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JANUARY 1974

Annual Directory Issue. The Contract Showroom—Vital Distribution Link for the Designer. pp. 75-114. Design, use, shortcomings, and projected improvements in the showroom are highlighted. Showroom: Liaison Between Manufacturer, Designer. pp. 77-79.

Furniture Showroom Designs Can Inform, Communicate Ideas, or Be an Ego Trip. pp. 80-87.

Carpet Showroom Based on Psychological Sell. pp. 88-91. An interview with Lee Kolker, VP/Styling for C.H. Masland & Sons. To See or Not to be Seen? Lighting Showrooms must be Setting for Both. pp. 92-94.

No Two Designers Agree on Fabric and Wallcovering Showroom Design. pp. 95-97.

Accessory Showroom Must Relate Products to Space in Which They Are to be Used. By Josef Head, VP/Merchandising, Cosco, Inc., pp. 98-99.

Marts Expand as Firms Find Proximity to Competitors a Strong Designer Drawing Card. pp. 100-114. Seven market centers around the country are highlighted, including a complete listing of showrooms, alphabetized by firm name.

Classified Directory Listings:

Contract Manufacturers, Alphabetical, pp. 117-128.

Associations & Societies, p. 129.

Marts & Permanent Trade Exhibits, p. 129.

Product Listings, pp. 132-262.

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FEBRUARY 1974

Unintelligibility, Not Audibility, Determines Acoustical Privacy in Open Plan. by Robert A. Hansen, Robert A. Hansen Assocs., Inc., Consultants in Acoustics, pp. 43-47. An outline of basic criteria for establishment of acoustical control in open plan.

Sound-Controlled Furnishings Reduce Noise, Offer Wide Variety of Design Options. pp. 48-51. What's new on the market in sound-controlled furnishings.

Unskilled Labor Can Create Structures that are Economical, Reusable, Flexible. pp. 52-55. A synopsis of construction component systems available to designers for creation of variety of structures, especially in store design.

Space Design by Committee Works at Stout University. pp. 56-57. Home Economics Building of Stout University, Menomonee, Wis., uses faculty committee. Carl Shubert & Assocs., and William Schroeder, Architect, to design teaching, learning space.

AASA Convention Anticipates Increased Attendance. Exhibitors, pp. 58-62. products, events, exhibitor list.

Carpet Exec Meets Charge with Countercharge. p. 63. Edward T. Cassinelli, Contract Marketing Mgr., Gulistan Carpet Div., J.P. Stevens & Co., Inc. writes a candid letter about specifier's responsibility in broken delivery dates.

Synthetic Turf is New Ball Game, Coached by Consultant. pp. 64-65. Norman R. Legue of Synthetic Surfaces, Inc. outlines pitfalls waiting for the specifier of recreational surfaces.

Common Caster Plays Important Role in Open Plan/Landscape Design. pp. 66-67. A run-down on what's available to the specifier in casters and glides.

NOPA Show Attracts Many Middle- and Higher-Priced Lines. pp. 68-69. Preview of National Office Products Association's Spring Convention & Exhibit, with exhibitor list.

Contract Furnishings Council is Full-Service Dealer Spokesman. p. 71. A CFC profile, including statements by CFC officials. James W. Bidwill, CFC Executive Director, pp. 72-73; Galen Seal, Jr., CFC National Co-Chairman, p. 73; A. J. Kaufman, CFC National Co-Chairman, p. 73; and an explanation of the dealer function, pp. 74-75, list of chairmen, p. 76.

MARCH 1974

Task Lighting Sources in Furniture Save Energy in Growing Power Crunch. pp. 58-62. Current office projects use new power-saving lighting designs pioneered by Interspace Inc., Philadelphia; Giovanni Pasanella, New York, and Lighting Consultant Sylvan Schemitz, West Haven, Conn.

Precedent-Setting AIA-Approved Contract Details Designer's Pivotal Role in J-M Complex. pp. 63-65. Role of The Space Design Group defined in AIA architectural contract for Johns-Manville HQ complex.

Sloan Critical of User-Needs Criteria-Awareness Lacking in Many Design Professionals. by Sam A. Sloan, President, People Space Architecture Co., Spokane, Wash., pp. 66-70. Spells out three sequential designer consciousness levels which permit designers to correctly assess user-need requirements.

Back to the Office Design Drawing Boards and Work Some Intuition into the Science. by Malcolm J. Brookes, VP, Research Environment Planning, Inc., New York, pp. 71-73. Answers to some design problems should arise in the intuition and talent of the designer.

Office Must be Designed to Accommodate Total Range of Human Needs. by Dennis Green, Director of Interior Architecture & Design Programming, James Sudler & Assocs., Denver, pp. 74-76. "Social waterhole" concept views office as meeting place in which life roles are played out, not simply as place to process papers.

How One Designer Was Taken for \$11,000 and Steps She Took to Protect Herself. p. 77. Patricia Jampolsky, NSID, San Francisco Bay Area designer, tells how former employee, by stealing purchase orders, copied \$11,000, and how to prevent the same thing from happening to you.

Office Furniture Stresses Modularity. pp. 78-85. A wrap-up of products currently on the market.

Modular Add-Ons Dominate Milan Fair as Softness Offsets Plastics of Previous Year. pp. 86-87. Text and photo highlights of the Milan Furniture Fair.

Nubs and Slubs are Beautiful in Strong Berber Wool Trend. pp. 88-89. Carpet Scope focuses on Berber carpets.

New Type of Service Firm Limits Itself to Purchasing Services. pp. 90-91. Project Purchasing Services, wholly-owned subsidiary of Welton Becket Assocs., Architects, Los Angeles, specializes in purchasing and corollary services only.

Paneling: Textures, Acoustic Controls Broaden Designer Options. pp. 92-94. Product photos assess new paneling trends.

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APRIL 1974

Hospital Design Technique: Replication Without Repetition, pp. 50-56. Doctors Hospital of Augusta, Augusta, Ga., was designed by William Sklaroff Design Assocs., Philadelphia, to eliminate boredom in health-care facilities.

Therapeutic Furniture Concept Reshapes Hospital Environment, pp. 57-59. Thonet Industries' Environ-Mental Furniture Concept initiates long-overdue re-evaluation of hospital design criteria.

Good Restaurant Traffic Flow, Visual Focal Points Entice Diners and Prove Profitable for Owners, pp. 60-64. A review of restaurant design by Charles Morris Mount includes Fiorello's Roman Cafe & Trattoria, Pot Au Feu, and La Potagerie, all located in New York City.

Fabric Programs by Furniture Firms Offer One-Source Responsibility to Designers, pp. 65-68. A survey of furniture makers with upholstery programs, and how they can help the supplier, specifier, or client.

Bring Us Together in Design, Now! pp. 69-74. An assessment of the AID-NSID merger, including the following statements: "Professional Definition is Newest AID Program," by Norman De Haan, President, AIA, pp. 71-72; "This is a Time for Joining Together," by Warren Arnett, NSID Board Chairman, pp. 72-73; "Profession needs One Set of Standards," by Richard W. Jones, NSID President, pp. 73-74; "Broad Interests of Associations are Identical," by H. Albert Phibbs, AID Board Chairman, p. 74.

Oriental and Area Rugs Gain Contract Prominence Via Personalized Space, pp. 75-77. A state-of-the-art wrap-up

on Oriental and area rugs: what they are and where they are being used.

Nothing But the Truth, by Richard Draper, Furniture Representative, Richard Draper Assocs., pp. 78-79. A one-act tragic-comedy about designers, manufacturers, clients, victims.

Design, Security, and Energy Problems Focus of Restaurant Convention, pp. 80-82. Preview of 55th National Restaurant, Hotel-Motel Show, with list of exhibitors.

MAY 1974

Preview of NEOCON Six, pp. 71-92. Show news and official statements by Thomas V. King, General Mgr., Merchandise Mart, and E.R. Applequist, President, CMA, pp. 72-74. Program and seminar highlights, pp. 72-74. New product introductions, pp. 75-92.

Showrooms Around Chicago Hold Open House, p. 93. Products of other Chicago showrooms.

International Flavor Pervades Exhibitors Building, pp. 94-97. A run-down of products, showrooms at Exhibitors Building.

Supply Organizations Simplify Logistics of Overseas Projects, pp. 98-101. A profile of Western Contract International, "supply arm to designers on a world-wide basis."

The Making of a Chair From Start to Finish, pp. 102-103. Step-by-step photo review of the making of Helikon's Grand Prix chair, designed by Bob Becker.

"Put it in Writing!" Attorney Advises Designers, by Howard R. Slonim of Silk, Slonim & Young, P.C., Counselors at Law, pp. 104-105. Designers should approach every project with "contract" in hand.

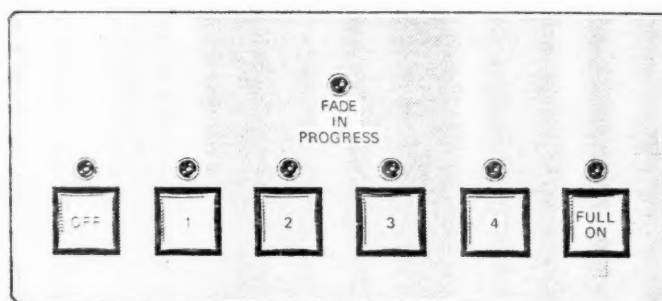
Don't Specify the Carpet Without a Maintenance Program, by Alan H. Lightkep, President of Carpet Technical Service Institute, Malvern, Pa., pp. 106-107. Precise scheduling and new techniques head off soil and dirt problems before they occur.

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Should Design Cater to Individual Over Corporation? by Dianne M. Hecht, Coordinator, Interior Design & Environmental Planning, Willimam Sklaroff Assoc., p. 108. Designer sounds off on professional ills, calling for more unity among all disciplines, new look at goals and objectives.

JUNE 1974

Carpet Ignorance by Specifier Inexcusable, by George Levine, Publisher, "Cross Index of Commercial Carpet," pp. 68-70. New manufacturing products and techniques require specifier to know fibers, construction, dye systems, etc.

Complete Guides to Woven and Olefin Contract Carpets, pp. 71-76. Excerpt from 1974 Spring Edition of Cross Index of Commercial Carpet in chart form for easy reference. definitions included.

Flooring Design Establishes Space Perimeters, pp. 77-85. A photo survey of new developments and products.

Library Design Criteria Based on Flexibility and Territorial Respect, pp. 86-87. Southdale-Hennipen Library designed by Paula Vesely of Dayton's Contract, Minneapolis.

Good Designs At Economy Prices From Canada Find Receptive U.S. Market, pp. 88-89. Canada's newest furnishings designs.

California Markets Welcome Contract Specifiers, Gird For Supremacy as Buildings are Completed, pp. 90-93. Update on Los Angeles HFM, Pacific Design Center, Western Merchandise Mart, The Showplace! The Icehouse.

Seminars, Products, People Star in Dallas' First Contract Show, pp. 94-99. Products, seminars, people, and exhibitor list in preview of Dallas contract show.

Merger Hopes High for AID/NSID Joint Denver Meeting, pp. 100-103. Survey of convention and meeting includes seminars, products, and exhibitors list.

Shows Focus on Specialized Segments of Design Population, p. 104. Previews of American Library Association conference and Construction Specifications Institute meeting.

JULY 1974

Open Plan/Office Landscape Product Director, pp. 65-81. Includes charts and product photos in the following categories: Workstation Systems, pp. 66-70. Free-Standing Space Dividers & Screens, pp. 71-77. Planters, p. 78. Acoustical Components, p. 79. Plants, Power/Telephone Service Poles, Raised Floors, p. 80. List of Participating Firms, alphabetical, p. 81.

Reduce Cost of Upkeep: Plan for Plants, pp. 82-83. Robert Herrick Carter, President of Robert Herrick Carter & Assocs., discusses the care and feeding of plants in contract interiors.

Planning for Man's Inner Space in Outer Space Parallel Search for Problem Solutions on Earth, by Walter Kleeman, Jr., pp. 84-89. Designing a space capsule is not unlike earth-bound contract design.

Signage, pp. 90-93. What's new in the signage market.

"Undercover" Mats Signal Unwelcome Guests, Insure Installation Security, pp. 94-95. Technology, function, and installation of pressure mats.

Florida Furniture Show Selling Out, pp. 96-98. Wrap-up of products, exhibitors.

AUGUST 1974

Modular Seating Systems Offer Maximum Capacity in Minimum Space Areas, pp. 50-57. What's available in modular seating, why it works, what its purpose is.

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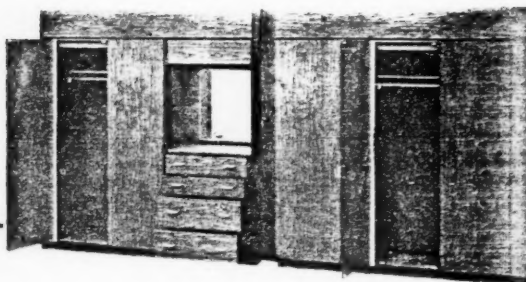
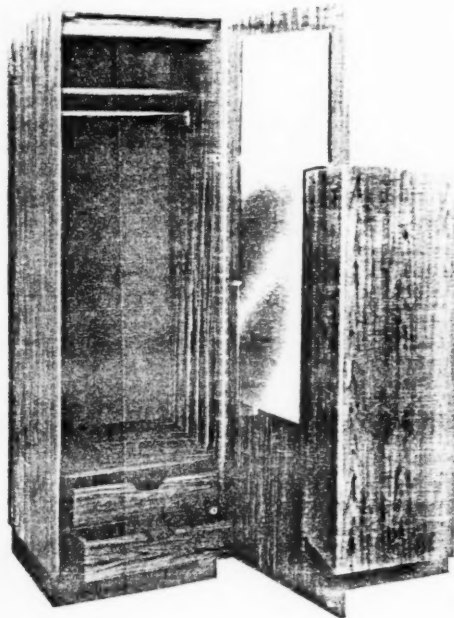
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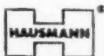
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Restoration of Run-Down Landmark House Results in Magnificent Cado Center, pp. 58-61. Cado's Copenhagen HQ center with inner space by Architect Jorgen Raaschou-Nielsen.

Cado's Contract Expansion is Rapid in U.S. Market, pp. 62-63. Royal System/Cado profile, from theory to products.

Scandinavian Fair Scores High on Quality But Low on Influential Furniture Trends, pp. 64-67. Critique and product review of Scandinavian Furniture Fair.

Lighting Takes Shape, Shines in Accordance with Installation Needs, pp. 68-71. What's new in the lighting marketplace.

Crystal Chandeliers Require Adequate Design Lead Time, p. 72. Profile of 100-year-old Camer Glass, specializing in design of unusual chandeliers.

Fire-Resistant Foam, Improved Controls Pace Chair Component Development, pp. 73-75. A survey of chair components and controls.

Furniture Supply Fair—USA Aims at Speeding Deliveries, pp. 76-77. Exhibitor list and products at International Woodworking Machinery & Furniture Supply Fair.

The End of the World is Not Here Yet, Mr. Sloan, by Mike Tatum, VP/Morganelli-Heumann & Assoc., pp. 78-79. Tatum criticizes Sloan's article appearing in CONTRACT 3/74.

Pattern Potential Expands With Arrival of New Printing Methods, pp. 80-81. A wrap-up of new carpet dyeing techniques, their plusses and minusses.

SEPTEMBER 1974

Dealer-Designer Dialogue: The Love-Hate Syndrome, pp. 67-71. Four interior designers, four dealers, one manufacturers' representative explore what the dealer expects from the designer and vice versa in round-table discussion.

Annual NOPA Show Puts Emphasis on Industry Growth, pp. 72-75. Show preview includes seminar program, product highlights, and exhibitor list.

Showrooms in Seventh Designer's Saturday Promise Innovative Visitor Fare, pp. 76-85. Officials, showrooms, and product innovations in Designer's Saturday, New York City, includes map of participants.

New Slant on Imports, pp. 86-89. Review of what's coming to the U.S. from foreign manufacturers.

Marble: Great Look and Wearability, if the Specification is Right, pp. 90-96. Everything you need to know to specify marble.

Art in Interiors has Graduated From Amenity to Necessity, pp. 97-101. Brief run-down on use of art in interiors.

Marketplace is Educational Forum for Manufacturing Processes, pp. 102-105. Preview of New York City's fourth annual Come to the Marketplace includes exhibitor list, product review.

OCTOBER 1974

Stained Glass: Centuries-Old Craft Comes to Life in Contemporary Contract Interiors, pp. 71-75. History, new techniques, and uses of stained glass in the contract market.

Canadian Government Helps Fund New Furniture Design Projects, pp. 76-77. Industrial Design Assistance Program (IDAP) and how it works.

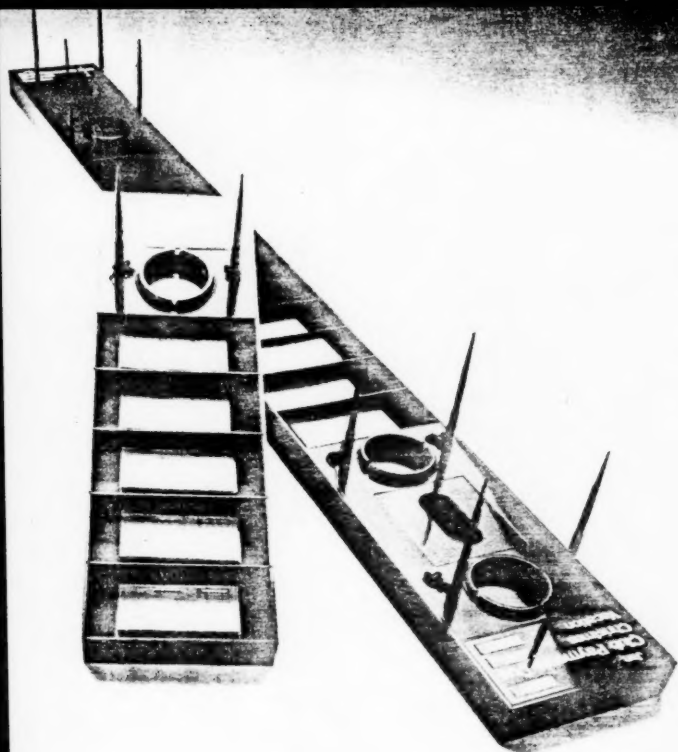
Canadian Design Show Concentrates on Contract Lines, Seminars of Substance, pp. 78-81. Preview of National Interior Design Show, from products to exhibitor list.

Fabric Marketplace Displays Return to Elegance, pp. 82-85. Product review of the fabric industry.

Coordinates: Patterns, Colors, Scale Link Design Motifs, pp. 86-87. What's available in matching fabrics and wallcoverings.

Wallcoverings Stress Ease in Application, Variety in Design, pp. 88-91. Product review.

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Contract Designers Can Tap Services of Fiber Company Carpet Consultants, pp. 92-93. How the carpet consultant can help the contract carpet specifier.

International Format, Extended Attendance Time Highlight 1975 Hotel-Motel Exposition, pp. 94-99. Events, products, and exhibitors list in New York Coliseum show.

Soft Florida Market Shifts Emphasis Overseas, pp. 100-103. Interviews with leaders of Florida's design industry define the area's market picture.

Bentwood Process Unchanged Since 1840, pp. 104-105. Picture story of Thonet's bentwood manufacture.

Leasing Options Can Save Design When Budget Problems Arise, pp. 106-107. Leasing through full-service dealers offers means of reinvesting client capital.

NOVEMBER 1974

Office Design First, Bank Volume Increases in Second Designer Survey, pp. 52-61. 47 firms are statistically profiled.

Bank Design is More Open, Colorful, and Private, pp. 62-65. A synopsis of current projects and design theory. Eight projects are highlighted.

Bank Furnishings Combine Values of Lasting Quality and High Design Flexibility, pp. 66-71. Product wrap-up bank furnishings.

Multiple Seating Systems Link Flexibility and Function for User Comfort, pp. 72-75. Multiple seating systems, their uses, and what's on the market.

Carpet Cushion: Out of Sight, Out of Mind, But Never Underestimate Its Importance, pp. 76-79. A study of carpet cushion, and how it benefits specification.

Marketing Know-How is Keystone of Walker/Grad Design, pp. 80-84. Business and esthetic profile of Walker/Grad, Inc., and how it is surviving the economy.

Institute of Business Designers 1974 Product Design Competition Award Winners, pp. 85-91. Announcement of winners includes photos, product descriptions, credits.

DECEMBER 1974

Executive Office Market Projected to \$11.5 Billion-Plus by 1982, pp. 41-57. Eight executive offices interspersed with a product review of furnishings for top personnel. Office of Jack McConaughy Jr., Chairman and President, Peabody Gallion Corp., by Bray Schaible Design Inc. p. 50. Office of James R. Kennedy, Vice Chairman, Celanese Corp., by Bernadine Rand Ltd., p. 51. Office of Leonard L. Levin, President, Curtis Steel Products Co. by H. Chambers Co., p. 54. Office of Julian Davis, Partner, Wilke/Davis/Mitchell Assocs., Inc. by Wilke/Davis/Mitchell, p. 55. Office of Marvin Miet, Executive VP, Shelter Resources Corp., by Leon Gordon Miller & Associates, p. 58. Office of Felix Larkin, Board Chairman, W.R. Grace & Co., by Duffy, Inc., p. 59. Office of Bryce Curry, President, Federal Home Loan Bank of New York, by Dietrich & Rosenbaum, Inc., p. 62. Office of Gerald Gidwitz, Board Chairman, Continental Materials Corp., by Richmond, Manhoff Marsh, Inc., p. 63.

ASD Office Design Breaks New Direction: Completely Closed Offices Have Open Look, pp. 58-63. Review of J.A. Jones Construction Co.'s headquarters in Charlotte, N.C., designed by William Pulgram of Associated Space Design.

Luxurious Accessories Top Off the Executive Desk, pp. 64-67. A cross-section of desk accessories in photo review.

Atlanta Design Outlook is Bullish Despite Architectural Slowdowns, pp. 68-71. Business and design prospectus for the Atlanta area.

New Carpet Static Control Techniques Proliferate, pp. 72-74. What's being done to eliminate static shock in contract carpeting.

"Dimensions in Contract" is Dallas Show Theme, pp. 75-80. Preview of Dallas/Contract 2 with important events, people, products, and exhibitor lists.