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June 1987

CONTRACT

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

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COVER: PROGRESSIONS +
Components introduced by RoseJohnson

LAW, ACCOUNTING,
brokerage firm design meets end-user needs

187 CHAIRS FEATURED
in '87 photo guide, many with Euro-styling

BACK TO CARPET BASICS
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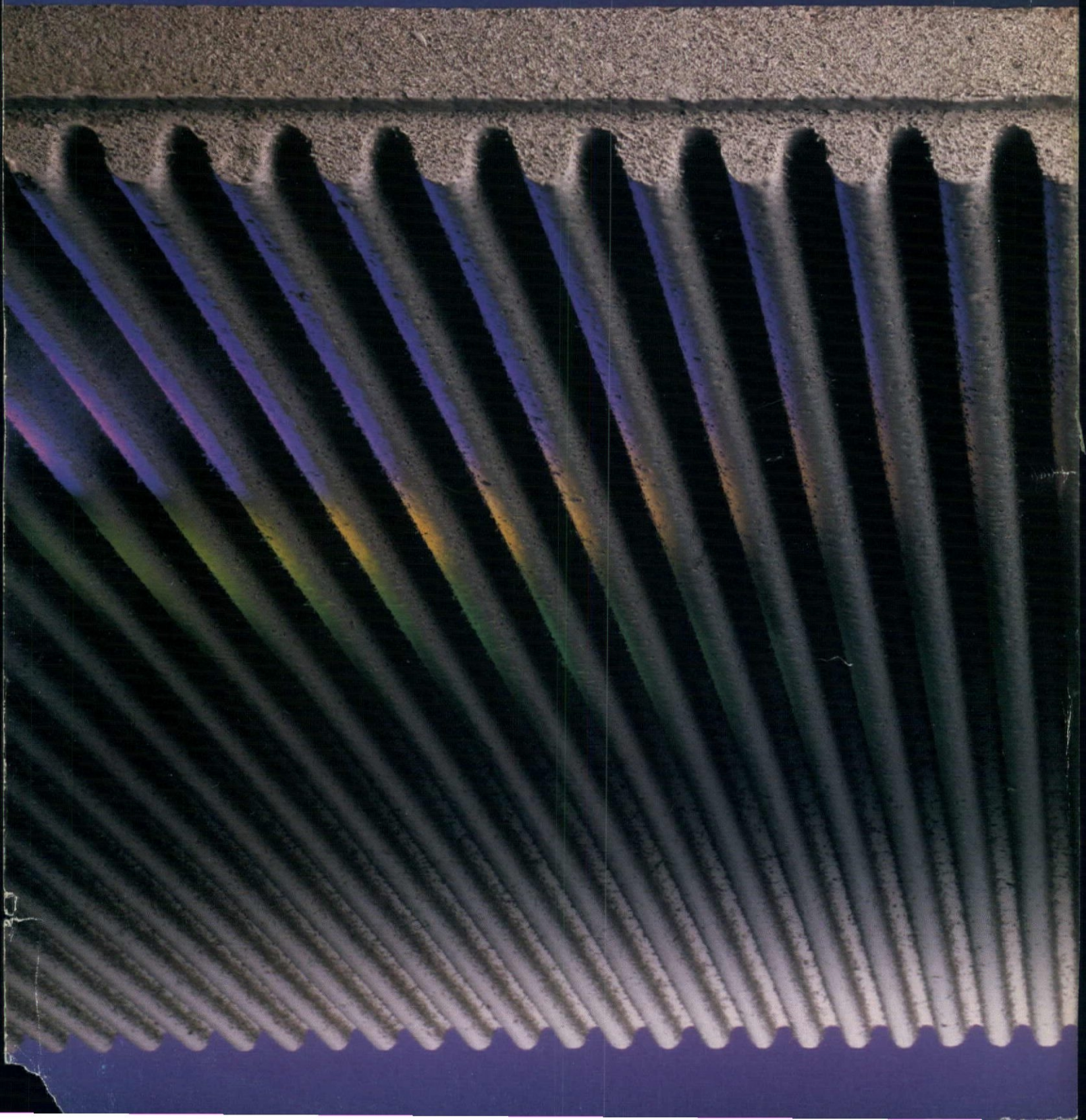

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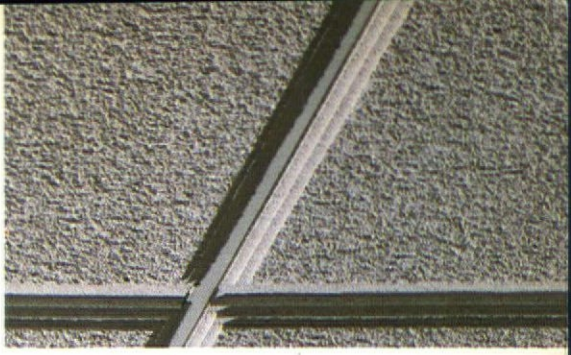
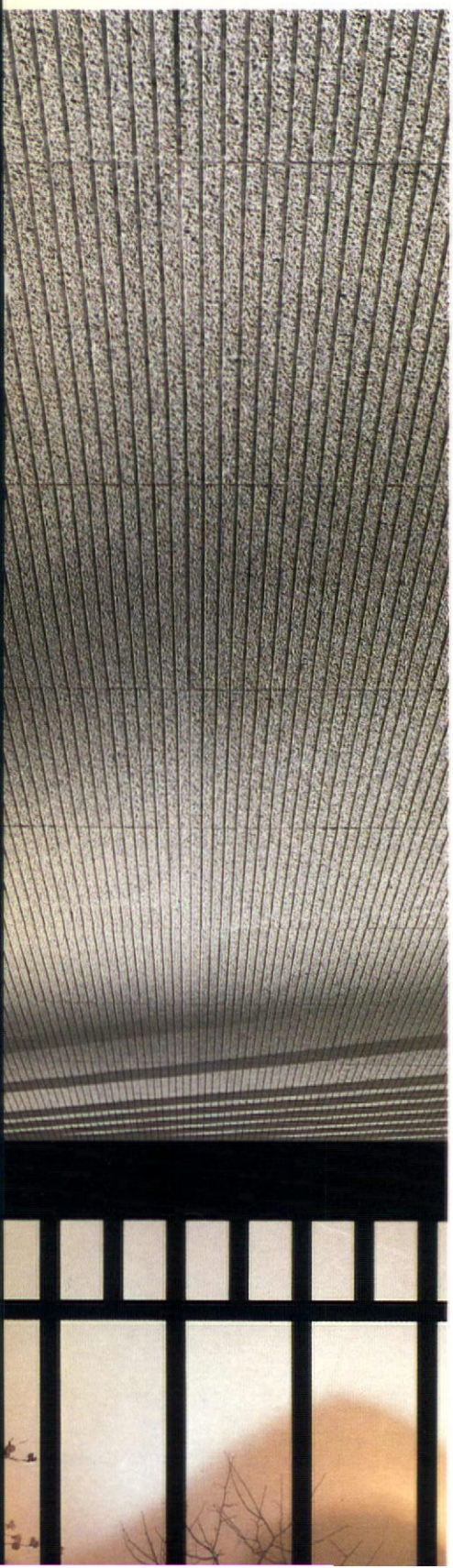
Cirrus Tegular



Classic-Step Cirrus (scored)



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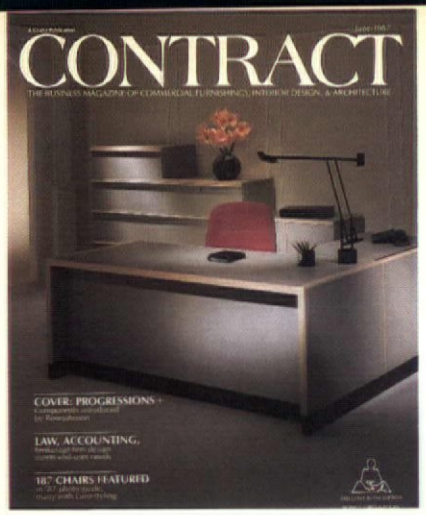

RoseJohnson's Progressions + components are introduced this month on our cover, with a story on p. 100 about the company and this new product line. Cover design by Richard Zoehrer and photo by William Sharpe.

CONTRACT

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

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EXECUTIVE BUYER EDITION
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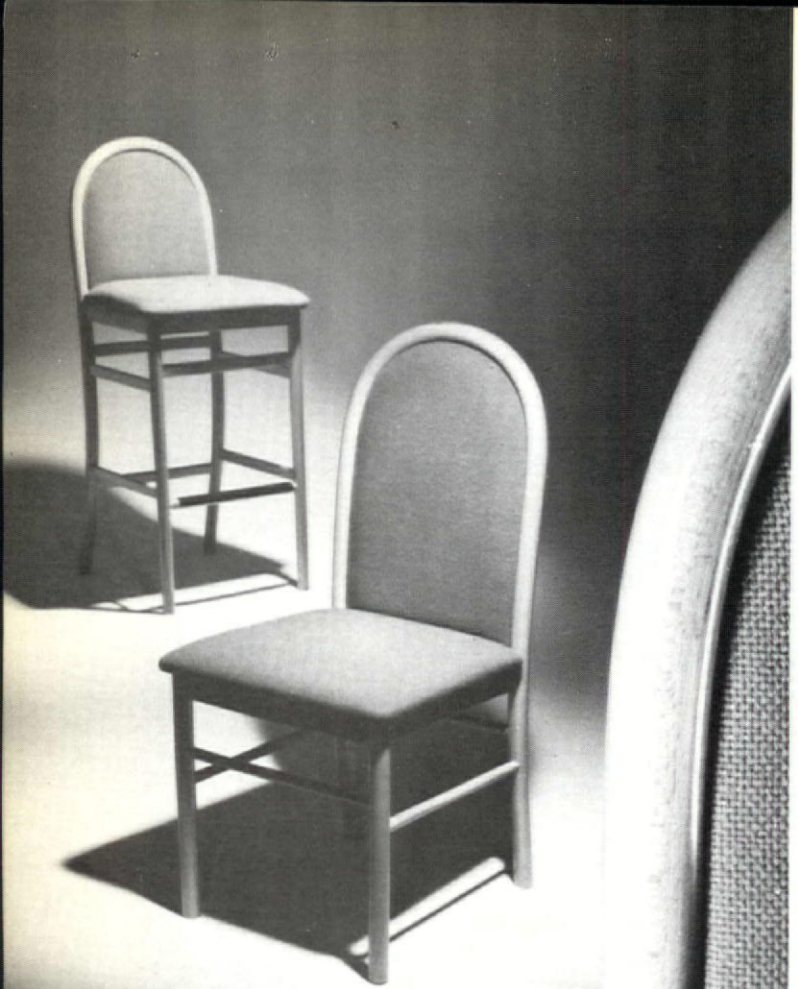

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Volume 29, No. 6

July: Annual Open Plan Specifiers' Guide offers a comprehensive look at selected products, sources, and services for the designer/specifier of open plan installations. Floor & Underfloor product section covers access flooring, flat wire, carpet tile, and HVAC distribution. A product review of new signage introductions will be included. Previews of Workspace '87, September 1-2, San Francisco.

August: Executive Buyer Edition/Commercial Buildings offers bonus circulation to 5,000 facility managers and staff executives of commercial buildings. A new theme covering the relationship of facility managers and architects/interior designers is the result of an exclusive roundtable interview conducted by CONTRACT. The latest introductions for the marketplace in hard-surface laminates will be covered, along with the Computer Support Furniture Directory, as well as the latest innovations in Window Treatment Products and Ceramic Tile Products. There will be a bonus mailing of this issue to more than 350 contract manufacturers representatives for the Sales Rep Help Wanted Section. Issue advertisers qualify for a free Ad-Q Study report measuring ad effectiveness.

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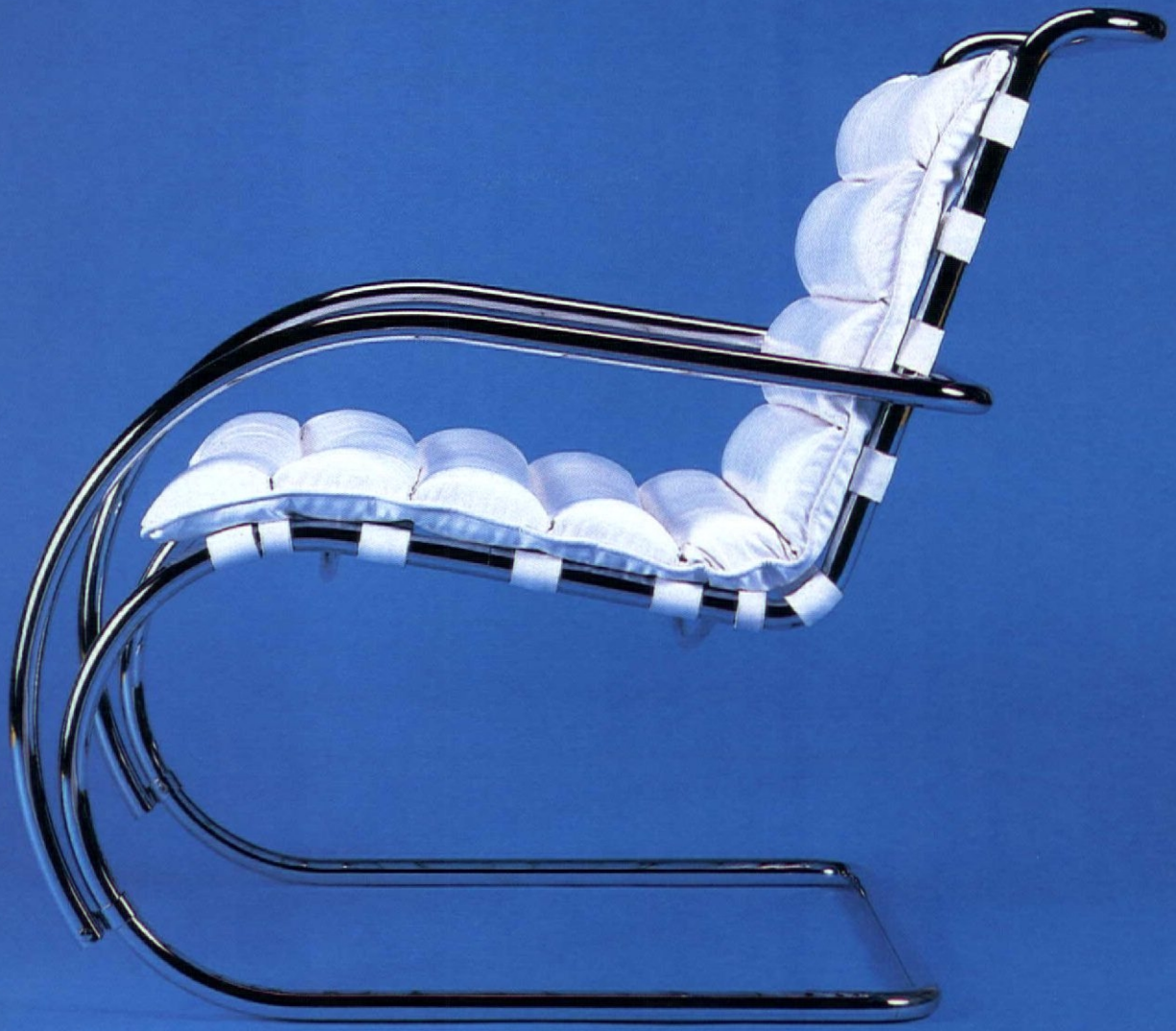

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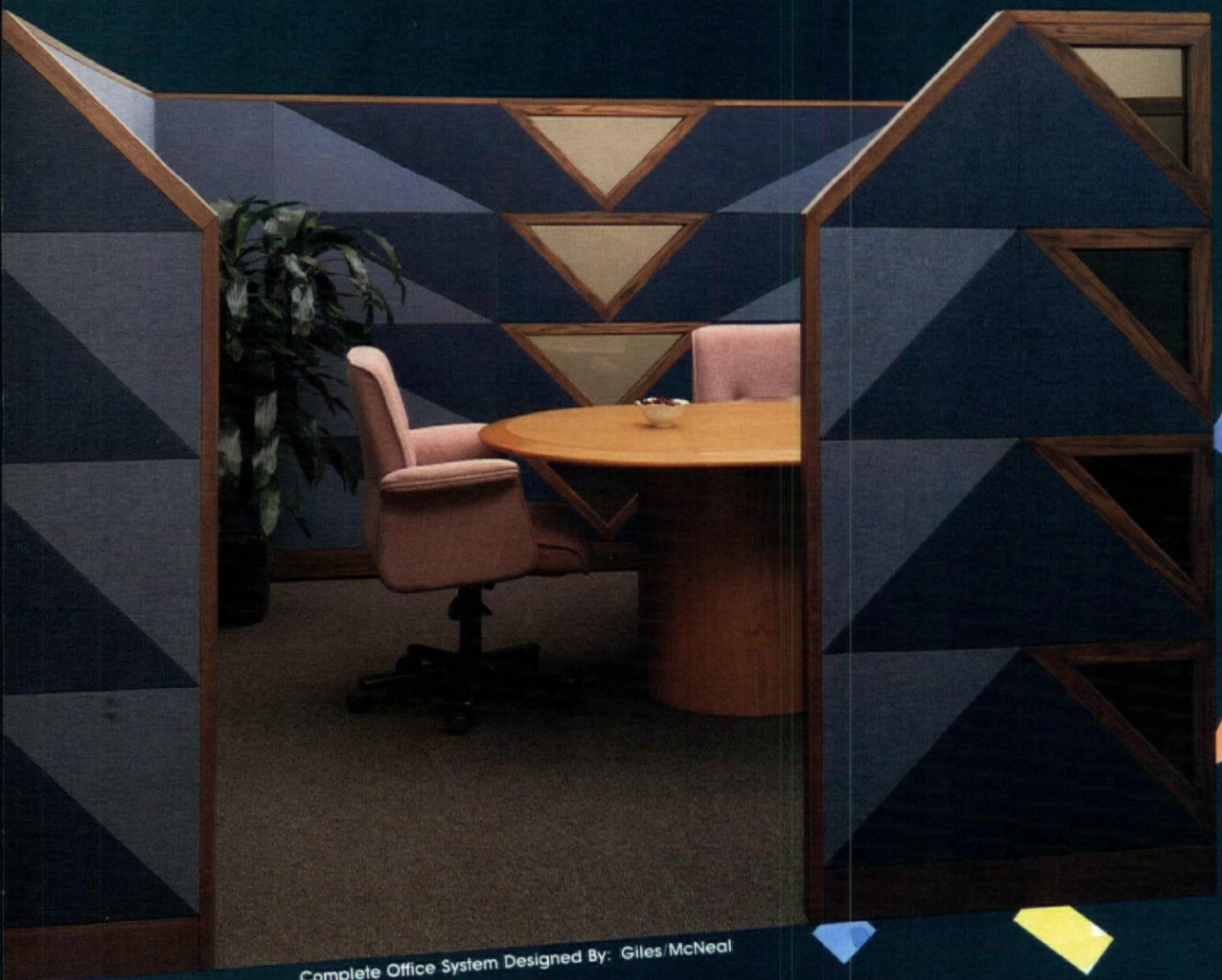

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GUEST EDITORIAL

ASID SUPPORTS 'TRUTH IN NUMBERS'

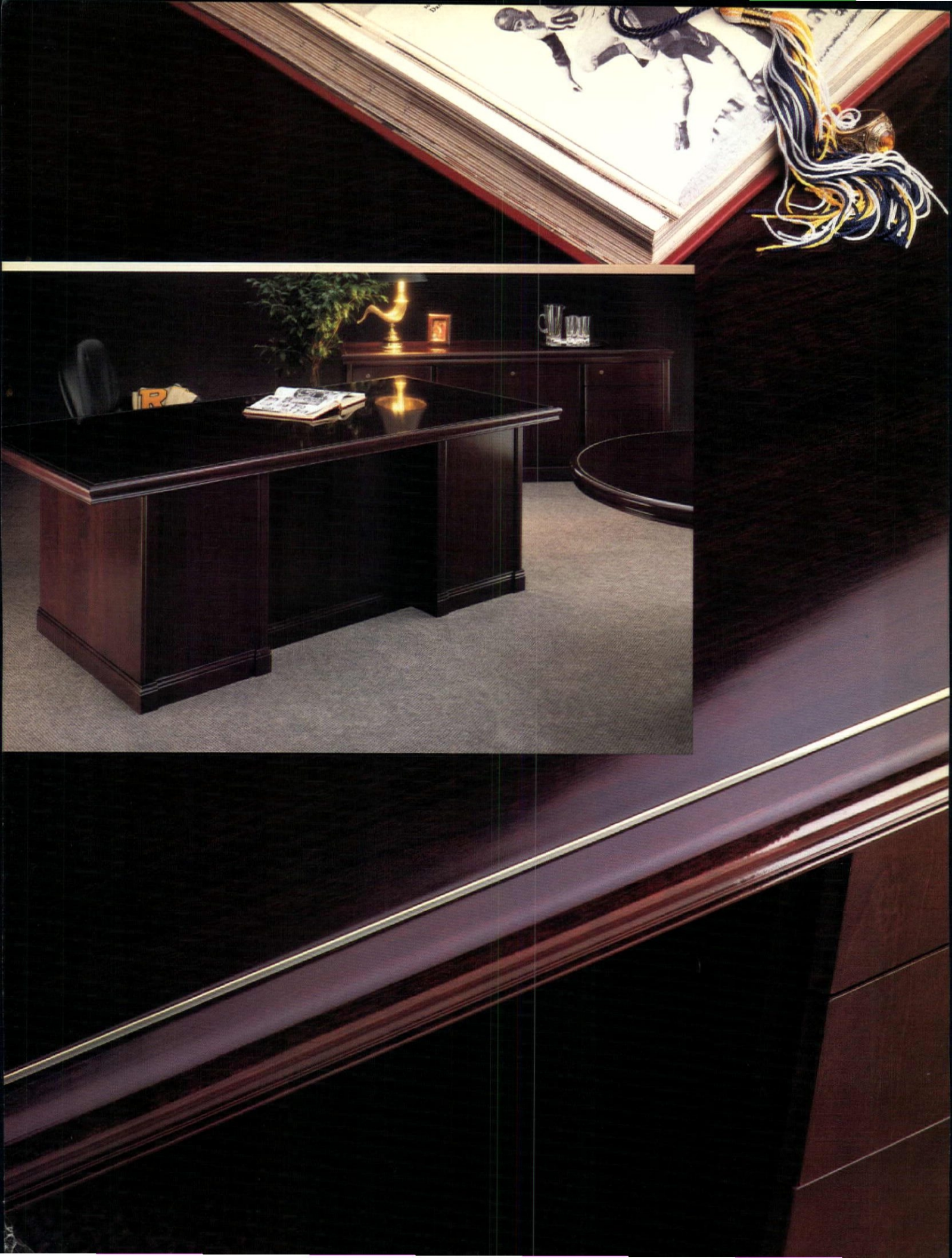
Insightful observations were expressed in the March issue editorial entitled, "Now Is The Time For Truth In Numbers."

The editorial noted that while statistics provide us with an important barometer of trends in the design community, inflated numbers only serve to confuse the issue. Membership totals reported by industry associations were cited in the article. For the sake of accuracy, we would like to set the public record straight regarding membership in the American Society of Interior Designers (ASID). As of March 31, 1987, membership in ASID was nearly 28,000. This figure includes all membership categories—as noted: Professionals...8,485; Associates...8,191; Student Members...6,790; Industry Foundation Representatives...3,191; Affiliate...395; Press...322; Education...302; Honorary Members...82; Honorary Fellows...21; Total: 27,779.

Although ASID continues to be the largest organization of professional interior designers, the Society's real concern has been not the numbers, but the validity of the profession. In fact, the greatest success of ASID lies not in statistics, but in its historical role. The Society's predecessor organizations—The American Institute of Interior Designers and the National Society of Interior Designers—fostered the growth of the Foundation for Interior Design Education Research and the National Council for Interior Design Qualification. To this day, ASID continues to generously support efforts to advance design education, and competency standards.

CONTRACT is absolutely correct in noting that "most designers are unaffiliated." We can speculate that unaffiliated designers may consider themselves too "independent-minded" to join any association. The irony here is that ASID may well be the compelling force behind designers' rights to independent practice. That should be reason enough for designers to support the organization that supports them.

Joy E. Adcock, FASID
President, ASID



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Atlanta's International Carpet & Rug Market includes technical symposium & merchandise

Atlanta—The Carpet and Rug Institute (CRI) has endorsed the International Carpet and Rug Market (ICRM) technical symposium at the Atlanta Market Center, July 18-21.

The symposium, targeted toward machinery manufacturers, fiber producers, backing producers, spinners and processors, adds a new dimension to the show. These seminars will provide another segment of the industry with options for learning about technical advances. "The CRI is excited about this educational opportunity available during ICRM," says Ron Van Gelderen, president, CRI.

Designer Monday, July 20, will begin at 10 a.m. at the Decorative Arts Center where Atlanta speaker/designer David Hayes tells how the design techniques of the '50s have influenced today's design in "The Fabulous Fifties: Answered Prayers, Broken Promises—The Future That Never Came," with an admission fee of $10. An ASID-sponsored luncheon at the Westin Peachtree Plaza will follow at noon, entitled, "Legal Documents for the Interior Designer." Reservations can be made by calling 404/266-ASID.

"How To Specify a Carpet Installation that will Complement Your Design," will be sponsored by the CRI at the Merchandise Mart from 2:30 to 3:30 p.m. in showroom 5-C-9. From 4 to 5 p.m. guest designer John Saladino will discuss "The New Classicism" in the Monte Carlo Room. Saladino is designer of Baker, Knapp, & Tubbs' Facade Collection, a line of residential and contract furniture.

Atlanta will host the International Carpet and Rug Market (ICRM) at the Atlanta Market Center for three days of events, July 18-21.

All designers are invited to the "Y'all Come Concert" at 6:30 in the Apparel Mart Atrium, featuring the Four Tops singing group with the original personnel intact after 32 years of performing. Their top 10 hits include, "Baby, I Need Your Loving," "It's the Same Old Song," "Reach Out (I'll Be There)," "Bernadette," and "Standing in the Shadows of Love." To register for Designer Monday Events, contact Kim Glaze at 404/658-5603.

All Atlanta Merchandise Mart Permanent Showrooms will be open throughout the show from 8 a.m. to 6 p.m. Second Floor Temporary Exhibits will be open July 18-20, from 8 a.m. to 6 p.m.

The schedule of speakers and programs sponsored by various industry-related organizations starts on Saturday morning, July 18 with, "The Stain Fighters: How to Cash-In With Confidence," followed by installation methods and procedures, computer advice, and "Flammability and Safe Carpet—How to Specify," sponsored by CRI and AMC.

An evening of rhythm and blues will be offered at the Saturday Night Mixer with the Drifters, an early '60s group known for such hits as "This Magic Moment," "Up On the Roof," "On Broadway," and "Save the Last Dance for Me." A cash bar opens at 6 p.m. with concert beginning at 6:30 p.m. at the Apparel Mart Atrium Theater.

Suggestions for properly handling complaints, capitalizing on the building trade and fashion trends, as well as managing legal matters for the commercial dealer, will be part of Sunday's program, sponsored by RFI, AMC, in the Merchandise Mart and Atrium Theater.

A special program for spouses of buyers and exhibitors will be offered as part of the market program. "We realize that many retailers come to summer market and mix business with pleasure," says Chas Syndney, executive director floorcoverings, AMC.

On Sunday, July 19, a fashion event will be held in the Apparel Mart Atrium with a shopping trip to follow. On Monday, July 20, a guided tour of historic Roswell will occur with lunch at Roswell Mill, a renovated 1882 mill with restaurants and shops. Once the site of pre-Civil War summer houses of cotton planters, Roswell is now a bustling suburb. A tour of fine homes dating back to the 1800s will cost $32, including all tour costs, transportation, and lunch. Tickets for Six Flags Over Georgia will be available at the Mart information booth. Preregister through Kim Glaze at the Merchandise Mart by calling 404/658-5603.

For more information on any aspect of ICRM, contact Michele Craig, assistant director of communications, Atlanta Market Center, 240 Peachtree St., N.W., Suite 2200, Atlanta, GA 30043; 404/658-5607.

Buyers attending the ICRM are eligible for special discounts at designated hotels and on Delta Airlines which offers a 40 percent discount on round-trip airfare to Atlanta, by calling 800/241-6760 and mentioning ICRM. In a recent survey by Laventhol & Horwath for *Corporate Travel* magazine (a CONTRACT sister publication), Atlanta ranked lowest compared to other market cities in average daily business expenses. Out of 100 cities ranked in the survey, Atlanta placed 28th in order of expense.

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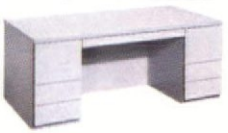

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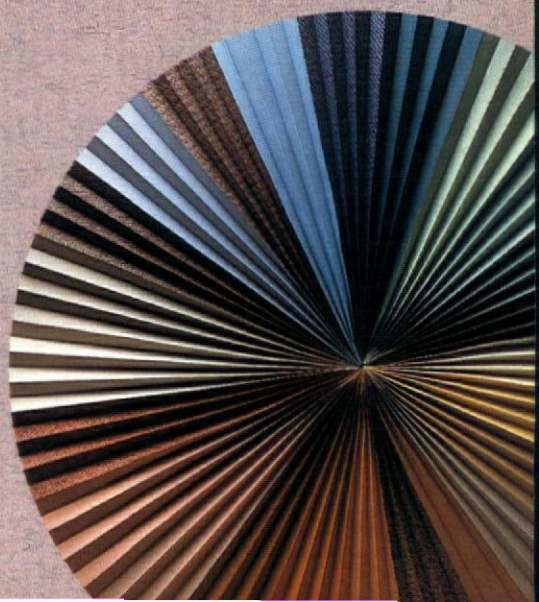

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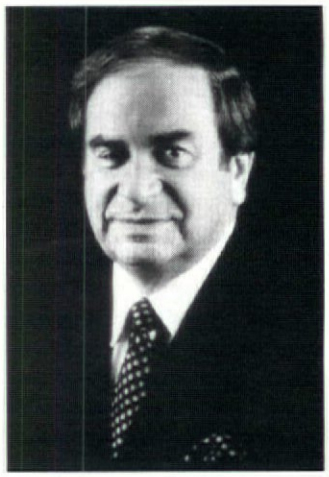
Steinfeld chairs Alger Awards

Chicago—A 1981 Horatio Alger Award recipient, Manfred Steinfeld, chairman and CEO, Shelby Williams Industries, served as chairman of the 40th annual Horatio Alger Awards ceremony, honoring distinguished Americans here last month.

A black-tie dinner at the Chicago Hilton honored 10 men who achieved success in a business, despite humble beginnings. Membership in this association is comprised solely of Horatio Alger Award recipients. Proceeds from the event benefit underprivileged young people.

Steinfeld started Shelby Williams in 1954 with $10,000 and built it to a publicly traded company with annual sales of $100 million by 1984. Born the son of a dry goods merchant in Germany in 1924, he fled to Chicago at age 14, the only survivor of a family killed in Hitler's concentration camps. Serving in the U.S. Army as an interpreter in Germany during the war, he was awarded the Bronze Star and Purple Heart. Now he is a member of the board of trustees of Roosevelt University, where he earned his business administration degree. He is also general chairman of the Jewish United Fund of Metropolitan Chicago. The Steinfelds endowed a major portion of the new American wing of Chicago's Art Institute.



Manfred Steinfeld, chairman and CEO, Shelby Williams Inds., recently chaired the Horatio Alger Awards in Chicago.

PVA has guides for barrier free design benefits

Washington, D.C.—The Paralyzed Veterans of America (PVA) is distributing two free publications to assist businesses, designers, and construction firms engaged in barrier free design, Such firms can benefit from an annual tax deduction of up to $35,000. As a part of the 1986 Tax Reform Act, this deduction provides an opportunity for businesses and professionals who serve the public to upgrade facilities, and widen their customer base, while providing easy access for handicapped individuals.

PVA's Barrier Free Design Program offers technical publications on accessibility and information on product manufacturers. Several brochures on tax regulations, benefits, and barrier-free design are available through the organization by contacting: Paralyzed Veterans of America, 801 Eighteenth St., N.W., Washington, D.C. 20006; 202/USA-1300.

73 AIA members advance to College of Fellows

Washington D.C.—The American Institute of Architects (AIA) has advanced 73 of its members to the Institute's College of Fellows in recognition of their notable contributions to the profession. Fellowship is conferred on members of 10 years' good standing who have made contributions to the profession in such areas as architectural practice, construction, design, education, government, and other fields.

Advancement to the College is the AIA's highest honor bestowed on any member with the exception of the Gold Medal, which may be presented to an architect of any nation. The new Fellows will be inducted in the College of Fellows at the AIA Convention in Orlando, Fla, on June 19. The list of 1987 Fellows is available through AIA Headquarters, 1735 New York Ave. N.W., Wash. D.C. 20006.

In other AIA news, 20 projects have received AIA Honor Awards, the highest recognition of design excellence in individual buildings designed by American architects. A jury of nine architects and related professionals selected 20 winners from among 554 entries submitted for consideration. Winning projects include office buildings, libraries, museums, university laboratories, residences, a hotel, a storefront bakery, a public transit station, and the home of Frank Lloyd Wright.

No single style dominated; winners reflected the diversity present in contemporary architecture, according to the AIA. Information on winning projects and additional materials is available from the AIA, 1735 New York Ave. N.W., Washington, D.C. 20006.

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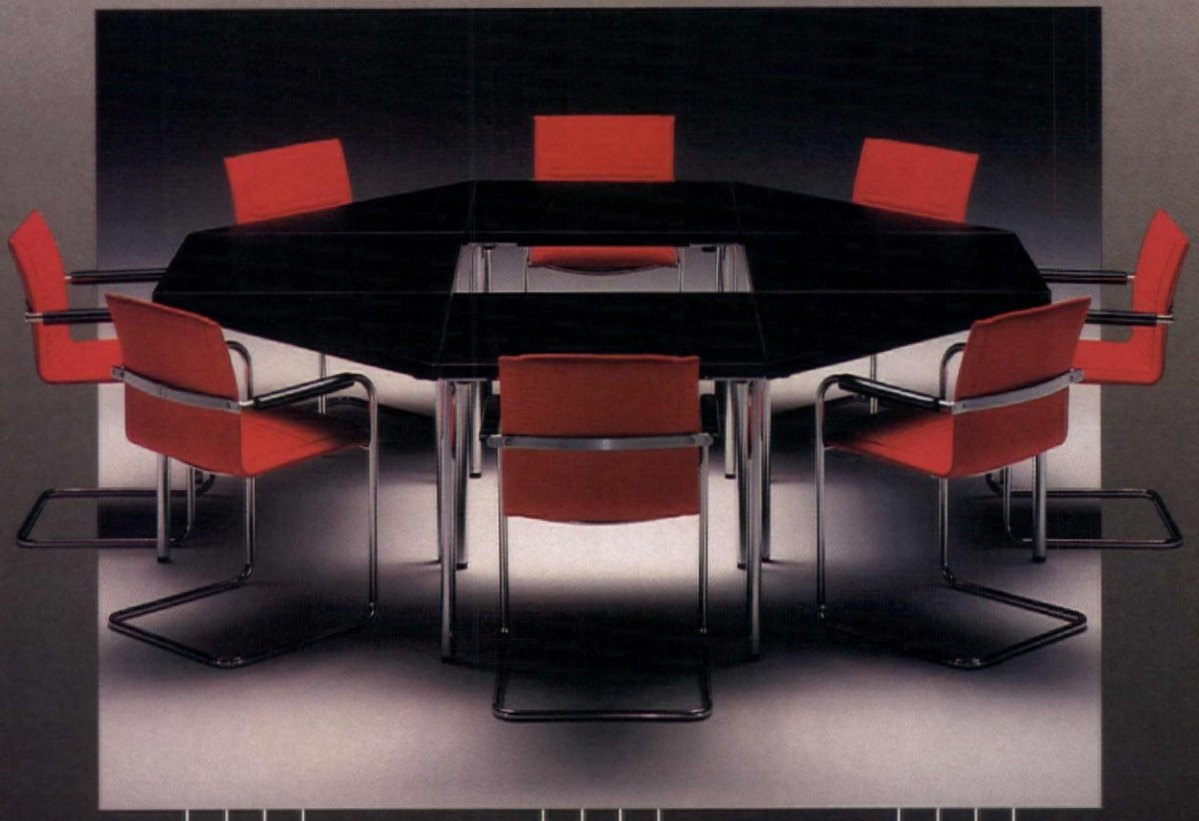

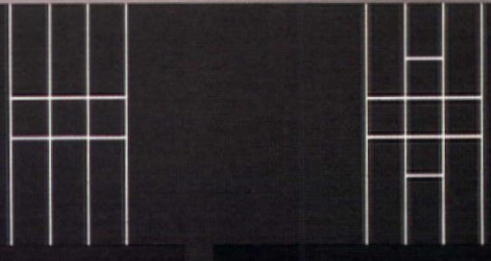

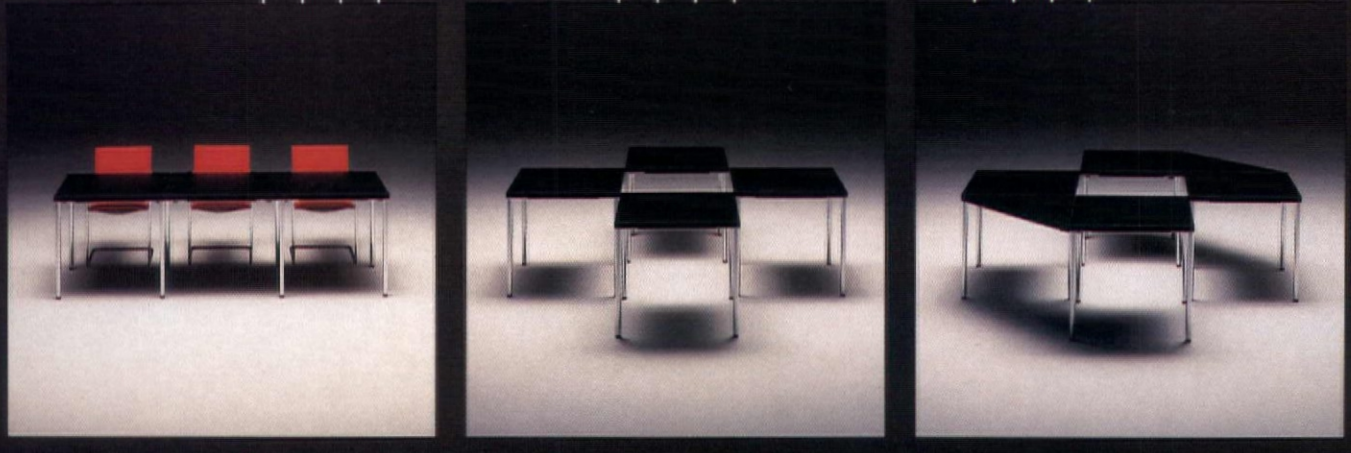

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ASID distributes matching grants to support legislative efforts

New York—Demonstrating its commitment to supporting lobbying activities in the interest of its members, the American Society of Interior Designers (ASID) is distributing matching grants to support its chapter's legislative activities. The grants, issued through the Society's legislative program, help to underwrite chapter's efforts to fight legislation detrimental to the profession and to pursue title registration.

The legislative program has disbursed more than $150,000 since its 1986 inception to the following chapters engaged in legislative pursuits: Texas, New York, Louisiana, Oklahoma, Florida, Georgia, Minnesota, Maryland, Ohio, New Mexico, Connecticut, and California.

A seminar was held recently on ASID's lobbying process, attracting over 110 Society members from 48 chapters. The seminar introduced participants to the basics of the legislative process, outlining skills needed to lobby successfully.

The next phase in ASID's legislative program calls for the training of members to serve as legislative workshop leaders. They will be trained to present similar workshops locally.

Marketing seminar addresses contract industry

Chicago—A marketing workshop designed for contract furniture marketing personnel will be presented September 14 and 15 here at the Westin O'Hara Hotel by Radley Resources Inc., a contract marketing and research organization specializing in the contract furniture industry.

Seminar sessions in the one-and-a-half day workshop will focus on industry marketing and planning, sales productivity, and market forecasting. An advisory board consisting of Barry Hages, manager, marketing research and strategy, Herman Miller, Inc.; Glenn Northrop, Group Marketing manager research and planning, Steelcase, Inc.; and Len Corlin, co-publisher/editor, CONTRACT magazine, is assisting in planning the seminar.

"The workshop is the first of its kind dedicated to personnel within the contract industry," says Alan Zimmerman, president, Radley Resources. Workshops will address needs of marketing or market research executives, sales and product management, training, and other related areas of interest to manufacturers, dealers, suppliers, and designers in the industry.

Details on the seminar, which costs $395 per registrant, are available through workshop director Pat Strother, Radley Resources, Inc., P.O. Box 2275, Westfield, NJ 07091; 201-232-1600.

'East Meets West' extends entry deadline

New York—The deadline for competition entries has been extended from June 15 to September 30 for the "East Meets West in Design" competition, sponsored by East Meets West, according to Anneke van Waesberghe, chairman of the board.

The response to the call for entries has been so positive that the nonprofit organization with headquarters here and in Brussels, Belgium, decided to increase the time limit for entries to the cross-cultural art and design competition. The organization is devoted to the exploration of historical and contemporary evidence of cross-cultural influences in art and design.

For more information contact van Waesberghe at East Meets West, 101 West 57th St., Ste. 16G, New York, NY 10019; 212/586-6314; or 212/477-4480, Barry Dean.

New York—*An exhibition on Italian Marble, Culture, Technology, and Design at the historic Puck Building drew heavy attendance from designers and building professionals last March. Organized by the Italian Marble Center, it displayed design and technical innovations that have produced a renaissance in the use of stone for interior floors, walls, and furniture.*

New York—*Supporting AIDS research for the New York Hospital-Cornell Medical Center, Dr. Jeffrey Laurence (right), from the Hospital's Division of Hematology-Oncology, accepts a portfolio of checks from Joachim Springer (left), Karl Springer Ltd. Donations were made by members and friends of the interior design community at a recent benefit.*

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

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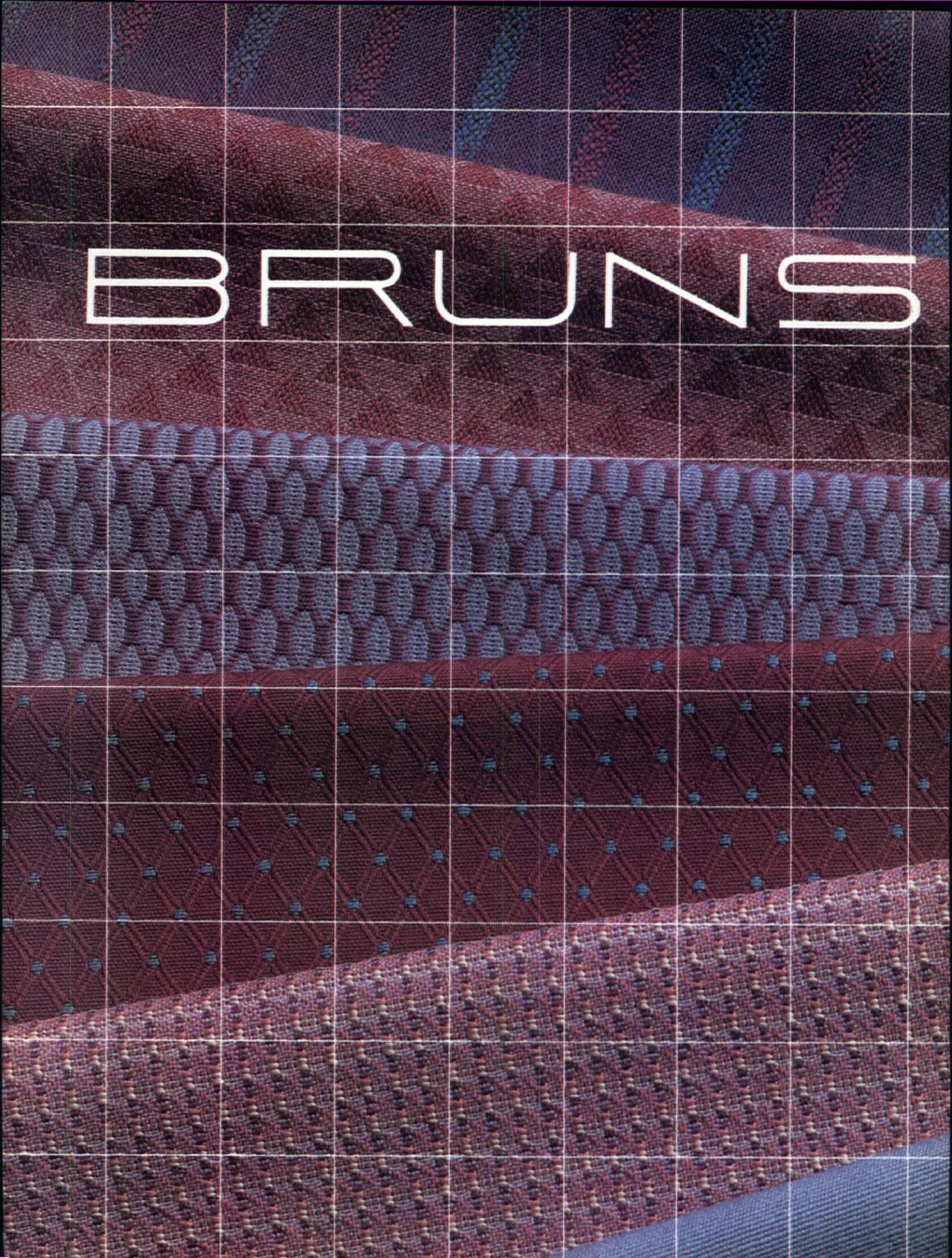
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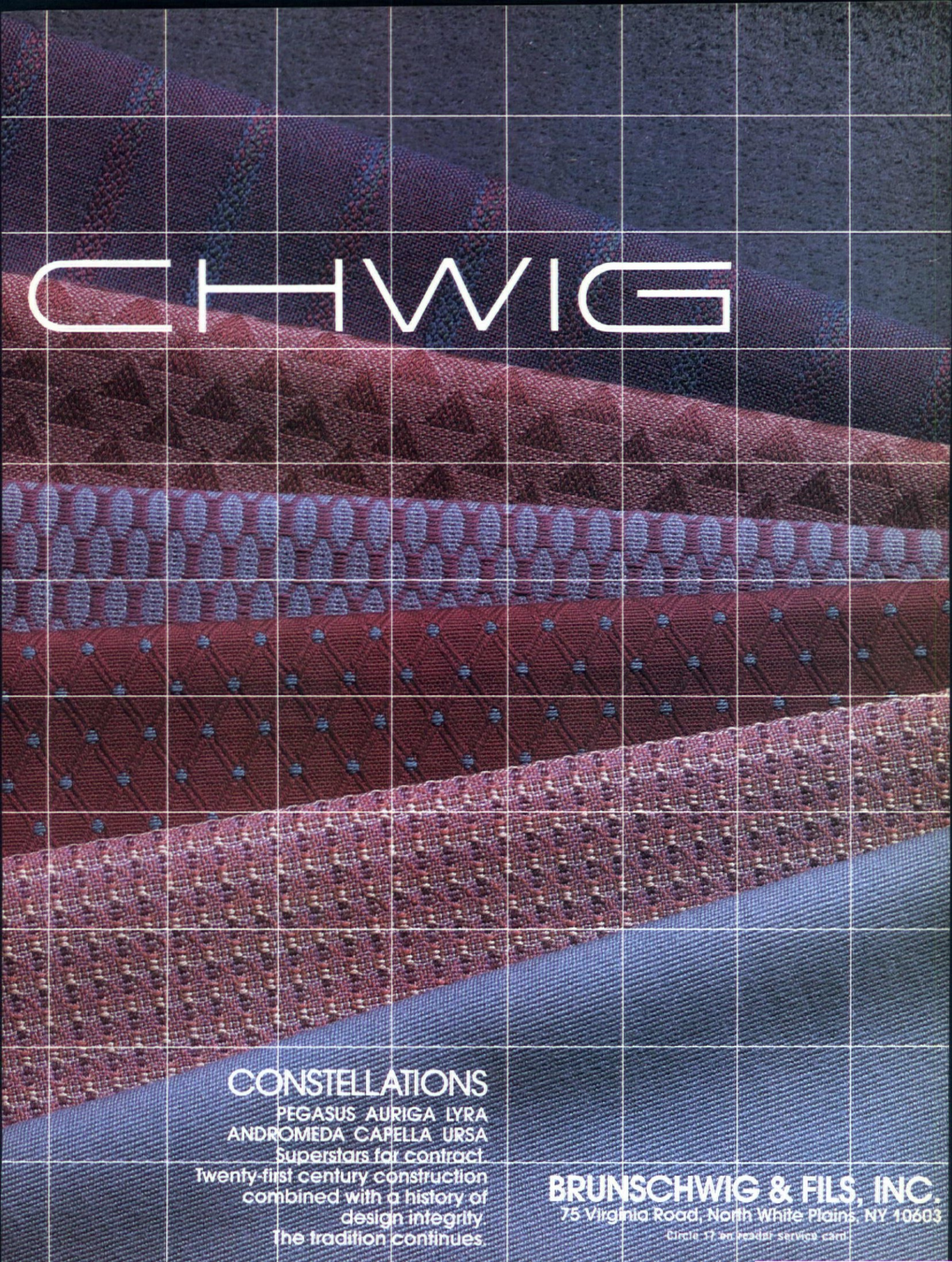
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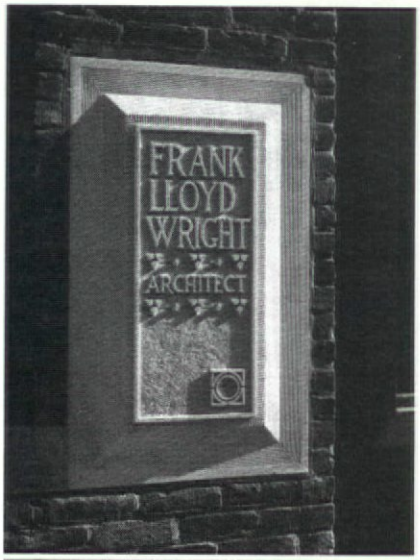
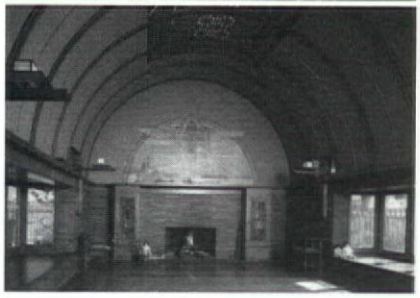
Frank Lloyd Wright Foundation celebrates restoration opening

Oak Park, Ill.—The Frank Lloyd Wright Home and Studio Foundation celebrated "Wright Renaissance," the completion of the restoration of Wright's home and studio, recently at 951 Chicago Ave., Oak Park, Ill. Wright family members, civic leaders, legislators, and preservationists were among those attending the formal opening of the national landmark building.

Foundation board members described the historical significance of the building and the $2.1-million, 12-year restoration of the property. Paintings by David Wright, sole-surviving son of Frank Lloyd Wright, are now on display. A variety of walking tours of the home and studio, the Unity Temple, and the surrounding National Historic District, are available. For more information, call 312/848-1976.





Frank Lloyd Wright designed this carved limestone plaque to serve as signage for his office (top). A playroom for his children is part of the Home and Studio, below.

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Fla. IBD hosts Post-Neocon show, Orlando

Orlando, Fla.—The Florida Chapter of the Institute of Business Designers (IBD) will host its Seventh Annual Post-Neocon Show on August 1. More than 340 booths will feature commercial and interior products to designers, architects, and facility managers. More than 2,200 attendees are expected. Local committee members will judge for Best Product of Show. For more information, contact IBD Northern Florida Chapter at 122 N. Orange Ave., Suite E, Orlando, FL 32801; 305/648-9038.

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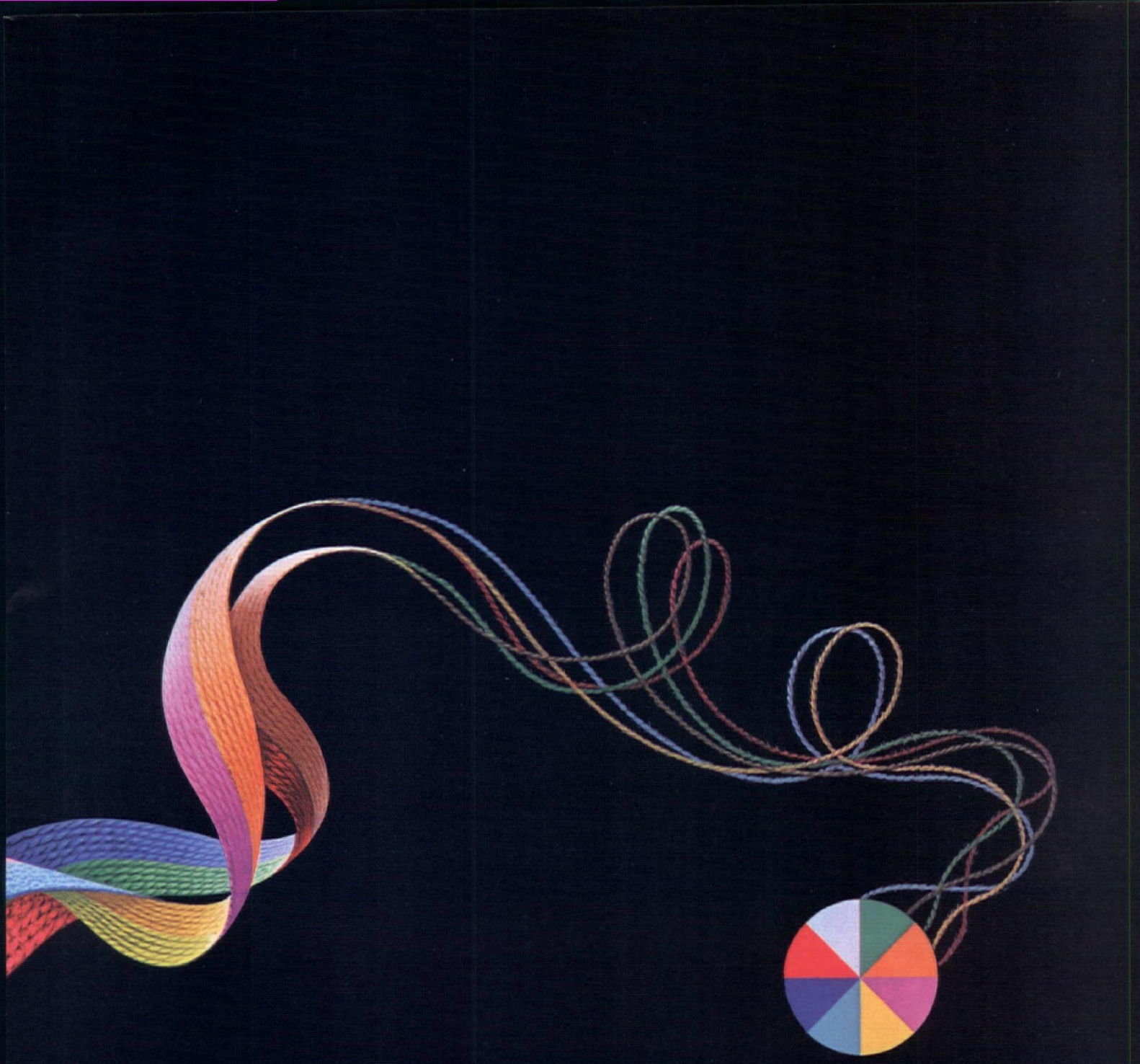

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Wendy's has discovered there's an art to selling hamburgers. When Wendy's in Cincinnati decided to help local artists, they developed a calendar which featured paintings of scenes of the city, like the one pictured here. The calendar was sold for $1.19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

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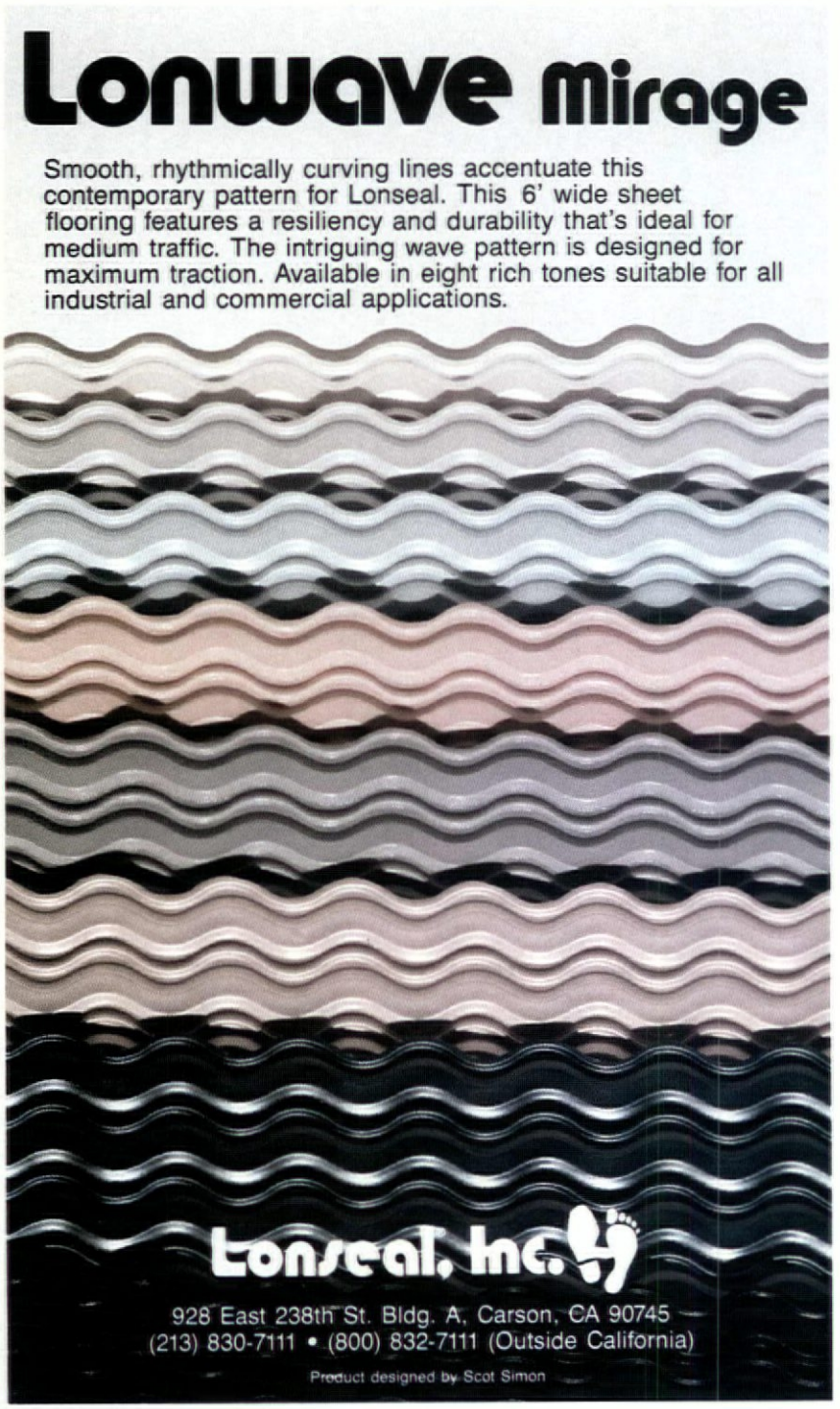
Competitions: Naugahyde sponsors "Creative Visions"

• **Applications are now being accepted for the new "Creative Visions™" design competition,** sponsored by Naugahyde® brand fabrics, in cooperation with CONTRACT magazine. Open to all design professionals, entries can represent any type of contract interior. Residential designs are not acceptable, and Naugahyde products must be specified in the design. The deadline for filing entries is October 5. Applications will be available at NEOCON, June 9-12, at the Shelby Williams Design Library, Space #11-111, Chicago Merchandise Mart. For complete information, contact Fred Belyea, Uniroyal Plastics Company, 312 N. Hill Street, Mishawaka, IN 46544; 219/256-8443.

• **Applications are available for the 1987 Gold Key Awards for Excellence in Interior Design.** Sponsored by the American Hotel & Motel Association and *The Designer* magazine, the competition is held in conjunction with the International Hotel/Motel & Restaurant Show, November 8-11, New York City. Contestants may enter in one or all three categories: guest room, dining area, or lobby/reception area. Entries must be submitted by July 1, 1987. For an application, contact Carla Edson, George Little Management, Inc., Two Park Avenue, New York, N.Y. 10016; 212/686-6070.

• **The Society of American Registered Architects** is sponsoring its Annual Student Design Competition, which involves the design of a new building for retail stores and residential dwelling units in the historic districts of Savannah, Ga. Prizes are: first award, $2,000; second award $1,000; third award, $500; fourth award, $300; and fifth award, $200. Each entry will earn a one-year complimentary student membership in the society. Entries must be received by Nov. 9. For complete information, contact Raymond E. Studer, FARA, 3049 16th St., NW, Canton, OH 44708.



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NCIDQ announces fall exam results

New York—The National Council for Interior Design Qualification (NCIDQ) awarded the "Certificate of Qualification" to 284 candidates who successfully completed both the written and design-problem examination in October, 1986.

The design section of the exam, passed by 393 of 1091, tests the candidate's ability to arrive at a conceptual solution for a realistic design project. The written section, passed by 292 of 1073, tests for knowledge in the following areas: programming and planning, theory, communication skills and contract documents, building construction and support systems, materials and other areas.

For information contact Therese Gallion, NCIDQ, 212/473-1188.

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Aquisitions/Mergers: WalkerGroup/CNI acquired by WPP

WalkerGroup/CNI, an architecture and design firm with offices in New York and Los Angeles, has been acquired by **WPP Group,** plc, London. A new company called Walker Group International will be established to serve as the focus for future North American acquisitions by WalkerGroup/CNI. Kenneth Walker will remain CEO of WalkerGroup/CNI and will also serve as chairman of the new company...**The Winn Corp.,** a Seattle-based publisher and distributor of fine art, has merged with **ICW Galleries,** Los Angeles. As a result of the merger, Winn has opened the WINN/Los Angeles Gallery...RichardsonSmith and Nexus, two design, marketing, and consulting firms based in Columbus, Ohio, have merged to create **RichardsonSmithNexus...Scott Plastics Co.,** Sarasota, Fla., has acquired **Mitten Designer Letters,** Redlands, Calif., which will continue to operate under the new name, Scott/Mitten Designer Letters Inc...**ICT Technologies Inc.,** Redwood City, Calif., has agreed to market and support **Convergent Technologies** computer systems and software to the CAD market...**Cooper Inds. Inc.,** Houston, is to acquire **H.K. Porter Inc.,** a manufacturer of hand tools...**Mohasco Corp.** has sold its **Axminster** carpet unit to U.S. Axminster Inc., Greenville, Miss. Mohasco will continue to market a range of Axminster products under its Mohawk brand name...Two manufacturers of illuminated emergency signs, **Saunders-Roe Developments Inc.** of Winston-Salem, N.C., and **Broadhurst Inc.** of Danbury, Conn., have merged...**Berger Associates,** a Newark, N.J., architectural, urban design, and planning firm, has formed a new affiliate, **BAI Design Associates Inc.,** that will provide space planning and interior design services...In Houston, **Sikes Jennings Kelly** and **Benjamin E. Brewer, Jr.,** Architects have joined forces to become **Sikes Jennings Kelly & Brewer...Slater Associates Inc.,** Waukesha, Wis., has purchased **SD Consultants,** a Chicago interior design and space planning firm...**Coloroll Inc.** has acquired **Wallco,** a wallcoverings distributor and converter, from Gittlin Companies Inc...**Kirsch Canada Inc.,** a division of Cooper Inds. (Canada) Inc., has purchased the drapery hardware and window covering assets of **Roper Canada...**Smith Metal Arts and McDonald Products, Buffalo, two of the nation's top office accessory lines, have been consolidated under the **Smith Metal Arts** name...**PHH Group,** a Maryland-based corporate services firm, has acquired Neville Lewis Associates, N.Y., and Walker Assoc., L.A., both corporate design and space planning firms...Epro Inc., an Ohio handmade ceramic tile company, has joined the **Tile Council of America...Jac Jacobsen Industries, Inc.** (JJI), Greenwich, CT., acquired Luxo Lamp Ltd., Quebec, to combine production with Luxo Lamp Corp., Port Chester, N.Y., and Sverige Inc.

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New assignments: ISD designs ad agency hdqrtrs

ISD Incorporated has been commissioned by Leo Burnett Co. to provide interior architectural design services for new offices at the agency's signature building, currently under construction in Chicago. The world-wide headquarters offices will occupy about 500,000 sq. ft. of space in the 46-story, one million-sq.-ft. building. Move-in is anticipated for January 1989...**CRSS Inc.** has been selected by Automatic Data Processing Inc. to plan and design a 130,000-sq.-ft. expansion of its headquarters in Roseland, N.J...IBM has named **Planned Expansion Group Inc.,** White Plains, N.Y., as design architect for its Network Control Center-West, to be located in Boulder, Col...**Jung/Brannen Associates** is designing One Twenty Five High Street, a $420 million construction/renovation project, which will feature a 21-story and 30-story office/retail complex in Boston...**Chas. H. Tompkins Co.,** Washington, D.C., has been selected to construct a $14.3 million cafeteria and restaurant addition to the Smithsonian National Air and Space Museum...**Profile Corp.,** Pompano Beach, Fla., has been awarded the vertical installation for Fox Plaza, a 34-story office tower in Century City, Calif...**James Architects & Engineers Inc.** will design a $2.5 million Fine Arts Building for Taylor University, Upland, Ind...John Alden Life Insurance Co. has retained **SCR Design Organization** to find a suitable 35,000-sq.-ft. location for its New York headquarters and design the interior of the new space...**Inner Space Design Inc.,** Cincinnati, has been named to complete the executive office space and corporate headquarters of the Andrew Jergens Co...Sanwa Bank California has awarded a contract to **Robert Borders & Associates** to reconfigure and redesign the interiors of its Newport Beach offices...**Beyer Blinder Belle** has completed a $500,000 renovation of the historic New York County Lawyer's Association building in lower Manhattan...**The Eggers Group,** New York City-based project architects, will design a $1.5 million aquatic center at the County College of Morris in Randolph, N.J...Gateway Rehabilitation Center has selected **UDA Architects,** Pittsburgh, in affiliation with the **NBBJ Group,** Columbus, Ohio, to design an addition that will include a new de-toxification center, auditorium and physical fitness center...**Interior Design Development Inc.** (IDD) has been selected by NEA Ventures Inc. to design new corporate headquarters in Newport Center, Newport Beach, Calif...**Wilson & Associates** of Dallas and New York has begun work on a five-year renovation and refurbishment of the Broadmoor Hotel in Colorado Springs...**Chaix & Johnson International,** Los Angeles, has been chosen to plan and design the interior of an Allders duty-free store in Vancouver, Canada...**Robison + Associates Inc.** will design offices for Adorno, Allen, Schiff & Goodkind, P.A. Coconut Grove, Fla.

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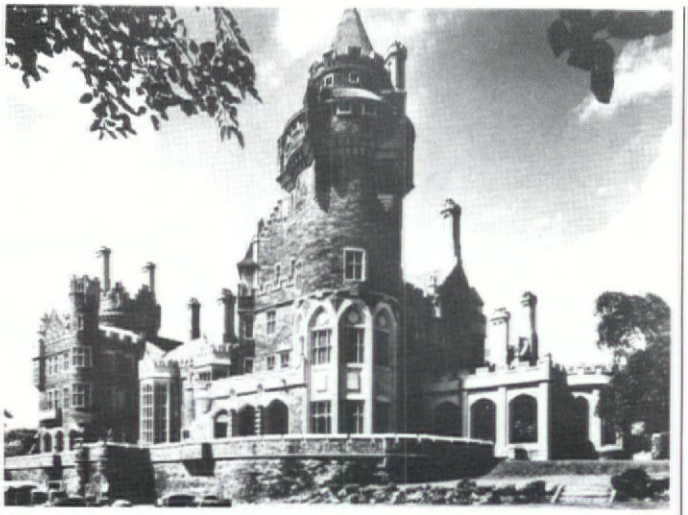
TORONTO HOSTS ASID's 'PURSUIT OF PERFECTION' AT NATIONAL CONFERENCE

Toronto, Canada—By enlarging the scope of educational opportunities, featuring a reduced fee structrue for registrants and exhibitors, and meeting in Toronto, The American Society of Interior Designers (ASID) diversifies its typical approach to the national conference. Three areas of professional development are slated to be the focal elements of ASID's National Conference and International Exposition of Designer Sources, here July 22-25.

Interior Design Development, Business Development, and Personal Development will divide the educational program into three areas, according to Eleanor Brydone, ASID, Conference Planning committee chair. "The 1987 program, themed 'Pursuit of Perfection', will assume a more holistic approach to the profession, and by 'holistic', we mean that most of our workshops will address the common concerns of all designers, rather than dividing workshops merely into specialty categories," Brydone says.

Society officials look for over 4,000 interior designers, design students and educators, allied professionals, and industry representatives to attend, with some 360 exhibits targeted for ASID's Expo. Although a four-day curriculum of seminars and workshops expands the program this year, the Society has reduced registration fees approximately 10 percent from its 1986 National Conference. Exhibitor fees for 10-ft. by 10-ft. booths have been reduced 10 percent from 1986 levels, according to Brydone.



Casa Loma, a 98-room "dream castle" is one of the many well-preserved architecture and design attractions of Toronto.

"The underpinnings of 'Pursuit of Perfection,' are the educational and networking opportunities which are requisite to professionalism," says 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 plenary sessions with keynote speaker John Naisbitt, author of *Megatrends* and *Reinventing the Corporation.*

Each aspect of the Conference, including the ASID Expo, will present formal educational elements. 'Industry Annex Workshops,' conducted by representatives of major manufacturing companies, which focus on new product technology and application, will be an integral part of the Exposition. Education workshops and sessions follow on the next page.

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.

On-site tours planned

Conference delegates will engage in a full day of on-site study tours of historically significant interiors and visit commercial and residential design projects. "It's a city where good design—old and new—is accorded the highest respect," says Brydone. "Everywhere, the integrity of design is upheld. For example, residents walk to work from preserved Victorian townhouses; developers are forbidden to build downtown commercial space without including residential space, and historic landmarks are preserved entirely or in part through adaptive re-use," she explains.

ASID reports that 120 exhibits have been confirmed, advance sales for which are ahead of previous years. Displays meet designers' specification needs by meeting trends in lighting, wallcovering, office systems, bath and kitchen products, and furnishings. The Metro Toronto Convention Center features 200,000 sq. ft. of column free space, epitomizing an innovatively designed multi-use exhibit hall. ASID officials have planned for all logistical contingencies involved with trade show production.

To round out the 'Pursuit of Perfection,' designers will be able to attend workshops to assist with financial and personnel concerns that every business faces, including creative businesses. "Participation in this year's conference will give attendees the added edge they need to survive and grow in an increasingly competitive market," says Brydone.

In addition to the more than 70 workshops offered, the educational format will be complemented by continuing education courses and workshops featuring interior designers and architects renowned for their design accomplishments.

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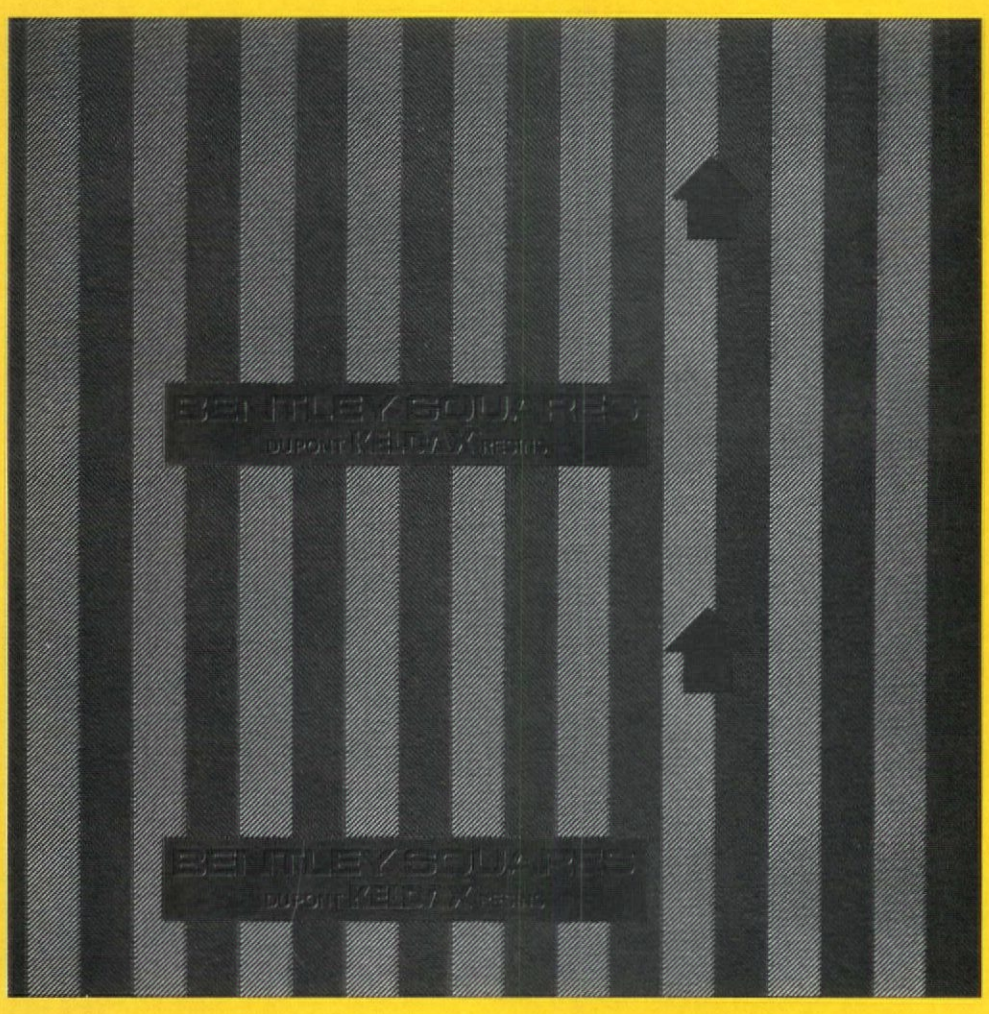

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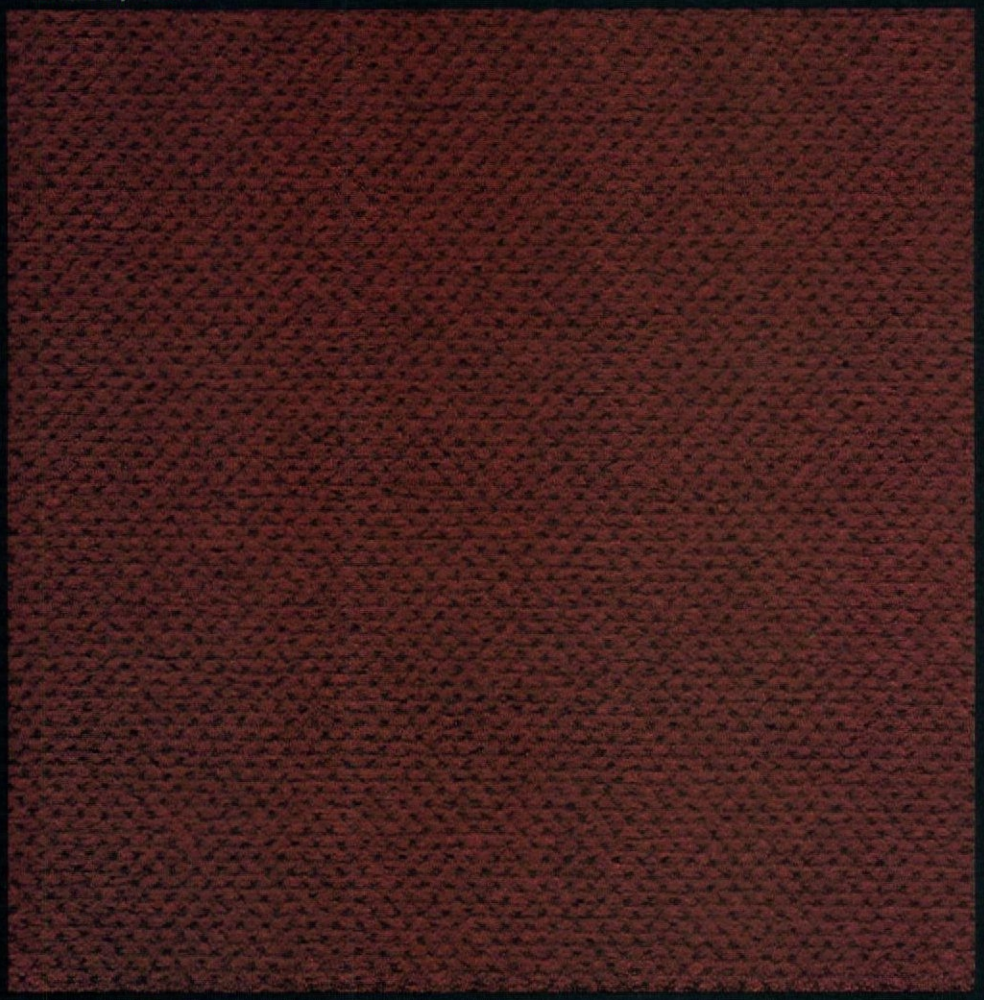

Antron III

Product shown: St. Regis Squares, also available in matching broadloom.

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ASID CONFERENCE PREVIEW

Mario Buatta, ASID, addresses "Traditional Design Made Better," in Workshop Sessions #3 & #4 during ASID's Toronto Conference.

The 'Pursuit of Perfection' education program committee has designed Professional Development Courses, Short Courses, and Workshops in the categories of Design Development, Business Development, and Personal Development. Day, date, speaker, and title of each education session or workshop is outlined below.

WEDNESDAY, JULY 22

Professional Development Session #1; 9 a.m.-5 p.m. (7 hours)

DESIGN DEVELOPMENT
"Design for Life Safety."
Sivon Reznikoff, C.S.I.

"Advanced Light & Color."
Fran Kellogg Smith, ASID

Student Connection
8 a.m.-4 p.m.
Keynote Address by A. Torrice

BUSINESS DEVELOPMENT
Industry Annex Workshops
4 p.m.-5:30 p.m.

"Color & Style—Trends for 1988"
Media Room Design; New Perspectives on Bathroom Design; Fire Safety; Window Coverings; Ceramic Tile.

PERSONAL DEVELOPMENT
Short Course with Dr. Mario Bartoletti: "Developing Effective Teamwork for Interior Designers."

THURSDAY, JULY 23

9 a.m.-10 p.m.
Keynote Address with John Naisbitt, author, *Megatrends.*

DESIGN DEVELOPMENT
Workshop Session #1
10:30 a.m.-12 noon

Topic TBA
Peter Blake, FAIA

"The New Classicism."
John Saladino, ASID.

"Designing Special Places for Special People." Antonio Torrice.

"Mood Lighting."
Fran Kellogg Smith, ASID.

"Burning Issues: The Toxicity Issue." Sivon Reznikoff, C.S.I.

BUSINESS DEVELOPMENT
"Are You Still Drawing On Vellum" Perfect New Drawing Production Techniques."
Fred Stitt.

PERSONAL DEVELOPMENT
"So You Want to Switch Jobs?"
Stephen Viscusi.

"Getting Organized."
Harold Taylor.

"Perfect Your Listening Skills For Better Communication."
Dr. Mario Bartoletti.

Industry Annex Workshops
10:30 a.m.-12 noon
4:00 p.m.-5:30 p.m.
"Color & Style Trends for 1988."
(See Wednesday 4:00 p.m. under Business Development for details)

FRIDAY, JULY 24

Special Program Feature
9:00 a.m.-5:00 p.m.
"General Electric Lighting Institute: A Visit to Nela Park."
Earl R. Print

Professional Development Session #2 9 a.m.-12 noon & 3-5:30 p.m.

DESIGN DEVELOPMENT
"Barrier Free Design: Design for All People."
John P.S. Salmen, AIA.

"Historic Preservation Rehabilitation & Adaptive Re-Use." Peggy Gustave, ASID.

BUSINESS DEVELOPMENT
"Marketing for the Small Design Firm." Jim Morgan.

"Financial Management for Interior Designers."
Frank Stasiowski, AIA.

PERSONAL DEVELOPMENT
Short Course
"Perfect Your Verbal Presentation Skills: Learn to Think on Your Feet." Robert Vallee.

Workshop Session #2
9 a.m.-10:30 a.m.

DESIGN DEVELOPMENT
Topic TBA
Peter Blake, FAIA.

"The New Classicism."
John Saladino, ASID

"Designing Special Places for Special People."
Antonio Torrice, ASID.

"Post-Occupancy Evaluations: Taking the Heat and Being Better For It." Michael Brill.

"Perfectly Faux." Joanne Day

BUSINESS DEVELOPMENT
"Are You Still Drawing on Vellum? Perfect New Drawing Production Techniques." Fred Stitt.

"Design Communications: How to Develop Promotional Materials for Interior Design." Ernest Burden.

PERSONAL DEVELOPMENT
"So You Want to Switch Jobs?"
Stephen Viscus

"Getting Organized."
Harold Taylor.

"Perfect Your Listening Skills For Better Communication."
Dr. Mario Bartoletti.

"Perfect Writing Skills For Clearer Business Communication." Hugh C. Rennie.

Workshop Session #3
11 a.m.-12:30 p.m.
Follow exact schedule of Workshop Session #2, with the exception of item #2. "Traditional Design Made Better." by Mario Buatta, ASID, is substituted for "The New Classicism," with John Saladino.

Workshop Session #4
3 p.m.-4:30 p.m.
Follow exact schedule of Workshop #3.

SATURDAY, JULY 25

Professional Development Session #3; 10:30 a.m.-12 noon and 1:00 p.m.-4:30 p.m. (5 hours)

BUSINESS DEVELOPMENT
"Liability: Prevention & Protection."
Charles R. Heuer, AIA

"Project Management for Interior Designers." F. Stasiowski, AIA

PERSONAL DEVELOPMENT
"Fine Tuning Your Time Management."
Harold Taylor.

Workshop Session #5
10:30 a.m.-12 noon

DESIGN DEVELOPMENT
"Darwinian Design: Design for the Fittest." Patricia Moore, IDSA.

"How to Commission Art & Get What You Want."
Charles Gray.

"Budget Conscious Restaurant Design." Martin Dorf.

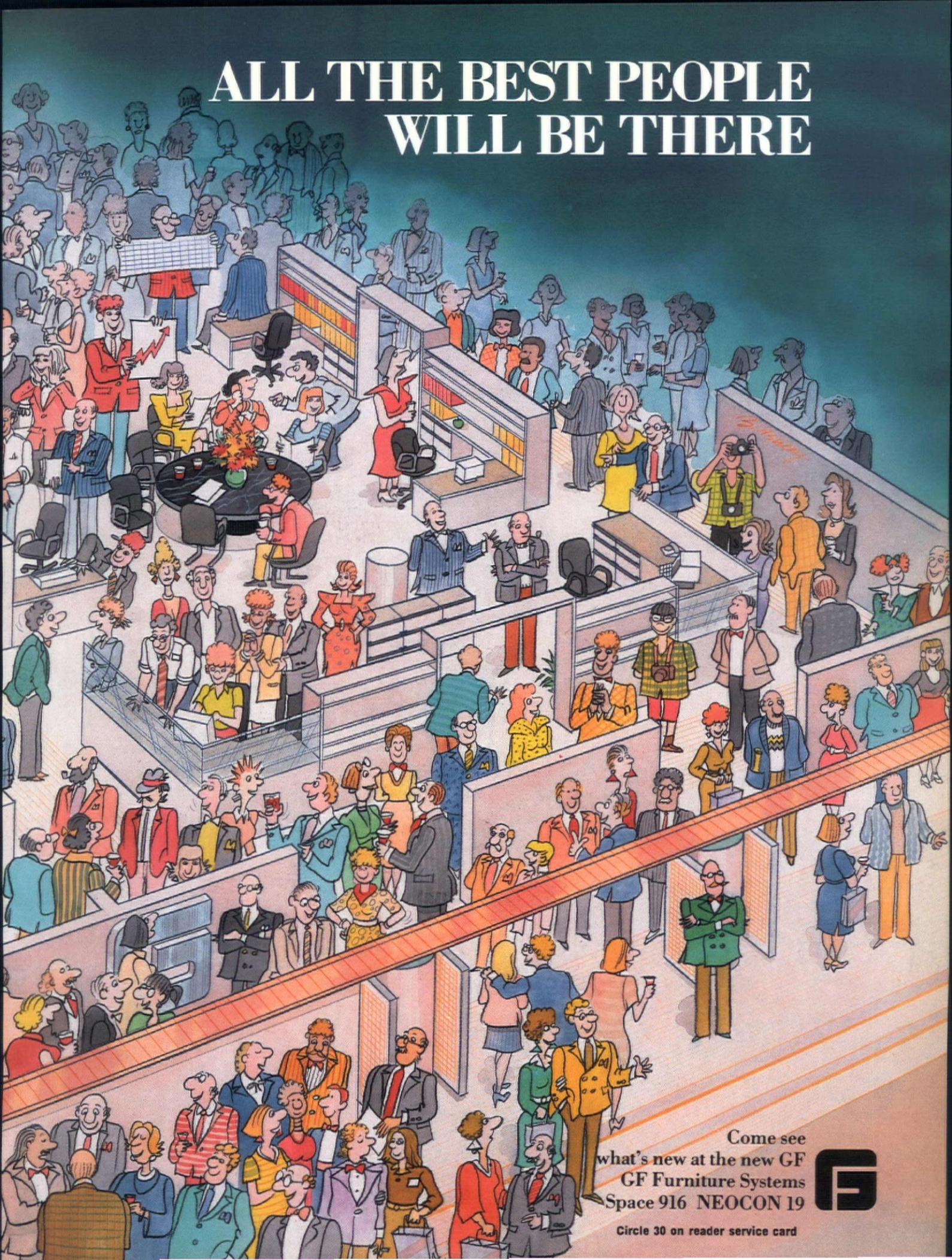
BUSINESS DEVELOPMENT
"Staffing Your Office: Where To Find the Right People & What to Look For." Stephen Viscusi.

"What Is Your Firm Worth!"
Ken Barlow

PERSONAL DEVELOPMENT
"Leading Meetings."
Hugh C. Rennie

"Perfect Your Personal Financial Planning in an Era of Reform."
Stephen Blaising.

Workshop Sessions #6 & #7
1-2:30; 3-4:30
Follow exact order of Workshop Session #5.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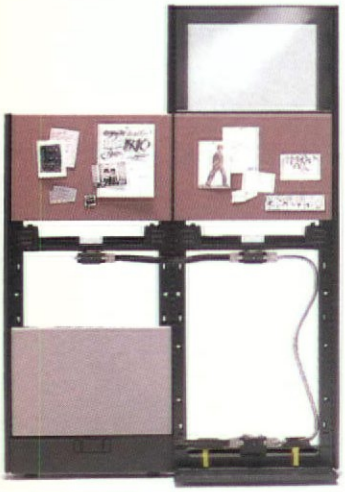

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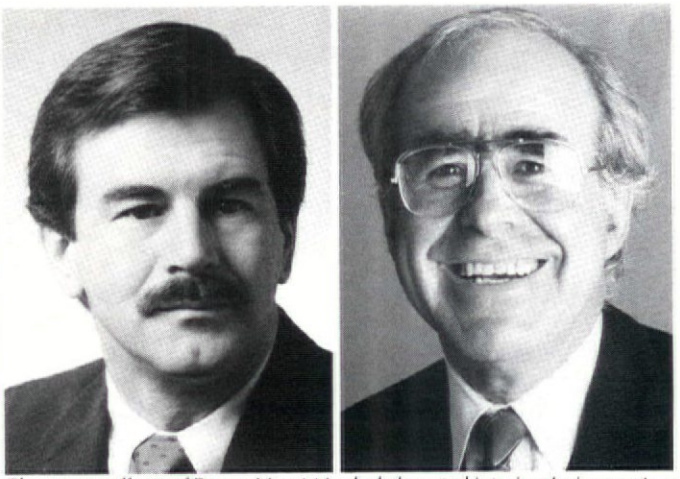
photo: Peter Paige

Prop M has positive & negative effects on San Francisco design community



Short-term effects of Proposition M include boosted interior design work, a strong rehabilitation market, and more leverage for tenants, note Dan Winey and Piero Patri (l. and r.), Whisler-Patri, San Francisco.

Fearing that their city would be overbuilt, voters in San Francisco last year approved a controversial measure limiting new construction of office buildings to a total of 475,000 sq. ft. per year. Proposition M, as it is called, has already halted more than $100 million in residential and commercial building projects and has helped push the city's vacancy rate to an all-time postwar high of nearly 19 percent.

For the design community, this "no-growth" attitude has both short- and long-term effects. According to Piero Patri, president, Whisler-Patri, a San Francisco-based architecture and design firm, Proposition M's short-term effect will actually create more interiors work for area firms. "Developers rushed to get buildings approved in anticipation of Proposition M," he relates. "This caused a lot of over-building and pushed the vacancy rates up. Now, as owners strive to get those spaces rented, there will be more interiors work."

In addition, although developers and design firms are hoping that Proposition M is repealed, Whisler-Patri director of design Dan Winey believes that the rehabilitation market in San Francisco will strengthen as a result of the measure. He predicts that more entrepreneurial businesses will rent smaller spaces in renovated buildings. "South of Market Street (the design district) is going to boom," he states.

"However," contends Patri, "a major city cannot survive on 475,000 sq. ft. of growth per year. A city is either growing or decaying. At that rate, it's decaying." Patri believes that in the long run, Proposition M will produce a shortage of space which will force rents up, causing companies to move out of San Francisco, creating less interior design work. "Companies won't want to move to San Francisco," he says. "The city will have an image problem."

That's one of the reasons why Whisler-Patri and many other San Francisco-based companies are opening offices in Los Angeles. "There has been a long-term demographic shift to southern California," says Patri. "There is more of an attitude of growth and room to grow down there."

Other effects of Prop M

The current competition to lease space in San Francisco has forced building owners to lower rents and offer tenant improvements. Low rents luring tenants into "sweet deals" may result in more money for interior design.

"In the past, building owners had more leverage with tenants," Winey says. "Most even had their own architects who could do the work. But now, most major tenants already have an interior architect—they even have facility managers to interface with that architect."

Potential tenants are more inclined to "shop around" for space and hire a design firm that can provide a variety of services. As a result, a whole new area of business for Whisler-Patri has developed around providing building evaluation services (see p. 96 for a Market Trends report on this subject). "Clients hire Whisler-Patri to evaluate which space is more cost-effective and then we do the interiors for them," says Patri.

Other firms are diversifying their service base. During a slowdown in building construction, many large architectural firms falling back on interiors work have begun to offer varied services, such as real estate evaluation and facilities planning. "There has been a segmentation of the market," says Winey. "The larger firms are taking on larger projects that involve varied services and the smaller firms are taking on smaller projects." He also points out that because more architectural firms are doing interiors in the San Francisco area, there will be greater competition for fees.

Contract Center expands

Despite the economic troubles San Francisco seems to be heading for, the Contract Center at Showplace Square has been so successful that it is planning an $85 million expansion. Scheduled to open in 1988, plans are under way for a 220,000-sq.-ft. expansion of the existing Contract Center, a new hotel, conference facilities, and a trade mart. "It's a logistical solution sorely needed in San Francisco," says Tim Treadway, president, Contract Center. "The expansion will bring all the major contract showrooms in the city together." Steelcase, Inc., has already signed a lease for 20,000 sq. ft. in the new expansion.

According to the Contract Center's owners, Bay West Development, San Francisco is the fourth largest urban area in the United States, commanding 5.7 percent of the total contract market share. Total projected contract sales for northern California in 1988 are over $300 million. According to the developer's figures, approximately 20 million sq. ft. of new office space is being planned or is under construction in the San Francisco trading area. With these kinds of figures the contract market and interior design opportunities in the San Francisco region will probably remain strong well into the next decade, with or without Proposition M. —*S.M.*

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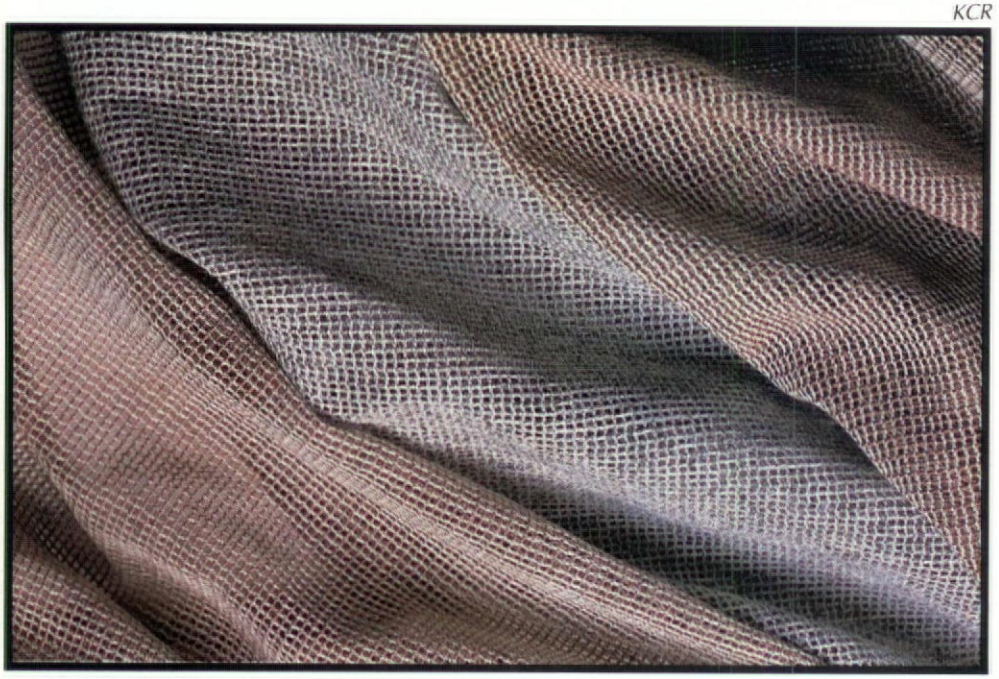
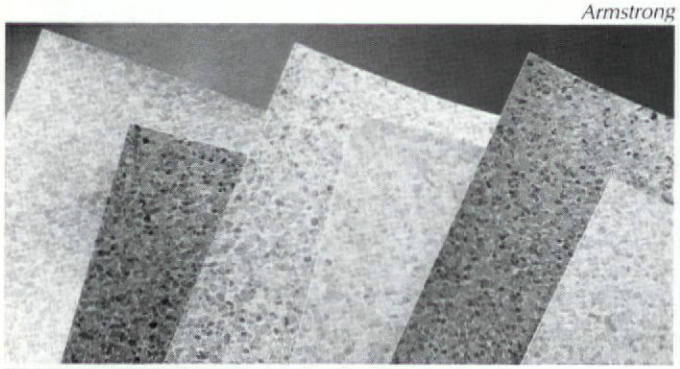


Armstrong



Cartwright

Juell

Viking

KCR Fabrics, Space 867—Available in four colorways and custom colors, Architectural Grid I is inherently flame-retardant. **Circle No. 568.**

Armstrong World Inds., Space 13-136—Six heathered colorations have been introduced in the Sandoval line of Classic Corlon vinyl sheet flooring. **Circle No. 184.**

Cartwright Inc., Space 852—Guest chair has a solid mahogany frame in natural, cordovan, or burnt umber lacquer finish. Open- or upholstered arm insert options available. **Circle No. 183.**

Floors by Juell Inc., Space 13-161—Cobblewood is an end-grain fir or pine wood floor, sliced in a variety of shapes and patterns and hand-beveled to create an old world look. **Circle No. 560.**

Viking Acoustical Corp.—Model 74500 Viking chair features a simultaneous back and seat pan angle adjustment. Gas lift and seat tilt offer lumbar support available in models that come in six colors with or without arms. **Circle No. 195.**

Dunbar, Space 837—Soft, sculptured curves accent the Berne edition in mahogany and cherry solids and veneers. **Circle No. 182.**

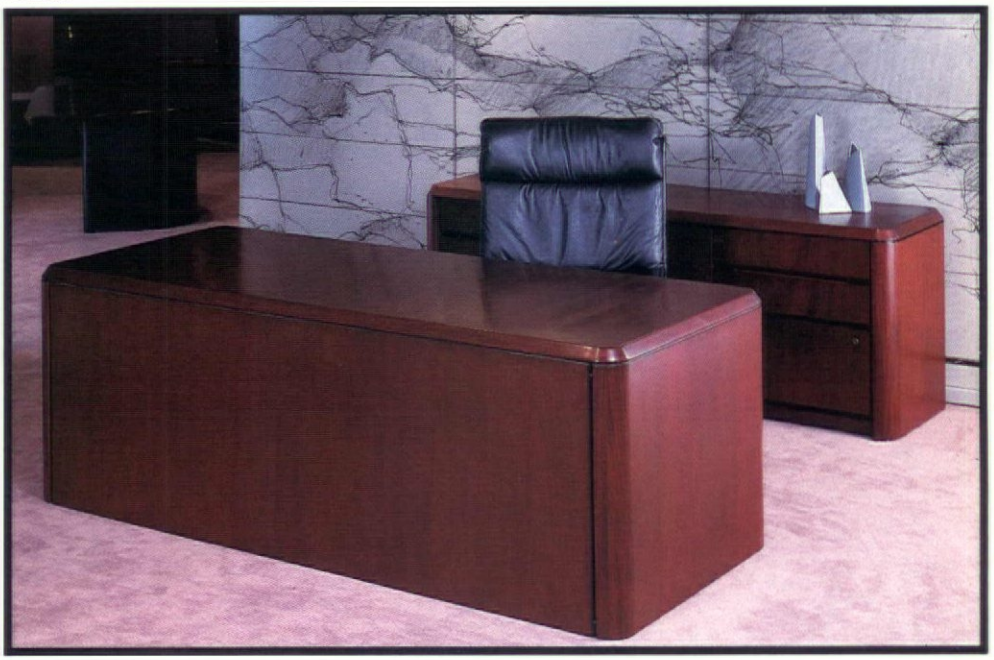
Kohler Co., Space 1300—Console table's Uccello legs are bronze sculptures of mythological birds of prey. **Circle No. 561.**

Arnold & Lacey Inc., Space 1368—Avonite surface material simulates granites, marbles, onyx, and parchments. **Circle No. 559.**

Berco Inds., Space 11-122—Series 35 pedestals are constructed of cast iron base and top plates with tubular steel columns. **Circle No. 562.**

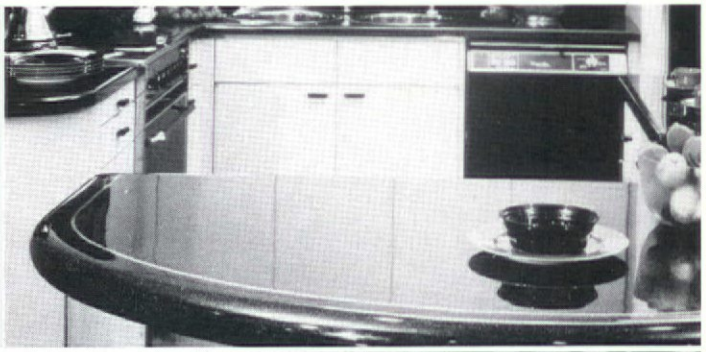
Artopex, Space 1085—Convergent table joins AMS Modular System. **Circle No. 563.**

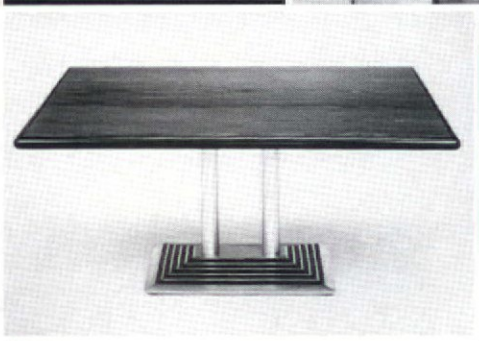
Dunbar



Kohler

Arnold & Lacey





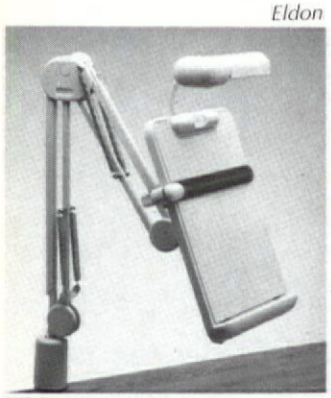
Berco

Artopex

The rich look of wood

Simonton

Eldon



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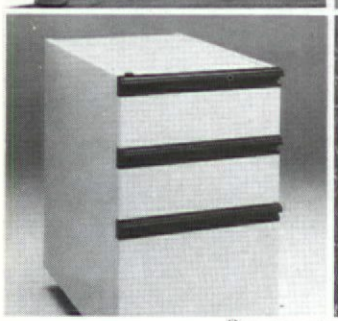


Rosemount

Mohawk

Simonton Inds., Space 10-144—Vertical computer workstation, made largely of blow-molded thermoplastic panels, is stronger and lighter than conventional workstations of fiberboard laminates offers fast and easy color application opportunities. **Circle No. 564.**

Eldon Office Products, Space 10-152—Copyholder II is a line of easel-style copy stands available in an adjustable letter/legal size and an EDP size. **Circle No. 552.**

TAB Products Co., Space 900—Ergonomically designed Humanetics seating line contains chairs for three work styles. **Circle No. 566.**

Rosemount Office Systems Inc., Space 839—Systems furniture components feature contemporary styling in shades of gray and graphite with the option of custom-colored drawer pulls. **Circle No. 551.**

Mohawk Commercial Carpet, Space 1819—Textones and Crosstones cut-pile graphic pattern feature Monsanto Ultron 3-D nylon with static control and Sylgard anti-microbial treatment. **Circle No. 570.**

Ambiant Systems Ltd., Space 861—700 series Grid Group. **Circle No. 569.**

Lunstead, Space 11-112—Palladia casegoods. **Circle No. 571.**

Zographos Designs Ltd., Space 885D—Seating is fully upholstered in leather, with tight perforated leather seats. **Circle No. 567.**

American Seating, Space 964—BioBac chair for executive seating. **Circle No. 565.**

Intrex Furniture, Space 903—Intracase casegoods system is available for shipment from stock in nine to 15 days. **Circle No. 553.**

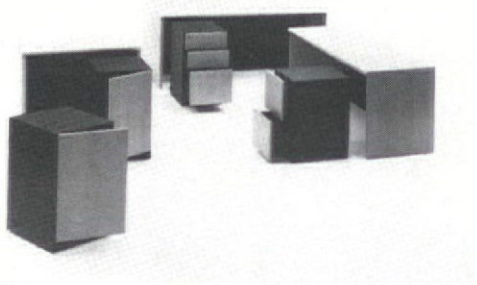
Thybony, Space 6-166—Bolta wallcoverings and Wilsonart decorative laminates (not shown) have joined forces to create "Take a Closer Look," a slide presentation on the influence of culture on design. **Circle No. 550.**

Ambiant

Lunstead

Zographos

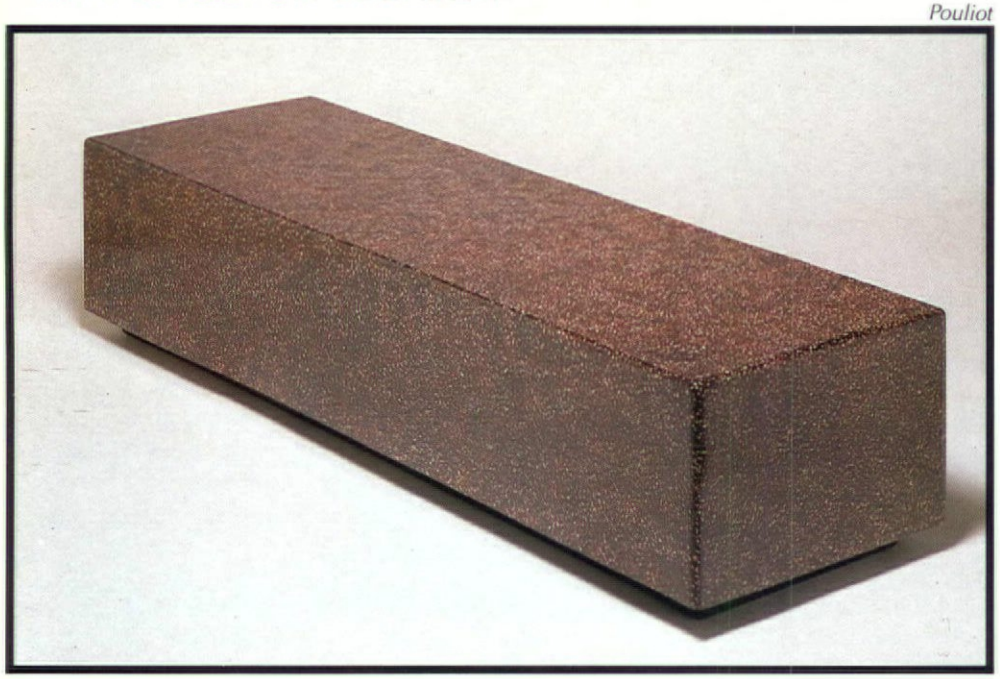
American Seating



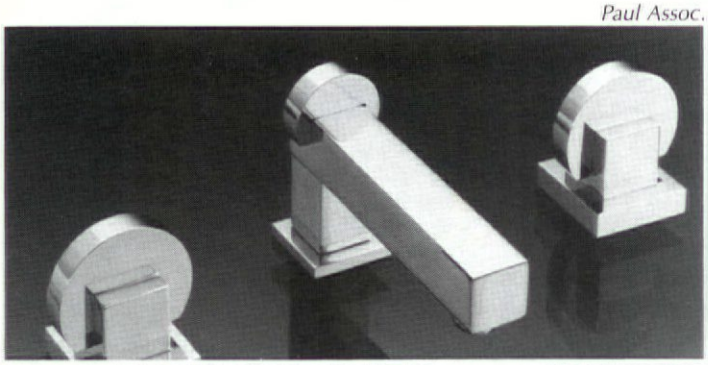
Intrex

Fabric & leathers look fresh

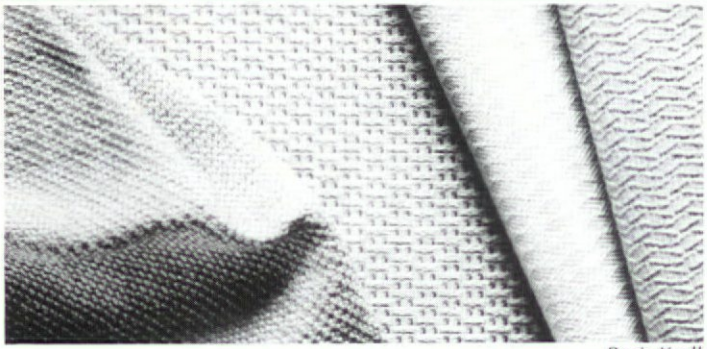
Pouliot



Paul Assoc.



Schafer



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Pouliot Designs Corp., Space 1272—Rectangular fiberglass bench in GR-22 Red Granite faux finish. **Circle No. 558.**

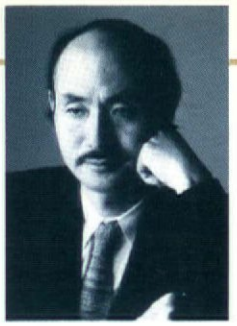
Paul Associates, Space 1208—The Greenwich collection comprises 18 designs of fittings for lavatory, tub, and shower with metal finishes in polished chrome and polished gold. Shown is Moonrise. **Circle No. 557.**

Schafer Bros., Space 976—Pro-Sit, available in rotary and pedestal styles with two-arm or armless options, is anatomically engineered to mold to the body. **Circle No. 554.**

Boris Kroll Fabrics, Space 918—Inherently flameproof panel fabrics come in four styles and 24 colorways. **Circle No. 555.**

Arconas Corp., Space 903—Ergonomically-fitted chair in the Conrad collection has special detailing to enhance leather coverings. **Circle No. 556.**

'Igarashi alphabets' are known the world over



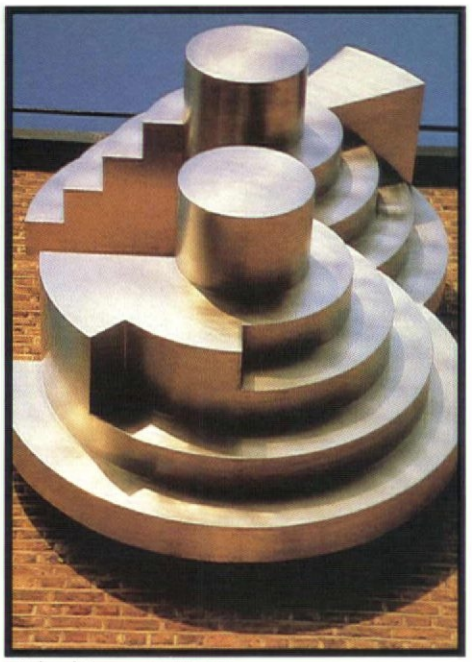
Although most of his works are Western, designer and sculptor Takenobu Igarashi says that his ideas are primarily Japanese in origin.

Those familiar with the Museum of Modern Art's, N.Y., calendar posters may already recognize Takenobu Igarashi's work. The Japanese designer and sculptor is also the creator of the NEOCON 19 logo and graphic numbers featured in CONTRACT's May and June issues.

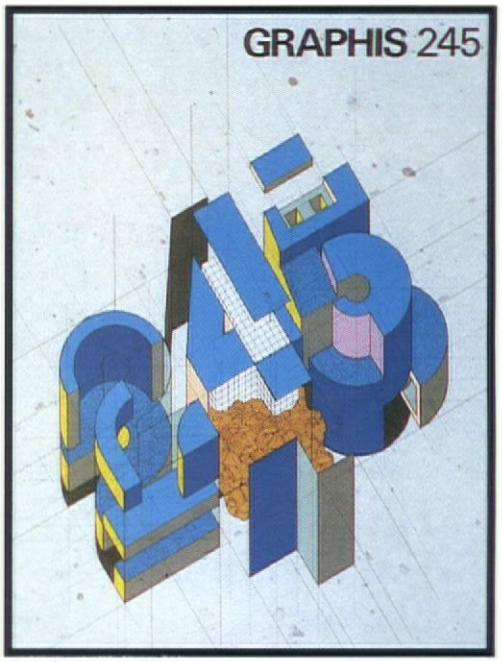
Igarashi's internationally acclaimed specialty is the translation of English letters and numbers into axonometrically drawn three-dimensional forms. Architectural in scale, the forms are sometimes fragmented by grids and seem to float in space. Some of these "Igarashi alphabets" have been reproduced as sculptures and were shown at the Reinhold Brown Gallery in New York City in 1983.

Educated at Tama University of Fine Arts, Tokyo and U.C.L.A., Los Angeles, Igarashi opened a studio in Tokyo 17 years ago. In 1985, he established an office in Los Angeles. Igarashi's work spans a wide diversity of fields, including print media, environmental, corpoate identity, industrial design; plus environmental form creation. Just last year, he began focusing his efforts on product design.

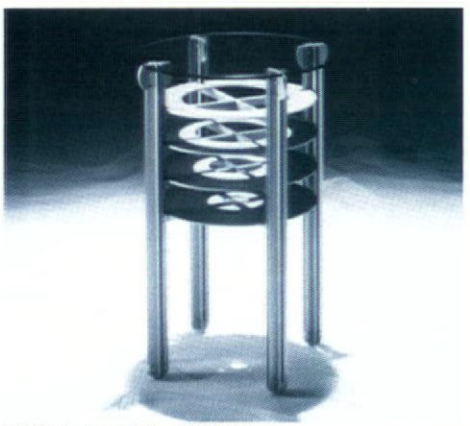
Igarashi has lectured and exhibited his works at various U.S. universities and institutions, such as The Smithsonian, Stanford University, and The American Institute of Graphic Arts. His recent publications include *Letterheads, Igarashi Alphabets,* and *Igarashi Space Graphics.*



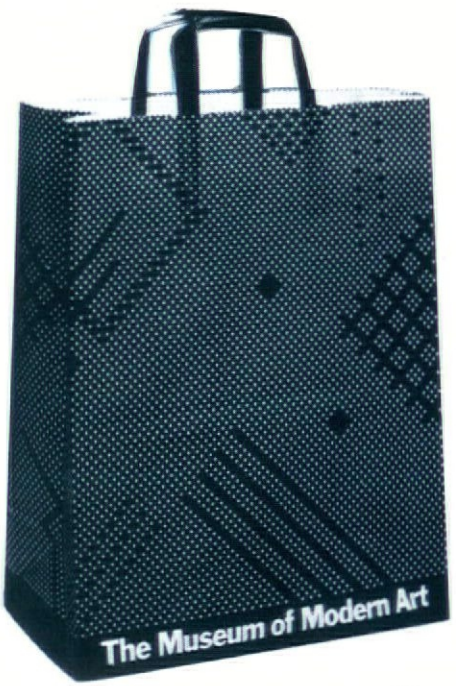
Michael Peters "3," 1985



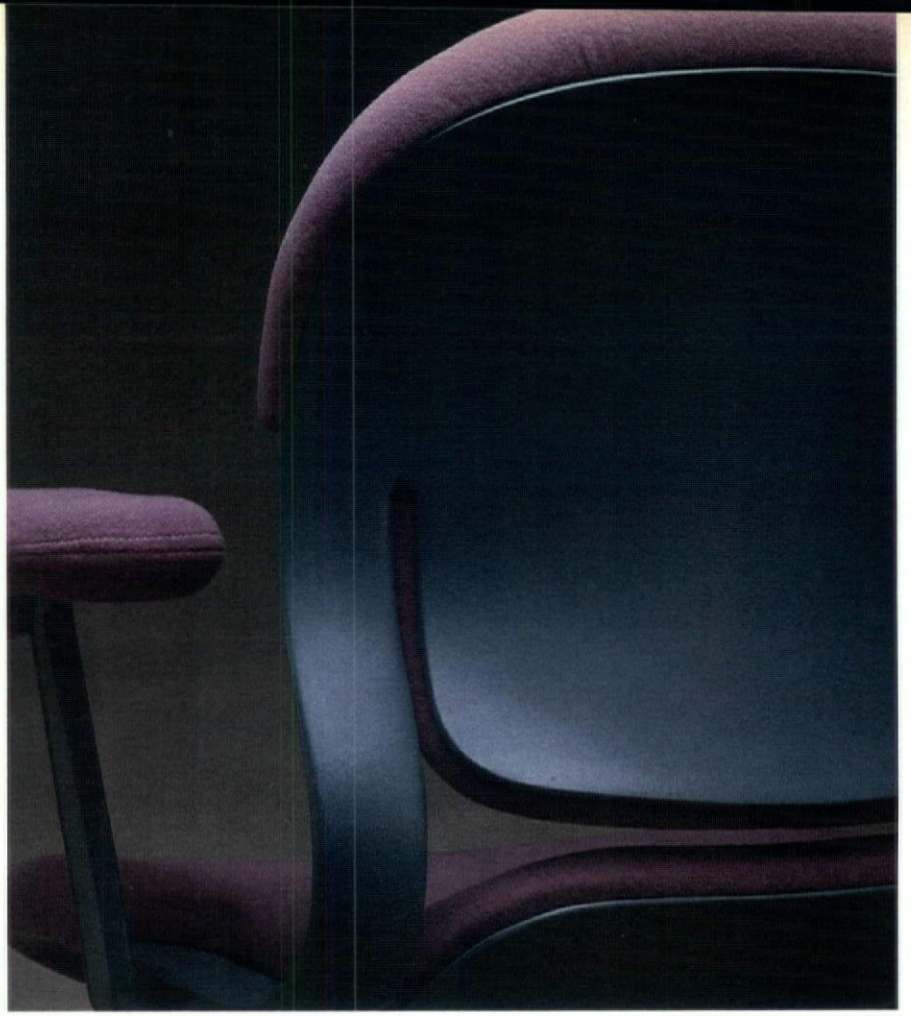
Graphis 245, 1986



ALGL Series table, 1983-84



Museum of Modern Art shopping bag, 1984



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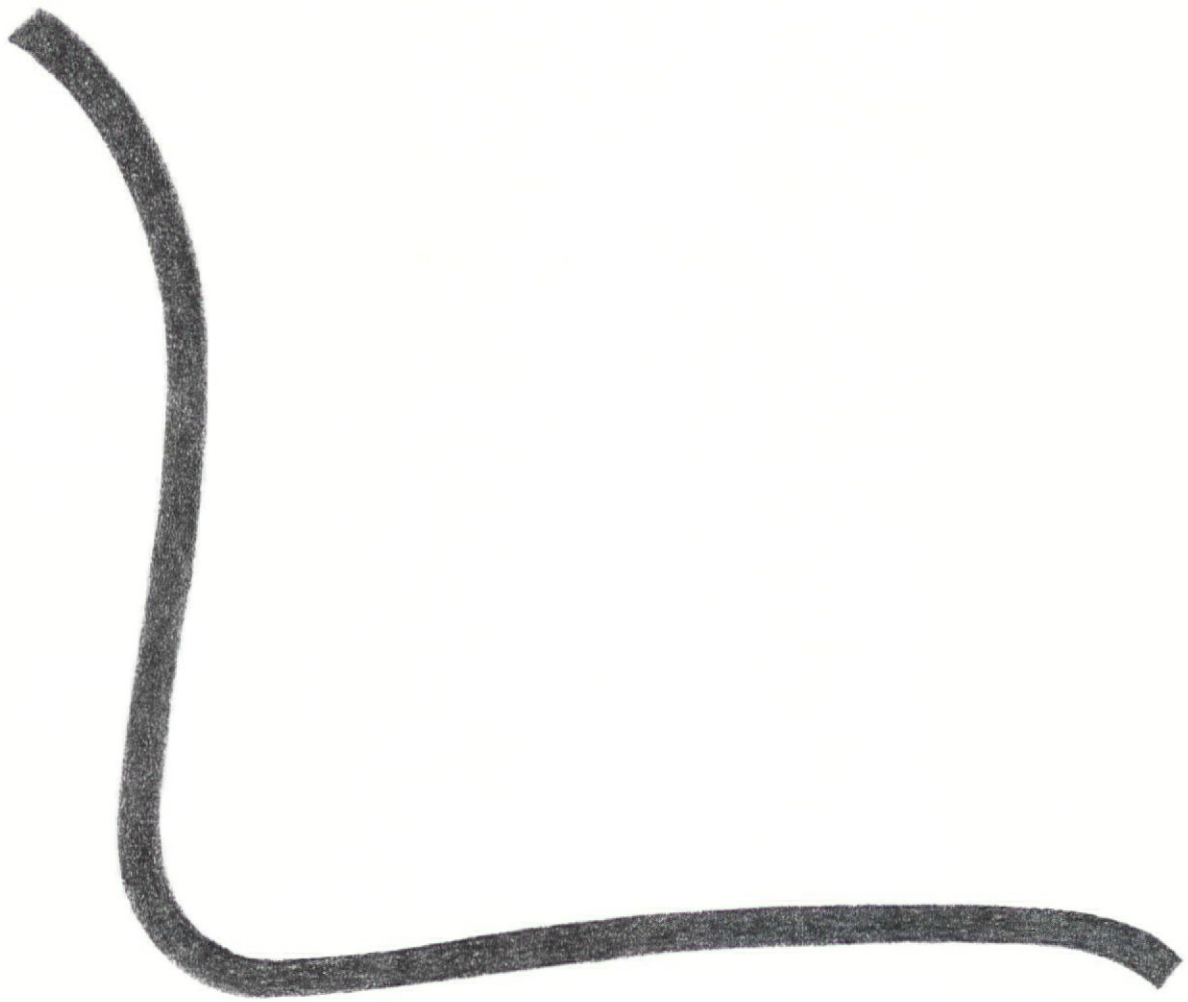

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By Sara O. Marberry

DuPont's Winterthur palette targets contract industry

It's true the gap is closing between contract and home furnishing colors. The latest proof is the 1988 DuPont Home Fashions Color Forecast, which for the first time in its six year history, includes colors chosen specifically for the contract market.

A palette of 40 shades chosen for upholstery, drapery, tablecloth, sheeting fabrics, and carpet products, the forecast is available to DuPont customers as a guide for the home textiles and contract industries.

Vera Hahn, a Parsons graduate and contributing editor to *Parents* magazine designed the color forecast for DuPont, drawing inspiration from the Henry Francis du Pont Winterthur (pronounced Winter-toor) Museum in Winterthur, Del. A showcase of American decorative art objects, the 196-room mansion-turned-museum houses a collection of furniture, paintings, silver, pewter, ceramics, needlework, prints, and glass made between 1640 and 1840. The magnificent collection was assembled by du Pont (who was not involved in the family business) during his residence at Winterthur from 1923 until 1951, when he turned it over to a privately run not-for-profit foundation.

The Marlboro Room (top) and Chinese Parlor (bottom) at the Winterthur Museum feature furnishings rich with colors which helped Vera Hahn design the color forecast for DuPont, as a guide for the contract furnishings and home textile industries.

More than 83,000 objects

More than 83,000 objects are displayed in rooms richly decorated with colors that are both historically accurate and freshly contemporary. It was there Hahn went searching for the right colors from which to make the 1988 DuPont forecast. She claims that the colors at Winterthur are as timely today as they were two centuries ago, and says that, "it's easy to find trendy, updated colors there."

"The museum is full of wonderful color suggestions," says Hahn, explaining that she went down to Winterthur with a specific palette in mind, knowing that it could be found there.

Her selections came from such obscure objects as a tiny rose petal in a spattered glassware piece, a spectacle case lying on a nightstand in a remote bedroom, to more obvious sources such as the large expanse of the yellow du Pont dining room. Each of the 40 colors in the forecast is keyed to a specific area or object in one of the 196 rooms of the mansion.

The forecast is separated into seven major groups. In most of these groups, Hahn has included colors from a "nearly neutrals" category, targeted to the contract market. Although mostly pastels, her palette for DuPont also includes tart versions of the same shades—an interesting way to bridge contract and residential colors.

The first group is the Yellows, which Hahn describes as mellowed, polished to a new elegance, deliciously creamy. Pale, without a trace of green or red, these colors were a favorite of du Pont and are found throughout Winterthur. "Yellow is a new color that is just beginning to be accepted," says Hahn. The Yellows go well with every other category of shades in the palette. Frankford Yellow, Fraktur Yellow, and Georgia Yellow are taken from the draperies in the Georgia Dining Room with Folk Art, Spatterware, and Shaker making up the group of Yellows.

The Pinks range from a pastel wash in the "nearly neutrals" category to a rich mulberry. She labels them as "real pinks," with blue and brown undertones. Port Royal Rose derives from chair seats in the Port Royal Entrance Hall, Other color selections are Queen Anne Mulberry, Chestertown Mauve, Empire Rose, and Gamon Pink.

Rich greens dominate

Not surprisingly, the largest category of colors in the palette are the greens—10 colors in all. Green happened to be another one of du Pont's favorite colors and is richly represented in upholstery, draperies, and carpet-

(Continued on p. 80)

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Colors look new

(continued from p. 75)

ing in the museum. The Gray-Green Turquoises, according to Hahn, look new because they've been out of sight for so long. "We've reached the zenith in this direction, but these colors will continue to be popular in both contract and residential interiors," she states.

Colors range from misty, minty pales to muted, grayed darks with the contrast of tart, acid versions of the same hue. The Fresh Greens are yellower than the Gray-Greens, but have the same interplay of pale and tart, says Hahn.

Purple Blues are subdued, muffled, hushed, sophisticated tones that serve as backgrounds for the Yellows, Greens, Oranges, and Rose Reds. The Gray/Beiges are the true neutrals, still strong for the '80s.

The Montmorenci Spiral Stair Hall at the Winterthur Museum in Winterthur, Del. connects some of the 196 rooms open to guided tours, celebrating hand-carved furniture and the charm and color of miniature furnishings.

And finally, the Oranges and Rose Reds include earthly "nearly neutral" shades of peach, salmon, and rust, plus an assortment of fiery, luscious reds—which Hahn sees as a new color for walls in hospitality interiors.

Special unreserved and reserved tours of the Winterthur Museum and gardens (over 200 acres) are available to the public year-round. There is an admission fee of $8 for adults; $6.50 for senior citizens, students 12 or over, and groups of 25 or more. Guild members and children under 12 are admitted free. For more information, contact the Winterthur Ticket and Information Office, 302/654-1548.

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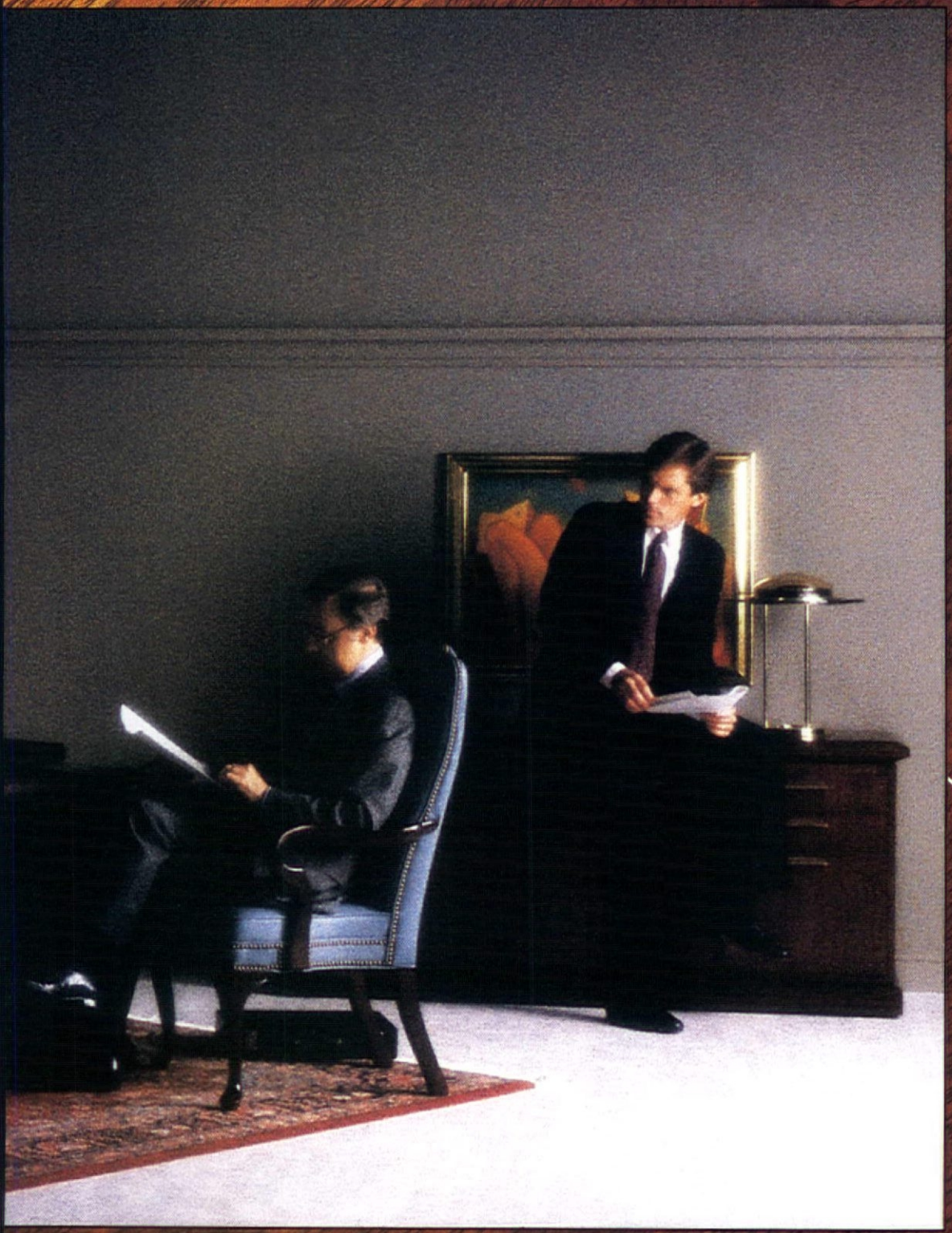
The Hampton 9500 Collection, designed by O. J. Holohan



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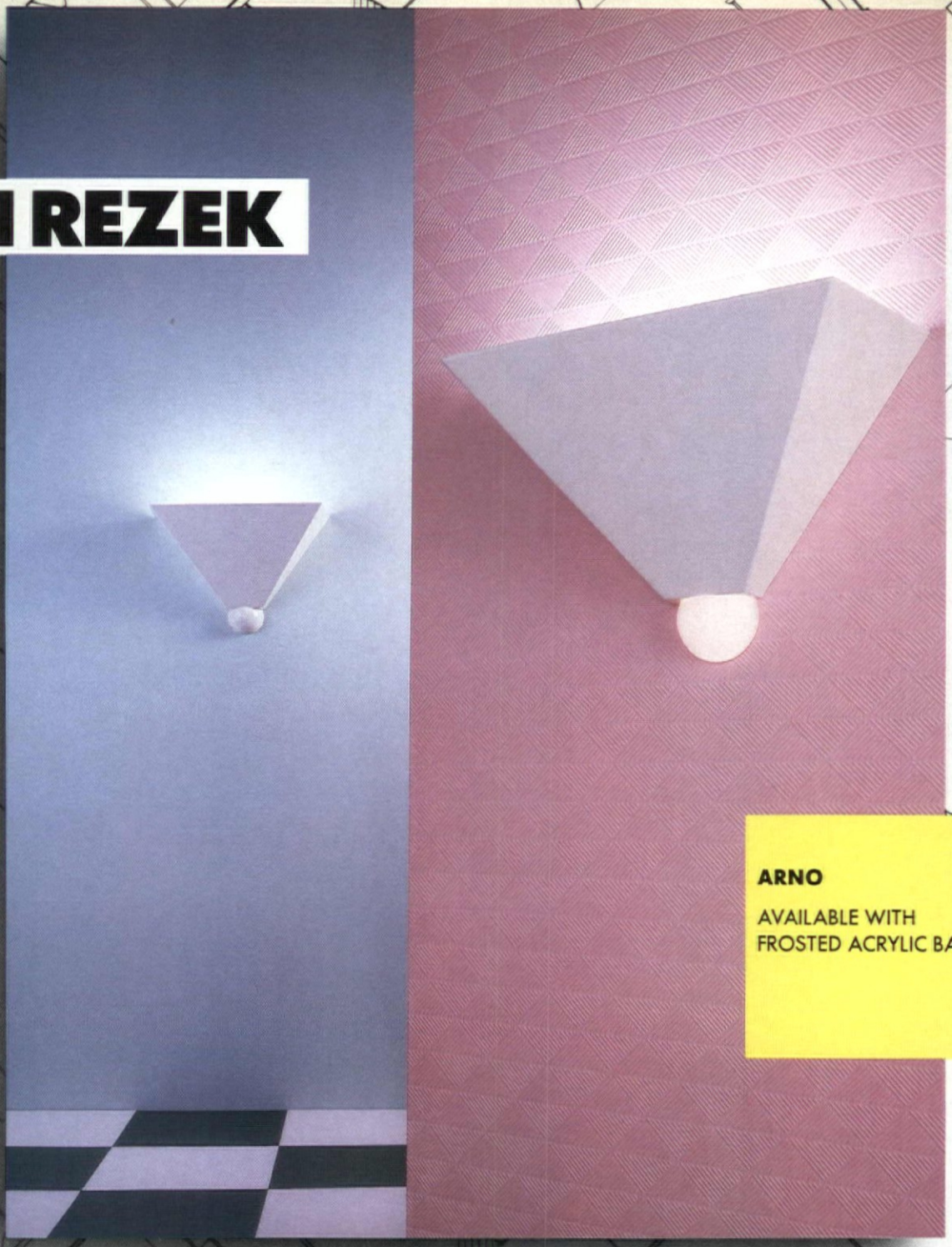

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Circle 42 on reader service card

By Eileen McMorrow

Flooring-based lighting system offers a bright path for users

This month's two-part Lighting Line covers an innovative product introduction for the industry, as well as the Lumen Awards on p. 90.

While many contract lighting products are innovative, stylish, and sleek in design, rarely does one come along that may actually save lives when installed in the right environment. Suitable for hospitals, nursing homes, special medical centers, hotels, airports, and other public, high-traffic areas, Safe•Lite, a flooring-based information system from Collins & Aikman's Alpha Group, provides a system of lighted modular flooring for safety, graphic, or directional messages.

Safe•Lite is a system of small, incandescent lights attached to Super Flat ribbon cable. The bulbs are encased in an impervious polycarbonate globe. Over this are fitted specially die-cut carpet modules from Collins & Aikman's Plexus group. The placement of bulbs and their programmable light-up patterns can be customized for each installation.

The sealed, moisture-resistant system meets Class II low-voltage specifications and can be connected to fire detector and smoke alarm systems, or to conventional on/off switches. An auxiliary battery back-up ensures continued operation in case of power outages.

The lights, which can be color-coded for multiple traffic patterns and visual effects, have the capability to be programmed for constant on-and-off, or sequential blinking patterns. When operating under alternating conditions, each bulb is activated one-ninth of the time, therefore each bulb has a 100,000-hour potential.

Tin-coated copper bars create the integrated cabling system to which bulbs are adhered. Should a bulb cease functioning, maintenance is easily performed since problems are localized by position. One removes carpet tiles, pries up the adhesive gasket which holds the globe element, changes the bulb, and re-solders leads on the bulb to the element.

Photography by Jonathan Hillyer

Safe Lite flooring-based information system displays an EXIT directional possibility at Collins & Aikman's Altanta Merchandise Mart showroom.

Low voltage system

Although the system operates on only six volts, Collins & Aikman is seeking UL approval, customarily not required to approve such low-voltage electrical systems. A UL test protocol is being designed to develop user confidence in the floor signage system.

Among the system's advantages is its ability to control the flow of traffic by affecting the rate of entrance to an area, according to John Harrison, general manager, Alpha Group. "We checked with psychologists and focus groups to observe anxiety levels in a crowded area. Lights can be adjusted for a fast/slow/steady pattern to affect traffic movement," says Harrison.

The Alpha Group is a small team of product development specialists based in Collins & Aikman's Dalton, Ga. facility. Safe•Lite came out of its assignment to develop new applications and dimensions in floor-covering. "We believed that lights on the floor would best enable people to find their way out of crucial situations," explains Harrison, adding how studies show that people are likely to look downward for reference, balance, and reassurance three-to-four times per second when tense.

To develop interest in the product, Collins & Aikman placed ads in institutional publications and found the response for volunteer installations overwhelming. A cross-section of those interested include architecture and design firms representing healthcare clients, among them Alzheimer's disease centers interested in the system's positive reinforcement of direction in an active, rather than passive, signage system.

Currently on display in Collins & Aikman's Altanta Merchandise Mart showroom, the system is likely to be installed in convention centers, amusement parks, and other high-traffic areas. According to the Safe•Lite brochure, which is available through this issue of CONTRACT by using Circle No. 500 on the reader service card, the system can reduce confusion.

Safe•Lite can create a strong graphic statement while creating color excitement with a wide palette of color in lights and modular carpet. Visually stimulating lighted patterns are created with custom designs, symbols, logos, and graphics.

The system is also viable in retail applications because it can draw attention to specific counters or display areas. The floor becomes a compelling aspect of the merchandising effort. Implementation of Safe•Lite seems as practical and imaginative as designers allow the system to become.

(See Lumen Award winners on p. 90)

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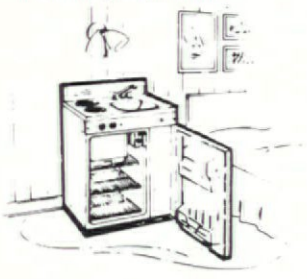

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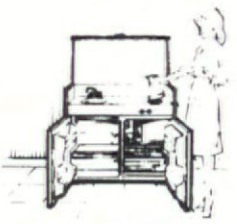

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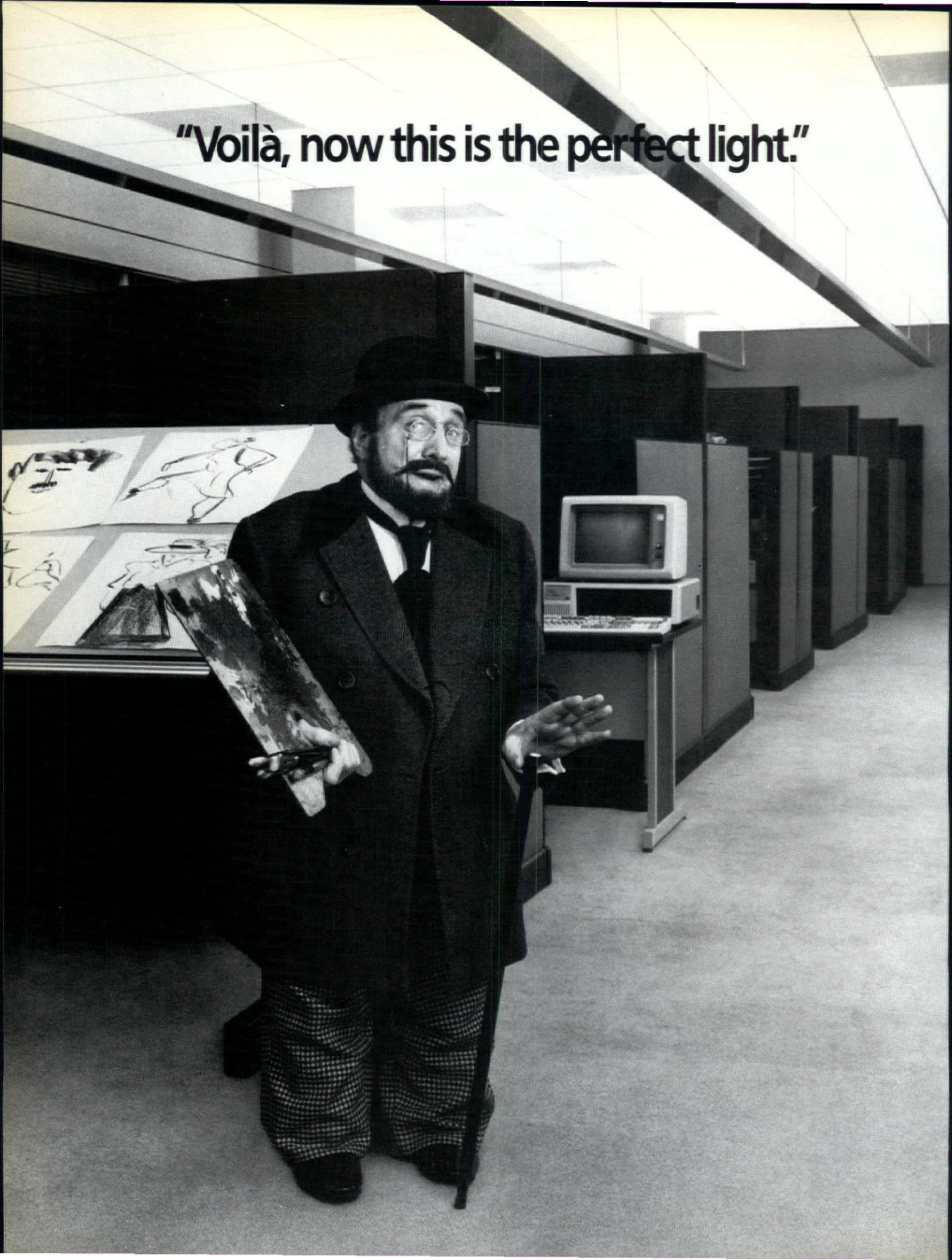
"Sacré bleu! I cannot work in this dreadful light."


"Voilà, now this is the perfect light."

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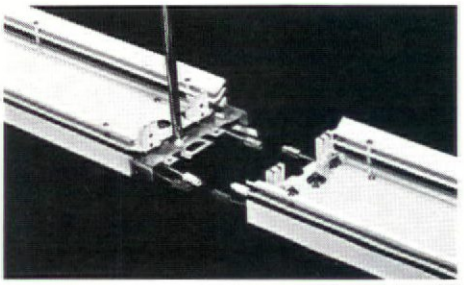
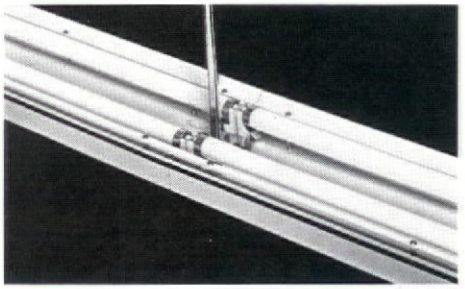
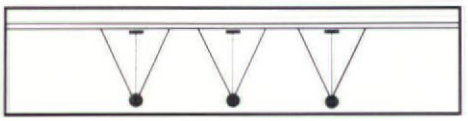


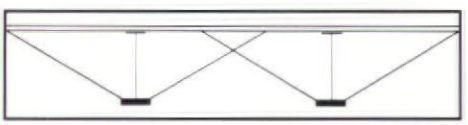


HOW IS IT DIFFERENT?

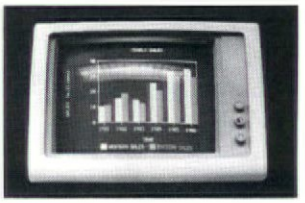
Conventional indirect systems do not distribute light evenly enough to avoid hot spots. Uneven ceiling brightness leads to uneven surface brightness.



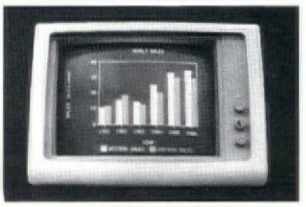
Lytespread, on the other hand, gives off a wide spread of overlapping light that creates a soft, even brightness throughout. With no shadowy areas.



WHAT ABOUT COMPUTER SCREEN GLARE?



Lytespread prevents it by indirectly diffusing the light evenly over the ceiling. As a result, brightness contrast between the light and the surface is reduced—eliminating veiling reflections from both printed material and computer screens.



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Lumen Awards reflect lighting design diversity

Nathaniel Lieberman

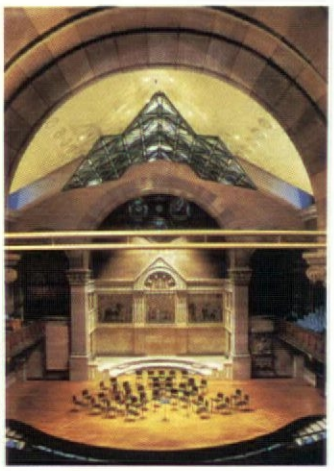
Designers of lighting for a restaurant, university hall, open plan furniture system, and transparent sculpture, were recipients of the 1987 Lumen Awards presented by the New York Section of the Illuminating Engineering Society (NYIES) during Lighting World in New York City last month.

This year's five winning entries include two Lumen Awards, two Citations, and one Special Achievement Award. Bart Voorsanger, Voorsanger & Mills Associates, was the guest speaker at the awards dinner held in the Crystal Palace.

Lighting designer Jerry Kugler, Jerry Kugler Associates, received a Lumen Award for the Casual Quilted Giraffe Restaurant, AT&T Arcade on East 55th Street in New York.

The dining room is made of metals of various finishes and terrazzo with stainless steel details. Lighting fixtures, sharing the materials that comprise room finishes, are scaled to define important boundaries on floor and walls. Brightness of fixtures calls attention to them and produces multiple reflections on perforated metallic walls and ceiling panels, providing soft and intimate lighting for dining. Architect for the project was McDonough Nouri Rainey & Associates, with J. Woodson Rainey, Jr., as partner in charge.

Princeton University's Alexander Hall received a new lighting design as part of the recital hall's comprehensive renovation, which included enlarging the stage to accommodate opera performances. Designer JoAnne Lindsley, Synergy Consultants Inc., received a Lumen Award for the project's lighting, created for the design firm of Roger Morgan Studios.



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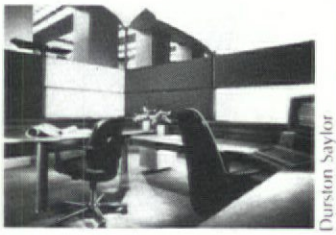

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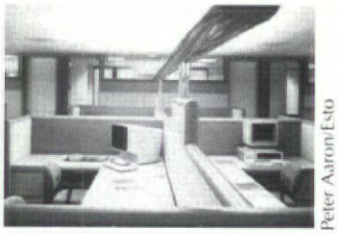

Peter Aaron/Esto

Lumen Award winners include the Casual Quilted Giraffe Restaurant (top of page), Princeton University's Alexander Hall (above, left), Tensil Lighting Environment (upper right), and IBM's Open Plan Area (lower right).

Alexander Hall was built in 1896, so lighting was planned to maintain the building's integrity. Design motifs were borrowed from window grills. A luminous wall sconce hides an indirect source of lighting. Project architect was James R. Grieves, Architects.

Peter Barna, Lighting and Space Associates Ltd. lighting designer, received a Citation for Tensil Lighting Environment. The associate lighting consultant for this SunarHausermann-owned project was Patricia Farber-Fleming. Tensil Lighting Environment fuses light and form in an open office furniture system comprised of three lighting elements: canopy, wing, and light panels.

By combining light and form, the environment brings a strong esthetic identity to the workplace. An inherent part of the design is the flexibility of light source location and the light panel which mimics a luminous window at a personal scale. The wing and canopy design allude to shelter and sky. Architect was Nicholas Goldsmith, AIA, principal, FTL Associates. The associate architect was Inson Wood.

Stephen Margulies, Cosentini Associates, received a Citation for the lighting design of International Business Machines' open plan area at Federal Tower Plaza, New York City. Since the area is comprised of fixed workstations, the lighting design concept was to create an indirect lighting system without use of local task lights.

In addition to indirect lighting, a feature wall was lighted and can be seen from all workstations and perimeter offices, giving the proper balance of indirect and direct lighting for a comfortable environment. Although lighting is identical on all office floors, accent colors produce a different visual impression of the space. CRS Sirrine was the project's architect.

In the Lumen program's Special Achievement category, Working Space Sculpture designed by artists Hiroshi Hara and T.L. Yamagiwa was recognized. Project coordinators were the Japan House Gallery, New York, and the Walker Art Center, Minneapolis.

The Richard Kelly Grant, which annually rewards designers under 35 years old who preserve and carry forth the ideals, enthusiasm, and reverence for light of the grant's namesake, was awarded to three people this spring.

This year's top recipient of a $1,500 grant was M. Clay Belcher, Lawrence, Kan., a Besal Assistant Professor of Architectural Engineering, University of Kansas, who has conducted research on the effect of lighting on human behavior. Patricia Farber-Fleming, Brooklyn, N.Y., received the $1,000 grant for her thesis on design of an entryway to a place of worship.

The third recipient with a $500 grant was Michael Cahana, Long Island City, N.Y., for his master's thesis at the Parson's School of Design, entitled, "The Use of Computers by Lighting Aestheticians: Surveys and Suggestions."

The Richard Kelly Grant administered by NYIES, is under the auspices of the Lighting Research and Education Fund, administered by the IES on behalf of its educational program and the research program of the Lighting Research Institute.

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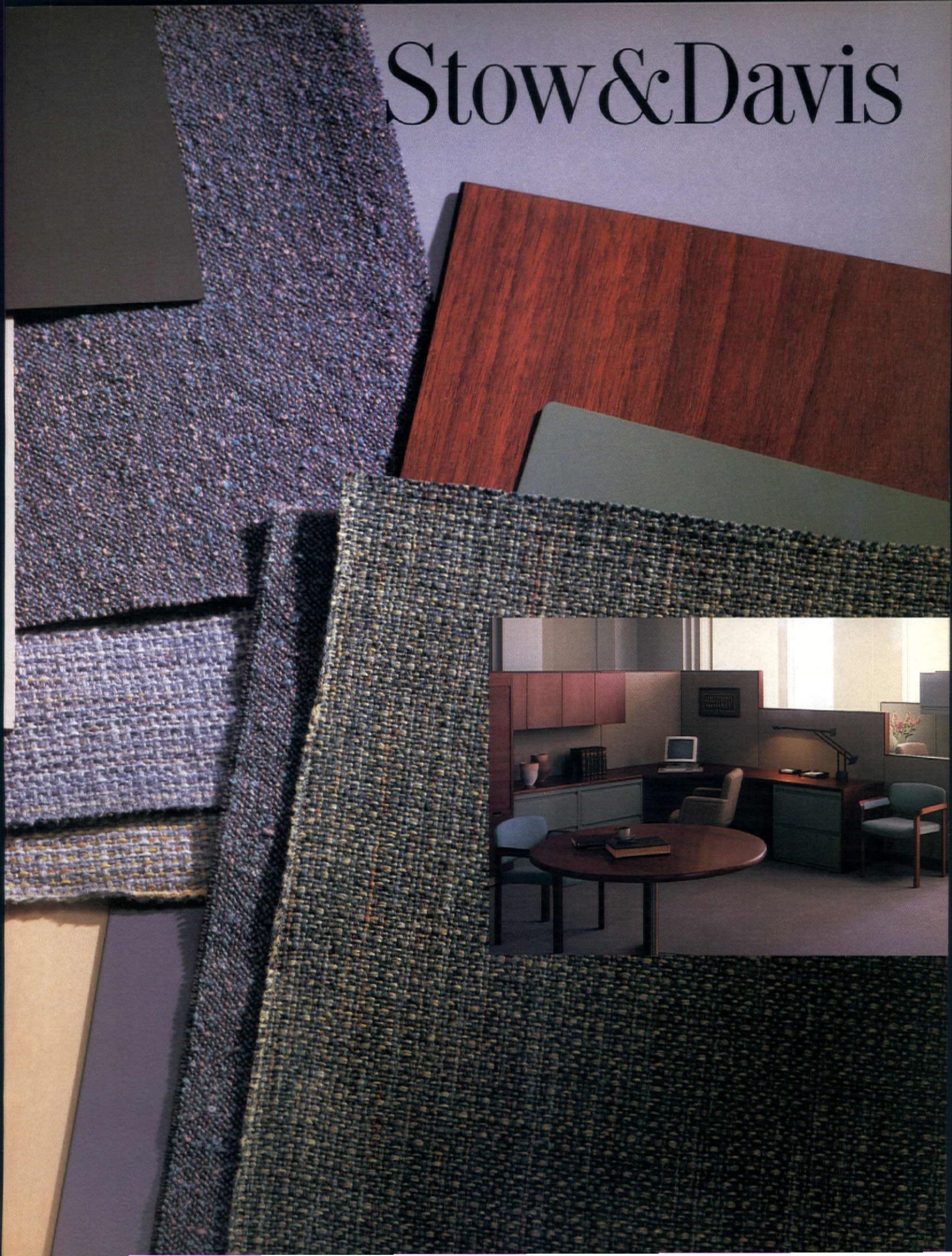
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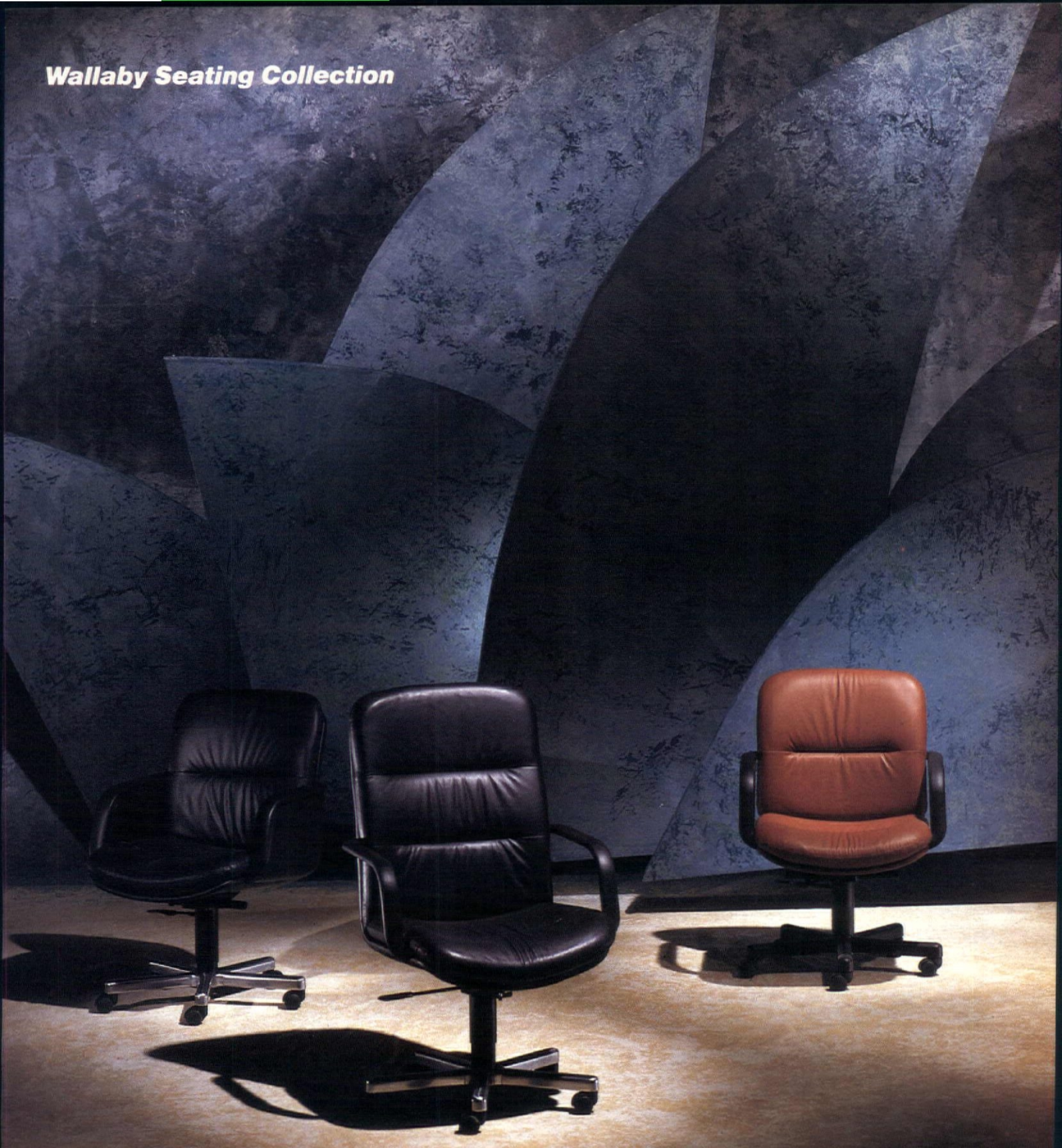

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At ISD, law firm design includes real estate planning

How big is big seems to be the major decision-making dilemma facing today's law firms which must be able to effectively project growth in the areas of staffing, space, and automated equipment, to name just a few.

Since its future requirements are difficult for a firm to anticipate, many law firms, being in a service industry, depend on historical reference, basing future growth on net growth figures compiled in the past. But, looking at historical growth figures does not always assure accuracy in forecasting space requirements.

This is why many design firms specializing in legal interiors have developed a range of services in real estate consultancy at the request of clients eager for professional analysis of a firm's space requirements and facilities expansion opportunities.

One such firm is ISD which has made a specialty out of needs analyses and relocation studies, part of the firm's services since the early '70s. ISD has built a strong data base for its program permitting, among other things, the development of statistical norms against which clients can make informed decisions in planning new facilities.

Notes Michael Pinto, ISD's president, "Lawyers are very precedent-oriented. It helps them to know what their friends down the street are doing." Some of the tabular data produced by the service includes per-sq.-ft. cost comparisons by construction trade, as well as an analysis of typical space allocations according to firm size (excerpts appear on this page).

Law Firm	A	B	C	D
Usable Area sq. ft.	91,822	130,634	182,685	236,000
No. of Attorneys	176	193	290	305
No. of Secretaries	150	98	184	201
No. of Legal Assistants	29	17	93	70
No. of Support Staff	149	123	147	NA
Total No. of Conference Rms	12	19	23	24
Total Sq. Footage	4,344	8,500	7,800	10,100
Library sq. ft.	4,105	11,998	12,180	12,260
Seating	NA	50	80	35
Lineal feet of shelving	NA	8,508	12,457	9,500
Accounting-Bookkeeping sq. ft.	1,763	3,037	3,739	6,700
Word processing sq. ft.	1,732	4,866	2,690	8,150
Central Files sq. ft.	2,884	5,840	1,563	12,500
Filing drawers per attorney	NA	3	25	15
Usable sq. ft. per attorney	522	677	630	773

Excerpts from ISD's analysis of space allocation, based on law firm size. Such analysis permits development of "statistical norms" to guide clients in planning interiors and forecasting space requirements.

For ISD, whose billings in law firm interiors are conservatively estimated at 50 percent of total revenues (rising to 70 percent for selected offices), relocation services have boosted legal commissions. "Interrelated services are always useful as they relate to our main mission of interior architecture," says Pinto. "The importance of good planning and its effect on operational efficiency are sensitive issues to lawyers.

"Our relocation studies provide the opportunity for a client's self-analysis and an investigation of the organizational entity," he continues.

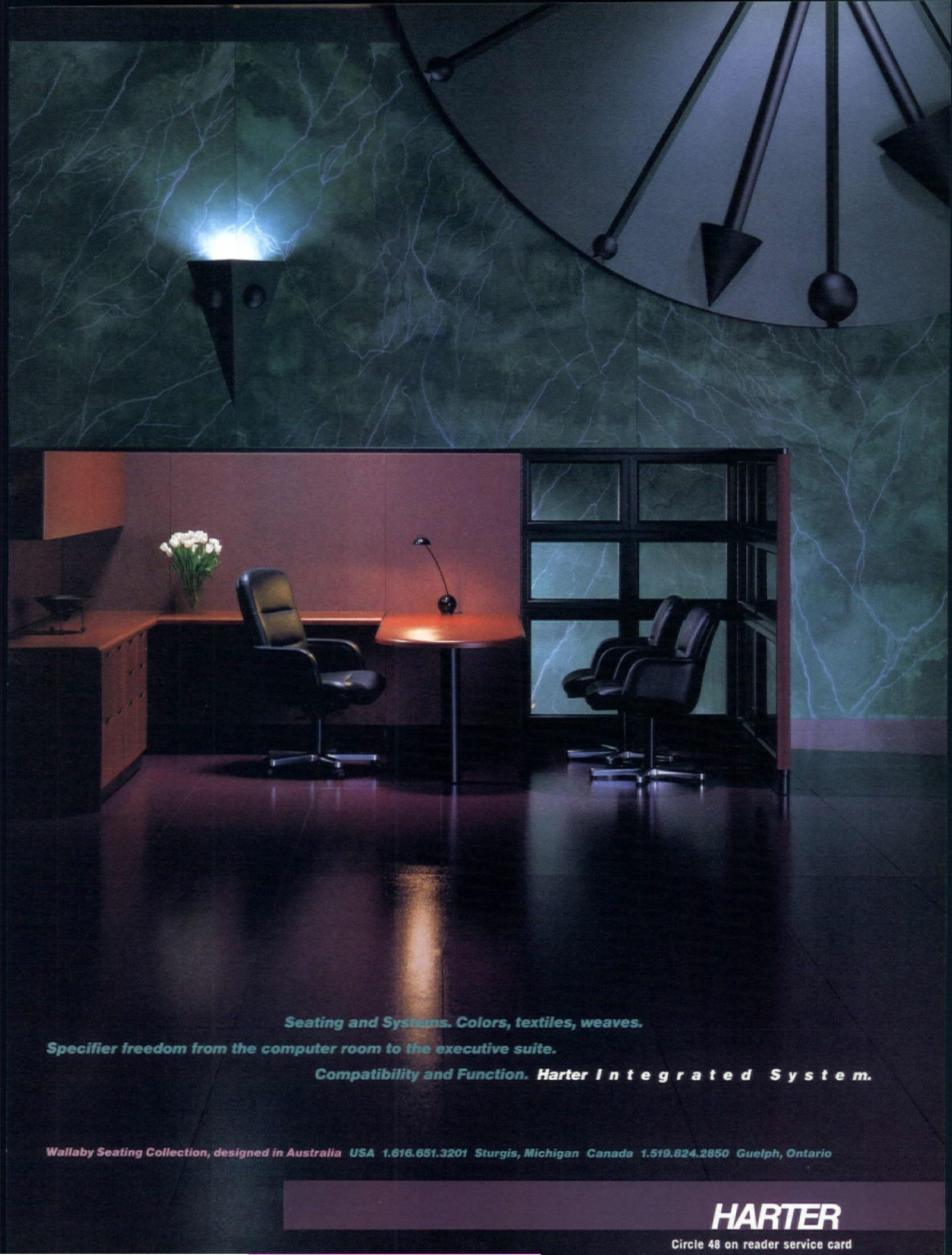
Pinto points out that, as in any planning scheme, law firm design involves a threshold of pain for the client—both in dollars and time. Nationally, ISD reports that it is not uncommon for law firms to spend $70 per sq. ft. for construction and furnishings. This is considered the high end of the mid-range which starts at $30-to-$35 per sq. ft.

These figures represent build-out from "shell and core," prior to landlord contributions and building standard allowances. Pinto notes that there are firms spending $125-to-$150 per sq. ft. for projects where all new furnishings, extensive detailing, and elaborate finishes are required. Of course, variances exist owing to geographic location (New York is 20 percent higher than the national average).

Prior to launching any relocation study, ISD schedules a series of information-gathering sessions with a client committee usually composed of an administrative manager and a cross-section of partners from the firm. Such sessions cover both policy issues of the firm as well as broader facilities concerns including departmentalization, office size, and personnel projections; firm image; food facilities, reception, and conferencing needs; as well as centralization vs. decentralization requirements.

Interviews usually follow at this stage with staff and attorneys from various legal departments and support service groups such as library, central filing, accounting, and word processing. Results are then incorporated in a draft report which is reviewed by the client's space planning committee. Results are compared with "norms" established through years of experience in law firm planning.

Stressing that relocation and facility analysis services do not seek to compete with the job of real estate brokers, Pinto notes that ISD's ancillary services offer another dimension to real estate planning. In addition, ISD's specialization in interior architecture has naturally led to offering related services in such other areas as telecommunication, automation, construction management, and furniture procurement.—*R.W.*



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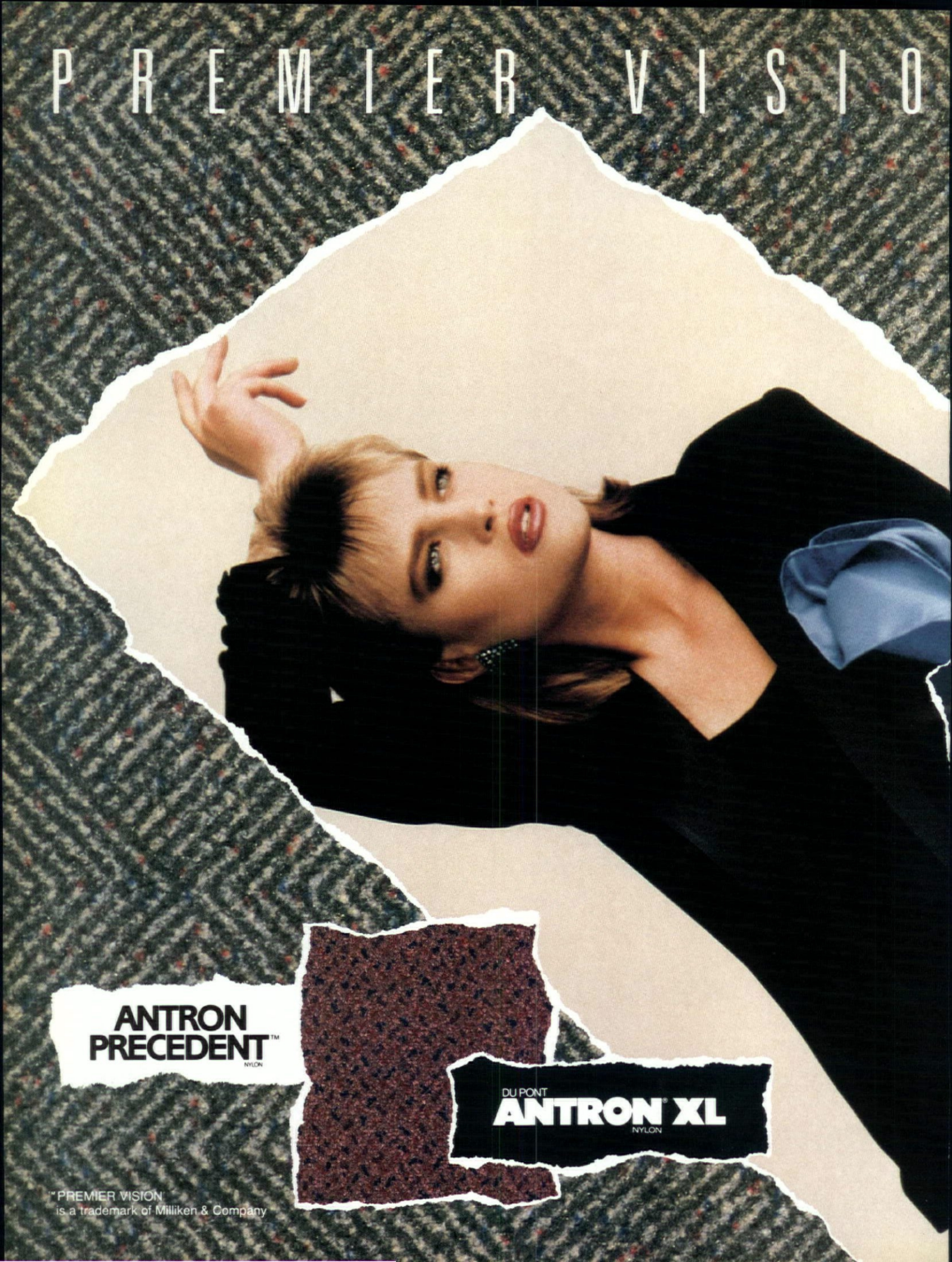
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Interchangeability is feature of systems & freestanding lines

A new freestanding line of office furniture components which is totally compatible with the Progressions + open plan furniture system has been introduced by RoseJohnson. An extension of the firm's open plan line, new freestanding components offer extended design flexibility, both in appearance and functionality.

Progressions + freestanding office components consist of desks, credenzas, returns, backwall units, and freestanding filing and storage cabinets. Two of the many different finishes are shown on this page and on the cover. Above is mahogany with cordovan finish; the cover displays units made of Grey Matrix laminate and wood in Mission White.

Four oak finishes are available: light, medium, dark, and cordovan. Two mahogany finishes are cordovan and chestnut. Nine Colorwood™ finishes include Mission White, Fog, Thistle, Maplenut, Toffee, Navy, Blue Berry, Peachy Keen, Balsa, and Burgundy. Colorwood™ finishes are available in oak only.

More flexibility

"Because the components are interchangeable, either in our system or as freestanding furniture," explains Frank Jeffreys, vice president sales and marketing, "more flexibility is provided to the specifier for mixing or matching pieces. For example, pedestals and worksurfaces can be used either in the system configuration or as freestanding units. Combined with the wide variety of woodlaminate, or Colorwood, the possibilities are limitless."

He elaborates that the combinations provide designers with single-source capability for both open plan and private office projects, while offering color combinations that coordinate with each other.

The line has been positioned from low- to high-medium price points, according to Steve Bohatch, marketing manager. "It basically expands Progressions + so that much more of the corporate environment can be supplied through one system, with continuity in all design elements."

Not only can colors and finishes be mixed and matched, but pedestals can be changed at any time from right to left or left to right. They can also be switched into, or out of, open plan systems as well.

In addition, two different visual treatments are offered in freestanding components—a recessed or a flush front.

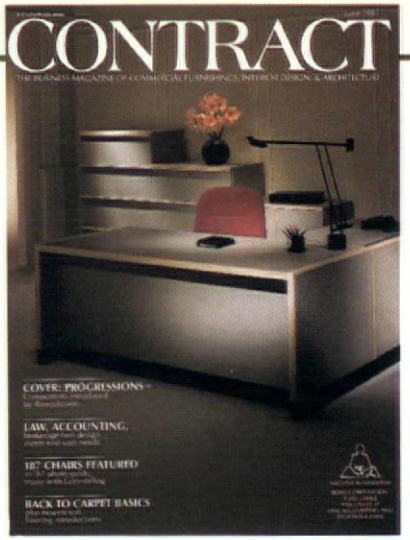
Addresses hierarchy

Nick Balderi, designer of the Progressions + system and components points out that the combination allows designers to tailor mid-level offices throughout an office hierarchy to properly establish status. "Progressions + addresses the middle level hierarchy of a corporation by integrating laminate with wood," he says. "Thus, the system provides a visual statement indicating that mid-level employees stand higher on the status ladder than task-level employees."

Jeffreys adds that the pedestal and worksurface mounting method permits application either in the system or the desk. In effect, the system is the desk and the desk is the system."

Designed into the supporting desk system is a continuous wire management system with specially designed grommets along the entire length of the worksurface. In addition, modular freestanding VDT corner units fit into the system for even greater utility. **Circle No. 192.**

Pictured on this page and on our cover is the new Progressions + open plan system from RoseJohnson.



RoseJohnson moves to fill demand

Even in its earliest days, RoseJohnson, then Johnson Furniture Company, moved to meet developing demand. Established in 1903 as a typical Grand Rapids furniture company geared to producing high quality, high-design residential furniture, the company met the demand for reproductions of Sheriton, Hepplewhite, and other popular furniture designs sought by consumers of that period.

When World War II started, Johnson Furniture met the War Department's demand for glider wings to aid the war effort. Pent-up postwar demand for residential furniture was met by the company until 1963, when James VanOosten, current president, headed up an investment group that bought the company and expanded into production of hotel and motel furniture.

In 1968, Johnson Furniture Company was purchased by Holiday Inn. It was sold back to VanOosten and Al Smith, current vice president of manufacturing, in 1976.

Started as a supplier

Rose Manufacturing, originally established as Rose Carving in 1917, became Rose Manufacturing Company in 1935. It then produced upholstery frames for Johnson Furniture Co., Baker, Stow & Davis, and Widdicomb, to name a few prominent Grand Rapids companies. By 1950, it also became a supplier of chair frames.

As the result of an order to produce acoustical panels for Uniline, a subsidiary of Holiday Inn, the company eventually moved into the production of acoustical screens, so that by July of 1969, it furnished one of the early open plan installations for Purdue University, Lafayette, Ind.

Pictured where they make wood furniture happen is RoseJohnson's senior management team (l. to r.) Frank Jeffreys, vice president sales and marketing; Al Smith, vice president manufacturing; James VanOosten, president; Phillip Benson, vice president administration/finance; and Robert M. Lindblom, chairman of the board.

By 1980, a joint venture sales and marketing company was established under the name RoseJohnson Systems Inc., combining casegoods capability with screen production know-how. A merger was completed in May, 1983. In January, 1986, RoseJohnson was acquired by La-Z-Boy Contract, which is actively courting the huge contract market.

Wood in demand

"We are positioning oursevles," says VanOosten, "to be in the mid- to upper-mid range of wood office furniture. Our intent is to provide the marketplace with a viable alternative to the many steel products in the marketplace today. Wood contract furniture, designed to be user friendly, is in demand. We are moving to meet that demand with high quality, highly flexible, and highly useful products."

Progressions + is the first step taken by RoseJohnson in that direction, with other moves anticipated for the near future. The company is introducing a new chair line during NEOCON, in RoseJohnson's space, 10-167.

"We see a tremendous increase in both the awareness of, and demand for, wood office products," concludes Jeffreys. "We aim to meet that demand with high-quality systems which are designed to better serve the specifier, dealer, and end user."—*L.C.*

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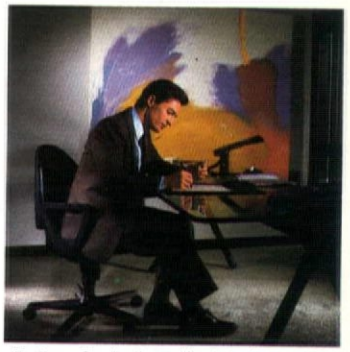

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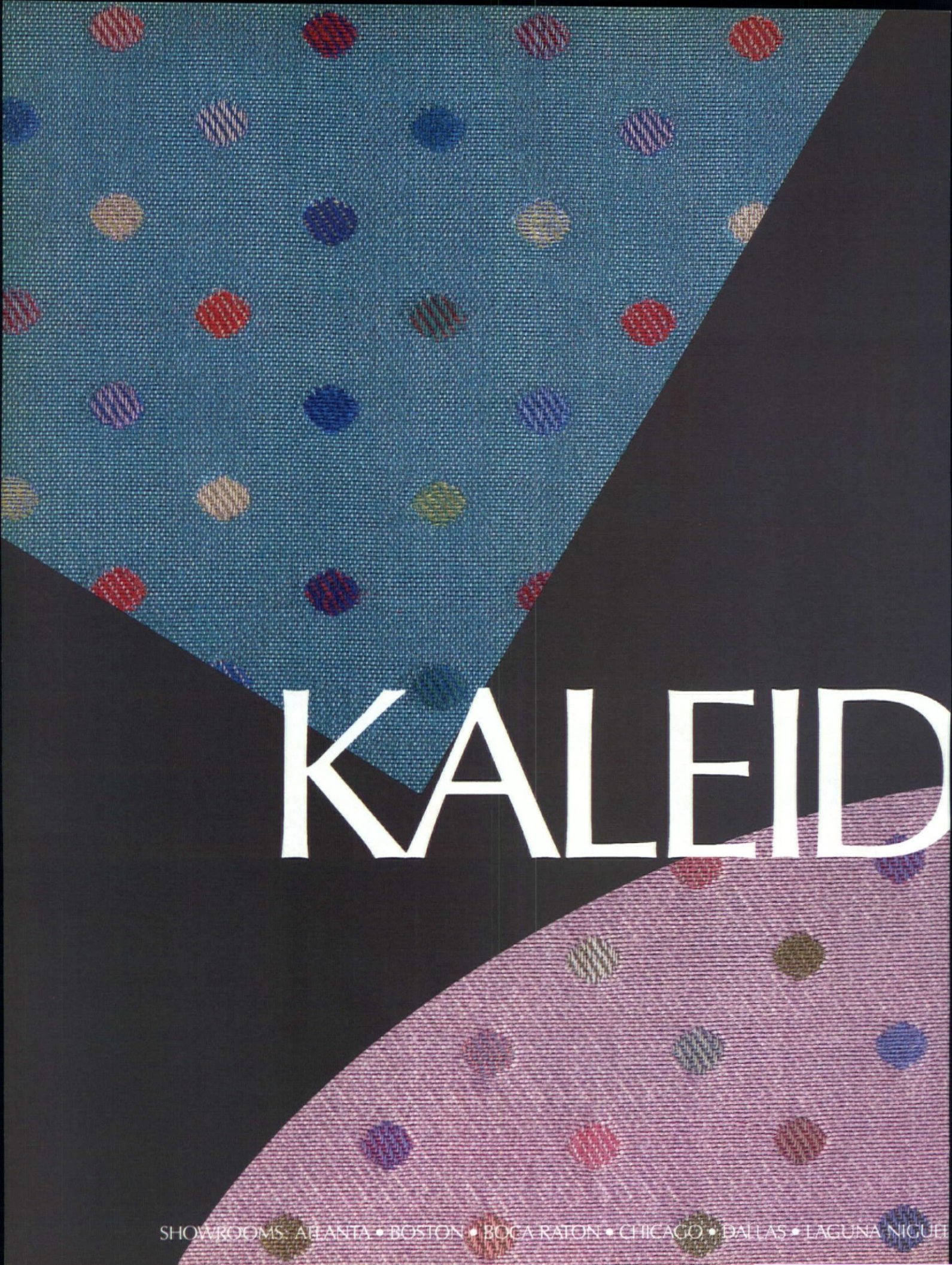

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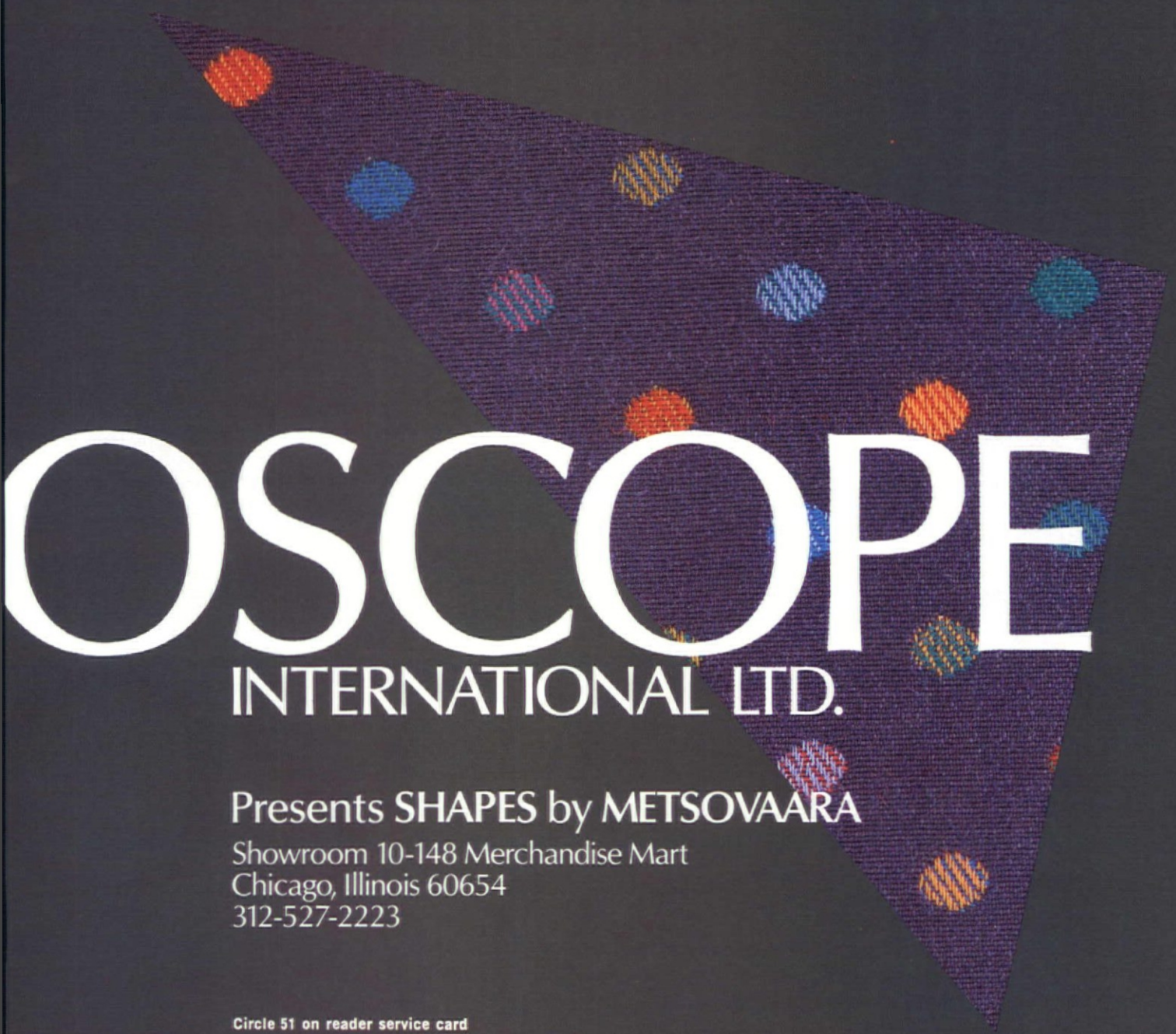

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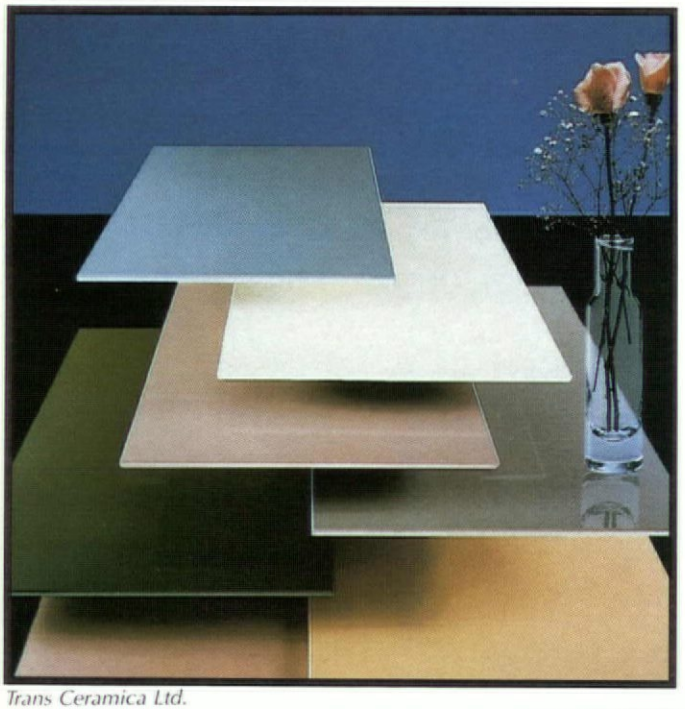
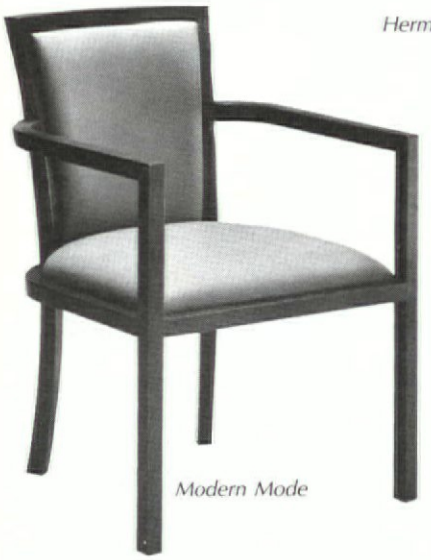
Tiles highlight expressive, useful office furniture

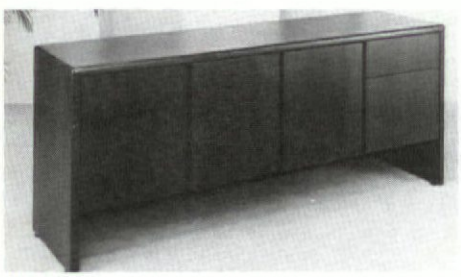


Trans Ceramica Ltd.

Herman Miller



Modern Mode



Benedetti

Baker

Tiles feature diamond-like sheen

Trans Ceramica Ltd.—Colors of Opaline Keramik porcelain tiles gain depth and vibrancy from a polishing process that results in a diamond-like sheen, unmarred by swirl marks or other imperfections. From Italy, the 12- by 12-in. tiles are available in 16 mirror-finish solid colors. **Circle No. 546.**

Table appeals to individual tastes

Herman Miller—Designed by Bruce Burdick, the Spring table series is visually expressive, yet functional. Table tops, legs, edges, inserts, and feet are available in a variety of colors; and the table comes in several sizes and shapes. **Circle No. 544.**

Chair reflects design periods

Modern Mode—An eclectic design, Wynwood blends Bauhaus, Japanese, and Mission styles into a cohesive new look. The chair's rectilinear lines are softened as the rails curve and flair to outline the chair. **Circle No. 545.**

Designs broaden furniture line

Benedetti—Traditional and avant garde office furniture designs are being introduced in American Black Walnut, Appalachian White Oak, and Honduran Mahogany. Cherry and other veneers are available on projects. The designs are: Pembroke, Matchstick, Basics I (shown), II, III, Palazzo, and Rotunda. Elegant pull-up chairs, lounge sofas, and desk chairs are included in the seating line. **Circle No. 542.**

Furniture suits electronics

Baker Furniture—The Traditions-1200 Series by Baker Executive Office is designed in 18th Century English style. For upper level management, the collection features figured mahogany veneers with mitered quartered borders separated by a black-white-black inlay. Wire management capabilities and newly designed grommets are featured. **Circle No. 543.**

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Photographer: Mark Ross
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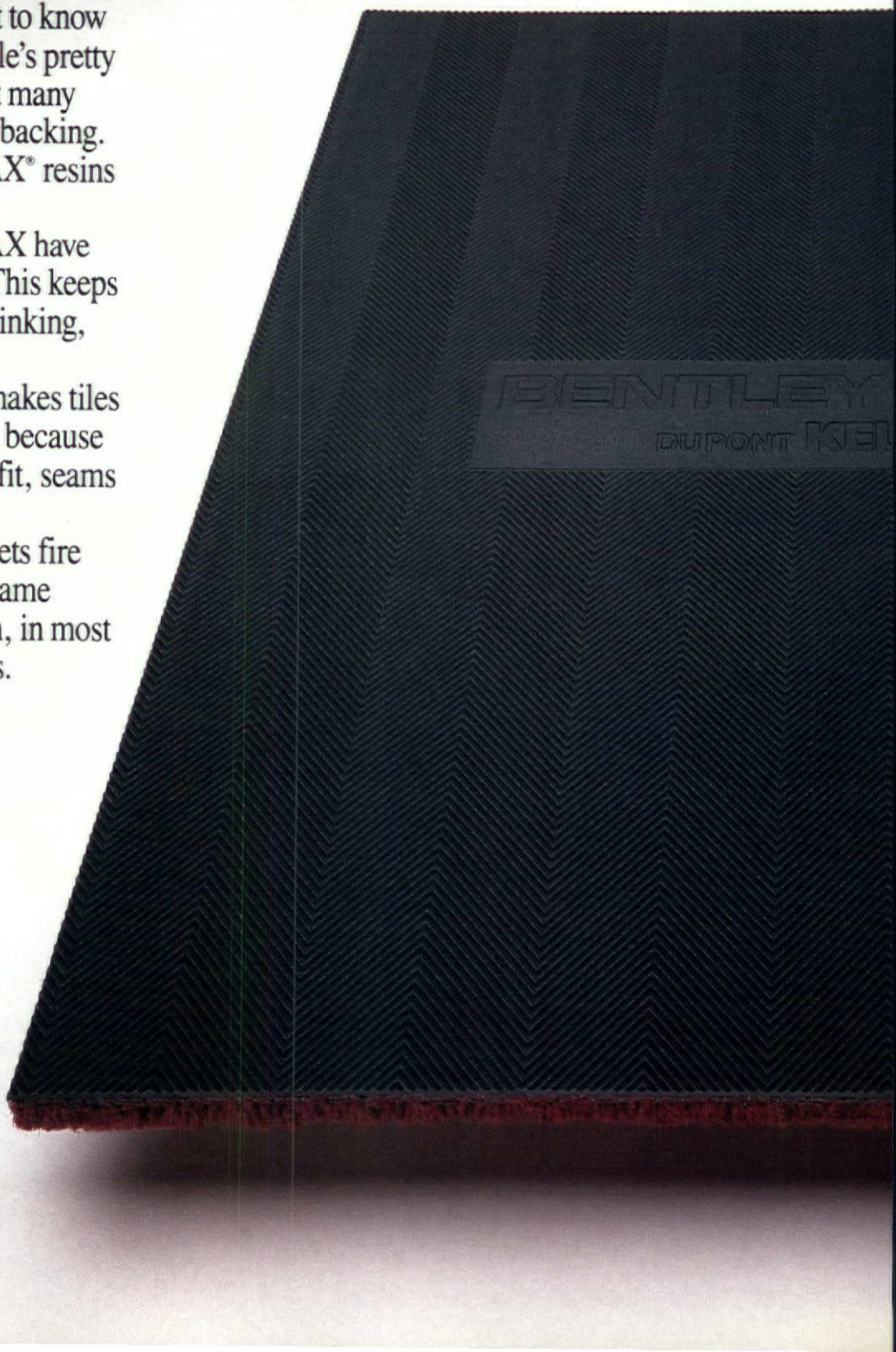
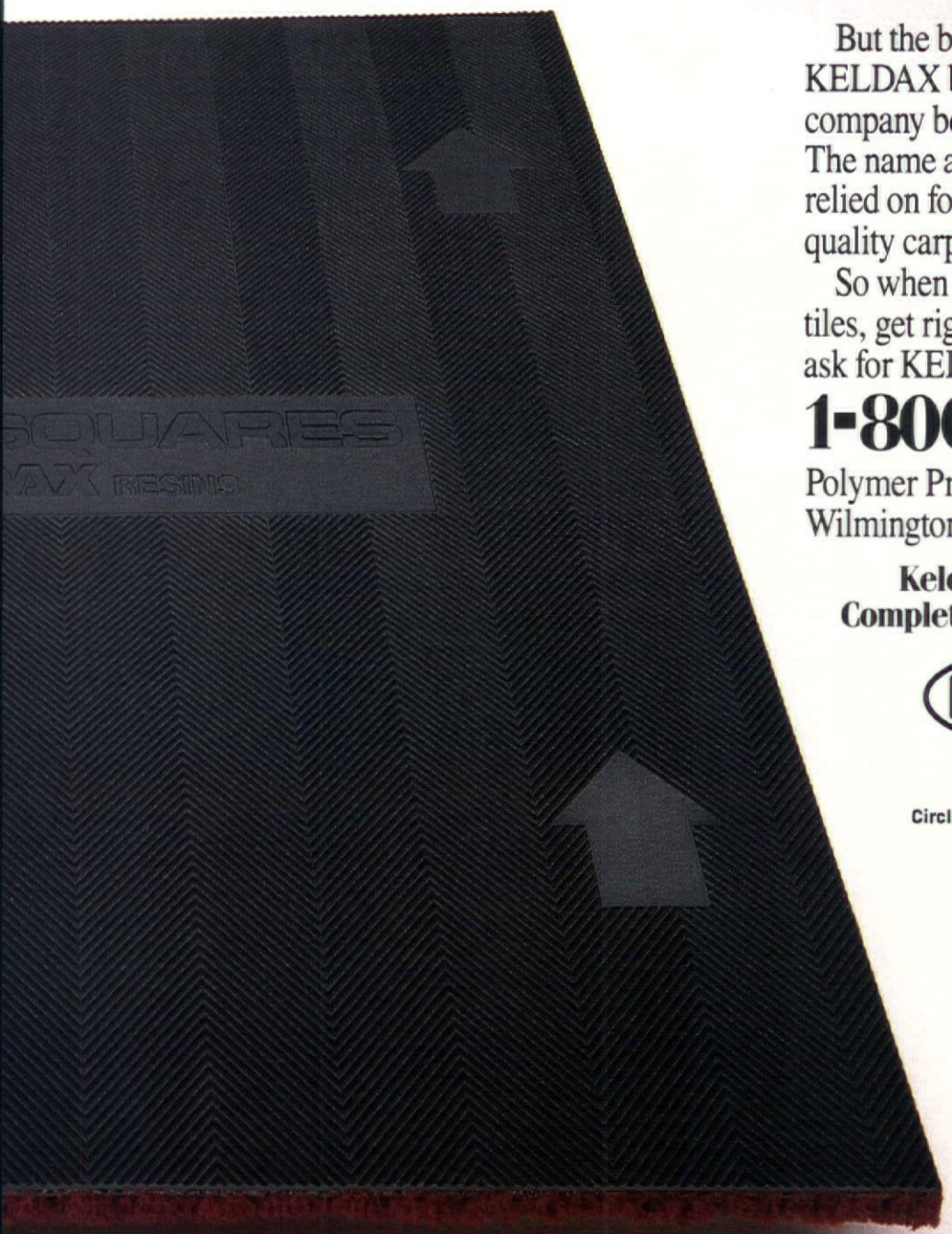


put Du Pont Keldax® at of the pile.



But the best reason to look for KELDAX behind your carpet tiles is the company behind KELDAX: Du Pont. The name architects and designers have relied on for decades as a leader in quality carpet fibers.

So when you're looking into carpet tiles, get right to the bottom of it. And ask for KELDAX from Du Pont. Call:

1-800-341-4004

Polymer Products Department
Wilmington, DE 19898

Keldax® From DuPont:
Completes The Perfect Square.

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Circle 53 on reader service card

Ergodata expands & evolves new features

With many new retrofittable features, Ergodata from Precision Mfg. Inc. has evolved into a total ergonomic office furniture system, targeted for the U.S. market.

The original ergonomic worksurface, which can be instantly adjusted for height and incline, has been retained. Hand-activated by a crank that drives a patented mechanism, all eight worksurfaces have a continuous height adjustment range of 25½- to 29½-in. A wide range of employees—from the very short, to the taller-than-average, and handicapped—can be comfortably accommodated.

This mechanism will also incline 180-degrees on a level worksurface; as much as 11 degrees down in the back for left-handed employees, or up to 11 degrees down in the front to overcome screen glare.

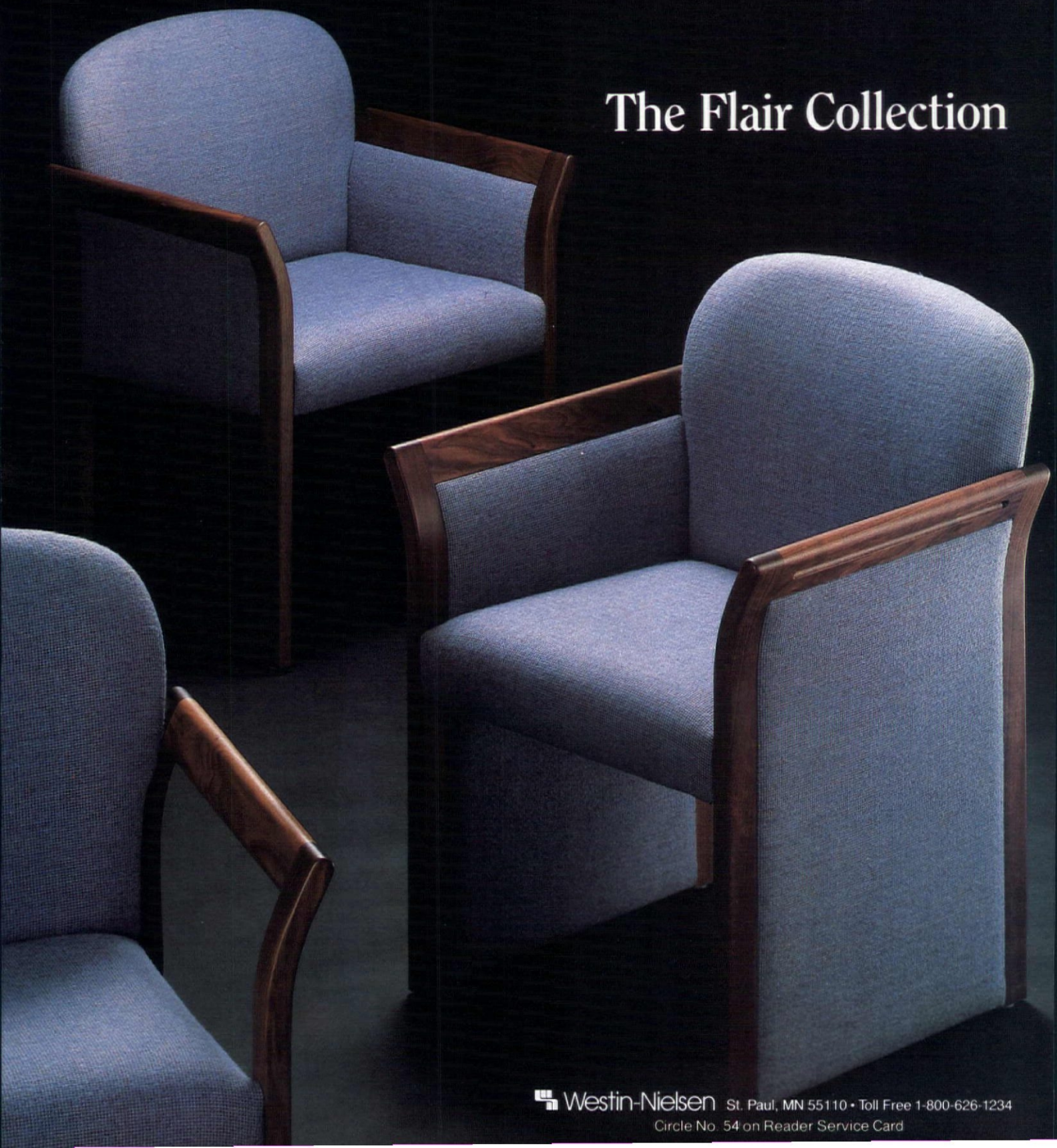
For the first time, it's possible to achieve sitting or standing privacy within any Ergodata workstation configuration. Retrofittable surface-mounted privacy panels for work tables and linking angular worksurfaces are now available in 48- by 62-in. heights, measured from the floor.

Above-the-work-surface snap-on accessories are also available. Ergodata comes in frosty, putty, clay, and brown, with complementary wood laminates or veneers. **Circle No. 549.**

Westin-Nielsen

Manufacturers of creative seating · office · conference · reception · systems

The Flair Collection



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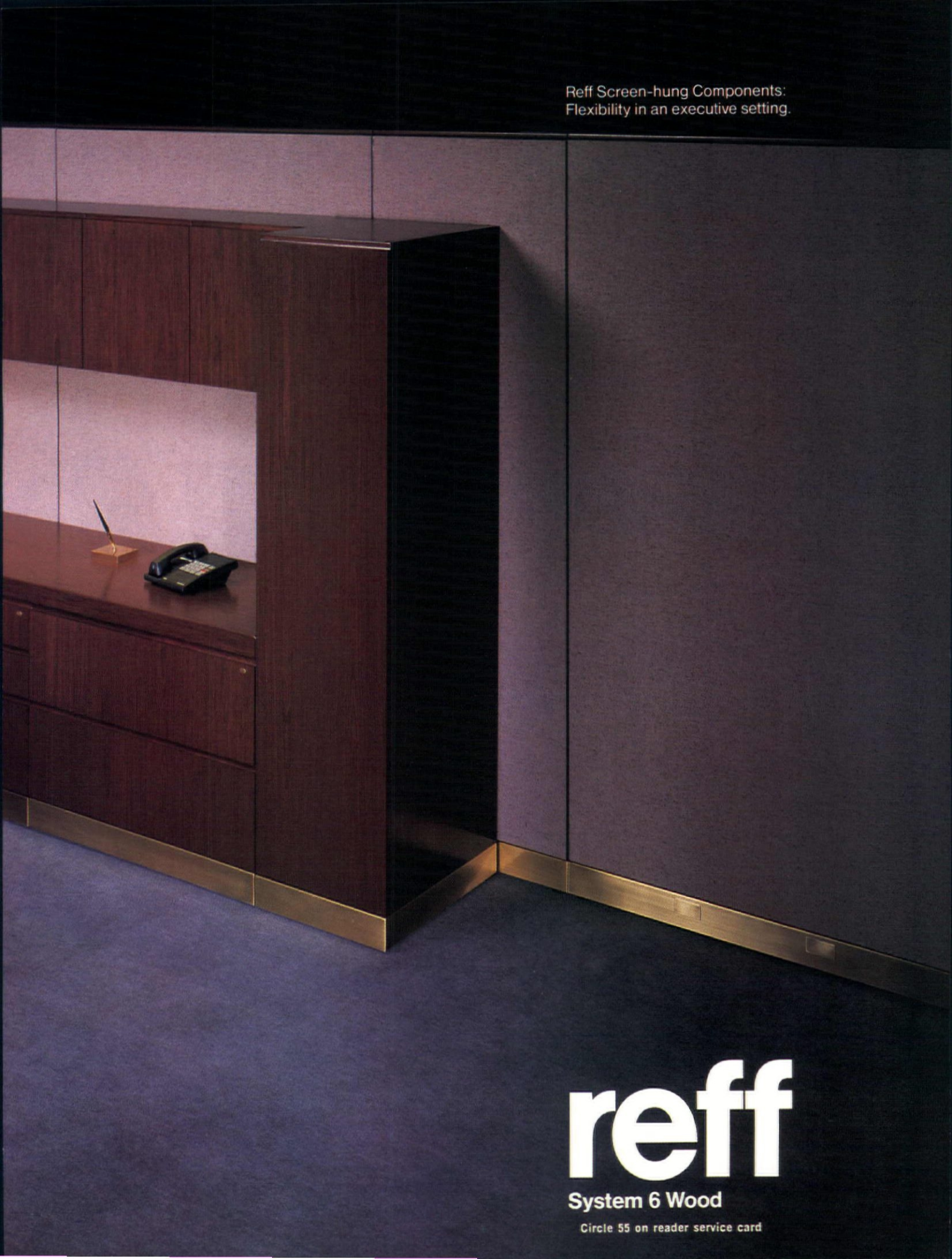
Circle No. 54 on Reader Service Card

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


Reff Screen-hung Components:
Flexibility in an executive setting.
reff
System 6 Wood
Circle 55 on reader service card

Casegoods line has 'clean, traditional' look

Positioned to fill a stylistic need, "Reunion" combines elements of traditional and transitional styling in an innovative design. This casegoods line from Hardwood House offers intricate edge detail for the tradition-minded, yet it is devoid of heavy molding often associated with that style.

As designed by Jim Bayley, Reunion unites traditional elegance with transitional simplicity. "This bringing together of past and present is why we chose the name 'Reunion'," said Paul Shambo, president, Hardwood House.

Desks and credenzas are available in several styles and sizes. Pictured is the flush-top, recessed modesty desk with an executive return attachment. A recessed kneespace modesty is also available with either a regular or overhang top.

Conference and occasional tables, freestanding bookcases and breakfronts round out the collection. All are crafted from prime cherry hardwood solids and matched veneers. Pieces are available in cherry, walnut, and mahogany finishes.

Features of Reunion include dictation shelves, optional polished or antique brass drawer pulls, two-deep file drawers, and full-extension black drawer slides. On display at NEOCON, Showroom 993. **Circle No. 194.**

INTRODUCING INFINITY™... THE POSSIBILITIES ARE ENDLESS.

The sky's the limit with Infinity,™ WestPoint Pepperell's newest line on the Decorative Fabrics horizon. Infinity allows you to create your own fabric designs from a breathtaking array of weaves, dobby patterns, colors, single and plied deniers. Custom order options with in-stock yarns make it clear that the possibilities are endless, when you look into Infinity. **Marquésa Lana** is a registered trademark for 100% BCF Oletin yarn produced by Amoco Fabrics and Fibers Company.

PermaColor

West Point Pepperell

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Circle 56 on reader service card

Portfolio
Detail makes a good idea great.

And a great idea complete. Detail separates the innovative from the ordinary.

Surprising details separate Portfolio from other patterned carpets. A blend of technology and design produces random patterns unlike anything else available for hospitality, retail or office environments.

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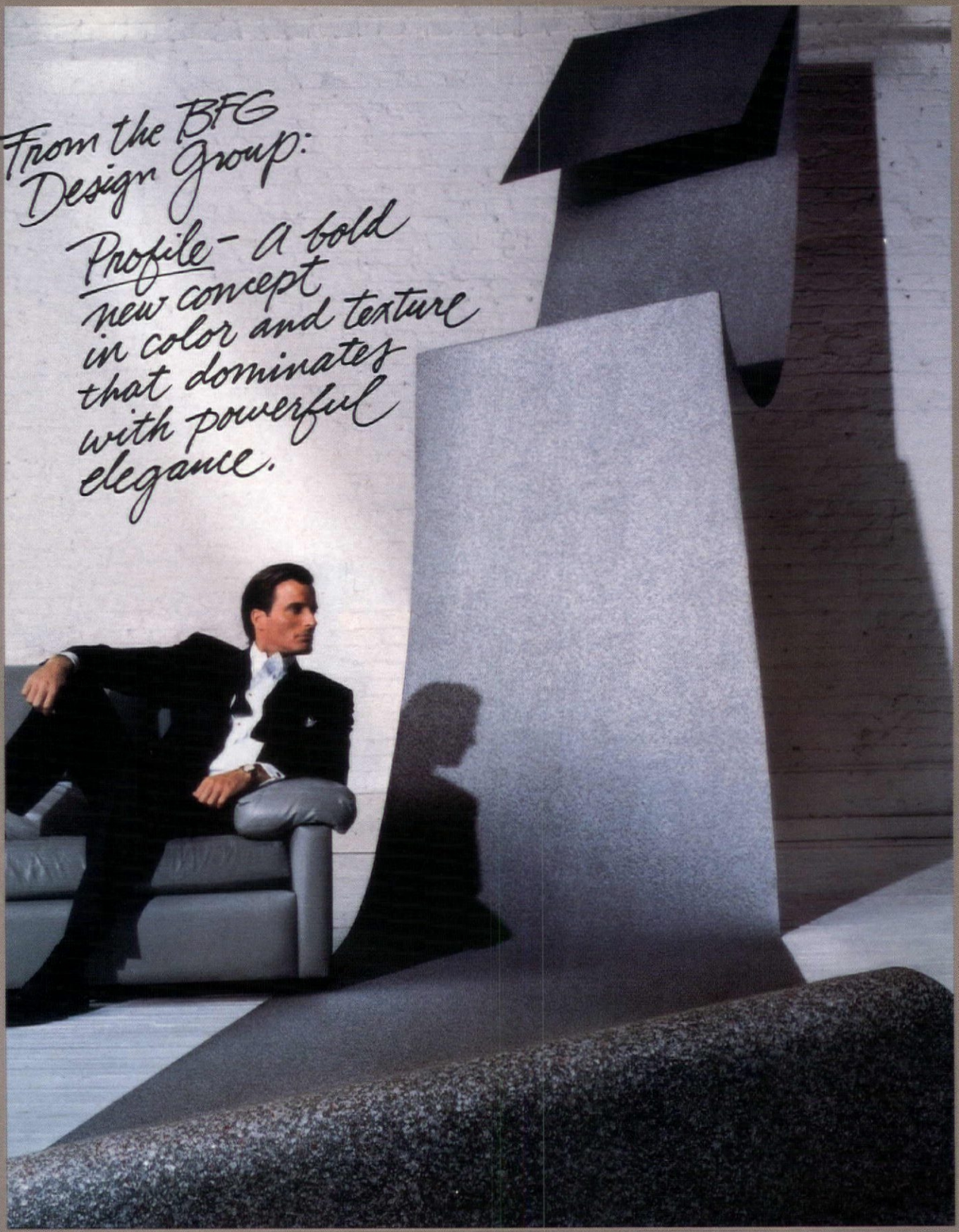
J&J Industries
The art of fine carpeting



Profile is available in 26 colors and is one of six exciting new vinyl wallcovering patterns from the BFG Design Group. All of these new patterns have our special Early Warning Effect™ formulation. For more information, talk to your BFGoodrich distributor or write to the BFGoodrich Company, Wallcovering Products, 500 South Main Street, Akron, Ohio 44318. **See the newest wallcovering ideas from the BFG Design Group at Showroom #10-155 at NEOCON.**

BFGoodrich
You should see us now.

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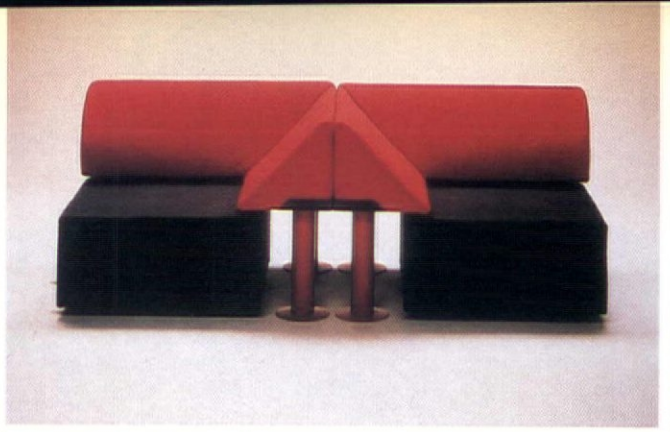

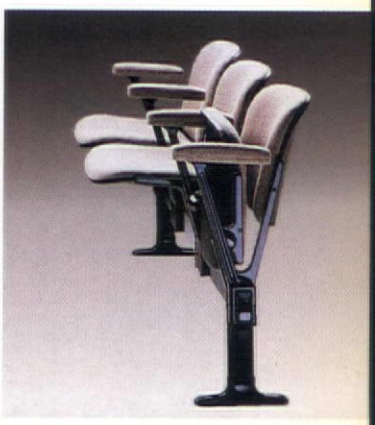

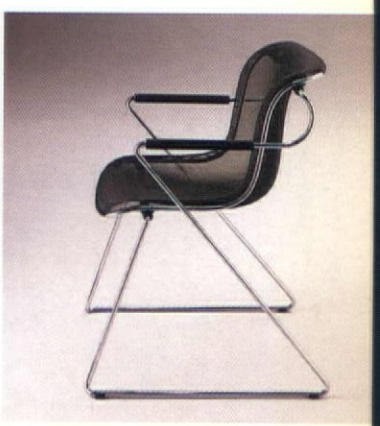

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Selections from abroad. Now brought to you by the Krueger International Division.

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International Division

Circle 59 on reader service card

Chair synchronizes with every movement

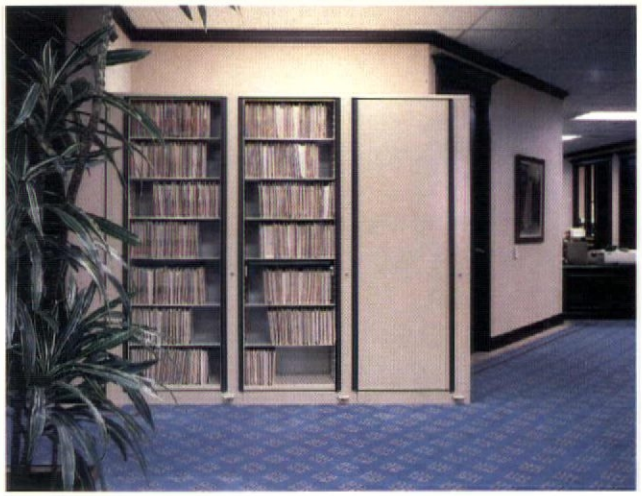
A triple-jointed mechanism allows the Trilax office chair from Girsberger to conform synchronically to every movement—from the seat, over the lumbar zone, to the back. The system can be locked into position with the touch of a button.

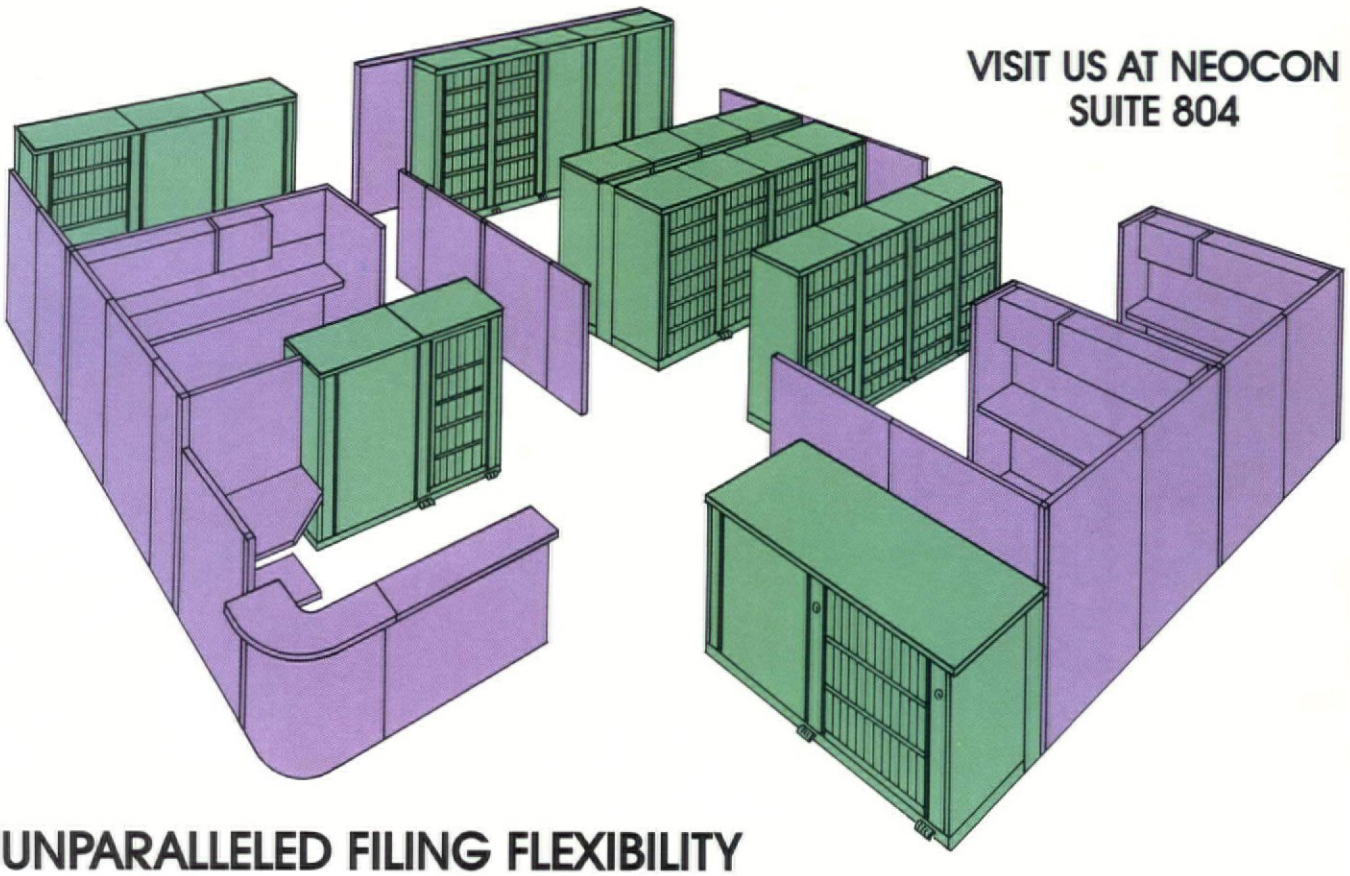
Durable armrests are flexible enough to adjust to constantly changing seating positions. Molding with AZDEL, a new glass-reinforced thermoplastic shell material, permits a thinner profile.

With high-back or normal backrest, Trilax can be upholstered COM, or in leather and fabric from more than 60 colors and qualities of material available from Girsberger.

Two upholstery styles are available: diagonal top stitching or a more casual "high-touch" style. Dual-wheel casters allow ease of movement, and an antistatic package can be ordered. The Trilax program includes side chairs, task-worker, and executive models.

Circle No. 547.





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Times-2 Speed Files® feature exceptional design flexibility for utilization in all types of floor plans. They can be used:

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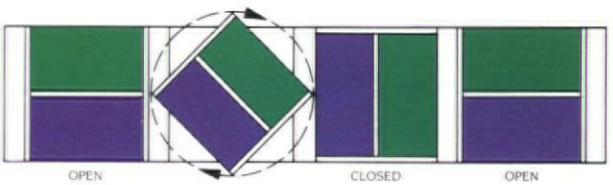
- through-the-wall
- back-to-back
- as room dividers
- as counter top units
- as free-standing partitions

Double-depth cabinets save up to 2/3rds the floor space required by standard files.

Fast file retrieval is facilitated by the unique rotating action that allows double-side access.

Compatible with any office layout or decor, Times-2 Speed Files® can be customized for multimedia storage, and are available in six heights ranging from 3- to 8-tier units in letter or legal size.

For more information and to arrange for an exciting video presentation on this new dimension in filing systems, call 213-217-5000.



x2

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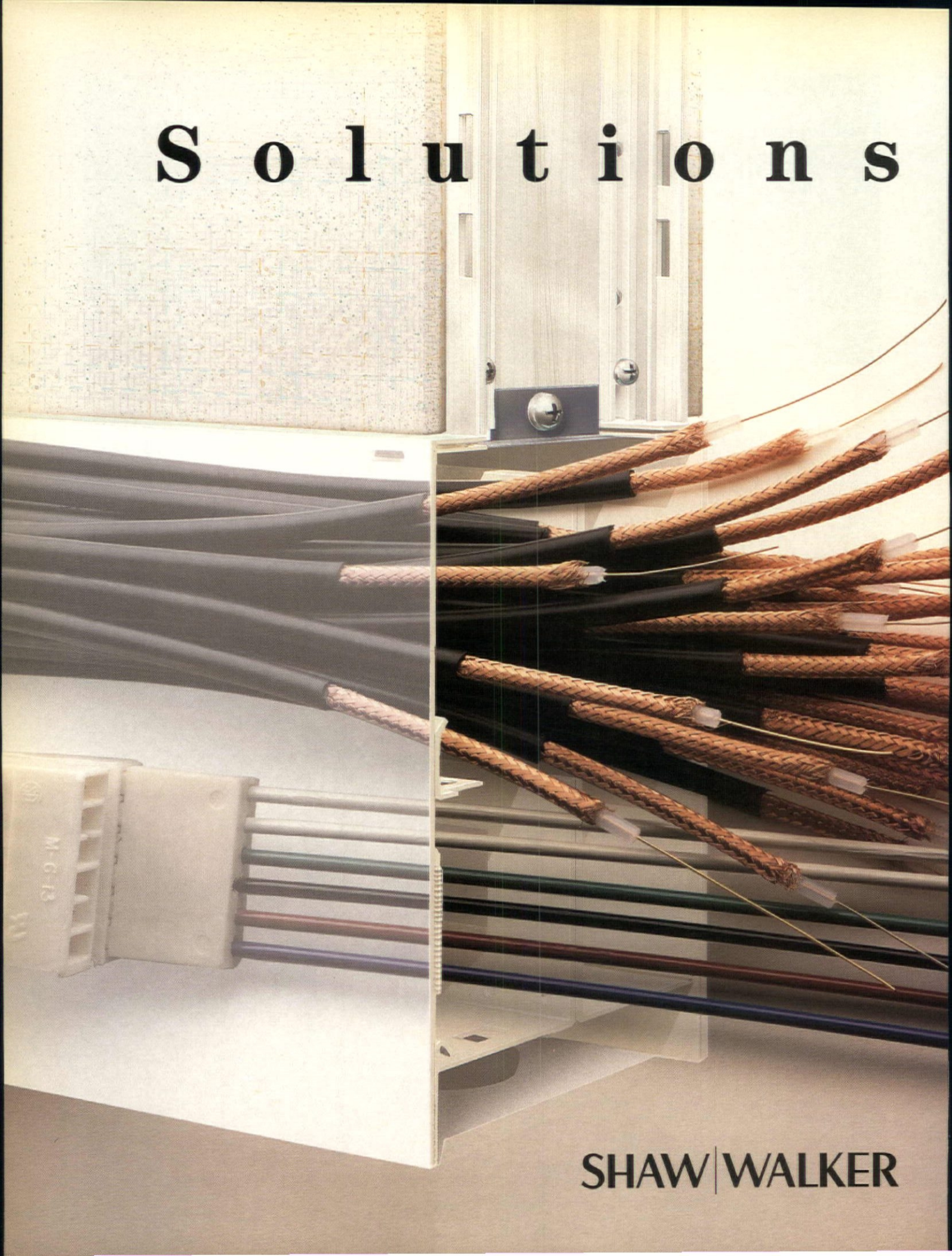
Solutions



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Power to the people of Virginia

When companies need special solutions, Shaw-Walker's there ...with ingenuity, know-how and a commitment to doing whatever it takes.

Take Virginia Power's new Technical Center in Richmond. This busy public utility has tremendous data requirements, resulting in a larger-than-usual density of computer cabling — all of which has to run through their panel system. Because of our unique 3½-inch-wide panel, Shaw-Walker was able to accommodate all electrical and telecommunications cabling in a *customized double raceway* that provided over 21 square inches of usable space. And because Virginia Power's computers required an isolated circuit, we developed a special circuit harness. The double raceway was tested and approved by Underwriter's Laboratory, in plenty of time for the new building's opening.

Shaw-Walker did everything it could to help Virginia Power serve its people better. We'll do the same for your company; just call and find out how.

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Typical Tempo 3 Radius workstation

See us at NEOCON 19, Suite 868, The Merchandise Mart

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Pattern. Color. Concept. Flow. Imagination.
Elements with which to create an environment.
Introducing Intextus, a revolutionary new
floor covering series. Lush cut piles... overtufted
with the fine detail of embroidery or embellished
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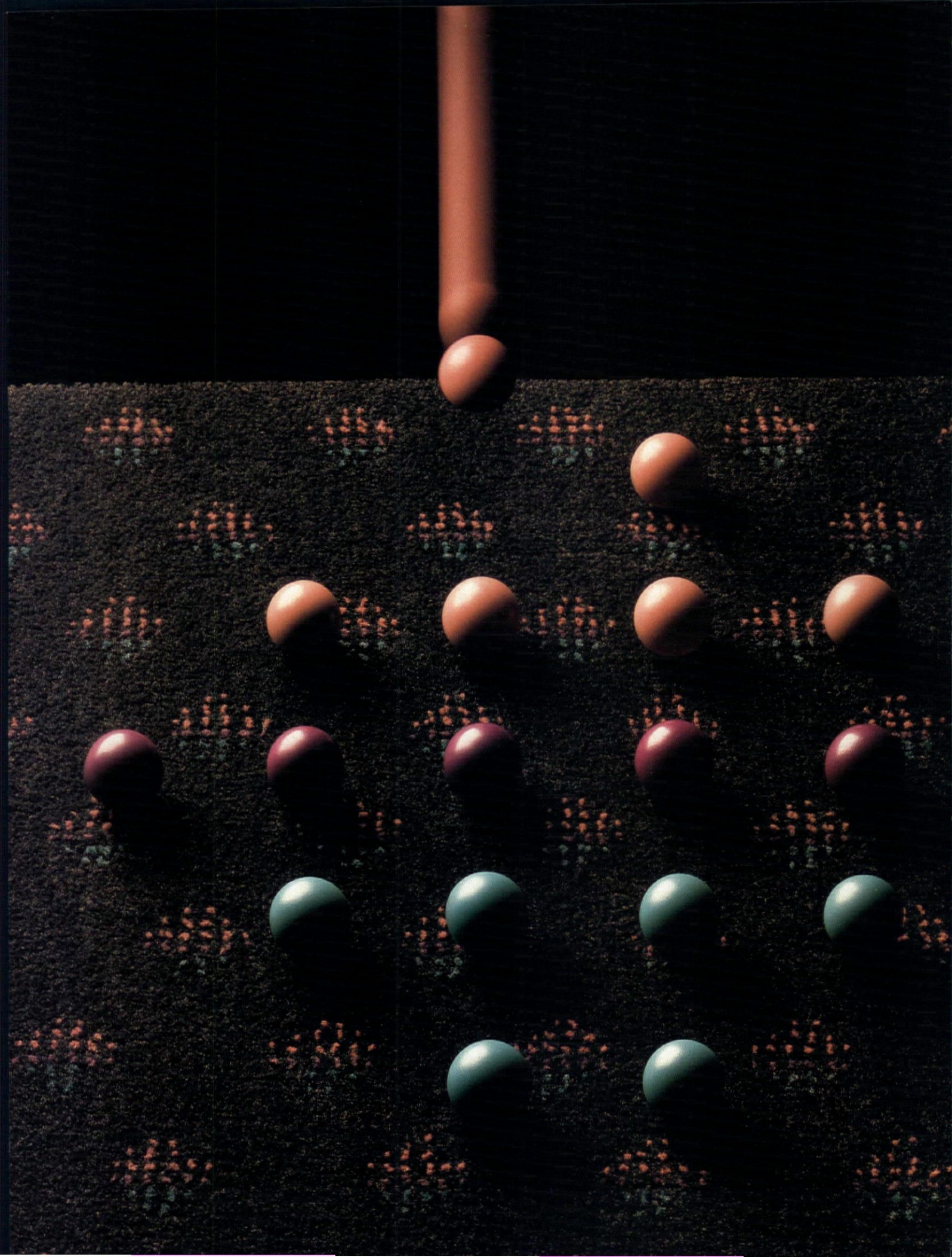
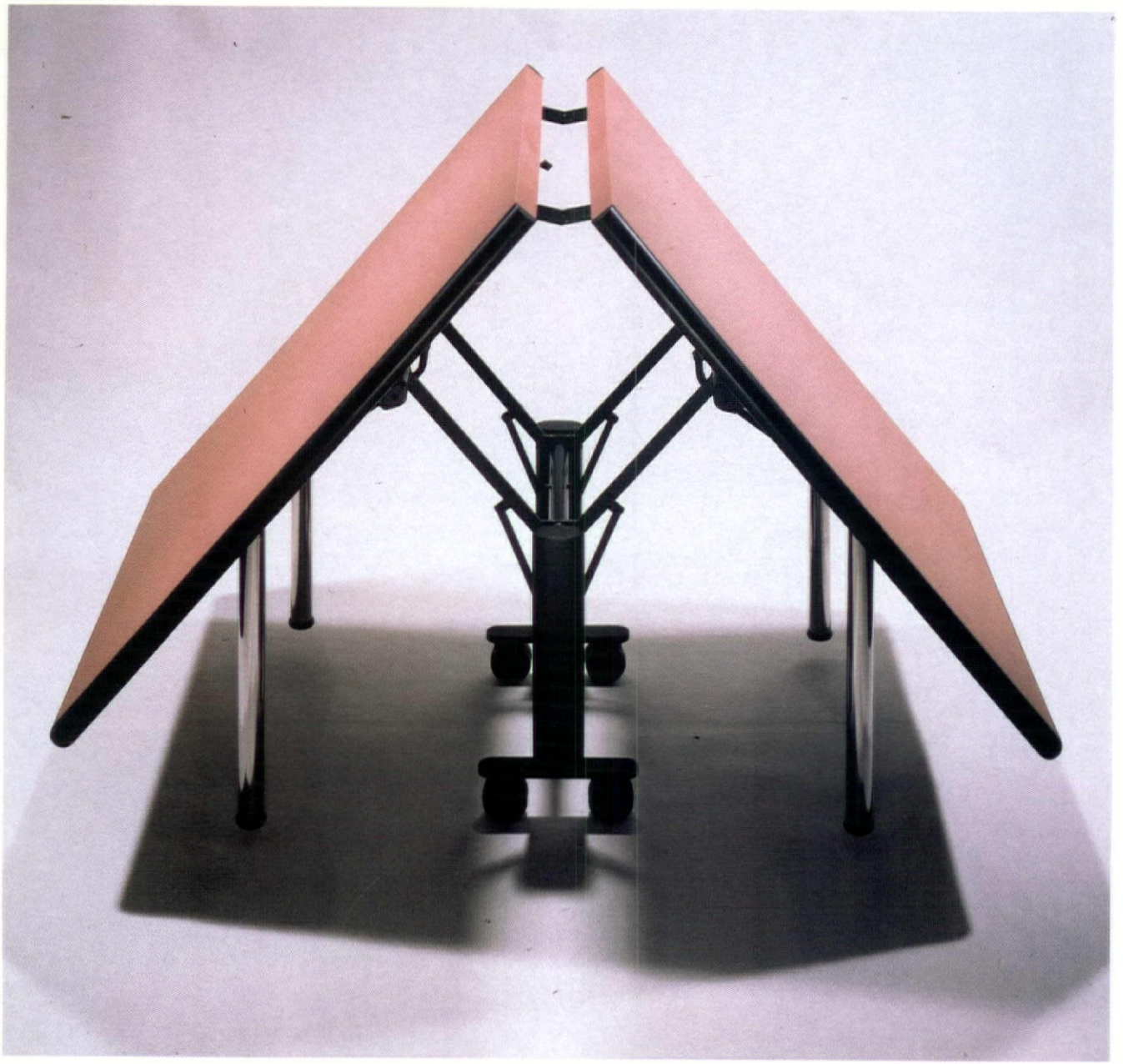




Mobile conference table folds for quick storage

The top of the Concorde mobile conference table from Howe Furniture Corp. folds "like the wings of a supersonic jet." Fully extended, the pictured model is a 4- by 10-ft. table with space for 10 people. When fully folded, the table is reduced to a compact unit 14-in. wide and 5-ft. 7-in. high, ready to be moved out on its own 4-in. casters.

Concorde also comes in 12-ft.-long tables in rectangle and boat shapes. It is available in wood veneers, textured laminates, or Finesse, a stain-resistant, easy-care material with the feel and look of soft glove leather. The legs come in Chromax or a choice of three paint finishes—charcoal, mocha, and deep wine.

"The beauty of the Concorde design is that the tables can be readily moved across carpeted floors through any door into a storage area or even a closet," says marketing manager Eric Smith.

"The built-in casters eliminate the need for loading onto a separate truck, and only one person is required to fold and remove the tables," he added.

Circle No. 548.

Designers and specifiers the world over appreciate the unique qualities of genuine wool carpets.

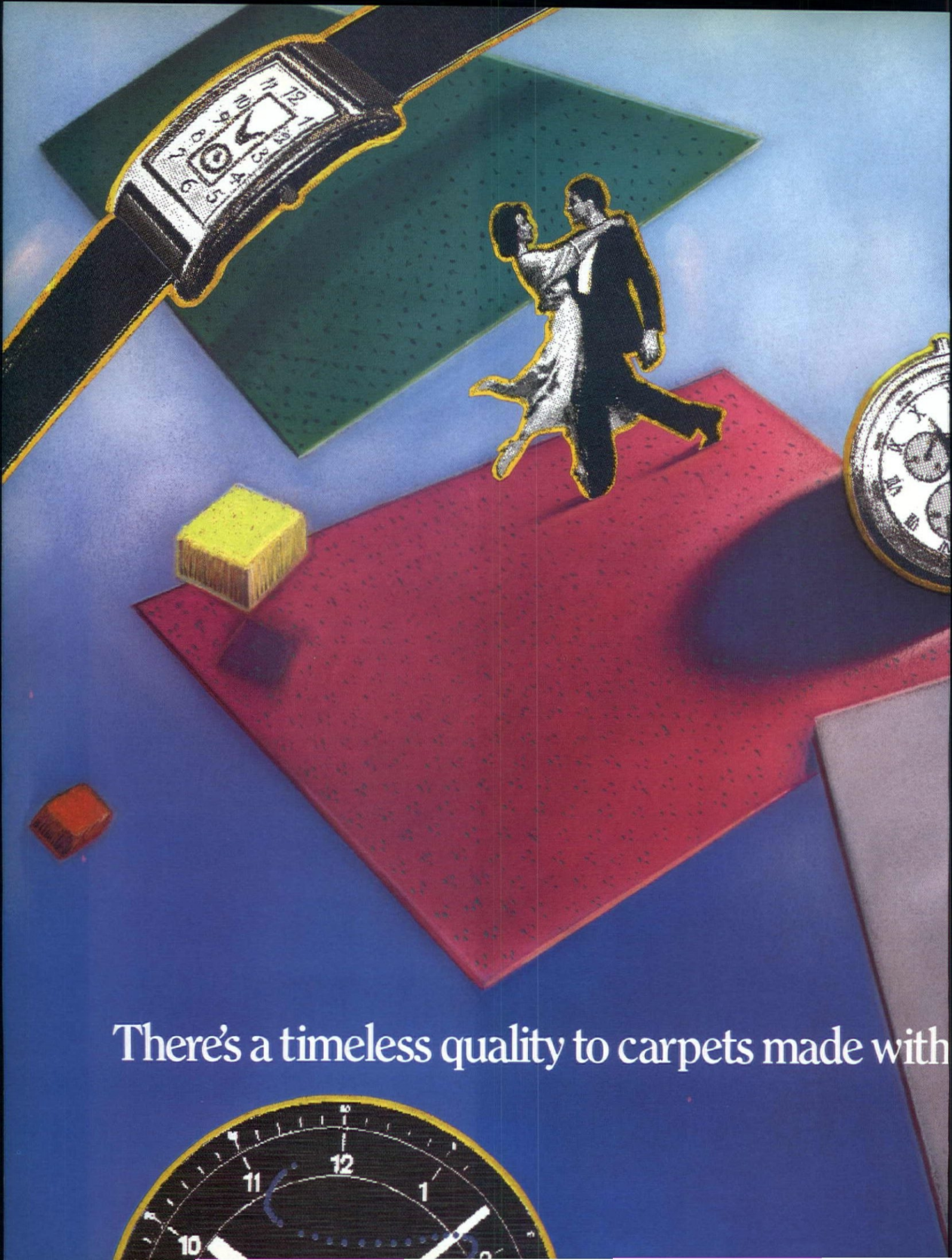
The lasting beauty, natural resilience, inherent soil-resistance, intrinsic fire retardance and, above all, the warmth of wool makes our pure New Zealand wool carpet the quintessence of luxury and practicality. Moth-proofed, mil-dew-proofed, and guaranteed to wear they are the ultimate decorative floor covering. And today, Balta's all wool carpets price competitively with fine synthetics. So visit our brand new mill in Adairsville or our showroom in Atlanta and when you next consider fine carpet: berbers, saxonies, commercial level-loops with color coordinated cut-piles and graphics, make sure you talk to Balta. The Wool People.

PURE WOOL PILE

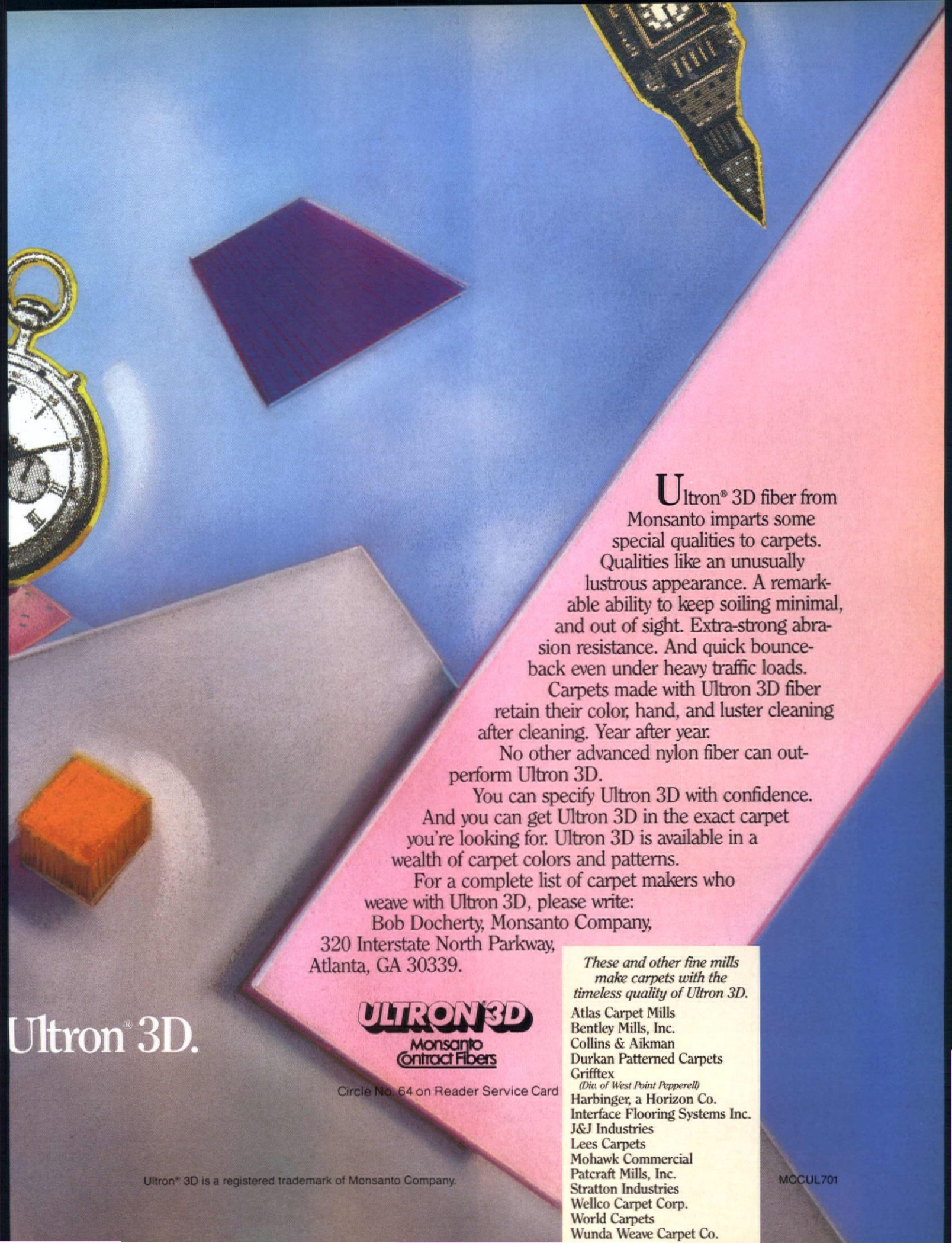
balta

Carpet Industries of North America, 201 Princeton Blvd., Adairsville, Georgia 30103, Telephone: (404) 773-3796 – 1-800-345-2468

Circle 63 on reader service card



There's a timeless quality to carpets made with



Ultron® 3D fiber from Monsanto imparts some special qualities to carpets. Qualities like an unusually lustrous appearance. A remarkable ability to keep soiling minimal, and out of sight. Extra-strong abrasion resistance. And quick bounce-back even under heavy traffic loads.

Carpets made with Ultron 3D fiber retain their color, hand, and luster cleaning after cleaning. Year after year.

No other advanced nylon fiber can outperform Ultron 3D.

You can specify Ultron 3D with confidence. And you can get Ultron 3D in the exact carpet you're looking for. Ultron 3D is available in a wealth of carpet colors and patterns.

For a complete list of carpet makers who weave with Ultron 3D, please write: Bob Docherty, Monsanto Company, 320 Interstate North Parkway, Atlanta, GA 30339.

Ultron® 3D.

ULTRON 3D
Monsanto
Contract Fibers

Circle No. 64 on Reader Service Card

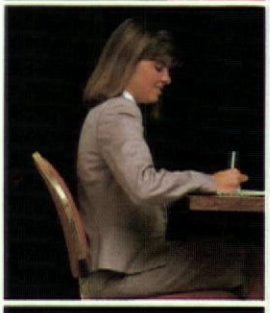
These and other fine mills make carpets with the timeless quality of Ultron 3D.

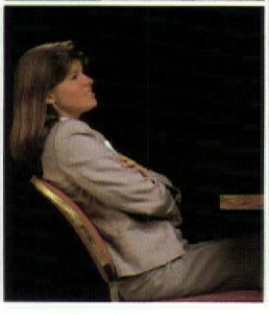
Atlas Carpet Mills
Bentley Mills, Inc.
Collins & Aikman
Durkan Patterned Carpets
Grifftex
(Div. of West Point Pepperell)
Harbinger, a Horizon Co.
Interface Flooring Systems Inc.
J&J Industries
Lees Carpets
Mohawk Commercial
Patcraft Mills, Inc.
Stratton Industries
Wellco Carpet Corp.
World Carpets
Wunda Weave Carpet Co.

Ultron® 3D is a registered trademark of Monsanto Company.

MCCUL701

Action II Stacking Chairs



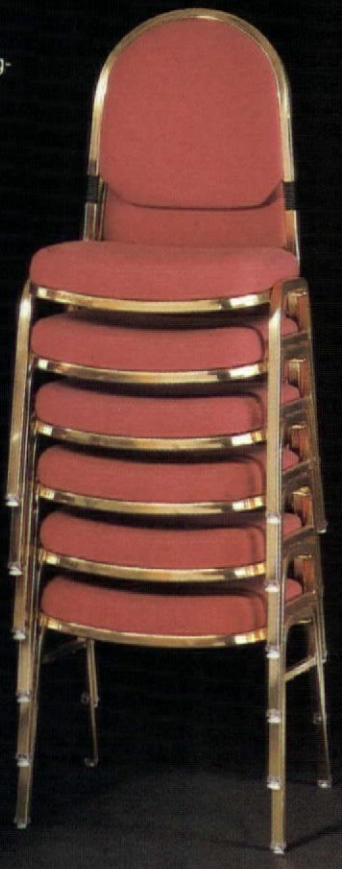


Ergonomically Designed to Satisfy the Ultimate Comfort Requirements for Extended Banquet or Conference Use

The back of the Action II Stacking Chair automatically responds to body movement, providing continuous comfort and back support in any relaxed or upright sitting position.

The scientifically designed and BIFMA tested high-strength elastomeric bellows with concealed interior steel cable, permits up to a 20° backward tilt to accommodate the ever changing posture of a person sitting for long periods of time.

Generous size contour curved seats and backs with Pyroguard™ Foam padding add to the overall comfort of the Action II Stacking Chair.



U.S. Patent No. 4,603,904

4870-AB

4860-AB

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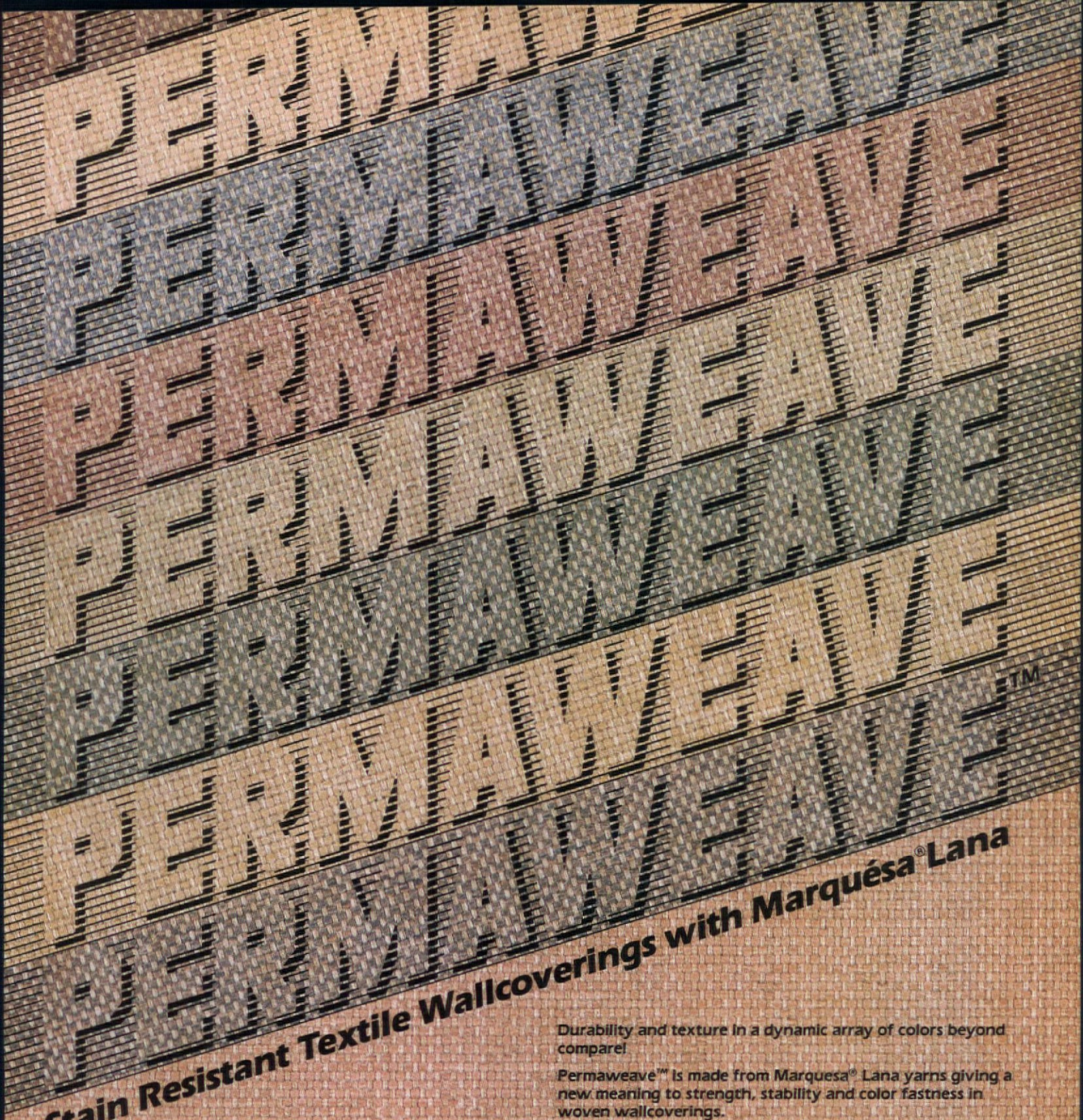

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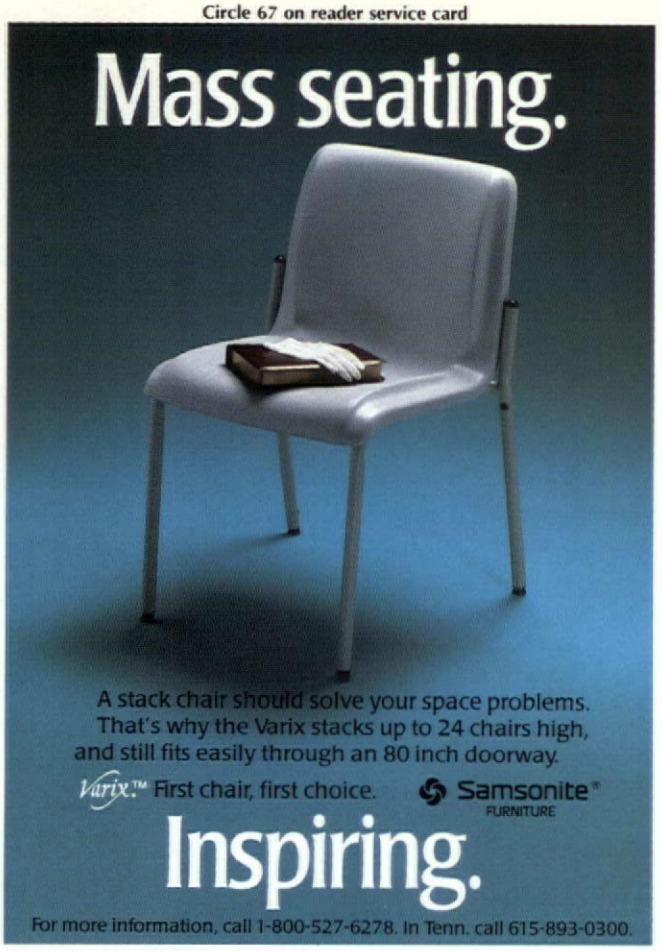
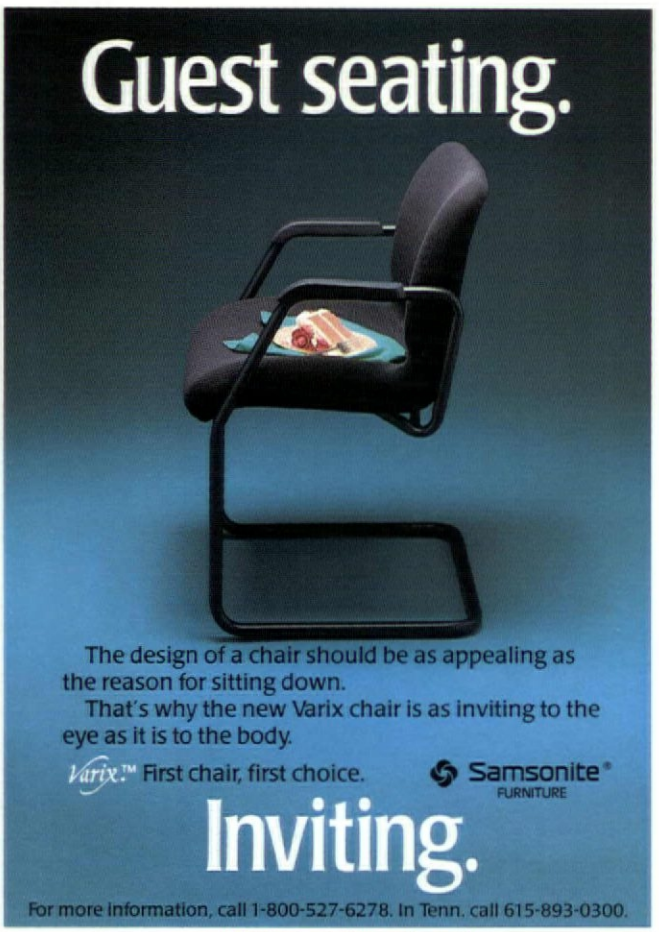




Circle 68 on reader service card

PEOPLE NEWS

Mascola

Sherie Mascola (shown) has joined Juno Lighting Inc., headquartered in Des Plaines, Ill., as publicity manager.

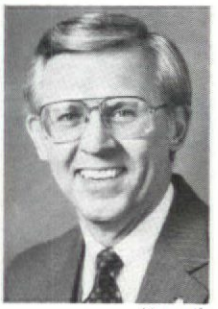
Whisler-Patri, San Francisco, and **Space Planning Associates,** Sacramento, are now teamed in a professional association. An expanded range of architectural and interior design services are offered in Northern California and Nevada.

Eric H. Steele has become vice president, director of planning, research and development, Merchandise Mart Properties Inc.

Scribner

Robert Scribner (shown) has become vice president, marketing and sales, office products, for Hunt Mfg. Co.

Lightsource Inc., a Seattle-based architectural lighting design firm, has relocated and expanded its Los Angeles office. The new principal-in-charge is **Mary Claire Frazier,** IALD, vice president.



Kovarik

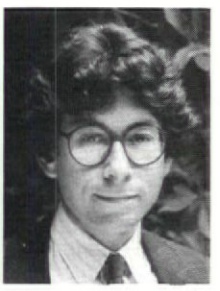
Walker Group/CNI has formed a three-person marketing department. **Jerry Gelsomino** is marketing director; **Margaret Jacobs** was named director of business development; and **Pamela Stein** has become director of public relations.

Joseph J. Kovarik (shown) was named national sales manager for Westin-Nielsen Corp., a manufacturer of wood office furniture.

Printz

Daniel M. Printz (shown) was appointed vice president, sales, for Haworth Inc., an office furniture systems manufacturer.

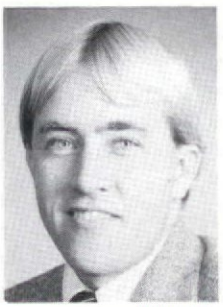
J. Ridley Kinsey will be transferred to England this spring where he will assume a marketing position within ICI Fibres. He will be replaced in Greensboro, N.C., by **Lloyd "Mac" Cheek** as director of carpet fiber and yarn sales. **Robin Noakes** will head carpet merchandising.



Levin

Larry Wayne Hankins has joined Collins & Aikman's floor coverings division as product development manager/commercial floor systems.

Arnold Levin (shown) has joined The Callison Partnership as design manager of corporate interiors. The firm provides planning, programming, architecture, and interior design services.



Weener

Bruce R. Weener (shown) has joined American Seating as vice president of sales development. **Nelson W. Wilfore** was promoted to director of marketing; and **Robert C. Benedict** was promoted to vice president of sales/West.

Donald Hattan was promoted to national contract sales manager, Hollytex of California. **Ty West** will assume the duties of regional sales manager, Los Angeles.

Hayes

Roger Hayes (shown) was named president of Marvel Metal Products Co. The firm manufactures electronic office support furniture, office machine stands, and O.E.M. products.

Charlie E. McLean has been elected president, and **D. Richard Rowe** has been named national sales manager at Chaircraft Inc.

Barber

Floss Barber (shown) has formed Floss Barber Inc. in Philadelphia. The firm provides services in space planning, interior design, and interior architecture.

Thomas F. Comunale (shown) was appointed to the newly created position of vice president of marketing for the Dixie Verticals Division of Hunter Douglas, Inc.

Stephen J. Vosburgh has assumed the position of executive vice president, contract marketing and sales, for the carpet and rug division of Fieldcrest Cannon Inc. **John F. Condon** has been promoted to division vice president, contract marketing.

Comunale

Jim Steigert and **Susan McDonough** have joined Avenue Group Inc. in Chicago. Steigert was named vice president, director of business development, while McDonough was appointed vice president, director of marketing, for the interior architectural design, planning, and facilities management firm.

Lindsay

ISD Incorporated has elected **Nancy L. Lindsay** (shown) vice president and officer-in-charge of the Houston office of this national interior architectural firm.

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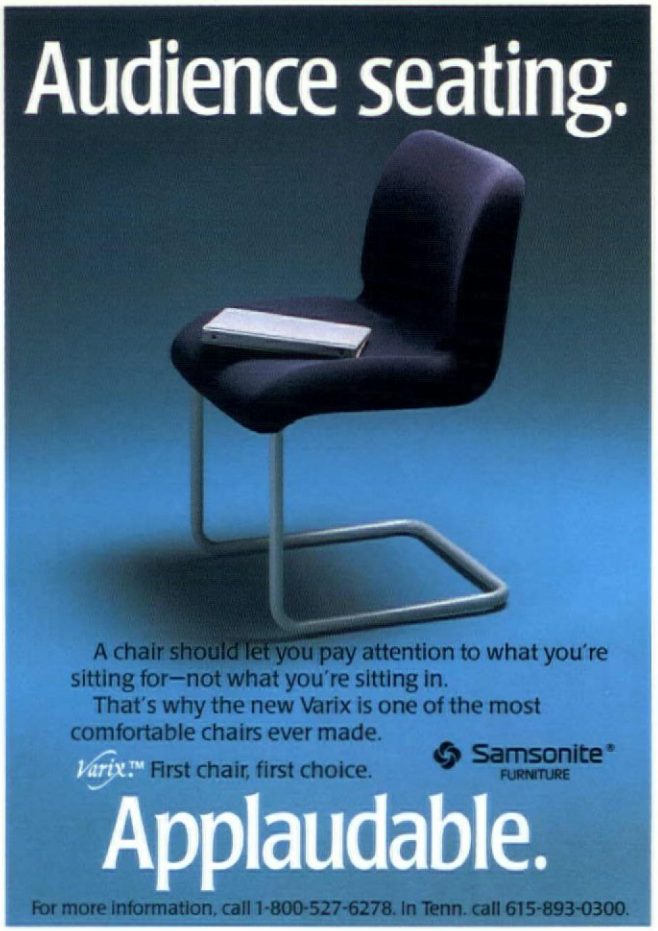

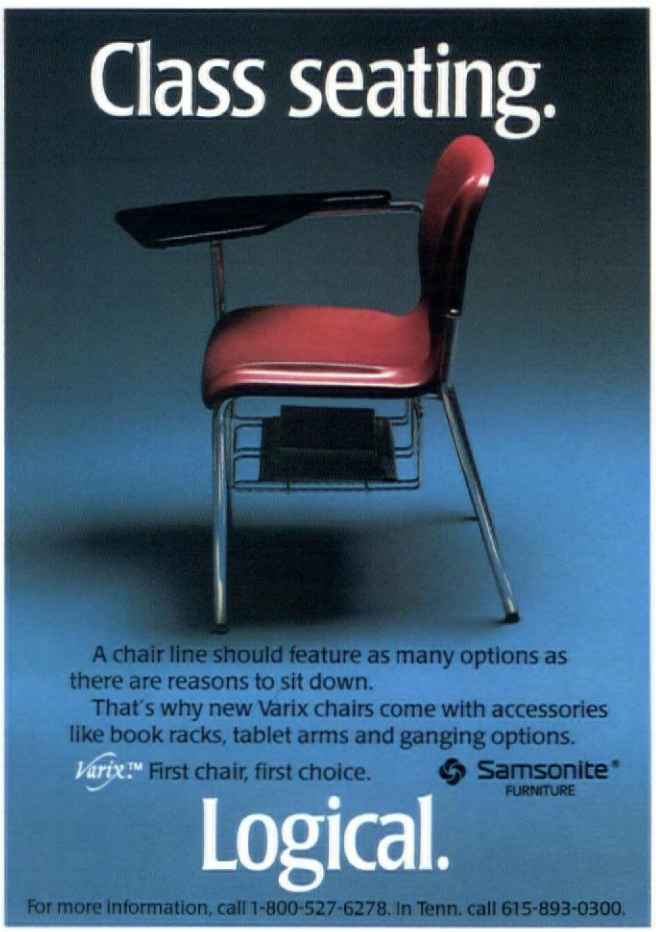

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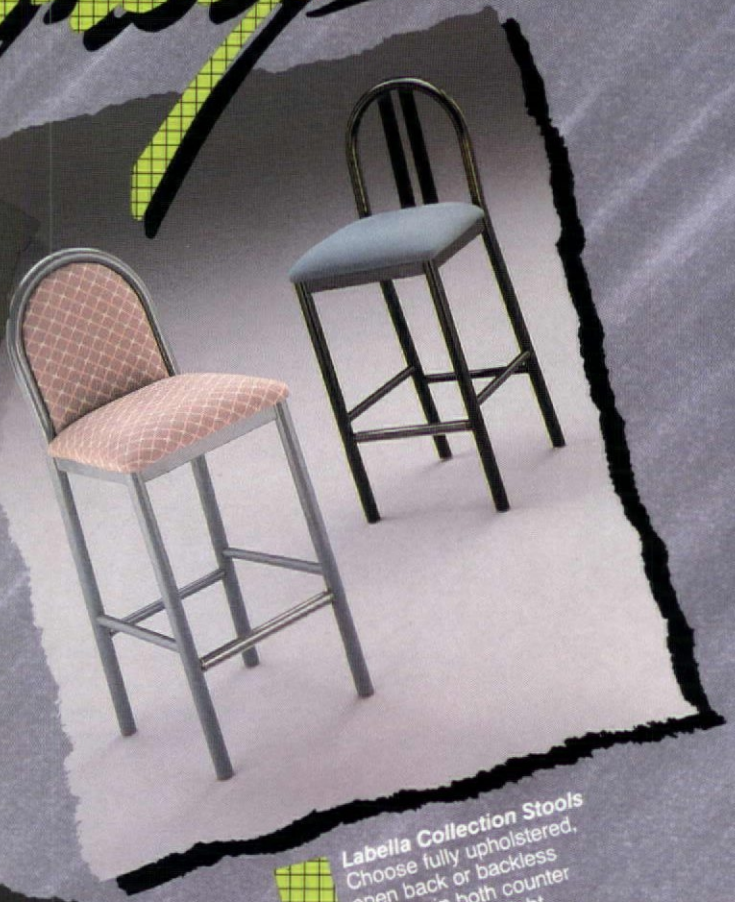
Euro Group

LaBella Collection Chairs
Side chairs and arm chairs in upholstered and open back styles.



Labella Collection Stools
Choose fully upholstered, open back or backless designs in both counter and bar stool height.

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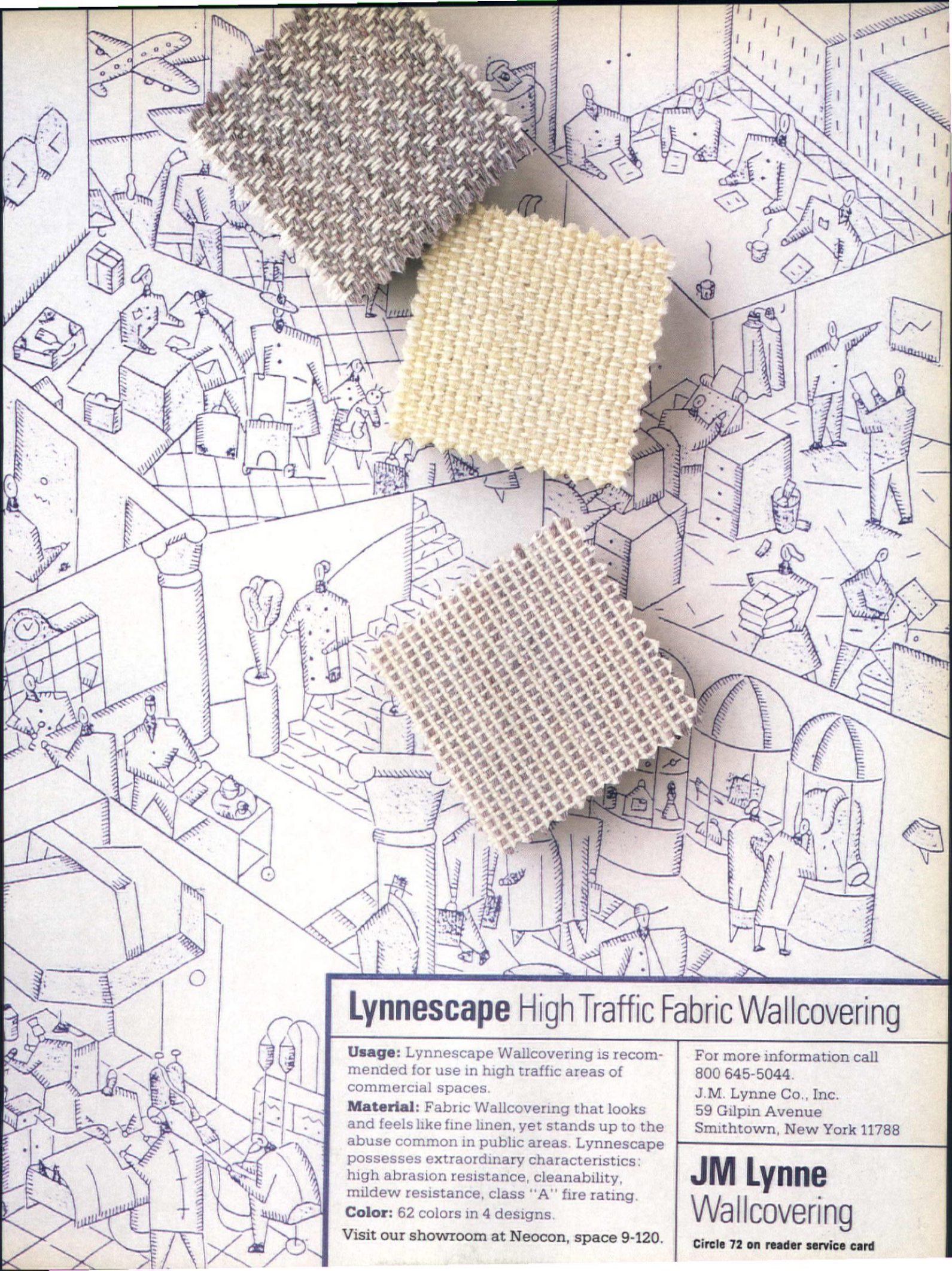

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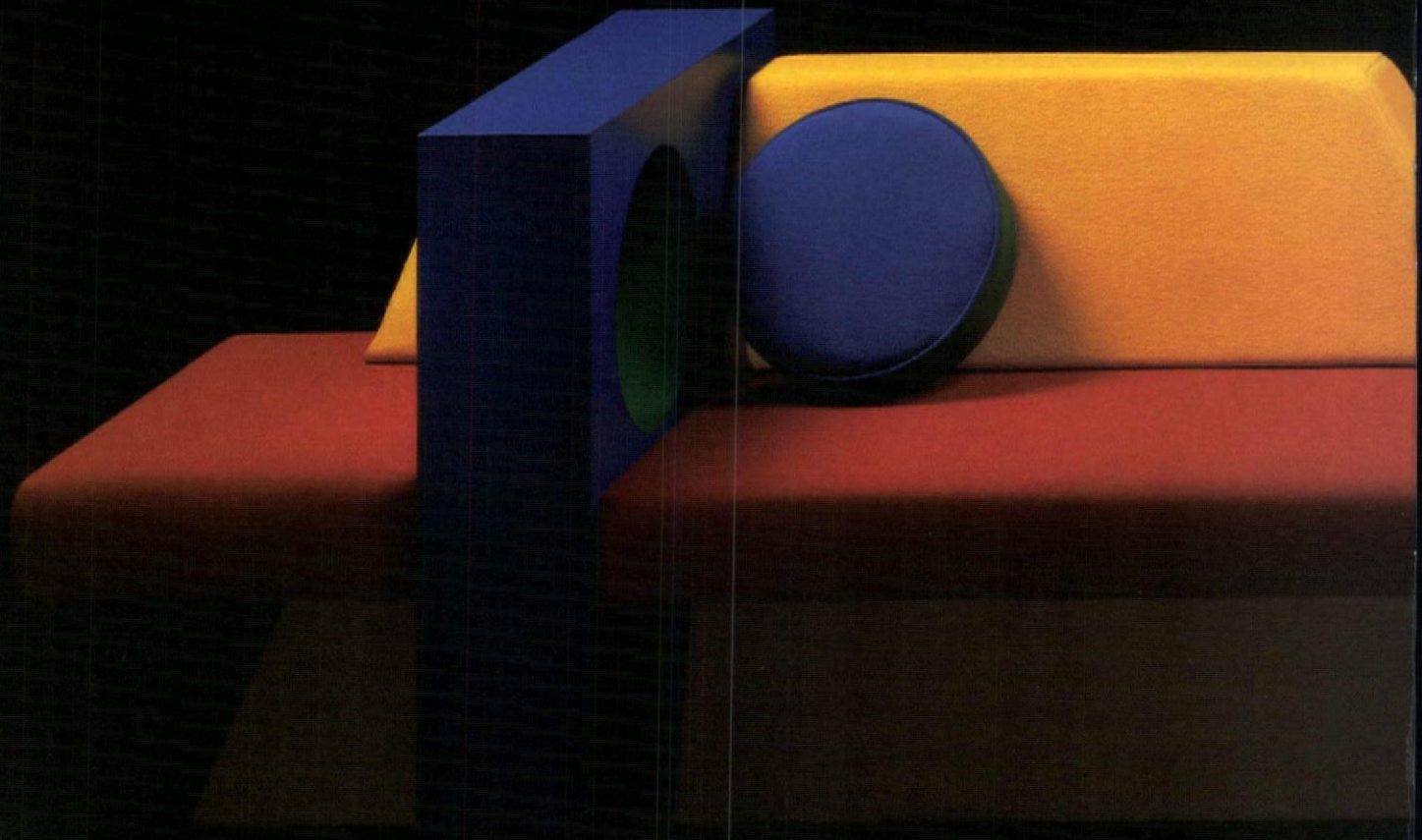

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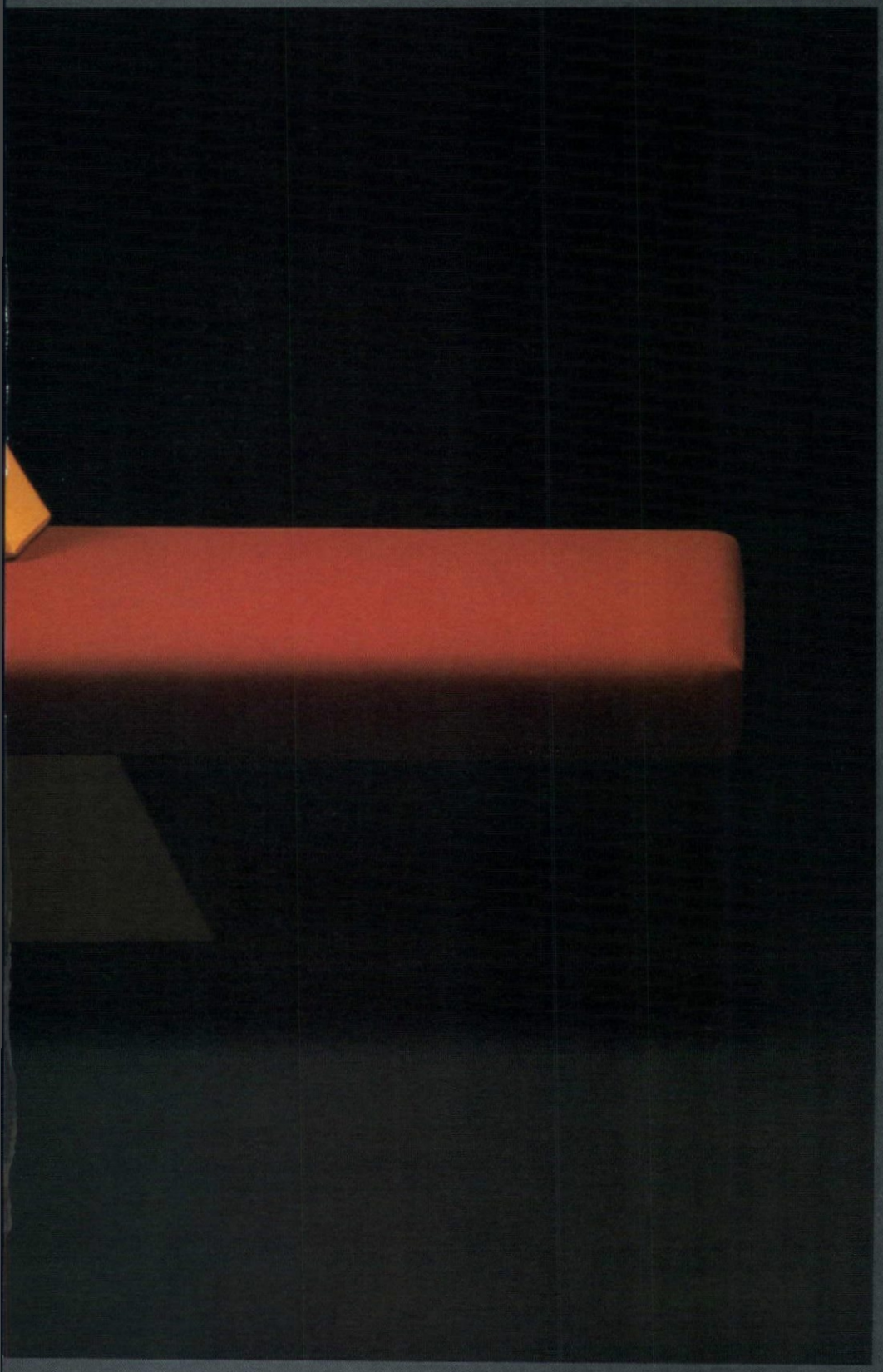

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PEOPLE NEWS

Berkley

Roger L. Berkley (shown) has been named president and chief operating officer for Weave Corp. Based in Hackensack, N.J., the firm designs and weaves jacquard fabrics.

Janice Hall was promoted to senior stylist in market development for the home furnishings group of Allied Fibers. She replaces **Pamela Mitchell** who has become market development representative for the west coast region. **Alan Giangregorio** has become a market specialist in home furnishings.

Waters

Storwal International has named **Paul Waters** (shown) U.S. regional sales manager. Formerly, he was the firm's Canadian national sales manager.

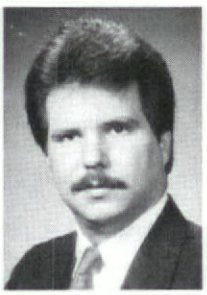
Ralph Federici, one of the founders of General Mica Corp., now heads the Miami-based furniture manufacturer as its president/CEO.

Dunn

AMCOA, a Miami-based manufacturer of glass table tops and furnishings, has appointed **Howard G. Miller** general manager.

Seattle Market Center Co. has appointed **Yvonne L. Dunn** (shown) leasing agent for Design Center Northwest.

Godwin & Associates, an Atlanta-based interior architecture and graphic design firm, promoted **Sarah Kemp** to staff designer.



Dodd

Frank W. Dodd (shown) has been named national sales manager for the contract furniture division of The Valley Co.

The New Jersey Chapter of the American Society of Interior Designers (ASID) has elected these officers for 1987: **Joan Lerner,** Joan Lerner Interiors, president; **Jack Ruthazer,** senior designer, Greenbaum's, vice president; **Lee Weissglass,** Lee Weissglass Interiors, secretary; and **Diane Boyer,** Diane Boyer/Designers, treasurer.

Caplan

The Architects Collaborative (TAC) has elected director of interior architecture **Sherry T. Caplan** (shown), a principal of the firm.

Future Designs Inc. has been appointed exclusive sales representative for metropolitan New York and surrounding areas by Westin-Nielsen.

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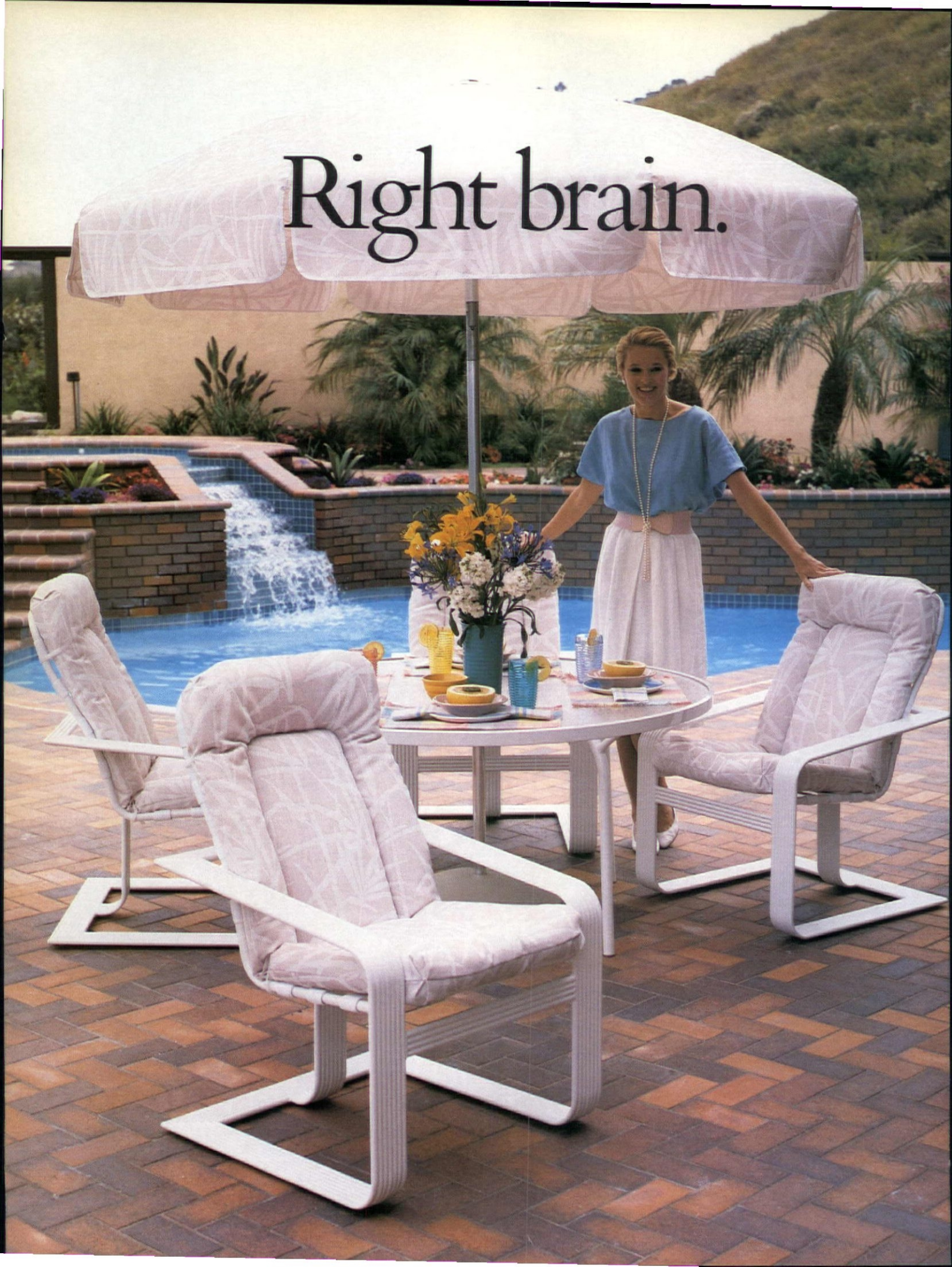
Right brain.

Left brain.

When you look for outdoor furniture to specify, it's your right brain that's guiding you. It yearns for appealing designs, glorious colors, limitless aesthetic satisfaction. Your right brain will pull you inevitably toward Tropitone.

Then your analytical left brain takes over and starts asking questions about how well our furniture will hold up for your clients. You'll find Tropitone's answers are also more than satisfactory.

That's because we pay close attention not only to design but to every detail of

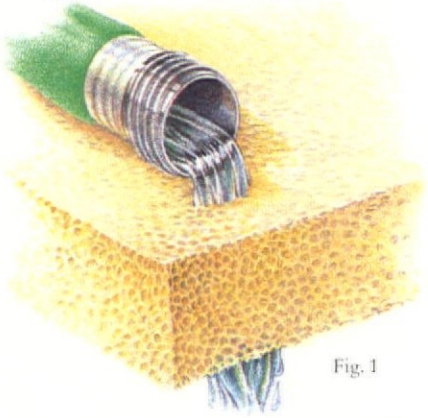

Fig. 1

construction and materials. A good example is the Eva-Dri® (fig. 1) we use to fill our cushions. Eva-Dri is the opposite of a sponge, because instead of air bubbles it has channels that actually repel water. So the cushions dry out almost twice as fast as ordinary cushions.

Fig. 2

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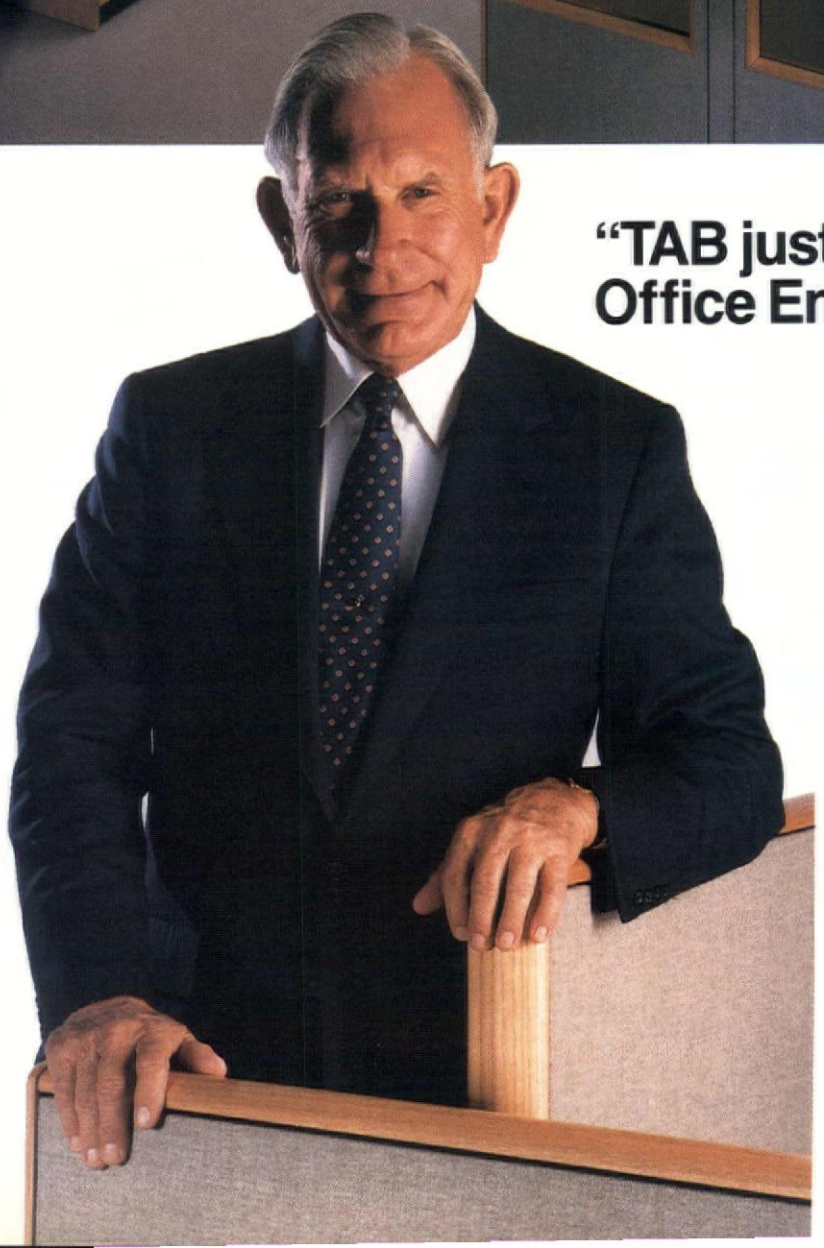

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1987

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 15-18. Woodtec '87, The Woodworking Industries Technical Program. Anaheim Marriott, Anaheim, Calif.
June 16-19. Woodworking, Machinery & Furniture Supply Fair. Anaheim Convention Center, Anaheim, Ca.
June 23-26. A/E/C Systems '87. Washington Convention Center, D.C.
June 26-28. Construction Specifications Institute (CSI) Show. Cobo Hall, Detroit.
July 4-5, 11-12. Annual American Crafts Festival. Lincoln Center for the Performing Arts, New York, N.Y.
July 18-21. International Carpet and Rug Market. Atlanta Market Center, Atlanta, Ga.
July 20-21. Interdis: San Francisco Design Conference. Contract Center at Showplace Square, San Francisco, Calif.
August 2-6. IES Annual Conference for lighting professionals. Marriott Camelback Inn, Scottsdale, Ariz.
August 5-8. IDSA National Conference, Monterey '87: Influences on Design. Conference Center and Doubletree Inn, Monterey, Calif.
August 9-13. New York International Gift Fair. Jacob K. Javits Convention Center, New York.
September 1-2. 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 convention. McCormick Place, Chicago.
November 1-4. IFMA annual conference and exposition. Dallas, Tex.
November 4-6. CONEXION '87. Atlanta Merchandise Mart, Atlanta, GA.
November 5-8. CRI Annual Meeting & CEO Conference. Ritz-Carlton Hotel, Naples, FL.
November 8-11. International Hotel/Motel Restaurant Show. Jacob K. Javits Convention Center, New York.
November 18-20. The Buildings Show. Philadelphia Civic Center, Philadelphia, PA.

Foreign

June 14-17. Quebec Furniture Manufacturers' Association, 41st Montreal Show. Palais des Congrès and Place Bonaventure, Montreal.
July 22-25. ASID National Conference and International Exposition of Designer Sources. Metro Toronto Convention Centre, Toronto, Canada.
July 22-26. ASID National Conference & Exposition. Metro Toronto Convention Centre, Toronto.
September 8-11. International Carpet Fair. Harrogate, England.
September 17-21. Salone del Mobile, Milan Furniture Fair. Milan Fairgrounds, Italy.
November 18-22. International Furniture Fair Tokyo. Tokyo International Fair Grounds, Japan.
November 19-21. IIDEX. Metro Toronto Convention Centre, Toronto.

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Specify Collier-Keyworth's forward-positioned chair control mechanism on office seating. The CK Model 788 Torsion Bar Control enhances the comfort and utility of small and medium sized, fixed-back chairs without compromising design. The unique forward positioning of the tilting axis minimizes verticle knee movement, eliminates upward thigh pressure and improves access to lower desk areas. Attention to detail means looking - and thinking - beyond the obvious.

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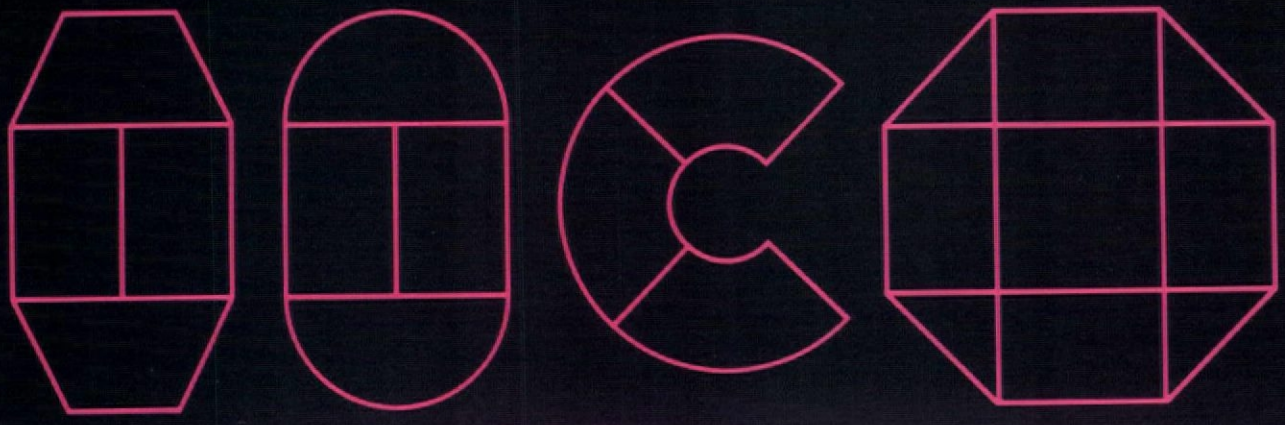

TABLES BY HOWE

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Thanks to tough CORDURA nylon, MOR-DURA has unmatched resistance to abrasion, punctures and pilling. What's more, many MOR-DURA fabric colors are available to match our most popular vinyls – making MOR-DURA the perfect match of fashion and function. To find out more about MOR-DURA, call Morbern at (919) 841-7197.

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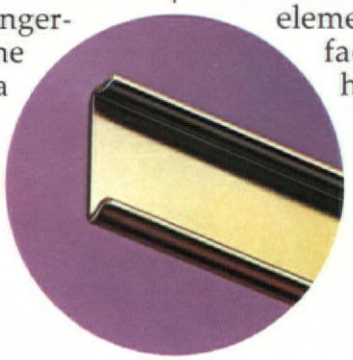
Why Accuride for fine furnit

To close the sale—open the drawer.

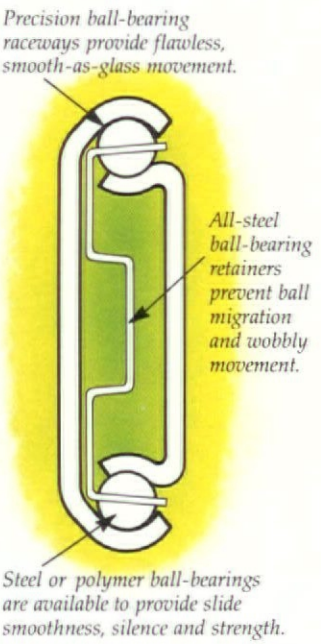
Often the fastest way to compare—and sell—the quality of business furniture is right at your fingertips. Just have the customer open a drawer. He'll feel an unmistakable "Accuride Difference." Like the sound and feel of the door on an ultra-luxury car, the Accuride-equipped drawer makes an irresistible impression of innate quality that communicates the craftsmanship of the entire piece.



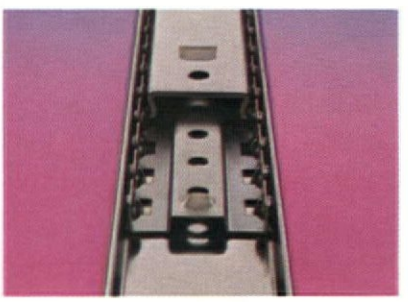
A slide's raceway should be strong, straight, durable. Accuride raceways are precision formed from a special Accuride-controlled steel.

Accuride quality is more than skin-deep.

Accuride control over all elements of the manufacturing process helps maintain a level of quality that has always set the industry standard for slide smoothness, silence and strength. The secret of the famous Accuride fit lies in the precision formation of the ball-bearing raceways from carefully controlled steel cold rolled by Accuride in-house. Space-age tolerances that virtually eliminate wear are achieved by keeping the processes and components that others "job out" under total Accuride control: slitting and cold rolling the mill master coils, electro-plating the satin silver and satin black finishes and the new "brass look", designing and



These elements of Accuride precision slides combine for effortless featherlight movement, with no wobble, jamming or binding. They virtually never wear out.



The Accuride slide blends art with technology. Raceways are precision formed for flawless construction and a movement as smooth as glass. Steel or polymer ball bearings ride in all-steel retainers that prevent ball migration and the wobbly movement typical of roller slides.

drawer slides
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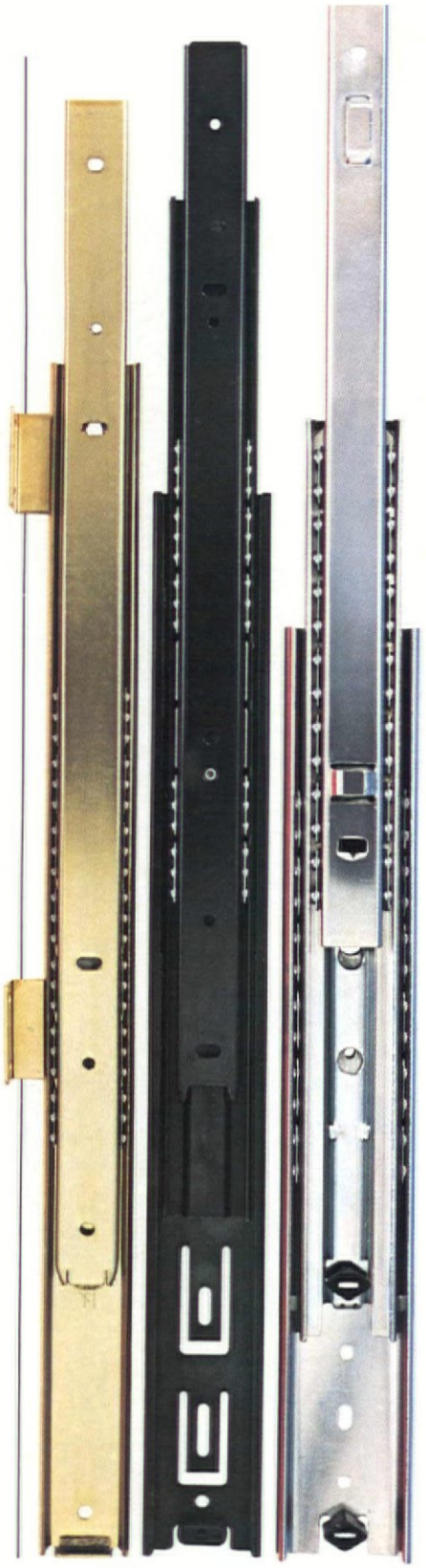

building all production tooling and machinery, and even the factories themselves—in England, Japan, West Germany, and three in the United States.

The 400 year drawer slide?

Accuride slides have passed accelerated life tests of more than 1,000,000 cycles. Based on cycling a drawer an average of 10 times a day, 5 days a week, 52 weeks a year, that's almost 400 years! Accuride routinely tests its slides to or beyond BIFMA* standards. For example, with a 100-lb. test load an Accuride 75-lb. rated slide was cycled more than 75,000 times without any sign of impending failure. That's almost 29 years of cycles with a 25-lb. overload!

The Accuride quality medallion will help your customer make the right decision, instead of a guess.

Seldom has so much technology graced a device so many people take for granted.

Every Accuride slide is an exercise in engineering and manufacturing excellence. The remarkable straightness and parallelism of the raceways support Accuride ball bearings that ride in bridged, self-cleaning retainers.

*Business & Institutional Furniture Manufacturers Assoc.

Look for the Accuride quality medallion.

Owners of fine furniture equipped with Accuride slides experience a new dimension of linear movement. They are assured of a unique quality and elegance available from no other manufacturer. That's why the Accuride quality medallion is so important. It's the ultimate mark of quality and it's displayed only on the finest business furniture. It's a way of letting your customer know he's getting the true "Accuride Difference."

For more information, write Accuride, 12311 So. Shoemaker Avenue, Santa Fe Springs, CA 90670 · (213) 944-0921.

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And you can also have them in two very different textures.

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Our new commercial cut pile and friezé from Gulistan. It may be the smartest office policy you'll ever adopt.

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well together, just telephone your Stevens representative.

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Robert/Bernard Associates: a 21-year partnership

By **ROBERTA WALTON**
Executive Editor

For Bob Aronowitz and Bernie Katzanek, a 21-year working relationship as partners in Robert/Bernard Associates has sustained long-term collaboration with manufacturers in the contract industry through a successful tradition of systems-oriented product design.

The firm, operating as a "vest pocket" business in the modest description of the owners, aims to work with a small number of manufacturers. The partners are judicious about the project work they undertake. While the current nucleus of clients includes Gunlocke, Davis, and Thonet, Robert/Bernard has also completed contract product design for Hardwood House and Samsonite.

For these designers who studied together at Pratt Institute, and who worked for 10 years with the designer Arthur Umanoff, the concept of creating innovative product by using state-of-the-art technology has the greatest appeal. Familiarity with new plastics molding processes, for example, yielded the Profile chair system, among other product lines for Davis. Expertise in this area prompted Gunlocke to seek Robert/Bernard Associates' services in designing the Contura seating series that employs this novel manufacturing technique.

Advancements in wood manufacturing, including computerized machinery that permits uniformity of parts, ease of assembly, and labor cost control; improvements in wood laminating; and innovations in seating suspension as well as upholstery fabrication are all developments monitored closely by "Bernie and Bob," as they are known familiarly in the industry, in an effort to forge new designs for clients who appreciate their pragmatic approach to product engineering.

Notes Aronowitz, "There has been an evolution on the part of manufacturers in their attitude toward design and clients are after innovation themselves. Increasingly, manufacturers want to be at the forefront. Product designers are their means to achieve a leadership position.

But, it wasn't always that way. "We've seen a real change in our business," observes Katzanek. "When we started in 1966, many manufacturers didn't see the value of design.

"This was followed by a sudden surge of large manufacturers who began hiring in-house designers. However, internally produced design tended to be somewhat production-oriented, lacking excitement."

The industry trend now is toward using outside consultants on product design, backed up by the supplier's internal support staff. The result: schools are churning out product designers in greater quantity than ever before and manufacturers are hiring them to maintain a competitive position in the marketplace.

This healthy climate for product designers may be affected by recent industry acquisition and merger activity, however. According to Aronowitz, "More larger firms, and fewer small-to-medium size firms, will mean fewer opportunities for designers in a sense. The furniture industry, for all of its size, is still a small business.

The pool of employment opportunity for product designers may indeed shrink in a corporate culture oriented toward conglomeration. But, an increasingly complex commercial interiors industry continues to pose challenges for experienced product design talent working in the field.

Among the influences shaping the product design process for office interiors is the effect of widespread computer use. "Computers are the engine that drives our industry," says Aronowitz. "Extraction of information from the computer base affects acoustical factors, the shape of furniture and furnishings, and the concept of enclosure.

Breaking new ground

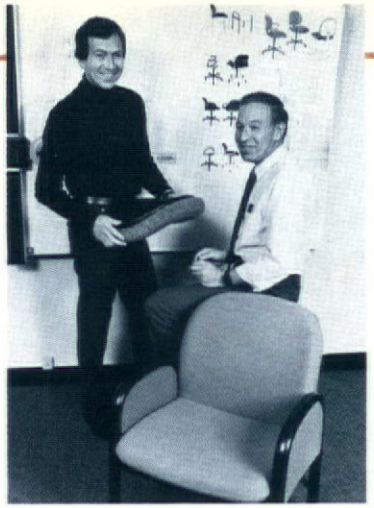
"The functional requirements of the office are changing. It was our feeling back in '81 when we created the Woodtech 4000 system for Davis, that the executive office market was poised for computer use. We broke new ground with the system by aiming it toward the up-and-coming young executive who would want to employ computer tools in a senior executive setting," he says.

In conferencing, the Woodtech line extension of one year ago continues to keep pace with external changes in the industry. Woodtech's system is deemed by the designers to be one of their most exciting projects. In the product line, the amenities of open plan are adapted to private office spaces in an executive system employing such features as wire management, electrification, storage, and computer support capability.

In the view of the designers, fertile ground for future innovation exists in the area of audio-visual conferencing, through product which can accommodate a/v equipment integrally.

Says Katzanek, "Change is occurring at such a fast pace. A lot is happening in

Among products created by Robert/Bernard Associates are the Contura chair for Gunlocke (below), Track seating system for Davis (opp. page, left), and the Lounge Landscape for Thonet (opp. page, right).



***"We've seen a real change in our business. When we started in 1966, many manufacturers didn't see the value of design."*—Bernie Katzanek**
(shown to right in photo)

***"Designers cannot be curators, but must be dedicated to evolution and change. This business thrives on regeneration."*—Bob Aronowitz**
(left)

electronics, for example. You have to be an observer, and part of the flow of evolution."

"Indeed," notes Aronowitz, "designers cannot be curators, but must be dedicated to evolution and change. This business thrives on regeneration."

Some of the original impetus for product innovation still comes from abroad, the two designers agree. But they observe that there is a movement away from emulating European design. Rather, the trend is toward establishment of an international style.

Says Aronowitz, "The 'mechanism' companies in this country haven't really kept pace with Europe, nor has Eurodesign achieved its true 'fit' domestically. Americans have a specific taste for their products.

"Where an international style will take hold is in high-tech tooling lines which will have to appeal to a broad international audience of buyers in order to offset the high developmental costs involved in production. Economics and distribution will therefore spur this international style, while a devalued dollar reduces licensing agreements we've seen in the past."

For Robert/Bernard Associates, which started off in residential product design with lighting, seating, and casegoods lines, the booming contract market caused a shift in the firm's orientation in the early '70s. The company started working with Davis in '72 and with Thonet in '75.

Contract took off in '71

Since then, many products have been designed by the partners, but the exact number is hard to calculate. This is the case because the company has created systems lines with inherent add-on capability. Generalizing that they have easily created "hundreds of products," the partners note that their major area of involvement in the past 10 years has been in seating and desks, with most products leaning toward a systems approach. Among the major designs completed by the firm is Davis' Track modular seating.

They hasten to note that systems are ideal products from a manufacturing point of view, permitting control of parts and inventory and yet building a broadened product line for the specifier.

Says Aronowitz, "Intellectually, it's more interesting to work on a system than to create a stand-alone product. It's not unlike a chess game, particularly in accommodating new technology."

Eight years ago, the partners created the Lounge Landscape system for Thonet, using fiberboard tubes as the structural material. The systems approach, combined with the economical solution to componentry, gave consistency to production. "The ability to introduce this new technology to Thonet was a benchmark development appealing to the firm because of its predisposition to innovation," says Aronowitz.

On this and other product development, the two designers work together closely during the brainstorming stage. After that, they split up, with Aronowitz doing sketches and Katzanek completing later, rough full-size drawings. When possible, initial prototypes—form studies, etc.—are completed jointly by them in their studio, saving time in visits to the client's plant.

In the latter stage, one designer may be working on the scaling of foam, while the other develops arm and base shapes. Mutual criticism assures the team of necessary detail checks.

Says Katzanek, "We differ all the time on approaches. We are individuals as well as partners in our projects. Yet, while each of use has a creative ego, the partnership has been secure for 21 years."

"Subjectivity plays a major role in design—a shape, for example, will be very personal. But, after that, objectivity starts to take over in terms of evolution of line and shape," observes Aronowitz. "Above all," he continues, "We have to be pragmatic about engineering and businesslike on behalf of our clients." □

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CHANGING NEEDS GUIDE OFFICE DESIGN

This month, our special focus on accounting, law, and brokerage firm interiors examines the special requirements of such projects. The five projects featured on the following pages express solutions accommodating the needs of specialty offices. Among them, secretarial support, automation, and storage.

Dealing specifically with law client requirements is CONTRACT's Market Trends column (see page 96), outlining the real estate planning services developed by one design firm to assist law firm clients. Other articles of interest to readers are CONTRACT's updated Seating Photo Directory plus coverage of new carpet introductions and technologies.—The Editors

The Denver law firm Davis, Graham and Stubbs features a five-story, glass-enclosed staircase, designed by ISD, Chicago, around the building's existing steel structure. This design scheme serves to draw light into the interior space of the firm.

NATURAL LIGHT BRIGHTENS LAW OFFICES

Five-story stair atrium, ambient light, & clerestory windows designed by I S D, Chicago, for Denver firm

"Let the sun shine in" may be a familiar tune from the '60s, but it was also a theme for the '80s used in the design of Denver law firm Davis, Graham & Stubbs by I S D, Chicago. Responding to the client's wishes to take advantage of natural light and high-rise mountain views, I S D created offices for the firm that are clean, bright, and non-traditional.

Located on five floors in Denver's downtown Republic Tower, the 180,000-sq.-ft. offices feature a 40- by 40-ft. five-story stair designed around the existing steel structural system on a perimeter wall. "The whole scheme is based upon drawing light into the space," says Mel Hamilton, director of design for the project and vice president, officer in charge, I S D's Chicago office. "Denver light is very intense, clean, pretty light. It's not like Chicago or New York where the light is more gray."

Light penetration was increased via the elevator lobby by placing the reception area and glass-enclosed stairwell parallel to the 1,500-sq.-ft. conference center. Private offices on the perimeter are separated by a wall with built-in custom lacquer files and cherry-framed clerestory windows which allow natural light into the interior. A cherry grid motif is repeated in clerestory and and other interior window walls throughout the space.

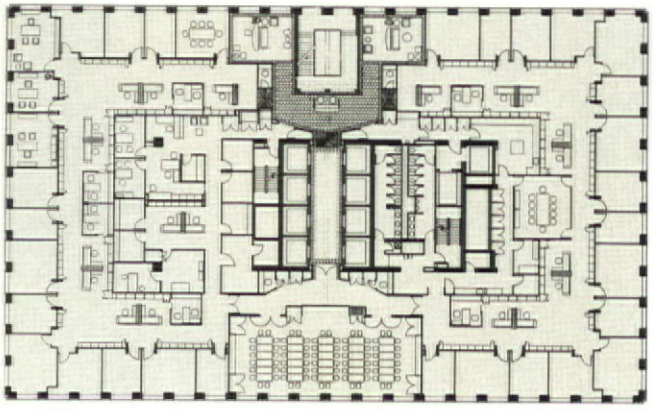
Ambient fluorescent lighting on top of filing units and secretarial stations is used to offset natural light from the windows. The I S D design team had a custom reflector installed underneath the fluorescent strip to bounce light away from walls. Smaller recessed 150-watt spots were installed to highlight the washed-out effect of the ambient lighting. "We used these fixtures to add some sparkle and punch to the space—to create shadows missing from ambient lighting," explains Marsha Wallen, principal design manager and project coordinator. Says Hamilton, "This incandescent lighting was an inexpensive way to balance the interior light."

The design team created a contrast of scale and texture with

The glass enclosed conference center (top) and warm cherry secretarial stations contrast with white lacquer file cabinets (above). The elevator lobby (opp. page) was placed to increase light penetration.

Project Notes

Davis, Graham & Stubbs, Denver, Col.
Interior design: I S D, Chicago
Completion date: April 1986
Square footage: 180,000 on five floors



DAVIS, GRAHAM, & STUBBS

Palette contrasts scale & texture

crisp white lacquered file cabinets, drywall surfaces, and figured cherry veneers on secretarial stations and office doors. The neutral palette of warm wood tones, off-white walls, and blue-gray carpeting on floors allows the addition of various accents.

The major focal point of Davis, Graham & Stubbs, however, is the stair. It provides internal vertical circulation as well as another opportunity to enjoy the view of the city and mountains beyond. As the client desired, the stair has become the identifying focal point within the firm and also the business community.—*S.M.*

SOURCES

Systems furniture—Stow & Davis. **Custom desks**—Woodwork Corporation of America. **Tables**—Johnson Industries, Howe Furniture, Zographos Designs, Woodwork Corp. of America. **Storage & filing**—Storwal International. **Blinds & draperies**—Roberts Drapery, Brickel. **Lighting**—Lightolier, Omega, Columbia, Prudential. **Signage**—Saks Lawlor. **Bathroom fixtures & hardware**—Moen, Kohler. **Carpet**—Harbinger, Edward Fields. **Hard/resilient flooring**—Colorado Granite & Marble. **Fabric**—Gretchen Bellinger, Jim Thompson. **Paint**—Benjamin Moore, Devoe Paint. **Ceilings**—Armstrong.

Interior design—I S D Incorporated, Chicago. Mel Hamilton, AIA, principal-in-charge; Marcia Wallen, project coordinator; Diana Blum, Bob Liiak, Kelsey Lewis Thompson, Bill Puetz, Sharon Donnelly, and Jeff Ortman, design team. **Contractor**—Interior Alterations. **Engineers**—Flack & Kurtz (mechanical/electrical), Skidmore, Owings & Merrill (structural). **Lighting consultant**—Alfred Scholze Associates.

LAW FIRM DESIGN REFLECTS JOINT EFFORT

Conscious effort to preserve private, public space

Like most law firms with a history spanning more than half a century, Fulbright & Jaworski, Houston, Tex., had developed a stable and conservative image which it wished to retain upon moving to new quarters designed by 3D/International, Houston, Tex.

Located in 3 Houston Center/Gulf Tower, the firm occupies 11 floors designed with flexibility to accommodate various forms of legal work, and employs a democratic approach to materials, avoiding differentiation between attorneys working in the space. Attorney offices and conference rooms are both located on each floor, leading to consistent design of space and consideration of departmental adjacencies.

There are no "hard," territorial boundaries between divisions of law practiced by the firm, including banking, litigation, oil and gas, etc. This allows easy relocation of attorney offices and personnel.

James E. Furr, FIA, director/Design Group, 3D/I was assisted greatly in planning by a seven-member client executive committee, called the "Committee on the Move," headed by Ken Adam, which guided development and transition of the law firm in the design and use of its new facility.

"The committee included firm members from senior partners to younger associates, with various backgrounds. All participants agreed that the firm could be brought together with design. The range in age, tenure, and set of design values was good, and surprisingly, the younger ones were more conservative," says Furr of the client committee.

"Since image had to be carried throughout the facility, design of public space—corridors, reception areas, and conference rooms-was considered important," he explains.

In keeping with the traditional elements in the halls, 38 hall tables, dating from 1815, were purchased following a search around the country for such rare pieces, conducted by antique curator H. Parott Bacot III. Each table is placed on marble octagon floors and displays a Japanese Imari-style bowl, dating from the late 1800's. Furniture was selected to enhance a light, traditional feeling. Carpet, wall fabric, marble, and upholstery vary from floor-to-floor, but are tied-in by an overall color scheme.

The committee and design firm decided that the need to enter and leave reception areas from different directions on various floors led to the adoption of an octagon shape for reception spaces; the octagon was later repeated in halls to designate conference rooms. In the end, building shape, windows, and columns dictated an office spacing of three associate offices to two standard partner/participating associate offices with con-

Custom table (above) by Brochstein's Inc., is the focal point of the largest conference room in the Fulbright & Jaworski law firm designed by 3D/International. Antique clock at corridor's end (right) allows traditional elements to blend with marble flooring.

Photography by Nick Merrick, Hedrich-Blessing

FULBRIGHT & JAWORSKI

Conservative, but not costly

Project notes

Fulbright & Jaworski, Houston, Texas
Interior architect: 3D/International
Completion date: April 1986 (13 mos.)
Sq. ft.: 275,000 sq. ft.
Cost per sq. foot: $28.00 (Furniture, furnishings & equipment including accessories & artwork.)

This photograph by Hickey-Robertson

Antique table resting on octagonal marble pattern is one of 38 hall tables placed in reception areas throughout firm with custom-designed chandeliers overhead and wall sconces which provide a continuous theme as seen on both pages. On this page, custom secretarial stations line the corridor.

FULBRIGHT & JAWORSKI

Design as flexible as caseload

ference rooms in each corner. Adjacent non-rectangular partner/participating associate offices were adjusted to be substantially the same size as the standard rectangular ones.

Acoustic glass doors allow exterior light to enter adjacent hall octagons. Sound proofing and "white sound" masking were applied to ensure quiet work conditions. Computer cabling in all offices and conference rooms was installed for future computerized automation needs.

The building design dictates that floors decrease in sq-ft.-space toward the top floor. Fulbright & Jaworski's top floor is also the 51st floor, and it was decided that this floor would be used to house the conference center, main library, recruiting offices, an office for the chairman of the executive committee, and a guest office for out-of-town visitors.

In addition to the main library on the top floor, there are satellite libraries throughout the facility, corresponding to areas of specialty such as tax law, corporate, energy, litigation, etc. A total of 10,600 linear ft. of library shelving, with 6,000 linear ft. located in the main library and the remainder in satellite libraries of the 275,000-sq.-ft. facility.

While a firm this size would normally benefit from full-scale foodservice facilities, the firm only requires a 66-person snack bar, and 23 coffee galleys disbursed throughout the facility, because the building is connected by a bridge to a mall and park where shopping and dining needs are satisfied.

Because the firm has existed for over 65 years, a variety of filing systems and cabinets were acquired over the years. Rather than eliminate perfectly good filing hardware, the design firm created central filing and exhibit storage rooms, enclosed from public spaces, allowing for continued use without the blight of mismatched furnishings which would affect esthetics. "It was important to the firm that traditional materials be used sparingly, so as not to give an opulent appearance and to integrate flexible and useful materials into the design," Furr explains.

The design meets the firm's current needs and addresses future needs in terms of automation and space allowance. The numbers in this project speak for the sheer volume of planning which was executed: conference center with audio-visual capability and five conference rooms seating from six to 56 persons; a main library with growth space for 10-to-15 years; 364 attorney offices, 119 legal assistant and briefing clerk offices, and 234 secretarial stations; 5,000+ sq. ft. of raised floor computer facilities, a vertical document delivery system, 24 copy facilities, a main duplicating facility on the 40th floor, and 11 satellite mailrooms plus a main mail room and 12 reception areas. *—E.McM.*

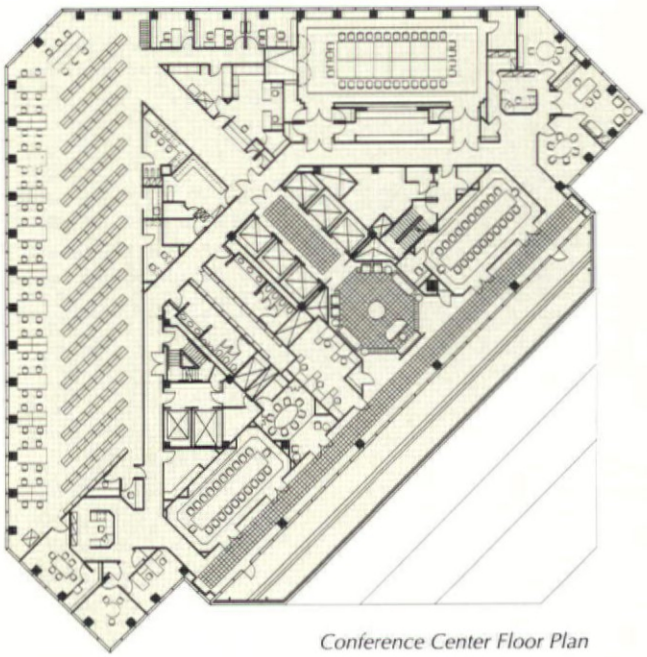
Bright, custom wall sconces efficiently light study carrels and tables in the firm's main library and such design is repeated in satellite libraries. Typical reception area (opp. page, top) features a receptionist desk and lounge chairs where those seeking counsel may wait.

SOURCES

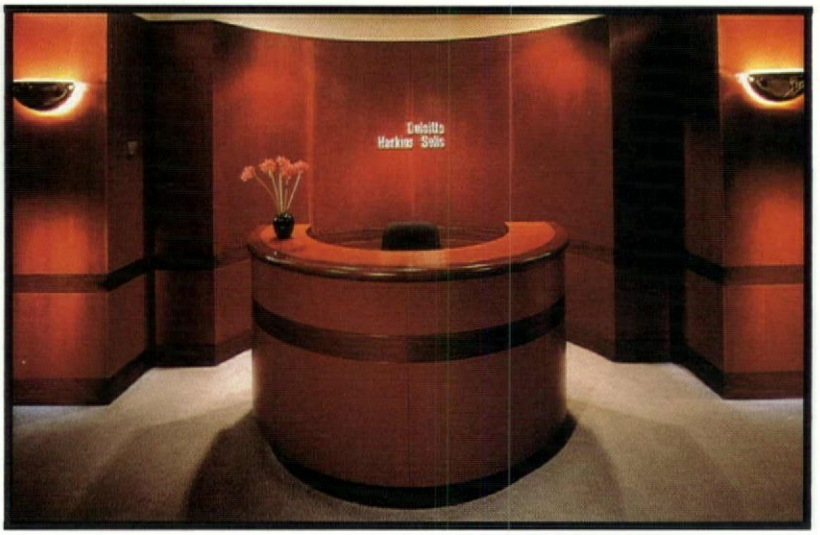
Seating: Chairs—Knoll International, Kittinger, Brickel Associates. **Antique chairs**—Heirloom House, Houston, Tex. **Tables**—Zographos. **Custom tables**—Antiques/Heirloom House, Houston, Tex.; Brochstein's Inc. **Receptionist Desk**—Brochstein's Inc. **Upholstery**—Stroheim & Romann, Knoll Intl., Arc Com. **Floor-covering**—Edward Fields Carpet, Brintons Carpet, Innovative Marble & Tile Inc., Armstrong. **Ceilings**—Armstrong.

Lighting: Wallsconces & chandeliers—Custom Design/Forecast Lighting. **Lamps**—Nicoletti's. **Light bar**—Lightolier. **Architectural woodwork**—Brochstein's Inc. **Millwork**—Architectural Woodwork Corp. **Partitions**—U.S. Gypsum. **Wallcoverings**—Benjamin Moore Paint; Carnegie, B.F. Goodrich. **Doors**—Custom/Brochstein's Inc. **Hardware**—Jado Inc. **Window treatment**—Sikes Drapery. **Signage**—Cantrell Inds. **Accessories**—Smokador, Glassform, Architectural Supplements, Peter Pepper.

Interior architecture—3D/International; James Furr, AIA: Robert Young, AIA, Timothy Gunther, AIA: Anne Newman, Anne Amador, Marsha Bruner, with Gary Whitney, Whitney Group, Houston, Tex.
Consultants: Acoustical—The Joiner-Rose Group Inc. **Antiques**—H. Parott Bacot III. **Art**—Art Resources. **Communications**—Comsul Ltd. **Graphic Design & MEP Engineering**—3D/I. **Lighting**—CHA Designs Inc. **Structural Engineering**—Walter P. Moore. **General contractor**—Partners Construction Inc.



Conference Center Floor Plan



BOSTON ACCOUNTING FIRM HAS CLASSICAL LOOK

Design by Sasaki Associates for Deloitte Haskins & Sells creates ideal interior setting for historic environment

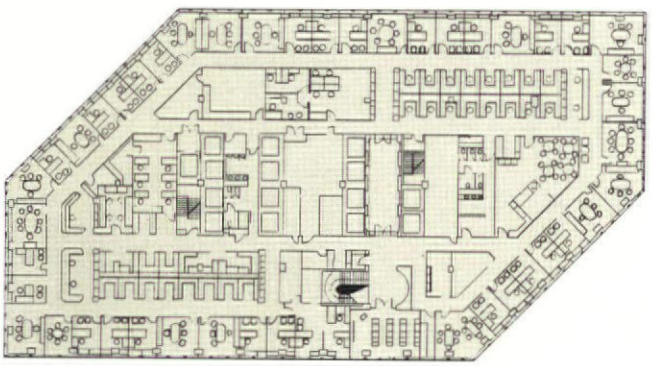
If the name Deloitte Haskins & Sells (DH&S) was removed from the entrance of that firm's new offices in Boston, would a visitor immediately peg it for an accounting office? Chances are he would not.

Given the classical contemporary look, the rich wood paneling, Mies van der Rohe Barcelona chairs, a comprehensive art program, beautiful carpeting and lighting, it would be hard to stereotype the company inhabiting the space. Because successful companies seek to perpetuate successful images, architects Sasaki Associates, Watertown, Mass., created an image of quiet, Boston elegance for its clients in a 50,000-sq.-ft. shell space on the 22nd and 23rd floors of One Financial Center in Dewey Square, near Boston's waterfront.

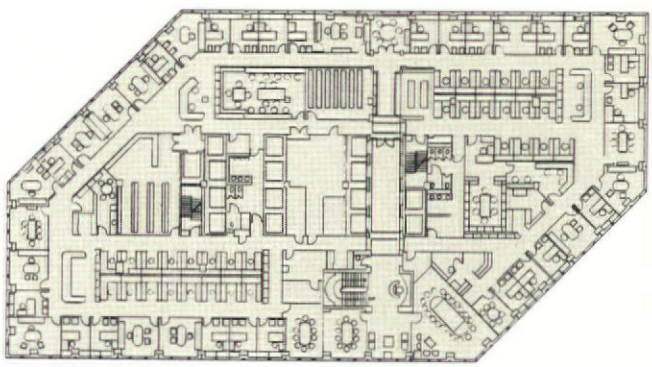
Headed by Larry Young AIA, a Sasaki principal, the design team consisted of Stanton Lyman, senior associate and project manager, and Edith Calzidilla, design associate and project designer. They directed the fast track project (six months from design to completion) and took advantage of this new downtown highrise's commanding views of Boston's expanding cityscape. To punctuate the historical window views, the design team enlisted the professional art advisory firm of Aptekar Arts Management, Cambridge, Mass., which was involved in the

Beautifully crafted mahogany tables in the main conference rooms are encircled with soft, brown leather seating (opp. page), and mahogany-panelled reception console (above).

Photography by Rick Mandelkorn



22nd Floor



23rd Floor

DELOITTE, HASKINS & SELLS

Conference areas serve four groups

acquisition of paintings, sculpture, tapestries, drawings, prints, and photographs that would reflect New England's historic look.

Sought Boston artists for New England theme

"The initial attempt at developing the art program," notes Lyman, "was to seek out Boston artists whose works would carry out the New England theme." Since various conference rooms were named after historic locales in and around Boston, art works were sought that would complement such historic references. The search extended to artists throughout New England and encompassed art works, according to Lyman, that hit the mark in most cases, but missed slightly in some. A minimum of avant garde paintings attest to the conservative approach of DH&S management.

Mario Umana, partner-in-charge of the Boston office of DH&S, did nothing to quash the creative thrust of the design team, except set the parameters within which the creative effort had to directed.

Human requirements foremost

"Our practice is based on close client/consultant interaction, requiring numerous conference areas for our four service groups—Audit, Tax, Emerging Business Services, and Management Advisory Services. And beyond these needs were those that counted most, the human requirements of our greatest business asset, our staff." The parameters for interior space design spelled out by Umana included concepts that embraced "quiet dignity, quality, efficiency, livability, and an image of professionalism," he says.

Typical of the design throughout is that of the entrance corridor. Graced by Barcelona chairs, a glass and chrome table, and other furnishings from an established repertoire of modern classics, the decor complements the mahogany panelled entrance corridor, reception area, and adjoining main conference rooms. Mirroring the circular geometry of the mahogany reception console, an opposing grand staircase provides internal access between the two-level office facilities.

Privacy accommodates clients

Next to stairs at both levels are comfortably furnished glass-doored telephone booths, which offer privacy to visiting clients for personal communications. A palette of subdued colors was selected for carpeting, upholstery, and workstations.

Lyman and Calzadilla designed beautifully crafted mahogany tables for the main conference rooms and encircled them with soft-brown leather seating. Perimeter conference spaces were furnished with wood-trimmed, lacquered tables; textured blue and mauve seating; and mahogany storage consoles. Each conference room is identified by an original work of art specially

commissioned for its site. For example, The Independence Room displays a contemporary bas-relief of an historic ship entitled, *The Independence*, by Peter Thibeault.

Artwork is intended to express the firm's commitment to the future and reflects its relationship to the region, its artists, and the traditions of coastal New England. Selected by a committee of executives, staff, and Sasaki Associates with guidance from the professional art advisory firm of Aptekar Arts Management, paintings, sculpture, tapestry, drawings, prints, and photographs enhance private offices as well as public spaces.

Back-of-the-house facilities—a computer training room with a raised floor, for example—are integrated into the total facility with the same look as the front-of-the-house.—*L.C.*

SOURCES

Desks, workstations, panel systems—CorryHiebert. **Reception & lounge seating, operational seating**—Knoll. **Executive seating**—Stendig, CorryHiebert. **Conference room seating**—Knoll, Brayton. **Office & seminar room furniture**—Gunlocke, ICF. **Boardroom tables, custom design**—Sasaki. **Reception desk, conference room tables—design**—Sasaki. **Architectural panels & millwork—design**—Sasaki. **Files**—Storwal. **Carpet**—Karastan. **Lighting**—Edison Price, Atelier Intl., LiteControl. **Fabrics, leathers**—Knoll. **Window treatments**—Levolor, Design Tex. **Wallcoverings**—J.M. Lynne. **Accessories**—TSAO, Smith Metal Arts, McDonald Products.

Interior architecture & design—Sasaki Assoc. **Building architect**—Jung Brannen. **Art consultant**—Aptekar Arts Mngmt. **Millwork & casegoods fabrication**—Scott & Duncan.

Project notes

Deloitte Haskins & Sells, Boston, Mass.
Interior design & architecture: Sasaki Associates, Watertown, Mass.
Building architecture: Jung Brannen
Cost per sq. ft.: $45-$50 (construction and millwork)
Completion date: April 1986 (six months)
Sq. ft.: 50,000 on two floors

Mirroring the circular geometry of the mahogany reception console, an opposing grand staircase (not shown) provides internal access between the two-level office facilities (opp. page). Mies's Barcelona chairs, glass and chrome tables, and other furnishings complement mahogany paneling (above).

DALLAS HQ INFUSED WITH DESIGN VITALITY

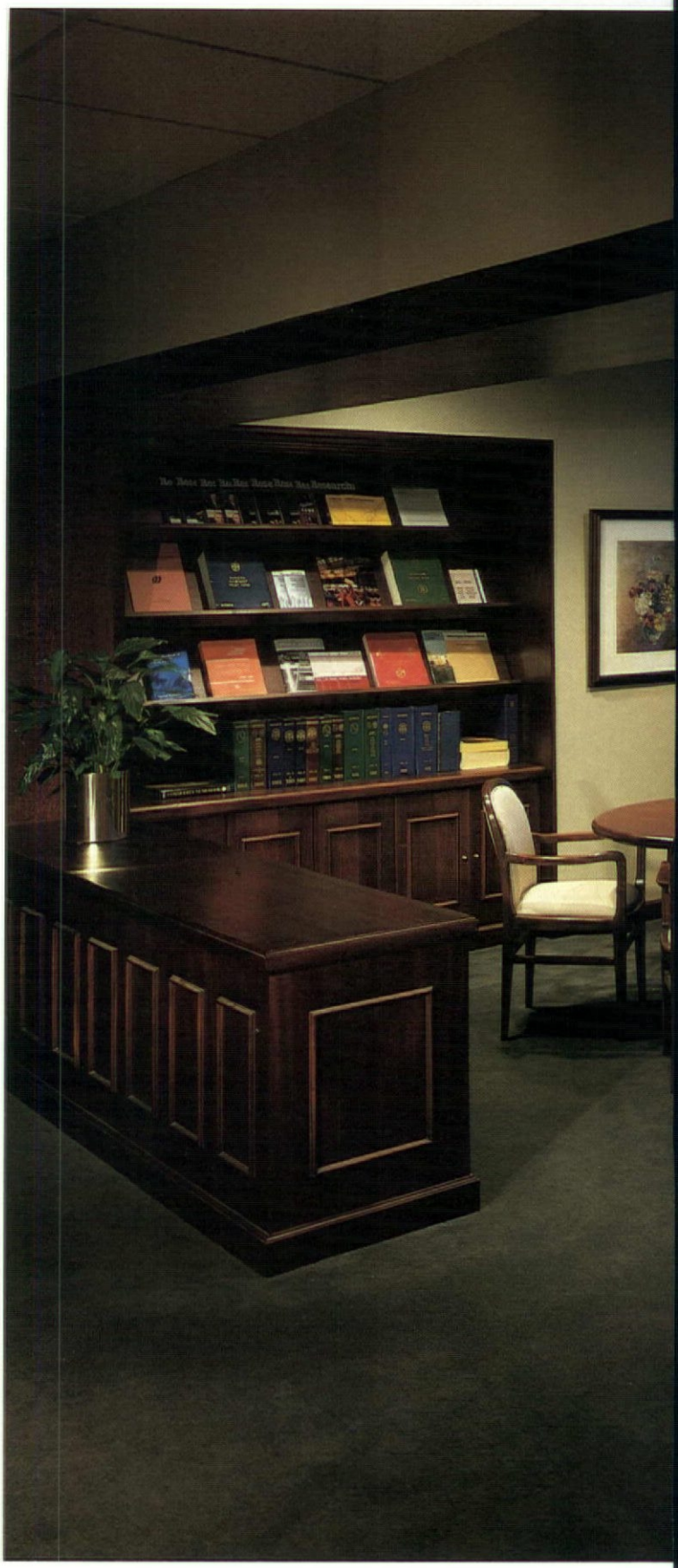
Neville Lewis projects strength in Dean Witter S.W. facility

A company fortunate enough to be experiencing rapid growth in the beleaguered Dallas marketplace would do well to boast about it. Enter the firm Neville Lewis Associates to design high-profile, prestige headquarters for Dean Witter's thriving Southwest regional territory. "To capitalize on the firm's strength and stability," says Neville Lewis principal Sonya Odell, "Dean Witter executives wanted the new facility to look like an old established financial institution."

Interiors reflect exterior

A multi-faceted, contemporary granite building—the new Lincoln Plaza Tower in downtown Dallas—was selected to house the two-floor, 50,000-sq.-ft. project, which also includes the Dallas branch sales office, as well as the municipal bond and OTC trading departments. The unusual building footprint offered an exterior saw-tooth shape that was necessarily reflected in interiors. A bonus to designers was the virtual shell space that posed few apparent limitations on interior design of the project.

The biggest challenge came in reconciling the modern look of the building with the ultra-traditional look Dean Witter prescribed. "Specifically," says Odell, "we had a problem with the



Visitors are encouraged to make use of the brokerage firm's research library which is located off the main reception area.

Project Notes

Dean Witter Reynolds Southwest regional headquarters, Dallas, Tex.
Interior Design: Neville Lewis Associates, Dallas
Completion date: October, 1984 (9 months)
Square footage: 50,000 sq. ft.
Cost per sq. ft.: $60 (construction, furnishings, and millwork, including custom trading desks and workstations).

Photography by E. Alan McGee

DEAN WITTER

Balancing a conservative image

extremely conservative look on other floors in the building. It was jarring to the eye in such a contemporary context."

A savvy transitional solution was achieved by blending traditional mahogany details and furnishings with glass and open space. Internally, glass creates transparent space, making the most of the brokerage firm's fast-paced, high-energy environment. Typically, brokers and sales assistants make use of glass partitions for constant visual and oral communication. Extensive use of glass on all office facades opens up these areas for natural light penetration, and for exciting views of the aggressive Dallas skyline.

The result: the heavier, conservative look is now balanced, while reinforcing the desired image of strength and vitality.

Public spaces (elevator lobby, reception area) are the most conservatively detailed. The research library off the reception area foregoes glass use entirely to make visitors feel at home while browsing or looking up current stock prices. These public areas gradually give way to glass partitions and contemporary drywalling for all office and conference room facades.

Private offices around the perimeter are allocated to higher-producing brokers, who employ individual or shared sales assistants. Detailing becomes more contemporary as one approaches interior and core spaces, which house operations and equipment.

Interior rooms inspired designers to create custom workstations to keep electrical costs down at open sales positions. Pass-through openings and equipment turntables allow brokers to share costly Quotron terminals (these print out the value of a stock on the New York Exchange at any given moment). Each open sales position has visitor seating and adjacent conference rooms that allow for more confidential client meetings.

A large column-free bond trading department (in keeping with the openness of the project) was equipped with a lunchroom where quick in-house meals can be prepared with little interruption to the trading activity. Brokers have little time to leave for lunch. "This is, to say the least, a *working* office," laughs Odell. "People stay here 12 hours per day on the average." Because of heavy traffic and intense use of interior rooms, carpeting had to be of higher grade than building standard, and all workstations were equipped with plastic laminate insets.

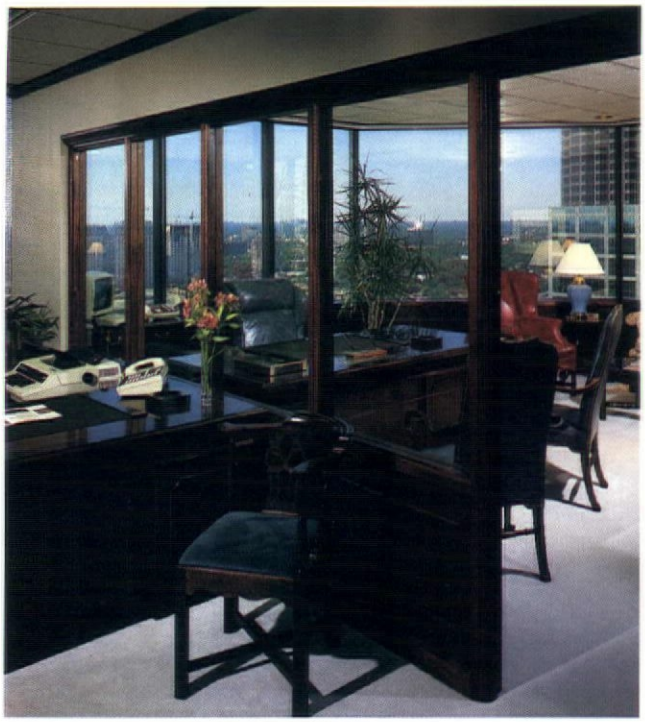
Neville Lewis is particularly proud of its effort to incorporate personal taste into corporate design standards, which reflect contemporary innovation. Designers responded to broker's personal requests in choosing coordinating blue and green color schemes for the local Dallas sales offices, and the regional headquarters offices, respectively. Says Judy Leonard, project designer, "With the care taken to design beautiful, liveable workspaces, and more clients coming in to the new offices, I think the Dean Witter people feel better about themselves, and better about coming to work each day."—*E.O.*

SOURCES

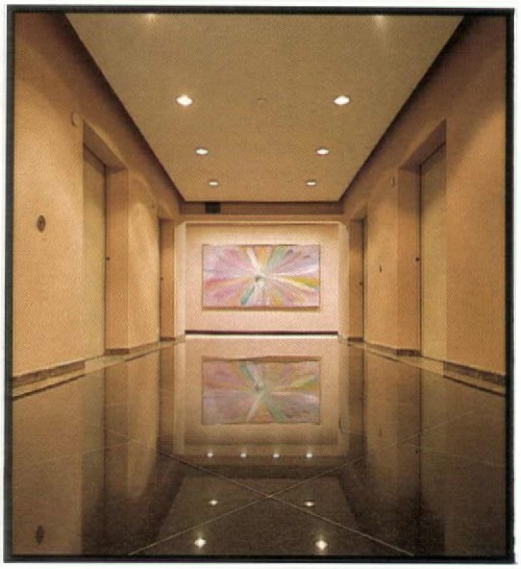
Seating: Desk Chair—CorryHiebert, Council Craftsmen. **Secretarial chair**—Stow/Davis. **Desk, Library seating**—Hickory Business Furniture, Bernhardt, Council Craftsmen. **Kitchen chair**—Atelier International. **Wing chair**—Council Craftsmen. **Sofa**—Harden, Cumberland. **Desks and credenza**—Alma, Council Craftsmen. **Tables**—Harden, Jack Lenor Larsen, Modular Designs, Hickory Business Furniture Berco. **Files**—Storwal. **Upholstery**—Thonet, Arc-Com, Stow/Davis, Architex, Knoll, Unika Vaev, Council Craftsmen. **Floorcovering:** Bentley Carpets, Paul Wieland, Carpet Services/Petersen Floors. **Wallcovering**—Genon, Jack Lenor Larsen, Design Tex, Arton. **Lighting**—Alko, Columbia, Boyd, Cambridge. **Accessories**—Dapco, Architectural Supplements, Smith Metal Arts, Smokador. **Custom Workstations**—Henry's Industries. **Glass:** Livingston. **Plastic Laminate**—Wilsonart. **VDT's**—Quotron. **Quote Equipment**—Rich. **Trading Board**—Claridge & Henry's Industries.

Interior design—Neville Lewis Associates: Sonya Odell, project principal; Mark McQuistion, project manager; Judy Leonard, project designer. Dean Witter Reynolds, Inc.: Paul Bryce, project manager; **Client team**—JoAnne Perciavalle Nami, project coordinator.

Interior finish-out contractor—Constructors & Associates.



Traditional mahogany details of the elevator lobby (top) give way to glass office partitions with contemporary drywall detailing; (Right) Top brokers make use of bay window offices along the angled north face of the plan. Extensive use of glass on all conference room facades (opp. page) allows for constant visual communication.



RELOCATION SHAPES SUPPORT SERVICES

Toronto law firm seizes chance to redefine its secretarial support network

Reconciling the needs of secretarial support staff with the configuration of an unusual floorplate posed a challenge to the law firm of Goodman and Carr, Toronto, Ontario, Canada.

The solution: satellite service areas, or "secretarial pyramids," as they are called by Rice Brydone Ltd., Toronto designers for the project. These areas, located at opposite ends of the floorplate, offer upgraded lighting and special power handling solutions. Architectural columns distribute most electrical services and cabling from ceilings since an underfloor duct system was not available. Nearby "depots" conveniently provide coffee makers, copying machines, and stationery supplies.

Another feature of service areas is special lighting developed around columns in the form of a perimeter bulkhead fixture. The latter complements task and ambient lighting devised for stations.

Other building elements which shaped planning for this firm's move to new quarters include a narrow dimension from the core wall to the window wall, and a large proportion of window wall. The former made accommodation of reception areas, meeting rooms, library, and lunchroom difficult within the interior space. As a result, these areas were located along the perimeter.

Each floorplate of the three-level space is a cookie-cutter pattern of the other two. The focal meeting areas are grouped to either side of the reception area on each floor. Reception rooms duplicate themselves in the stacking of the top three floors occupied by Goodman and Carr at Sun Life Insurance's downtown building complex. The site is in the core of the financial community.

Corridors which extend the length of the building permit abundant natural light to filter through the space, while introducing dramatic views through glazing at opposite ends of the building. Notes Leonard Fine, Goodman and Carr, "The open window space at the ends of the corridors is an asset. We hope that we won't have to recapture any of this area since it introduces a welcome feeling of spaciousness."

Computerization brings expansion

Loss of free space is a legitimate concern of the firm since 50-to-60 lawyers and support staff were added after occupation of the space two years ago. On 60,000 sq. ft. of the space, approximately 20 additional workstations have been created after move-in. Each floor encompasses 25,000 sq. ft.

Although many law firms anticipate that automation will bring a reduction in staff and the possibility of reutilization of space, for Goodman and Carr, expansion in support staff has been the result of computerization. In the firm's real estate section, for example, sharing of secretaries by lawyers was not

Photography by Shin Sugino

possible to achieve. In other departments, says Fine, "We didn't manage to cut staff. Word processing actually acquired staff."

Rice Brydone, which currently does 50 percent of its design projects for accounting and legal firms, addresses computerization needs and the effect of automation on law firm support staff in its planning efforts.—*R.W.*

SOURCES

Seating—Guildhall, Craftwood, K.I.L., Nightingale, Italinteriors, Conspec. **Tables**—Nienkamper, Les Prismatiques, Patella Construction, Guildhall, Imperial Sales. **Reception desk**—Evans & Hendricks (custom). **Workstation**—Reff. **Carpeting**—Elte, Carpets, Harding Carpets, Designers Classics. **Fabrics**—Telio & Cie, Baumann Fabrics, Naugahyde. **Wallcovering**—Samo Kinnasands, Baumann Fabrics, Genon, Crown. **Accessories**—Eleanor Dover, Show of Hands, Joan Eiley, Designers I. **Granite, marble**—TMT Marble Supply Ltd. **Tile**—Olympia Tile. **Art**—Pendi Art Consultants. **Planting**—Beach MacLeod.

Interior design—Rice Brydone Ltd.; Peter Rice, partner-in-charge; Brenda Low, design director; Anita Jones, Louise Buccela, project coordinators.

Project Notes

Goodman and Carr, Toronto, Ontario, Canada
Interior design: Rice Brydone Ltd., Toronto
Completion date: April, 1985
Sq. ft.: 75,000 sq. ft.
Cost per sq. ft.: $55 (construction: $35 per sq. ft.; FF&E: $20)

Recessed incandescent lighting creates a neat path to the core wall where artwork is attractively displayed (opp. page, left) and staircase view offers clear sight line to reception area (opp. page, right). Focal meeting areas grouped to either side of reception on each floor is shown above.

EUROPEAN STYLING INFUSES '87 SEATING PHOTO DIRECTORY

Technically advanced & familiar designs represent products in six categories

New colors, European styling, and technically advanced designs are prominent in new introductions shown in CONTRACT's second annual Seating Photo Directory '87. New products are represented in six categories: casual and outdoor, lounge (including sofas), office, side, specialty seating (including bar, industrial, and stand-up), and stack chairs. An alphabetical section is provided for the convenience of specifiers.—THE EDITORS

OFFICE

Ghariany Exec.

Harden Contract

Gordon Int'l

Kusch U.S.A.

Executive Office Concepts

Myrtle Desk

Indiana

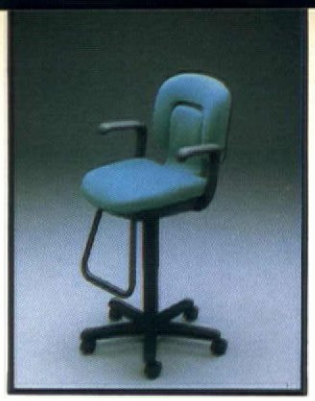
St. Timothy

Brandrud

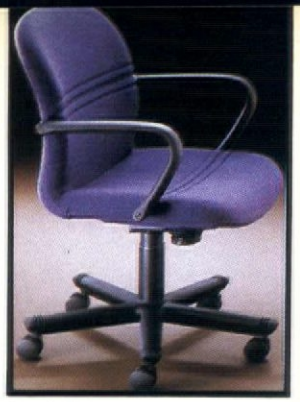
Domore

Functional

Kimball



Panel Concepts



Gunlocke

Brueton

HAG U.S.A.

Krug

Voko U.S.

Sedus

Stylex

Jofco

Shaw/Walker

Allsteel

United Chair

Bevco

Commonwealth Contract

Human Factor

Wyandot

GF Furniture Systems

Brodart

Hayes

Westin-Nielsen

Wright Line

Borroughs

OFFICE

continued

Haworth

Davis Furniture

Systems Furniture

Vecta

Madison

Condi

Anderson

Reff

Curtis Prods.

Superior Chaircraft

Izco

Mill Business

Kron

Paoli

Gregson

Sierra

Carolina

CorryHiebert

Girsberger

Cole Business

Kinetics

Alma

JG Furniture

SIDE

Cumberland

Brayton

Steelcase

DSI

HAG U.S.A.

Jack Lenor Larsen

AGI Industries

Artopex

Charvoz-Carsen

Taylor

Craftsman

Accord Business

Metropolitan

Bright Chair

Fixtures Furniture

Voko U.S.

Bevis

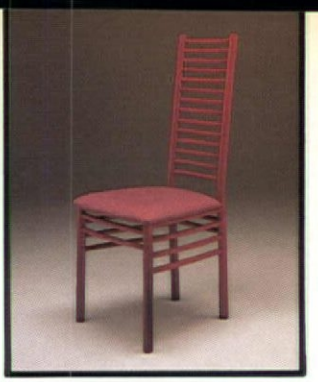
Haskell

Scandiline

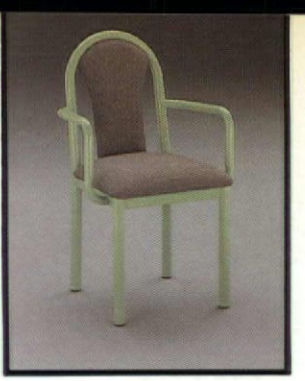
Edward Axel Roffman

Intrends Int'l

Knoll Int'l



Loewenstein/Oggo



MTS

SIDE

continued

Thonet

Alma

Krueger

Sedus

Grahl Industries

Nienkamper

Samsonite

Hayes

Patrician

Kasparians

Pronto

MDI

Herman Miller

Juhasz

HON Co.

Emeco

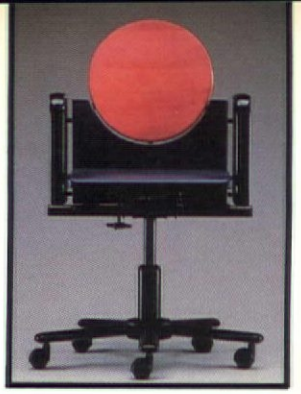
Atelier Int'l.

ICF

Custom Resource

Paoli

Helikon



Harter

SPECIALTY

Falcon

Donghia

Gunlocke

Tri-Mark/Tulip

Palazzetti

Buckstaff

Lafayette

Shelby Williams

Ficks Reed

Baker Exec.

Hunt Country

Hardwood House

Gregson

Atelier Int'l

CHF Industries

Bandoian

Continental Creative

Romweber

Ergoform

Kusch U.S.A

Brayton Int'l

SPECIALTY

continued

Brueton

Mueller Furn.

Hillcrest

Sedus

Paradigm

Missouri Oak

Condi

Glasspec

Level of Winchendon

Terra

Hayes

MTS Seating

Tuohy

Samsonite

LOUNGE

Shafer Commercial Seating

August

Lumex

Lane

Adden

Mueller

CASUAL

AGI Industries

Brandrud

Poltronova Int'l

Novikoff

Ibis

DSI

Taro

Brunschwig & Fils

Landscape Forms

Brayton Int'l

Arconas

Allibert

Sebel

Lewittes

Tropitone

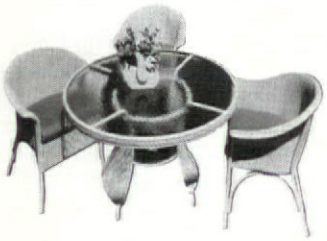
CASUAL

continued

Plymold Booths

Contract & Leisure Seating

Hirons Williams



Lloyd-Flanders

Summit Furniture

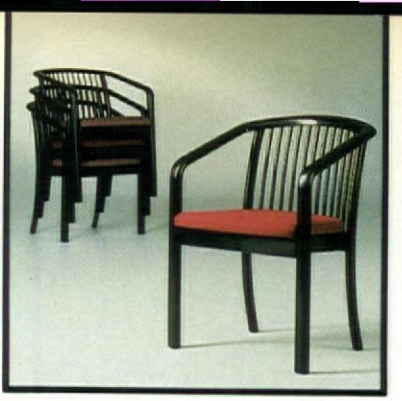
Leisure Lite Industries

Woodard

Thomasville Contract

Intrends

STACKING



Mueller Furn.

D.S. Brown

Schlapp Moebel Am.

Ghariany Exec.

Lakeland

Design Tradition

Fixtures Furniture

ALPHABETICAL SEATING DIRECTORY

A.G.I. Industries
P.O. Box 142
High Point, NC 27261
(919) 434-5011
Circle No. 217.

Acco Int'l., Inc.
770 S. Acco Plaza
Wheeling, IL 60090
(312) 541-9500
Circle No. 218.

Accord/Div. of U.S. Furn. Inds.
P.O. Box 2127, 817 W. Ward
High Point, NC 27261
(919) 886-5157 (800) 334-3181
Circle No. 219.

Acoustical Screens Corp.
79 Industrial Dr., Drawer 545
East Longmeadow, MA 01028
(413) 525-6613 (800) 628-3140
Circle No. 220.

Action Industries Inc.
Highway 45 S., Box 1627
Tupelo, MS 38802
(601) 566-7447
Circle No. 221.

Adden Furniture Inc.
26 Jackson St.
Lowell, MA 01852
(617) 454-7840
Circle No. 222.

Add Interior Systems
515 Crocker St.
Los Angeles, CA 90013
(213) 629-2421
Circle No. 223.

Agati Designs
2257 South Troy
Chicago, IL 60623
(312) 522-0504
Circle No. 224.

Allibert Outdoor,
a division of Allibert Inc.
119 W. 57th Street
New York, NY 10019
(212) 247-7780
Circle No. 225.

Allsteel
P.O. Box 871
Aurora, IL 60507
(312) 859-2600
Circle No. 226.

Alma Desk Co.
Box 2250
High Point, NC 27261
(919) 885-4101
Circle No. 227.

Ambiant
76 Richmond St. East
Toronto, Canada M5C 1P1
(416) 863-0863
Circle No. 228.

Amotek/Lusa
37 North Ave.
Norwalk, CT 06851
(800) 242-4777
Circle No. 229.

Anderson
P.O. Box 739
5040 San Fernando Road
Glendale, CA 91209
(818) 246-8133
Circle No. 230.

Arcadia/Div. Casey/
Wayne Journigan
15610 South Main St.
Gardena, CA 90248
(213) 532-9100
Circle No. 231.

Arconas Corp.
580 Orwell St.
Mississauga, Ontario
Canada L5A 3V7
(416) 272-0727
Circle No. 232.

Artec/A Div. of Kimball Int'l.
1600 Royal St.
Jasper, IN 47546
(812) 482-1600
Circle No. 233.

Arte de Mexico
5356 Riverton Ave.
North Hollywood, CA 91601
(818) 769-5090
Circle No. 234.

Artemide
150 E. 58th St.
New York, NY 10155
(212) 980-0710
Circle No. 235.

Artopex
C.P./Box 435
St. Martin, Laval
Quebec, Canada H7S 1Z9
(514) 332-4420
Circle No. 236.

Aspects
11615 Pendleton St.
Sun Valley, CA 91352
(818) 768-9000
Circle No. 237.

Atelier Int'l., Ltd.
595 Madison Ave.
New York, NY 10022
(212) 644-0400
Circle No. 238.

August Incorporated
Box 43
Centerville, OH 45459
(513) 434-2520
Circle No. 239.

Axiom Designs
219 E. 60th St.
New York, NY 10022
(212) 752-8161
Circle No. 240.

BIF Korea
765 S. Vermont Ave.
Los Angeles, CA 90005
(213) 387-8576
Circle No. 241.

Baker Furniture
917 Merchandise Mart
Chicago, IL 60654
(312) 329-9410
Circle No. 242.

Bassett Contract Industries
P.O. Box 2123
Bassett, VA 24055
(703) 629-7511
Circle No. 243.

Benedetti Corp.
1500 S. Evergreen Ave.
P.O. Box 23917
Los Angeles, CA 90023
(213) 261-3000
Circle No. 244.

Bevco Precision Mfg. Co.
831 Chicago Avenue
Evanston, IL 60202
(312) 328-4254
Circle No. 245.

Bevis Custom Furniture Inc.
P.O. Box 2280
Florence, AL 35630-0280
(295) 766-6497
Circle No. 246.

Blockhouse
121 First Ave., P.O. Box 370
Red Lion, PA 17356
(717) 246-3031
Circle No. 247.

The Boling Co.
P.O. Box 409
Siler City, NC 27344
(919) 663-2400
Circle No. 248.

Borroughs Division/Lear Siegler
3002 North Burdick
Kalamazoo, MI 49007
(800) 253-4083
Circle No. 249.

Brandrud Furniture
1502 20th St. N.W.,
P.O. Box C.
Auburn, WA 98002
(206) 838-6500
Circle No. 251.

Brayton International
255 Swathmore Ave.,
P.O. Box 7288
High Point, NC 27264
(919) 434-4151
Circle No. 252.

Bright Chair Company
IDCNY 30-20 thomson Ave.
Long Island City, NY 11101
(718) 392-6660
Circle No. 253.

Brodart Co.
1609 Memorial Ave.
Williamsport, PA 17705
(800) 233-8467
Circle No. 254.

D. S. Brown Co.
272-8687 Melrose Ave.
Los Angeles, CA 90069
(213) 659-1239
Circle No. 255.

Brueton Industries
979 3rd Ave.
New York, NY 10022
(212) 838-1630
Circle No. 256.

Brunschwig & Fils
979 Third Avenue
New York, NY 10022
(212) 683-3117
Circle No. 257.

Buckstaff
P.O. Box 2506
Oshkosh, WI 54903-2506
(414) 235-5890
Circle No. 250.

CHF Industries
150 Pine St.
Grayslake, IL 60030
(312) 223-1900
Circle No. 258.

C.I. Designs
574 Boston Ave.,
P.O. Box 191
Medford, MA 02155
(617) 391-7800
Circle No. 259.

Carolina Seating Co.
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High Point, NC 27261
(919) 476-6117
Circle No. 199.

Casa Bique, Ltd.
P.O. Box 788
Thomasville, NC 27360
(919) 475-9136
Circle No. 260.

Casa Nova
200 Lexington Ave.
New York, NY 10016
(212) 213-2727
Circle No. 197.

Castelli Furniture, Inc.
116 Wilbur Pl.,
P.O. Box 509
Bohemia, NY 11716
(516) 589-0707
Circle No. 261.

Chairmasters, Inc.
200 East 146th St.
Bronx, NY 10451-5599
(212) 292-0600
Circle No. 262.

Charvoz-Carsen Corp.
5 Daniel Rd. E.
Fairfield, NJ 07006
(201) 227-0600
Circle No. 263.

Cole Business Furniture/LBF
640 Whiteford Road,
P.O. Box M-26
York, PA 17405-7026
(717) 854-1545
Circle No. 264.

ALPHABETICAL

continued

Colecraft Mfg. Co., Inc.
3949 Walden Ave.
Lancaster, NY 14086
(716) 684-8555
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Comforto, Inc.
P.O. Box 917
Lincolnton, NC 28092
(704) 732-2267
Circle No. 266.

Commonwealth Contract Furn.
P.O. Box 667
Bassett, VA 24055
(703) 629-3351
Circle No. 267.

Conde House
200 Kansas St., Ste. 225
San Francisco, CA 94103
(415) 864-8666
Circle No. 268.

Condi/Div. Pacific Furniture Mfg.
1965 Vista Bella Way,
P.O. Drawer 12
Compton, CA 90220
(213) 774-8300
Circle No. 269.

Congoleum Corp./
Kinder Furniture Div.
2323 South 17th St.,
P.O. Box 1207
Elkhart, IN 46515
(219) 293-3531
Circle No. 270.

Contec
P.O. Box 76540
Atlanta, GA 30328
(404) 993-7654
Circle No. 271.

Continental Creative Sales
141 Lanza Ave.
Garfield, NJ 07026
(201) 546-9660
Circle No. 272.

Continental Imports, Inc.
3901 Main St.
Philadelphia, PA 19127
(215) 482-8000
Circle No. 273.

Contract & Leisure Seating
133 W. 19th Street
New York, NY 10011
(212) 206-6337
Circle No. 274.

Contract Seating Int'l.
16511 South Main St.
Gardena, CA 90248
(213) 516-9926
Circle No. 275.

CorryHiebert Corp.
div. of HON Industries
511 East Carpenter Freeway
Irving, TX 75062
(214) 506-9500
Circle No. 276.

Craftsman Office Furniture
14113 South McKinley Avenue
Los Angeles, CA 90059
(213) 638-6118
Circle No. 278.

Cramer
625 Adams St.
Kansas City, KS 66105
(913) 621-6700
Circle No. 279.

Cumberland Furniture
40 E. 49th St.
New York, NY 10017
(212) 759-8444
Circle No. 280.

Curtis Products Ltd.
495 Ball St., Box 2011
Cobourg, Ontario
Canada K9A 4P9
(416) 372-2184
Circle No. 281.

Custom Resource Inc.
206 Spring St.
New York, NY 10012
(212) 477-5009
Circle No. 282.

Daglee Seating & Equipment
Twenty-First St. & Godfrey Ave.
P.O. Box 6582
Philadelphia, PA 19138
(215) 549-9090
Circle No. 283.

Peter Danko & Assoc.
917 King St.
Alexandria, VA 22314
(703) 836-0774
Circle No. 284.

Davis Furniture Industries
602 W. Linden Ave.,
P.O. Box 2065
High Point, NC 27261
(919) 889-2009
Circle No. 285.

Dependable Furniture
45 Williams Ave.
San Francisco, CA 94124
(415) 822-3232
Circle No. 286.

Design for Leisure, Ltd.
41 Kensico Dr.
Mount Kisco, NY 10549
(914) 241-4500
Circle No. 287.

Designplace Furniture
1306 Fayette St.
El Cajon, CA 92020
(619) 448-8453
Circle No. 290.

Design Selections Intl., Inc.
150 E. 58th St.
New York, NY 10155
(212) 751-1321
Circle No. 288.

Design Trac, Inc.
P.O. Box 8023
Youngstown, OH 44505
(216) 758-2669
Circle No. 289.

Paul Dodds Designs/Dining
5450 Dodds Ave.
Buena Park, CA 90621
(714) 521-9400
Circle No. 291.

Domore
2400 Sterling Ave.
P.O. Box 1289
Elkhart, IN 46515
(219) 293-0621
Circle No. 292.

Donghia Furniture
485 Broadway
New York, NY 10013
(212) 925-2777
Circle No. 293.

Dor-Val Mfg. Ltd.
2760 Boul. Laurentien
Saint-Laurent, Quebec
Canada H4K 2E1
(514) 336-7780
Circle No. 294.

Dunbar
601 South Fulton St.
Berne, IN 46711
(219) 589-2111
Circle No. 295.

Dynel International
P.O. Box 107
Zeeland, MI 49464
(616) 772-6429
Circle No. 296.

EMU/USA
24 Bennet St.
Atlanta, GA 30309
(404) 351-8866
Circle No. 299.

Eck-Adams
347 N. Lindberg Blvd.
St. Louis, MO 63141
(314) 993-8100
Circle No. 297.

Elite/Biltrite
10251 Ray Lawson
Montreal, Quebec
Canada H1J 1L7
(514) 352-7770
Circle No. 300.

Emeco Industries, Inc.
P.O. Box 233
Hanover, PA 17331
(717) 637-5951
Circle No. 301.

Ergoform, Inc.
685 Meloche Ave.
Dorval, Quebec H9P 2S4
(514) 636-6682
Circle No. 302.

Erincraft, Inc.
741 E. 8th St.
Michigan City, IN 46360
(219) 879-3396
Circle No. 303.

Estel
6695 Peachtree Ind. Blvd.,
Ste. 212
Atlanta, GA 30360
(404) 446-0933
Circle No. 304.

Executive Office Concepts
1705 Anderson Ave.
Compton, CA 90022
(213) 537-1657
Circle No. 305.

Falcon
9387 Dielman Industrial,
P.O. Box 21569
St. Louis, MO 63132
(314) 991-9200
Circle No. 306.

Ficks Reed
4900 Charlemar Dr.
Cincinnati, OH 45227
(513) 561-2100
Circle No. 307.

Fixtures Furniture
P.O. Box 1642 Crystal
Kansas City, MO 64126-2825
(816) 241-4500
Circle No. 308.

Flair Designs Ltd.
1701 North Market, P.O. Box 606
Kokomo, IN 46901
(317) 452-6000
Circle No. 309.

Sam Flax
111 8th St.
New York, NY 10011
(212) 620-3000
Circle No. 310.

Flexsteel Industries Inc.
P.O. Box 877
Dubuque, IA 52001
(319) 556-7730
Circle No. 311.

Functional Office Furniture
1281 Anderson Dr.
San Rafael, CA 94901
(415) 457-4143
Circle No. 312.

Fupoflex/USA
13450 Farmington Rd.
Livonia, MI 48150
(313) 525-4150
Circle No. 313.

G. F. Furniture Systems
4944 Belmont Ave., P.O. Box 1108
Youngstown, OH 44501
(216) 759-8888
Circle No. 314.

G. W. Furniture
5525 Cote de Liesse
Montreal, Canada H4P 1A1
(514) 748-7306
Circle No. 315.

The Gasser Chair Co.
4136 Loganway
Youngstown, OH 44505-1797
(216) 759-2234
Circle No. 316.

General Mica Corp.
1850 N.E. 144 St.
N. Miami, FL 33181
(305) 949-7281
Circle No. 317.

Otto Gerdau Co.
82 Wall St.
New York, NY 10005
(212) 709-9600
Circle No. 318.

Ghariany Executive
20 Greenway Plaza, Suite 432
Houston, TX 77046
(713) 623-0330
Circle No. 319.

Gilbert Int'l.
2945 Stuart Dr.
Ft. Worth, TX 76104
(817) 921-5331
Circle No. 320.

The Ginsberg Collection
190 San Bruno Ave.
San Francisco, CA 94103
(415) 621-6060
Circle No. 321.

Girsberger Industries
P.O. Box 1990
Smithfield, NC 27577
(919) 934-0545
Circle No. 322.

Glasspec Corporation
10344 S.W. 187th St.
Miami, FL 33157
(305) 255-8444
Circle No. 326.

Gold Medal Inc.
1700 Packard Ave.
Racine WI 53403
(414) 637-6700
Circle No. 323.

Gordon International
200 Lexington Avenue
New York, NY 10016
(212) LE2-0075
Circle No. 324.

Grahl Industries, Inc.
100 S. Michigan Ave.,
P.O. Box 345
Coldwater, MI 49038
(517) 297-8011
Circle No. 325.

Gregson Furniture
P.O. Box 1496
Liberty, NC 27298
(919) 622-2201
Circle No. 327.

Grosfillex
Muhlenberg Industrial Mall
4201 Pottsville Pike
Reading, PA 19605
(215) 921-9151
Circle No. 328.

Group Four Furniture
25-5 Connell Ct.
Toronto, Ontario
Canada M8Z 1E8
(416) 251-1128
Circle No. 329.

The Gunlocke Co.
One Gunlocke Dr.
Wayland, NY 14572
(716) 728-5111
Circle No. 330.

HON Company
200 Oak St.
Muscantine, IA 52761
(319) 264-7100
Circle No. 331.

Hag U.S.A.
P.O. Box 4109
1052 Merchandise Mart
Chicago, IL 60654
(312) 222-1166
Circle No. 332.

Hamilton Industries
1316 18th St.
Two Rivers, WI 54241
(414) 793-1121
Circle No. 333.

Harden Furniture Contract
P.O. Box 2
McConnellsville, NY 13401
(315) 675-3600
Circle No. 334.

Hardwood House
569 Lyell Avenue
Rochester, NY 14606
(716) 254-0600
Circle No. 335.

Harter Corporation
Sturgis, MI 49091
(616) 651-3201
Circle No. 336.

Harvard Interiors
4321 Semple Ave.
St. Louis MO 63120
(314) 382-5590
Circle No. 337.

Haskell of Pittsburgh, Inc.
231 Haskell Lane
Verona, PA 15147-0273
(412) 828-6000
Circle No. 338.

Haworth
One Haworth Center
Holland, MI 49423
(616) 392-5961
Circle No. 339.

The Hayes Co.
1036 47th Ave.
Oakland, CA 94601
(415) 534-4511
Circle No. 340.

Helikon Furniture Co., Inc.
607 Norwich Ave.
Taftville, CT 06380
(203) 886-2301
Circle No. 341.

Hickory Business Furniture
P.O. Box 8
Hickory, NC 28603
(704) 328-2064
Circle No. 342.

Hickory Leather Co.
Rte. No. 3, Box 423
Vale, NC 28168
(704) 462-2988
Circle No. 343.

Hillcrest Manufacturing, Inc.
One College Hill Street
P.O. Box 148
Paoli, IN 47454
(812) 723-2800
Circle No. 345.

Hirons Williams Inc.
441 Gourley Pike
P.O. Box 1217
Bloomington, IN 47402
(812) 332-3236
Circle No. 346.

Homecrest Industries Inc.
Box 350
Wadena, MN 56482
(218) 631-1000
Circle No. 347.

Human Factor Tech.
P.O. Box 235
55 Harvey Rd.
Londonderry, NH 03053
(603) 432-4495
Circle No. 348.

Hunt Country Furniture
P.O. Box 500
Wingdale, NY 12594
(914) 832-6601
Circle No. 349.

ICF
305 E. 63rd St.
New York, NY 10021
(212) 750-0900
Circle No. 350.

IPF Int'l.
11-13 Maryland Ave.
Paterson, NJ 07503
(201) 345-7440
Circle No. 351.

Ibis Furniture
517 Hudson St.
Hackensack, NJ 07601
Circle No. 193.

Indiana Chair Co.
P.O. Box 70
Jasper, IN 47546
(812) 482-1143
Circle No. 352.

Indiana Desk Company Inc.
P.O. Box 270
Jasper, IN 47546
(812) 482-5727
Circle No. 353.

Innovative Products for Interiors Inc. (IPI)
315 E. 62nd St.
New York, NY 10021
(212) 838-2900
Circle No. 354.

Interna Designs, Ltd.
The Merchandise Mart
Space 6-168
Chicago, IL 60654
(312) 467-6076
Circle No. 355.

International Designer Imports
89 N.E. 27th St.
Miami, FL 33137
(800) 325-1337-(TONE)-119
Circle No. 356.

International Designs
6000 Phoenix Dr.
City of Industry, CA 91745
(818) 968-0444
Circle No. 357.

Intrends Int'l.
P.O. Box 241
Scarsdale, NY 10583
(914) 472-5866
Circle No. 358.

Irwin Seating Co.
3251 Fruit Ridge Rd. N.W.
P.O. Box 2429
Grand Rapids, MI 49504
(616) 784-2566
Circle No. 359.

Izco Seating
Suite 140
2001 West Main St.
Stamford, CT 06902
(203) 348-9090
Circle No. 360.

JG Furniture Systems
Quakerstown, PA 18951
(215) 536-7343
Circle No. 361.

Jasper Seating
P.O. Box 231
Jasper, IN 47546
(812) 482-3204
Circle No. 362.

Lee Jofa
800 Carlstadt Blvd.
Carlstadt, NJ 07072
(201) 438-8444
Circle No. 363.

Jofco Inc.
42 East 13th
P.O. Box 71
Jasper, IN 47546
(812) 482-5154
Circle No. 364.

R. Jones & Assoc., Inc.
P.O. Box 47705
3054 Irving Blvd.
Dallas, TX 75247
(214) 951-0091
Circle No. 365.

Juhasz
4515 W. Adams Blvd.
Los Angeles, CA 90016
(213) 731-6789
Circle No. 366.

KD/Context
One KD Drive
Belmont, MS 38827
(601) 454-3451
Circle No. 367.

Kasparians
815 South Fremont Ave.
Alhambra, CA 91803
(818) 289-7895
Circle No. 368.

Kimball Office Furniture
1600 Royal St.
Jasper, IN 47546
(812) 482-1600
Circle No. 369.

Kinetics Furniture
110 Carier Dr.
Rexdale, Ontario
Canada M9W 5R1
(416) 675-4300
Circle No. 370.

Knoll Int'l.
655 Madison Ave.
New York, NY 10021
(212) 207-2200
Circle No. 371.

Kofabco
P.O. Box 165
Peru, IN 46970
(317) 473-6691
Circle No. 372.

Kron U.S.A.
1321 N.W. 65th Pl.
Ft. Lauderdale, FL 33309
(305) 973-6911
Circle No. 373.

Krueger
1330 Bellevue St.
P.O. Box 8100
Green Bay, WI 54308
(414) 468-8100
Circle No. 374.

Krug Furniture Inc.
P.O. Box 9035
421 Manitou Dr.
Kitchener, Ontario N2G 4J3
(519) 893-1100
Circle No. 375.

ALPHABETICAL

continued

Kusch U.S.A.
BPCG International, Ltd.
24 Fort Salonga Road
Centerport, NY 11721
(516) 261-8000
Circle No. 376.

L & B Products Corp.
3232 Lurting Ave.
Bronx, NY 10469
(212) 882-5400
Circle No. 377.

Lakeland Chair
46320 West 10 Mile Rd.
Northville, MI 48167
(313) 348-9545
Circle No. 378.

Landscape Forms
431 Lawndale Avenue
Kalamazoo, MI 49001-9543
(616) 381-0396
Circle No. 379.

Jack Lenor Larsen
41 E. 11th St.
New York, NY 10022
(212) 674-3993
Circle No. 383.

Lee L. Woodard, Inc.
317 South Elm Street
Owosso, MI 48867
Circle No. 380.

Lehigh-Leopold
One Joyce Dr.
Burlington, IA 52601
(319) 753-2271
Circle No. 382.

Leisure Lite Industries, Inc.
1780 West 4th Avenue
Hialeah, FL 33010
(305) 888-7444
Circle No. 381.

Level of Winchendon
28 Front St.
Winchendon, MA 01475
(617) 297-1500
Circle No. 384.

Lewittes Furniture Ent.
171 Madison Ave.
New York, NY 10016
(212) 684-2255
Circle No. 385.

Lloyd-Flanders
3010 Tenth Street
P.O. Box 500
Menominee, MI 49858
(906) 863-4491
Circle No. 386.

Loewenstein/Oggo
3260 S.W. 11th Ave.
P.O. Box 22029
Ft. Lauderdale, FL 33335
(305) 525-8453
Circle No. 387.

Lubke Int'l. Design
Diane Cotten
1112 Dorris St.
P.O. Box 1730
High Point, NC 27261
(919) 884-8042
Circle No. 388.

Lumex
100 Spence Street
Bay Shore, N.Y. 11706-2290
(516) 273-2200
Circle No. 389.

MDI
P.O. Box 19188
Washington, D.C. 20036
(202) 293-2905
Circle No. 390.

M & H Seating
HP-11
High Point, NC 27261
(800) 438-4324
Circle No. 196.

MTS Seating
1244 W. Dean Rd.
Temperance, MI 48182
(313) 847-3875
Circle No. 391.

Madison Furniture
P.O. Box 111
Canton, MS 39046
(601) 859-8000
Circle No. 392.

Magna Design
5804 204th S.W.
P.O. Box 1354
Lynnwood, WA 98046
(206) 776-2181
(800) 233-2304
Circle No. 395.

Mandell Furniture Co.
1920 Yost Ave.
Bloomington, IN 47401
(812) 333-3004
Circle No. 396.

Cy Mann Designs Ltd.
979 Third Ave.
New York, NY 10022
(212) 758-6830
Circle No. 393.

Marden Manufacturing
5823 North Ravenswood
Chicago, IL 60660
(312) 527-2574
Circle No. 394.

Metalstand
11200 Roosevelt Blvd.
Philadelphia, PA 19115
(215) 673-5300
Circle No. 397.

Metropolitan Furniture
245 E. Harris Ave.
South San Francisco, CA
94080-6807
(415) 871-6222
Circle No. 398.

Microdyne Co.
P.O. Box 1056
Mansfield, OH 44901-1056
(419) 522-0001
Circle No. 399.

Mill Business Furniture, Inc.
4511 South Avenue
Toledo, OH 43615
(419) 537-6551
Circle No. 400.

Herman Miller
2855 44th St.
Grandville, MI 49418
(616) 530-4000
Circle No. 401.

Missouri Oak Chair Co.
6509 Hadley
Raytown, MO 64133
(716) 353-8485
Circle No. 402.

Moduform
172 Industrial Rd.
P.O. Box 400
Fitchburg, MA 01420
(617) 345-7942
Circle No. 403.

Monel Contract Furniture
P.O. Box 291
Oakland Gardens, NY 11364
(718) 225-8535
Circle No. 404.

Monteverdi-Young, Inc.
8687 Melrose Ave.
Los Angeles, CA 90069
(213) 659-7220
Circle No. 405.

Thomas Moser
415 Cumberland Ave.
Portland, ME 04101
(207) 774-3791
Circle No. 406.

Mueller Furniture Corp.
514 Fith St. N.W.
P.O. Box 2624
Grand Rapids, MI 49501
(616) 451-2738
Circle No. 407.

Myrtle Desk Co.
P.O. Box 2490
High Point, NC 27261
(919) 885-4021
Circle No. 408.

National Office Furniture Co.
1600 Royal St.
Jasper, IN 47546
(812) 482-8700
Circle No. 409.

Niedermaier
2835 N. Sheffield Ave.
Chicago, IL 60657
(312) 528-8123
Circle No. 410.

Nienkämper
415 Finchdene Sq.
Scarboro, Ontario
Canada M1X 1B7
(416) 298-5700
Circle No. 411.

Norix Group
P.O. Box 2698
Aurora, IL 60507
(312) 879-6160
Circle No. 412.

Novikoff
211 E. Richmond
Ft. Worth, TX 76104
(817) 535-0826
Circle No. 413.

Old Hickory Furniture Co.
403 South Noble St.
Shelbyville, IN 46176
(317) 398-3151
Circle No. 414.

Pacific Rattan
4405 Fruitland Ave.
Los Angeles, CA 90058
(313) 585-1162
Circle No. 415.

Palazzetti
215 Lexington Ave.
New York, NY 10016
(212) 684-1199
Circle No. 416.

Panel Concepts
3001 South Yale St.
Santa Ana, CA 92704-6469
(714) 979-3680
Circle No. 418.

Paoli
P.O. Box 30
Paoli, IN 47454
(812) 723-2791
Circle No. 417.

Patrician
1209 Sherman Rd.
P.O. Box 2353
High Point, NC 27261
(800) 334-9309
Circle No. 419.

Peter Pepper Products
17929 S. Susana Rd.
Compton, CA 90221
(213) 979-0815
Circle No. 421.

Plycraft
39 S. Canal St.
Lawrence, MA 01843
(617) 686-9571
Circle No. 422.

Plymold Booths
615 Centennial Dr.
Kenyon, MN 55946
(507) 789-5222
Circle No. 423.

Poltronova International
51037 Montale
Via Prov. Pratese 23
Montale, ITALY
0574-713512
Circle No. 424.

Pompeii Casual Furniture
255 N.W. 25th St.
Miami, FL 33127
(305) 576-3600
Circle No. 425.

Position People
6344 Riverdale St.
San Diego, CA 92120
(619) 281-9848
Circle No. 426.

Procaccino
32 Strawberry St.
Philadelphia, PA 19106
(215) 925-9114
Circle No. 427.

Pronto
6644 Orchard Lake Rd.
West Bloomfield, MI 48033
(313) 851-2463
Circle No. 428.

Reff Incorporated
1000 Arrow Rd.
Weston (Toronto), Ontario
Canada M9M 2Y7
(416) 741-5453
Circle No. 429.

Edward Axel Roffman
430 E. 59th St.
New York, NY 10022
(212) 753-4252
Circle No. 430.

Romweber Furniture Co.
4 South Park Avenue
Batesville, IN 47006
(812) 934-3485
Circle No. 431.

Royal Seating Corp.
P.O. Box 753
Cameron, TX 76520
(817) 697-6421
Circle No. 433.

Rudd Int'l. Corp.
1025 Thomas Jefferson ST.
Washington, DC 20007
(202) 333-5600
Circle No. 434.

St. Timothy Chair Co.
P.O. Box 2427
Hickory, NC 28603
(704) 322-7125
Circle No. 435.

Samsonite Furniture Co.
Samsonite Blvd.
Murfreesboro, TN 37130
(312) 372-7090
Circle No. 436.

Saturn Office Furniture
Div. Hespeler Craft Industries
2450 Anson Dr.
Mississauga, Ontario
Canada L5S 1G2
(416) 677-4300
Circle No. 437.

Sauder Mfg. Co.
600 Middle St.
Archbold, OH 43502
(800) 437-1530
Circle No. 438.

Scandiline Industries Inc.
1217 W. Artesia Blvd.
Compton, CA 90220
(213) 537-6411
Circle No. 442.

Schafer Bros.
P.O. Box 10688
Beverly Hills, CA 90213
(714) 891-4691
Circle No. 439.

Schlapp Moebel America
103 East Wilson
Batavia, IL 60510
(312) 406-1700
Circle No. 440.

Scope Furniture, Ltd.
407 W. 13th St.
New York, NY 10014
(212) 243-0488
Circle No. 441.

Sebel Furniture Inc.
1468 Forest Glen Drive 21
Hacienda heights, CA 91745
(818) 964-5646
Circle No. 443.

Sedus North America
2547 Farrington St.
Dallax, TX 75207
(214) 638-8463
Circle No. 444.

Shafer Commercial Seating
4101 East 48th Ave.
Denver, CO 80216-3206
Circle No. 445.

Shaw/Walker
P.O. Box 209
Muskegon, MI 49443
(616) 725-4200
Circle No. 446.

Shelby Williams
P.O. Box 1028
Morristown, TN 37814
(615) 586-7000
Circle No. 447.

Shogun Int'l. Corp.
22 W. Ontario St.
Chicago, IL 60610
(312) 828-0090
Circle No. 448.

Sierra Group
3100 Glenwood Ave.
Philadelphia, PA 19121
(215) 763-3077
Circle No. 198.

Sport Seating Co.
Box 449
1540 Chestnut St.
Emmaus, PA 18049
(215) 967-5450
Circle No. 449.

Stacor Corp.
285 Emmet St.
Newark, NJ 07114
(201) 242-6600
Circle No. 450.

Steelcase
901 44th St. S.E.
Grand Rapids, MI 49508
(616) 247-2710
Circle No. 451.

Stow & Davis Furniture Co.
26 Summer Ave. N.W.
Grand Rapids, MI 49504
(616) 246-4000
Circle No. 452.

Stylex Inc.
620 Cooper St.
Delanco, NJ 08075
(609) 461-5600
Circle No. 453.

Summit Furniture, Inc.
P.O. Box 5
Carmel-by-the-Sea, CA 93921
(408) 624-0905
Circle No. 454.

SunarHauserman
5711 Grant Ave.
Cleveland, OH 44105
(216) 883-1400
Circle No. 456.

Suncast Corp.
701 North Kirk Rd.
Batavia, IL 60510
(312) 879-2050
Circle No. 457.

Sun & Leisure Ltd.
133 W. 19th St.
New York, NY 10011
(212) 206-6337
Circle No. 455.

Superior Chaircraft
P.O. Box 725
Belton, TX 76513
(817) 939-3517
Circle No. 458.

Superior Furniture Mfg.
2044 47th St.
Sarasota, FL 33580
(813) 355-8523
Circle No. 459.

SymeDesign
2062 Transcanada Highway
Dorval, Quebec H9P 2N4
(514) 685-1865
Circle No. 460.

Systems Furniture Company
2727 Maricopa St.
P.O. Box 2879
Torrance, CA 90503
(213) 533-1212
Circle No. 461.

TAB Products Co.
1400 Page Mill Rd.
Palo Alto, CA 94304
(415) 852-2400
Circle No. 462.

Taylor
75 Taylor St.
Bedford, OH 44146
(216) 232-0700
Circle No. 463.

Telescope Folding Furn.
Granville, NY 12832
(518) 642-1100
Circle No. 464.

Terra
P.O. Box 3786
17855 Arenth Ave.
City of Industry, CA 91744
(818) 912-8523
Circle No. 465.

Thomasville Contract
401 E. Main Street
Thomasville, NC 27360
(919) 472-9000
Circle No. 466.

Thonet
491 E. Princess St.
P.O. Box 1587
York, PA 17405
(717) 845-6666
Circle No. 467.

Triconfort
Div. of Allibert
119 W. 57th St.
New York, NY 10019
(212) 247-7780
Circle No. 468.

Tri-Mark/Tulip
1006 Arch St.
Philadelphia, PA 19107
(215) 923-2077
Circle No. 469.

Tropitone Furniture Co. Inc.
P.O. Box 3197
Sarasota, FL 33578
(813) 355-2715
Circle No. 470.

Tuohy Furniture Corp.
42 St. Albans Pl.
Chatfield, MN 55923
(507) 867-4280
Circle No. 472.

Typhoon Int'l. Corp.
121 Ninth St.
San Francisco, CA 94103
(415) 621-5480
Circle No. 473.

Unifor
2256 Northlake Pkwy.
Atlanta, GA 30084
(404) 938-5444
Circle No. 474.

United Chair Co.
P.O. Box 96
114 Churchill Ave. N.W.
Leeds, AL 35094
(205) 699-5181
Circle No. 475.

Valli Furniture Mfg. Corp.
430 Lincoln St.
Easton, PA 18042
(215) 253-2093
Circle No. 476.

Vecta Contract
1800 South Great West
Grand Prairie, TX 75051
(214) 641-2860
Circle No. 477.

Vertex Furniture Inc.
4912 West Jefferson Blvd.
Los Angeles, CA 90016
(213) 731-1986
Circle No. 478.

Viking Acoustical Corp.
Airlake Industrial Park
Lakeville, MN 55044
(612) 469-3405
Circle No. 479.

Virco Manufacturing Corp.
15134 S. Vermont Avenue
Box 44846
Los Angeles, CA 90044
(213) 532-3570
Circle No. 480.

Voko U.S. Inc.
Suite 791
20 Greenway Plaza
Houston, TX 77046
(713) 622-8656
Circle No. 481.

Walsh & Simmons Seating
2511 Iowa St.
St. Louis, MO 63104
(314) 664-1215
Circle No. 482.

Westin-Nielsen Corp.
3752 N. Dunlap St.
St. Paul, MN 55112
(612) 484-3329
Circle No. 483.

Westinghouse Furniture Systems
4300 36 St. S.E.
P.O. Box 8829
Grand Rapids, MI 49508
(616) 949-1050
Circle No. 484.

Westnofa USA
7040 N. Austin Ave.
Niles, IL 60648
(312) 647-7415
Circle No. 485.

Wieland Furniture
P.O. Box 567
Kawkawlyn, MI 48631
Circle No. 486.

Wright Line
160 Gold Star Boulevard
Worcester, MA 01606
(212) 206-6337
Circle No. 487.

Wyandot Seating
P.O. Box 969
Bucyrus, OH 44820
(419) 562-1000
Circle No. 488.

Wycombe, Meyer Co.
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New York, NY 10021-7798
(212) 753-2010
Circle No. 489.

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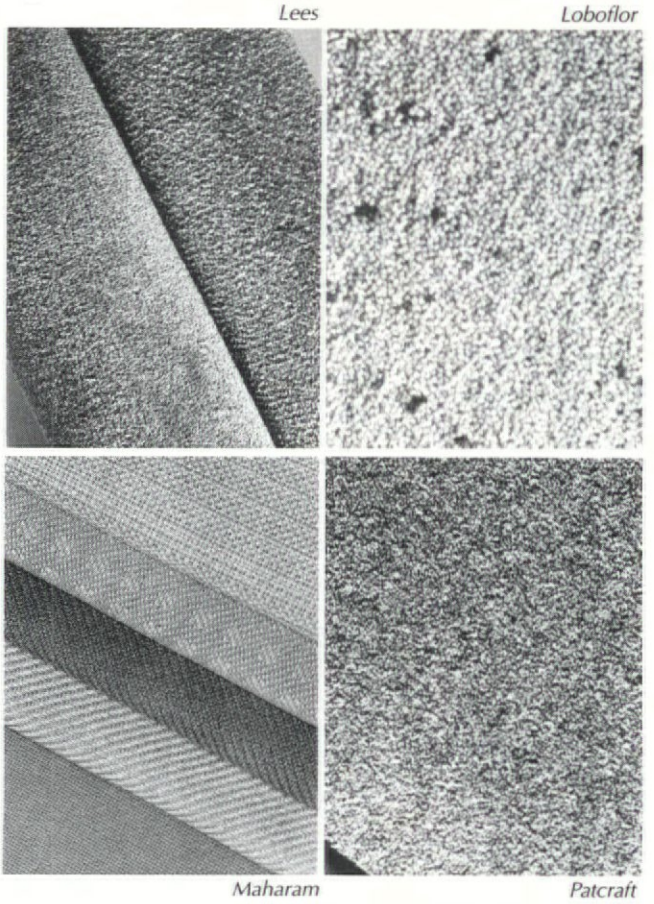


Lees *Loboflor* *Maharam* *Patcraft*

Lees—Special coordinate collections color-match plain and patterned commercial caperts; are especially applicable to retail stores and executive office spaces. They are offered with Bioguard antimicrobial protection. Patterns include multicolors and tailored, small-scale pin-dot designs. **Circle No. 207.**

Loboflor—New Pin Dot and coordinating solid tiles come in six colors: Claret, Sienna, Slate, Charcoal, Ocean Green, and Oak. Tiles clean and wear like vinyl and are constructed of high density electrostatic flocking. They carry a 10-year warranty. **Circle No. 212.**

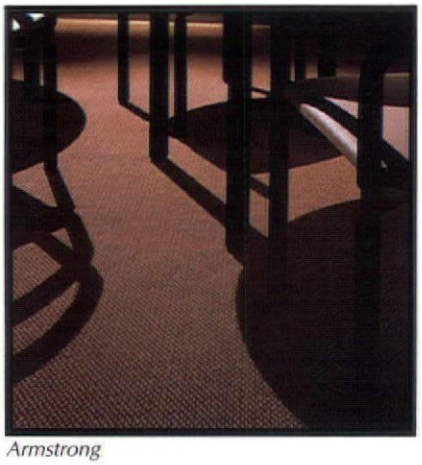
Maharam—Nouvelle Series features six patterns and is constructed of Hercules' Nouvelle fiber. It offers a 54-in. width and is designed for high-volume use. Carpets are washable, pill resistant, and available in more than 140 colorways. **Circle No. 209.**

Patcraft Mills—Star Lites is available in 16 yarn-dyed colors of DuPont Antron fiber with a sprinkling of multi-hued flecks. Construction is for tough, durable use. **Circle No. 200.**

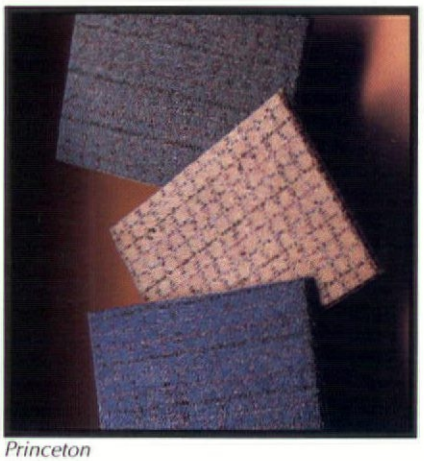
Armstrong—The Artline Collection finds application in hospitality applications and retail stores. Two solid-color styles, Toneline (a saxony) and Brushline (a frieze) are included, along with Softline (shown), Sketchline, Boldline, and Brightline. All are of Antron XL nylon and are available in 86 standard colorations and custom. **Circle No. 202.**

Princeton Technologies—True Grid, a new contract pattern, is cut/loop of two solution-dyed nylon yarns from BASF—three colors of Zeftron ZX and Zeftron 500 spun nylon. It is available in 10 colorways and carries a 10-year carpet-wear warranty. True Grid is anti-shock and color-fast. **Circle No. 203.**

Jack Lenor Larsen—Two new designs from the Masterworks™ 20th Century Collection, "Anagram" and "Box Step" (shown), are available in two colorways and coordinate with Larsen's solid design "Furrow." **Circle No. 208.**



Armstrong



Princeton

Larsen

By **LEE KAUFMAN JR.**

BACK TO CARPET BASICS

St. Louis contract carpet distributor/contracting firm reviews construction, patterning

It's a good idea to go back to basics periodically to refresh knowledge of contract patterned carpet production and construction which can provide specifiers with a huge array of design choices.

The technology used to make patterned carpet runs the gamut from traditional, skilled techniques to high-tech use of laser and video equipment. In the end, the result is the same—simply to add design to the floor finish. With modern technology at a peak in carpet manufacturing, patterned carpets are more available than ever before, with high demand an inevitable result.

Designers want floors to influence the color of a space and to be the tone-setter of range and dimension, as well.

But, aside from the design function, commercial patterned carpet can be used for other purposes: to camouflage cigarette burns and food spills; to tie non-associated colors into other room finishes; to make a room look longer, shorter, narrower, or wider; to make the ceiling look higher or lower. Patterns also influence "psychographics," or the energy level emitted by a space.

If all patterned carpets were manufactured alike, design and practical concerns would be the only requirements of their selection. However, differences in factors such as texture, cost, luster, level, pattern definition, color registration, and overall feel and/or richness demand that the designer should be acquainted with types of patterned carpet manufacturing, capabilities, and limitations.

Carpet manufacturing varies

There are two basic ways to make carpets. They are either *woven* or *tufted*. Weaving of carpets is the oldest form of manufacturing. In this process, patterned carpets are made via the Wilton or Axminster process. These are always more expensive than tufted carpets because weavers are highly skilled and the process lengthier. Whereas tufted carpets can be made in greater volume and pattern range via the printed, hydrashift, graphics, velvaloop, or video tufted methods.

In the woven carpet category, Wiltons are manufactured in England; there are very few Wilton looms in the U.S. Their

Lee Kaufman, Jr., is president, Lee Kaufman & Co., a contracting firm that specializes in national distribution of contract carpeting.

Pin dots, patterns, & textures provide variety

production technique consists of a pattern being drawn and colored on graph (point) paper. A weaver then translates the pattern to cardboard cards by punching holes in them.

Cards are mounted and fed through a mechanism on the loom that reads the punched-holes and determines the position in which each pre-dyed yarn is placed.

When the color that makes up the pattern is needed, those colored yarns appear on the surface; other colors are subordinated by being buried under the surface yarns. As the pattern changes, another colored yarn comes to the surface and the yarns of the former color are buried so as not to be visible. That action is controlled by the jacquard attachment on the loom controls.

Wiltons can be made in both loop and cut-pile textures, with colors limited to a maximum of four or five. Each color is referred to as a frame.

There is no limit to the type of design as long as the pattern repeat does not exceed 3- to 4-ft. Each revolution of the cards on the loom is one repeat.

Also a woven, Axminster has become a predominately English industry as well. Axminster production has no limitations on colors. Some patterns have more than 100 color variations. Pre-dyed yarns are wound onto spools and the spools are placed end-to-end for the entire width of the carpet. Each spool has the color of yarn that goes to the exact position where it belongs in the pattern.

Spools are placed on an expandable gantry that runs as long as the repeat of the pattern. Repeats can run as high as 48-in. Texture of the Axminster is limited to cut-pile.

Differing from the Spool Axminster loom (described above) is a Gripper Axminster loom, which is more efficient for shorter runs, but additionally has a production limitation of six or seven colors.

Both Wilton and Axminster patterned carpets provide excellent pattern definition and clarity. The Wilton has more yarn on the surface, but both, when constructed densely, are superior performing carpets. Density is determined by pitch rate (yarns-per-in. across) and rows (the number of rows-per-in. running up and down). For commercial use, the standard pitch is seven and rows range from eight to 10. Most are made of 80 percent wool and 20 percent nylon, which has become the standard, although 100 percent acrylic and nylon are also available. Wholesale cost of Wiltons and Axminsters ranges from $26 to $32.

Technology used to make carpet spans traditional skills to high-tech laser printing, notes Lee Kaufman, Lee Kaufman & Co.

Majority of carpet is tufted

More than 80 percent of all carpets made today is tufted. The process was developed nearly 50 years ago in the hills of North Georgia, where for decades the process was utilized in the making of chenille bedspreads. So efficiently was this done that 10 rolls of carpet could be tufted in one day, where only one roll of woven carpet could be made in the same time period. Solid and striped carpets could be made, but patterned carpet was at first not possible. Eventually, however, with expanding technology, patterns started to develop.

Carpet printing was the first method to be used. Other methods which eventually followed include hydrashift, graphics, velvaloop, and video tufting.

The printing process for tufted carpet utilizes silk screen trays through which dye penetrates to make a pattern on a tufted undyed white carpet. For each color, a separate screen is used. A timing cam controls the belt carrying the carpet and is responsible for color registration. It parallels the paper printing process but simply has been adopted to carpet.

Printing has a limitation of six or seven colors and detail cannot be too precise as the dye tends to bleed.

A new development is the Millitron Machine used by Milliken. Instead of utilizing silk screens, a head of up to 100 spray jets passes over the white undyed carpet. Each jet can be a separate color and its mist adjusted to a very fine point. Therefore, there is virtually no color limitation and more detail can be handled in the design.

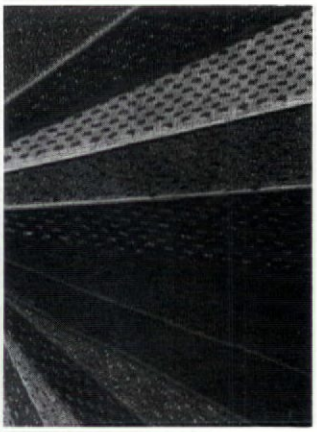
One of the drawbacks of carpet printing was the lack of dye penetration beyond the yarn tips of the carpet surface. However, developments now allow greater dye penetration.

There is no limitation on the type of pattern so long as it can be incorporated into a silk screen frame. Costs for print carpets at wholesale range from $5 to $14.

J & J

Galaxy

Wunda Weve



Gulistan

Scalamandre

J & J Industries—"Main Street," tufted of Allied Fibers' Anso IV HP nylon, performs heavy-duty service in school applications. Line carries full 10-year commercial warranty. **Circle No. 201.**

Galaxy—New Naturals Collection is a group of three different styles and textures, each with nine complementary Berber-style earth tones. **Circle No. 206.**

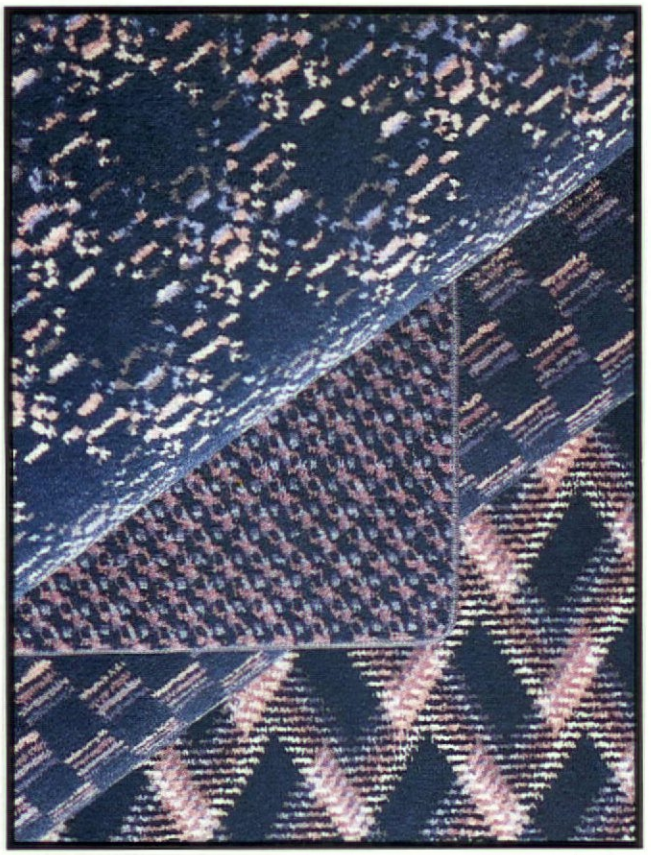
Wunda Weve—Cedar Kay is a pin dot plush carpet made with solution-dyed Marvess Olefin yarn for superior color fastness, soil and stain release, low static and cleanability. Recommended for standard commercial use. **Circle No. 213.**

Gulistan—"Incumbent" is a densely constructed, solid-color saxony with a low-pile contract look. Constructed of Allied's Anso X, it features static protection and carries full 10-year warranty. It can be specified in a choice of 24 colors. **Circle No. 215.**

Scalamandre—Damask from the Studio Carpet Collection is 100 percent wool and available in 80 stock colors and designs as well as custom colors, designs, sizes, and shapes. **Circle No. 210.**

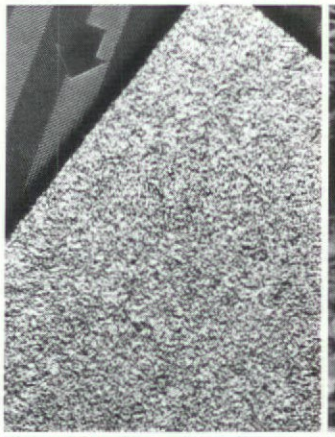
(Continued)

Soil-hiding carpet has multicolors

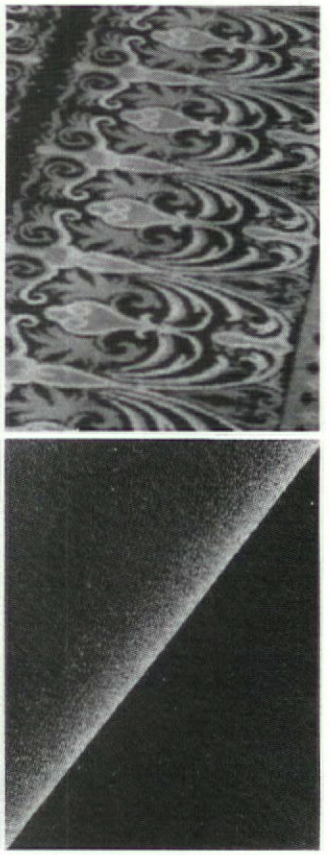


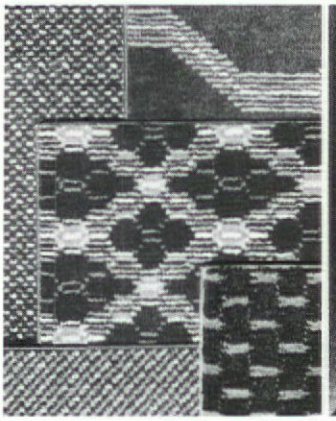
Durkan

Bentley



Patrick





Collins & Aikman

Cambray

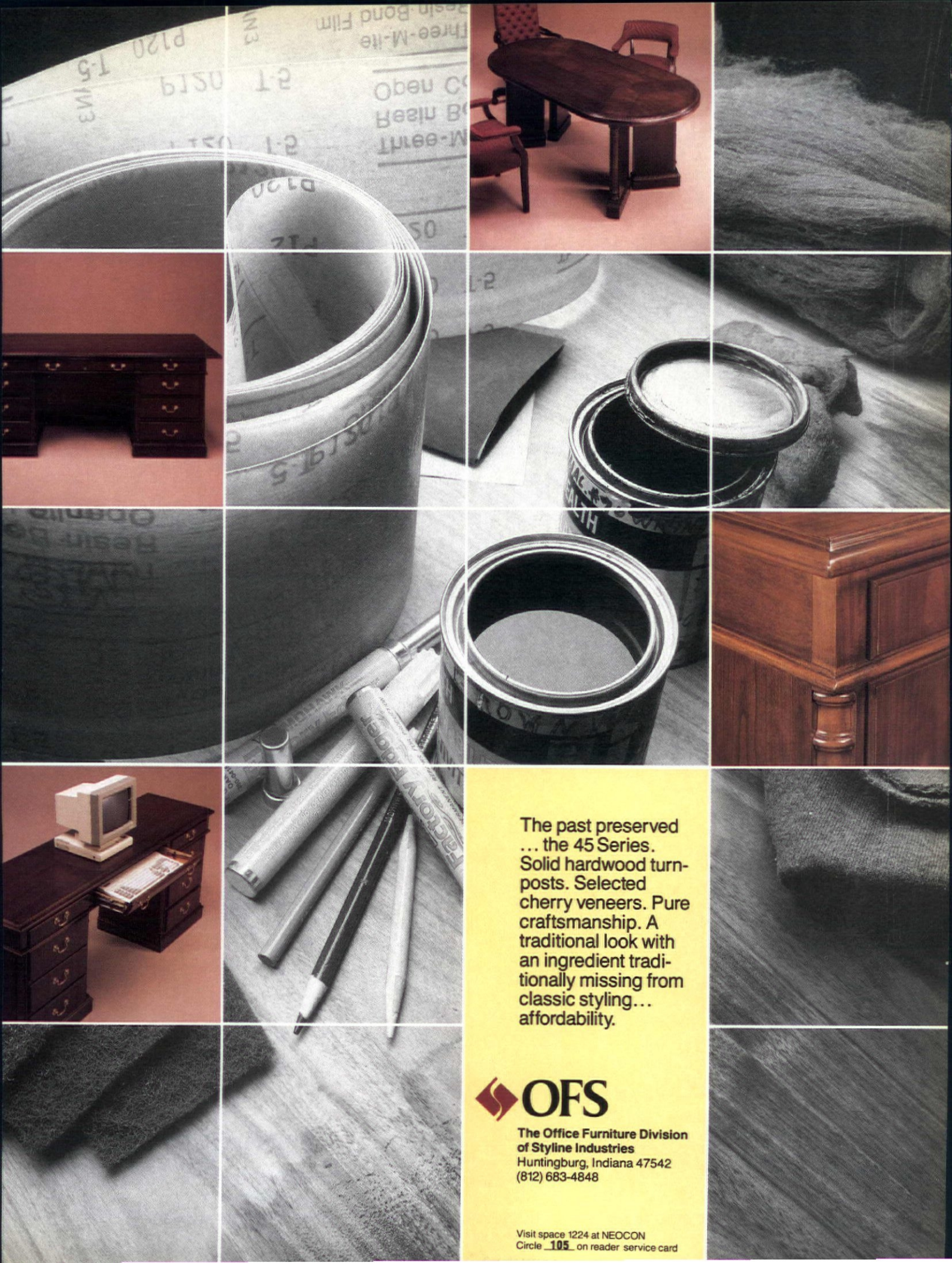
Durkan—A new 6-ft.-wide custom contract carpet uses Duralon, which is used in lieu of carpet padding. Backing is self-releasing. Available in 1,100 patterns and 390 custom colors. **Circle No. 205.**

Bentley Mills—A new, 18-in. carpet square, "Royal Twist," is available in 25 multicolor overtwist colorations. It offers superior soil-hiding performance in tough contract installations. **Circle No. 211.**

Patrick Carpet Mills—Custom Axminster is 80 percent wool, 20 percent nylon with 10 different woven shapes, independent borders, wedge, and arc-shaped areas. **Circle No. 214.**

Collins & Aikman—Colonnade contract broadloom introduces five patterns varying in size from small scale pin dots to large geometric shapes. It is constructed from Monsanto Ultron 3D, a soil-hiding nylon. Comes in six colorations. for 30 colorways. **Circle No. 204.**

Cambray Mills—TEC®, short for "Total Electronic Compatibility," is a 38-oz. continuous filament, heatset nylon using Allied's TEC system. The process is permanently warrantied not to cause static-related disruption of sensitive electronic equipment. It is a velvet look, low-luster, cut pile with HaloFresh, an antimicrobial treatment. **Circle No. 216.**



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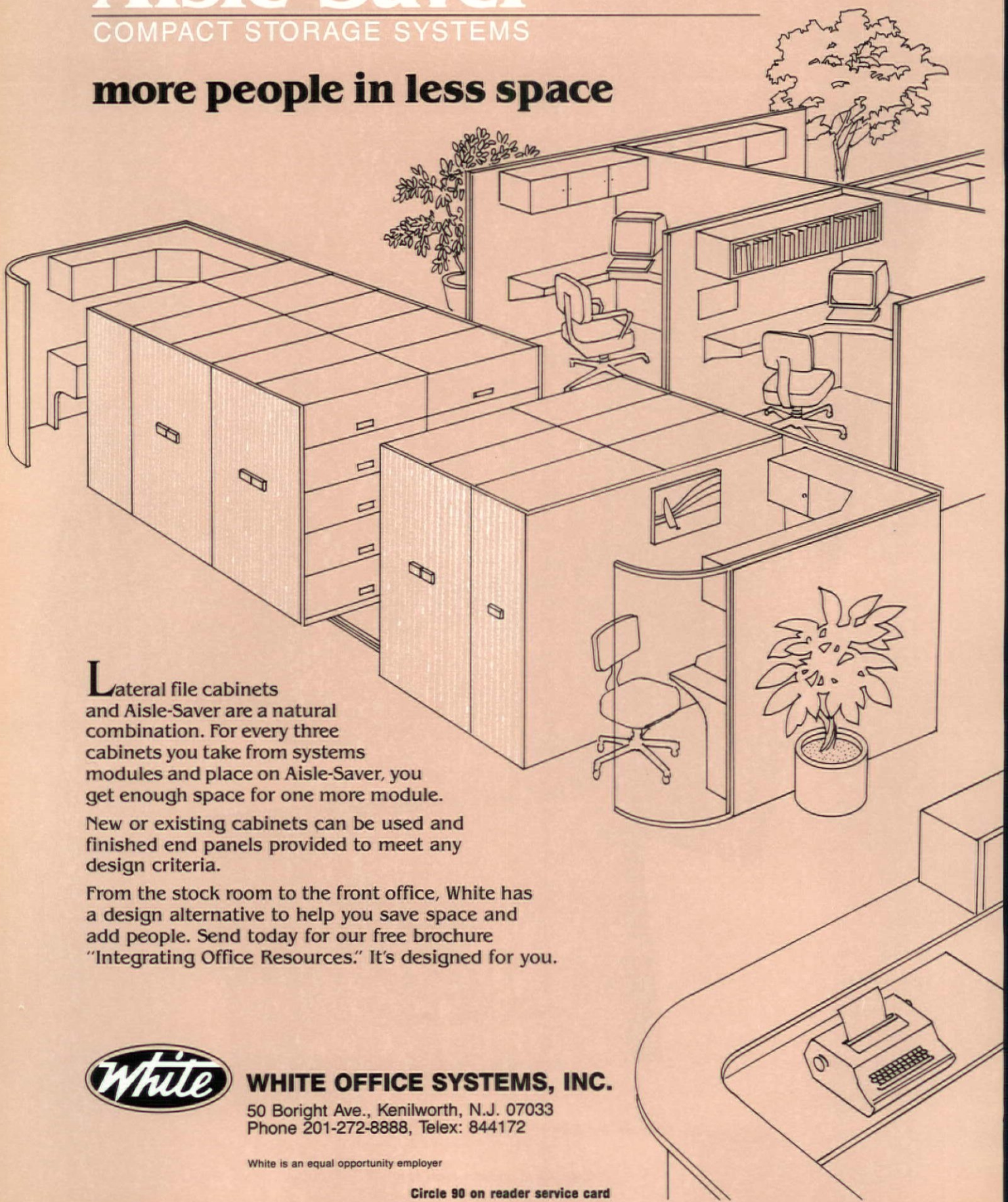

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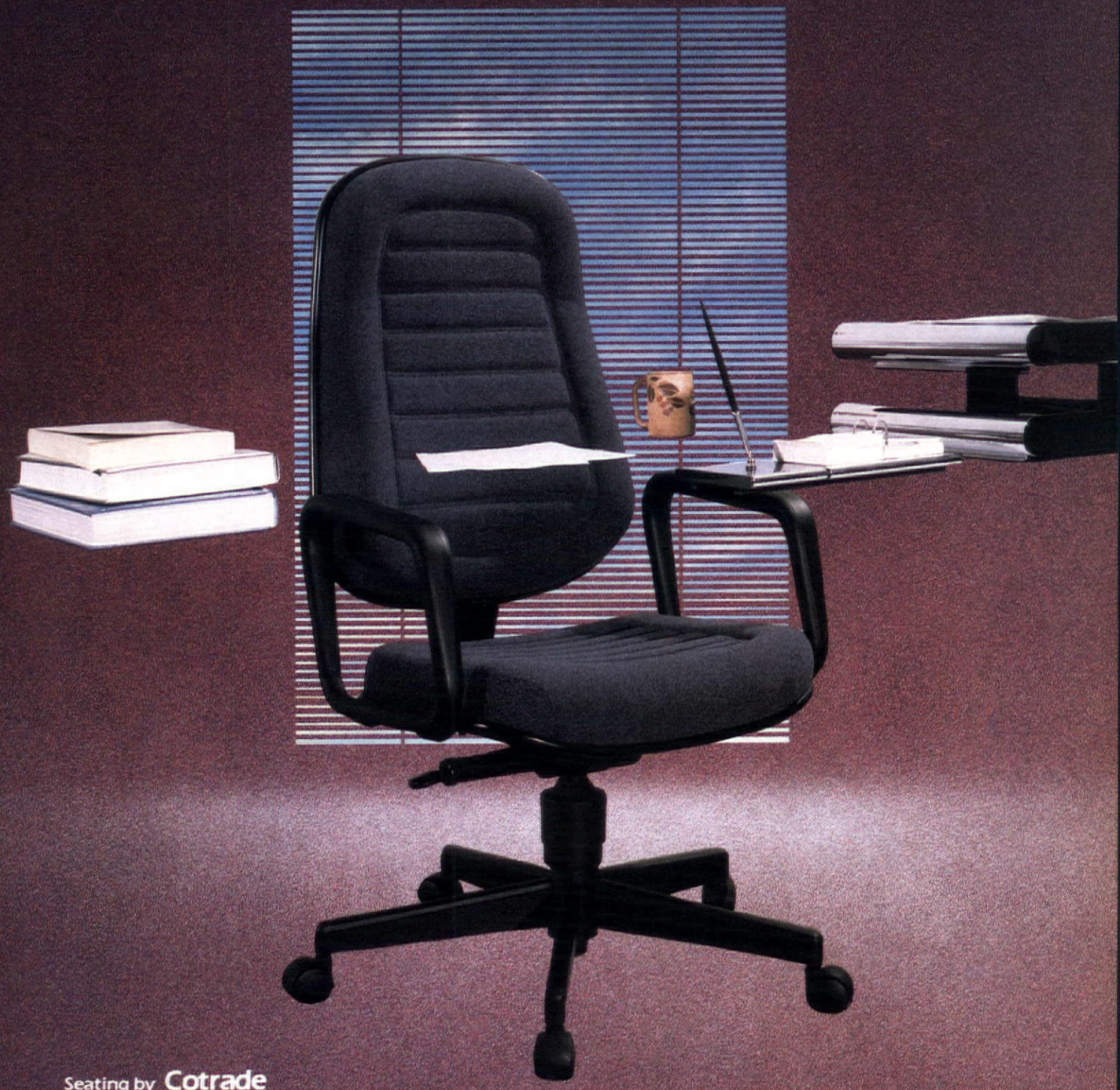

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Circle No. 504.

R-Way

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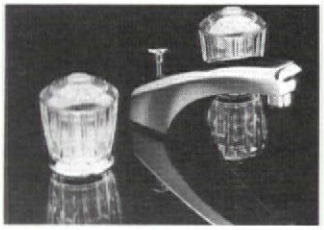
In both polished and antique brass, this faucet is part of the Gold Coast collection by **Elkay Mfg. Co.** The faucet is created as a concealed mount with widespread installation ranging from a 6- to 18-in. The polished brass comes with clear Crystalac handles; the antique brass with smoke Crystalac handles. Each lavatory faucet has its own matching stopper. **Circle No. 525.**



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Jazzy linen/cotton prints and linen velvets with linear designs form a harmonious group from Missoni, available through **Coraggio Designs Inc.** Fabrics are imported from Italy and are suitable for drapery, upholstery, and wall applications.
Circle No. 530.

Voltarc Tubes

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The Thorn EMI 2D-38W Rapid Start lamp from **Voltarc Tubes** is now available for use with standard off-the-shelf ballasts. This lamp permits manufacturers to design low profile lighting fixtures with a high lumen per watt ratio. **Circle No. 511.**

COLORFUL CUSHIONS TIE ONTO SETTEE

Dinaire Corp. has introduced a settee as part of the Jamestown group. Made of solid oak, the settee comes in the firm's three standard finishes. A line of optional tie-on cushions is available. **Circle No. 536.**

Dinaire

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PILASTER SERVES AS A SOURCE OF LIGHT

Serving as both an architectural element and a source of light, **Sirmos Inc.**'s illuminated Pilaster is featured in sandstone finish. It can be used in sequence along walls, in pairs to frame doorways, or as facing for structural columns.
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Office Specialty

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The DataGroup series of modular workstations from **Office Specialty** includes tables and linked units in two heights, connecting corner tops, printer stands, and a variety of VDT options. An inboard adjustable keyboard shelf allows the keyboard to be used in equal comfort by those who share a CRT screen.
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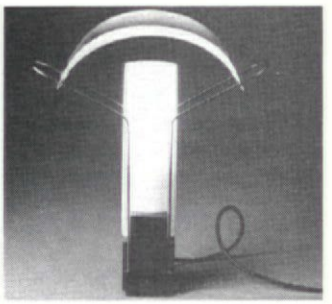

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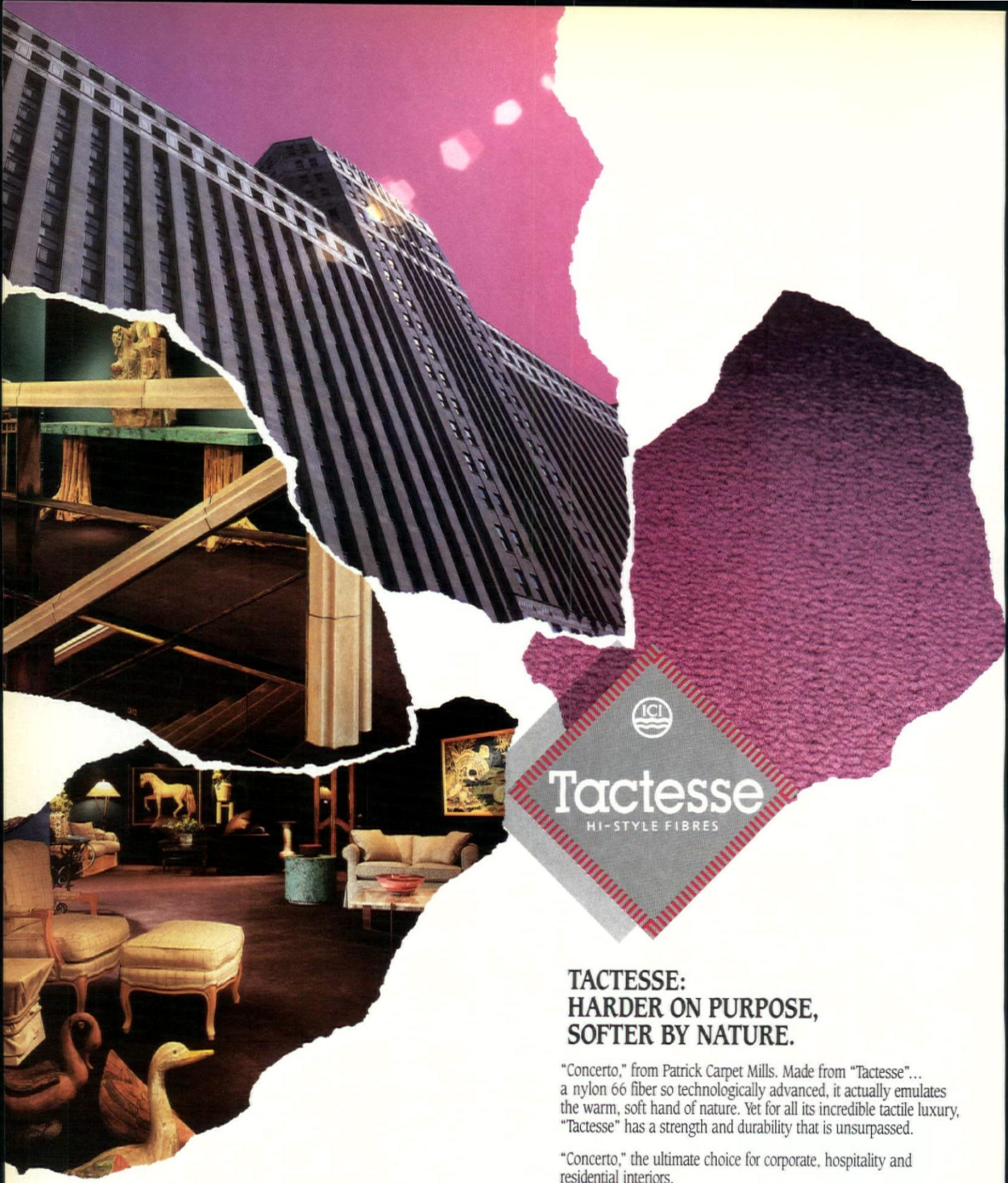

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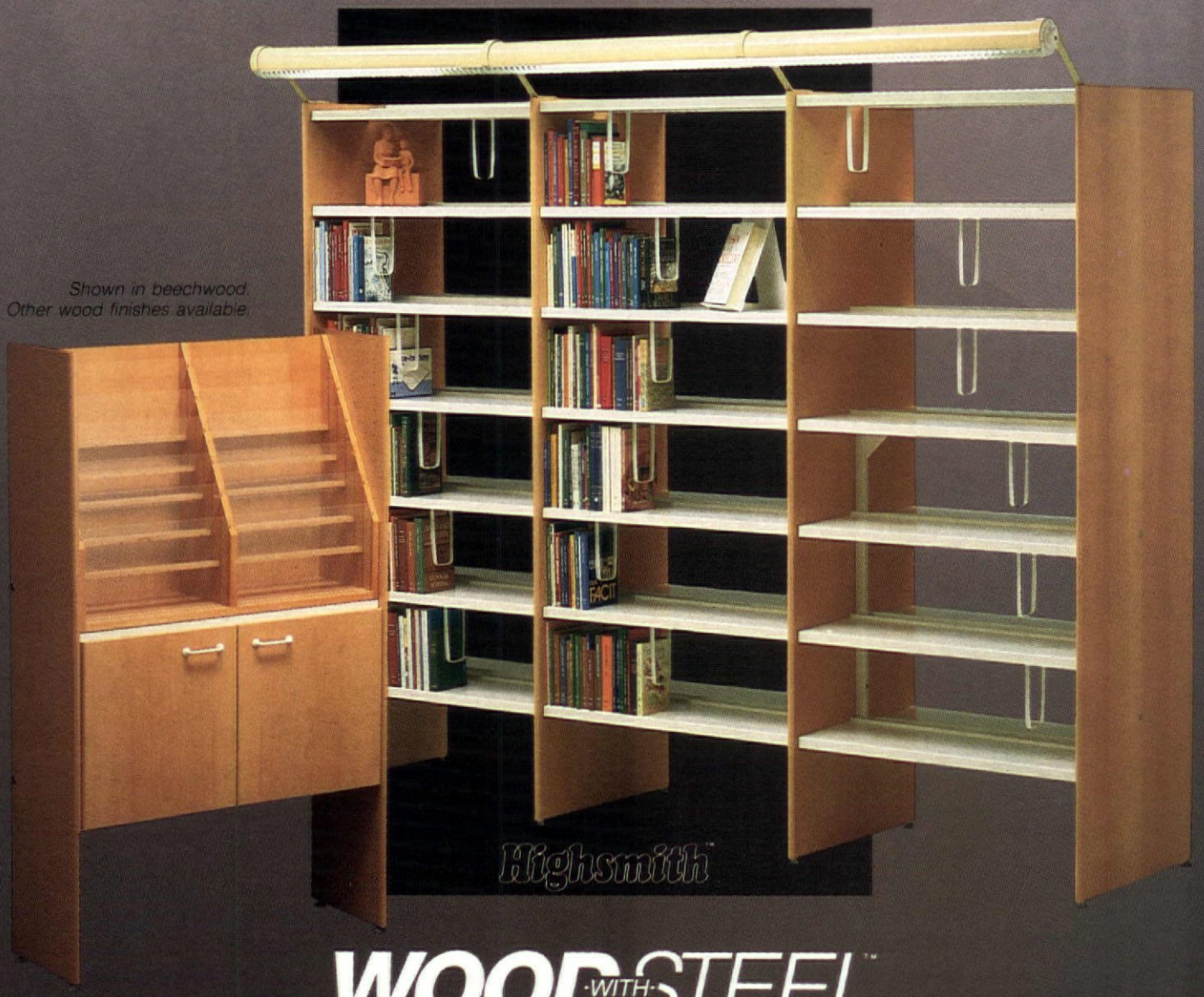

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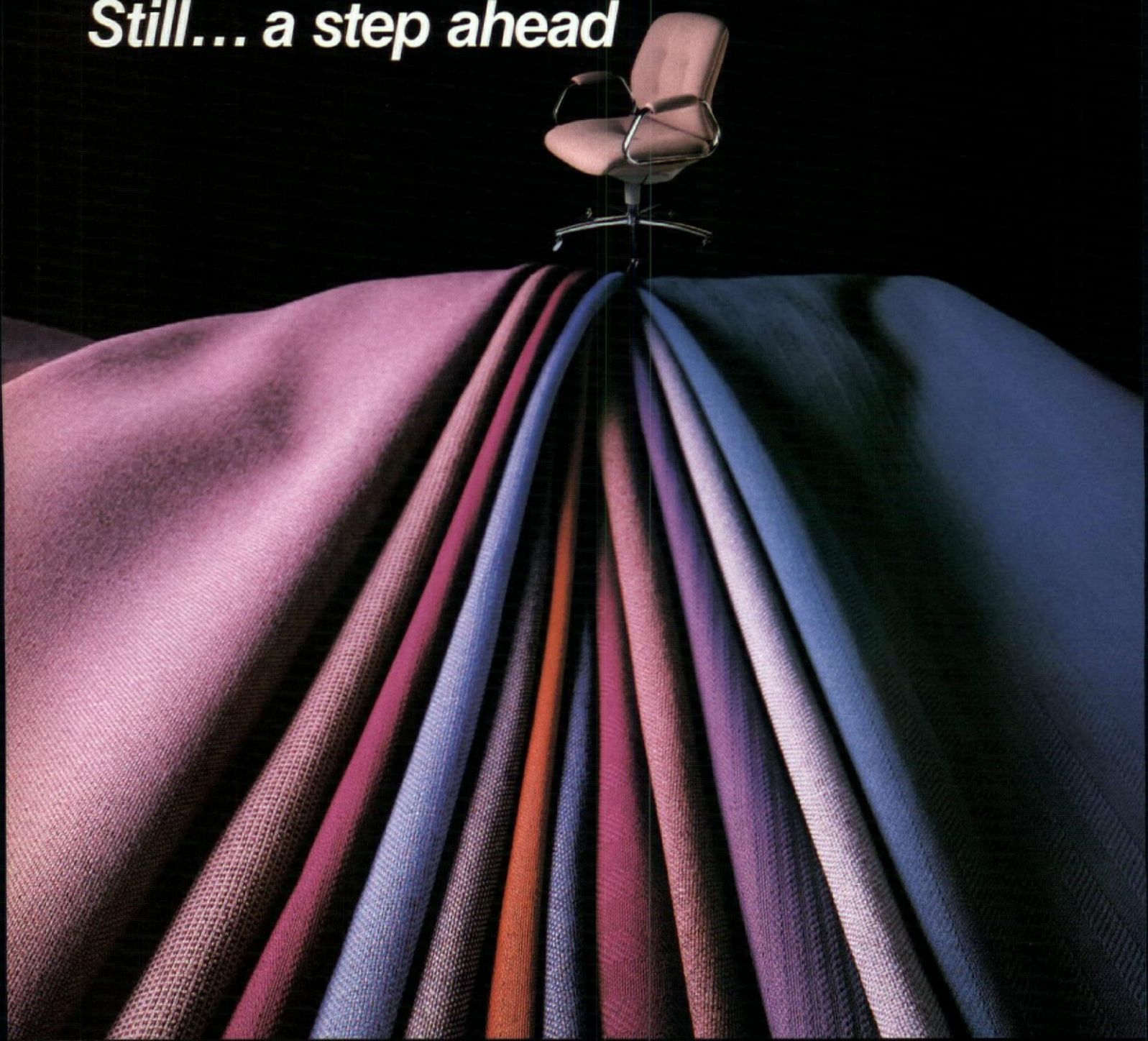

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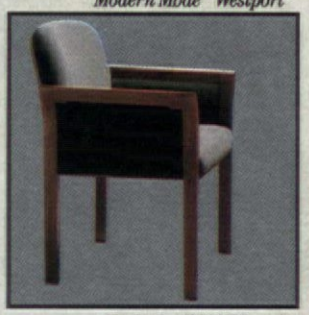

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LAMPS PERMIT USERS TO SCULPT WITH LIGHT

Two Laser Light Sculpture Lamps are sized for use on tabletop or shelf. The basic elements of each lamp can be moved into many positions and the Laser Light tube adjusted to complement any configuration. Laser Light tubes are available from **Neon Modular Systems Inc.** in red with purple aura, uranium (green), purple with red aura, and dark icy blue.
Circle No. 508.

Neon Modular Systems

TASK SEATING LINE FEATURES 17 MODELS

The Poli/Poliflex task seating line from **Martin Design International** is comprised of 17 models. The ergonomic line includes executive and side chairs, CRT and general office seating, and studio and drafting seating. **Circle No. 517.**

Juno Lighting

DOWNLIGHT DESIGNED FOR SLOPED CEILINGS

Juno Lighting has introduced the Sloped Ceiling Down-Lite, a recessed downlight designed for vaulted, cathedral, and sloped ceilings. The five trims in the series are: Black Phenolic Baffle, Albalite Diffuser, Eyeball, and two low-voltage Round Black Cylinders.
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PRODUCTS & SERVICES

Carey-McFall

SAME COLORS OFFERED FOR MINI, MICRO BLINDS

Carey-McFall Corp. is offering complete product color coordination between Bali micro and mini blinds. The consolidated line includes 26 new colors. The entire collection of 158 colors is available in one color chip chart. **Circle No. 515.**

American Olean

MARBLE SELECTED FOR SHOWCASE HOME

Elegance marble from **American Olean**'s World collection was selected for use in the New American Home '87. This showcase is sponsored by *Builder* magazine, *Home* magazine, and the National Council of the Housing Industry. **Circle No. 529.**

SLIDE FITS WHERE OTHERS WILL NOT

Grant Hardware has made available for furniture applications its 4400 Micro-Slide. Requiring only 5/16-in. of side space and 1 5/8-in. in height, the slide is made of aluminum. The Micro-Slide is a three-section telescoping slide with precision ball bearing movement, resulting in continuous "rolling on air" action. **Circle No. 505.**

Grant Hardware

EXECUTIVE CHAIR HAS 18-IN. SEAT DEPTH

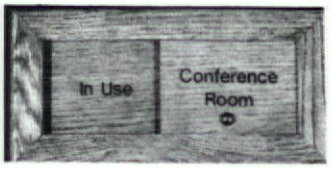
From **Hickory Leather Co. Inc.**, the #1115 Executive Chair has a seat depth of 18-in., and a back height above the seat of 23-in. The height is adjustable from 37- to 41-in. **Circle No. 513.**

Hickory Leather

CLASSIC CHAIR DESIGN IS BEING REINTRODUCED

The Vienna Cafe Chair was first designed by Michael Thonet in 1949. The steam bent beech chair is being reintroduced by **Thonet Inds.** with an upholstered pad or natural cane seat. **Circle No. 514**

Thonet



Best Mfg.

SIGNS SHOW ROOM STATUS

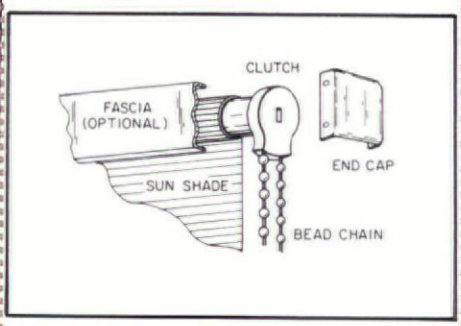
Wood-frame Captive Message sliders show room status and help eliminate interruptions when using conference, shower, and other community-use rooms. Frames are available in most woods and can be stained to match most decors. Inserts can be made of plastic, brass, bronze or stainless steel. Signs are available from **Best Mfg. Co.** **Circle No. 537.**

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

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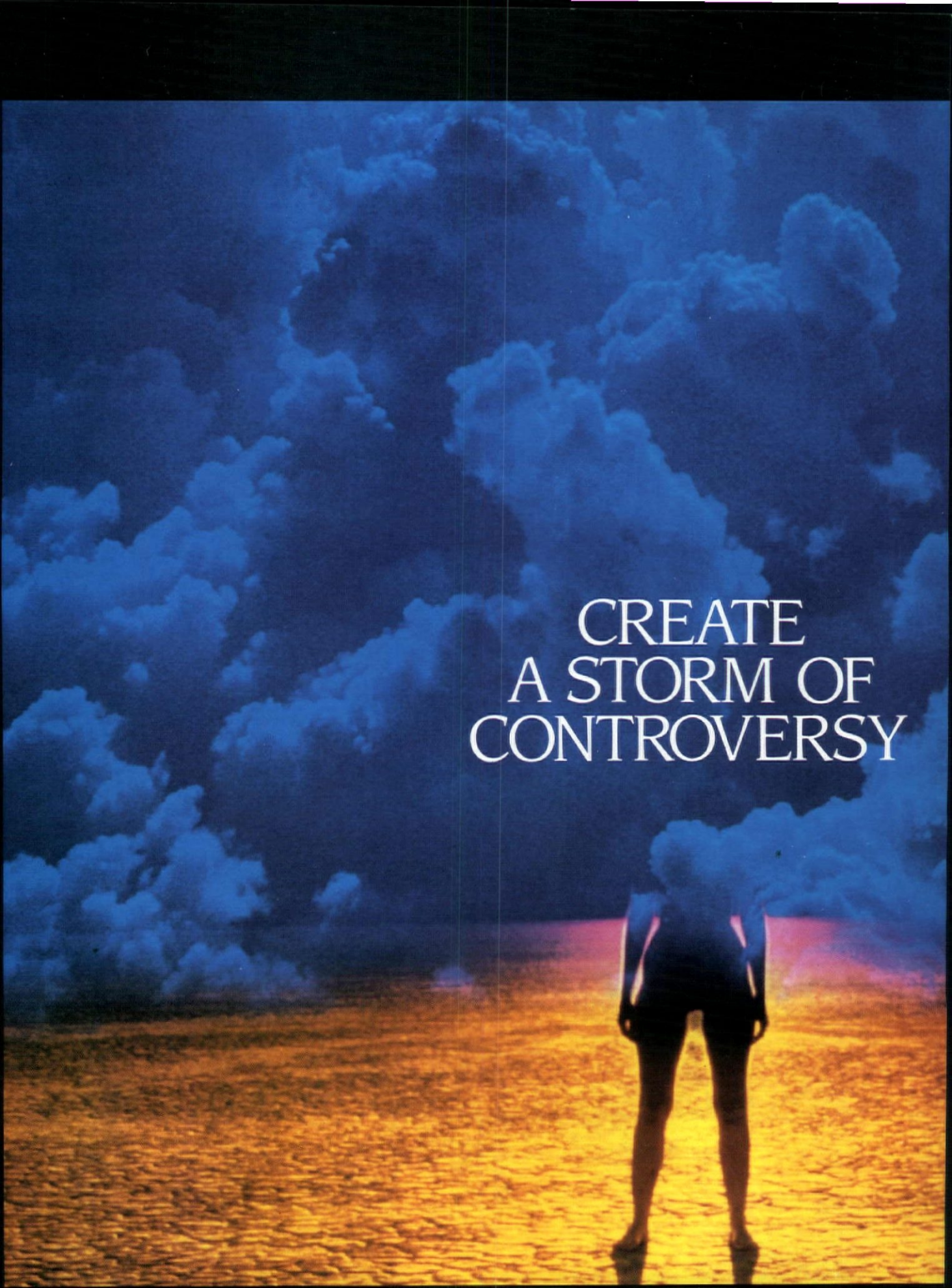
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A STORM OF
CONTROVERSY

ENTER NAUGAHYDE,® THE DESIGN MEDIUM™ 1987 CREATIVE VISIONS DESIGN CONTEST, SPONSORED IN COOPERATION WITH CONTRACT MAGAZINE.

This is your invitation to soar on the wings of your imagination – unfettered by technical or budgetary limitations – to use color in new and unique ways to create an innovative commercial design interior that either ignores tradition; or gives it a fresh new perspective! Your entry need not be an actual installation. Rather, it may be a concept sketch–perhaps one that has been hiding within your creative mind, trying to get out!
You may choose any contract design environment: hospitality, health care, office, institutional or any commercial interior. Our only requirement is that you use Naugahyde,® The Design Medium – with its rich, versatile palette of colors and textures – as an integral part of your interior design.

THE REWARD The winner and runners-up of this prestigious competition will be featured nationally in a full-color editorial in the January 1988 issue of CONTRACT magazine, and in other supporting publicity, and each will receive a plaque engraved to honor their achievement. Plus the recognition that goes with outstanding creativity! The grand prize winner will also receive an exquisite Baccarat commemorative crystal. (And the satisfaction of discovering the creative Competitive Edge of Naugahyde!)

THE JUDGES Entries will be judged by a distinguished panel:
• Mr. Norman Bleckner, Vice President, Sales & Design, Exhibit Group, New York. • Mr. Len Corlin, Co-Publisher/Editor, CONTRACT Magazine. • Mr. Charles S. Gelber, FIBD, The Charles S. Gelber Design Group. • Mr. Kerwin Kettler, Academic Dean, New York School of Interior Design. • Mr. Neville Lewis, ASID, IBD, President, Neville Lewis & Associates, a division of PHH Group, Inc. • Ms. Marie Logothetis, IBD, President, Institute of Business Designers, New York Chapter, and Principal, Marie Logothetis Design. • Ms. Fran Wilson, FASID, Principal, Associates In Design.
Entries will be judged by our distinguished panel on their originality, excitement, imagination and artistic merit.

ENTER Join now in this adventure in design. Send today for your application which gives complete details of this contest and its rules: Mr. Frederick Belyea, Naugahyde Creative Visions™ Design Contest, 126 East 38th Street, New York, NY 10016.
And help take commercial interiors to another design plateau!
DEADLINE FOR ENTRIES October 5, 1987

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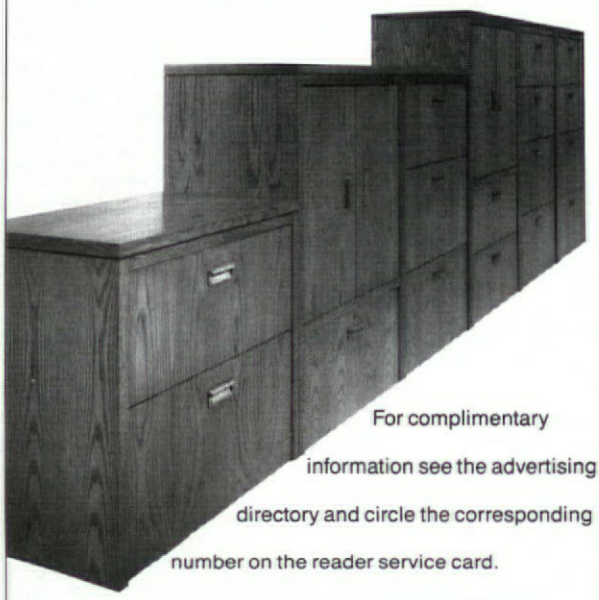

For complimentary information see the advertising directory and circle the corresponding number on the reader service card.

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IBD Network Profile

The Institute of Business Designers is proud to present its inaugural copy of the *IBD Network Profile*, a publication developed to provide corporate clients, facility managers, architects, end-users, and manufacturers with a single resource for identifying qualified contract interior designers. The document is a national directory of the members of the Institute of Business Designers and the firms that employ IBD designers, including:

- The entire IBD membership listing (categorized by region and chapter)
- 450 design firm profiles (categorized by state and city)
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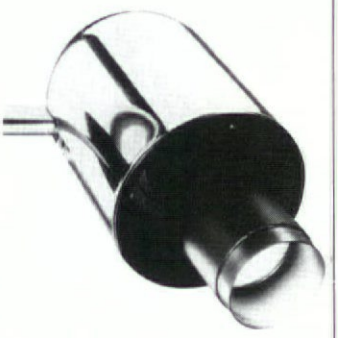
PRODUCTS & SERVICES

BEAM CONCENTRATOR CREATES DRAMATIC ACCENT

A beam concentrator that produces a "punch of light" to accent small objects or enhance merchandise displays is the latest accessory added by **Halo Lighting** to its line of MR 16 low-voltage track lampholders. **Circle No. 527.**



Halo Lighting

PANEL COMES IN TWO TEXTURES

Three-course cedar shingle sliding panels from **Cedar Valley Shingle Systems** are now available in regular or rough-sawn textures in either straight or staggered butt lines. **Circle No. 516.**

American Marazzi

GLAZED TILE SERIES HAS 9 COLORS

American Marazzi Tile's National Parks series has a glaze strong enough for medium commercial installations, and a lightly abrasive surface for pedestrian safety. Colors are: Glacier, a bright white; McKinley, gray; Yosemite, almond; Grand Canyon, salmon; Sequoia, dusty rose; Olympic, creamy beige; Shenandoah, forest green; Valley Forge, burgundy, and Carlsbad, black. **Circle No. 519.**

Contract & Leisure Seating

ARMCHAIR STACKS TO THIRTY HIGH

In the Stamp line, the Nantua armchair has a five-year warranty against breakage under normal usage. Stackable to 30 high, the chair comes in six colors from **Contract & Leisure Seating Inc.** With a low table-stool, the armchair becomes a chaise lounge. **Circle No. 533.**

RADIUS CORNERS INSTALL QUICKLY

Radius Corners offers a method of introducing unique concepts in interior design. They are fastened to studs before the drywall is installed. Then, workers compound and tape as usual to form a perfectly round corner. From **Radius Corner Systems, Inc.**, the product is paint ready, and will accept wallcovering, tambour wood, or laminate finishes. **Circle No. 512.**

EBONY ACCENTS SET OFF TEAK ACCESSORIES

Desk Pro Inc.'s Aristocrat series of desk accessories glows with the warmth of hand-rubbed teak, set off by accents of solid ebony. Rounded edges complete the look. Included in the series are a desk pad, pen sets, memo and Post-It holders, letter trays, calendar holders, spindle, mail and card holders, bookends and pencil cups. **Circle No. 528.**

Desk Pro

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"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.

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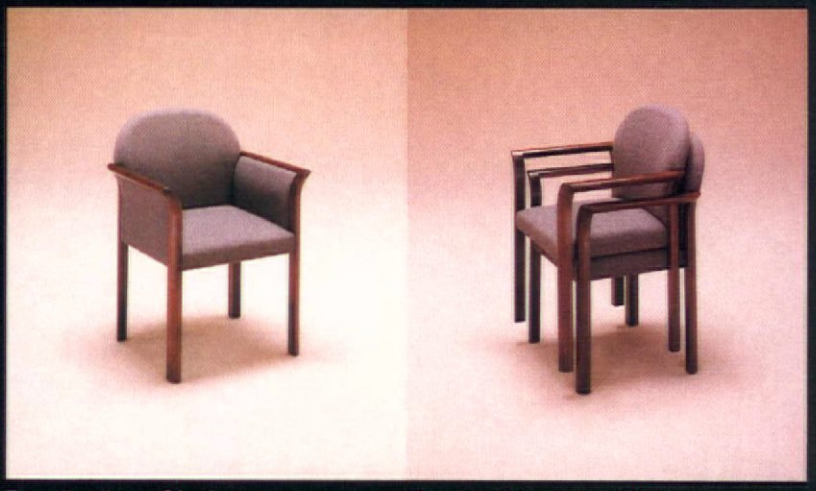

Rondo Arm Chair

Rondo Stacking Chair

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

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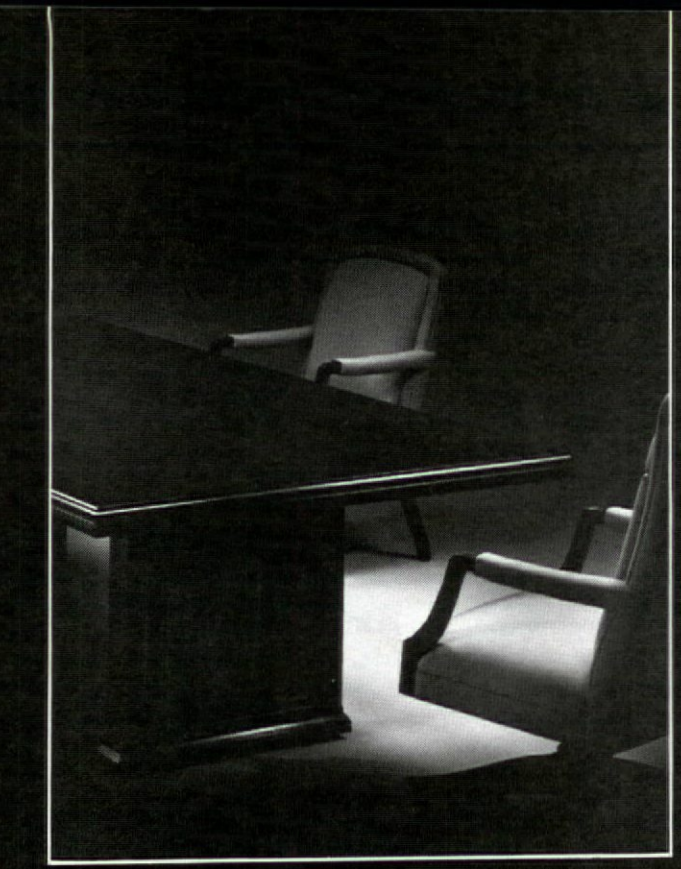

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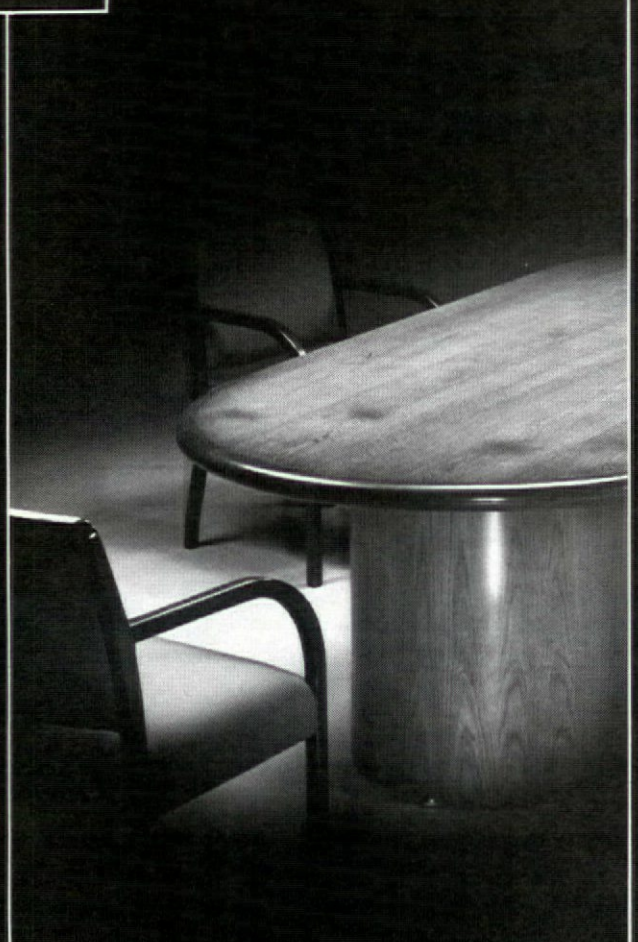

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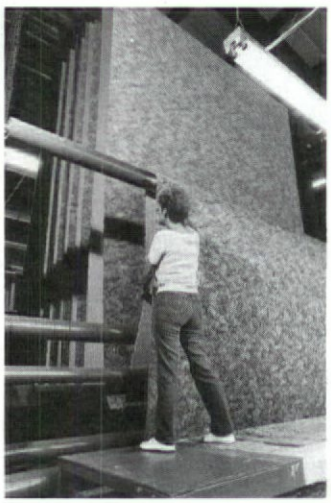
PRODUCTS & SERVICES

PRE-COAT LOCKS IN CARPET TUFTING

This carpeting from Horizon Carpets has a **Goodyear** latex pre-coat to lock in tufting and improve dimensional stability for long wear. The latex also binds carpet fibers to the carpet backing and adheres secondary backing to the carpet. **Circle No. 521.**



Goodyear

EIGHT SHEET VINYL PATTERNS ADDED

In response to demand for realistic interpretations of natural ceramic tile and hardwood flooring in sheet vinyl products, **Tarkett** has introduced eight patterns in 25 colorways. Also, three existing pattern lines have been expanded with a total of four new colorways. **Circle No. 522.**

COMPANY ISSUES 10-YEAR WARRANTY

Mohawk Commercial Carpet is offering a 10-year texture retention warranty for its running line woven interlock products. The guarantee also warrants against edge ravel and run resistance strength for the life of the carpet. **Circle No. 535.**

FLEXIBLE WOOD PRODUCT INSTALLS WITH ADHESIVE

Flexwood + Plus is a real wood veneer with a multi-ply backer and urea sealer coat. It overcomes bubbles and blisters and installs with vinyl adhesive. It is available in 50 species from **Flexible Materials inc.** **Circle No. 541.**

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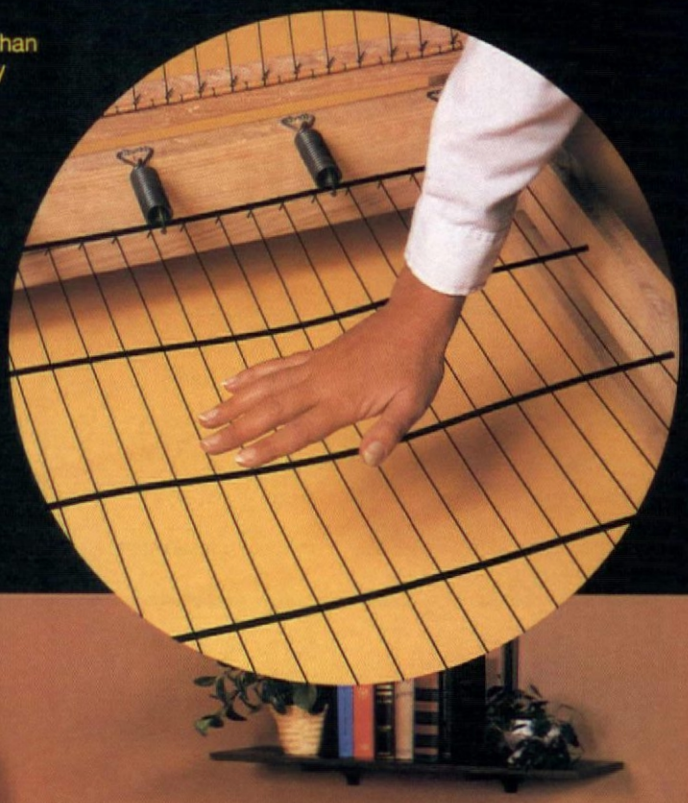
Perma-Eze Springs give your customers more than a luxurious comfort feel. They're a quality feature to demonstrate your furniture offers better value! Close-spaced spring wires provide smooth, uniform support. Choice of helical suspension systems give a deep, more comfortable "ride" than ever before. Now used in ready-to-assemble, exposed wood and fully upholstered chairs and sofas, Perma-Eze Springs are the right choice to get the comfort you want...at a cost customers can afford!



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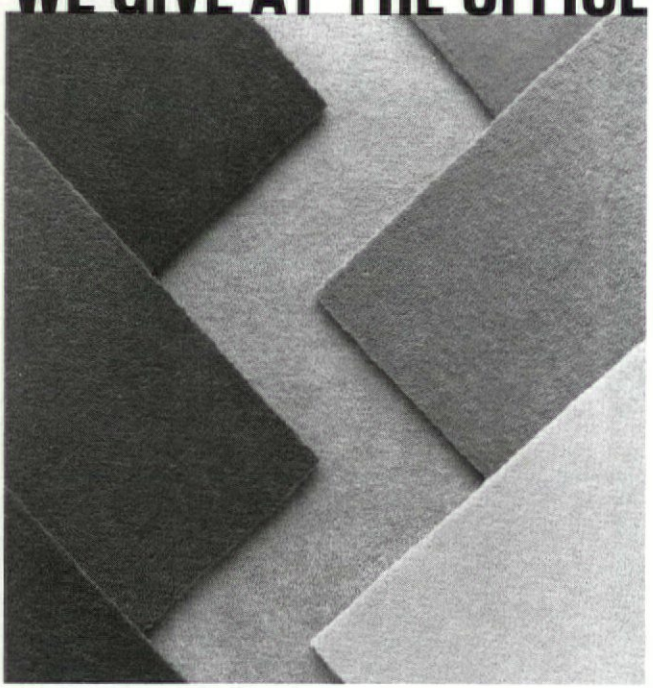

THE OFFICE COLLECTION FROM EUROTEX gives superior service in offices. Consider Breakdance (shown here), a premier commercial grade cut-pile velour of 100% DuPont Antron XL Nylon. Tight-tufted and triple-sheared for a super smooth no-sheen face, Breakdance comes in 25 muted colorways and 5 "electric" accent colors. It meets or exceeds Department of Commerce requirements for nonflammability. And it is warehouse stocked for cut-order delivery. Contact Eurotex, 165 West Ontario Street, Philadelphia, PA 19140. Call 800-523-0731. In PA 215-739-8844.

EUROTEX

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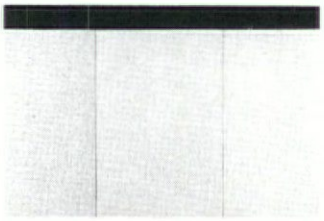
PRODUCTS & SERVICES

THREE COLORS JOIN FLOORING LINE

Three colors have been added to the Medintech line of resilient floors from **Armstrong World Inds.** They are silver/gray; apricot/beige; and champagne. The homogenous, non-layered solid vinyl sheet floor has the look of subtly textured terrazzo or granite. Created for clinical environments, Medintech boasts exceptional stain, chemical, and acid resistant properties. **Circle No. 539.**



Armstrong

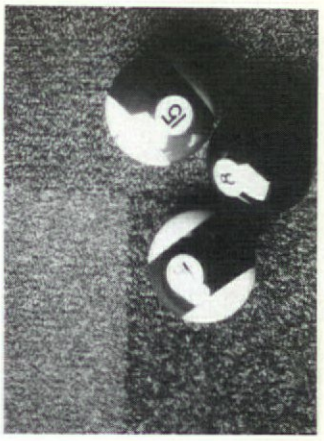
TWIN-WHEEL CASTER HAS RUBBER TREAD

A nylon twin-wheel caster for institutional and light industrial use, Travelaid is offered in 4½-in. and 5-in. wheel sizes with rubber tread for hard floors. From **Shepherd Products,** Travelaid has a ball bearing raceway for each wheel, plus a ball bearing seat for a variety of fastenings. Integrated color finishes are black, gray, and brown. **Circle No. 506.**

Shepherd Products

FURNITURE USED WITH OR WITHOUT CUSHIONS

Carmel outdoor furniture can be used with or without cushions. The collection from **Mallin** includes a rectangular tempered glass-top table with umbrella hole, high-back dining chairs with Textilene removable covers on straps, and a high-back glider chair. All are constructed with powder-coated all-aluminum frames. **Circle No. 526.**

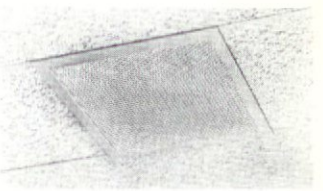


FLOORCOVERING SYSTEM ANSWERS ALL NEEDS

Plexus is an integrated floorcovering system from **Collins & Aikman** that coordinates color, textures, and constructions. The six products, Aston, Athena, Centra, Eclat, Panache, and Talus, are made from DuPont continuous filament nylon. A designer can specify any texture and construction the system offers in more than a half-a-million color combination possibilities. **Circle No. 524.**

GLARE CONTROL REDUCES SCREEN REFLECTION

From **Holophane,** the Refractive Grid Controlens reduces glare up to 70 percent by producing only half as much light as other troffer light control devices in the glare zone of 60-90 degrees. This high angle glare control helps reduce VDU screen reflection. **Circle No. 507.**



Holophane

REFRIGERATED CREDENZA IS MADE OF WALNUT

Transitional-style refrigerated credenza has a 3.5-cu.-ft. refrigerator built into the left section. The cabinet is of walnut veneers and solids and custom finishes are available. The removable top comes in matching wood, Corian, natural slate , or marble from **Springer Penguin Inc. Circle No. 531.**

Both come in more than one color.

The chameleon changes colors to blend into its environment- it's a matter of survival. Like the chameleon, we've evolved. With a rainbow of fabric and wood accent panels to choose from, the Innostation by Simonton Industries will adapt to any office environment. The Innostation could have relied just on it's unique modular design, rugged light-weight (Noryl) construction, or UPS packaging, but in the computer furniture jungle, it's survival of the fittest. Find out how easy the new Innostation can fit into your plans!

InnoStation

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Coming in August CONTRACT...

Commercial Buildings "Executive Buyer Edition"

This August, you and 34,000 other specifier/buyers will get vital information on products and design for the high-volume building market in CONTRACT's Commercial Buildings "Executive Buyer Edition." The issue delivers Bonus Circulation to 5,000 facility managers and staff executives of commercial buildings, and contains a wealth of information on other subjects including...

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Hard Surface Laminates: Latest product introductions for the marketplace.

Computer Support Furniture Directory: The industry's most comprehensive listings of contract manufacturers and their products.

Window Treatments Product Review: The most recent innovations.

Ceramic Tile Product Review: For all commercial applications.

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J.M. Lynne Co.

SAMPLE BOOK SHOWS WALLCOVERING PATTERNS

The Midway collection of vinyl wallcoverings from J.M. Lynne Co. is displayed in a hardcover book in large-size samples. Designed for restaurants, corporate dining facilities, and hotels, the collection is characterized by soft, multicolored geometric and floral patterns of a coordinated printed or textured design. All are Class A flame rated and washable. **Circle No. 532.**

CHAIR DISPLAYS SCULPTED LOOK

Conveying a bold look, the Tao chair is available with an upholstered or wood back. The chair has finely tapered legs and radiused arms accented by square edges of the back frame. From **Helikon,** the chair comes in mahogany, oak, walnut, and cherry finishes on a hardwood maple frame. **Circle No. 520.**

Helikon

WATERFALL CURVES FRAME SWIVEL ROCKER

Waterfall curves frame contoured seats of Cannes Aluminum swivel rockers. **Homecrest's** action mechanism is tested to meet or exceed one million rocking cycles. Vinyl strap decking is premium-grade, UV inhibited, and chemically mildew-resistant. **Circle No. 518.**

WRAP-AROUND WORKSURFACES ARE ADDITION TO ELECTRONIC SUPPORT FURNITURE LINE

Wrap-around worksurfaces are a new addition to **Haworth's** group of electronic support furniture. Product aids in work flow of office by putting office tools within easy reach. **Circle No. 185.**

Haworth

KIT SHOWS COLORS OF PANEL SYSTEMS

A portable, hinged box from **The Gunlocke Co.** holds all the colorway choices for the GPS Spectra line of panel systems. The sample kit makes it easy to see at a glance each of eight colorways for oak panels with laminate worksurfaces. Each wood "color chip" and laminate sample is removable, replenishable, and identified on back. **Circle No. 540.**

LAMP POSSESSES SLIDING DIMMER

Lamp from **Koch & Lowy** features 2x100 maximum wattage and a full range sliding dimmer on cord. Choice of flat black or metallic gray finish is offered with white shade. **Circle No. 186.**

SIGNAGE SYSTEM ACCOMMODATES VISUALLY-IMPAIRED PATIENTS

Signage from **Kroy Sign Systems** features tactile (raised) numbers and bold lettering, an aid to visually impaired patients in hospitals and nursing homes. Product combats patients' fears of getting lost in an unfamiliar hallway, for instance. **Circle No. 187.**

Kroy

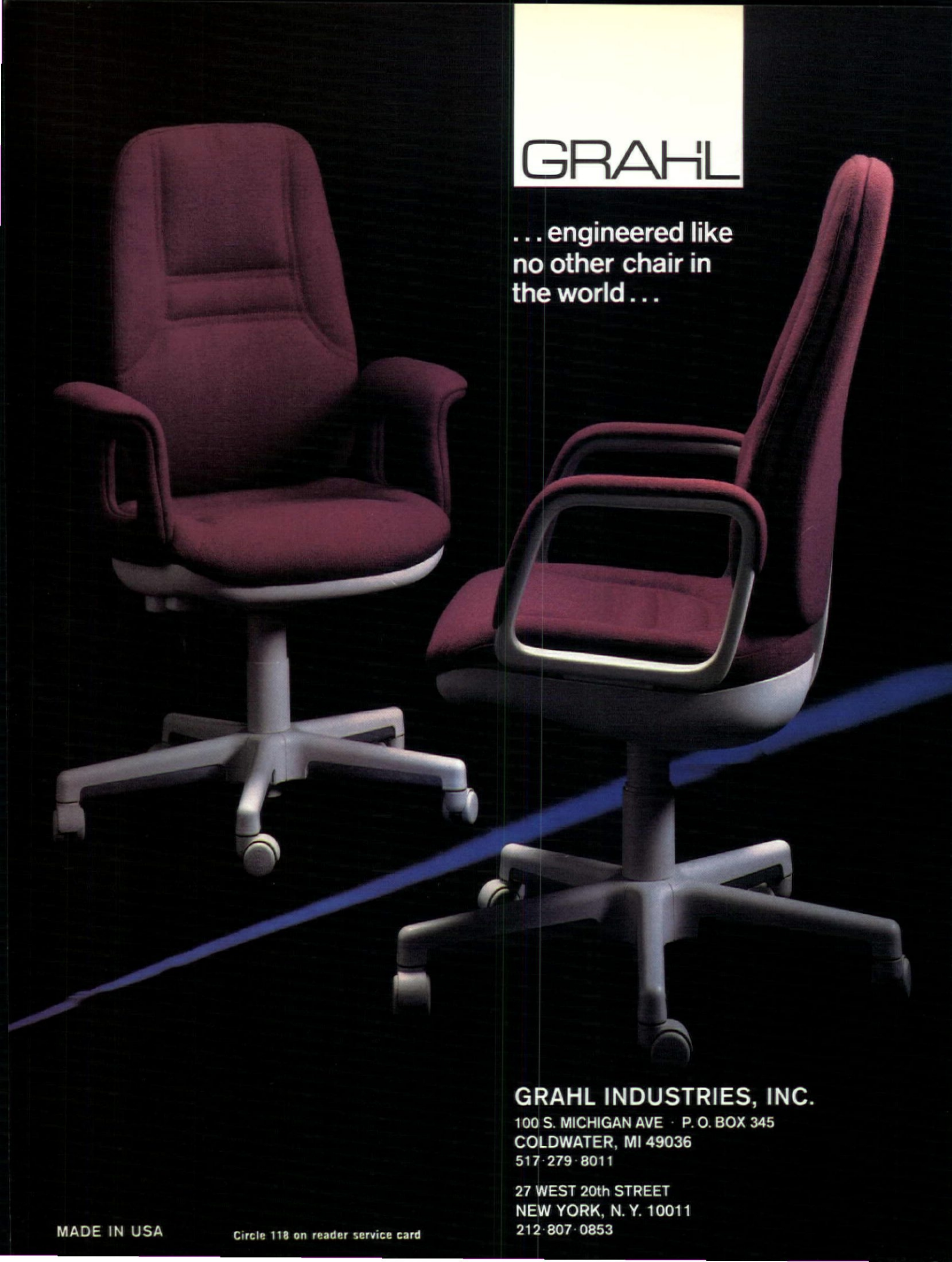
emu/contract

THE "SMART" CHAIR #225

EMU/CONTRACT present the **SMART** chair. A true contract product for extended commercial use, indoor/outdoor. Ideal for cafe, terrace, restaurant, food court and other public space. It's one of the many products in EMU/CONTRACT's 1987 catalog. Write or call:

EMU/CONTRACT
2318 Fraver Drive
Reading, PA 19605
(215) 376-3386
Fax: (215) 376-4710

Circle 117 on reader service card



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

MADE IN USA

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1 9 8 7

You are invited to enter the Industry's most widely recognized competition for innovative design. The 1986 IBD Product Design Competition. Sponsored by the Institute of Business Designers and Contract Magazine.

IBD

For information write to the IBD National Office:
1155 Merchandise Mart
Chicago, Illinois 60654
(312) 467-1950

1987 IBD PRODUCT DESIGN COMPETITION

PURPOSE/ ENTRANTS

To recognize manufacturers and their product designers for their innovative and exceptional design in contract furnishings and related items.

All manufacturers of contract furnishings and related items introduced within the past year.

CATEGORIES

1. DESKS AND CREDENZAS

2. INSTITUTIONAL CASEGOODS—Library, Medical, Educational, Industrial, Hospitality and Financial applications

3. TABLES

4. FILING AND STORAGE SYSTEMS

5. FURNITURE SYSTEMS

6. COMPUTER SUPPORT FURNITURE—Specific equipment used in conjunction with computer, word processing and telecommunications systems

7. CEILING SYSTEMS

8. FURNITURE INTEGRATED TASK/AMBIENT LIGHTING

9. PORTABLE LAMPS

10. GENERAL LIGHTING—Ceiling, wall, recessed and public lighting fixtures

11. TASK SEATING—Individual seating designed for specific job functions

12. GUEST CHAIRS AND SPECIAL SEATING—Seating (non-task) for conference rooms, hospitals, restaurants and special uses, including multi-purpose, stacking, ganging, folding and geriatric

RULES FOR ENTRY

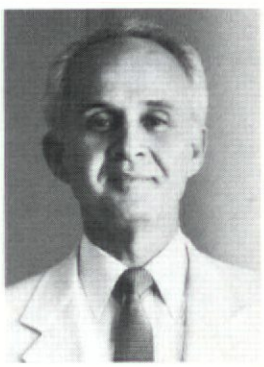
1. Only products designed for contract use that have been offered for sale after September 1, 1986 are eligible. IBD and Contract will rely on the personal integrity of each manufacturer to honor this rule. A designer or manufacturer may enter products in as many categories as he chooses; however, the same product may not be entered in more than one category.

2. IBD and Contract Magazine are not responsible for lost or damaged items or kits submitted, either through fire, theft or any other cause, in transit or on location at our own or any other address where the designs and kits may be judged or exhibited.

3. IBD and Contract Magazine reserve the right to exhibit individually or collectively for the period of one year the award winning designs at their own or other addresses.

JUDGES

Karen Daroff



Orlando Diaz-Azcuy

Sandra Ragan

REQUEST FOR ENTRY KIT

KIT FEE IS NON-REFUNDABLE
To enter this competition, send a check for $100 (IBD members) or $150 (non-members) to IBD National Office, 1155 Merchandise Mart, Chicago, Illinois 60654 for each entry kit.

ENTRY DEADLINE: August 10, 1987.
The kit is designed to hold photographs, 35mm slides and forms for product description. No presentation boards are required. Submission of actual samples in certain categories is encouraged.

Forward to:
Institute of Business Designers
1155 Merchandise Mart
Chicago, Illinois 60654
312-467-1950

RECOGNITION

- Awards will be presented at the Plaza Hotel in New York City in conjunction with Designer's Saturday.
- Contract Magazine will feature the winners of the Product Design Competition in their November issue. The Best of Competition winner will be featured in color on the front cover.
- A reprint of the Contract Magazine coverage will be distributed to all members of the Institute of Business Designers.
- The Institute will publicize the Competition winners and the products in the National Office during NEOCON activities.

13. LOUNGE FURNITURE—Sofas, chairs and modular seating units. May include a design series

14. UPHOLSTERY TEXTILES—Including vinyl or leather

15. TEXTILE COLLECTIONS—Coordinated fabric groupings designed as a collection

16. DRAPERY AND CASEMENT TEXTILES

17. HEALTH CARE TEXTILES—Draperies, casements, cubicle curtains and collections of coordinated fabrics designed for health care use

18. HOSPITALITY TEXTILES—Draperies, casements, upholstery and collections of coordinated fabrics designed for hospitality applications

19. BROADLOOM CARPETS

20. CARPET TILES

21. AREA AND SPECIALTY RUGS

22. HOSPITALITY CARPETS

23. HARD SURFACE FLOORING—Resilient, ceramic tile, wood, etc.

24. WALLCOVERINGS

25. DESK AND OFFICE ACCESSORIES

26. VISUAL COMMUNICATIONS AND SIGNAGE

27. SPECIAL FINISHES—Coatings and Surfacing Materials

28. INNOVATIVE PRODUCT SOLUTIONS—Items exhibiting unique application for contract use which do not fit in any of the above categories

4. Decisions by the judges are final. The judges reserve the right to determine the number of awards given and may choose not to award prizes in any given category.

5. Winning entries and kits become the property of the Institute of Business Designers and Contract Magazine.

6. Advertising and publicity on winning designs following the initial announcement of the award winners must be confined to and specifically refer to the winning design. No publicity is to be released by a manufacturer or designer of an award-winning product prior to October 9th 1987. Failure to comply with this rule will immediately disqualify the winner.

7. All advertising and publicity on winning designs must utilize the approved Product Competition image and include the year of the Competition.
Example: "1987 IBD Silver Award Winner."

8. Winners will be notified by mail.

9. The entry kit is designed to hold 35mm slides and 8" x 10" photos. Full color, large format transparencies must be available upon request.

10. Deadline for receipt of completed entry kits is 5:00 p.m. August 10, 1987 at IBD—1155 Merchandise Mart, Chicago, Illinois 60654.

Michael Wirtz

Karen Daroff
President
Daroff Design, Inc.
Philadelphia, PA

Orlando Diaz-Azcuy, IBD
Vice President/Design Principal
Gensler and Associates/Architects
Owner
Orlando Diaz-Azcuy Designs
San Francisco, CA

Sandra Ragan, IBD
National President of IBD
Owner
Friday Design Group
Washington, D.C.

Michael Wirtz, FIBD
Michael Wirtz Designer, Inc.
Boca Raton, FL

Category

City, State, ZIP

Date product first introduced on market

Name of individual submitting entry

Manufacturer

Telephone

Address

THE ENTRY FEE MUST ACCOMPANY EACH KIT REQUEST

Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

The Ultimate Warehouse Sale to Benefit DIFFA

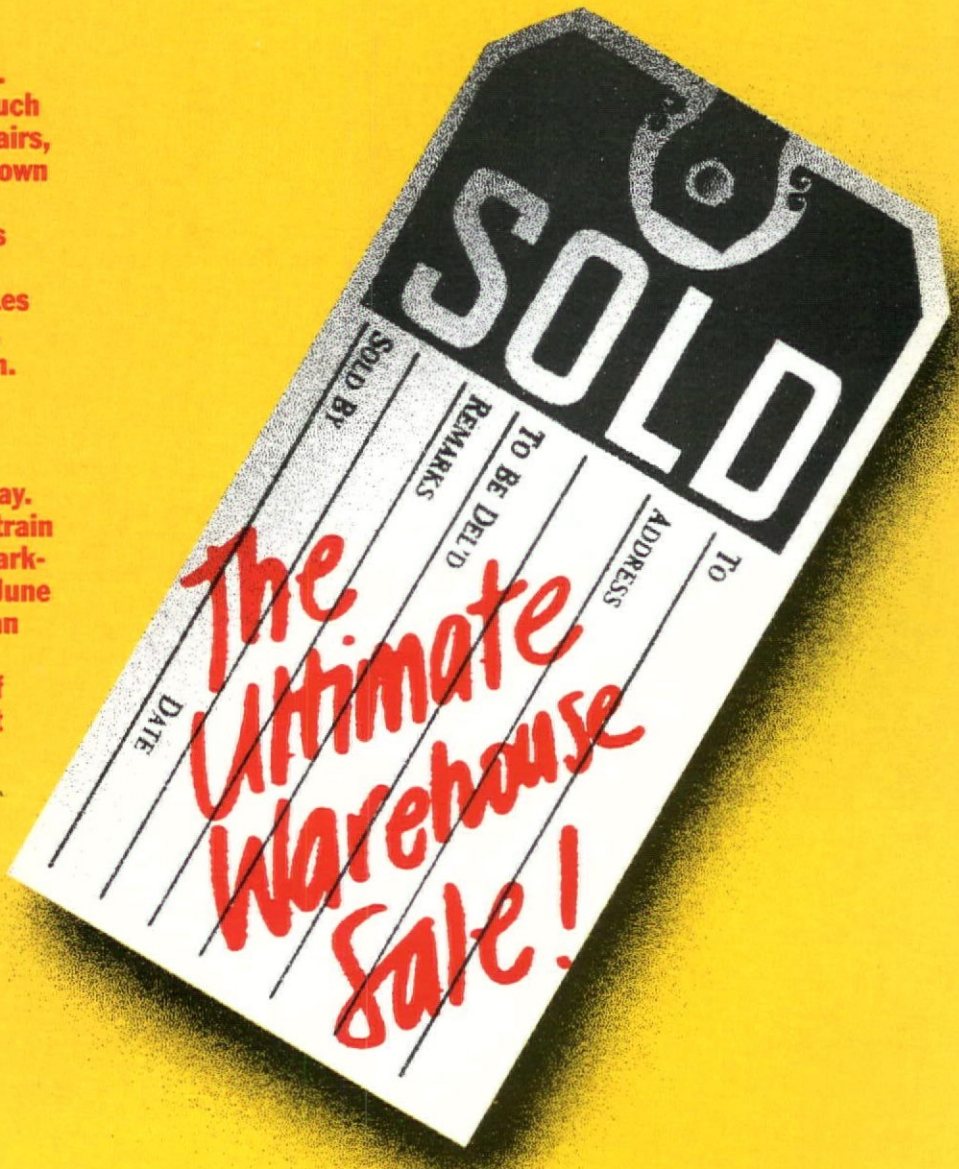
Thursday, June 25 through Sunday, June 28
10:00 am to 5:00 pm
The International Design Center, New York, Center Four.
Thomson and Skillman Avenues, Long Island City
Admission $10:
A contribution to DIFFA

Here's your chance to find that special piece to spark your living room, to furnish your summer home, to design your office. Here's your chance to contribute to DIFFA (Design and Interior Furnishing Foundation for AIDS), the national, non-profit public foundation that raises funds to support AIDS-related services, education and research organizations.

The Ultimate Warehouse Sale to Benefit DIFFA is open to the public. You'll find designer merchandise such as textiles, accessories, tables, chairs, and office furnishings at marked-down prices, from such industry leaders as Artemide, Furniture Consultants Inc., Lee Jofa/Groundworks, Knoll International, Jack Lenor Larsen, Les Prismatiques, Quadrille, Rosecore, Scalamandre and SunarHauserman. Cash and carry or delivery service available to transport your finds.

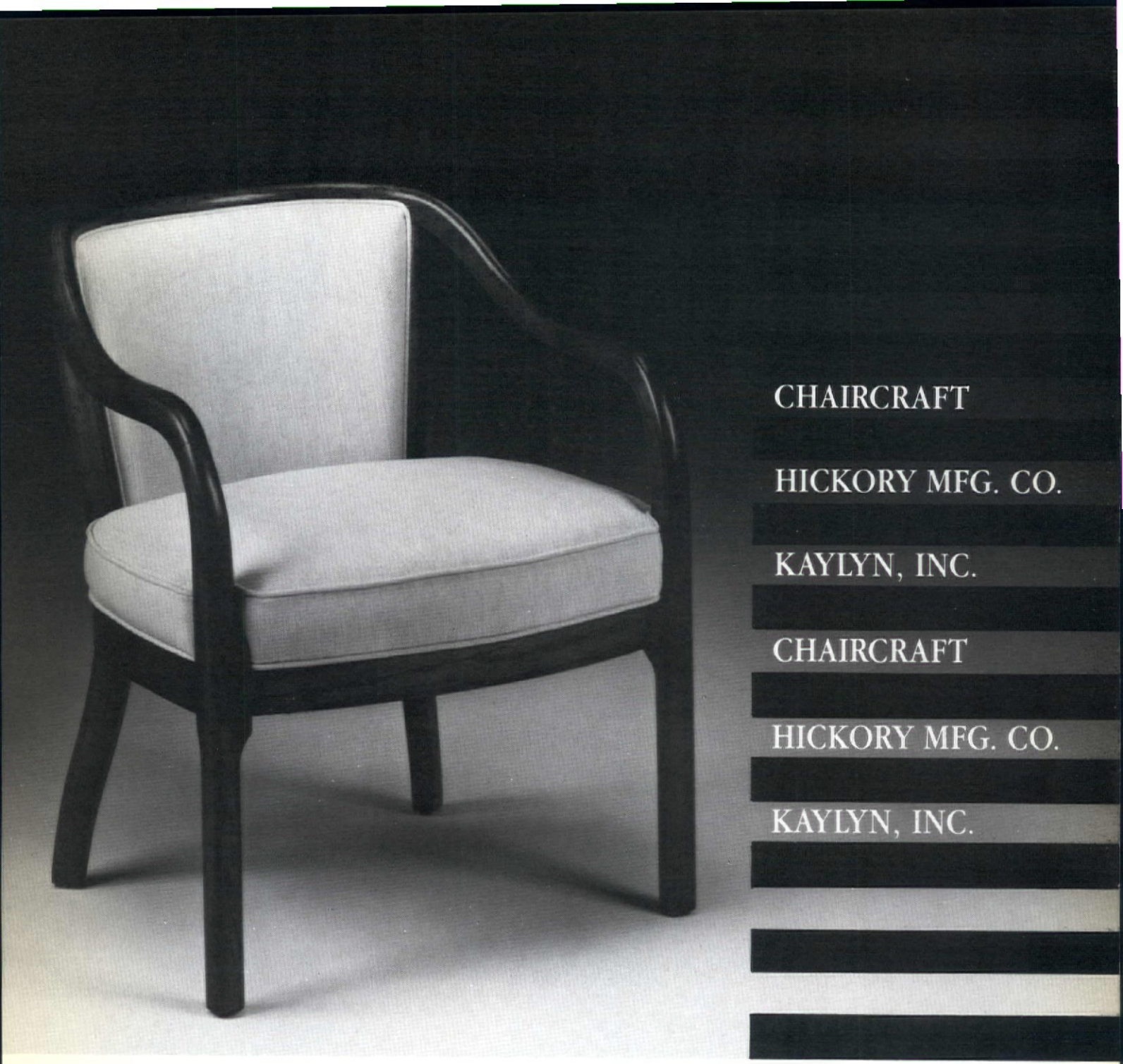
IDCNY is easily accessible by subway. Take E, F trains to 23rd/Ely or #7 train to 33rd/Rawson. Limited on-site parking will be available. On Thursday, June 25th, and Friday, June 26th, you can reach IDCNY via complimentary express service, leaving on the half hour from the Departure Lounge at 919 Third Avenue at 56th Street.

DIFFA
P.O. Box 5176, FDR Station
New York, NY 10150
212/502-0130
212/580-3311



DIFFA

This event has been partially underwritten by a grant from AFD Contract Furniture.



HICKORY FURNITURE/CONTRACT

The furniture power source that delivers on time. Quality chairs, upholstery, cases. At viable prices. Made to your specifications. Our design or yours.

The furniture source you can count on.

Hickory Furniture/Contract, PO Box 2366, High Point, NC 27261—919-884-2244. Showrooms: Chicago, Dallas, Denver, Detroit, High Point, Minn., Phila., San Fran., Wash., DC.

Circle 120 on reader service card

Gretchen Bellinger

FABRIC LINE FEATURES SWISS DOT PATTERN

Gretchen Bellinger offers the "Can Can" swiss dot pattern for window/wall applications. The two-toned sheer has a subtle background grid, accented by darker tufted dots. The color palette includes white with black dots, beige with brown dots, and gray with dark gray dots. **Circle No. 191.**

TEXACRAFT®
CASUALS

"Catalina," TEXACRAFT's top of the line round tubular furniture, provides sturdy welded construction combined with comfortable cross-woven seating. Designed for club, hotel and restaurant use, "Catalina" is available in a wide range of popular colors.

Call or write for our free color catalog. Our sales representative is ready to serve you. Please ask about our Site Furnishings and Fiberglass receptacle and planter lines.

TEXACRAFT®
CASUALS

Houston Offices and Manufacturing
5631 Hartsdale · Houston, Texas 77036 · 713-977-9933
Order Toll Free Texas: 1-800-392-6587
Out of State: 1-800-231-9790 · Telex: 510-600-8958

Circle 121 on reader service card

Middletown Leather

LEATHER COMPANY OFFERS EMBOSSING ON PRODUCTS

Middletown Leather Company, Inc. now offers permanent gold or silver embossing of company logo, coat-of-arms, or similar emblem on all its leathers. The firm offers special order, custom-color work. **Circle No. 190.**

Tiffany Stand

COMPUTER SUPPORT UNIT COMES WITH FLOOR GLIDES

The "Tube Cube" Management Station from **Tiffany Stand and Furniture Company** is a compact, bi-level computer support unit designed particularly for monitor viewing and keyboarding. Product comes with adjustable glides to accommodate any floor surface irregularities. **Circle No. 189.**

CEILING PANEL CREATES NEW DESIGN OPTIONS

"Auratone" Designer Prisms Ceilings from **USG Acoustical Products Company** create new design options for the ceiling plane. Each ceiling panel is planed and routed to form 36 multi-faceted geometric modules which reflect light and shadow. Product is suitable for application in accent-lighted interiors. **Circle No. 188.**

YOUR FUTURE IS AT STAKE

LICENSING NOW!

ARCHITECTS, ENGINEERS AND LANDSCAPE ARCHITECTS ARE ALL LICENSED IN THE STATE OF NEW YORK.

INTERIOR DESIGNERS REQUIRE THE SAME RECOGNITION!

There are currently 10,000 professionals practicing interior design in the state of New York, the "Design Capital of the World." By helping New York's interior designers secure licensing, you will be setting the standard for licensing of all interior designers throughout the country.

Licensing is critical to the survival and autonomy of the interior design profession. The future of the interior design industry depends on licensing.

- ***Without licensing interior designers could lose their ability to work, unimpeded, in interior spaces.***
- ***Without licensing the health, welfare and safety of the public will not be protected.***
- ***Without licensing consumers will not be able to discern a qualified, from an unqualified, designer.***

SUPPORT IDLNY INTERIOR DESIGNERS FOR LICENSING IN NEW YORK

REPRESENTING NEW YORK CHAPTERS OF:

- American Society of Interior Designers (ASID)
- Decorators Club
- Institute of Business Designers (IBD)
- International Society of Interior Designers (ISD)
- National Home Fashions League (NHFL)
- Unaffiliated interior designers throughout New York State

IDLNY

INTERIOR DESIGNERS FOR LICENSING IN NEW YORK

Clip and send to:
IDLNY Campaign Headquarters
14 East 60th Street, Suite 301 • New York, NY 10022

Yes, I'd like to receive more information on licensing!

NAME _____ TITLE _____

ORGANIZATION _____

ADDRESS _____

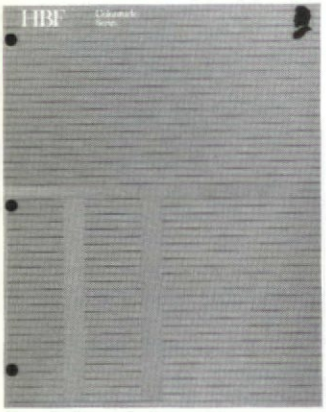
CITY _____ STATE _____ ZIP _____

Here's my check for $ _____ to help the cause

Enclosed is my contribution to the cause. $ _____

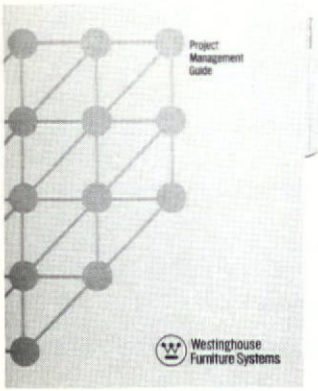
CATALOGS & BROCHURES

Hickory Business Furniture's Colonnade series of lighting scaled tables and credenzas is showcased in an eight-page brochure. Available in cherry and maple hardwood and veneers, this series allows the designer to "color" pieces as desired through the use of a traditional marquetry inlay pattern set in the top. **Circle No. 490.**



Hickory Business Furniture

Westinghouse Furniture System's Project Management Guide offers a complete documentation link with the systems furniture management cycle, from order definition to installation. The 29-page guide serves as a record book for the site manager. **Circle No. 499.**



Conference tables and bases fill the pages of a catalog from GHF Inds. A quick-ship program is explained on the eight-page catalog's back cover. **Circle No. 181.**

Decorail is suited for restaurant booth dividers and decorative rail systems. A catalog from Glenn J. Wylie & Associates Ltd. describes accessories, caps and connectors, custom Decor Strip inserts, and rail/tube wraps. **Circle No. 180.**

A floating panel staging system is described in a brochure from Stage Rite Corp. Support services are detailed and accessories are pictured. **Circle No. 179.**

An answer to the problem of small spaces is the clack folding chair from Fixtures Furniture. When closed, clack takes up only half the space of conventional folding chairs, according to product literature. The chair's steel frame is available in black epoxy or optional bright chrome finish. **Circle No. 178.**

Lighted modular flooring for graphic, safety, or directional messages is available through Collins & Aikman and is explained in its Safe-Lite brochure. The fold-out glossy bulletin explains the merits of using Safe-Lite in airports, theaters, hospitals, and any area where fool-proof directions are needed. **Circle No. 500.**

Tarkett has produced literature showing the new Expressions Colors for Optima homogenous sheet vinyl flooring. Designer Colors for the product are also shown. **Circle No. 491.**

Ralph Wilson Plastics Co. has issued a brochure on Solicor color-through decorative laminate from Wilsonart. **Circle No. 492.**

Gunlocke

Two four-color brochures from The Gunlocke Co. depict the Geva collection of systematic modular wood furniture designed for private offices. One brochure describes Genus, a planar edge design; the other showcases Volute, a transitional edge design. **Circle No. 495.**

Color expert Carlton Wagner explains the effective use of color to an audience of professional designers and architects in a new videotape. Available from the Wagner Institute for Color Research, the tape runs 48 minutes. **Circle No. 496.**

"From the Street to Your Desk" discusses the need for up-front planning to meet the electronic office wiring and cabling needs. This article by Robert McFarlane, director of technology, Wilke Organization, appears in an issue of *Office Graphic* from Steelcase. **Circle No. 498.**

Key industry projections appear in the "1987 Outlook-Carpet Flow Sheet" from Allied Fabrics. The bulletin offers an instant picture of carpet flowing through various channels of distribution and projected economic and business indicators. **Circle No. 502.**

The IBD Network Profile is the official directory of the Institute of Business Designers. It contains a listing of all IBD members and profiles of 500 design firms. The directory includes listings of IBD's chapter and national boards of trustees, national office staff, fellows of the institute, IBD awards and recipients, and membership information. Cost is $75 ($45 for members and students) plus $7.50 shipping and handling. **Circle No. 177.**

Literature from American of Martinsville gives information on a spectrum of bedroom, dining room, occasional and upholstered furniture for the hospitality industry. **Circle No. 503.**

Featured in a four-page brochure is Nova Omnislide, a two location, linear slide wallbox dimming system. Literature from Lutron Electronics Co. notes that the system offers full range dimming from both stations. **Circle No. 501.**

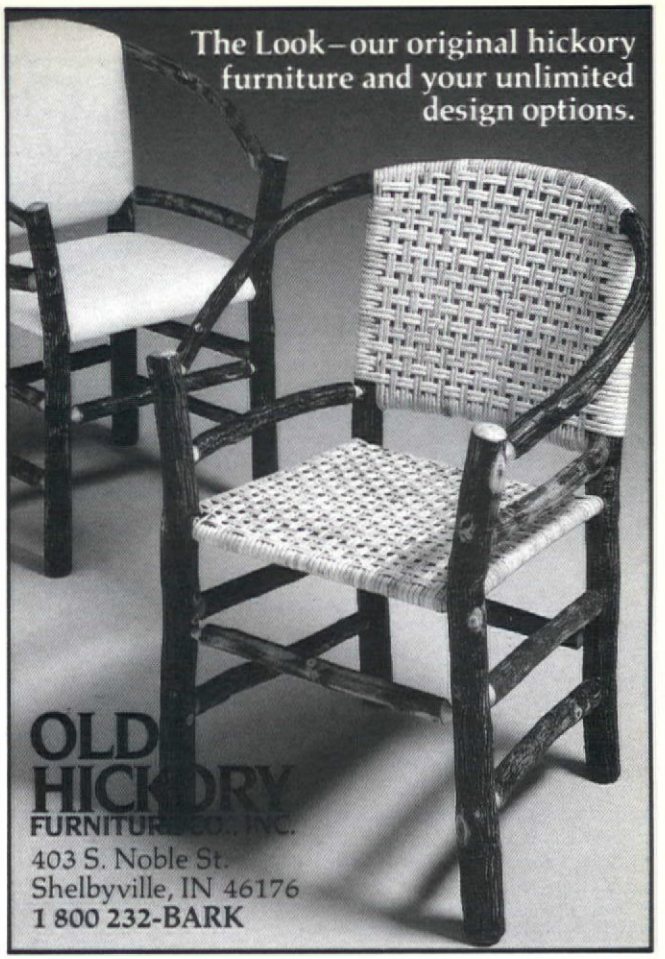
Information on a new manufacturing facility is contained in Catalist 15 from Loewenstein/Oggo. The catalog covers wood, metal, outdoor, and soft seating, as well as tables/bases. **Circle No. 493.**

Loewenstein/Oggo

Circle 123 on reader service card

FREE INFORMATION FAST

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



CLASSIFIED ADVERTISEMENTS

REPRESENTATIVES WANTED

REPRESENTATION WANTED

Manufacturer of quality wood tables and seating desires reps in Texas area and Southern California area. Prefer rep with own showroom. Send resume to Box 144, CONTRACT, 1515 Broadway, New York, NY 10036.

ARCHITECTURAL SIGNAGE

Manufacturer seeking representation throughout U.S. to call on Architects, Real Estate Developers, General Contractors, Interior Designers, etc. Exclusive Territories Available. Contact: Design Sales, Attn: Steve Stanley, V.P., 5980 Funston St., Hollywood, FL 33023 (305) 963-5242.

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.

REPS WANTED

Manufacturer, with National distribution, of seven distinct collections of medium high to high end wood office furniture, plus specials. We are seeking successful reps, with strong followings in dealer, designer, specifier and architectural areas. Key exclusive territories available: Los Angeles, Las Vegas, New Mexico, Arizona, plus many other select areas. Send resume to: Box 142, CONTRACT, 1515 Broadway, New York, NY 10036.

REPS WANTED

Major manufacturer of metal lamps seeks professional reps to call on primarily the hospitality market. Our lamps are specified by Hyatt, Hilton, etc. If you have lamp experience and a hotel following, call Rainbow Lamp Corp., 1-800-654-0578.

REPRESENTATIVES WANTED

Fabric and wallcovering firm, both residential and contract, seeks outside salespersons to call on interior design and architectural firms. All territories open except L.A., South FL, New York area. Please write to Sales Manager, P.O. Box 028514, Miami, FL 33102-8514.

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 REP WANTED

Well established National Contract Fabric Jobber seeks aggressive salesperson for Michigan, Ohio, Indiana and Kentucky territory. Send resume to: Box 147, CONTRACT, 1515 Broadway, New York, NY, 10036.

REPRESENTATIVES WANTED

Manufacturer of quality framed artwork is seeking aggressive, professional sales representatives currently calling on hospitality, healthcare, and contract customers. Key territories available. Send resume and list of current lines to: Box 148, CONTRACT, 1515 Broadway, New York, NY 10036.

REPRESENTATIVES WANTED

AGGRESSIVE REPS WANTED

U.S. Leather Manufacturer seeks established reps for upholstered furniture, fabrics, etc. Already calling on Furniture Manufacturers, Designers and Hotel/Institutional Specifiers. Areas: Carolinas, California, Texas, Midwest, Pennsylvania/D.C./Virginia, Florida/Georgia, Canada. Please send short resume and current line info. Box 141, CONTRACT, 1515 Broadway, New York, NY 10036.

REPS WANTED

Techniques in Wood—a high quality contract manufacturer of wood panel systems and acoustical screens is looking to expand in major markets. We offer marketing support, high commissions, the ability to do custom work, showroom at Merchandise Mart, and GSA contracts for all our product lines. If you are a highly motivated individual looking to associate with an aggressive company, please send an overview of your company including qualifications, territories and other product lines to: TIW, attn: Mr. Bly, P.O. Box 20594, Rochester, NY 14602.

HOSPITALITY REP ORGANIZATION WANTED

to represent 32 year old manufacturer of hospitality seating to the contract market's fastest growing segment. Must have hospitality package to call on design/specifier community, food service dealers and major end users. Several key territories available. Excellent commission structure. Send confidential inquiries to Box 146, CONTRACT, 1515 Broadway, New York, NY 10036.

MANUFACTURER REPS

Manufacturer of quality wood office seating, casegoods, and healthcare furniture desires reps in the following states.

AK	DC	LA	MS	NM	RI
AR	DE	ME	MT	NY	SD
CA	HI	MD	NV	ND	UT
CO	ID	MA	NH	OK	VT
CT	IA	MN	NJ	OR	WA
					WY

Send resume to Box 132, CONTRACT, 1515 Broadway, New York, NY 10036.

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.

HELP WANTED

stern and associates

EXECUTIVE SEARCH • CONTRACT FURNISHINGS & DESIGN INDUSTRY
821-B MERCHANDISE MART • CHICAGO, IL 60654 • 312-527-0797

EXCELLENCE IN EXECUTIVE SEARCH
The Viscusi Group, Inc.

Industry professionals specializing in recruitment of key personnel for furniture manufacturers, dealers and leading architectural and design firms . . . nationwide. A discreet personnel and consulting resource recognized throughout the interior furnishings industry.

Executive Search: Quality management, sales, marketing, showroom recruitment.

Architect and Design Recruitment: Top talent for leading firms.

National Independent Representation: Matching products with the right sales org., for best distribution. As a member of National Personnel Associates we have nearly 200 affiliates in over 150 metropolitan areas ready to work for you.

The Viscusi Group, Inc.
220 E. 57th St., NY, NY 10022
(212) 371-0220

VICE PRESIDENT SALES

Our client, a nationally known manufacturer of contract seating, is in need of a profit motivated Vice President of Sales. Outstanding opportunity for a take charge creative manager to develop new markets and expand product lines. The successful candidate will have proven track record of devising marketing programs for full range of contract customers and motivating independent representatives. If you have interest in exploring this or other contract opportunities, contact in confidence: KAREN MORAN, Cook Associates, Inc., 212 West Kinzie Street, Chicago, IL 60610, (312) 329-0900.

DIRECTOR OF DESIGN

Major designer and manufacturer of restaurant interiors has position available immediately. Individual should have five years design experience. Candidate with management experience is preferred. Responsibilities will include space planning, design detailing, source development, maintaining production and design standards. Good verbal and motivational skills essential. Firm located in mid-Atlantic region. Box 143, CONTRACT, 1515 Broadway, New York, NY 10036.

ENTREPRENEURIAL PERSON

NEW DIVISION of major company, seeks experienced professional to head and oversee complete operation and distribution of case goods and upholstered furniture to the contract dealer and A and D community. Must have strong sales and marketing background. Opportunity for growth in salary and equity, for the right person. East Coast location. If you have strong start-up and follow through capabilities, please reply to: President, P.O. Box 562, Marlton, NJ 08053.

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.

DESIGNER

Someone who wants to be part of a well established, growth oriented midwest consultant firm. We need the right person on a permanent basis to head up a restaurant/specialty store design team. Preferably a source knowledgeable individual who knows the practical ways to get things done. Salary negotiable. Leadership and client skills a must. Please send resume to Box 145, CONTRACT, 1515 Broadway, New York, NY 10036.

LINES WANTED

LINES WANTED

Aggressive, experienced, well established MFG. rep calling on A&D, Dealers, Healthcare Specifiers and End Users, seeking complementary lines for Illinois & S. Wisconsin. Box 140, CONTRACT, 1515 Broadway, New York, NY 10036.

—ATTENTION—
MANUFACTURERS

"OFFICE EXCELLENCE, INC."

A new dealer concept (1 year in the making) is opening in the Baltimore Metro area. We are currently seeking a few medium priced quality lines to aggressively promote in this area.
We primarily need; Wood Desks, Seating, Metal Files, and Partition/Systems lines. This new concept is perfect for the smaller manufacturer who needs market exposure and sales.
Call Stan Idzi at (301) 561-8780 for complete details.

WANTED TO BUY

WANTED TO PURCHASE

Office Furniture Dealership with 3 to 5M in annual sales. East Coast location preferred. Reply in strictest confidence to President, Federal Supply Contracts Group, Inc., 5510 Alma Lane, Suite 411, Springfield, VA 22151.

July First is the deadline for the August issue

ADVERTISING DIRECTORY

For more information on advertisers in this issue, circle corresponding reader service numbers.

ADVERTISER	PAGE
Accuride *(Circle No. 83)*	148-149
Acme Visible Records *(Circle No. 11)*	17
Alex Stuart Design	74
Allied Fibers *(Circle No. 8)*	14
American Seating *(Circle No. 21)*	39
Amoco Fabrics Co./Fibers & Yarn Div. *(Circle No. 97)*	206
Armstrong *(Circle No. 1,126)*	Cov. II,2-3
Artemide, Inc. *(Circle No. 42)*	84
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