The Bolivia File
The Case for the Ultimate Casement
Sixteen carefully indexed colors.
All inherently flame-resistant
thanks to Verel®.
Look, hand and style
thanks to Coral.
Coral of Chicago
2001 South Calumet
Chicago, Ill. 60616
(800) 621-5250
(312) 225-5800

Specify VEREL®
Modacrylic® C55
Verel®, Eastman's reg.™ for its modacrylic fibers.
Variations
On Classic Themes

PRELUDE—PRODUCED IN WALNUT—OTHER WOODS TO YOUR SPECIFICATION

WEIMAN/WARREN LLOYD CONTRACT P.O. BOX 738 PATerson, New JERSEy 07503

circle 4 on reader service card
Boris Kroll Supergraphics

Pyramid
Stocked in 6 colorways
RepeA: 48" W x 48" H
Custom printing to your color specifications—50 yds. minimum.
Krollenized with DuPont ZEPEL® Soil Stain Repellent

Ziggurat
Stocked in 8 colorways

Woven and handscreen printed in the Boris Kroll manufacturing center

Boris Kroll Fabrics Inc.

Designers • Jacquard Weavers • Dyers • Handscreen Printers • Manufacturing Center, Paterson, N.J.

National Showrooms and General Offices: D & D Building, 979 Third Avenue at Fifty-eighth Street, New York
Boston • Chicago • Cleveland • Dallas • Denver • Houston • Los Angeles • Miami • Philadelphia • Portland • San Francisco • Seattle

Protected with ZEPEL®

Boris Kroll Supergraphics
Antron® III hollow filament nylon.
The carpet fiber with lasting good looks and durable static protection.
At Spring Independent School District.

"Antron" III hides soil. Antron® III hollow-filament nylon is designed to mask the presence of soil. You can see the remarkable hollow-filament structure of this fiber in this 250X electron micrograph. The four microscopic voids optically scatter light to hide soil. This configuration also creates the effect of blending soil concentrations into the overall carpet look. The smooth exterior shape minimizes soil entrapment to facilitate cleaning.

"Antron" III controls static shock. "Antron" III nylon offers built-in protection against static shock. Its nylon sheath and core of polymeric conductive material is designed to control the generation of static electricity comfortably below the level of human sensitivity. This protection works well in all locations, including areas where relative humidity is extremely low. Extensive Du Pont tests confirm "Antron" III maintains effective static control even after 3 million traffics, repeated vacuuming and regular shampooing.

"Antron" III is durable. Fiber loss due to abrasive wear is negligible, in regular or heavy-traffic sites, with pile of "Antron" III nylon. And "Antron" III has a subdued luster which, unlike bright or sparkle luster fibers, does not dull rapidly in contained high-traffic areas.

Why the Spring Independent School District chose "Antron" III. They wanted carpet with low maintenance costs and durable good looks for the Meyer Elementary School in Spring, Texas (shown), and all 11 schools in the district. That's why the school district's planning office specified 30,000 yards of carpet with pile of "Antron" III nylon for the complete project. And that's why "Antron" III nylon is the leading contract carpet-fiber brand.

Specifiers' Information Kit—Write Du Pont Contract Carpet Fibers, Centre Road Building, Wilmington, Delaware 19898, for a manufacturers' resource list, an education specification guide, a maintenance manual and an "Antron" III anti-static brochure.


*Du Pont registered trademark. Du Pont makes fibers, not carpet.
DATES

THROUGH DEC. 1-23
Sculpture & Drawing Exhibition of Charles Pollock,
Sponsored by Thonet Industries, Inc., 305 E. 63, New York

JAN. 7-9
PDC International Contract Furniture Show,
Pacific Design Center, Los Angeles

JAN. 8-13
Chicago Home Furnishings Market,
The Merchandise Mart, Chicago, Ill.

JAN. 8-13
L.A. Winter Market,
L.A. Mart, Los Angeles.

JAN. 9-12
High Point Winter Market,
Southern Furniture Market Center, High Point, N.C.

JAN. 10-15
International Furniture Show,
National Exhibition Center, Birmingham, England.

JAN. 12-17
13th International Lighting Exhibition,
Parc des Expositions, Porte de Versailles, Paris

JAN. 12-18
Winter Lighting/Accessories Market,
230 Fifth Ave., New York

JAN. 14-18
First Canadian Lighting and Accessory Show,
Automotive Building, Exhibition Place, Toronto

JAN. 14-22
Frankfurt Textile Fair,
Frankfurt, Germany

JAN. 15-18
1978 Winter Home Furnishing Market,
New York Furniture Exchange

JAN. 15-20
Winter Home Furnishings Market,
Dallas Market Center, Dallas

JAN. 17-22
International Furniture Fair,
Cologne, Germany

JAN. 18-20
CONDESV,
The Contract Design/Show, Dallas Market Center, Dallas

JAN. 22-26
Homemfurnishings Winter Market,
The Showplace! and The Galleria Design Center, San Francisco

JAN. 22-27
Winter Hommefurnishings Market,
Designers Row, San Francisco

JAN. 25-28
Contract West,
Contract Market, Showplace Square, San Francisco

JAN. 28-
FEB. 5
24th Annual Winter Antiques Show,
Seventh Regiment Armory, New York

FEB. 8-10
IBID Student Design Rally
High Point, N.C.

FEB. 10-13
First Annual South Florida Interior Design Show,
Miami Beach Convention Hall

FEB. 15-
JUNE 15
Treasuries of Tutankhamun,
Los Angeles County Museum of Art, Los Angeles, Ca.

FEB. 18-26
34th Annual National Antiques Show,
Madison Square Garden, New York

FEB. 20-23
INFEX (International Floorcovering Exhibition)
Metropole Exhibition Center, Brighton, England

MARCH 8-19
Trade Fair of the Americas,
Miami Exposition Center, Miami

APRIL 1-5
Surface Design 78,
Biennial conference on textile printing and dyeing, Purdue University, West Lafayette, Indiana

MAY 3-7
Scandinavian Furniture Fair 1978,
Bella Center, Copenhagen

MAY 7-13
National Design Week,
(May 10-"West Week III") Pacific Design Center, Los Angeles

BOOKS
Creative Communications for a Successful Design Practice
by Stephen A. Kliment, AIA

Whitney Library of Design, New York. 192 pages, 125 black and white illustrations, references, index. $22.50.

There is more—oh, wo!, there is much, much more—to being a successful designer than just producing successful designs. The value of a beautiful design that no one ever saw is as moot as the noise of that tree falling in a deserted forest. And the value of a great talent or one ever commissioned is even more.

In addition to such obvious problems as publicity and salesmanship, the designer faces a multitude of other demands for the communication of his ideas and of the business aspects of his practice. He must concern himself with letters, memoraanda, press conferences, slide presentations, submissions to design award juries, brochures, exhibition panels, and so on. Now there is a book (and a genuinely thorough and helpful one) to guide the designer through these peripheral but vital chores. Stephen Kliment, the author, is an architect, writer, and editor. He informs his readers about design communication in both theoretical terms—such as differences between writing meant to be read and writing meant to be spoken—and in detailed practical terms—such as where a panel moderator should sit, how to hire and efficiently use a graphics consultant, how to write letters, how to file them, even some sensible suggestions about telephone conversations. This is an authoritative and splendidly useful book that every design professional should add to his library.

Design Review:
Industrial Design 23rd Annual
Edited by Ann Nydele


A wide-ranging and thoroughly illustrated survey of the best of the past year's industrial design, including not just products and equipment but also exhibitions, environmental design, and contract and residential work. There is a felicitous foreword by George Finley, Editor of Industrial Design magazine, and each of the book's five major sections is prefaced with text taken from the frank and informed conversations of the design juries who selected the work shown. There are also useful directories of both products and designers. A valuable record of the current state of design.

Decorative Art and Modern Interiors 1977
Edited by Maria Schofield


A handsome new edition of the annual review of international trends in furniture and decorative objects. Twenty interiors are shown, some for the first time, and a special feature is a study by Virginia West of the Art of Fibre.

The Architecture of Leandro V. Locsin
by Nicholas Polites


Leandro Locsin is the leading architect of the Philippines and one of the most prodigious architects practicing anywhere in the world. Here is an extravagantly beautiful presentation of his work—churches, private homes, the careful restoration of old structures, large-scale public buildings, even sets for Martha Graham. Malefites' graceful introduction emphasizes the architect's relationship to Philippine climate and cultural traditions.

Antiques and Art: How to Know, Buy and Use Them
by Howard L. Katzander

Doubleday, New York. 287 pages, many illustrations, some in color, bibliography, appendices, index. $12.00.

A budget-conscious guide to buying art and antique furniture, auction and elsewhere. Many useful descriptions and illustrations.
DEAUVILLE DAMASK... sheer background luxury
... a versatile design with a timeless beauty that will add
elegance as well as decorative individuality to the walls.
In 5 rich and very usable colorways.
Crucial to the understanding of this architecture is the belief that building design depends on the conception of interior space. This was made evident by many of the speakers and by the exhibit itself, which included a large number of drawings of interiors as well as designs for rugs, lamps, furniture, and other objects. Several of these objects were on display, such as Frank Lloyd Wright's stunning desk, dated 1937, for the S.C. Johnson & Son Administration Building, Racine, Wisconsin.

Reflecting this concern with interior design, abstract patterns enriched interior surfaces of many of the buildings represented and discussed. These patterns sometimes amplified a particular theme of spatial organization. In other instances they seemed to derive from patterns in nature, as illustrated by the opening slide presentation of Donald G. Kace of The Art Institute of Chicago, who, echoing an idea at least as old as Plato, suggested that nature was a fundamental source of inspiration. David Van Zanten, University of Pennsylvania, defined the architectural context of the 1860's out of which Sullivan emerged, and he further discussed how Sullivan's ornament, if not his whole approach to architecture, could derive from other sources; then included the work of Frank F. Furness and contemporary work in France.

Frank Lloyd Wright's contribution to the development of an American architecture can hardly be exaggerated. Edgar Kaufmann, Jr., Columbia University, with his discussion of plasticity and continuity, related Wright's texts to actual designs and offered clear insights into Wright's thinking, particularly his revolutionary concept of interior space. Wright's radical transformation of interior space was also discussed by H. Allen Brooks, University of Toronto. Thomas A. Heinz, FLLW Home and Studio Foundation, and others.

Many of the participants knew Wright personally. As former clients, Herbert and Katherine Jacobs, Berkeley, California, gave a sympathetic and moving account of their experiences; as former students, John H. Howe, Architect, Minneapolis, and Edgar A. Tafel, Architect, New York City, related personal anecdotes and discussed their own work; as an official representative of Mrs. Frank Lloyd Wright and the Frank Lloyd Wright Foundation, Bruce Brooks Pfeiffer, Director of Archives at Taliesin West, described the direct continuation of the Wright tradition.

A Venturi and Rauch drawing

Architects' Drawings

A report for CONTRACT INTERIORS by Stan Ries

Stan Ries is an architect-photographer-designer. He has designed or photographed for Conklin Rossant Architects, MOMA, the Met, Knoll.

October was a month full of rain in the Big Apple, but with an unexpected shower of major architectural drawing shows.

The Cooper-Hewitt Museum showed a selection by R. Oliver of sketches, presentation drawings and even 2 sets of working drawings.

The Drawing Center, Soho's mini-museum devoted to works of art on paper, showed a selection by R.A.M. Stern of presentation and schematic drawings.

Finally, a commercial gallery, Leo Castelli Downtown, showed Architecture 1, selected by P. Apraxine to inaugurate a series of architectural exhibitions.

All three shows had impressive goals. The first two had a joint catalogue, a special edition of the British magazine Architectural Review, "America Now: Drawing Towards a Modern Architecture" (Pan intended?).

R. Oliver at Cooper-Hewitt states, "Drawings convey a mood, feelings and atmosphere, stimulate a sense of inhabitation of place." Only the works of Charles Moore and Kliment & Halsband Meltzer Oliver Solomon, Roge Ferri, Sheer/Torre, really measure up to this stated aim. Mr. Oliver is to be commended on his inclusion of working drawings for the general public's edification.

R.A.M. Stern is trying to "document the demise of modern architecture; present a diversified selection of architectural drawings; and to show that they can be more than pencil and ink on white paper."

The work of Venturi and Rau and especially Coy Howard and Stanley Tigerman go a long way toward dispelling the pen and in myth. But judging from the diversity shown here, reports of the demise of modern architecture are premature.

P. Apraxine at Leo Castelli states his show's "specific aim is to illustrate the diverse aesthetic and philosophical attitudes prevalent in contemporary architecture." Perhaps a limited goal but brilliantly fulfilled in this, the largest and most elaborate architectural exhibition (outside a museum) for memory. The models of Stirling and Meier are sculptural beauties that give architecture some substance to its claim as a 3-D form.

As a group the three shows succeeded brilliantly! There was progression from a simple reappraisal of American architecture, but projected, at Cooper-Hewitt, through some esoteric fantasy architecture at the Drawing Center, to a purely artistic view of architecture and interiors in stunning beautiful drawings at Leo Castelli's gallery. We hope this diverse exposure will continue.

But surely all of those present it was Lloyd Wright, the eldest son of Frank Lloyd Wright, who had known Wright best. A practicing architect of genuine distinction, Lloyd Wright received a standing ovation following his talk about his father. Bruce Goff also received a standing ovation. Goff, a close friend of Wright's but never an apprentice, began to evolve his own individual vocabulary of architecture in 1919. His work remains strongly sympathetic to Wrightian theory. Both Goff and Lloyd Wright urged architects to seek an individual expression of their own.

Representative of other architects influenced by Wright and Sullivan, the work of Purcell and Elmslie, Walter Burley, Calif.
Consider Profil wall systems...

rare wood elegance, distinctive craftsmanship, functional versatility, wall-hung, free-standing...

consider the Profil collection, by Scandiline.

Scandiline Showrooms:
San Francisco, The Ice House, 415/307-8541
Los Angeles, Pacific Design Center, 213/659-4226
Chicago, The Merchandise Mart, 312/662-0720
New York, A&D Building, 212/371-6131

Combination D-12 Wall-hung Profil in Brazilian Rosewood with Random Block Panels.
Many great designs are
Price.

ai’s dedication to excellence in office product design and performance is known, but it isn’t widely known that ai products are very competitive at many price levels.

Money, of course, isn’t everything so ai has provided its unusual sensitivity and ability to meet the delivery and installation considerations required on more than 10,000 completed projects.

Naturally, you can take the aesthetic quality of ai products for granted, but other reasoning often affects executive decision making. So, if you always wanted to buy ai’s design...you can sell it to your clients on price.

OFFICE AND SEATING SYSTEMS.

GSA multiple award schedule product catalog available on request. For information about ai’s collections of furniture, lighting, art and accessories write ai Atelier International, Ltd., 595 Madison Avenue, New York City, New York 10022 or phone 212/644-0400. Additional showrooms: Boston, Chicago, Dallas, Atlanta, Los Angeles, Miami, Detroit, San Francisco, Sales Offices: Denver, Houston, Ft. Washington, Pa., Portland, Washington, D.C., Salt Lake City, Aspen. Member: ASID, IBD, BIFMA.
NEWS

continued from page 8

Michigan Design Center Celebrates First Market

Designers from the Detroit area assembled in force the middle of September to make the first formal Market of the Michigan Design Center a great success. The building, opened earlier this year, is in Troy, Michigan, an attractive Detroit suburb, and the design (using monumental forms of seamless Terne metal over walls of masonry blocks) is by Robert B. Aliper Associates. Marvin I. Danto, president and owner of the center, and his son James Danto, general manager, have already leased fifteen showrooms (90 percent of the space); plans are underway for expansion, by early 1979, into a second building; eventual plans call for a complex of four separate structures.

Eppinger Reorganization.

Robert E. Eppinger, who has been president of Eppinger Furniture, Inc. since 1974, has been elected President and Chief Executive Officer of the firm by its Board of Directors. James B. Eppinger, formerly chairman of the board, will retire from active involvement in the company, and his interest in it will be purchased by his brother Robert. The firm also announces the appointment of Bill Noth as a new member of the Eppinger sales force; Noth, formerly District Sales Manager for Slow-Davis, will be based in Eppinger's new Chicago showroom on the 9th floor of the Merchandise Mart.

EDRA 9 April 8-11, 1978, in Tucson

The ninth annual conference of the Environmental Design Research Association (EDRA) will be held April 8-11, 1978, on the campus of the University of Arizona, Tucson. The conference theme is "New Directions in Environmental Design Research," and speakers include anthropologist Edward T. Hall, acoustician Robert B. Newman, architect C. M. Deasey, and University of Wisconsin Associate Professor of Interior Design Roger M. Kramer. Co-sponsors are the College of Architecture, the Program in Landscape Architecture, and the Department of Psychology of the University of Arizona. Inquiries may be addressed to: EDRA 9, Department of Psychology, University of Arizona, Tucson, 85721.

New York IBD in Disco Setting

The New York chapter of the Institute of Business Designers launched its 1977-8 program series in a lively way with a gala evening at Regine's, the famous Park Avenue discotheque. Lydia Yoslow, designer of another disco (Les Mouëches), and Ron Doud, designer of still another (Studio 54, our cover story last month) were speakers on the general program topic for the evening, "Working at Play—The Power of the Designer to Influence Our Lives," Del James Blessinger, IBD Vice-President, was program chairman for the imaginative evening. Over 500 members and friends attended.

IBD Student Rally in High Point Feb. 8-10

The sixth annual Student Design Rally sponsored by the Carolina chapter Institute of Business Designers is planned for High Point, N.C., February 8-10, 1978. A co-sponsor will be the Georgia-Alabama chapter of the IBD, as it was last year. Over 500 junior, senior, and graduate students in interior, environmental, architectural, and industrial design from all over the country are expected to attend. They will enjoy formal seminars, informal "rap sessions," displays in manufacturers' booths, and visits to working manufacturing plants in the area.

This year's Rally Chairman, and a strikingly beautiful and talented one, is Jan Wolf of Charlotte, N.C., Vice President of the firm of Wolf Associates of Charlotte, Tulsa, and New York.

As in years past, a highlight of the Rally will be the announcement of winners in the student design competition (although students need not attend the Rally in order to enter the competition). Subject of this year's competition is the design of a nursing home facility, cash prizes total $3000, and competition chairman is Robert J. Snyp,3603 Kingsboro Rd., NE, Atlanta, 30319. Inquiries about either the competition or the Rally may be addressed to Snyp or to Jan Wolf, 213 Latta Arcade, Charlotte, N.C., 28202.

CONDES, Dallas '78

The Dallas Market Center's fifth annual CONDES V Contract/Design Show, featuring seminars on "Designs for Users," will begin on Thursday, January 19, 1978, and continue through Saturday, January 21, according to Paul Lentz, vice president of the Dallas Market Center and CONDES V coordinator. Mr. Lentz has also assumed direction of the Dallas and Houston Decorative Centers, according to Dallas Market Center president William E. Cooper.

The seminars will be conducted by professionals in the contract design industry. Prior to the opening of the three day show in the World Trade Center, the Interior Design Society and RESIDENTS' INTERIORS magazine will co-sponsor a seminar on Sunday, January 15, in the World Trade Center cafeteria at 5:30-PM during the Dallas Winter Homefurnishing Market. Tickets for the seminar are $5.00 per person, include cocktails, and may be obtained from Karen Carpenter, IDS, 405 Merchandise Mart, Chicago, Illinois 60654.

On Thursday, January 19, from 7:30—9:30 AM in the World Trade Club, the American Society of Interior Designers will present "Developing New Business—Contract Designers," moderated by Lester Dunlap, publisher of IBD, and with panelists consisting of outstanding professionals in the contract design field. Tickets for the seminar breakfast are $4.50, and may be obtained from Betty Clark, P. O. Box 12314, Dallas Texas 75225.

Also on Thursday, Howard K. Harsh of Howard Harsh & Associates, a Beverly Hills based design firm, will discuss "Hyatt Renaissance—Uniting the Old with the New" from 4:30—6:00 PM. It will be joined in the discussion John Scovell, president of Womb Development Corporation Dallas, developer of the Hyatt Renaissance complex.

The final seminar, "Office Space Planning—A Science and an Art," will be moderated by Len Corl, editor and associate publisher of CONTRACT magazine.

The afternoon seminars will be conducted on the World Trade Club floor, are open free-of-charge to contract buyers, architects, specifiers, industry professionals and guests attending CONDES V.

The annual IBD/CONDES Dance will be at 7:30 PM on Friday, January 20, in the World Trade Club. For ticket information, call: Dallas Chapter, IBD 214/742-5941.
Choose Owens-Corning Beta-Care® drapery fabric. Because the greatest danger in hospital fires is smoke inhalation.

Most hospital draperies are flame-retardant. But the 1976 NFPA Fire Protection Handbook1 reveals that more than 62% of all deaths in building fires come from asphyxiation by smoke and gases. To be as safe as possible, fabric must be smoke-retardant too. That's why we urge you to specify Beta-Care fabric woven of yarn from Owens-Corning.

Independent tests of fifteen popular flame-retardant fabrics show that Beta-Care fabrics generate the least smoke. (These tests were performed under laboratory conditions, not in a real fire.)

We hope you never experience the real thing. But because it's your responsibility to choose draperies and cubicle curtains—won't you sleep a lot better if the fabric which you choose is Beta-Care made of yarn from Owens-Corning?

For further details, call Mr. J. I. Snook, (212) 759-3810 (collect), or write him at Owens-Corning Fiberglas Corp., 717 Fifth Ave., New York, New York 10022.
Designers Saturday Packed with Introductions

Designers Saturday, the ingenious New York Contract Market conducted during the October 7-8 Friday-Saturday weekend for the tenth time this year by a creme de la creme organization of resources, has its cynics. Among them, Ed Epstein of Stendig International and B & B America, was heard to say that the designers come only for the hearty food. More than ever, however, it is clear that the designers who attend from the farthest borders of the metropolitan area (and farther) need the cheese, pate, cider, fresh-baked bread, and apples they find in the showrooms because if they stop for lunch they won't see everything. This year, 6,500 attended, according to the log kept by DS Executive Director Judson Spencer. Friday is as big as Saturday!

Many showrooms presented not only new products but revised and in some cases expanded premises. ICF had a whole new floor open. John Stuart's Metropolitan Furniture settings looked completely different, thanks to undulating walls erected of corrugated kraft paper by Metropolitan president Jay Heumann and designer Brian Kane in less than two days. (Brian's new chair won the IB D Gold Medal this year.)

This market duplicates some but by no means all of what is shown at Chicago's NEOCON. It is a remarkably exciting, remarkably fruitful crash course in the best contract furniture which any designer can have in two days.

Designers Saturday climactic festivities at the Metropolitan Museum

Pat Hoffman, ICF Vice President, in the new ICF 9th floor early on Designers Saturday.

Historians, friends recall Aalto

The New York chapter of the Society of Architectural Historians provided a unique opportunity, Nov. 8 and 9, for its members and friends to discuss the legacy and significance of the late Finnish architect Alvar Aalto with a group of the world's leading Aalto scholars. Invited and guided by SAH chapter president Edgar Kaufmann, Jr., the scholars included Stuart Wrede from Finland, George Baird from Canada, and a number of American Aalto enthusiasts. George Nelson provided some personal reminiscences of meetings with the master, as did Harman Goldstone and Simon Breines: John McAndrew spoke of the 1938 Aalto show he organized for the Museum of Modern Art; Michael Rubenstein reminded the group of Aalto's "generosity of spirit"; and Sam Friedman, President of ICF, recounted details of his firm's introduction, 15 years ago, of Aalto furniture to the American market. (ICF also provided refreshments for the second of the two evenings.)

But the star of the evening, of course, was Aalto himself, his attitudes made gloriously manifest in the conference's surroundings: the beautiful suite of assembly rooms designed and furnished by Aalto (one of his three works in the U.S.) and commissioned by Kaufmann for the Institute of International Education.

Weiman/Warren Lloyd Contract Division

Warren Lloyd Holtzman, President of Weiman/Warren Lloyd, has formally established a contract division. After researching the market for almost two years an exploring design possibilities, the company, very strong in lounge seating for top and middle-end office levels, is proceeding to organize its dealer network—for will use dealer distribution.

For several years, the firm—which was formed by the merger of Weiman and Warren Lloyd in 1970—has been a quiet source for such architectural firms as Skidmore Owings & Merrill. It has plants in Christianberg, Va., High Point, N.C., and Paterson, N.J. Warren Lloyd Holtzman, who founded and built the Christianberg plant, will continue to live there.

Two exhibitions

The Cooper-Hewitt Museum in New York is showing selections of treasures, some never before exhibited, from its splendid collection of drawings, textiles, wallpapers, and decorative objects. The show's title, indicating a purpose more serious than simple display, is "More Than Meets the Eye."

The exhibition will remain on view through February 12, then will be altered though not removed. Coinciding with Thonet's introduction of the new Pollock Ply Chair, an exhibition of the sculptures and drawings of designer Charles Pollock has been organized. Until Dec. 28, it can be seen at Thonet's showroom in the Decorative Arts Center, New York; it will travel to Thonet's Dallas showroom for the Dallas Contract Show (January 18-20); in the early spring, it can be seen in Thonet's Merchandise Mart showroom in Chicago.
Introducing **Rhodes**, a Beta Care™ drapery fabric. Ben Rose presents a new generation in fabrics from Owens Corning.

It drapes softly, is rich in appearance, and generates the least smoke of fifteen popular flame retardant fabrics.*

**Rhodes**, printed or solid is ideal for hospital and health care use.

*TM REG. OWENS CORNING FIBERGLAS 1977

*These tests were performed under laboratory conditions, not in a real fire.*
Just a little to the right......

PAR 66 by Patcraft is performance certified for golf club use and carries the ZEFTEE™ 5-year replacement warranty. A blend of 70% acrylic and 30% nylon yarns, PAR 66 is in stock in 7 proven colorations and can be custom ordered in a myriad of others.

Treated with
DU PONT
ZEP EL
CARPET PROTECTOR

... for soil and static control

circle 11 on reader service card

16 CONTRACT INTERIORS DEC 77
The Versatile Series 100

Conwed® Series 100 furniture delivers a versatility that goes far beyond differences in top sizes and drawer arrangements. Its range of product and finish options is the broadest offered in the medium-priced office furniture category.

Check the quality and features of the Series 100 and it becomes evident this is a product line that delivers an outstanding price/value relationship while it becomes the handsome focal point of any office decor.

For free full-color designer catalog write: Conwed Corporation, Office Interiors Division, 332 Minnesota Street, P.O. Box 43237, St. Paul, Minnesota 55164.
MEET KNOLL IN ST. LOUIS

You have to search an unlikely but delightful place in St. Louis to find Knoll International: LaClede's Landing, nine square blocks that represent the city's remaining 19th Century riverfront. The trail would lead you to Raeder Place, a superb cast iron building designed by Frederick W. Raeder in 1874. Inside, Knoll's Carl Magnusson has designed an interior of 1400 square feet that pays homage to the architectural heritage around it with detailing of an almost self effacing civility.

There is tempered glass without mullions to maintain a visual continuum between public space and the Knoll showroom. The building's fenestration is enhanced by not obscured by thin venetian blinds. A 35-foot wall of natural original brick opposes a 35-foot wall of Knoll fabrics—one of the interior's few sources of color. The ceiling of wood joists is exposed provide a 13-foot clearance broken only above Knoll's open plan systems products by an ingeniously system of 11-foot square can adjustable height panels.

Raeder Place is just north of Eero Saarinen's Gateway Arc. Stan Jackson, regional manager for Knoll, is waiting to greet visitors to the "Gateway to the West." Judy Garland couldn't this.

Knoll's Carl Magnusson has designed this gracious setting for the famed Knoll Collection in St. Louis' historic Raeder Place at LaClede's Landing. Visitors passing through the all glass entrance, shown above left, see the Warren Platner furniture grouping above. Among the numerous interesting details are the adjustable 11-foot square ceiling panels and a 35-foot-long wall of Knoll fabrics, both visible in the view to the left.

Circle 13 on reader service card.
the company • condi
the fabric • pure wool

the designer • John Caldwell
the chair • covered in a luxurious, ribbed-knit wool, this series
is a natural choice for contract seating.
the condi collection:

Los Angeles • Space 219, the Pacific • Condi Focus at the Pacific Design Center
San Francisco • Space 449, the Pacific • Condi Focus at the Galleria/Design Center
Seattle • Space 222, the Pacific • Condi Focus at the Design Center, Northwest
Mexico City • Consorcio Era S.A.
Chicago • Space 995, the Pacific • Condi Focus at The Merchandise Mart
Factory • Condi (a division of pacific furniture) Compton, California

condi
our furniture has a future

The sewn-in Woolmark label is your assurance of quality-tested fabrics
made of the world's best... Pure Wool.
LOCATION:
Caldwell Memorial Hospital, Caldwell, Idaho.

RESULTS:
Easier movement for patients and wheeled equipment, plus a reduction of hospital maintenance costs.

PROBLEM:
Maximum wearability on a moderate budget.

SOLUTION:
Specify Bigelow's Statit-Tuft for hospitals, made of Du Pont's Antron III nylon. A dense loop pile carpet, which gives maximum durability and static control. Plus it has excellent soil hiding abilities and good sound absorption.

Bigelow-Sanford, Inc. Dept. U.
P.O. Box 3098, Greenville, S.C. 29602
I'd like to know more about your Proven Performers. Please send me your contract catalog.

Name
Title
Address
City
State
Zip

After 150 years in the business, Bigelow has a wide selection of Proven Performers. And we use our experience and advanced technology to develop a product to meet your needs. Either way, when you come to Bigelow you get the benefit of years of experience.

Bigelow: 150 years of Proven Performance.
You can match LouverDrape vertical blinds with almost anything...Laura Ashley did.

LouverDrape Vertical Blinds with exclusive Louver-Groovers present a cool, clean, easy way to create a matching environment with a unique window treatment. Shown here is the soft country elegance of Laura Ashley Designs. It has long been possible to laminate on a regular vertical blind louver. The results have never been fully satisfactory. LouverDraper's exclusive design provides permanently protected edges the full length of the louvers. The fabric or wallpaper is easily installed, and the reflective outer surface provides uniform exterior appearance and allows maximum light without heat. Specify Louver-Groovers with protected edges on your next job and you will use them again and again.
One of a kind.

This unique chair—an IBD Gold Medal Award winner—was designed by Ric Sonder and Joe Russo.
Developed after extensive study by the designers of the needs of healthcare patients, the Thonet "Kangaroo" chair is definitely one of a kind. The oak veneer molded plywood or tubular steel frame and removable channeled vinyl cover are the result of Thonet's manufacturing expertise.

Thonet's production capabilities make it possible for architects, designers, and specifiers to have this flexible, therapeutic chair in every room.

Rethink Thonet

We did.
Adaptive re-use produces a showroom with space, warmth, and character.

The Sears Crescent is an 1840 commercial structure overlooking the grand public plaza of Boston's new Government Center. Indeed, the building's distinctive curving facade largely influenced the character of I. M. Pei's master plan for the whole Center. In this prestigious old building there is now a prestigious new tenant: Herman Miller. The Boston architectural firm of Stahl Associates renovated Sears Crescent a few years ago, and Herman Miller's immediate predecessor in the 4300 sq. ft. second-floor space was a restaurant.

The Herman Miller designers exercised an admirably light touch in transforming the restaurant into a showroom (or, as they prefer to say, a resource center--and that phrase isn't just jargon: it reflects the firm's genuine seriousness about disseminating valuable design ideas). Tall, narrow windows overlooking the Boston City Hall and its plaza were kept uncovered, and handsome bearing walls of brick were kept in a natural state. Against this mellow backdrop, the up-to-the-minute components of the Miller line assume a vibrant timelessness. Good design, this installation reminds us, is a lasting thing; and where better than at the foot of Beacon Hill to have such a message delivered?

Photography by Andrew M. Lauria
The luxurious look of spun acrylic, now longer wearing in carpet of Herculon.

Admittedly, carpet of spun acrylic yarn is beautiful. But so is the carpet pictured here. And it’s a lot more practical and economical.

It’s the new heather-look carpet tufted of Herculon* olefin fiber. Of filament yarn, not spun. And it will outwear heavier weights of acrylic by far.

Naturally it offers all the other easy care advantages Herculon is famous for—built-in resistance to fading and staining and very low static buildup.

For your important contract applications, Colonnade, Mar-Jon, Normandy, and Welco offer a wide choice of color combinations in this new yarn system. It’s ideal for offices, schools, motels, and health-care facilities.

If you see things differently, take a hard look at the hard-wearing, heather-look carpets of Herculon.

Write these mills for samples. Ask for “Heather-look” Herculon:
Colonnade Carpets, 210 Madison Ave., NY, NY, 10016
Mar-Jon, Box 483, Calhoun, GA 30701
Normandy, Box 1776, Dalton, GA 30720
Welco, Box 281, Calhoun, GA 30701. Or for more information, write: Hercules Incorporated, Room 403, 910 Market Street, Wilmington, DE 19899.

*Hercules registered trademark

Performance. That’s the beauty of Herculon.
play bins on rollers are fitted into one wall and indexed by fabric types. Behind them, swatches are stored on open shelves.

Mr. Purdom has subtly and effectively woven Celanese fibers into his design. Fortrel PCP is the content of Pexnieue's tweedy wax-like upholstery: Crompton's uncorduroy of 50/50 Fortrel/Arnel covers the Knoll chairs; Supersuede Plus from Fab Industries, 50/50 Fortrel/Arnel, upholstery the dividers. And the Bloomsbury carpet is a contract grade woven Fortrel PCP. As it should, recessed ceiling illumination is engineered to show fabric colors in their best light.

The entire project is kept in neutral shades of gray, cambeige, and off-white as a quiet foil for fabrics on display their latest fashion colors.

While it's more exclusive than a home furnishings supermarket, the new Celanese Fashion Center in Manhattan also provides a "one-stop shopping" service—for fabric information in terms of eventual garments. The Center acts as a total workshop labora-

tory, open to the apparel industry by appointment, offering current and future trends and fabric information from its extensive library—which goes beyond printed matter to also supply fabric samples, audiovisual material, and current overviews from Celanese fashion authorities of European fashion openings and fabric fairs.

Interior designer/architect J. Robert Purdom has divided the demonstration room into three open plan areas with movable dividers. For "live" fashion shows, these can be removed to allow added seating, while the raised workroom becomes a stage.
Even the toughest woven or tufted carpets can show their age fast if the installation site traffic is heavy and constant. But a Kemos fusion bonded carpet has an edge over conventional contract commercial products.

With its radically-different unitary construction, Kemos has stronger tuft binds and greater pile density. Delamination and edge-fraying are virtually impossible. And since nearly all the yarn is on the surface, dirt is trapped on top. This makes cleaning easier and prolongs the life and looks of the carpet.

Fusion bonding does one other life-prolonging thing, too. It creates a moisture-resistant barrier that prevents spills and stains from setting and seeping through to the back.

Kemos carpets come in a wide range of exciting high luster velvets, tweedy moreques and delustered nylon, in a variety of fashion prints and solids. There is also a custom program, so you can use your own pattern design and color ideas for carpets you specify.

Next time you specify carpet, specify the one that doesn't show its age. Kemos!
Davis adheres to quality craftsmanship in newest contemporary lines

MARKET

Over the past 30 years Davis Furniture Industries in High Point, N.C. has offered changes in styling, anticipating the needs of designers, architects, and other specifiers for its office furniture and lounge seating. However, family ownership, good design, and service all remain unchanged.

Robert Bernard Associates, an industrial design firm in New York, enriched Davis' lines with The Forum Collection of executive office furniture, introduced in 1975. This was followed by Cubeform, a chair and desk collection, so well received in 1976.

This year the same manufacturer/designer team has brought out three diversified lines, each making its own significant statement.

In Contours/9000 Davis finds "the most fanciful yet functional approach to modular seating." Individual modules of curved and rectilinear forms accented with channel cushioning provide a graceful flow to the design.

OMS/1400 is an office modular seating system that allows seating arrangements in innumerable forms for perimeter or open areas. There's a three seat sofa, a two-seater with left or right arm (or the conventional two), and an arm chair. Frames are solid red oak in three oak lacquered finishes.

The third offering is The Solus Group, comprising an executive chair (shown) and matching side chair, with plain or slot tuft upholstery technique over a durable molded shell. The four- or five-prong base is trimmed with polished aluminum. Upholstery for all groups is in a wide selection of Davis wools, nylons, and leather.

Randall K. Davis, executive vice president and grandson of the founder, notes with pride an addition to their desk plant last year (which doubled production) and the construction of a 20,000 sq. ft building this year to stock plastic laminates and veneer thereby solving many problems supply and production, which turn pleases the buyer by upping the speed and quality of service for which Davis is also known.
YOU ASKED FOR IT.

When we introduced serieSeven, we knew you wanted more than just another modular office system. So we gave you something unique.

Our universal hinge/connector, convertible components, and functionally correct panel sizes give you space planning flexibility that no other system can match.

And you give your client a system that changes simply and easily when his organization grows or changes. Now we give you something extra: soft 90° corners, gentle 45° angles and new curves for more design options.

You can buy systems that cost less, or cost more. But serieSeven is the best possible investment for your client. Bar none. Write us. We'll tell you more.
Light/Inc.
Italia mia! American designer Ronald Rezek has produced Work Light #500 as one of four designs offered through Light/Inc. The minimal task light is available in seven colors, is 8 in. by 49 in. by 28 in. tall, and takes a 40 watt fluorescent U-line tube.

Morrison
Have an urge to play doctor? The Surgeon Light Collection of single and double pendants, floor and table lamps, and wall bracket comes in brass casting and spinning, polished aluminum reflector, and glass diffuser from Morrison. Each takes three positions.

Lightolier
Virtually a building block for innovative lighting solutions is QFS, Quad Fluorescent System, by Lightolier: individual quads of fluorescent luminaires that lock together to form beams of almost any length with anchoring to walls or ceilings using surface, stem, and cantilevered wall mounting. Provides task or ambient light. Four standard finishes plus custom baked-on enamels available.

Baker
Baker's Modern Collection features a modular case good system of shelving and storage in choice wood finishes with such compatible additions as desks and desk chairs.

Ital Modular System
Milanese architect Angelo Mangiarotti has created CUB8, a modular system capable of being entire contract or residential interior environments through a complement of walls, shelves, doors, cabinets, drawers, planes, desks, tables, and even bed, which Ital Modular System now offers here. Structure is composition board finished in white melamine. Joinery is a patented PVC mechanical device.

Peter Pepper
New fiber glass ash and trash receptacles are part of Peter Pepper's diversified line of contemporary contract accessories that include door hardware, melamine, marble, and onyx items, clocks, hat and coat hooks, crystal ashtrays, and more.
The Stone Wall

Any carpet that withstands our stress/strain tests can hold its own for years on end.

How can we be so sure? Because at Dow Badische, we put contract carpet samples made of our fibers and yarns through a series of performance tests that are far rougher than any abuse they'll get in actual use.

Our Delamination Test machine, for instance, tugs and pulls at the carpet with tremendous force to measure the strength of the latex bond between the primary structure and secondary backing. Another torture machine measures the force required to pull a single, independent tuft out of a carpet.

We also test for wearability, static generation, light fastness and many others. And every carpet must pass every test before it can carry our Performance Certification label in the market.

Whenever you specify contract carpet, look for the Performance Certification label. It's your assurance that the carpet can stonewall it on any floor. For further help with your carpet specifying problems, contact our Contract Carpet Consultants Service and ask for our Performance Certification Booklet.

Dow Badische Company, Create Center
Williamsburg, Virginia 23185
(804) 887-6573

PERFORMANCE CERTIFICATION

Dow Badische produces acrylic and nylon fibers and yarns especially engineered for carpets of beauty and performance.
A new system of modular elements for large architectural spaces. Bonded Bronze planters, tables and smoking urns are handsomely coordinated with bench slabs in oak, teak or redwood. Suitable for interior or exterior installations.

Forms & Surfaces  Box 5215  Santa Barbara, CA 93108  (805) 969-4767
Dallas Contract/Design Show
January 19-21, 1978
Dallas Market Center

Designs for the ultimate users of contract furnishings, Condes V is another in a series of innovative shows introducing new designs in the contract field. An exciting program of special events brings the very latest in marketing concepts to contract buyers, specifiers, architects, and interior designers. See the newest designs in contract furnishings on the sixth floor of the World Trade Center and in other fine showrooms in the Trade Mart, Homefurnishings Mart and the Decorative Center.

For further information contact Delores Lehr, Vice President, Public Relations/Advertising. For hotel reservations, call toll free 1-800-492-6618 (Texas) or 1-800-527-2730 (other states).
Mark V Series

PATRICIAN
1209 SHERMAN ROAD, HIGH POINT, NORTH CAROLINA 27260
P. O. Box 2353
PHONE: (919) 885-6186
Our classic pattern "Jack in the Pulpit" was created by Vera in 1949. This delightful design is still an active selling Schumacher fabric.

Inspired by her recent visit to The People's Republic of China, Vera once again brings her unique talent to Schumacher. The new collection of screen printed fabrics and companion wallcoverings will add excitement to America's most fashionable interiors.
Acoustical wall and ceiling systems in wood and metal from Forms and Surfaces are engineered for a wide range of architectural applications requiring sound control and durability. Reported to be easily installed, the modular panels are ideal for auditoriums, libraries, offices, lobbies, recording studios, and other applications. Wood systems are offered in oak, mahogany, or redwood; metal systems in stainless steel, bronze and aluminum.

Julius Blum and Company has a new railing system comprised of acrylic/wood facings bonded to a structural aluminum spine. This allows for the selection of a natural walnut or oak in the facings, while maintaining the structural capability afforded by an aluminum spine. Acrylic/woods are made from selected hardwoods fully impregnated with acrylic plastic, then hardened by irradiation. The process creates a wood-plastic composite material that retains the beauty of natural hardwoods, but has twice the indentation resistance and several times the abrasion resistance of the same hardwoods conventionally finished. The system allows for attachments of other Julius Blum components.

A new, anti-slip, flexible PVC Duckboard has been added to the Heron line of anti-fatigue safety mats marketed by Tepromark International, Inc. Heron Vynagrip is a construction of 5/16-in. square PVC extrusions in grid form, heat-welded together to make an overall thickness of 5/32-in. Useful in industry and institutional applications, it is impervious to most oils, grease, alkalis and acids. It is flame resistant, and an excellent insulator against electric shock hazards. Available in 24 in. and 36 in. widths, in cut lengths or in standard 33 ft. long rolls.

New lighting design for in clear, hand moulded textured glass and polished chrome. No. 1080 9 lights Width 23". Height 17 7/8". Overall 36". Circle 325
No. 7004 4 lights Width 8 1/2". Height 11". Circle 326
No. 3045 Width 5 1/2". Height 9 1/2". Extension 6 3/4". Send $2.00 for complete folio of designs. New Metal Crafts, Inc. 812 North Wells Street Chicago, Ill. 60611
Finding an attractive chair isn't a problem. But how well will that chair serve your design needs and the requirements of your client?

Let's look beyond line... to function. And most of all to comfort. Behind our new 7600 Series seating is the Harter Comfort Concept. Your assurance that each chair fits the people, the job, and the environment. A design philosophy that is backed by literally decades of experience and research.

Now look closely at the 7600 seating system. It's perhaps the single most flexible tool available to office designers. For instance, you can order our desk chair in 288 different combinations of arms, legs, metal finishes, casters, and back treatments. And this doesn't even include upholstery!

If you're looking for a fresh new look in seating that works as hard as you do, explore the 7600 system. Its difference is all to the good.
The ai chair with VONAR 3 interliner did not burn up in this limited ignition fire.

Atelier International, Ltd., continually searches for ways to improve the performance of ai furniture. So when the company heard about VONAR interliner, they were eager to test it.

At the start of this test, these chairs were identical in every way but one. Both were made with identical top grain leather upholstery, polyester fiberfill and polyurethane foam with flame retardants (fabric and cushioning materials meet specifications for California). But the chair on the right had a layer of VONAR 3 (3/16" thickness) added as a separate layer between the fabric and the cushioning materials.

**Test Results**

Six 24" x 30" sheets of newspaper crumpled in a paper bag were placed on each seat cushion touching the back cushion, then ignited.

After five minutes, the paper fire on the right chair was nearly out. The cushioning material was not involved. But the standard chair (left) continued to burn, producing large quantities of flame, heat and smoke.

At 11 minutes, the chair with VONAR 3 was out. But the heat and flame from the standard chair had caused the back and side-gypsum board walls to burst into flame. The stream of water coming in from the right was necessary at this point to control the fire and save the test facility.

**The VONAR Difference**

In limited ignition situations, VONAR reduces the likelihood of ignition of upholstered furniture as a unit. Should ignition occur, it reduces the burning rate.

As flames heat the VONAR interliner, heat-absorbing moisture and a flame retardant are released. Then the VONAR forms an insulating char on the chair surface in contact with the ignition source.

To determine what a difference VONAR can make in your furniture or future specifications, use the coupon or write: DuPont Company, Room 35701A, Wilmington, DE 19898.

---

**Mail to:** DuPont Company, Room 35701A, Wilmington, DE 19898.

**Please send me:**  
☐ further technical data and test results.  
☐ a list of furniture manufacturers using VONAR.  
☐ a list of licensed manufacturers of VONAR.

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Company</td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State</td>
</tr>
</tbody>
</table>

---

DuPont has a registered trademark for interliner made by licensed manufacturers according to DuPont specifications. DuPont supplies the basic elastomer to such manufacturers, but DuPont does not make interliner.

The test described here does not demonstrate that all furniture using VONAR interliner will perform in this manner or will not burn under all actual fire conditions. The test was not conducted to assign "numerical flame spread ratings" to any materials involved. The results show only that specific types of chairs, which used VONAR interliner properly, performed as indicated under the test conditions. Since DuPont does not make furniture or make or install interliner, we assume no responsibility for furniture performance. Consult your furniture supplier for flammability information on a specific furniture style.
Introducing ScreenOne

From the inside out, ScreenOne™ has been designed for beauty and flexibility. With a thick and luxurious look and feel, it's elegant enough for the chairman of the board. Yet the removable cover material and freestanding design make it practical enough for the word processing center.

Your choice of striking graphic patterns, many sizes, colors and trim options, as well as the highest acoustical and fire ratings.

From the inside out, there's never been a screen like ScreenOne. Write Vogel-Peterson, Elmhurst, IL 60126, for more information.
Irish wool rug by Prouty Designs

Promising a wealth of graphic possibilities are Tahiti and Calicut Extra carpet tiles from Larsen Carpet. Made of 100 percent coir face (coir is a stiff elastic fiber extracted from the outer husk of coconuts) and sisal warp (sisal is a strong white fiber derived from leaves of the West Indian agave, an amaryllis plant) and backed with PVC, each tile is one meter square. Tahiti is for light traffic; Calicut Extra can take heavy use. There are three styles: bleach, dark natural, and stria.

circle 210

Tahiti and Calicut Extra by Larsen

Prouty Designs

Natural wools in combination with bleached or dyed-to-match yarns are woven on flax warp, popcorn stitch, and other stripe effects for rugs with a hand finished look in Irish mills for Prouty Designs. Architects, designers, and specifiers can order sizes up to 10 ft. wide by 13 ft. long, woven so that sections can be joined to create larger sizes. Custom order delivery is about eight weeks from order confirmation.

circle 213

Trio by Carpets International U.S.A.

Carpets International U.S.A.

A distinctive pin dot pattern in six colorways marks Trio, a 100 percent nylon pile axminster with 213 oz./sq. yd. pile weight featuring Epipolic anti-static fiber. Available in 12-ft. broadloom stocked in the U.S. from Carpets International U.S.A.

circle 211

J&J Industries

Commercialon 3100 in nine colorways and Commercialon 4400 in 12 colorways are dense saxony cut piles available in 12-ft. widths with Action-Bac secondary backing from J&J Industries. Both are 100 percent nylon treated with "Scotchgard" Carpet Protector and 3M Brand Static Control.

circle 212

Commercialon 3100 by J&J Industries

Callaway

Maze, a squares-within-squares pattern in three colorways of 100 percent Enka-loft autoclave heat set nylon with Action-Bac secondary backing, is part of Callaway's "Cavalcade of Color" collection. Colored by the Millitron dye process and treated with "Scotchgard" Carpet Protector, Maze is designed for almost any commercial installation.

circle 214
The new 700 Series from ALL-STEEL

Attractive, comfortable, quality construction and easy on the budget. Handsomely accented in oval tubular chrome, the 700 Series is a complete line of seating, with models available for virtually any office requirement.

For more information, write: All-Steel Inc., Box 871, Aurora, Illinois 60507.
Only someone who has been making custom furniture for 25 years, could design modular furniture as beautiful and flexible as...

The Discovery System.

When you've been designing custom furniture for over a quarter century, you discover what works. And what doesn't.

Then, when you apply the same principles to modular furniture the result is something truly unique... the Discovery System.

The Discovery System is a totally integrated system of desks, work stations and wall units. Custom-designed for unequalled beauty. Modular for unparalleled flexibility. Each component is interchangeable and compatible. Now and in the future.

You can start small with a single desk. Add work stations and wall units as you need them. The possibilities are practically endless. Wall units, for example, come in 4 different heights and 4 different widths. And facias, fillers, as well as a variety of colors are available.

The Discovery System is designed to be assembled with ease. And once it's up, you're not locked into it. You can modify it to suit your changing needs.

The Discovery System is designed to last. It features Formica brand MCP. A Formica finish assures you years and years of beautiful, care-free service. The kind of beautiful durability that only Formica can provide.

Visit our New York Showroom, O'Grady and Siegal, 306 East 61st Street. Or call (212) 688-4170. And discover the Discovery System for yourself.

Discovery Concepts, Inc., Carlstadt, N.J. 07072. FORMICA is a registered trademark of Formica Corporation.
Hexter announces the 20th annual Interiors of the Year Awards to recognize and commend the achievements of American Interior Designers in 1977.

The Judges:

- Virginia Whitmore Kelly A.S.I.D., I.E.S., D.S.L. New York, N.Y.
- James Foy, Jr. A.S.I.D. Boswell-Foy Associates Fort Worth, Texas
- H. Albert Phibbs F.A.S.I.D. President, American Society of Interior Designers
- JoAnn Ridgeway Barwick Director, Home Building & Decorating Dept. Good Housekeeping Magazine New York, N.Y.

The Awards:

Two 1st Awards will be presented. One for residential design and one for non-residential design. The winner in each category will receive $2500.

Entry forms available at all Hexter Showrooms, representatives, or by writing: S.M. Hexter Company, 2600 Superior Ave., Cleveland, Ohio 44114.
The "KARLA" health care chair by TULIP
totally
cine
ertartant*

"Karia-20" geriatric health care chair

- One-piece welded frame will not weaken in joints or wobble.
- Replacement covers with concealed zippers, do not require reupholstering; save time and money.
- Back profile designed for proper lumbar support.
- Seat and back adjust totally to patient's body.
- Stable. Will not tip under typical patient use.
- Lightweight. • Wall saver.
- Design coordinates with TULIP's KARLA arm chair and side chair.
- Arm pads, soft yet firm.
- Special adaptations such as headrest, are easy to attach.

* There is no wood nor other combustible material used in the "KARLA" series. Its steel frame, foam and webbing, meet or exceed strict flame-retardancy requirements (including California). Selection of a flame-retardant cover makes chair totally fire-retardant.

For more details on the entire "KARLA" series, write to

TULIP

112 No. 12th Street, Philadelphia, Pa. 19107

circle 33 on reader service card
westnofa didn't invent the wood but we saw the possibilities...

LAMINETTE I designed by Sven Ivar Dysthe NIL.
Chairs can be used individually, stacked or ganged.
Detachable writing tablet available. Choice of finish.

westnofa u.s.a.

Specifications, prices and product literature is available on request.

1800 RIDGE AVENUE • EVANSTON, ILLINOIS 60201 • (312) 491-9000

San Francisco's Designers' Row requests the pleasure of your company at a festive celebration in honor of the 10th Anniversary of The Icehouse, on Saturday, January 21.

Celebrate 10 exciting Icehouse years at the Ice Ball, from 5-8 p.m. It's the tea dance of the decade. Champagne waltz on the 1st. Mellow swing on the 3rd. Disco Boogie on the 5th. Delectable hors d'oeuvres. Champagnes and wines. (And a no-host bar.)

Anniversary cheers by the Last Hoo-rons. Salutes by the Tap Dancing Birthday Cake. Celebrities. Souvenirs. Prizes.

Watch conceptual block busting all day long at the spectacular ice sculpture contest in Icehouse Alley. Enjoy showroom hospitality.

10th Anniversary Market Week, Jan. 21-27. Enjoy an eye-opener Bloody Mary and omelet at 10 a.m., Saturday on Designers Row, at the elegant Assay Office in Jackson.

A Fabulous Festivity in honor of the 10th Anniversary of The Icehouse 1968-1978

Saturday, January 21
Five until Eight O'Clock
You're Invited

The Icehouse
151 Union Street
San Francisco, CA 94111
Phone 415/421-6300

Celebrate
in stock inventory program

by architectural supplements inc.

SHOWROOM: 150 East 58th Street, New York, N.Y.

321 products-catalog/price list available

48-72 hour shipping normally possible
in stock inventory program
by intrex incorporated
SHOWROOM: 150 East 58th Street, New York, N.Y.

99 products-catalog/price list available

48-72 hour shipping normally possible.

Intrex Inc., 343 E. 62 St., N.Y.C. 10021
Showroom: (N.Y.C.) : 150 E. 58 St.
Telephone (212) 758-9925
(Habitat)
If you don't choose the clocks, your client will. Here are 604 ways to protect your reputation.

A job well done is the best ad any designer can have.

So, by all means choose the clocks yourself. If you don’t, the client will. Probably as an awful afterthought. The results can be quite damaging.

What other accessory announces itself at least once an hour? Or, is seen whenever someone seeks the time?

And now we’ve made choosing easier. As easy as scanning our new full color Contemporary Catalogue. A total of 604 clocks are included.

You’ll find all of our institutional and built-ins, world time clocks — and a whole new series designed for use with free standing landscape partitions and desks.

You’ll even find our chiming floor clocks and a digital grandfather with LED numerals.

As for materials, you’ll find a wide range. Cork, rare French burled veneers, stainless steel, rattan, natural oak and suede.

It’s a big catalogue. To get your copy, send in the reader service card. And if you are in Chicago or New York, our showrooms are open 5 days a week.

Of course, you can also call on us direct. Our only interest is making sure you choose the clock.

Like you, we want your client to have a beautiful time.
Secretarial Chair, Emil de Piero
Cambridge II Sofa, Warren Snodgrass
Summit Lounge Chair

Caliper Table, Warren Snodgrass
Plump Arm Chair, Donald T. Chadwick

The Moda Chair, Emil de Piero
The Poppy Chair, John Follis & David Hammer
Oak Lounge Chair, James H. Mlllis, Jr.

circle 39 on reader service card
Introducing a new name for some old friends of yours
Domore Seating
Domore Wood Furniture
Haws serieSeven™
Modular Office Systems
Haws Operable Walls

Every time you see our distinctive new signature, you'll know you're dealing with old friends: companies who've been producing products with integrity and design excellence for a total of 75 years. With a solid background like this, you know you can count on IKD in the future for fresh new ideas.

So, call us by our new name. We like hearing it.

Showrooms and Dealers in Principal Cities

IKD Corporation • 2400 Sterling Avenue • Elkhart, IN 46515
The JG Furniture Company, Inc. offers a brochure on auditorium seating. The four-color, 14 page brochure outlines specifications for each product, and all the JG auditorium chairs are reported to have been designed to solve the numerous problems that normally occur in auditoriums. circle 215

Jarke Corporation is offering a new 32 page catalog featuring new products and additions to their standard storage rack selections. The catalog serves as both a planning handbook and a product selector, with a wide range of applications possible in manufacturing, warehousing and storage. circle 216

Kent Design's product catalog of MetaLoom grilles is now available upon request. Along with the numerous MetaLoom product line of plain and intricate grilles, Kent Design also specializes in producing custom made grilles from customer's own sketches and designs. The grilles are available in a variety of electroplated finishes. circle 218

A Guide to Specifications for Interior Landscaping is available from the Associated Landscape Contractors of America. Prepared by the Interiorscape Committee of the ALCA, the ten page guide outlines such areas as award of contract and payment, instructions to bidders, work descriptions, subcontracting, standards and execution. A maintenance program and a plant list is also included. Cost: $2.50. Write: Associated Landscape Contractors of America, 1750 Old Meadow Road, McLean, Va. 22101.

Floor Covering Weekly's 1977-78 Handbook of Contract Floor Covering, a new annual reference for designers and specifiers of commercial carpet, resilient sheet and tile, ceramic and wood floors, is being published by Bart Publications, Inc., a service of Cox Broadcasting Corporation. The handbook is divided into two parts: the first part being a mini-encyclopedia of floor covering technology, and the second part a directory and specification section. Copies are available at $10 each from Bart Publications, 919 Third Ave., New York, N.Y.

A six page brochure on Woodmater folding partitions is available from Modernfold, an American-Standard Company. The brochure features full-color photographs of installations, cutaway illustrations of panel construction, typical track details and specifications for optional hardware and surface finishes. circle 217

Specified Products, Inc./SPI Lighting is offering a new eight-page brochure on indirect lighting. Included in the four-color brochure are full details of the company's line of portable, free standing lighting fixtures and wall and ceiling mounted units. Design flexibility and aesthetic qualities of the HID fixtures are also featured.

A comprehensive catalog to architects and interior designers making commercial and contract wallcovering selections is now available from The General Tire & Rubber Company's Wallcovering Group. The 16-page illustrated catalog, compiled under the direction of the nation's leading architectural specifiers, explains the construction of vinyl wallcoverings, how they are graded, and many specifications.

A full-color catalog of contemporary art works, including original limited edition signed prints, posters, Aubusson tapestries and sculpture multiples is now available to design professionals from Pace Editions Inc. Special service and visual materials for the presentation are offered and described in the catalog. The catalog may be had for $6.50, by writing Pace Editions Inc., 115 East 23 St., New York, New York, poster catalog, listing works of Federal Supply Schedule for designers specifying for government projects, is also available, gratis.
The Highland Collection of English woolens colored and styled by Remy Chatain.
we locked up the gold medal

the versatile plastic modular locker system has been awarded the 1977 IBD Gold Medal Award for special equipment. This 12" x 12" x 18" polypropylene structural foam locker is truly special. It is lightweight, yet 4 times more rigid than steel, non rusting, colorful, pry resistant and much much more. Write or call for FREE color brochure and find out how this totally unique storage/locker can find a space in your scheme.

Dahnz Industries (U.S.A.) Inc.
2 Park Avenue, New York, N.Y. 10016
212-684-3352

Sculptured Tubing a new concept in metal tubing design.
Unique patented machinery now transforms steel, copper, brass, aluminum and stainless tubing into almost any configuration for an endless variety of decorative and functional applications. Sculptured tubing is ideally suited for tube sizes from 1/8" o.d. to 4" o.d. at most any length and can be painted, plated or anodized to match your finished product...another unique one from Dahnz Industries.

An elegant and versatile line of all-purpose locker/storage systems.
This has to be the most beautiful locker in the world. It is made with rigid welded box frame construction and colorful hand baked enamel finishes. These lockers come in an infinite range of colors, sizes and door configurations and fit within almost any design scheme. The rusty, noisy tin boxes that used to pass for lockers are a thing of the past. Now quiet, durable, practical and beautiful are in...another unique one from Dahnz Industries.

Maximum-One Vault (U.S. Patent #3842761) The perfect Income Producing security safe box for hotels, motels, hospitals or clubs.
This mini vault can be easily anchored to any surface in minutes. In fact it has over 7 tons of holding power when mounted onto concrete block or concrete slab floor. It is the perfect way to stop in-room pilfering. The lock has 250,000 different key combinations and there are no duplicate master keys available to the safe door. It is constructed of 12 gauge steel with 12 gauge hingeless stainless steel door. It is the safe way to leave valuables...another unique one from Dahnz Industries.

Dahnz Industries (U.S.A.) Inc.
2 Park Avenue, New York, N.Y. 10016
212-684-3352
ROBERT LONG INC

Designer Stuart Barnes and Heath Ceramics, makers of the classic California standard, have joined talents to introduce a group of new lamps and fixtures using the timeless warmth of ceramics.

Shown in natural. Also available in five other colors and black or white.
Eppinger equates with excellence.

For companies with the foresight to plan for tomorrow...today.

Pictured above is only one example of our open plan office systems, featuring built-in energy saving Ambient/Task-lit lighting and our own custom built furniture.

You know you want the best—and planning with Eppinger furniture and lighting systems guarantees you the fine craftsmanship and hand-finished quality we have built our reputation on.

EPPINGER FURNITURE INC. ELMSFORD, NEW YORK 10523

SHOWROOMS: 206 East 61 St., New York, N.Y. (212) 838-5410 / Merchandise Mart, Chicago (312) 664-3370
Today's best dressed windows are wearing Levolor Woven Aluminum.

The dress: Geoffrey Beene. An easy-going natural look. All softness in line, texture and color.

shade: Caprice. The hand-crafted look. Artful mating of natural and man-made fibers with aluminum. Available with yarns tied or untied as shown.

Levolor Woven Aluminum shades will not splinter, mildew or chip. Available in a choice of weaves and a wide range of color combinations.

For a list of Levolor Woven Aluminum fabricators, write to Levolor Lorenzine, Inc., 720 Monroe Street, Hoboken, N.J. 07030

circle 45 on reader service card
DISCOVER AGI

"JANUS SERIES"

AGI INDUSTRIES, INC.

1412 TRINITY AVENUE/P.O. BOX 142/HIGH POINT, N.C. 27261/(919)883-4821

New York—O’Grady & Siegel: 688-4170
Chicago—Don Lence Assoc.: 467-5255
Dallas—Edmund Kirk: 744-0696
Los Angeles—Bruce Trimmer: (714) 962-8706

Phila.—Bill Corbett: 666-9696
Cincinnati—Phipps Garvey: 321-0537
Phoenix—Larry Norton: 451-8966

circle 46 on reader service card

62 CONTRACT INTERIORS DEC 77
Seamless commercial sheet vinyl flooring at its long-lasting best

Flor-Ever is proving its superiority in all kinds of installations throughout the country. Designed specifically for commercial use, it has the appeal of natural commercial designs and colors, combined with a durable, maintenance-saving, no-wax wear surface. In 9' and 12' widths, Flor-Ever offers the beauty of virtually seamless—and faster—installation. Abrasion and stain resistance are excellent for the toughest applications. (Flor-Ever meets federal specifications L.F.-001641 Type III, Class I.) The perfect product for changing commercial flooring needs. New Travertine, plus Marble, an over-all design, provides a total of 10 highly workable colors. For further information call a Congoleum® flooring contractor. Sweet’s Toll-Free Buy Line (800-255-6880), or write Contract Sales Manager, Congoleum Corp., 195 Belgrove Dr., Kearny, NJ 07032.
A bold and imaginative blend of the classic and the contemporary.

Desk - CF7836 Oak
Chair - S-200½ (PM)

DAVIS FURNITURE INDUSTRIES, INCORPORATED
P. O. Box 2065, High Point, N. C. 27260
Showroom: Merchandise Mart 11-116A
Pacific Design Center
Design: Robert Bernard Associates
circle 48 on reader service card
Quick, before it melts

If architecture can be called frozen music (and it’s been called that so often that we are now doomed to the phrase’s eternal repetition), then we might call interior design the dance set to that music. Interior design and dance do have real similarities, and one of them is that they are both notoriously difficult to record. We know all the notes Tchaikovsky wrote for Swan Lake, but are we sure of all the steps and positions of Petipa’s choreography? Dance notations are cumbersome, memories unreliable.

In another sense, if architecture is frozen, interior design is not frozen quite so solidly. A building’s exterior may be altered in time, of course—a wing added, a cornice removed—but a building’s interior is the target of immediate attack: the carefully selected ashtrays disappear, the conference room chairs are taken into the lounge for an office party and never returned, the president’s secretary makes her own curtains in a color that matches her eyes, the president’s daughter gives him one of her very own sea-shell collages to brighten his office. The span of time between the arrival of the last piece of furniture and the first act of innocent but irrevocable destruction can be very brief; sometimes it’s nonexistent.

If the recording of interior design is unusually difficult, it is also unusually valuable. For, of all the arts which deal with the shaping of the human environment, it is interior design that is the most flexible and the most immediately responsive to the changes in man’s image of himself.

All of which leads us, by means of a very long reach, to a pat on our own backs, accompanied by a real sense of responsibility. Surrounded by decades of bound past volumes of INTERIORS, we work with a constant awareness of continuing what we think has been the best—and what we know has been by far the most long-lived—record of a vital, changeable, and fascinating field.

STANLEY ABERCROMBIE
The core of Detroit’s Renaissance Center is a symmetrical indoor city touched with dreams of Venice, Tivoli, and St. Peter’s
This article is concerned only with the major interiors of the Detroit Plaza Hotel, not with Renaissance Center, the half-billion-dollar downtown Detroit renewal project spearheaded by Henry Ford II. But the hotel’s major interiors happen to be the main public square and park of Renaissance Center. So we must understand Renaissance Center as a whole, which is to say that we must grapple with a character—providing a protected environment of amenities and diversions—which is different from the Renaissance Center as a whole. This article is concerned only with the interiors of the towers, one low building mass space that interconnects with the interiors of the towers.

We should pause here to outline later phases of the program. Two subsequent stages will add ten 19-story office towers—by which time Renaissance Center will contain five million square feet of office space and over 300,000 square feet of retail space.

The next paragraph in the program may be the most significant:

“Additionally, nearly 1,000 apartments and condominiums will be built between the podium structure and the Detroit River. Although removed from the bustling commercial life of Renaissance Center, residents of this riverfront community, without putting on a topee, will be able to walk quickly to work, restaurants, theaters, and shopping areas.”

What the program does not state but clearly lets one understand is that residents will do all this walking in reasonable safety. In Detroit, of all cities, security is essential for equity investment in the central city. Portman is also proposing a 24-hour, walk-to-work community. Any objections?

Hence the somewhat military siting, like that of a fortified castle. It is virtually impossible for any pedestrian or vehicle to approach Renaissance Center unobserved or uncontrolled from the surrounding streets.

Even observed, pedestrian entry is discouraged by broad, heavily trafficked roads that surround the site on three sides, and by the Detroit River which protects the fourth. Two big, low, handsome pyramidal concrete berms, whose function is to house the heating, cooling, ventilation, fire safety, and security units for the entire Center, flank the road access opposite the river. Their decks are lavishly garlanded with planting, but one senses that they are guardhouses nonetheless. Is this a disadvantage? Probably not to Henry Ford II, whose corporation is one of 51 in the Renaissance Center Partnership backing the development. The $200 million mortgage it obtained is the largest loan ever made for a single privately financed real estate project.

The podium lifts the towers above street level, but even without that, their shining surfaces, absolute geometry, and formal arrangement make them alien even to the soundest of the stone and concrete highrises irregularly scattered in the area. Before the lights go on, there are no windows to be read in the seamless though delicately faceted and traced glass skin, none of the typical indentations and details that cue in the observer—though changing reflections and shadows of sky, surroundings, and fraternal neighbors in the Center are often lovely. Portman’s Embarcadero Center (July 1972 INTERIORS) a building which helped to organize the space around San Francisco’s Fisherman’s Wharf, was concrete, an obviously weighty mass. In contrast, Portman’s Chicago O’Hare Hyatt Hotel (August 1971 INTERIORS), Peachtree Plaza Hotel (July 1976 INTERIORS), Detroit Plaza Hotel, and other glass buildings, are punctuations of light free in the air, floating dreams.

In these shining, towered masses, all the reality is indoors. That is where we find plenty of very solid though exuberantly sculpted concrete. But are we really indoors? Psychologically not, for skylights—as in the Peachtree Plaza Hotel (July 1976 INTERIORS)—
DETOUR:  

**DETROIT PLAZA HOTEL**

The atrium is rimmed by balconies leading to shopping and office areas in the Center's podium, as well as to the hotel ballrooms, meeting rooms, exhibit hall, swimming pool, etc. From the street-level entry an elevator leads down to the lobby floor, which contains a round, half-acre “lake.” 18 inches deep, circling an elevator column for the guest tower above. The elevator core is circled by an “Inner Circle Lounge” slowly revolving on the lake, whose outer “shore” is studded with oval cocktail "pods"—concrete peninsulas lined with banquettes. Circular stairs lead to aerial "pods" where one can sit near tree-bearing aerial planters.

Options are many: a nightclub and three restaurants ranging from fast to gourmet food, located in closed spaces at opposite corners beyond the atrium’s rim; shops, ballrooms, meeting rooms, and a gargantuan exhibit hall, not to mention a swimming pool and health club in levels above and below the atrium floor. Or seventy stories up, meals and drinks with aerial views.

In the end, though, people in the offices halls, shops, ballrooms, and guest rooms will tend to go out into the atrium, congregate there like commuters spilling into Grand Central Station, and try to decide where to go next. Prospects for diversion programmed or otherwise, are rich, and the scene is full of visual delights—subtle charming as well as grand ones. The lit-up trees, the landscaped “lake” island, and yes—all those fixed and moving circles like merry-go-rounds—remind one of Tivoli, the elegant fun park in Copenhagen which Portman knows well.

The evident desire to please, the willingness to adorn and soften and pull together the space with fanciful works of art, especially huge sail-like banners ... these things, also, make us think of Tivoli. But Tivoli is tender, old-fashioned, and small in scale, while this inside-out park is huge and futuristic.

It is a “people place”—to use a seventeenth-century term. But our obsession with the latest avant-garde concepts should not allow us to lose sight of the traditional discipline which controls its design. Aside from the skill at handling such a huge space, at leading the eye around graceful curves, at providing mid- and small-scaled privacies and firm orientation within the whole, one is struck by Portman’s adherence to a limited number of pure geometric forms—circles, squares, rectangles and chambered Natutilus spirals all interacting according to the golden mean. And by the adherence to the same geometry in furniture that is similar but not identical to the concrete background—brass, velvet, oak, wicker. By the remarkably consistent palette—earth brown and stone beige backed by foliage, flowers, and works of art—a metaphor for nature.

Instead of corridors Portman uses open bridges, and he spills cafe tables into the lobby, so many functions and intimate elevators can share the great space. The space is indeed, so complex three dimensional as to approach the arcology which Paolo Soleri has theorized.

The complexity of the space and notoriety of the project seem to have diverted attention from the formal nature of its design. Its grandeur and centripetal movement are closer to the Vatican than Buck Rogers, and it is interesting that Portman has achieved so baroque—so Renaissance—a space with industrial materials.

The offices were 65% rented before the Center’s opening, and the hotel is sure to be popular with travelers. Will the permanent residents follow? They will if the balance sheets of the automotive industry permit it.

OLGA GUEFFE

Photos on next 7 pages by Joseph Standart except where otherwise indicated. Cover photo by Stuart Rom.
DETOUR PLAZA HOTEL

Preceding two overleaf pages: The atrium.

Those who want to have a meal in the middle of the action can do so. Cafe Renaissance is segregated from the rest of the atrium lobby only by foliage-topped fences and by umbrella lamps gloriously in scale.

Photos at near and far left show various parts of the atrium. The surprisingly delicate tile paving has a directional pattern over which foliage casts shadows. Daylight from the skylights is supplemented by effective spotlights and the rest of the lighting arsenal provided by William Lam, the lighting consultant. Places to sit, with or without a drink, include the revolving inner Circle Lounge (bottom opposite page) at the lakeside or suspended above it, or other nooks contained by the concrete structure—nooks to which nestlike softness has been added by plush upholstery, banner-louver ceilings, and wicker furniture.
Opposite page: Serpentine-banquette cocktail lounge on highest level of tri-level Summit, the shared space atop the hotel tower.

Top left: Suspended cocktail pod on the middle or entry level of the Summit. The pods revolve very slowly, like the dining rim of the floor below. (The lowest—dining—level is omitted from the plans above.)

Mid Left: La Fontaine, the most formal restaurant of three outside the rim of the atrium.

Bottom left: The Coffee Garden, another restaurant bordering the atrium, has a concentric scheme reminiscent of many other Portman spaces. The encircling posts provide a sense of privacy for individual tables without destroying the space.

SUMMIT REVOLVING COCKTAIL LOUNGE


LA FONTAINE (SPECIALTY RESTAURANT)


COFFEE GARDEN (COFFEE SHOP)

the health care needs and demands of the public. In times past it was a much simpler task to provide less specialized services. Today, however, there are industries built and serving each specialized area within the hospital with equipment, products, supplies and a science to fulfill even remote needs of the patient.

Just as hospital people and services have become highly specialized so have the spaces, equipment and facilities become specialized. Designing and constructing these spaces has become the focus of the architectural and building professions. As a gauge of this interest and attention paid to the design of health care facilities, just since 1955, a directory published by AHA that year listed only 103 architects around the country who reported that they were experienced in or had an interest in this specialty. In a 1975 revision more than 400 architectural firms were listed.

Design and Construction
Paralleling the increasing specialization of health professionals, health care and design professionals, is the development of codes and standards for many specialized areas. And why not? Any intelligent discussion of safe construction must start with the premise that no building is totally lifesafe and fireproof. Buildings are only relatively safe and are never exempt from the need of applied principles of protection and extinguishment. Particularly buildings containing boiler rooms, kitchens, laundries, maintenance shops, laboratories, pharmacies, and operating rooms all under one roof; not to mention the highly sophisticated spaces where pressures can be greater or lesser than standard atmospheric and some that are oxygen enriched.

In terms of the design and construction of health care facilities the principles of protection in designing institutional occupancy buildings as well as others are listed in explicit detail in the NFPA* Life Safety Code (470 Atlantic Avenue, Boston, MA 02210).

This code for hospitals is the basic point of reference for planning increased safety in health care facilities. Five indispensable factors to consider to maximize safety in design are:

1. Subdivision of risk
   Concept: A hospital/health care facility should be divided into sections with corridor separations, stairwell enclosures, and sealed vertical openings.
   Purpose: A fire may be isolated.

2. Exits from each floor at floor level
   Concept: Exits should lead either directly out or to other means of egress.
   Purpose: No one will be trapped in building.

3. Stairs and doors
   Concept: Closed stairwells with self-closing fire doors.
   Purpose: Such smoke-free lowers will protect their users from fire and smoke during evacuation.

4. Sprinklers or fire-detection devices—
   Concept: Early detection and extinguishment
   Purpose: Maximum protection is offered by proper design and installation. Where sprinkler systems are not feasible heat and smoke detection devices provide early warning. Sprinkling should be used in high hazard areas that are unoccupied.

5. An alarm system—
   Concept: To alert occupants of danger
   Purpose: Immediate action to extinguish, control or evaluate.
Surveys
The problems of providing safe health care facilities today is not in meeting any one of these design factors, it is in meeting the varied interpretations made by survey agents from some authority having jurisdiction. The responsibility of this perplexity must also be shouldered by the various codes and standards writing bodies whose intent is never quite conveyed to the actual survey agent making the inspection.

Before 1950 the health care facility existed with very little regulation from the federal government. But since that time and much more today the hospital must conform to a myriad of operational and construction standards and regulations. This problem has been recently compounded by the validation surveys performed by the SSA. These surveys performed by the state agents having contracted with SSA/BHI made numerous non-compliance citations in hospital facilities that they had themselves already surveyed and found to be in substantial compliance, usually within the previous 6-12 months. In the state of Pennsylvania, for example, it has been reported to AHA that over $70 million have been expended to bring facilities into compliance and that $300-$400 million would be required over the next two-year period if the validation procedures continued. Further corroborating this expenditure is the AHA’s publication “SSA’s Validation of JCAH+ Survey” which reported that the average cost to bring each hospital into compliance with the validation survey findings was $1.2 million which would have to be added to medical bills.

The Code Explosion
When making inspections and determinations with regard to conformance in the health care facility, the following are among the pertinent sources of codes and standards to be considered:

1. The health care facility’s own rules, standards and regulations
2. Joint Commission on Accreditation of Hospitals
3. Inspection standards and codes for federal and state hospitals and other government facilities
4. Manufacturers’ standards and instructions for operating equipment and devices
5. American National Standards Institute standards
6. National Electrical Manufacturers Association codes and standards
7. Underwriters’ Laboratories standards
8. American Society of Heating, Refrigerating, and Air Conditioning Engineers standards
9. Electronic Industries Association standards and publications
10. Institute of Electrical and Electronic Engineers standards and related publications
11. American Society for Testing and Materials standards
12. Instruments Society of America standards and recommended practice

Among these referenced standards, plus the local, metropolitan, county, state, and other authorities having jurisdiction are a group of widely recognized standards published by the National Fire Protection Association. Briefly they are:

2. The hospitals’ 56 series currently covering
   • Inhalation Anesthetics (institutional and ambulatory)
   • Respiratory Therapy
   • Hyperbaric Facilities
   • Hypobaric Facilities
   • Non Flammable Medical Gases
   • Combustible Solid Supplies
   • Medical-Surgical Vacuum Systems
   • Gas Sterilization
3. The 76 series of hospitals
   • Essential Electrical Systems
   • Safe Use of Electricity in Patient Care Areas of Health Care Facilities
   • Safe Use of High Frequency Electrical Equipment
4. Health Care Emergency Preparedness (hospital)
5. National Electrical Code

The Problem Areas
There are few in the health care facility design and construction industry who are deeply concerned with the increasing pressure from the public and the government for increased environmental standards and life safety that the administrator is so intimately familiar with. There are some serious concerns, however, whether or not the codes and standards under which we build and operate are (1) adequate in terms of life safety, (2) needlessly costly and/or redundant in terms of building and ultimately health care cost. In an effort to give some insight to these answers let’s look at them on a more basic level of problem statement.

What is an acceptable level of risk defined and then codes written and designs produced to meet that risk level.

How are codes developed, promulgated and changed now?
In 1974 there were 4800 pages of changes in the total National Fire Protection Association standards, 600 in Building Officials and Code Administrators, and 500 in the Uniform Building Code. In the early 60’s the pressure for code change was primarily economic—the owner had the incentive of lower premiums on insurance for protection of property. Next, the code enforcement official became sensitive to life safety as well. Now government and the public are becoming more aware of the need for increased safety to life. This increased awareness puts greater pressure on code writing bodies to publish new revised and updated standards. This phenomenon is a great challenge but not one to be answered with overreaction to disaster or potential disaster but one that must be answered intelligently from empirical scientific methods developing a knowledge-based code. There has been only in the past three years a substantial level of fire research conducted. The state of the art is much improved, though still only exists as an infant.

Who are the people involved in making codes?
As far as model code groups go, their committees are structured generally with representatives of material producers or manufacturers and building firms. Engineering, architectural, and user groups are usually included only as advisory members on matters of general design and construction. Most model code groups have code review and research committees made up of their own membership, all qualified building officials. They do not, however, work on the consensus principle that say, NFPA does. This principle basically requires representation from the producer, manufacturer, designer, user, and inspector. According to a National bureau of Standards study the current structure of code making bodies found that 78% of the proposed changes were from industry, pertinent to industry interest and not necessarily based on the latest research. Perhaps what is needed is a coordinating body (which represents the public interest) to collect, disseminate and report information of whatever source and introduce it to the code making bodies in their code making process.

Conclusion
Earlier I mentioned that the health facility is beset with standards and regulations to which it must conform in order just to keep the doors open. Hospitals, probably more than any other building group, are for safety and life support and preservation of its patients and staff. And hospitals are interested in and do support the National Fire Protection Association in this regard. However, it is not necessary for codes, standards and regulations to run over us and have the effective impact in the health care community of closing our doors.
EMANUEL HOSPITAL

KAPLAN/McLAUGHLIN

The health facilities work by Kaplan/McLaughlin began in 1965 with a mental health center in Marin, California. In 1973 Kaplan & McLaughlin pioneered in a triangular plan for St. Mark's Hospital in Salt Lake City, Utah—where a rooftop heliport lands patients from remote areas. St. Mark's triangular plan, found superior for operational efficiency—and more economical to construct than conventional buildings—is again employed for a new nursing wing at Emanuel Hospital in Portland, Oregon, one of the units shown here.

Expansion of Emanuel began in 1971/72 but was delayed by federal government controls until 1974 when the program was activated. Work completed now will serve as a guide to building in the future. The new lobby/link integrates two older brick buildings which have been renovated. Ramps and stairs within the space solve the problem of making up for differences in floor-to-floor heights of the two connected structures.

As they do for all their projects, Kaplan/McLaughlin first researched in depth how the spaces would be used, could be improved upon over other facilities, and meet future requirements. Public waiting/visiting areas included the main entrance lobby, surgical, ICU, etc. Although on-floor traffic is discouraged, the research covered

Photography by Joshua Freiwald
arrangements of seating (for different types of waiting rooms), sound-deadening materials, length of waiting time, and chair designs. Some of the considerations in specifying one type of chair over another, says Kaplan/McLaughlin, is that “A chair that is comfortable for ten minutes can be a minor form of torture for several hours. Certain chair designs are literally cruel to the elderly who must struggle to get out of them...” Housekeeping staffs grumble when furniture has to be put back in place. Ergo, the architectural research garnered the information that “curved furniture forms and casual arrangements should be used more often, and that office landscaping, with its screens and plantings, is an ideal solution to making irregular furniture arrangements attractive.”

In Emanuel’s lobby/links, those waiting don’t have to sit staring at strangers opposite them. Furniture has been permanently installed in L-shape clusters, at 90° angles, to provide several group or individual seating clusters. By “sinking” the waiting area, circumventing it with the ramps and walkways, plus a strategic use of carpet and plants, the area is not only secluded but evades being a public thoroughfare. Admitting stations afford privacy, with fabric-lined, five-foot-high screens, and high waffled ceilings to control acoustics.

The triangular-shaped, five-story, 200 bed inpatient tower provides 80% of the occupants with a private room, carpeting, a pneumatic tube communication system, and other advanced design features. Use of the Co/Struc medical/surgical supply system, according to the hospital’s general services v.p. Larry York, resulted in significant cost savings.

Interior designer Ernie Young, IBD, whose San Francisco firm specializes in hospital design, points to a number of considerations in addition to the architects’ specification of basic color and plan—such as white walls in all patient rooms, and warm granite gray carpeting. Each of the five floors is color-coded to provide directions. Even those color blind can cope, because they can see variations in gray tones, while verbal and graphic directives fill in. Draperies are a transparent orange/rust fabric that plays with light, changing color depending on the time of day. It also will not interfere with the patient’s skin tone during doctor examinations.

The architecture permits the patient bed to be placed at an angle, giving the patient a choice of an outdoor view or one into the corridor (the latter seems to be favored as more interesting). Also, nurses have a better visual supervision of the patients with the triangular plan.

Emanuel is one of the most recent of a series of renewal projects in the health care field by Kaplan/McLaughlin. Additionally, they also have been active in mass housing—from townhouses, communal housing, apartment developments, and restored Victorian residences—all in California, home state of this San Francisco-based firm.

Research is a strong part of architect/designer’s hospital work to satisfy patients, staff and future requirements
 renovated, recycled, or rehabilitated—whatever the term for saving an existing structure, it can be a most rewarding project for designer and architect. The small beginning of a Lutheran hospital in New York's borough of Brooklyn has a parallel theme in the new Lutheran Medical Center that rose from the rubble of an old foundry in the Bush Terminal section facing Upper New York Bay.

In 1882 Deaconess Sister Elizabeth, a nurse, tended the ills of Norwegian sailors in a ramshackle house in Brooklyn where many Scandinavians were settling. A hospital was later constructed, related to the American/Scandinavian Lutheran church. Today, a 20-member local board of trustees oversees operation of the present church-related, voluntary, non-profit facility that serves a community of 300,000 people who are mainly white and middle class or Puerto Rican and poor.

In 1970 the City of New York's gift of a five-story manufacturing building and four acres of land was a generous "political event" that resulted in the converted Medical Center which replaces an obsolete facility ten blocks away. The new quarters opened this past September, constructed in

33 months and within budget—from the time the bulldozers crawled inside to speed demolition to admitting the first patient to occupy one of the 532 beds. The old foundry was considered a "gigantic community nuisance" in a blighted ghetto waterfront area which hospital president George Adams and architect Burgun have called "the sickest part of the community." The new Medical Center, superbly equipped and excellently designed floor by floor, could be instrumental in healing a neighborhood as well as its residents. It was built for $67.4 million with funds from hospital, staff, community residents, churches, foundations, and companies, plus the Federal government, and a New York State loan. The city's generosity saved $10-million in construction costs.

The shell of the 514,000 sq. ft., concrete factory was maintained. Reflective mirror glass was installed in existing window openings, but most of the large window areas were blocked on the inside to reduce heat loss. Individual segments have been maintained as patient room windows, fitted with operable venetian blinds sandwiched between glass panes.

New construction was confined to a contemporary front entrance with two escalators rising to a spacious circulation core

Abandoned foundry in Brooklyn is reborn as a community medical center

LUTHERAN MEDICAL CENTER
serviced by eight elevators. Installation of a sprinkler system (an option in the 1973 Life Safety Code) permitted reduction of corridor heights from 16 ft. to 10 ft. A monorail, installed on the first and fifth floors with five vertical connections, provides efficient materials handling throughout this 700-ft.-long building. Six medical and surgical units occupy the top three floors with 80 percent double rooms. There are also ten major operating rooms, four delivery rooms, and others for specialized medicine. When research on the use of the hospital revealed that the neighborhood people were using the acute emergency room as one would a doctor's unscheduled general practice office, a second type of emergency service was established in the new quarters for those who were just “not feeling well.”

Interiors are bright, colorful, and comfortable—public areas bearing little resemblance to a hospital in look or smell. The designers turned to inexpensive treatments in supergraphics, and vinyl wallcoverings applied in patterns to walls and ceilings. But there was no compromise on quality. The best firms were specified for furnishings that would be attractive and still stand up under hard use. To simplify ordering and replacement while giving continuity to the project, systems of furniture were chosen—such as Nova chairs placed individually in dining rooms and auditorium, but used in tandem seating in clinic waiting rooms. Morrison Hannah couches will be found in small waiting rooms on patient floors, and also in a pediatric clinic where parents sit on them and children climb over the backs to bounce down into a carpeted play pit. Supergraphic numerals and lettering above doors make it easy to locate patient rooms and offices. All supergraphics and signage were designed by Jamie Hanson, who also left no doubt about which floor one was on when traveling by elevator—due to jumbo numerals on the doors.

Color is the key to where you are and where you want to go. Each department is given a color (pink—not red—for acute emergency). The eight colors are rotated in patient rooms. Even the cubicle curtains were woven to order in this sequence. Wood veneer of all doors is stained with color-keyed aniline dyes. All beds are white laminate. A wide oak railing along patient room corridors is also applied horizontally as top moldings around panels enclosing visitors' waiting sections. Details throughout the hospital receive as generous an amount of consideration as the larger furniture items—from wall-mounted pamphlet and nursing record holders of lucite to the painting of basement cement blocks in purple and orange. Even the monorail system has two colors to identify high and low carriages.

The interior design program for Lutheran Medical Center was begun by project designer Stephanie Mallis. When she left Rogers, Butler & Burgun to pursue an architecture degree at Harvard, Michelle Zoller inherited the work. Ms. Zoller, who has literally “lived with” the Lutheran project for the past two and one-half years, had nothing but praise for the helpful and cooperative attitudes of the hospital's management and the manufacturers who were most enthusiastic about the entire design concept and strong visual impact. When requested, manufacturers were only too glad to present color charts for operating equipment, or the upholstery for wheel chairs so they would coordinate with the floors' color program.

In considering itself as a “hospital without walls,” Lutheran has created a Department of Comprehensive Health Planning to analyze the condition of the community's housing, and has worked with a HUD rehabilitation program to make abandoned houses available to low-income buyers. It is hoped that the renovation of the foundry buildings into a worthwhile, needed, and attractive facility will spark a corresponding revival within the community, with both working toward total well being.

Rogers, Butler & Burgun, international architects, planners, and interior designers, was founded in 1947 by Francis Day Rogers, son of James Gamble Rogers, FAIA, whose buildings on Yale's campus, and the Harkness Memorial Hospital triangle in New York, are outstanding examples of eclectic styles of the 1920's and 1930's. The present firm has completed more than 300 health facility projects over the past 30 years. (In March 1969 Interiors published the new building for The New York Eye and Ear Infirmary.) After many years at One Park Avenue in New York, Rogers, Butler & Burgun has moved to 521 Fifth Avenue in the Grand Central area. They find the health care field is broadening geographically, with recent commissions for an eye clinic in Maghreb, Saudi Arabia, and a hospital in Cairo. BETTY RAYMOND

**LUTHERAN MEDICAL CENTER**

Above, top to bottom: Auditorium with Visual Aid wall strip for projections or to write on; staff library; a clinic waiting room with tandem seating; and (below) basement monorail system.

Opposite page, clockwise from top left: Lobby waiting area with fluid Chadwick seating and ceiling light strips suspended by piano wire; play area off lobby; coffee shop, where vinyl wall graphics follow angled ceiling plane and color; single and double patient rooms, with windows framed in vinyl graphics; and employees' dining room where sliding panels at one end enclose private rooms for doctors' meals or meetings. Existing columns are painted in shiny white epoxy.

**Lobby FURNISHINGS**


**Patient Room:**


**Outpatient Clinic:**


**General Sources:**

The office of Dr. Eugene Joyce, designed by Ferendino Grafton Spillis Candela, is both a renovation and an addition to an existing doctor's office building. The structure was entirely gutted, and to meet the particular needs of the doctor, a wing was added to house the reception area and recovery lounge. Square footage totals 2,700 sq. ft.

The client specifically requested that there be no use of environmental graphics or bright colors, and, as he preferred a refined and sophisticated atmosphere, also wanted a conservative use of materials. The design solution evolved, of course, from this predilection, and from the fact that the client was an ophthalmologist and eye surgeon. It was vital to create controlled lighting levels so as not to disturb the patient as he moves through the space. Lighting sources are concealed by various cove treatments with fluorescent lamps on multiple switching. Incandescent lights on dimmers serve as additional accent lighting. The transition in lighting levels—from the street to the reception area, through the cove-lighted exam corridor, and to the exam room—was kept soft and to a minimum. The recovery lounge is the only space with natural lighting, and perforated vertical blinds are employed to acclimate the patient back to daylight levels.

In areas of heavy traffic, hardwood flooring was used, with carpeting in waiting and lounge spaces. The selection of color was made with regard to the subdued lighting levels, and thus complements the atmosphere.

The over-sized reception desk was custom designed to accommodate several functions. Its shape evolved from a direct analysis of the working habits of the nurses in that area. Large spaces were provided for reception, three nurses, patient records and accounts.

RICHARD ZOEHRER
Architects/Engineers: Ferendino/Grafton/Spillis/Candela
Project manager: Howard Snoweiss, IBD
Project designer: Juan Lezcano


Top left: Simple design and ample seating characterize the waiting area. Note soft, indirect lighting. Bottom, far left: Cove-lit corridor, leading toward reception area. Bottom left: Magazine rack and functional desk nook add interest to reception area, border on waiting room. In this column, top to bottom: An examination room; waiting area seen from reception area; and custom designed control desk.
For the adult in us who is reduced to a terrified toddler at the sound of the dentist’s drill, the proceedings at the Dept. of Dentistry for Children, New York University College of Dentistry, New York, N.Y. come as a joyous revelation. Children are actually happy to visit the clinic designed by Noel Jeffrey, interior designer, for the school. And parents take an active interest in their children’s treatment.

A miracle? Perhaps. More likely, it was the close cooperation of Noel Jeffrey with school officials headed by Dr. Stephen J. Moss, professor and chairman of the Department, in identifying and resolving the sociological challenges in the relationships of clinic to staff and patients, and the generous support of the Hecksher Foundation that made this success possible.

One of the major objectives was to educate children and their parents to the benefits of dental care in such a way as to remove fear of actual treatment. Towards this end, visitors feel welcome the moment they enter the reception room. Here Jeffrey provides a generous amount of seating without using up valuable floor area by means of two economical seating solutions, the carpeted multiple tiered “bleachers” and a circular bench. The bleachers seem especially popular in Jeffrey’s words, “because children don’t like to sit.” Here, perched on many levels, parents and children relax in comfort uncommon to such surroundings.

In addition, handicapped children find wheelchairs, crutches, and the like fit easily on the open floor.

A blackboard for drawing and a bulletin board covered with snapshots, cards, and letters from apparently happy children receive much attention too. However, the most conspicuous objects in the space are the “trees” Jeffrey has fashioned from cabinetry with green acrylic sheet for “leaves.” For imbedded in their trunks are closed-circuit TV screens which relay what goes on in the treatment room beyond to those awaiting treatment themselves. This innovation by Dr. Moss is particularly important to the clinic’s many black and Hispanic parents, whose desire to accompany their children to the dental chair cannot be physically accommodated.

Once inside the treatment room, children find Jeffrey has prepared another imaginative surprise: the ceiling. Rather than lower the relatively high ceiling to conceal pipes and duct work, he has painted them in lively colors that enhance their purpose, “You always look up in a dentist’s chair,” he reasons, “Why shouldn’t you see something up there?” Set against the all-white room with a rainbow on the wall for company, these pipes give even the most anxious youngster something to smile about.

ROGER YEE

SOURCES. General contracting: Garson Bergman. Cabinet work: Craftsmen Woodworkers. All seating, “trees,” and reception desk made from original designs by Noel Jeffrey.
Children and parents are immediately welcomed into Dentistry for Children's clinic by informal seating, "trees" with closed circuit TV sets giving visitors an over-the-shoulder look at treatment, and bright graphic effects in views of reception room on this page left and bottom. Treatment room, opposite page and below, uses colorful upholsteries, a rainbow, and HVAC and plumbing in primary colors to set off all white space.
We have often, in these pages, expressed admiration for Los Angeles' extraordinary Pacific Design Center (by Cesar Pelli of Gruen Associates) and for its farsighted leadership (Executive Director Murray Feldman and President Dave Dawson). Another admirable aspect of the PDC is shown here: the Designers' Club carved out of 3500 sq. ft. of the building's fourth floor and given a low-key but very knowing character by interior designer Janice Kerchman. The club, a perfect place for designers to relax with their clients after a day in the showrooms, offers a message center, telephone service, a library cataloging PDC tenants' products and services, travel assistance, and other facilities. Kerchman has provided a welcome variety of spaces, from quiet, glass-walled conference rooms for serious consultations to a very cheery bar-lounge area for more gregarious meetings. Fiber sculptures for the walls were commissioned specifically for the club; other furnishings come from the building's tenants.

STANLEY ABERCROMBIE

JANICE KERCHMAN

DESIGNERS' CLUB

Within the famous Pacific Design Center, an oasis for functional conferences and fanciful conviviality
Glass modules in the jungle: a restaurant of strict geometry open to lush Florida vegetation

Sarasota, Florida, is more than just a pretty beach; it has as well a healthy share of interesting architecture: a small college campus by I.M. Pei, an elaborate Venetian palace built for the Ringlings, a lavender-colored auditorium by the Taliesin Fellowship (locally known as the "purple people-seater"), and a whole body of early work by Paul Rudolph (then working as a partner in the firm of Twitchell and Rudolph). Among Sarasota's most recent designs of interest is this sparkling restaurant on one of the keys which separate the mainland from the Gulf of Mexico.

Architect Carl Abbott, who designed the restaurant when he was a partner in the firm of Zoller-Abbott and who now heads a firm of his own, had a special interest in the project; his own house is across the street. Abbott, naturally, has devised a scheme that is not jarring or ostentatious from the street. More important, he and the building's owner (former New Hampshire Gov. Hugh Gregg) have been scrupulously careful to save as much as possible of the site's native vegetation (palms, oaks, giant bamboo, and numerous flowering plants) and to open the interior to it. One wonders, indeed, if such great expanses of clear glass can be a workable design solution in the Florida sun, but so dense and so close to the building is the vegetation that sun-screening is accomplished naturally. Only the kitchen and office areas of the building have solid walls.

In plan, the restaurant is a rambling form, dodging this way and that to avoid choice plants. But there is an underlying order here as well: a strict module of ten-ft. cubes which is used consistently through the design. Breaking free of the module inside is a sweeping stair to the upper level dining room: here curves are an effective foil to the repeated cubes.

Service stands and a copper-surfaced bar are custom designed by Abbott. Furnishing are warm but understated. In the midst of such glorious growth, why try to compete?

STANLEY ABERCROMBIE


CARL ABBOTT
GREENHOUSE RESTAURANT
Health care products

The National Fire Protection Association (NFPA) issues valuable, life-saving literature. “Firesafety in Hospitals,” produced by the Association, is designed to reduce the chance of hospital fires. It outlines the fundamental principles of fire-safe operations in all hospital areas, information that is important to administrators, engineers, safety directors, staff, and architects of hospitals. The package consists of 79 35mm slides, a cassette tape, an instructor’s guide, and ten student workbooks. It may be ordered for $65 from the NFPA Publications Sales Department, 470 Atlantic Avenue, Boston, MA 02210. The Association issues a catalog of other publications.

The R.C. Musson Rubber Company offers “Walk-Saf” carpet mats and matting that are designed to meet stringent Federal, state, and local laws governing Flame Spread qualities of floor covering materials specified for health care facilities, schools, or any public buildings. Musson vinyl-back carpet mats protect indoor floors and floor coverings from damaging outdoor soil. Walk-Saf is made of cut-pile yarn in four color blends.

Koppers Company, Inc. has developed NCX fire-retardant treated wood paneling, recently used by architect Jack Saro for a refurbished hospital building in Midland, Michigan now in use as a mental health center. NCX wood is produced by pressure-impregnating with a fire-retardant resin salt. After treatment, the wood is kiln-dried, to cure the chemicals. In the event of fire, the fire retardant chemicals cause the combustible gases and tars to convert to harmless carbon dioxide, water, and carbon char. The char layer helps to insulate underlying wood from the source of heat, according to Koppers.

Kentucky Wood Floors
They’re New and Exciting

Wood flooring design and technology have added a new dimension with the introduction of end-grain flooring from Kentucky Wood Floors, Inc. Kentucky Crockett (right), in mesquite and cedar rounds in pre-grouted 1/4” x 24” x 24” sections, is one of five end-grain patterns in the Kentucky line. This exciting and innovative manufacturer and marketer of wood flooring offers a wide range of products, from basic plank and parquet to custom designs incorporating multimedia (slate, stone, tile and metal) and mixed species (oak, walnut, ash and cherry). With an in-house design service and knowledgeable personnel, the company is equipped to serve both the specifier and the flooring dealer alike.

Interested?
Write or call:

Kentucky Wood Floors
7761 National Turnpike
Louisville, Kentucky 40214
(502) 368-5836

circle 71 on reader service card
Mister Cubicle, a Brooklyn, N.Y.-based firm, carries Apollo cloth, a non-flammable fabric woven of 100% Beta Soft Fiberglass from Owens/Corning. The cloth is said to meet or exceed all fire codes, rate zero in the National Bureau of Standards Smoke Density Test; is treated with a special formula to kill germs and mildew; is anti-static, and needs no ironing. Apollo cloth is available as Decora: 1200 striped cubicle curtains with color-coordinated window draperies, or in bulk yardage in six solid colors.

Tulip Inc. in Philadelphia will shortly introduce a vinyl-upholstered, wood-framed chair suitable for nursing homes and hospital patient rooms.

Allied Tube and Conduit Corporation has issued a brochure describing its lightweight, thin-walled sprinkler pipe that meets the guidelines of the National Fire Protection Association, and is said to be less costly than other systems.

Sunroc Corporation, a leading manufacturer of electric water coolers for over 50 years, has developed a wheelchair-level cooler with a soft touch, self-closing push bar operation. Designated Model HCWC-8, the bubbler of the unit can be activated by lightly pushing the 12 in. bar in the middle or on either end—by hand or by an individual’s chest.

Mannington Mills, Inc. has toughened its special no-wax floorings for commercial applications, such as nursing homes, “Architect’s Choice,” a quality that is said to exceed Federal, FHA, and H.E.W. requirements for contract interiors, has a built-in compact cushioning that makes the product quiet and easy to walk on.
Health care products

**Carolina Seating Company** offers an immense selection of seating for health facilities as well as other contract installations. The health care line is manufactured with either wood frames in nine fire retardant finishes, or a baked-on Tenite powdered finish in nine colors. Upholstery is easy-to-clean Naugahyde. Chair illustrated (6589) has a removable restraining tray. Options include wing sides, other type bases. Many models come with ottomans and matching tables.

circle 303

**Arc Com Fabrics, Inc.** has added “Firecheck,” a 54 in. woven fabric in 24 colors that is inherently flame retardant without any chemical processing and, according to the company, “passes every fire code in the country.” Content is 65% mod-acrylic, 35% nylon. Rather than the customary two-color tweed texture, Firecheck is woven in three colors. Answering a demand for such fabrics, Arc Com plans to add a solid which will coordinate with a stripe—also in a competitive price range.

circle 304

---

**Capo Deco**

Handmade, Italian glass hat lamps in vivid colors. All lamps have a black marble base and a polished brass stem. One 60 watt bulb.

**Tessa**
Peacock blue outside, Orange inside with orange swirls

**Fedora**
Yellow or grey

**Ala**
Orange with white band, White with pink band, Yellow with black band

or at:
Designer Products, Ltd., Atlanta
Kneedler-Fauschke: Los Angeles, San Francisco, Seattle, Denver, Portland
The Michael Roberts Collection, Chicago
Bob Sapan's 39 East Inc., Miami
Vivian Watson Associates, Dallas

96 CONTRACT INTERIORS DEC '77
AVERY BOARDMAN

Choose your period...
choose your style. Specify fabric...
specify measurements.
Add stylistic details... even remove
the bed. But get exactly
what you truly want...
truly custom-made at the
unique showplace for the
champagne of convertibles.
Avery Boardman, Ltd.,
Maker of Custom Convertibles,
D&D Building, 979 Third Ave.,
New York, N.Y. 10022.
(212)
688-6611

Available in Miami at La Verne Galleries
circle 74 on reader service card

COME TO AVERY BOARDMAN'S NEW PHILADELPHIA SHOWROOM
IN "THE MARKET PLACE" 2400 MARKET STREET, THIRD FLOOR
La-Z-Boy Contract chairs are a far pleasanter alternative to hospital beds for kidney patients who require four to six hours for dialysis treatment at one time. In addition to the chairs' space-saving advantages, there are psychological benefits in that patients can adjust the chairs for reading, sleeping, or watching television. The satellite dialysis facility illustrated above is at Booth Memorial Medical Center, Flushing, N.Y., designed by Norman Rosenfeld, AIA, a health facility consultant, who recently expanded his New York City firm by adding Interdesign Group, Inc., a facilities improvement program for all types of contract interiors.

Masonite Corporation has introduced Brand Flame Test paneling that has a Flame Spread Rating of 25, making it acceptable for nursing homes, hospitals, and other institutional applications where building and fire code requirements are a prime consideration. Illustrated is “Sunrise” Flame Test hardboard installed in a nursing home room. It features random spaced grooves, detailed graining, and rich colors.

Seton Name Plate Corporation guides the sightless through hospitals, extended care facilities, and other public buildings with embossed braille identification plates for elevator control panels and door frames.
FULLSPACE...
the file with the movable aisle!

If you tried to provide your clients with this much storage or file space using ordinary files or shelves, you'd need 6 aisles and up to 4 times the floorspace. FULLSPACE does it with just one aisle that opens where it's needed. Furthermore, when the aisle is opened, all the space on both sides is exposed, greatly reducing access time.

But there's more to FULLSPACE than space-saving and efficiency. High quality finishes in handsome wood grains or colored laminates create handsome furniture that complements any decor.

Want more information? Write today, or call us collect.

LUNDIA
The World's Record Holders
LUNDIA, MYERS INDUSTRIES, INC.
Lafayette & Capitol Way
Jacksonville, Illinois 62650
217/243-8585
Directory of America's Great Sources

The dependable key to quality sources for interior designers

Newly revised with every listing, including addresses and phone numbers, freshly authenticated.

An up-to-date, useful working reference to "America's Great Sources." 1977 advertisers in CONTRACT INTERIORS

To keep up-to-date on quality sources and offerings watch the editorial and advertising pages of CONTRACT INTERIORS each month. For specific source suggestions on unusual needs, call or write CONTRACT INTERIORS
Reader Service Department
1515 Broadway, 39th Fl.
New York, NY 10036
212/764-7535
This Directory is in three sections. Part I (this page) includes an alphabetical listing of product categories; followed by an alphabetical listing of product sub-heads found within each category. Page number references are adjacent to each product type.

Part 2 (page 103) is the "Products and Their Sources" section.

Part 3 (page 110) lists all of the sources and their addresses.
### ACCESSORIES

#### Acrylic Accessories
- The William Brenner Furniture Corp.
- Campaniello Imports Ltd.
- Fuller Office Furniture Corp.
- Karl Mann Associates
- Southeast Wholesale Furniture Co.

#### Art-Graphics, Paintings, Prints, Sculpture
- Alva Museum Replicas, Inc.
- Artifax, Systems, Ltd., Inc.
- Art for Art's Sake
- Artisan House, Inc.
- Atelier International, Ltd.
- Berkley & L Gallery of Photographic Art
- Decor

#### Designers Furniture Center Int'l.
- Eastman Kodak Company
- Eldon Office Products
- Forms & Surfaces
- Gemini F.E.L.
- Jack Lenor Larsen, Inc.
- Karl Mann Associates
- Meisel Photochrome Corp.
- New York Graphic Society
- Peter Pepper Products Inc.
- Peter Rose Gallery
- The Sculpture Studio Inc.
- Southeast Wholesale Furniture Co.
- C.W. Stockwell, Inc.
- Alex Stuart Design
- TSAO Designs, Inc.
- Vanguard Studios, Inc.
- Yorkrakr, Inc.

#### China
- The Hall China Co.-Hall Artstone
- Southeast Wholesale Furniture Co.
- C.W. Stockwell, Inc.

#### Clocks
- Artisan House, Inc.
- Fuller Office Furniture, Corp.
- Intra/Var Den Berg
- Howard Miller Clock Co.
- Peter Pepper Products Inc.
- Southeast Wholesale Furniture Co.
- Vanguard Studios, Inc.
- Vanleigh Contract Corp.

#### Decorative Hardware
- Dahm Industries USA Inc.
- Forms & Surfaces
- Intrex Inc., Architectural Supplements, Inc., and Habitat Inc.
- Omnis Div. Hoover Ball & Bearing Co.

#### Decorative Screens
- Convex Corporation
- Cumberland Woodcraft Co.
- Dahm Industries USA Inc.
- Designers Furniture Center Int'l.
- Forms & Surfaces
- Lawrence Metal Products, Inc.
- Lavalor Lorenzten Inc.
- Lozano-Fisher Inc.
- Norman Perry Inc.
- Rose Manufacturing Co.
- The Sculpture Studio Inc.
- Southeast Wholesale Furniture Co.
- C.W. Stockwell, Inc.

#### Desk and Office Accessories
- Artisan House, Inc.
- Atelier International, Ltd.
- BPC Enterprises, Inc.
- Beylerian Limited
- Brickell Associates, Inc.
- Cole Business Furniture
- Conwed Corporation
- Cosco Contemporaries
- Cramer Industries Inc.
- Designers Furniture Center Int'l.
- Desk Inc.
- Eldon Office Products
- Fuller Office Furniture, Corp.

### Furniture Hardware
- Dahm Industries USA Inc.
- Gas Spring Corporation
- Intrex Inc., Architectural Supplements, Inc., and Habitat Inc.
- Peter Pepper Products Inc.

### Globes, Maps and Charts
- Fuller Office Furniture, Corp.

### Letters, Signs and Plaques
- BPC Enterprises, Inc.
- Dahm Industries USA Inc.
- A.C. Div. Import & Son Co.
- Entol Industries, Inc.
- Forms & Surfaces
- O'Grady & Siegel Associates
- Vanguard Studios, Inc.
- Yorkrakr, Inc.

### Mirrors and Mirror Frames
- Artisan House, Inc.
- Beylerian Limited
- Bruten Industries Inc.
- Smaller Furniture Center, Int'l.

### Picture Frames
- Atelier International, Ltd.
- Berkley & L Gallery of Photographic Art
- International Terra Cotta Inc.
- Jack Lenor Larsen, Inc.
- Karl Mann Associates

### Plants and Flowers, Artificial
- Fuller Office Furniture Corp.
- Southeast Wholesale Furniture Co.

### Plants and Flowers, Live
- Plants Plus

### Planters, Indoor
- Atelier International, Ltd.
- BPC Enterprises, Inc.
- Beylerian Limited
- Brayton International, Inc.

### Plants, Outdoor
- A.C. Div. Import & Son Co.
- Bruten Industries Inc.
- Campaniello Imports Ltd.
- Cosco Contemporaries
- Cramer Industries Inc.
- Designers Furniture Center Int'l.

### Silverware
- Supreme Cutlery

### Tapestries
- Artifax, Systems, Ltd., Inc.
- Atelier International, Ltd.
- Beylerian Limited
- Bruten Industries Inc.
- Designers Furniture Center Int'l.
- Wood Kroll Fabrics

### Wall Hangings
- Artifax, Systems, Ltd., Inc.
- Artisan House, Inc.
- Beylerian Limited

### Wall Plaques
- Alva Museum Replicas, Inc.
- BPC Enterprises, Inc.
- Diphor Corporation

### ANTIQUES

#### Antique Art Objects
- Karl Mann Associates
- Southeast Wholesale Furniture Co.
- Stark Carpet Corporation
- C.W. Stockwell, Inc.

#### ORIENTAL RUGS
- Hamill Carpet Inc.
- Jack Soskin Associates, Inc.

#### BATH

#### Bath Accessories
- Kirsch Company
- Swan Brass Beds

### BUILDING PRODUCTS

#### Accordion Doors
- Holland Shade Co., Inc.
- Online Corp.

#### Acoustical Ceiling Systems
- Convex Corporation
- Donn Products, Inc.
- Entol Industries, Inc.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stark Carpet Corporation</td>
<td>Fibers for Carpeting</td>
</tr>
<tr>
<td>Jack Soskin Associates, Inc.</td>
<td></td>
</tr>
<tr>
<td>Kemos, Inc.</td>
<td></td>
</tr>
<tr>
<td>Ceramcoat</td>
<td></td>
</tr>
<tr>
<td>Dow Badische Company</td>
<td></td>
</tr>
<tr>
<td>E.I. du Pont de Nemours &amp; Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Hercules Fibers Dept.</td>
<td></td>
</tr>
<tr>
<td>Jack Soskin Associates, Inc.</td>
<td></td>
</tr>
<tr>
<td>Stark Carpet Corporation</td>
<td></td>
</tr>
<tr>
<td>Marble Flooring</td>
<td></td>
</tr>
<tr>
<td>Designers Tile International</td>
<td></td>
</tr>
<tr>
<td>Peter Pepper Products Inc.</td>
<td></td>
</tr>
<tr>
<td>Jack Soskin Associates, Inc.</td>
<td></td>
</tr>
<tr>
<td>Stark Carpet Corporation</td>
<td></td>
</tr>
<tr>
<td>Oriental Rugs</td>
<td></td>
</tr>
<tr>
<td>Vojtech Blau</td>
<td></td>
</tr>
<tr>
<td>Budd Looms Inc.</td>
<td></td>
</tr>
<tr>
<td>Dylan Carpet Inc.</td>
<td></td>
</tr>
<tr>
<td>Edward Fields Inc.</td>
<td></td>
</tr>
<tr>
<td>Harmil Carpet Inc.</td>
<td></td>
</tr>
<tr>
<td>Karastan Rug Mills</td>
<td></td>
</tr>
<tr>
<td>Phoenix Carpet Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Rosecore Carpet Co. Inc.</td>
<td></td>
</tr>
<tr>
<td>F. Schumacher &amp; Co.</td>
<td></td>
</tr>
<tr>
<td>Jack Soskin Associates, Inc.</td>
<td></td>
</tr>
<tr>
<td>Stark Carpet Corporation</td>
<td></td>
</tr>
<tr>
<td>Parquet Wood Tile</td>
<td></td>
</tr>
<tr>
<td>Budd Looms Inc.</td>
<td></td>
</tr>
<tr>
<td>Harmil Carpet Inc.</td>
<td></td>
</tr>
<tr>
<td>Kentucky Wood Floors, Inc.</td>
<td></td>
</tr>
<tr>
<td>Jack Soskin Associates, Inc.</td>
<td></td>
</tr>
<tr>
<td>Stark Carpet Corporation</td>
<td></td>
</tr>
<tr>
<td>Rubber Tile, Floor</td>
<td></td>
</tr>
<tr>
<td>Budd Looms Inc.</td>
<td></td>
</tr>
<tr>
<td>Rooms &amp; Surfaces</td>
<td></td>
</tr>
<tr>
<td>Harmil Carpet Inc.</td>
<td></td>
</tr>
<tr>
<td>Phoenix Carpet Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Rosecore Carpet Co. Inc.</td>
<td></td>
</tr>
<tr>
<td>Jack Soskin Associates, Inc.</td>
<td></td>
</tr>
<tr>
<td>Stark Carpet Corporation</td>
<td></td>
</tr>
<tr>
<td>Vanleigh Contract Corp.</td>
<td></td>
</tr>
<tr>
<td>Vinyl Asbestos Tile, Floor</td>
<td></td>
</tr>
<tr>
<td>Budd Looms Inc.</td>
<td></td>
</tr>
<tr>
<td>Desks Inc.</td>
<td></td>
</tr>
<tr>
<td>Kentile Floors Inc.</td>
<td></td>
</tr>
<tr>
<td>Phoenix Carpet Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Rosecore Carpet Co. Inc.</td>
<td></td>
</tr>
<tr>
<td>Jack Soskin Associates, Inc.</td>
<td></td>
</tr>
<tr>
<td>Stark Carpet Corporation</td>
<td></td>
</tr>
<tr>
<td>Vinyl Tile, Floor</td>
<td></td>
</tr>
<tr>
<td>Budd Looms Inc.</td>
<td></td>
</tr>
<tr>
<td>Desks Inc.</td>
<td></td>
</tr>
<tr>
<td>Harmil Carpet Inc.</td>
<td></td>
</tr>
<tr>
<td>Kentile Floors Inc.</td>
<td></td>
</tr>
<tr>
<td>Phoenix Carpet Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Rosecore Carpet Co. Inc.</td>
<td></td>
</tr>
<tr>
<td>Jack Soskin Associates, Inc.</td>
<td></td>
</tr>
<tr>
<td>Stark Carpet Corporation</td>
<td></td>
</tr>
<tr>
<td>FURNITURE</td>
<td></td>
</tr>
<tr>
<td>Acrylic Furniture</td>
<td></td>
</tr>
<tr>
<td>Beyelerian Limited</td>
<td></td>
</tr>
<tr>
<td>A. Blank Inc.</td>
<td></td>
</tr>
<tr>
<td>The William Brenner Furniture Corp.</td>
<td></td>
</tr>
<tr>
<td>Campanello Imports Ltd</td>
<td></td>
</tr>
<tr>
<td>Designers Furniture Center Int'l</td>
<td></td>
</tr>
<tr>
<td>Herriott Collection</td>
<td></td>
</tr>
<tr>
<td>Marion-Emanuel, Ltd</td>
<td></td>
</tr>
<tr>
<td>The Pace Collection, Inc.</td>
<td></td>
</tr>
<tr>
<td>Southeast Wholesale Furniture Co., Inc</td>
<td></td>
</tr>
<tr>
<td>Vanleigh Contract Corp.</td>
<td></td>
</tr>
<tr>
<td>Aluminum Furniture</td>
<td></td>
</tr>
<tr>
<td>BPC Enterprises, Inc.</td>
<td></td>
</tr>
<tr>
<td>Baker Furniture Co.</td>
<td></td>
</tr>
<tr>
<td>Designers Furniture Center Int'l</td>
<td></td>
</tr>
<tr>
<td>Falcon Products, Inc.</td>
<td></td>
</tr>
<tr>
<td>GF Business Equipment, Inc.</td>
<td></td>
</tr>
<tr>
<td>Intrex Inc., Architectural Supplements, Inc., and Habitat Inc.</td>
<td></td>
</tr>
<tr>
<td>Knoll International</td>
<td></td>
</tr>
<tr>
<td>L&amp;B Products Corp.</td>
<td></td>
</tr>
<tr>
<td>Hank Loewenstein, Inc.</td>
<td></td>
</tr>
<tr>
<td>Southeast Wholesale Furniture Co.</td>
<td></td>
</tr>
<tr>
<td>The Telescope Folding Furn., Inc.</td>
<td></td>
</tr>
<tr>
<td>Antique Furniture</td>
<td></td>
</tr>
<tr>
<td>Southeast Wholesale Furniture Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>C. W. Stockwell, Inc.</td>
<td></td>
</tr>
<tr>
<td>Alex Stuart Design</td>
<td></td>
</tr>
<tr>
<td>Brass, Chrome and Stainless Steel Furniture</td>
<td></td>
</tr>
<tr>
<td>Abstracta Structures Inc.</td>
<td></td>
</tr>
<tr>
<td>AGI Industries, Inc.</td>
<td></td>
</tr>
<tr>
<td>Artbox Arconas Corporation</td>
<td></td>
</tr>
<tr>
<td>At-All Inc.</td>
<td></td>
</tr>
<tr>
<td>Atelier International, Ltd.</td>
<td></td>
</tr>
<tr>
<td>B &amp; B America</td>
<td></td>
</tr>
<tr>
<td>BPC Enterprises, Inc.</td>
<td></td>
</tr>
<tr>
<td>Baker Furniture Co.</td>
<td></td>
</tr>
<tr>
<td>Designers Furniture Center Int'l</td>
<td></td>
</tr>
<tr>
<td>Desks Inc.</td>
<td></td>
</tr>
<tr>
<td>Discovery Concepts, Inc.</td>
<td></td>
</tr>
<tr>
<td>Eppinger Furniture Inc.</td>
<td></td>
</tr>
<tr>
<td>Fuller Office Furniture, Corp.</td>
<td></td>
</tr>
<tr>
<td>BF Business Equipment, Inc.</td>
<td></td>
</tr>
<tr>
<td>Hamilton Industries</td>
<td></td>
</tr>
<tr>
<td>Haworth, Inc.</td>
<td></td>
</tr>
<tr>
<td>Interiors International Ltd.</td>
<td></td>
</tr>
<tr>
<td>InterRoyal Corporation</td>
<td></td>
</tr>
<tr>
<td>J G Furniture Co.</td>
<td></td>
</tr>
<tr>
<td>Jasper Desk Company</td>
<td></td>
</tr>
<tr>
<td>Knoll International</td>
<td></td>
</tr>
<tr>
<td>Jack Lenor Larsen, Inc.</td>
<td></td>
</tr>
<tr>
<td>L &amp; B USA</td>
<td></td>
</tr>
<tr>
<td>Lehigh-Loepold Business Furniture, Modern Mode, Inc.</td>
<td></td>
</tr>
<tr>
<td>Modulo 3</td>
<td></td>
</tr>
<tr>
<td>O'Grady &amp; Siegel Associates</td>
<td></td>
</tr>
<tr>
<td>Omni Div.</td>
<td></td>
</tr>
<tr>
<td>Dutch Industrial Tile</td>
<td></td>
</tr>
<tr>
<td>Peerless Steel Equipment</td>
<td></td>
</tr>
<tr>
<td>Precision Mfg.</td>
<td></td>
</tr>
<tr>
<td>Harvey Prober Inc.</td>
<td></td>
</tr>
<tr>
<td>Steelcase Inc.</td>
<td></td>
</tr>
<tr>
<td>Stowall International Inc.</td>
<td></td>
</tr>
<tr>
<td>Acton Stuart Design</td>
<td></td>
</tr>
<tr>
<td>Sunar Industries Ltd.</td>
<td></td>
</tr>
<tr>
<td>Update Precision Mfg. Inc.</td>
<td></td>
</tr>
<tr>
<td>Vanleigh Contract Corp.</td>
<td></td>
</tr>
<tr>
<td>Casoal &amp; Outdoor Furniture</td>
<td></td>
</tr>
<tr>
<td>Abstracta Structures Inc.</td>
<td></td>
</tr>
<tr>
<td>Airborne Arconas Corporation</td>
<td></td>
</tr>
<tr>
<td>Avenger Designs</td>
<td></td>
</tr>
<tr>
<td>Beyelerian Limited</td>
<td></td>
</tr>
<tr>
<td>A. Blank Inc.</td>
<td></td>
</tr>
<tr>
<td>Cado Royal System, Inc.</td>
<td></td>
</tr>
<tr>
<td>Cole Business Furniture, Conwed Corp.</td>
<td></td>
</tr>
<tr>
<td>Designcraft</td>
<td></td>
</tr>
<tr>
<td>Desks Inc.</td>
<td></td>
</tr>
<tr>
<td>Eldon Office Products</td>
<td></td>
</tr>
<tr>
<td>Fuller Office Furniture, Corp.</td>
<td></td>
</tr>
<tr>
<td>Haworth, Inc.</td>
<td></td>
</tr>
<tr>
<td>ICIF Inc.</td>
<td></td>
</tr>
<tr>
<td>Interiors International Ltd.</td>
<td></td>
</tr>
<tr>
<td>Knoll International</td>
<td></td>
</tr>
<tr>
<td>Jack Lenor Larsen, Inc.</td>
<td></td>
</tr>
<tr>
<td>Lundia, Myers Industries, Inc.</td>
<td></td>
</tr>
<tr>
<td>Omni Div.</td>
<td></td>
</tr>
<tr>
<td>Dutch Industrial Tile</td>
<td></td>
</tr>
<tr>
<td>Oxford Pendaflex Corp.</td>
<td></td>
</tr>
<tr>
<td>Peerless Steel Equipment</td>
<td></td>
</tr>
<tr>
<td>Precision Mfg.</td>
<td></td>
</tr>
<tr>
<td>Harvey Prober Inc.</td>
<td></td>
</tr>
<tr>
<td>Sperry-Univac OED</td>
<td></td>
</tr>
<tr>
<td>Folding Chairs</td>
<td></td>
</tr>
<tr>
<td>Abstracta Structures Inc.</td>
<td></td>
</tr>
<tr>
<td>Art Metal—U.S.A. Inc.</td>
<td></td>
</tr>
<tr>
<td>A. Blank Inc.</td>
<td></td>
</tr>
<tr>
<td>Cado Royal System, Inc.</td>
<td></td>
</tr>
<tr>
<td>Cole Business Furniture, Conwed Corp.</td>
<td></td>
</tr>
<tr>
<td>Designcraft</td>
<td></td>
</tr>
<tr>
<td>Desks Inc.</td>
<td></td>
</tr>
<tr>
<td>Folding Chairs</td>
<td></td>
</tr>
<tr>
<td>A. Blank Inc.</td>
<td></td>
</tr>
<tr>
<td>Cado Royal System, Inc.</td>
<td></td>
</tr>
<tr>
<td>Campanello Imports, Inc.</td>
<td></td>
</tr>
<tr>
<td>Castelli Furniture</td>
<td></td>
</tr>
<tr>
<td>Cado Royal System, Inc.</td>
<td></td>
</tr>
<tr>
<td>Castelli Furniture</td>
<td></td>
</tr>
<tr>
<td>Dahnh Industries USA Inc.</td>
<td></td>
</tr>
<tr>
<td>Discovery Concepts, Inc.</td>
<td></td>
</tr>
<tr>
<td>ICIF Inc.</td>
<td></td>
</tr>
<tr>
<td>InterRoyal Corporation</td>
<td></td>
</tr>
<tr>
<td>J G Furniture Co.</td>
<td></td>
</tr>
<tr>
<td>Knoll International</td>
<td></td>
</tr>
<tr>
<td>Jack Lenor Larsen, Inc.</td>
<td></td>
</tr>
<tr>
<td>Lundia, Myers Industries, Inc.</td>
<td></td>
</tr>
<tr>
<td>Omni Div.</td>
<td></td>
</tr>
<tr>
<td>Dutch Industrial Tile</td>
<td></td>
</tr>
<tr>
<td>Oxford Pendaflex Corp.</td>
<td></td>
</tr>
<tr>
<td>Reflector Hardware Corp.</td>
<td></td>
</tr>
<tr>
<td>Sperry-Univac OED</td>
<td></td>
</tr>
</tbody>
</table>
Part 3 America's Great Sources:

1977 Contract Interiors Advertisers

A

Abitare of America, 6725 Allott Ave., Van Nuys, CA 91401, 213/994-4462
Abstracra Structures Inc., 101 Park Ave., New York, NY 10017, 212/532-3710
AGI Industries Inc., 1412 Trinity Ave., High Point, NC 27261, 919/883-4821
Airborne/Arconas Corporation, 580 Orwell St., Mississauga, Ontario L5A 3V7 Canada 416 845-3338
All-Steel Inc., Route 31, Aurora, IL 60007, 312/859-2600
Allied Chemical Corp., 1411 Broadway, New York, NY 10018, 212/291-5069
Alma Desk Company, P.O. Box 2250, High Point, NC 26261, 919/885-4101
Alve Museum Replicas, Inc., 140 Greenwich Ave., Greenwich, CT 06830, 203/661-2400
American Seating Company, Am Se Co Office Products Group, 901 Broadway, NW, Grand Rapids, MI 49504, 616/456-0395
American Society of Interior Designers, 750 Fifth Ave., New York, NY 10019, 212/586-7111
Arc-Com Fabrics, 8 E. 32 St., New York, NY 10016, 212/689-9370
Art for Art’s Sake, 253-13 Northern Blvd, Little Neck, NY 11362, 212/423-2392
Artisan House, Inc., 1755 Glendale Blvd., Los Angeles, CA 90026, 213/664-1111
Art Metal—U.S.A., Inc., 300 Passaic St., Newark, NJ 07104, 212/485-5310

Wallcovering & Matching Fabrics

Belgian Linen Association
Brunschwig & Fils, Inc.
Crown Wallcovering Corp
The Diller Corporation
B. F. Goodrich General Products Co.
Philip Graf Wallpapers, Inc.
H&H Design Group
S. M. Hexter Co.
Katzenzach & Warren, Inc.
Jack Lenor Larsen, Inc.
Arthur H. Lee & Jofa Inc.
Karl Mann Associates
Margowen, Inc.
Karl Nunn Associates
C. W. Stockwell, Inc.
Panta-Astor
Margowen, Inc.
Karl Nunn Associates
The Warner Company
Wallpapers Inc. of Houston
The Warner Company
Wall Upholsterers
Murlon USA (Fair-Tex Mills, Inc.)

WINDOW TREATMENTS

Austrian Blinds
Lozano-Fisher, Inc.
Window Modes, Inc. / Weavers Domain Ltd.

Awnings
Window Modes, Inc. / Weavers Domain Ltd.

Drapes
Celeanese Fibers Marketing Co.
Online Corp
Skanda, Inc.
Vanleigh Contract Corp.
Window Modes, Inc. / Weavers Domain Ltd.

Roman Shades
Holland Shade Co., Inc.
Joanna Western Mills, Co.
Lozano-Fisher, Inc.
Online Corp
Window Modes, Inc. / Weavers Domain Ltd.

Shades
Holland Shade Co., Inc.
Joanna Western Mills Co.
Lozano-Fisher, Inc.
Vanleigh Contract Corp.
Vertical Blinds
Holland Shade Co., Inc.
Louver Drape, Inc.
Lozano-Fisher, Inc.
Online Corp
Vanleigh Contract Corp.
Window Modes, Inc. / Weavers Domain Ltd.

Wood Shutters (Louvered, Grille)
Cumberland Woodcraft Co.
Holland Shade Co., Inc.
Joanna Western Mills Co.
Lozano-Fisher, Inc.
Online Corp
Window Modes, Inc. / Weavers Domain Ltd.
The Wrecking Bar, Inc.

Voitech Blau, Inc., 988 Madison Ave., New York, NY 10021, 212-249-4525
Boling Chair Co., Box 409, Siler City, NC 27344, 919/683-8400
Broyhill International Inc., 113 Motsinger St., P.O. Box 1864, High Point, NC 27261, 919/883-1311
The William Brenner Furniture Corp., 7401 N.W. 32nd Ave., Miami, FL 33147, 305/691-7490
B. Brotly Seating Co., 6921 W. Dickens Ave., Chicago, IL 60639, 312-899-6000
Brewton Industries Inc., 315 E. 62 St., New York, NY 10021, 212-838-1638
Brunschwig & Fils, Inc., 979 Third Ave., New York, NY 10022, 212-838-2940
Budd Looms, 306 E. 61 St., New York, NY 10021, 212-758-4460
Clad Bunyard Design Inc., Box 448, Gardner, MA 01440, 617-874-0557

Voitech Blau, Inc., 988 Madison Ave., New York, NY 10021, 212-249-4525
Boling Chair Co., Box 409, Siler City, NC 27344, 919/683-8400
Broyhill International Inc., 113 Motsinger St., P.O. Box 1864, High Point, NC 27261, 919/883-1311
The William Brenner Furniture Corp., 7401 N.W. 32nd Ave., Miami, FL 33147, 305/691-7490
B. Brotly Seating Co., 6921 W. Dickens Ave., Chicago, IL 60639, 312-899-6000
Brewton Industries Inc., 315 E. 62 St., New York, NY 10021, 212-838-1638
Clad Bunyard Design Inc., Box 448, Gardner, MA 01440, 617-874-0557

B

B&B America, 745 Fifth Ave., New York, NY 10022, 212-638-6050
BPC Enterprises, Inc., Adams al Eleventh, Hoboken, NJ 07030, 201-788-0100
Baker Furniture Company, 917 Merchandise Mart, Chicago, IL 60654, 312-329-9410
Beyerian Limited, 305 E. 63 St. New York, NY 10021, 212/661-5600
Belgian Linen Association, 280 Madison Ave., New York, NY 10016, 212/685-0424
Berkeley & L Gallery of Photographic Art, 222 E. 44 St., New York, NY 10017, 212/661-5600
Beyerian Limited, 305 E. 63 St. New York, NY 10021, 212/755-6300
Bigelow-Sanford, Inc., P.O. Box 3089, Greenwich, CT 06830, 203/456-2400
G. Blank Inc., 38 Broad St., New York, NY 10004, 212-269-8844

Woven Wood Blinds & Shades
Holland Shade Co., Inc.
Joanna Western Mills Co.
Kirsch Company
Lozano-Fisher Inc.
Online Corp.
Vanleigh Contract Corp.
Wallpapers Inc. of Houston
Weavers Domain Ltd.

MISCELLANEOUS

Builders/Contractors
Dember Construction Corp.
Mineral Products
Ludlow Smith & Cann Inc.
Schools
Harvard Graduate School of Design
Wine Cellars
Vintage House Inc.
Casalino® children’s furniture for a play/safe environment

Custom designed for children ages 3 to 12. No sharp edges or corners. All surfaces are rounded... no danger of pinches, scratches, or bruises. Stable chair design prevents tipping.

The surfaces are scratch resistant, hygienic, and won’t attract dust (anti-static). Simply wipe to clean. Chairs stack, tables nest for storage. Chairs are available in 12” seat height for 3-6 year olds; 13½” seat height for 7-12 year olds. Tables are available in 20½” and 23” heights. For further information, contact Krueger, Box 2097, Green Bay, WI 54306. 414/437-3245.

Jack soskin is now in suite 711 D&D

An unusual stock of unique designs featuring Dhurries, Kilims, Orientals, Wiltons, Broadlooms, Custom Carpets, and Custom Designed Vinyl Floors, Stainless Steel & Brass.

Jack soskin associates inc
979 THIRD AVE., NEW YORK, N.Y. 10022 (212) 593-0666

MANILA
A vertical blind of 70% jute, 30% cotton • Beige and off white. A handsome mix of character and style loomed in a rustic texture that gives excellent light control without excessive room darkening.

LOZANO FISHER INC.
237 East 54th Street New York, N.Y. 10022
(212) 880-1181
The adaptation of an ancient oriental chair is the newest addition to The Rudolph Collection. Handcrafted in highly polished wood accented with natural tortoise shell, the chair is provided with a cushioned seat, covered in suede, silk or whatever suits the setting. This chair is the first in a new line of tortoise shell designs which will include both furniture and accessories.

A textured, woven grasscloth pattern has been added to the line of DETRON vinyl wallcoverings for the commercial market by Stauffer Chemical Company. The new pattern, called Bayan, is available in 11 colors, including several two-tone effects. Bayan weighs 14 ounces per linear yard, and is a premium Type I light-weight pattern. According to Stauffer, the wallcoverings are highly resistant to soil, wear and fading.
Aluminum chaise with a baked on finish, designed to be virtually maintenance free and safe, comes completely assembled . . . heavy duty vinyl straps are individually replaceable, if necessary. Arm chair and tables to match.

DESIGNERS-LIBRARIES-SCHOOLS

Order Your Bound Volume of Residential Interiors 1976 Issues

Only a limited quantity available. All six issues within a handsome cloth bound hard cover. Residential Interiors Jan.-Dec. 1976 imprinted on spine.

Price . . . $30.00

RESIDENTIAL INTERIORS BOUND VOLUMES
2160 Patterson Street, Cincinnati, Ohio 45214

☐ TO SAVE, I enclose a check or money order for $______ for _____ copy(s) of Residential Interiors bound volume for 1976. Publisher pays postage. Please include applicable sales tax in the states of New York, Ohio, Tennessee, California, Massachusetts, New Jersey.

☐ Bill me, plus postage for 1 copy of Residential Interiors bound volume for 1976.

Name ____________________________
Address __________________________
City ______________________________
State ________ Zip ________

America’s finest quality and most authentic designs in SOLID BRASS BEDS

Write direct for color catalog or use the reader service card.

Wesley Allen
4000 Long Beach Avenue East
Los Angeles, California 90058
(213) 231-4275

circle 90 on reader service card
**POSITIONS AVAILABLE**

Position Available—Retail/Contract Furniture—Experienced, aggressive interior designer with sales experience with 40-year-old Texas Dealer. Must be able to organize, manage, and promote contract sales department. Unlimited opportunities. Member of Professional Society Preferred. Some travel, excellent benefits. Compensation Negotiable commensurate with experience, guaranteed salary first few months then participation, if wanted, in Commission. Profit Sharing and Insurance programs. We are an equal opportunity employer. Please include resume with full information in first letter. Reply in strict confidence. Box 4195, Contract Interiors, 1515 Broadway, New York, N.Y. 10036.

**PROFESSIONAL SERVICES**

Painted Mural & Architectural Decoration By a Seasoned Master. Specialist in period facsimile. Virtually no size restrictions. Projects of challenging difficulty particularly welcome. All work guaranteed through installation. Company letterhead please. KENNETH STERN IN WOODSTOCK (N.Y., Box 498, 12498 (914) 679-9250)

Architectural Sculpture: Wood Sculptor with 20 Years professional experience serving design fraternity. Functional or decorative. In-round, relief, or negative. Abstract, impressionistic. Primitive or contemporary. Constructions, particularly with rustic components. Experience in massive and heroic works. Mantles, burl tables, garden sculpture, wall pieces, etc. Write for curriculum vita, or quotes on your designs. Contact (on letterhead, please), Gerald Jolin, 2A Hillcrest, Lancaster, Ohio 43130, or phone him at (614) 687-0789 or (614) 654-6481.

**REPRESENTATIVES WANTED**

Salesman wanted to cover western territories of U.S. Collection of fine original acrylic paintings. Calling on Furniture stores, Art galleries and Decorators. Write Studio of Art, 1559 West 7th Pl. Tempe, Ariz. 85281.

**MICHELIN**

**FOR RENT**

 ATLANTA SHOWROOM SPACE AVAILABLE. 7000 Sq. Ft. or less. Abo 2500 Sq. Ft. of office space. Convenient location near expressways, other showrooms and parking. For details contact Mary Head. 404/874-1987 or write M/W/G, 19 Fourteenth Street, N.W., Atlanta, GA. 30309.

**SCHOOLS**


**MERCHANDISING MANAGER**

Furniture, Draperies, Etc. INSTITUTION

As a totally unique supply organization serving one of the fastest growing fields in the world, we naturally require unique, highly motivated, “can-do” people. As a major division of the instantly recognizable leader in our industry, based in the mid-South, we maintain autonomy and entrepreneurial individuality, while still having available capital for marketing expansion.

This opportunity requires candidates with 5-7 years contract F.F. & E. experience, including merchandising/marketing, vendor relations, marketing research, advertising and inventory control, coupled with at least a Bachelor’s degree in marketing (or equivalent). Simply stated, you would be assisting both domestic and international sales efforts relative to both volume and profitability. If you are the merchandising pro who can keep all the reins together, has a shirt-sleeve approach, and thrives on accomplishments in an atmosphere of challenge, we are eager to hear from you. Send your resume in strict confidence, indicating present salary information, to Bob Alexander.
You glout over a great hotel the way you do over a rare antique find.

We designed The Stanford Court for you.

The

STANFORD COURT

Hotel on San Francisco's Nob Hill

For people who understand the subtle differences.

For reservations anywhere in the U.S. except California call toll free (800) 227-4736. In San Francisco call (415) 989-1500. Elsewhere in California call toll free (800) 622-0927. Member of Hotel Representative, Inc. and Preferred Hotels Association.
an index to december advertisers

AMERICA'S GREAT SOURCES

Abstracta Structures Inc. ................................ 123
AGI Industries, Inc. ........................................ 62
All-Steel Inc., one of the CIT Companies ........... 43
Artifax Systems, Inc. ...................................... 118
Art for Arts Sake ........................................... 124
Atelier International ....................................... 10-11
Avery Boardman, Ltd. ...................................... 97
BPC Industries .............................................. 100
Bigelow-Sanford, Inc. ...................................... 20
Brunschwig & Fils, Inc. ................................. 47
Condi (A Div. of
Pacific Furniture) ........................................ 19
Congoleum Corporation .................................. 63
Conwed Corporation ...................................... 17
Crown Wallcovering Corp ................................ 124
Dahenz Industries (USA) Inc. ......................... 58
Dallas Market Center ..................................... 34
Davenport & Son Co., A.C. ......................... 99
Davis Furniture Industries Inc ....................... 64
Dazian’s Inc. ............................................... 123
Decor ............................................................. 118
Designers Furniture Center International .......... 118
Discovery Concepts, Inc. ............................... 44
Dow Badische Company ................................ 32
DuPont Company, Vonar Div. ....................... 40
DuPont Company, Antron Div. ...................... 4-5
DuPont Company (The Icehouse) ................. 49
DuPont Company (Boris Kroll) ..................... 2
DuPont Company (S.M. Hexter) ..................... 45
DuPont Company (Pacific Design Center) ....... 95
DuPont Company (Patercaf) ......................... 16
DuPont Company (Schumacher) .................... 37
Eastman Chemical Products (Coral of Chicago) .... Inside Front Cover
Eastman Chemical Products (Design Tex) ......... Inside Back Cover
Eppinger Furniture Co. ................................... 60
Forms & Surfaces ........................................... 33
Fuller Office Furniture ................................ 95
Graf Wallpapers, Inc., Philip ....................... 99
Harter Corporation ....................................... 39
Haworth Inc. ............................................... 99
Haws Corporation, The (IKD) ....................... 39
Hercules, Inc. ............................................ 25
Hexter Company, S.M. .................................. 45
IKD Corporation .......................................... 54-55
Icehouse, The ............................................ 49
Ian Keepers Supply Company ....................... 120
International Terra Cotta, Inc. ................. 99
Intrex Inc./Architectural Supplements ............ 50-51
Kapsarianis, Inc. ......................................... 53
Kemos, Inc. ................................................ 27
Kentucky Wood Floors .................................. 94
Krull Fabrics Inc., Boris ................................ 2
Krueger .................................................... 117
L & B Products ............................................ 31
Latico Products .......................................... 100
Levolor Lorentzen ........................................ 61
Lighting Associates ...................................... 96
Long, Robert .............................................. 59
LouverDrape, Inc. ........................................ 21
Lozano Fisher Inc. ........................................ 117
Lundia, Myers Industries, Inc. ..................... 100
Miller Clock Company, Howard .................. 52
Newcastle Fabrics ........................................ 118
New Metal Crafts, Inc. ............................... 38
Owens Corning Fiberglas Corp. .................. 13.15
Pacific Design Center ................................ 95
Patercaf Mills, Inc. ...................................... 16
Patrician .................................................... 35
Rose Gallery, Peter ...................................... 94
Scandiline Industries Inc. ........................... 9
Schumacher & Co. ....................................... 37
Skandia ..................................................... 123
Soskin Associates, Inc., Jack ..................... 117
Soss Mfg. Co. ............................................. 96
Stanford Court, The .................................. 121
Stockwell Company, C. W. ......................... 57
Telescope Folding Furniture Co., Inc. .......... 119
Thonet Industries ........................................ 22-23
Tulip Inc. .................................................... 46
Vanguard Studios ......................................... 36
Van Luit & Company, Albert ...................... 7
Vogel-Peterson ............................................. 41
Warner Company, The ................................ 98
Weiman/Warren Lloyd Contract .................. 1
Wesley Allen .............................................. 119
Westnofa, USA ............................................. 48

ADVERTISING SALES OFFICES

New York, New York 10036
1515 Broadway
Robert J. Riedinger (212) 764-7558
Advertising Director
Maurice Murray (212) 764-7559
Western Advertising Manager
Arthur Brody (212) 764-7560
District Manager
Carol A. Anderson (212) 764-7328
District Manager

Chicago, Illinois 60606
150 North Wacker Drive (312) 236-9818
William K. Murray, Advertising Manager

North Hollywood, California 91602
Cole, Sweeney and Anthony
4605 Lankershim Boulevard (213) 877-0221
George Anthony, Ron Sweeney, Representatives

San Francisco, California 94104
Ronald G. Evans Company
400 Montgomery Street (415) 421-9193
Ronald G. Evans, Gerald E. Parsons, Representatives

Miami, Florida 33137
4310 N.E. Second Avenue (305) 576-1268
Gloria Blake, Representative

England
Norman F. Keenan & Associates
Crown House, Morden, Surrey, England
01-540-1101
Mrs. J. Carr, Roy Wilson, Representatives
Skandia makes Draperies

Manufacturers of contract drapes for hotels, motels, apartment complexes, office plazas, hospitals and all types of commercial business, Skandia makes enough drapes in a single day to fill a 500-room hotel. There are thousands of choices on fabrics and prints or we'll design a pattern exclusively for you, using your own trademark, logo or special motif.

Our prices are competitive and our quality is high. Skandia's traditional attention to little details make the difference in custom tailoring.

And— we guarantee our workmanship for one full year.

Next time you're thinking "draperies", even if it's to drape the Brooklyn Bridge, give Skandia a call and LET THE SERVICE BEGIN. From price quote to installation— You'll be glad you did.

Parents of Fine Draperies
P.O. Box 753 • Tallahassee, Florida 32302 • 904-878-1144

abstracta Expands your design imagination

Tubular structural systems for furniture, displays, exhibits and store fixtures

ABSTRACTA allows the designer to rapidly & easily assemble hundreds of furniture items from stock components.

This office reception area was assembled in 1 hr. with stock ABSTRACTA parts.

Temporary partitions in World Trade Ctr. assembled in a few hrs. with stock ABSTRACTA parts.

Abstracta Structures, Inc.
101 Park Avenue
New York, New York 10017

flame resistant
SKÖL in VEREL®
by dazian's

SKÖL—from the new Vidsith Collection, flame resistant, dimensionally stable.

New York, N.Y. 10016
40 East 29th St
Tel. (212-666-5300)
BOSTON-CHICAGO-MIAMI-
DALLAS-BEVERLY HILLS-
san Francisco

Specify
Verel

"reg. T.M. KODAK

Dazian's inc.

For Free Sample.
The Design Sling Chair from the Bunting Company’s PAC Lifestyle furniture collection stresses comfort and mobility. Seat and back covers slip over chrome steel frames. Covers are tough 24-oz. 100 percent cotton duck in brown and beige. Also shown is Design Smoky occasional tables, with smoked glass top on polished chrome steel base.

circle 331

A rubber wall base that can be readily wrapped around outside corners has been introduced by VPI Inc. The commercial rubber base is flexible, and conforms to minor floor and wall irregularities, wrapping around corners, thus eliminating the need for pre-formed or moulded corners. The wall base comes in six colors, and is available in 4 foot lengths and in heights of 2½, 4, and 6 in., both cove and straight styles.

circle 332

The new Curtis office chair Series 2600, from Curtis Products Limited, consists of a sled type guest chair (model 2618), tilter chair (model 2648) and executive tilter chair (model 2644), shown. Shaped seat and back cushions on guest and tilter chairs fit inside twin envelope type upholstery covers, which are sewn and double stitched. The fully cushioned 3½-in. shaped seat cushion on the executive tilter has an extra ½-in layer of medium density poly foam. Seat height adjusts from 18 in. to 22½ in. Tubing is finished in mirror chrome.

circle 333

The 451 Series Chair from Steelcase is now available with a new base option. The base features oval-shaped arms of polished steel with a soft radius. Black polypropylene end caps are placed at the ends of the arms, and the appearance of the base is enhanced by the telescoping adjustment cover concealing the spindle.

circle 334

European art posters
We’ve got it all!

Selection:
We offer the widest selection of lithographed or silk screened posters this side of Paris.

Price:
Practically unbeatable. That’s because we’re direct poster importers, with no middle man to increase costs.

Service:
Our staff will help you in your selection and arrange custom matting and framing for each poster.

Write or call for color catalog—
or visit our showroom at any time.

253-13 Northern Boulevard, Little Neck, N.Y. 11362 (212) 423-2392
959 Third Avenue • New York, NY 10022

979 Third Avenue • New York, NY 10022
212/421-6550

circle 95 on reader service card