including custom colors, wall murals and decorative inserts.

Then choose your colors: Cherry Red, Frost White, Navy Blue or any of the other 21 Summitmates colors.

Summitville®

Summitville Tiles Inc. • Summitville, Ohio 43962

Circle 61 on reader service card

FASTOFLEX...laminated wood furniture, proportionally pleasing and gracefull. Fastoflex is a classic collection of Danish furniture that goes beyond functionalism. Offering exceptional comfort in stacking and ganging arm and armless chairs and tables.

Please write and ask for a complete brochure, or call toll free 1-800-438-4324
Showrooms - New York City, High Point.

Circle 62 on reader service card

m.&h. seating

DESIGNS BY RENO WAHL IVERSON

NB-2313

NB-2312

m.&h. seating co. inc.

HP-11, HIGH POINT, NORTH CAROLINA 27261, TEL 1-800/438-4324

Circle 63 on reader service card

Walker System
PICTURE HANGING DEVICES
Picture Hooks • Hanger Rods
Clips and Holders for Prints and Photos
A New Picture Molding
For Galleries, Libraries, Conference Rooms, Lobbies, Exhibits, Student Unions . . .
Picture Hanging Devices Cat. 280
Free! CATALOG • SAMPLES
WALKER SYSTEMS 250 SO. LAKE AVE. DULUTH, MN 55802

Discover The AMTAB Advantage
"Old world" quality and craftsmanship plus the very latest in design and utility. Variety of finishes available. Thousands of buyers look to AMTAB for service and competitive pricing second to none.
CONFERENCE TABLES • FOLDING TABLES
Request New Color Catalog
AMTAB MANUFACTURING 1747 W. GRAND AVE. CHICAGO, ILL. 60622
Some Sales Territories Open

Circle 64 on reader service card

COMING EVENTS

1987

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 5-8. Wallcovering Mfgrs. Assn. annual convention. Rancho Mirage, Ca.
April 9-10. CRI Annual Institute Meeting. Opryland Hotel, Nashville.
April 10-11. Presentations Northwest 87. Design Center Northwest, Seattle, Wash.
May 6-8. World Exposition of Ceramic Tile and Bathroom Furnishings. Los Angeles Convention Center.
May 11-13. Lighting World 5, The International Advanced Illumination Exposition & Conference. Jacob K. Javits Convention Center, New York.
May 13-15. Design ADAC 87, the annual design event for the Southeastern design trade. Atlanta Decorative Arts Center, Atlanta, Ga.
May 14-16. Design Week Boston. First annual spring market. Boston Design Center, Boston, Mass.
May 16-20. National Restaurant Association Show. Chicago, Ill.
May 18-21. Office 'Landscape' Users 37th Symposium. Parkview Hilton Hotel, Hartford, Conn.
June 8-9. 3rd Annual IBD National Conference. Holiday Inn Mart Plaza, Chicago, Ill.
June 9-12. NEOCON 19. The Merchandise Mart, Chicago.
June 14-22. AIA National Convention. Orlando, Fla.
June 16-19. Woodworking, Machinery & Furniture Supply Fair. Anaheim Convention Center, Anaheim, Ca.
June 23-26. A/E/C Systems '87. Washington Convention Center, Washington, D.C.
July 20-21. San Francisco Design Conference. Contract Center, Showplace Square, San Francisco, Calif.
August 5-8. IDSA National Conference, Monterey '87: Influences on Design. Conference Center and Doubletree Inn, Monterey, Calif.
September 1-3. Workspace, Fifth Annual Exhibition & Conference for the Office Environment. Moscone Center, San Francisco, Calif.
September 17-18. Innovations '87. INNOVA. Houston, Tex.
September 20-22. Pan Pacific Lighting Exposition. Concourse at Showplace Square, San Francisco, Calif.
October 8-10. Designer's Saturday. New York, N.Y.
October 20-24. NOPA annual convention. McCormick Place, Chicago, Ill.
November 1-4. IFMA annual conference and exposition. Dallas, Tex.
November 8-11. International Hotel/Motel Restaurant Show. Javits Center, New York, N.Y.

Foreign

April 2-6. STAR '87 Intl. Fair for Home Furnishings, Textiles. South Pavilion, Milan, Italy.
April 2-8. British Intl. Antiques Fair, National Exhibition Centre. Birmingham, England.
May 6-10. Scandanavian Furniture Fair, Bella Center, Copenhagen, Denmark.
May 10-14. 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.
July 22-25. ASID National Conference and International Exposition of Designer Sources. Metro Toronto Convention Centre, Toronto, Canada.

Tuohy

The Primera Series

The Primera Series is a transitional statement in executive elegance. It is also a presentation of outstanding detailing. Only selected hardwoods and narrow heart, plain sliced veneers are utilized. The inner pedestal materials and construction are uncompromised. Tuohy's Technivar® conversion finish provides a landslide performance over the catalyzed lacquer and polyurethane finishes in the industry.

Primera is one of six executive desk groups from Tuohy. All provide a full complement of desks, returns, credenzas, U-stations, conference tables and modular shelving systems. All are available in over fifty color-finish-wood species combinations.

Tuohy Furniture Corporation, Tel. 800-533-1696
New York: IDCNY, Suite 302, Center Two
Chicago: Merchandise Mart, Suite 880
Minneapolis: Int'l Market Square, Suite 502

Circle 65 on reader service card

D U P O N T

A N T R O N®

EVEN UNDER THE HARSHEST CONDITIONS DUPONT ANTRON® THRIVES.

Whatever the problems your interior environment poses, Du Pont Antron can weather them all. Du Pont Antron nylon is specifically designed for tough conditions. It gives the best protection against crushing and matting. And it handles soil and stains like no other carpet fiber can.

What's more, Antron handles all your design needs, too. By offering the widest range of colors, textures, and styles, Antron can help you find precisely what you want.

Maybe that's why so many architects and designers put their trust in Antron. And why they've made Antron the number one specified carpet fiber in the country.

Find out more about the Du Pont Antron family of fibers in the Du Pont Antron Specifiers Guide. For your free copy, call 1-800-448-9835.

THE ANSWERS COME EASY WITH ANTRON®

DUPONT

Circle 66 on reader service card

The Best Kept Secret

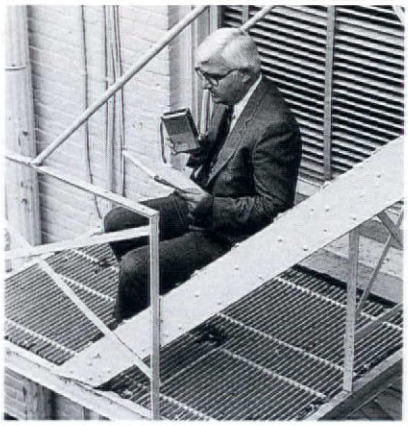
in office seating. Discover Xanas, one offering in United's Contract Seating Program. Realistically priced and guaranteed. Write or call for more information or visit a Showroom. Atlanta, GA 404/262-1166; Boston, MA 617/460-0767; Chicago, IL 312/670-2397; Dallas, TX 214/760-8467; Denver, CO 303/399-4763; Kansas City, KS 913/236-7487; Los Angeles, CA 213/749-4106; Minneapolis, MN 612/633-7761; Philadelphia, PA 215/728-6016; San Francisco, CA 415/552-1585; Seattle, WA 206/762-3200.

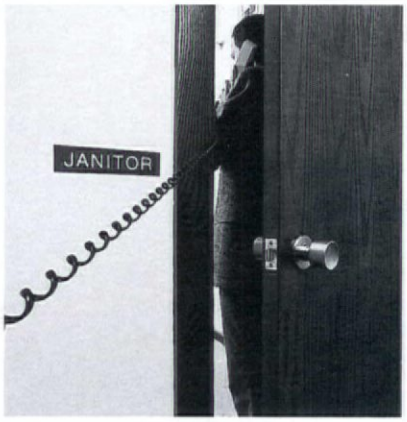
united chair

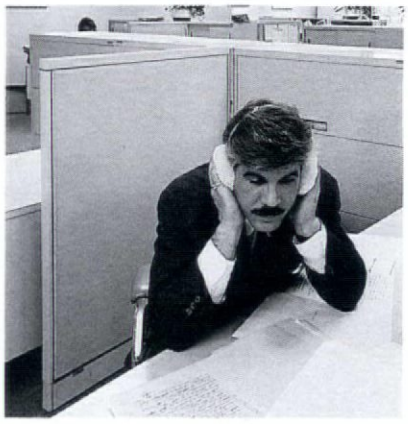
Leeds, AL 35094 205/699-5181

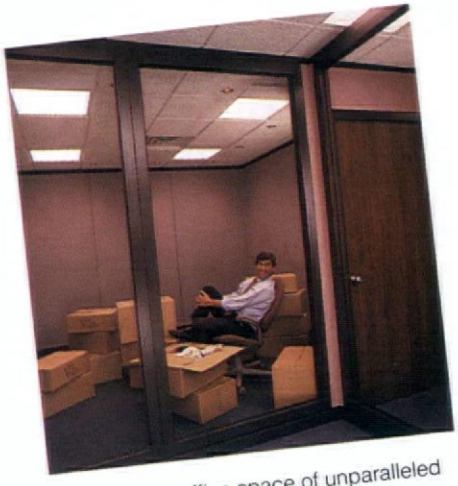
Circle 67 on reader service card

Oh, the elusive search for privacy.









Enjoy private office space of unparalleled flexibility with Vertex walls from Architectural Wall Systems. Pre-wired and easily demountable, Vertex accepts the components of most major office systems. Independently hung panels can be finished in laminates, fabrics or veneers.

Architectural Wall Systems
Grand Rapids, MI
1-800-544-7900

Vertex™. The search is over.

Take a closer look at NEOCON. Visit AWS showroom—1040.

Circle 68 on reader service card

CURVEWOOD

Skillfully produced.
A well proportioned balance
of strength and light, clean lines.
The Curvewood solution.
Arm and armless,
single slat, multiple slat
and fully upholstered back.
For dining, guest
and conference seating,
in wood or
lacquered wood finish.

design: Bert England

CHARLOTTE COMPANY

The Fitting Solution.

Belding, Michigan 616.794.1830 Showrooms: Chicago, Dallas, New York.

Circle 52 on reader service card

Flooring styles provide backdrop for table details

Collins & Aikman

ArmStar

Tactesse fibers evoke luster

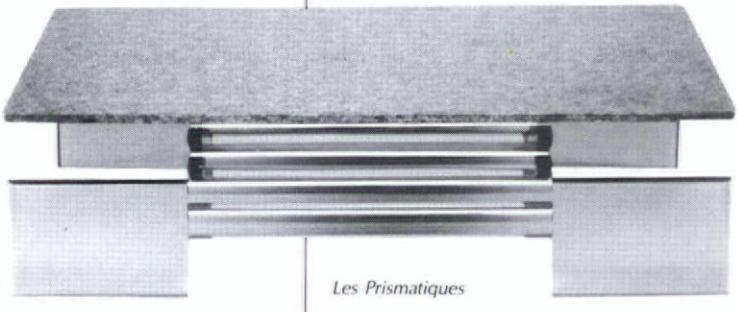
Collins & Aikman—Contessa, a pinpoint Saxony cut-pile made of Tactesse fiber from ICI Fibers, has the soft feel of lamb's wool. The subdued luster of Tactesse softens colors and enhances the wool effect created by fine spun yarns. Available in 48 colors, it has excellent soil-hiding properties and a high level of static control. A synthetic back is stabilized and resists mildew and mold. **Circle No. 420.**

New colors for marble surfacing

ArmStar—90 percent marble surfacing material has seven new colors including a true white, two lights (gray and peach), and three brights (two reds and a blue), along with a speckled black and white combination. The Armstone line features polished and selected honed finishes and a choice of size and thickness. **Circle No. 421.**

Table creates an illusion

Les Prismatiques—Bellagio is part of a table collection featuring a hand-carved crystal acrylic base which contrasts with a carnation red granite top, creating the illusion of matter suspended in space. Prismacolour is a material that is half the weight of glass and has the transparency of fine lead crystal. Designed by Raymond Jurado, Bellagio measures 30 by 60 by 16-in. high, and is available in nine colors. **Circle No. 422.**

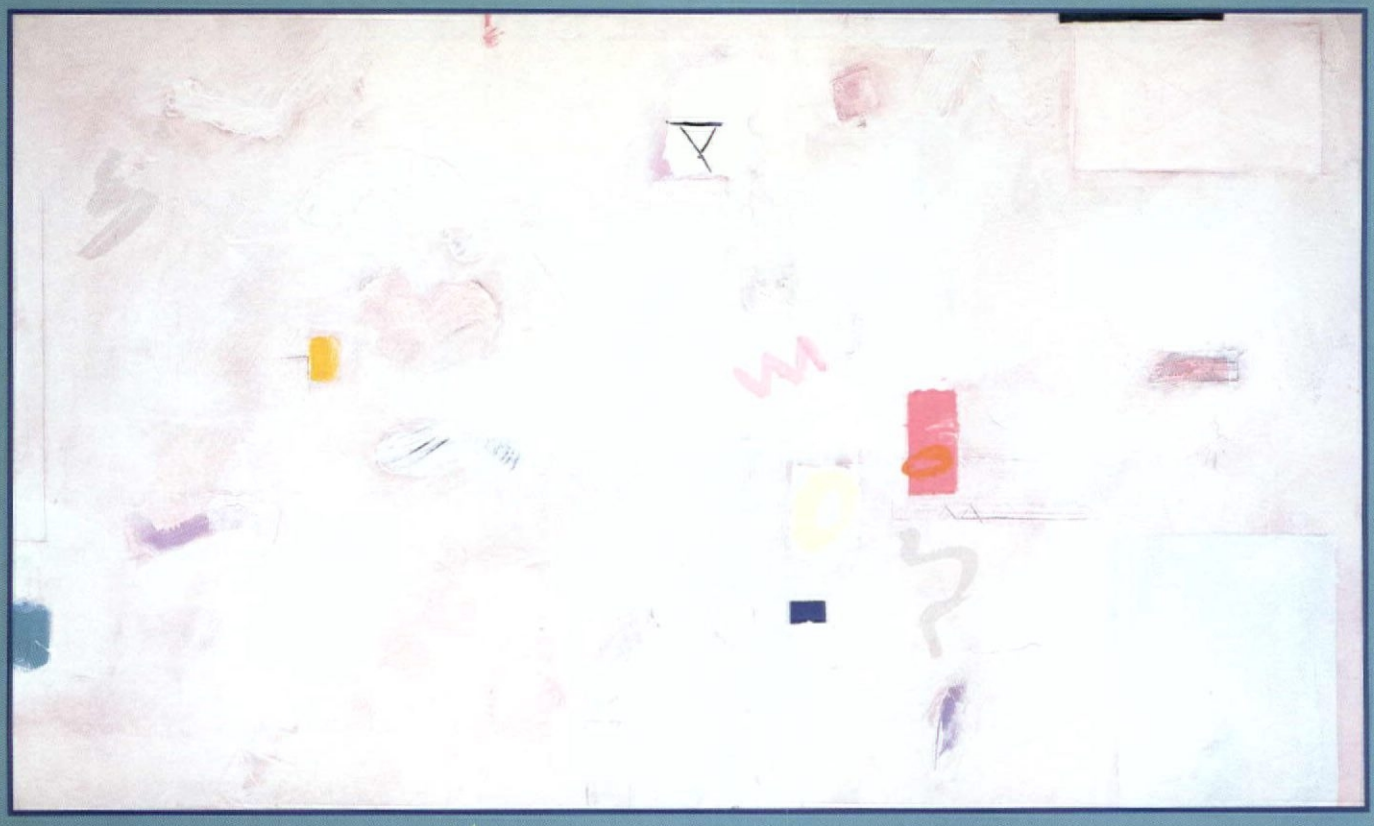


Les Prismatiques

H. Dolin Stuart

Introduces signature Italian tables

H. Dolin Stuart Inc.—The Tristan and Isolde Table is an original by Italian furniture artisan Pucci de Rossi. A sculptural art piece of ⅜-in. steel, it is available in a variety of finishes. Bearing the artist's signature of authenticity, the table is now being manufactured in Los Angeles. **Circle No. 423.**



STANDING OVATIONS

Design professionals,
don't miss
the most important
industry event
of the year
at Design Center
Northwest.
5701 6th Ave. South
Seattle, WA
206.762.1200

PRESENTATIONS
NORTHWEST 87
APRIL 10TH & 11TH

Circle 69 on reader service card

Lehigh-Leopold

JOYCE

"Built on honor to endure" was the motto of one of Lehigh-Leopold's founders. Over 100 years of experience and tradition of building the finest business furniture is in each Lehigh-Leopold product. Craftsmanship, fine design, choice materials and an attention to detail — this is Lehigh-Leopold today.

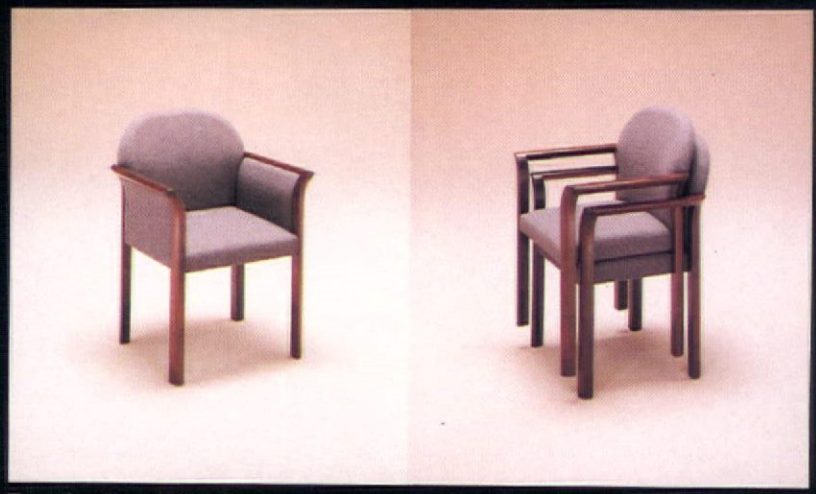
Furniture

Coda

Systems

Adapt

Seating



Rondo Arm Chair

Rondo Stacking Chair

One Joyce Drive Burlington, IA 52601
319-753-2271

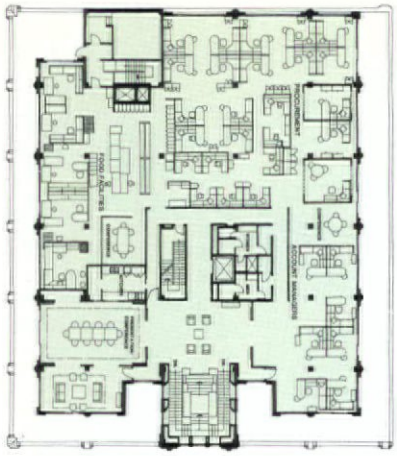
Circle 70 on reader service card

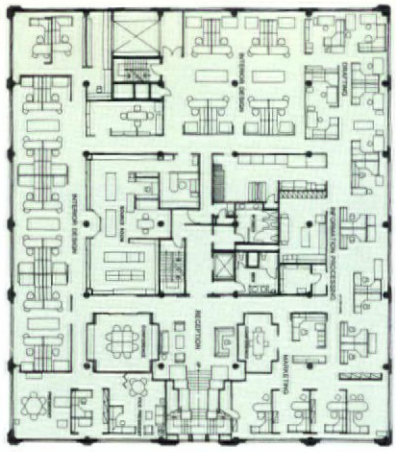
DESIGNERS' OFFICES ARE A CLIENT DRAW

From the remodel of a 1928 Art Deco building to construction of a contemporary office facility and renovation of a Victorian house, the expression of a design firm's talents through its own working environment has become a primary marketing tool for three design offices in Seattle, Wash.; Palm Desert, Calif.; and Winter Park, Fla. For the headquarters of F O R M A, Urrutia Architects, and Architects Design Group, respectively, the chosen interior programs are as diverse as each firm's services, geographic location, client base, and budget. In one case, planning deliberately avoids making a design "imprint." This contrasts with another office's clear effort to relate to culture, geography, and project requirements indigenous to the local area. For the third, a relaxed Southeast standard showcases expertise in custom work for clients. These design solutions, suiting the firm *and* the targeted client, reveal a growing marketing savvy among small- to large-size firms.

(Continued)

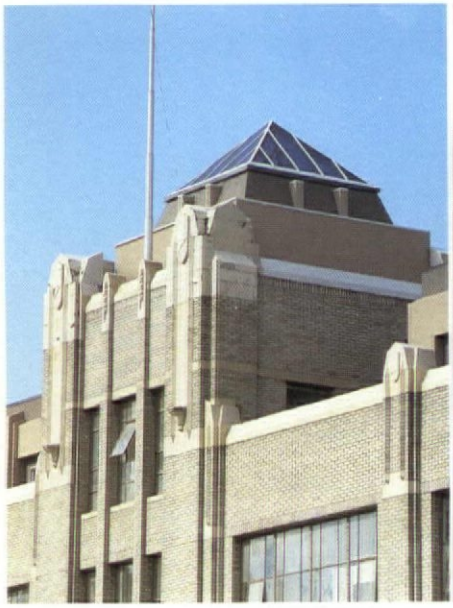
Offices for F O R M A, Seattle, Wash., afford a neutral environment that supports a diversified staff. Interiors express firm's energy through a 1928 Art Deco building re-use.

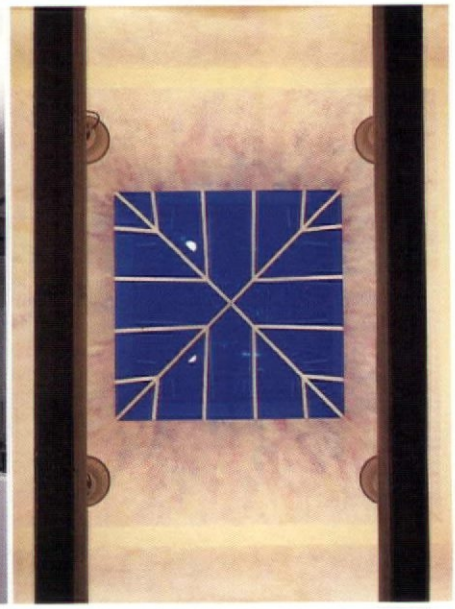




Project Notes

F O R M A, Seattle, Wash.
Completion date: March, 1986 (five-month construction)
Square footage: 25,000 sq. ft.
Cost per sq. ft.: $35 (furniture, furnishings, equipment)
Staff size: 70





Photography by Chris Eden

DESIGNERS' OFFICES

F O R M A lets the building 'read through'

Listed on the National Register of Historic Places, the Lenora Square Building, Seattle, Wash., has been transformed through adaptive re-use to house the offices of F O R M A, a design, food facilities planning, and contract purchasing firm.

Because its 70-person staff offers services beyond interior design, F O R M A's offices had to provide an environment conducive to a variety of business transactions. Thus, new and contemporary interiors reflect historical design elements of the building; warehouse ceiling heights, concrete columns, and industrial steel sash windows are balanced by unexpected surprises such as stencilling, stippling, custom artwork, and casework.

Occupying the top two and one-half floors of this design center erected in 1928 and recently converted into showroom space serving the interiors trade, F O R M A has fashioned interiors that "let the building read through," in the words of director of interior design Judith Davison.

"The 25,000-sq.-ft. space is very non-aggressive. We deliberately avoided trying to impose ourselves on the space, or forcing our own design idiom on interiors, electing instead to build a neutral environment that can support a diversified staff in a straightforward manner," Davison continues.

The modern Art Deco design of the building's original architect, Henry Bittman, has been maintained. Pavilion-style spaces, as opposed to rooms, create an open feeling. So does the technique of isolating the interior architecture from original elements—the only full-height walls are those surrounding the core. The pavilion scheme creates privacy for secondary spaces.

For the library, the architecture's steel sash window form is repeated on walls. In recognition of the Japanese influence on Northwest design, shoji screens are expressed in steel and glass and used as sliding glass doors at major entries.

A grand connecting stair permits access between both floors

Hand-stippled atrium (above, right) and historical building elements (left) typify interiors which employ pavilion-style spaces.

occupied by the company—floor six and a newly created seventh floor with penthouse. The stair is topped by a 40-ft. pyramidal skylight. Notes Davison, "Our main connection in our previous space was a fire stair. By contrast, the new stairway provides an uplifting experience that enhances company operations."

In addition to a portion of the fifth floor used by the firm's accounting department, F O R M A's occupancy of the entire sixth and seventh floors includes facilities for interior design, information processing, executive offices, account managers, conferencing, and a catered kitchen that permits entertaining clients in a relaxed atmosphere.

"Our new space is filled with imagination and expresses our energy as a firm, plus a sense of humor," notes Davison. "In our previous headquarters we were in a corporate building without identity. Judging from our former space, we might have been insurance underwriters!"

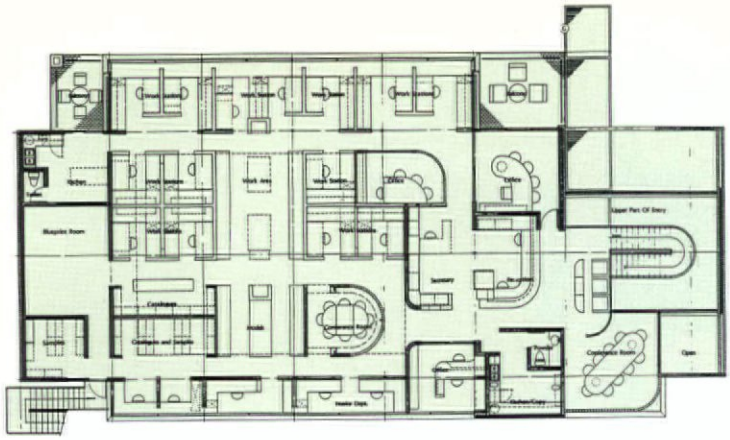
F O R M A is a wholly-owned subsidiary of Westin Hotels & Resorts and operates a design office in New York City. The Interior Design Group of the firm annually designs and specifies in excess of one million sq. ft. and is currently working on renovation of the Westin Plaza, New York, among other renovations for the chain internationally. F O R M A also counts among its clients businesses in the retail and office sectors.

Building 'reads through' in designers' concept for space. Shown this page is reception area with steel sash windows and custom work.

SOURCES

Seating—Hickory Business Furniture, Kaasco (custom). **Open plan system**—Herman Miller. **Panel fabric**—Boris Kroll. **Casegoods**—Heartwood, Kaasco (custom). **Floorcovering**—Pande Cameron. **Wallcovering**—Jack Lenor Larsen. **Custom glass screen**—Michael Kennedy Glassworks. **Floor stencilling**—John Clavo. **Artwork**—Kate Reightley, Frances Celentano, Travers-Sutton Gallery. **Atrium stippling**—Robert Williamson, Irene Ingalls. **Handrails, Shoji doors**—Fabrication Specialists (custom). **Plants**—Price Regan.

Space planning and interior design—F O R M A: Judith Davison, director of interior design; Vicki Kolmodin, space planning; Joni Morishita, purchasing coordinator; Sally Paulson, account manager. **Architectural design**—George Suyama Architects, **Contractor**—J.M. Rafn Construction.



Project Notes

Urrutia Architects, Palm Desert, Calif.
Completion date: May, 1985
Square footage: 3,600 sq. ft. in a new 6,000 sq. ft. building
Cost per sq. ft.: $120 (includes construction cost, all materials, furnishings and finishes).

Desert-style interiors are expressed in natural materials, and daylighting afforded by skylights for this design firm specializing in climate-controlled project work.

Photography by Arthur Coleman

DESIGNERS' OFFICES

Urrutia celebrates the Southwest

The Urrutia Professional Building, designed and partially occupied by Urrutia Architects, Palm Desert, Calif., serves as a showcase headquarters for this 22-person architectural and interior design firm which specializes in Southwest area commissions.

The design premise is to emphasize the firm's ability to use natural materials in combination, conveying a contemporary sophistication in desert-style design. Visitors are greeted by a granite desk and marble flooring, as well as reflected marble ceiling. Dramatic glass-block walls separate reception from a lower level and are also used to enclose the conference room that features a custom granite table.

Skylights located in open office areas used by interior designers and architects are placed on the east side of the roof to avoid intense summer sun. Practicing architecture in the desert elements for 15 years, the firm is aware of the need for energy conservation and promotes its expertise in this area. Considerations such as construction materials, fenestration, insulation, and orientation are all expressed in the building.

Offices occupy 3,600 sq. ft. on the top floor of this 6,000-sq.-ft. building. The reception area links indoors with outdoors by means of a filtered skylight, native landscaping, and natural materials. A spacious skylit stairwell serves as a garden courtyard. Elsewhere, glass block, brick, and masonry reflect earth tones in interiors.

Urrutia, engaged in commercial work for 50 percent of its commissions, completed the construction and installation phases of their new facility in five months; design occurred during a six-month period preceding groundbreaking. Among firm clients are medical, recreational, and office facilities.

SOURCES

Seating—Vecta, Herman Miller, Fortress. **Floorcovering**—Collins & Aikman. **Lighting**—Lightolier, Halo. **Wallcovering**—Design Tex. **Custom desk**—Medici Marble. **Coffee Table**—Sans Souci Glass. **Fabrics**—Jack Lenor Larsen. **Glass block**—Forms & Surfaces. **Ceiling**—Armstrong World Insutries. **Granite, marble**—Medici Marble, Browns Tile. **Artwork**—Doris Wertheimer.

Architecture, interior design: Urrutia Architects: Francisco J. Urrutia, AIA, principal; David G. Prest, AIA; William Miller, director of interior design.

Project Notes

Architectural Design Group Inc., Winter Park, Fla.
Completion date: March, 1986
Square footage: 31,000 sq. ft.
Cost per sq. ft.: $88 (includes construction, labor, material, furniture, furnishings).
Staff size: 30

Former exterior windows of a Victorian house are re-fashioned as open plan partitions (below), expressing firm's custom ability.

Photography by Patricia Fisher Exterior photo by J. Kevin Haas

DESIGNERS' OFFICES

Florida firm showcases custom work

Conversion of a 31,000-sq.-ft. Victorian house furnished new quarters for 15-year-old Architects Design Group, Inc. (ADG) in a project completed by its interiors division, Architectural Interiors Group.

Recently cited with an honor award from the Mid-Florida Chapter, AIA, headquarters for this firm successfully combine new and old elements—a goal of many of the firm's commissions which center on museums, municipal facilities, correctional institutions, and judicial interiors.

Positioning itself as a firm specializing in custom work, ADG designed its interiors to signal such features as original furnishings, elaborate millwork, finish treatments, lighting, and the charm of abundant daylight afforded by creative use of windows. In one application, former exterior windows were reused to build an open plan office for one staffer.

A blueprint room and president's office were added to the two-story building; the latter was fashioned from an enclosed porch. A conference room was created where this office formerly existed. The first floor consists of two principals' offices, a drafting salon, computer room, and space for support staff. The second floor has four offices, including design salon, principal's office, project manager's office, and secretarial space.

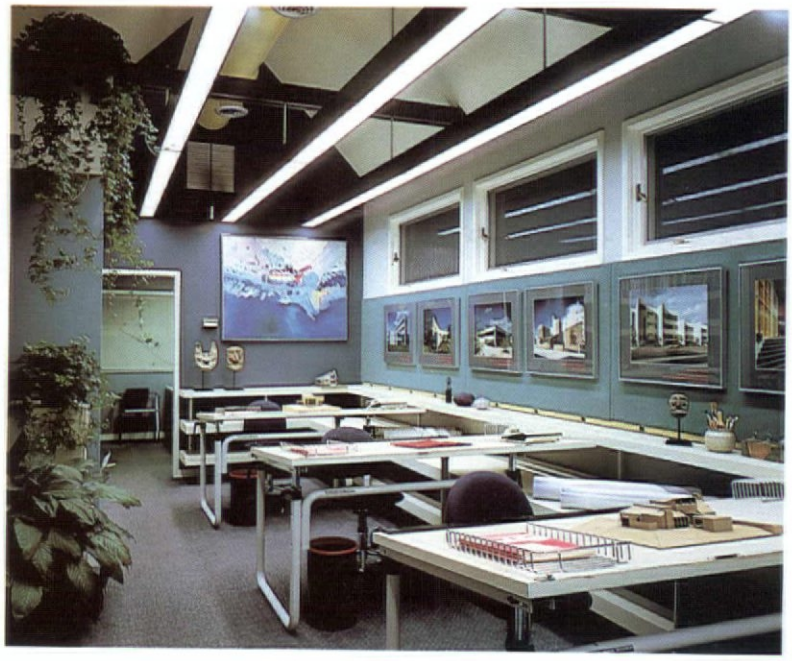
Colors center on teal greens with red accents, serving to highlight the president's extensive collection of American Indian art. Surprising artworks include masks, moccasins, and other artifacts which are prominently displayed throughout.

For this staff of 30 currently working on renovation of the Orlando Science Center, retail projects in Tampa, and administrative offices for a correctional facility, the two-floor space is working as a marketing tool to secure work for the practice.

SOURCES

Seating—Davis, ICF, Artopex, iil, **Workstations, millwork, wall-hung cabinet**—AIG (custom). **Tables**—ICF. **Lighting**—Artemide, Peerless, Omego. **Carpeting**—Karastan. **Wallcovering**—Knoll. **Desk accessories**—Peter Pepper. **Filing**—Allsteel. **Drafting tables, shelves, window enclosure/workstation, overhead cabinets**—Ed Hall (custom). **Computer room furniture**—Precision. **Bathroom fixtures**—Kroin. **Artwork**—Private collection of owner, original work by Carol Bechtel.

Architecture, interior design—Architectural Interiors Group Inc.: Keith Reeves, president; Cynthia Stone, director of design.



American Indian art collection and traditional elements of building balance contemporary treatments in custom furniture, lighting, and millwork.

Photography by Nick Merrick, Hedrich-Blessing

HIGH-TECH AT&T OFFERS CENTER FOR CLIENT-USERS

Avenue designs interiors to stimulate curiosity

AT&T's Communications Planning Center, Itasca, Ill. (a Chicago suburb), is a high-technology communication and telemarketing service facility designed to introduce corporate executives of Fortune 100 companies to advanced services, products, and systems offered by AT&T. Avenue Group, a progressive Chicago interior architectural firm, created a design concept that allows executives to focus comfortably and favorably on the highly technical services and ideas being presented.

The eighth-floor offices occupy a 12,000-sq.-ft. space in a high-rise office structure situated in a landscaped suburban setting overlooking a lake and golf course. Elements of the space are supposed to combine and contrast to pique visitors' curiosity and support the element of discovery.

Principal designer of the AT&T facility and president of Avenue, Thomas Stat, wished to retain older, traditional-style furnishings to complement high-tech products. "The facility should reflect historical references with dark woods and brass, while blending high-tech elements," says Stat.

Part of the design solution was to create visual and environ-

Planning Center entry recalls historical architecture with wainscot, portal, arch, and column (above), while AT&T's conference room (right) offers a custom mahogany table in a traditional setting for executives learning about the electronic office.

AVENUE DESIGNS FOR AT&T

Focal points announce areas

mental focal points which announce important areas where the visitor is to take some action, study an idea, or receive information. Throughout, reference to human scale is maintained by traditional images such as wainscot and head cap details, which are expressed through planar layerings.

AT&T's entry/reception area recalls proportions of historical architecture. Key areas of transition, the wainscot, portal, arch, column, and vault are embellished with architectural detailing such as cathode neon lighting encircling columns. Columns in the corridor of the conference entry link adjacent rooms by means of a series of tubes which cause a linear visual movement. Carpeting has the appearance of cracked, concrete floor—actually a hand-made pattern of faux-marble.

Meeting and presentation rooms are surrounded by lounge or "breakout" areas where executives can relax, call their base offices, and receive messages. "We're beginning to acknowledge that offices are a social setting. People work together, so we need to humanize the office environment," says Stat.

Pilasters reflecting the traditional assembly of a column serve to frame raised wood panels used on entry doors to conference rooms. Richly appointed with custom mahogany conference tables and comfortable armchairs, the room accommodates 10 and helps ease executives into the electronics product line.

A theater/media facility includes a production lab and control room with luxurious silk wallcovering and individual coffee tables, designed to enhance the executive image. A plush lounge serves as another up-scale breakout room. Views provided by long windows, and contemporary artworks selected through local galleries, coordinate with lighting to enhance the environment's warmth. Interiors place a premium on the educational value of learning about high-tech, unfamiliar office electronics.—*E. McM.*

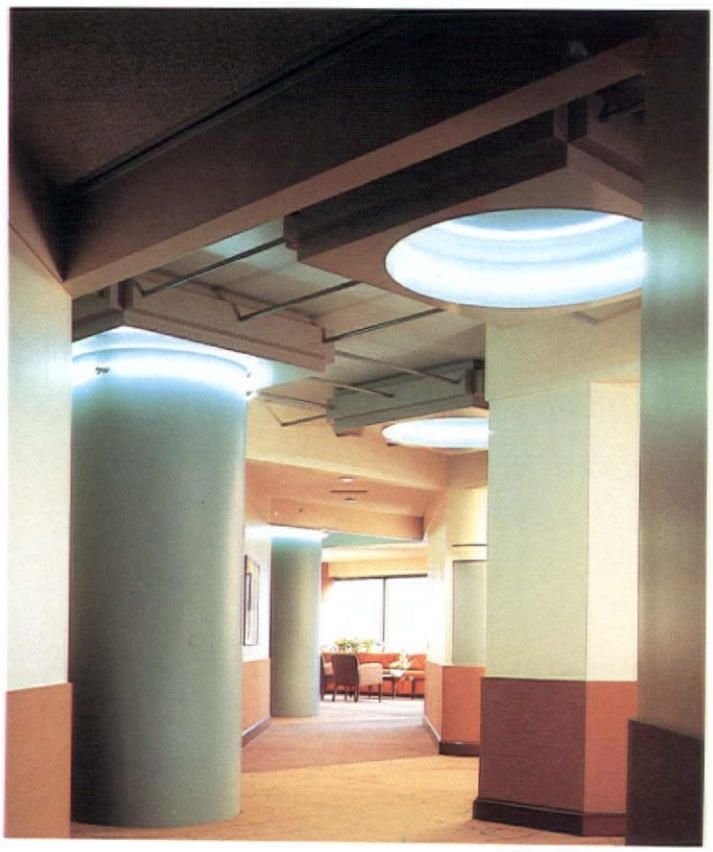
Lounge serves as a breakout room with long windows and informally arranged plush furniture. Art coordinates with natural lighting, suburban view, and recessed lighting to enhance time between meetings while executives relax or call base offices.

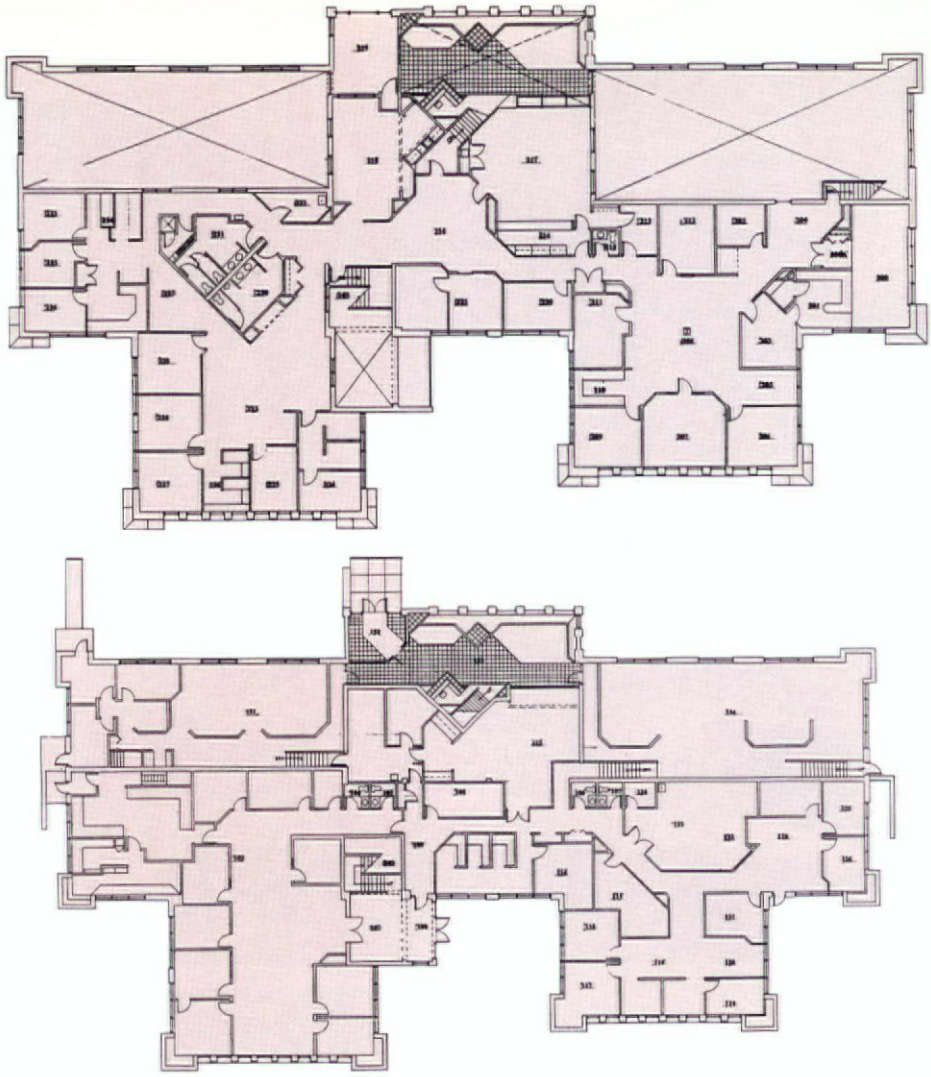
SOURCES

Seating—Donghia, Steelcase, Atelier International. **Lounge seating**—Pyromedia. **Custom upholstered furniture**—Frank Vivo. **Carpeting**—Edward Fields, Harbinger. **Custom millwork**—Herner-Geissler Woodworking. **Wallcovering**—Donghia, J.M. Lynne, B.G. Associates. **Acoustics**—Shiner & Associates. **Lighting**—Neon Design. **Audio/Visual**—Ancha Electronics. **Artwork**—Van Straaten.

Architect/Designer—Avenue Group, Inc.: John Bondeson, project director; James Byers, project manager; Gary Peterson, design director; Judith Lederman, design coordinator; Chip DeGrace, senior designer; Marc Adelman, technical coordinator; Dan Earles, senior technician. **General Contractor**—Share Construction Co. **Engineering**—Cosentini Associates.

Theater/media facility includes a production lab and control room with silk wallcovering, wall sconces, and modern A/V equipment (above). Corridor of the conference entry at right offers large, structural columns with neon trim. A series of tubes link columns to adjacent rooms, causing a visual, linear movement.





CLIENT SEEKS SWISS-STYLE UPSCALE IMAGE

Designer works with dealership to select interior furnishings

A client's increasing sales and ensuingly rapid growth rate caused John J. Parson, architect, to expand design plans mid-stream for Synthes (Sin-thays), manufacturer of orthopedic instruments and transplants, headquartered in Paoli, Penn.

A 25,000-sq.-ft. facility was being constructed for the American headquarters of the Swiss-based company, with the intention that the firm would occupy only 15,000 sq. ft. and lease the remaining 10,000 sq. ft. as office space to an outside firm. It was decided that Synthes would never lease space, but create an open-plan design to accommodate 80 additional employees by May, of last year.

This $250,000 project includes open-space planning with acoustical wall systems, private offices, a president's conference room with modular leather furniture and information-age equipment on all desks in the form of personal or larger computers and printers. A custom-designed Honeywell security system protects the valued equipment, art selections, and

Synthes floorplans by architect John J. Parson provide a detailed view of the upper level (top) and the lower/middle level (bottom).

Photography by Hugh Loomis

Second floor Euro-style lobby, (top) features natural plant life and Swiss seating arrangements. Conference room section of president's office at Synthes Ltd. (bottom, right) showcases executive modular leather furnishings. Orthopedic instruments and implants (bottom, left) are situated adjacent to the company's MIS room.

a marble and greenhouse-style reception area with colorful, natural plant life. Expansion work continues presently with the architect remodeling part of the main floor.

Working closely with a dealership, Commercial Office Furniture Company (COFCO), enabled Parson to keep pace with the client's burgeoning business plan. The Swiss influence was represented with contemporary, Euro-style furnishings which showcase the company as high-tech.

Parson's choice of a color scheme drew on a shade of red similar to that used in the Swiss flag. An international flair was maintained with the clear shades of green and blue to round out the project's color palette.

Parson also consulted with COFCO president Alan Einstein, who recently established a full-scale design department for the dealership—a fact which explains its expertise in working with a range of furnishings at various price points. Parson and Einstein met several times to review and discuss furnishing possibilities. They continue to work together as expansion and systems reconfiguring needs develop.

Parson explains that COFCO, which initially started as a budget furniture dealership, was knowledgeable in recommending high-end, upscale products. The architect handled the legwork involved in obtaining furnishings, while the client sought quality oil paintings and artwork. A sculpture garden in the rear of the building features pieces from Switzerland. And, Swiss torchier floor lamps are supplemented by incandescent lighting in corridors and fluorescent lighting for offices.

But, perhaps the most unusual design feature is the exhibit area developed by Lynch Graphics to show examples of the firm's specialty in the form of skeletal models. An entrance display area features several clocks to indicate times at other Synthes facilities around the world.

Einstein admits that at first he was skeptical of the color scheme choice of red, blue, and green, while watching Parson specify furnishings in bold, bright colors. He now says that the outcome reaffirms his confidence in Parson's creative concept.

SOURCES

Seating—Brayton, Cramer. **Tables**—Peter Pepper, Cumberland, Intrex, Brayton. **Casegoods**—Storwal. **Carpeting**—Knoll, Milliken. **Marble**—Marble Technics/Travertine.

Interior design—John J. Parson, Architect. **Display**—Lynch Graphics.

CONTRACT POLLS WORKERS ON OFFICE DESIGN

Employees in two New York buildings are asked what they think about where they work

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

"I love it!"—Bernard Rothman, first vice president, American Express Bank Ltd.

"How do you like your new offices?," our editor asked the employees of companies located in two new office towers in New York City, recently. "Good" was the most prevalent answer, but there were underlying question marks in some cases. We set out to talk to the people working in the highly acclaimed Equitable Life Assurance Society building and the American Express Tower, both in New York City, to see how they feel about their new offices.

"Do you work in the building?", asked CONTRACT. If the answer was "yes," the response was followed with another question: "How do you like where you work?"

Most answers, not surprisingly, were "Great!" . . . "I love it" . . . "Much better than where I used to work." Some respondents were more revealing. But none were ready to throw in the towel for real or imagined space design grievances. The answers at first were guarded. But then they became more candid. This was the whole idea of the interviews.

Our editor went to the sites and sought opinions on a random basis. Following are comments from workers for their buildings, locations, and personal office spaces.

CONTRACT invites reader reaction to this story, the magazine's first grass-roots poll of office workers.

"We had an outstanding view of the city in our old Citi Corporation location . . . I miss that. But here, there is more room, more privacy, and better lighting."—Wayne Cafron, tax consultant, Ernst & Whinney, Equitable.

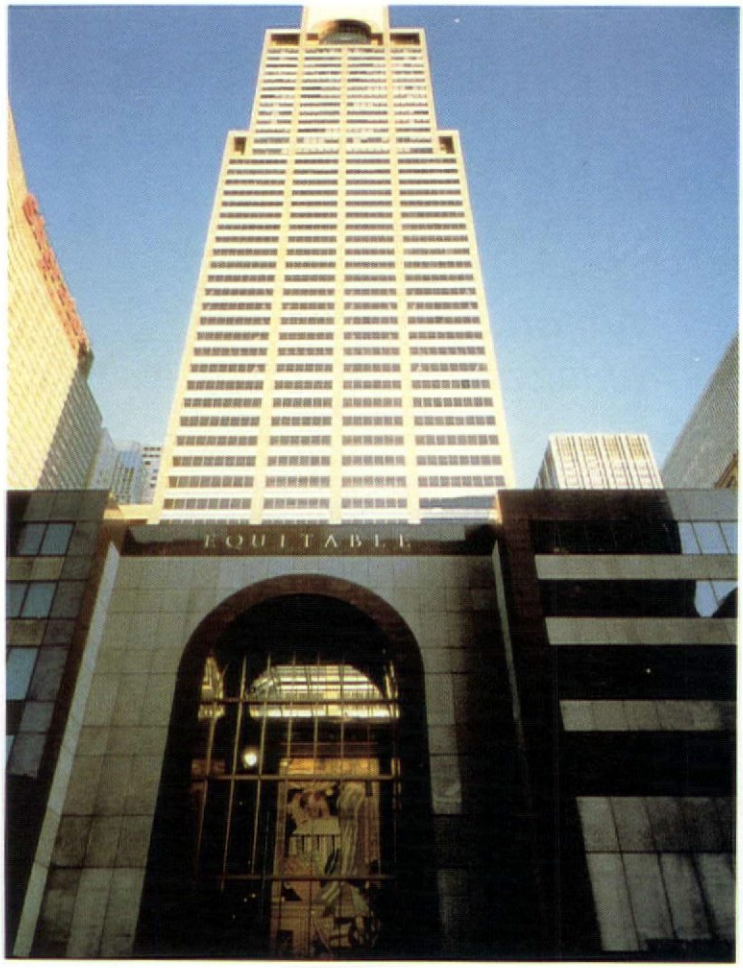
"If you have a private office, as I do, there really is not much to be unhappy about. But I am pleased with the new furniture, design, and the feeling of the office."—Gerry Moss, attorney, Equitable.

"I miss the old spectacular view of the city in my old offices and I miss the smaller space. There is too much space here . . . it is kind of cold and there is less interaction. I suppose that is the price we pay for privacy. In the old office, there was noise, you heard conversations, but you were able to walk out of your office and immediately talk with people. Now, there is so much space and people are spread out in such a way that to deliberately walk over to someone to talk implies that you have something very important to say, rather than just wanting to chat. So now I go into my office, get on the telephone, and I'm there for the rest of the day."—Tom Bonfiglio, tax consultant, Ernst & Whinney, Equitable.

"I love it, but maybe that's because I work on an executive floor. Everything is new and comfortable and I really enjoy it."—Lisa Timoney, secretary to a vice president, Equitable.

"The communications capability at the American Express Tower is superb. There is more space and more efficien-

CONTRACT's editors talked to employees of companies located in the Equitable Life Assurance Society (below, left) and American Express Tower (right) buildings in New York City to find out their opinions on the buildings themselves, location, and personal office spaces.



cy in general. I personally have less space than I used to have and the building is a little more out of the way, but over the next five years, the area will become a mini-city, with more activities and amenities. I like it."—Stuart Ganes, researcher, Shearson Lehman Bros., American Express Tower.

"It's a wonderful facility. The communications and technology is outstanding. As for the location, I used to be in the World Trade Center (across the street), so nothing has changed. Basically, I like it and I have no complaints."—Gloria Guzobad, operations, American Express.

"The elevators are too slow. There is more space than I used to have . . . everything is open. We used to be in cubicles before moving here. The furniture is new, too. They never ask the secretary what she needs. Right now, I don't have enough space on my desk to put anything else on it. Every time I use the Rolodex, I have to stand up and reach into the corner of the desk, which is a pain. Even with the drawer space, no one ever considered what I actually needed. They call this modular furniture and they gave me two small drawers that hold nothing and one big drawer that doesn't work too well for my needs. Even the file cabinets are not set up the way I would like them to be."—Debbie Sheyka, secretary to a vice president, American Express Bank Ltd.

"I love it!"—Bernard Rothman, first vice president, American Express Bank Ltd.

"I guess the architect was trying to convey a feeling of large and grand . . . trying to evoke an Art Deco image. There are beautiful paintings and the lights are Art Deco, but the building is bad, the lights are passe. The exterior of the building, however, is done well. As for the art, it is housed in a shoe box. The design is impressive, but the floors don't go with the box."—Virginia Walker, architect, Turner Construction Company, Equitable Building.

"The offices are actually smaller, but they are a lot more pleasant than in the old building. The furniture is new; in the old building it was getting seedy. Some of the offices are significantly smaller, about half the size of what we had at the Citi Corp. building, especially in the open areas. I've heard some complaining about that. But for me, the ambiance is much nicer and whatever reduction in the size of my office—if any—is insignificant."—Wendy K. Felson, tax consultant, Ernst & Whinney, Equitable.

"In the old Paine Webber Building (right next door), we had less privacy, as we were out in the open, but I liked that. While I have a lot of privacy now, I don't know who or what the people close to me are doing and there is no interaction, so I have very little to do with them. Also, the space and my desk are smaller, so that I am more cramped when I work. I liked it better when everything was more in the open."—Kathy Barton, secretary, Equitable.

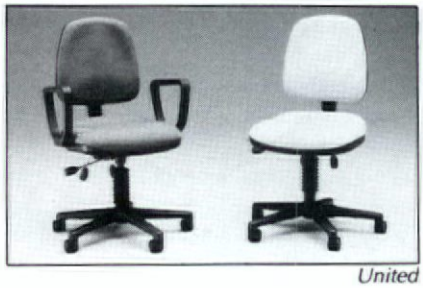
FURNISHINGS DEFINE COPORATE, OFFICE DEMANDS

Office workers gain added comfort, plus increased performance advantages

Izco

Krueger

Steelcase



United

Izco Seating—Vetta Executive Series chairs are upholstered with zippered removable covers. Seat height is pneumatically adjustable. Seat tension can be adjusted as well. **Circle No. 407.**

Krueger—The Versa chair is now available in a sled base version. Fabric and finish combinations abound—frames in 26 colors and chrome; armrests in four colors; and upholstery in fabric, vinyl or C.O.M. **Circle No. 335.**

Steelcase—Series 8800 furniture includes VDT stands, computer tables, printer tables, mobile storage pedestals and accessories. Edges are rounded for a safer, softer feel, and finishes are matte, non-reflective to minimize glare. **Circle No. 321.**

United Chair Co.—The UNI chair maximizes lumbar and spine support for those who spend hours at VDTs. The upholstered back can be locked in any position for full support. **Circle No. 315.**

Panel Concepts—Generously scaled, the Series One managerial chair features a swivel-tilt control with back tilt. Tilt tension adjustments regulate the chair's action to accommodate individual body weights. Pneumatic adjustments allow the user to position the seat at the appropriate height. **Circle No. 306.**

Panel Concepts

Herman Miller

Herman Miller—A rich, esthetic quality has been added to the Action Office system. There's a softer, more rounded look to components; in addition, new and thicker work surfaces present a strong, stable appearance. **Circle No. 289.**

WOOD OFFICE FURNITURE REQUIRES RESISTANT FINISH

By **ART GILLIAM**

Finish protection should be a primary consideration for interior designers and specifiers of wood office furniture. Desktops, for example, are typically subjected to an assortment of foods, soft drinks, coffee, inks, adhesives, office equipment, and supplies that can stain or scratch the finish. The degree to which finishes resist abrasion, chemicals, moisture, and fading varies. Consequently, the furniture finish should exhibit the durability, stain resistance, and hardness that best meets operational and esthetic needs of the client.

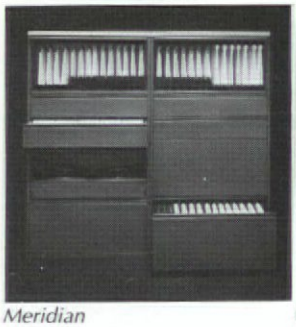
Conventional nitrocellulose lacquer, a clear, shellac-like, and popular furniture finish, dries quickly and is easy to repair. Many furniture finishers utilize nitrocellulose lacquers to achieve the best balance between hardness, mar-resistance, and repairability.

(Continued)

Art Gilliam is market product manager, furniture and forest products business unit of The Sherwin-Williams Company Chemical Coatings Division.

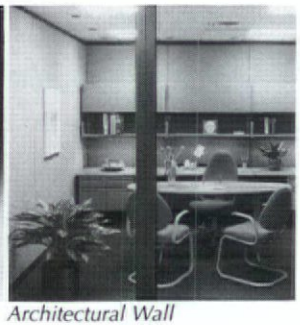
OFFICE FURNITURE

Modulars dominate

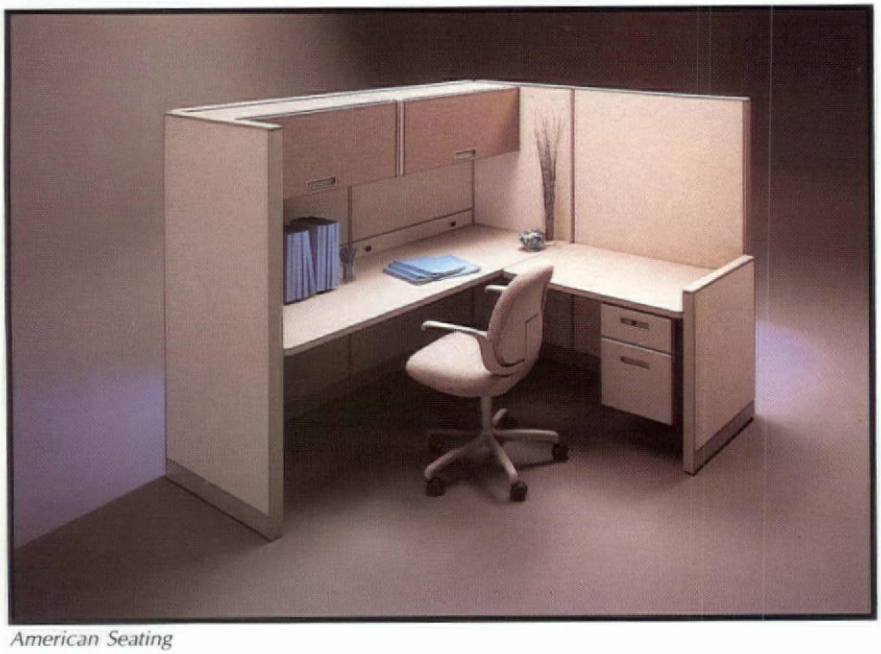


Meridian

Kimball



Architectural Wall



American Seating

Meridian—Stackable storage system, a line of modular, stackable, lateral metal file cabinets accommodates electronic and conventional filing in a single system. Heavy gauge steel modules are interlockable and stack. **Circle No. 375.**

Kimball—Artura, a contemporary seating line, offers a range of models for managers, professionals, VDT operators, and guest/conference uses. Professional and operational task chairs have a mechanism which allows the seat and back to move simultaneously, yet independently. **Circle No. 297.**

Architectural Wall Systems—Vertex walls offer private office space and flexibility. Pre-wired and easily demountable, Vertex accepts the components of most major office systems. Independently hung panels can be finished in laminates, fabrics, or veneer. **Circle No. 378.**

American Seating—System R workstations are useful at varied organizational levels. Options for the panel system include finish selections in trim, panel inserts, and worksurfaces. **Circle No. 413.**

WOOD FINISHES

Must withstand wear & tear

However, conventional nitrocellulose lacquers do not have the physical and chemical properties needed to withstand heavy wear and tear. For this reason, recent trends in the wood finishing industry have deemphasized their use. Although the coatings remain an industry staple, wood office furniture, such as a conference table that needs extra protection, often requires something more than such lacquers.

Particularly for larger manufacturers of wood office products, the trend in finishing is toward more catalyzed finishes (varnishes, lacquers, and vinyls), which exhibit superior chemical and physical properties because the coatings are chemically reactive or "meshed" instead of merely layered. Catalyzed finishes interlock for added strength. This is an important consideration for designers and buyers of premium wood office furniture, because such finishes provide exceptional chemical- and stain-resistance, as well as excellent hardness, abrasion resistance, and adhesion.

Varnishes that undergo chemical conversion (catalyzed conversion varnishes) provide excellent resistance to chemicals, moisture, and abrasions, and display many of the benefits of conventional lacquer coatings. They can be repaired, while displaying hardness and mar-resistance characteristics that are superior to lacquers. Catalyzed lacquers, like other catalyzed finishes, exhibit exceptional chemical and physical properties. They are easy to repair and offer excellent durability. Their chemical- and abrasion-resistance properties usually are between those of orthodox lacquers and synthetic varnishes. Pri-

Thrasher's—The Radius series comes in a variety of laminate colors and woodgrains. Flush or recessed models are available in quarter round, half round, and three quarter round shapes, with or without a gallery ledge. **Circle No. 299.**

Brueton Industries, Inc.—Northern Comfort chairs feature cushioned back support, seat, and arm rests. Northern Comfort is available with leather covering, high- or low-back version. Base comes in stainless steel, Brutone bronze, or rich-low bronze. **Circle No. 408.**

Knoll International—The Morrison System has a range of components based on a 6-in. module which can be used to create both open office plans and freestanding furniture. **Circle No. 302.**

Stow & Davis—Mitred tops and fine detailing provide Edgewood casegoods with a contemporary design "Signature." The line provides for esthetic integration of electronic equipment. **Circle No. 322.**

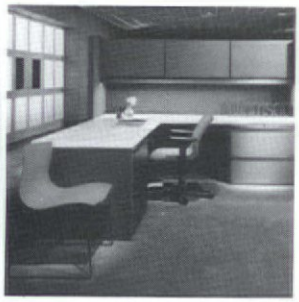
Gunlocke—Geva is a collection of freestanding rectangular desks supported by one or two pedestals in two- or three-unit box-over-file or file-over-file drawers. Bridges join the desk and credenza, creating a worksurface or CRT platform. **Circle No. 374.**

Helikon—Rounded lower back and curved contours are features of Vienna chairs designed by ISD, Inc. Twenty hand-rubbed finishes including cherry, walnut, mahogany, oak, and teak are offered. **Circle No. 373.**

Helikon

Thrasher's

Brueton



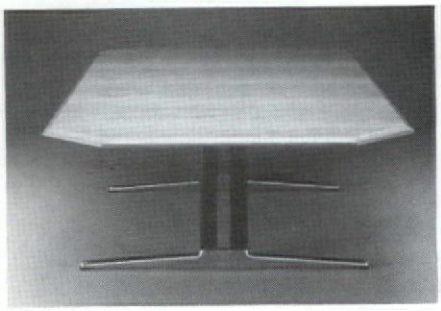
Knoll

Stow & Davis

Gunlocke

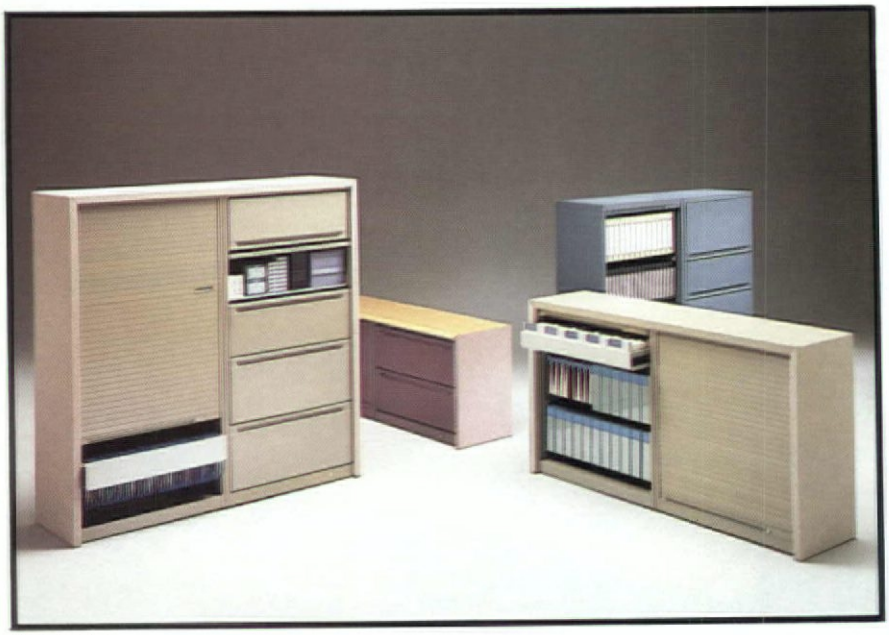
OFFICE FURNITURE

New shapes add style



Vecta

Paoli



Wright Line

Vecta Contract—The Wilkhahn 540 table series features a base element that can be configured four ways to form C, X, I, and T bases for round, square, oval, rectangular, or racetrack shapes. **Circle No. 300.**

Paoli—New items have been added to the Suburban 1000 group. They are an executive "U" shape accompanied by a video cabinet with a keyboard drawer, and a wardrobe closet. **Circle No. 331.**

Wright Line—Capable of organizing diverse media, Optimedia II cabinets can be matched to any application. A modular cabinet shell that comes in six heights, two widths, and eight colors accepts a variety of platinum-tone components. **Circle No. 294.**

AGI Inds.—Traditional richness and contemporary styling merge in the Dover office seating group. The mahogany wood frame can be finished in walnut or mahogany; upholstery comes in many fabrics and leathers. **Circle No. 327.**

Kron—Featuring a soft, rounded look and low, ample arms, the Crown collection is made up of an armchair, four sofa widths, and an ottoman. Upholstered in the firm's aniline leathers or fabrics. **Circle No. 330.**

WOOD FINISHES

Solutions can be simple or complex

marily used on laboratory furniture because of their excellent resistance to chemicals, catalyzed vinyls are also used on other types of furniture. They offer high resistance to strong acids, bases, alcohols, water, and various staining materials. The coatings also ensure color stability.

However, when durability is the primary criterion, polyurethanes are among the most commonly specified finishes. Specifically, polyurethanes offer excellent resistance to abrasions and water. The coating simulates the exceptional surface characteristics of high-pressure laminates, without posing the edgebanding problems inherent to those laminates. This type of coating gives the appearance of laminates, but solves its wear problems, eliminating seams at edges and corners, as well as the potential for separation from the wood composite frame.

Coating method important

When selecting wood furniture, the decision is not confined to the type of wood finish used. *How* the furniture is finished is also a consideration. Wood finishing can be a simple or complex process, it may entail a dozen or more steps, depending on the type of finish required.

A close-to-wood, open-grain finish for wood worksurfaces, for example, requires considerably fewer steps than a highly buffed mahogany or walnut surface on executive office furniture. Naturally, the more finishing steps involved, the more difficult it is to perfect the system. Finishing that requires six or eight steps can cause recoating, adhesion, and applications problems. Expertise, therefore, is es-

Cano—Series 240 system furniture has a two-inch panel with a .60 NRC (noise reduction coefficient), and accepts all Cano components. Available as a quick-ship item, system includes four panel sizes, shelving, work surfaces, pedestals, and task lighting. **Circle No. 379.**

National Office Furniture Co.—Each model in the 4900 series features genuine walnut with a protective lacquer finish and a choice of wood or high-pressure laminate tops. Embossed trim, molding, shaped drawer fronts, and antique brass drawer pulls accent the traditional design. **Circle No. 295.**

Haller Systems—The design statement of the pictured reception area has been personalized with custom silk-screened graphics on modular steel panels. The press-in panels can be easiy removed at a later time to update the design scheme. **Circle No. 296.**

Kinetics—Chair's injection-molded back support is manufactured as a single, finished piece, already textured and colored in Kintone. The chairs are constructed of polymers that are less prone to fatigue than metal and allow a striking uniformity of finish. **Circle No. 328.**

Artopex—With or without arms, the Love Ergo chair comes in four finishes for the base and arms, and in 80 colors of upholstery fabric. The height, as well as the angle of the seat and backrest, can be adjusted. **Circle No. 304.**

AGI Inds.

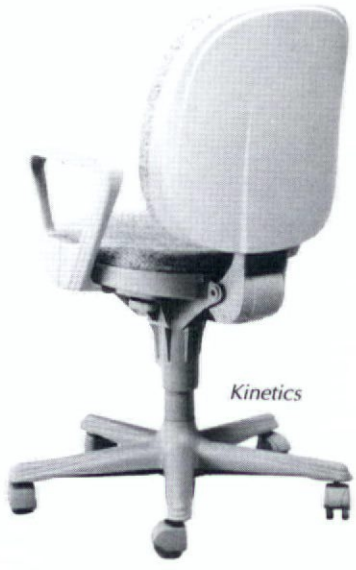
Kron

Cano

National Office

Haller Systems

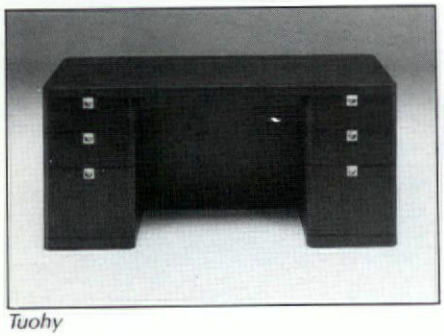
Artopex



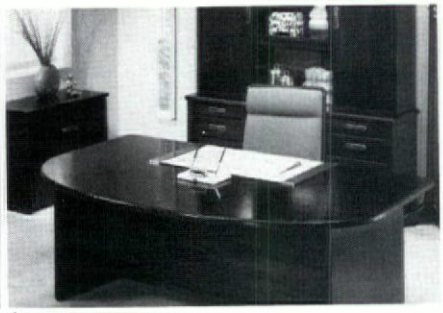
Kinetics

OFFICE FURNITURE

Diverse finishes offered



Tuohy



Jasper

Atelier

Tuohy—Executive hardwood desks in the Tangent series are available in cube-style and recessed panel formats. Series components also include returns, credenzas, U-stations, and computer support furniture. **Circle No. 312.**

Jasper Desk—Designed in solid oak by H. Paul Browning, the 30-piece Randomwood 200 office furniture collection celebrates contemporary contours. Items come in Bisque (matte lacquer finish) or Claret (high-gloss finish). **Circle No. 314.**

Atelier International—A variety of bullnose colors coordinate with laminate finishes in the Bellini system of desks and casegoods. Bullnoses come in white, beige, light gray, and charcoal gray. **Circle No. 376.**

Artec—A range of new color, surface, and edge treatment options is provided by the Designer's Vocabulary Program to enhance the Business Furniture System. **Circle No. 298.**

Commonwealth—Available with more than 100 upholstery selections and 12 finishes, the Henrico chair series will withstand stringent contract usage. **Circle No. 318.**

WOOD FINISHES

Consider environmental factors

sential. A quality finish is dirt free, clear, and free of pin-holes and bubbles.

Various design considerations also influence wood office furniture selection. For example, specifiers must determine whether they want clear or opaque finishes, low or high-gloss formulations, or smooth or textured surfaces.

Clear-coat varnishes, or shellacs, continue to offer excellent protection and an elegant appearance. Depending on other office design factors (fabrics, flooring, draperies, wallcoverings, etc.), specifiers may prefer a pigmented coating for reasons of diversity or continuity. While pigmented coatings have primarily been restricted to grays, off-whites, and beiges, the trend is toward more exciting and stimulating colors.

Other recent developments in the wood office furniture industry have included a preponderance of high-gloss finishes. They range from a flat finish of 0- to 5-units up to 90- to 95-units (hand-buffed automobile finish). Furniture manufacturers who had been on the low side of the gloss range at 30 to 35 units are moving toward the popular 50- to 55-gloss range, as finishing technologies and equipment improve. These hand-rubbed, full (filled pore) finishes generally are not required for clerical workstations that traditionally feature a lower gloss.

Three-dimensional finishes that resemble a pebble, leather, or stucco texture are also increasing in popularity. When considering a textured surface, it is imperative that the finish be extremely abrasion resistant—especially for worksurfaces—so that the protrusions are not worn to a smooth

Corry-Hiebert—A modular furniture system of panels, components, and freestanding furniture offers a wide range of configurations, including 64 freestanding storage pedestal options. **Circle No. 410.**

GF Furniture Systems—The Stratum freestanding desk comes in a range of pedestal options. Bridges, cabinets, and display shelves offer vertical storage capabilities. With the firm's wide selection of colors and finishes, and Stratum's multitude of options for color application, the user can devise color schemes ranging from traditional to avant garde. **Circle No. 310.**

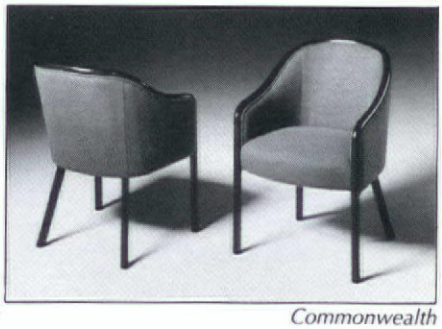
Cumberland—Designed for executive, management, and conference areas, the Tura chair series offers automatic seat height adjustment. High- and low-back chairs swivel, tilt, and have a non-tilt locking mechanism. **Circle No. 329.**

Palazzetti—The lattice-backed Willow Chair was designed in 1904. The construction is ebony-dyed ashwood, and the chair comes with a chair pad of large weave linen in dark red, turquoise, gray, black, and white. **Circle No. 320.**

Estel—High-back Maxima chair has a seat adjustment range of 18- to 22-inches. Arms and base are made of rosewood, walnut, aluminum, or black polyurethane. Chair has swivel and locking mechanisms. **Circle No. 377.**

Estel

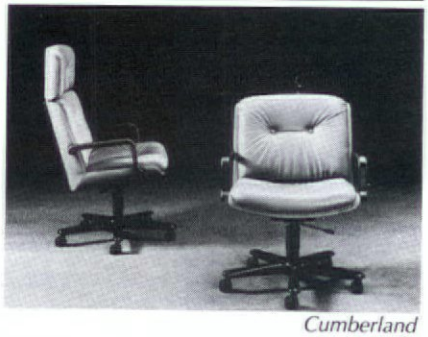
Artec



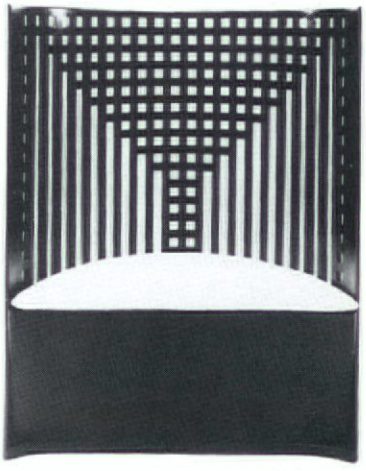
Commonwealth

Corry-Hiebert

GF



Cumberland



Palazzetti

OFFICE FURNITURE

Hardware upgrades

Gregson

Myrtle Desk

R-Way

Gregson Furniture Inds.—This loveseat has loose back and seat cushions. It features an ebony base, with or without casters. **Circle No. 334.**

Myrtle Desk—Alpha transitional executive office furniture is offered in Regent Mahogany finish. Tops are standard in mahogany with leather optional; marble is also available on credenzas. All exposed hardware is mirror chrome; burnished bronze is optional.
Circle No. 319.

R-Way—Features of the LaFayette line of office furniture include mitered corners, a large, solid hardwood base, pure brass grommets, and matching finishes inside drawers. Desk drawers are capable of accommodating both legal and letter files.
Circle No. 292.

Westinghouse

WOOD FINISHES

Remember cold check cycles

surface. Textured finishes also must exhibit adequate inner-coat adhesion and durability. Consequently, urethanes may be the best choice when a textured finish is desired.

Consider environmental factors

Wood, an organic substance, is a permeable and ultimately perishable material. Therefore, a variety of environmental factors including moisture, humidity, extreme temperatures, and sunlight can have a damaging effect on wood office furniture. Wood alternately expands and contracts as the moisture content of surrounding air changes. When humidity in the air increases, wood absorbs moisture. As the humidity level drops, moisture is released. These fluctuations in moisture content can result in accelerated decomposition.

Ideally, furniture should be housed in a stable environment where both humidity and temperature can be rigidly controlled. Unfortunately, such ideal conditions rarely are feasible. Therefore, the selected finish should have the inherent flexibility to pass the "cold check," in which wood furniture is placed in a 125° F oven for one hour before being placed in a 0° F freezer for one hour. This represents one cold check cycle. A cold check consists of 20 cycles.

That test is important, considering that furniture can be warehoused in warm climates and then abruptly shipped in open-air trucks to subfreezing locations. While all coated furniture can be made to withstand the cold check, vinyl lacquers and urethanes perform best.

Direct moisture, such as condensation from drinking glasses, can

Westinghouse Furniture Systems—The Wes-Group furniture system is a comprehensive range of integrated subsystems. The core of the system is a post and panel sub-system with panel connector caps, top caps, light and sound barriers, steel baseboards, and optional post and slot covers. **Circle No. 293.**

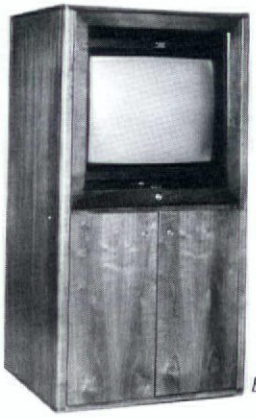
Charlotte Co.—The Forma series of executive swivel seating is transitionally styled with fabric or leather upholstery. Options include high- and low-backs, open and closed arms, and oak, urethane, or polished aluminum bases. **Circle No. 313.**

Allsteel—Side and management chairs are included in the Buhk 100 Seating line. **Circle No. 324.**

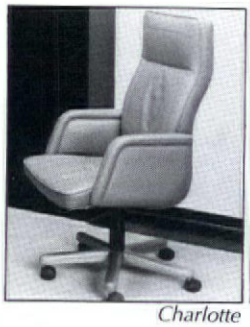
Domore—New NEO7 office system features include pullout worksurfaces, worksurface level outlets, and varied conference worksurface shapes. **Circle No. 336.**

Brickel Associates—The lines of the Open-Arm Yoke Chair were inspired by the sculptural perfection of Mayan art objects. The chair is hand-carved and crafted out of first-grade solid ash. **Circle No. 309.**

Bretford Mfg.—All-wood video cabinet has a walnut finish. Features include: window locks to safeguard equipment; a shelf design that helps keep cords organized; and European-style hinges which open at 170 degrees for complete access to the cabinet. **Circle No. 325.**



Bretford



Charlotte

Allsteel

Domore

Brickel

OFFICE FURNITURE

Hearty woods prevail

Patrician

Executive Furniture

Patrician—Wood loveseat in the Signature series has a graceful, transitional design. Exposed wood trim is standard in solid walnut; cherry finish is available. **Circle No. 307.**

Executive Furniture—In the Westfield series, workstations, wardrobe cabinets and lateral files can be joined together to form an executive office. Walnut and mahogany finishes are available. **Circle No. 305.**

Jofco—The Hampton 9500 collection, designed by O.J. Holohan, features single pedestal desks with left or right return. **Circle No. 284.**

Jofco

WOOD FURNITURE

Look for repairable coatings

severely damage wood office furniture and finishes. So can moisture exposed to furniture installed before interior construction or design is completed in the building. Moisture from concrete, plaster, and paint can be absorbed into the wood, causing swelling and decomposition. As a precautionary measure, it may be advisable to ensure that a back sealer is applied to the furniture.

Similarly, direct exposure to sunlight can cause discoloration and ruin a wood furniture finish. Designers should verify the UV resistance of a particular finish, if UV exposure is expected to be inordinately high.

Best finish represents trade-off

In addition to these factors, maintenance and repair considerations can affect the selection of wood office furniture. Coatings that initially resist damage and are easy to repair usually are preferable. Generally, catalyzed conversion varnishes, lacquers, and vinyls are the most resistant and easily repairable finishes. Conventional nitrocellulose lacquers and polyurethanes are harder to maintain. It is wise to consult the manufacturer before undertaking repair procedures.

Whatever the wood office furniture finishing need, final selection represents a trade-off among advantages and disadvantages. Factors such as appearance, durability, cost, design, maintenance, and environmental conditions will influence the decision. Careful examination of each of these factors will result in selection of the best furniture finish value.□

Chairmasters—A hand-carved frame combines the beauty of natural reed with the strength of solid hardwood in #3761 and #3760 chairs. **Circle No. 317.**

TAB Products Co.—Office Environments Panels have a host of hanging components and pedestals. The line has a fastening system that provides outstanding stability. **Circle No. 323.**

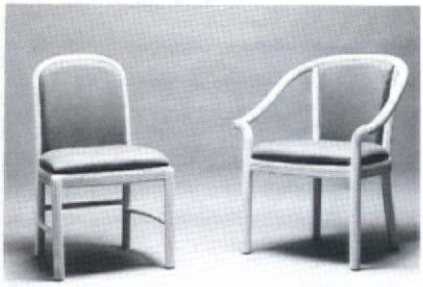
Sligh Furniture Co.—Available in mahogany, cherry, and oak hardwoods, the Executive Suite collection includes desks, credenzas, conference tables, computer furniture, wall units, flies, shelf units, chairs, and computer/typewriter stands. **Circle No. 285.**

Delco Associates—The Space Age 360° Cluster Desk Systems offer the versatility of four-, five-, and six-cluster units. A center hub allows for centralization of the electrical power source with cord concealment. **Circle No. 311.**

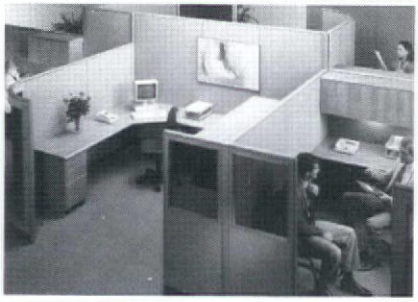
The Buckstaff Co.—A series of tables with folding leg frames is available. Standard tables are 3-ft. wide and come in 6- and 7-ft. lengths. Tables have either rosewood or teak veneers.
Circle No. 332.

Vitra Seating—Designed by Mario Bellini, the Persona visitor and conference chair features a spring-mounted backrest. This automatically provides spinal support with each movement.
Circle No. 308.

Vitra

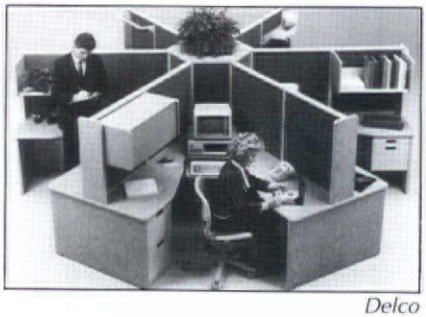


Chairmasters

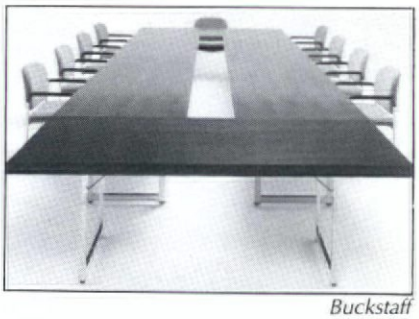


TAB

Sligh



Delco



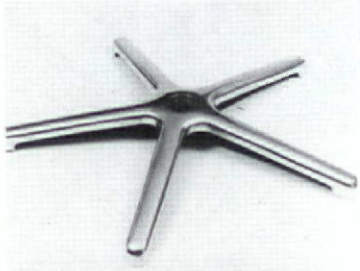
Buckstaff

SOFTENED SHAPES ENHANCE COMPONENTS

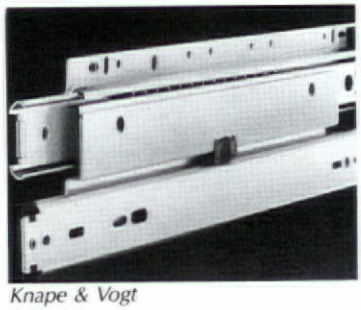
Furniture/hardware products combine strength & up-to-date design

DuPont

EST



Trendler



Knape & Vogt

Flex-O-Lators

DuPont—Rynite thermoplastic polyester resin combines good surface appearance with the structural integrity of metals to create an office chair arm support with the strength to work independently of the back support. **Circle No. 282.**

EST Company—Die-cast aluminum bases in the Independence series have softened shapes to enhance the curves of today's seating designs. **Circle No. 278.**

Trendler Metal Products—The W30 all wood pedestal series has a metal understructure for strength. The all-wood look is available in chair, barstool, and table base pedestals. **Circle No. 279.**

Knape & Vogt—Tru-Trac precision drawer slides include 150-lb., load-tested full-extension slides, 75-lb. tested single-extension slides, pencil/center drawer versions, and slides for keyboard application. **Circle No. 277.**

Flex-O-Lators Inc.—The Seat Pleaser coil spring system combines three springs to give consistent, uniform support in a straight-line deflection.
Circle No. 276.

Suspa Inc.—A variety of chair controls including height adjustment, gas lifts, and tilting mechanisms are offered. **Circle No. 275.**

Eagle Plywood & Doors Mfrs. —Domestic and exotic veneers are supplied for lamination on solid cores. Panels can be custom-made. **Circle No. 280.**

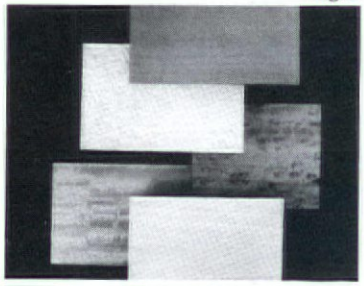
L&B Mfg.—Diamondnailer series bases are styled to resemble the Xs and Os in Tic-Tac-Toe. Standard height is 28 in. with a black or brown wrinkle finish. **Circle No. 281.**

Leggett & Platt—Mira-Foam XL foam cushioning for upholstery applications is 100 percent pure virgin urethane with no fillers that could weaken the foam's structure. It is available in solid and convoluted forms and laminated with other Mira-Foam products. **Circle No. 283.**

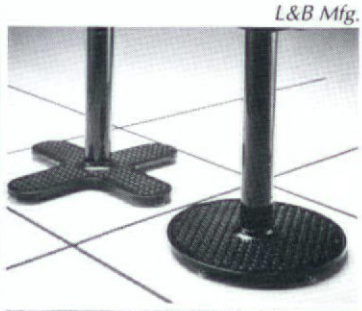
Kenlin—Swivel It, a 12-in. diameter swivel molded of ABS plastic, features a five-spoke pattern to evenly distribute weight. Eight ball bearings create smooth rotation. Easily installed with one screw. **Circle No. 416.**

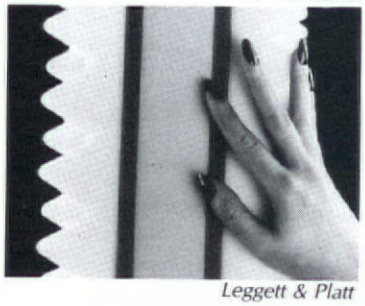
Suspa

Eagle

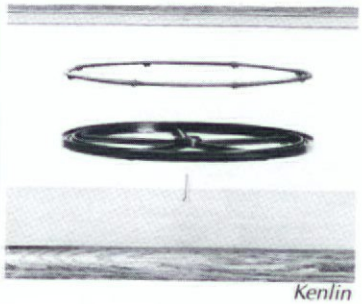


L&B Mfg.





Leggett & Platt



Kenlin

SPECIFIERS' GUIDE TO LIGHTING REPRESENTS 177 MANUFACTURERS

Look for introductions in 12 product categories

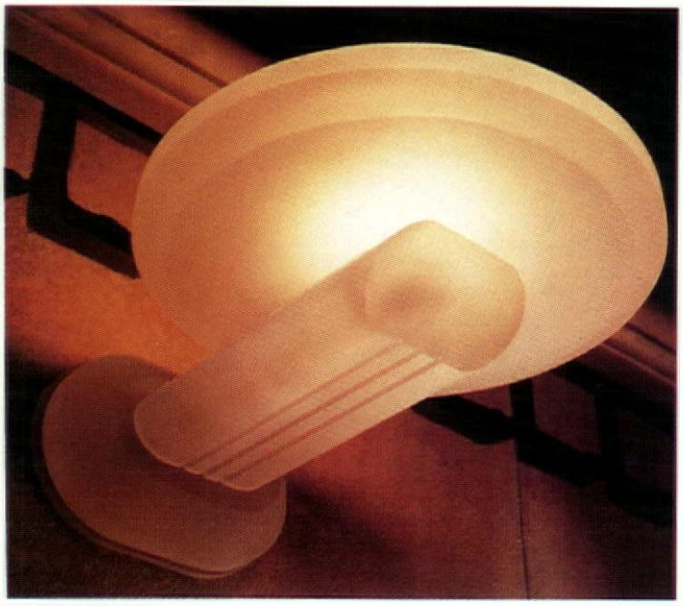
This updated lighting specification guide provides information in 12 lighting product categories on 177 manufacturers. This quick reference furnishes designers with an alphabetical directory of manufacturers, addresses and telephone numbers, as well as lighting products handled by manufacturers and distributors in the following categories: ceiling fixtures/chandeliers, desk and table lamps, emergency lighting, floor lamps, indirect lighting, integrated ceiling products, task, ambient, spotlights/wallwashers, track lighting, and wall lighting, as well as other equipment. Products shown represent some of the latest introductions, including cantilevered fixtures, wall sconces, and energy efficient metal halide fixtures. More information on these products can be secured by circling appropriate numbers on the Reader Service Card in the back of this issue.

Ledu—L'Arc. **Circle No. 247.**

Shelton Lighting—Tec-Pack. **Circle No. 234.**

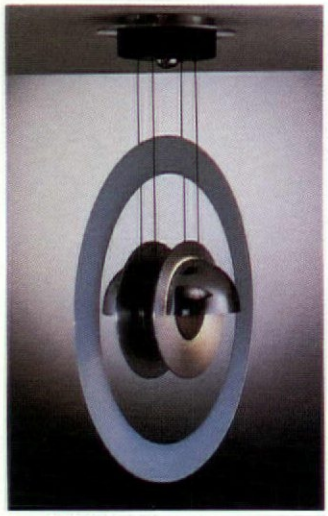
Koch & Lowy Inc.—Monolith F-2702. **Circle No. 230.**

Company	Ceiling Fixtures/Chandeliers	Desk & Table	Emergency	Floor Lamps/Torchieres	Indirect	Integrated Ceiling	Task	Ambient	Spotlights/Wallwashers	Track Lighting	Wall	Other
A.L.P. Lighting & Ceiling Prod. Inc.	●		●			●			●			Aluminum ceiling
Abolite					●	●		●				Industrial commercial sports lighting
Adjustable Fixture Co.		●		●			●				●	
Ainsley Lamp	●	●		●							●	
Alanod USA Inc.												Light reflector sheet & coil
Alkco	●	●	●	●		●	●		●	●	●	Darkroom safe lighting; surgical lighting; hospital bed lights
Allibert Inc.												Outdoor lighting
The American Glass Light Co.	●				●						●	
American Louver Co.	●					●	●				●	
Architectural Lighting Systems Inc.					●						●	Cove & valance lighting
Architectural Stoneware Inc.		●										
Armstrong World Industries Inc.	●					●						
Art Directions Inc.	●										●	
Artemide Inc.	●	●		●	●		●	●	●	●	●	Modular suspended lighting systems
Arte De Mexico	●								●		●	
Atelier Intl. Lighting	●	●		●			●	●			●	Contemporary Italian lighting
Louis Baldinger & Sons Inc.	●	●		●	●		●			●	●	
Baldwin Hardware Corp.		●						●			●	
Baram Lighting Designs	●							●			●	Custom ballroom fixtures
Bergen Art Metal Inc.	●	●		●	●				●		●	Custom work
Boyd Lighting Co.	●	●		●	●		●	●				Custom Fixtures
Wm. Brenner Furniture co.		●		●								
C.S.L. Lighting Inc.	●								●	●	●	
Cannon Products Inc.		●										Music lamps & music rack lamps
Capri Lighting, Div. of Thomas Industries	●						●	●		●	●	Surface & recessed low voltage & M.I.D.
Casella Lighting		●		●	●		●	●				
City Knickerbocker Inc.	●										●	
Classic Illumination Inc.	●	●		●			●	●	●		●	
Coast Light Systems	●				●		●	●			●	
Contract Lighting Systems, C.L.S.	●				●		●	●			●	Systems furniture task lighting, custom lighting
Crescent Lighting & Benlyte Co.												Outdoor commercial & industrial
Crouse-Hinds Lighting												Indoor/outdoor, commercial & industrial, energy efficient, & roadway & area
D'Lights	●	●		●			●	●	●		●	Pole, custom
Danjell Creations Inc.						●						Neon look for signage & decor
Dansk Lights Inc.	●	●		●							●	
Dazor Manufacturing Corp.		●					●					
Deena Products Co.		●		●							●	
Derek Marshall Lamps & Accessories		●		●	●			●	●		●	
Design Galleries Inc.	●	●	●	●	●	●	●	●	●	●	●	
Design Selections Intl. Inc.	●	●		●							●	
Devine Lighting	●		●								●	H.I.D. lighting/commercial & industrial outdoor lighting
EMR Lighting Corp.	●			●							●	Custom/Decorative residential lighting
Electra Displays												Moving electronic signs, interior signage
Electri-Cable Assemblies Inc.							●					Fluorescent lighting
Electrix Inc.	●	●		●		●	●	●	●	●	●	

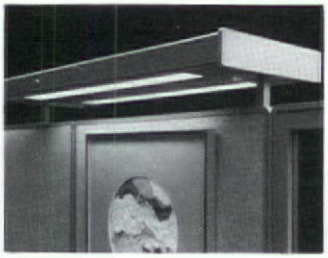


Les Prismatiques—Enterprise. **Circle No. 233.**

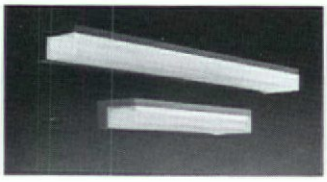
Murray Feiss Import Corp.—Peacock and spiraling snake lamps. **Circle No. 218.**



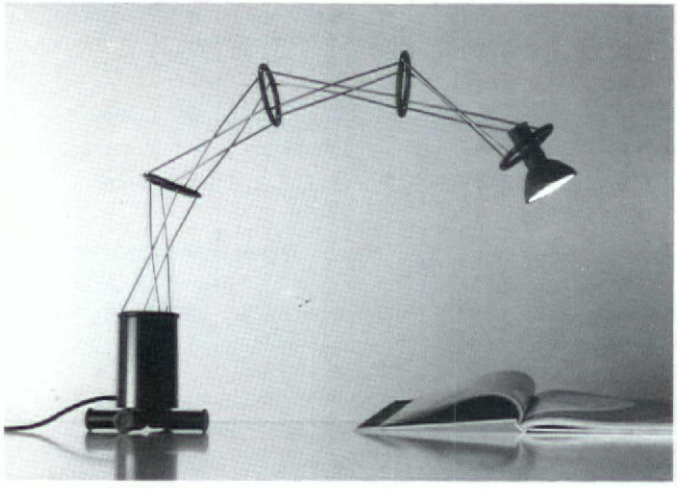
Boyd Lighting Co.—Luna Pendant. **Circle No. 220.**



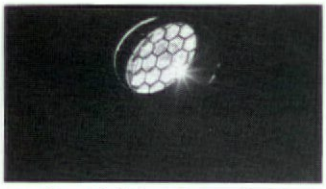
Haworth, Inc.—TriAmbient Lighting. **Circle No. 270.**



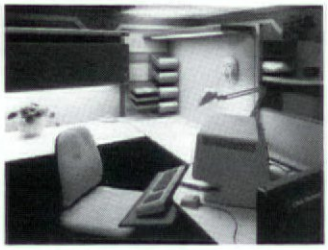
Vista Lighting Corp.—Breckenridge. **Circle No. 260.**



Lighting Associates, Inc.—Multi X. **Circle No. 225.**

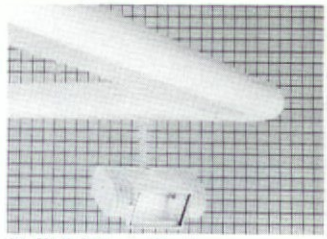


Starfire Lighting Inc.—Techtrac MR. **Circle No. 271.**

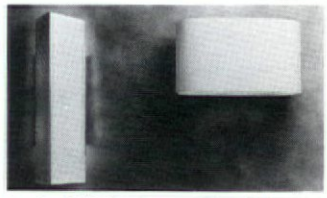


Westinghouse Furniture Systems—Wes-Lite. **Circle No. 269.**

Electrix, Inc.—Halogen drafting lamp. **Circle No. 236.**



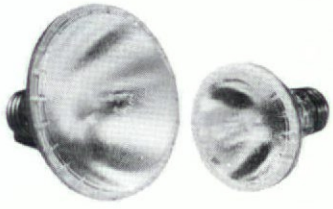
Staff Lighting—Oval. **Circle No. 226.**



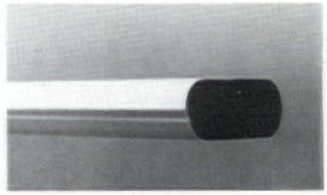
Lazin Lighting Inc.—Iji and Jav. **Circle No. 228.**

TSAO Designs, Inc.—Tasklight. **Circle No. 245.**

Classic Illumination Inc.—Wall shields. **Circle No. 258.**

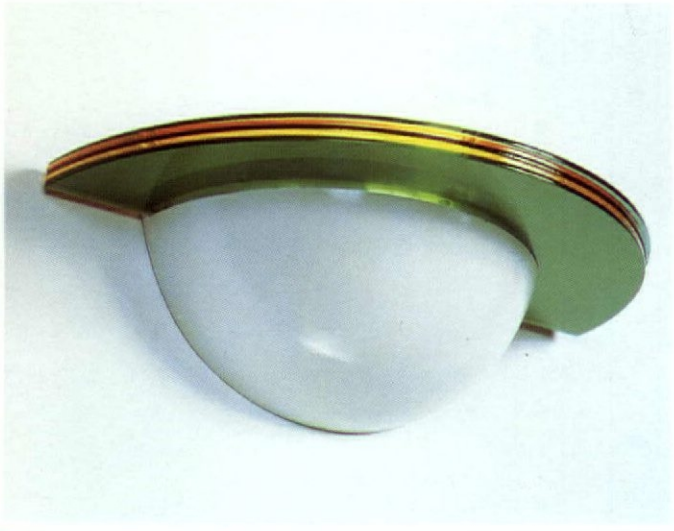


GTE Lighting Products—Sylvania Capsylite floor and spot lamps. **Circle No. 265.**



Peerless Lighting Corp.—Softshine Indirect system. **Circle No. 254.**

Company	Ceiling Fixtures/Chandeliers	Desk & Table	Emergency	Floor Lamps/Torchieres	Indirect	Integrated Ceiling	Task	Ambient	Spotlights/Wallwashers	Track Lighting	Wall	Other
Electro Controls									●			Theater lights
Elliptipar Inc.		●			●		●	●			●	Wall sconces, asymmetric indirect, furniture mounted lighting
Entol Industries Inc.						●						Decorative architectual elements
Envel Design Corp.						●						Luminous ceilings
Expo Competence/Bang & Olufsen												Modern lighting fixtures
Fan Co. of America	●											
Murray Feiss Imports Corp.	●	●		●	●		●			●	●	
Feldman Lighting Co.	●						●	●			●	
Sam Flax		●		●			●	●				
Forecast Lighting Co.	●			●							●	Fluorescent, exterior
Fostoria Industries Inc.							●		●			
GTE Products Corp.												Lamps, all types
Georgian Art Lighting	●							●			●	Outdoor lighting
General Electric Lighting Business Group												Light bulbs and fluorescent lamps
General Mica Corp.		●		●								
Harry Gitlin Inc., Lighting	●			●	●		●	●	●	●	●	Custom fabrication of one of a kind specials, strip lighting in variety of styles, lengths & configurations, including halogen picture lights & luminous linear vanity lights
Morris Greenspan Lamps		●		●							●	
Guth Lighting					●		●	●	●		●	
Halo Lighting			●						●	●		Recessed incandescent
Paul Hanson Co. Inc.	●	●		●			●	●	●		●	
Haworth Inc.					●		●	●				Freestanding HID
House-O-Lite Corp. Inc.	●						●	●				
Hubbell Lighting Div.			●			●	●	●		●	●	Architectural floodlighting, industrial, roadway & landscape lighting
IPI Inc.—Lighting Div.	●	●		●	●		●				●	Recessed fixtures
Illuminating Experiences Inc.	●	●		●	●						●	
Imperial Bronzelite	●											Industrial lighting
Indalux, Sub. J.H. Spaulding Lighting Inc.	●	●	●		●	●	●	●	●			
Intalite Louvers & Ceilings Inc.												Aluminum louvers, open cell ceiling/lighting, lighting system "aspect"
Integralite/JW Lighting	●						●				●	Outdoor lighting
Integrated Ceilings Inc.					●	●			●			
Interna Designs Ltd.	●	●		●				●				
Juno Lighting Inc.							●	●	●	●		Recessed
Ketcham & McDougall Inc./Park Sherman Div.		●					●				●	
Knoll International							●	●				
Koch & Lowy Inc.	●	●		●	●		●	●	●	●	●	Contract/custom
George Kovacs Lighting Inc.	●	●		●	●				●		●	
L.P.I. Inc.	●		●		●		●	●		●	●	Energy efficient fluorescent
Lam Lighting Systems					●		●	●	●	●	●	Sconces, linear directable, HID
Lazin Lighting Inc.	●			●	●		●	●	●	●	●	
Les Prismatiques	●	●		●	●			●			●	
Levolor Lorentzen Inc.					●	●				●		
L'Image Industries Inc.	●	●		●	●		●	●	●	●	●	
Light/Inc.	●	●		●	●		●		●	●	●	Decorative



Robert Long Lighting—Saturn. **Circle No. 257.**

Atelier International Lighting—Onda. **Circle No. 242.**

Artemide—Adjustable task lamp. **Circle No. 251.**

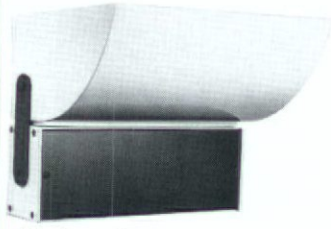
Lighting Products Inc.—Stack-Parabolic luminaries. **Circle No. 239.**

Lightolier—Super Beamer. **Circle No. 229.**

Visa Lighting—European glass fixtures. **Circle No. 232.**

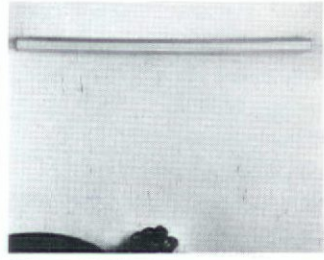
Steelcase—Eclipse Task Light. **Circle No. 237.**

Metropolitan Lighting Fixture Co. Inc.—Polished pewter and polished brass fixtures. **Circle No. 264.**



Elliptipar—Ensconce. **Circle No. 241.**

Chicago Metallic Corp.—Astralite. **Circle No. 249.**

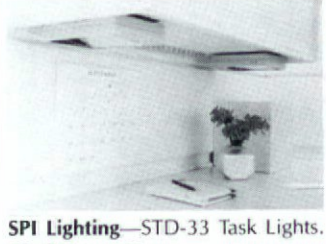


Alkco—Wallscapes. **Circle No. 231.**

Saunders-Roe Developments—BetaLux-E. **Circle No. 259.**

Pieri Creations Inc.—Brass floor lamps. **Circle No. 267.**

Envel Design Corp.—Enveltec. **Circle No. 268.**



SPI Lighting—STD-33 Task Lights. **Circle No. 253.**

Sunset Lamps/Richards Mfg.—Tessin. **Circle No. 250.**

Company	Ceiling Fixtures/Chandeliers	Desk & Table	Emergency	Floor Lamps/Torchieres	Indirect	Integrated Ceiling	Task	Ambient	Spotlights/Wallwashers	Track Lighting	Wall	Other
Lighting Associates Inc.	●	●		●	●		●	●	●	●	●	
Lightning Bug Ltd.	●	●		●	●	●	●	●		●	●	
Lighting Products Inc.	●					●			●	●		Window coverings
Lighting Services Inc.									●	●	●	
Lightolier	●				●	●	●	●	●	●	●	Lighting controls
Lightworks	●				●	●		●			●	Illuminated handrails
Lite Makers Inc.	●										●	Custom lighting
Litecontrol Corp.	●				●		●	●			●	Sconces
Litelab Corp.	●				●		●	●	●	●		Tubelight & other incandescent miniature lamp linear fixtures
Litron of Cornwall	●		●		●		●	●	●	●	●	
Christopher Lloyd	●	●		●	●		●	●	●	●	●	
Robert Long Lighting	●	●		●	●		●		●		●	Garden lights, candle table lamps
Charles Loomis Design	●	●		●	●						●	
Lucifer Lighting Corp.										●		Low voltage lighting
Lumen Design Inc.	●	●		●							●	Custom chandeliers metal and/or Venetian glass
Lutron Electronics Co. Inc.												Dimmers
Luxo Lamps		●		●	●		●	●		●		Under cabinet unit
Magni-Flood Inc.			●									Interior & exterior area and flood lighting fixtures
R.A. Manning Co. Inc.	●				●				●			
Martin's Herend Imports Inc.		●										
Marvel Lighting Corp.									●			Light bulbs
Mary Street Studio							●					
Master-Dim Div. of Diskey												Lighting controls, dimmer systems
Matsushita Appliance Co. (Panasonic)		●										
McInnis & Company		●		●			●					Custom
McPhilben Lighting Div. of Emerson Electric Co.	●		●		●		●	●	●	●	●	Tubular lighting systems
Metalux Lighting												Fluorescent
Metropolitan Lighting Fixture Co. Inc.	●									●	●	
Meyda Stained Glass Studio		●				●					●	Swag lighting
Mid Channel Design & Mfg.	●										●	Hanging lighting
Herman Miller Inc.		●					●	●	●			
Modulightor	●			●	●			●	●	●	●	Custom lighting
Neo-Ray Lighting	●				●		●	●			●	Fluorescent
Nessen Lamps Inc.	●	●		●	●		●	●	●		●	Picture lights, office systems, integrated task lighting
New Horizons Lighting Inc.	●					●				●		
Omega Lighting Div. of Emerson Electric Co.	●							●	●	●	●	Linear cylindrical systems
Orgatech Inc.				●								
Originals 22	●	●		●							●	Contract iron furniture
Peerless Lighting Corp.	●				●			●			●	Furniture mounted indirect
Norman Perry Lamps & Acc.	●	●		●								
Pieri	●	●		●							●	Arcs
Plan Hold Corp.							●					
Plexability	●	●		●							●	
Prestige Contract Lighting		●		●			●				●	
Progress Lighting	●		●				●	●	●	●	●	

Company	Ceiling Fixtures/Chandeliers	Desk & Table	Emergency	Floor Lamps/Torchieres	Indirect	Integrated Ceiling	Task	Ambient	Spotlights/Wallwashers	Track Lighting	Wall	Other
Rainbow Lamp Corp.	●	●		●	●		●	●	●		●	
Ram Products Co.						●						Mirrored ceiling panels
Remcraft Lighting Products					●				●	●	●	
Ron Rezek Lighting	●	●		●	●		●	●			●	
Roxter Manufacturing Corp.	●	●		●		●	●	●	●	●	●	
Royal Haeger Lamps		●		●				●			●	
SPI Lighting					●		●	●				
Saunders-Roe Developments, Inc.			●									Self-powered
Sely Furniture Hardware Co.												Lights used in furniture, wall units, desks, cabinets, headboards
Sentinel Lighting Div. of Airey Thompson Co.												Decorative lighting, specialty & custom
Shelton Lighting Inc.	●	●		●	●		●	●		●	●	
Simplex Truss Systems									●	●		Truss lighting systems
Spacemaster Lighting							●	●				
Spaulding Lighting Inc.					●		●	●				Complete line of outdoor lighting fixtures, poles & brackets
Speer Collectables	●	●		●							●	
Karl Springer Ltd.	●	●		●							●	
Staff Lighting Corp.	●	●		●	●	●	●	●	●	●	●	Tubular lighting systems
Starfire Lighting	●	●	●	●	●	●	●	●	●		●	Low voltage, tube lights
Steelcase Inc.							●	●				
Sterner Lighting Systems Inc.					●		●	●	●		●	
The Stiffel Co.		●		●							●	
Strand Lighting												Portable light, theater, film & television lighting
Sunset Lamps/Richards Mfg.		●		●							●	
Superior Electric Co.												Dimmers
Swivelier Co. Inc.	●				●	●	●	●	●	●	●	
Teledyne Big Beam			●									Standby & UPS (portable battery operated lighting)
Thomas & Betts												Automatic lighting control systems
Thomas Industries Inc.	●	●		●	●	●	●	●	●	●	●	
Thunder & Light	●	●		●	●	●	●	●	●	●	●	
Tivoli Industries Inc.	●				●	●		●			●	Low voltage outdoor lighting
Trakliting Inc.	●				●	●				●		Outdoor lighting
Trim Trac Lighting Corp.										●		
Tsao Designs Inc.		●		●			●				●	Custom, wall sconces
United Lighting & Ceiling						●						
Universal Manufacturing Corp.												Ballasts
Universal Merchandise Corp.		●										Functional lights
Victorian Lighting Works Inc.	●	●									●	
Virginia Metal Crafters	●	●									●	
Visa Lighting	●				●			●	●		●	
Vista Lighting Corp.							●				●	Medical
Waldman Lighting Co.							●					CAD/CAM
Westinghouse Furniture Systems							●	●				
Westwood Lighting Group Inc.		●		●							●	
Weymers Associates	●	●			●						●	Decorative, custom made
Wide-lite Corp.	●					●	●		●			Outdoor lighting, dimmers
Winona Studio of Lighting	●	●		●			●		●			
Yorkcraft Inc.	●					●						
Zumtobel Lighting Inc.	●	●	●	●	●	●	●	●	●		●	Specialized modifications

1987 LIGHTING SPECIFICATION GUIDE
ALPHABETICAL LIST OF MANUFACTURERS

A.L.P. Lighting
5458 N. Mason Ave,
Chicago, IL 60630
(312) 774-9550

Abolite Lighting Inc.
Center & Wood Sts.
W. Lafayette, OH 43845
(614) 545-6374

Adjustable Fixture Co.
3726 N. Booth St.
Milwaukee, WI 53212
(800) 558-2628

Ainsley Lamps Inc.
1099 Flushing Ave.
Brooklyn, NY 11237
(718) 366-5400

Alanod USA Inc.
5339 Spring Valley Rd.
Dallas, TX 75240
(214) 233-0424

Alkco
11500 Melrose Ave.
Franklin Park, IL 60131
(312) 451-0700

Allibert Inc.
119 W. 57th St.
New York, NY 10019
(212) 247-7780

The American Glass Light Co.
49 W. 27th St.
New York, NY 10001
(212) 213-1200

American Louver Co.
7700 Austin
Skokie, IL 60077
(312) 470-3300

Architectural Lighting Systems
30 Sherwood Dr.
Taunton, MA 02780
(617) 823-8277

Architectural Stoneware Inc.
6141 Quail Valley Ct.
Riverside, CA 92507
(714) 653-9257

Armstrong World Industries
P.O. Box 3001
Lancaster, PA 17604
(717) 397-0611

Art Directions Inc.
6120 Delmar Blvd.
St. Louis, MO 63112
(314) 863-1895

Artemide Inc.
528 Center One,
30-30 Thomson Ave.
Long Island City, NY 11101
(718) 786-8200

Atelier Intl. Lighting
595 Madison Ave.
New York, NY 10022
(718) 392-0300

Louis Baldinger & Sons Inc.
19-02 Steinway St.
Astoria, NY 11105
(718) 204-5700

Baldwin Hardware Corp.
841 Wyomissing Blvd.
Reading, PA 19603
(215) 777-7811

Baram Lighting Designs
2549 Merrick Rd.
Bellmore, NY 11710
(516) 781-6655

Bergen Art Metal Inc.
36 Gilbert St.
Tinton Falls, NJ 07701
(201) 842-8900

Boyd Lighting Co.
56 Twelfth St.
San Francisco, CA 84103-1293
(415) 431-4300

WM. Brenner Furniture Co.
1850 N.E. 144th St.
N. Miami, FL 33181
(305) 949-7247

C.S.L. Lighting Inc.
11150 Olympic Blvd.
Los Angeles, CA 90064
(213) 479-8581

Cannon Products Inc.
230 N. 13th St.
Elwood, IN 46036
(317) 552-2112

Capri Lighting
6430 E. Slauson Ave.
Los Angeles, CA 90040
(213) 726-1800

Casella Lighting
111 Rhode Island St.
San Francisco, CA 94103
(415) 626-9600

City Knickerbocker Inc.
781 Eighth Ave.
New York, NY 10036
(212) 586-3939

Classic Illumination Inc.
2743 Ninth St.
Berkeley, CA 94710
(415) 849-1842

Coast Light Systems
2200 S. Anne St.
Santa Ana, CA 92704
(800) 732-5213

Contract Lighting Systems
31 Grove St.
New Canaan, CT 06840
(203) 966-9550

Crescent Lighting & Benlyte Co.
120 E. Gloucester Pike
Barrington, NJ 08007
(201) 964-7000

Crouse-Hinds Lighting
Hwy. 61 S.
Vicksburg, MS 39180
(601) 638-1522

D'Lights
533 W. Windsor Rd.
Glendale, CA 91204-1891
(818) 956-5656

Danjell Creations Inc.
24 East St.
Columbus, OH 43228
(614) 878-6870

Dansk Lights Inc.
2040 N. Dixie
Ft. Lauderdale, FL 33305
(305) 565-0003

Dazor Manufacturing Corp.
4483 Duncan Ave.
St. Louis, MO 63110
(800) 345-2120

Deena Products Co.
P.O. Box 770399
Houston, TX 77215
(713) 789-5177

Derek Marshall Lamps
Upper Rd.
Center Sandwich, NH 03227
(603) 284-7000

Design Galleries Inc.
1654 Merchandise Mart
Chicago, IL 60654
(312) 644-5860

Design Selections Intl. Inc.
150 E. 58th St.
New York, NY 10155
(212) 751-1321

Devine Lighting
4645 E. 11th St.
Kansas City, MO 64127
(816) 241-9440

EMR Lighting Corp.
21 Crossway E.
Bohemia, NY 11716
(516) 563-4144

Electra Displays
90 Remington Blvd.
Ronkonkoma, NY 11779
(516) 585-5659

Electri-Cable Assemblies Inc.
549 Howe Ave.
Shelton, CT 06484
(203) 735-4414

Electrix Inc.
45 Spring St.
New Haven, CT 06519
(203) 776-5577

Electro Controls
2975 S. 300 W.
Salt Lake City, UT 84115
(801) 487-9861

Elliptipar Inc.
145 Orange Ave.
W. Haven, CT 06516
(203) 932-2266

Entol Industries Inc.
8180 N.W. 36th St.
Miami, FL 33147
(305) 696-0900

Envel Design Corp.
1940 Cotner Ave.
Los Angeles, CA 90025
(213) 478-2524

Expo Competence/Bang & Olufsen
1150 Feehaville Dr.
Mt. Prospect, IL 60056
(312) 299-6972

Fan Company of America
2801 E. 11th
Los Angeles, CA 90023
(818) 968-2337

Murray Feiss Import Corp.
125 Walnut Ave.
Bronx, NY 10454
(212) 292-2024

Feldman Lighting Co.
600-612 S. Wall St.
Los Angeles, CA 90014
(213) 627-6731

Sam Flax
55 E. 55th St.
New York, NY 10022
(212) 620-3060

Forecast Lighting Co.
500 N. Oak St.
Inglewood, CA 90302
(213) 678-5151

Fostoria Industries Inc.
1200 N. Main St.
Fostoria, OH 44830-0986
(419) 435-9201

GTE Products Corp.
Sylvania Lighting Center
Danvers, MA 01923
(617) 777-1900

Georgian Art Lighting
P.O. Box 325
Lawrenceville, GA 30246
(404) 963-6221

G.E. Lighting Business Group
Nela Park
Cleveland, OH 44112
(216) 266-3200

General Mica Corp.
1850 N.E. 144th St.
N. Miami, FL 33181
(305) 949-7247

Harry Gitlin Inc. Lighting
121 W. 19th St.
New York, NY 10011
(212) 243-1080

1987 LIGHTING SPECIFICATION GUIDE

Morris Greenspan Lamps
1307 Hill Ave.
W. Palm Beach, FL 33407
(305) 848-9746

Guth Lighting
2615 Washington
St. Louis, MO 63103
(314) 533-3200

Halo Lighting
400 Busse Rd.
Elk Grove Village, IL 60007
(312) 956-8400

Paul Hanson Co. Inc.
610 Commercial Ave.
Carlstadt, NJ 07072
(201) 933-4873

Haworth Inc.
One Haworth Center
Holland, MI 49423
(616) 392-5961

House-O-Lite Corp. Inc.
4041 S. Emerald Ave.
Chicago, IL 60609
(312) 376-9780

Harvey Hubbell Lighting Div.
2000 Electric Way
Christiansburg, VA 24073
(703) 382-6111

IPI Inc. Lighting Div.
3020 Thomson Ave.
Long Island City, NY 11101
(718) 482-7440

Illuminating Experiences Inc.
233 Cleveland Ave.
Highland Park, NJ 08904
(201) 745-5858

Imperial Bronzelite
P.O. Box 606
San Marcos, TX 78666
(512) 392-8957

Indalux, J.H. Spaulding Lighting
1736 Dreman Ave.
Cincinnati, OH 45223
(513) 541-3486

Intalite Louvers & Ceilings Inc.
3611 Commercial Ave.
Northbrook, IL 60062
(312) 564-1570

Integralite J.W. Lighting Inc.
750 Almeda Genoa Rd.
Houston, TX 77047
(713) 433-4511

Integrated Ceilings
11500 Tennessee Ave.
Los Angeles, CA 90064
(213) 478-0781

Interna Designs Ltd.
6-168 The Merchandise Mart
Chicago, IL 60654
(312) 467-6076

Juno Lighting Inc.
2001 S. Mt. Prospect Rd.
Des Plaines, IL 60017
(312) 827-9880

Ketcham & McDougall Inc.
465 Eagle Rock Ave.
Roseland, NJ 07068
(201) 228-3600

Knoll International
655 Madison Ave.
New York, NY 10021
(212) 207-2241

Koch & Lowy Inc.
21-24 39th Ave.
Long Island City, NY 11101
(718) 786-3520

George Kovacs Lighting Inc.
230 Fifth Ave.
New York, NY 10001
(212) 944-9606

L.P.I. Inc.
2155 N. Delany, P.O. Box 608
Gurnee, IL 60031
(312) 360-0010

Lam Lighting Systems
94 New Salem St.
Wakefield, MA 01880
(617) 245-5115

Lazin Lighting Inc.
53 Greene St.
New York, NY 10013
(212) 215-3888

Les Prismatiques
233 E. 59th St.
New York, NY 10022
(212) 832-8107

Levolor Lorentzen Inc.
1280 Wall St., W.
Lyndhurst, NJ 07071
(201) 299-1190

L'Image Industries Inc.
Box 15, RD #2
Town Industrial Park
St. Albans, VT 05478
(802) 527-0571

Light Inc.
979 Third Ave., #402
New York, NY 10022
(212) 838-1130

Lighting Associates Inc.
305 E. 63rd St.
New York, NY 10021
(212) 751-0575

Lightning Bug Ltd.
1721 W. 170th
Hazel Crest, IL 60429
(913) 432-4528

Lighting Products Inc.
2155 N. Delany Rd.
Gurnee, IL 60031
(312) 360-0010

Lighting Services Inc.
150 E. 58th St.
New York, NY 10155
(212) 838-8633

Lightolier
100 Lighting Way
Secaucus, NJ 07094
(201) 392-3901

Lightworks
3345 W. Hunting Park Ave.
Philadelphia, PA 19132
(215) 223-9200

Lite Makers Inc.
43-49 Tenth St.
Long Island City, NY 11101
(718) 729-7700

Litecontrol Corp.
100 Hawks Ave., P.O. Box 100
Hanson, MA 02341
(617) 294-0100

Litelab Corp.
251 Elm St.
Buffalo, NY 14203
(716) 856-4300

Litron of Cornwall
65 River Rd.
New Windsor, NY 12550
(914) 562-5500

Christopher Lloyd Collection
3 Loomis Pl.
New Haven, CT 06511
(203) 624-2433

Robert Long Lighting
P.O. Box 770
Healdsburg, CA 95448
(415) 431-1050

Charles Loomis Design
11815 124th Ave., N.E.
Kirkland, WA 98034
(206) 823-4560

Lucifer Lighting Corp.
P.O. Box 370375
Miami, FL 33137
(305) 531-7978

Lumen Design Inc.
292 S. La Cienega, Ste. 314
Beverly Hills, CA 90211
(213) 855-1185

Lutron Electronics Co. Inc.
Suter Rd., P.O. Box 205
Coopersburg, PA 18036
(215) 282-3800

Luxo Lamp
P.O. Box 951
Portchester, NY 10573
(914) 937-4433

Magni-Flood
1085 Prospect Ave.
W. Islip, NY 11795
(516) 669-4500

R.A. Manning Co. Inc.
1810 North Ave.
Sheboygan, WI 53082-1063
(414) 458-2184

Martin's Herend Imports Inc.
P.O. Box 9226, Spring Hill Rd.
McLean, VA 22102
(703) 821-8515

Marvel Lighting Corp.
222 Bridge Plaza S.
Ft. Lee, NJ 07024
(201) 944-2313

Mary Street Studio
346 Mary St.
Saugatuck, MI 49453
(616) 857-4722

Master-Dim Div. of Diskey
2220 Shorecrest Dr.
Dallas, TX 75235
(214) 358-4527

Matsushita Appliance (Panasonic)
One Panasonic Way
Secaucus, NJ 07094
(201) 348-7824

McInnis & Co.
431 N. Western Ave.
Chicago, Il 60612
(312) 243-5254

McPhilben Lighting
270 Long Island Expressway
Melville, NY 11747
(516) 293-8500

Metalux Lighting
Souther Field Rd.
Americus, GA 31709
(912) 924-8000

Metropolitan Lighting Fixture
1010 Third Ave.
New York, NY 10021
(800) 233-4500

Meyda Stained Glass Studio
239 Bleeker St.
Utica, NY 13501
(315) 724-7266

Mid Channel Design & Mfg.
P.O. Box 668
Elkhart, IN 46515
(291) 264-5929

Herman Miller Inc.
8500 Byron Rd.
Zeeland, MI 49464
(616) 772-3300

Modulightor
54 W. 57th St.
New York, NY 10019
(212) 765-1480

National Ceramics Inc.
230 Fifth Ave.
New York, NY 10001
(212) 532-5174

ALPHABETICAL LIST OF MANUFACTURERS

Neo-Ray Lighting
537 Johnson Ave.
Brooklyn, NY 11237
(718) 456-7400

Nessen Lamps Inc.
621 E. 216th St.
Bronx, NY 10467
(212) 231-0221

New Horizons Lighting Inc.
3397 S.W. 42nd Ave.
Stuart, FL 33497
(305) 283-7772

Omega Lighting
270 Long Island Expressway
Melville, NY 11747
(516) 293-8500

Orgatech Inc.
150 E. 58th St.
New York, NY 10155
(212) 258-6300

Originals 22
931 Via Alondra
Camarillo, CA 93010
(805) 987-7122

Peerless Lighting Corp.
P.O. Box 2556
Berkeley, CA 94702
(415) 845-2760

Norman Perry
501 W. Green Dr.
Highpoint, NC 27260
(919) 841-5222

Pieri
100 W. Oxford St.
Philadelphia, PA 19122
(215) 634-0700

Plan Hold Corp.
17421 Von Karman Ave.
Irvine, CA 92714
(714) 660-0400

Plexability
200 Lexington Ave., Ste. 506
New York, NY 10016
(212) 873-5421

Prestige Contract Lighting
1004 Fairway Dr.
Bensenville, IL 60106
(312) 595-8000

Progress Lighting
G St. & Erie Ave.
Philadelphia, PA 19134
(215) 289-1200

Rainbow Lamp Corp.
4524 Brazil St.
Los Angeles, CA 90039
(213) 245-3033

Ram Products Co.
1111 N. Centerville Rd.
Sturgis, MI 49091
(800) 253-2064

Remcraft Lighting Products
12870 N.W. 45th Ave.
Miami, FL 33054
(305) 687-9031

Ron Rezek Lighting
4200 Sepulveda Blvd.
Los Angeles, CA 90230
(213) 931-2488

Roxter Manufacturing Corp.
10-11 40th Ave.
Long Island City, NY 11101
(718) 392-5060

Royal Haeger Lamp, Contract Div.
230 Fifth Ave., Rm 211
New York, NY 10001
(212) 532-6992

SPI Lighting
7601 Durand Ave.
Racine, WI 53405
(414) 554-5600

Saunders-Roe Developments
655 N. Alvernon, Ste. 226
Tucson, AZ 85711
(602) 323-4344,
(800) 443-9922

Selby Furniture Hardware Co.
17 E. 22nd St.
New York, NY 10010
(212) 673-4097

Sentinel Lighting
3653 Sierra Pine Ave.
Los Angeles, CA 90023
(213) 264-1533

Shelton Lighting Inc.
134-40 W. 26th St.
New York, NY 10001
(212) 255-8555

Simplex Truss Systems
P.O. Box 33209
Tulsa, OK 74163
(918) 492-0300

Spacemaster Lighting
1400 N. 25th Ave.
Melrose Park, IL 60160
(312) 345-2500

Spaulding Lighting Inc.
1736 Dreman
Cincinnati, OH 45223
(513) 541-3486

Speer Collectables
5315 S. Cobb Dr.
Atlanta, GA 30080
(404) 794-4000

Karl Springer Ltd.
306 E. 61st St.
New York, NY 10021
(212) 752-1695

Staff Lighting Corp.
Rte. 9W, P.O. Box 1020
Highland, NY 12528
(914) 691-6262

Starfire Lighting
317 St. Pauls Ave.
Jersey City, NJ 07306
(201) 656-7888

Steelcase Inc.
901 44th St., S.E.
Grand Rapids, MI 49508
(616) 247-2700

Sterner Lighting Systems Inc.
351 Lewis Ave.
Winsted, MN 55395
(612) 473-1251

The Stiffel Co.
700 N. Kingsbury St.
Chicago, IL 60610
(312) 664-9200

Strand Lighting
18111 S. Santa Fe Ave.
Rancho Dominguez, CA 90221
(213) 637-7500

Sunset Lamps/Richards Mfg.
6000 E. Slauson Ave.
City of Commerce, CA 90040
(213) 726 -6959

Superior Electric Co.
383 Middle St.
Bristol, CT 06010
(203) 582-9561

Swivelier Co. Inc.
33 Rte. 304
Nanuet, NY 10954
(914) 623-3471

Teledyne Big Beam
290 E. Prairie St.
Crystal Lake, IL 60014
(815) 459-6100

Thomas Betts
920 Rte. 202
Raritan, NJ 08869
(201) 685-1600

Thomas Industries Inc.
207 E. Broadway
Louisville, KY 40232
(502) 426-4960

Thunder & Lights
230 Fifth Ave., Ste. 400
New York, NY 10001
(212) 696-0262

Tivoli Industries Inc.
1513 E. St. Gertude Pl.
Santa Ana, CA 92711
(714) 957-6101

Trakliting Inc.
14701 E. Clark Ave.
City of Industry, CA 91745
(181) 330-3106

Trim Trac Lighting Corp.
800 N.W. 159th Dr.
Miami, FL 33169
(305) 621-4416

TSAO Designs Inc.
31 Grove St.
New Canaan, CT 06840
(203) 966-9559

United Lighting & Ceiling Corp.
513 Independent Rd.
Oakland, CA 94621
(415) 569-6700

Universal Manufacturing Corp.
200 Robin Rd.
Paramus, NJ 07652
(201) 967-7600

Universal Merchandise Corp.
44 Gerrish Ave.
Chelsea, MA 02150
(617) 889-1184

Victorian Lighting Works Inc.
251 S. Pennsylvania Ave.
Centre Hall, PA 16828
(814) 364-9577

Virginia Metal Crafters
1010 E. Main St.
Waynesboro, VA 22980
(703) 949-8205

Visa Lighting
8600 W. Bradley Rd.
Milwaukee, WI 53224
(414) 354-6600

Visa Lighting Corp.
2200 S. Anne St.
Santa Ana, CA 92704
(714) 549-9765

Waldman Lighting Co.
1714 S. Wolf Rd.
Wheeling, IL 60090
(312) 520-1060

Westinghouse Furniture Systems
4300 36th St. S.E.
Grand Rapids, MI 49508
(800) 445-5045

Westwood Lighting Group Inc.
177 Genese Ave.
Paterson, NJ 07503
(201) 684-8484

Weymers Associates
P.O. Box 5172
Beverly Hills, CA 90210
(213) 855-1187

Wide-Lite Corp.
Wonderworld Dr.
San Marcos, TX 78667
(512) 392-5821

Winona Studio of Lighting
3760 W. Fourth St.
Winona, MN 55987
(507) 454-5113

Yorkraft Inc.
550 S. Pine St., P.O. Box 2386
York, PA 17405
(800) 872-2044

Zumtobel Lighting Inc.
311 Rte. 46 W.
Fairfield, NJ 07006
(201) 882-9600

The Joel Polsky/FIDER Endowment

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

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

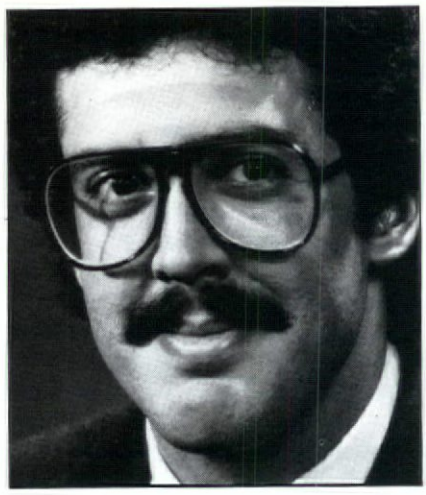
The Endowment is a living memorial to a remarkable young man, Gifts to increase the Endowment will. . .

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

A word about FIDER. . .

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

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



and the U. S. Department of Education.

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

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

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

New projects and proposals under development include;

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

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

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

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

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

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

Name _____

Name of firm _____
(if contribution is a corporate gift)

Address _____

City _____ State _____ Zip _____

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

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

Progressions+.

New expectations about design, craftsmanship and the needs of people and the way they work.

Designed by Nicola Balderi.

A higher expectation.

RoseJohnson

RoseJohnson / Grand Rapids, Michigan 49503 / 616 246 0246

Circle 72 on reader service card

CONTRACT | FACILITIES DESIGN & MANAGEMENT

Catalog Request Service

Coming August 1987

Helps You Get Information Quickly & Easily

The Catalog Request Service...a resource guide for facilities managers, corporate executives, architects and designers...comes to you from the leading publications in the contract and facilities management fields.

It gives you immediate and 12 month access to the data you need...via manufacturers' catalogs and brochures...that will save your company time, money and effort.

Many of you will receive the Catalog Request Service this summer. If you would like extra copies, contact the Circulation Dept., CONTRACT/ FACILITIES, 1515 Broadway, New York, NY 10036.

Attention Suppliers

Use the Catalog Request Service to get your literature into the hands of facilities managers and specifiers of commercial furniture/furnishings, interior architectural products, office systems/equipment, services, etc.

The Catalog Request Service promotes your literature in a special 4-color brochure mailing to 42,000 decision-makers. It alerts them to your new/ current catalog, and encourages them to get a copy via handy Reader Service Card. (Last year's Catalog Request Service generated over 100,000 leads!) Cost is just 2.1¢ per recipient.

Space closing: June 23.
Call your CONTRACT or FACILITIES Magazine representative! Or contact Nancy Berman, catalog director, Gralla Publications, 1515 Broadway, New York, NY 10036; 212-869-1300.

CONTRACT/ FACILITIES DESIGN & MANAGEMENT CATALOG REQUEST SERVICE

A Resource Guide For Facilities Managers, Corporate Executives, Architects & Designers

Designed for Stacking

The Safe Edge™

New Virco technology has resulted in the first major advancement in the folding table since it's introduction.

The Safe Edge folding table is:

Stronger than conventional steel top supports found on other tables.

Safer to carry and set-up with a smooth, rounded steel apron edge that protects against cuts and scratches.

Stackable with protective molded corner supports.* Tables can be slid over each other without scratching the top surface.

Steel apron is rounded to form a stronger, safer edge that protects against cuts or scratches.

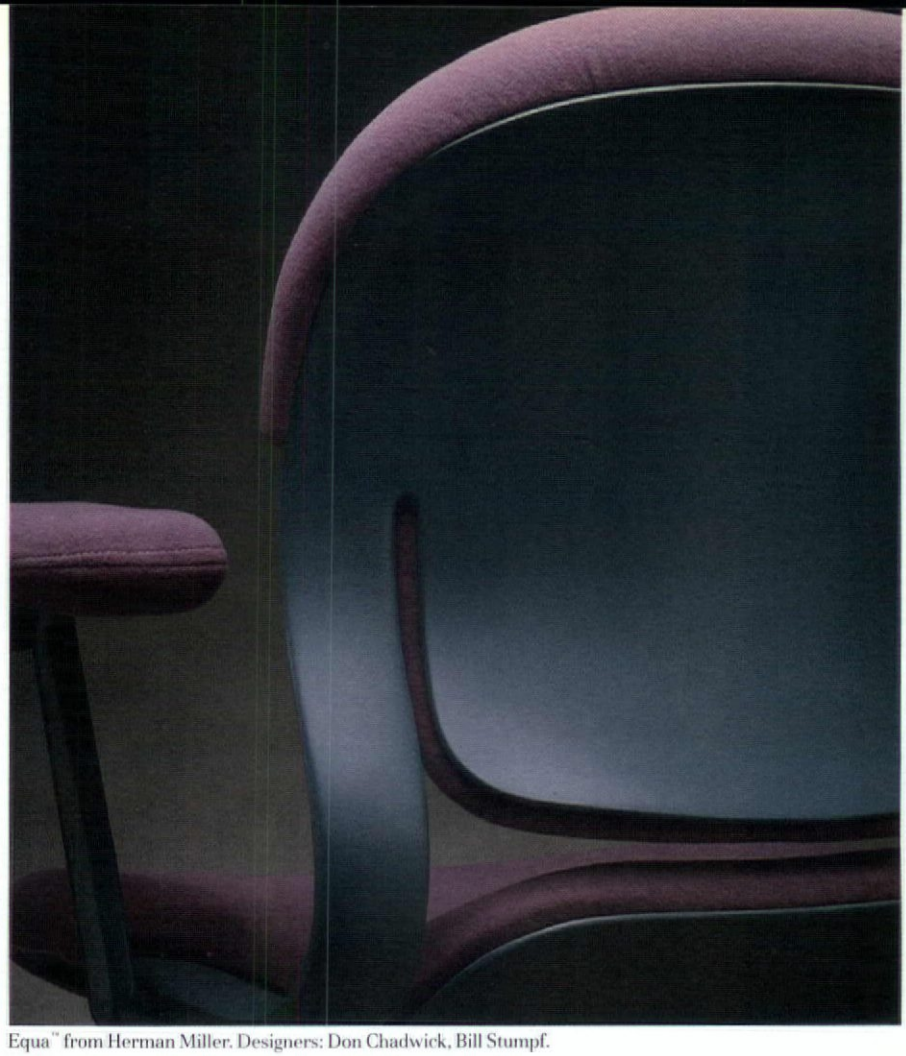
Tables stack safely directly on top of each other without scratching the top surface.

Circle 73 on reader service card

Virco Mfg. Corporation
Box 44846, Los Angeles, California 90044 (213) 532-3570
Box 5000, Conway, Arkansas 72032 (501) 329-2901

VIRCO® *For All The Right Reasons*

The Safe Edge is a trademark of Virco Mfg. Corporation.
*Patent applied for.



Equa™ from Herman Miller. Designers: Don Chadwick, Bill Stumpf.

Thonet
Van der Rohe
Breuer

With Du Pont Engineering Polymers, imagine what they'd be doing today.

Du Pont Engineering Polymers give furniture designers new freedom. Freedom to reach beyond the structural, aesthetic and economic limitations of the past.

And with new freedom come new opportunities to create artful, articulate forms.

Complex joints and assemblies can be replaced with multi-functional components with smooth, flowing lines.

Strength, stiffness and flexibility can be controlled with new precision.

Texture and surface quality can be molded in.

And Du Pont offers a depth and breadth of resources that can help you move your innovative designs from concept to reality.

The resources are at hand. An open dialogue between you and your Du Pont Engineering Polymers development engineer is the first step to new design freedom.

Opportunities don't wait. Call today.

Dial Du Pont First: 302/999-4592

DELRIN® acetal resin	HYTREL® polyester elastomer	MINLON® engineering thermoplastic resin	RYNITE® thermoplastic polyester resin	ZYTEL® nylon resin

DU PONT

REG. U.S. PAT. & TM. OFF.

Circle 74 on reader service card

BIOTEC CLUSTER CORE.™ WHEN YOUR OFFICE GOES STRICTLY BY THE NUMBERS.

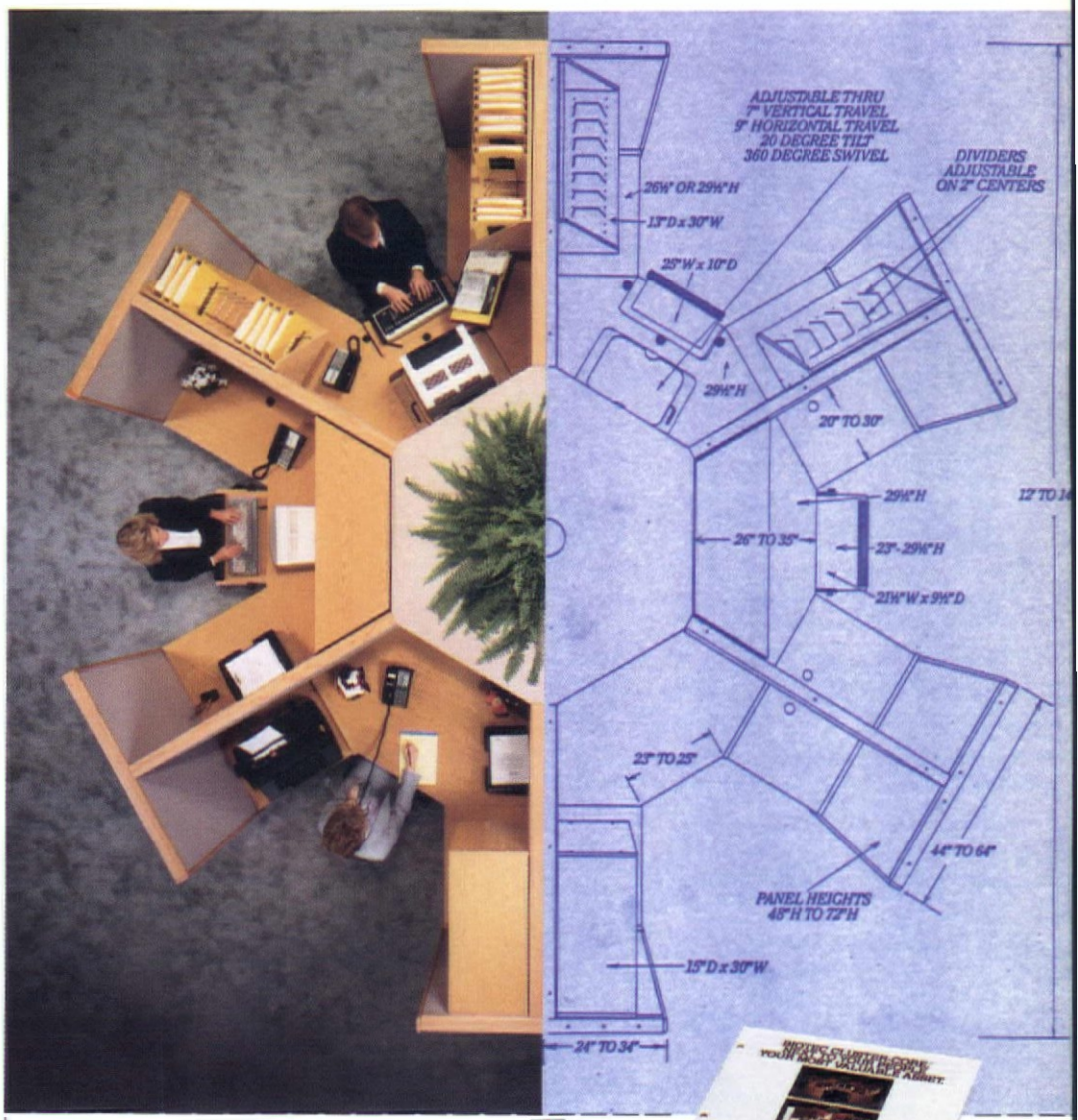
For an office furniture system to measure up in today's business climate, it has to be functional and attractive. And it has to stand up to some pretty tough numbers.

So, for a moment, set aside the fact that BIOTEC CLUSTER-CORE™ offers VDT-intensive features like a choice of worksurfaces, cable management, and free-standing workstations.

For a moment, set aside the fact the BIOTEC CLUSTER-CORE is the result of over 20 years of manufacturing expertise, and is backed by a nationwide network of experienced dealers who'll work with you in designing a floorplan customized to your needs.

And for a moment, go strictly by the numbers.

When compared to conventional office layouts, BIOTEC CLUSTER-CORES' advanced cluster design can save you up to 60% in floor space, while it increases the worksurface area for each person by as much as 75%. In most cases, at a cost per workstation that is significantly less.



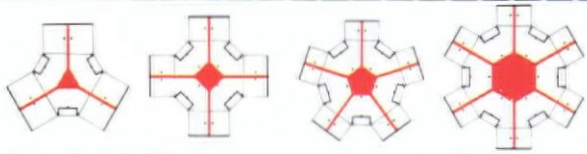
ERGONOMICS

At the same time, BIOTEC CLUSTER-CORES' ergonomically designed workstations can give rise to an astounding increase in productivity in VDT intensive environments. According to several recent studies the increase could be 25% or even higher!

Less floor space. More work space, and increased productivity. It adds up to an excellent payback and better numbers on your bottom line.

When you put this together with all the features we momentarily set aside, there's only one more number you'll need. It assures you'll get the most complete, cost-effective office furniture system available today. And of course, it's toll free. Call **1-800-543-1921** for the name of your authorized BIOTEC CLUSTER-CORE dealer. In Ohio, call 1-800-543-8334.

Attention Government Agencies
Biotec Cluster-Core is on GSA Schedule.



Cluster Core 3 *Cluster Core 4* *Cluster Core 5* *Cluster Core 6*

Name_____

Title_____

Company_____

Address_____

City_____

State/Zip_____

Phone_____

☐ Please send me more information on BIOTEC CLUSTER CORE™
☐ My requirement is immediate. Please have a sales representative contact me.

BIOTEC SYSTEMS™

A Division of Hamilton Sorter Company Inc.

3158 Production Drive, P.O. Box 8, Dept. C-387
Fairfield, Ohio 45014, Tel. 513-874-9498
or 1-800-543-1921. In Ohio 1-800-543-8334

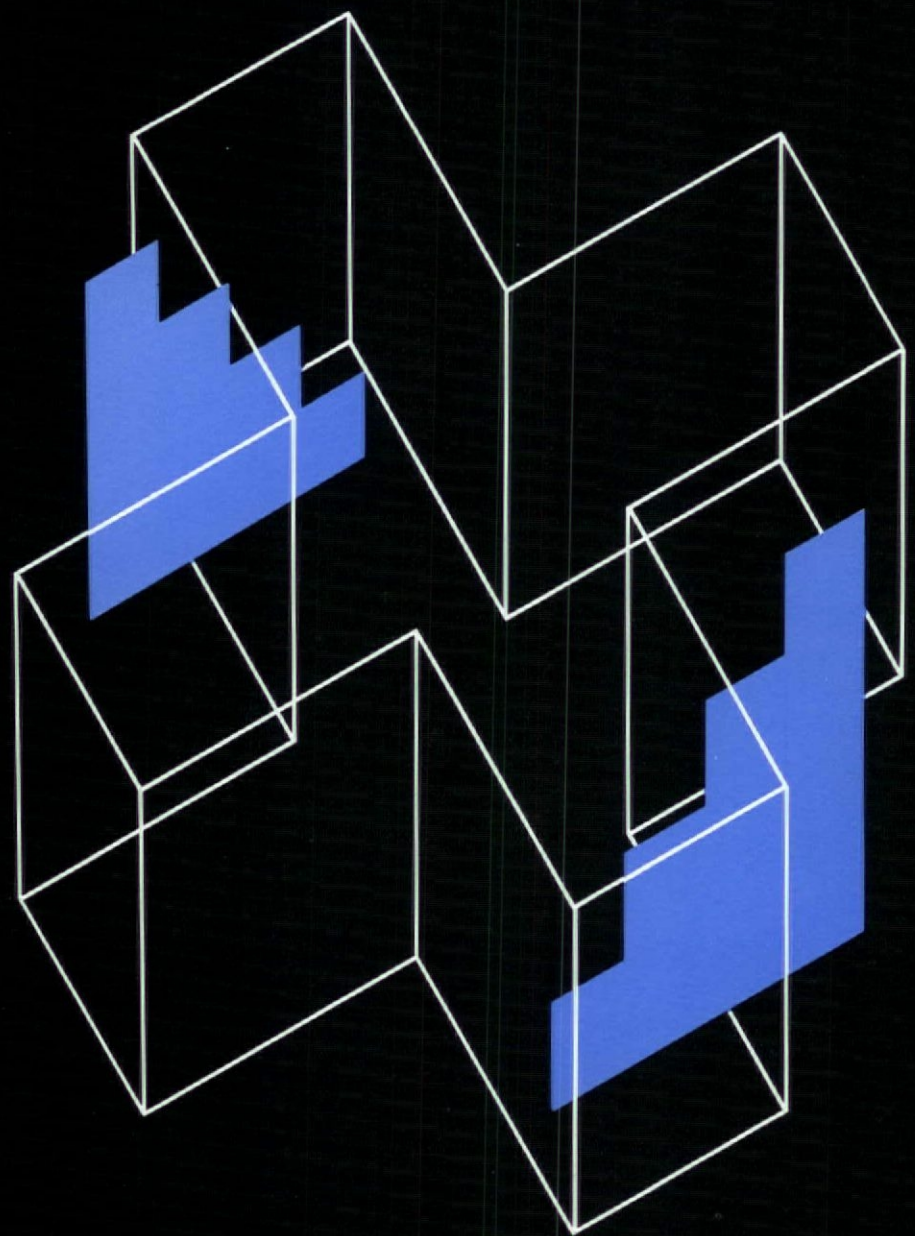
Circle 75 on reader service card

IBD

In the Business of Design

Positive Changes. This year the 3rd Annual IBD National Conference will focus on the future of the rapidly changing interior design profession. Buck Rodgers, former vice president of Marketing for IBM and prominent designers, educators and business specialists will share their perspectives June 8 - 9 at the Holiday Inn, Mart Plaza, Chicago, Illinois. It should be positively fascinating.

For conference and membership information, contact: Institute of Business Designers, National Office, 1155 Merchandise Mart, Chicago, Illinois, 60654. 312/467-1950.



Speaker Buck Rodgers sponsored by J & J Industries, Inc. Design, Eisenberg Inc./Dallas

Circle 76 on reader service card

EXPAND A LOT. EXPEND A LITTLE.

Thrasher's pedestals add valuable additional storage to your systems furniture at prices as attractive as the top quality, full-pressure 1/16" grade laminate we use to manufacture them.

At Thrasher's, we are sensitive about your budget needs. So we've designed a full range of variously configured base and caster-style pedestals for you at very competitive prices. Our colors have been carefully selected to match major contract systems furniture. Thrasher's pedestals are crafted with durable Accuride suspensions and the Blum hinges carry a lifetime guarantee. And our laminated surfaces will withstand even the most demanding use without delaminating.

But see for yourself. Our brochure contains easy-to-follow, and easy-to-order, information about colors, sizes and styles as well as our competitive prices.

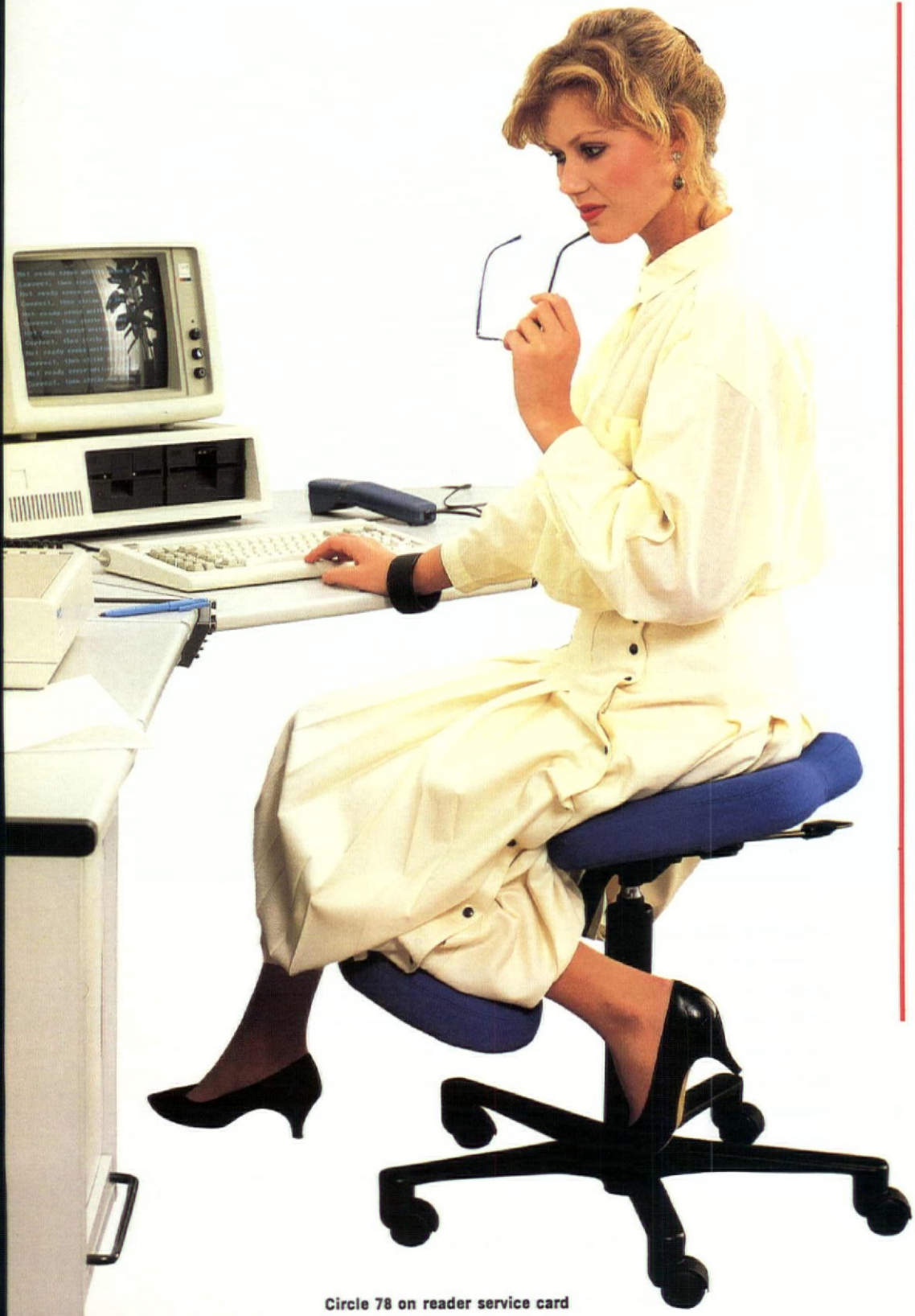
Before you expand, or expend, call Thrasher's, 301-633-6980, and ask for our free brochure.

THRASHER'S CBF INC.
2201 VAN DEMAN STREET/ BALTIMORE, MD 21224/301-633-6980

FURNITURE DESIGNED FOR A HARD DAY AT THE OFFICE.

Circle 77 on reader service card

WHY IS THIS CONVENTIONAL CHAIR LESS EFFICIENT THAN THE HÅG BALANS® CHAIR?



Because It's Empty.

What causes absenteeism? Only the common cold causes more lost productivity than lower back pain. In fact, this ailment is now the #1 claim on disability insurance. So serious is this situation, that 6 million people will be unable to get out of bed tomorrow morning due to back pain. Health-related absenteeism is costing American employers billions.

HÅG...The Natural Solution.

Today, more Americans than ever do their work sitting down. How they sit is a major factor in reducing back-related illnesses. Medical experts feel that advanced seating designs, like the HÅG BALANS chair, can improve the health of employees by restoring good posture and reducing stress. For more information, call or write us at the address listed below. We will send you our booklet "Sit Smart . . . and Stay Healthy" to explain, in detail, how HÅG can improve the health of your office.

Sit Smart...and Stay Healthy!

HÅG

Corporate Office:
HÅG USA, Inc.
108 Landmark Drive
GREENSBORO, NC 27409

(800) 334-4839
(919) 668-9541
(312) 222-1166 (Chicago)

Circle 78 on reader service card

CARPET SUITS OFFICES

Carrera's Marathon carpet from **Allied Fibers** in heavy denier Anso IV FIP nylon with HaloFresh provides performance benefits plus fashion esthetics. **Circle No. 287.**

Allied Fibers

LACQUER FINISH ENHANCES WOOD

A catalyzed lacquer finish enriches the exotic woods used in the Renaissance Group from **Novikoff.** Burl, birdseye maple, is complemented by contrasting shades. **Circle No. 326.**

Novikoff

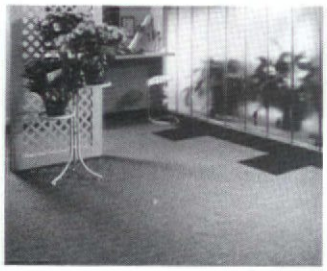
17 STYLES ADDED TO CARPET LINE

Carpet Industries of America has added 17 styles to its Balta line of carpets. The additions include level loops, three reinforced wood graphics patterns in the contract collection; a new matching solid saxony and a group of double-faced wiltons, new wool/acrylic, wool/olefin, and pure Berclon berbers; and a multi-level random shear. **Circle No. 370.**

IPF

GRAFFITI TABLE HAS GLASS TOP

Hand-worked of ash, the Graffiti pedestal-base table from **IPF Int'l** has wedge-shaped legs with geometric box cut outs and glass-top. **Circle No. 291.**



Milliken

DYE-INJECTION PERMITS COMBINED STYLING

Overview, a loop-pile modular carpet from **Milliken** made possible by the dye-injection machine, Millitron MicroTex, offers integrated styling and soil hiding properties. **Circle No. 414.**

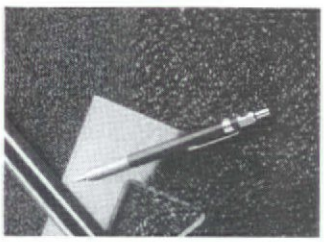
Weber-Knapp

SUPPORT ARM ALLOWS SIDE-TO-SIDE MOVEMENT

Mini-Arm, a keyboard support mechanism from **Weber Knapp** permits 5¼-in. adjustment of platform height. Mini-Arm features a low-profile single arm design and 360 degree device for side-to-side movement. **Circle No. 338.**

INTEGRATED CARPET SYSTEM FEATURES 6 STYLES

Plexus is a commercial carpet system from **Collins & Aikman** that integrates six carpet module styles by synchronizing colors, texture, and nylon givers. Made of DuPont Antron III continuous filament fibers, Plexus features three cut-pile, two multicolored, and one frieze construction styles. **Circle No. 415.**



Collins & Aikman

BEECHWOOD TABLE IS SUITABLE FOR CONFERENCES

Capri square and rectangular tables, and an armless companion pullup chair, Caprile, are new from **Atelier International.** Made of doweled black-lacquered natural beechwood, Capri's top finishes include beechwood (stained black on one side); enamelled sheet steel in red or green; clear plate glass; and leather in natural, Russian red, black, Bordeaux, white, and grey. **Circle No. 341.**

CIRCULAR TABLE COMES IN NINE FINISHES

Circular conference table designed by **Terra Furniture Inc.** features an MDF top and plywood base. Table comes in nine textured polyurethane colors. **Circle No. 362.**

Terra Furniture

Invincible

FILING CABINETS ARE SPY-PROOF

Spy-proof filing cabinets from **Invincible** have a heavy-gauge gate lock with security bar permanently attached to the outside of the cabinet. The gate mechanism is held tight by a padlock. **Circle No. 333.**

Armstrong World Industries

CEILING PANELS HAVE RIBBED SURFACE

Ribbed surface pattern creates interplay of light and shadows in **Armstrong World Industries'** Corrugated Crossgate acoustical ceiling panels. The two- by two-in. panels are tegularized on all sides or semi-concealed on two sides for an uninterrupted linear effect. Corrugated Crossgate is available in two styles in adobe, parchment, platinum, and haze colors. The product is compatible with 9/16-in. Suprafine grid. **Circle No. 344.**

BASES COME IN GEOMETRIC SHAPES

Master Metal Works is offering a line of cylinder, cube, and pedestal bases. A variety of sizes and colors are available. **Circle No. 361.**

Your Most Important Preview Of The Industry's Most Important Event...

May CONTRACT's NEOCON Planning Issue

CONTRACT

Only one magazine carried more editorial pages devoted to NEOCON last year...CONTRACT! Only one magazine carries the official NEOCON logo on its cover...CONTRACT! Only one magazine supplies the registration packets for the event...CONTRACT! And only one magazine is your single best guide to NEOCON 19, June 9-12, The Merchandise Mart, Chicago... and that magazine is CONTRACT!

Everyone & Everything For NEOCON
The issue delivers floor-by-floor, showroom-by-showroom listings and a special easy-to-use tear-out guide to NEOCON exhibitors. Plus, our brand-new VIP Guide — Very Impressive Products For NEOCON 19, a preview of **NEOCON International,** Other **Chicago Area Showrooms,** and a **BIFMA Update.**

Attendees Rate CONTRACT's NEOCON Coverage #1
Latest NEOCON Study confirms over 81% of responding NEOCON attendees consider CONTRACT Magazine their best pre-show guide to NEOCON activities and products.* With May CONTRACT's NEOCON Planning Issue in hand, you'll be able to pick which floors to visit, what and whom to see, what events to attend...quickly and easily!

Ad Value For Suppliers: Qualified advertisers in the May/June NEOCON Package can be included in the VIP GUIDE...Very Impressive Products For NEOCON, a four-color "magazine within a magazine" preview of the event, and have a personalized NEOCON Study conducted expressly for them! Call Gary Puro, co-publisher, at 212-869-1300 for details! There's no better NEOCON Package in the industry! **Space for May closes April 3.**

*From the NEOCON Study (1986) conducted in conjunction with The Merchandise Mart.

CONTRACT

A Gralla Publication ■ 1515 Broadway ■ New York, NY 10036 ■ 212-869-1300

Any Room Becomes A Meeting Room With DA-LITE®

Touch a switch and the big Da-Lite Executive Electrol® projection screen glides smoothly and silenty down from its storage compartment hidden in the ceiling, to provide a picture-perfect image of whatever's projected. There's even a tamper-proof locking switch cover to make sure it doesn't come down until it's needed.

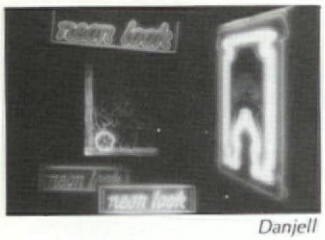
Now, move in the Da-Lite/Oravisual® lectern. It's easy because it can be moved along on its own wheels. It may have its own built-in sound system that the speaker controls from the lectern where there's also a silent, countdown timer. And some models adjust to the speaker's height, electrically. All this, plus options including multiple microphones and auxiliary speakers. Or choose a tabletop or convertible lectern that moves easily from tabletop to its own handsome pedestal; it may even have an integral sound system that lets it speak for itself.

And when the applause dies away, it all hides away as quickly and easily as it appeared so you can put the room to other uses.

DA-LITE® | A Heritage Communications Company

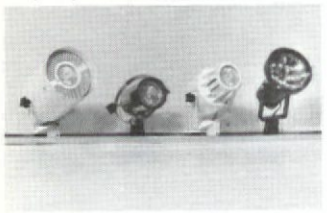
For complete information, contact your Da-Lite dealer or
Da-Lite Screen Company, Inc.,
P.O. Box 137
Warsaw, IN 46580
219-267-8101
Telex 23-2649

Circle 79 on reader service card



Danjell

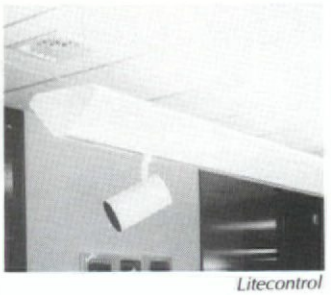
Danjell Creations—Acrylic ceiling, window, and room divider panels look like custom-crafted stained glass. Etched 'glass' designs complete the custom line of decorative acrylic panels. **Circle No. 424.**



Roxter

Roxter—Halogen and sealed beam track lighting are economical and efficient. Light fixtures available for contemporary commercial or residential use. **Circle No. 427.**

Litecontrol—Via is an indirect design featuring HighLite, an edge which provides a hint of brightness for visual interest. Low profile, high shape features a wide top opening for high efficiency and a narrow bottom for minimum shadowed area. With the optional track slot, Via mixes ambient and accent lighting. **Circle No. 426.**



Litecontrol

Artran Wrapped Linear ceiling tiles from **Armstrong World Industries** have linear grooves that control sound. Panels measure two- by two-in. **Circle No. 369.**

Morris Greenspan Lamps—Halogen lighting includes torchieres with brass accents and touch-tronic switches. Color and halogen add up to 'Colorgen', with a rainbow of colors and finishes. **Circle No. 425.**

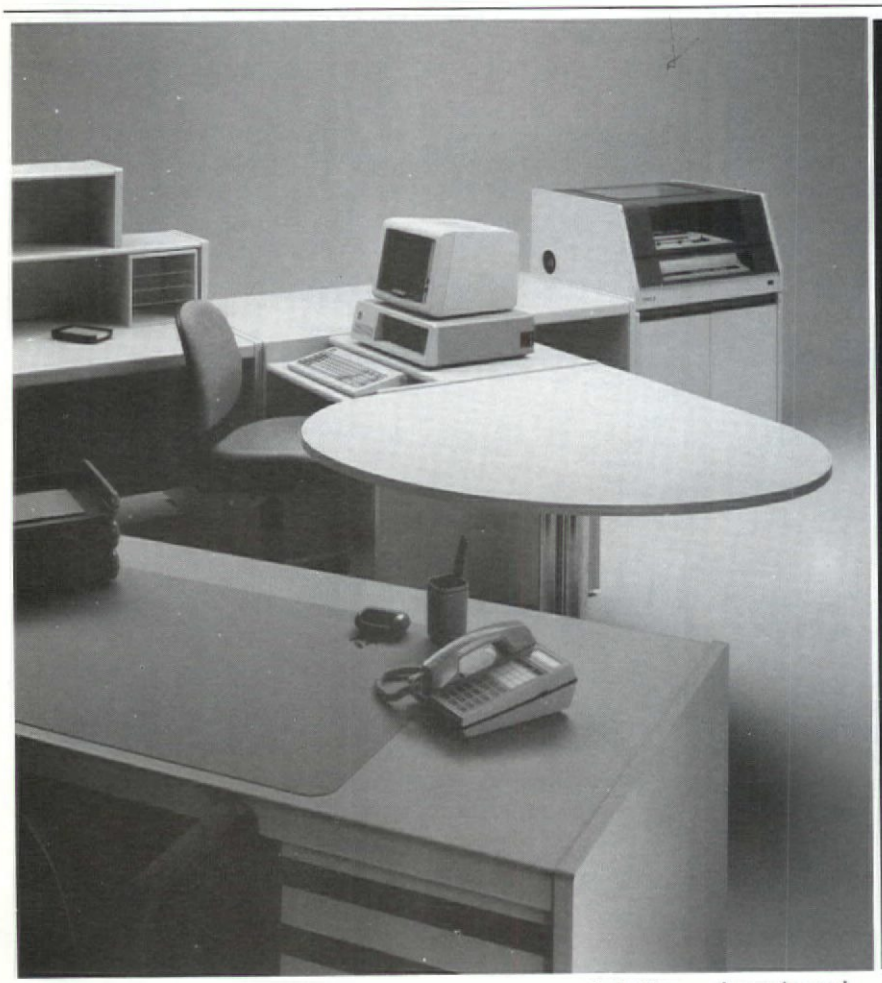
Morris Greenspan

Waterfall desks from **National Office Furniture Co.** feature a double radius design. Models include the 2200 Series in walnut grain, 2300 Series in dark oak grain, and 2400 Series in medium oak grain. Each series has a box over file pedestal design and includes desks, credenzas, secretarial units, and lateral files. **Circle No. 350.**

Taylor Chair

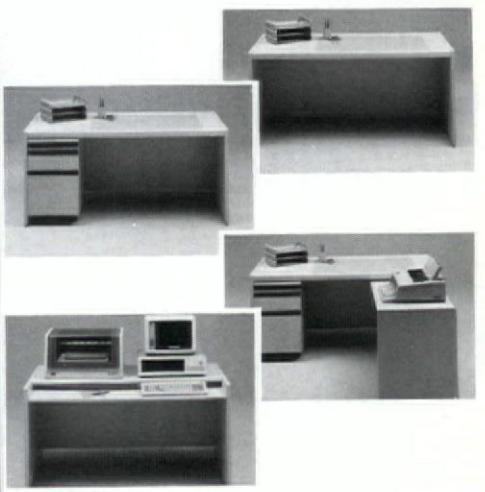
Guest chair from **Taylor's** Domani series has functional arm that allows the chair to be stacked. Chair is also available in side, high back, and swivel tilt models. Finishes available are walnut, oak, and lacquer. **Circle No. 365.**

National Office Furniture



INFINITE

JAX Workstations. A comprehensive modular component system. Designed, developed, and evaluated for maximum responsiveness to your individual needs. The high-quality cost-effective solution to the changing needs of todays and tomorrows office environment.



For information and specifications call **800 345-5299** (in California 800 334-5299).

JAX INTERNATIONAL
PERFORMANCE COMPUTER FURNITURE
P.O. Box 1819, Rohnert Park, California 94928

Circle 80 on reader service card

LAMINAMATIC™

WHEN TASTE AND REALITY AGREE

before you recommend a tool, You Examine Its Productivity . . . . . ***SIMPLE***

before you invest in a computer, You Try To Equate The Pay-Off . . . . . ***NOT SO SIMPLE!***

then you go construct a building, Sign Some Contracts—And Cross Your Fingers . . . . . ***HOPEFUL?***

OK, You Thought The Worst Was Over, But Now—you have to buy office seating,

Elegant Appearance And Prudent Investments Never Correspond . . . . . ***HOPELESS!***

ERGONOM

TOLL FREE
IN CALIFORNIA (800) 922-9266
FROM OTHER STATES (800) 446-1186

Ergonom Corporation
(818) 504-0020

San Francisco Area
(415) 626-0190

Seattle Area
(206) 762-3243

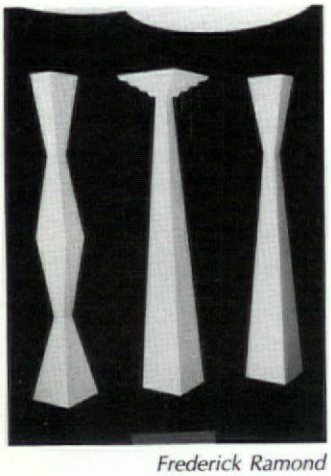
Los Angeles Area
(213) 652-8208

Tampa Area
(813) 886-9295

Circle 87 on reader service card

SCULPTURED FIXTURES FEATURE WELDED-STEEL FINISH

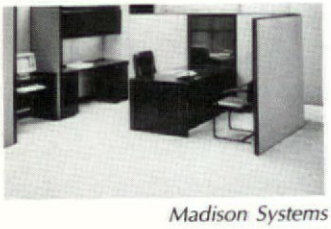
Pyramid from **Frederick Ramond Inc.** is a collection of obelisk sculptured fixtures. Items have a welded-steel finish with textured acrylic gesso and are offered as table models, pedestals, and wall sconces. **Circle No. 346.**



Frederick Ramond

COMPUTER FURNITURE HAS ACOUSTICAL PANELS

This computer support furniture with acoustical panels is from **Madison Systems.** System 3 features worksurfaces, storage units, and lighting with cantilevered suspension. Furniture is offered in cherry, mahogany, and oak trim, plus a wide range of fabrics.
Circle No. 348.



Madison Systems

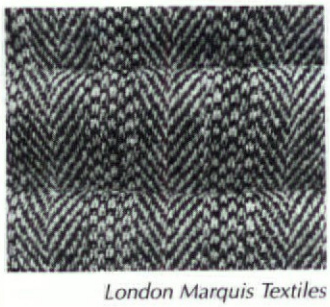
DESKS, CREDENZA OFFERED IN WHITE OAK AND WALNUT

Edward Axel Roffman Associates, Inc. has designed a collection of white oak and walnut office furniture called the 99 Mainstay Series. It includes a desk, credenza, and printer stand in several finishes. **Circle No. 359.**

Panel Concepts

COMPACT CHAIRS ALLOW LARGE GROUPING

Panel Concepts, Inc. has introduced the Series One Conference and Guest chairs featuring armless, upholstered, or molded urethane armchairs. Conference chair is proportioned and scaled to allow close grouping without crowding. It also has dual wheel casters and a swivel mechanism. Guest chair is contoured similarly to the other, and it has a tubular sled base. both models have an optional upholstered back. **Circle No. 349.**



London Marquis Textiles

TEXTILE BLENDS SILK AND WOOL

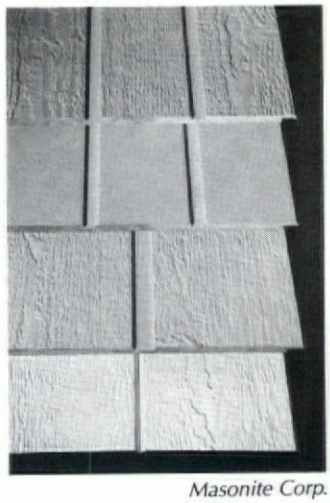
Badon Hill is a 54-in. wide silk and wool blend textile from **London Marquis Textiles** that uses barleycorn and herringbone weaving techniques. **Circle No. 351.**

FIBERGLASS CEILING SIGN COMES IN THREE SIZES, SHAPES

Apco's Suspended Ceiling Module is a seamless molded fiberglass ceiling sign available in three sizes of corner shapes. The lightweight module fits standard ceiling grids and does not need additional ceiling support. **Circle No. 354.**

WOODGRAIN SIDINGS COME IN 4 STYLES

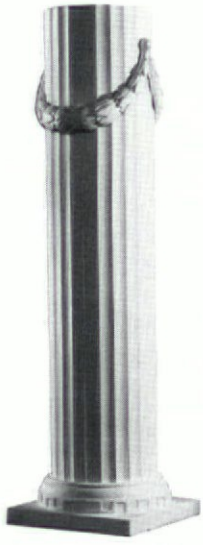
Masonite Corp. has introduced SuperSide lap sidings in 16-in. wide, ½-in. thick models. The models offered are V-Side, ChannelSide, DropSide Textured, and Dropside Smooth. Sidings are available only in western states and are offered in wood grain texturing.
Circle No. 353.



Masonite Corp.

LIGHT FIXTURES ARE HAND-CAST

Breakers Collection hand-cast, fiber-resin light fixtures are from **Sirmos Inc.** Breakers Column is 64-in. high or can be customized.
Circle No. 363.



Sirmos Inc.

Burlington Industries

UPHOLSTERY IS FIRE RESISTANT

Corvo armchair from **Burlington Industries Inc.** is suitable for executive dining, deskside use, reception areas, or residential use. The Sandel fabric between outer upholstery and foam cushion is fire-resistant. **Circle No. 339.**

Baker Furniture Co.

PARTNERS DESK FEATURES SERPENTINE TOP

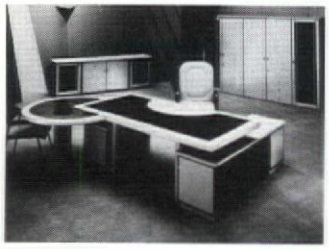
Double serpentine-shaped top and twin pedestals are featured in the Chippendale Mahogany partners desk from **Baker Furniture.** Pedestals have a crossbanded top, molded border inset, and gilt tooled leather panel. Desk is equipped with three drawers on the side and in the pedestal.
Circle No. 364.

RADIUS FRONTS ADDED TO FILES AND PEDESTALS

Radius fronts have been added to **Office Specialty's** Storage Centers Lateral Files and WorkStore Personal Pedestals. Panel has recessed black side pulls that project ⅞-in., creating a sculptural line. Fronts are available in 45 colors, plastic laminate, COM fabric and wood veneers. **Circle No. 368.**

SADDLE LEATHER COVERS COMPONENTS

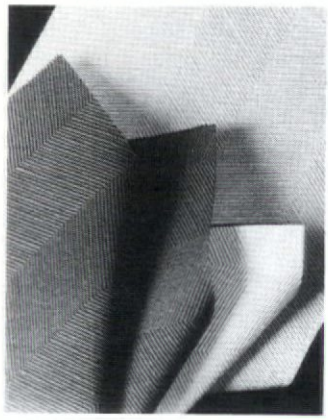
The desk and other components in the Elite executive office group from the **Pace Collection** are covered in saddle leather. **Circle No. 316.**



Pace

THREE PATTERNS ARE ADDED TO UPHOLSTERY LINE

DiversiTech General has added Maze, Cascadia, and Love Connection to its Eurelle line of fabric/vinyl upholstery. Maze features a geometric pattern against a 100 percent cotton duck background. Cascadia has an asymmetrical design and contemporary heart pattern is featured in Love Connection. **Circle No. 340.**



BF Goodrich

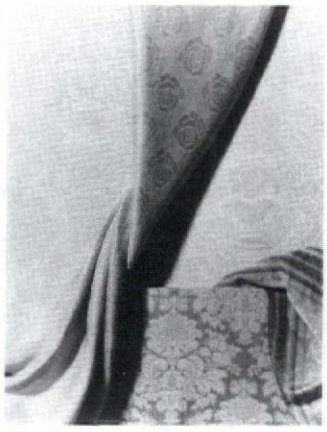
WALLCOVERING SERVES AS FIRE DETECTOR

Regiment from **BF Goodrich** is a vinyl wallcovering featuring a fire detection feature called the Early Warning Effect Formulation. The specially treated wallcovering emits a vapor that triggers ionization smoke detectors. Wallcovering is available in 45 colors and has ribbed chevrons. **Circle No. 347.**

Schafer

SIDE CHAIR HAS SLIM LINE DESIGN

Curved, slim line design is featured in the Prosit Side Chair from **Schafer Brothers Inc.** Shell is made of plywood, and frame is available in polished chrome and ten standard powder-coated colors. Upholstery is offered in standard leathers or fabrics. **Circle No. 357.**



International Linen

INTERNATIONAL DAMASKS FEATURE LINEN, COTTON BLENDS

International Linen Promotion Commission has introduced five linen upholstery damasks. Floral Damask 4754 is a Belgian linen cotton blend. Monte Carlo combines Italian linen and cotton. Deerfield Damask is made of pure Belgian linen. Imberline Caserta is a combination of Italian linen and cotton. Linen and silk are blended in Damas Fleury from France. **Circle No. 343.**

Circle 81 on reader service card

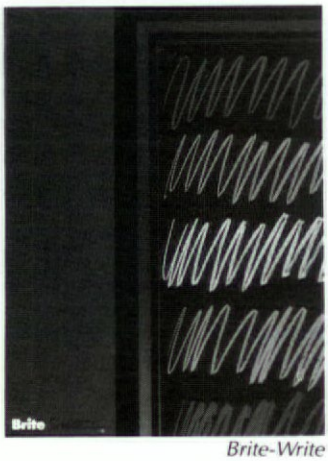
EXTRAORDINARY CUSTOM FURNITURE

Custom Executive Office offers a variety of styles for the designer. A wide range of components can be specified to create the most exquisite office from modern to traditional.

CUSTOM EXECUTIVE OFFICE

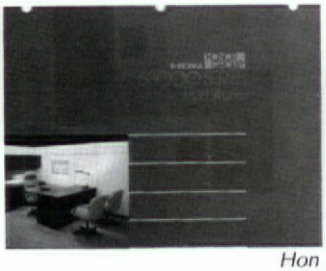
P.O. Box 240 • Palos Park, IL 604640 •
Phone (312) 863-5500 • FAX (312) 863-5530

Circle 82 on reader service card



Brite-Write

Writing glows on neon blackboard, called Brite-Write, from Brite-Write Sign Co., a division of Brazz Technologies. Fold-out brochure describes how the specially treated face panel causes writing to glow, turning the blackboard into a neon sign. Brite-Write uses special crayons and an electrical outlet. **Circle No. 389.**



Hon

Fold-out brochure illustrates 68000 Series office furniture by the Hon Co. Close-up pictures of features such as the optional slide-away keyboard platform are shown. Furniture list prices and accessories list prices are included. **Circle No. 399.**

Color photographs of office designs integrating free-standing and panel-based contract furniture, a concept called the synergistic solution, is featured in a 15-page brochure from Allsteel. Designs include a shared workstation with panel-mounted and free-standing computer worksurfaces and lateral files used to support secondary worksurfaces. **Circle No. 387.**

Product catalog from Vitra features Bellini Collection of seating and office furniture. Persona features seat and back that stretch and adapt as the user shifts position. The Otto Zapf Executive Office with Wing Span Shelves also is featured in the literature. **Circle No. 394.**

Vitra

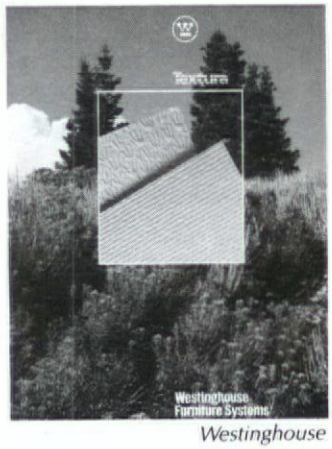
Shelby Williams describes an ergonomically-designed chair that provides continuous support, called Action II Stacking Chair, in a color brochure. Elastrometric bellows with a concealed inner steel cable allows the backrest to tilt up to 20 degrees. Chairs stack for easy storage. **Circle No. 401.**

Shelby Williams

Biltrite Nightingale Inc., shows its line of wood office casegoods, seating, systems, and metal file cabinets, in 10-page color brochure available from the company. Biltrite products include Heritage, Prelude, and Opta. **Circle No. 402.**

Meridian

Electronic Support Systems Furniture by Meridian Inc. is illustrated in a 15-page, color brochure. Configuration possibilities are shown and described for the line, which includes corner desks, printer tables, and full panel machine work desks. **Circle No. 398.**



Westinghouse

Leaflet from Westinghouse Furniture Systems introduces new patterns and colors in the Textura fabrics line. Horizontal and diagonal patterns pick up light and shadows, creating a dramatic effect. Colors and patterns are designed to prevent eyestrain. **Circle No. 405.**

Guide to In-Floor Electrical Distribution SystemMaintenance is a full-color, 12-page brochure from Walker on how to effectively use Power, Lighting, Electronics and Communications (PLEC) distribution systems. Brochure explains underfloor duct usage and includes glossary of terms applied to in-floor PLEC systems. **Circle No. 392.**

Three movable wall systems are featured in color brochure from Virginia Metal Industries. System does not need fastening holes and accommodates all major landscape systems. Silhouette III and FL Series Modular Wall System are available. **Circle No. 395.**

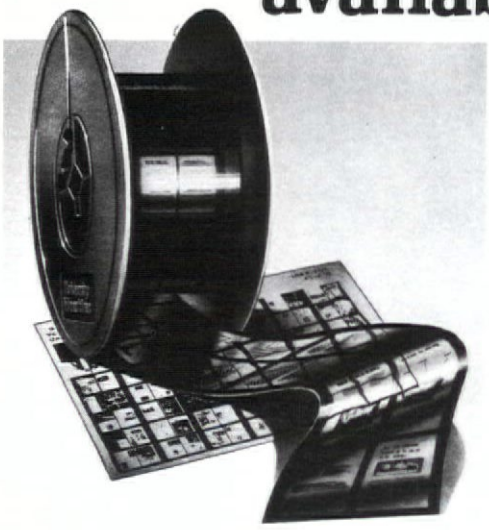
Howe Furniture Corp. has introduced its 200 Series Banquet Tables in a new color booklet. Round, rectangular, oval, square, and specially-shaped tables are suitable any size group or room. **Circle No. 393.**

Howe

GF Furniture Systems highlights its award-winning Chicago showroom, featuring a cube desk, lateral files, and color and fabric program in a six-page color brochure. **Circle No. 403.**

GF

This publication is available in microform.



University Microfilms International

University Microfilms International reproduces this publication in microform: microfiche and 16mm or 35mm film. For information about this publication or any of the more than 13,000 titles we offer, complete and mail the coupon to: University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106. Call us toll-free for an immediate response: 800-521-3044. Or call collect in Michigan, Alaska and Hawaii: 313-761-4700.

☐ Please send information about these titles:

_____

_____

Name _____

Company/Institution _____

_____

Address _____

City _____

State _____ Zip _____

Phone ( ) _____

GIVE YOUR DESK SALES A LIFT!

WITH THE J.D. DESK TOP ELEVATION SYSTEM

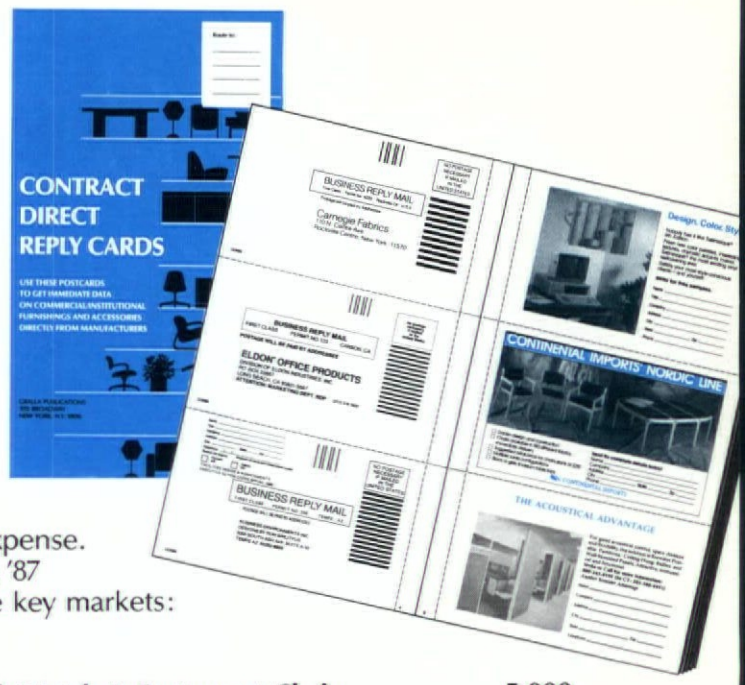
This simple yet versatile mechanism is available for all timber slab end desks. Sturdy silent, and trouble free, the system will add a real lift to your range, to meet the needs of the computer ergonomics age.

For complete details contact
Peter Duncan
J.D. Duncan Sales P/L P.O. Box 189 Bayswater,
Victoria 3153 Australia
Phone INT. 011 61 3 729 5655
Fax. INT. 011 61 3 720 2318

Circle 86 on reader service card

Get Fast, Fresh, Direct Leads From 54,500 Contract Specifier/Buyers ...For Just Pennies Per Buyer Impression!

CONTRACT's 1987 DIRECT REPLY CARDS



Now, you can attract new accounts...expand your market... produce leads from an exclusive list of 54,500 qualified contract specifiers, furnishers and end-users...for just pennies per buyer impression! Just send your message on its own low-cost CONTRACT DIRECT REPLY CARD.

Less expensive than your own direct mail, CONTRACT's DIRECT REPLY CARDS (only $1,075* each) give you all the advantages of direct mail, while saving time, effort and expense. Your individual tear-out postcard will be received in Spring '87 by contract specifier/buyers and major end-users in these key markets:

Architect Firms	9,000	Hotels/Motels & Restaurant Chains	5,000
Banks	5,000	Interior Design Firms	5,500
Contract Furnishers	5,400	Office Furniture Dealers	3,200
Furniture/Dept. Store Chains	3,000	Religious Institutions	700
Government Buying Agencies	3,500	Schools/Colleges	3,500
Hospitals/Nursing Homes	5,000	Theatre Furnishers	700
Corporate Offices	5,000	Total	54,500

High Pass-Along Gives You Thousands Of Extra Impressions On Contract Prospects

Additional Discounts Via 2 & 3 Card Rates: To boost response dramatically, and save money at the same time, use two or three cards at discounted rates ($995* each for two cards; $940* each for three). You can feature a continuing message or theme on each card; run cards on consecutive pages, etc.

Maximum Visibility Via Cover Ads: Get the most buyer attention for your postcard via front or back covers. Publisher's second color and bleed are included in cover rates: $1,335 for 2nd or 3rd covers; $995 for back cover.

Deadline For Camera-Ready Art & Materials Is March 27.

Gary Puro, Associate Publisher / Advertising Sales Manager
CONTRACT Magazine / 1515 Broadway, New York, NY 10036

Please include me in CONTRACT's 1987 "Direct Reply Card" mailing. Reserve the following number of cards, as indicated:

Advertising Status	1 Card	2 Cards	3 Cards
*Current CONTRACT Advertiser	☐ $1,075	☐ $995 Each	☐ $960 Each
Non-Advertiser In CONTRACT	☐ $1,225	☐ $1,145 Each	☐ $1,095 Each

Name _____ Title _____

Company _____ Agency _____

Address _____ Address _____

City/State/Zip _____ City/State/Zip _____

Phone ( ) _____ Phone ( ) _____

Copy To Come From: _____ Send Invoices To: _____

See reverse side for mechanical requirements.

Your company can earn an extra dividend this quarter.

If your business was involved with the arts in 1986, you might be eligible for a windfall in 1987. One of this year's Business in the Arts Awards. A prestigious accolade that carries with it local and national recognition as well as a commissioned work of art.

The competition is open to businesses *of any size* that contributed company funds, personnel, goods or services to the arts in 1986.

An independent panel of judges representing business, the arts and government will select the award-winning companies based on the impact, effectiveness and originality of their project.

There is no cost to enter, but there is a deadline: *May 30, 1987.*

To nominate your own business — or someone else's — write Business Committee for the Arts, Inc., 1775 Broadway, Suite 510, New York, New York 10019, or call (212) 664-0600, and ask for a nomination form.

The commissioned artwork that comes with winning would be a nice addition to your office. The national and local recognition would be a nice feather in your cap.

THIS ADVERTISEMENT PREPARED AS A PUBLIC SERVICE BY OGILVY & MATHER

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. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

BUSINESS FOR SALE

Office Furniture dealer. $4 Million dollars + sales. Profitable. Large Market, Mid-Atlantic area. Space design capability. Strong government client base. Owner retiring, but will stay for transition. Call Mr. Gamble, Broker (202) 241-2000.

SERVICES TO THE TRADE

Find out how
Gary Beals & Tom Daniels
help manufacturers!

☐ Sales Development and Promotion ☐ Recruiting ☐ Import/Export
☐ Marketing Strategy ☐ Product Planning and Development
☐ Warehousing/Distribution ☐ Mergers and Acquisitions

PLAZA GROUP

1326 Rufina Circle Santa Fe, NM 87501 (505) 326-2145

MISCELLANEOUS

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

Can you assist a (NY Based) painting contractor in getting commercial business from financially responsible institutions, corporate accounts, building management firms...Contact in confidence Art Kramer, 212-269-1174. Ask about Finder's Fee Residuals.

THE CLASSIFIED
SECTION CONTINUES ON THE NEXT PAGE...

CLASSIFIED ADVERTISEMENTS

HELP WANTED

MANAGEMENT OPPORTUNITIES
Contract Furniture

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

OPEN PLAN PLACEMENTS NATIONWIDE

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

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

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

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

stern and associates

EXECUTIVE SEARCH • CONTRACT FURNISHINGS & DESIGN INDUSTRY
821-B MERCHANDISE MART • CHICAGO, IL 60654 • 312-527-0797

CAREER VISIONS

A National Recruitment Firm
9449 Balboa Avenue, Suite 303
San Diego, CA 92123 (619) 571-6500

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

WANTED TO BUY

DEALERSHIP WANTED

Major investor is in need of ongoing office furniture dealership to purchase. Must be in PA, DE, DC, MD, VA, or NJ area and have quality reputation for service and financial stability. Please send descriptive literature and name of contact to: Box 130, CONTRACT, 1515 Broadway, New York, NY 10036.

RATES: $73.00 per column inch (approximately 37 characters to a line. 7 lines per inch). All copy is pub set at no charge. For blind box number, please add $5.00, per insertion.

INTERIOR DESIGNERS

Immediate openings for degreed individuals with several years of progressively responsible experience in space planning, programming, furniture specification, and project management work in successful, innovative, expanding Interior Design Division of national professional services firm. Diverse project mix involving Institutional, commercial, and healthcare facilities. If you believe you have the qualifications needed and would like to be a part of our growth, please send your resume or letter of introduction to: CANNON, Director of Personnel, 2170 Whitehaven Road, Grand Island, N.Y. 14072. An equal opportunity employer.

The Marketplace

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

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

Name & Title _____
Organization _____
Address _____
City/State/Zip _____
Phone # _____

Check Heading Under Which Ad Is To Appear

☐ Representatives Wanted
☐ Lines Wanted
☐ Help Wanted
☐ For Sale
☐ Miscellaneous
☐ Business Opportunities
☐ Situations Wanted

SITUATIONS WANTED

Architectural Sales/Marketing Manager—nationally recognized leader in business development, national account & contract sales, and the Architect/Engineer and design community, seeks an aggressive architectural products manufacturer for a career transaction. Familiar with all channels of distribution (retail, wholesale, OEM, etc.), P&L, budgeting, and the management and motivation of the sales force. Write Box 128, CONTRACT, 1515 Broadway, New York, NY 10036.

BUSINESS OPPORTUNITIES

CHINA-CONNECTION

Furniture and accessories manufacturing factory in Mainland China is open for subcontract business in fine wood furnishings. Call or write for details: Jerry Fong, 4701 Patrick Henry Drive, Suite 2201, Santa Clara, CA 95054. (408) 986-0966.

REPRESENTATIVES WANTED

All territories open for experienced reps who focus on the college/university housing market. This multi-million dollar contract furniture manufacturer has new product solutions for this specialized market. Send resumes, accomplishments, and current lines to Box 123, CONTRACT, 1515 Broadway, New York, NY 10036.

CONTRACT FABRIC SALES

Aggressive fabric distributor seeks experienced, professional reps to sell diverse upholstery line. Must have well-established, solid contacts with furniture manufacturers and A & D trade. Several territories available nationwide. Reply to Box 122, CONTRACT, 1515 Broadway, New York, NY 10036.

LOOKING TO JOIN THE BEST?

Acclaimed to quality and performance, Texacraft Casuals, manufacturers of fine outdoor furniture, is accepting resumes from sales representatives who are devoted to the same. Contract only. Send resume to: Texacraft Casuals, P.O. Box 741558, Houston, Texas 77274-1558.

CONTRACT REPS WANTED—Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1515 Broadway, New York, NY 10036.

REPRESENTATIVES WANTED

OPPORTUNITY
MANUFACTURER'S REPS

United Technical Products. . .the originator and still leader in "Computer Grade" guaranteed anti-static carpeting has exclusive sales territories open for COMPU-CARPET, broadloom and COMPU-TILE.

For more details on territories available and complete Rep Back-Up programs contact:
Bruce Lampert, Executive V.P.
(800) 225-6052
United Technical Products, Inc.
960 Turnpike Street, Canton, MA 02021
(617) 821-1752

REPRESENTATIVES WANTED

Career opportunity for salesperson in Metro N.Y. Area for specialized library furnishings and filing systems fields, with Contract and Design experience. Join the leading distributor of quality library and systems products. Reply to Box 129, CONTRACT, 1515 Broadway, New York, NY 10036.

REPS WANTED

Major Indirect Ambient Lighting manufacturer is seeking contract reps in many major territories. Must have strong specifier and dealer market. Send inquiries to Spaulding Lighting Inc., Indalux Division, 1736 Dreman Ave., Cincinnati, OH 45223.

SALES OPPORTUNITY

Representative firm seeking aggressive sales Professionals in Cleveland & Cincinnati areas who are interested in representing high end quality contract manufacturers. We will provide sales & motivational training for qualified applicants. Tell us about yourself, your experience and earning expectations. Write to Box 127, CONTRACT, 1515 Broadway, New York, NY 10036.

Sales Rep

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

DORM & HEALTHCARE WOOD CASEGOODS line needs territory representation. This is a growing new product line mfg. in West Michigan. Good quality, medium price range. Special design mfg. OEM, 6475 28th S.E., Box 127, Grand Rapids, MI 49506.

REPS WANTED

We are manufacturers and importers of high-end exposed-wood chairs from Europe, looking for experienced reps who are already calling on designers and hotel/restaurant specifiers. Areas: California, Hawaii, Arizona, Texas, Nevada, Colorado, Illinois, Georgia, D.C. Send short resume and current lines carried to: Juhasz Inc., 4515 West Adams Blvd., Los Angeles, CA 90016.

CONTRACT WALL SYSTEMS REPS WANTED

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.

TOP-NOTCH REPRESENTATIVES WANTED

National manufacturer looking for "Cream of the Crop" representatives who are interested in earning BIG $. Must have established relationship with A/D community, corporate end users & Interior contractors. We manufacture decorative acoustical wall/ceiling treatments & Sound Masking. Send letter including background on company, lines represented & territory covered to:

V.P. Sales
Insul-Art Acoustics Corp.
107 Allen Blvd.
Farmingdale, N.Y. 11735

REPS WANTED

For contract line of fabrics, draperies, bedspreads, upholstery and cubicle curtains. To call on Designers, Specifiers, Architects, Hotels/Motels, Hospitals and Healthcare Facilities. Please send resume to: Box 126, CONTRACT, 1515 Broadway, New York, NY 10036.

MANUFACTURER REPRESENTATIVES WANTED

Proven Manufacturer of high quality wood casegoods line is seeking representatives for new contract office furniture division. Representatives must be calling on architects, specifiers and corporate users. This is a value added product with lead-time and delivery program unique to the industry. All territories open. Send resume including personnel and current lines represented to:

Oak Crest Contract Furniture
P.O. Box 58348
Vernon, CA 90058
ATT: Mike McLaughlin

REPRESENTATIVE WANTED

Leather collection developed and colored for contract specifiers. Imported and domestic hides, with custom capabilities surpassing all others, and a price structure that is very realistic. Box 125, CONTRACT, 1515 Broadway, New York, NY 10036.

MANUFACTURER'S REPS

Major manufacturer of wood institutional seating and tables needs proven professionals to call directly on college and healthcare markets. Several territories available in the Southeast, Mid-West and Western states. Well known line with established accounts. Send resume to: Box 111, CONTRACT, 1515 Broadway, New York, NY 10036.

Sales Representative wanted to join R-Way Furniture Company Office Products Division for Metropolitan New York. This opening is created by expansion and the planned retirement of our long term manager. Individual must have contacts in A & D Community and ability to generate corporate accounts. Please contact Bill Clancey at 212-935-3650.

WANTED: Manufacturer's sales reps/sales personnel to promote an innovative new line of Soft Tech/European Influence Furniture and Accessories. Please contact Jonathan M. Nelson, c/o Acciaio, Inc., P.O. Box 1914, Kingston, PA 18704.

CRAFTSMAN OFFICE FURNITURE CORP. is seeking independent manufacturers representatives for selected territories. Craftsman is a fifteen year old manufacturer of wood case goods and seating. Please send resume including current lines to Craftsman Office Furniture, 14113 South McKinley Avenue, Los Angeles, CA 90059.

REPS WANTED

Exclusive territories and highest commissions for well accepted framed posters and art work. High quality, competitively priced. Seeking reps who call on the Architectural and Design Community, retailers (single or chain), etc. Send resume and lines carried to: Custom Frame and Poster Manufacturing Co., 2311 W. Howard, Chicago IL 60645. (312) 465-6666.

MANUFACTURERS REPRESENTATIVES WANTED

Mfg. of Office Work Station Panels & Systems Furniture needs reps for New England, Mid-Atlantic & Florida. 3 distinct product lines provide excellent market options & design features/benefits. Competitive commission schedules, service oriented philosophy combine to make for unique rep opportunity.
MR. NACHUK—415-895-8570

REPRESENTATIVES WANTED

Period, Inc.—a high quality, low overhead contract manufacturer of casegoods for nearly 50 years is now under new management and financial backing. We are looking to dramatically expand in the Hotel/Motel market with aggressive, field selling representation. Please send an overview of your company including qualifications, other product lines covered, territories, etc., to: Dale Nesbit, V.P. of Marketing, Period, Inc., P.O. Box 578, Henderson, Kentucky 42420.

ADVERTISING DIRECTORY

For more information on advertisers in this issue, circle corresponding reader service numbers.

ADVERTISER	PAGE
Allied Fibers *(Circle No. 45)*	75
Amtab Mfg. Co. *(Circle No. 64)*	102
Architectural Wall Systems *(Circle No. 68)*	107
The Arnold Group *(Circle No. 14)*	21
Artec *(Circle No. 49)*	85
Artopex Inc. *(Circle No. 100)*	94
Biltrite Nightingale *(Circle No. 48)*	81
Brayton International *(Circle No. 43)*	71
Brunschwig & Fils *(Circle No. 50)*	87
Carnegie Fabrics *NRS*	6
Charlotte Co. *(Circle No. 52)*	108
Contract/IBD Awards *(Circle No. 76)*	158
Corry & Hiebert *(Circle No. 12)*	14-15
Custom Exec. Furniture *(Circle No. 81)*	167
Custom Resource Inc. *(Circle No. 13)*	16
Da-Lite Screen Co. Inc. A Heritage Communications Co. *(Circle No. 79)*	163
Davis Furniture Inds. *(Circle No. 35)*	55
Design Center N.W. *(Circle No. 69)*	110
J. D. Duncan *(Circle No. 86)*	169
DuPont (Antron Carpet) *(Circle No. 66)*	104-105
DuPont Co.—Rynite Thermoplastic Polyester *(Circle No. 74)*	156
Eldon Office Products *(Circle No. 8)*	10
Ergonom *(Circle No. 87)*	165
Estel USA *(Circle No. 5)*	5
Eurotex *(Circle No. 58)*	98
Executive Furniture *(Circle No. 24)*	35
Fixtures *(Circle No. 17)*	27
GF Furniture Systems *(Circle No. 41)*	66-67
Gas Spring Company *(Circle No. 21)*	32
Gasser Chair *(Circle No. 59)*	98
Girsberger *(Circle No. 29)*	44
B.F. Goodrich Co. *(Circle No. 27)*	39
Grahl International Inc. *(Circle No. 26)*	37-38
Grifftex Commercial Carpets *(Circle No. 7)*	8-9
Hag U.S.A. *(Circle No. 78)*	160
Hamilton Sorter Co. *(Circle No. 75)*	157
Haworth Inc. *(Circle No. 40)*	64
Hayes *(Circle No. 84)*	Cov. IV
High Point Furniture *(Circle No. 9)*	11
Highsmith Co. *(Circle No. 19)*	31
Howe Furniture Corp. *(Circle No. 83)*	Cov. III
Innerface International *(Circle No. 4)*	4
Innovative Products for Interiors (IPI) *(Circle No. 36)*	57
Inside Outfitters *(Circle No. 71)*	91
International Terra Cotta *(Circle No. 23)*	34
JAX *(Circle No. 80)*	164
Jofco *(Circle No. 1)*	Cov. II
Kimball Office Furn. *(Circle No. 46)*	77
Kinney Contract Wallcovering *(Circle No. 55)*	95
Knape & Vogt *(Circle No. 20)*	17-20
Koch & Lowy *(Circle No. 33)*	52

ADVERTISER	PAGE
L.U.I. *(Circle No. 31)*	48
Lawrence Metal Products, Inc. *(Circle No. 56)*	96
Lehigh-Leopold *(Circle No. 70)*	111
Lightolier *(Circle No. 85)*	41-43
M&H Seating/Miller Desk *(Circle No. 62)*	101
Madison Furniture *(Circle No. 54)*	93
Magnuson Group *(Circle No. 82)*	167
Merchandise Mart *(Circle No. 15)*	22
Miller Desk/M&H Seating *(Circle No. 62)*	101
Herman Miller Inc. *(Circle No. 16)*	24-25
Modern Mode *(Circle No. 30)*	46-47
OBER Inc. *(Circle No. 25)*	36
Palazzetti *(Circle No. 10)*	12
Panel Concepts *(Circle No. 39)*	63
Patcraft Mills Inc. *(Circle No. 2)*	1
Peter Pepper Products *(Circle No. 34)*	54
Precision *(Circle No. 22)*	33
Reff Products *(Circle No. 51)*	88-89
Rose Johnson Inc. *(Circle No. 72)*	153
Sligh Furniture *(Circle No. 57)*	97
Spacesaver Corporation *(Circle No. 38)*	62
Steelcase Inc. *(Circle No. 18)*	28-29
Sterling Engineered Products/ Laminated Products Group *(Circle No. 3)*	2
Stow & Davis Furniture Co. *(Circle No. 37)*	58-59
Summitville Tiles Inc. *(Circle No. 61)*	100
Tab Products *(Circle No. 60)*	99
Thrasher's CBF Inc. *(Circle No. 77)*	159
Tintawn Inc. *(Circle No. 11)*	13
Tuohy Furniture *(Circle No. 65)*	103
United Chair *(Circle No. 67)*	106
Vecta *(Circle No. 47)*	78-79
Virco Mfg. Co. *(Circle No. 73)*	155
Walker Systems *(Circle No. 63)*	102
West Point Pepperell *NRS*	83
Westinghouse Furniture Systems *(Circle No. 32)*	50-51
White Office Systems *(Circle No. 53)*	92
Ralph Wilson Plastics/Wilsonart *(Circle No. 44)*	73
Wool Bureau *(Circle No. 42)*	70
Wyandot *(Circle No. 28)*	40

FREE INFORMATION FAST

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

This index to advertiser page location is published for reader convenience. Every effort is made to list page numbers correctly. This listing is not part of the advertising contract, and the publisher is not liable for errors or omissions.