

JANUARY 1978

Late '70s Design Market Bullish Due to Demographics. pp. 84-87.
New developments and improved practices boost contract industry to robust health in '78.

Design Firm Audits Itself, Reveals Aggressive Sales Program. pp. 88-91. Kenneth Parker Associates candidly examines and fine-tunes its practices.

Unsatisfied Employee Could Respond Negatively to New Design.
By Winford E. Holland and Andrew D. Szilagyi. pp. 92-95.
Study cautions designers to soften some claims on employee attitudes.

Performance Standards Set by AIA, ASID for Interior Design. By William E. Pulgram. pp. 96-99. For the first time, official documents will govern professions and suppliers.

Systems Furniture Lines Expand, Specifiers Stress Humanistic Needs. pp. 100-103. Needs of office inhabitants is foremost in minds of manufacturers and design community.

Don't Ignore the Budget; Learn to Balance It. By Neville Lewis. pp. 104-105. Designers must master the art of the design budget for every project.

Facility Planners Say Open Plan Is Just One Tool. pp. 106-109.
End-users comment on design at CONTRACT roundtable discussion.

State of Fire Safety in Health Care Still Confuses Experts. pp. 110-114. Roundtable raises questions, proves useful in giving perspective.

Annual Directory Issue/Classified Directory Listings:

Index to Classified Product Listings, p. 131.
Contract Manufacturers: Alphabetical Listing. pp. 132-146.
Associations & Societies. p. 147
Marts & Permanent Trade Exhibits. p. 147.
Classified Product Listings. pp. 152-240.
Showrooms. pp. 241-255.

FEBRUARY 1978

Ten Percent of U.S. Population Needs Barrier-Free Design. pp. 58-63. Legislation mandates design community to stop disenfranchising people with limited mobility.

Interstitial Design Gives Hospital Change Flexibility. pp. 64-67.
Separate truss floors enable even big departments to shift without problems at Woodhull in Brooklyn, by Russo & Sonder, Kallmann & McKinnell.

Creative Diagnostic Facility for Children Reduces Trauma. pp. 68-73. Jersey City Health Center designed by J. Robert Hillier, Architects/Planners, gets rid of institutional stigma with prize-winning designs.

Toe-to-Toe Hospital Beds Enhance Privacy, Improve Efficiency. pp. 74-75. Design of Hillcrest Medical Center by Murray Jones Murray helps change charity image by filling empty beds with paying patients.

Furniture Bolted to Floors in Pediatric Clinic Expansion. pp. 76-77. Design by Eve Frankel Interiors uses super graphics to minimize 30-inch floor and ceiling differential between old and new building spaces.

Cheerful, Clean Hospital Lures Patient Out of Sick Role. By Richard V. Olsen, environmental psychologist. pp. 78-81. A survey of three patient groups at St. Vincent's Hospital in New York.

Options Give Custom Flexibility to Health-Care Products. pp. 82-85. From reception area to pharmaceutical section, health care furnishings stress ease of maintenance and flame-retardant materials.

Recycling of Schools Increases as Birthrate, Enrollments Drop. pp. 86-87. Zero-population trend in U.S. after post-war baby boom leads to conversion of emptying schools to more productive uses.

Open Classrooms Under Fire As Educators Meet at AASA Show. pp. 88-89. American Association of School Administrators' annual convention preview, at Atlanta Convention Center, Feb. 17-20.

"Learn Your Living" Theme Aimed at NOPA Show Dealers. pp. 90-91. Preview of National Office Products Association convention, Feb. 22-25, in Los Angeles, with workshop highlights, exhibitor list.

New Showrooms: GF, Hardwood House, Merchandise Mart, Chicago. p. 34.

Product Showcase: Thonet, Pyramid Chair by Charles Pollok Associates. p.26.

MARCH 1978

Quick Changes at Low Cost Achieved in Citicorp Open Plan. pp. 72-77. Citicorp Center houses open plan design by its own vice president, Paul Palmieri, AIA, that cuts alteration costs from \$14 to \$4 per square foot.

Interchangeable Planning Saturates Conventional Space. pp.78-82. Byron Rosenbaum, Dietrich & Rosenbaum Inc., discusses planning method to save short- and long-term corporate dollars.

Evolution of Space Plan: Office for One Accommodates Two. pp. 83-87. Ingenious space planning by architect Arnold Syrop for Continental Grain makes room for sister company in Columbus, Ohio.

Office Design of 1980s Will Require Electronic Data Processing. By Bernard Soep, Bernard Soep Associates Inc. pp. 88-91. New technologies impose burden on designers to become EDP experts.

Four Basic Needs for Change Can Lead Unwary to Mistakes. pp. 92-95. Excerpts from Planning the New Office, by Michael Saphier, FASID, explains evaluation of current space, determining and financing goals.

Open Plan Adds Variety of Options: Product Review. pp. 96-102. Lounge and reception seating goes soft, desk chairs are business-like about back support, adaptability, and strength.

Carpet Scope: Contract Brings More Guarantees. pp. 103-105. New carpet technologies take aim at commercial/institutional market that is expected to exceed 50 percent in early 1980s.

First Atlanta Show Targets Work Area Problems. pp. 106-107. Panelist William Pulgram, Associated Space Design, to discuss human behavior in work space at Southeast show, April 9-12.

Toronto Exhibits Restricted to High End Contract. pp. 108-109. first annual Contract Architectural Showcase, April 23-25, loses its doors to low end and residential products.

New Showrooms: Phoenix, New York. p. 54.

Prod. Showcase: Weiman/Warren Lloyd. p. 50.

(Continued on page 66)

APRIL 1978

- Possible Tax Reform Clouds Growing Hospitality Industry.** p. 70-72. Hotel/motel and restaurant growth expected in cities, resorts; losses feared from cut back in business expenditures.
- Hyatt's Club Concept Meets Growing Demand for Luxury.** pp. 73-77. Howard Hirsch, Beverly Hills, designs facilities that provide luxury services to expanding market for a price.
- International Bazaar Is New York's Newest Hospitality Theme.** pp. 78-83. Presenting a delightful mix of restaurants, shops, and public spaces, The Market at JPI Corp Center is a critical and commercial success.
- Renovation Turns Run-Down Pub Into Elegant Restaurant.** pp. 84-87. Architect Martin Santini becomes part-owner to fast track New York restaurant, with overall concept, attention to detail.
- Designer's Hotel Manual Insures Guest Comfort.** By Patricia Keller, Director of Design, Dale Keller & Associates. pp. 88-91. Designer compiles hotel planning factors to cut research time.
- Small Restaurateurs Targeted for "Little Guy Programs."** pp. 92-93. National Restaurant Association Show, May 21-24, Chicago, is previewed with program highlights, exhibitor list.
- Hospitality Products: Waterbeds, Soft Loungers Popular.** pp. 94-97. Natural woods still strong for tables, chairs, guestroom furniture; detailing and upkeep given precedence.
- Carpet Scope: Seasonal Carpet Gives Lift to Lobby.** pp. 98-99. Third floor lobby of Harris Bank Building in Chicago, designed by Skidmore, Owings & Merrill, changes hand-tufted carpets for each season.
- New Showrooms: Brickel; Arthur Lee & Joffa, Pacific Design Center.** p. 50.

Product Showcase: Beautiful Woods, Gilford Inc. p. 46.
New Products: Casual Furniture. pp. 100-104.

MAY 1978

- Neocoon X Expands Scope.** pp. 128-129. Corporate decision makers to attend in force; special Chicago Day encourages local turnout at Chicago's Merchandise Mart, June 14-16.
- Neocoon X Seminars: From Space Shuttles to Space Planning.** pp. 130-134. Practical aspects of ergonomics, energy, and needs of the handicapped will be discussed, as well as inner spaces and outer space.
- NEOCON X: ASID, IBD to Give Awards, CMA Plans Reception.** p. 135. All-industry reception, programs for young designers, IBD competition awards, Resources Council product nominations, and more packed into NEOCON schedule.
- NEOCON X: Floor-by-Floor Review of Contract Furnishings.** pp. 136-155. A sampling of products to look for during the show, from new introductions to well-known classics.
- NEOCON X: Spaces & Faces.** pp. 156-159. Guide to contract showroom spaces in The Merchandise Mart, listed by floor, along with photos of key persons in attendance.
- NEOCON X: Other Chicago Showrooms Put Best Contract Lines Forward.** pp. 160-161. Other contract showrooms in Chicago take advantage of NEOCON visitors with informal presentations of lines and special displays and events.
- Hospital Leaves Nothing to Chance With Complete Specs.** pp. 162-164. Administrator of Harry Anna Crippled Children's Hospital, Umatilla, Fla., put everything about carpets in writing to stop errors and arguments.
- New Showrooms: Dux, Bruno Matthson designs, New York.** p. 84.

(Continued on page 74)

The market trend in office furniture is toward Open Plan
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JUNE 1978

- BIFMA Opts for Uniform Federal Flammability Regulations.** pp. 94-97. Business & Institutional Furniture Manufacturer's Association's committees expand efforts to serve entire design/specification industry.
- Star is Rising on U.S. Government Space Design.** pp. 120-123. Progress is made in small steps with help of Jay Solomon, administrator of the General Services Administration.
- Road to Federal Design Work is Rocky, But Well Traveled.** pp. 124-126. Civil Service designers on promotion ladder, but getting spot is not easy; nor is procedure for independent designers seeking government work.
- Can Top Move Middle? GSA Executive Thinks "Yes."** pp. 127. Dave Dibner, FAIA, reflects sensitivity to need for improved environment.
- Independent Design Companies Skeptical About Government Work.** pp. 128-129. Red tape, lowest-bid psychology, marginal profits inhibit relationships with government.
- Systems Furniture at Norris Cotton Building Not Comfortable.** pp. 130-132. Post-occupancy evaluation shows anthropomorphic problems, faults user-needs study, but furniture esthetically pleasing.
- Experts and Agencies United by National Endowment.** p. 133. Mission is to provide resource, advisory, and consultative service in Federal Design Improvement Program.
- Building 13 Is Pace Setter.** pp. 134-135. Support building to National Institutes of Health hospital is demonstration model.
- HEW Seeks Optimal Furnishing For Handicapped.** pp. 136-139. Identifying the most efficient and comfortable furniture is object of six-month test and research in Humphrey Building.
- Commerce Experts: "Start Over Again!"** p. 140. Expert Commerce Building Evaluation Panel recommends new start.
- New Federal Design Assembly in September.** p. 140.
- Halls & Walls Program Inspires VA.** p. 141. New 3-M wall murals give smart look to Veterans Administration HQ.
- Evaluation Improves Federal Graphics.** pp. 142-143. Improved communication and economics result from review program.
- Florida State Capitol Job More Profitable Than GSA Work.** pp. 144-145. Intraspace, Jacksonville, Fla., design firm, claims it receives faster decisions, more control, and higher profits than on federal jobs.
- \$1.75 Million Saved By Consultant in Ventura County Center.** pp. 146-148. "Shop Around" advice by independent procurement specialist adds savings after building plan is revised.

JULY 1978

- Contract 1978/79 Open Plan Specifier's Guide.** pp. 64-93. Comprehensive listing of open plan sources and products.
- Power Utility Saves Energy With Furniture Lighting.** pp. 52-55. Pacific Gas & Electric worked with Gensler & Associates, San Francisco-based architect, in design of system for its new East Bay Division headquarters.
- Open Plan Design Options Outlined by Designer for Client.** By Timothy H. Walker, Timothy H. Walker Associates, pp. 56-59. Costs, privacy implications, and effect on productivity are only three considerations spelled out by firm.
- Open Vs. Closed Starts With Cost Analysis.** By Joseph Kleiman, AIA, Freidin, Kleiman Architects. pp. 60-63. All variables must be weighed before deciding on the open plan or the closed conventional scheme.
- ASID Conference Points Out Professional Directions for 1978.** pp. 94-95. Preview of ASID conference to be held in Washington, D.C., July 21-25, featuring energy conservation, barrier-free design.
- Product Showcase: Stow/Davis.** p. 38; Sunar. p. 40.
- New Products: Open Plan Products.** pp. 98-102.

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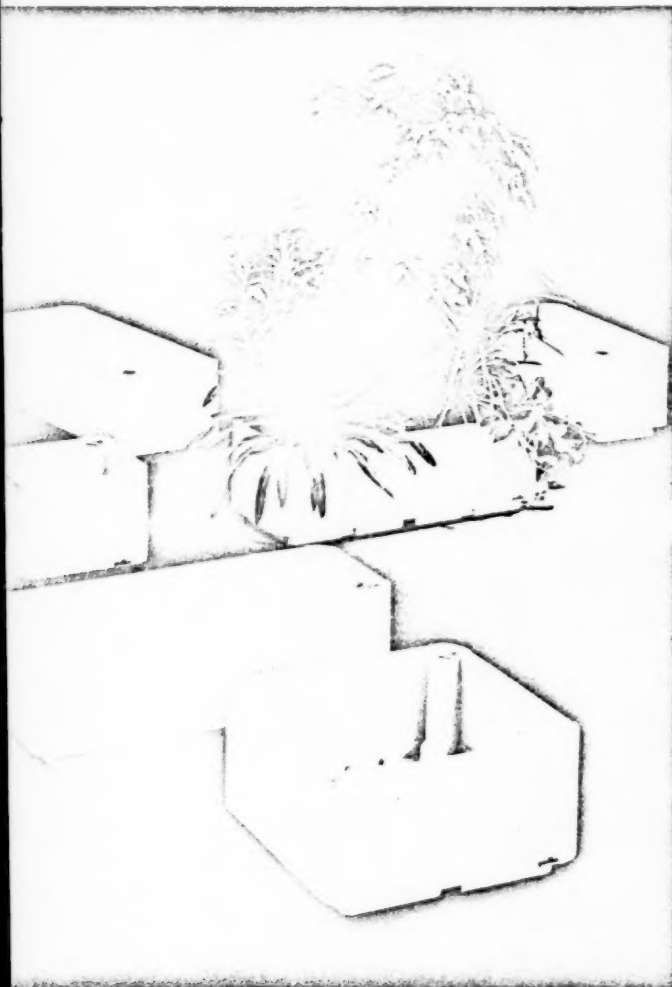


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INDEX OF 1978 ARTICLES—continued

AUGUST 1978

- Remodeling Market Sets Record Pace.** pp. 64-65. Architects and designers exercise their abilities in the redesign of existing space as new building starts decline.
- Citibank Remodeling Puts Facts at Fingertips.** pp. 66-69. CRT, minicomputer data retrieval office of future created by Interior Facilities Associates, New York, for bank's Wall Street Operations Center.
- 230 Fifth Avenue Gets Innovative Low Budget Remodel.** pp. 70-73. Lighting & Accessories Center got smart lighting image in awkward spaces from Architect Arnold Syrop with baffles of sheetrock that zig-zag.
- Old King Cole Gets Profitable Face Lift.** pp. 74-79. George Land Corp. capitalized on Art Deco ceiling and famed Maxfield Parrish mural in creating one of New York's poshest restaurants at St. Regis-Sheraton.
- New King Cole Called for Major Construction Surgery.** pp. 80-81. RDF Construction Consultants Inc. manages complex job with detailed CPM chart for all phases of project.
- Arts and Graphics More Diverse in Commercial Environments.** pp. 82-87. Art for commercial design branches out to include photography, tapestry, painting, sculpture and graphics.
- Area Rugs, Tiles, Rubber Flooring Gain in Contract Specs.** pp. 88-93. Geometrics, seamless sheet vinyl, contract grade resilients, and natural materials expand unusual design possibilities.
- Buy New? Refinish Old? Options Stretch Furnishings Budgets.** pp. 94-96. A number of national companies provide on-the-spot, off-hour refurbishing services that save money and downtime.
- Canadian Firms Host Canexus 78 With Contract Showroom Tours.** pp. 97-99. Sixteen Canadian manufacturers sponsor Canexus 78 in Toronto. September 29-30, for designers.
- Product Showcase: IKD/Haws, Haworth, St. Timothy Chair,** p. 42.
- New Products: Lighting.** pp. 102, 104, 108.

SEPTEMBER 1978

- The World of Contract Chairs.** pp. 78-79. In pursuit of the seating ideal: CONTRACT's third progress report on all aspects of seating.
- Product Liability Claims Forcing Human Factors Emphasis.** By Charles Mauro and Hugh M. Bowen, Ph.D. pp. 80-85. Systems approach needed in development of seating, say specialists, who trace history of chair design.
- Seating Fits Human Variables.** By Frank E. Peteroy. pp. 86-89. Since there is no average human, percentiles permit a more realistic range of dimensions to be accommodated in seating.
- Posture Chairs Not Always Orthopedically Sound.** By Daniel Krakauer, president of Kay Manufacturing Corp. pp. 90-91. Two major false assumptions affect chair design as well as human anatomy design.
- More Variety Needed in Design Say Chair Designers.** pp. 92-97. Chairs specifically designed for women, rocking chairs, stand-up chairs, and other types add diversity to environment, according to top chair designers at CONTRACT roundtable.
- Correct Chair Casters Can Protect Carpet Investment.** pp. 98-100. Results of an extensive two-year testing program by Shepherd Products will aid the specifier in determining which casters function best on ten carpet systems.
- Chair Designs Interpret Pure Function in a Changing Culture.** pp. 101-109. Book review of *Chair*, by Ralph Caplan, introduces selection of new chair products.
- Furniture Flammability Standards Reflect Group Input.** pp. 110-111. Based upon cigarette ignition, standard has been voluntarily adopted by members of the Business & Institutional Manufacturer's Association.
- Designer Beware: Damage Claims Can Hit You!** By Norman Polsky, president of Fixtures Manufacturing Corp. pp. 112-113. Product liability claims jumped from 60,000 to one million annually in ten years.

(Continued on page 80)

CONTRACT



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INDEX OF 1978 ARTICLES—continued

Scandinavian Fair is Celebration of Wood Craftsmanship. By Eric Norup. pp. 114-117. Scandinavian designers continue doing what they do best: creating well detailed, spare-lined designs in wood and lately metal.

Designers' Saturday: Two Days of Design Debuts. pp. 118-123. Twenty-nine member showroom exhibits previewed in New York City walking tour that ends with museum fest.

OCTOBER 1978

Automation Changing Bank Design Opportunities. pp. 80-81. Changes in bank operations open opportunities for traditional remodeling of older branches.

Outdoor Plaza Merges With Lobby. pp. 82-83. Materials used both indoors and out give light, airy ambiance to Charlestown Savings Bank by The Architects Collaborative Inc.

Angled Corners Result in Open Space. pp. 84-85. Spaces designed for people and overall simplicity keynote the North Carolina National Bank by Maria Bergson Associates.

Three Spaces Express Three Functions. pp. 86-87. The interrelation between three internal functions forms the design approach for a branch of the Dry Dock Savings Bank, New York, by Duffy, Inc.

Bank Boasts Beams of Light. pp. 88-89. Ceiling is major design element for the First National Bank of Shreveport by architects Carson Lundin & Thorson.

Bank Furniture Look for Conventional Spaces Gets Plusher. pp. 90-95. Warm woods, button tufting, slate shelves, and wood flooring combine to provide relaxed, comfortable atmosphere for banking public.

Designer as Dealer Justifies New Role as Badly Needed. pp. 96-101. Several design firm representatives and a dealer explore this growing trend in a CONTRACT roundtable discussion.

Graphics/Signage Gets 1% of Budget. pp. 102-103. Color-coded graphics and signage by Mitchell Associates provides design and direction for St. Joseph Mercy Hospital.

Good Signage Signals Immediate Message. pp. 104-107. There is more than one way to go with directionals, as seen in this review of new products for indoor and outdoor signage.

Printed Wovens, Interchangeable Systems Lower Carpet Costs. pp. 108-111. New techniques provide commercial specifiers with wider range of colors, patterns, and textures for heavy-duty applications.

Hotel/Motel Seminars Span Topics From Financing to Security. p. 112.

Contract Focus Will be Revitalized at Canadian Show. p. 113.

NOVEMBER 1978

IBD/Contract Award Winners Reflect Direction of the '80s. pp. 56-63. Ten gold and nine silver medallions were awarded for this year's outstanding winners in the Institute of Business Designers/CONTRACT Product Design Competition.

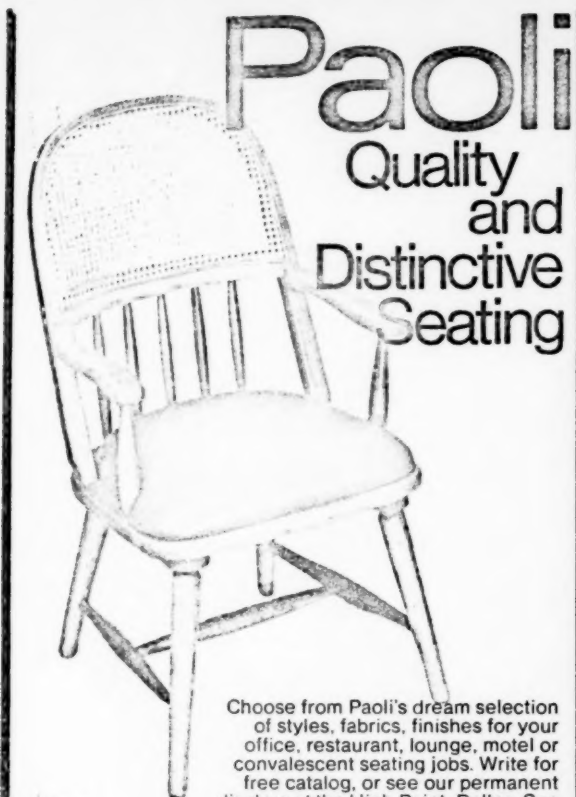
Employee Behavior Affected by Changes in Social Density. By Winford E. Holland, Andrew D. Szilagyi, and Christie Oliver. pp. 64-67. Social scientists find location of workers in office spaces has direct bearing on job satisfaction and several job characteristics.

Open Plan Responds to Changes in Law Practice. pp. 68-71. Growing trend toward paralegal staff in the progressive law office of Lillick McHose & Charles is handled with a systems approach by Gensler Associates/Architects.

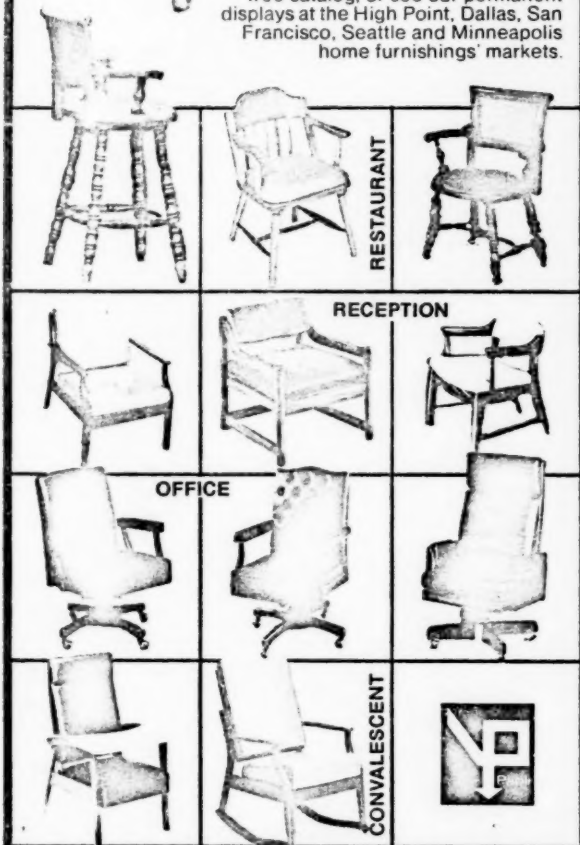
Interior Zones Given Exterior Vistas. pp. 72-73. TVS & Associates' use of interior glass walls for the Commerce Union Bank headquarters results in an unusual break up of space which visually opens up working areas.

Multi-Levels Transform Bare Space. pp. 74-75. 12-foot ceilings and varying floor levels give rise to sculptured look for Babcock International offices by Jack Lowery & Associates.

(Continued on page 82)



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INDEX OF 1978 ARTICLES—continued

- Blackroom Dramatizes Client Presentations.** pp. 76-77. Newly re-designed presentation/dining room at SLS Environetics' New York office departs from pristine white into a rhapsody in black.
- Current Crop of Office Furniture Bears Seeds of Future.** pp. 78-83. The projected increase in the shipments of office and contract furniture for the eighties will be mirrored by design that is more sophisticated.
- Flame-Retardant, Natural Fibers, Pace Fabric Introductions.** pp. 84-89. Nubby textures, open weaves for sound-absorption applications, and soft colors provide wide variety of offerings in this fabric product review.
- Elegant Texture is Appeal of Contract Fabric Wallcoverings.** By Marita Thomas. pp. 90-93. Installation wrinkles ironed out when designers use known good installers and installation techniques.

DECEMBER 1978

- Retail Store Sales Grow Out of Exciting Designs.** pp. 46-47. Highly successful urban malls, an intermix of disparate retail stores, are designed with built-in surprises.
- Bold Venture Revitalizes Commerce In Boston.** pp. 48-53. Faneuil Hall Marketplace's three renovated 152-year-old buildings comprise the latest in a string of urban malls that are changing the face of inner-city commerce and revitalizing downtown community spirit.
- Downtown Store? Suburban Shop? Lifestyles Dictate Design.** By Ken Pfeiffer and Fidel M. Miro. pp. 54-57. As observers and designers of retail stores for the past 20 years, key members of Pfeiffer & Associates point out new directions in store design that attract buyers and encourage sales.
- Venezuelan Masks Demand Attention at Tourist Office.** pp. 58-59. Expanded New York City office provides variety of images to stimulate tourism in design by Stephen Leigh & Associates and Caracas firm.
- Subterranean Space Gives Rise to Variety of Storefronts.** pp. 60-61. A mix of Victorian Art Deco and Nouveau storefronts make up Crystal Underground, Washington, D.C., by Color Design Art.
- Antiques Dignify Law Firm Interiors.** pp. 62-63. When international law firm Rogers & Wells expanded vertically, Neville Lewis & Associates reflected its professional tone in antiques.
- Curves Convert Loft To Executive Suite.** pp. 64-65. A profusion of textures and forms distinguish 4-room executive suite converted by M.T. Powell Associates from a former printing plant.
- Energy Efficient Window Design On the Upswing.** pp. 66-71. Windows permit large heat losses and gains, yet are an integral part of living. Thermal characteristics can be controlled by existing products.
- Computer Cuts Research Time and Relieves Routine Tasks.** pp. 72-75. In charting space studies, Duffy Inc. lets the computer do the leg work, thus saving much of a designer's time for more creative pursuits.
- Furniture Elegance Created in Any Material.** pp. 76-79. Marble, plastic, metal, and rubber—mostly in black and white, metal, and neutral finishes—provide smart choices to specifiers.

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