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Circle 3 on reader service card
54 New Design Process for Hospitals Keeps Soaring Costs in Check.
By Jacqueline Nalli.
As health-care facilities move in new directions, early involvement, careful
research of materials and furnishings, plus comprehensive understanding of
function can provide cost-efficient implementation of design.

60 Fantasy Environments Promote Health-Care Therapy.
A colorful world of child-oriented medical aids and play facilities has been
pioneered by environmental designer Dr. Dolores Pacileo.

64 Hospital's New Media Wing Boosts Patient, Staff Communication.
Lutheran General addition required meticulous technical research by Cristies
Contract Associates and Burnham & Hammond Architects.

70 Three Existing Hospitals Convert to One Modern Facility.
Candler General, Telfair, and Central are skillfully combined in a modern
complex emphasizing expansion and flexibility by Gresham

72 Function First Sets Hospital Pace.
Working closely with hospital staff, William Sklaroff Design Associates planned
the Silverstein Pavilion to satisfy all physical as well as psychological needs of a
major health-care facility.

78 Treatment, Environment Inseparable In Psychiatric Facility.
Analysis of behavioral and architectural program for 40-bed facility, by Dr. Paul
Lozanoff, behaviorist, and David Chapin, architect, reveals need for sensitizing
designers and planners to needs of mentally disturbed children.

82 Ronald McDonald House: Rooms for Families of Ailing Children
35 designers turn old New York townhouse into a homelike, temporary lodging
for families of children afflicted with serious diseases.

84 Owens/Corning Charts Fire Codes On Hospital Fabrics.
State-by-state breakdown of fire codes pertaining to hospital draperies and
cubicile curtains provides simplifying tool for designer, specifier.

88 Health Care Furniture Easily Adapts to Individual Patient Needs.
Mobile material handling units provide storage space, permit easy transport.

98 Products & Services
110 Catalogs & Brochures
111 Classified Advertisements
112 Advertising Directory
March: Office Furniture, Furnishings, and Space Design, including new directions for the 1980s. Carpet Scope: Wool contract carpet availabilities and an update on the market by George Levine of Contract Carpet Research. NEOCON XII Countdown, updating the most important contract furniture and furnishings show anywhere. Preview of Design Atlanta '80.

April: Fundamentals of restaurant specification by George Lang Associates and a look at some of the newest concepts in hospitality design—hotels and food service operations. Review of hospitality products, including casual and rattan furniture and furnishings. Preview of the National Restaurant Show, McCormick Place, Chicago, May 17-20; NEOCON XII Countdown—early preview of the world's biggest and most important contract show and exhibition. Carpet Scope: artificial turf.

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Michael Thonet's bentwood furniture first won international acclaim in 1851, at London's Crystal Palace Exhibition. His five sons joined the Viennese firm, and in 1853 the name was changed to Gebrüder Thonet (Thonet Brothers.) An American assembly operation and showroom were established in New York, followed by showrooms in all major European capitals. When, in 1856, Gebrüder Thonet received a patent on its revolutionary technique of manufacture, the furniture industry had clearly entered the "bentwood era."

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Arm Chair #89, originally produced in 1870, Le Corbusier used it in so many of his interiors that his model is widely referred to as the "Corbusier chair." Embossed and perforated seats offered decorative alternatives to the more widely used cane.
Production #14 (1859)—the "Vienna Café Chair"—was the first widely affordable Thonet design and became an extremely popular and successful model.

This Thonet poster, circa 1873, illustrates the enormous range of bentwood products and styles, and the international growth of the firm—from high chair to rocker, from Berlin to Broadway.

This is the second in a series of capsule histories saluting the 150th anniversary of Thonet. The entire series will be reproduced as a poster. For a free copy, write us.

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CONTRACT/Danish Furniture Manufacturers Association co-sponsor tour to Scandinavian Fair

New York — CONTRACT Magazine and the Danish Furniture Manufacturers Association are co-sponsoring a space design study tour to the Scandinavian Furniture Fair in Copenhagen, May 5-12, 1980.

Designed to provide architects, designers, and contract specifiers with a comprehensive view of the latest developments in Scandinavian furniture design, as well as manufacturing and delivery capability, the tour also will feature a number of parties and receptions by the industry. In the plans are receptions by the Scandinavian Furniture Mart and the Danish Furniture Manufacturers Association, as well as a seminar on the United States contract market. The seminar will be sponsored and run by CONTRACT and the Danish design magazine Mobilia, with anticipated participation of the Swedish design magazine FORM.

Cost of the tour is $829.00, which includes round trip fare aboard an SAS 747, hotel accommodations at the First Class Admiral Hotel, transfers between the hotel and airport on arrival and departure, half-day Copenhagen sightseeing; the special seminars, Danish buffet breakfasts, and other activities.

Scheduled for the Bella Center in Copenhagen May 7 to 11, the Fair brings together the best designs and craftsmanship of 800 manufacturers from the four Scandinavian countries and 100 international exhibitors.

Corporate and institutional displays will particularly be centered on ergonomic designs, fast delivery capability, and quality furniture, fabrics, and lighting from 150 major Scandinavian firms. Both in the seminar and in meetings with individual manufacturers and local designers, there will be ample opportunity to discuss ideas and the needs of specific or anticipated projects and ways of meeting them, according to the sponsors.

To be led by Len Corlin, Co-Publisher and Editor, and Frank Rizzo, Co-Publisher and Advertising Sales Director of CONTRACT Magazine, the tour offers a number of free evenings and additional tour opportunities, including visits to the Louisiana Museum of Modern Art and Kronborg Castle of Hamlet fame at Elsinore; Tivoli Gardens entertainment and dining; and the Royal Danish Ballet, among other possibilities.

More information is available from Scandinavian Tour, CONTRACT Magazine, 1515 Broadway, New York, N.Y. 10036, Tel: 212/869-1300.

Len Corlin and Frank Rizzo to lead space design study tour to Scandinavian Furniture Fair this coming May.

AO Super Room houses $1.5 million gold exhibit


Housing the three-dimensional and graphic exhibit, Super Room is a plug-in, demountable, moveable, security room introduced a few years ago by Herman Miller, Inc. The idea of using it to house the exhibit occurred to Ralph J.T. Bauer, Manager of the Museum’s Exhibitions, an industrial designer with AO components in his own office. He contacted R&G Affiliates, Inc., a large New York dealership who was appraised of special needs, including quick delivery, and special moldings to hold exhibits as architectural glass with a gold film coating. R&G designed and built the special moldings as well as helping with specifications.

A companion exhibit to “Gold of El Dorado: The Heritage of Colombia,” a spectacular showing of 500 gold objects of the Indians of Colombia, “It’s Gold” provides an overview of the precious metal from daily quotation of price on the London Exchange to its use in medicine, technology, science, finance, art, and ceremonies. It will be on view through April 18 in New York before a limited tour to other U.S. cities.
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Organic building form is contoured to land

Nyack, N.Y. — Concerned with preserving the natural beauty of the land and removing as few trees as possible, the St. Regis Paper Company hired The Eggers Group, New York City based architects, to erect its office building on 76 wooded acres here. The Eggers Group designed an organic building form that complements the contours of the land, spans an existing stream, and creates terraced office space for 450 people. Use of double-glazed, bronze-tinted solar glass and deep overhangs make the structure energy efficient in accordance with new State Energy Codes. Completion is scheduled for 1981.

SLS, Intersol form international design service

Los Angeles — SLS Environetics, office space planning/interior design firm, and Intersol, a Mexico City condominium and office building developer, have agreed on a joint venture named Environetica, S.A. to perform interior architectural services for the office building market in Mexico City and other Mexican cities.

Lawrence Lerner, president of SLS, an international firm with offices in 10 cities worldwide, said that the economic vibrancy of Mexico City offered an opportunity for introduction of sophisticated American design techniques in Mexico's office buildings. The new company will offer complete services now supplied by SLS in the U.S., including the MAN/MAC computer graphics system devised and operated by SLS, and will initially coordinate its services with the American firm. The Mexican operation involves the training of people in both offices, with SLS monitoring growth.
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New directions in contract design to be stressed at West Week '80

Los Angeles — Women In Design will be the theme of the fourth annual West Week to be held at the Pacific Design Center. Scheduled for March 23-26, it will include seminars on such topics as business partnerships in contract design, generating publicity, and interpersonal relations. Showrooms will be open throughout the week.

Participating in West Week will be the American Society of Interior Designers, Women In Design, National Home Fashions League, American Institute of Architects, and the Institute of Business Designers. Officers and members will be joined by PDC executives, tenants, and guests to celebrate opening day. This year, the celebration centers around the merger of Otis Art Institute of Los Angeles and the Parsons School of Design. Highlight will be presentation of PDC's first scholarship awards to three first year students of Otis/Parsons school.

The Sunday program also includes an exhibition of student work in fine art, interior design, and graphic design.

Women In Design, an interdisciplinary association of women in the fields of fine art, interior and graphic design, is in charge of the Monday programming. Sculpture, music, and dance programs will be presented. Taped interviews with women in various creative fields will be highlighted in the afternoon. These interviews feature an address by Eudorah Moore, Crafts Coordinator for the Visual Arts Program for National Endowment for the Arts.

First awards for interior, graphic, and product design, along with one for fine arts will be presented by WID at a
reception on Monday evening. Cocktails and buffet dinner will be served, and proceeds will go to the Los Angeles County Museum of Art where the event takes place.

On Tuesday, the Los Angeles chapter of the AIA is planning a series of panels which will feature women in architecture and urban design. Subjects for discussion include city and regional planning, office structure, and architectural design. A reception is planned for 7:00 pm with Beverly Willis, FAIA, 1979 president of the California Council of AIA as speaker.

Dr. Jerald Jellison and Marilyn Skelton will discuss "Increasing Interpersonal Power" on Wednesday morning. This seminar is sponsored by the Southern California chapter of the NHFL. Dr. Jellison is an associate professor of psychology at the University of Southern California, specializing in research on interpersonal relations. Skelton is head of Olen Enterprises, a West Coast-based management consultation and training firm.

Media experts will discuss "Media Communication for Designers" on Wednesday. Sponsored by Designers West magazine, this seminar will analyze methods and goals of editorial coverage in both trade and consumer publications. Moderator is Joan Blut-ter, FASID, of Chicago. Panelists are: Carolyn Murray, editor of the Los Angeles Times Home Magazine; Carol Soucek King, editor of Designers West; Eleanor Phillips, West coast editor of House & Garden and Vogue; Patricia Ockenfels, who heads her own public relations office in New York; Thelma Lager, head of Lager Associates; and Genia Logan, president of Associates & Genia Logan. Box lunches will be available for those attending.

Wednesday afternoon, the Los Angeles chapter of ASID presents a program on "The Designing Woman—A Perspective." Participating designers in this discussion will be Adele Faulkner and Sammye Erickson, both fellows of the ASID, Penni Paul and Carole Sumner. Subjects to be covered include contract interior design—a business partnership, traditional and contemporary design, and new directions in contract interior design.

The annual post-market West Week Student Rally, sponsored by the IBD, takes place Thursday from 9:00 to 5:00 pm.

Additional West Week '80 products continue on page 22.
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CONTRACT WORLD

New Assignments:
Switzer Group to renovate Bowery Bank HQ

The Switzer Group, New York, N.Y., will do a large-scale renovation of The Bowery Savings Bank headquarters in New York City. Switzer Group will also plan conference centers for Avon Corporation in its New York headquarters. . . . Kenneth Parker Associates' Philadelphia office will do space planning for McNeil Laboratories, Fort Washington, Pa., Beneficial Corporation, Wilmington, Del., and Exxon Biomedical Sciences, Inc., East Millstone, N.J. . . . Susan R. Wilson Design Associates, Los Angeles, will plan, design, and remodel dining facilities for Downey Community Hospital, Downey, Calif. . . . Bonvini/Kondos Associates, New York City-based lighting consultant, has been retained to develop a master lighting plan for the Brickell Key on Claufton Island Development. Bonvini/Kondos will also develop lighting design and control systems for Hilton International's hotel at London's Gatwick Airport. . . . Sikes Jennings Kelly, Houston architectural and project consulting firm, has been selected as architect for the $40 million Poydras Building in New Orleans.

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Who reps what:
Brayton rep has Ice House showroom

Trade Secrets, with showroom at the Ice House, San Francisco, will represent Brayton International in northern California. . . . Eurotex Inc., appointed Jerry Leterman, Jr., as sales rep for Illinois and Wisconsin with offices at 11-121 Merchandise Mart. . . . Jim Urckfitz is representing Peter Pepper Products Inc. in upstate New York. . . . Alan Packer is regional sales director for Swan Brass Beds, in charge of Delaware, eastern Pennsylvania, southern New Jersey areas. . . . Stately Wallcoverings of Boston will distribute S.R. Wood collections in the New England area. . . . Donald C. Allen will cover eight western states as new Western Division sales manager for Azrock Floor Products. . . . Dunbar, Inc., New York, will represent Boyd Lighting. . . . Frank Nizzia is Southwestern Contract Manager for Carpets International USA.
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Expansions/Acquisitions: Masonite's new plant; Weiman/Warren Lloyd sold

Masonite Corp.'s commercial division has moved its Marlite manufacturing operations from Dover, Ohio, to new and larger facilities in Memphis, Tenn. The 100,000 sq. ft. facility is about three times larger than the former plant. Woodlee Furniture Corp. has acquired Weiman/Warren Lloyd Contract Division. According to Lee Jacobson, president of Woodlee, same management, plant facilities, factory supervision, and production/sales personnel are being retained under the Woodlee Contract name. Unicube Corp. has moved to larger, modern facility in the Bronx, N.Y. Sales, design, and manufacturing are now consolidated. Westinghouse Electric Corp.'s Micarta division is planning a new $36-million laminate manufacturing plant near Pendleton, S.C. The new 200,000-sq-ft plant will produce decorative and copper clad laminates, increasing the division's manufacturing capacity by more than 50 percent. Construction will start in mid-1980; completion is scheduled for early 1981.

Competitions:

$1150 to winners of new student program

Student members of the American Society of Interior Designers will have a chance to develop unusual and inventive uses for one-inch aluminum blinds in the first annual ASID/Flexalum "Design With Blinds" competition. First prize winner will receive a round-trip ticket to the ASID National Conference plus $500 in cash. Second prize winner will be awarded $400 and third prize is a cash award of $250. Entries are due no later than April 30, 1980. For additional information and entry forms: Lloyd Bell, FASID, ASID Advisor, c/o The Siegel Co., 845 Third Ave., New York NY 10022.

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A superb collection of coordinated fabrics, carpets and wallcoverings.

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Denver, Colorado 80201

CONSOLIDATED WALLCOVERINGS
Hartford, Connecticut 06114

GILMAN WALLCOVERINGS
Orlando, Florida 32809

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Atlanta, Georgia 30341

MIDWEST WALLCOVERINGS, INC.
Elk Grove Village, Illinois 60007

ROSCO INCORPORATED
Lenexa, Kansas 66215

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New Orleans, Louisiana 70126

POTOMAC WALLCOVERINGS INC.
Beltsville, Maryland 20705

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SLATER WALLCOVERINGS, INC.
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R. C. SHAHEEN PAINT CO.
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POTOMAC WALLCOVERINGS, INC.
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Cleveland, Ohio 44103

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KINNEY BROTHERS
Portland, Oregon 97210

M. A. BASKIND COMPANY
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BON TON VINYL FOR WALLS
Philadelphia, Pennsylvania 19151

T.M. WALLCOVERINGS
Memphis, Tennessee 38118

ROSCO INCORPORATED
Dallas, Texas 75247

ROSCO INCORPORATED
Houston, Texas 77018

KINNEY BROTHERS
Seattle. Washington 98108

REPUBLIC-DAU PAINT AND WALLPAPER COMPANY
Milwaukee, Wisconsin 53210

Hawaii
KINNEY BROTHERS
Honolulu, Hawaii 96813

Puerto Rico
BUILDING SPECIALTIES CORPORATION
San Juan, Puerto Rico 00908

Canada
MILLS PAINT SALES LTD.
Burnaby, B. C. V5E1C5

Calgary, Alberta T2J3G8

Edmonton, Alberta T5P3Y6

Richmond, B. C. V6X2C3

Winnipeg, Manitoba R3G3L3

CANADA WALLCOVERINGS
Toronto, Ontario M4N2L8

DENAL WALLCOVERINGS LTD.
St. Leonard, Quebec H1P1Z1

SICO-NOVAX
Langeuil, Quebec J4G1P1

One of the most comprehensive wallcovering design facilities in the world.

Here, in the historic woodlands of New Hampshire, the General Tire Design Center...where GENON Vinyl wallcovering originates. The Design Center is an unequaled resource for wallcovering design and development with total capabilities ranging from creating new styles to producing richly embossed samples.

You can choose from over 1,000 styles in the GENON collection. Also, the Design Center's superb staff can help you create custom designs. Or show you how new effects can be created from stock GENON patterns. See your GENON distributor or write on your company's letterhead to:

Do it with Duette Designs.
Vinyl wallcoverings and harmonizing fabrics.

Make a unique statement in commercial interiors with our sophisticated Duette Designs and Fabrics™ wallcoverings and harmonizing 100 percent cotton fabrics. Whether it's a hotel lobby, department store or office, our fabric-backed, vinyl wallcoverings give years of long-lasting beauty and durability.

You can choose from a wide range of exciting new designs from our casual plaids, flowers and stripes to our eye-catching "chevalier," "lotus" and "raintree" patterns in the latest colors and metallic finishes.

Our new Duette Designs wallcoverings are the fashionable as well as the practical choice for commercial and consumer interiors. To get your copy of our new Duette Designs collection, call your local Panta Astor™ distributor now. For a complete listing please refer to the opposite page. Or write: Pantasote Inc, Wallcovering Division, 85 Lincoln Highway, South Kearny, New Jersey 07032.

You can choose from a wide range of exciting new designs from our casual plaids, flowers and stripes to our eye-catching "chevalier," "lotus" and "raintree" patterns in the latest colors and metallic finishes.

Our new Duette Designs wallcoverings are the fashionable as well as the practical choice for commercial and consumer interiors. Whether it's a hotel lobby, department store or office, our fabric-backed, vinyl wallcoverings give years of long-lasting beauty and durability.

To get your copy of our new Duette Designs collection, call your local Panta Astor™ distributor now. For a complete listing please refer to the opposite page. Or write: Pantasote Inc, Wallcovering Division, 85 Lincoln Highway, South Kearny, New Jersey 07032.
Distributors of “Duette Designs.”

**Northeast Region**

I. Lappin Wallpaper Co.  
282 Congress St.  
Boston, MA 02210

Washington Wallcoverings  
5015 New Ulmer Ave.  
Brooklyn, NY 11219

Atlas Wallpaper & Paint Co.  
1617 W. Marlon Pike-Rt.70  
Cherry Hill, NJ 08002

Peerless Wallpaper & Paint Co.  
4643 Baum Blvd.  
Pittsburgh, PA 15213

**Midwest Region**

I. S. Crane, Inc.  
2335 W. Wabansia Ave.  
Chicago, IL 60647

Rosco, Inc.  
10621 Lakeview Ave.  
Lenexa, KS 66215

Slater Wallcoverings  
12222 Merriman Rd.  
Livonia, MI 48150

Fred G. Anderson, Inc.  
5217 Excelsior Bivd.  
Minneapolis, MN 55416

**Southern Region**

Porter Wallcoverings  
105 Freeland Lane  
Charlotte, NC 28237

Rosco, Inc.  
1215 Viceroy Dr.  
Dallas, TX 75247

Rosco, Inc.  
3530 W. T.C. Jester Blvd.  
Houston, TX 77018

Porter Wallcoverings  
400 So. 13th St.  
Louisville, KY 40201

Porter Wallcoverings  
3015 No. U.S. Highway 301  
Tampa, FL 33622

Porter Wallcoverings  
1929 Mountain Industrial Blvd.  
Tucker, GA 30084

**Western Region**

Sinclair Wallcoverings  
4010 Holly St.  
Denver, CO 80216

Sinclair Wallcoverings  
2500 So. Atlantic Blvd.  
Vernon, CA 90058

**Canada**

Metro Wallcoverings  
Toronto - Montreal - Calgary

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Two free concerts sponsored by ADAC

In an open air theater, Albert Coleman and the Atlanta Pops Orchestra played for Atlanta's cultural and arts patrons recently during the grand opening weekend at the Atlanta Decorative Arts Center. The two free concerts were sponsored by ADAC and the Atlanta Federation of Musicians in conjunction with the opening activity.

Who reps what:

**Patrick Hershey joins Stroheim & Romann**


**Expansions/Acquisitions:**

Euster Associates expands contract services

Euster Associates, Inc. is enlarging its contract division resource center to provide additional services and a wider selection of furniture and accessories for institutions, offices, and professional work environments . . . . Panasonic is enlarging its company headquarters complex, adding a new facility containing 68,000 sq. ft. of office area, and 110,000 sq. ft. of warehouse space . . . . Keene Corp.'s Lighting Division has begun construction on a new 80,000 sq. ft. manufacturing and assembly plant in Fontana, Calif. . . . . Patchogue Plymouth Div. of Amoco Fabrics has finalized plans on construction of a new plant in southeastern U.S. designed to have an annual capacity of 300 million sq. yds. of woven synthetic fabric . . . . Best Sign Systems' new manufacturing facility will serve 13 Northeastern states.
Marketplace honors professional associations

Philadelphia — In recognition of their outstanding contribution to design, the Marketplace recently honored five leading professional associations with its first annual Agora Award. Accepting crystal trophies on behalf of their respective organizations were: John Nelson, Chairman, Interior Design Council; Margaret H. Demant, President, National Home Fashions League; Rita St. Clair, President, American Society of Interior Designers; R. Randall Vosbeck, President-Elect, American Institute of Architects; and Jo Heinz, President, Institute of Business Designers.

Walter Carpet shows contract line with outdoor ads

City of Industry — In addition to its trade magazine advertising schedule, Walter Carpets has started an outdoor advertising program. 48-ft. by 18-ft. full-color boards will show at various locations close to the Pacific Design Center in West Los Angeles. Pictured are Walter’s Don Kuhn, vice president, general manager; Sandy Mahaffey, advertising supervisor; and Tom Harrison, marketing manager, contract sales. “This is another example of how Walter is stepping up support for its contract dealers,” says Kuhn.

New organization of college professionals names officers

Chicago — JoAnna Henegar, Indiana University, was elected president of the newly formed association of University Interior Designers at its first meeting. The organization was established to benefit membership through education, communication, and research; to work toward elevating the level of professionalism of its membership; to increase knowledge in all areas of design that deal with public health, safety, and welfare. Membership is composed of professional staff personnel employed by universities and colleges, whose primary responsibility and sensitivity is to the design of interiors, design management, and related environmental functions, and whose efforts are solely for the benefit of those institutions.

Other officers are: Virginia Denham, University of Michigan, vice president; Zetta A. Anderson, Indiana University, secretary; Kent Brigham, Western Michigan University, treasurer. Further information can be obtained from Zetta Anderson, Indiana University, Halls of Residence, 801 N. Jordan Ave., Bloomington, IN 47405.

Wesley Allen, the most wanted name

To make your very best statement...

Wesley Allen beds & headboards in pure brass and stainless steel

America's finest quality and most authentic designs, traditional and contemporary... hand-crafted collectibles of grace and elegance, protected by clear baked epoxy enamel. Custom modifications available to order. Contemporary styles also available in stainless steel.

Phone or write for free new catalog with full-color room settings for all styles, and new designer sketch portfolio.

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1001 East 60th Street, Los Angeles, California 90001
(213) 231-4275 • Nationwide toll-free: 800-421-2122

Circle 21 on reader service card
DISTINCTIVE DESIGN.

Elegant, clean, efficient and versatile.
Our new design series has it all; one style concept available on a sled base, a swivel-tilt desk chair, an executive recliner and even modular seating.
One look for every office requirement.
It's from La-Z-Boy Contract so you know it's as comfortable as it is beautiful.

LA-Z-BOY® CONTRACT
A Division of La-Z-Boy Chair Company • Monroe, Michigan 48161

Circle 22 on reader service card
Varied seminar program
to analyze industry
at Wallcoverings '80 Show

New York — More than 35 experts on wall-coverings and business subjects are scheduled to conduct informative seminars at the first annual Wallcoverings '80 Show. To be held at the Sheraton Center, March 28-30, the Show is the first ever to be devoted exclusively to flexible wallcoverings, according to the sponsors.

Product displays in the exhibit hall will include a number of elaborate booths by European manufacturers, as well as a variety of flexible wallcovering offerings from U.S. producers.

Among the seminar topics specifically aimed at the contract market are: "Why Designers Should Specify Wallcoverings," "Why the Builder Should Use Wallcoverings," "Why Should the Architect Use Wallcoverings," and "Everything the Builder and Developer Needs to Know About Wallcoverings, But Didn't Know Whom To Ask."

Alan Saks, President of the Saxon Paint & Home Care Center Chain in Chicago will conduct a seminar explaining "How the Wallcoverings Retailer and Designer Can Work Together for Mutual Benefit."

CONTRACT Editor and Co-Publisher Len Corlin will team up with his Co-Publisher Frank A. Rizzo to explore "Selling the Contract Market—Identifying Contract Specifiers and How They Work."

Two color experts, Yale Forman and Harry Shortway, are scheduled to discuss the role of wallcoverings in creating interior environments. Forman, President of Yale Forman Design in New York, is the former president of the Color Marketing Group. Shortway, Vice President of Styling and Design at Congoleum, is a Color Marketing Group Chairholder.

Seminars will be open to attendees at a modest fee.

 NOPA publishes anti-trust guide for members

Alexandria, Va. — The National Office Products Association has published a brief guide to Anti-Trust Laws, intended to alert members to provisions of those laws that may affect their businesses.

In an easy-to-read question and answer format, the guide explains different kinds of agreements that can violate anti-trust laws and outlines penalties that violation can incur.

The guide's purpose is to alert members when to consult an attorney and check that Anti-Trust Laws are not being violated. It is simplified and should not be considered an exhaustive discussion of anti-trust legislation.

Circle 23 on reader service card
Hospital Cubical/Drapery Fabric-washable to 160°.
40 designer patterns and in-stock colors available.
Inherently flame resistant—will pass the strictest fire codes.
Custom colors and designs available.

ASK ABOUT OUR COORDINATED CUSTOM PRINTS.
Carpeting of Antron® III resists dirt better, stays new-looking longer.

The secret: Unique hollow-filament fibers.

Antron® III nylon is the only carpet fiber with a rounded hollow-filament structure. So it resists dirt better than other nylon fibers. The smooth exterior shape of Antron® III minimizes dirt entrapment, and the hollow-filament structure scatters light to make dirt less apparent. So the carpet stays new-looking longer than ordinary nylon carpeting.

Antron® III is durable. Pile of Antron® III resists crushing and abrasion even in heavy-traffic areas. Keeps its fresh, new look.

Antron® III controls static shock. Gives you protection that won’t wear out or shampoo out—because it’s built right into the fiber.

That’s why Memorial Hospital of Phoenix used carpeting of Antron® III nylon to cover over 58,000 sq. ft. in its new building in Phoenix, Arizona. And why your next contract carpet should be Antron® III nylon.

Write for Specifiers’ Information Kit:
Du Pont Company
Room 37230
Wilmington, Delaware 19898

Installation: Memorial Hospital of Phoenix.
Flooring Contractor: Bruce Floors, Phoenix, Arizona.
Du Pont registered trademark for nylon fiber. Du Pont makes fibers, not carpets.

Antron® III hollow-filament nylon
The leading contract carpet fiber brand.
Exedra wall contrasts old and new

Staggered and narrow corridors pace the sequence of display areas like a Japanese garden in Thonet's New York showroom, redesigned by John Saladino, John Saladino, Inc., New York, in a tour de force of post-modernism.

Small, conventional windows on the south side of the Decorative Arts Center were replaced with canted glass from floor to ceiling, adding four lengthwise feet to the showroom and miles of vista beyond. A free-standing limecoat plaster wall curves about the entrance, creating an exedra (ancient Greek term for a room, building, or outdoor area with seats for conversations). This exedra area forms a dazzling reception as a flood of light from the window wall bounces off bone-colored tile. The word "Thonet" penciled across the wall conveys Saladino's concept of a showroom as a sketch in transition, rather than a finished painting. A traditional cornice atop the wall pays tribute to the past, especially suitable for Thonet's 150th anniversary this year. In contrast, the canted south wall, with its view of the metropolis below, represents modern design, augmented with Mylar-faced interior walls.

Three zones of faded colors—sylvan haze, brushed sterling, and smokey violet—become progressively darker towards the north wall, covered by silver vertical blinds. All furnishings color coordinate with rows of carpeting, while staggered silver laminate (a Saladino custom color through Lamin-Art) covering casegood desks combine with a personnel desk to create pockets of privacy. Special product displays are sectioned off behind the limecoat east wall.
...and beautiful too

Beautiful, inherently flame resistant washable to 160°F. The Kimberly Collection from Frankel...9 designer patterns in 32 colorways that add aesthetics to practicality.

Frankel offers a complete line of exclusive contract and health care fabrics including cubicle stripes, plaids and solids...all competitively priced and stocked for prompt delivery.

For samples and more information call us at 212/679-8388. Frankel...for the fabrics of your vision.

FRANKEL ASSOCIATES, INC.
1122 Broadway, New York, New York 10010

Circle 72 on reader service card
Indirect HID reduces need for task light

Indirect lighting from fixtures with HID lamps provides offices with a comfortable atmosphere, reducing eye-strain and errors for employees, according to Wide-Lite, which now produces a full family of Torchier luminaires. Wide-Lite further claims that well-designed indirect illumination typically eliminates need for task lighting. Properly used, indirect lighting yields very high ESI (Equivalent Spherical Illumination). In addition, photometrically efficient Torchier units operate at less than two watts per sq. ft. Equipment usually qualifies for accelerated depreciation and investment credits. Placement of luminaires is non-critical because indirect lighting is "forgiving," and units may be placed to best fit specific office layouts. Choice of three light distribution patterns for movable floor units: asymmetric, bisymmetric, and symmetric, with optional dimming and/or emergency light provisions built-in. Quiet ballasts insure against annoying hum. Torchier luminaires may be ordered in many decorative laminate or wood veneer finishes. Wide assortment of bracketry for mounting allows fixtures to become integral with panels, partitions, and other office furnishings.

Circle No. 202
SuperBlend CR-4 makes carpets pay off for years.

5 years ago, Giants Stadium Club at The Meadowlands installed this carpet of Badische's SuperBlend CR-4. The fans treat it rough, but it still looks like a super pro.

Nearly half a million people have walked all over the carpet and "it hardly looks used," comments Francis H. Werneke, Director of Engineering and Maintenance for the ultra-modern Meadowlands Sports Complex in New Jersey. The reason? The SuperBlend combination of nylon ruggedness and acrylic aesthetics present in Zefran® Blend CR-4.

Engineered for heavy duty commercial carpets, Zefran Blend CR-4 is a parallel spun acrylic/nylon yarn that imparts the best features of both fibers to a carpet. The nylon contributes strength, durability and greater abrasion resistance than a 100% acrylic yarn; and the acrylic creates the rich wool-like appearance, color clarity and subtle luster that 100% nylon can't match. This blend also gives carpets good cleanability which helps extend wear life.

Next time an installation job requires a carpet with a projected long lifespan, specify a Performance Certified carpet made of the SuperBlend, Zefran Blend CR-4. The Giants Stadium Club found the years prove it's lasting. So will you.


Free specifying help is always available from the Badische Contract Carpet Consultants Service. Call (804) 887-6573 or contact the consultant in your area.

Badische Corporation
Williamsburg, VA 23185

Member of the BASF Group

Zefran® is a registered trademark owned by Badische Corporation, formerly Dow Badische Company.

Circle 27 on reader service card.
This is how the Chairman of the Board of one of the country’s largest marketing research firms describes the value of the Census to the nation’s business community.

Read on to see how the Census can be of value to you and your business.

Who is your market?
If you own or manage a business, you are a marketer. Hopefully, a successful one. But you can’t market successfully unless you know to whom you are selling. You must understand both your present customer and your potential customer. To do this, you need accurate information about the population, and lots of it.

It’s easy
To get this information you usually have to hire a professional marketing firm, or purchase several series of reports.

This can get very complicated.

You can get enormous amount of this kind of valuable marketing research data from the Census Bureau on your own. All it takes is a letter or a phone call and this information is readily available to you.

Just answer the Census
All you have to do is create this information. Just answer it and encourage your employees to do the same. The more people who answer the Census, the more valid and abundant the information will be. So, you see, it’s in your best interest to have your whole company participate along with you.

More from Nielsen
“The Census is an essential tool in modern marketing research...the Census is essential in the manufacture and distribution of products...essential, too, for service companies.” Mr. Nielsen said, further, that all his clients use Census data for these purposes:

• Allocating sales efforts
• Picking areas for evaluating new products with selective appeal
• Studying relationships between retail sales and consumer characteristics
• Forecasting long-term sales trends
• Selecting sites for manufacturing plants, retail stores
• Targeting for direct-mail programs
• Evaluating the potential for specialty products
• Analyzing trends for marketing planning
• Developing advertising strategies based on demographic characteristics.

Here’s how it can work
• A men’s clothing store, planning to mail a circular to potential new customers, could use Census data on income by Zip code area to select Zips which have a high proportion of families and individuals in the appropriate income ranges.
• A lumber and hardware store, seeking a theme and particular products for an advertising campaign, would find Census statistics for its marketing area valuable in researching age of housing, presence of basements, family income, heating fuel used, and other housing and population characteristics.
• A business person, selecting a site for a new sporting goods store, would want to consider Census data on the number of people by age group, household composition, family and individual income, and other population characteristics, to decide which area would offer the most promising market for sporting goods.

A lot of people pay a lot for professional marketing services. You can get a lot of this information just by answering the Census.

How to encourage your employees
It is crucial that not only you but also your employees answer the Census. To help get your employees solidly behind you in this national effort to answer the Census, write to the following address for a free Census poster:

Poster Offer
1980 Census Promotion Program
Bureau of the Census
Washington, D.C. 20233

We’re counting on you.
Answer the Census.
The Park Bench

A booth designed by Matthew Beals for the dining environment. Constructed of cast iron and solid oak slats.

Scope:
- single booth
- double booth
- wall bench

Available in a variety of finishes. Write for brochure.

9387 Dielman Industrial Drive
Saint Louis, Missouri 63132
314.991-9200
800.325-4077

1192 Merchandise Mart
Chicago, Illinois 60654
312.321-9228

Circle 34 on reader service card
STERILIZERS
WASHERS • DRYERS

For Hospitals—Central and O.R. Processing, and Clinical Laboratories

In Manual or Automatic Systems

Now, the industry's broadest range of autoclaves, sterilizers, washers and dryers—the precise equipment to match your decontamination requirements. They're manufactured to exacting performance specifications.

Economy of design, operation, and maintenance adds up to maximum cost containment. Equipment reliability and minimum service needs shrink downtime. Control accuracy and repeatability boost operator efficiency. Most standard replacement parts are available locally, eliminating the cost and clutter of stockpiled spares. And, professional service is a phone call away.

The Vernitron/Better Built Commitment: To provide the finest quality equipment, accurately matched to our customers' needs, and supported by the highest degree of customer-oriented service.

For more information, write or call today.

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5 Empire Boulevard, Carlstadt, New Jersey 07072 • (201) 641-5500
TELEX: 13-3345 CABLE: VERNIMEDNEWYORK

Circle 30 on reader service card
CONTRACT's 1980 ANNUAL DIRECT REPLY CARDS

Get Fast, Direct Action From 54,400 Contract Specifier/Buyers For Just Over 1¢ Per Name

Your message printed on its own, low-cost CONTRACT DIRECT REPLY CARD will attract new accounts, expand your market and boost your sales leads from an exclusive list of 54,400 top-qualified contract specifiers, furnishers and end-users. And the cost of this penetrating impact is just over 1¢ per name!

Less expensive than your own direct-mail efforts, CONTRACT's ANNUAL DIRECT REPLY CARDS give you all the direct mail advantages while saving you time and money (only $845*). Your message printed on a tear-out, individual direct-reply postcard will be mailed to 54,400 contract decision-makers in these 13 major markets:

- Architect Firms .................. 9,000
- Banks .............................. 1,100
- Contract Furnishers .............. 6,200
- Furniture/Dept. Store Chains .... 3,000
- Government Buying Agencies ..... 5,000
- Hospitals/Nursing Homes ........ 5,000
- Corporate Offices ................. 5,000
- Hotels/Motels & Restaurant Chains .... 5,000
- Interior Design Firms ........... 5,500
- Office Furniture Dealers .......... 3,200
- Religious Organizations .......... 700
- Schools/Colleges .................. 5,000
- Theater Furnishers ............... 700
- Furniture/Dept. Store Chains .... 3,000
- Government Buying Agencies ..... 5,000
- Hospitals/Nursing Homes ........ 5,000
- Corporate Offices ................. 5,000

Plus, high pass-along use delivers thousands of extra contract prospects

Earn Additional Discounts Via Special 2- and 3-Card Rates
To dramatically stimulate response — and save money at the same time — use 2 or 3 cards (you can even feature a different message and product on each card!) at discounted rates ($795* for 2 cards, each; $750* for 3 cards, each).

Cover Ads Deliver Prime Visibility & Action
Get maximum buyer attention for your postcard with an ad message on the front or back covers. (Publisher's second color and bleed are included in cover rates: back cover, $775; inside front or inside back cover, $995.)

Your Best 1980 Direct Mail Opportunity Closes March 31
Your postcard will be received by 54,400 contract specifier/buyers in Spring '80 — but we must receive your camera-ready art and materials by March 31.

To reserve space, write: Gary Puro, Advertising Sales Manager, CONTRACT Magazine, 1515 Broadway, 24th Floor, New York, N.Y. 10036.

* Rate for current CONTRACT advertisers. Slightly higher for non-advertisers.
Depicted is a small-scale comparative demonstration of smoke being generated after 40 seconds in a 3-foot glass chamber.

(Left: Representative modacrylic-blend fabric. Right: Beta-Care fabric.)

The drapery fabric on the right is smoke-retardant Beta-Care.
Which one would you rather have in your hospital?

Most hospital draperies are flame-resistant. But to be as safe as possible, fabric should be smoke-retardant, too. So we urge you to specify Beta-Care fabric woven of yarn from Owens-Corning when ordering draperies for your hospital.

Independent tests of the fifteen most popular flame-resistant fabrics demonstrate that Beta-Care generates the least smoke under laboratory conditions.

What the Beta-Care label means
When the Beta-Care label is sewn into your drapery or cubicle curtain, you are assured that the finished product will meet the rigorous standards of the Owens-Corning licensing program. Each fabric style must pass the NFPA 701 large- and small-scale flammability tests and generate minimal smoke as measured by NFPA 258. You can be sure you are getting the optimum in fabric quality standards and fire and smoke retardation. And isn't this what you've been searching for?

For more details, or to be put on our newsletter mailing list, write Decorative and Home Furnishings Division, Owens-Corning Fiberglas Corporation, 717 Fifth Avenue, New York, New York 10022.

T.M. O.-C.F. for fabrics made of Fiberglas® yarn and meeting fire specifications. © O.-C.F. Corp. 1979
Where to order Beta-Care draperies and cubicle curtains.

For colors and designs, for prices, for specific delivery dates, contact the Beta-Care™ licensees in your area:

Aero Drapery
846 North Senate
Indianapolis, Indiana
317-639-6551

Ben Rose, Inc.
6226 North Clark Street
Chicago, Illinois 60660
312-274-8185

L.A., Calif. 213-655-8790

Continental Textile Corp.
of America
10240 Lackland Road
St. Louis, Missouri 63141
314-878-3800

Contract Decor, Inc.
2633 East 28th Street
Long Beach
California 90806
1-800-421-8759

Decor Fabrics
100 West 17 Street
Los Angeles
California 90015
213-746-3809

Draperies, Inc.
3 North Dean Street
Englewood
New Jersey 07631
201-567-2343

Haag, Inc.
2920 N. Arlington Heights Rd.
Arlington Heights
Illinois 60004
312-394-2700

Compton, Calif. 213-979-1163

Hospital Manufacturing Co.
545 North Arlington Avenue
East Orange
New Jersey 07012
201-678-7100

Hospifex
Div. of American Hospital Supply Corp.
5000 B Snapfinger Woods Drive
Decatur, Georgia 30035
404-848-2100

I.P.S.
950 East 11th Street
Los Angeles, California 90021
213-623-2714

Northeast Contract
Drapery, Inc.
502 Old Country Road
Hicksville, New York 11801
516-822-5602

Premier Fabrics, Inc.
30 Lenox Street
New Haven
Connecticut 06004
203-469-5325

Thomas W. Raftery, Inc.
P.O. Box 3221
Central Station
Hartford
Connecticut 06103
203-278-8870

Rosco Products, Inc.
P.O. Box 1316
65 South Canal St.
Lawrence
Massachusetts 01843
617-663-8781

Sears, Roebuck and Co.
Contract Interiors
Sears Tower
Chicago, Illinois 60634
312-876-5920

Sheriff Associates
368 East First Street
Clifton, New Jersey 07011
201-478-5588

Standard Textile Co., Inc.
1 Knolleret Drive
P.O. Box 37832
Cincinnati, Ohio 45222
800-543-7452

Denver, Col. 303-421-9675

Tom Products Company
243 North Airport Rd.
Ft. Myers, Florida 33907
800-466-8200

Victor Rome Company
410 Asylum Street
Hartford
Connecticut 06103
800-243-1976

Wolf Textile Company
2214 Pacific
Dallas, Texas 75201
214-748-3366

Woodbridge Designs, Inc.
38 East 29th Street
New York
New York 10016
212-532-2433

Circle 32 on reader service card

CONTRACT/February 1980

PEOPLE/NEWS

Boyd L. Loendorf, FASID, Seattle, and William Richards Whaley, FASID, Washington, D.C., were reappointed to the Foundation for Interior Design Education Research Board of Trustees for three years by ASID President, Rita St. Clair, FASID.

Interiors International Ltd. has implemented a policy to ensure quality installation and maintenance services. Ill. furnishings will be obtainable only through selected dealers to provide delivery, installation, and after-sales service, to take full responsibility for processing all damage claims, and to guarantee punctual service to clients. Ill. will no longer sell directly to designers and architects that purchase on behalf of clients.

Deborah A. Bennett (shown) has been appointed National Manager, Corporate Accounts, for Stratton Industries.

GF Business Equipment, Inc., has formed a new Architectural/Design Group to assist the company in better serving major projects through a coordinated approach to the design community. Manus A. O'Donnell is Manager of Architectural/Design Sales.

Bernard Lee has been elected Vice President of J.H. Montecith Co., major source for foreign and native hardwoods in veneers, plywood, and lumber.

Jute Carpet Council held its annual election at its November meeting. Elected President was Dudley Langston of Langston Enterprises, Memphis. Elected Vice President was S.D. Keen of Cosmic Inc., Dalton, Ga.

Sherwin Haskell III (shown) has been appointed Controller of Stratton Industries, Inc. Haskell will have supervisory responsibility for all business functions concerning accounting, office services and credit, and claims. Suzi R. Horne (shown), ASID, has joined Stratton as National Sales Manager, Wallcovering Division.

Basil Schneeweis has joined Gemini Carpet Mills as Chief Operating Officer.

Michael W. Pearson has been appointed Central Regional Sales Manager for Structo Division, King-Seeley Thermos.

A new subsidiary, Space/Data Systems, has been formed by Space/Data Group, national office location and interior planning firm headquartered in Philadelphia, with offices in Los Angeles. Space/Data offers computerized interior office plans and inventories of furniture and equipment. Jonathan Dyer, AIA, is President, and Meredith Herting Swift is Vice President.
Page Thomson has been named Regional Marketing Manager for Atlanta-based AllianceWall Corp., manufacturer of architectural porcelain on metal panels.

Richard A. Galash (shown) has been appointed Marketing Manager for 3M's line of Scotchgard Protectors from the firm's Commercial Chemicals Division.

Sallie R. Durham, Vice President/Development for Interspace Inc., interior design and space planning firm, has been named as Associate of the Urban Land Institute. The ULI is a non-profit, educational and research organization concerned with improving land use planning and development.

Judith Selkowitz Fine Arts, Inc. has created a new division, Fine Art Affordables, 530 Park Avenue, New York City. Fine Art Affordables makes available acquisition resources of Judith Selkowitz Fine Arts with limited services provided at no extra cost.

Joseph M. Feldman (shown) has been elected President of the American Home Lighting Institute. Feldman is Executive Vice President of the Feldman Co., manufacturer of lighting fixtures.

Keith M. Bentley and Brian Warsham have joined Georgia-Pacific Corp. central engineering department as senior environmental engineers.

Steve Robertson, Vice President/Marketing, has assumed national merchandising responsibilities, and Charles McCartney, Vice President/Market Development, has become National Sales Manager of Charlton Co. The appointments follow the resignation of Bob Tomlin who had been Vice President/Merchandising, and has joined Malden Mills.

The seventeenth chapter of National Home Fashions League, Inc., the Rocky Mountain Chapter, was formally chartered in Denver. First President is Linda L. Love. Other officers are Janet L. Pneuman, National Director; Vesta V. V'Soski, Foundation Director; Heldreth L. Hooker, Executive Vice President; Pamela S. Roettjer, Secretary, and Dorothy Pemberton, Treasurer.

Stanley Interiors has been formed as a result of Mead Corp.'s sale of its interiors division. Henry O. Timnick is Chief Executive Officer.

Robert Mulvin, Vice President/Sales and Marketing, has assumed management of Huntington/Pacific Ceramics, Inc. Mulvin is responsible for sales and marketing of all Huntington Tile and Pacific Clay Building Products lines as well as distribution of imported lines.
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1980

March 5-6. Info Fair/Chicago. ExpoCenter, Chicago.
April 13. Public Open House, Design Center Northwest, Seattle.
April 15-17. Purchasing Management Products Show. ExpoCenter, Chicago.
May 24-26. Mid-America Furniture & Accessory Market. Veterans Memorial Exhibit Hall, Columbus, Ohio.
June 14-16. Tampa Furniture Show, Expo Hall, Tampa, Fla.
July 6-11. Summer Furnishings Market, Dallas Market Center, Dallas.
August 16-18. Florida Furniture Show. Convention Center, Miami Beach, Fla.
October 1-5. NOPA Office Show. McCormick Place, Chicago.
October 2-5. Woodworking Show. Hyatt Regency, Chicago.

continued on page 52

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NEW DESIGN PROCESS FOR HOSPITALS KEEPS SOARING COSTS IN CHECK

As health-care facilities move in new directions, early involvement, careful research of materials and furnishings, plus comprehensive understanding of function can provide cost-efficient implementation of design

by JACQUELINE NALLI

Because of soaring costs in the health-care field, hospitals will be subjected to more and closer scrutiny as the public eye focuses on cost-containment efforts.

Affecting this situation are tighter government controls resulting from certificate of need requirements, regulations governing construction, expanding technology costs, inflation, and limited natural resources. As a result, hospitals will be forced to develop responsive solutions.

That there is a continued demand for more health-care space is clearly indicated by a report recently issued by The American Hospital Association. It states that hospital expenses in this country were $16.1 billion for the first quarter of 1979, marking an increase of 13.2 percent over the first quarter of 1978.

As the health field continues to expand, it must do so with greater emphasis on efficiency and organization in the delivery of health services.

Bedded hospitals decreasing

Soaring costs have brought a number of new directions in the type of facility being constructed. New bedded hospitals are decreasing, and more space is being developed for ancillary services that provide diagnostic departments and advanced technological treatment departments. These include radiology, intensive-care and coronary-care units, emergency and surgery departments. As existing hospitals add new ancillary facilities, they experience more effective utilization of services.

In line with fewer bedded hospitals, unproductive existing spaces are being converted into out-patient ambulatory-care units. They synthesize the practice of physicians and the advanced technology and staff because of their common location. They also offer less inconvenience for patient and physician and more efficient out-patient care by encouraged use of hospital services.

We are also witnessing an increasing number of health maintenance organizations (HMO) sponsored in large by community efforts and stimulated by federal dollars. These facilities provide complete health-care services for a prepaid amount by each subscriber, competing with traditional separate fees for each individual service.

Studies of HMOs have shown reduced hospitalization rates and lower investments in health resources as well as good organization and management policies, all of which add incentives for cost-efficient community health care.

Three steps in design process

These new directions represent an increasing amount of work for the design/planning field. But consultants will have to come to grips with the needs of the evolving health-care facility picture.

Designers/planners will have to address...
HOSPITAL DESIGN PROCESS

themselves to the cost-containment efforts in the overall planning of a project. In essence, the following three steps in the design process will lead to the accomplishment of goals:

- First: Investigation, which necessitates designer's early involvement with architects and related consultants to determine functional requirements, analysis of government code restrictions, integrity of architectural materials and their applications, furniture requirements, and budget limitations.

- Second: Synthesis, which involves creative decisions for all design requirements and methods of application.

- Third: Implementation, which is the specification of design to satisfy all relative requirements.

The following fundamental approaches illustrate the possibility of the planning process.

EARLY INVolVEMENT

Success of a comprehensive construction bid document depends on the input of architects, medical planners, mechanical and electrical planners, designers/specifiers, and other related consultants. Early involvement by all will contribute effectively to the fusion of operational and design requirements needed for the initial bid package.

If interior designer/planner's scope includes, for example, selection and application of architectural materials, a close working relationship with the architect in early phases will insure materials that suit each area. Careful analysis of these materials within the established budget will enable better designation and application and assure appropriate dollar allowance for products intended for bid. A comprehensive bid specification can reduce the expense of change orders to add, up-grade, or alter the application of materials in line with the approved design concept.

After designers interview departments to determine their function and needs, a feasibility study will determine the most favorable locations for phone and electrical outlets. Architects advised of these outlet locations can incorporate them in the final construction drawings, reducing possible expenses of relocating them later.

Early involvement with medical planning consultants is necessary because of the large variety of medical equipment in modern hospitals. Should custom designs be required to accommodate this equipment, assessment of their function and location at the outset will also lead to a more complete bid specification and minimize additional expenses in final construction documents.

GOVERNMENT CODES

It is important to become well versed in the network of government codes that establish life safety, health, and fire ratings of all materials. There are federal codes that apply universally and individual state codes that differ regionally.

These codes govern all furnishings and architectural materials used for ceilings, walls, and floors with respect to flame spread, fuel contribution, smoke generation, total weight, and surface textures. If a material does not need government approval, costly delays and change orders will be incurred.

Codes subject to revision by government

Architectural materials are classified according to surface textures. Smooth surfaces, which offer less opportunity to collect dirt or surface bacteria growth, may be required in such areas as surgery, delivery, nursery, isolation rooms, burn units. More textured sur-
faces are acceptable in public areas, such as lobbies, lounges, waiting rooms, administrative offices. Specifiers must understand requirements of local health and fire codes as well as federal codes to assure compliance of all materials.

Government codes are subject to revision as higher standards are imposed on health-care facility construction. Therefore, it is necessary to review all materials as to their current ratings and understand how all areas are classified. The specifier's library should include laboratory test data on materials from reputable manufacturers to substantiate material performance and reliability to meet government standards.

Subject to such approval are ceiling tiles, vinyl wallcoverings, epoxy and standard paint, wood paneling, resilient flooring, ceramic tile, carpet, fabrics, finishes, and furniture.

**MAXIMIZED PERFORMANCE**

Careful evaluation of the performance of materials maximize their potential life. Superior performance products are an obvious cost-saving factor. For instance, the carpet industry is continually producing static-control methods, new yarns, more durable weaves, higher-grade backings. As these products improve, so does their use in a facility.

** Carpets offer long-term values **

Carpet is no longer installed only in lobbies and offices, but also in corridors, patient rooms, treatment rooms, and the like. Carpet offers esthetic value, reduces noise levels, absorbs shock from foot traffic and equipment wheels, and reduces accident rates and injury-related falls.

In our research of carpet products, we have found the following to offer maximum performance.

Synthetics prevent mildew, mold, and rot. Pile height should be low; pile density high. This creates a tight construction to keep soil on the pile surface for better cleaning. A sealant primary back prevents liquids from penetrating below its surface, and an integral synthetic pad will absorb shock.

Among synthetic yarns, nylon is extremely strong, abrasion-resistant, easy to clean. Solution-dyed nylon yarns have the advantage of color-fastness.

Many carpet manufacturers provide these combined benefits in line with fire and safety codes.

Seam diagrams of carpet installation should be examined to avoid seams in hard-wear areas. Current installation methods are more sophisticated, and seams can now be adhered together in a more permanent way. These methods should be specified according to the carpet manufacturer's instructions.

Resilient flooring, vinyl wallcoverings, upholstery fabrics, draperies, and furniture should be evaluated in the same manner to extend life and avoid early replacement expenses.

** PRACTICAL APPLICATION **

Selecting the type of architectural material appropriate to each area's needs contributes to improved maintenance costs.

For example, vinyl wallcoverings, which are durable, easily cleaned, are available in a variety of different woven fabric.
backings—light, medium and heavy weights. They become integral parts of the wall-covering’s ability to resist ruptures and damage from movable equipment collisions. Heavier backings should be used in these areas; lighter backings for others, such as public and administrative sections. The light weight materials are not as expensive as the heavier, and a savings can be gained by not over-specifying backing weight where not required.

**Specify fabrics to fit cleaning methods**

Another practical consideration is knowing the cleaning methods a facility has for quantity items like drapery and cubicle fabrics.

Some hospitals have their own laundering facilities; they wash fabrics at temperatures from 120 degrees to 160 degrees F for optimum conditions. But not all fabrics will survive frequent washings at these temperatures. Therefore, it is wise to ascertain the cleaning methods and then select materials that meet performance standards against deterioration, fading, and shrinkage.

Limiting the number of different fabrics and sizes reduces special labeling or location problems. This will also facilitate reordering in quantity without separate inventory analysis of each area.

Creating a set of standards for large quantity items, both architectural materials and furnishings, adds to efficiency over years of use.

**FURNITURE**

It is important not to sacrifice quality in furnishings in order to cut costs. Durability is essential in a facility where a variety of persons with different habits will use, and often abuse, the furniture over a long number of years. Appearance and performance must be upheld. Quality construction and durable finishes with good cleaning capabilities will last much longer, serve their function better, and reduce replacement costs.

Furniture should be selected for esthetic value, durability, performance, government code regulations, and specific usage.

Interviews with departments will supply invaluable information regarding specific use requirements for patient, visitor, or staff areas. The following seating variations are a few examples that demonstrate this point.

**Seating differs according to use needs**

In ambulatory-care waiting rooms, select arm chairs with moderate seat depth and seat height slightly higher than standard, so that patients can be seated and rise with ease. Here and in all other areas, the furniture layout should provide access and waiting space for wheelchairs.

It is advisable in emergency waiting rooms to restrict upholstery fabrics to vinyl or to use plastic molded seating because there is a likelihood of stains.

Family members rather than patients will be using the maternity department waiting room for extended periods of time. Therefore, deeper seats and normal seat height can be specified for their comfort.

Patient room chairs should have firm arm support and seat-back tilt for easy access. A higher back and an integral footrest or ottoman offer good posture support. Separation between seat and back and vinyl upholstery provides cleaning and drainage advantages.

**POSITIVE ENVIRONMENT**

Today’s interiors no longer cling to the antiseptic feeling of the ‘30s and ‘40s. Color, new fabrics, finishes, coverings for floors and walls, and artwork make modern facilities highly decorative. With modern technology, specifiers have an extensive range of products that can be used to create environments of order and brightness while enhancing a feeling of well being.

Flourescent lighting is usually associated with commercial/institutional use, and incandescent with home use. Therefore, a more familiar and pleasant accent can be achieved with warm-toned, softer lighting.

Lighting can be designed to cast decorative patterns on walls of long corridors, a far more interesting alternative to a blanket of even light without relief.
Consider human response to color

Art programs should by no means be limited to public areas but integrated throughout for enjoyment of patient, visitor, and staff. Art in patient treatment and examination rooms bring both distraction and interest.

Color is often the designer's personal sentiment, yet there are some colors to avoid in specific areas. Yellows, yellow-greens, and sometimes violet reflect unfavorably on the human complexion, casting a jaundice skin color, and should be avoided in patient, treatment, and examination rooms.

It is also wise to consider human response to color. Red, for instance, is associated with blood, danger, or fire. A heavy red accent will hardly be therapeutic in a burn unit.

In general, however, the total spectrum of color can be used if done so in proper proportions. Color used as an accent can complement the architectural space without aggressive saturation.

**DIRECTIONAL SIGNAGE**

In all structures, particularly large institutions, patients and visitors need encouragement in finding their way without the added stress of being lost. As existing hospitals begin to add new wings, there must be an adequate means of routing persons through the complex as efficiently as possible. Properly located signs with clear direction information is important for a feeling of order and organization so important to a health-care environment. Clear access to all departments presents an environment for better working conditions and overall efficiency for patient and staff.

**SPECIFICATIONS**

A thorough set of specifications for all furnishings and architectural materials are essential for the health-care facility's long-term use. These specifications should describe each item as clearly as possible and include all information for efficient ordering. Of importance are size, construction features, components, hardware, wood, metal and plastic finishes, upholstery material and finishes, and all architectural material types and finishes from each manufacturer.

It is also instructive to supply manufacturers' cleaning instructions for good maintenance programs that can add years to the life of products.

Appropriately defined installation methods according to manufacturers' data is another way to offer best results.

Comprehensive specifications that cross-reference items, locations and plans, and clearly defined items can reduce dollar costs for future ordering and alterations handled by the health-care facility.
FANTASY ENVIRONMENTS PROMOTE HEALTH-CARE THERAPY

A colorful world of child-oriented medical aids and play facilities has been pioneered by environmental designer Dr. Dolores Pacileo

by KAREN SCHWARTZ, Associate Editor

Photo by Claus Köther
Picture a blind child clambering over a space filled with balls of many sizes—some as large as "mountains," others small enough to swirl above his head. Imagine a non-handicapped child fighting for a chance to use a wheelchair.

Dolores Pacileo, Ph.D., environmental designer/inventor, creates just such spaces and objects, designing therapeutic playgrounds to tickle any or all of a child's five senses. These modular fantasy environments encourage physical exercise as well as a psychological boost in a child's struggle back to health.

Through the use of hand held toys, soft, portable play pads incorporating three-dimensional forms, Dr. Pacileo seeks to nurture confidence in a handicapped child's exploration of the world. Crutch covers of friendly animals and colorful rockets distinguish "right" from "left" and add stimulus to difficult exercises.

Starting with a fine arts background, Dr. Pacileo's investigation in the field of functional, therapeutic art has led to exhibiting soft sculptures in schools, hospitals, and museums on an international scale. One of her latest projects was called Sticks & Stones, a museum exhibition in Berlin, 1979. Dr. Pacileo is currently president of the board and founder of The Children's Institute of Research & Design, Inc., a non-profit organization.

Using interdisciplinary approach

"No two fantasy environments are going to be alike," says Dr. Pacileo. "Each requires a very scientific approach."

The emphasis, she says, is on teamwork—doctor, therapist, health administrator, children, and even the maintenance staff. Input from all is required before a designer can zero in on actual designs. The designer must also keep in mind what the total value is to, say, the cerebral palsied child, the blind, the retarded.

Dr. Pacileo has found public spaces to be a very effective way of transmitting her ideas to a range of institutions. The museum serves as a "soap box" for the designer, inviting hospitals, schools, and therapy centers to test the designs.

One such exhibit was Der Ball, environmental art for normal and handicapped children displayed in the Neue Galerie, Aachen, Germany in 1977. Based on Piaget's theory of loose parts, Dr. Pacileo began with a form that was very familiar to children and proceeded to design it in many variations. Some balls divided into sections, others became objects to ride in, fly in, lift, hit, or climb in, incorporating elements of sound and texture.

"Der Ball was a grandiose sculpture, set in a former castle, covering 65 by 39 feet with forms rising nine feet in the air. I may have 20 ideas expressed in a museum project, but only five will have universal potential," Dr. Pacileo remarks.

Re-examining floors and walls

General hospitals usually have a quick turnover of young patients, requiring the designer to consider the child's changing capabilities as he heals. In the initial stages of an illness, quiet play may be more appropriate in a soft, colorful hideaway, such as Dr. Pacileo's Red House (see photo). Later, when more strenuous roughhousing is permitted, a total soft arena introduces physical exercise.

Designing a multi-sensory environment, Dr. Pacileo looks at the total space—walls, floors, ceilings, hallways, and stairs—thinking of unusual ways to use them. Obvious ideas come first and these are tested. Dr. Pacileo tests herself by using her five senses as a checklist to see if all possibilities have been considered.

Working with handicapped children, especially infants, doctors and therapists are trying to learn the total scope of that child's abilities as early as possible. How can a blind, multiple-handicapped child be encouraged to lift his head and strengthen his muscles? A designer can experiment with devices using sound, smell, and...
Communicating with key people

appealing textures working closely with the doctor.

“The child with cerebral palsy must develop certain muscles and often repeats the same position or exercise over and over again. If that position or exercise can be disguised as a play experience, perhaps it will be done more easily,” Dr. Pacileo explains.

In the case of children and adults who spend many years in a facility, sculptural environments provide a means of changing the sameness of institutional surroundings.

Dr. Pacileo introduces challenge or metaphoric fantasy as a replacement for fear and/or isolation. In a soft environment, a blind child learns to lose his fear of falling, experimenting with new territories. Such experiences, introduced at an early age, open a new life for a child. The therapist and designer work with a careful plan of progressive exercise, considering how a play space will help the child in a positive way, rather than becoming a crutch.

Knob Ball, an offshoot of Der Ball, is designed for children lacking fine motor control. Soft protuberances have a narrow base that gets wider at the top for easy grasping. The play toy can be produced in many sizes, with and without sound. Rooster, another part of Der Ball (featured on the cover of this issue), creates a fantasy of a wheel chair, transforming a very mechanical object into a lovable character. Therapeutic influences of such products and environments hardly end at the hospital. As handicapped children are increasingly mainstreamed into public schools, such designs become a necessary means of socializing with peers.

Communications key to success

"Creating art for children is possible only with crossing over of knowledge from other fields and seeing and being with the children themselves. "Once you have met with 20 persons involved in the project and observed the children, you will come away with a book of knowledge. You may find the facility needs a proposal opposite from the one everyone thought they needed. For example, an indoor playground may be more versatile than an outdoor one because the staff works indoors 90 percent of the time," says Dr. Pacileo.

A good communion with management, doctors, therapists, and parents broadens the scope of functional design and answers questions of portability, storage space, the kinds of cleaning agents stocked, and how the rooms will be used throughout the day. A free play space for children may be needed for geriatric use 15 minutes after the children have been moved. Dr. Pacileo stresses the importance of networking—reaching every member of the team. If the designer fails to confer with one part of the hospital team, the health administrator could get negative feedback on the project.

"You'll hit good and bad examples," Dr. Pacileo notes. "In one situation, toys were locked up because the staff felt it was a real effort to clean up, therefore, the children were deprived. If money is expended on design, the designer should ask, 'how can this be designed so that the attendant doesn't view maintenance as a burden?""

Pacileo feels the designer’s job is to translate staff requests in a manner mutually beneficial to the children. An
administrator is likely to solve problems in a very different way from a designer.

Creating play areas incorporating sound and smell brings a designer in contact with professionals in a variety of fields. Working in a collaborative capacity brings a new perspective to each team member.

“There’s a special electricity when a designer and electrical engineer are working together, giving ideas from each one’s area of expertise. We have to diffuse information so that others don’t have to re-invent the wheel.”

While communication spawns new ideas for designs, designers are faced with meeting stringent hospital codes on flammability, hygiene, and durability. Independent testing labs provide data on materials. Hospitals with sufficient funds, or government grants, can be sought to aid design research. Major chemical and materials manufacturers are often interested in becoming involved from a humanitarian standpoint, as well as uncovering new markets for their products.

Follow-up strengthens design

Despite thorough technical research and program planning, the success of a design cannot be determined until the children’s responses have been recorded.

“A beautiful design can get opposite results and produce unhealthy reactions which is why follow-up is important,” Dr. Pacileo comments. “A project sometimes takes two, three months to produce and undergoes adjustments, but if anything, the design improves, the construction gets stronger, and the evolving perceptions bring the designer to an advanced stage of development.”

Questionnaires and observation are used to gather input from therapists, psychologists, parents, teachers, and children, building groundwork, expanding the network for future research.

“The media can also be invaluable. When 5,000 kids are shown stamping through Der Ball, people can’t help noticing that non-handicapped children are playing with handicapped children and they’re all having a good time.”

“Horsey” aids the young, handicapped child in walking exercises. Multi-colored animal with soft outside form and rigid internal frame has a nose that squeaks and side pockets for delivering toys from one side of room to the other.

Do you have suggestions and ideas on the projects and concepts discussed? Please write: Dr. Pacileo, c/o The Children’s Institute of Research & Design, Inc., P.O. Box 26, Manhasset, NY 11030. The primary goal of the Institute, a non-profit organization, is to research, develop, and disseminate information related to contemporary art resources for the handicapped and normal child. Your input is needed.
HOSPITAL’S NEW MEDIA SERVICES WING BOOSTS PATIENT, STAFF COMMUNICATION

Lutheran General addition required meticulous technical research by Cristies Contract Associates and Burnham & Hammond Architects.
When TV talk show guests prepare to go before the cameras, they are admonished not to wear tight plaid, check fabrics, or shiny objects. Such adornments tend to vibrate on screen and reflect glare into the camera lens.

Such was the caution imposed on Wes Snyder, IBD/ASID, of Cristies Contract Associates, Chicago, and his staff in the design of the Lutheran General Hospital's new Media Services Wing. Many of the facilities were slated to function as backdrops for hospital-produced educational TV films aimed at staff, doctors, patients, and for distribution to other hospitals all over the country. That meant that furniture, furnishings, fabrics, and wall coverings, as well as special fixtures, had to be compatible with the unerring eyes of the hospital's TV cameras.

**New hospital media function**

Included in the wing are a two-story television studio with full taping and productions facilities; a medical illustrator's studio housing three artists, complete with air brush room; a two-story photography studio; a dark room; copy stand area; film editing area; and offices. The wing also incorporates a 305-seat auditorium both for program presentations that are filmed and for viewing operations in progress on a special screen; a two-story glass-roofed lobby; a 70-seat chapel, with lobby; two family consultation lobbies for use by clergymen; a Pastoral Care center; offices for Media Services personnel; and a 12-seat conference-viewing room.

Representing a relatively new direction in hospital function, the Media Services Wing is as technically proficient as any TV broadcast studio. It, in fact, employs a professional TV director and technicians to carry out its mission: an educational medium to staff and patients.

**Light-tight design specified**

Coupled with esthetic considerations, as well as such technical imperatives as "design light-tight film-holding drawers," Cristies designers were confronted with a series of technical design criteria rarely encountered by interior space designers.

"Our design and specification function," says Snyder, "brought us into the realm of TV producers, camera operators, darkroom technicians, graphic artists, medical educators, and electrical engineers. We had to research each of these areas as they affected on the interior space design. Our people spent long hours interviewing staff members to determine what products would work and to design the needed furnishings when they did not exist in standard manufacturer inventories."

In the darkroom alone, where all film is processed, Snyder, as project director, had to get intimately involved with the step-by-step film development process, so that the darkroom could be laid out properly. Cristies designers fashioned the light-tight cabinetry, developed a custom enlarger stand, and specified the coloration of cabinetry to facilitate operations.

How does color do that? Cabinetry fronts were specified in a medium light gray, with tops in a brighter laminate, surrounded by a black vinyl bumper edge.

Photographic technicians working in
the starkly filtered light of the darkroom thus are able to distinguish were the table top ends. Light colors, according to Snyder, also minimize the effect of the safe lights used in black-and-white film development and printing.

Skeleton storage counters

Other counters of a strange kind were designed for storage of a complete human skeleton, a skull, and a complete vertebrae-pelvic structure. "This was not the usual mix of storage for stationery and ball point pens," comments Snyder wryly, "although provision had to be made for storage of gallon cans of rubber cement, solvents, paper, flat art boards, and other art and graphic materials."

Custom lighting, repair benches, and cable trays had to be developed for the television production area, as well as a studio cyclorama, a black velvet background curtain, and chairs and tables for on-camera use that had no chrome parts to reflect back into the camera. Different sets of chairs were specified and purchased so that there are four complete set changes available to lend variety to shows produced there.

In the auditorium, stage curtains had to be tested not only for sound-absorbency, but for suitable color and texture as a background for televised programs. Colors had to be pretested to see how they came across in color transmissions and how they translated to the gray scale for black-and-white productions. Patterns, too, were tested to make sure that they neither would vibrate nor become a focus of attention at the expense of people participating in the videotaping.

Windowless rooms are bright

To give the building a sense of continuity, the design team chose to use a limited paint palette of warm beige and white and a single warm neutral carpet throughout. Because the Media Services area is below grade and windowless, a light airy color scheme was employed to combat the subterranean feeling.

Skylights in the reception and office area and medical artists studio
Audio-visual conference room (above) incorporates swivel spotlights aimed at rails that support graphics to be used in TV and other media productions. Auditorium (left) seats 305, has equipment for viewing operations in progress.
MEDIA SERVICES WING

Fixtures had to be custom designed to provide the only daylight through six-foot long light shafts.

All steel furniture is in white finish with wood tones in light, warm oak or butcher block, except for the conference room table, which has a walnut laminate top.

Accent colors are found in upholstered pieces, ranging in color from neutral tone stripes to yellows, golds, and red oranges, all of which had to be color checked through the camera for television production use.

In-house telecasts promoted

The television system is capable of broadcasting on six in-house channels to patient rooms. Consequently, a physician may specify that a film on use of insulin be broadcast at a specific time, so that diabetic patients may thus be instructed, or have instruction reinforced. Eight hours of health-care programming is transmitted to patient rooms during the day, as well as televised special events from the auditorium, chapel services, and remote pickups from anywhere in the hospital, even outside the Media Services Wing.

Coming on stream is the ability to monitor medical operations from nine new surgical suites now under construction. In addition, such operations will be able to be taped for future viewing. Also in the offing is the ability for up to 305 medical personnel in the auditorium to view medical operations in progress from a 16-ft. high, 46-ft. wide screen, using a General Electric P.J. 5000 Light Valve Video Projector. Tapes and remote broadcasts can also be seen on monitors in any of 20 conference rooms throughout the facility.

Still photography, with film developed on premises, is used for illustrations in printed material, medical displays, surgical procedures records, and documentation of conditions caused by disease or injury (as well as the progressive healing process). Such material is developed in Lutheran Hospital's own Graphic Arts section of the Wing.

The Media Services Department is the brainchild of Louis Crane, Chairman of Educational Resources. It positions Lutheran General Hospital, which is a member of the University of Illinois Medical Group, at the leading edge of a new wave of health care facilities devoting major resources to the education of their patients and community on matters of preventative health care.

Architect for the project was Burnham & Hammond. Susan Boecher, Janet Kreig, and Derrick Harding, all of Cristies Contract Associates, worked with Snyder on developing the interior space design and custom features of the project, all within budget. Dennis Pabich, IBD, developed the large scale of the auditorium curtain pattern.
THREE EXISTING HOSPITALS CONSIDER TO ONE MODERN FACILITY

Candler General, Telfair, and Central are skillfully combined in a modern complex emphasizing expansion, flexibility with references to a traditional past by Gresham & Smith.

Creating a modern 308-bed, campus style hospital that retains the historic character of three old, established hospitals it will replace, required Sonya Kelley, ASID, IBD, Director of Interior Design, Gresham & Smith, Nashville, to seek a mix of contemporary efficiency with colors, photographs, and antiques of Old Savannah.

Candler General Hospital, the nation’s oldest structure that has been continuously used as a hospital, currently manages Telfair and Central Hospitals, each with its own speciality. The new Candler General, projected to be complete in a year, will be a series of single story, interconnected buildings using a 40 by 40-ft. bay for maximum flexibility in design. The patient tower is the one exception, containing six stories. The architectural plan, also designed by Gresham & Smith, allows expansion capabilities for a 388 bed level.

Based on function, accessibility, flexibility of services, and economy of operation, typical patient floors will contain two 40-bed nursing units joined by staff and service elevators. Nursing stations are based at the end of halls to reduce noise for patients. However, four- and five-bed clusters have built-in desks if the hospital should opt to decentralize personnel. Each corner cluster has a modification to provide semi-private rooms. This combination fulfills the client’s request for 80 percent private rooms.

Color will be used to work historic references into the facility. Artist Ann Werner Osteen, Trustee for the Historic Savannah Foundation, researched the city spectrum for authentic colors and patterns. The result was Martin Senour Paints’ Historic Savannah collection and Scalamandre’s collection of the same name. These colors will be used in vinyl wallcoverings, fabrics, plastic laminates, paints, and carpets. Due to budget constraints, all existing furniture from the three hospitals will be used in the new setting. This put Kelley to the test in making a harmonious color match of these furnishings with a historic palette.

Color theme based on authentic samples

Mulberry red, gray, and blue combined with plants, skylight, and recessed seating will give the aura of a resort hotel in the lobby. A gallery wall exhibits art collections from all three hospitals.

"Both Telfair and Central had a magnificent collection of antiques and objets d’art which we felt were essential pieces of the overall design picture," Kelley comments.

Administrative offices will also incorporate a number of existing antiques and Scalamandre’s fabrics. In the dining area, plexiglass partitions will highlight scenes of Savannah and portions of the original Telfair and Central facilities. Patient floors Two and Four will emphasize a sunny color scheme with golds, greens, yellows, and oranges, while the third and fifth floors, named after Telfair and Central, use a more traditional mulberry and Davenport blue to blend with the many antiques incorporated in the facility. □
Floor plan (far left) shows distribution of services in the new 400,000-sq.-ft. Candler General. Plants, skylight, and recessed seating give a brisk flavor to admissions area (top); Memorial Hall (left) is a gallery wall for the exhibition of art collections from all three existing hospitals. Each floor in the patient tower (above) is composed of two 40-bed nursing units joined by staff and service elevators.
FUNCTION FIRST SETS HOSPITAL PACE

Working closely with hospital staff, William Sklaroff Design Associates planned the Silverstein Pavilion to satisfy all physical as well as psychological needs of a major health-care facility.

A sense of order and an atmosphere of reassurance is what first greets incoming patients and their families at the Silverstein Pavilion, Hospital of the University of Pennsylvania. William Sklaroff Design Associates, a firm with vast hospital experience, pinpoints the design concern: "There are no frills here—nothing exists that does not serve the primary function of this space."

For example, a large curvilinear reception desk is designed to efficiently handle all incoming procedures and questions, and an oversized, illuminated map provides highly visible reference points to visitors and patients. Even the artwork serves a purpose beyond its decorative value: hand-etched copper plates trace the history and progress of the hospital from its inception to one of the world's greatest medical centers.

Patient needs are stressed

In planning the Silverstein Pavilion, WSDA designers-in-charge Diane M. Hecht and Ellen Magen worked closely with a cross section of the hospital's administration.

"Our aim was not only to create a series of beautiful spaces," explains Hecht, "but also to fully satisfy physical and psychological requirements of a major health-care facility. Everything, from wallcoverings to furniture, from carpets to lighting, was developed and designed to serve that aim."

With an eye out to soaring health-care costs, WSDA developed and selected materials for their durability and low maintenance, insuring that the hospital would be economically as well as functionally efficient.

A full suite of patient-room furniture was designed and scaled especially for Silverstein Pavilion rooms.

Main lobby (top) of Medical Education Building, which was designed to allow maximum flexibility for either teaching or research purposes. Nurses station (above) emphasizes curvilinear aspects of space and is situated in open area of corridor created by junction of T-shaped building. Main lobby of the Silverstein Pavilion (right) assures incoming patients and families of order and organization.
WSDA designed the furniture to efficiently utilize space and to enhance human qualities of a patient's immediate environment.

A bench unit under every window, for example, offers a private conversation area for patients and visitors. A bulletin board allows for personal decoration in what is usually an anonymous setting.

Psychological as well as functional factors were considered when selecting colors for the patient rooms. Colors were chosen not only because they were warm and pleasing to the eye, but also because they wouldn't interfere with the hospital staff's ability to get a true rendition of the patient's skin tones.

Neutral color accents in patient rooms occur on floors where corridors have bright accent colors, and vice versa. Wall and window coverings are coordinated to create a total flow of pattern. All materials and furnishings were previously tested in a special mock-up room.

From color and pattern to content, the carpet was tested strenuously for two years in the hospital prior to its installation. Made of Antron II, it has two special backings: a fire-retardant sponge backing, and between this and the floor, a shield impossible for moisture to penetrate.

Privacy without isolation

Intended as a physical and psychological oasis for families who are waiting for long periods of time, the mezzanine insures privacy without isolation. To do this, the designers created a visual link between interior and exterior spaces by using identical

Originally a doctor's lounge, this reception room's function was revised by WSDA who instructed the client on the optimum use of such a flexible space.
Materials tested for safety, durability

materials such as wall tiles and ceiling surfaces in both areas.

Furniture in this area was designed to make waiting easier. Sofa modules, made of molded polyurethane, are durable and comfortable and also ensure maximum seating with no loss of individual privacy.

All hard edges were rounded off on the patient floors, as elsewhere in the hospital, to prevent injury to patients and staff. Carpeting is used throughout not only for durability and comfort, but also for the safety it offers to post-operative and elderly patients. Wallcoverings in corridors were specially developed by WDSA to withstand frequent impact of hospital equipment. Conversely, corridor corners are cushioned to prevent damage to hospital equipment.

Optimum use of flexible space

Originally planned as a doctor’s lounge, the reception area function was revised by WDSA for optimum use of such a flexible area. It is located on a covered walkway which links a medical center building with the medical school and the rest of the university campus. Shielding the walkway is a linear aluminum ceiling.

The reception area now houses high-level conferences, parties, and dinners. Although originally intended for medical personnel only, it is now a revenue-producing space for the hospital, drawing use from executive levels of the university for receptions and meetings with educational and industrial interests.

SOURCES

Located on covered walkway linking medical center with its medical school, the glass enclosed reception lounge is now used for meetings, receptions, dinners, and conferences. When privacy is desired, room is shielded by casements and draperies mounted on tracks.

Patient room (below) has full set of furniture designed and scaled by WDSA to humanize and utilize space efficiently. Five floors of inpatient units, four floors of physicians’ offices, a cancer research and treatment unit, and an emergency area make up the Silverstein Pavilion. It is the first step in a five-year renovation and construction program. Auditorium (right) can be divided into two areas. Carrels for library were specially designed by WDSA to meet specific technical equipment requirements.
Analysis of behavioral and architectural program for 40-bed facility, by Dr. Paul Lozanoff, behaviorist, and David Chapin, architect, reveals need for sensitizing designers and planners to needs of mentally disturbed children.

TREATMENT AND ENVIRONMENT INSEPARABLE IN CHILDREN'S PSYCHIATRIC FACILITY

by DR. PAUL LOZANOFF, Ph.D., Visiting Professor Ohio University
DAVID CHAPIN, Architect

To the emotionally disturbed child, a dismal and forbidding building will do little for his state of mind. Institutions breed institutionalization. All too often, meetings on architectural designs of children's mental health facilities fail to use the word "child." This omission is obvious in many buildings used to house children. For the most part, these facilities are built to conform to political and civil service systems.

The basic problem with these buildings is that many health administrators and architects are not sensitive to treatments children require. It is presumed that children who do not behave normally will somehow benefit from being in a subnormal environment.

Unfortunately, program people i.e., childcare workers, educators or psychologists, are excluded after the program needs are expressed. The actual design is then drawn up by architects and facilities people interested in institutional images, externally imposed building standards, and seemingly capricious limitations which may actually be counter to treatment. In planning a building, it is important to remember that the expense of therapeutic programs far exceeds the cost of the building over its lifetime. An improperly designed building can do tremendous damage to the intent and content of costly programs. Initial investment in the physical environment should be well thought out not primarily in terms of administrative prudence, but program viability. Youngsters and staff are going to live in the facility for a long time.

The following case study involves an interrelated program and architectural analysis of a set of drawings for a 40-bed residential state facility for severely disturbed children. The mental health complex was to be built on the grounds of a larger state facility. The program was to be based on organizational integration. On inspection, however, it became quickly apparent that the architects had not seriously conferred either with members of the program staff or with residents. It was also clear the architects had proceeded in virtual ignorance of the emerging field of environmental psychology.

The design encompassed a large dormitory, gang toilets, and other aspects of collective living designed to perpetuate and entrench the lack of self-identity, which was a contributing factor in bringing the children to their present state.

Alienation rather than intimacy

At first glance, the general layout (plan A) looks innocent enough, but a building plan must be read in terms of how people actually use the space. Using information found repeatedly in behavioral mapping studies, movement through the building is represented with stars for residents, open circles for staff. The entire building is laid out so that movement is channeled through single points with consequent reduction in flexibility. The use of space is rigidly defined. If the children were allowed off the residential unit, they would have access to 52 doors of various rooms and another three doors leading outdoors. Such a layout is impossible to monitor except during the day shift so that its function is critically restricted. Clear-cut compartmentalization of space into restricted areas assumes that management problems will be minimized, but also presumes that all of the children will be management problems. There is no allowance for individual variation; no place to be alone with someone else, to be angry, or just to vent aggression.

The argument that corridors must be kept as non-use space for fire safety is not valid. Fire safety regulations do...
Plan A: Physical separation and isolation of primary functional units.

"School unit is isolated from the offices creating an overall design of alienation rather than intimacy since the decision makers are isolated from those who will be affected by the decisions."

not require such areas to be long corridors in a one-story building which has the inherent advantage of directing fire exits outdoors from every useful space. This maze of corridors is an incredibly confusing experience for disturbed children who cannot find themselves in space, let alone find their way through space.

Information flow stymied

The school unit (plan A) is isolated from the rest of the complex with all communications passing through one single corridor opening. During the week, major scheduled program activities are spent in classes which corresponds to the day shift of the professional staff. Hence, counselors spend time isolated in their offices in the administrative wing and the classroom teachers bear the major burden of working with the children. The administrative wing defines operational boundaries and its function is "strictly business." Such design discourages information flow, coherence, and program understanding. Therefore, the original program description, based on the concept of organizational integration, is contradicted in the layout. One of the most crucial factors in developing individual treatment plans is direct observation. Competent design assures that children will be observable by professionals and that professionals will be available to children.

Reduced to a common denominator

A significant number of disturbed adolescents function at an elementary level which requires a large area extending the range of subject matter from kindergarten to high school. There is no such differentiation in Plan A. Instead, the wing shows a traditional, unimaginative classroom design which contradicts the individualized treatment approach. Children and subject matter are reduced to a common denominator, a phenomenon long since abandoned by regular schools.

The "aid to daily living" space (note plan A) seems misplaced since this wing is not an integral part of the residential area where daily living skills are normally developed. There should be an integrated area to serve as an informational, educational setting where the development of learning skills could facilitate the transition to a more formal educational setting.

The geography does not allow easy access to different facilities. The bathroom is far removed from some of the classrooms. How are they monitored? Will such an arrangement promote runaways? Why is the professional staff segregated from the classroom? What if a child needs medical attention and has to be taken to the first aid room in the administrative wing? There is a "crisis room" next to the principal's room which is frequently occupied. Will its location be disruptive to the principal's work? But even more important, there is no clear-cut evidence such an arrangement has a positive influence on a child. From a child's perspective, why not use it to remove yourself from an unpleasant situation.

CONTRACT/February 1980
CHILDREN’S HEALTH FACILITY

Analyzing actual use of space

a natural course of psychosocial development. Spaces might have been arranged to provide classroom, and cubicle within, to a slightly larger mini-resource room where human relationships are more communal. This intermediate size space could serve as a library, audio-visual or group exercise room. A large, integrated multi-purpose area, similarly could offer activities ranging from private card games to more socialized dancing.

Within these suggested variations, the purpose remains definitive and directional, yet flexible. Thus, there could be a variety of places to send a child where an imminent problem may be avoided without changing the purpose of the setting. Just as a child needs an identity as to the center of the universe, a building for children should have a center—the equivalent of a hearth in a traditional home.

Home-scaled environments

Administration should live in the same “house” as the program. Metaphorically, it should be placed in the foyer of the home for easy access. Segregating administration from classrooms underlines patients’ perceptions of the “white hats” (peers) and “black hats” (staff). Youngsters need to see these real people acting in real situations. They serve as role models and mystification would be reduced on both sides.

All staff should be situated in a proximal location to bring them in regular contact with the children. The teachers should have a territory designed for both respite and business. The concept of ownership and responsibility for security and surveillance would be extended to each staff member. Even non-professional staff, such as housekeepers, could be integrated in the spatial arrangement and assume a significant role in providing a truly supportive environment.

No privacy 24 hours a day

Multiple occupancy and single occupancy bedrooms are called residential units but they are really hospital rooms (plan B). There is virtually no privacy for 40 children 24 hours a day. The Joint Council for Accreditation of Hospitals calls for 80 sq. ft. per patient minimum, per bed space, which is precisely the amount of space allotted in this building. This is inadequate, limiting the therapeutic possibilities of using the bedroom for anything more than merely sleeping.

Confined to these quarters, 40 youngsters are conditioned to associations with other troubled peers despite the recognized value of viable role models in child development as well as a solid body of research indicating the destructiveness of lack of privacy in institutional settings. Imagine a child in treatment over a period of months, perhaps years, where the only privacy to be had is psychological withdrawal.

Gang toilets shared by 20 youngsters accompany sleeping units. Without adequate supervision, this setting will become the bane of existence to staff and a pandora’s box for the child who acts out scenes. Over a prolonged period, the ultimate cost of expected damage will far exceed the kind of private socializing milieu that appropriate design would encourage.

Tyranny of physical constraints

Territoriality is no less necessary with humans than it is with animals. Each needs a private territory which is prepotent to self-responsibility. In this facility, there is not a single place a child, or staff member for that matter, can feel a sense of ownership or being “at home.”

Weekends, holidays, and evenings are particularly difficult for youngsters who are required, for whatever reason, to remain in an institutional setting. The two residential wings and one enclosed yard (plan C) presents a sterile environment which does not lend itself to lessening the psychological problems that attend the hurt from having no place to go after everyone else has gone. The layout of the other wings with their many doors and exits are kept off-limits to the children. Any attempts to break out of the facility will be taken as evidence of their further pathology, rather than as a result of an inadequate building.

Instead of altering the building, the children will be given more therapy.

Dining: a socializing experience

Lunchtime finds 40 kids and few staff members in the dining room. Children with an incomplete sense of themselves are placed in a situation where basic activities of daily living, such as eating habits, cannot be practiced. Consider that the number of

"There is essentially complete disregard for privacy. Imagine a child in treatment over a period of months, perhaps years, where the only privacy to be had is psychological withdrawal."
potential contacts (C) within a given population (P) is expressed by the formula \( C = \frac{P(P-1)}{2} \). In a normal family setting of five, the number of potential contacts is \( C = \frac{5(5-1)}{2} = 10 \). In the mental health facility, the number of potential contacts, assuming that four attendants will be on duty, is \( C = \frac{44(44-1)}{2} = 946 \).

How does such an inherently chaotic environment lend itself to individual control? Anyone who has worked with disturbed children (or children of any kind) realizes the noise and tension potential of the situation. A compounded absurdity is the fact that the “aid to daily living” area is intended to teach home skills. Why shouldn’t these skills be learned in all areas at all times, simply by having the children live in home-scaled settings where their participation, as individuals and as members of small groups, would be expected and potentially valued in all events of the day? Eating is not only an instinctive and physiologically necessary experience, but a social and human learning experience.

The authors are clearly aware of both economical and managerial limitations imposed in architectural design. However, these limitations cannot be used to justify buildings which are not consistent with good treatment. How much would it cost to replace a large dining area with four smaller dining rooms, even if they had to be clustered centrally about a serving kitchen? Granted, staff would be needed, but then again, we should not be building with a prison mentality. The argument that a large room is more socializing is demonstrably fraudulent and, in fact, “undoes” some of the efforts of other members.

Even if the building were redone and judged to be internally adequate, the authors feel it would be a mistake to build it since it was intended to be built on the grounds of an existing state institution. It is impossible to justify additional capital expenditure insuring the perpetuation of this already too-large state institution. The informed trend in many parts of the world is towards community-based, preventive treatment.

If the purpose of treating mentally disturbed children is to return the youngster to the home environment, it follows that the treatment setting must provide, in toto, for the range of human needs extending from security to freedom under controlled environments.

The foregoing study is a critical assessment of value systems and the translation of those systems in terms of process, program, and design. One system deals with mechanics of design serving needs of a system, and the other deals with mechanics of design serving the art of living.

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"Weekends and evenings, residents are restricted to two wings and one enclosed yard. Any attempt to break out of this restrictive environment will be taken as evidence of the child's further pathology rather than as a result of an inadequate building."
RONALD McDONALD SHOWCASE HOUSE: ROOMS FOR FAMILIES OF AILING CHILDREN

35 designers turn old New York townhouse into a homelike, temporary lodging for families of children afflicted with serious diseases

A-home-away-from-home is probably the best way to describe the Ronald McDonald House on East 86 Street in New York. It is not a medical treatment facility, hospice, hotel, motel, or psychotherapy unit. The house serves as a temporary lodging facility for families of children afflicted with leukemia and other serious diseases. While children are being treated at New York medical centers, parents and siblings can reside in a comfortable, homelike atmosphere and share concerns with other families that can best understand them.

Thirty-five designers contributed both their time and talent to furnish the 35-room double brownstone, a former convent. All rooms were designed with function and practicality in mind. Each designer worked in accordance with challenging guidelines, including the requirement that the most functional and easy-care products available be used. In addition, designers were compelled to work around such problems as old-fashioned sprinkler systems, radiators, and bathroom fixtures.

During October 1979, thousands of area residents paid to view the designers' work with all funds going directly to support the house. After the showhouse, the furnishings in the rooms remained.

Featuring 26 bedrooms, a library, living room, kitchen/dining room, playroom, and garden, the house also contains a four-room apartment for the house manager.

Special ramps inside and out accommodate wheelchairs, and a barrier-free room features furnishings to be used by a handicapped person. This room was designed by Janis Herman who is herself confined to a wheelchair.

One of 40 being developed in major cities across the country, the Ronald McDonald House idea was born in Philadelphia when a Philadelphia Eagle football player, whose daughter had contracted leukemia, recognized the need for inexpensive lodging near hospitals for parents and families.

Donations from numerous furnishings manufacturers, corporations, and community groups greatly aided in financial aid, services, development, and maintenance of the House. McDonald's restaurants in New York, New Jersey, and Connecticut committed up to $600,000 in matching funds over a five-year period to support Ronald Houses.

Manufacturers who contributed to the living showhouse include:

**Flooring:** Edward Fields; Saxony; Monsanto; Karastan; Bigelow; DuPont; Phoenix; Kenmore; Stark; Harmony; Hoboken; Agency; Pawling; and Country Floors.

**Furniture:** Knoll; Castelli; Thayer Coggin; Keller Williams; Charles Craig; Harvey Probber; Mica-Mar; Simmons; Thonet; Custom Craft; Avery Boardman; Deutsch; and Gampel-Stoll.

**Fabrics/Wallcoverings:** Lozano Fisher; Fiber Seal; Bloomcraft; GTR Wallcoverings; J. Neff; Casa Bella; and Window Modes.

**Accessories:** Lightolier; Eastman Kodak; Falcon; Harry Gitlin; and Luxo Lamps.
Lynne Prager designed this room full of fantasy for families to relax in and retreat from realities of the day.

Functional simplicity with art deco overtones highlight the living room designed by Vince Lattuca.

Rus Calder's townhouse parlor (opposite page) boasts minimal but multi-functional furnishings and can double as either a bedroom or a sitting room.

Allimimo Corp. and two New York dealers, Euro Concepts Ltd. and Three K Cabinet Corp., donated this kitchen (top). Designed by Carol Levy, it includes a play area as well as a dining area that seats 15.

Pastor-Toffolo Interiors created this room (center) to meet the needs of families temporarily residing at Ronald House. It sleeps three persons.

Functionalism is the key to this guest-room/study (above) designed by Richard Mervis.

Showcase directors: TJ Management.

CONTRACT/February 1980

Photos by Bill Rothschild, except as noted
### OWENS/CORNING COMPILES FIRE CODES ON HOSPITAL DRAPERIES, CUBICLE CURTAINS

#### STATE

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<td>ALABAMA</td>
<td>Adopted NFPA Life Safety Code 101 into State fire laws.</td>
<td>Furnishings, decorations (including draperies and cubicle curtains) shall be non-combustible or rendered flame retardant as per NFPA 701 (LSC 101)</td>
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<td>ARKANSAS</td>
<td>Adopted NFPA Life Safety Code 101 into State fire laws.</td>
<td>All draperies in public areas shall be non-combustible or treated and maintained in a flame-retardant condition by a method approved by the State Fire Marshal.</td>
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<td>State Fire Marshal 501/371-1846</td>
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<td>Title 19 of the California Administration Code, Article 9. (Except Federally funded health care facilities. Here, NFPA 101 applies.)</td>
<td>&quot;No furnishings or decorative fabrics of an explosive or combustible nature can be used anywhere but in private dwellings.&quot;</td>
<td>NFPA 701</td>
<td>State Fire Marshal 916/322-2370</td>
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<td>COLORADO</td>
<td>Adopted NFPA Life Safety Code 101 into State fire laws. Also refers to Uniform Building Code. (Fire codes.)</td>
<td>Fabric in draperies shall not sustain a flame. Manufacturers must provide the Fire Department with a certificate ensuring that the fabric is or has been rendered flame-retardant.</td>
<td>NFPA 701</td>
<td>Colorado Industrial Commission. Health Dept. for Hospitals. 303/839-2446</td>
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<td>Connecticut Fire Safety Codes (similar to NFPA 101). (Except Federally funded health care facilities. Here NFPA 101 applies.)</td>
<td>(LSC 101) Uniform Fire Code (Sect. 11.204)</td>
<td>NFPA 701</td>
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<td>DISTRICT OF COLUMBIA</td>
<td>Title 7 of the D.C. Fire Prevention Code. (Except in Federally funded health care facilities. Here NFPA 101 applies.)</td>
<td>Fabric in draperies shall not sustain a flame. Manufacturers must provide the Fire Department with a certificate ensuring that the fabric is or has been rendered flame-retardant.</td>
<td>NFPA 701</td>
<td>Chief of Fire Dept. 202/745-2250</td>
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Completion of a 50-state and District of Columbia survey of fire codes pertaining to hospital draperies and cubicle curtains by Owens/Corning Fiberglas Corporation provides an excellent tool to help designers, specifiers, and hospital administrators decipher today’s maze of fire regulations. The chart is a prelude to a “state-of-the-art” guidebook being completed by the company and scheduled to be released this spring. It will include, in addition to the chart, a complete summary of drapery fabric fire codes, future fire concerns such as smoke generation and toxicity, listings of organizations that influence fire codes, and information on how certain products comply with the fire codes.

For further information on fire codes from the National Fire Protection Association, circle No. 200 on the Reader Service Card opposite page 112. To receive a copy of the Owens/Corning “state-of-the-art” guidebook, circle No. 201 and it will be sent to you by the company when it comes off press.

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<td>(LSC 101) Contact individual city fire departments.</td>
<td>NFPA 701 but may vary</td>
<td>Law Enforcement Commissioner is responsible for hospitals. 208/384-3896</td>
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<td>All Iowa hospitals must be accredited by the Joint Commission on Hospital Accreditation or surveyed by HEW. Both organizations require compliance with NFPA 101.</td>
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<td>(LSC 101)</td>
<td>NFPA 701</td>
<td>State Fire Marshal 301/383-2520</td>
</tr>
<tr>
<td>STATE</td>
<td>CODE</td>
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| MASSACHUSETTS       | a) State fire regulations. (In Federally funded health facilities, NFPA 101 applies.) | a) No decoration shall be approved by the State fire department for use until the manufacturer provides a certificate stating the fabric meets the State flame test.  
|                     |                                                                     | b) All hanging decorations must be tested by the Boston Fire Department. Hanging decorations shall be resistant to ignition. The Fire Department has the authority to use heat and smoke producing criteria. Explosive or highly flammable hanging decorations shall not be used. The Fire Department can prohibit use of hanging decorations which have excessively dangerous reactivity or produce smoke in such amounts as to obscure egress. Treated fabrics must be retested by the Fire Department if laundered or cleaned. | a) State flame test.  
|                     |                                                                     | (Call Fire Marshal for further details).  
|                     | b) Boston Regulations. Recently adopted a new code. (In Federally funded health care facilities, NFPA 101 also applies.) | |                                                                      | 617/566-4500                                                   |
| MICHIGAN            | Refers to NFPA Life Safety Code Standards                           | (LSC 101)                                                                   | NFPA 701                                                             | State Fire Marshal  
|                     |                                                                     | No decorative material shall be used if it ignites and allows a flame to spread over the surface when tested. |                                                                      | 517/322-1924                                                   |
| MONTANA             | (Same as above.)                                                   | (LSC 101)                                                                   |                                                                                                                  | 617/442-8000                                                   |
| NEBRASKA            | Fire Marshall’s Law                                                | Sets specific flame spread restrictions for fabrics in certain hospitals. |                                                                      | State Fire Marshal  
| NEW HAMPSHIRE       | Laws are parallel to NFPA Life Safety Code 101                      | (LSC 101)                                                                   | NFPA 701                                                             | State Fire Marshal  
| NEW MEXICO          | (Same as above.)                                                   | (LSC 101)                                                                   |NFPA 701                                                             | State Fire Marshal  
| NEW YORK            | State Medical Facility Construction Code refers to NFPA Life Safety Code 101. | (LSC 101)                                                                   |                                                                      | 603/271-3336                                                   |
| NORTH CAROLINA      | Adopted NFPA Life Safety Code 101 into State fire laws.             | (LSC 101)                                                                   |NFPA 701                                                             | Department of Human Services  
|                     |                                                                     |                                                                      |                                                                      | 609/292-3730                                                   |
|                     |                                                                     |                                                                      |                                                                      | State Fire Marshal  
|                     |                                                                     |                                                                      |                                                                      | 505/827-2357                                                   |
|                     |                                                                     |                                                                      |                                                                      | State Commissioner of Health  
|                     |                                                                     |                                                                      |                                                                      | 212/474-2121                                                   |
|                     |                                                                     |                                                                      |                                                                      | State Fire Marshal  
<p>|                     |                                                                     |                                                                      |                                                                      | 919/733-3901                                                   |</p>
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<th>STATE</th>
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<th>TEST</th>
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<tbody>
<tr>
<td>NORTH DAKOTA</td>
<td>Laws are parallel to Life Safety Code 101 and the Uniform Building Code (fire codes).</td>
<td>(LSC 101) Uniform Fire Code (Sect. 11.204)</td>
<td>NFPA 701</td>
<td>State Fire Marshal 701/224-2434</td>
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<td>OKLAHOMA</td>
<td>(Same as above.)</td>
<td>(LSC 101)</td>
<td>NFPA 701</td>
<td>State Fire Marshal 405/424-4371</td>
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<tr>
<td>SOUTH CAROLINA</td>
<td>(Same as above.)</td>
<td>(LSC 101)</td>
<td>NFPA 701</td>
<td>State Fire Marshal</td>
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<tr>
<td>TEXAS</td>
<td>(Same as above.)</td>
<td>(LSC 101)</td>
<td>NFPA 701</td>
<td>State Fire Marshal</td>
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<tr>
<td>VIRGINIA</td>
<td>(Same as above.)</td>
<td>(LSC 101)</td>
<td>NFPA 701</td>
<td>State Fire Marshal</td>
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<td>WASHINGTON</td>
<td>(Same as above.)</td>
<td>(LSC 101)</td>
<td>NFPA 701</td>
<td>State Fire Marshal</td>
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<tr>
<td>WEST VIRGINIA</td>
<td>(Same as above.)</td>
<td>(LSC 101)</td>
<td>NFPA 701</td>
<td>State Fire Marshal</td>
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<tr>
<td>WISCONSIN</td>
<td>(Same as above.)</td>
<td>(LSC 101)</td>
<td>NFPA 701</td>
<td>State Fire Marshal</td>
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<tr>
<td>WYOMING</td>
<td>(Same as above.)</td>
<td>(LSC 101)</td>
<td>NFPA 701</td>
<td>State Fire Marshal</td>
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</tbody>
</table>
HEALTH CARE FURNITURE EASILY ADAPTS TO INDIVIDUAL PATIENT NEEDS

Mobile material handling units provide storage space, permit easy transport and dispensing.

Co/Struc process table (on the right) is a general-purpose mobile unit that combines a large work surface, storage capability, and interchangeability of components to permit easy transport and dispensing. Part of the Coherent Structures system manufactured by Health/Science Division of Herman Miller, Inc., process table can be used for purposes other than materials handling in pharmacy, laboratory, operating room, radiology, and emergency rooms. Circle No. 203.

Seamless, frameless furniture by ModuForm has standard rigid pedestal base with integral corner risers to avoid fluid entrapment on hard flooring or air entrapment on carpet. Bases are equipped for ganging of modular units, or bolt-down to the flooring. Armchair, settee, armless and corner chair, hassock, bench, coffee and end table modules are available. Circle No. 204.
Multiple Choice modular seating group was designed by Hans Krieks for Helikon Furniture. System consists of seat, wide, back, narrow back, tapered table, and rectangular table. Seating units are composed of polyurethane foam with plywood panel supports on wood base. Tables are walnut, natural, or toned oak. Circle No. 228.

When occupant rises from chair, urethane headrest is adjustable to various positions, or can be removed entirely. Legs are fitted with self-aligning rubber-cushioned floor glides. Circle No. 205.

Drop-arm commode and shower chair by Lumex has 4-way seat, adjustable to side, front, or rear. Thick, two-inch padding is completely sealed in waterproof vinyl. Drop-arm release mechanism can be operated without the requirement of finger dexterity. Swing-away legrests are removable and height adjustable. Circle No. 206.

Acton Stacker by American Seating has chromed tubular steel frame with sculptured seat and back. Back cantilevers rearward to give maximum support; integral arms provide strength and comfort. Case-hardened steel glides protect sled base from wear on hard-surfaced floors. Colors offered are gold, white, black, red, blue, and green. Circle No. 207.

Reception room chair by Gregson has stainless steel frame, firm urethane padding in seat, back, and upholstered arm pads, and waterfall front on seat. Circle No. 208.

Optional footrest is recent addition for Karla series health care chair from Tulip Inc. All designs in Karla Series can be made totally fire-retardant by using a fire-retardant fabric, since there is no wood or other combustible material used in its construction. Footrest can slide under seat of chair when not in use, or may be used as an ottoman for extra guest seating. Circle No. 209.
HEALTH CARE FURNITURE

Convalescent chairs adjust to reclining position

Metal geriatric chairs from Falcon are constructed of 16-gauge square steel tubing, wood armrests and wallsaver legs. High-back model provides firm posture support. Wood geriatric chairs and matching lounge chairs are also available. Circle No. 210.

La-Z-Boy health care recliner Style C90806 has height of 40 inches and width of 33 inches. Chairs are used for geriatrics, pediatrics, coronary recuperation, and in hemodialysis units. Circle No. 211.

Muffin-On-A-Rail health care seating system by Harter can be assembled in various formats. Arm and armless chairs are easily reupholstered in all standard colors and fabrics, with nylon-coated finishes on metal arms and backs. Table spacing is at option of user. Supporting rail is heavy steel. Circle No. 223.

School system designed by Centrokappa for Beylerian was winner of IBD Silver Medallion in Special Seating Category. Suitable for pediatric waiting rooms, the versatile nursery furniture uses latest techniques in molding and materials. System consists of chair, bench, table, triangular connector top, table tray, set of two hooks, and tidy basket. Circle No. 213.

Convalescent chair by Artopex adjusts for straight or reclining incline. Rectangular tubular steel construction is chrome-plated or enameled. Steel frame sling seat is treated canvas, upholstered with fiberglass belt, upholstered with 1½-in. polyurethane foam. Armrests are solid walnut or upholstered self-leveling. Circle No. 215.

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Designed by Duncan Burke and Gunter Eberle for Vecta Contract, Zermatt Seating System has padded arms and smooth lines with no sharp projections to cause injury. Slung construction of seat acts as shock absorber. Cantilever construction simplifies cleaning. Circle No. 212.

Omni Hi-Lo health care bed has lift system which mechanically raises casters above floor level when bed is in low position, assuring firm resting of metal legs. Baseboard-bumper system eliminates marring of walls when bed is rolled into position. Circle No. 229.
HEALTH CARE FURNITURE
System designed for severely handicapped

Artisans' Guild has expanded its Bright Spots health care, school, and library furniture line to 22 stock items. Design features include no sharp edges to cause possible injury and triple-sewn seams with fabric tape reinforcement. Cover choice of the lightweight, portable furniture may be made from 12 colors of heavy-gauge vinyl. Circle No. 224.

Reception area seating from James David has tufted cushions, oak accent arm rests, and nickel-chrome steel frame. Tables and occasional pieces in grouping are blend of safety-tempered glass, nickel-chrome steel, and brass accent buttons. Circle No. 225.

H-Series patient chair from Gunlocke has headrest for proper support and comfort. Oak frame has distinctive side rail detail and soft radial contours. Circle No. 214.

Danish architect Flemming Hvidt designed this chair as part of total furniture system for severely handicapped. Patient can walk directly into chair while it's in vertical position and then be lowered into sitting/reclining position by means of an electric motor. Hvidt was awarded 10th annual Danish Furniture Prize for system, which consists of 23 parts that can be assembled to suit each individual patient's need. System will be shown at Scandinavian Furniture Fair in May 1980. Circle No. 226.

Wilsonart Chem-Surf decorative surfacing was used on lab tops and base cabinets in Scottsdale Memorial Hospital. Laminated plastic is chemical-resistant and comes in 12 colors. Circle No. 227.
April CONTRACT is a Hospitality/Restaurant “Executive Buyer Edition” with 5,000 Extra Circulation

April CONTRACT will take 32,000 specifiers—including 5,000 end-users—to the best hotels also motels, restaurants, discos and other hospitality installations

Get the in-depth story on the nation’s most impressive new hospitality installations in April CONTRACT’s Hospitality/Restaurant “Executive Buyer Edition.” You and 32,000 other contract specifiers—including 5,000 executives at hotels, motels, restaurants, clubs, etc.—will enjoy all the hard-to-get details that only CONTRACT provides.

April Advertising Deadlines: March 12, orders; March 14, film; March 17, inserts.

Now there are seven CONTRACT “Executive Buyer Editions” featuring special editorial content and extra circulation to 5,000 hard-to-reach end users

Government in June—Top government installations interest 27,500 contract specifiers plus 5,000 government purchasing executives.

Commercial Buildings in August—Remodeling editorial plus extra circulation to 5,000 corporate facilities executives and commercial building owners.

Banks in October—Top bank projects highlight editorial to regular audience plus 5,000 bank presidents and board chairmen.

Offices in November—Informative editorial plus extra circulation to 5,000 office managers/facility planners at large firms.

Store Planning in December—Newest “Executive Buyer Edition” adds 5,000 planners, developers and managers of stores, chains and shopping centers. Space closes November 12.

Health Care in February—Health care editorial informs regular audience plus 5,000 health care executives.
It's happening in Los Angeles!

The Pacific Design Center responds to the need for a "one market a year" major new product presentation and design conference. West Week '79 was a smash success... and now, West Week '80 promises to inaugurate the new decade with an even greater market. More products — new showrooms — exhibits — seminars — social events — all in one fantastic blue package: The PDC... and you are invited!

This fourth annual West Week is the first of an innovative new series of themed markets. West Week '80 is Women in Design. The programs and exhibits have been developed to explore and support the expanding roles which women fulfill in the the vital design functions of our industry.

This is the West Week:

**Sunday**
A celebration of the merger of Otis Art Institute and Parsons School of Design... champagne — music — scholarship presentation.

**Monday**
Women in Design present a full day of programs and the inauguration of Women in Design Awards at a Los Angeles County Art Museum reception in the evening.

**Tuesday**
The American Institute of Architects programs which explore Women in Design and Architecture.

**Wednesday**
The N.H.F.L. and A.S.I.D. sponsor seminars on "Interpersonal Power" and "The Designing Woman" plus a special Media Communication luncheon seminar.

**Thursday**
I.B.D. repeats its fantastic Student Rally.

West Week '80 is the market of the year in The Marketplace of the West. "Be there."

WOMEN IN DESIGN

Pacific Design Center
8687 Melrose Avenue, Los Angeles, CA 90069, (213) 657-0800

Circle 36 on reader service card
The Hyatt Regency in Dearborn, Michigan, did. Ford Motor Land Development Corporation, owner and developer, wanted to give Hyatt's guests something to remember the hotel by. So they chose photo decor to highlight their restaurants, meeting rooms, guests rooms— even their business offices. More and more, photography is playing a key role in the interior design of office buildings, retail stores, even industrial plants. For one thing, photography allows the freedom to customize the decor of a specific room to evoke precisely the right mood. And this helps create a great new, creative outlet for you. Because designing with photography leaves plenty of room to make statements of your own through your work.

The Hyatt in Dearborn is a good example. Through inspired use of photography, the interior designer is able to remind guests that they are someplace special. Someplace unique and memorable. Someplace worth coming to again and again.

Why not consider the possibilities of photo decor in your next job. And when you do, remember to specify Kodak paper for your images. It helps bring out the best in your design. For more ideas on photo decor, send for your free copy of a new book on designing with photography. Write Eastman Kodak Company, Dept. 412L-161, Rochester, NY 14650.

Circles 6 on reader service card

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AMTAB FOLDING TABLES
QUALITY • SERVICE • DESIGN

BEAUTY, DURABILITY, PROMPT DELIVERY
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AMTAB Tables are precision made of the finest quality materials, designed in a variety of finishes to complement any interior decor.

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CHAIR AND TABLE TRUCKS
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Color*Edge Plastic Moldings produced in rich wood grained patterns and solid colors, to match or blend with popular laminates, are available from STOCK in WASTE FREE COILS or STANDARD CUT LENGTHS.

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- Washable
- Low Maintenance
- Easy Removal for Window Cleaning

WEBB DESIGN PRODUCTS, INC. 1155 N. Johnson Ave., P.O. Box 1405 El Cajon, CA 92020 714/442-0391
Labofa comfort at a price that sits well.

As comfortable as it is, this Labofa 5/5 chair retails for about $150.

That's amazing, because Labofa, the Danish chair that outsells all others in Scandinavia, has the comfort features you'd expect in a much more expensive chair. Column springing. A 21-ball bearing swivel action. A contoured seat and back covered with 40 mm of Latex. A special feature that actually makes squirming comfortable. Finally, a polished aluminum base with chromed double twin casters, and a choice of luxurious tweed or corduroy in 20 radiant colors.

But comfort is only half the story. All Labofa chairs are built to last. And last. And last.

All this sturdy, economical comfort is guaranteed by Labofa for five years. We'd be delighted to send you a four color brochure on the entire, remarkable Labofa line of office furniture. Just mail us the coupon below.

Sure. I'd like to know more about Labofa's comfortable office furniture.

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Company:
Address:
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State: Zip:
Telephone:

labofa
1281 Andersen Dr.
San Rafael, CA 94901
(415) 457-9333

Sure, I'd like to know more about Labofa's comfortable office furniture.

CONTRACT/February 1980

Circle 42 on reader service card
Rug represents corporate identity
A 6 by 16-foot wall tapestry tells the story of Schulman Investment Co., White Plains, N.Y., with a colorful builder's crane swinging an iron I beam through space. Rebecca Conviser, designer and owner of The Rug Works Ltd., designs and manufactures custom rugs, as well as stained glass windows, nylon banners, and stenciled floors. Circle No. 217.

Larger herringbone saves time, labor
Bangkok Industries has introduced a longer, broader double herringbone pattern in teak. This paper-faced, assembled double unit measures 5/16 by 20 by 24 inches. Job-finished pattern in this large size reduces installation time and labor. Circle No. 218.

Connecting plates allow flexibility
Modular acoustical screen system (above) has connecting plates for segmentation and fitting modules to specific needs. Plates are designed for easy assembly and proper alignment. Fire-retardant panels are produced in a range of colors, from Nexa Seating. Circle No. 219.

Chair suits user’s knee/thigh angle
Developed by a team of orthopedic surgeons, physical therapists, engineers, and designers, the HAG USA Executive Model 2030 (below) offers a gas-lift automatic seat height adjustment that permits one-hand, one-touch pneumatic regulation while seated. Proper knee clearance and thigh/knee sitting angle is controlled with underseat knobs allowing forward/backward seat shift. With automatic tilt-lock mechanism, seat tilts back freely or locks securely. Tapered, double-curved posture backrest provides firm lumbar and thoracic support. Circle No. 216.

Connecting plates allow flexibility
Modular acoustical screen system (above) has connecting plates for segmentation and fitting modules to specific needs. Plates are designed for easy assembly and proper alignment. Fire-retardant panels are produced in a range of colors, from Nexa Seating. Circle No. 219.
Lesson 1. The SeKret™ Spring.

Proper back support in institutional, stacking and folding chairs. Everyone knows it's necessary for stress-free seating. Orthopedic research reports abound. But the low-cost secret of stress-free seating is simple. As simple as our remarkable SeKret Spring Concept. Find out how inexpensive it can be to improve your position in any market. Write: Daniel Krakauer, President Kay Manufacturing Corp. 175 Eileen Way, Syosset, New York 11791 (516) 364-2010
BARREL LINE EXPANDS WITH WIDE SETTEE AND SOFA

Mueller’s Barrel Series of lounge chairs has been expanded into a full line of lounge seating with the addition of settee (shown) and sofa. Settee model 101 offers simple detailed styling with plain or button-tufted upholstery. Sixty-four-in. width coordinates dimensionally with two chairs of the same group. Settee’s single seat cushion and three-seat, 81-in. wide sofa offer comfortable seating arrangements for banks, offices, and reception areas. Constructed on a hardwood frame, seats are placed over rubber webbing, backs over heavy burlap. Back cushions and reversible seat cushions are foam-wrapped with polyester fiber. Choice of plinth bases in black plastic laminate or oak or walnut veneers.

Widen Your Freedom of Design with THINSENG

A mere 1-5/8" high—so thin you can easily hide it! Practical for a wide range of secretarial and junior executive posture chairs. Rugged construction details for long, trouble-free service. Mechanism enclosed by a high-strength steel pan to eliminate protruding components. Available with or without swivel plate for up/down or in/out adjustment. Competitively priced.

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Phone (502)863-3910.

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Careful attention to detail and pride in workmanship produces a standard of excellence that makes Canadian contract furniture of lasting value. That's what Canada's craftsmen offer with the production and installation of the highest quality furniture for business, institutional and leisure environments.

Superb design, taste and discriminating judgement are combined with low maintenance, durability and a high level of visual appeal for the buyer/specifier who demands the best.

For further information contact: Department of Industry, Trade and Commerce, Furniture Division (54), 235 Queen Street, Ottawa, Ontario, Canada K1A 0H5, or your nearest Canadian Consulate.

SPECIFY FURNITURE FROM CANADA WHERE YOUR DOLLARS BUY MORE!

N.B.
Special Seattle showing, February 19-20, 1980...
... for information, please call (206) 447-3820

CONTRACT/February 1980

Circle 46 on reader service card
Unicube is the most versatile tubular chrome system ever designed. Furniture, exhibits, displays and store fixtures can be created to your specifications. Assembly is fast 'n easy, too. Unicube is available in $\frac{1}{4}$", $\frac{3}{8}$", $\frac{1}{2}$" and 2" diameters. For FREE catalog write on your letterhead to: Unicube Corp.: Dept. C-2, 540 Manida Street, Bronx, N.Y. 10474. Tel. 212/378-1700.

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EASTWOOD: A value conscious Industry Leader now meets your contract needs.

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Circle 73 on reader service card
MOVABLE FILING SYSTEM ELIMINATES AISLES

Ames Kompress aisles are accessed where and when they are needed by a push of a button on motorized unit or turning the handwheel on mechanical model. Cabinets glide on parallel tracks imbedded in independent floor. This flooring allows unit to be dismantled and moved to another location without damaging the existing floor. System reportedly saves up to 80 percent of current filing floor space by eliminating the need for permanent aisles between stationary shelving or file cabinets. Units constructed of steel come in decorator colors, woodgrain trims and a choice of flooring styles, from Ames Color-File.

Circle 232 on reader service card

Snap-a-Pleat®
... an innovative drapery system

Unique snap attaching tape allows for easy installation with various brackets for ceiling flush, recess, wall, casing or mullion. Snap-a-Pleat's flat panels eliminate hooks and pins and unsnaps if harmful stress is placed on the drapery.

- Double channel aluminum track allows cord and drapery carriers to traverse independently.
- Match track insert accents track facing with any drapery fabric or wall covering.
- Energy saving ½” thermal air space between drapery and liner increases R value at windows.

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Circle 51 on reader service card
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Created and designed for comfort, durability and style by the top Italian architects/designers. A variety of superior quality fabrics especially selected for the United States market. Leather selections vary from cowhide to baby veal (vitellino) in different colors and softness to glove leather.

Manufactured in Italy, warehoused in U.S.A.
and available for immediate delivery

Transform Furniture Designs, Inc.
Importer and Distributor of Fine European Furniture
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**HINGED DOOR CABINET SOLVES STORAGE PROBLEMS**

Difficult storage problems can be solved with Cado/Royal System's new Model 16 cabinet for the Royal System White wall unit. Cabinet, with hinged doors and a center shelf, measures 14 3/4 by 31 1/2 by 16 3/4-in-high. Other components include: rail, shelf, sliding cabinet, light, chest, and desk. Each unit is produced in a lacquer, scratchproof finish. Circle 233 on reader service card.

**“KARLA-20” Health Care Chair**

Shown with footrest. Totally Flame Retardant. Mid-back height also available.

**A new dimension in fire protection.**

Announcing: Lateral Fire-Insulated Files from Schwab.

Here's point-of-use fire protection the design professional can appreciate. Available in two, three, and four-drawer sizes. These models complement any open landscape theme... blend with any office decor.

Every business needs fire protection for critical records. Now you can specify a practical solution without sacrificing aesthetic or space-planning goals.

Schwab lateral files bear the applicable U.L. label for Class 350-1 Hr. equipment. Optional wood-grained tops and a broad selection of contemporary colors are available.

Write today for illustrated literature and prices.

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**TULIP Inc.**

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New York Showroom: Triad, 306 E. 61st St.

Circle 52 on reader service card

Circle 53 on reader service card
This is how the Chairman of the Board of one of the country's largest marketing research firms describes the value of the Census to the nation's business community.

If you own or manage a business, you are a marketer. But you can't market successfully unless you know to whom you are selling. You must understand your consumer. To do this, you need accurate information about the population, and lots of it.

It's easy
You can get an enormous amount of this kind of valuable marketing research data from the Census Bureau. All it takes is a phone call or letter.

Just answer the Census
All you have to do is create this information. Just answer it and encourage your employees to do the same. The more people who answer the Census, the more valid the information will be. So, it's in your best interest to participate.

We're counting on you.
Answer the Census.
CUSTOM PLEATS TO STYLE AND MEASUREMENTS

Gardisette USA has invented a pleating system for drapery. Each pleat is specially tailored according to the style and individual measurements which make draperies hang in neat folds from top to bottom. System does not interfere with washing or dry cleaning processes and accommodates firm's complete drapery and curtain line.

Circle 234 on reader service card

AUTOMATED SYSTEM RETRIEVES SMALL PARTS

Fully automated Lyon Minitrievre MH systems are specifically engineered for small parts storage and retrieval. Systems by Lyon Metal Products significantly reduce the number of people for picking and re-stocking operations and eliminate non-productive time manually searching for parts. An operator can have a container delivered to front access workstation and return another in a matter of seconds. Standard containers are 37 ½ by 15 ¼ by 8-in. high, with a load capacity of 200 lbs. Optional 3½ -in. high containers may be used on a 2 for 1 basis and optional side shuttle workstations permit handling up to three containers at one time.

Circle 235 on reader service card

CHAMBER CARPETED IN STATE COLORS

The State House on Beacon Hill recently underwent a complete renovation when the Commonwealth of Massachusetts revised the number of seats in the House of Representatives from 240 to 160. The objective was to preserve the original classical flavor down to the tiniest detail. Custom Wilton carpet by Pennsylvania Wilton Carpets was specified to establish the appropriate keynote in design and color. William Adams, AIA, Beacon Architectural Associates, Boston, created a carpet with gold medallions on a textured Federal blue background, the official state colors. Pile is 70 percent wool, 30 percent nylon.

Circle 236 on reader service card

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Circle 57 on reader service card
Injury... by accident or by aggression... is the price you may pay for durability in conventional furniture. Rigid plastics, rivets and metal frames are worse than uncomfortable. They can be downright dangerous. And anything that provides a handhold provides a weapon.

But ModuForm lounge furniture was specifically designed to survive aggression and abuse... and beverages or body fluids... without sacrificing safety or comfort. These flexible modules have no frames, no springs, no seams, no exposed edges and no hard or sharp surfaces. Just cushiony comfort and classic styling with the durability of a friendly hippopotamus. A full line of adult-size chairs, settees, sectionals and table benches that make comfort and safety cost-effective.

Send for our color catalog and survive the Ka-a-thunks.

ModuForm, Inc.
Joyce Industrial Park
P.O. Box 128
Acton, Massachusetts 01720
(617) 263-3555

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SULPHIDE-RESISTANT FABRIC FOR HOSPITAL USE

Focus, a vinyl-coated fabric line, is designed for hospital and nursing home use. Masland Duraleather's fabric has a special sulphide-resistant formulation. For further protection, the surface has been treated with a Penasol top coat for durability. Fabric meets specification CCC-A-680A, with fire-, mildew-, and oil-retardancy features. Line is offered in 30 colorways.

Circle 237 on reader service card

SUN VALLEY
SOLID ALUMINUM FURNITURE

Keller Scroll/Casual—the only company offering both painted solid or cast aluminum and painted or anodized tubular aluminum furniture with straps or cushions—spotlights its original creation: SUN VALLEY, the much imitated but never equalled contemporary square look.

Circle 59 on reader service card

WINDOW/WALL GRAPHICS
ADD A NEW DIMENSION TO YOUR DESIGN SERVICE!

Unused Window and Wall space holds exciting potential for signage, especially in these days of energy conservation. Whether directional, promotional, or permanent advertising displays, window and wall graphics attract, identify, and merchandise. Additionally, this type of signage provides a versatile, efficient, and economical method for converting and modernizing buildings without necessitating structural changes.

White Advertising Company, signage professionals for more than a quarter of a century, will implement your designs and then take them from drawing board to site anywhere in the country. Utilizing new pressure-sensitive vinyl materials, we make it possible to do a variety of things through expert screen printing and die cutting technology. From simple pre-spaced lettering to intricate four-color process reproduction, White Advertising provides you with cohesive and functional signage which combine form and function and give you the flexibility to create exciting special features.

Learn more about this new dimension in design. Write or call today!

1979 Silver Medallion Award Winner IBD/CONTRACT Product Design Competition

Circle 60 on reader service card
Kwik File's Insertables and Mailflow Systems of filing and sorting units divide and maximize space inside cabinets or in mailroom. Catalogued parts in various widths, heights, and lengths provide storage and file flexibility. Brochures picture different units and custom installations. Circle 238 on reader service card

5200 Series down-to-floor desk line by Steelcase allows planners to make maximum use of floor space while benefiting from large amount of storage space in flush-cube pedestal. New literature describes more than 60 different single- and double-pedestal desks, credenzas, tops, and component cabinetry that make up 5200 Series. Circle 239 on reader service card

Contemporary graphics, mirrors, traditional paintings, and prints are pictured in catalog from Vanguard Studios. Large variety of distinctive frames is available. Circle 240 on reader service card

Wall Directions natural wood graphics/signage by Natural Interior Concepts combines architectural signage and graphic shapes into unusual interior indentity system. Custom-designed shapes and legs can be reproduced in all wood tones or custom colors. Pamphlet illustrates standard shapes and mounting process. Circle 241 on reader service card

Carpet squares by Heuga are shown in pamphlets featuring color photographs of institutional installations. Circle 242 on reader service card

Coordinated wallcoverings and fabrics patterns make up the Wall-Tex Miniatures collection from Borden's Columbus Coated Fabrics division. Collection consists of 126 small-scale wallcovering patterns and 39 companion fabrics, all of which can be combined in multiple ways. Sixteen-page decorating guide is actually a sample book which gives color-by-color preview of the patterns and ideas on how to use them. Circle 243 on reader service card

Carpet backing material for tufted carpet is examined in illustrated booklet from Jute Carpet Backing Council. Booklet relates backing in finished carpets to its behavior during carpet manufacturing, effect on carpet selling, performance in seaming, response to "tackless stretch" installation, adaptability to direct glue-down installation, protection provided for carpets under stressful conditions, and reaction to cleaning. Circle 244 on reader service card

Color caps in any hue or shade convert legs of base to match any decor.

Write for literature

Designed by Earl Koepke

Circle 62 on reader service card
CLASSIFIED ADVERTISEMENTS

RATES: A standard classified ad costs $36.00 per column inch. Estimate a column inch as 58 characters per line, 7 lines per inch, including headline and address. Specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. Deadline: 1st of the preceding month. Regulations: Classified ads may be used for help or situations wanted: salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or items for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

MANAGEMENT OPPORTUNITIES NATIONWIDE — ($20-50,000) 7 years of specialized and confidential service to Contract/Institutional/Office Furniture, mid-management to executive level personnel-Sales/Marketing, Manufacturing, Engineering and Administrative. Our client Co.'s assume all costs. Contact: Fred Rose, COOK ASSOCIATES, INC., 35 E. Wacker Dr., Chicago, IL 60601. (312) 263-1119.

POSITION WANTED — Interior Designer/Nurse with college degrees and work experience in both fields seeks position with design or architectural group specializing in health care facilities. Excellent qualifications. Experience includes hospital space planning, working drawings, and client consultations. Reply to: Box 827, CONTRACT, 1515 Broadway, New York, NY 10036.

EXPERIENCED DEGREE DESIGNERS/DESIGN DIRECTOR/DESIGNERS INTERESTED IN MARKETING — Established Contract Dealer and Design Firm needs qualified people to meet growth. Excellent opportunities. Must be willing to relocate in Sun Belt. Send resume to Sherry Benge B.P.S.I., 311 Executive Center Boulevard, El Paso, Texas 79902.


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CONTRACT/February 1980

MANUFACTURER'S REPRESENTATIVE — Hard-hitting professionals only. Must have ready-made following with State Capital, nursing home, hospital and college purchasing agents. Opportunity to make money with well-designed, ruggedly-built contemporary solid oak contract line—competitively priced to mean business. Territories available: Colorado, Kentucky, Texas also Washington, D.C. Please don't reply unless you meet the qualifications. Box 810, CONTRACT, 1515 Broadway, New York, NY 10036.

MANUFACTURER OF QUALITY LINE of Melamine office accessories, fiberglass planters, trash receptacles has two territories open: (1) Florida (2) Pennsylvania, Upstate New York. Please reply to: Box 825, CONTRACT, 1515 Broadway, New York, NY 10036.

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MANUFACTURERS' REPRESENTATIVE WANTED — Female or Male, living in Dallas Texas, with time for one more profitable line. SPECIFIER-DEALER orientation and INSTITUTIONAL CONTRACT experience preferred. We have Dallas World Trade Center Showroom. Phone Al Goldblatt, (214) 361-4530.

INTERIOR DESIGNER — Creative interior designer with extensive technical and architectural knowledge to assume project manager position with an established interior design department in a medium size architectural firm. Minimum five years experience in the design and management of commercial projects is necessary. Successful candidate must have expertise in specification writing, furnishings, and interior building materials. Ability to communicate with and coordinate complex projects with clients and other design professionals is essential. We are a 90-person multi-disciplinary firm located in an outstanding Big Ten university community. Please call Duane Riggov at 319/354-4700 or send resume to Hansen Lind Meyer, Drawer 310, Iowa City, Iowa 52244. An equal opportunity employer. M/F

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