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## SCULPTURE PEDESTALS CERAMICS LATH ART CAST PAPER



Exel, executive chair is exclusively introduced by The Gunlocke Company on our cover this month. Creative concept by Richard Zoehrer and Jayne Burmaster. Photography by Michael Myers. See p. 80 for details on product and company.

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EXECUTIVE BUYER EDITION BONUS CIRCULATION: 5,000 LODGING OWNERS/OPERATORS

# CONTRACT 

Volume 29, No. 10

November: Executive Buyer Edition/Corporate Offices offers bonus circulation to 5,000 office managers and facility planners. Featured are a selection of outstanding office designs, plus product sections on Corporate Furniture/Furnishings, Conference Room Tables, and Desk Accessories. Winners of the IBD/ CONTRACT magazine Product Design Competition are covered in the issue, with the Best-Of-Competition featured on the cover. Bonus distribution to 2,000 Canadian contract designers and architects.

December: Executive Buyer Edition/Fast Food Chains, Cafeterias \& Retail Businesses offers bonus circulation to 5,000 fast food chain executives and retail developers. Designs for the fast food facility and retail operation are covered in a range of recent projects completed for these specialties. Look for Fast Food Furniture/Furnishings product review Public Seating review, and coverage of Art \& Graphics product lines. Directory of Marts and Showrooms offers information on contract mart events and executives.

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 (1)

## ONTRACT

## OMMENTARY



## THE MAKING OF A COVER

This month's cover marks the 14th in a series of product introductions announced to the industry exclusively through CONTRACT magazine. The product cover format, launched with our February, 1986 magazine, has evolved to include a profile of the manufacturer making the introduction, as well as specification details on the new line which appear regularly in the "On Our Cover" column. With this issue, The Gunlocke Company joins the ranks of manufacturers who have worked cooperatively with CONTRACT editors in creating a fitting announcement of their new ventures. Featured in the past have been Uniroyal, Condi, Steelcase, Harter, Koch \& Lowry, Brickel, Wilsonart, Lees Carpet, Haworth, Brayton International, GF Furniture Systems, Rosejohnson, and Scalamandre. Creative efforts have included numerous mock-ups at manufacturing plants and in photographers' studios, with product occasionally being shipped direct from overseas to make deadlines for the magazine. This month's effort, proved, like many others, to be as much an exercise in ingenuity as in carefully planned collaboration. CONTRACT took Gunlocke's Exel ${ }_{3}$ executive chair through the paces in a salvage yard setting, replete with abstract compositions that formed a counterpoint to the chair's own streamlined design. Discarded offset printing plates, waffle-patterned iron grating, and compressed tin cans, were rejected in favor of ripped up I-beams-the background ultimately selected. Photographer Michael Myers; Terry Hunt, Gunlock director of design and creator of $\mathrm{Exel}_{3}$; Jayne Burmaster, Gunlocke art director; and Richard Zoehrer, CONTRACT art director, spent a day's shoot amidst twisted wreckage, putting to good use the spoils of industrial design as fixtures for our cover. Readers can look forward to such imaginative approaches to cover design in future issues. As always, the editors welcome your thoughts and reactions.


Shown (I. to r.) at the site of this month's cover shoot are Gunlocke's Jayne Burmaster and Terry Hunt, and CONTRACT art director Richard Zoehrer.

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how many times
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## HOW TO FIND YOUR WAY OUT OF THE CONTRACT JUNGLE



The overgrown underbrush


Civilization

The dark, dangerous jungle can have you treading hip-deep in a quicksand of product that doesn't rise to the top. You'll be facing the gaping jaws of inflated prices, and hacking at the impenetrable underbrush of confusing product lines. Are you doomed to slither around on the jungle floor? Is there no hope? Is there no way out?


Yes. . .there in front of your very eyes . . .parting the jungle like a miracle, it's your guide! High Point Furniture Industries. One company, one book, that turns your quest in the savage jungle into a romp through the park. Now you can take a pleasant, profitable journey through our extensive lines of desks, filing systems, bookcases, computer furniture, and seating. It's a
pleasure trip, filled with value
 and style.

Now, with renewed vigor, you stride confidently from the transitional elegance of Dimension 4200 to the traditional appeal of the Bedford Collection Check out the clean, designer look of End Panel Grey, or choose seating from over 150 models of chairs and reception furniture (available
 in over 200 factory stocked fabrics, and C.O.M. as well).


## On the horizon: New genuine wood veneer lines from High Point Furniture.

The newest trail we've blazed for you is the introduction of genuine wood veneer casegoods. Steeped in our same tradition of fine craftsmanship and outstanding values, these new veneer pieces will have you dancing through the jungle with carefree ease.
So don't stand downcast staring at the undergrowth. Pick up your guide and relax, with the civilized way to deal with the Contract Jungle.

## Designer challenges column

Dear Editor: Just read your August 1987 Lighting Line article. Your "Color Rendering Index Chart" is no such thing. It is, however, a spectral power distribution chart. While color rendering indices are related to spectral power distributions, your diagram charts light output versus light wavelengths.
You fail to alert the reader that the Ultra D and other so-called "natural" light sources are generally significantly less efficient and more
expensive than a relatively new series of lamps available from GE, Philips and Sylvania. These new lamps provide color rendering which is within 10 percent of the so-called "natural" source of Ultra D, yet are quite efficient and cost effective. Besides this, the GE, Philips and Sylvania lamps do not have the awful bluewhite cast inherent to the Ultra D's 5670 degrees Kelvin color temperature (lamp appearance when energized). Incandescent sources, which most people prefer, have a

color temperature of 3000 K. The GE, Philips and Sylvania lamps are available in 3000 K , 3500 K , and 4100 K .

Your article is full of misquotes and items taken out of context. Besides that, you offer no specific references. The lighting industry hàs not conclusively shown that "quality lighting" increases productivity 10 to 20 percent, as you report. If we had, every building in America (commercial, residential and industrial) would have quality lighting! By the way, no one has been able to definitively identify "quality lighting.: What is "quality interior design?"
Quality of light can be influenced with lamp color temperature and is somewhat affected by color rendering. A good interior designer and good lighting designer can work with any white light source to achieve a high quality visual environment. Good lighting is a team effort. There is no panacea. You can't just change your lamps and have a super project!

GARY STEFFEY, I.E.S., IALD Gary Steffy Lighting Design Ann Arbor, Mich.

Editor's Note: Information for the August Lighting Line column was attributed to Maurice Jones, Ergonomics Lighting Consultant, VL Service Lighting Corp. Jones' research is compiled in a summarial paper and accompanied by a series of articles written by other lighting and office environment professionals active in the contract lighting industry.

## Licensing debate lives on

Dear Editor: Many thanks for your support of the licensing issue. (CONTRACT Commentary, May, 1987). Your letter and ad in CONTRACT were very impressive; I know it will make a difference in the design community.

MARIE LOGOTHETIS, IBD
President
New York Chapter
Institute of Business Designers (IBD) New York, N. Y.

## Errata

Office Furniture Systems (OFS/Styline) was inadvertently omitted from the August issue, Computer Support Furnishings Directory.

Castec's Trackstar product, appearing on p. 109 of the August issue, was mistakenly identified as Rollstar.

The news item appearing on p. 32, August issue, describing the marketing alliance between Nord Systems Inc. and CenterCore should read: Nord Systems, Inc. has been formed to market and distribute mobile filing systems through a joint venture between CenterCore, Inc., and Nord Systems' Frank Barnes, president \& COO, and Jess Christiansen, vice president, engineering.


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# CONTRACT NEWS 

# International Hotel/Motel \& Restaurant Show adds $\mathbf{1 0 , 0 0 0} \mathbf{~ s q}$. ft. of contract space 

New York-The contract market is the fastest-growing segment of the 72 nd Annual International Hotel/Motel \& Restaurant Show ( $\mathrm{IH} / \mathrm{M} \& \mathrm{RS}$ ), November 8-11, Jacob K. Javits Convention Center, New York City, with 10,000 sq. ft. of additional contract exhibit space being added this year.

More than 1,000 exhibitors from the food service, contract furnishings, security, communications, textile, uniforms, institutional laundry, cleaning/ maintenance, and tableware industries are expected to draw more than 56,000 executives of international hotels, motels, restaurants, hospitals, clubs, institutions, and related areas.

This year's show features a new program exclusively for interior designers called "Design Day," which premiers on Tuesday, November 10. The following seminars are scheduled: "Sound and Light in Restaurants," "Designing for the Luxury Market," "The French Hospitality Viewpoint," Leading Edge Hotel Developments," and "Understanding the Four Levels of Hotel Operations." The show's agenda also includes 21 seminars of interest to all hospitality-related professionals. Of particular interest to design professionals are "Designing the Hospitality Environment," led by Mary MacDonald, MacDonald Design Group; and "Health Fitness Facilities and Your Hotel/Resort," conducted by Patricia Monteson and Judith Singer, Health Fitness Dynamics, Inc.

On Tuesday, November 10, Diane Davis, Hospitality


More than 56,000 attendees are expected to pass through the lacob K. Javits Center's "Crystal Palace," pictured above, on their way to the 1987 International Hotel/Motel \& Restaurant Show in New York City.

Healthcare Designs, will discuss "Hospitality in Healthcare and Senior Markets." Davis will also host a special one-hour tour of the $\mathrm{IH} / \mathrm{M} \& R S$ designed specifically for healthcare executives, daily at 10:15 am in room \#1E11 of the Javits Center.

Other IH/M\&RS highlights include the Opening Luncheon, Monday, November 9 at the Sheraton Centre, featuring a keynote address by "Today" show co-host Bryant Gumbel, and presentation of the Seventh Annual Gold Key Awards for Excellence in Interior Design. The following are this year's finalists: Westin Paso del Norte; Atrium Cafe; The Newport Resort; McDonald's at Rockefeller Center; Miyako Hotel; Four Seasons Las Colinas Inn \& Resort; The Lodge at Pebble Beach (guest rooms); Sheraton Sunrise; Holiday Inn/ Solvana-Buellon; Hyatt Tianjin Hotel; Westin-Cypress Creek; St. Petersburg Hilton and Towers. These projects will be dis-
played in the "Design of the 80's" Gallery during the show.

The $\mathrm{IH} / \mathrm{M} \& R \mathrm{R}$ is sponsored annually by the American Hotel \& Motel Association, the New York State Hotel \& Motel Association, and the Hotel Association of New York City. Exhibit hours on Sunday, November 8 。 are 10 am to 2 pm for dealers, distributors, wholesalers, architects, consultants, food brokers, interior designers,


Bryant Gumbel, co-anchor of the "Today" show, will deliver the show's keynote address.
manufacturers' representatives, and press. From 2 pm to 6 pm that same day, exhibits are open to the entire trade.

On Monday, November 9, exhibits open to entire trade from 10 am to 6 pm . Tuesday, November 10, exhibits open to the entire trade from 10 am to 6 pm, and on Wednesday, November 11, from 10 am to 4 pm.

For further information, contact Howard Hamm, George Little Management, Two Park Avenue, Suite 1100, New York, NY 10016; 212/686-6070.

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## The fiber of John Portman \& Associates

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# IIDEX will occupy 200,000 sq. ft. 

Toronto-The fourth Annual International Interior Design Exposition (IIDEX) is now the largest exhibition of product devoted to the interior design industry in Canada.

Owned and operated by the Association of Registered Interior Designers of Ontario (ARIDO), the show will take place at the Metro Toronto Convention Center in downtown Toronto, November 19 through 21st.

In addition to demonstrating the competitiveness of Canadian products in domestic and foreign markets, the show will present a series of seminars designed to enhance the participant's professional ability.
"Design and the Law," a one and one half day seminar approved for one CEU credit, will be presented by a team of Vancouver attorneys: Bryan Shapiro, Killam Whitelaw \& Twining, and Zwanette Pereboom, a municipal construction and
real estate lawyer.
Other featured seminars are "Power Negotiation Skills," lead by Dean Potter; "How to take Initiative and Make things Happen," delivered by Margaret Ebrecht; "Facility Management: A New Business Opportunity," "First Class All the Way," and "Getting Work Published," given by Knell, Editor, Canadian Contract.

Special events include the DuPont Antron Design Awards Breakfast, the IIDEX Exhibitors awards, and the ARIDO awards.

IIDEX '87's opening night party will featurea "Vegas Stage Spectactular," with proceeds going to the Casey House Hospice, a residence for AIDS patients and their families.
Show hours are Thursday, November 19, 10 a.m. to 6 p.m.; Friday, November 20, 10 a.m. to 8 p.m.; and Saturday, November 21, 10 a.m. to 4 p.m.
For more information please call or write Deborah Cotton/ Maggie Anderson, Cotton/ Smyth Inc., Suite 301, 56 The Esplanade, Toronto, Ont. MSE 1A7; 416/365-0805.

## DIFFA announces grants to 18 AIDS groups

New York-The Design and Interior Furnishing Foundation for AIDS (DIFFA), the nation's only industry-based foundation funding direct care for people with AIDS as well as AIDS research and education, announced grant commitments to 18 AIDS service and educational organizations. Funds are raised through industry and market events, corporate and individual donations.

The following groups received DIFFA grants: Hale House, Fund for the City of New York, AID Atlanta, Urban League, WNYC-TV, San Francisco AIDS Foundation, Montefiore Hospital, National People with AIDS Coalition, Association for Drug Abuse Prevention
and Treatment, "God's LoveWe Deliver," Project Inform, IIlinois Masonic Hospital, Chicago House and Social Service Agency, Healing Alternatives Buyers Club, Oak Lawn Counseling Center, Foundation for Human Understanding, Boston AIDS Action Committee and San Francisco AIDS Walk.

DIFFA was established over three years ago by leaders from the design, architecture, and furnishings industries to fund AIDS organizations throughout the country.

The grants ranged from $\$ 1,000-\$ 10,000$. Tax deductible contributions may be made to DIFFA's national office, P.O Box 5176, FDR Station, New York, NY 10150.

## Domino Pizza's president collects $\$ 12$ million of Wright designs

Ann Arbor, Mich.-Thomas S. Monaghan, president, Domino's Pizza, has amassed the world's most important collection of Frank Lloyd Wright decorative designs, valued at more than $\$ 12$ million.

The collection spans the master architect's entire career and is unsurpassed by any museum in the world. Monaghan recently founded the National

Center for the Study of Frank Lloyd Wright at Domino's 1500acre, Wright-inspired corporate headquarters in Ann Arbor, Mich. The Center's museum, archives, and research center are open to the general public as well as scholars and preservationists.

For more information, contact Alyse Lynn Booth, 212/757-6302.

## Saphier concludes cartoon series

New York-The final "designed for laughter," cartoon by Michael Saphier appears on this page of CONTRACT. This cartoon concludes a series of 120 that spanned 10 years in the magazine. Saphier, an interior designer who helped found the firm, Saphier Lerner Schindler, parent company of Environetics International, began the series shortly after he resigned from the design company.

The cartoon series was part of three projects he set out to accomplish. The others were to
finish a book on space planning and to act as a consultant on facilities planning for several companies and institutions.
"I not only had fun doing the drawings, but I was flattered by all the requests I had for permission to reprint many of them," says Saphier. "I was gratified by all the calls and notes I received, and delighted by the kind words voiced at chance meetings with many readers of the magazine. I thank you all for those extra dividends," says the cartoonist.

## designed for laughter ${ }^{\circledR}$

by Michael Saphier
FOR CONTRACT MAGAZINE


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## Education focus of Philadelphia Design Assembly ' 87

Philadelphia-The Marketplace Design Center, resource for mid-Atlantic contract and residential designers, is sponsoring the Philadelphia Design Assembly, November 11 and 12.

From noon to 2 p.m. each day, the Design Center will present "Professional Insights," an agenda of more than 20 educational programs, including new product applications, manufacturing techniques and demonstrations, computer-
aided design technology, and money management.

On Wednesday, November 11, a panel discussion moderated by Beverly Russell, Interiors, will address the topic of interior designer licensing. Panelists include Janet Schirn, FASID, Nina Hughes, ASID, and Marian Marshall.
On Thursday, November 12, 9 a.m., Jay Spectre will discuss "Interior Design Past \& Present." He will be introduced by

Lester Dundes, vice president and publishing director, Interior Design. At 4 p.m. that same day, a speaker panel will discuss "The TRW New Headquarters Project." Anne Fallucchi, editor and co-publisher, Facilities Design and Management, will moderate. Panelists include William Krebs, Interspace Design Group; Dirk Lohan, FAIA, Lohan Associates; Robert Ambrose, Gilbane Building Company; Herbert Swinburne, FAIA, Architectural Advisor; and Peter Steigerwald, TRW.

The Marketplace Design

Center's permanent showrooms in the Contract Center displaying commercial furnishings and accessories will be open from noon, November 11 through 5 p.m. on November 12.

Evening affairs begin with an Open House on Wednesday from 6-8 p.m. On Thursday, from 6-9 p.m., a Gala Affair will be held to benefit the Philadelphia Design Industry/AIDS Fund.

For registration information, contact Cathy Webb, Marketplace Design Center, 2400 Market Street, Philadelphia, PA 19103; 215/561-5000.

## Chicago named as host of 1993 UIA World Congress

Washington, D.C.-At its recent assembly in Dublin, the International Union of Architects (UIA) selected Chicago as the site of its 1993 Congress-the largest international gathering of architects-and elected Donald J. Hackl, FAIA, Chicago, president of the American Institute of Architects, as representative for UIA's Region III, encompassing the Western Hemisphere.

(I tor): Donald J. Hackl, FAIA, president, AIA; James Bidwill, chair-man-elect, Chicago Convention and Visitors Bureau and vice president/marketing, Merchandise Mart; Reima Pietila, 1987 UIA Gold Medal recipient; and Frederick Jannott, executive vice president, ClG, McGraw-Hill.

The 1993 meeting would be held in conjunction with the 1993 AIA Convention, expected to draw an additional 10,000 architects and guests; and NEOCON 25 , which sould attract 50,000 people.

The effort to bring the UIA Congress to Chicago is a collab-
oration of the Chicago Convention and Visitors Bureau, the AIA, the Merchandise Mart, the City of Chicago, and the State of Illinois.

## Mart sponsors medal

In other UIA news, the organization awarded the highest honor that can be bestowed upon a living architect, the UIA Gold Medal, to Finnish architect Reima Pietila at a special presentation of the 16th UIA World Congress in Brighton, England last July.

Pietila was selected by the UIA jury for his prominence in modern Finnish architecture as well as in world design, for projects in New Delhi, Kuwait, and Dubai.


The UIA Gold Medal was designed by lean-Paul Carlhian, Shepley Bulfinch Richardson \& Abbott, Boston.

This is the second time the Gold Medal has been awarded by the UIA. The first recipient was Hassan Fathy, the Egyptian architect known for his work, "Architecture for the Poor."

For information on the 1993 World Congress, contact Gloria Zylowski, 312/527-7550. For more information on the medal, contact Christian Laine, 312/527-7558.

## City of Miami sets "Miami Style" in furniture design competition

Miami-The City of Miami and the Florida Association of Furniture Manufacturers are sponsoring "Miami Style," a furniture design competition to promote Miami's local design talent.

Of the more than 67 entries received, first and second prizes were awarded to the design team of Gayle Zalduondo and Andrew Kelly for Miami Chaise, and Miami Cafe Chair.


The Miami Art Deco Chaise, designed by Gayle Zalduondo and Andrew Kelly, took first prize in the "Miami Style" design competition.

## Kentucky Wood Floors/ASID announce competition winners

Toronto-Winners of the annual Hardwood Flooring Design Competition sponsored by Kentucky Wood Floors, Louisville, Ky., and ASID, were announced at the ASID National Conference in Toronto.

First place winner in Category I was Lawrence R. Wilson, Interior Design Concepts, Jacksonville, Fla., for use of quar-
tered oak continental with cherry buttons flooring. Second place winner was Ron Jaffe, Ron Jaffe Associates, Washington, D.C.

The first place winner in Category II was Donald J. Allen, Allen House, Louisville, Ky., for the application of a quartered oak and walnut custom design.

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## Du Pont 'Antron' announces winners

Wilmington, Del.-The Du Pont "Antron" Design Awards sponsored by Du Pont's Carpet Fibers Division, recognized three commercial carpet installations with design awards recently.

Eva Maddox, Eva Maddox Associates,

Inc., Chicago, won the grand prize for her design of the Collins \& Aikman showroom th the Atlanta Merchandise Mart, which incorporates carpet by Collins \& Aikman. Maddox's prizes include a $10-$ day, all-expense-paid trip for two to Italy for the Milan Furniture Fair.

Individual category winners in the competition received $\$ 1,000$ and an engraved award. They included Anita Barn-

## where are we?



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ett and Lynn Hynes, CSO Interiors, Indianapolis, who won for a hospitality design of Whirligig's bar/lounge at the Radisson Hotel. The two designers used "Pine Valley", of Du Pont "Antron" from Shaw.

The team of Wayne Holland, John Duvivier, Virginia Schutte, Rocky Rochon, and Ken Hayes, HED Architects, Inc., Port of Redwood, Calif., was recognized in the office space category for its design of Apple Computer's library and company store in Cupertino, Calif. Carpet of "Antron" XL nylon from Bentley was selected for this installation.

The competition was open to professional architects and interior designers in the U.S. who entered designs completed since June 1984.

## '88 ASID Conference in Washington, D.C.

New York-The American Society of Interior Designers (ASID) will conduct its 1988 National Conference and International Exposition of Designer Sources in Washington, D.C., August 3-6, 1988. All events-including the educational program, general sessions, and exhibitionwill be conducted at the Sheraton Washington Hotel. It is a fitting location since Washington, D.C. passed the nation's first interior design practice act.

For information regarding exhibit space and registration information, contact Mary Frazell, special projects manager, ASID, 1430 Broadway, New York, N.Y. 10018; 212/944-9220.

In other news from ASID, the association is broadening its seminar offerings to interior design professionals. ASID has added two new seminars-"Project Management for Interior Designers" and "Financial Management for Interior Design-ers"-to its National Professional Development Program. The seminars have already been offered in Chicago and New York. The remaining cities and dates are: Denver, November 3 and 4; Atlanta, November 10 and 11; and Los Angeles, November 17 and 18. Advance registration fees (one month prior to seminar date) for each one-day seminar are $\$ 195$ for ASID members, $\$ 245$ for nonmembers, and $\$ 125$ for students.

For further information, contact ASID Seminars, 10 Midland Avenue, Newton, Mass., 02158; or call Pam Jensen at 617/965-0055.


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## New assignments: FWA Group designs NCAIA Tower Project

The FWA Group, Charlotte, N.C. will design additional space at the N.C. American Institute of Architects Tower headquarters in Raleigh . . . The Hillier Group, Princeton, N.J. has been commissioned for numerous projects. Among them are an 8,500-sq.- ft . expansion of the Churchill Hall Library at Western New England College; a $\$ 28.8$ million construction and renovation project at Morristown Memorial Hospital, Morristown, N.J.; Phase I of AT\&T's Bridgewater, N.J. complex with 690,000 sq. ft.; a 48,000-sq. ft. College of Business at Rider College, Lawrenceville, N.J.; a distribution center and headquarters for Waterford Crystal, Inc., at Monmouth Shores Corporate Park, Wall Township, N.J.; and 30,000 sq. ft. for the Princeton, N.J. Iaw offices of Smith, Stratton, Wise, Heher, \& Brennan . . . Business Design Group, Philadelphia, Penn.
has been awarded three projects recently, including $20,000 \mathrm{sq} . \mathrm{ft}$. of office space for Atlantic Refining \& Marketing Corp., King of Prussia, Penn.; 70,000 sq. ft. of office space for Penn Mutual Life Insurance, Horsham, Penn.; and over 500,000 sq. ft . of office space for the Nichols Co., Plymouth Meeting, Penn.

Wood Wilkings Architectural Interiors, Toronto, Ontario has been selected to design for several hospitality and restaurant interiors. Among them are two food and beverage operations at the Sonesta Beach Hotel, Bermuda; design consultant services for the 500-room Toronto Hyatt Regency; the Toronto Mövenpick Restaurant of Switzerland, which will occupy over 10,000 sq. ft . of space; and The Craig, a $14,000-\mathrm{sq} . \mathrm{ft}$. restaurant in Sydney, Australia's Darling Harbour Complex . . . Hugh W. Dear \& Associates, Williamsburg, Va., has been awarded two hospitality design contracts: the nine-story, 200-room Sheraton Hotel, Atlantic Beach, N.C.; and the Sheraton Hotel, Wrightsville Beach, N.C., for the renovation of 145 guest rooms in the hotel's main building.

## Signage, light systems receive 1987 IDEA's

Monterey, Calif.-A signage system by APCO Graphics and lighting system by designer Emilio Ambasz, received 1987 Industrial Design Excellence Awards (IDEA) from the Industrial Designers Society of America (IDSA).

In the Signage System category, a Suspended Ceiling Module by Ronald W. Cobb, Charles A. Lollis, and Elyse B. Reeves for APCO Graphics, Atlanta, won an award. The module is constructed of a fire-retardant, fiber-reinforced polyester and fits into the T-grid used in 80 percent of commercial ceilings. It also uses a "downlight" feature with a reflective, translucent dome that passes light through the bottom of the module, thus diverting light to illuminate the graphics. Soffio, by Emilio Ambasz, Emilio Ambasz Design Group, New York, for Sirrah S.p.A., won in the Furniture and Fixture category. This modular lighting system consists of two extruded track channels.

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## BDC \& DCOTA receive design awards

Boston-Both the Boston Design Center (BDC) and the Design Center of the Americas (DCOTA), Dania, Fla., and their respective builders and developers recently received design recognition awards.

Earl R. Flansburgh + Associates, Inc., a Boston-based design firm, was awarded the Building Stone Institute's 1987 Tucker Award of Design Excellence for the BDC in the award category renovation/restoration completed within the past five years. It has also been honored with an award in Building Design \& Construction magazine's fourth annual reconstruction awards competition. Flansburgh + Associates and The Stubbins Associates, Cambridge, are joint recipients of the award.

Originally a warehouse within a blocklong narrow building with a loading dock, the BDC was transformed to relate it to the street and create a pedestrian entrance.

DCOTA has been awarded the Grand

Award for New Projects in 1986 in Broward County by the Greater Ft. Lauderdale Chamber of Commerce. The first phase of DCOTA opened in 1986. Phase II, under construction, is 40 percent leased and committed, and scheduled for completion in early 1988.

Designed by Nichols Partnership Architects and Joyce/Snoweiss Design Group, DCOTA is managed by Market Center Management Company.

## IDCNY to host art exhibition

New York-An exhibition of painting and sculpture by Bob Traboscia, senior designer, Vignelli Associates, will be on display at the International Design Center, New York (IDCNY) from October 28th through November 12th. The show marks the premier exhibition of Traboscia's work.
An opening reception is planned for Thursday, October 27, from 5 to 8 p.m. at IDCNY, Center One atrium.


## Expansions: PDC completes Phase II structure

The Pacific Design Center's Phase II steel structure for a nine-story, 480,000-sq.-ft. expansion, designed by Cesar Pelli \& Associates, in joint venture with Gruen Associates, architects, has been completed

The Michigan Design Center completed its Phase III construction with an $85,000-\mathrm{sq} .-\mathrm{ft}$. addition in which showrooms opened in September . . . Swanke Hayden Connell Architects has opened a new office at 1221 Brickell Ave., Suite 1060, Miami, Fla. 33131 . . . The Eggers Group, architects and interior designers, now occupies a 16,000-st.-ft. floor in its new headquarters at 440 Ninth Ave., at 35th St., New York, N. Y. 10016 . . . Harpers, manufacturer of office systems, desks, files, and seating, has finished the 210,000 -sq.-ft. expansion of its Torrance, Calif. manufacturing facility, bringing the total size to oyer $500,000 \mathrm{sq}$. ft . The company has als evated and expanded its showroom designed by Andrew Belschner at One Jackson Place, 633 Battery St., San Francisco . . . In Seattle, the Design Center Northwest announces the location of the Leflar Limited showroom in Suite 210 of Bldg. 1. The 4,500-sq.-ft. space will accommodate new lines such as Ello Furniture, Burton James Upholstery, and Silk Routes . . Lucky's International Collection, Inc., importer of original and reproduction antique furniture and lighting, is expanding its showroom to $2,147 \mathrm{sq}$. ft . in Phase I of the Design Center of the Americas . . . BASF Corp.'s Fibers Division is adding a facility to its Clemson, S.C. plant to increase BCF nylon capacity 20 percent by the early 1990s . . . Weave Corp. is increasing its upholstery fabric production by approximately 11 percent with the installation of advanced looms, and jacquard machines at its Denver, Penn. plant . . . Lightolier has invested in new equipment for its Edison, N.J. facility for manufacturing fluorescent products . . . United States Gypsum Co. will improve productivity of the Sperry, la. gypsum board plant, doubling its annual production capacity, when completed in 1989 . . McMahan Corporate, a furniture service firm, has expanded its Orange County headquarters operation with a relocation to South Coast Corporate Center, 3070 Bristol St., Costa Mesa, Calif. 92626.


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## SOM Foundation announces awards

Chicago-The Skidmore, Owings, \& Merrill (SOM) Foundation and 1987 Architectural Fellowship Jury announce the recipients of the 1987 Architectural Travelling Fellowship Awards. First prize of $\$ 12,000$ to David Black, University of

Michigan, and Richard Lee, Columbia University, second prize, $\$ 10,000$ for First Professional Degree, Master of Architecture. Second Professional Degree, Master of Architecture, awarded two $\$ 8,000$ prizes for travel and study to Douglas Garofalo, Yale University; and Mike O'Bryan, Cornell University.

The Bachelor of Architecture $\$ 5,000$ prize for travel and study went to three

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recipients: Aric Andrew, University of Kentucky; David Yama, Virginia Polytechnic Institute \& State University; and Christopher Young, Boston Architectural Center.

109 portfolios were submitted from 48 schools, while 100 accredited schools of architecture were invited to participate. SOM indicated that the number of portfolios submitted this year were the highest ever.

## IBD races chairs to combat AIDS

Boston, Mass.-Boston's architectural and design community joined forces on May 29 with media and political personalities to raise funds to combat AIDS with the IBD Chair Race. Proceeds from the Chair Race, sponsored by the New England Chapter of the Institute of Business Designers (IBD) and the Boston Design Center, went to DIFFA, the Design and Interior Furnishings Foundation for AIDS, and the Boston AIDS Action Committee.

Teams from 25 contract interior design firms, office furniture dealerships, and architectural firms put their outrageously decorated office chairs through the paces for the AIDS benefit.

## 12 architects named Fellows of AIA

Washington, D.C.-Twelve architects from 10 countries have been named Honorary Fellows of the American Institute of Architects (AIA). Honorary Fellowship is reserved for architects who are not U.S. citizens and who do not practice in this country. The new Honorary Fellows were honored at the 1987 AIA National Convention in Orlando, Fla.

The recipients are: Rifat Chadirji, Hon. FRIBA, Iraq; Philip Sutton Cox, FRAIA, Australia; Tobias Faber, Denmark; Sir Bernard M. Feilden, FRIBA, and Monica Pidgeon, Hon, FRIBA, Great Britain; Rudy P. Friesen, FRAIC, Canada; Ji Zhong Feng, China; Imre Makovecz, Hungary; Ignacio Diaz Morales, and Jose F. Reygadas, Mexico; Ivor Prinsloo, South Africa; and Masayoshi Yendo, Japan.

The AIA is a national organization with headquarters offices in Washington, D.C.

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# 'Unit pricing preferred over hourly fees' says management consultant 

"The most unprofitable way to price work is by the hour," advises Frank Stasiowski, president, Practice Management Associates Ltd., Newton, Mass. "Unit pricing, based on the number of drawings, samples, and visits, to name a few, is the most expeditious way to price projects."

Stasiowski, author of "Negotiating Higher Design Fees" and "Financial Management for the Design Professional," both books published by the Whitney Library of Design, points out that design and architecture schools provide technical training, but they don't teach "how to survive in the real world of business negotiation."
"As a result," he adds, "most designers and many architects are unprepared to negotiate fees that (1) reflect the value of work performed and (2) are sufficient for the creative professional's business survival."

He advises designers to determine the level of quality expected and then quantify that quality by deciding up-front how many drawings and rewrites, for example, will be included for the price, after which an additional fee will be charged for extra work. He says, "Other factors should be evaluated before a price is quoted, such as: the work schedule, who else is on the project team, and what the designer will risk or sacrifice other jobs and clients-by taking the project."

Stasiowski says, "When clients ask designers to cut price, the thing to do is suggest ways in which the amount of work re-
quired can be reduced, leading to a fair reduction in price. To reduce the price without commensurate reduction of work is to devalue the work."

## Share work with client

Instead, he advises, "save the client money by having them share the work, such as shuffling drawings all over the city. And never 'low-ball' a price in hope of future work! It may never materialize."

Designers who feel they must charge by time should charge a

"Designers who want to make money must operate in a businesslike way. "-Stasiowski

## FEE CHECKLIST

Here is a checklist of "do's" by Stasiowski designed to add good management procedures to the design process:
$\square$ Provide a sample, simplified bill with the initial contract to familiarize clients with billing procedure. $\square$ Bill frequently, even weekly. Clients will pay small bills more easily than they will big ones.
$\square$ Add an automatic 10 percent upcharge on all bills that are more than 90 days old.
$\square$ Get paid for the entire project up-front, and credit the client on the last invoice. $\square$ Don't mark up reimbursables, which provokes clients to question the bill. Instead, use a flat fee system, and price reimbursables, don't cost them.
$\square$ Simplify bills. Don't detail everything, which gives the client a chance to ques-
tion and debate the bill. Look at the invoice practices of other professions to get a better idea of how to invoice properly.
$\square$ If an invoice must be detailed, document results, not hours.
$\square$ Use "action" phrases, such as "we selected," "we evaluated," and so forth.
$\square$ Mail both bills and statements. Send invoices promptly on the sixth of each month, statements on the 21st. If a client accidentally pays twice, don't send a check, just credit the client on the next invoice.
$\square$ Call to make sure the client received the invoice. They do get lost in the mail, or "misplaced" in the office. It's a way to remind the client to pay.
$\square$ Shorten work schedules and work overtime to prevent costly (to you) perfectionism.
$\square$ Get it done and get it billed.
per diem (day) rate, not an hourly rate, Stasiowski points out. "It's the only way to get paid for the start-up, travel, and wind-down times involved in a project," he says. "Charge an up-front fee for the period when the designer is most needed at the start , when the project is being defined, and during changes.

## Contract with small type

"I strongly recommend a preprinted contract for designers, which, like a lease, has small type that few people question or even read, but which affords some protection.

Here are several clauses to include in the contract, according to Stasiowski:

- Stop-work clause, which gives the designer the right to stop work if the client isn't paying. If such a clause is not included, the laws of "implied contract" can be used against the designer.
- Liability insurance paid for on a per-project basis.
- A re-start fee of $\$ 1,000$ or 10 percent to discourage clients from interrupting a job and then wanting it started again months later.
- Automatic fee escalation if a job goes over 90 days, six months, or whatever is appropriate to the scope of the job.

Stasiowski, an architect himself, concludes, "Designers who want to make money must operate in a businesslike way."-L.C.

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# 10 tips for planning an intelligent color scheme 



Planning an intelligent color scheme is much more complicated than the "one-stop shopping" approach promoted by manufacturers which offer coordinated fabric and finish programs. While it is certainly useful to have these resources, there are many other factors to consider when designing color for interior spaces. There are definite "dos" and "don'ts," plus a few steadfast rules to understand. According to the experts, and in the consensus of CONTRACT's editors, the most important guidelines to color selection are as follows:

1. Study the architectural elements in the space. There may be certain materials used by the building architect-such as stone, brick, steel, glass, neon-which can be integrated into the color scheme. Says San Francisco designer Alan Lucas, ASID, IBD, "Look at the image of the building that has been set up by the architect and link the color palette to the shell of the space."
2. Ask the client's preference.
"Most have an idea of what colors they want," says Patty Younts, ASID, IBD, president, Design Consultants, a Lexington, N.C.-based design and color consulting firm. "They definitely know what they don't want, but most are open to suggestions." Lucas advises to look at the client's corporate logo or graphics; try to determine what kind of image they wish to project; and then plan colors accordingly .
3. Determine the function of the space-its use, size, orien-


For proper color rendition, specifiers can look at fabrics under several types of incandescent and fluorescent lighting in Steelcase's IDCNY showroom. The space was designed by the Hillier Group, Princeton, N.J.
tation-and how it relates to color. Does it call for large expanses of color, bright accents, or subtle nuances?

## 4. Think about the psychology

 of the space: the types of people who will occupy it; their activity; the length of time they will be there. Use colors to create "moods," or elicit certain responses.5. Choose colors and patterns that are timeless, not trendythose that won't look dated in a few years. There's nothing like walking into a space and knowing exactly when it was designed just by the color. Longevity of the space, according to Lucas, can be a factor in
using colors which are more trendy than timeless.
6. Coordinate the palette with existing furnishings which the client may want to reuse. "Often, you don't have a choice but to use that old lime green upholstered chair," remarks Lucas, adding that in many instances, colors also have to be coordinated with existing carpet palettes, or office equipment finishes. "Many companies have corporate art collections which also must be integrated into the design scheme," he says.
7. Maintenance is another factor. "You don't want to use lightcolored materials or fabrics in
high-traffic areas," cautions Younts. Choose colors that will not show dirt, such as darker neutrals, or multicolored patterns that hide stains in these areas. This strategy will avoid a costly error.

## 8. Consider the climate and de-

 mographics of the project location. Colors will look different in regions where the sun is brighter than where the light is more gray. Blue tones tend to suggest coolness, while red tones elicit warmth. Also, certain colors are more acceptable in different areas of the country. "What works in Los Angeles may not be well received on the East Coast," comments Lucas. "East Coast and Midwest color preferences tend to be more conservative, more traditional, than the West Coast or South."9. Choose the palette first before selecting the fabrics and finishes. "That way, you have the flexibility to go out and 'shop around' to meet the client's budget and esthetic requirements," says Younts.
10. Finally, study the selected fabrics and finishes under many lighting conditions. Colors look differently when exposed to incandescent, cool or warm white fluorescents, and natural light. In order to get the proper color rendition, lighting must be coordinated with fabric and finish selection.

Lucas sums it up by reminding us that, "People are colorthey bring things into their own personal space that add color. These elements change the design concept the minute the designer leaves the project."


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# Lighting control systems serve the hospitality market 



Hotel interior designers and management teams are frequently faced with decisions regarding lighting control systems during renovation or reconstruction. Hospitality marketing representatives know that the most crucial aspect of professional conferences is the use of conference room space, and the incorporation of electronic equipment which must be accessible even to the most uninitiated. Conferences at hotels will run better when participants do not have to rely on hotel staff to operate lighting and dimming equipment.

Lighting scene control systems are manufactured for a variety of applications in several price ranges with off-the-shelf installation or custom-designed styles for commercial and residential markets. Two man-ufacturers-Lightolier and Lutron-stand out in market dominance for hospitality applications of lighting dimmers. Both companies have invested considerable time and resources to develop technology for advanced capacity lighting control systems.

## Units have memory

Lightolier, based in Secaucus, N.J., has two control units, Scenist and Lytemode, which are modular, microprocessorbased dimming control systems that memorize lighting patterns which can be recalled with a touch. Controls enable the user to create versatile and practical lighting scenes through pushbutton programming.

According to Steve Carson, director, marketing and product


At the Ramada Renaissance Hotel, Walnut Creek, Calif., Lightolier's Lytemode System Controls light levels for a variety of events in the 4,225-sq.-ft. ballroom (top). Below, the 10,000-sq.-ft. atrium uses the system to control corridor and track lighting in conjunction with natural daylight which streams through skylights.
development, lighting controls, Lightolier, who also ran the design team that created the systems, the premise of dimming systems is to maintain a preset environment. "One can adjust spaces to the time of day, saving energy. For example, a hotel lobby would require one setting from 8 a.m. to 4 p.m.; another, slowly dimming setting from 4 p.m. to 8 p.m.; and a third for night hours," he says.

Scenist is the first fully-programmable dimming system to fit into a standard wall box. It is
widely installed for restaurant applications and smaller conference rooms. "Scenist is used for capabilities of up to 2400 watts. It handles intimate space very well, and can carry four levels of lighting such as conference, audiovisual, or subdued for a cocktail reception. Any client can comfortably use the dimming system without hotel personnel there to operate the system," says Carson.

Labels are premarked for each of the four dimmer controls and can be understood by
any user. New lighting scenes can also be learned and stored in memory. One can also override the system temporarily for a specific scene, while the original scene remains intact.
Lytemode takes over where Scenist left off, as it expands the channels from four to 32 with 20 amps or 320,000 watts. It is designed for larger areas like expanded conference rooms, restaurants, and hotel ballrooms, which require advanced control capabilities. It offers the same multi-channel environment control functions as Scenist, but has the ability to control up to 13 scenes with almost unlimited wattage.
"The biggest advantage with Lytemode is the expandable scenes that enable the user to fine-tune lighting levels. It is capable of 365-day programmable settings that will operate on a 24 -hour clock," says Carson. Its master panel can control a variety of switching functions, like raising or lowering projection screens; and opening and closing curtains. It is capable of learning new scenes and offers an adjustable fade rate.

Available for installation off-the-shelf, both systems install with basic building code wiring practices. This makes them unique to the industry, as all previous dimming systems had to be customized.

For hotels with large conference rooms that can be partitioned, lighting can be set differently for each section. Therefore, one section can have full lights while another may have lowered chandeliers Continued on page 62



# Systems pre-programmed for client needs 

Continued from page 59
and a more subdued environment. Since systems can be preprogrammed for clients' needs, the rooms become more salable for their elements of theater and drama.

## Lutron expands variety

Aurora Lighting Scene Control Centers are the Lutron product most often installed for professional lighting control for restaurants, hotels, and conference rooms. A product line with dimming controls for virtually any light source, Lutron Dimmers were listed as one of the "99 Things That Americans Make Best," in the April 1987 issue, Money magazine.

Pre Pack Architectural Dimming Systems from Lutron control multiple lighting zones using any combination of light sources. The hospitality market would be likely to use the following Lutron systems: Aurora Preset Control; Assignor Partitioned Room Control; and Orion Multiple Lighting Effects Control.

Four different scenes of up to 12 zones can be preset with Aurora's Preset Control System. Any scene can be recalled with the touch of a button. Aurora is well suited to rooms where several different lighting scenes will be repeated. Typical applications for Aurora, according to Lutron's research, include restaurants, ballrooms, and teleconference rooms.

Lighting designs are created at single, wall-mounted stations using pilot-lighted graphic level indicators, which give feedback to the user to make creating scenes easy. Scenes are


Modular, microprocessor-based dimming systems from Lightolier fit into a standard wallbox. Lighting patterns are memorized and can be recalled with a touch by the client/user.
recalled by the appropriate touch button.

Jim Trunzo, president, Intratec Group, a New York architectural firm specializing in lighting, is a user and specifier of Lutron adjustable dimming systems. "One of the handiest features is its touch of a button application. One can move through scenes with a great deal of ease. Lutron offers the most comprehensive system, with both adaptability and flexibility. With some systems, I can control up to 30 zones of light with the touch of a button," says Trunzo, adding that one master control can work for several spaces simultaneously.

The Aurora System in the presentation room of Intratec's offices is used to control lighting levels, adjust the projection screen, and regulate two circles of ceiling track lights. Trunzo believes that if the lighting design is sophisticated, then it can be preset for availability when the user will need it. "Personally, I like to make lighting scenes work for several applications in the same period of time. For example, a system could be set for when people first enter a space, adjusted for doing business, adjusted again for a visual presentation, and then lowered
or relaxed for conversational comfort," he explains.

Dimmer systems unlock a multi-purpose room's versatility with lighting schemes for each function that a room may host. In restaurants, mood functions can be set from breakfast to banquet. With a 12 -zone Aurora, the chandeliers could be divided into three separately controlled groups, as could the downlights, wall washers, and cove lights. In smaller rooms, a four-zone Aurora could be used with all the chandeliers on one zone, downlights on another, and so on.

The hospitality market also benefits from Lutron's Assignor Partitioned Room Control Systems, which increase flexibility and marketability of partitioned spaces. Assignor is equipped to provide independent lighting control of partitioned spaces. Using transfer switches, any area may be assigned to any lighting control station. A graphic display on the Assignor panel identifies each control station and green indicator lights show which stations are currently active.

For attractive, esthetically appealing spaces, Lutron's Orion Multiple Lighting Effects Control System provides timed
lighting effects which transform an atrium lobby into a dynamic place. Orion manages a large number of scenes, zones, and areas. A single control panel can coordinate a complex lighting system, comprising many preset scene and lighting zones. Orion can control a facility's entire lighting system from a central point or provide localized control for any portion of the system. For example, a hotel manager may want the capability to control the lobby, corridor, restaurants, and lounge from the central station, yet allow the maitre'd to control restaurant lighting.

The sophistication of Lutron dimmers is heightened by the Aurora Wireless Remote Control. The handheld wireless transmitter provides control of lighting from any position in the room. Signals are transmitted from the remote to an infrared receiver to Aurora and the dimmer panel, and onto the fixtures.

Considering the variations of lighting control systems and their increasing applicability to contract design, it would be wise to review all available systems. Because of all the diverse functions discussed in this column, investment in a dimming control system should become a staple of the design process.

Lightolier and Lutron are examples of manufacturers which have committed the time to develop technology and improve upon dimming systems. Other firms manufacture dimmers on a custom basis and should be examined for the depth of detail they can accommodate in controlled lighting design.



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# Local fire codes do not prevent hotel fires 



Furnishings in a typical hotel guest room-especially draperies, beds, and upholstered furniture-account for some 60 percent of all hotel fires. Fires in which "textiles are the first to ignite result in more deaths and injuries than fire involving any other class of materials," reports the Federal Emergency Management Agency.

As a result of such statistics, many conscientious specifiers are being more thorough in following local fire codes. Unfortunately, studies conducted in the wake of recent hotel fires have revealed that most of the hotels involved in the fires were generally constructed and maintained in accordance with local fire codes.

One explanation for this surprising finding, says Richard Hess, president, Kiesling-Hess, a Philadelphia firm specializing in flame-retardant fabrics, is that "local codes are a great deal more lenient than most people believe them to be." Hess cites as an example the fire-retardancy treatment of draperies-thought by most people to be mandatory-but which is actually rarely required in local fire codes.

Hess also finds that while there are many stringent regulations regarding mattress materials, there are often no rules for fabrics used in bedspreads. And even the strictest of laws fails to take into consideration different degrees of flammability of various synthetic fibers.

There are other reasons for designers to look beyond recommendations of local codes. Says Sue Wade, Sue Wade \&


Associates, Dallas, "Satisfying local building codes is a weak defense in lawsuits. The fact that you comply with codes doesn't mean you have eliminated legal responsibility."

Carolyn Halteman, president, Class Act Design, Indianapolis, describes her personal motivation for specifying fireresistant fabrics. "Not long ago, one of our interior design projects, a Comfort Inn, was scheduled for a September opening. A major fire occurred during construction and the opening had to be delayed, causing owners loss of five months of anticipated income."

## Making appropriate choices

Two types of fire-resistant fabrics are available: inherently flame-retardant fabric the fiber itself resists flame) and standard fabric that is chemically treated to give it fire-resistance.

Chemicals that give fabrics fire-resistance characteristics have been available for a number of years. While fabrics treated with these chemicals may be safely dry-cleaned, they cannot be laundered without losing their flame-retardant properties. Hence, says Hess, "Although these processes are useful in treating items such as
draperies, which require minimal care, they are not as useful in treating bedspreads or upholstery, which require frequent laundering."
"There was a time," says Carolyn Henry, president, Carolyn Henry \& Associates, Dallas, "when we specified chemical flameproofing treatments for wall fabrics, but we had some bad experiences with streaking of colors and patterns due to contact with moisture."

Newly developed ingredients that do not react with water are now being added to the acrylic backing of fabrics used in upholstered furniture and bedspreads. An acrylic latex or paper backing may also be added to fabric wallcoverings to enhance flame retardancy. A fabric so treated is not as flame-retardant as a chemically treated set of draperies, but can nevertheless resist the onslaught of a flame and slow the spread of any resultant burning.
Inherently fire-safe fabrics, on the other hand, take repeated laundering or dry-cleaning with no dissipation of their excellent fire-safe properties. Burlington's Sandel fabric, for example, is woven from specially coated, inorganic fibers and will not ignite, burn, melt,
or drip even when exposed to direct flame and temperature up to 1,300 degrees Fahrenheit.

These fabrics incur an additional expense, however, because they must be blended with materials that are rich in color, texture, and pattern to achieve a particular design effect. Eventually, says Jerry O'Hara, president, O'Hara \& Associates, Oakbrook, III., "The additional cost will become less of a factor as these fabrics grow in usage and prices decline, and when insurance companies note their effectiveness and reduce premiums."
Hess cautions designers in the use of synthetic fabrics, because they are considerably more flammable than such natural fabrics as wool, cotton, linen, and silk; and because natural fabrics accept flame-retardant finishes much more readily than synthetics.

Of course, the final decision on fabric use is the client's. Despite liability lawsuits and loss of income and property, many owners simply are not concerned with fire-resistant fabrics. Says Carolyn Henry, "Half of the owners we deal with are concerned with fire safety and readily accept these fabrics; the other half will always go the cheapest route. Specifying fabrics at renovation time is often easier than when a new building has to be totally outfitted with furniture and furnishings."
In all cases, says Wade, "Until fire-resistant fabrics become legally required at state or (even better) national levels, it is wise for designers to recommend them and then keep a file copy of the recommendation."

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Durasan predecorated gypsum wall panels and the GB-350 Movable Wall System bring timeless beauty to modern office environments.

# High-end hotel design, more perks for travellers, reports CONTRACT survey 

Arecent CONTRACT magazine survey of 46 interior design firms specializing in hospitality design indicated a trend toward more luxury, high-end facilities; stress upon all-suite properties; inclusion of fitness centers and health clubs in hotels; and improvements in meeting room as well as lobby areas.

For 43.2 percent of respondents, the average annual dollar volume in design fees for hotel work accounted for more than $\$ 1$ million. And, the average cost per sq. ft., including furnishings and construction, of hotels was $\$ 100$ to $\$ 149$ per sq. ft . for the highest number of re-spondents- 33.3 percent-followed by $\$ 150$ per sq. ft. and up for 25 percent of participants in the survey. Another 25 percent indicated that the average cost was $\$ 75$ per sq. ft., indicating what many experts identify as a trend in both high-end and budget facilities, with a falling out in mid-range properties.

For more than half of the designers responding, average cost per sq. ft. increased from 1986 by 4.6 percent.

It is predicted that in the next five years, more than 1,000 new hotels will open with an average of 320 rooms per installation. This represents $\$ 424$ billion being spent directly on construction and the interior design of hospitality installations, notes the National Expositions Co., sponsors of the Restaurant Hotel International Design Exposition \& Conference, next year being held March 1-3 in Chicago.

And, adding to this boom, are all-important remodelling


Figures do not add up to $100 \%$ because only top categories are listed projects undertaken with more $\mid$ and of the client. frequency by hotel operators. Remodelling of hotel facilities seems to be occurring most often in a four-to-six year cycle, note 54.5 percent of participating firms in CONTRACT's survey. For another 34 percent, remodelling is reported as occurring in seven-to-10 years.

All-suite hotels are noted by 72 percent of respondents as the biggest growth segment of the hotel market. Most firms are working in full-service, highend hotel design (35.7 percent) and another 29.2 cite luxury properties as being a significant part of their commissions. Most, 72.7 percent, are designing hotels which have more than 200 rooms; followed by 27.3 percent of respondents who are working in the 100- to 200-room property category.

Most hotel work seems to be equally split between inner-city and resort properties.

An upswing in health club design at hotels is noted by 90.9 percent of designers in the survey; 84.1 percent identify a trend toward designing executive floors which cater to VIP travellers with special amenities.

For 86.4 of respondents, life safety was indicated as being a mutual concern of the designer

Bars and lounges are being demanded more often by hotel clients, according to 79 percent of respondents; and for 93.2 percent, meeting room accommodations are improving. The latter group indicates that au-dio-visual equipment, oper-ator-controlled lighting, teleconferencing facilities, and comfortable seating are areas where more money is spent.

For 50 percent of those replying to the survey, reception and lobby furnishings are receiving more dollars as a priority. Considered to be of second importance by 20.8 percent of respondents is restaurant furnishings. Guest room furnishings, and overall finishes used throughout the facility were indicated by 16.7 of participants as being among priorities.

CONTRACT's survey findings are supported by data from other industry groups, including the American Hotel \& Motel Association, which reports that specialized lodging properties, including all-suite hotels and "fantasy" resorts, are expected to grow in number and popularity. Currently, the AH\&MA tabulates that 25,000 properties are in the budget/limited service category; 16,000 are considered full-service; and 4,000
are luxury hotels offering concierge services, in-room amenities, on-property foodservice, and health clubs.

Overall, the AH\&MA notes that the hospitality market is increasingly segmented, with the types of facilities being built expanding in their diversity. The all-suite property, for example, is a big investment for several major chains which constitute 50 percent of the all-suite inventory currently.
As indicated by CON TRACT's survey, the AH\&MA reports that specialized amenities are being created for niche markets, including women business travellers and family vacationers. Among respondents to CONTRACT's poll, 66.7 percent of participants indicated that more spaces are being designed for women users.-R.W.

## SURVEY PARTICIPANTS

Aiello \& Assoc.; American Contract Designers; Asher; Walter M. Ballard \& Assoc.; Barry Design Assoc.; Chuck Barton \& Assoc.; Edward Carson Beall \& Assoc.; Belmuth Design Group; Bordelon \& Assoc.; Classic Environments Int'l; Cole Martinez Curtis and Assoc. ; Copeland Krieger Assoc.; Daroff Design; Designers II; Design Continuum; Design Solutions; Design Works; DiLeonardo Int'l; Dimensional Interiors; Dorothy Draper \& Co.; F O R M A; Goleman \& Rolfe: Grieve, Ruth \& Hankins, Architects; Carolyn Henry \& Assoc.; Hospitality Design Group; Index, The Design Group of Laventhol \& Horwath; Intradesign; Jutras \& Nobili Assoc.; I. Kattman Assoc.; Carole Korn Interiors; Tom Lee Ltd.; The MacDonald Design Group; Mitchell, Carlson \& Assoc.; B. Shervan \& Son.; L.E. Seitz Assoc.; Spectrum Services; Rita St. Clair Assoc.; Stouffer Hotels Design \& Purchasing; Tamarid Inc.; Gina Ward' Assoc.; Wilson \& Assoc.; Wimberly, Whisenand, Allison, Tong \& Goo; loyce K. Wynn Inc.; Zakaspace.


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# Designer blends light with glass to create serene environments 

By EILEEN McMORROW<br>Associate Editor

Designing in order to provide the enduser with a sense of serenity and offer the maximum functionality is of prime importance to architect Roberto Pamio. He is the designer of Leucos Collection lighting fixtures available through Innovative Products for Interiors (IPI).

Pamio has followed two roads in his career as both a product designer and architect. He worked in the fields of architecture, industrial design, and interior design while studying for a degree. Since graduating from the University of Venice School of Architecture in 1968, the 50-year-old Pamio has considered himself a company designer, working specifically to design products for manufacturers; and a new, pioneer designer, creating architectural pieces.

Pamio's design philosophy evolved in three stages based on experience and education. Creating an original object was the purpose of his early design concepts in the 1960s and early '70s. He experienced a design revolution in the 1970s to early ' 80 s by relating the originality of a design to the end-user's needs. The idea was to keep the product original, but include practicality for the user.

The most recent expansion in his philosophy of design involves creating products in the form of classical architecture, beautifying an object by incorporating color in the design process. Being from Venice, Pamio is extremely sensitive to the use of color and natural elements, nature of materials (such as water and plant life), and the search for pure and simple form. His forms are drawn from past traditions and cultures throughout history.
Pamio began and continues his career as an architect and designer in Scorzé, a small town outside of Venice. He designs out of his own firm and studio in the surrounds of nature where he employs 10 architects and designers. For industrial design solutions, a manufacturer will normally contact Pamio with the specific


Rondo, a turning table made of painted aluminum, was designed by Pamio in 1986 with a "jointed" support that permits the user to regulate position and height of the table top. Designed for Cidue, it was selected for the "Compasso d'oro," an Italian award, earlier this year.
needs for a fixlure style or kitchen piece. He then compiles the characteristics of the item, and works with his staff to formulate design concepts. Pamio is sensitive to the functionality and practicality of the product.

Presently, he is a designer for Arc Linea (kitchens), Arflex (upholstery and office furniture), Cidue (furnishings), and F.A.I. (machinery). Among Pamio's best known lighting fixtures in the industry are those in IPI's Leucos Collection, created in the early 1980s. He has been designing for Leucos since 1962, and also serves as its art director. In this position he oversees the company's products, advertising, and image.

## Career began with appliances

Pamio started his career in 1961, creating household appliances for ZanussiRex. He also worked for Peguri, making furniture, and Stilwood as an interior dec-
orator. He designed the first snack counter with stools for home use in Italy. While interested in appliance and furniture design, he chose to go to school for architecture.

He has designed five showrooms in Italy for Leucos, plus others in Chicago and New York. As an architect, he planned Leucos' main offices and warehouse near Venice in 1970, and again in 1981. He has designed showrooms for Leucos in Italy and London, and IPI's showroom at the IDCNY.

Today, Pamio is gaining wider exposure in the U.S. for his intricate designs of Formelle Glass tiles, made in Italy of Murano glass. The idea for using the tiles as an architectural statement dates back to 1978.
"I developed the idea as a concept of the material because it has many capabilities. Formelle Glass is not just an architectural image, but an integral part

"Formelle Glass is not just an architectural image, but an integral part of the structure in which it is housed."

-Roberto Pamio



A finished product (at top) and various sketches which led to the creation of Pamio's "Scaccomatto" sofas and armchairs in 1982.
of the structure in which it is housed," says the architect. "These glass tiles and panels can be used as skylights, room dividers, privacy panels, and light-filtering windows."

Pamio is most impressed with Formelle's interaction with light. What makes it both a beautiful and useful architectural element, he explains, is its constant state of evolution since tiles emit shapes and hues that vary at every angle of incidence of light.
"Ten years later, I am still discovering new ideas for using Formelle Glass. The insulated panels may be created with bulletproof and shatterproof glass, and still retain their beauty and color diversity," he says.

## Accomplishes rich architecture

When he can, Pamio strives to accomplish architectural designs using inexpensive materials. Pamio is cost-conscious


A raised design was incorporated into the Murano glass tiles which create the room's dividing panels. Murano and Formelle glass designs can be used as skylights and privacy panels, and are among Pamio's recent products being distributed through IPI.
throughout the design process due to the high cost of manufacturing, whether it be a light fixture or a kitchen piece. "The cost limitation helps me to develop more creative ideas for designs. I have to expand my initial ideas to accomplish rich architecture using average materials," says Pamio.

By the time one of my designs is realized and seen by the public, my mind is in another direction of design. It usually takes three years after the concept and creation for a design to be in the public eye," says the architect, expressing a reality of the industry experienced by most designers.

Pamio's furniture and lighting designs have received a number of awards over the years. Twice he was awarded the "Citta di Trieste" for projects; in 1967 for an innovative kitchen, and 1968 for an arm chair. The downlight "Van" and the wall light "Volo," both in the Leucos Collec-
tion, were recipients of the $1 \mathrm{BD} / \mathrm{CON}$ TRACT Magazine Product Design Awards in 1985 and 1986, respectively. "Nelly," a wall light in the Collection, received the Resources Council ROSCOE Award in 1985. Earlier this year "Rondo," a metal coffee table designed for Cidue, was selected for the "Compasso d'oro".
Regardless of these design recognition awards, Pamio contends that his favorite project is the "Mobile Acquario," a modular system of furniture designed in 1978. In it, a wall unit becomes an architectural system for residential use. It was constructed without glue, and pieces can be interchanged to make different systems other than wall units.
Asked his views on a product designer's responsibility in today's market, Pamio responds, "One should set a good example for new designers, so they may seek high design standards and create beautiful products that work." $\square$


# Fast Food Chains \& Retail Businesses 

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## ANHiON:

# Newly acquired, Gunlocke prepares to broaden market share 

Company Profile



Recent announcement of the merger of The Gunlocke Company with Chicago Pacific Corporation has positioned Gunlocke as the fulcrum of Chicago Pacific's growing contract market involvement. And no wonder. With sales forecasted to reach $\$ 60$ million by the close of this year, and a volume triple what it was five years ago following conversion to private ownership, Gunlocke was ripe for merger and now stands to accrue additional benefit from renewed capitalization.

Noting that, "The big manufacturers are getting bigger and small companies will have an increasingly harder time competing," Kenneth Book, Gunlocke president, sees competitive wisdom in consolidation which permits capture of greater market share through product line enhancement as well as strengthened sales force and manufacturing abilities.

In a speech delivered before NEOCON 19 last June, and made all the more compelling by recent events, Book commented, "Growth (in the contract industry) is increasing at a decreasing rate. (Manufacturers) are left with only one choice for growth in a non-growth market-to gain market share....This desire to grow is one of the things that has fueled mergers and acquisitions."

Over the past few years, according to a Gunlocke analysis of figures from the Business \& Institutional Furniture Manufacturers Association (BIFMA), of which Book is a member of the Board of Directors, smaller manufacturers with sales of under $\$ 40$ million have been losing market share to larger companies. The larger firms have grown an average of 58 percent in the past five years. By contrast, recent orders for small manufacturers with sales of under $\$ 10$ million are off by 12 percent in a first-quarter comparison of sales in 1986 and '87.

Book's corporate research details the growth of contract furniture manufac-
turers from a total of 338 in 1967 to 654 in 1982-nearly a 100 percent increase in 15 years. Currently, manufacturers in the commercial furniture industry exceed 700. Among these, 59 percent of the wood manufacturers are small firms employing under 20 people; for non-wood plants, 36 percent employ fewer than 20 people. These facts create tremendous internal pressure for growth, Book concludes.
Recent BIFMA figures predict a slow, four percent growth for the industry, intensifying competition for existing specifier dollars. The end result of these influences, Book notes, is that "manufacturers are spending more time on distribution.
"Marketing and communications are increasingly important to manufacturers. We still do not do a satisfactory job of merchandising our product in this industry," he notes. "Dealers are not showing product the way they used to. They have become sales agents, operating without warehouses and servicing."
Thus, added to a growing list of manufacturer obligations are costly showrooms which make up for a deficit in dealer showrooms nationwide. "We've also added 'project management' and 'project design' roles to our staff as a result of the changing dealer role and our venture into open plan systems," comments Don Keith, Gunlocke vice president of marketing.

Nonetheless, Keith hastens to add, "We aren't abandoning the dealer structure. We are committed to dealer distribution and we'll ride that wave."

Coping with the changes in industry distribution that recent years have wrought, Gunlocke's acquisition will permit the company to spearhead a range of competitive moves. The sales force will be expanded by a minimum of 10 percent in the coming months. This will permit the company to gain greatly improved market penetration in such tar-
geted regions as the West.
In product, Chicago Pacific's ownership of Kittinger will create stronger ties between that company and Gunlocke. (Chicago Pacific's Furniture Group also includes Pennsylvania House and McGuire.) Not surprisingly, in the works is a Gunlocke product venture in traditional furnishings, Kittinger's specialty and also identified by Gunlocke as one of the growth markets of the future. Says Keith, "We want to grow in wood seating, lounge furniture, tables, and traditional casegoods and seating."

A 10-year manufacturing plan is being developed with the support of Chicago Pacific, a believer in implementing advanced manufacturing techniques to secure future growth. In addition, computerization will shorten order handling and processing.

Helping the company achieve continued growth is its $800,000 \mathrm{sq}$. ft. of manufacturing facilities, in large part boosted under previous ownership. In addition, a solidly successful product line, with product introduced since 1981 comprising 70 percent of 1987 sales, forms a solid base for future growth. Gunlocke now offers 162 individual chairs (with options of species, finish, and upholstery), five lines of conventional and modular casegoods, and numerous open plan system components. In the case plant, offerings have skyrocketed since the ' 70 s .

Founded in 1902 by four entrepreneurs, Gunlocke pioneered and perfected the art of steambending, as well as the art of distribution-being among the first furniture companies to establish a field salesforce. Purchased in 1981 by private management, the company is currently overseen by Kenneth M. Book, president; Clarence L. Burkey, vice president of finance; Don G. Keith, vice president of marketing; and Neil F. Leahey, vice president of sales.
"The forces that drive Gunlocke will always be creativity, responsiveness, and value," notes Kenneth Book, president, at left shown on the facing page with Don Keith, vice president of marketing, Gunlocke.

## Product Review

Shown here and on our cover this month is the new Exel ${ }_{3}{ }^{\text {Tm }}$ executive chair, part of a program of seating, lounge furniture, and tables introduced exclusively through CONTRACT by The Gunlocke Company. The seating line employs an innovative "SteamFold" ${ }^{\text {TM }}$ technique, an evolution of steambending technology which results in more angular curves in design. Designed by Gunlocke director of design, Terry Hunt, it also draws on advanced product engineering by employing sheet webbing (DuPont Dimetrol) which supplies self-supporting characteristics on an ultra-thin frame.
Across the three-product program of tables, seating, and lounge furnishings, triple options in finishes, wood species, fabrics, arm construction, sizes, surfaces, bases, and models, make Exel ${ }_{3}$ the largest single seating and table product line yet introduced by Gunlocke. So consistently did the multiple "three" emerge as the line was defined, that Hunt was prompted to incorporate it into the product name.
The seating line's breadth offers specifiers freedom in customizing products according to client need. Loose cushion or tight cushion upholstery options are available on ergonomic seating carrying the appeal of wood. A rectilinear appearance is contributed by the SteamFold process which creates a 50-degree wristbend angle. This slant, a comfortable hand rest, also permits easy access to the worksurface. In the guest chair model, an extended arm/leg continuum pushes the process of steambending to new limits not before achieved in the industry. Open and closed/upholstered arms of the swivel chairs are constructed of molded rigid urethane with steel inserts covered in various ways. A welt insert can be used to complement corporate color schemes.

Of special interest to designers, are a variety of colors and textures which can be used in many combinations differenti-


The Exel ${ }_{3}$ line includes lounge furniture, tables, and seating. Shown above is the loose-cushion lounge model upholstered in leather, along with a version of the table which has rectilinear styling that characterizes the entire line.
ated by shell, cushion, or welt. Leather (perforated or standard) may be mixed with fabric.

Horizontal seam lines used in both tight and loose cushion versions of seating and lounge products, accentuate the angularity of the frame and serve as a design idiom. A self-adhering material permits removal of loose cushions.

Cherry, hard maple, or white oak comprise wood offerings; while five-star bases come in wood, chrome, or bronze with 2 -in. dual wheel casters. Auto-lift mechanisms activate seat height without obtrusive controls.

The executive swivel chair is complemented by high- and low-back management models. Noteworthy is the spaciously sized seat of the executive model- $13 / 4$ - in. wider than management models. The Exel executive chair is designed for users falling in the above-95th percentile category. In addition, a forward tilt control, uncommon in executive
seating, provides lumbar support regardless of working position.

The seating line's angularity serves a functional as well as an esthetic purpose, qualifying it as an "11-hour-workday" chair. The angle formed by the chair's back and seat reflects the arm angle, but also works within the frame to promote healthy posture and circulation for the user.
Many of the optional features of the seating line are offered by the lounge line which has the added benefit of doubledowelled hardwood side frames, held together by a steel understructure. This design permits economical pricing since it affords efficient production of one-, two-, and three-seat lounge pieces.

Tables come in three surface choices of wood, leather, and Corian, and feature lightly scaled, rectilinear design as well. Three sizes, and three woods-oak, cherry, and maple-are available.
Circle No. 347.

## Perfect carpet squares the bottom

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## put Du Pont Keldax at of the pile.

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Circle 46 on reader service card

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Harbor Universal

## Magnetic schedule board provides full year control

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The board centralizes information in one place for fast, easy reference and to eliminate possible scheduling problems and conflicts. It is ideal for interior designers, architects, and facility planners who must keep day-to-day track of all projects. For further information, contact Caddylak Systems, Inc., 201 Montrose Rd., PO Box 1817, Westbury, NY 11590-1678, or Circle No. 206.

## Reflects timeless splendor

Scalamandré-A collection of wallcoverings, fabrics, carpets, and trimmings inspire the elegance and splendor of 19th Century Southern Hospitality. Linden, a striped lampas fabric woven in Italy; and Arlington Scroll trim, adaptation of a hand scroll, reflect a Federal-style home in Natchez, Miss.
The cloth's 52 percent cotton, 10 percent Bamberg, and 38 percent spun rayon composition creates a lampas consistency which combines with its grapevine and leaf pattern. Circle No. 201.

## Steel files offer color

Harbor Universal Inc.-A complete line of steel shelf and lateral files, mobile pedestals, bookcases, and storage cabinets are available in a variety of configurations and 25 standard colors. (Literature includes all standard color specimens.) The company's Quick Ship Program now offers 10-day shipment for mobile pedestals, along with standard and longhandle files. The files are available in either $36-$ or $42-\mathrm{in}$. widths and two or four drawer heights. Circle No. 346.

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## System adapts to changing offices

Fully integrated panel system from Invincible Metal Furniture Co. is adaptable to any office environment. Designers can combine straight or curved panels of different heights and fabrics.
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The panel system contains VDT furniture, ergonomic seating, and executive worksurfaces with wood tops. It is fully electrified. Circle No. 207.
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Circle 49 on reader service card


## Charleston debuts new tufting technology

$\square$harleston Carpet's Starflite is the company's first offering in a revolutionary new tufting technology known as the individual controlled needle (ICN) process. It is a sheared, random confetti pattern constructed from Charleston's proprietary "Aurora" multicolored yarns. The yarns are on a field of 10th gauge ANSO IV HP continuous filament nylon. The line is available for immediate delivery from in-
ventory in 17 color combinations and carries a 10-year limited replacement commercial wear warranty.

Due to the new ICN technique, bold and random carpet patterns can be produced in high-speed, advanced generation tufting, formerly available only in woven imports. It makes possible premium patterned carpet even in modestly budgeted projects, vastly expanding designer resources. Circle No. 205.


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## PEOPLE NEWS



Stiffler


Morrison


Hovious


Hunt ing. O.E.M. products. partner. hardwood. House in Denver. Grove Village, III.

Interior Design Development Inc. (IDD), in Costa Mesa, Calif., has appointed Tamara Moodie (shown) director of market-

The Marvel Group Inc. named Neil L. Bloomfield vice president of sales and marketing, and Jerrold J. Dellacqua vice president of corporate sales. The Chicago firm manufactures contemporary office and electronic support furniture and

Interior designer Joseph Stiffler (shown) has joined the Buffalo Design Group as a

David D. Suttle was appointed director of design for the St. Louis office of Hellmuth, Obata \& Kassabaum (HOK) Inc. He is a senior vice president of the architecture/engineering firm. Robert T. Brendle was named director of design for the Washington interiors group.

Harris-Tarkett has appointed Cliff Morrison (shown) product manager-solid

Melissa Hovious (shown) joined National Products Inc. in Louisville, Ky., as architectural products manager.

Terri Slancik has been appointed general manager of the Design Center at the Ice

Design I Interiors, an interior design and space planning firm, named Dennis J. Cagan a senior vice president.

Joseph A. de Silva Pereira and Larry D. Golden have been tapped as senior vice presidents of Donna Vaughan and Associates, a Dallas interior design firm.

CPS Wholesale Floor Coverings Inc. has promoted Roger Hunt (shown) to senior vice president, general line carpet strategic business unit. Susan Grinker was named vice president, business development. The firm is headquartered in Elk

David Lakie, previously president and CEO of Office Specialty, has become chairman of the board. Madan Bhayana has succeeded him as president. Jerome I. Perrin is now executive vice president, and Robert F. Turetsky is vice president, sales \& marketing.

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## Circle 54 on reader service card



Lecot


Copelin


Hayden


Newman


Breslin

Normbau Inc. has appointed Rik Lecot (shown) general manager of U.S. operations. He will head the firm's Addison, III., facilities for manufacturing the Normbau Design System.

Copelin Wolper \& Associates, Interior Planning \& Design, has been formed in Los Angeles by Lon Copelin (shown), ASID, and R. Gary Wolper, ASID associate.

Kenneth H. Walker, AIA, founder and president of WalkerGroup/CNI, has been advanced to the College of Fellows of the American Institute of Architects.

Knoll International Holdings Inc. $(\mathrm{KIHI})$ is the new corporate name of General Felt Industries. Subsidiary companies include Knoll International, Color Tile, General Felt Industries, and Foam Products Holdings.

Richard Seth Hayden (shown) has been appointed to the College of Fellows of the American Institute of Architects. He is managing principal of Swanke Hayden Connell Architects, New York.

The National Home Fashions League's 1987 Design Fellowship was awarded to Debbie A. Allen, an interior design student at Stephen F. Austin State University.

Paul W. Newman (shown) was appointed vice president sales/eastern region, Lehigh-Leopold. The wood office furniture manufacturer also named Tony Breslin Jr. (shown) vice president sales/western region.

Russell Dixon and Mary Jane Williamson have advanced to associates at Gunnar Birkerts and Associates Inc., Architects. The firm has expanded to a second office at Suite 500, 24 Frank Lloyd Dr., Ann Arbor, Mich.

Stone Marraccini Patterson has the following new associates: Robert S. Barringer, AIA ; Larry J. Bongort, AIA ; Patrick M. Finn; Leslie Anne Fox; Robert E. Kambak, RA; and Paul Marti Jr., AIA.

Vincent A. Murdico has joined Rodeo Carpet Mills as president.


## PEOPLE NEWS



Douglas


Decker


Kirsch has realigned its sales management department and created an additional sales division. Glenn Hansberry has been appointed sales manager of the new central division, based at the firm's Chicago regional sales office and distribution center. Pat Wodrich has replaced him as regional sales manager in Cincinnati.

Birch Coffey has become president of Fox \& Fowle Interiors in New York.


Schilling
G. Michael Hubbard (shown) has become vice president of operations and administration at Gregson Furniture Inds. Also, Tripp Gregson has joined the firm as information specialist in charge of company publications and advertising.

David S. Soleau, AIA, and Denis V. Boucher have become vice presidents at Earl R. Flansburgh + Associates Inc., a Boston multidisciplinary design firm.

Murray Bartlett Douglas (shown), senior vice president, Brunschwig \& Fils, has been elected president of The Decorators Club.

Laura E. Diffenderffer became contract manager, The Wool Bureau. She will be based in the carpet division showroom in Atlanta.

David R. Decker (shown) was promoted to group vice president, laminated products group, Sterling Engineered Products Inc.

Steelcase Inc. has created five new vice president positions. Lawrence E. Leete (shown) was promoted to vice president of national accounts. Named vice president and general manager of newly defined sales areas are: Dave H. Donnelly, western sales area; Gerald A. Donnelly, central; Ted Mathews, southern; and Thomas G. Cleland, eastern.

## Pam Yarger and Anne Borland were

 named project designers at Godwin \& Associates, an Atlanta-based interior architecture and graphics design firm.Thomas J. Hennessy has been appointed marketing manager for Bali horizontal blinds at Carey-McFall Corp.

Lee H. Schilling (shown) was promoted to vice president, marketing and sales, Collins \& Aikman's floorcoverings division.


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## COMING EVENTS

## 1987

October 10-13. Color Marketing Group Fall Conference. Adam's Mark Hotel, St. Louis, Mo.
October 15-23. Southern Furniture Market. High Point, N. C.
October 17-19. AIA Committee on Design, open meeting and national design conference. Natchez, Miss.
October 17-21. AIA symposium on healthcare facilities. Cleveland, Ohio and Ann Arbor, Mich.
October 20-24. National Office Products Association (NOPA) convention. McCormick Place, Chicago.
October 23-24. AIA Interiors Committee, open meeting, historic rehabilitation projects. Omni International Hotel, St. Louis, Mo
October 25-28. NECA National Electrical Contractors Assoc. annual convention. San Francisco.
October 26-29. "Ergonomics in Use," Users Group 38th Symposium. Holiday Inn Mart Plaza, Chicago.
October 28-30. CONEXION '87. Fall market of the Atlanta Merchandise Mart, Atlanta.
October 31. Metro NY ASID Chapter "Fire Safe Design" seminar. Cooper Union School of Engineering, New York, N. Y.
November 1-4. International Facilities Management Association (IFMA) annual conference and exposition. Dallas, Tex.
November 2-3. Lighting Energy Solutions Conference. Boston Park Plaza Hotel, Mass
November 4-5. Capital Design Week. Washington Design Center, Washington, D.C.
November 4-6. Night Club \& Bar Expo International, Atlantic City Convention Center, Atlantic City, N.J.
November 4-6. AIA conference on the roles of corporate and practicing architects. New Orleans, La.

November 5-8. CRI Annual Meeting \& CEO Conference. Ritz-Carlton Hotel, Naples, Fla.
November 11-12. Philadelphia Design Assembly '87. The Marketplace Design Center, Philadelphia, Penn.
November 8-11. International Hotel/Motel Restaurant Show. Jacob K. Javits Convention Center, New York, N. Y.
November 14-16. Design Los Angeles '87. Design Center of Los Angeles, Los Angeles.
November 16-20. National Bath, Bed and Linen Show, New York City. November 18-20. The Buildings Show. Philadelphia Civic Center, Philadelphia, Penn.
November 20-22. Deco/Expo '87: National Decorative Products Annual Show. McCormick Place, Chicago.

## Foreign

October 13-22. International Textile Machinery Exhibition. Versailles Expo Center, Paris, France.
October 16-19. German Designer's Saturday. Dusseldorf, West Germany.
October 27-29. Interstoff-Fiber \& Yarn Workshop. Frankfurt, Germany. November 18-22. International Furniture Fair Tokyo. Tokyo International Fair Grounds, Japan.
November 19-21. IIDEX. Metro Toronto Convention Centre, Toronto, Canada.
November 21-25. TECNHOTEL '87, international exhibition of the hospitality industry. Genoa, Italy.

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## CONTRACT

October 1987
 EDITION

## LUXURY MARKET FOR HOTEL DESIGN

1n this month's issue, readers will find a full complement of articles dealing with hotel design, our annual October theme. Information on trends identified by a CONTRACT reader poll of 46 hospitality interior design specialists is included in the Market Trends column appearing on p. 70. Common denominators of hotel design, reports the survey, include more luxury facilities and upgraded furniture and finishes, all of which cater to VIP travellers. Readers will find out about the increasing specialization of this design category, which reflects an upswing in niche markets for discriminating guests. Supporting this finding are three projects appearing on the following pages: the Wyndham Garden Hotel, both a country inn and business hotel serving a dual market; Sheraton Tysons Corner, a luxury property on an historic site; and renovation of six luxury suites for the Westin St. Francis Tower. Also included in our coverage this month are results of CONTRACT's 12th annual Who's Who In Contract Design poll, this time centering on the Midwest. A directory to wallcoverings and product section on hospitality furnishings round out the issue's offerings.-The Editors

[^3]
# COUNTRY INN CATERS TO CORPORATE CLIENTELE 

## Dual-purpose rooms make most of limited space

Adjacent to the small village of Vinings, Ga. and tucked into the base of Vinings Mountain sits the Wyndham Garden Hotel, just several hundred feet below the highly developed Overlook office park. The facility's original name-the Vinings Overlook Inn-describes the dual market the hotel was designed to serve: commercial during the week from Overlook park and social on weekends from Vinings and its surrounding residential areas.

According to Bettie Carey, project designer, Designers II, interior designers and building consultants for the Wyndham Garden Hotel, this unincorporated, historic village (site of some important Confederate battles) contributed to the "small-town inn" feeling that characterizes the 160 -room establishment.

In fact, the ambling horsehoe layout (four stories high at its apex), white clapboard siding, green shutters, railed porches, and gabled roofs were inspired by local village architecture, especially that of the Old Vinings Inn, familiar to locals.

Yet the Trammel Crow Company, Dallas-based owner and developer of the hotel and of the Overlook towers, made it clear from the start that the Wyndham hotel was a businessperson's property first. Specifically, says Carey, "They wanted a masculine look. As they expressed it, 'We don't want the place to look like a ladies garden club!'"

To offset the hotel's quaint, homey look, Designers II chose hardwood floors for most of the public space, traditional detailing, antique pieces, and wood furniture. "We constantly walked a fine line between designing a country inn and a business hotel," continues Carey. This fine line was made even more
delicate by tight time, space, and budget constraints. The $92,000-\mathrm{sq} .-\mathrm{ft}$. space went from first drawings to opening cermonies in under a year, while Industrial Revenue Bonds used to finance the project enforced a $\$ 10$ million cap on total budget.
"Since we didn't have much space to play around with," says Carey, "every room had to have a dual function." The best example of this is the lobby area, which serves as entrance, registration and meeting area, as well as cocktail lounge.

Here glass is used to define specialized areas and still keep the small dimensions open. The effect is that an arriving guest does not take in the whole lobby at once, but rather, says Janet Garner, president, Designers II, "The space unfolds before his very eyes." This gentle approach to design is accented by soft lighting that is natural during the day and consists of light coves molded at crowns at night.

A green and white tile buffet area was added to the restaurant in order to make this one room suitable for both fine evening dining and more casual daily fare.

Since variations on guestroom and suite decor were not possible, all were traditionally furnished with bordered wallcoverings, comfortable seating, walnut case pieces, and a rose, burgundy, and teal (vibrantly adapted from the green shutters outside) color palette that coordinates with public spaces.

One late addition to the project was a long and rectangular wood-trim, glass aviary for finches in a recessed part of the lobby. "This was a last minute surprise for us," muses Carey, "but the finches sound like songbirds and the guests seem to like them!"-E.O.



Sources
Sofas, club chairs, arm chairs-Kay Lynn, Drexel, leffco Montgomery Chair Co. Hammary. Tables-Keller Williams, Drexel. Casegoods-Drexel, Century. Lamps-Mark Thomas, Tyndale, Wildwood. Antique chest-Turnage Place. Antique rug-Azizollahoff. Carpeting-Bigelow, Couristan, Charleston. Drapery fabric-Covington, Willowtex, Boussac, Fabriyaz. Wallcovering-Seabrook, Zumpano. Upholstery-Kravet, Papiers Textiles, Glant, Coral. Accessories Haeger, Wing On, Ceramonte. Art-International Arts.

Interior Design-Designers II: Bettie B. Carey, project designer; Janet R. Garner, president. Architecture-Niles Bolton Associates. Landscape Architecture BVP.


Lobby area serves as entrance, registration and meeting area, as well as cocktail lounge (top). Dual-purpose dining room accommodates casual lunches and evening dining (above). Suites (opp.) are traditional.

# BUSINESS TRAVELER FINDS IT ALL AT SHERATON TYSONS CORNER 

Hirsch/Bedner blends traditional with American and English Regency influences

I$t$ is the former estate of Lord Fairfax, one of George Washington's closest friends, that is evocative of the rolling Virginia countryside where so much of America's history resides. Tysons Corner is both an historic place and the name of one of Sheraton Corporation's newest hotels, Sheraton Tysons Corner. History and today's business aristocracy were the guiding design considerations spelled out by Dan Ross, principal of Altech, who with his two sons has overseen installation of several important Sheraton hotels. He selected Virginiabased LBC\&W as architect and Hirsch/Bedner \& Assoc., Santa Monica, Calif., to design a hotel and conference center for the historical site only 20 minutes from Washington, D.C., and Dulles International Airport.
"Make it combine today's sophisticated luxury with the romance of America's early history," he directed. As interpreted by senior partner Howard Hirsch, project director/designer Terry Henriksen, and decorator Jane Eschen, Hirsch/Bedner created a regal atmosphere worthy of the influential business and politics centered in the nation's capital. Sheraton Tysons Corner has handsomely appointed conference and meeting suites; a state-of-the-art auditorium, a sumptuous grand ballroom, and 455 guest rooms.

## Details in marble and stone

Among the design details are Bottacino marble flooring, extensive use of stone columns recalling Mount Vernon and other colonial aristocratic homes; area rugs in steel blue, taupe, and rose; and angular, stepped cornices that define the foyer. Por-
celain urns, granite tables, Regency-styled stuffed sofas and chairs in plush cut or heathered wool, and Jardinieres are other touches that distinguish the hotel design.
Baron's, the hotel's specialty restaurant, continues the aristocratic Fairfax theme. It is designed in a demi-octagonal shape. Exterior walls are created by 20 - ft .-high glass panels curtained by cream Roman shades. Opposite is a series of etched-glass panels to separate the fine dining area from the main hotel lobby.

Throughout are Rococo silk tapestries, handcarved walnut accent tables with lion claw bases, crystal sconces, contempo-rary-styled Regency chairs, and American artwork-etchingsby Stephen Sorman and Mary Ellen Long. For major conventions and private occasions, the magnificent Lord Fairfax Grand Ballroom is located on the entry level. It has specially commissioned 18 -ft.-high murals by Richard Parks.

On this level, too, are five meeting rooms and a breakfast area separated by vaulted ceilings 29 - ft . high; boardrooms and conference rooms dominate the first floor. A conference theater is equipped with audio/visual capabilities. It holds up to 80 people. On the mezzanine level are six more meeting areas, including the circular boardroom.
Both inside and outside, panoramas of the famous rolling Virginia countryside can be seen from the glass mirror tower of the hotel, which holds most of the hotel's 455 guestrooms.

[^4]

## Project Notes

Sheraton Tysons Corner, Tysons Corner, Va. Interior Design: Hirsch/Bedner \& Assoc.,

Santa Monica, Ca.
Building Architect: LBC \& W, Falls Church, Va.
Guest rooms: 455
Meeting rooms: 25
Ballroom: 1,000 seats
Meeting space: 10,800 sq. ft.


"This is a Sheraton hotel with a totally different look and function."Henriksen.

## SHERATON TYSONS CORNER

## Furnishings reflect elegance

Armoires contain television sets with bedside remote control panels in guestrooms. Bathrooms also have swing-out televisions. There is ample work space provided by desks and gatelegged vanities in all rooms. All suites contain dry bars and meeting space for up to 10 people, should informal meetings be desired.

A total of 25 meeting rooms and a ballroom encompassing 10,800 sq. ft . of meeting space are key parts of the conference facilities. One thousand guests can be accommodated very comfortably.
"This is a Sheraton Hotel with a totally different look and function," says Henriksen. "It is elegant to start with. Furthermore it is transitional and does everything we started out to do. Sheraton is so pleased with it that it is considering making Tysons Corner a Flagship Hotel."-L.C.

## SOURCES

Seating-Stewart Collection, Traditional Imports, Brickel McQuire, LA Furniture, William Switzer, Cartwright, Shelby Williams, Salem House/Chaircraft, Landsmark, Dickson of Ipswich, Tropitone. Desks-Salem House/Chaircraft, Trouvailles. Tables-MTG, Brickel, McQuire, Matteo di Palermo, Stendig, Appleton, Tropitone. Carpeting/Floorcovering-Tai Ping, Harbinger, Victoria Carpet, Mohasco. Wallcovering-London Marquis, Maharam, I. Robert Scott, Valley Forge, J. Josephson. Fabrics-Carnegie, Kneedler Fauchere, Brickel, S. Harris, Ametex, Manuel Canovas/Donghia, Unika Vaev, Duralee Fabrics, Coral of Chicago, Hinson \& Company, Knoll, Design Tex, Shelby Williams, Clarence House, Cartwright, Schumacher. Lighting-Chapman, Lester H. Berry Inc., Hallmark. Art Work-Glass Studio One, 18 Street Gallery. Mirrors-Traditional Imports. Millwork-Glen Rieder Inc.

Interior Design - Hirsch/Bedner \& Assoc: : Howard Hirsch, senior partner; Terry Henriksen, project director/designer; Jane Eschen, decorator. Architect -LBC \& W. Developer-Altech.


Lobby appointments (top) are elegant and plush. Typical rooms (icenter and above) are a blend of traditional and transitional to provide an inviting appearance. Concierge desk in lobby stands in front of a panorama of stately architectural elements (opp. page).



# A 4-STAR HOTEL GETS 6 STAR SUITES 

# FORMA's renovation of St. Francis' Tower suites combines beauty \& elegance 

Providing luxury accommodations for guests of international prominence has always been one of the Westin St. Francis' claims to fame. Since it opened in 1904, this San Francisco institution has welcomed royalty, politicians, military dignitaries, theatrical and movie stars, as well as business and pleasure travellers from all over the world. Maintaining a level of style and prestige over the years has required numerous changes and updates to the hotel's original structure and interior. Just recently, management decided it was time for a facelift and spent $\$ 52$ million on a three-year renovation program for both the Main Building and Tower addition.

Seattle-based interior design firm F O R M A was hired to do part of the project, which included renovation of 570 guestrooms, six 31st floor specialty suites, and 27 floors of corridors in the Tower. The $\$ 9$ million, two-phase program was completed in April 1987. According to senior interior designer John Jones, the design challenge was to create a stronger, more compatible relationship between the contemporary Tower (built in 1972) and original Main Building (built in 1904), thus giving the hotel a much needed cohesive look to meet the expectations of the St. Francis' discriminating guests as well as San Francisco residents.

Though the bulk of the project is comprised of guestrooms, the most interesting part is the six specialty suites on the 31st floor. At a going rate of $\$ 250-\$ 1,500$ per night, the suites offer dramatically different views of the city and were designed by FORMA to be gracious, luxurious residential spaces. "The existing suites were very ordinary, lacking in decorative flair,"
says Jones. "Our challenge was to create luxurious residential suites, yet make them serviceable for hospitality functions."

A classic, yet contemporary design, was created to combine modern technology with beautiful fabrics and finishes, architectural detail, and an eclectic furnishings selection. Applied/ painted moldings, dropped valances, and wood bases which reflect the quality and "old-world" ambiance of the Main Building were used. Bay windows and generous ceiling heights incorporated by Tower architect William Pereira were utilized by F ORMA as design opportunities to add character and individuality to the suites. Warm colorations, rich pattern mixes, and luxurious textures were also installed to create a sense of sophistication and refinement.

While a different design theme was chosen for each suite, all have a touch of Asian influence that relates to San Francisco. In Windsor, the largest and most impressive suite (approx. 1,870-sq.- ft .) that was home to Queen Elizabeth and Prince Philip during their visit to the city in 1983 (before the renovation), the theme is decidely English-furnished with Chippendale, Queen Anne, Regency, and Georgian style pieces. Yet, the suite is accessorized with several Oriental decorative screens, pottery, and art which reflect an Asian influence.

F O R M A relocated Windsor's entry to bring it more toward the center of the space. "Originally, the entire length of window wall in the main sitting room was drapery," explains Jones. "We

[^5]

broke that up and added wooden panels in-between windows to give the space more of a residential feeling and establish the architectural character of the room." According to Jones, the color scheme was kept soft to let the richness of the furniture come through. "Also, the quality of light is very romantic, which helps distinguish the wood," he says.
In the estimated 1,225-sq. ft . Golden Gate suite, colors and materials were used to convey a contemporary feeling. The design team employed what Jones describes as "grayze" colors,

In the Windsor suite (this page), dark furnishings were used to contrast with off-white walls, carpeting, and drapes. Oriental accessories (right) provide an Asian influence to the "English" theme by FOR MA.


## Project Notes

Westin St. Francis Tower Renovation, San Francisco
Interior design: F O R M A, Seattle, Wash.
Completion date: Phase I, September 1986;
Phase II, April 1987
Total sq. ft.: Approximately 230,000.
Cost per sq. ft.: Estimated at \$39 (includes construction, freight, installation, furnishings, fees, tax)


## WESTIN ST. FRANCIS

Lighting accommodates view


Floorplans (above) show layout of Windsor and Golden Gate suites. A contemporary feeling was achieved in the Golden Gate (above \& opp. page) with lacquer furnishings, hardwood floors, and an upbeat color scheme. Lighting is used for dramatic impact.

including periwinkle blue; along with natural fibers and black lacquered surfaces as an accent. A hardwood floor installed by F O R M A adds to the suite's contemporary look and gives it a unique character. An armoire in the sitting area is from the Empire period, used to tie into the antique look from the Main Building and to add to the eclectic design element.

According to Jones, the draperies in Golden Gate are seldom drawn because of the view. That, in turn, meant that F OR M A had to be careful with the lighting so that it wouldn't block the view or provide glare. "In this suite we used lighting for dramatic impact, rather than accessories," he says. Because the space had a fixed floorplan, the design team redefined the space by using movable screens, fixed plants, and dramatic lighting.

Other suites on the floor are Bay View (which connects to Windsor), Union Square, Pacific, and Shangri-la. Says Jones, "The spaces are designed so that repeat customers would not become bored. They are palatial, but residential in feeling, and durable enough for many different functions."-S.M.

SOURCES (Windsor and Golden Gate only)
Chairs-Drexel Heritage, Hickory, Baker, Wm. Switzer, Gordon Int'I, Marge Carson. Sofas-R. Jones, Dunbar, Heirloom. Tables-Tri-Mark, Century, Baker, Henredon, Weiman. Fabrics-lack Lenor Larsen, Lee lofa, Jim Thompson, Deschmaker, I. Robert Scott. Armoire-Century. Console-Baker. Lamps-Paul Hansen, Chapman. Carpet-lack Lenor Larsen. Screen-custom.

Interior design-F O R M A: John Jones, senior interior designer; Robert Clark, interior designer. FF\&E Purchasing team-F O R M A: Trish Greenidge, purchasing manager; Cindy White, senior buyer; lanice Slonecker, senior buyer; Terese Mikkola, buyer; Cindy Mennella, senior buyer; and Leslie Wagnon, buyer.



# SPECIFYING STONE IN HOTEL INTERIORS 

The facts about marble, granite, terrazzo, and ceramic tile

## By ROBERTA KLEIN

Stone is a timeless material. Its properties are manifold. Today's marketplace offers such a proliferation of stone that varieties of it can be utilized in any job, no matter what budget restrictions or climatic variances exist. Stone runs the gamut from quarried marbles and granite, to recent man-made imitations, and handmade ceramics. Depending on design selection, it provides an ideal solution for finishes, flooring, countertops, decorative effects, and furniture.

With the marked movement away from trend designing, stone, with its inherent qualities of beauty and endurance, has become one of today's most popular material choices for architects and interior designers. Hotel owners frequently request it for its prestige and lustrous elegance. Corporate clients feel that it makes a statement about quality and stability.

## Marble tops list

The most frequently specified stone is marble. Geologically, marble is simply metamorphic rock resulting from the recrystallization of limestone. Minor amounts of substances cause color, veinings, clouds, mottlings, and shadings in marble during formation. Pinks, yellows, browns, and reds come from iron oxides; grays, blue-grays, and black from bituminous origin; and greens are a result of micas, chlorite, and silicates. Thus marble, of all the natural materials, contains the greatest depth and sweep of color, the largest variety of veining and patterns.
Members of the Marble Industry of America, (MIA), located in

Farmington, Mich., have classified marble into four groups based solely on characteristics tested to best indicate fabrication modes. They are: "A" Sound Marbles and Stones, those possessing uniform and favorable working qualities; " $B$ " Marbles and Stones, similar in character to the preceding group, but with less favorable working qualities; "C" Marbles and Stones, those with some variations in working qualities, such as voids, geological flaws, etc.; and "D" Marbles and Stones, similar to the preceding group, but containing a larger proportion of natural faults (this colorful group is often prized for its decorative qualities).

Typical surface finishes include polished, which is a glossy surface that brings out the full color and character of the marble; honed, a satin smooth finish with little or no gloss; and abrasive, a flat non-reflective surface. Honed, sand-blasted, and abrasive are recommended for exterior use and floors.

Large-scale commercial production of marble can be traced to Imperial Rome during the period of monumental building. Today, Italian stone still dominates the market, particularly in the United States. According to Italian Trade Commissioner Mario Castagna, some $\$ 281$ million worth of marble, granite, and travertine was imported to the U.S. from Italy alone in 1986. In no way does this diminish the quality of stones from the U.S., or other countries, such as Spain, Portugal, and Brazil. But because of Italy's powerful history in quarrying, and its sustained expertise in stone cutting, finishing, and polishing, even a good portion of stone quarried in other countries is sent there for processing.

Granite, another stone enjoying a renaissance, was used for


Photography by Dan Forer
centuries in block form as structural stone. Now, because of cost factors, it is commonly used in $11 / 4-\mathrm{in}$. sheets as cladding. However, it is gaining in popularity as an interior material as well. Generally more expensive than marble, granite comes in a variety of qualities from numerous origins. Georgia, Vermont, and North Carolina are prime sources in the U.S.; while overseas, Italy, Spain, Brazil, Argentina, and other countries quarry excellent qualities.

## Granite gaining popularity

Much harder than marble, or any stone except quartzite, granite must be evaluated during specification for load bearing and thermal expansion factors. Most polished granites, depending on quality and components, have a tendency to retain a shine indefinitely. In the brown and red color ranges, they equate to "forever" stone, while blacks need close evaluation. Through modern technology, granite can be thermal or flamefinished for non-slippery floor surfaces. And, with quality granite containing minimum porosity, the stone neither fades easily nor substantially erodes from pollution.
The MIA covers all dimensional stone, including marble, limestone, slate, granite, sandstone, and bluestone. It recom-

[^6]mends consulting with a member during all phases of planning, design, and construction to identify problems in advance, and to advise for best installation preparation.

Paul D. Little, business development manager for Turner Construction Company's Florida operation, suggests that after specifying stone, it is best to have the contractor do the procuring. "The delivery is the key element," he says. "Almost always, marble originates out of the country. When you're the contractor and holding the checkbook, it allows you to make delivery dates and control the work."
Jim Gaughan, a superintendent for Turner, says, "Most marbles have been particularly specified by the designer or architect when we do the job. The most difficult part is keeping the color range balanced." Supervisors at Turner open cartons randomly and line them up upon receipt. This allows them to identify the color range and prepare accordingly for installation.

## Economical alternatives

An economical alternative to natural stones is terrazzo, described by the National Terrazzo and Mosaic Association, Des Plains, III., as the "versatile advantage with the beauty of marble, the durability of granite, and one-third the cost." Devised in Europe in the 15 th Century, it is created through a method of pouring marble pieces into clay. In later years, marble dust was added to the materials, and subsequently different stripping methods were created. In recent years, with the advent of epoxies, polyesters, latex, and acrylics, another concept called "rustic terrazzo" was developed, and serves as an outstanding


## SPECIFYING STONE

Photography by Astra

## Umbrella organizations provide information

surface for unlimited outdoor use.
Different from natural stone, but nonetheless an extremely desirable material, is ceramic tile. Actually a generic word, ceramic tile is a mixture of clays which have been shaped and fired at high temperature.

Most Italian tiles are glazed, with the two most common manufacturing methods being dust-pressing and extrusion (referring to the shaping procedure). The majority of Italian tiles are dust-pressed, involving pressing the desired shape with great force, then drying the pieces to remove moisture, passing through a kiln for firing, and finally glazing. This is a doublefiring technique. A new single-firing method, called "monocottura," results in a tile of higher mechanical resistance and greater body-glaze adhesion, but still has decorative limitations. For most quarry tiles, clinker, and terracotta, the extrusion process-consisting of forcing the raw materials through a die, then cutting the column into uniform sizes and firing-is applied.
The American National Standards Institute (ANSI) classifies tiles in three main groups. Based on their surface finish, they are glazed, unglazed, and special purpose tiles. In Europe, eight groups, based on production methods and degree of water absorption, comprise the classification established by the Committee of European Norms (CEN).

Glazed tiles, previously suitable only for wall use, have been recently developed for floor use, due to current improved technology. With this advance, an unlimited choice of colors and patterns are now available.

Despite the age old tradition of the ceramic tile industry, manufacturers constantly strive to improve their product. A prime example is Monoceram's trailblazing new product, "Match." Boasting 17 times the durability of other hard ceramic tiles, and extremely low maintenance, it has the lowest life cycle of any permanent floorcovering, including natural materials. Another new product, Fiandre's Ceramic Granite, combines the textured appearance of natural slate with the durability and ease of maintenance of ceramic tile.

## Careful evaluation necessary

In specifying tile, the designer or architect must go beyond the load bearing capacity. Because of the limitless variations of tile in today's marketplace, both domestic and imported, it is essential for specifiers to become familiar with the rating system used to evaluate the tile's physical and technical properties. It is these properties that dictate endurance and maintenance for specific locations.

Tiles are evaluated against standards set by ANSI, and tested in accordance with methods set by the American Society for Testing Material (ASTM). Because the ANSI standards establish the minimum performance level a tile must meet for compliance, it is wise for specifiers to request a copy of the tile's scores on each test performed by an independent laboratory.

[^7]

Photography by Martin Fine

Because of the variety of tiles available, both domestic and imported, tiles are ideal for commercial installations for both new structures and rehabs. However, each individual situation has specialized requirements. An in-depth analysis by the specifier will lead to a limited choice of methods and types of materials. But with the myriad of shapes, colors, and textures of tiles and grouts available, an ideal solution can be achieved.

Two umbrella organizations, the Tile Council of America, which licenses the manufacture of products invented by its Research Center at Princeton, N.J.; and the Italian Tile Center, located in New York City, serve as excellent information sources for the industry.

It's no wonder that natural stones and ceramic tiles have sustained popularity for hotels and other public spaces for generations. They range from opulent to downright rustic. They provide the beauty, quality, and endurance so necessary for a major structure. That's why today, as in the past, they are so often specified for commercial use.

However, with the unlimited variety of these materials offered in today's marketplace, it is vital that the specifier select cautiously. Umbrella organizations offer guidelines as to product quality, use, restrictions, installations, and maintenance to simplify the choices for specifiers. With a little research and good judgment, the perfect stone can be identified for any job. $\square$

For the Deerfield Hilton (above), Miami-based L.E. Seitz \& Assoc. selected marble as the common denominator of the public spaces. Marble is revealed in laminated strips (right) in the DCOTA, Dania, Fla. designed by Joyce Snoweiss Design Group, Miami.


Photography by Dan Forer


# HOSPITALITY FURNISHINGS STRESS DURABILITY 

## Complete lines with laminate finishes, wood solids, or veneers create harmony in guestrooms



Gilbert

American of Martinsville-A mini-reed design forms a diamond pattern on the curved ends of the desks, uniplex, dresser, and TV armoire in the Palm Isle collection. Doors and headboards feature matched ash veneer, oak solids, and tops surfaced with matching highpressure laminate.
Circle No. 254.
Kimball Hospitality Fur-niture-Pendleton series uses dark mahogany veneers and wood solids with a lacquered mahogany finish. Intricate cross-banding accents drawer fronts, door fronts, and tops.
Circle No. 280.

Brueton Inds.-Concord lounge seating and low tables can be ordered in various lengths or widths to suit individual applications.
Circle No. 261.
Gilbert International-Designed in 1923 by Gottlieb Straessle, Club is a small-scale lounge group. Circle No. 275.

Mueller Furniture Corp.2400 Traditional series and 2500 Classic series benches come in 48 - and $60-\mathrm{in}$. lengths. Panel-end bases are anigre hardwood veneer accented by reveal strips in seven color choices. Circle No. 289.

EMU/Contract-For indoor or outdoor use, the Smart Chair is available in white and chrome. Circle No. 245.

Mueller



Scandiline-A wide selection of fabrics and leathers is available for the Melissa sofa and chair. Circle No. 246.

American Seating-Circle Seating is a complete solution for lounge seating arrangements. Concealed connecting devices allow chair and bench units to be connected to each other or to tables, at any point on the radius of the circle.
Circle No. 291.
R-Way-Contemporary Hickory Hill guest room furniture grouping features high-pressure laminate surfaces to resist spills. Drawer units are complemented by a large mirror, headboards, wall-hung and freestanding night stands, a writing desk, party table, and chairs. Circle No. 242.

CorryHiebert-Designed by John J. Rizzi, the Rizzi collection features tables and lounge seating with a simple, classic design. Circle No. 272.

Palazzetti-Originally produced for the Willow tea rooms in 1904, the Willow Chair consists of a half moon of wood lattice surrounding a seat of the same shape. Made of ashwood and stained ebony, the chair is available with 10 fabric colors for cushions. Circle No. 256.

Reff Inc.-With clean, uncluttered lines, the Tuxedo arm chair comes in single, double, and triple units. Its metal base is available in all the firm's standard finishes and paints.
Circle No. 241.



HOSPITALITY FURNISHINGS

## Plush seating recreates comforts of home



Gordon International-Riccardo lounge chair has a beech frame with a choice of a walnut or natural finish, or black or gray lacquer. The open-arm chair is upholstered.
Circle No. 243.
J \& J Inds.-Carpet collection has coordinating solids and cor-ridor-width capabilities. Made of 100 percent Commercialon soil-hiding nylon, the collection includes tropical fern, Victorian floral, oriental lattice, and Art Nouveau designs.
Circle No. 285.
Durkan Patterned CarpetCachet carpet base offers a woven, textured look that enables designers to create Ax minster effects. Circle No. 278.

Armstrong World Inds.Spaceline (top) and Styleline have joined the Artline collection of custom color carpets. Circle No. 250.
F. Schumacher \& Co.Chevron Repp woven fabric from the Frank Lloyd Wright collection decorates Le Patio Restaurant in New York's Parker Meridian hotel. Circle No. 249.

Brown Jordan-Plummage back distinguishes Arabesque dining chairs. Both side and arm versions have either tight seats or reversible loose cushions. Circle No. 284.

PCI Tandem-Side armchair in the 1100 series has half-panel insert and sled-base frame. Standard hardwood species are white oak, walnut and mahogany. Circle No. 292.


Interna Designs-The Remi
chair makes structural use of a striking, curved diagonal at the sides. Made of beech, finished in matte lacquer, the chair is available upholstered in leather, fabric, or COM.
Circle No. 277.
Bassett Contract—Design appeal of turned pilasters with brass accent caps is enhanced with washed oak finish over oak solids and veneers. All case top surfaces are custom-matched, high-pressure laminate.
Circle No. 279.
Brickel Associates-Pissarro tapestry cloth is evocative of the works of the French Impressionist painter Camille Pissarro. Made of cotton and rayon, wool and nylon, Pissarro has a luxurious feel and multi-dimensionality.
Circle No. 283.

## Continental Creative Sales-

Art Deco-style Cathy bar stool is available in three finishes: black, mahogany, and natural. Circle No. 271.

Coral of Chicago-Made of 100 percent cotton warp sateen, Peacock (top) and Parquet prints feature DuPont Teflon soil and stain repellent.
Circle No. 286.
Atelier International-Cane is an executive pull-up chair characterized by a fully upholstered body and cane-like wood arms. Available in a range of finishes, the chair's frame and legs are solid beechwood.
Circle No. 281.
AEM - The 2010 series cocktail table is constructed of Imron finished aluminum. The tables have assorted granite or glass tops. Circle No. 267.

## Atelier




Charlotte


## HOSPITALITY FURNISHINGS

## Lightly scaled alternatives give new options



IPF International-A rose garland draping at the apron distinguishes the Louis XVI console. Hand-carved of limewood, the console has a pierced carved stretcher and a natural onyx top.
Circle No. 244.
Charlotte Co.-Framed in bent laminated white oak, the 101 chair is available in leather, COM, or a range of fabrics.
Circle No. 265.

Lawrence Metal Products-EIegant and sturdy easel features solid brass $1-\mathrm{in}$. tubing and ball end fittings or polished stainless steel with dome and fittings. Circle No. 263.

Magnuson Group-RapRak series of coat racks assembles without tools or hardware. Units can be accessorized with slotted hangers, tamper-proof triple-prong hooks, and casters.
Circle No. 257.
Fixtures Furniture-Exceptionally stable encore folding tables are available with optional self-leveling locking connectors. Tables feature a suspended corner round extension insert to accommodate any room configuration.
Circle No. 260.
Arcadia-Designed by Dave Hammer, stackable Truffle chair series features exposed oak or walnut frames. Circle No. 268.

D.S. Brown Co.-Opus model 124 stacking chairs include a one-piece element that forms one leg and the back.
Circle No. 269.
Howe Furniture Corp.-Wafer tables have a thin disc plate at the foot of a columnar base. Tabletops are available in round, square and racetrack styles. Circle No. 247.

Krueger-Mesa tables offer a wide selection of tabletops, base, and edge treatments. Pedestal base tables can be ordered with footrests. Circle No. 236.

Cumberland-Wrap-around comfort marks the Axent lounge seating group. Also shown is the marble-topped, vinyl-wrapped Circo side table. Circle No. 258.

Thomasville Contract-Replicas 1800 is a collection of 19th century reproductions in Appalachian white pine and maple solids and veneers. Standard guest room pieces as well as TV armoires, desks, and activity tables are offered.
Circle No. 264.
Gunlocke Co.-Phoenix seating is available in lounge or stacking chair models. With oak, walnut, or cherry arms and legs, Phoenix is offered in a full range of upholstery and leather options. Circle No. 290.

Brayton International-Tamburin is available as a chair, or two- or three-seat sofa with ottoman. A top stitch welt is used on the edges of the seat, back, and arm cushions.
Circle No. 238.



Caseworks

HOSPITALITY FURNISHINGS
Visual excitement in color


Contract Seating Inc.-Seat and back of the G.C-S chair appear to float between the frame, attached without visible hardware. The chair stacks when not in use. Circle No. 240.

Knoll International-Flowing, sculptural arm wraps around the Mandarin chair's thin back and flat seat. The curved back provides lumbar support and flexes for added comfort.
Circle No. 262.
Loewenstein/Oggo-Model
\#586 Dawn chair offers 34 standard wood finishes. Largescale chair boasts mortise and tenon construction.
Circle No. 266.

Tri-Mark/Tulip-Twin-wheel casters or glides are available for the Devon pull-up chair. Circle No. 237.

Caseworks Furniture Mfg.Contemporary guestroom furniture shows a washed gray laminate look. Solid ash bullnoses at the vertical edges soften the look. Circle No. 252.

Boling-Chair's baroque form is simplified with upholstered back and splat. Walnut woods are finished in mahogany or walnut. Circle No. 248.

Tropitone Furniture-With or without arms, the Verrazano chair is stackable. The use of a single tube creates a sleek, angular effect. Circle No. 270.


Timber-Line

Artopex-Compatible with any avant-garde decor, the Suspension collection is a set of chairs, armchairs, and modular tables. It includes a palette of 80 colors and fabrics. Circle No. 288.

Virco-Upholstered stacking chair has optional ganging device for semi-permanent rows of chairs. Circle No. 273.

Shelby Williams-Chair features a formed stick rattan frame and hand-wrapped, glued leather bindings. An attached foam-padded spring seat and Velcro-fastened foam padded back cushion ensure comfort. Circle No. 276.

Timber-Line Inc.-Wood veneers and solids are used with matched laminates in the Hampshire collection of hospitality furniture. Circle No. 274.

Davis Furniture-In a one-, two-, or three-seat version, Mylord features a hardwood interior frame and custom tailoring to achieve a subtle "wrinkled" look. The sofa is available in leather only. Circle No. 239.

Geiger International-A variety of top materials are availble for Stern series tables, as well as inlays in various metal finishes and epoxy colors.
Circle No. 259.
Grahl Inds.-The Relaine collection is designed to bring comfort and beauty to lobbies, lounge areas, conference rooms, and private office settings. Circle No. 287.

Geiger


By LEN CORLIN<br>Co-Publisher/Editor



# WHO'S WHO <br> IN CONTRACT DESIGN MIDWEST 

## 52 percent of architects polled in Midwest survey vote for controversial interior design licensing



Despite the controversy currently raging between architects and interior designers on the issue of state licensing, 52 percent (65) of architects responding to CONTRACT's Who's Who in the Midwest poll answered "yes" to the Question: "Do you favor state licensing of interior space designers?" Understandably, 81.8 percent (77) of interior designer respondents voted "yes" to the question in the 12th annual study. CONTRACT's poll this year elicited responses from 135 architectural firms ( 43.2 percent), 112 interior design firms ( 35.8 percent), and 43 contract furnishers/office furniture dealers ( 13.7 percent). The remaining 15 percent balance of respondents comprised hotel/motel, healthcare, and educational specifiers and designers.

For Midwest architects and interior designers, the answers indicate a growing polarization on the issue of licensing that seems to be happening not only in the Midwest, but in the balance of the country, as well.

Current annual contract dollar volume of all respondents, for design services only (excluding furniture/furnishings sales) is trimodal. The bulk of respondents, 41 percent, report design service fees in the $\$ 100,000$ to $\$ 499,000$ range, followed by 24 percent in the $\$ 1$ to $\$ 5$ million range. Those doing under $\$ 50,000$ in design fees constituted only 12 percent of the total. Six percent did over $\$ 5$ million, almost 10 percent earned design fees between $\$ 500,000$ and $\$ 999,999$, and almost seven percent ranked in the $\$ 50,000$ to $\$ 99,999$ area. Median figure for the group is $\$ 402,679$.

## DESIGN SERVICE FEES



Accounted for by 211 replies, 1986 volume for furniture and furnishings specifications by only architects and interior designers reached for the $\$ 1$ billion mark, actually coming in at $\$ 992,076,000$. The total for all categories, including contract furnishers, office furniture dealers, and hotel/motel, school/ college, and in-house facility planning specifiers, exceeds \$1 billion, for a total of $\$ 1,101,711,000$. The average was $\$ 5,221,379$.

In comparison with CONTRACT's 1983 poll of designers in the Midwest, the number of non-stocking dealers or procurement managers (measured by design service fees) remained relatively stable, as it did with the poll made of the same region in 1979. This year, 34.4 percent reported that they were nonstocking dealers. In 1979, 35.5 percent reported the practice, as compared with 35.9 percent in 1983.
In each of those years the bulk of designer non-stocking dealers was centered in the under $\$ 100,000$ design fee category. It was 46.4 percent in 1983; 41.2 percent in 1979. It is fair to reason that the lower the design fee totals, the more inclination there is for design firms to seek additional profit through non-stocking dealerships, a continuing condition.

## Office design leads

The average amount of space designed/planned annually by all respondents ( 312 ) is $688,458 \mathrm{sq}$. ft . Offices account for the bulk of design work done by all respondents (304) to this question. Healthcare was second with 11.7 percent of responses;


How many square feet of space do you design/plan annually?

| Number of | Average per |
| :--- | :--- |
| Replies | Respondent |

All Respondents . ....... $312 \quad 688,458$ sq.ft.
Architects \& Interior
Designers . .............. 246 729,183 sq.ft.
Contract Furnishers \&
Office Dealers .......... . 43
367,465 sq.ft.
All Others. .............. 23 884,695 sq.ft.

1986 SPACE DESIGN WORK BY TYPE OF PROJECT


## WHO'S WHO MIDWEST

Computer usage on upswing

followed by banks, seven percent; and stores, restaurants, library/education, residential, government, hotel/motel, religious, and others accounting for four-to-six percent.

As for use of the ubiquitous computer, 44.5 percent of 299 replies indicate use of computers for space planning \& design. Fifty-five and one-half percent (166) are still not utilizing them, but 54 percent indicate an intent to adopt computers in their design practices in the future.

Finally, based on 313 replies, 33.2 percent of architectural and interior design firms indicate that they sell furniture/furnishings. That third of respondents accounted for $\$ 139,201,000$ worth of furniture and furnishings. Contract furnishers and office furniture dealers accounted for $\$ 192,627,000$ of furniture/ furnishings sales. Others, including hotels, motels, healthcare facilities, schools, and colleges sold $\$ 43,960,000$ worth of furniture/furnishings. The average for all respondents selling furniture/furnishings is $\$ 3,131,566$ in sales.

Listings that appear on the following pages are not intended as rankings of firms either by square footage or sales volume, but rather as a cross-section of Midwest design firms in convenient sq. ft . ranges. There is no biggest, next biggest, and so forth. By the same token, not all firms in the Midwest are listed. Only those firms on CONTRACT's circulation list and only those firms that were not edited out for lack of information on questionnaires appear in the listings. This poll is designed to provide an understanding of the Midwest contract market.

Next year's Who's Who will be centered on the West, Denver to California and states north and south.

CATEGORY I
CURRENT PROJECTS
NUMBER OF SQ．FT．

 Country Hospitality Inn，28，000
Centerre Bank，50，000 Centerre Bank，50，000
Lockton Insurance， 30,000
Blackwell Sanders， 40,000 Park 270 II Bldg．，165，000 Creve Coeur Pointe，125，000
Baxter／Clarkson Store，75，000 Baxter／Clarkson Store，75，000
Clocktower Store，65，000
Ford Motor Company，500，000
General Motors Corp． 430,000 General Motors Corp．430，000
440 E．Congress Ptrshp．， 65,000

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## OVER ONE MILLION SQ．FT．

PRINCIPALS \＆

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CATEGORY KEY＊
Contract Designer C Architect Specifying Interiors A Contract Furnisher
Office furniture Dealer F Facility Planner（in－house） $\mathbf{P}$ Hotel／Motel／Restaurant M
Health Care $\mathbf{H}$
Educational $\mathbf{E}$ American States Insurance
500 N．Meridian

## FIRM

## Avenue Group，Inc． 303 Wacker Dr．，Ste． 315

Chicago，IL 60601
Ballinger Design Associates，Inc． Ballinger Design Associates，
518 Merchants Bank Indianapolis，IN 46204
（317） $638-4288$
Paul B．Berger \＆Assoc．
737 N．Michigan Ave．，\＃1520 737 N．Michigan Ave．，\＃1520
Chicago，IL 60611 （312）664－0640
Business Space Design 55 Nationwide Blvd．
Columbus，OH 43215 （614）224－7161
CSA，Inc．
12805 State Hwy． 55
Minneapolis，MN 55441
（612） $540-5853$
Calcara Duffendack Foss Manlove
2300 Main，Kansas City，MO 64108
（816）471－1080
Chiodini Associates
11756 Borman Dr，Ste． 150
11756 Borman Dr．，Ste． 150 St．Louis，MO 63146
（314） $432-0430$

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| CONTRACT／October 1987 |  |  |  |  |  |  |  |  |  |  |  | 133 |

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Armstrong，3，000，000
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Union Central Life Ins．，150，000 $000^{\prime} 000^{\prime} 051$ 148i7 8 1amod uotiea
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Tallahassee Mem．Hosp．，175，000
Montgomery Ward，2，000，000
IBM Corp．，100，000
Little Caesars Pizza， 125,000 Dittle Caesars Pizza，Wright，Moon， 150，000
Mellon Bank，70，000
Saunders Ross \＆Dickson，24，000 Saunders Ross \＆Dickson，24，000
Myrtle Desks，5，000 US West，40，000
Schaumburg Pub．Library，70，000
Gottlieb Mem．Hospital，25，000 Gottlieb Mem．Hospital， 25,000
Lutheran Gen．Hospital，40，000 AT \＆T Communications， 25,000
Northwestern Bell，1，000，000
NATCO， 260,000
Northwestern Airlines，240，000 American Hardware Ins．，120，000 Bank One Columbus，20，000



Univ．of Illinois， 464,000
USSAH， 215,000
Renaissance Center，300，000
Renaissance Center， 300,000
BASF／Inmont Div．， 240,000

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OVER ONE MILLION SQ.FT.
FIRM
CATEGORY KEY* Architect Specifying Interiors A Contract Furnisher
/Office furniture Dealer F /Office furniture Dealer F
Facility Planner (in-house) P Government Agency G
Hotel/Motel/Restaurant M Health Care H
Educational E
Space Design International Inc. Cincinnati, OH 45202
Staffelbach \& Assoc. Kansas City, MO 64106 (816) 472-0022
Stone, Marraccini \& Patterson 7777 Bonhomme Ave.
St. Louis, MO 63105 (314) $721-4050$ Sverdrup Corporation 824 Lackland Hill Pkwy
St. Louis, MO 63146 Trott \& Bean Architects, Inc. 77 E. Nationwide Blvd.
VDA Associates Incorporated 435 Michigan Ave., Ste. 1515 (312) 644-3464
van Dijk, Johnson \& Partners The Hoyt Block, Ste. 400 Cleveland, OH 44113-1298 The WBDC Group
50 Monroe PI.,
Grand Rapids, MI 49503 Grand Rapids,
616) 235-6000 Wheeler-Hildebrandt Minneapolis, MN 55402
(612) 339-1102

(continued)
CATEGORY II
CURRENT PROJECTS
NUMBER OF SQ. FT. Shawnee Fed. Savings, 17,000
Shawnee Adult Detention,
AT\&SF Railway, Chicago, 72,000 AT\&SF Railway, Topeka, 100,000 Spencer Fane Britt, 45,000
Padgett-Thompson, 35,000 8
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St. Joseph Center, 100,000 St. James Center, 90,000
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Luther Hospital, 150,000
Park Bank East, 10,000 ark Bank East, 10,000


 Miller Compressing, 21,000 $2 \sum \frac{000^{\prime} 001 \$ \text { 」apu }}{2 \rightarrow} \frac{666^{\prime} 66 \$-000^{\prime} 001 \$}{}$ 666'666\$-000'00s $\$$
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CATEGORY KEY* Contract Designer C
Architect Specifying Interiors A
Contract Furnisher Office furniture Dealer $F$ Facility Planner (in-house) P
Government Agency $G$
 Contract Design Group Inc.
724 S. Kansas Ave.
Topeka, KS 66603
(913) $234-4011$

 (913) 642-6266

## Leo A. Daly 8600 Indian Hills Dr.

 Omaha, NE 68114 Design Associates, Inc. 1080 Nimitzview Dr. Cincinnati, OH 45230(513) 232-6655 Design Group, Inc. Architects 1080 Kingsmill Pkwy.
Columbus, OH 43229 Design Tech. Inc.
3034 S. Calhoun
Ft. Wayne, IN 46807
(219) $744-0616$ 'วu! 'us!sag u! suonjan! St. Louis, MO 63017 "ESP" Expert Space Planners "ESP" Expert Space Planners
3112 W. Highland Blvd. Milwaukee, WI 53208
(414) $342-8330$

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CURRENT PROJECTS
NUMBER OF SQ．FT．
Central Dupage Hosp．，100，000
Alcohol Treatment Cntr．，30，000
Bloomington Hotel Renov．
200，000
Luray Hotel，400，000
Kissimmee Hotel Addtn．，65，000
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Health Plus， 40,000 88
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Sage－Allen Hartford，200，000
 Techn．Cntr．Reorg．，192，000
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N．Vir．Systems Addition，40，000
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## PRINCIPALS \＆

DESIGNER／
SPECIFIERS

Pres．：Brett David Karson；Chrmn．：

Westreich，Shelly Goodman．
VP：Robert H．Mellott；Dir．Des．：
Frank Klepitsch；Int．Arch．：Marc
Supinger，Julie Keverian，Ken Peterson．
Pres．：Hugh S．Katz；Chairman：Lea
Sparks；Accts．Exec．：Joseph Burzinki，
Des．：Sandy Christensen：Arch．：Tom
O＇Connell；Werner Brisske．
VP：Kevin J．Godin；Dir．Des．\＆Arch
VP：Kevin J．Godin；Dir．Des．\＆Arch
Svcs．：Ed Waitkus．
VP：Ward Haylett，AIA，Richard A．
Randall L．Barta，ASID；Sr．Des．：
Pres．Michael I Lopez；Proj Dir． Donald G．Metz；Des．：Christine L． Brenna，Ted Cannzoneri．
Dir．Fac．：Jim Kolloran，David Ver
Valin；Fac．Plnr．：Patty Heckman， Kathy Peppler．
500，000－999，999 SQ．FT．

## FIRM

JMA Ltd．
920 N．Franklin St．
Chicago，IL 60610
Karson \＆Associates，Inc．
Northbrook，IL 60062
Lester B．Knight \＆Associates，Inc．
549 W．Randolph
（312）346－2100
IVK Associates Inc． St．Louis，MO 63108
Legat Architects
Legat Architects
24 N ．Chapel，Waukegan，IL 60085 （312）662－3535

（313）767－5790
Linscott，Haylett，Wimmer \＆Wheat
917 W． 43 rd St．
Kansas City MO 64111
Kansas City，MO 64111
（816）531－8555
Michael Lopez Designs，Inc．
Michael Lopez Designs，Inc．
Apparel Center，Ste． 1058 Chicago，IL 60654
（312） $527-0287$
Magnavox Gov．\＆Indust．Electronics p
Ft．Wayne，IN 46808

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Baystate Eye Care, 10,000 000 '6 'sisisojoinan 'ijuz yueis $000^{\prime 0} 0$ 'saว! 000 't '8p|g 'HO PW zaunew
 Provident Bank, 30,000 $000^{\circ} 05^{2}$ uaqui 'Ileg nojsaid

Porter Wright Morris, 28,000
Mid-America Bank, 15,000 000 St ric
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 Warren Village, 30,000 Acriform, 15,000
Petosky Geriatric, 40,000
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 Biggs Athletic Fac., 160,000

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(continued)
CATEGORY II
ANNUAL ${ }^{\text {AN }}$ CURRENT PROJECTS
NUMBER OF SQ. FT.
 Fairview-St. Mary's, 3,500
Plymouth United Church, 25,000
Cntry. Cos. Ins. HQ, 250,000 Alexander \& Alexander, 115,000 $000^{\prime} 96^{\prime}$ 'yueg ueot amo 'pat
000 '001 'eus! Forum Rest., 17,600
Cafe Billy, 6,500 Cate Billy, 6,500
Millard Filmore, 11,200 Simpson College, 5,400 Ravely/MCNight/Nave, 1,000
Hawkeye Bancorporation, 3,750 CATEGORY III
Northville Fire Sta., 5,000
Tamaroff Acura Auto., 14,800
Sunshine Acura Auto., 26,000
Sunshine Hyundai Auto., 32,000

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ohn Marshall Law School，12，000
Chi．Bar Assn．， 42,000
L Inst．Cont．Legal Ed．，28，000
Mediatech Chicago，12，000
Public Library， 70,000
Women＇s Prison， 32,000
Mary Free Bed，48，000
Mercy Hosp．
W．Shore Cardiology，15，000
Butterworth Hosp．
Epic Center，290，000
Prairie View Hlth．Cntr．，35，000
NRC， 75,000
Gott Corp．， 25,000
Epic Center， 290,000
Prairie View Hlth．Cntr．， 35,000
NRC， 75,000
Gott Corp．， 25,000
Appletree Inn Motel，37，000
Hotel Complex， 42,000
1st Baptist Church，15，000
Ir．High School Addition，12，500
Alpha BIdg．， 30,000
Ball Foundation， 50,
Ball Foundation，50，000
Detroit Hist．Dept．，20，000
Central Travel Branches， 10,000
House of Cruises，4，500
Anora Bridal Salon，4，000

 W．Allis Savings \＆Loan．
Amax Coal Co．．，20，000
Northside Cardiology，15，000 Alexander \＆Alexander，14，000 Dow Cons．Products， 68,000
Lacy Div．Inds．，6，000 Lacy Div．Inds．，6，000
IN State Teach．Assn．，143，100 Westhall Jewelry Stores，1，600 Westhall Jewelry Stores，1，600
Petrie Stores，10，000
Forest City Dev．，2，000 Forest City Dev．，2，000
Oak Park Hosp．， 75,000
St．James Med．Cotr．，48，000 Hartgrove Hosp．，26，000
Chicago Univ．Med．Cntr．，18，000
－Economy Fire \＆Cas．Ins．，62，000 Pleasant Valley High，120，000
NIU Med．Tech．Lab．，4，000
Prairie Ir．High，20，000
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|  |  | Ptnr．／Des：：Richard Craig；Des：Claire Timmons，Holly Vanderveen，Mark Ruedy． | 2 0 0 0 0 0 |  |  |  |  |  |  |  | Pres.: Ivan S. Tshilds. |  |
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Reg．Organ Bank of IL，10，000
Museum of Broadcasting，14，000
Chi．1st Security Bank，1，800
Landaver，5，000
Sundstrand ATC
 Woodward Governor
Ideal Industries
Myers Families，23，000
Litchfield Bank \＆Trust，7，000
IL．Coll．Jacksonville 3,000
Springfield Off．Ptnrs．，40，000 Highland Superstores，14，300 Highand Wyandotte， 370
Diversey Wy Bldg 19.000
BASF Bla BASF Bldg．， $1,0,00$
Nixon Chapel， 1,400
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SW MI Coll．， 77,000 ， Upper Arlington Library，65，000 Quartet Mfg．Co．， 30,000 8
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0 Standard Club，3，000 Ottawa Hosp．，50，000
Mercy Hosp． 40,000 Mercy Hosp．，40，000
Central Christian Church， Passavant Hosp．，35，000
Aurora Ventures Center， 9,000
BPRS Chestnut Venture， 62,000 BPRS Chestnut Venture， 92,000 Sears Con．Fin．Corp， 80,000
Equity Group，20，000 Spitzer Motors，5，700
American Red Cross，1，800
Motorola Corp．，2，500 Whirlpool，33，270
Youth Home Expansion，10，806 Federal Center， VA Admin．Off．Bldg．，19，000 VA Admin．Off．Bldg．，19，000
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Mercy Hosp．，40，000
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Passavant Hosp．，35，000

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Lucien LaGrange \＆Associates Chicago，IL 60605 312）663－7225 Larson and Darby，Inc． Lauchner \＆Lauchner，Inc．Int．Arch． Lauchner \＆Lauchner，Inc．Int．Arch．
Myers Bldg．，Ste． 711 $\underset{(217)_{753-8131}^{\text {Sp }}}{\substack{\text { Pringfield，} \\ \text { IL } \\ \hline}}$ Laupmanis Associates PC Wyandotte，MI 48192 ibrary Design Assoc．Inc． Plymouth，MI 48170 Linde Jensen Marcheske Architects
933 Erie Ave． Sheboygan，WI 53081
（414）458－4800 The Loewenberg／Fitch Partnership Chicago，IL 60611
（312）440－9600
MRG Architectural Interiors 611 E．State St．
lackonville，II
62650 MRSA Architects 407 S．Dearborn St （312）663－0253

Michigan Office Equipment 5123 Portage Rd． Kalamazoo，MI 49002
（616）388－2100 Neumann Monson P．C． 226 S．Clinton St．
Novak Design Group 411 First Ave．S．E．，Ste． 201 Cedar Rapids，IA 52401
（319）362－2666


Waterfield Mortg. Bldg., 103,000
Navistar/IH Rel. Control, 15,000 Lincoln Bank, 17,000 Holiday Inn Mt. Pleasant, 90,000
Hotel Majestic St. Louis, 75,000 M \& B Bar \& Grille, 45,000
Ralph Williams Ent., 24,000 000'05t 'xajduoj SII!W Uos!!M Southeast Region, 82,000
OH Central Region, 80,000 Natl. Car Rental, 240,000 Metro Agencies, 94,000
Schwan Sales Ent., 15,000 Schwan Sales Ent., 15,000 Butterfield Exchange, 700,000 Continental Telephone, 5,000 Home Savings, 15,000
Littleton Funeral, 15,000 Abbott Labs./Intl. Div., 60,000
Abbott Labs./Diagnostic, 5,000 Abbott Labs./Diagnostic, 5,000
Glen Flora Country Club, 10,000 Comm. State Bank, 16,000
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 Cinnamon Corner, 3,300





Cuyahoga Comm．Coll，36，200
Snavely Co．，206，000 Snavely Co．，206，000
SW Health Care，47，000 Attorney＇s Offices， 13,000
NW Atrium／Store， 1,000 Chicago Restaurant，3，000

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Anderson Banking Co．，8，000 Peoples Bank \＆Trust，31，000 Peoples Bank \＆Trust， 16,00
Control－o－－－fax Corp．，16，000 Wash．Fed．S \＆L，5， 100 WLCFS，20，000

ARRUPE， 16,000
St．John Church， 4,000 St．John Offerman \＆Co．15，637
Edina Realty，24，000 Edina Realty， 24,000
Blueline Software， 8,000 Miller \＆Blume，4，200
Bartle Hall，100，000 Cobbler Shop， 600
city of Westland， 2,000 Annacraz， 600

Century 21 Today，3，300
Dr．Bernard Sanders，1，200 Frank \＆Connie Latimer，4，200
 Western sizzlin Rest．，5，500
Ferrell－Duncan Clinic， 7,200 H．Young Chinese Rest．，3，000
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|  |  |  |  |  |  |  | Pres．：Theodore Seligson；Assoc．： Larry Horning，Susan Rice． | Owner/Arch.: Robert Seymour. | こ <br> $\sum_{2}^{\circ 0}$ <br> 華 <br> 言 <br> 0 <br> $\frac{\pi}{5}$ <br> ＂ֻ |  |  |  | $\begin{aligned} & \ddot{\ddot{0}} \\ & 0 \\ & 0 \\ & \dot{\underline{5}} \\ & \frac{i \pi}{0} \\ & \frac{0}{0} \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ |  |  |
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Larsen, Circle No. 313.

This specifier's guide to contract wallcovering has approximately 140 listings and encompasses product offerings from carpet to scrubbables. Edited by category and application in the marketplace, firms with quick ship programs are listed, as well as normal delivery times for all companies. Other useful information such as roll widths, weights, backing, and product types is also included. We hope you find it to be a valuable specification source.-The Editors.

# WALLCOVERING DIRECTORY PINPOINTS LINES \& SOURCES 

## Approximately 140 sources represented in CONTRACT's latest specification guide




Winfield Design Assoc，Circle No． 310.


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| － | $\bullet$ | $\bullet$ | $\bullet$ | $\bullet$ |  |  | $\bullet$ |  | $\bullet$ |  | $\bullet$ |  | Vinyl |
|  |  |  |  |  |  |  |  | $\bullet$ |  |  |  |  | Wood |
|  |  | $\bullet$ | $\bullet$ | $\bullet$ |  |  |  |  |  |  |  |  | Scrub |
| $\bullet$ |  | － | $\bullet$ | $\bullet$ |  |  |  | $\bullet$ |  | $\bullet$ |  |  | Precut |
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WALLCOVERING GUIDE


HGH Design Group, Circle No. 315.
Armstrong, Circle No. 349.


OJVM, Circle No. 311.


Imperial Wallcoverings, Circle No. 318.


Adam James/J.M. Lynne, Circle No. 338.

## Firm

Dyrotech Industries, Inc. P.O. Box 2429

Joliet, IL 60434
(815) 727-5000
(800) 435-0080

Contact: Bill E.
Niswonger
Eagle Plywood \& Door
$\qquad$
450 Oak Tree Ave.
S. Plainfield, NJ 07080 (201) 668-1460

Contact: Tom Scott
Entol Inds.
8180 NW 36th Ave
Miami, FL 33147
(305) 696-0900

Environmental Graphics 15295 Minnetonka Blvd. Minnetonka, MN 55345 (612) 938-1300

Essex Wallcoverings 401 Hackensack Ave. Hackensack, NJ 07601 (201) 489-0100

## Eurotex, Inc.

165 W. Ontario St.
Philadelphia, PA 19140
(215) 739-8844

Flexi-Wall Systems
P.O. Box 88

Liberty, SC 29657
(803) 855-0500

Flexible Materials, Inc. 11201 Election Dr. Louisville, KY 40299 (502) 267-7717

Forbo N.A. 218 W. Orange St. Lancaster, PA 17603 (717) 393-3657

Frankel Assoc., Inc 1122 Broadway
New York, NY 10010
(212) 679-8388

General Drapery Svcs. 635 W 23rd St.
New York, NY 10011
(212) 924-7200

General Felt Inds., Inc.
-
Park 80 Plaza W. One
Saddle Brook, NJ 07662
(201) 843-0900



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Sunworthy, Circle No. 325.


Brunschwig \& Fils, Circle No. 335.

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WALLCOVERING GUIDE


Architex，Circle No． 353.


StretchWall，Circle No． 336.

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Ben Rose，Circle No． 327.


Vicrtex，Circle No． 326.


Boris Kroll，Circle No． 343.

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WALLCOVERING GUIDE



Lee Jofa/Groundworks, Circle No. 328.


DesignTex, Circle No. 334.


WALLCOVERING GUIDE



Unika Vaev, Circle No. 329.


Essex 54, Circle No. 345.


Maharam, Circle No. 342.


## The Purity of Italian Tile




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....and exercise all your options. There are more than 20,000 beautiful designs, textures, variations and sizes to match, mix or harmonize with any color scheme.
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Circle 63 on reader service card

## Wioyd / FFanders



## "HEIRLOOM" Series from the LLOYD LOOM

- All-weather wicker
- Indoor / outdoor use
- Versatile style
- Plush comfort
- Available in 12 decorator colors
- Extensive product line
- Maintenance free
- Aluminum frame
- No peeling, cracking or burrs
- Weather-resistant cushions available
- 5 year limited warranty
- Controlled distribution
- Made in the U.S.A.


## More hospitality furnishings (Coninued fromp $p$. 127

## LAMINATE TOPS ON FURNITURE

 ENSURE EXTRA DURABILITY Ridgely Square guest room furniture from EBCO Contract Furniture includes a CATV armoire and a room refrigerator program. Pieces are constructed of all wood with laminate tops. Double trim brass hardware highlights major pieces. Circle No. 208.

## BAR STOOLS

WON'T SCUFF
Bar stools come with stationary or swivel seats. Covers are available in leather, vinyls, and fabrics. Stretchers are brass clad to prevent scuffing, according to Hickory Leather Co. Circle No. 351.


Hickory Leather Co.

## MOVEABLE SYSTEM <br> CAN FENCE IN GARDENS

From Rovergarden/USA, mainte-nance-free fencing system for gardens can be used indoors or outdoors. Moveable system has a hinge that allows use on hills up to a 45-degree angle. Circle No. 212.


Rovergarden/USA


ARMOIRE IS CONSTRUCTED OF WOOD SOLIDS AND VENEERS
Television armoire is part of a 14 piece custom-designed collection of guest room furniture from Arbor Products. Constructed of wood solids and veneers, the piece has a full length closet space on each side of the center section, with beveled mirrors. Circle No. 209.


Marden

## LIGHTLY SCALED SEATING

 HAS LOOSE CUSHIONSMarden's Zephyr series consists of a lounge chair, two-seater, and sofa. Wood-trimmed arms are either oak or walnut. Loose seat cushions with tight backs combine with curved arms in the lightly scaled seating. Circle No. 218.

## CHAIR'S ARMS FIT

## UNDER A TABLETOP

Dining and conference chair's slanted arms fit under a tabletop. Model 228/11 with a solid wood headpiece is made of oak; model 228/14, with an upholstered back, is available from Lubke International Design in oak and beech. Circle No. 227.

CONVERTIBLE WALL BED

## ENABLES DUAL USE OF ROOM

Sleeping comfort is offered by SICO Inc.'s wallbed in twin, double, queen, or king size. Wallbed features a full innerspring mattress plus a vinyl-wrapped boxspring.
Circle No. 210.


SICO
CASUAL COMFORT COMBINES WITH EASY MAINTENANCE
Available from Telescope Casual Furniture in strap or sling, the Antigua collection now offers an optional cushion and higher back. Included in the collection are a high-back arm chair, four-position chaise, and a platform rocker.
Circle No. 221.


Telescope

## CHAIR COLORS BLEND

WITH CURRENT TRENDS
Plaza chairs and settees are crafted from American hardwoods. Finish selections include oak, walnut, mahogany, or 10 colored paints. Jasper Seating can also custom mix any color. Circle No. 220.



ARMOIRE IS AVAILABLE

## IN ANY DECORATIVE LAMINATE

Space-saving Diplomat armoire from General Mica Corp. utilizes corner placement. There are four storage drawers, a mirror-backed display shelf, and an open section for TV insertion. With a plinth base, the armoire is available in any decorative laminate. Circle No. 211.


Tradewinds

## COLLECTION CARRIES

## 5-YEAR WARRANTY

The Gulfwinds collection is manufactured from custom $1 / 1 / 1$-in. drawn aluminum and 2 in . wide vinyl. Vinyl straps are secured to the frames with stainless screws for easy replacement. Frames are coated with a baked-on polyurethane finish, in any of 12 colors. The collection from Tradewinds Outdoor Furniture Corp. has a fiveyear warranty against breakage. Circle No. 224.

## EXTENSIVE CONTEMPORARY

 LINE OF TABLES OFFEREDContemporary table line from Bevis Custom Furniture includes cubes, plinth cubes, cylinders, plinth cylinders, parsons tables, and pedestals. Shown is a plinth cylinder with medium oak laminate and a black plinth base. Circle No. 213.

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Photo by Stuart M. Gross

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Hospitality furnishings Conitined foom p. 127


ARMCHAIR FEATURES
DECORATIVE CHANNELS
High styling accents this transitional armchair from Shelby Williams Inds. The chair features a foam-padded spring seat and padded back with decorative vertical channels. Circle No. 222.


DESIGNED IN 1910, CHAIRS ARE BEING REINTRODUCED
Designed in 1910 by Joseph Kohn, chairs feature upholstered sides or decorative slats. Both have steam bent wood frames, foam-padded seats and backs. They are available from Thonet. Circle No. 219.


Adden Furniture
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LOWER BACK SUPPORT
Adden Furniture's Stafford sofa series has firm cushioning and contoured shaping for lower back support. Modular construction allows for repair or replacement of individual components. Circle No. 225.

MESSAGE BOARDS CAN CREATE LUMINOUS LETTERS Written messages radiate light when they're displayed on Marsh Chalkboard Co.'s illuminated message board. Fluorescent light transmitted through the acrylic writing surface makes the colored crayon markings glow. Writing may be done in any of five crayon colors included with the Marsh-Lite board. Circle No. 214.


Marsh Chalkboard

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## PRODUCTS \& SERVICES

Hospitality furnishings (continued foomp, 127)


Koch + Lowy

COLOR SPHERE ASSORTMENT MATCHES ANY AMBIENCE
China Seas' square-ft. aluminum fixture extends 3 in . from the wall. Color composition may be created using an assortment of deep colored spheres to match any mood or ambience. From Koch + Lowy. Circle No. 217.

CHEST REPRODUCTION HAS GRAND PROPORTIONS
Charleston chest has been reproduced by Baker from an eighteenth century original. Swirl mahogany, oval brass pulls, and fine inlay lines are among the key details in this Charleston-made reproduction. Chest features grand proportions and an unusual drawer configuration (six small side drawers, three center drawers, and one full-width top drawer). Circle No. 232.


Baker



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CATALOGS \& BROCHURES


Mill Business Furniture
Contemporary design and solid wood construction are showcased in a brochure on 3300 Boulevard series chairs. Four wood finishes are shown for the mid-grade office seating line from Mill Business Furniture Inc. Circle No. 293.


Schumacher

Floorcoverings available by the square yard or in room sizes are illustrated in a color brochure from Schumacher. According to literature, the firm can customize a floorcovering's size, color, and design. Circle No. 303.

Revised catalog from Marsh Chalkboard Co. pictures chalkboards, bulletin boards, conference cabinets, and other visual communication products. Twenty-four-page catalog contains descriptions, specifications, and ordering information. Introduced are Protect-OBoard protected message boards and Marsh-Lite illuminated message boards. Circle No. 354.

Featured in a 12 -page brochure from Nienkamper are Ambassador Executive collection desks, tables, and credenzas. Circle No. 355.

Color inspiration was provided for the 1988 Du Pont Home Fashions Color Forecast by the Henry Francis du Pont Winterthur Museum in Winterthur, Del. The forecast was prepared by Vera Hahn, president, Team Design Associates.
Circle No. 306.


Du Pont
Colorscapes lightweight vinyl wallcoverings from Vicrtex are arranged by color palette in a sample book to facilitate the selection process. Circle No. 304.


Vicrtex
Brochure covers chandeliers made with Strass crystal stones crafted by D. Swarovski \& Co. in Austria. Traditional or contemporary designs are available from Architectural Crystal Ltd. Circle No. 298.
Literature for facilities designers describes Computer Aided Design (CAD) Templates, a creative software tool. From Steelcase, software uses Intergraph Corp. computer hardware and applications software. Circle No. 299.


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[^11]
[^0]:    Classified Advertising Manager, Nancy Leffler Berman
    Circulation Manager, Barbara lavaroni

[^1]:    "Thank you CONTRACT magazine. It's been fun. I was gratified by all the calls and notes I received, and delighted by the kind words voiced to me at chance meetings with many readers of the magazine. I thank you all for those extra dividends."

[^2]:    DIVISIONS OF KIMBALLL INTERNATIONAL., JASPER, IN 812-482-1600

[^3]:    The Wyndham Garden Hotel's Club Lounge (opp. page) uses glass walls and a vaulted ceiling to both define the small space and keep it open at the same time.

[^4]:    Meeting facilities of the Sheraton Tysons Corner, Tysons Corner, Va., include conference area (top) and 500-seat dining facility (opp. page), which are evocative of local history.

[^5]:    A view of the Transamerica tower is seen from the dining area of the Union Square suite (above). The dining table and buffet are from William Switzer; the chairs are Jack Lenor Larsen.

[^6]:    Index, The Design Group of Laventhol \& Horwath, Houston, chose an Italian marble called Brecha Tavira in combination with Structural Stoneware's Viva Durafloor II and a second marble, Perlino Rosato, for the Marriott Huntsville lobby in Alabama (opp. page). An artistic application of ceramic tile was achieved by Lynn Wilson Associates/ Creative Environs, Miami, in the lobby of the Sonesta Beach Hotel, which is located in Key Biscayne, Fla. (above).

[^7]:    Gina Ward Associates, St. Louis, chose Fiandre tile to define spaces at the Sheraton Maitland Hotel, near Orlando, Fla. Cavernous public spaces are transformed into smaller spaces by using tile as the principal design element of this hotel installation.

[^8]:    Eden Design Assoc., Inc.
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[^9]:    Compuware, 120,000
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[^10]:    

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