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FEBRUARY 1982

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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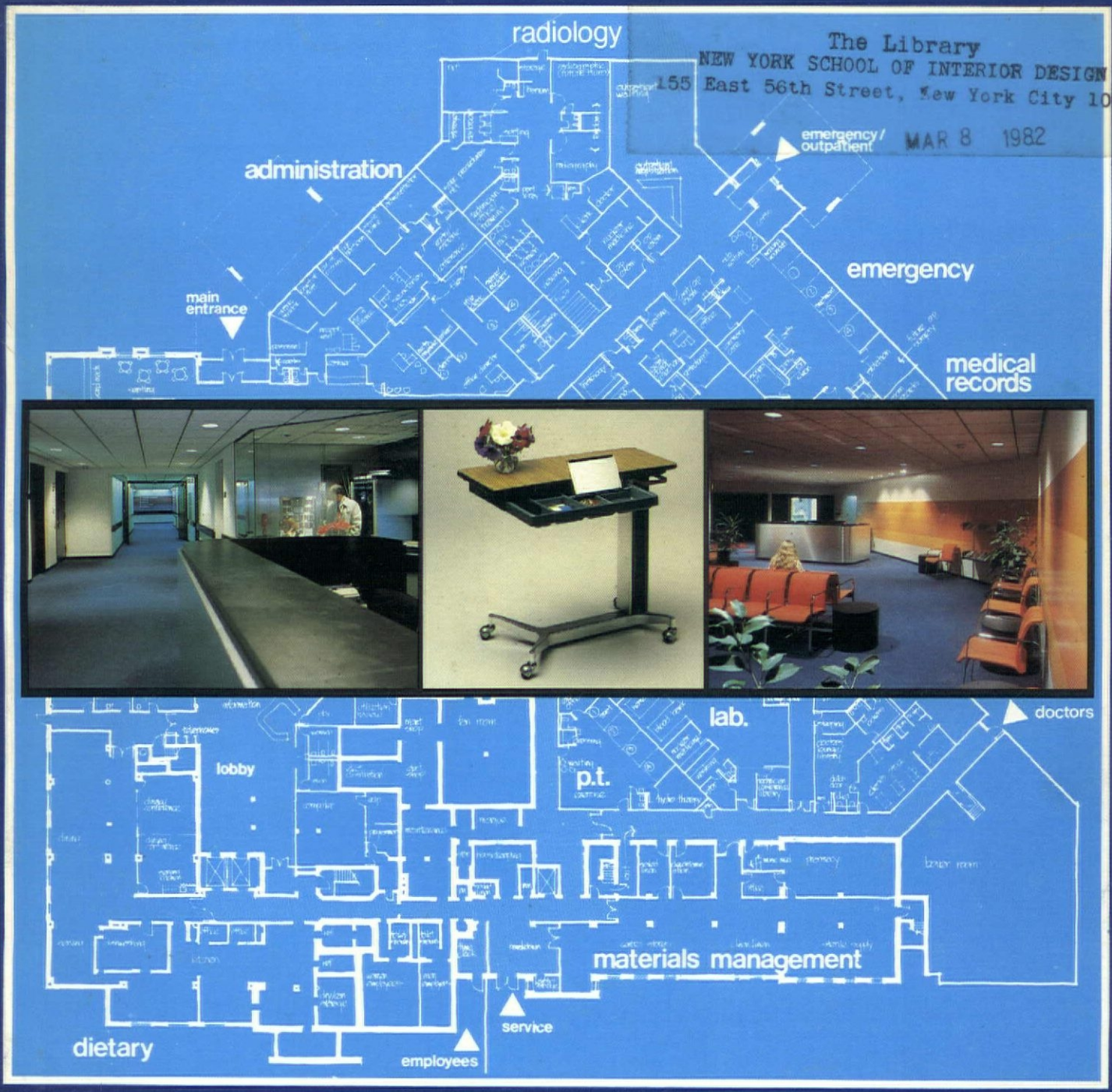

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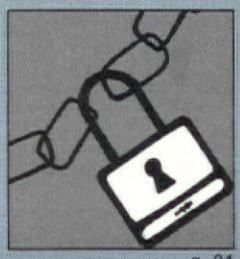

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Bonus circulation to 5,000 Healthcare Executives

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***Cover**—A hospital waiting room, corridor, and bed table are shown against plan view of Mary Rutan Hospital by George Koizumi, graphic artist, to establish theme of this healthcare issue.*

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Vol. 24 No. 2

March—State-of-the-art offices and the products used to furnish them are featured in this issue, together with a NEOCON 14 Countdown. Special product previews of: computer and library furniture and furnishings.

April—Hospitality and restaurant design is featured in an issue replete with related products in review, including hotel and food service establishment furniture and furnishings and wall surfaces (wallpapers, vinyls, and rigid materials). Plus NEOCON Countdown and Preview of the National Restaurant Show, Chicago.

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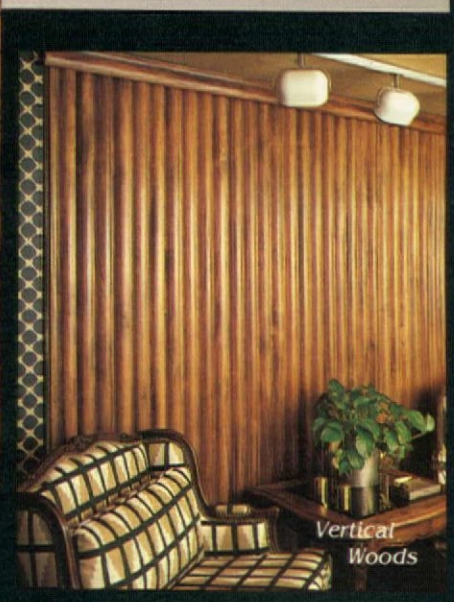

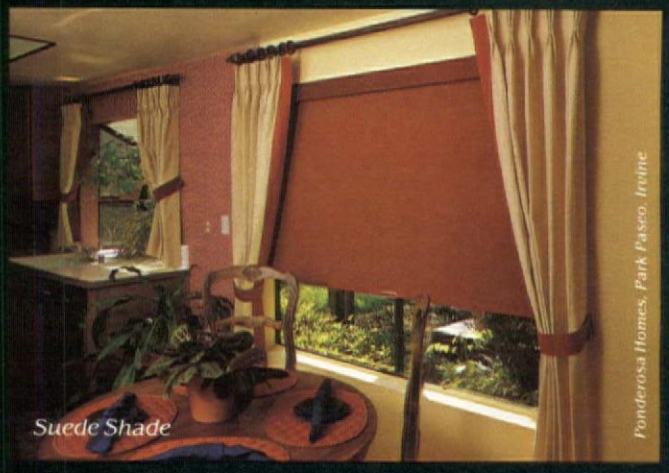

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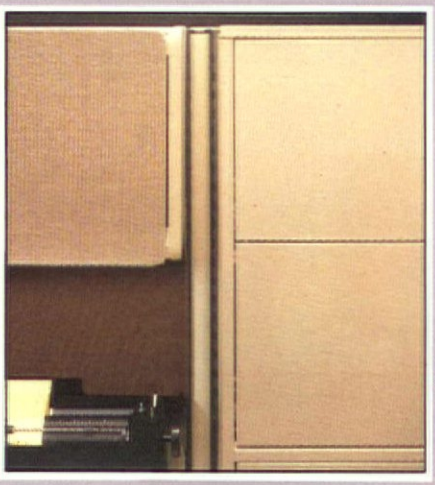

Of course, with this kind of compatibility, GF case-goods can be freely moved from walled offices to O.P.S. offices, and back. Think how that kind of flexibility can appeal to your customers.

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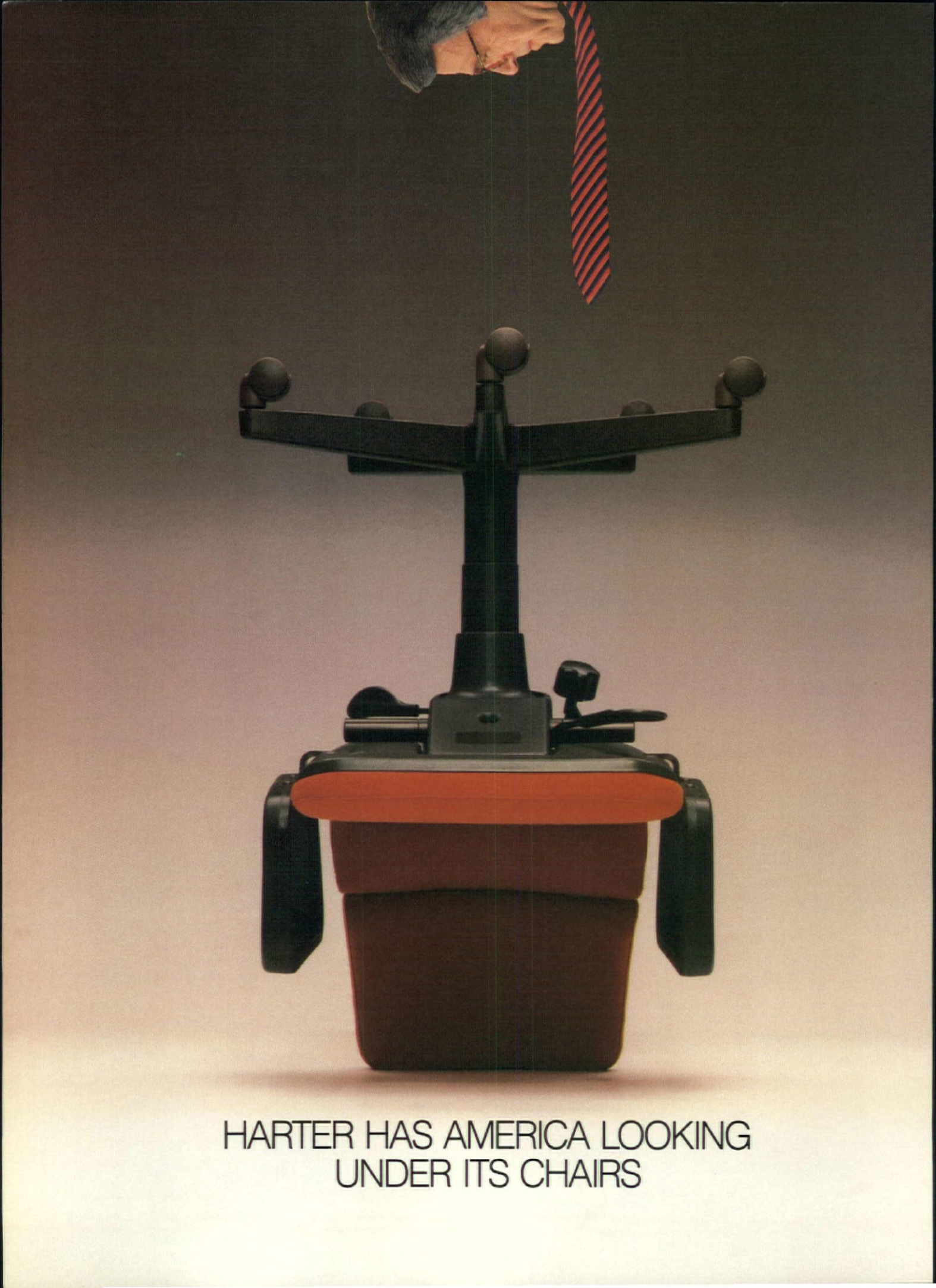
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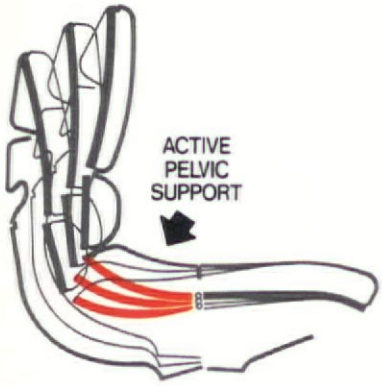

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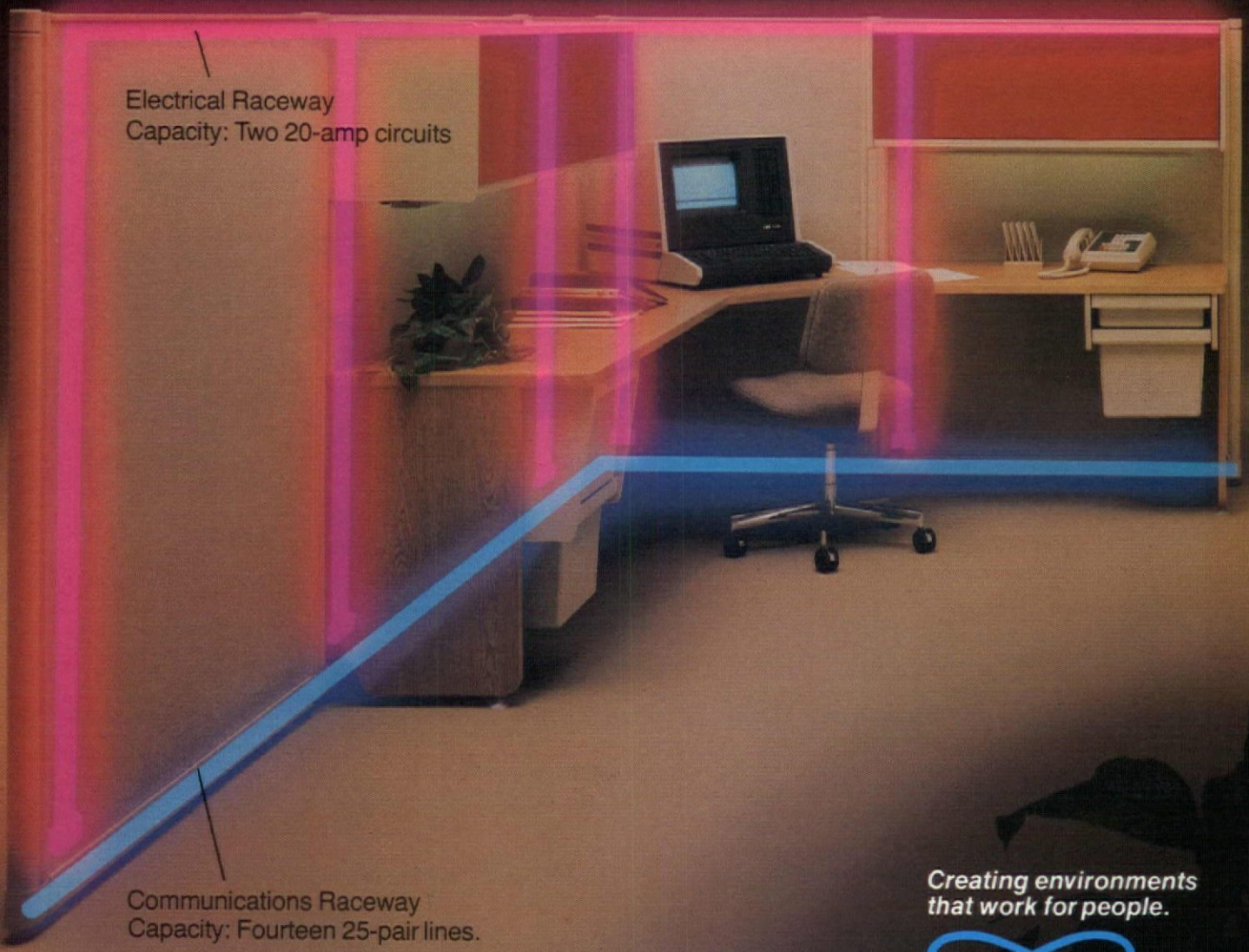

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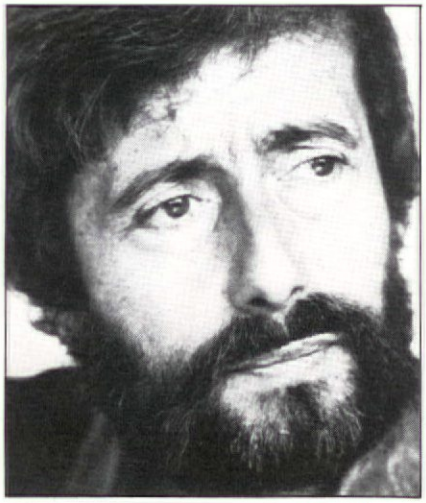
PDC Two expands contract program to two days during WestWeek

Los Angeles—At least 38 top contract product designers will be featured in "Your Turn—My Turn," a two-day, contract-oriented symposium scheduled March 19-20 at Pacific Design Center (PDC). This event marks the second annual contract furnishing design symposium sponsored by PDC Two during WestWeek, to be held this year March 19-21.

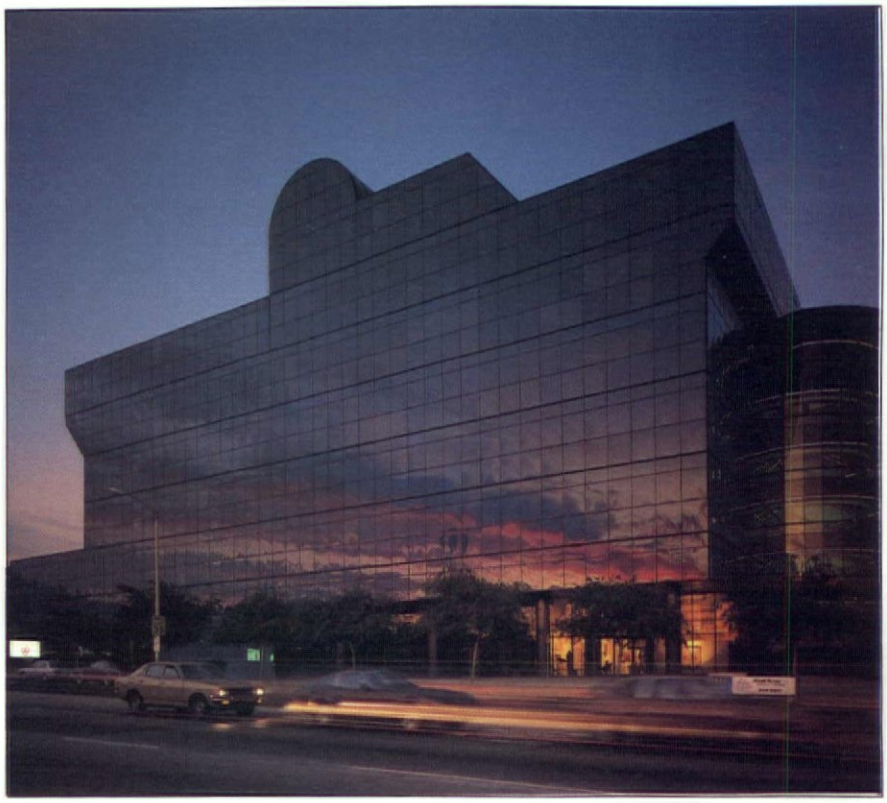
Contract panel discussions and seminars on furniture and interiors are included in the symposium. "Why Don't They Make It?," a brainstorming session on imaginative design, will open the event. Panelists include designers Michael Graves, Mario Bellini, David Martin, Tony Lumsden, and Arthur Gensler.

Pacific trade is theme

Overall theme of WestWeek '82 is "Gateway to the Pacific," keynoted by Jean-Michel Cousteau, architect and member of the "Ordre National des Architectes," the French architectural society. Cousteau is co-founder with his father, Jacques Yves Cousteau, of the Cousteau Society, and serves as executive vice president. His address opens the WestWeek series of lectures and seminars.



Jean-Michael Cousteau, co-founder of the Cousteau Society, will keynote at WestWeek.



Pacific Design Center (PDC) marks the site of WestWeek '82, March 19-21. A tent outside PDC will house "Your Turn–My Turn," the second annual contract-oriented design symposium to be offered by the center at this West Coast event.

Contract events on March 19 include: "What is Furniture Today, Tomorrow?" with Ward Bennett; Frank Gehry, FAIA; Arthur Gensler, FAIA; Michael Graves, FAIA; and Tony Lumsden, FAIA. "Important Furniture in Important Spaces" will be presented by Richard Koshalek, deputy director, Museum of Contemporary Art, Los Angeles; and Gene Summers, chairman, Biltmore Hotels. "Furniture in Films" features Saul Bass, Sam Spielberg, George Lucas, and Francis Ford Coppola. Richard Saul Wurman will moderate the three sessions.

Market analysis planned

"Pacific Basin Opportunity: Market Resource Influence" will focus on architecture, design, manufacturing, commerce, and finance in an analysis of trade and market trends in the Pacific coastal region. Richard King, principal, Richard King International, and former director of international trade for California, will moderate. Panelists are David Martin, principal, Albert C. Martin & Associates; Wayne Takeuchi, president Chaix & Johnson; Sasima

(Continued on pg. 16)

Moderator, Pacific region financial seminar, is Richard King, Richard King Int'l.

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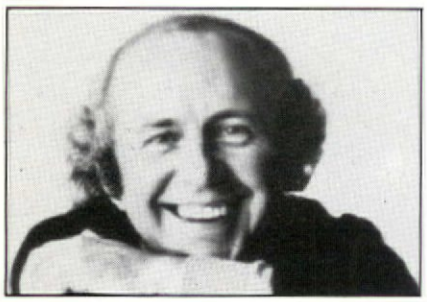
Circle 10 on reader service card

(Continued from pg. 11)

Srivikorn, president, Thailand Carpet Mfg. Ltd.; Andrew Ma, executive director, Hong Kong Trade Development Council; and Stephen A. Mueller, vice president and general manager, Chase Bank International.

Awards presentations feature CONTRACT co-publisher/editor Len Corlin covering "IBD/CONTRACT Magazine: 1981 Product Design Awards." Sherman Emery, editor, Interior Design magazine, will present "IBD/Interior Design Contract Winners: A Retrospective: 1972-1982." David Cooke, FIBD, national president of IBD; and Eugene Daniels, national vice president of IBD, will participate in both sessions.



Designer Otto Zapf will participate in "Your Turn–My Turn" at WestWeek.

A dyeing and weaving session will feature Jack Lenor Larsen, textile expert.

Final-day events consist of "East Meets West," an audio-visual presentation by Jody Greenwald, ASID and IDEC; and "The Dyer's Art," featuring Jack Lenor Larsen on dyeing and weaving fabrics.

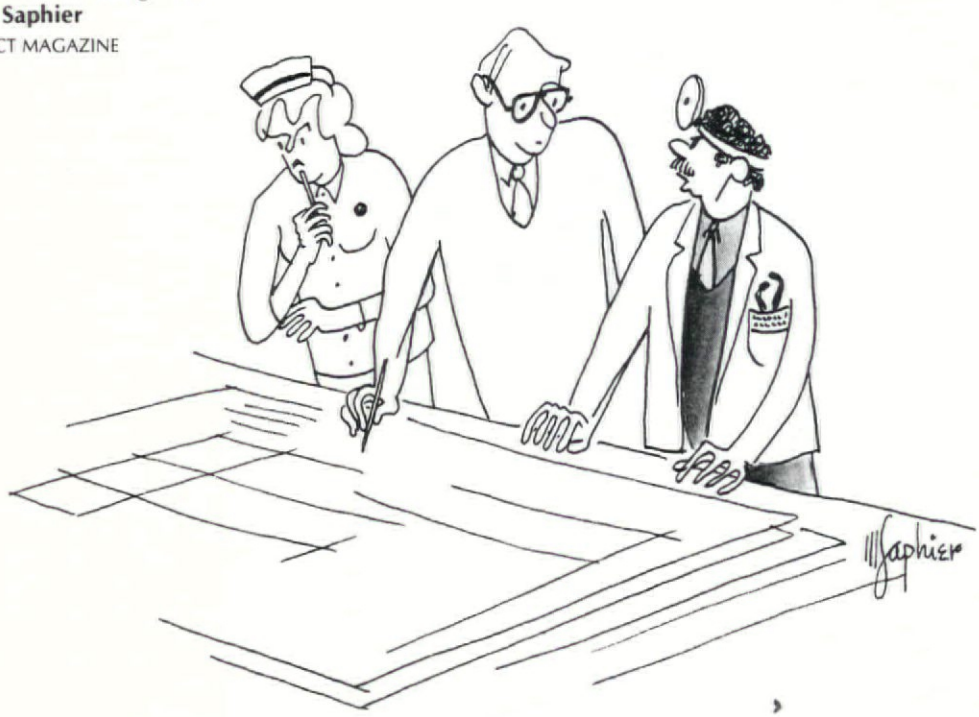
An all-day open forum on March 18, sponsored by ASID's Industry Foundation, will precede WestWeek '82. "Industry and the Designer" and "New Technology" sessions are scheduled. Early registrants may attend a lecture-tour of the Japanese garden at the University of California, Los Angeles.

WestWeek giveaway vacations include trips to New Zealand; Australia, and Tahiti. These prizes are being offered by PDC third-floor tenants, the PDC Galleria, and PDC, respectively.

"Your Turn—My Turn" will be held in the PDC Two tent outside the center. Among prominent participants are Mario Bellini, Ward Bennett, Hazel Siegel, Jonathan Ginat, O.J. Holohan, Massimo Vignelli, Lella Vignelli, Bruce Burdick, Leif Blodee, Richard Schultz, Warren Snodgrass, Michael Graves, Douglas Ball, Bill Anderson, and Otto Zapf.

Friday evening floor parties will launch weekend entertainment with an East Mezzanine block party, third floor New Zealand lamb feast, and PDC Galleria buffet and cocktails. A PDC international designer recognition gala will occur Saturday night and a musical fashion revue of "The King and I" is scheduled for Sunday.

designed for laughter®
by Michael Saphier
FOR CONTRACT MAGAZINE



"I can't say I'm very much impressed with your design of the hospital - but do you mind if I get a second opinion?"

IntraSystem™ Seating by Haworth is designed and scaled for the open office.

IntraSystem Seating by Haworth. Four different chair groups designed and scaled specifically for use with the Haworth open office interiors system. Ergonomically responsive to users, functionally responsive to tasks and aesthetically responsive to surroundings. Coordinating and enhancing the open plan environment. Aesthetic options are bolstered by an all-new, comprehensive fabric and color system, affording virtually unlimited design alternatives. IntraSystem Seating by Haworth. Finally—seating designed expressly for the open office environment.

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You know us best for what we make—office furniture and systems that work and wear extremely well. But the products we make don't solve your customers' problems all by themselves. It takes planning, execution, and an efficient delivery system to produce the results they're paying for.

This is why we want to familiarize you with another side of Herman Miller. In hopes that, working together, we can meet those customer needs with the most intelligent solutions possible.

To begin, we offer a sophisticated program of services and software to complement your own—from computer based financial analyses to pre-planning, installation and employee orientation.

There's also a comprehensive package of planning and support materials, to guide you to successful Herman Miller product applications. Consistently. With minimum effort.

Strategically located Herman Miller facilities put everything at your fingertips for client presentations, seminars and training sessions. Including AV/conference spaces and "gaming" areas, along with resident technical experts for consultation and assistance.

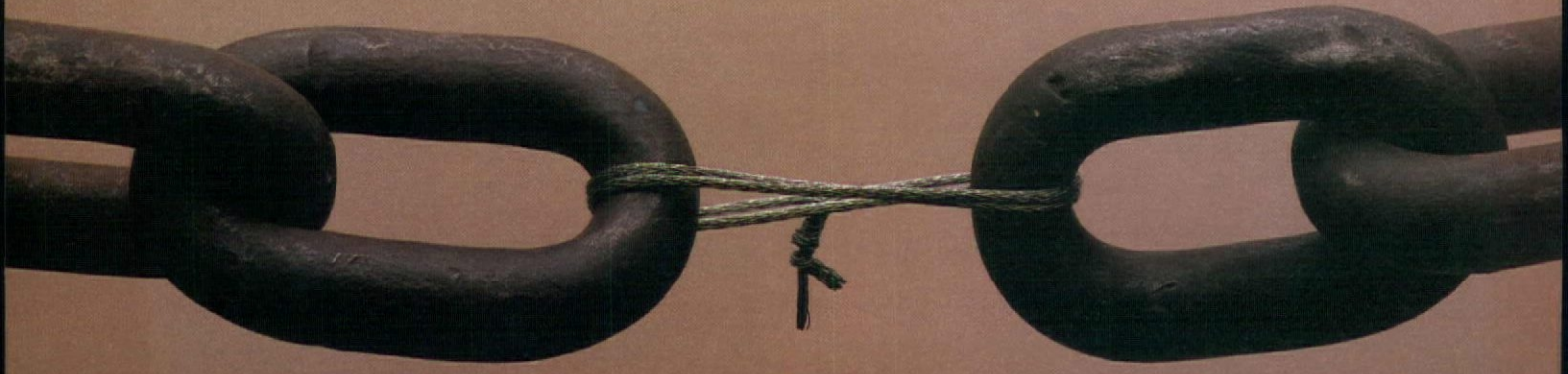
Experienced sales representatives, backed by facility consultant specialists, are available for collaborative efforts anywhere, anytime. And our exclusive Rapid Response® program actually ships frequently-used Herman Miller products within 48 hours of receipt of your orders.

It comes down to this. You shouldn't have to scramble aboard any manufacturer's corporate machine; theirs should cater to yours. That's Herman Miller's way of doing business. And more reason than ever to choose us as your partner in the process.

Write for our booklet, *Your Partner in the Process.* Herman Miller Inc., Marketing Department, Zeeland, MI 49464.

Sales/education facilities in Atlanta, Boston, Chicago, Dallas, Detroit, Houston, Los Angeles, New York, San Francisco, Washington D.C., Amsterdam, Basel (Herman Miller AG), Brussels, London, Paris, Toronto and other key cities internationally.

Furniture and systems alone won't solve your customers' problems.



Circle 12 on reader service card

herman mille

Three trade showroom openings mark CONDES event at Dallas Market Center, March 11-13

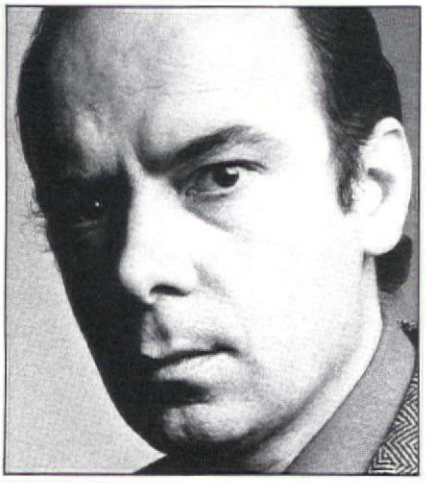
Dallas—Modern Mode, Sunar, and Stendig showrooms will open to the trade in the Dallas Market Center at CONDES '82. Representative David Sutherland for Dunbar will also open new space, and Haworth has moved to a new location in the World Trade Center, doubling its previous showroom size at the mart.

Program highlights include Michael Graves, architect and professor of architecture at Princetown University, lecturing on furniture and interiors. His topic is "Chest of Drawers."

Speaking on design is Mario Bellini, product designer for Olivetti, Atelier International, B & B Italia, and Yamaha. Bellini is also founder of the Habitat Workshop. His Italian-based firm, Environmedia, is currently involved in environmental research.

Art Williamson, director of office and contract furnishings division, National Office Products Association (NOPA), is scheduled to speak on "Dealers as Project Managers—Total Facilities Packages" at a March 12 session.

CONTRACT co-publisher/editor Len Corlin will moderate "Open Landscape—New Lighting Problems Created by the Visual Display Terminal." James Nuckolls, IALD, president, Incorporated Consultants Ltd., New York, will be the seminar speaker.



Mario Bellini, furniture designer and head of an environmental research firm, will keynote a luncheon seminar March 12 at CONDES.

This ninth annual meeting will be launched by two programs: "Managing Your Design Firm More Profitably" and "Marketing Design Services," led by Andrew Loebelson and Joe Powell, respectively. Loebelson is vice president, management services, Building Programs International. Moderator is Lester Dundes, publisher, Interior Design magazine.

A carpet and fiber session will feature representatives from Allied, DuPont, Monsanto, Hercules, Amoco, The Wool Bureau, and Badische. The panel will tell of recent entries and developments in the carpet market.

Dallas Market Center developer Trammell Crow will lead "A Developer's Vision of the '80s" seminar program. Crow is also co-developer of the Brussels International Trade Mart and San Francisco's Embarcadero Center. Walton Brown, publisher, Designers West magazine, will moderate.

Moderating "Open Landscape–New Lighting Problems Created by the VDT" is Len Corlin, co-publisher/editor, CONTRACT.

"The Best News in Re-Use: Outstanding Architectural Remodeling Projects" will be presented by Beverly Russell, editor-in-chief, Interiors magazine.

More than 900 lines of contract furnishings, floorcoverings, and accessories will be shown at CONDES '82. Permanent showrooms in the World Trade Center, Trade Mart, Homefurnishings Mart, and Decorative Center will participate in the show. Temporary exhibits will be housed on the seventh floor of the World Trade Center. The southwestern chapter of NOPA will sponsor an office products show to coincide with CONDES.

All seminars are free of charge to designers, architects, specifiers, and dealers, with the exception of luncheon meetings. Evening dinners and activities will be held in addition to an opening dinner-dance sponsored by the Dallas chapter of IBD.

Special hotel rates are available for the event through Market Center Travel Service. To book reservations call toll-free (800)527-9065 (out of Texas) or (800)442-7111 (in Texas). For more information, contact Public Relations, CONDES '82, Dallas Market Center, 2100 Stemmons Frwy., Dallas, TX 75207.

WATS line numbers for CONDES information are (800)527-1451 (out of Texas) or (800)442-1436 (in Texas).

500 design students attend High Point IBD Southeast rally

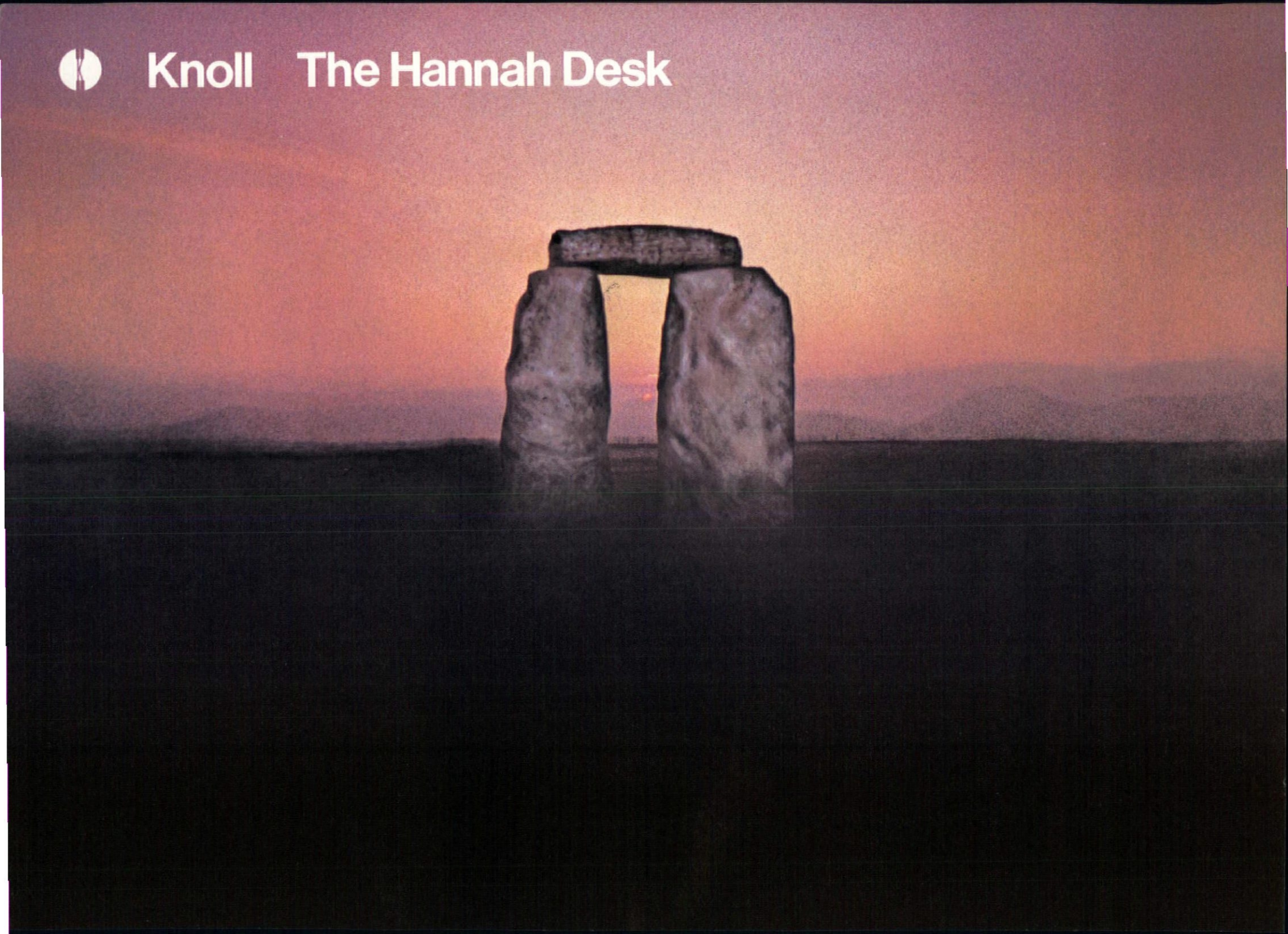
Highpoint, N.C.—More than 500 design students from institutions in the East and South toured eight furniture manufacturing plants during the IBD Carolinas Chapter Student Design Rally, February 10-12.

The three-day event included seminars on lighting and building reuse/restoration. James Nuckolls, IALD, president, Incorporated Consultants, New York, spoke on lighting, and Jim Glave, architect, Glave Newman Associates, Richmond, Va., addressed students on building restoration. Bill Stumpf, designer, Chadwick Stumpf Associates, keynoted the final awards banquet.

Top-ranked students attending the rally won cash prizes and the Carolinas IBD chapter presented a special gift to the Foundation for Interior Design Education Research (FIDER) at the banquet.

Local contract furniture manufacturers offering event tours included: Brayton International, Carolina Seating Co., Davis Furniture Industries, Jack Cartwright, Thayer Coggin Institutional, Alma Desk Co., Monarch Furniture Industries, and Myrtle Desk Co. More than 20 additional contract furniture, floorcovering, wallcovering, and fabric companies set up exhibits for students.

Knoll The Hannah Desk



From the first architectural principle comes the first truly modular desk. The Hannah Desk.

Gravity, and Bruce Hannah, have combined to produce a significant breakthrough in office planning: the creation of a totally flexible desk and cabinet system.

Until now, the desk has always been a fixed structure, the storage space inflexibly attached to and hanging from the top. Bruce Hannah's desk is just the opposite. The storage space, or pedestals, support the top – the posts supporting the lintel, architecturally speaking. Consequently, the pedestals are not permanently attached.

The result? For the first time, the furniture within an open plan office is as flexible as the walls of the office system. And equally important, for the first time, you can have total flexibility within conventionally planned offices.

The benefits? For the end user, a desk that changes as his or her needs change. For you, on-site flexibility. And an installation that will look as good years later as it does on the day of completion. And for both, the quality and aesthetic excellence you expect from Knoll. At a price you may not expect. We invite you to write for the fully detailed Hannah Desk brochure. Knoll International. The Knoll Building, 655 Madison Avenue, New York, NY 10021.

Circle 50 on reader service card

Horizon Industries opens $1.2 million distribution center in Georgia

***Calhoun, Ga.**–Peter Spirer (left), founder and chairman of Horizon Industries, presents a limited edition photograph to Georgia Governor George Busbee at dedication ceremonies for Horizon's $1.2 million, 150,000-sq.-ft. distribution center. Busbee commended the company for its contribution to the State economy and the carpet industry. This new center is part of Horizon's 72-acre, multi-plant complex.*

Atlanta-based Italian promotion under way

Atlanta—Increasing demand for Italian furniture is a major objective of Forma, the Italian furniture, lighting, and decorative center recently opened here.

Nino Azzarello, Italian trade commissioner, is responsible for promotional activities of the center and Judy Raggi, Forma project coordinator, will oversee day-to-day operations.

Promoting communication between Italian suppliers and U.S. clients is a major objective of Forma's endeavor. "At this moment, we are trying a number of approaches to reach the American market," says Azzarello. "We are planning a program of seminars in several locations nationwide in order to acquaint local interior designers with the scope of Italian design. We hope to work very closely with ASID, AIA, and IBD on these projects."

Forma is a three-year venture of the Italian Government and various Italian furniture manufacturers associations. Market participation and press contacts are part of Forma's total effort.

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Our inside story is this: Bali Blinds do a better job controlling light than other types of window coverings. That saves energy. Even when they're wide open, Bali Blinds still work at 25% efficiency.

Bali saves time, too. Because when it's time to move walls as office arrangements change, inside and recessed or pocket-mount blinds don't have to be moved.

But there's one thing Bali won't leave to your imagination. That's our specifications.

Bali Blinds have been specified in a simple CSI format to permit ready reference for procurement packages.

And we'll make these specs available to you, for you to write your requirements around them.

So, if you want to be a blinding success in business, build around Bali. And use the coupon below for a copy of our brochure, No. 8005.

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Fabric: Wall Street
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Anso IV actually resists soil, spills and stains others try to hide. Only Anso IV offers built-in, 4th generation protection to make routine care faster and more effective, improve appearance retention, postpone cleaning and reduce maintenance problems and costs. No other contract nylon can match its effectiveness. **Don't settle for less than the best!**

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direct glare-free lighting . . . simple, flexible, compact

Task Twins mount out-of-the-way. Free your work area. Yet focus lighting, with forward throw optics, where you need it . . . glare-free, without veiling reflections.

Lightweight, portable units mount mechanically or magnetically under cabinets or shelving . . . directly on walls or partitions. Freestanding Task Twins require minimum base area. Choose from four models, with efficient 15 or 25W U-shaped fluorescent lamps. Black finish standard, with putty, white or dark brown optional.

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Winning contract products comprise half of ROSCOE awards

New York—Nearly half of the award-winning products in the 1981 Resources Council ROSCOE competition are contract furnishings. At least 11 of 23 entries that received recognition are suited to contract use.

Selected from over 350 submissions, contract winners include LCS Inc. for Classic Dining Pedestal by Bill Goldsmith, B&B America for Alanda seating by Paolo Piva, Harvey Probber Inc. for Advent III Customization Program case goods by Harvey Probber, and Allibert for Dangari seating by Pierre Paulin.

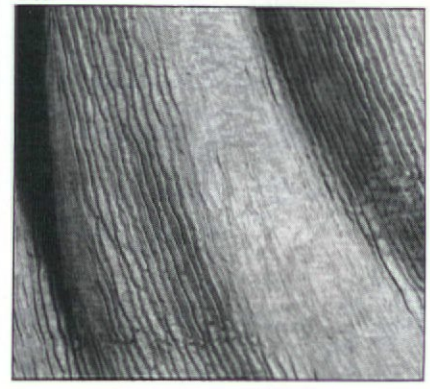
Additional winners are Walters Wicker Inc. for Sea Grass club chair by Walters, Gretchen Bellinger Inc. for Isadora woven fabric by Gretchen Bellinger, Saxony Carpet Co. for Rainbow Connection contemporary rug by the Saxony Design Studio, and Alexander Smith Carpet for New Ambition patterned carpet by the Mohasco Design Studio.

Dangari

Awards were also given to Middletown Leather Co. for Leather Floor Tile by Teddy Edelman and Arthur Edelman, Kinney Wallcoverings for Gear Dimensionals by Raymond Waites, and R.J. Randolph for Kessler

(Continued on pg. 30)

Gear



Gretchen Bellinger

Organize your office. Without going to the wall.

With Vogel-Peterson screens, you don't have to rearrange walls to get the room you want.

Our screens enhance privacy and encourage productivity. They're a combination of crisp, contemporary styling and state of the art construction. They also offer all the flexibility you need. Rearranging or adding on screens is simplicity in itself.

Choose from our VistaScreen, PlanScape or ScreenOne collections. All come in a selection of prices, styles and acoustical ratings. And all are available through leading office furniture dealers. Write Vogel-Peterson, Elmhurst, Illinois 60126. Telephone 312/279-7123. Or stop by the Merchandise Mart in Chicago.

And define your office with a Vogel-Peterson design.

VOGEL PETERSON

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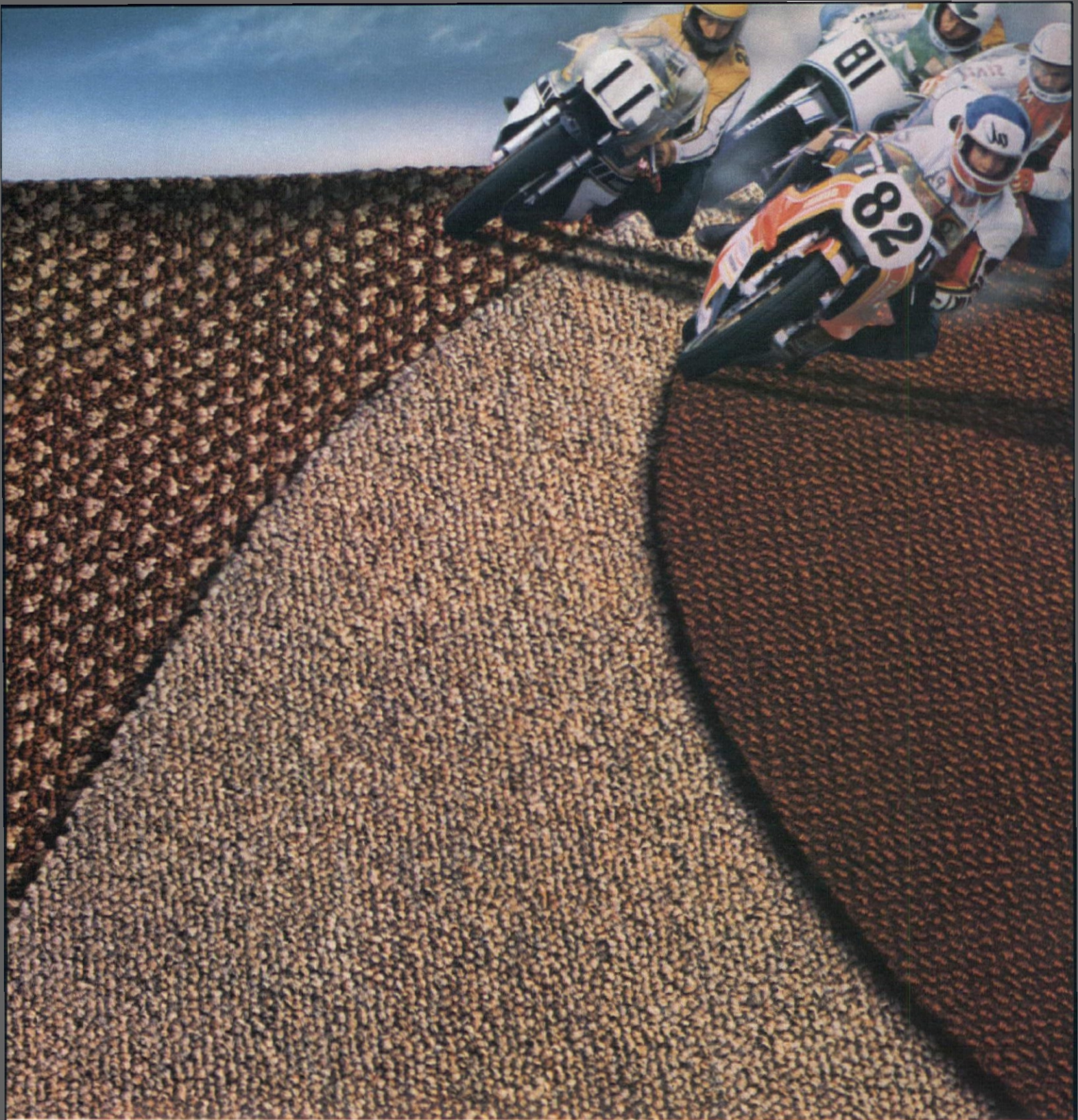

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Win, Place, and Show with three new carpet qualities from Colonnade designed to withstand wear and tear. Briarpointe pin dot, Briarcliff level loop and Briarwood cut and uncut texture are interrelated, color coordinated, shock proof...because all three are made from Marquésa® Lana 100% olefin by Amoco. An economic 21st Century fiber designed for the elegant look of spun wool and the wearability of filament yarn. Solution dyed colors are locked-in to provide tremendous stain resistance, color consistency, and unlimited coordination possibilities. Colonnade Carpets...the designer's choice for beauty and long wear.

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Some people are more comfortable making decisions than others.

Introducing the new Norman Cherner seating group.

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P.O. Box 6667, 6425 San Leandro Street, Oakland, CA 94603. (415) 568-6650.
Showrooms in: New York, Chicago, Miami, San Francisco, Los Angeles, Dallas, Houston, Seattle.

Available in lounge, settee, guest chair and executive swivel.

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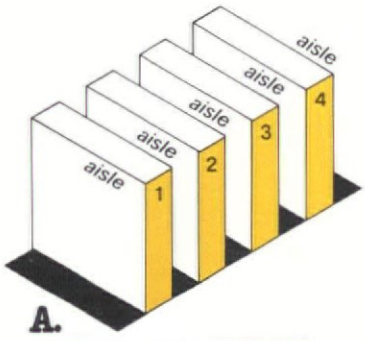
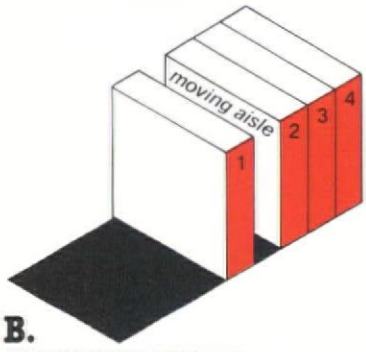
SPACESAVER SYSTEMS: the intelligent alternative to any storage.

Doubles Storage Capacity without Doubling Interior Space...

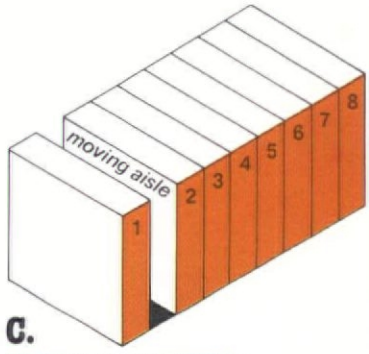
or Saves 50% of Space for other functions.



A.
CONVENTIONAL STORAGE
Wasted Aisle Space



B.
SPACESAVER SYSTEM
Converts Aisles to Storage



C.
SPACESAVER SYSTEM
Doubles Storage Capacity

Case Studies

1. Fort Savings & Loan Association
Edgerton, Wisconsin

2. Arthur Andersen & Associates
Chicago, Illinois

3. First National-Southern Natural Gas Company
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THE CASE FOR HIGH-TECH HIGH-DENSITY MOBILE STORAGE SYSTEMS FROM SPACESAVER.

The basic concept is simple. By eliminating non-productive aisles that occur in conventional storage, Spacesaver fills those wasted aisles with 100% more material storage... using only a single, optional "moving" aisle. Mobile storage units carrying tons of payload per unit traverse on a system of rails... effortlessly and quietly. It's the high-tech way, the smart way to fully utilize all the available interior space for storage areas. And Spacesaver offers the Designer back-up planning assistance with a comprehensive Kinetic Space Analysis study for each of your client's projects. Spacesaver. The intelligent storage concept that just makes sense... for you and your clients.

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Designer's File:

Available to qualified professionals. Includes Design Manual, Architectural Planning Book and Floor-Loading Technical Guidebook.

Yes, Spacesaver makes sense to me.

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☐ I would like to review your entire Designer's File.

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Spacesaver

high-density mobile storage systems

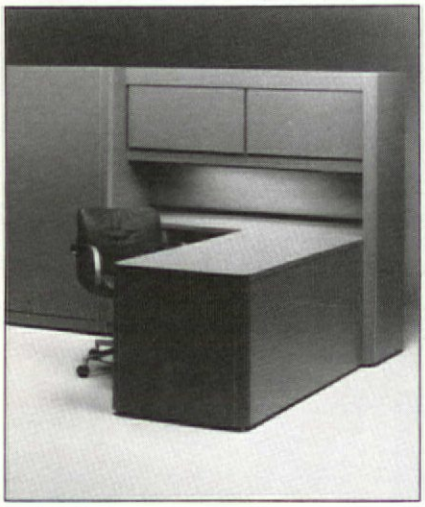
Circle 19 on reader service card

(Continued from pg. 26)

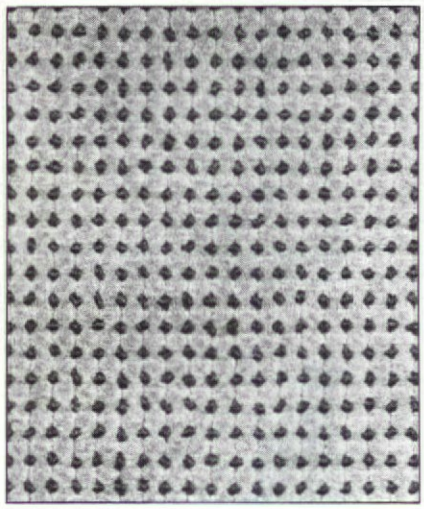
Torchere contemporary lighting by Douglas N. Gordon.

Judging entries were Stanley Barrows, chairman, Interior Design Department, Fashion Institute of Technology; Sherman Emery, editor, Interior Design magazine; Michael R. LaRocca, vice president, Easton & LaRocca, Inc.; George O'Brien, author, The New York Times Book of Design and Decoration; Christian Rohlfing, assistant director for collections, Cooper Hewitt Museum; Robert Stern, president, Robert A.M. Stern, Architect; and Massimo Vignelli, president, Vignelli Associates. Elyse Lacher, Cy Mann Designs, chaired the 11th annual event.

Selection of winners was based on creativity, innovative design, imaginative use of material and color, and craftsmanship.



Harvey Probber



Mohasco

New York ASID launches design consultation service

New York—Contract furnishings manufacturers may now enlist a professional design panel to critique new product introductions under the sponsorship of ASID's New York chapter.

The six-member panel, called Design Direction, operates in an advisory capacity. Members serve on a rotating basis and offer spontaneous, confidential reactions to product design. However, products are not endorsed or publicized.

David Bell, the New York chapter president, says, "Design Direction is a unique sounding board." Proceeds of service costs are used to fund municipal and educational projects of the Society.

For information, contact Phyllis Keilson, executive director, New York Metropolitan Chapter, ASID, 950 Third Ave., New York, NY 10022, (212)421-8765. The fee for one hour of Design Direction consultation is $500. Appointments are necessary.

Beveled Glass reflects great design solutions.

Beveled Glass Industries designs, manufactures and maintains an inventory of more than one hundred sizes and motifs for doors, windows, and sidelines...all for immediate delivery. Our designer can meet your specific design requirements.

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DR1008 27½" x 66½", DS2008 12" x 72"

Manufactured in the U.S.A. under license from **Drabert** West Germany.

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Nova, an exceptionally comfortable, stacking chair, can cater to the upscale image of corporate dining rooms, or stand up to the pandemonium of teen agers in cafeterias and classrooms.

Nova. A three-year guarantee.

Nova's unique cross-frame design eliminates the need for easily-breakable welded connections found in many other systems.

So after successfully testing it in over 50,000 sittings, each up to 220 pounds, without any damage, we offer a three-year structural guarantee on each chair.

The shell, molded in either nylon or polypropylene, is light enough to move, yet heavy enough to provide extra strength and durability. And unlike painted metal shells, the color is integral, so a scratch on the surface only reveals the same color underneath.

Nova. Unlimited options.

When Gerd Lange designed the Nova system in 1970, winning one of Germany's leading design awards, he planned for almost every option.

You can order upholstered pads that can be replaced right on the premises, chair-stacking dollies, ganging frames, tandem units with or without tables, tandem riser mounts (for theater riser steps), fixed pedestal bases (that bolt into the floor), book racks, glide feet, tablet arms, removeable-top tables, table-top dollies, even a variety of ashtrays.

But if you're ingenious enough to think of something more, we can probably make it on special order.

Nova. It's parked everywhere.

Since its invention in 1970, Nova has sold by the tens of thousands all over the world.

Mt. Sinai Hospital, The University of Alaska, the Guggenheim Museum and the Largo Library use it.

When Pan Am flies into J.F.K., Nova is waiting.

Prudential Life, Bell Telephone, Holiday Inn, and Zip'z ice cream parlors use it.

And, of course, Cuyahoga Vocational High School.

So whether your clients include the carriage trade or the galloping herds, Nova is the best parking place you'll find.

For more information about Nova write or visit Atelier International, 595 Madison Avenue, N.Y., N.Y. 10022. Or phone us at (212) 644-0400. Our complete catalog of furniture, lighting, art and accessories is available upon request. Some major credit cards accepted.

For your convenience, we have additional showrooms in Chicago, Dallas, Los Angeles, Atlanta and Seattle; sales offices in Boston, Cincinnati, Detroit, Houston, Miami, Philadelphia, Pittsburgh, San Francisco, Washington, D.C. and selected furniture dealers nationally. Member ASID, IBD, BIFMA.

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Our colors Their colors

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Call your Badische Contract Carpet Consultant for more information and free specifying help.

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West Coast Area	Patricia Nasrallah	(213) 636-2101
Southeast Area	Julienne Hillyer	(404) 424-9100
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Logic

The question today is no longer open office system versus conventional system. It's *which* open office system. Compare the Westinghouse Open Office System feature for feature with those of our competitors and logic will lead you to us.

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When you plan with the Westinghouse Open Office System, you never have to worry about losing or gaining linear dimension. It keeps your design on-grid, allowing you to stay with the building's electrical and communications distribution network so design is faster, more flexible and more economical.

Consider the breadth of line. Westinghouse offers you a complete system—from panels to lighting, work surfaces to cabinets. Everything that is needed for a modern office installation. That's powerful logic for choosing Westinghouse.

Your next logical step? Phone your Westinghouse dealer listed in the Yellow Pages under "Office Furniture and Equipment," or contact us. We'll both be pleased to tell you more about Westinghouse.

Westinghouse Open Office System, 4300—36th Street, S.E., Grand Rapids, Michigan 49508. Phone toll free: (800) 821-7700. Missouri (800) 892-7655. In Canada call collect (416) 977-8800.

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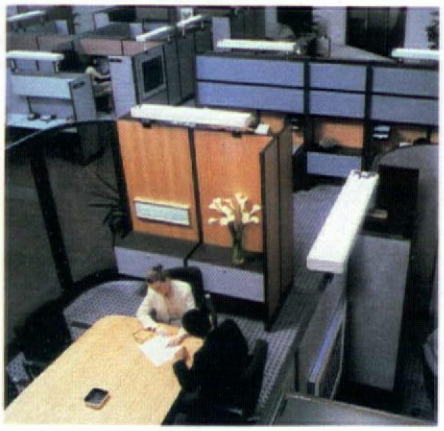

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The Paper Management System.

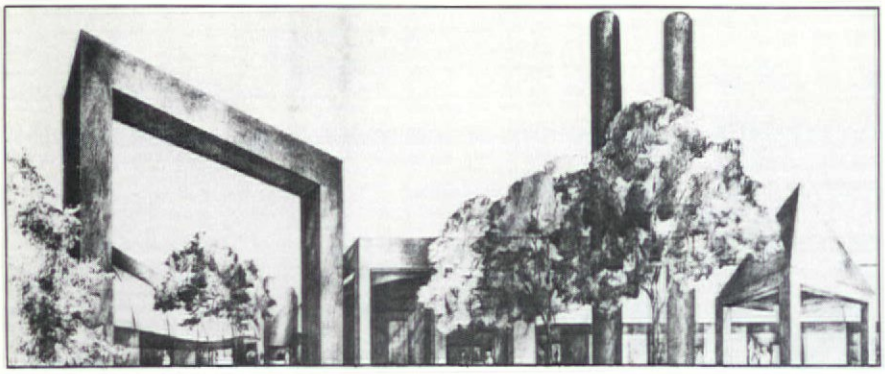
Space and organization in the office to accommodate computer technology and put paper in its place.

Beautiful organization for middle management.

leads you to Westinghouse

The open office system

Circle 24 on reader service card



Decorative Arts Center, Miami, is entrance focus for Miami design district with archway, pyramid gazebo, and non-structural red pillars. These bold, large-scale structures are incorporated into public spaces to accent the center's clean, neutral design lines.

Former warehouse opens as Miami Decorative Center

Miami—A redesigned, refurbished warehouse has opened as the Decorative Arts Center of Miami, providing a visual focal entrance to the city's design district.

Showrooms in the 50,000 sq.-ft. center will be sold as condominiums—a first for the Miami design district. Located at 4001 N.E. 2nd Ave., the former warehouse contains 20 showrooms.

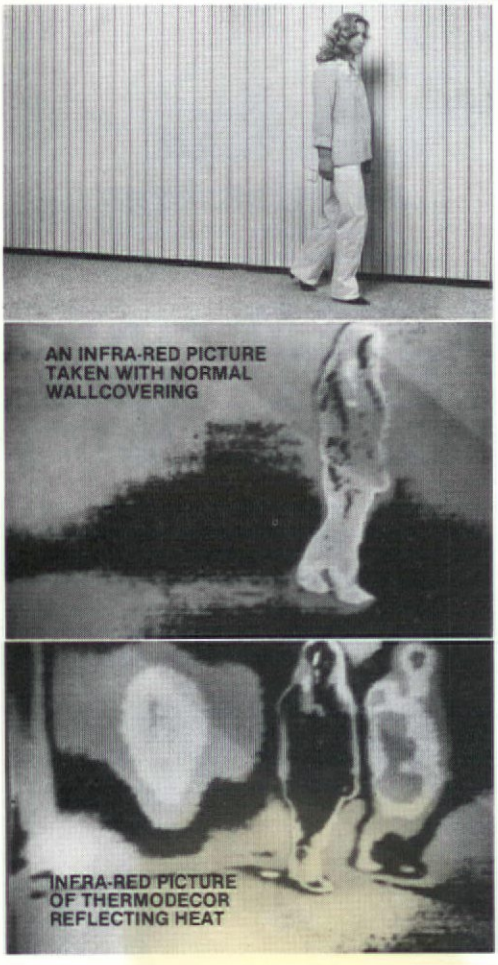
Arquitectonica, a Miami-based architectural firm, designed the project to include an expansive plaza. Large-scale abstract structures are incorporated into public spaces with a turquoise archway marking the entrance. A 7-ft.-wide canopy runs the entire length of the building. Construction Resources of Miami renovated the structure.

Shelby Williams service aids designers in PR

Chicago—When Manfred Steinfeld recognized that prominent designs were not being publicized because designers lacked public relations resources, he did something about it. As chairman of Shelby Williams furniture manufacturers, he organized the Public Relations Exchange, providing public relations service for designers.

After one year of complimentary service, Steinfeld says he is "delighted" with the results. More than 40 designers have taken advantage of the offer and 12 feature releases have been published in major magazines and papers.

"This service is an extension of our own office. Through it we have brought out some noteworthy designs," says Steinfeld. Designers provide informational briefings on their firms for Shelby Williams agents to work with. Designs are not limited to those using Shelby Williams furnishings.



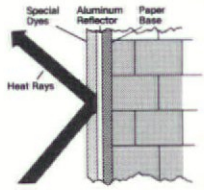
Introducing New

Thermodecor™

ENERGY SAVING WALLCOVERINGS

Thermodecor Wallcoverings are a **breakthrough** in decorating that can save up to 18% in energy costs and help a home stay **warmer in winter** and cooler in summer.

The secret? An ultra-thin layer of aluminum is applied to a conventional paper base. Then special color dyes—visible to lighting, invisible to infra-red rays—are applied, which allow at least 65% of infra-red radiant heat to bounce back into the room. Heat and air conditioning are recycled and you feel more comfortable at a lower thermostat setting.



Thermodecor Wallcoverings are available in over 40 beautiful patterns. They are ideal for every room in the house, including kitchen and bathroom, because they are breatheable. Plus, Thermodecor Wallcoverings are washable and strippable, and unlike many foils they do not conduct electricity or interfere with TV or radio reception. They look like, feel like, and apply like conventional wallpaper, so insulating and decorating are achieved in one step.

Thermodecor Energy Saving Wallcoverings will be supported by consumer advertising, point of purchase displays and literature, a generous Co-op advertising program, and a distributor and representative network ready to work with you.

Thermodecor—outstanding opportunity for you; energy saving fashion for your customers.

ENERTEC SYSTEMS, INC.
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Bradley VII. One of many original Brown Jordan designs for outdoor/indoor use.

Brown Jordan. Very durable. Very comfortable.

Bradley VII by Brown Jordan. Versatile. Bold. Oversize 1¼″ welded tubular aluminum frames are finished with our new exclusive UltraFuse, an exceptionally durable coating, developed to last under the most extreme use and climate. Strong, easy-care vinyl straps offer excellent comfort. Constructed by craftsmen to Brown Jordan demanding specifications for commercial and residential use.

Write for free 72-page full-color catalog. Brown Jordan, Dept. JZ672, P.O. Box 5688, El Monte, California 91734.

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Circle 26 on reader service card

These three seating solutions from Steelcase give people more working room and give you more latitude in designing system furniture layouts. All are scaled to meet the demands of the new open office plans. All deliver optimum comfort and support. And all give you more color, fabric and finish choices than you'll find anywhere else.

424 Series: This all new series is priced to save your clients' money. Yet it offers thoughtful extras usually found only in higher priced chairs. Like a new form-fitting shell-type design. And comfort and support features to ease backstrain, eyestrain and fatigue. Even an open back to give people big-chair comfort in small spaces.

ConCentrx: The ultimate comfort-support chairs in the industry. Specifically designed for electronics-oriented tasks, they help people feel better and do more because they move as the body moves. Can be fine-adjusted to suit both the person and the job.

430 Series: Compact in scale, these models save space, eliminate fatigue, thanks to double-shell seats and backs that flex for extra comfort. Contoured to follow the human form.

Our smaller chairs give busy people more room

430 Series

424 Series

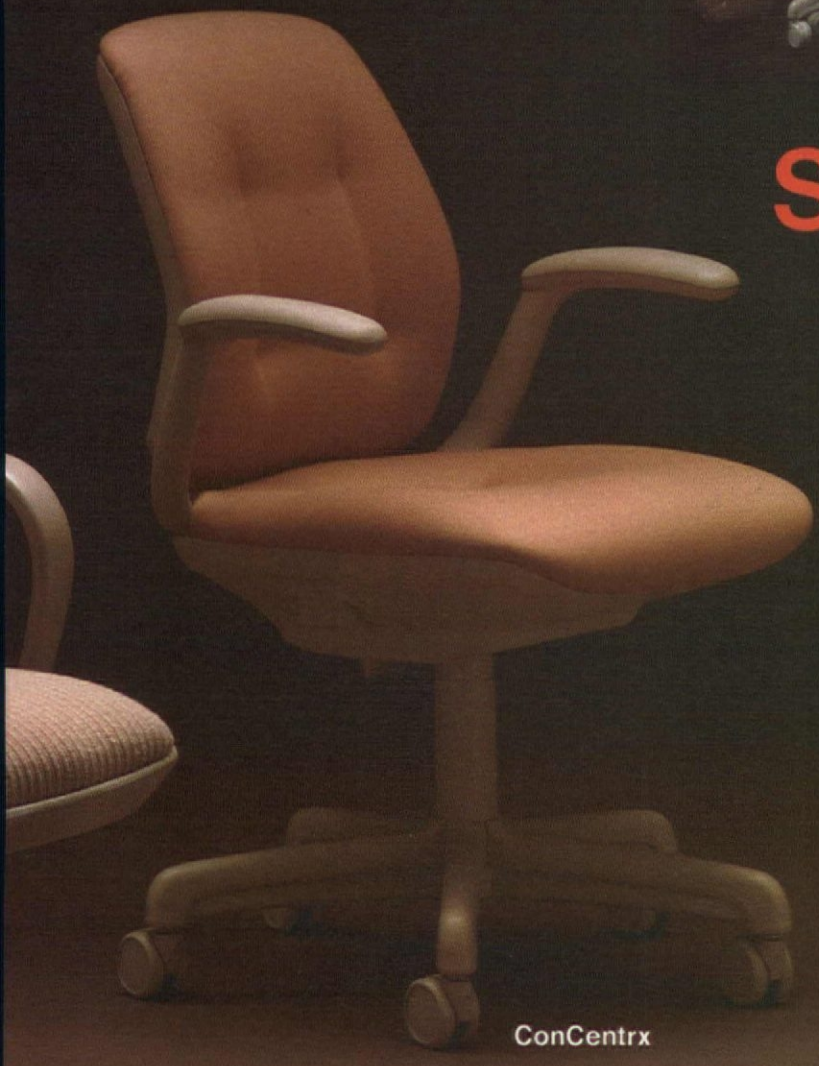
they integrate beautifully with today's systems furniture.

See these space-saving solutions at your Steelcase Regional Office or contact your Steelcase representative.

For worldwide product, service and sales information, write Steelcase, Inc., P.O. Box 1967, Grand Rapids, MI 49501. Or call toll-free 800–447-4700. In Illinois, 800–322-4400.

to work.

Steelcase



ConCentrx

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LouverDrape, The Carefree Vertical Blind... Because Gravity Does The Dusting

The designer of this spectacular two story Malibu, California home had good reasons for choosing LouverDrape® Vertical Blinds. (1) Vertical Blinds simply cannot collect dust as do conventional fabric draperies or horizontal blinds. (2) LouverDrape® Vertical Blinds adjust to an angle to retain this dramatic view of the surf, and still eliminate glare and provide privacy. (3) LouverDrapes® with solid vinyl louvers reflect as much as 75% of the heat entering through the windows and when closed in the winter are an excellent thermal barrier minimizing heat loss.

LouverDrape® Vertical Blinds are available in 350 choices of color and texture including 270 vertical blind fabrics.

Send for LouverDrape's® free full color 36 page book, "Vertical Imagination," packed with window covering ideas.

ALWAYS INSIST ON 100% LouverDrape QUALITY

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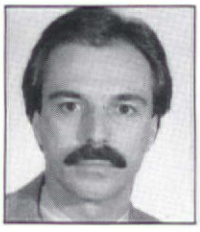
CONTRACT QUOTES

ON CURRENT COLOR ...

Nadine Gross
Principal
Color & Design Forecast—

"It is time that people recognize the validity of color as a healing agent within the healthcare setting. Designers must become better trained in the relationship between color and health. And healthcare institutions must shift their design focus away from maintenance concerns and toward the well-being of patients. Research reveals that certain colors can be used as an alternative to drug therapy in order to calm mental patients."



Paul S. Bosworth
National Contract Sales Manager
F. Schumacher— & Co.

"Lately, color has become a major factor in the selection of contract textiles, whereas, a few years ago, texture and content prevailed. Because of recent demand for pastels and muted tones, contract and residential markets are coming closer together. Contract specifiers should take a closer look at companies that offer fabrics, wallcoverings, and carpets suitable for both marketplaces. By broadening their 'source base' designers are better able to meet the interior challenges posed to them by their clients."

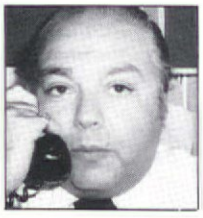
Eleanor Brennan
Executive Vice President
Navan Carpets Inc.—

"Trends are toward softened carpet tones, with a touch of color. The price of wool is steady and the demand for natural wool is increasing. Generally, the carpet industry seems to be getting away from the Berber look that has been around for a number of years."

ON EUROPEAN TRADE ...

Randy Davis
Executive Vice President
Davis Furniture—

"Two of the hottest trends in the United States are European designs in furniture and the European leather looks. U.S. firms are closely associating with European manufacturers and technology is accelerating from this influence. Emphasis is on European furniture with an Americanized look. European manufacturing has a preciseness that is going to change furniture manufacturing overall."



Sidney Preiss
International Carpet Consultant—

"Because European mills are suffering from recession, they are looking to the United States market to make up for a drop in business. The U.S. dollar is strong, prompting foreign mills to sharpen their prices, almost to the point of dumping. This is especially true with carpet coming from Belgium. A 31-oz. tufted Berber, for example, carries a landed price of a little more than $9 per yard. That kind of pricing is unheard of for the quality of textiles being shipped."

ON ERGONOMICS ...

Lionel Brown
President
Systems Furniture Co.—

"Integrating the human requirement into the electronic environment is the challenge facing the computer industry during this decade. In today's electronic environment, operator fatigue and eye strain seriously affect the productivity potential of modern computer systems. Desks are being introduced that are fully adjustable. With the ergonomically designed desk, more than one operator can efficiently use the same desk and terminal, since it can be 'custom fitted' to individual requirements."

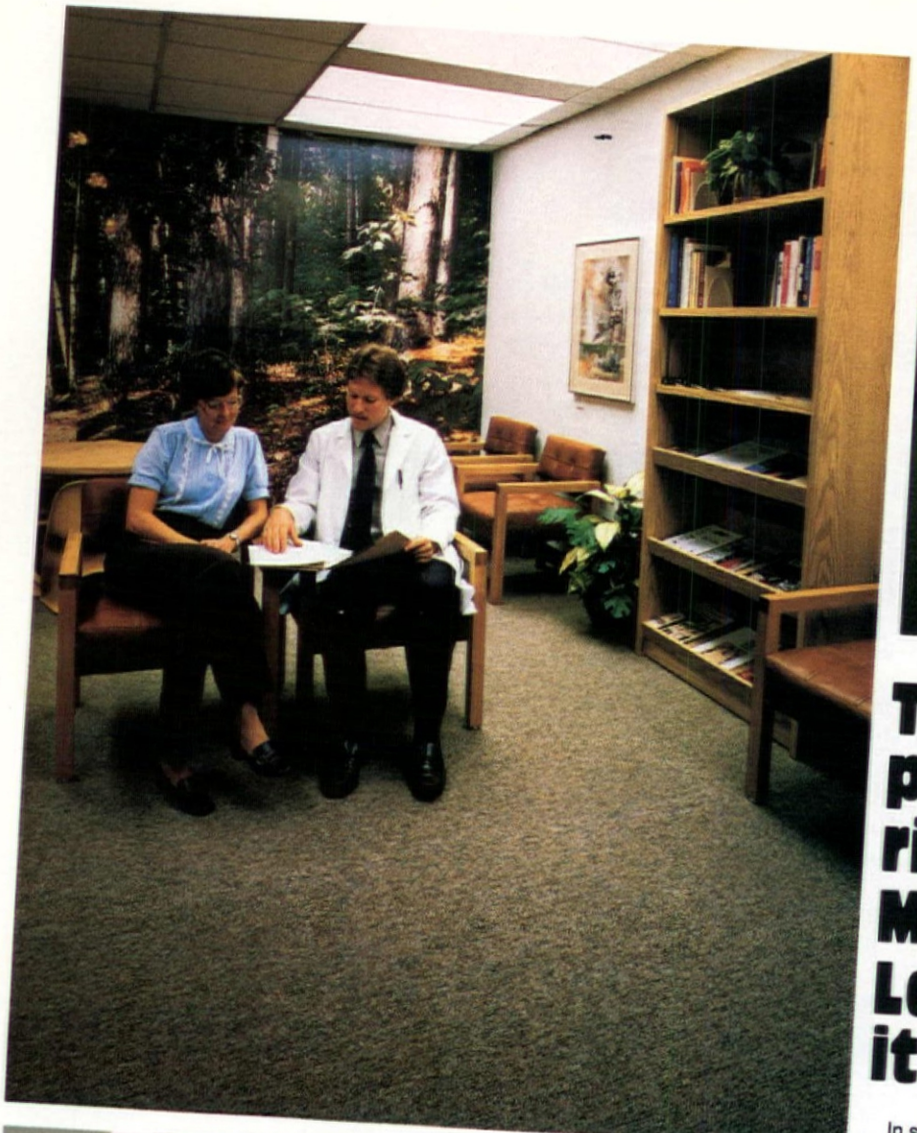
ON FABRICS ...

Margaret Matthews
Staff Architect and Designer
Monarch Machine Tool Co.—

"Almost all products and fabrics have fire ratings and those should be considered for both personal safety and insurance purposes. Any specifier should be conscious of fuel contribution, but areas where special materials are needed must be defined. Plastic materials which emit toxic fumes seem most dangerous. There is a tendency toward natural surfaces and materials for tactile qualities, even though they contribute fuel. The overall fire safety picture is such that these fabrics and materials can be specified with sprinkler systems and great caution in high-risk areas."

Stan Fradin
President
Rockland Mills—

"It took an oil shortage and concerted energy conservation efforts to increase sales of thermally-insulated fabric. Utility, combined with esthetics, provides a greatly demanded product for the contract industry. Finishing 100 percent cotton prevents heat gain or loss."



The right place at the right time. Marquesa Lana knows its place.

In some places, carpet has to be really special. That's what carpets made of Marquesa® Lana olefin yarns are all about.

In hospitals, for example, carpets have to take hard wear, both from foot traffic and rolling equipment. Stain-resistance and easy cleanability are extremely important. And with today's technology, static electricity around sensitive equipment must be kept to a minimum.

Fortunately, Marquesa Lana came along at just the right time. These remarkable fourth-generation yarns are bulked and texturized for the look and feel of a luxury spun yarn – but they're tough and durable. They're moisture-resistant and undaunted even by harsh chemicals, with the color locked into the yarn itself. And they have the lowest static generation of any carpet yarn on the market – no anti-static treatment required.

The right place for Marquesa Lana is any floor that has special requirements. The right time is now. For more information, just write or call.

AMOCO

Amoco Fabrics Company
Fibers & Yarn Division
550 Interstate North Pkwy
Atlanta, Georgia 30099
(404) 955-0935

Marquésa® Lana

No Tougher Yarn. No Better Price.

Amoco Fabrics Company makes fibers and yarns, not finished carpet.

Shown here: Hospital in central Florida. Carpet shown made of Marquesa Lana olefin yarns.

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More is less.

Our philosophy is simple. Make classic designs. Make them well, make them for less, and deliver them on time. Write for brochure:
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Jeddah, Saudi Arabia - Ahmad & Mohammad Saleh Kaki Co.

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Circle 30 on reader service card

PRESENTING

THE CONTRACT CARPET FIBER FOR EXTRA-LONG RESISTANCE

ANTRON® XL nylon is the most significant fiber development for contract carpeting since Antron® III. Here is a high-performance BCF fiber that will outperform any other contract carpet fiber. Its amazing soil resistance and strength mean commercial carpeting of Antron® XL will retain its good looks longer with a lot less maintenance.

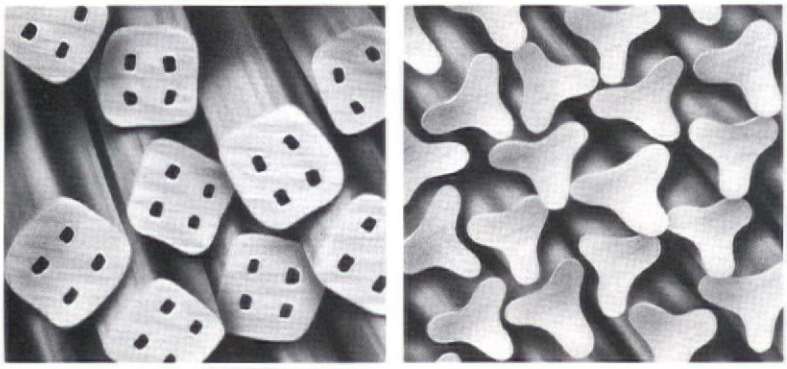
How does Antron® XL work? It's basically very simple. Antron® XL nylon filaments are bigger than conventional nylon filaments. Therefore, fewer are needed. (See illustrations). This means that in every square yard of carpet, depending on construction, there is 25-30% less surface area to soil. And the less soiling there is, the less-frequent cleaning.

What's more, a larger filament is a more resilient filament. Pile texture retention is greater, so there's less crushing. Even in the most highly trafficked area, Antron® XL makes it possible to install carpeting that will retain its good looks for a long time to come.

You've come to rely on the great performance of Antron® III (with long-term appearance retention and built-in static control). With Antron® XL nylon BCF, you can expect even more– significantly improved soil resistance and pile retention versus all other carpet fibers. That's the latest Antron® Advantage.

WITH EXTRA-LARGE FILAMENTS TO SOILING AND CRUSHING.

LARGER FILAMENTS PROVIDE MORE SOIL RESISTANCE AND RESILIENCE.



300X. New Antron® XL, 34 DPF (BCF). Total Surface Area: 19,500 cm^2/oz. of face fiber.

300X. "4th Generation" Nylon, 15 DPF (BCF). Total Surface Area: 26,000 cm^2/oz. of face fiber.

DUPONT

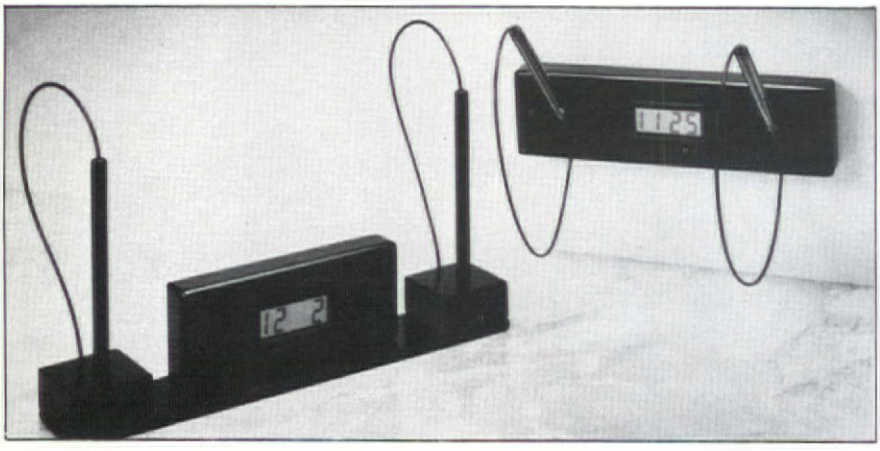
REG. U.S. PAT. & TM. OFF.

Circle 31 on reader service card

Computer control speeds access to microfilm records

IMT-150 from Kodak is microcomputer-controlled to speed access to microfilm records. This micro-image terminal will be exhibited February 13-16 at the American Association of School Administrators convention, Georgia World Congress Center, Atlanta. **Circle No. 382.**

Pen set includes date/time functions

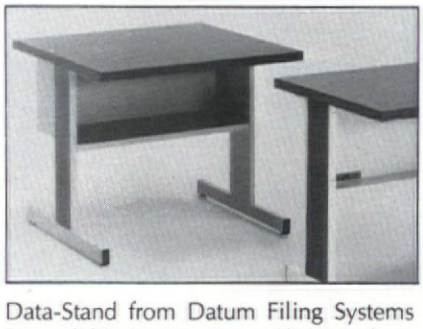


Allyn Bank Equipment introduces a series of Date-Write pen sets, a liquid-crystal-display, digital calendar/clock set in a 1-in.-thick, anodized, aluminum base. LCD read-out gives both date and time, automatically adjusting to monthly changes, including leap year. Its quartz-locked mechanism is guaranteed accurate to 30 seconds for a year without battery change. Twelve models are available in either counter-mount, wall-mount, or recessed style. Seven finishes are offered, including black, duranodic bronze, stain aluminum, satin brass, mirror brass, mirror chrome, and mirror black. **Circle No. 326.**

Phone offers 512 codes, 700-ft. range

Cybernet Code-A-Phone offers 512 codes per channel. Key code privacy system prevents any handset from using base station, unless it is set to same key codes. Features include rechargeable NiCad battery pack, two-way charging system, base-to-handset paging, automatic re-dial, amplifier, variable volume control for the hard-of-hearing, and multiple handset operation. Full duplex operation is available in pulse tone. **Circle No. 259.**

Panels and shelves add storage to workstations

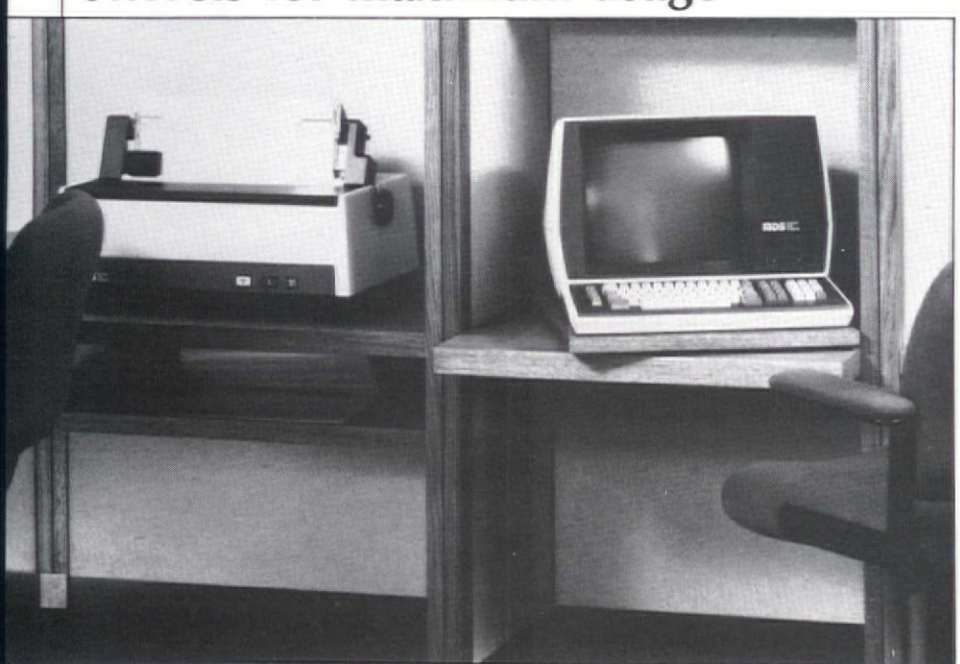


Data-Stand from Datum Filing Systems is available in six sizes with a modesty panel or 12-in.-deep storage shelf. Workstations are offered in a choice of seven designer finishes and feature laminated wood top with matching side panels. **Circle No. 260.**

Paging system increases tone range adds one-mile voice range

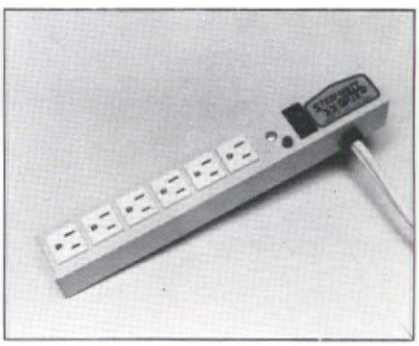
Phone Ware introduces Auto Page paging system—a desk top, telephone quality transmission device that features one-mile voice range capability. Included are power supply, six channel solid-state transmitter, desk top antenna, and two beepers. System is operated by pressing one of six private channel buttons on the transmitter, which beeps the small receiver. Operators can then transmit an unlimited message in a one-mile voice or two-mile tone range. A roof-top C.B. antenna can extend the range by several miles. **Circle No. 383.**

Rotating CRT serves two workers, swivels for maximum usage



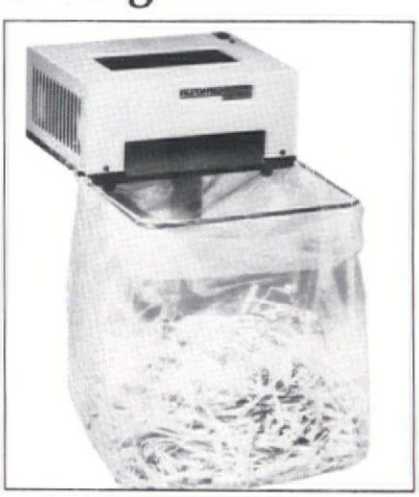
A small workstation, designed to be shared by two employees, is offered by Litton Industries. Terminal is placed on a 26-in.-high turntable which rotates left and right to give access to workers on either side. Double workstation measures 60-in. wide by 74-in deep. Adjacent line printer has 20-in.-long slot at back which allows paper from rear feed machines to accumulate on adjustable shelves below. All units are available in walnut or oak. **Circle No. 262.**

Multi-outlet bar blocks out noise and voltage



Three-stage protection from voltage spikes and noise interference is offered in a general purpose, multiple outlet bar from Advanced Electronics Systems. Called Stedi-Watt Jr. Model 618, bar is suited to extended outlets where pure power is required. Dual protection of 50 joules on both transverse and common modes is featured. Unit plugs into three-wire grounded 120 VAC outlet. Lighted on/off switch and green LED indicates unit is functioning. Snap-on adjustable mounting clips ease installation. **Circle No. 384.**

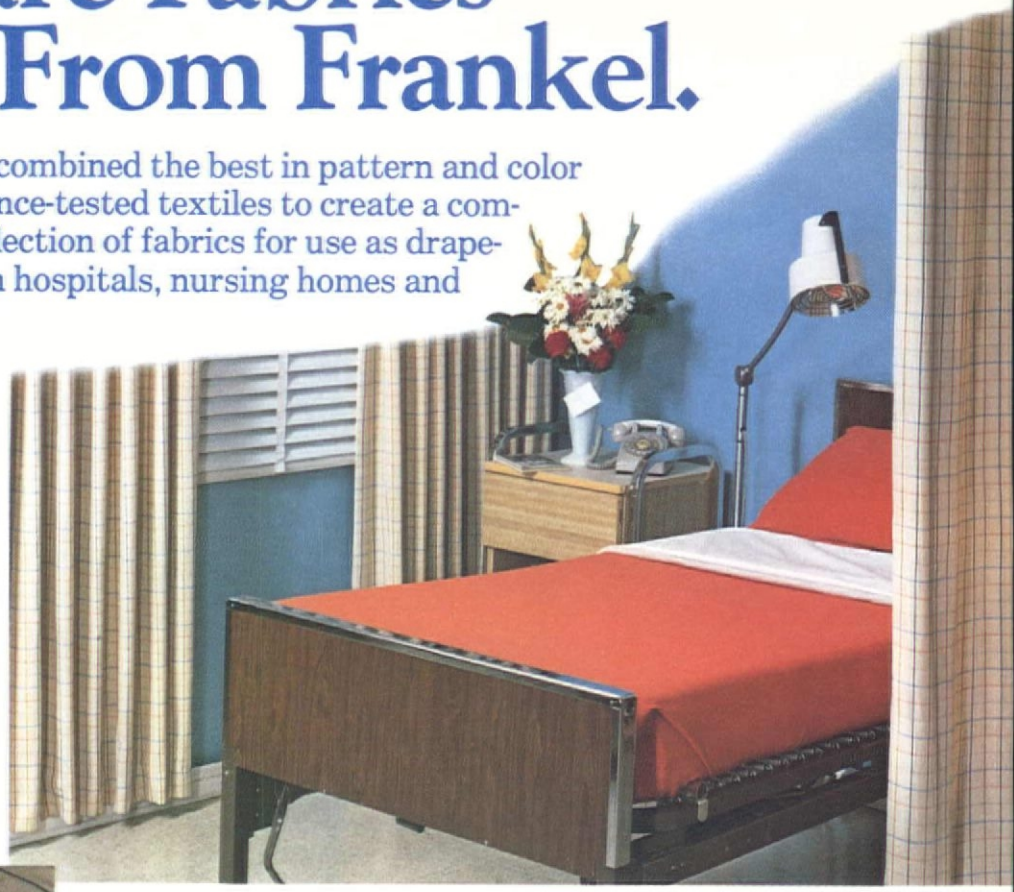
Compact shredder takes 16 sheets in single feed



Intershred 22 from Data-Tech is a compact, table-top shredder with self-contained bag holder for paper waste. Unit handles 14 to 16 sheets per feed on a continuous two-to-three hour cycle. Shredder operates quietly and can handle computer printouts. **Circle No. 261.**

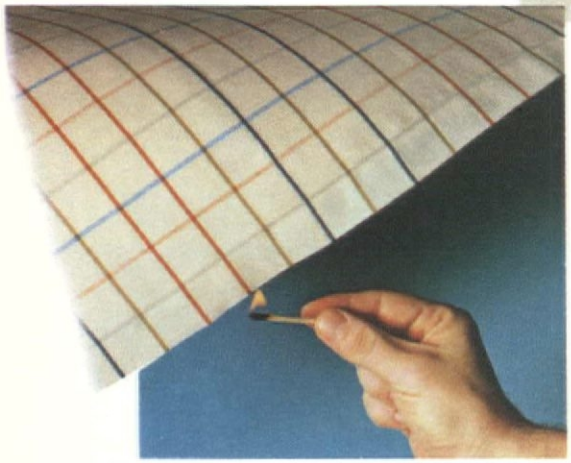
Health Care Fabrics From Frankel.

Frankel Associates has combined the best in pattern and color design with superior, performance-tested textiles to create a comprehensive and exceptional collection of fabrics for use as draperies, cubicles and bedspreads in hospitals, nursing homes and other health care facilities.



100 Different Patterns and Colorways

We stock over 100 different plaids, stripes, prints and coordinated solid colors which are ideal for patient rooms and public areas. We offer a wide spectrum of colorways; ranging from peaceful and quiet to bright and cheery; to meet the mood of each unit of the facility.



Inherently and Permanently Flame Resistant

These fabrics are inherently and permanently flame resistant and surpass the standards set by the most stringent local, state and national fire codes. Copies of test reports are available upon request.

Washable to 160°F.

These fabrics are washable to 160°F without any loss of color intensity, flame resistant qualities, or tensile strength of the fabric. They will retain their original drapeability and appearance throughout the rigorous maintenance and cleaning routines that health care facilities require.

Prefabricated Cubicle Curtains

As an additional service to the health care market, Frankel Associates will manufacture cubicle curtains to meet your exact specifications.

Call us today for samples and information about our complete health care program. 212/679-8388 — 800/221-4670.

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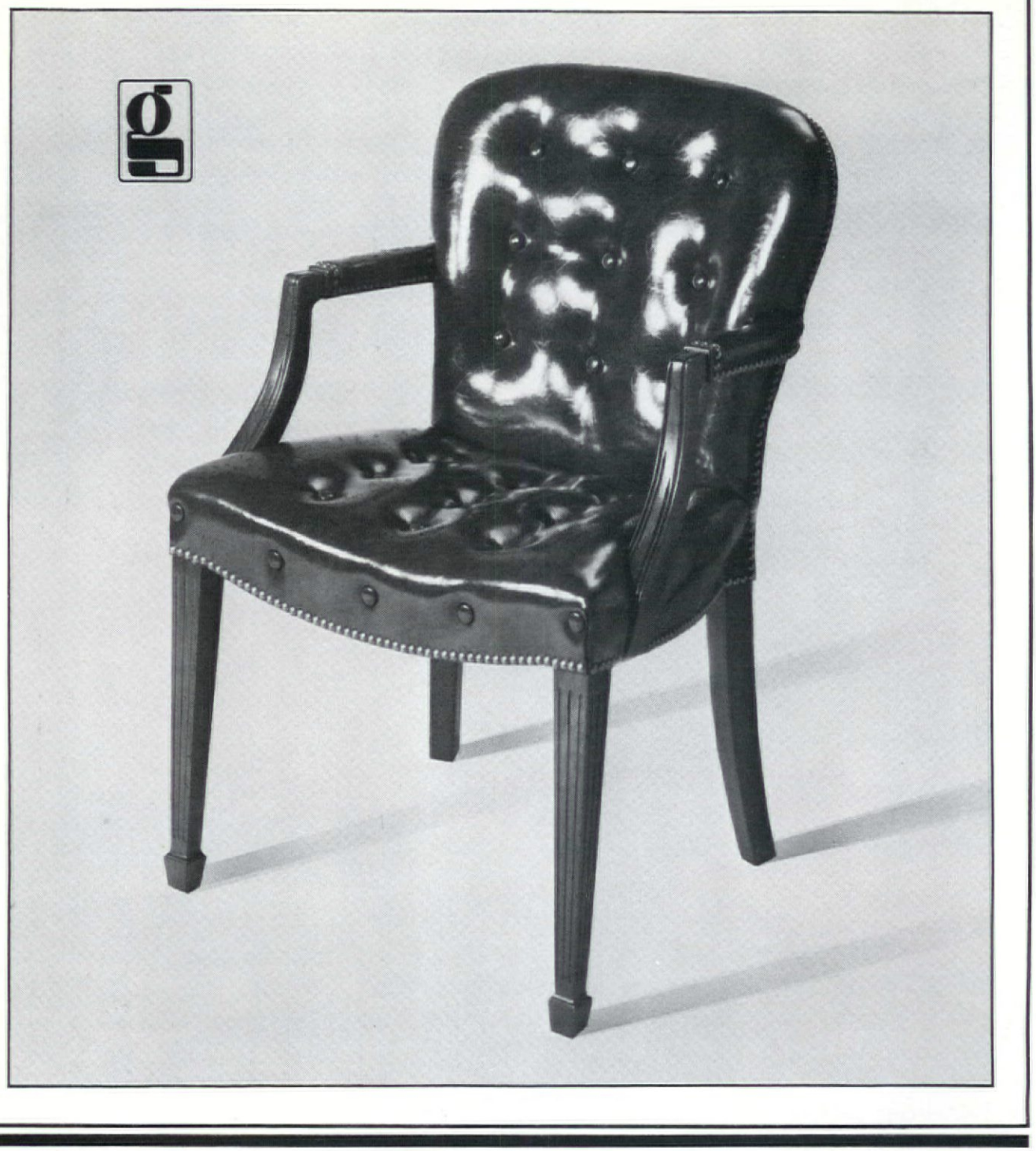

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Circle 33 on reader service card

Microphoto (inset) reveals fungus growth on carpet pile after week in control chamber. Bioguard carpet (right) shows no growth and stays hygienically fresh.

Lees reveals the truth about antimicrobial carpet.

New Bioguard® carpets offer important benefits for health care facilities. And for offices with cafeterias; for food service areas anywhere; for hotel rooms and corridors; and for schools.

Antimicrobial. For the first time, carpet is making a safe and significant contribution to institutional hygiene. Bioguard carpets effectively inhibit the growth of fungi and bacteria in the presence of moisture.

Smells fresh. Bioguard carpets cut off undesirable odors at the source by controlling fungal and bacterial action.

Permanent. Antimicrobial action is guaranteed for the life of the carpet. It is not affected by repeated cleaning.

Appearance. Advanced generation Antron® nylon yarns by DuPont resist dirt and offer permanent static protection. Bioguard carpets are guaranteed against excessive wear.

In stock. Bioguard carpets (clockwise from bottom) Charger, Faculty II Bio, and On Call are in stock. Orders are filled quickly from inventory.

Modular systems. 600mm carpet tiles have antimicrobial action added as a made-to-order option.

Call toll-free. For test data, specification information, call 800/523-5647. From within Pennsylvania, call collect 215/666-9426. Or write for illustrated Bioguard brochure.

Lees, The Contract Carpet Company.
Live the life of Lees at work and at home.

LEES carpets

A division of Burlington Industries, Inc.
King of Prussia, PA 19406

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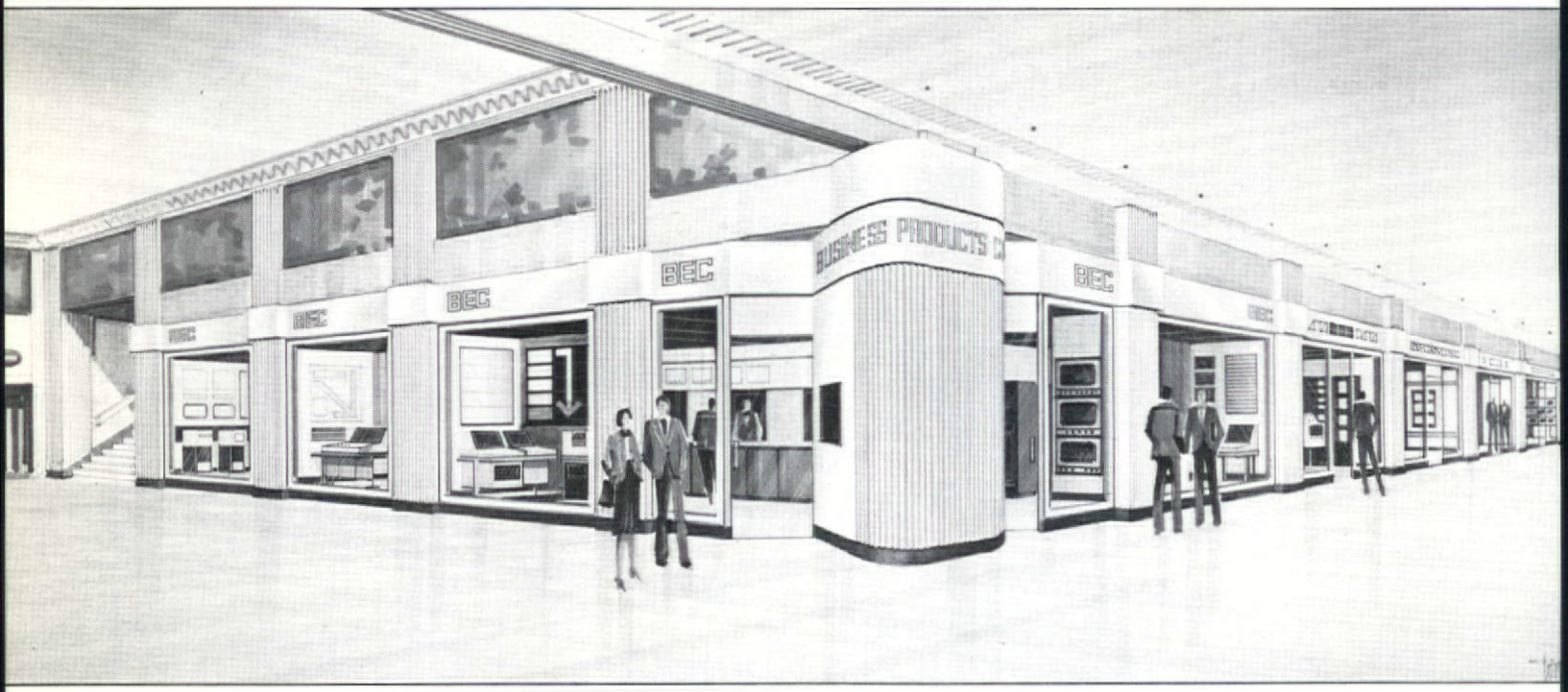


Merchandise Mart premiers Computer Marketing Center

Chicago—Seven leading manufacturers of computers and business products are the first participants in a unique marketing program at Chicago's Merchandise Mart. Occupying space as charter tenants of the Mart's Business Products Center are Apple Computer, Control Data Corp., Digital Equipment, Honeywell, Monroe Systems for Business, Texas Instruments, and 3M Business Products.

For the first time, according to Mart management, manufacturers will be selling and displaying automated equipment and computers on the highly visible street floor of this large and active world business center.

New marketing direction

"This represents an entirely new direction in marketing strategy for the industry," says Thomas V. King, Mart general manager, "since, for the first time ever, competitive manufacturers will display and sell full lines of automated business and computer products in adjacent showrooms." Such locations provide a centralized and cost-effective way to reach a broad, diverse business audience, he adds.

BUSINESS PRODUCTS CENTER

Manufacturers exhibiting in the mart have an opportunity to reach small and medium-size companies that must automate and computerize their operations. Heretofore, there has not been a cost-effective way for manufacturers to sell equipment to that group of business consumers.

More than two million companies in the United States are estimated to have a sales volume of between $250,000 and $15 million. They represent an untapped pool of companies that can now justify the purchase of office machines and computers, says King.

More than a million exposures

"Traffic generated by The Business Products Center," elaborates King, "will be substantially more than if firms were located in separate areas." More than one million business-related visits are made to the Merchandise Mart yearly by specifiers and corporate executives responsible for the purchase of products used in creation of total office environments.

"Thus, a marketplace for computers and business machines at the Merchandise Mart," says King, "is a logical and compatible extension of the Mart's existing concentration of office furniture and systems. All major elements of the office workplace are now available for purchase in one convenient location."

All office elements centralized

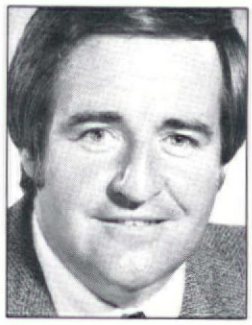
Expected to draw thousands of participants during NEOCON 14, June 15 - 18, the center completes the office furniture and systems headquarters at the Mart, according to Jim Bidwill, Mart communications director and NEOCON coordinator. "Now, all major elements of the office workplace are available for purchase in one convenient location," he says. "This is important because if specifiers and end users do not plan their purchase together, how is everything going to coordinate with existing systems?"

Plans also call for pre-purchase seminars for users and occasional trade shows, such as the recent Software Package Conference & Exposition (held in the Expo Center of the Mart, directly across the street from the Mart's West entrance).

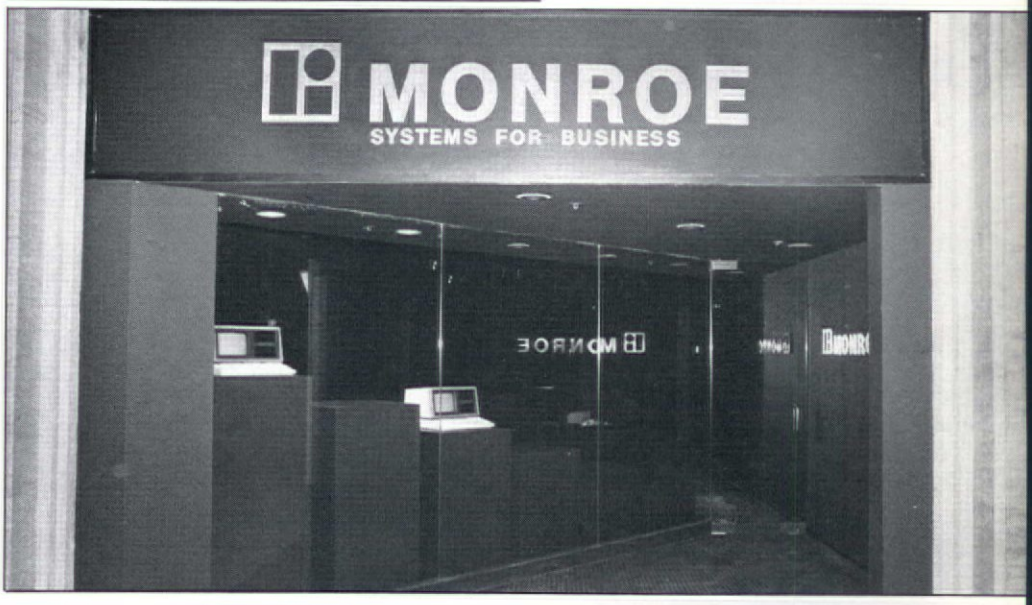
Future plans also call for development of another 80,000 sq. ft. on the Chicago riverfront level of the Mart for computer and business equipment companies.

Currently, the Center has set aside a block-long section of the Mart's first floor, consisting of 50,000 sq. ft. for firms opting to lease space.

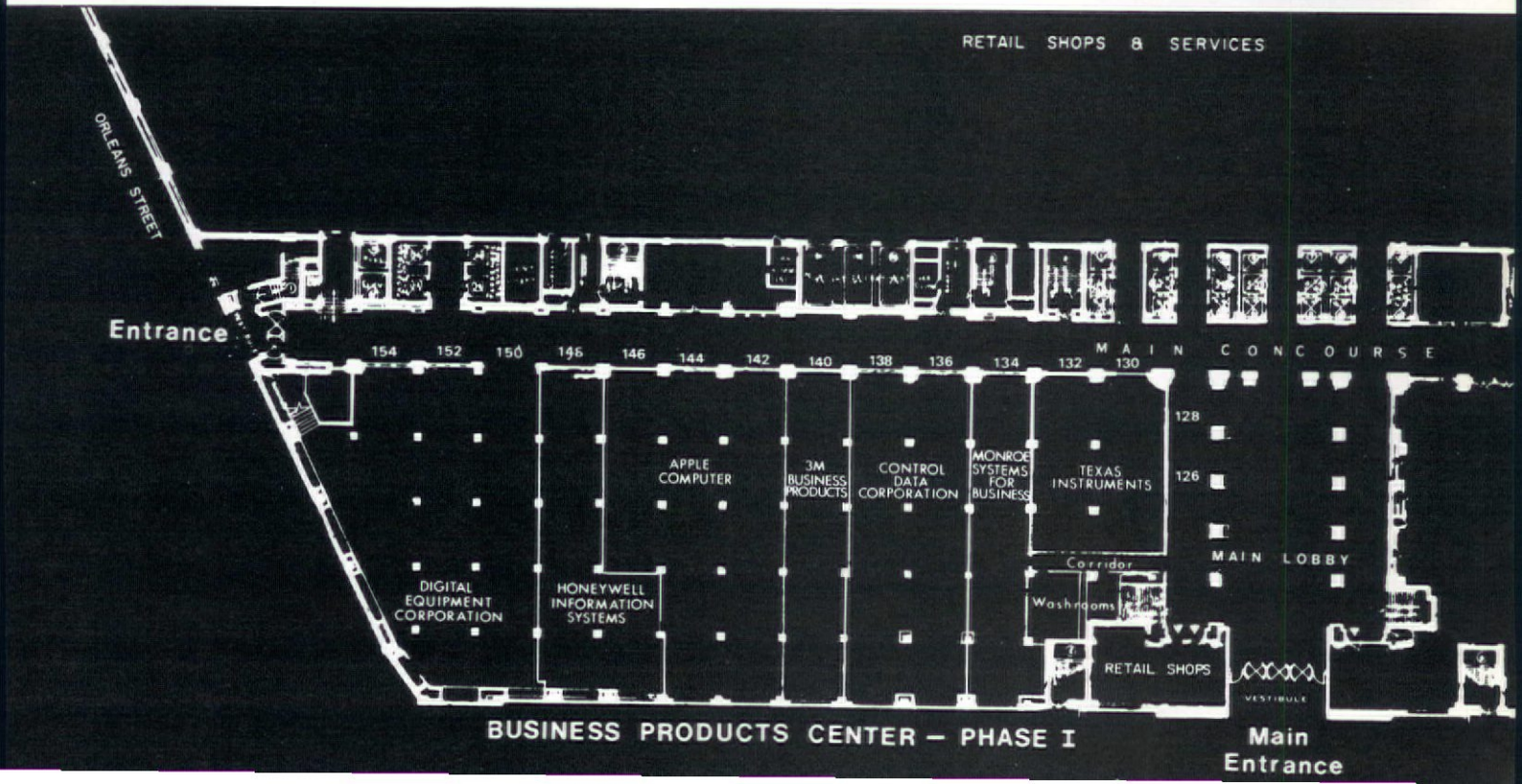
"For computer and equipment companies," Bidwill concludes, "this is a major first step toward retail outlets, now seriously being considered in the quest for more business."□



". . . a new direction in marketing strategy."-Thomas V. King (top), Mart gen. mgr. "Now all elements of the workplace are available in one location."-James Bidwell, Mart communications director.



Now having important impact on the space design industry, computer companies are participating in a unique, joint marketing program at Chicago's Merchandise Mart, exhibiting space in the same first floor lobby area. Adjacent to one another, seven major computer companies have contracted to exhibit in the Business Products Center–Phase I, with full lines of automated business and computer products, thus centralizing in one convenient location all elements of office design and specification.



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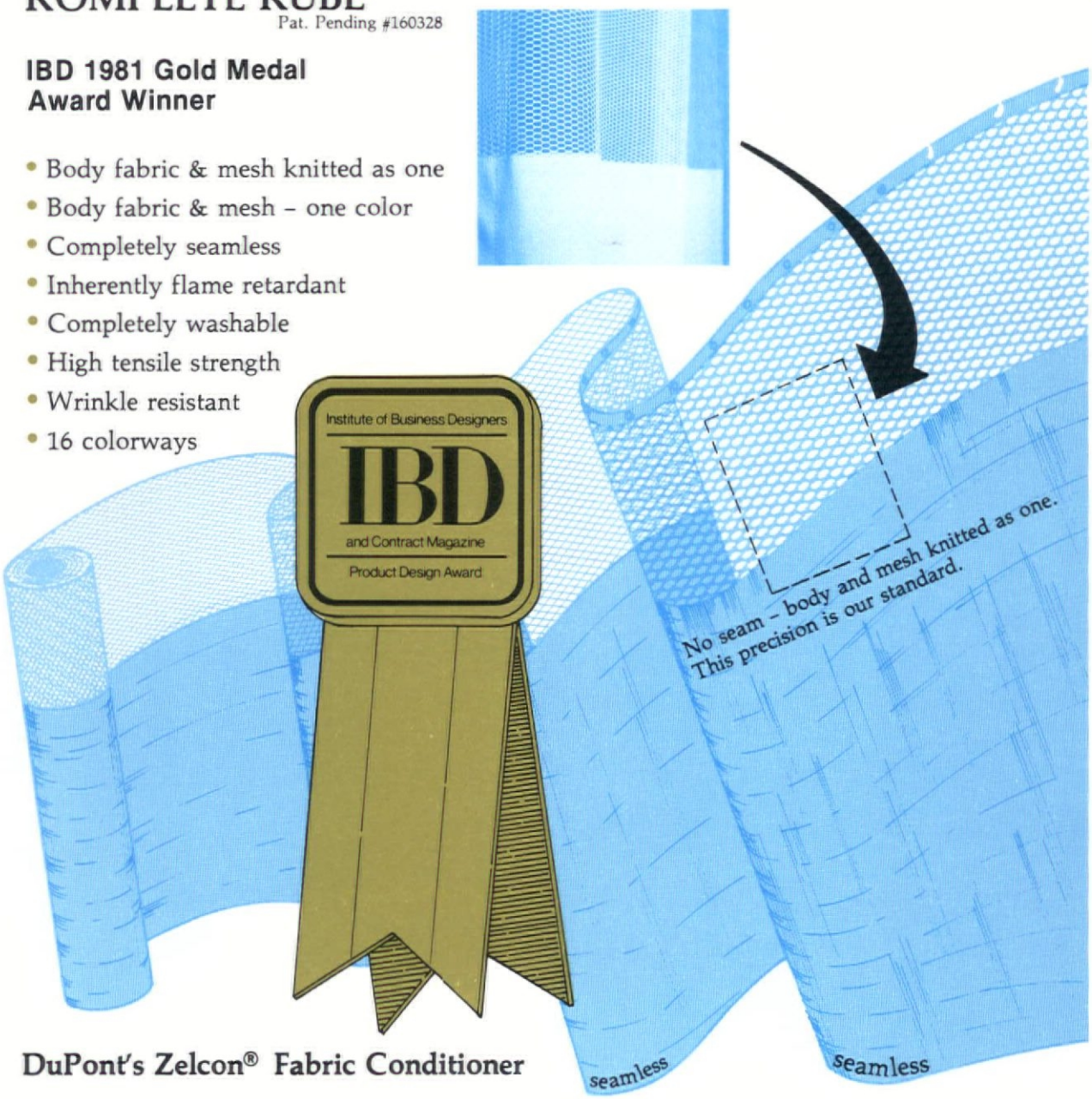

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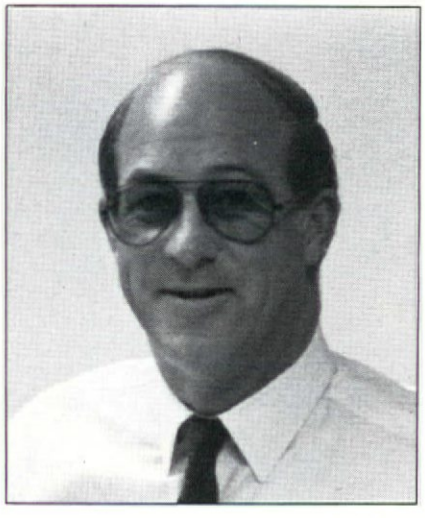
Ergonomic design fights fatigue

Posture and height adjustments are standard on Comforto Inc.'s seating line. Ergonomically designed seat and back promote fatigue-free sitting.

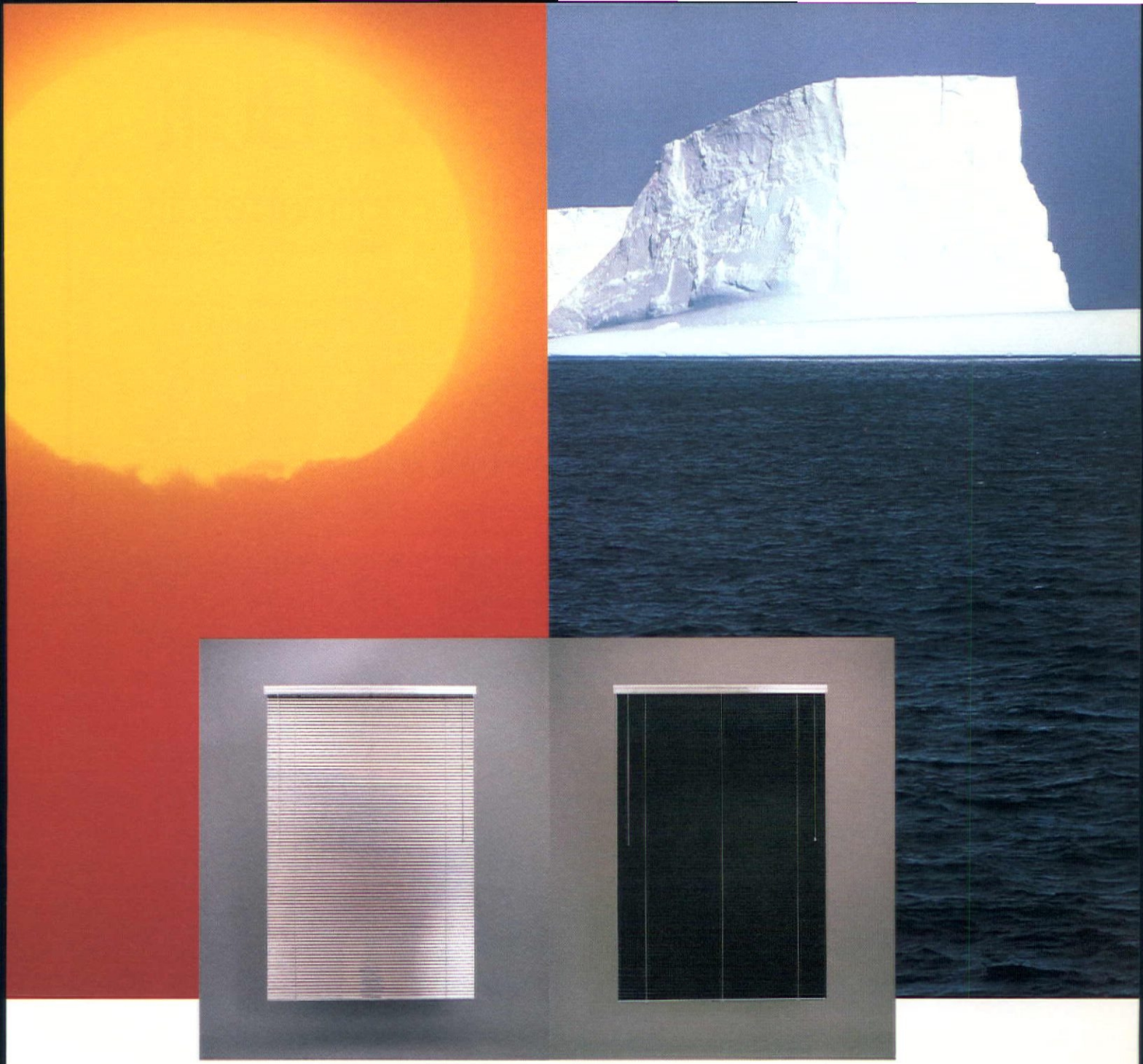
Edgebanding around upholstery prevents damage to material, walls, and other furnishings. Five-prong base has protective scuff plates and casters. Open arms are resilient.

Manfred Welsch, president of Comforto, says, "Our chairs actively support continuous posture shifts while an individual is working. Recessed control levers and buttons are easily reached and operated from a seated position."

Comforto Inc., the American division of Comforto Holding Ltd., Europe, designs seating systems for terminals, hospitals, theaters, auditoriums, schools, and lecture halls. **Circle No. 213.**



Welsh



Cryotherm Treated blinds by Levolor reduce solar heat gain by 55% (12% more effective than conventional blinds).

These blinds are more than just beautiful. Their sleek surface promotes direct reflection of the entire solar energy spectrum — including infrared heat. Exactly how effective is this new treatment in reducing heat gain? We asked the Stevens Institute of Technology to find out. Their findings are in the accompanying chart.

But reducing heat gain is only one side of the story. These blinds reverse to a dark, heat absorbing color on the other side, reducing energy costs in winter, too. Detailed information about the use of these blinds in both summer and winter environments is available. Please write: Levolor Lorentzen, Inc., 1280 Wall Street West, Lyndhurst, New Jersey, 07071.

Heat loads and energy savings

Finish of blind	Total heat loads (Btu/hr.)	% Savings
No blind (clear glass)	16,086	Base
White finish blind in closed position (clear glass)	8,176*	49%
Cryotherm Treated† blind in closed position (clear glass)	7,282*	55%

Chart represents data for a typical summer day (August 21) for south-facing windows on a building located at 40° N latitude. Temperatures are 95° F outside and 75° F inside at 12 noon.

*The 894 Btu difference represents a 12% savings.

†No. 89 Brite

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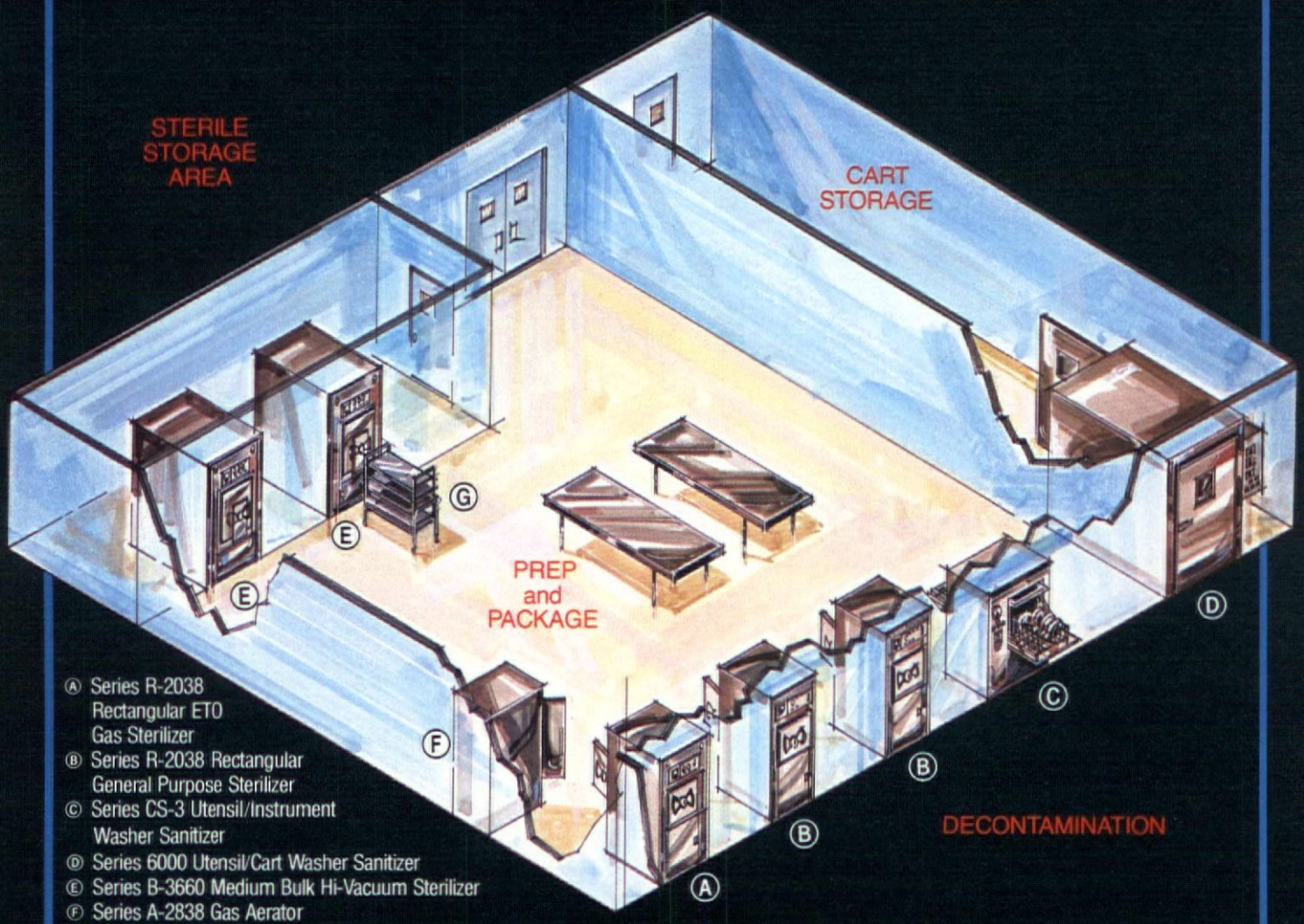

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That gives you the styling control to create a perfect match for any interior, an elegance only magnificently styled Axminsters can deliver.

Available in Ultron Z fourth generation nylon from Monsanto with Scotchgard protection, or Mohawk's prestigious blend of 80% wool-20% nylon.

Our 103 years of Axminster production experience and our strict quality standards mean your custom Axminster will be ruggedly constructed to meet the most critical end-use demands.

The Design Inspiration Collection.
Total control, for total perfection.

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Circle 38 on reader service card

Multi-purpose hospital fabric resists flame

Interspec's "Shadow Stripe" patterned fabric may be used for cubicle curtains, draperies, and bedspreads. Material meets NFPA 701 requirements and is permanently flame resistant. This product emits less than half the smoke of modacrylic fabrics of the same construction. Smoke emission was tested in NFPA 258 smoke density test procedure standards.

Made of 100 percent Trevira polyester, fabric is 72-in. wide and machine washable at 160 degrees Fahrenheit. Material does not pucker in manufacturing or sewing operations, allowing straight joint seams.

This pattern in three colors is part of Interspec's 22-fabric program. Six styles in three colors each and a single unit stripe provide complementary designs. Grids and stripes in muted tones and deep pastels offer a varied style range. Three lines of flame-resistant fabric in matching solid colors may also be specified.

Interspec, a division of Thortel Fireproof Fabrics Inc., manufactures flame-resistant cubicle, drapery, and multi-purpose fabrics for contract use. **Circle No. 367.**

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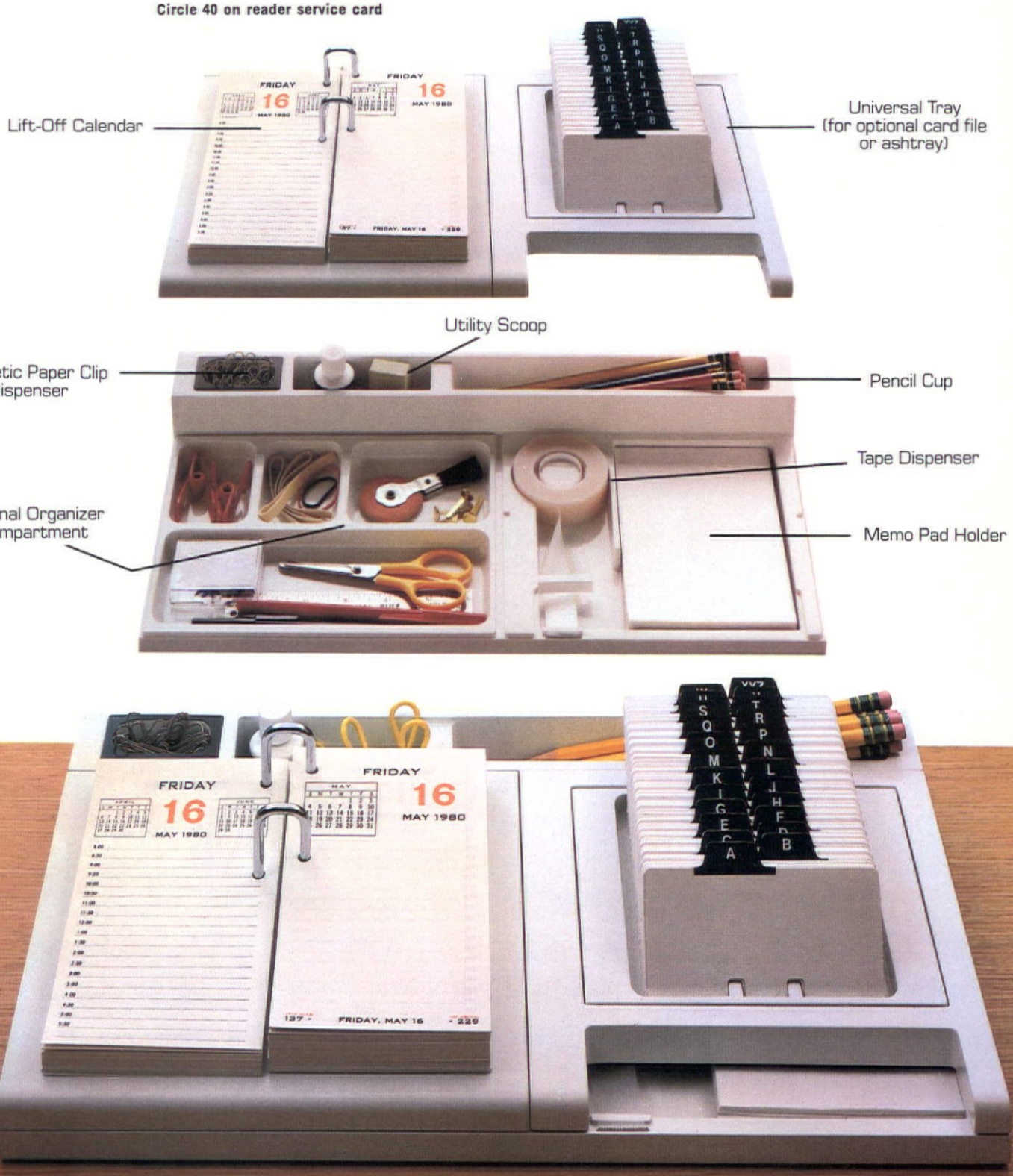

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The Compo by O.J. Holohan. A contemporary component seating system that affords you greater creative opportunity. Customize a chair's form to its function–from lobby to office to restaurant. Specify wooden, semi-upholstered or fully upholstered arms with a variety of chair back heights and styles. Available in the full range of Maharam fabrics or in customer's own material. K. D. construction and unique compact cartons assure economical shipping. The Compo offers you unprecedented flexibility and continuity along with exceptional economy and availability. This new O.J. Holohan design is exclusive with **The Anderson Co.**

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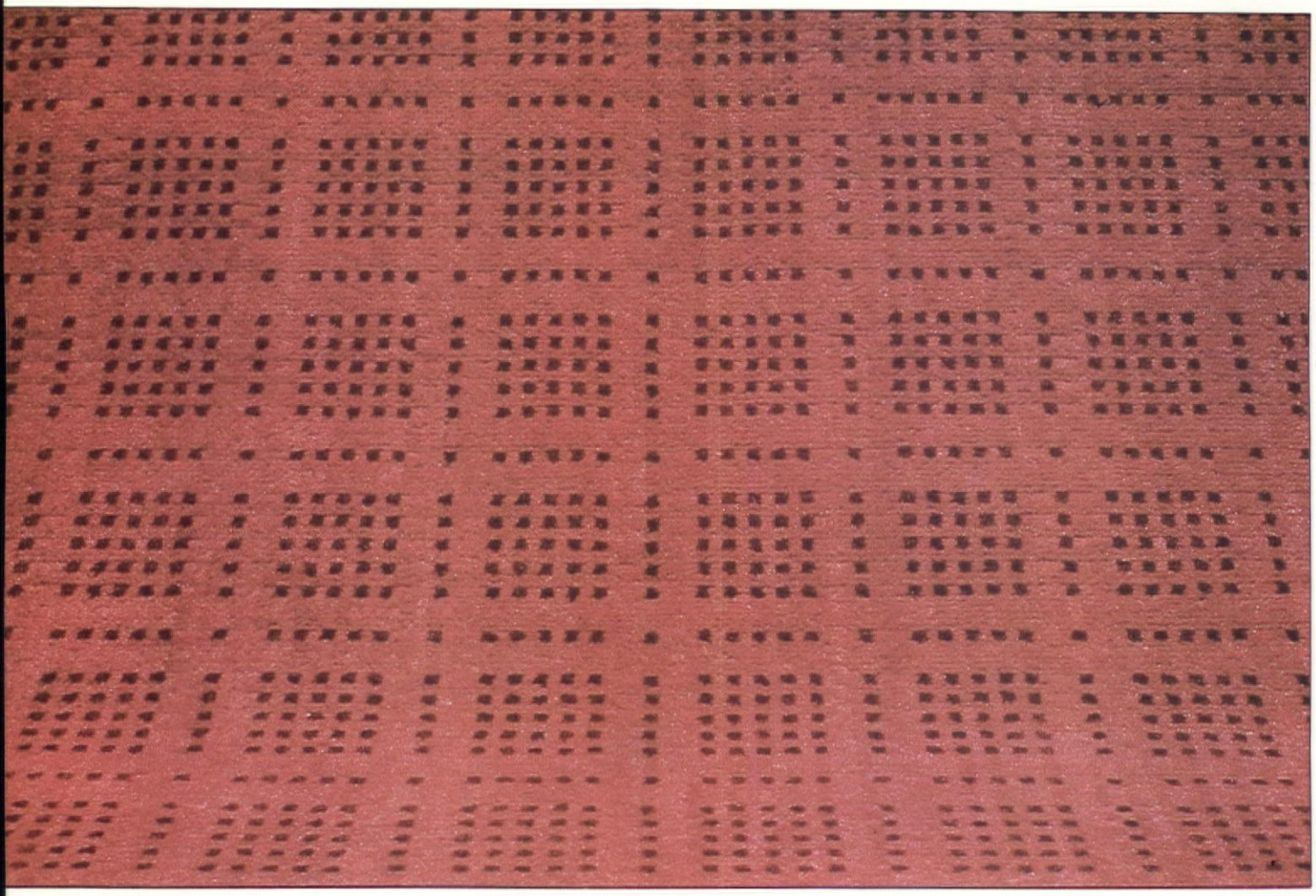


Non-institutional look in new carpet introductions

Undyed wools, heather colorations, and modular dots—a distinctly non-institutional look—typify introductions in Karastan's new spring collection. The new commercial qualities provide a broad selection of varied contract styling possibilities. These new color tones, together with additions to the firm's Oriental rug collections, form the largest number of introductions the company has made at a single time.

Two heather-colored lines, designated "Glen Heather," and "Highland Heather," have subtle off-toning, each styled and produced differently. The former is Kara-loc, woven of Zeftron nylon with a smooth cut-pile surface. Highland Heather is tufted in a dense, bulky textured loop of Antron III nylon. They are available in 15 and 18 colorations respectively.

"Beaupoint" is a heavy-duty, Kara-loc II weave in a geometric dot pattern (top). It features Antron III nylon, static control, and is offered in 16 colors.

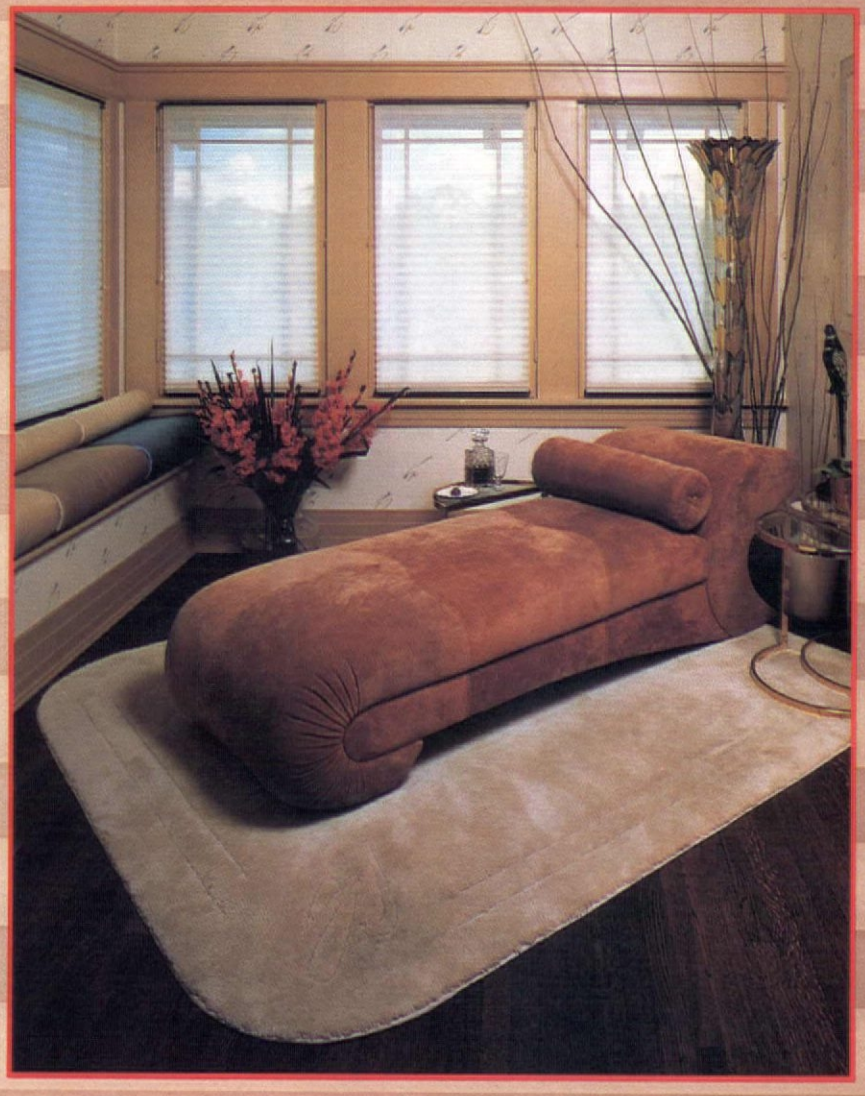
Alternating rows of cut and looped surfaces in a dense knit construction of Antron III nylon are features of "Whipcord," available in 16 colors.

Using Antron III nylon, "Duraweve" has a soft tweed effect formed by subtle color gradations that are superimposed on a check pattern. Formed by cut and loop yarns that are Kara-loc woven, there are 12 colorations on the line.

Engineered for high performance, the "Woolcraft Series" includes two running line carpets, "Wooltread," a multi-level loop, and "Woolcrest," a dense textured loop. In addition, there are two special order fabrics, "Wooltra," a cut-pile style, and "Woolridge," a level loop. All have dense pile and built-in static control.

A blue medallion Kerman style (shown) is one of three new Oriental design rugs introduced in Karastan's Oriental Classics collection and is ideal for executive office application.

For more information on any of the above carpets, **Circle No. 370.**



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window coverings

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Design Center Northwest
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DESIGN CENTER NORTHWEST

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COLLECTION by MURRAY FEISS
To celebrate the coordinated home furnishing event of 1982, Murray Feiss introduces a breathtaking collection of exclusive new lamps inspired by the world-wide best-seller "The Country Diary of an Edwardian Lady" by Edith Holden. Each lamp is a masterpiece of heirloom quality and classic styling that promises to grow in value with time. See them at the Murray Feiss showroom near you and discover why this season belongs to Murray Feiss.
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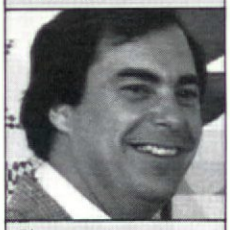
PEOPLE/NEWS

Robert Mittelstadt was named director of design for the Washington, D.C. office of Sellmuth, Obata & Kassabaum.

The major elements of **Helikon Furniture's** five-year expansion program have been completed. These encompass the completion of a panel production plant, and the enlargement of Helikon's production facility within its initial plant.

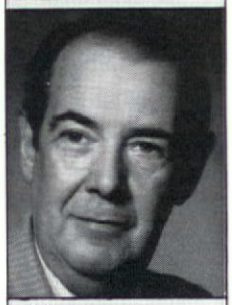
W W Graphics Inc. and **Western Art Project Ltd.** recently merged in Los Angeles. W W Graphics President **Barbara Woodward** (shown) and **Joseph E. Blazar** (shown), president, of Western Art Project, made the announcement. Combined operations will include manufacturing and marketing of framed serigraphs and limited edition designs, as well as decorative accessories.

Woodward

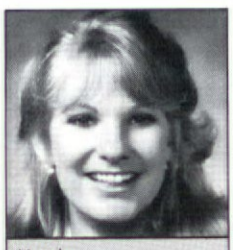

Blazar

Jim Hoffman (shown is new regional manager of Corry Jamestown Corp. He will coordinate sales of district managers in eastern and midwestern sales territories

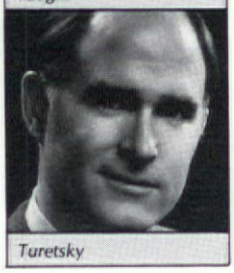
Richard Bilden, marketing manager for Everett I. Brown Co., architectural and engineering firm in Indianapolis, has been named to serve on the National Facility Management Association's Research and Education Committee. This group will develop a data bank of professional demographic information for facilities managers, architects, engineers, and space planners.


Hoffman

Mike Patton has been promoted to Walter Carpet's commercial specialist in the San Francisco district. He replaces **Richard Smith** who was named Los Angeles district manager.


Vaught

Daryl Davis Vaught (shown) recently joined ISD Inc., Denver, as director of marketing. Her area of responsibility is Colorado and the southwest region.


Turetsky

Castelli Furniture announces appointment of **Robert F. Turetsky** (shown) as director of sales and marketing for the U.S. Turetsky was previously with Storwal International and Knoll International.

Interspace Inc. has named **Howard R. Geisler** principal in the InterData division. **Conrad F. Strabone** joins Interspace/Philadelphia as principal of the firm.

Recently named president of Hunter Douglas Inc. Window Coverings division is **Gerard Fuchs.** He will work at the firm's Totowa, N.J., HQ.

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A lovely, alive-in-color group of Axminsters made of 80% wool and 20% nylon in Ireland,
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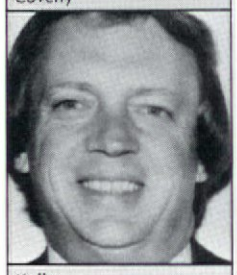
PEOPLE/NEWS

Coveny



Koller

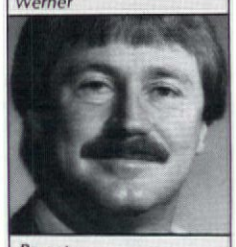
Recently appointed national contract manager for Mohawk Carpet is **Barbara Coveny** (shown). She will relocate to Atlanta HQ, where she will be responsible for all phases of marketing programs.

New sales vice president of Shelby Williams Industries' west coast division is **Al Koller** (shown). He will be based in the Pacific Design Center, Los Angeles.

Boston-based architecture and planning firm of **Vitols Associates** will open a branch office at 315 Monticello Arcade, Norfolk, VA 23510. **V. Vitols, AIA,** will be principal-in charge and **William Fitzpatrick** will be Norfolk Office liaison & project architect supervisor.

Edward H. Noakes, FAIA, is recipient of the Leon Chatelain award for outstanding leadership in advancing barrier-free environments. Noakes, principal of Noakes Associates, Bethesda, Md., was presented the award at a recent International Design Conference at United Nations HQ, New York. The award was established in 1979 by the National Easter Seal Society and was presented this year in conjunction with the International Year of Disabled Persons.

Werner



Bryant

Ronald J. Werner (shown) has been appointed national sales manager for Group Artec office systems, division of Kimball International Inc.

Stow/Davis Furniture Co. has named **Darryl Bryant** (shown) to the position of national sales manager. He will continue to work out of Chicago.

Stratton Industries Inc. named **Stephen G. Summers** territory manager, San Francisco/Oakland area; and **Ed Lacina** territory manager, northwestern California. Both will market carpet products.

General Felt Industries moved **Donald H. Howell** to vice president, sales, southern region.

Robert V. Cortelyou has been named president of the La France Industries division of Tiegel Textile Corp. **Donald K. Hill** moves to the newly-created position of executive vice president for manufacturing, including responsibility for La France Textiles Canada, Ltd., a wholly-owned subsidiary.

Edward Haleman was recently named an executive at Stark Carpet Corp., New York. His responsibilities include marketing, advertising, public relations, and sales of many carpet collections in the Haleman line.

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Furniture that people live with... not just visit.

Patient-oriented seating as handsome as it is functional. That's Brentwood by Lumex. Backed by over 34 years of experience, Brentwood is everything you'd expect from the healthcare seating pioneers . . . and more!

Inside, Brentwood's unique construction provides outstanding comfort, support and safety. Strong, rugged craftsmanship stands up to rough, long-term use. Solid hardwood frames are double-dowelled. Upholstery and cushion materials are exceptionally durable and flame-resistant.

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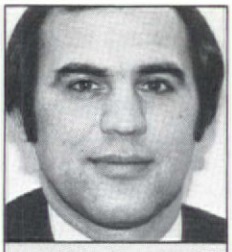
PEOPLE/NEWS



Pilch

Joseph J. Pilch, Jr., (shown) has assumed the position of eastern regional manager of the National Office Products Association (NOPA). Based in Virginia, he will serve as the association liaison for NOPA districts 1, 2, and 3.

Seewack

Vivid, manufacturers of acrylic furnishings, announced appointment of **Cyndi A. Seewack** (shown) as national sales director. The firm is based in Los Angeles.

Harbro Corp., Columbus, Oh., recently purchased North American distribution rights for Rotascan, New Zealand filing system manufacturer. Harbro has named **Lenny Hart** (shown) president and general manager. **Rich Hart** is vice president.

Hart

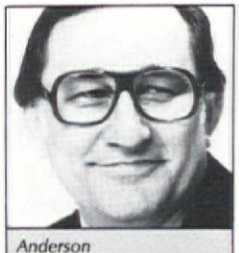
Alfred C. McCready, formerly director of sales for Mohawk Smith West, was appointed manager of the newly formed Western division of Alexander Smith Carpet.

Pleion Corp., Santa Ana, Calif., appointed **Michael R. Williams** executive vice president and chief operating officer. The firm is a commercial furniture manufacturer.

Gregory Ebert, ASID, joins Law's Interiors, Marysville, Tenn., as a design principal in newly formed contract division. **Paul Law** assumes duties of business administrator of this division.

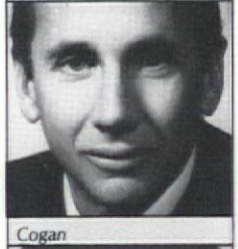
Robert Exel has been named sales manager of the Kinder division of Congoleum Corp. at midwestern HQ.

Ray Anderson (shown) is now serving as director of store planning for the National Home Furnishings Association. His firm, **Ray Anderson Unlimited,** Dallas, Tex., will be the authorized store planning organization for the association.



Anderson

American Council for the Arts (ACA) announced recently that **Marshall S. Cogan** (shown) has been elected ACA president. Cogan is co-chairman of General Felt Industries and Knoll International. ACA is a national service organization which promotes and strengthens the arts in the U.S. through management improvement and general advocacy.

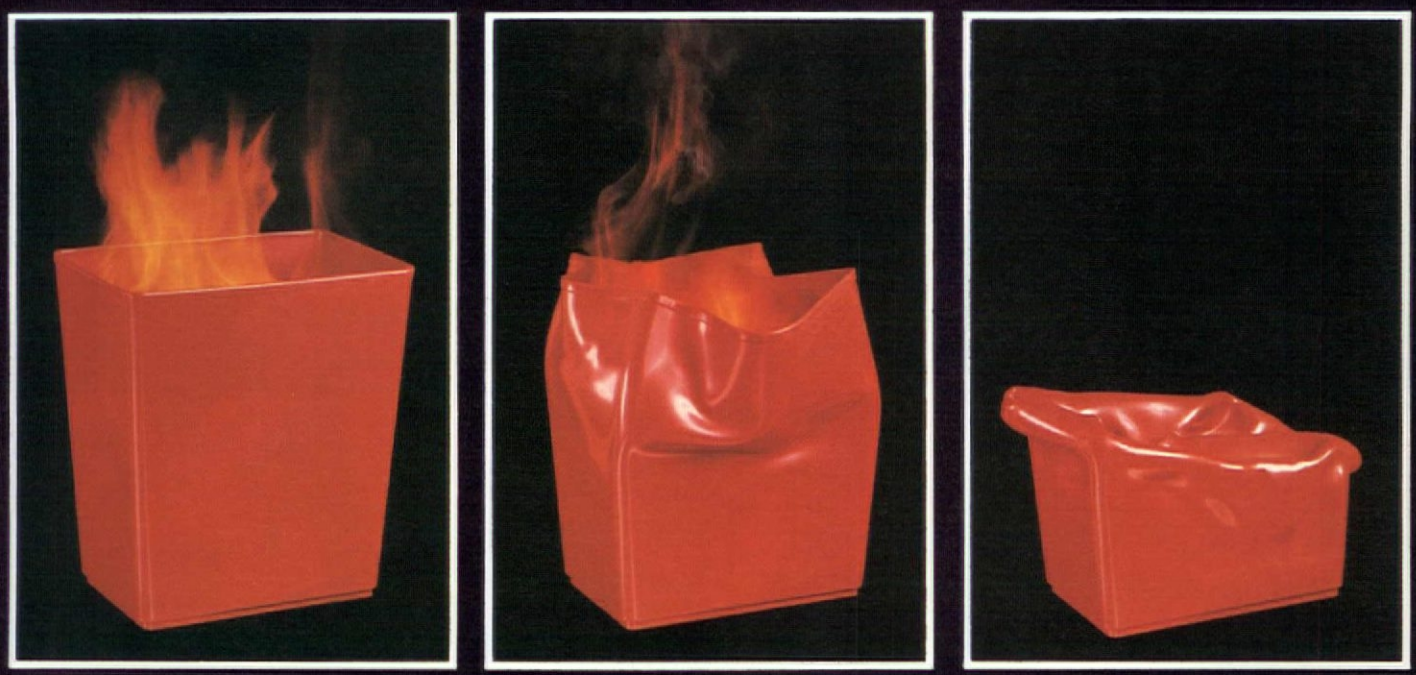


Cogan

Interiors Inc. recently appointed **Janice L. Weren** (shown) associate of the interior architecture and space planning firm, Chicago.

Weren

FIRE FIRE FIRE



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COMING EVENTS

1982

February 18-20. National Office Products Association (NOPA) Western Convention and Exhibition. Los Angeles Convention Center, Los Angeles.
February 26-March 1. American Association of School Administrators (AASA) Convention, Superdome, New Orleans.
March 1-7. Casa Tile '82. Italian Trade Commission, New York.
March 11-12. Contract Canada '82. First Canadian Contract Exhibition. Atlanta Apparel Mart, Atlanta.
March 11-13. CONDES '82, Dallas Contract/Design Show. Dallas Market Center, Dallas.
March 18-19. Spring Designers Preview. Michigan Design Center, Troy.
March 19-21. West Week '82. Gateway to the Pacific. Pacific Design Center, Los Angeles.
April 1-4. Design Focus '82 Miami. Coconut Grove Exhibition Center, Miami.
April 4-7. Kitchen/Bath Industry Show. Georgia World Congress Center, Altanta.
April 15-17. Interior Design Educators Council (IDEC) Annual Conference. Hyatt-Regency Hotel, Baltimore.
April 16-19. Presentations Northwest '82. Design Center Northwest, Seattle.
April 20-22. Hotel & Motel Suppliers Show. Las Vegas Convention Center, Las Vegas.
May 6-7. Design ADAC. Atlanta Decorative Arts Center, Atlanta.
May 12-16. National Association of Plastic Fabricators (NAPF) Annual Convention. Maxwell House, Nashville.
June 15-18. NEOCON, National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.
June 18-20. Construction Specifications Institute Annual Convention. Georgia World Congress Center, Atlanta.
July 17-20. International Carpet & Rug Market. Atlanta Merchandise Mart, Altanta.
July 18-22. Summer Home Furnishings Market. Showplace Square, San Francisco.
August 9-11. 1982 Window Energy Show. Las Vegas Convention Center, Las Vegas.
August 18-22. World Woodworking Expo '82. Georgia World Congress Center, Atlanta.
September 11-14. International Woodworking Machinery and Furniture Supply Fair—U.S.A. Kentucky Fair & Exposition Center, Louisville, Kentucky.

Foreign Trade Shows 1982

February 28-March 4. Light Show. Olympia, London.
March 22-25. Second Middle East Business Equipment Show. Exhibition Centre, Bahrain.
May 4-7. Context, London Home and Contract Textile Show. Earls Court Exhibition Centre, London.
May 16-20. Design International '82. Exhibition Centre, Al Khobar, Saudi Arabia.
May 16-19. 1982 London Furniture Show. Earls Court Exhibition Centre, London.
May 16-20. Interior Design International, Olympia, London.
May 18-20. Wallfashion '82. Inn On The Park, London.
October 16-24. Interieur '82. Kortrijk, Belgium.
October 26-31. Orgatechnik. U.S. Pavilion, Cologne, Germany.
November 14-18. DACTEX, International Domestic and Contract Textiles Exhibition. National Exhibition Centre, London.

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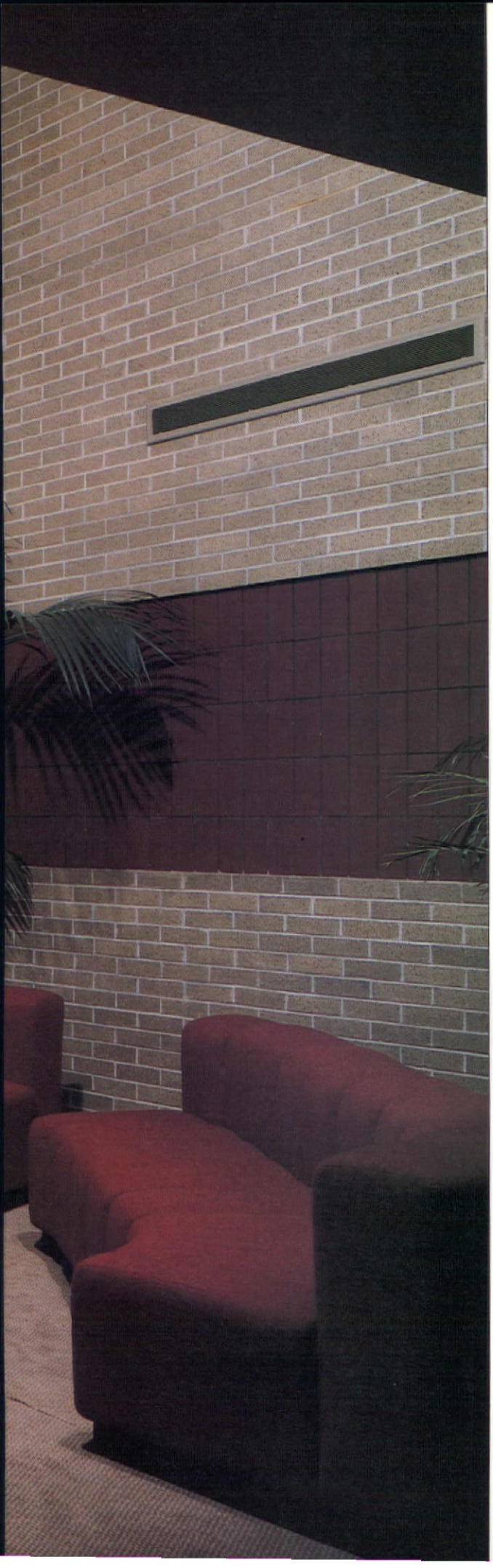


Contract February 1982

EXECUTIVE BUYER EDITION

Bonus circulation to 5,000 Healthcare Executives

$404 BILLION HEALTHCARE MARKET BY 1995

Healthcare facilities expenditures are expected to double by 1995, according to Predicasts Inc., Cleveland-based market research organization. "Developed regions of the world will account for over three-quarters of the $1.6 trillion that will be spent on hospitals and nursing homes by the mid-nineties," the report projects, "although those areas will harbor less than 14 percent of the world's 5.7 billion people."

A construction trend that began several years ago continues to stress less expensive ambulatory care facilities that are hotel-like in design. Anticipated rapid increase in the over-65 population segment—a group requiring healthcare expenditures two-to-three times the norm—will continue to exert pressure on health facilities expansion, according to Predicasts. Of the developed regions, the U.S. alone will account for 26 percent of global healthcare expenditures, with total spending projected to reach $404 billion, or $1,615 per capita, as the century comes to a close. Remodeling accounts for almost one quarter of all domestic healthcare construction, up about one percent in 1981 from the previous year.

Despite intense pressures to reduce the cost of health services delivery, health facilities expansion appears to be an irresistible force and, thus, a promising field for the designer/specifier willing to master its disciplines.

The Editors

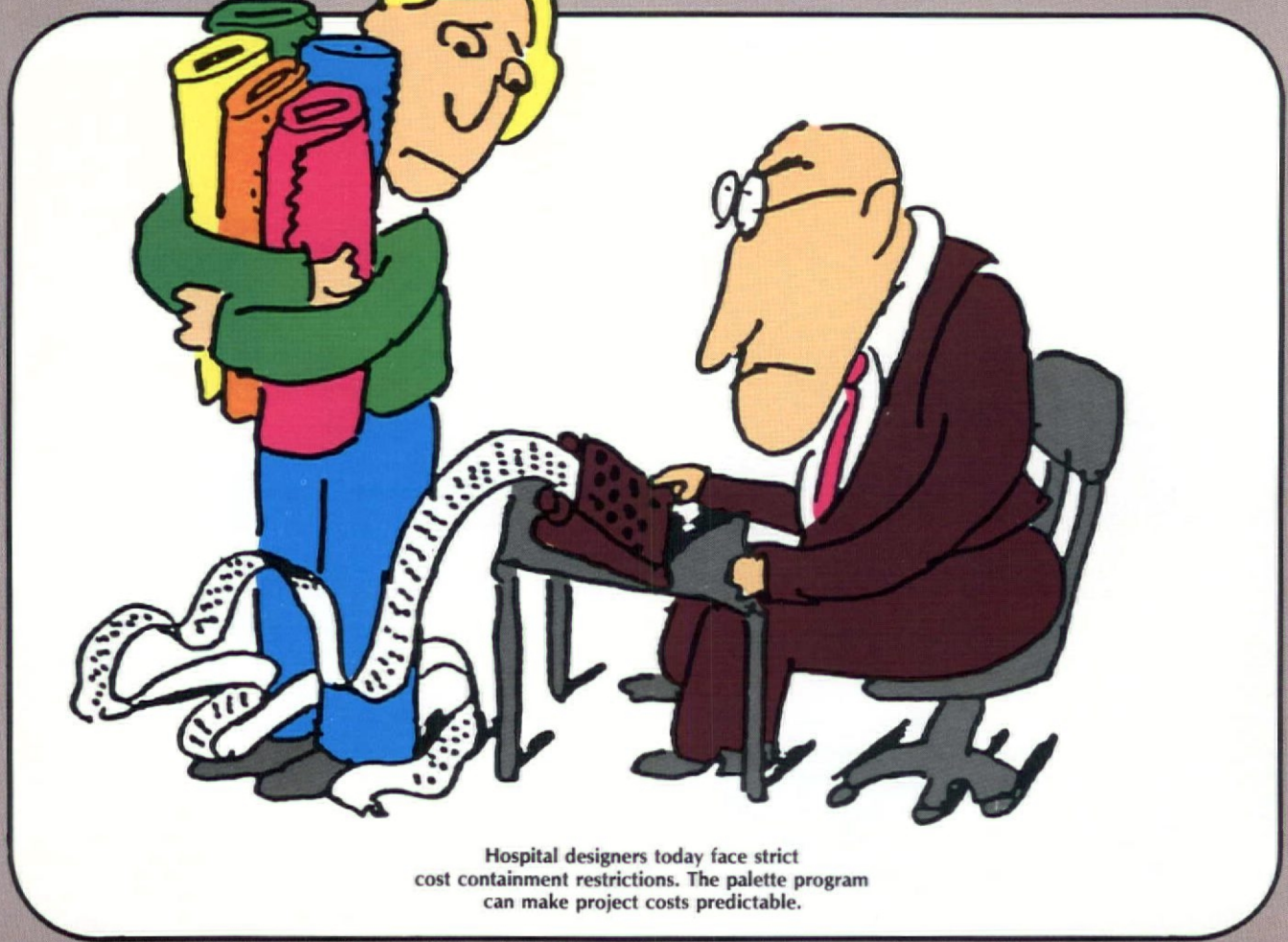
Public waiting area in the Charles Henderson Child Health Center, Troy, Ala., is furnished with low-maintenance, functional units for seating and childplay. Stepped skylight eliminates need for artificial lighting. Raised, carpeted platform creates play area for children.

WEST COAST SPECIFIER FIRM SETS CLIENTS FREE WITH HOSPITAL SPEC MANUAL

Materials guide gives clients all they need to spec, order, and replace components in a continuing design program

When a healthcare facility design project is completed, Ford Design Group Inc., Los Angeles, sets the client free. It turns over to the client a do-it-yourself interior specification manual that permits hospital staff to replace textiles or repaint wall surfaces in a continuous color program.

The practice may appear to be self-destructive, enabling the client/hospital to function without need to consult the designer. But, in fact, it creates more business for Ford by pleasing the client and freeing the design firm to do more specialized functions. Word-of-mouth referrals from one healthcare facility to another keep Ford Design Group busy.

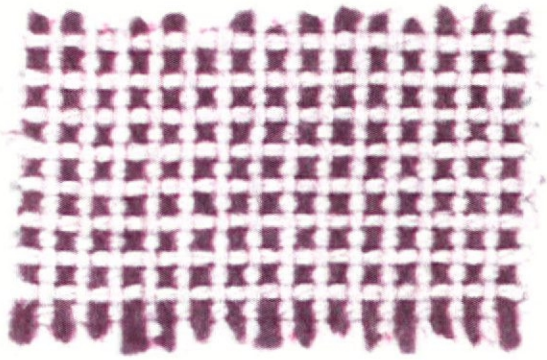


Hospital designers today face strict cost containment restrictions. The palette program can make project costs predictable.

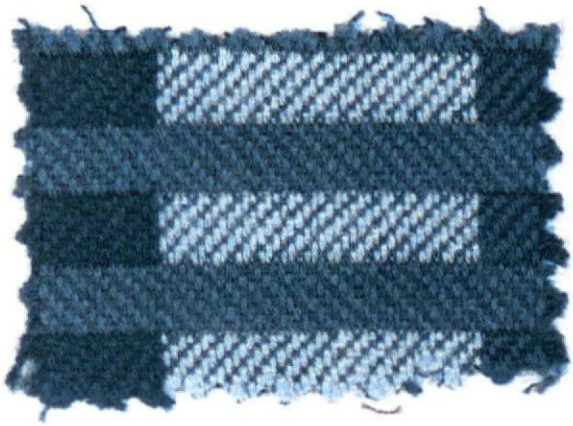
Cartoons by Marvin Rubin

Palette Program

Material:	Upholstery Fabric
Manufacturer:	Maharam Fabric Corporation
Pattern Name:	Nylon Solid
Color Name and Number:	Nutmeg, #3
Fiber Content:	100% Nylon
Width:	54"
Fabric Backing	Acrylic
Repeat:	None
Fabric Finish:	Scotchgard
Flame Resistant:	Tunnel Test Surface Ratings: ASTM-E84; ANS #2.5; NFPA #255; PFF6; UL #723; UBC #42.1; CAL. REG. #CS-191-53.
Classification:	Flame Spread Rate: 10 Fuel Contributed factor: 5 Smoke Density Factor: 0
Upholstery Wear Test Data:	100,000 Double Rubs, Wyzenbeek Method
Light Fastness Data;	40 + Hours
Application:	Upholstery fabric for use in Medical Areas. May be used for tackboard covers at Nurses Stations.



Material	Upholstery Fabric
Manufacturer:	Boris Kroll Fabric
Pattern Name:	Ponte
Color Name and Number:	9316-10 LA
Fiber Content:	72% Rayon, 28% Cotton
Width:	54"
Fabric Backing:	None
Repeat:	11 1/2" Vertical, 3/4" Horizontal
Fabric Finish:	Specify "To be Scotchgarded"
Flame Resistant:	This fabric meets the Class 1 requirements of U.S. Department of Commerce CS 191-53 as specified by The State of California Bureau of Home Furnishings per Technical Bulletin 117.
Application:	Upholstery fabric for use in Lobbies, Waiting Rooms, Lounges and Patient Areas.



Known as the "Palette Program," the manual strategy incorporates recommendations, specifications, and sample swatches — all a client needs to refurbish interiors.

As recently applied by Ford customer Hoag Memorial Hospital Presbyterian, the manual program resulted in lowered costs, design continuity, and a hedge against the frustrating problem of discontinued materials.

Aims for continuity

In fact, marketplace longevity was a major criterion in selecting materials to be included in the program.

"We did an extensive market survey and found that one problem of a long-range specifying program is that materials are often discontinued," explains Patricia Ford, ASID, firm president. "We therefore concentrated on those that were certain to be available for a long time, or, we found new ways of specifying materials for Hoag."

"For example, the print drapery fabric that the hospital was using had been discontinued," Ford notes, "and, we found that anything they selected might also be discontinued. So, we designed a custom pattern for them to use. The hospital owns the screens and can print material at will. Now, they use this fabric wherever they make replacements."

Ford's print motif echoes the hospital's sailboat logo and conforms to requirements of printability on flameproof goods. To meet another critical consideration of light transmission, a white background was chosen for the pattern.

Aside from this special case, Ford Design adhered to generally available materials that hospital engineers could order themselves. Samples are inserted into the book next to pertinent data on: manufacturer, content, flame resistance, and various applications throughout the hospital.

When applied, the system's ease of operation is apparent. In the course of reconstructing a nurse's station, for example, the program user is guided through material selections by a series of delineated choices for each application. If a first-choice fabric is unavailable, substitution can be made without having to consult a designer.

"With some materials, such as cubicle curtains needed right away, we picked alternatives for them," Ford says. "On others, the complete specifications help in asking manufacturers for suitable substitutions to meet wear standards. One of the nicest things about the program is that the engineering people get to play with it a little."

Starting in 1978, after the hospital accepted Ford's proposal to compile the book, her firm worked for 18 months to complete the project. The time was devoted to studying the client's existing standards, surveying the market for dependable materials, and designing colorways that would unify design.

"Basic problems brought to our at-

PALETTE PROGRAM

Unifies old and new hospital sections

tention were a complicated inventory of materials, design inconsistency between old and new areas, and a layout that was difficult for patients and visitors to navigate," Ford recalls. "All of the corridors had white walls, and the same orange carpet was used throughout the hospital because it cleaned and performed well. We kept the carpet, but convinced them that it wasn't necessary to use it everywhere."

To allow quantity purchasing, Ford Design trimmed the palette to three interrelated color ranges of green, blue, and rust. This allows the specifier to remain within a unified design for a specific area, while purchasing quickly and economically. Color was also used to define each section by function and to ease pathfinding throughout the hospital's departments.

"We cosmetically unified the older, less popular orthopedics and maternity sections with the newer tower building," Ford notes. "These areas were underused, because doctors were somewhat reluctant to admit patients there. Now, our client tells us that the unified look and easier navigation has led to greater acceptance of the hospital as a whole."

Whenever Ford Design was asked to deviate from the standard program groups, as in the hospital's birthing room, the manual was updated. The book also includes flame spread certificates for all relevant materials, enabling safety inspectors to review them more efficiently. In effect, it has become a one-stop reference for all design materials found anywhere in the facility.

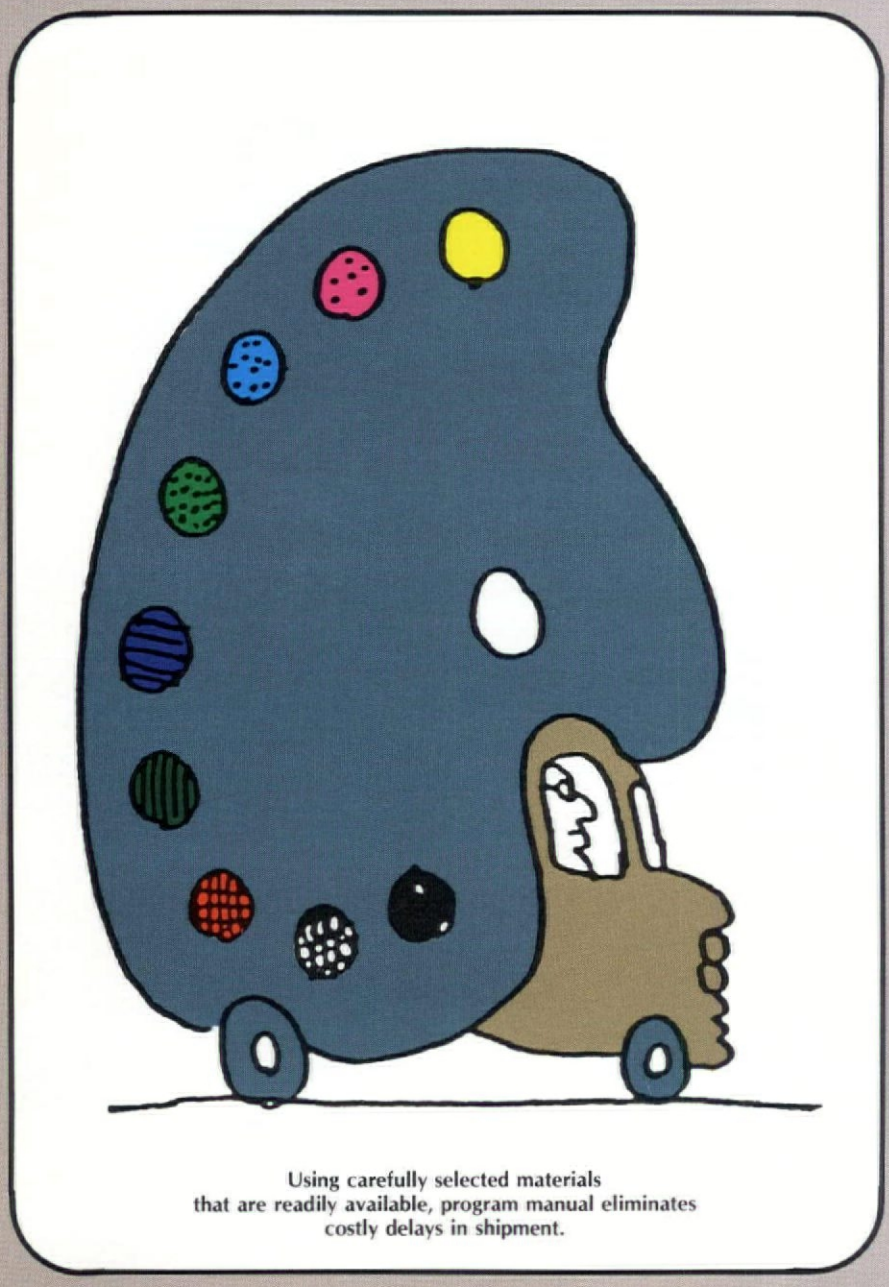
The manual was the result of a four-point research program that began with a *color-photo survey* of the hospital. Ford Design recorded all materials and colors already in use, noting their proportionate distribution.

Informal *interviews* with staffers followed, to document their reactions to these materials and colors. One point that emerged here was that the hospital's bright orange and yellow plastic laminates were considered glaring, and that yellow paint in patients' rooms interfered with preliminary diagnoses by skin tone.

Did market survey

The third step was a comprehensive *market survey* for materials' availability, longevity, maintenance needs and code requirements. Once selections were made, the designers developed a matrix of core and secondary materials. Core materials were standard to the entire hospital, while the secondary group was segmented into color groups of drapery and upholstery fabrics and paint colors.

"We limited paints to only a dozen colors, to permit maintenance of a better inventory," Ford says. "Core materials included the carpeting, three vinyl wallcoverings of different weights, one countertop plastic laminate, six cabinetwork plastic laminates, one cubicle curtain, one bedspread fabric, and vinyl asbestos and sheet floorings."



Using carefully selected materials that are readily available, program manual eliminates costly delays in shipment.

Materials used in quantity were made compatible with all three color schemes. Accent paints, wallcoverings and fabrics defined each scheme. Neutral background colors were brought in to build on the existing orange carpeting.

Ford states that the greatest benefit resulting from the program is a time savings in "tracking down a piece of vinyl wallcovering or a floor tile." In addition, other cost decreases, (not yet quantified) stem from streamlined inventory and full utilization of the hospital's current carpet investment.

"The people in the engineering department were taught how to use the book, and we involved them throughout its development," Ford points out. "Having their input on how they would specify was important. We had considered organizing the project with color boards, but we realized they wouldn't always be doing a complete program in every case."

Program of swatches unifies and coordinates older and younger areas of a hospital.

Often fabrics are introduced for hospital use and soon discontinued. The research behind the palette program insures longevity of use and ease of replacement of materials.

While completion of the palette program effectively ended Ford Design's specifying services to the hospital, the firm aims to develop similar concepts for other clients.

"In an era of soaring costs, we were pleased to be able to set the hospital on a prudent economic course," Ford says. "But, I really feel we have more to offer hospital clients than selection of colors and materials.

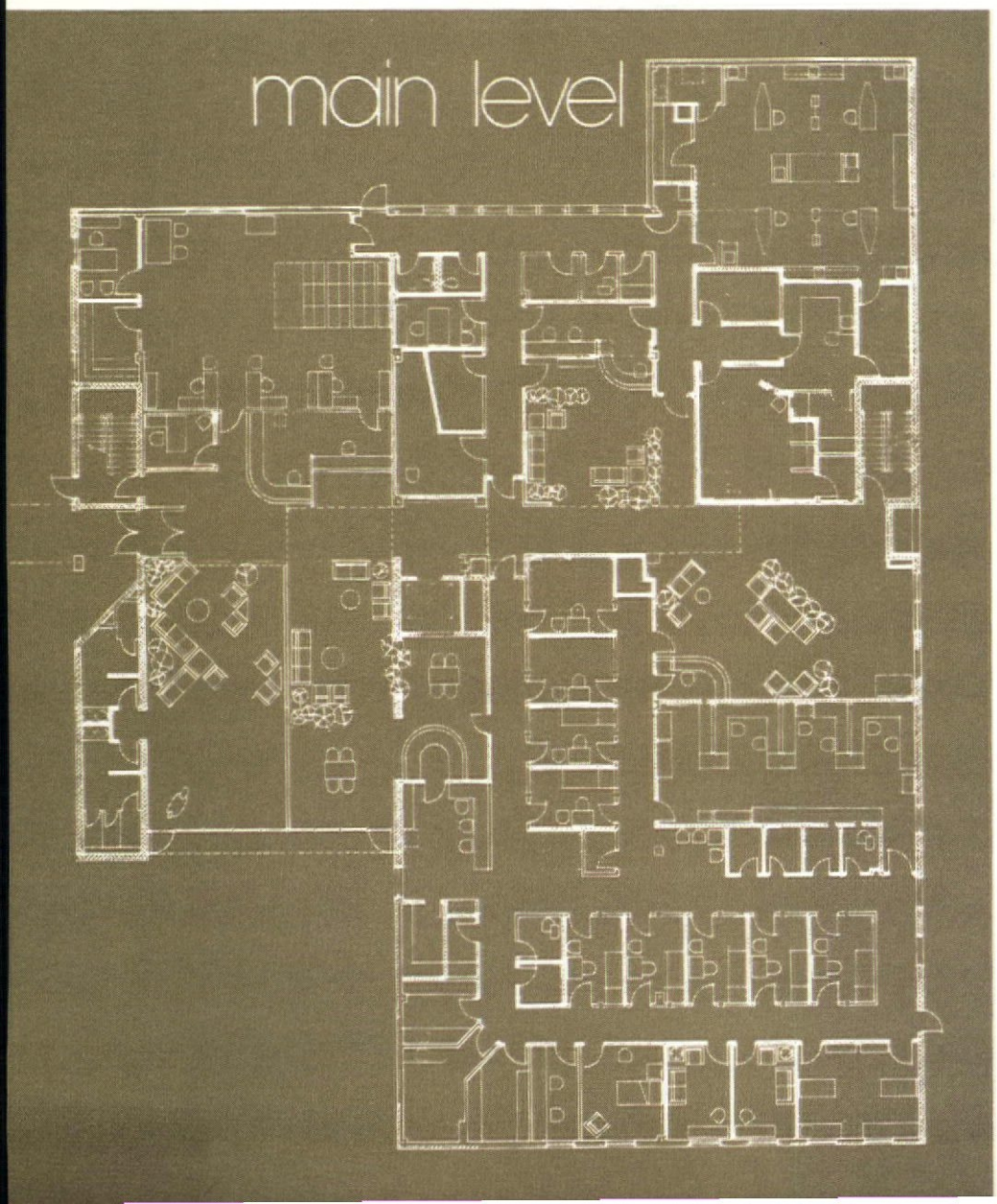
"For example, we designed an artwork program for the hospital because it wanted a way to encourage convalescents to walk in the corridors. Another innovation was a telescope we installed in the waiting room, so people could view the bay, or, even their own homes. It's that kind of idea-generating process I want to develop further." □

Vivid Graphics, Muted Tones Are Natural Choice for Alabama Child Care Center

Color scheme and functional signage work together to separate age groups and accommodate planned expansion

When it comes to children's medical facilities, most design schemes call for primary colors — red, blue, yellow — in an effort to appeal to children. But, the color palette at Charles Henderson Child Health Center (CHCHC), Troy, Ala., meets an additional requirement: it separates patients aged one- to 20-years-old into peer groups for treatment.

Elisabeth Dodson, ASID, senior interior designer for project architects Gresham & Smith, chose muted primary and neutral colors that identify waiting areas for two different age groups. Says Dodson, "I maintained color and a hint of the whimsical without using bold, primary colors and kiddie cartoons."



Colors were matched to age ranges of clinic patients. Reds and mauves were chosen for one- to 10-year-olds, and blue tones were used in teen areas, further separating waiting areas by age groups. Each examination room has two entrances, one faces toddler waiting areas and the other opens to teen space.

The separation scheme evolved from plans of CHCHC's governing board, headed by Dr. Randolph Batson, president and physician-in-chief. Gresham & Smith then implemented the idea and Dodson promoted the effort through her color scheme. "It was important that older children have a place of their own. They should not feel as if they are going to a baby doctor," Dodson says.

Group separation continues in the center's graphic display; red symbols mark toddler entrances/corridors and blue graphics identify teen entrances/hallways. Dodson's use of graphics provides the building's only artwork and also directs traffic.

Graphics lend direction

"I want the child to know where he is in the clinic so that he doesn't feel lost," explains Dodson. "Graphics direct children to various areas and help make trips to the doctor more pleasant." (Gresham & Smith's design booklet about the center reads, "The building should say 'it's fun to go to the doctor.'")

Dodson designed the graphic applications herself and had them cut from Kydex material for silicone adherence to

Reception area for toddler patients (opp. page) has easy-care brick walls and stepped skylight for limited heat gain. Furnishings sized for both adults and children create a high degree of function. Red chairs and lounges and large plants splash the area with color. Floorplan (left) shows positioning of main floor waiting areas and examination rooms at the center.

reception

CHARLES HENDERSON CHILD HEALTH CENTER

Doctor's consultation necessary for equipment specs

painted walls. Graphics are removable, thus enabling the space to be repainted without damaging the signage.

"We needed no additional artwork for the building," explains Dodson. Although still considering use of a mobile, Dodson has relied on graphics and sculptural forms of space within the building for visual focus. "A structural 'cloud wall' provides playful interest and also divides waiting area space," says Dodson. Shaped along the form of a stepped skylight, the cloud separates a main public area from toddlers' space.

Skylight brightens space

Little artificial light is needed since a large skylight is structurally stepped over the main waiting area. Its graduated steps prevent direct heat gain. This design also eliminated a need for window treatments. Two levels face the skylight, with a balconied executive area overlooking the main waiting space. Varied elevation of the structure permitted accommodation of lower level facilities, including a snack bar with outside eating space.

Dodson chose easy-care, plastic-laminated furniture for both indoor and outdoor eating areas. All walls are exposed brick or painted surfaces for low maintenance. Lacquered wood cubes serve as tables in waiting areas; all furniture and carpet are treated for soil resistance. Carpet was specified in a deep neutral color to conceal dirt. Small-scale versions of traditional furnishings were selected for tot waiting spaces.

Dr. Batson worked closely with Dodson on medical furnishings selection. Medical examination tables were custom-designed for children. Childproof hardware and adequate storage were musts in table designs.

The entire design of CHCHC was planned in anticipation of future expansion. Architects designed the unit so additional facilities could be incorporated without major structural change. Dodson tried to select timeless colors and furnishings for design continuity when the center is expanded. She explains, "I chose strong contract seating lines for sculptural quality. These designs have been proven and I expect them to remain contemporary."

Innovative in her material and furnishings selections, Dodson thought of unconventional ways to use space. A three-part stack of benches in one waiting area can be converted into a seating arrangement for entertainment viewing. Setting apart small play tables from parents' seating helps keep children's activities limited to one area under adult supervision. The main waiting area at CHCHC has a raised, carpeted platform for additional play and climbing space.

Concerned about contemporary design for rural clientele, Dodson felt a trip to CHCHC should be educational and fun. "It should be like a trip to a shopping mall," she says. □

SOURCES

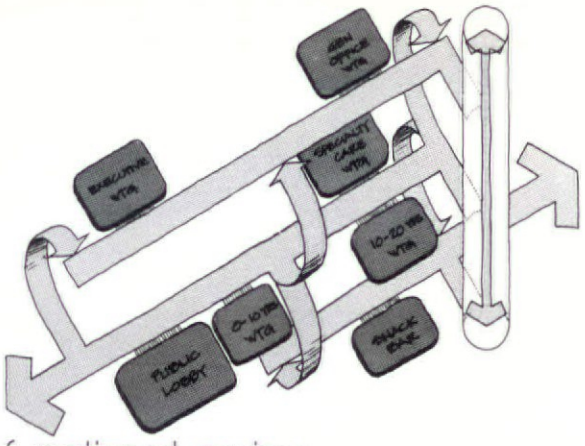
Chairs—Castelli, Artemide, Kinetics, Sunar, Metropolitan, Stendig. **Tables**—Kinetics, Castelli, Artemide, Intrex, Stendig. **Benches**—Stendig. **Lobby Seating**—Metropolitan. **Desks**—Xception. **Desk Accessories**—Smith. **Coat Rack**—Artemide. **Children's Shelving**—Beylerian. **Planters**—Smokador. **Upholstery**—Maharam. **Carpet**—Patcraft Mills. **Flooring**—Armstrong. **Custom Examination Table Fabricator**—Majestic Fixtures Co. **Custom Graphics Fabricator**—Trawick Designs.

Architectural Firm—Gresham & Smith.
Interior & Graphic Design—Elisabeth Dodson, ASID.

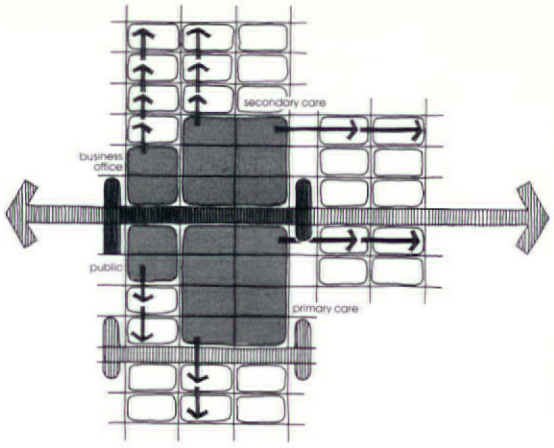
Cloud wall (left) adds interest to waiting area space as it divides public space from the toddler area. Curves of wall follow stepped angles of the skylight. Executive area furnished in muted tones overlooks public space. Four diagrams (opp. page top) indicate functional zoning, expansion theory, spacial concept, and internal circulation. Interior design played an important role in carrying out architectural plans for the space through use of color and graphics. Snack and vending area (opp. page bottom) is vividly marked by graphic symbols and lettering. Low-maintenance tables and chairs are placed both indoors and out for use during summer months.

Photos by E. Alan McGee Photography Inc.

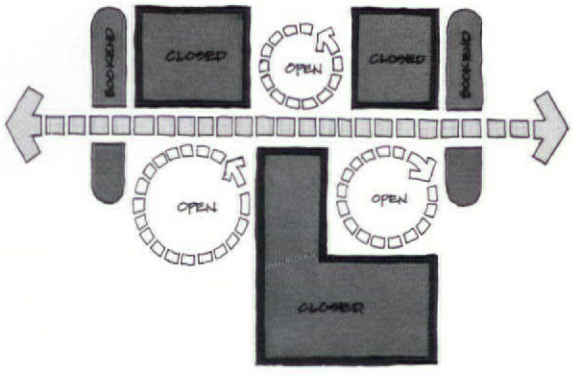
Teenagers don't like to be mixed with the small children in a typical pediatrician's office. Administrative areas should be visually open but functionally separated from the public areas.



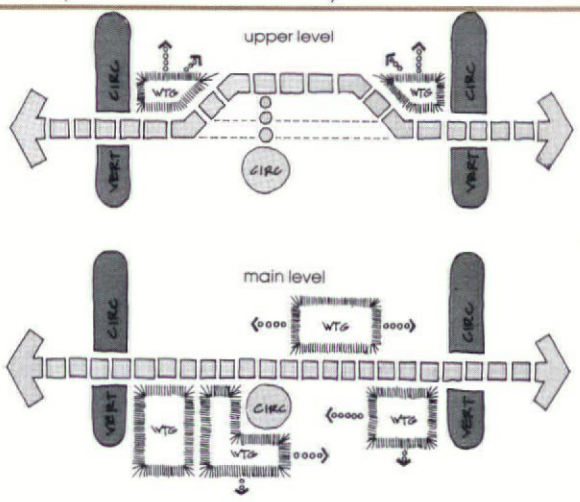
functional zoning



expansion theory



spacial concept



internal circulation

Color Scheme Helps Key Entrances, Services at Newly Remodeled Midwest Hospital Facility

Entry and egress are simplified in new building plan that uses color to direct patients and visitors.

Clearly defined entrances and centralized outpatient departments have upgraded image and increased caseload at Mary Rutan Hospital, Bellefontaine, Oh.

Working with an old, linear structure built in 1954, the Design Group Inc. fashioned a tri-cornered exterior that affords more convenient parking, entry, and exit for visitors. Where before there were no covered entries, two main entrances now have color-keyed canopies and corresponding interior decor. Both provide visual direction to specific healthcare services.

Visitors are oriented

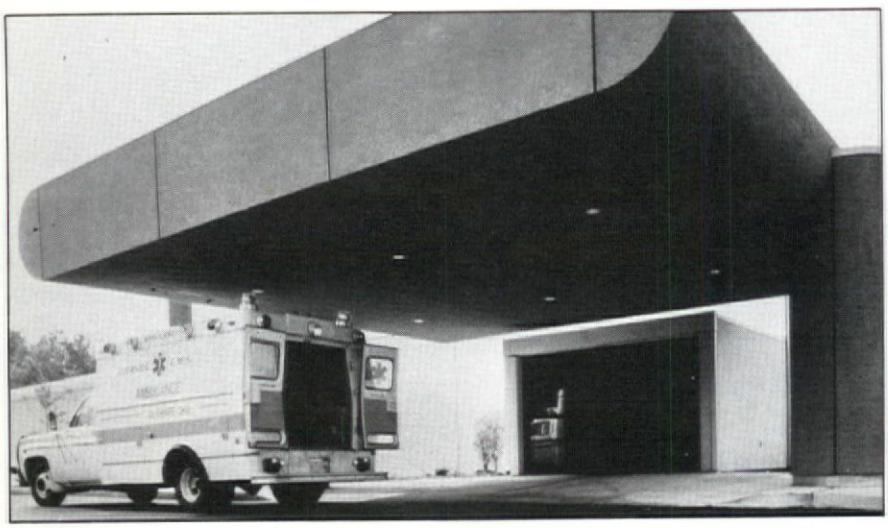
The main public access is located by a blue canopy at the building "front," while the emergency/outpatient service entrance is signalled by an orange carport. Both are made out of colored drivit; a colorless form of this synthetic plaster covers the original exterior brick facade of the facility.

"The current building doesn't really have a rear," says Harold Weithman, project principal. "We've given equal identity, yet clear distinction to two separate entries. Before remodeling, visitors entered through loading docks, emergency doors, and even back stairs. There was confusion in reaching needed services."

After re-stating the definition of entrances and organizing interior departments accordingly, the hospital has realized an increase in outpatient volume. Critical care services—grouped inside the orange entry—are centralized in a core of radiology, lab, x-ray, physical therapy, and medical records departments.

"We centralized outpatient services on the ground floor between the two

Emergency waiting area is signalled by orange color. It features upgraded fabric-covered seating and wall graphics that define outpatient service departments. Reception portion serves as emergency triage area with special routing to treatment rooms. Emergency entrance (below) is also orange.



MARY RUTAN

Bright graphics repeat exterior hues

entrances. In the older building, these specialized consultation services were dispersed among several floors," notes Weithman. The total area of the newly organized ground level is 15,800 sq. ft.

An emergency reception desk is slightly off-axis with the emergency entrance door. To the left as visitors come in is the emergency room; the waiting room is to the right. Thus, the area affords a triage entrance to efficient emergency care.

Ground floor public areas are in purple and blue tones which match the color scheme of the public access canopy. A new main lobby, snack bar, and gift shop were completed in these coordinated color cues.

A purple, serpentine sofa is a focal point of the main waiting area, creating a decidedly non-institutional feeling for the space.

"Our approach has always been to create a home-like feeling in healthcare. We believe that hospital visits should be relaxing. A fresh environment helps release tension," says Weithman.

Brightly-colored striped wall graphics pick up the hue of carpets and exterior canopies for the two floor areas. Signage is incorporated into these designs. Graphics are initiated in the main lobby and disperse thoughout other departments.

"This way," Weithman explains, "when people enter one department from another, they are oriented by graphics. The stripes are a visual 'outpost' that ties into the older parts of the building." Indeed, in renovations performed on other levels of the facility, graphics are a major assist to traffic flow.

Also in keeping with home-like aims of designers are fabrics specified for waiting areas. "We like to use recoverable materials in seating areas—those which are a cut above molded plastic," comments Weithman. Adding to the feeling of color and openness are 6-ft.-high circular windows, all featuring custom vertical blinds. The window shape is repeated on exterior walls which curve toward the roof. □

SOURCES
Sofa, chairs, open plan panels—Herman Miller. **Chrome table**—Intrex **Planters**—Architectural Consultants. **Lighting**—Lightolier, Halo. **Window blinds**—LouverDrape. **Ceiling**—U.S. Gypsum Acoustone. **Carpet**—Lee's "Precedence." **Wallcovering**—Genon vinyl.

Striped walls (opp. page) are "visual outposts" that orient visitors to departments and connect older hospital areas to new facilities. Remodelling at Mary Rutan involved consolidation of outpatient services, including medical records (left), now organized in an open plan system. Ground floorplan (below) demonstrates entrance/egress communication points which were simplified for ease in routing visitors and patients through facility.

LOW-MAINTENANCE DESIGN EFFECTIVE FOR HEALTHCARE

Institutional settings require mobile, accessible goods necessary for convenience and adaptability

Brayton

Brayton International Collection—Solid 8/4 oak constuction combines with soft padded seating units in the Vikus line. Each seating section is individually removable for ease in re-upholstering. Designed for waiting room seating and other uses. **Circle No. 302.**

Tulip Inc.—Karla healthcare chair has removable, zipped upholstery. Materials used are fire retardant. Unit has webbed construction and a one-piece steel frame. Optional wood or upholstered arm caps are available. **Circle No. 305.**

Thonet—Steinberger recliner is of solid elm or 14-gauge, tubular steel. Urethane-filled upholstery covers seat, back, and footrest. Openflo seat/back construction and sinuous-spring seat base add comfort. One lounge and two recliner positions are offered. **Circle No. 248.**

Falcon—Geriatric chair has complementing arm and side chairs. Wood is solid beech and comes with varied finishes and upholstery. **Circle No. 294.**

Gregson—Shown is chair #3311 in walnut. Model measures 24½-in. wide by 30½-in. high by 28-in. deep. Choice of vinyl, fabric, or leather upholstery is offered. **Circle No. 244.**

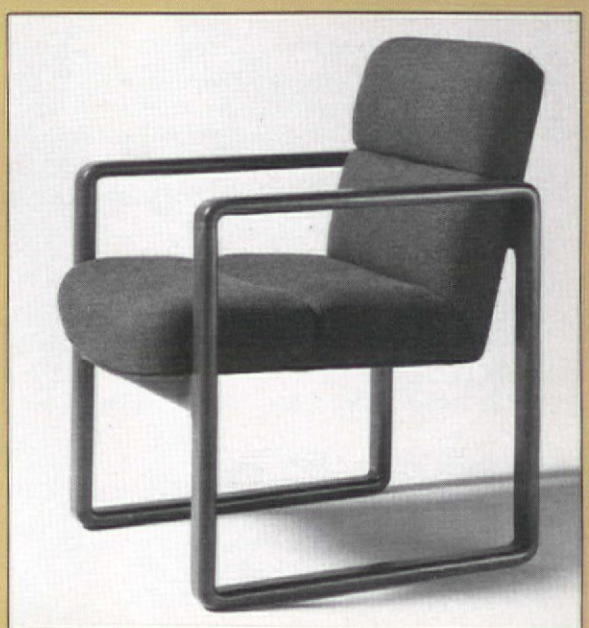
Tuohy—Harbinger series consists of single, double, and three-seat sofa pieces with solid oak, butcher block chassis. Cushions are of polyfoam wrapped in fabric. Seat cushions are supported by an adaptive network of flexible steel meshing. **Circle No. 253.**

B&B America—Alanda lounge series is equipped with an internal mechanism which turns back cushion into a headrest when raised. Armrests extend up to adjust to individual comfort. Group consists of an armchair, two-seat sofa, and long sofa that seats three. Steel frame is padded with molded urethane foam. A choice of fabrics and leathers is available. **Circle No. 251.**

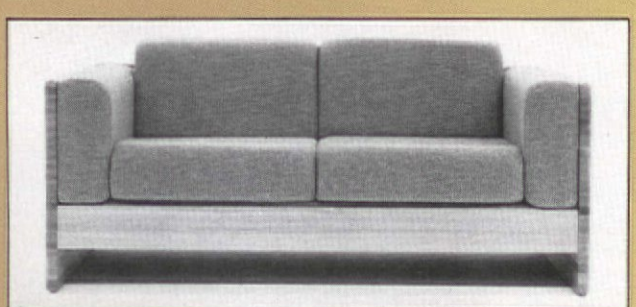
Tulip

Thonet

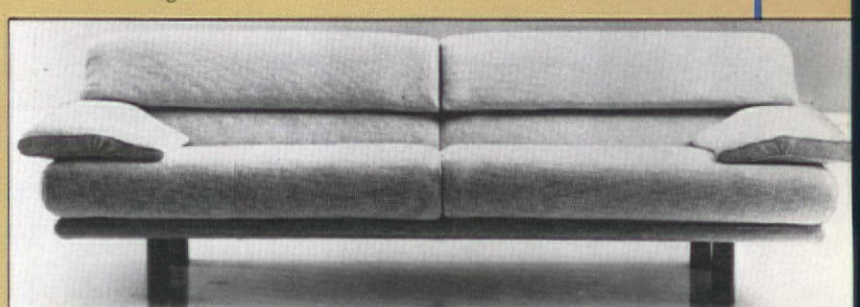
Falcon



Gregson



Tuohy



B&B America

HEALTHCARE PRODUCTS

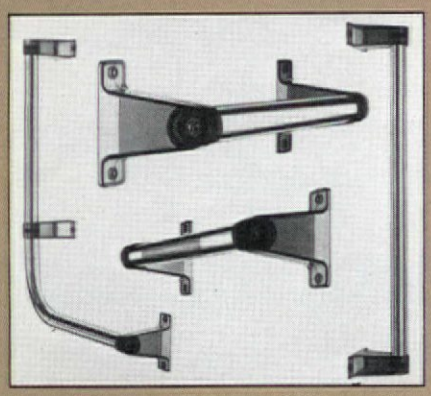
Adjustable units allow varied height

Lumex—Ortho-Biotic metal-framed rockers and armchairs have welded, steel-framed platform base with rubber feet to prevent sliding. Waterfall-shaped armrests and firm lumbar sacro-supports ease egress. Seating is upholstered in flame- and stain-resistant Naugahyde and comes in five colors. Frames are of corrosion-resistant Versa-Guard. Plus, winged, adjustable headrest with side support is optional. **Circle No. 241.**

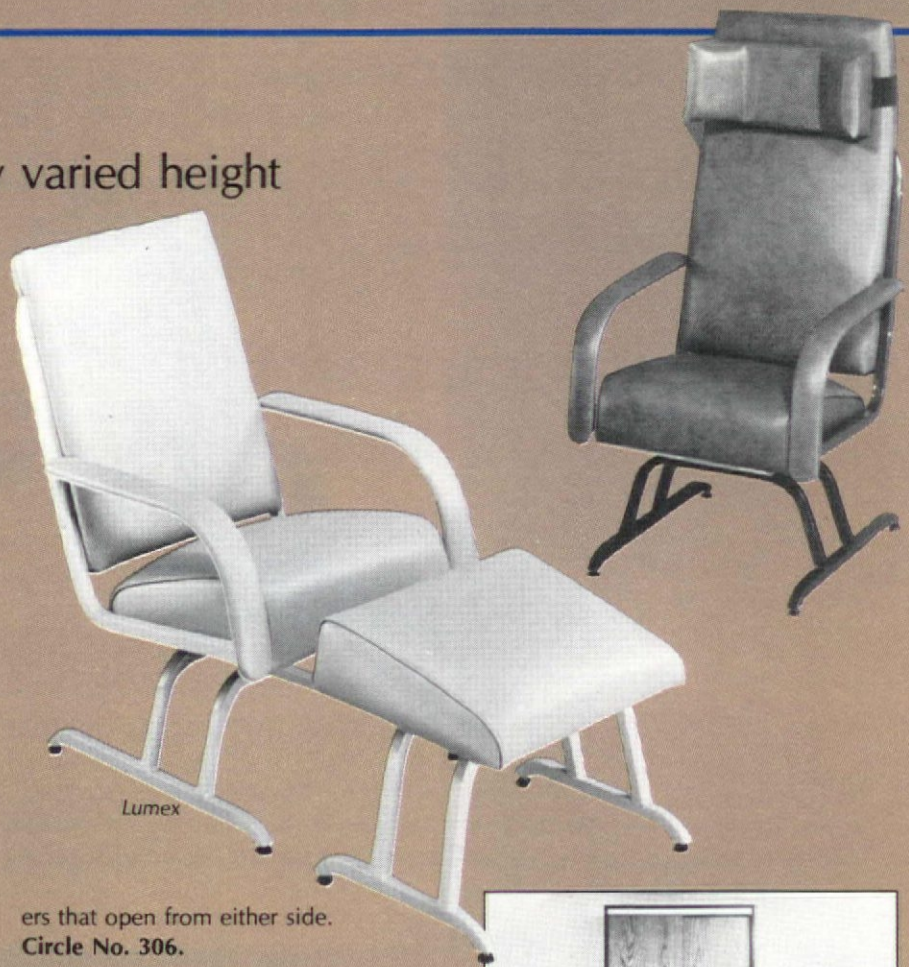
Beck-Lee—Firm's line of modular, laminated cabinets serve dental, in-hospital, and outpatient areas. Units are designed for easy in-house renovation. **Circle No. 255.**

Frohock-Stewart Inc.—Wall grab bar system provides safety and convenience for bathrooms. Modular design comes individually packaged in 16- or 32-in., with 90-degree angle units for interchangeability in assembly. Designed for stud-mounting on standard 16-in. centers, the series is made of Lexan mounting brackets that resist rust and corrosion. Steel bars are chromeplated. **Circle No. 295.**

InterRoyal—Overbed tables are designed for easy handling. Low gravity centers make them almost tip-proof. Pedestals are finished in Plastelle enamel and are durable, and quick-to-clean. Spring-loading allows wide range of positions, from 28- to 44-in. high. Offered options for automatic and manual tables include stainless steel pedestals and scuff guards, low-profile, cast-aluminum bases, and vanity drawers that open from either side. **Circle No. 306.**



Frohock-Stewart



Lumex

Garrett Tubular Products—Complete line of seating systems for medical, dental, and other institutional fields are offered. Diecast aluminum base adds stability. Saddle-shaped seat, in a wide selection of vinyl or fabric upholstery, increases comfort. Seat height adjustment is controlled by a pneumatic power cylinder or by firm's own Pin-Lok mechanism. **Circle No. 254.**

Henderson—Flemming series is available in two seat heights made with different cushion combinations. Designed for geriatric care, chair is solid birch wood with fabric upholstery. Backrest adjusts to two positions. **Circle No. 299.**

Herman Miller Inc.—Action lab system features flexible, modular components. Included are work surfaces, panels, drawers, shelves, chairs, lockers, process tables, carts, and transporters. All are designed for interchangeability. **Circle No. 372.**

Dependable Furniture Co.—Large scale barrel/wing back design has hand-tufted back. Chinese Chippendale legs accent design. Suitable for varied use in healthcare facilities. **Circle No. 296.**

Beck-Lee

Midmark—Pediatric examination table has recessed pedestal base which lets physician work close to patient. Padded one-piece top section measures 23-in. by 45-in., finished in seamless, stain-resistant vinyl. Upholstered front and back panels prevent patients from slipping. Plexiglas protective stop at head makes measuring easy and accurate. Scales, drawers, and cupboards are available. **Circle No. 249.**

Modernfold—Movable accordion partitions provide sight barriers, sound isolations and noise absorption. Steel frame construction is offered in a range of colors and textured vinyl fabrics. **Circle No. 256.**

InterRoyal

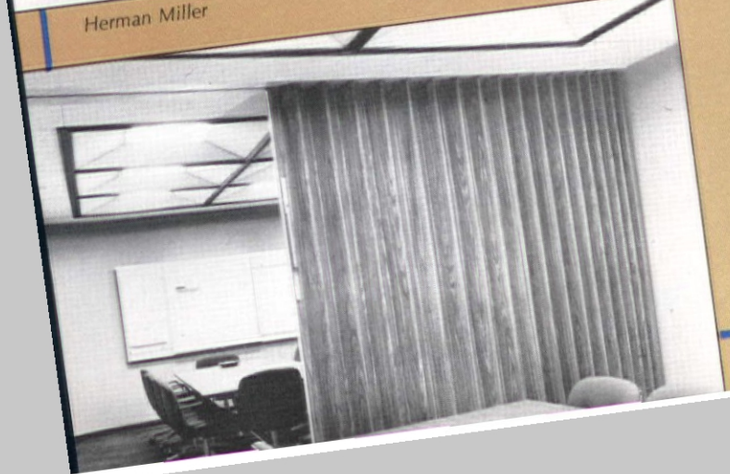
Henderson

Garrett

Midmark

Herman Miller

Modernfold

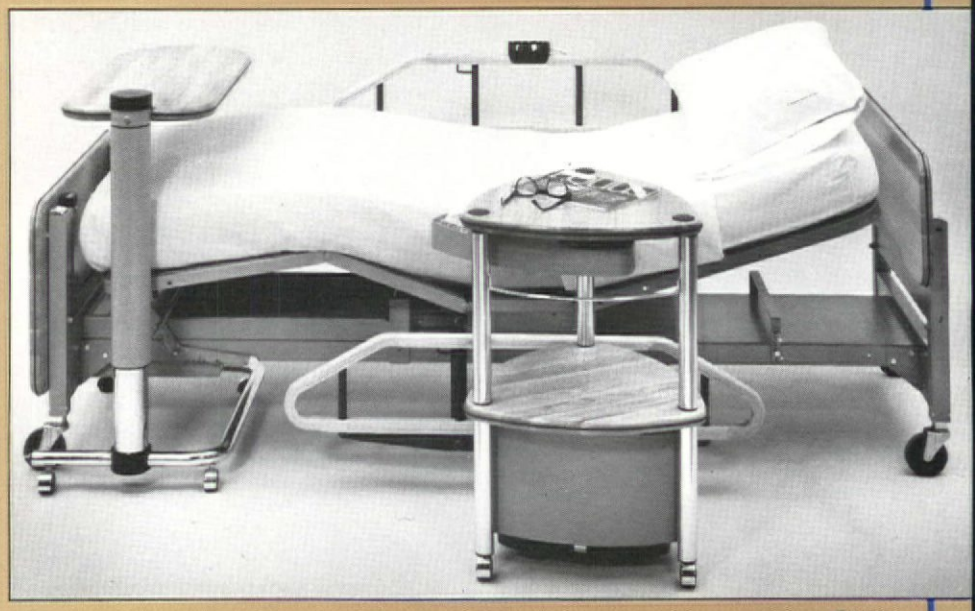


Dependable

HEALTHCARE PRODUCTS

Carpet tiles, medical furnishings updated to meet needs

G & W Healthcare—Number 181 bed series is a four-button, pneumatic control bed with three ⅛-horsepower motors and emergency handcrank. Side rails are of solid oak bentwood with vertical movement and recessed self-storing mechanism. Removable head and footboards are of solid oak with wall-protecting rubber bumper strip. Non-electric control clips onto four different locations. Nine therapeutic positions can be achieved. **Circle No. 336.**



G&W

Interface Flooring Systems—Free-lay carpet tiles are processed by patented fusion bonding. Impermeable material backs 18- by 18-in. modules. Tiles are easily removable and may be cut for precise fit. Surface is 100 percent Zeflon nylon with static control. **Circle No. 297.**

Hag USA Inc.—Versatile stacking chair can be used in waiting and conference areas, as well as for dining. Finishes include light oak, walnut, and mahogany. Leather or fabric upholstery may be specified. Available with or without arms, glides, writing tablet, linking device, and stacking trolley. **Circle No. 303.**

ADD Interior Systems—Hi-back Warren Chair and low-back "Goldberg Variation" offer soothing rocking motion and ease of exit for geriatric, maternity, orthopedic, and rehabilitative patients. Models were developed for Bertrand Goldberg Assoc., Chicago. **Circle No. 252.**

Interface

TMI Systems Design Corp.—Laboratory casework system is suspended for flexibility. Plastic laminate cabinets and panels accommodate a variety of fixtures. Countertop materials may be custom-selected. **Circle No. 368.**

Gunlocke—H-series healthcare collection includes tables as well as guest, lounge, side, and patient chairs. Pieces are of oak, designed by William Sklaroff. **Circle No. 243.**

Paoli—The #901 convalescent chair has tight seat and back construction. Seat height measures 18½ in. with a 1½-in. space between seat and back for cleaning. **Circle No. 245.**

Outlook in Plastics—Easy-care utility trucks have galvanized welded steel bases. Casters with thread guards are standard. Available in 12-, 14-, 16-, 20-, and 22-bushel capacity. **Circle No. 291.**

Hag USA

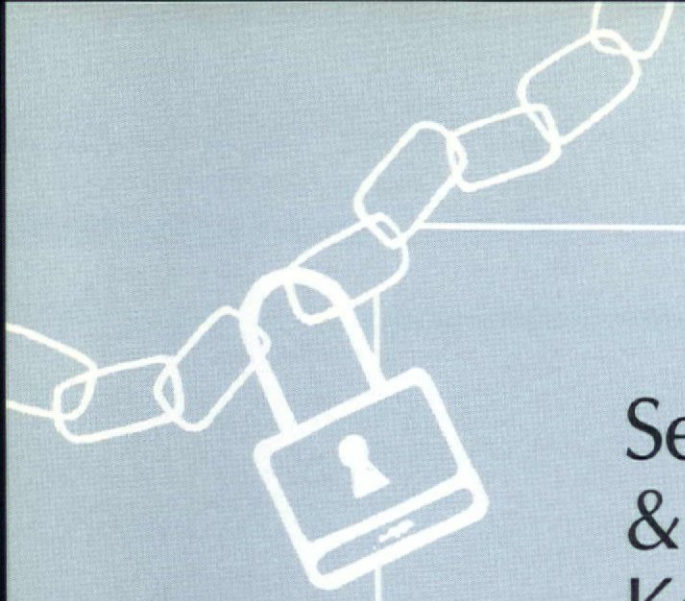
ADD Interior Systems

TMI

Gunlocke

Paoli

Outlook In Plastics



Security-Minded Design & Loss Prevention Key To Hospital Safety

Estimated theft losses of $1,500 to $2,000 per bed, per year, make security a high priority with administrators

by **Diane Botnick**
Security Editor

A shotgun wedding between hospital designer-specifiers and security consultants may not be required to assure development of well-protected healthcare facilities. Some planners and architects already are working in tandem with loss prevention experts, or at least are taking safety factors to heart when designing facilities. These unions are slow to form, however, because of inherent design conflicts in two areas: (1) patient convenience and safety and (2) building esthetics and protection.

With estimated losses of $1,500 to $2,000 per bed, per year, from pilferage, U.S. hospitals are coming under closer scrutiny by administrators for their ability to protect both people and goods. The concern over personal safety came to the fore recently when a young woman being treated for gunshot wounds at the Shands Teaching Hospital in Gainesville, Fl., was killed by a gunman who burst into the emergency operating room. Later identified as the victim's estranged husband, the man also shot a physician.

Design alone not panacea

Of course, security-minded design alone is not a panacea for these ills. It must be supported with a loss-prevention, management system and appropriate use of security equipment and manpower, as consultants and designers are quick to point out. What the hospital layout *can* do is facilitate access control and allow improved visibility and monitoring for staff.

Color-coded or keyed zones, divided by function with varying degrees of accessibility; inhibiting signage, or doing without it in sensitive areas; and cart systems for medications and linens are effective marriages of design and security management suggested by planners and consultants.

Designers also mention including placement of security hardware in their plans. In this category are electromagnetic locks for fire doors or secondary exits; closed circuit television systems in a central monitoring area, guard command post, or security station; and locking wall furniture. All of these elements can eliminate the costs of retrofitting the hospital for safety.

Guard, sign placement key

The security factor is nothing new...."We've been looking at it for years because there have always been thefts and danger to the patient," says Louis Rosenburg, president of Mitchell Associates, a hospital design firm in Wilmington, Del. "Nothing can replace the security guard at the entrance or the receptionist in the main lobby."

True, but their jobs can be significantly aided by preplanning for guard visibility in early design stages. Bill Endicott, Mitchell's director of graphic design, notes, "The main lobby's infor-

mation counter should be located where the receptionist can see the elevators and doors, otherwise there is no control over traffic flow.

"This is instinctive when we're planning the layout," he adds. "Usually, we look at the floorplan first, see if it works, and then plan for security. Things like using a closed circuit TV system have to be decided early. That's considered in the placement."

No I.D. for drug supply units

Other security considerations, whether intended as such or not, can appear in signage and graphics. Endicott explains, "The drug supply units and drug storage areas aren't marked—employees know where they are. But, in the parking lots, we want the graphics to identify lots and spaces clearly, because being able to find one's car quickly is important in these potential crime areas."

George Morse, security consultant and former director of protection and safety with the National Institutes of Health (NIH) for 16 years, suggests another design concept in zoning—a technique aimed to control access.

"The unfettered movement of persons vastly increases the opportunity for all types of improper behavior, including arson, assault, accident, vandalism and theft," Morse says. "Because today's hospitals offer a variety of services, it is virtually impossible to control all access routes. However, the hospital can be divided into three sections, or zones, based on a similarity of purpose among departments, which will greatly improve control."

Three zones can help

Morse defines these zones as follows:

- Unrestricted: Should be completely open to persons and encourage them to conduct their business without entering controlled areas. Examples are the main lobby, outpatient department.
- Controlled: Limits access to certain areas to designated persons, such as staff and patients. Examples are patient service areas such as radiology and pharmacy.
- Restricted: Limits access to personnel assigned to a specific department. A card reader may be used but design also can play a significant part. Examples are laundry, data processing.

Morse, director of George Morse and Associates, Silver Spring, Md., has worked closely with two architectural and design firms on healthcare projects, including the Franklin Square Hospital in Baltimore and Mt. Auburn Hospital in Cambridge, Mass.

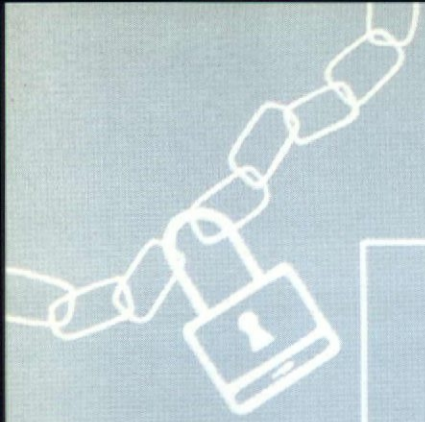
His son Robert Morse, also a consultant, notes, "Out of the 8,500 hospitals in the U.S., many are going to be renovated or expanded to upgrade protection. There are features that can be changed without tearing down the building."

"The unfettered movement of persons vastly increases the opportunity for all types of improper behavior, including arson, assault, accident, vandalism, and theft. The hospital can be divided into zones which will greatly improve control."

The Adelphi, Md.-based expert lists five common design mistakes which can be corrected:

- Entrances shared between staff and visitors, or personnel and supplies.
- Failure to segregate functions of hospital by placement; that is locating central pharmacy near public-oriented areas, such as cafeteria or personnel offices.
- Inclusion of functions not germane to the hospital—banks, post offices, beauty parlors—which increase extraneous traffic.
- Obsession with nighttime security. Often the only consideration addressed is nighttime lockup, but it is during the day that loss prevention problems are greatest.
- Failure to identify and protect critical areas. Pharmacies and cashier windows are placed at the immediate hospital entrance or in isolated areas which invites holdup attempts.

George Morse adds, "Frequently, an



HOSPITAL SECURITY

Access control is necessary in floorplan stage

attempt is made to provide some level of security by sprinkling guards and/or CCTV cameras in various lobbies but by this time, the battle has been lost. Without an access control plan, which also helps reduce traffic congestion, the only function of guards or cameras would be to watch for obvious criminal activity."

Designers anticipate that situation by drawing floorplans which inhibit outsiders' access to medicine rooms, for example. Jan Looney, interior designer, Gresham, Smith and Partners, Nashville, reports. "Medicine rooms can be located behind nurses' stations so a person first would have to go through the station to get access. That would be a prohibitive factor."

"CCTV is the biggest new feature for protection—a one-time capital expenditure of $100,000 will buy a system with 15 to 20 cameras. It can eliminate the recurring cost of guards' salaries because some monitoring guards will not be needed."

Senior project manager with Gresham, William Finch, adds, "Narcotics drawers can be designed so that when opened, a light automatically goes on to let nurses know that someone has opened the drawer. There also should be a window so anyone can see who's inside the narcotics area."

"Hard narcotics generally are stored in a vault on an inside wall—not on the corridor. This makes it difficult for an intruder to drill through the corridor wall to get in," Finch notes.

Specifies cart system

He recommends specifying a cart system for linens and medication which would entail sending loaded carts from the supply room to designated areas for use on each floor. Depleted carts are then exchanged with freshly stocked ones and routed back to supply rooms for replenishing.

Finch explains, "The cart system for linens and medication work the same way, except that there is a double lock on carts carrying hard narcotics."

Describing the similar unit-dose system, health design consultant Michael Rabin says, "By exchanging full for empty drug carts, the staff can see what's missing from the returned cart and keep track of supplies. This helped one hospital cut down on thievery 100 percent at the nurses' stations (where loaded carts are sent), because personnel were made responsible for cart contents."

Food service areas sensitive

Another area where the security factor is important is the dining room/cafeteria. "We try to design eating areas so the large cafeteria can be closed off from the part with vending machines—this can cut down on stealing and vandalism," Rabin notes. "It's a design problem that can be solved with a hidden grill that comes down from the ceiling or decorative wooden panels."

Rabin adds, "There's also a design problem involved in complying with building codes and making the building secure. We suggest controlling egress and entry with doors which allow someone to get out from inside the building but do not permit an outsider to get in. This allows compliance with codes requiring so many exits, and yet helps to physically man space."

Special door lock available

Security engineering consultant Charles Schnabolk designed the electronics for an electro-magnetic door lock which can be used on mandated fire doors and secondary exists.

He explains, "The lock on top of the door keeps it shut while the electric power is on but once a fire alarm is activated, the power (to the lock) cuts out and the door will open when someone pushes the panic bar." Hardware, manufactured by Securitron in Los Angeles,

has the approval of the New York City Fire Department, according to Schnabolk.

Looking at monitoring equipment, Schnabolk points out that CCTV systems can be tailored to fit specific needs of hospitals and can save facilities money in the long run. "CCTV is the biggest new feature for protection—a one-time capital expenditure of $100,000 will buy a system with 15 to 20 cameras. It can eliminate the recurring cost of guards' salaries, because some monitoring guards will no longer be needed."

Another measure Schnabolk recommends is using signage and one-way doors to contain people and control traffic. He notes, "There's always a problem with patients wandering around. Fool them with signs that would discourage them from walking into an area or room." An example he gives is a sign reading, "Do Not Enter—Oxygen Being Used."

Pharmacy is trouble spot

Ronald Deniger, security manager for the 483-bed Touro Infirmary Hospital, New Orleans, pinpoints the pharmacy as a trouble spot which could benefit from security input in early design stages.

"We're almost never consulted about hospital design, although in the past six-to-eight years, people have started noticing security because of mounting thefts," he reports. "Security used to mean having someone standing in the lobby every day saying 'good morning.'

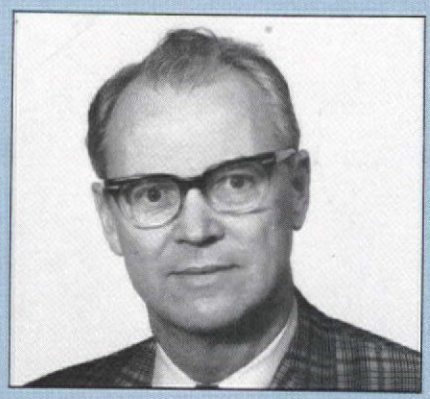
"For one thing, the pharmacy should never be put on the first floor. It should be on the second or above, because if it is hit, the security staff has a chance to respond and can block off the exits." Deniger continues, "Two New Orleans hospitals were hit by robbery last year and they lost about $½ million in drugs. They both had pharmacies on the first floor and one had it near an exit that led to the parking lot.

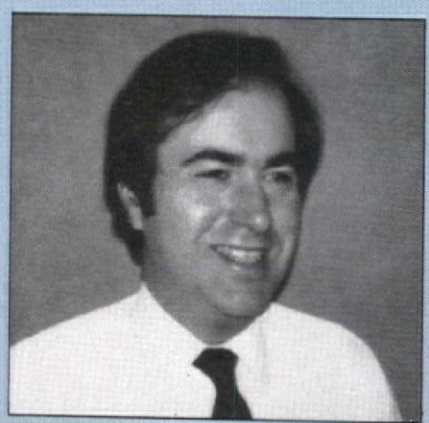
"In our facility, we are protected from such occurrences. There's a panic switch near the druggist. In case of trouble it sends a signal to the rear gate where the central guard station is. We dispatch three officers immediately when we get a panic alarm." Deniger adds, "If the vault which holds the drugs is opened, a light goes on at that rear gate, and we can mobilize to have the intruder or hold-up-man boxed in."

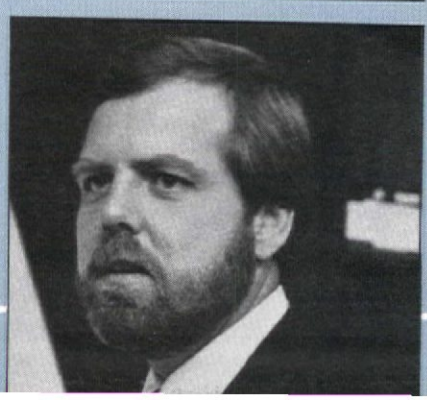
Disagreeing with Deniger's thinking on pharmacy location, Michael Rabin explains, "The pharmacy has to service the hospital and the emergency room, so you want to have it in a central location, near where it will be used.

"Drugs are not kept in the pharmacy; they are in a locked narcotics area. And there is an alarm on the pharmacy door."

He concludes, "Hospital designers and administrators must think of all the problems of design, not just security aesthetics, or function. □







Hospital zoning can be incorporated in design to enhance facility security according to specialists (shown top to bottom) George Morse, security consultant; and William Endicott, director, graphic design, Mitchell Associates. Specifying drug cart supply systems for designated areas is another precaution facility managers can take, advises William Finch, senior project manager, Gresham, Smith and Partners.

STANDARD SEATING CONFORMS TO PATIENT NEEDS

Formula matches symptoms of medical ailments to correct design features in non-specialized and healthcare seating

APPLICATIONS: *Medical-Surgical; Abdominal-Chest; Lower Limb Immobility.*

Lounge chair from Kinetics, Model 200/211H has a matching ottoman with a wide seat. Specifying this chair with the ottoman as a secondary guest chair yields double benefits because the patient has use of the chair ninety percent of the time. **Circle No. 377.**

by **MARGARET RICHTER,**
Health Facilities Consultant,
New York, NY

Margaret Richter is a freelance health facilities consultant working in the New York area.

Chairs are very important to patients in hospital confinement, even if the stay is brief. Patients go through periods of altered independence and tension grows, often accompanied by pain. Discomfort mounts with intraveneous infusions, drainage tubes, and soreness from multiple injections. A comfortable chair with proper support is a welcome relief during such confinement.

An ever increasing number of seating designs are manufactured for hospital

Reasonably priced Steinberger Elm Group from Thonet has many options, allowing hospital personnel to exchange different chairs on a given nursing unit. Conventional back height of this armchair is a plus for small-stature persons because lounge heights can push the cervical spine forward. ***Circle No. 379.***

use. However, not all of them are made by firms specializing in healthcare seating. Labeling a chair a healthcare product does not necessarily mean that it is ideal for all sitting situations.

Hospital patients present a wide range of needs, most of which are based on acute limitations of various parts of the body. To meet these needs, it is critical to tailor seating to match a variety of ailments.

Most hospitals try to arrange nursing units according to medical services—Orthopedics, Neurology, and Head & Neck Surgery. Similarly, designer/specifiers should formulate correct design features to match the signs and symptoms of such medical ailments. The 4WH Formula which answers the Who, What, Where, When, and How of hospital seating needs, was developed for this purpose. It asks five basic questions:

1. Who will use the seating?
2. What are their clinical wants and needs?
3. Where will they be seated?
4. When will they need seating?
5. How are they going to treat the seating?

APPLICATIONS: *Medical-Surgical; Vascular; Cardiac; Staff; Extra Guest Seat.*

Ottomans are highly recommended for patients and staff. Phlebitis is a common occupational hazard for nurses, especially those who stand for extended periods of time in one position. Thonet's Model 8779 provides firm support.

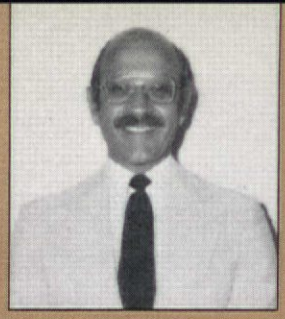
Formula dictates design

The 4WH formula chart (shown) illustrates how these questions can provide the key to properly choosing and using hospital seating. Matching design preferences to actual design features creates custom seating within a standard group of items. In addition, many manufacturers will add or alter a design to meet specific requirements for a minimal upcharge. Requesting padded armrests is a good example of changing an existing design to meet objectives. This further expands the availability of seating for hospital use, while creating a homelike feeling.

There are a few general principles to consider before choosing hospital seating. Most of these guidelines are in the areas of programming, maintenance, and

APPLICATION: *Pediatrics*

Alvar Jr., designed by Giuseppe Raimondi for Stendig, is made from one block of expanded polyurethane. Units are available in washable fabric.
Circle No. 380.



Dr. Roger N. Levy

DESIGN CRITERIA FROM AN ORTHOPEDIST

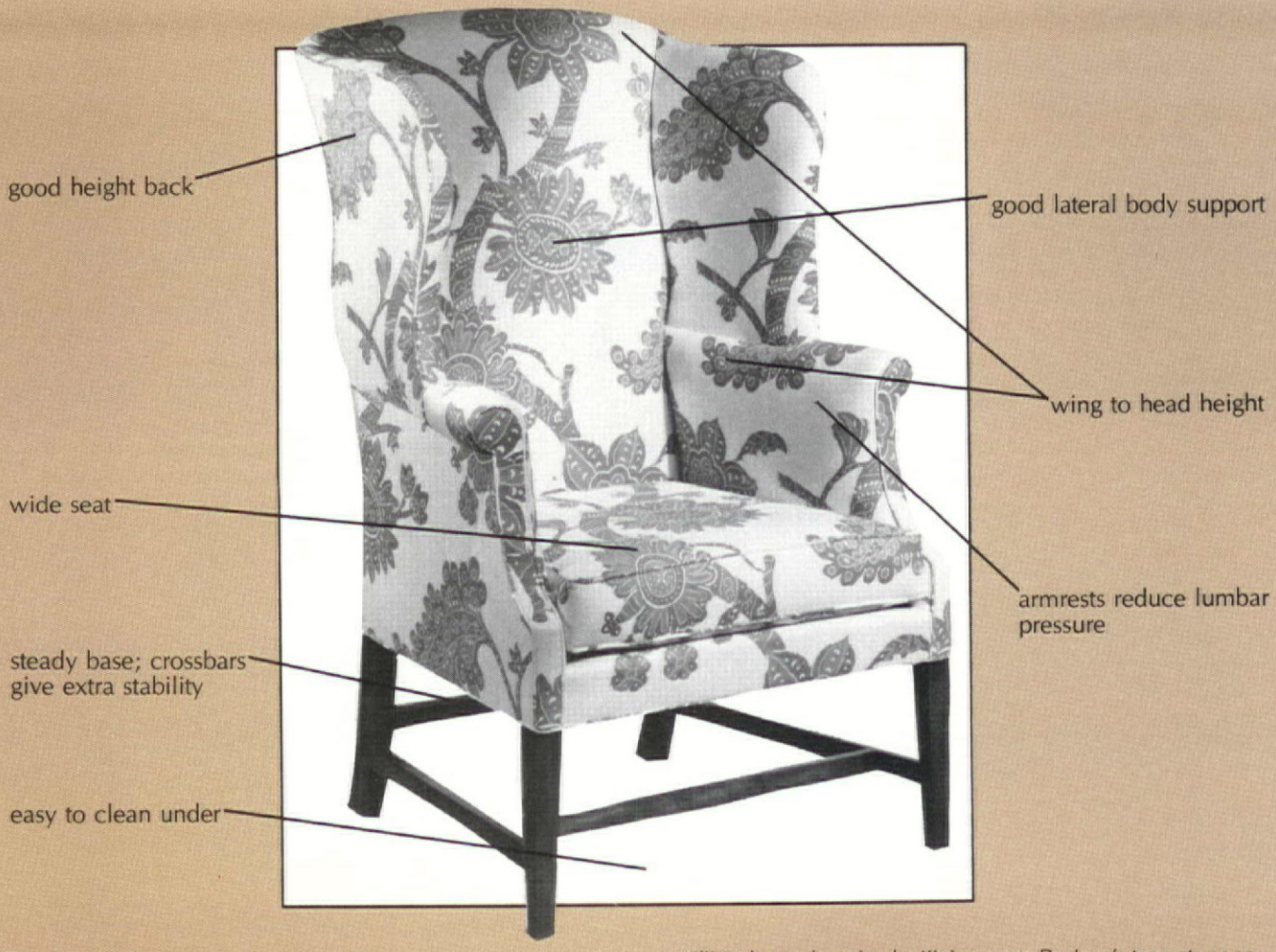
Patients often do not know what they need in seating. However, they do know when something isn't right, according to Dr. Roger N. Levy, Clinical Professor of Orthopedics and Associate Director of the Dept. of Orthopedic Surgery, Mount Sinai Medical Center, New York City. A common complaint, says Levy, is that seats are too narrow for leg/hip movement while seated. He rarely finds all the features he would like to see in existing hospital chairs.

A patient's ability to properly use a patient chair is a key concern to this orthopedist. Consideration must be given to wear and tear on the lumbar spine, hips, and knees. While this aspect is important to everyone, it is of prime concern to elderly and very ill patients. To keep pressure off the lumbar spine and to reduce flection of the hips and knees, Dr. Levy recommends all patient seats be slightly higher than standard height and all chairs have arms. Arms also reduce pressure on the lumbar spine and assist the patient getting in and out of the chair.

Design features should avoid creating "pressure spots" on the patient's body as these pressure points can quickly lead to bedsores. A firm seat is needed to stop the patient from rolling back on the coccyx bone and the edge of the seat must be rounded to prevent pressure behind the knees. Tufting causes pressure areas and should be avoided.

Heavy-height, wing chairs get Dr. Levy's top ranking. This style supports the head and cervical spine. Full, lateral wings give support to the entire lateral side of the body. In addition, this chair will support a patient who dozes off or becomes confused while seated.

Barrier-free access needed in public areas



APPLICATIONS: *Medical-Surgical; Stroke; Orthopedic with upper limb or lower limb immobility.*

Williamsburg adaptation by Kittinger gets Dr. Levy's top vote as an ideal chair for patients under medication with poor balance or a tendency to doze off. ***Circle No. 381.***

safety. Here is a checklist of general seating tips for health facilities:

1. Arrange public seating with room to accommodate a wheelchair *within* the seating group.
2. Always have some seating with arms in public waiting areas for the elderly and the handicapped.
3. Provide some pediatric seating in public waiting areas.
4. When specifying lounge chairs, specify some with high backs and others with standard height backs. By doing this, both tall and short persons are accommodated.
5. Avoid creating an institutional atmosphere; never put the same patient chair in every room in the same nursing unit. Achieve greater chair variety by providing multiple styles in seating.
6. Use vinyl, fiberglass, or a limited number of treated wooden chairs in patient areas where stains may occur.
7. Avoid slippery frame finishes that could slide when used on non-carpeted surfaces.
8. Specify glides on all applicable bases for added flexibility.
9. Avoid decorative frames that have areas where fingers, hospital gowns, and/or tubing may get caught.
10. Make sure the fabric selected is fire-retardant.
11. Select bases that permit a mop to be placed underneath for cleaning.
12. Avoid fabrics and finishes that require unusual cleaning solutions, techniques, or outside services.
13. Avoid mounting seating to a wall. It is impossible to clean between the wall and the seating.
14. Remember fire-and life-safety principles; don't install an abundance of wood furniture in a hospital.
15. Keep replacement problems to a minimum; select chairs with exchangeable cushions that can be quickly replaced on the premises.

Patients need to be as independent as possible. Providing them with chairs that support their wounds and require little or no assistance to use is of great benefit. Investigate available seating alternatives and be selective in order to provide durability and flexibility, coupled with comfort and a relaxing environment. □

HOSPITAL SEATING REQUIREMENTS

WHO	WHAT	WHERE	WHEN	HOW
Adult, no acute or chronic physical limitations	Comfort	All hospital areas.	Out of bed at frequent intervals.	Normal wear and tear.
Adult, acute or chronic lower limb immobility	Steady base. Strong arms. Wide seat for maneuvering. Surface to elevate legs.	Bedrooms; Dayrooms; Emergency Room; Radiology; Rehab. Medicine.	Out of bed for extended periods of time.	Normal to heavy wear and tear. Crutches and wheelchairs are often propped against seat.
Adult, acute or chronic upper limb immobility	Steady base. Light weight. Arms that are not too wide or too narrow. Padded arms.	All hospital areas.	Out of bed for extended periods of time.	Normal wear and tear.
Adult, acute limitations; abdominal-chest region	Straight-back chair. Surface to elevate legs. Padded armrests. Not to bulky.	Bedrooms; Dayrooms.	Out of bed for brief periods of time.	Normal to heavy wear and tear. Stains from surgical drains. I.V. poles, machines lean against seating.
Adult, acute limitations; head and neck wounds	Good back support, not too high.	Bedrooms; Dayrooms; Radiology; Rehab. Medicine.	Out of bed for extended periods of time.	Normal wear and tear. Stains from drainage tubes.
Adult, acute or chronic limitations; neurological/ neurosurgical	Steady base. Padded armrest. Surface to elevate legs.	Bedrooms; Dayrooms; Radiology; Rehab. Medicine.	Out of bed for short to extended periods of time.	Normal to heavy wear and tear. Crutches and wheelchairs propped against seating.
Adult, acute limitations; vascular ailments	Padded armrest. Surface to elevate legs.	Bedrooms; Dayrooms; Radiology.	Out of bed for extended periods of time.	Normal wear and tear.
Adult, acute cardiac cases	Steady base. Seat wide enough for some movement. Back should not be too high. Surface to elevate legs.	Bedrooms; Dayrooms.	Out of bed for brief to extended periods of time.	Normal wear and tear (Cardiac Surg.). Stains from drainage tubes.
Postpartum, normal delivery	Usually prefer rocking chairs.	Bedrooms.	Out of bed for extended periods of time.	Normal to heavy wear and tear. Stains: blood and urine.
Postpartum, Caesarean Section	Do not prefer rocking chairs. Lounge chair is indicated.	Bedrooms; Dayrooms.	Out of bed for extended periods of time.	Normal to heavy wear and tear. Stains: blood and urine.
Preschool, no physical limitations	Seating children can climb onto without assistance. No sharp edges. No decorative items that can be removed, swallowed.	Bedrooms; Playrooms; Radiology; Clinics.	Out of bed for extended periods of time.	Heavy wear and tear. Stains: food, urine, crayons.
Child, six to twelve years of age, no physical limitations	Fun designs. Comfortable. Radiology; Clinics.	Bedrooms; Dayrooms;	Out of bed for extended periods of time.	Heavy wear and tear. Stains: food, crayons, paint.
Adolescent, no physical limitations	Youthful design. Comfort.	Bedrooms; Dayrooms; Radiology; Clinics.	Out of bed for extended periods.	Normal to heavy wear and tear.
Adolescent, acute or chronic physical limitations	Attractive design. Steady base. Strong arms. Surface to elevate legs.	Bedrooms; Dayrooms; Radiology; Rehab. Medicine.	Out of bed for extended periods of time.	Normal to heavy wear and tear. Crutches and wheelchairs propped against seating.
Staff, working in all patient care areas	Comfortable chair and/or sofa. Surface to elevate legs.	Nursing Units; Intensive Care Units; Operating Rooms; Rehab. Medicine.	Coffee and lunch breaks.	Normal wear and tear.
Visitor, Medical-Surgical Unit	Comfortable chair.	Bedrooms; Dayrooms.	Visiting for brief periods of time.	Normal wear and tear.
Visitor, Intensive Care Unit	Comfortable chair. Surface to elevate legs. Provisions for napping; comfortable cushions; built-up sides and arms.	Waiting Rooms.	Visiting for extended periods of time. Some hospitals permit overnight waiting for families or critically-ill patients.	Normal wear and tear.
Visitor, Pediatric Unit	Comfortable Chair and/or sofa. Provisions for napping on seating: comfortable cushions, built-up sides and arms. Some hospitals permit folding beds in patient rooms for parents.	Bedrooms.	Visiting for extended periods of time.	Normal to heavy wear and tear.

CONTRACT GETS NEW FOCUS

First National Contract Meeting Reflects Importance of Commercial Market at CMG

Energy conservation and shrinking environments are changing the contract color palette. Wall and floor coverings are getting lighter to compensate for smaller spaces and lower illumination levels.

In addition, accent colors are warming, some into red tones, to counterbalance cold, bland effects.

These are some conclusions reached by participants in the first contract color workshop sponsored by Color Marketing Group (CMG). At the workshop, professionals from a range of interior furnishings product areas predicted a series of trends influencing contract color directions in the '80s. They also forecasted color and design changes to be seen by the market in coming years.

Among the forecasts are the following:

- Traditional, conservative, classic colors will remain in the forefront. Standard shades such as beige, gray, white, offwhite, and neutral tones will take on fresh looks when combined with accents of mauve, adobe, teal, sage, orange-rust, mulled wine, and straw-gold.
- Functional colors will be of great importance. Hues which provide solutions to energy constraints and tightened spaces will receive new attention. Colors that do not soil will be prominent.
- Contract colors are taking on a more residential feeling and are becoming softer, subtler, and more refined as more retail manufacturers move into the contract sector. This shift is dissolving the line that differentiates residential from contract styling.
- Flooring will take on violet casts and show more treatment of lustre and color.
- Because pink shades look best in fluorescent lighting (used increasingly for its energy efficiency), they will receive more play.
- Upholstery palettes are becoming more fashion-oriented.
- Painted surfaces will begin to replace chrome in the contract setting.

by **KATHERINE FORMAN**
Assistant Editor

AT COLOR MARKETING GROUP

Just as these trends have led to a re-examination of the contract color market, they have affected the direction of CMG as a professional organization. Success of the '81 Contract color workshop, proven by high member turnout, has led to a restructuring of the group.

Structure for new market

Beginning in fall 1982, all fall CMG meetings will be devoted to contract, while spring meetings will concentrate on consumer market topics. This structure will effectively accommodate the needs of members whose work applies to both areas.

The first contract-oriented national meeting is now in the planning stages. Bill Marley, director of color and design, Tarkett, Inc.; past vice president, CMG; and chairman of 1982 contract workshops, is sending questionnaires to members to discover how they can be served by this new meeting category.

"As of now, we have no real direction for the meeting," explains Marley. "We hope that members will structure the format to suit their needs."

It also hoped that stronger focus on contract colors will help all product stylists think more functionally in advance. Says Sharon Clarke-Fodor, vice president, L.E. Carpenter, and co-chairman of the first CMG contract workshop, "Domestic colors have a faster turnover. Since CMG has always been dominated by domestic colors, the contract stylist's needs have never been truly met.

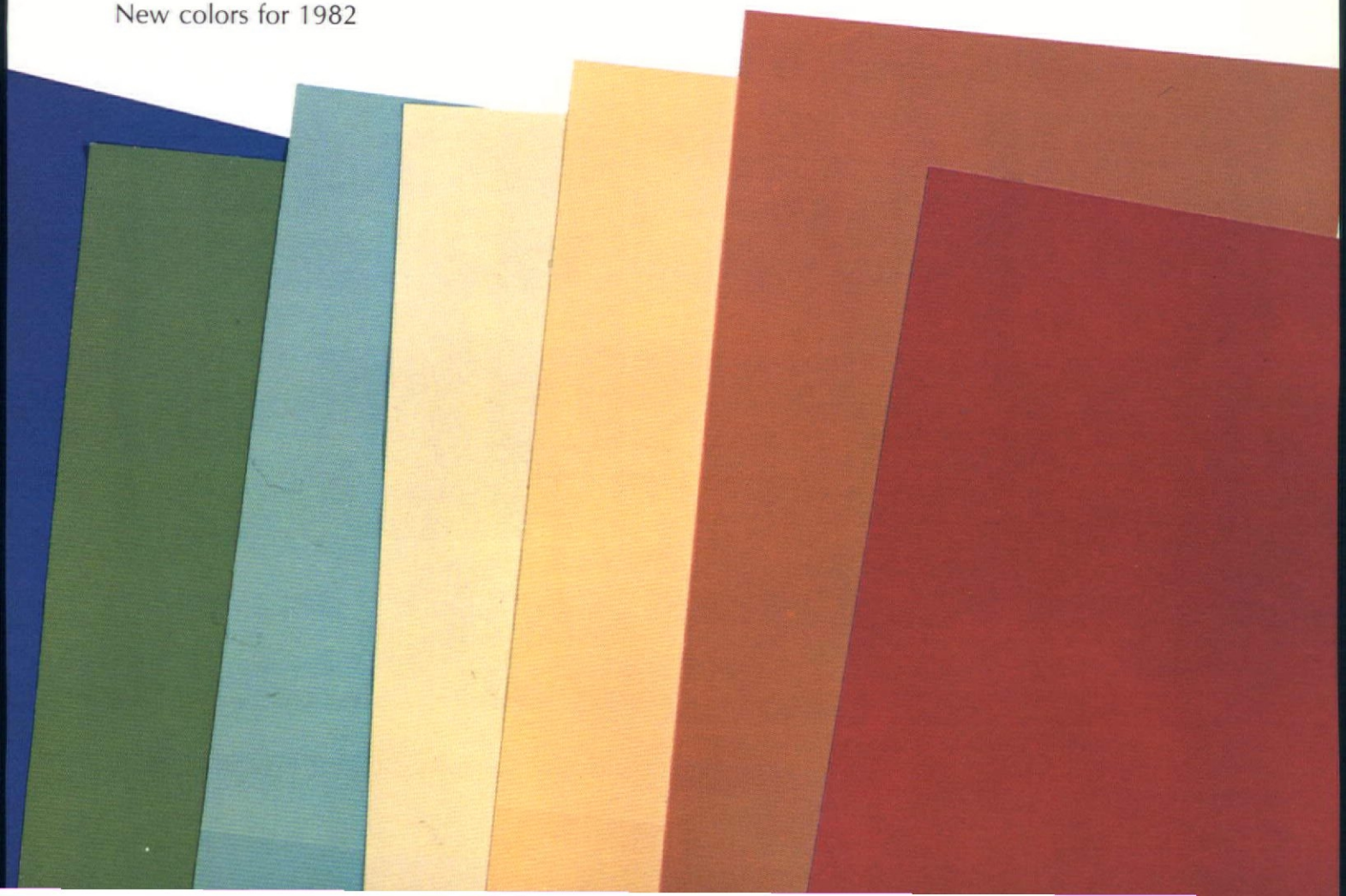
She believes that it will be helpful for interior designers to have access to more colors that function within the longer-term contract setting.

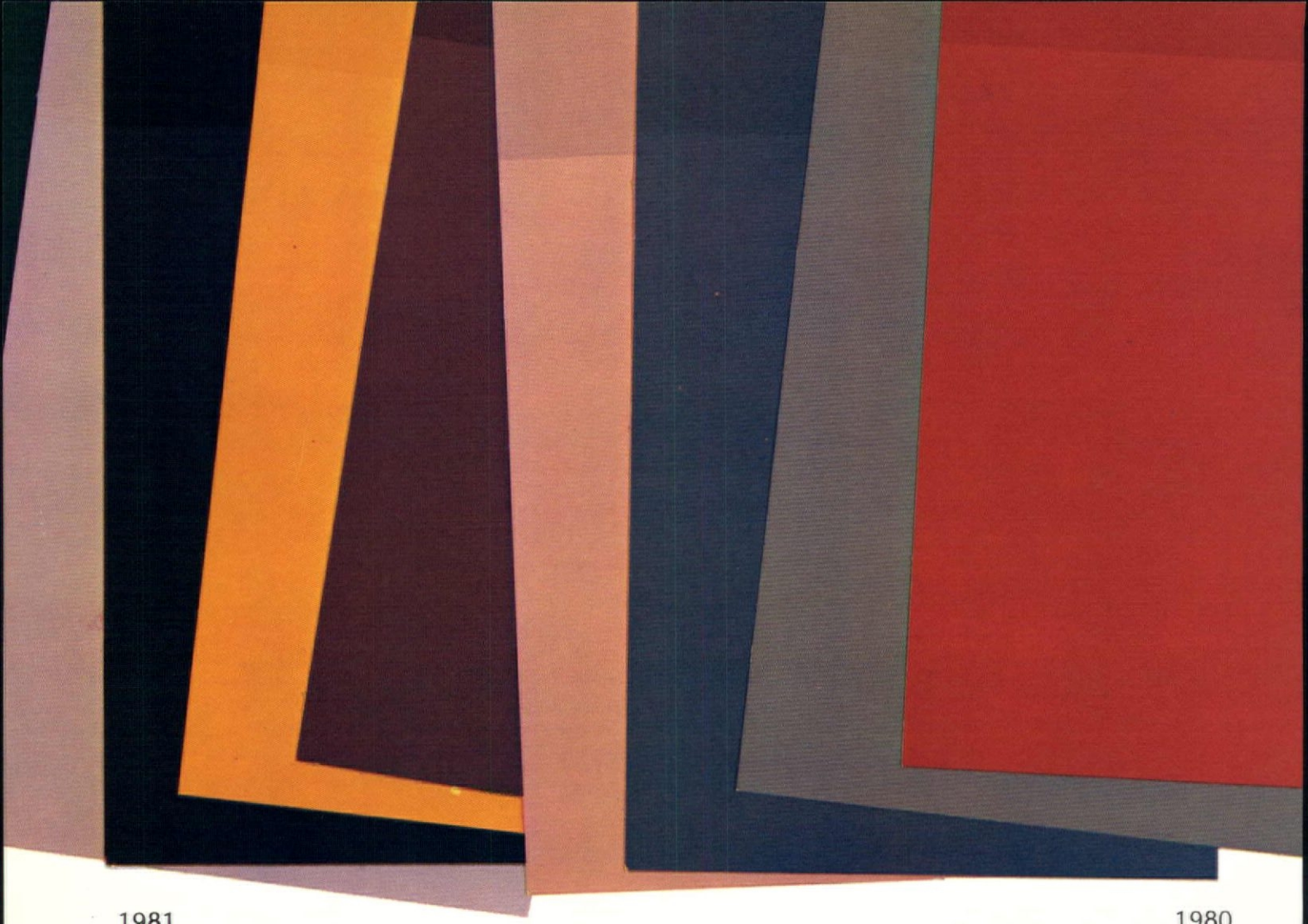
Contract takes hold

Ken Charbonneau, color and merchandise manager, Benjamin Moore Paints, and past president, CMG, echoes this idea. "The real function of CMG is to inform each industry about what is going on in other areas of the market. As paint manufacturers, it is extremely valuable for us to be able to look at CMG colors for flooring or fabrics and see what is coming into vogue." Charbonneau is then able to make intelligent predictions for his own complementing colors, and offer several variations rather than one compatible version of

Remaining in the forefront are traditional, conservative colors such as beige, gray, white, and neutral tones. These colors will take on fresh looks when combined with new accents like mauve, sage, and wine. Hues which provide answers to energy and space conservation will get emphasis as will colors that are easy to maintain. Overall, contract colors are taking on a more non-institutional feeling, becoming softer, subtler, and more refined.

New colors for 1982





1981 1980

CONTRACT COLORS

Color used as marketing tool

a color or variety of colors within a pattern.

It is indeed valuable for CMG members to know what is happening to color in a variety of market segments, including the contract sector. Says Victor Brown, chief stylist, home furnishings fabrics, Badische Corp., and prime supporter of CMG's new contract orientation, "Contract styling is now starting to impact residential colors. Thus, we will better serve our purpose as a forum for non-competitive idea exchange by providing directions for the contract market sector and the institutional design community as a whole."

Consumer perspective dominates

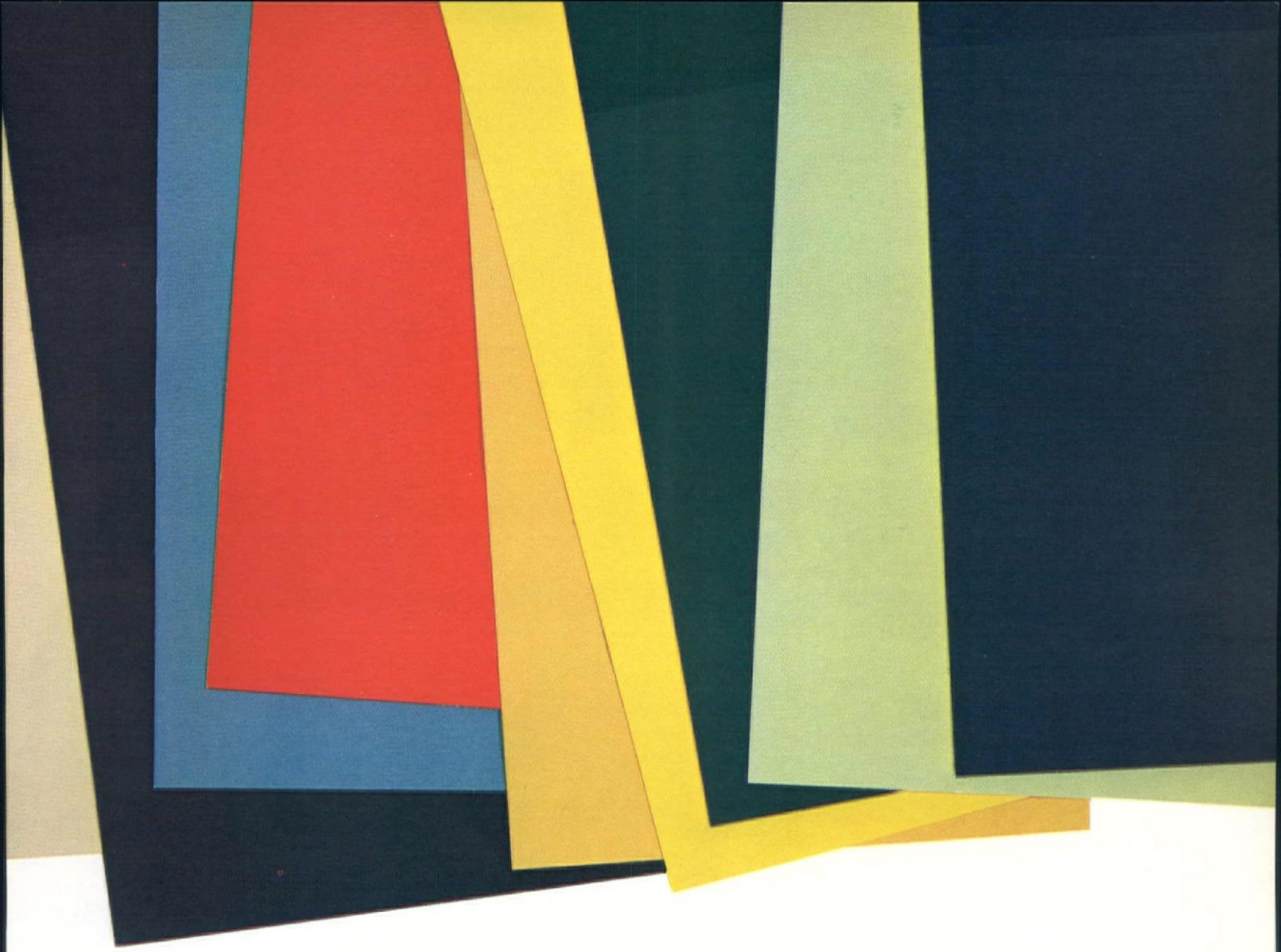
CMG had not directed much attention toward the contract market before its first contract workshop last year. As an organization made up of professionals from areas as diverse as cosmetics and automotive coatings, CMG had focused on one converging point: the consumer.

When conceived in 1962, CMG's goal was to educate manufacturers on the strong influence of color on product sales. Lou Graham, color scientist and CMG's first president, and Everett Call, the man responsible for coordinating all organization activities, believed that a committee working to investigate the effect of color could benefit the marketplace.

Up until the early '70s, CMG was composed of approxi-

"Domestic colors have a faster turnover. Since CMG has always been dominated by domestic colors, the contract stylist's needs have never been truly met"–

Sharon Clarke-Fodor, vice president, L.E. Carpenter; co-chairman, CMG contract workshop.



As retail manufacturers move into the contract sector, non-institutional styling will influence the contract design community. Trends on the upswing are fashion-oriented upholstery palettes and functional colors in all categories.

mately 80 color scientists, marketing managers, and stylists from a variety of product areas. Little coordination or identity was evident and meetings consisted of debates on color and its value as a marketing tool.

By the mid-'70s, members recognized that they could fill an important role by forecasting industry colors for coming years. In '74, a committee was appointed to formulate a procedure for outlining color directions and the first workshops were born.

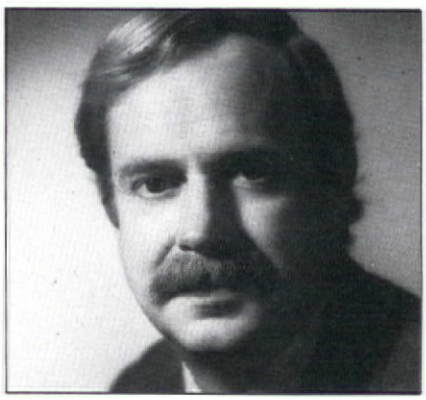
Color directions boost membership

CMG still uses the tested color directions procedure that was developed in early years. Each member is asked to prepare a palette that predicts important colors in his market over the next two years. Members present their palettes at national meeting workshops geared to specific industries.

Workshops then submit a "consensus" color board which is reviewed by a central color directions committee. Those colors which have the highest rate of recurrence from industry to industry become overall color directions for the group.

Future growth outlined

The first central committee consisted of Graham and color consultants Yale Forman and Arnis Zebergs. All three felt that promoting those first 1976 color directions would help boost membership. As '76 sales figures came in, publicity and word-of-mouth reports on success of predictions doubled membership to 160 people by the end of that year.



"We will better serve our purpose . . . by providing directions for the contract market sector"–

Victor Brown, chief stylist, home furnishings fabrics, Badische Corp.

In response to this dramatic jump in membership, the board of directors held a special three-day meeting of past presidents and the incoming board to outline future growth. Under the direction of Forman, then president, the group decided to establish permanent Washington headquarters and a paid staff. Membership has more than tripled to 650 since 1978 and CMG colors are recognized market-wide. □

Designer's Sales Skills, More Than Reputation, Can Land Sought-After Jobs

Effective negotiation techniques win commissions

by **JAIN MALKIN**

When negotiating to land a job, a space design firm's creative ability can be of less importance than its skill in *selling* that ability. Various sales techniques in negotiation can be employed by a designer to enhance the firm's competitive standing, and perhaps land the sought-after commission.

Every client interviewing experience provides an opportunity to hone useful powers of observation. The initial designer/client meeting itself is an important negotiating tool in which advance preparation, participants, setting, and image assessment are strategic factors.

A sensitive and thorough awareness of client expectations from the outset will ensure smooth progress in the execution of a job. And, this continual monitoring of client needs by the designer is of prime importance on each project.

An enormous amount of data has to be gathered by the designer before interfacing with a client. Needed information that will benefit the designer can include:

- Facts about the project at hand.
- Psychological assessment of the client's motives.
- Evaluation of client's attitude toward designers as a result of previous experiences.
- Resistance to change.
- Perception by the client of what the new project should look like.

Preparation can be all-important

If the designer could merely gather this information, retreat to the office, and formulate a successful strategy for presentation at a future interview, things would be easier. But, the initial interview is often the designer's one and only chance to get the job.

Thus, advance preparation for the important first meeting is required. As an initial step, designers should find out in advance the names of other design firms being interviewed, determining their size, location, and style. Knowing the competition helps to formulate a sales approach to the client.

For example, the advantages of working with a local firm should be emphasized if a contending firm is located out of town. Similarly, if a strong competitor happens to be a large firm that has done a lot of work in the area, emphasis should be placed on the personal attention the client can expect from a small firm.

And, if the presentation is being made by a large design firm, advantages of a team-trained staff, producing projects in record time, should be stressed.

In another case, if it is known that one competitor insists on selling furniture to the client, the potential conflict of interest in that arrangement can be pointed out. Stress should be placed on the potential of saving money for the client by making a specification, putting it out for bid, and thus assuring the lowest possible cost.

However, one word of caution is needed here. *Never knock a competitor!* Doing so only makes the critic look bad.

Strategy for treating committee meetings

Part of the designer's advance homework consists of finding out with whom the interview will be held. If a committee is sponsoring the interview, it is particularly important to become familiar with names, titles, and backgrounds.

When dealing with a board, the situation becomes more complicated for the designer. Group dynamics may be more important than individual personalities. Thus, the designer has to be alert in order to note the relationships within the group and discern a "pecking order." Sometimes, this is immediately apparent and other times it is quite subtle.

Large commercial or institutional projects, often administered by a committee, can involve the designer in trying to convince eight or 10 people. That takes quick footwork and excellent powers of observation.

In this respect, it is better to come to the interview with a preconceived notion of a person's bias, than with no notion at all. If a committee member has a military background, it may be safe to assume that he will be more conservative and interested in the cost of the project (documentation of specs, drawings, and related paperwork) than in the design per se.

A committee for an institutional design project usually has an executive housekeeper or a physical plant engineer as one of its members. This person will be interested in sanitation,

maintenance, and codes. He may wonder whether the design work address those problems, or, if esthetics is the sole concern of the designer.

Frequently, committee members believe that designers are concerned only with esthetic elements of a job. By addressing other concerns before esthetics, the designer shows that he or she is insightful and has given much thought to more primary considerations.

The committee may consist of men and women from various professional organizations, or, it may be composed of the institution's own employees. Regardless, it is wise to become familiar with all names in advance because it will be difficult to do so from the hurried initial introductions.

Setting the stage for cooperation

If the initial interview can be arranged in the presenter's office, it is an advantage. This is usually possible in smaller scale contract work. However, clients occasionally find it inconvenient to waste travel time and will insist on presentations at their own facilities.

In cases where the designer hosts the client in his own design office environment, a level of professionalism and artistic expression beyond the designer's sales presentation is conveyed. Furthermore, the designer will perform better, being more at ease in his own milieu.

Whether on his own turf or not, the designer must be a good observer during the interview and train himself to read between the lines. What a client says is not necessarily what the client means.

In order to negotiate well, the designer must understand the client's perspective. He should ask himself whether the client:

- is trying to keep up with the latest trends?
- is insecure, requiring the advice and assurance of others before making decisions?
- is striving for higher status through the image conveyed by the environment?
- is measuring success by appearance?

The client's perception of the office environment is generally consistent with the image of his or her status, but it can also be influenced by peers and friends.

Changes in attitude: the trouble begins

Negotiation does not end when the firm wins its bid. Indeed, a job may progress well up to a point, but then suddenly the client can question the designer's judgment. The trusting designer/client relationship seems to be in jeopardy. It is difficult to understand this change in attitude, and, often the client does not offer any insight.

In order to restore the relationship, or salvage what remains of it, some detective work is in order. If the designer knows that the job has been done competently, then it is prudent to look at the client for a motive.

Snags in the midst of a job can be traced to a number of reasons. The client may have financial problems and is trying to break the contract by claiming it is not satisfactory. Or,

Jain Malkin is president, Jain Malkin Inc., a California–based interior design and space planning firm specializing in healthcare facilities.

perhaps changes in a client's personal life will exert an effect on his ability to make decisions.

Change of any kind can cause tremendous stress. Even the process of casting off an old environment may provoke resistance to a newly designed setting.

Often, the client will not reveal that change is the problem. Rather, it is up to the designer to address the issue openly with the client in an understanding manner. The client may still remain tense, but at least both parties will understand the cause of the problem.

Techniques to employ in resolving disputes

Some of the same tools employed to win a job can be used to ensure that it proceeds smoothly. Holding negotiating sessions on one's own turf—the design office or designer's home—is advisable.

Discussions should begin in a spirit of good will—pay the client a compliment and let him talk freely; don't interrupt.

In cases where opposition is expressed, the designer should agree with the client. A good reaction could be, "I don't blame you one bit for feeling that way. If I were you, I would feel just as you do." This immediately disarms the client who expects a battle, but instead finds agreement with his viewpoint. The effect is one of immediate relaxation.

At this crucial point, an attempt must be made to turn the adversary's thinking around. By explaining in a logical way just what the facts are, the designer can make the client see the light.

Homework, again, is vital. Listing all of the possibilities for resolving a problem *before* a meeting is a certain way to anticipate the opponent's viewpoint. Work out the numbers in advance to know what each solution will cost.

Appealing to a client's nobler motives is another proven tool. By telling the client that he has been patient and more than fair, the designer can lighten the mood. If the designer is wrong, it should be admitted quickly; such an approach will win respect.

If, on the other hand, the opponent is wrong, don't beat the issue into the ground. Pay a compliment first and then give legitimate criticism.

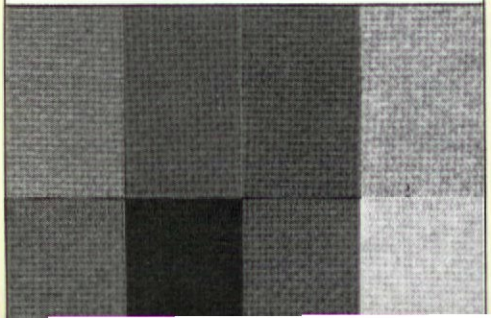
Remember, however, that, "A man convinced against his will is of the same opinion still." Part of reading a situation is knowing when to give up. If differences are irreconcilable, it is better to resign. □

SUBSTANTIAL SELECTION OF FIRE RETARDANT MATERIALS SHOWS CONCERN FOR SAFETY

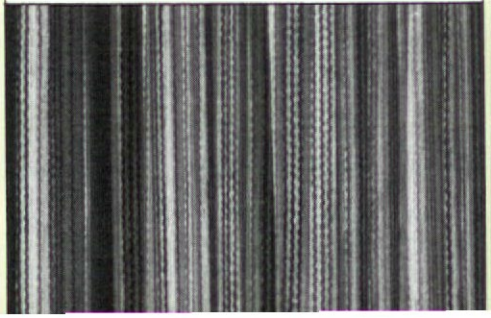
Variety in color and style evident in growing market area

Unika-Vaev USA—Fabric of 100 percent wool is treated to meet standards of FAA flammability code. Weave comes in 26 colors suitable for upholstery or wallcovering. **Circle No. 224.**

Homestead Fabrics Inc.—Material of 100 percent polyester is offered in 43 colorways. Products meet major fire code specifications detailed in color charts. **Circle No. 229.**

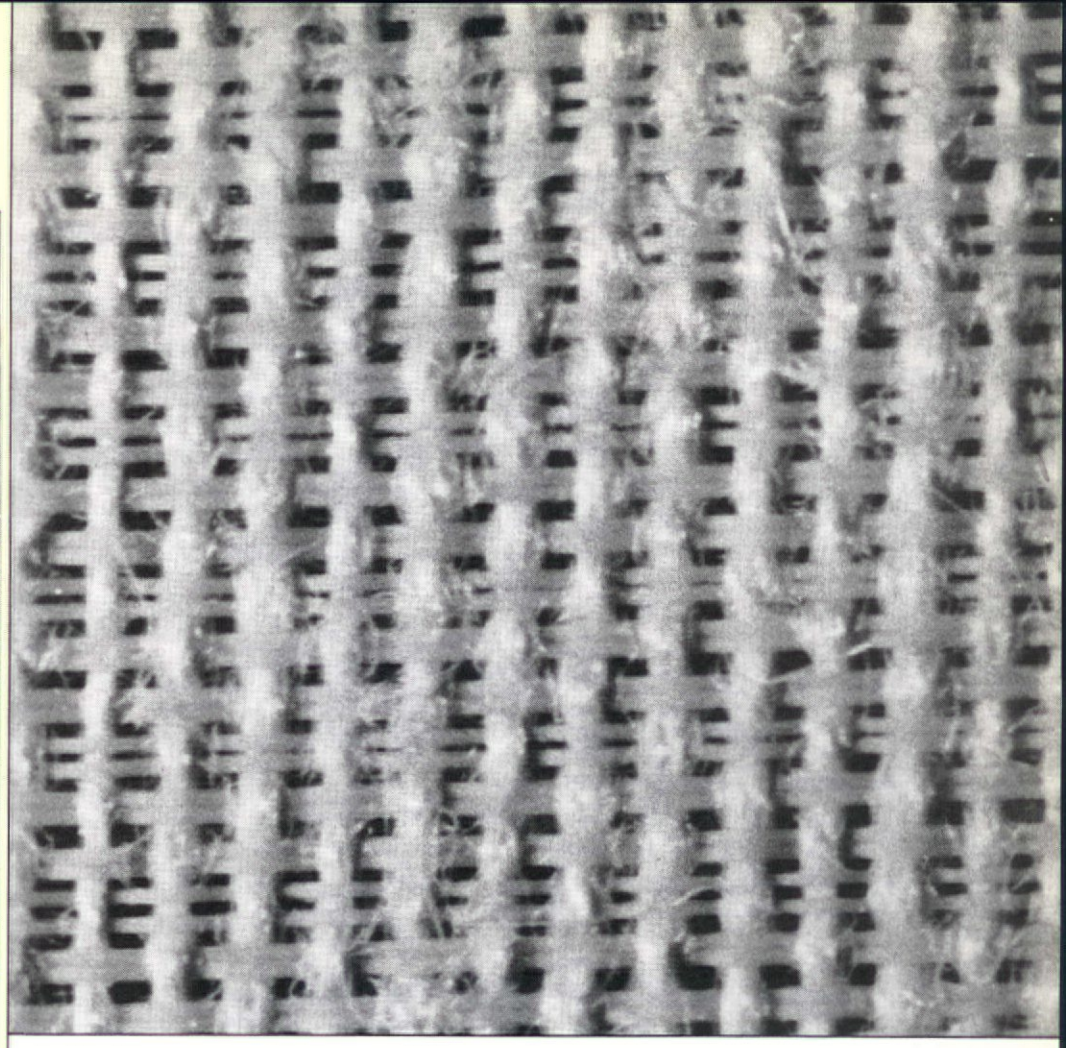


Forster Textile Mills—Firm's line of Verel modacrylic drapery fabrics is designed for commercial interiors. All fabrics are inherently flame resistant. **Circle No. 332.**



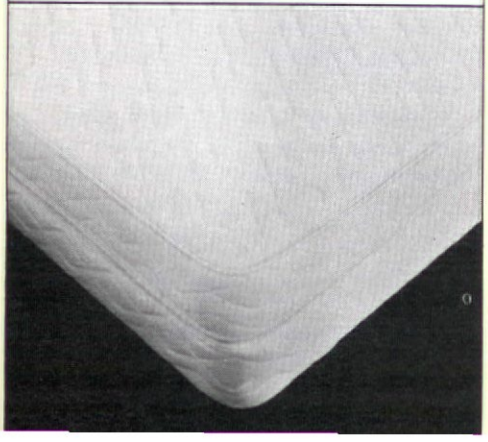
Stow/Davis Textile Division—Regency fabric of wool and nylon passes NFPA code 701. Shown as an upholstery fabric, this product can also be used as panel covering. **Circle No. 239.**

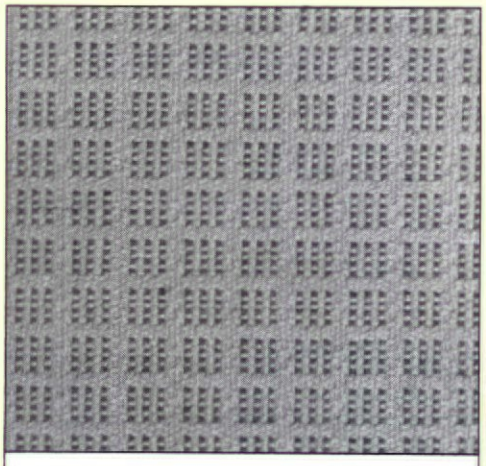
Guilford of Maine—Available in 66-in. width, Hobnail fabric meets class A requirements for E-84 tunnel furnace test and NFPA 701 test. This material coordinates with fire-rated panel fabrics from Guilford. **Circle No. 216.**



Acoustone—Acoustical wallcoverings are sound-transmissable. When they are wrapped around a fiberglass layer, they allow sound to pass through and be absorbed by fiberglass beneath. Fabrics are available in 33- and 66-in. widths. All are inherently flame retardant. **Circle No. 331.**

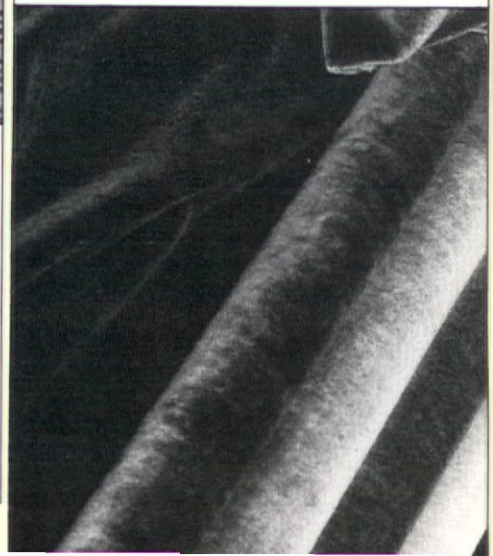
Firesafe Products Corp.—Patent pending, non-flammable ticking is treated for institutional use to add antibacterial qualities. Non-allergenic woven fabric is stain resistant and may be washed with mild disinfectants. Material has flame spread, flame ignition, and afterglow factors of zero. No toxic smoke is emitted from product. Waterproof glass fiber yarn woven into ticking will not melt or disintegrate at temperatures up to 1,200 degrees Fahrenheit. **Circle No. 369.**





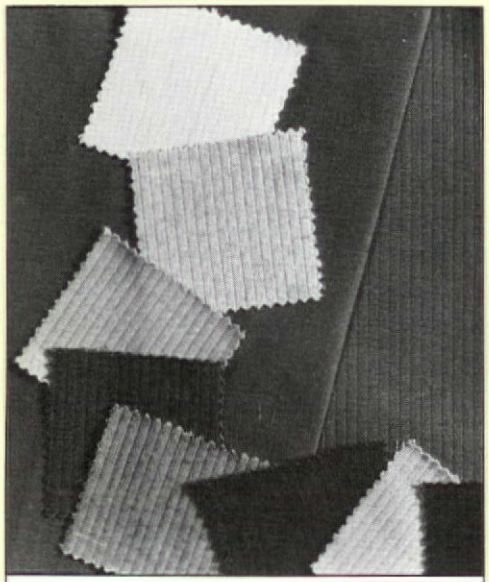
Maharam Fabric Corp.—Quadrangle marks one of three contract upholstery patterns in a safety series trio. This selection offers 91 color-coordinated upholstery selections in 75 percent modacrylic and 25 percent nylon. Trio passes fire codes of City of Boston, California Bureau of Home Furnishings, Port Authority of New York and New Jersey, and AFPA test 701. **Circle No. 219.**

Valley Forge Fabrics Inc.—Flame-resistant fabric combines wool, mohair, and viscose on Verel modacrylic backing for contract use. Material weighs 30 oz. per linear yd. at 54-in. width and is suited to seating and wallcovering. Custom coloring is available in addition to 23 shades offered. **Circle No. 238.**

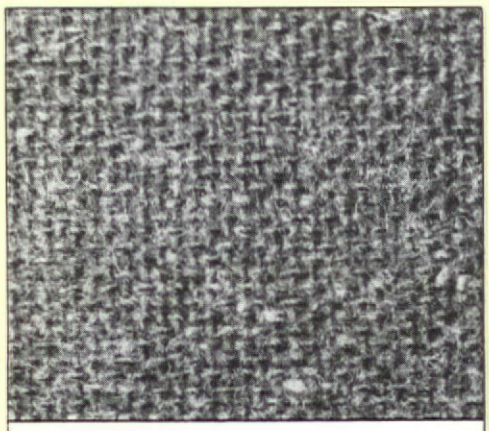


FIRE RETARDANT FABRICS

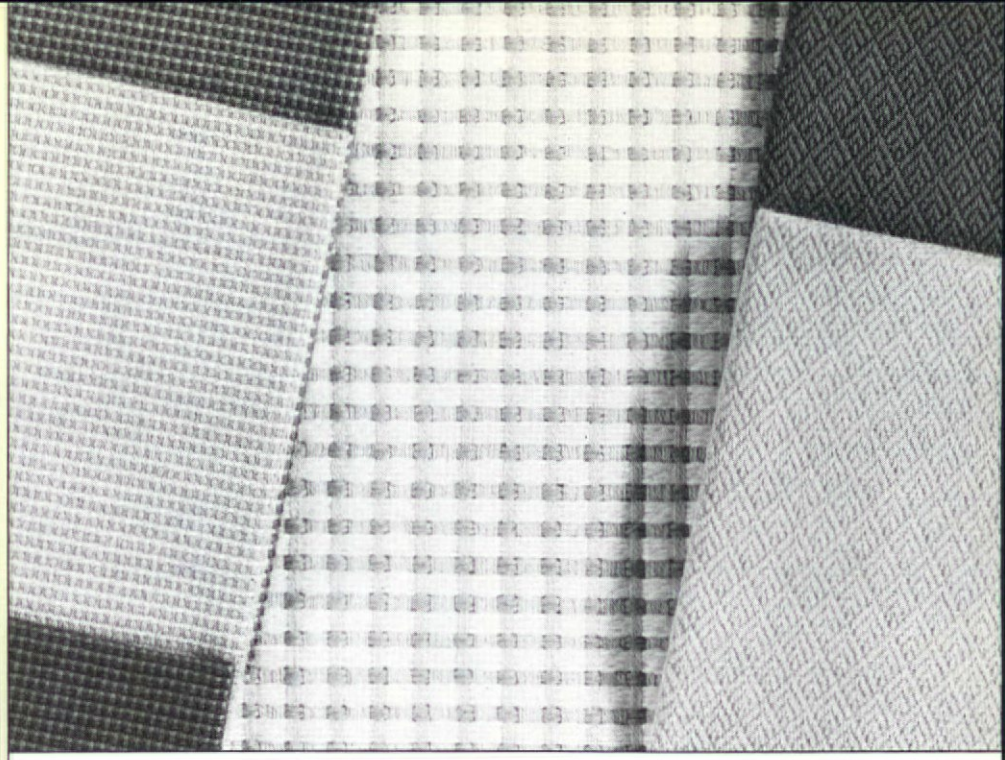
Multi-purpose fabrics reduce risk factor



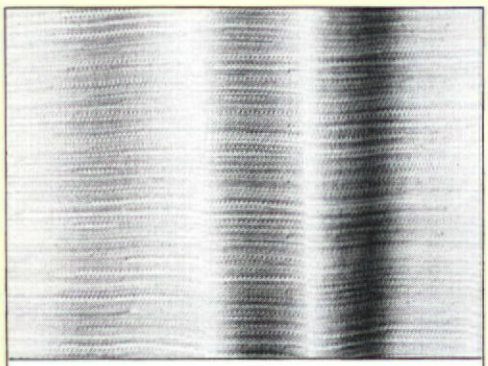
ArcCom Fabrics Inc.—Plain and ribbed canvas material is constructed of 100 percent nylon with acrylic backing. Fabric is class A rated in ASTM-E 84 standards. Flame spread is 5, fuel contribution is 5, and smoke density is 0. Available in 54-in. width and wide color range. **Circle No. 226.**



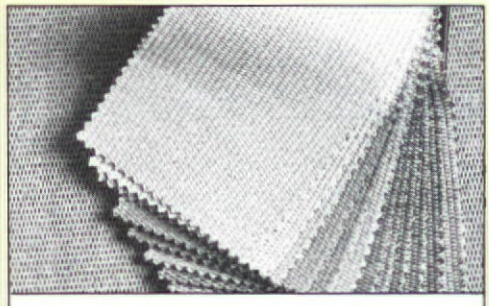
Corry Jamestown Corp.—Panel fabric line in nineteen colors has been introduced for use on upholstered panels. Material is 50 percent wool, 25 percent nylon, and 25 percent polyester, and stock dyed for color blend. Product is flame retardant. **Circle No. 231.**



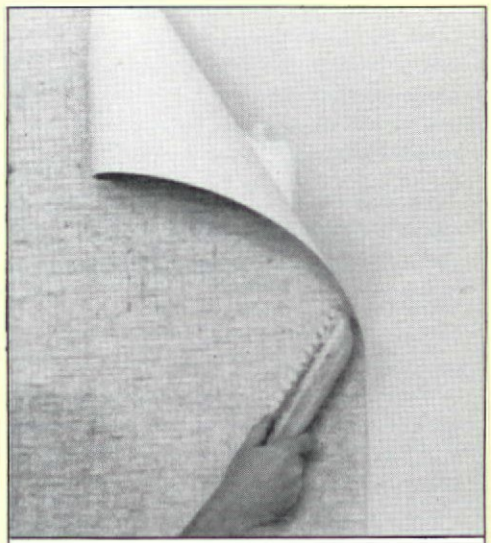
Design Tex—Three patterns in the Pyro series are engineered to meet flame retardancy standards of the Port Authority of New York and New Jersey and the Boston fire marshall code. Fabrics are available in a variety of colors styled by Hazel Siegel. **Circle No. 234.**



Knoll—Firm introduces three new fabrics for the office. Called Severin, Essex, and Somerset, all three are wool/nylon blends with ASTM E-84 Class A flame retardant finishes. **Circle No. 329.**



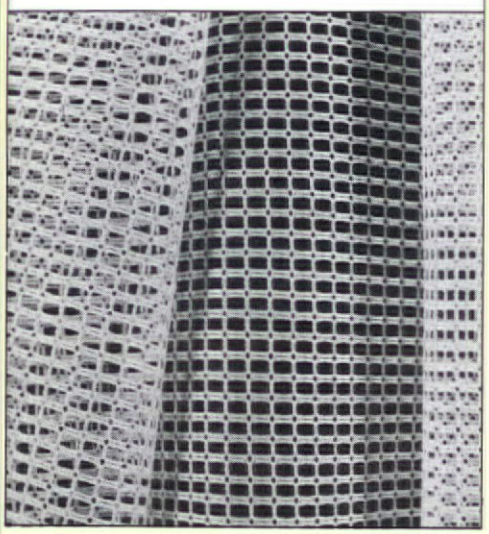
Ben Rose—Flame-retardant collection features 13 colors in 100 percent wool. Fabric line includes prints, draperies, casements, upholstery, panel graphics, and wallcoverings. Complete test reports available. **Circle No. 221.**

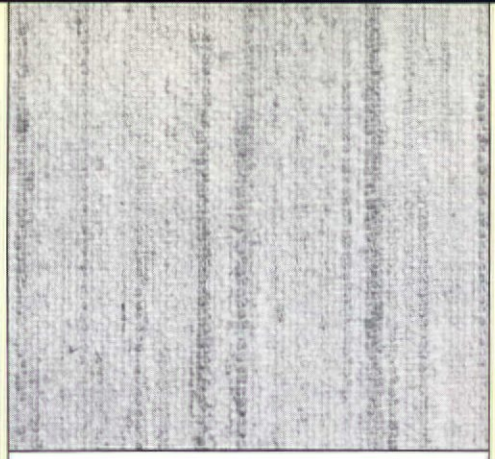


Flexi-Wall Systems—Patented flexible wallcovering is plaster-in-a-roll which replaces conventional wall surfaces in new construction, renovation, and repair. Product has class A fire rating and does not produce toxic fumes when ignited. Plaster-like covering adheres to any rigid surface and then crystallizes into a strong, finished wallcovering. Available in 48-in. wide rolls of 40 sq. yds., covering comes in two pattern weaves and 35 colors. **Circle No. 235.**

L.E. Carpenter—Firm expands its VICRTEX collection to include Nyala, a hand-sculpted, textured vinyl wallcovering in 20 colors. Available in 54-in. widths, it is tear- and scuff-resistant and carries a Class A fire safety rating. **Circle No. 335.**

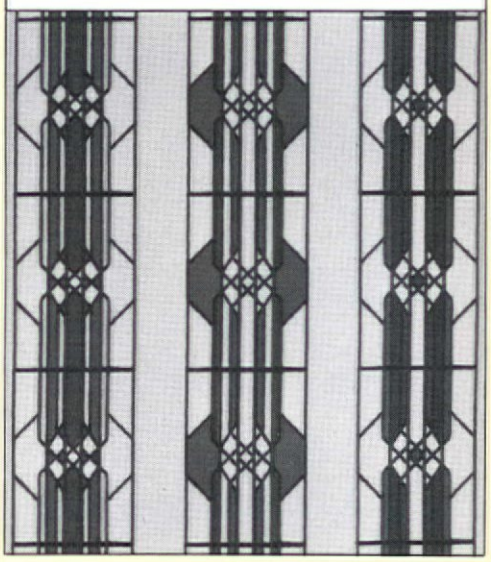
Ametex Contract Fabrics—Knitted of 100 percent Trevira polyester, fabric is flame retardant. Pyro Square comes in 48- to 50-in. widths and is washable and drycleanable. **Circle No. 218.**



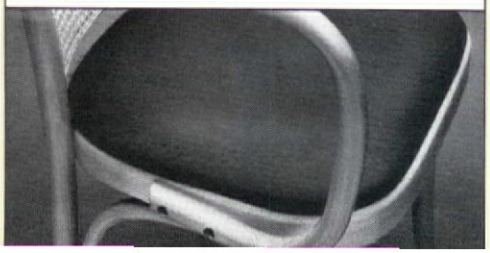


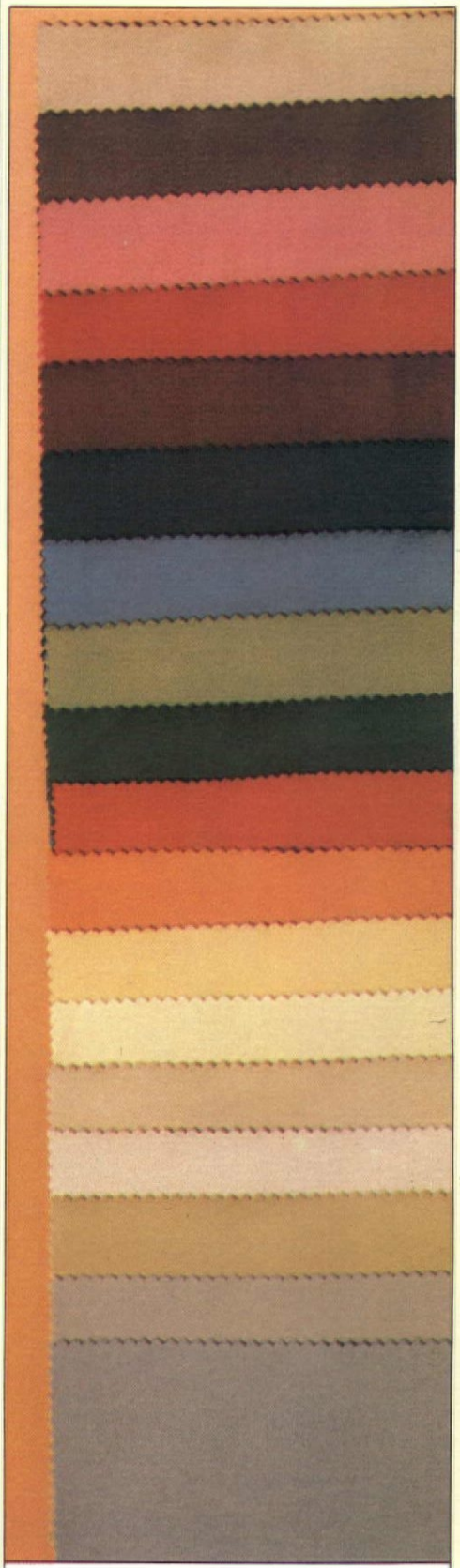
Durawall Inc.—Wallcovering of 60 percent wool and 40 percent polyacryl is available in nine colors. Material has a flame spread rating of 5-0-0. Entire collection consists of 65 patterns. **Circle No. 225.**

KCR Fabrics Inc.—Vertical three band panel has 15⅛-in. repeat. Line is available in 60 print colors; fabric is inherently fire resistant. **Circle No. 222.**



Naugahyde—A range of 76 colors make up this fine-grained, leather-look fabric. Called "Spirit of '76," material meets flammability requirements contained in Federal Specification CCC-A-680A; Boston Fire Department; Port Authority of New York; FAR: 25.83; Motor Vehicle Safety Standard 302. Fabric is also oil- and mildew-resistant, with an antistatic finish. Material shown covers a Thonet chair frame. **Circle No. 371.**



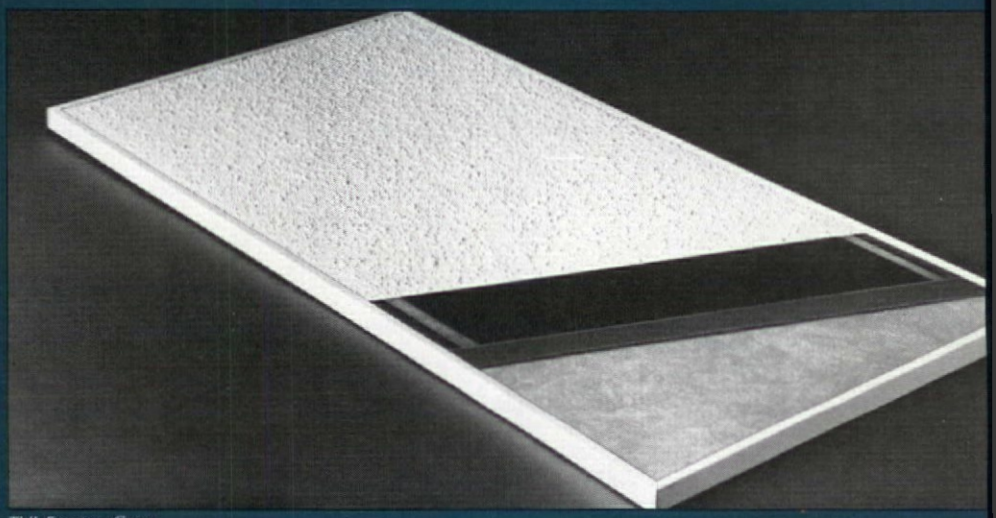


Carnegie—Avanti, a 54-in. upholstery fabric made from 100 percent virgin wool, meets NFPA 701 and NAFM fire-retardancy standards. It is available in 19 colors. **Circle No. 334.**

METALLICS, SYNTHETICS BOOST SAVINGS THROUGH INSULATION

Window treatments are thermal barriers to heat loss or gain

TVI Energy Corp.—Energy-Kote is a system of radiant panels which channel heat directly to room occupants. Thermostats can be lowered five or more degrees and still maintain comfortable room temperature with this system. Graphite, laminated between two layers of high-dielectric polyester film, transmits heat to entire panel surface without resistance wires. System is UL-rated and can be controlled with on-off switches, thermostats, or sensing devices. Panels may be flush-,surface-mounted, or dropped into existing T-bar systems. **Circle No. 205.**



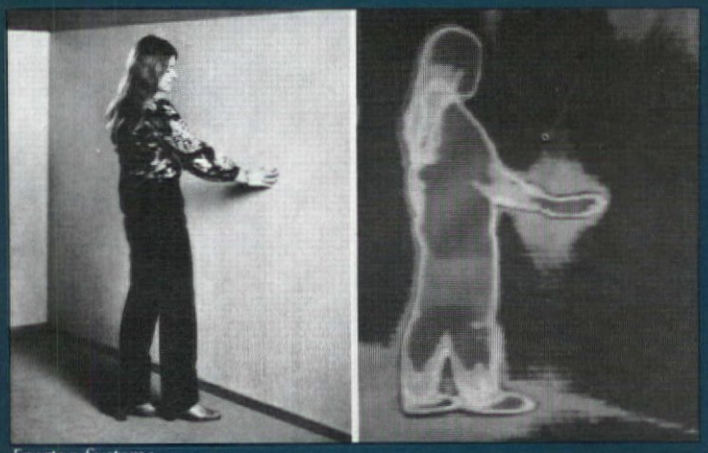
TVI Energy Corp.

Rollamatic Roofs—Overhead panels provide five times as much light as sidewall windows. Products range from fixed skylights to entire roofs controlled by switching systems. Heat, smoke, and moisture sensors are available. **Circle No. 272.**

Enertec Systems—Thermodecor products include wallcoverings, ceiling tiles, blinds, and radiator-reflection foils. Thermo-reflection principle retains 65 percent of infra-red heat normally lost through outside walls and other room surfaces. Thin aluminum layer is coated with infra-red transparent dye which acts as a barrier against heat and cold. Thermostats can be lowered as much as 10 degrees with this system. **Circle No. 209.**

McInsert—Window coverings are made of 2-in. styrofoam core covered with two layers of vinyl or other fabric. When

Rollamatic Roofs



Enertec Systems

McInsert

installed over double-pane windows, resulting insulation factor equals 3-in. of fiberglass batt insulation. Inserts are mounted on traverse tracks for easy opening or closing, and may be rotated simultaneously with a chain mechanism. **Circle No. 207.**

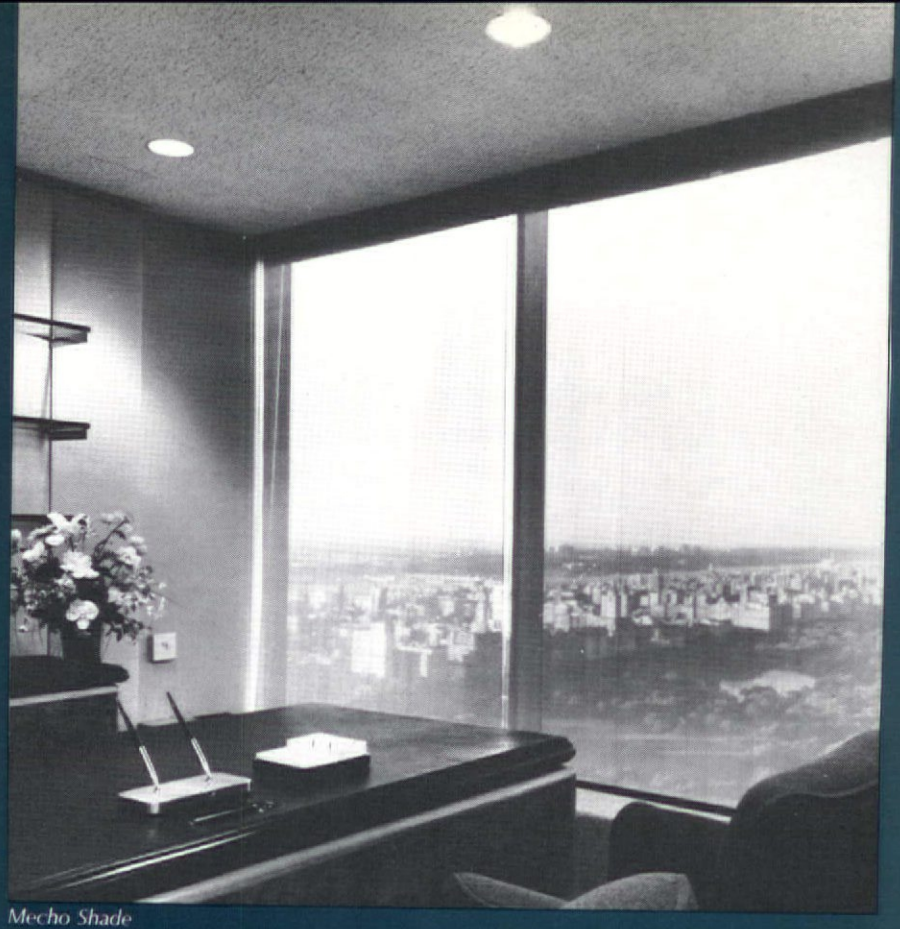
Mecho Shade—XTR exterior window shades operate with computer chips that are regulated by sun, wind, and season. When combined with solar-shading fabrics, they control heat and save energy while maintaining view from inside. **Circle No. 265.**

Coral of Chicago—Royale fabric of 70 percent Verel and 30 percent rayon has insulating qualities for use as drapery material. Fabric serves as a barrier to retain heat in winter and block sun in summer. **Circle No. 374.**

Hardware Assoc.—Firm offers aluminum roller hardware with removable drapery lining, which applies flat to deflect heat. Lining can be added to window treatments at any time. Ball-bearing end pulleys and heavy-duty roller carriers are used for commercial applications. **Circle No. 200.**

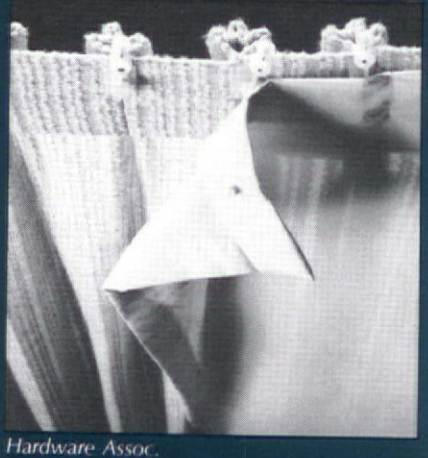
Levolor—Firm offers a series of external shading systems which reduce solar heat gain up to 84 percent while creating a softly-lit, cooler interior. Levolor 5100 vertical sunscreen is made from PVC-coated fiberglass. Open weave design allows good vision from inside when blinds are closed. Blinds may be operated singly or in groups; manually, electrically, or by sun/wind controls. **Circle No. 212.**

Aeroshade—Temlite Loomwood window shades feature precision-beveled, narrow brasswood splints which block direct light rays. Light is directed toward ceiling and reflected downward for better light distribution. **Circle No. 208.**



Mecho Shade

Coral of Chicago



Hardware Assoc.

Levolor

Aeroshade

ENERGY CONSERVING TREATMENTS

Quilting and pleating reinforce fabrics

Tektura

Tektura—Available from the International Collection, Berbertek (shown), Grosvenor, and Portman are three patterns in natural wool. All provide color-fastness and energy conservation qualities in fabrics that run 70cm by 50m. Scottish-owned company operates out of London with U.S. sales offices. **Circle No. 375.**

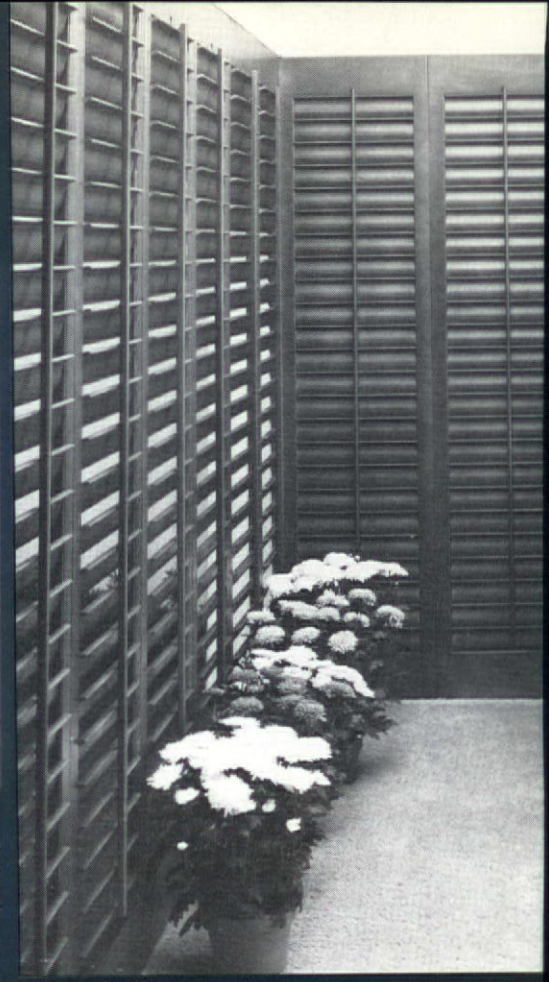
Holland Shade—Wood vertical blinds offer decreased "U," or thermal transmittance, value of 23.4 percent. Heat loss/gain is inhibited through each square-foot of window area. Product is available in more than 30 stains, custom colored. **Circle No. 202.**

Veresol, USA—Reflective, insulating window treatment is made from a micro thin aluminum sheet. Sheet is vacuum-bonded to a layer of polyester solid or print fabric. Available as a pleated shade, vertical, or drape, it reduces transmitted solar energy by 80 percent. **Circle No. 266.**

Warm Window—Pre-quilted, four layer, thermal suede shades reduce heat loss by 83 percent. Magnetic-edge seal holds shade tightly to window frame. Polyethelene vapor/draft barrier and reflective mylar create dead air space while reflecting heat back into room. **Circle No. 206.**

Lazarus Fabrics—Di Medici Shade is cordless, fully-pleated, and fully-assembled for immediate installation. Shades are lined with Roc-Lon's thermal suede lining and/or Metalon thermal shield lining. **Circle No. 267.**

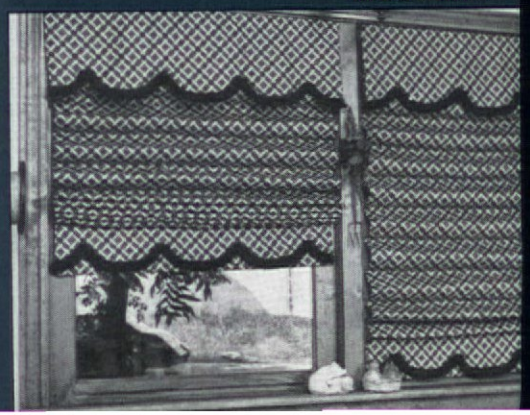
Holland Shade



Veresol, USA

Warm Window

Lazarus Fabrics



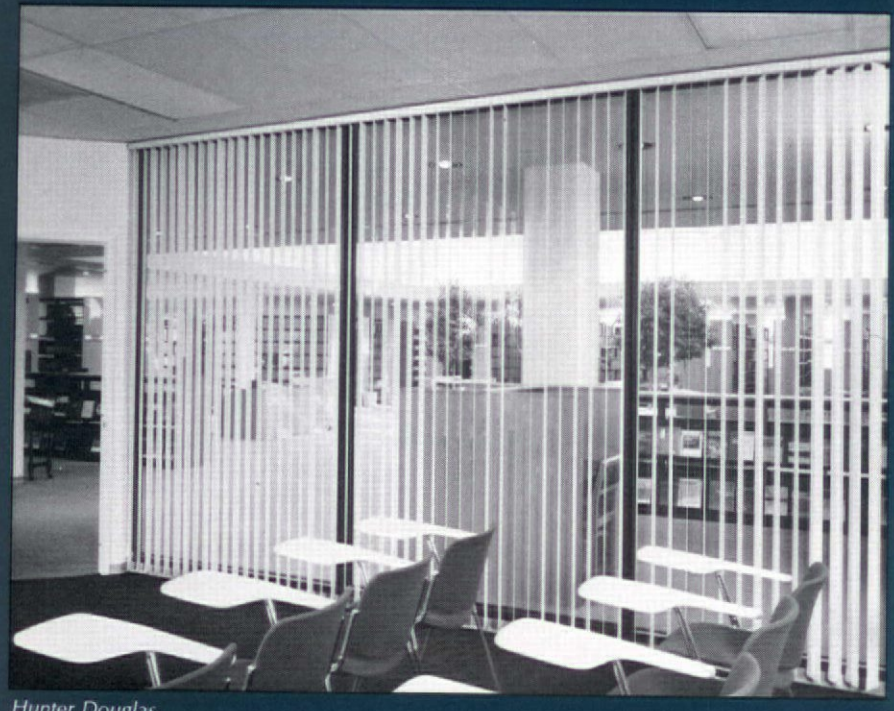
Marathon Mfg.

Marathon Mfg.—Bali Blinds are available in more than 100 colors. Construction effectively monitors light and heat levels with 1-in. slats. One set of fully-closed blinds reflects away 73 percent of solar heat, thus lowering air-conditioning costs. **Circle No. 210.**

Hunter Douglas—Flexalum blinds cut between 20 and 70 percent of radiated heat gain. They also prevent light-leak when closed, offering an insulating barrier year-round. PVC, aluminum, and tightly-woven wool materials are available. **Circle No. 211.**

Foldette Co.—Exterior rolling shutters are made of high-quality, PVC slats that can be reinforced with metal 1-beams for added security. Each slat has a perforated band which allows light and air to enter while shielding interiors. Available in a range of colors, they are operated either manually or electronically. **Circle No. 366.**

Nanik—Wood blinds in 35mm and 60mm are new to this manufacturer's line. Custom-cut, stained, lacquered blinds come with standard wood valance and bottom rail. All mechanical parts have a five-year warranty. Line is offered in 32 colors. **Circle No. 373.**

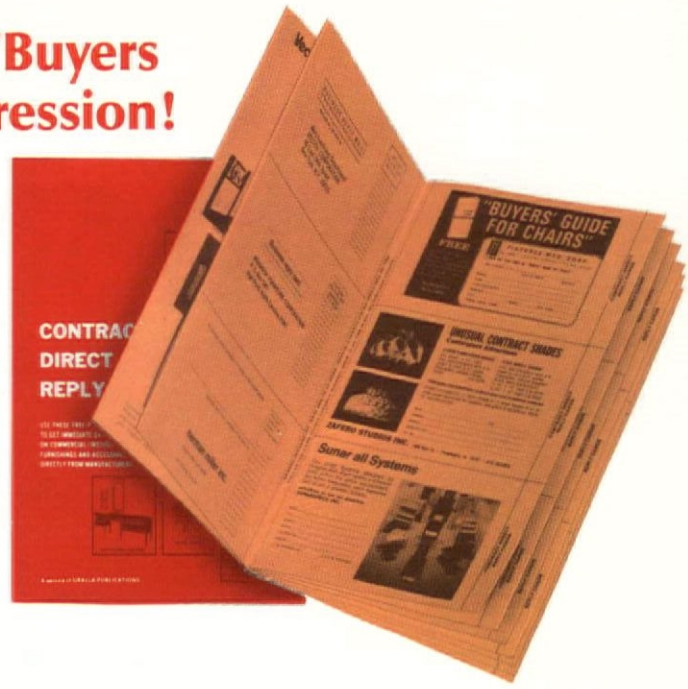


Hunter Douglas

Nanik

Foldette

Contract's 1982 Direct Reply Cards Give You Fast, Direct Leads From 54,400 Contract Specifier/Buyers For Less Than 2¢ Per Buyer Impression!



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Banks	**1,100**	**Interior Design Firms**	**5,500**
Contract Furnishers	**6,200**	**Office Furniture Dealers**	**3,200**
Furniture/Dept. Store Chains	**3,000**	**Religious Organizations**	**700**
Government Buying Agencies	**5,000**	**Schools/Colleges**	**5,000**
Hospitals/Nursing Homes	**5,000**	**Theatre Furnishers**	**700**
Corporate Offices	**5,000**	**Total**	**54,400**

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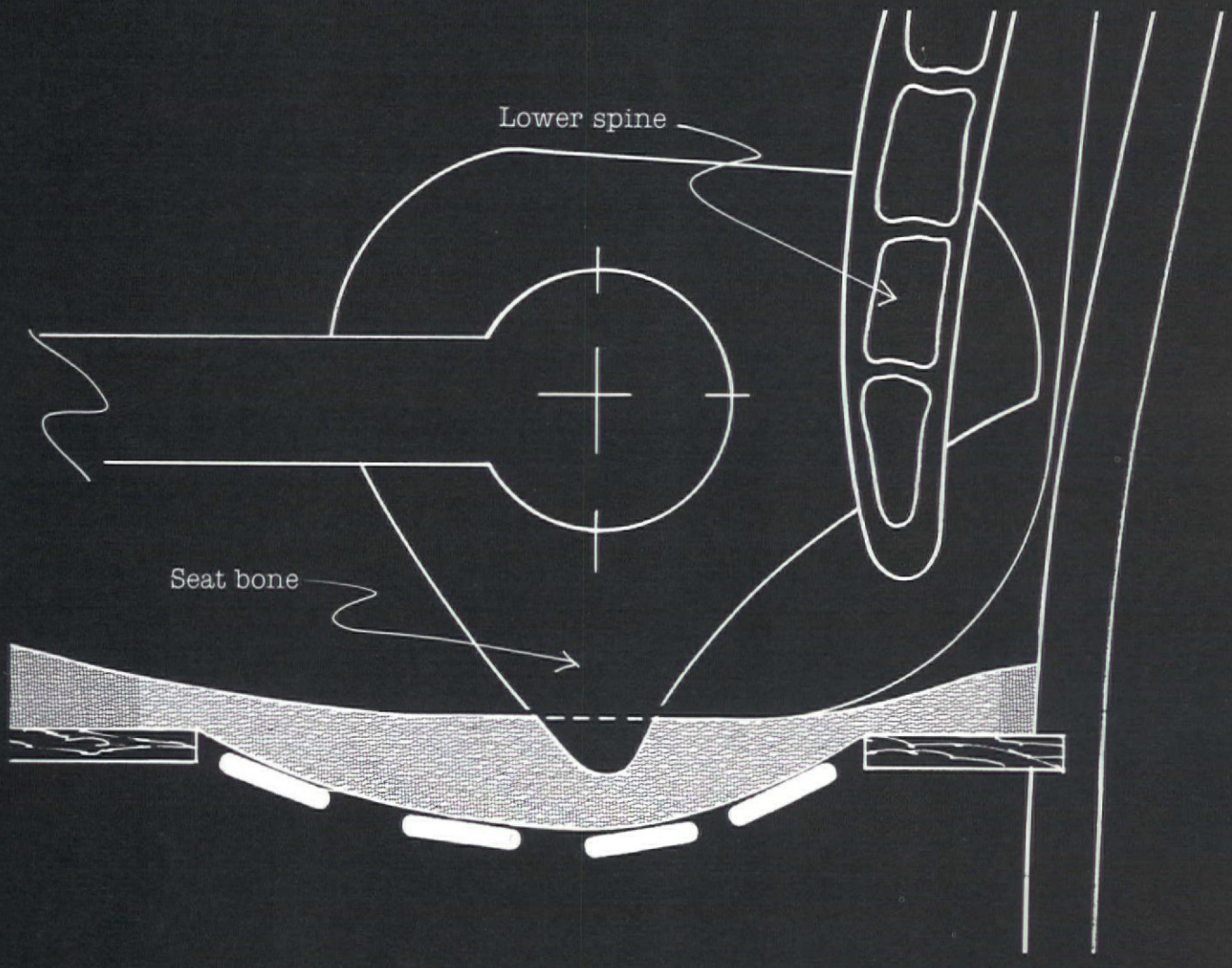
See reverse side for mechanical requirements.

Kay's anatomy.



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PATENT PENDING

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There are two ways to conserve wildlife.

Way Number One: zoos. Wonderful places, zoos. For people. For all of us to learn about animals from faraway places. For a glimpse of rare species that still exist only in zoos. But if the cougar and other wildlife could choose...

Well, there's Way Number Two: natural habitat. Enough of it to provide what all animals need to survive: food, water, cover and a place to raise their young. But does it have to be either/or?

In too many parts of the country we haven't yet found the right balance between our human needs and the animals' need for natural habitat. In too many places chainsaws and bulldozers are recklessly destroying habitat and with it the wildlife.

Solution? Wise conservation policies that can help protect habitats without stifling necessary development.

Recently the National Wildlife Federation acquired a 2,765-acre tract in northern California's Shasta Valley—the Lava Lakes Wildlife Area and Nature Center. With its lakes, marshes, forests, sagebrush and grazing land, the new area provides habitat for 67 species of mammals, from shrews to mule deer, along with waterfowl, fish, reptiles, amphibians, and some 150 species of birds.

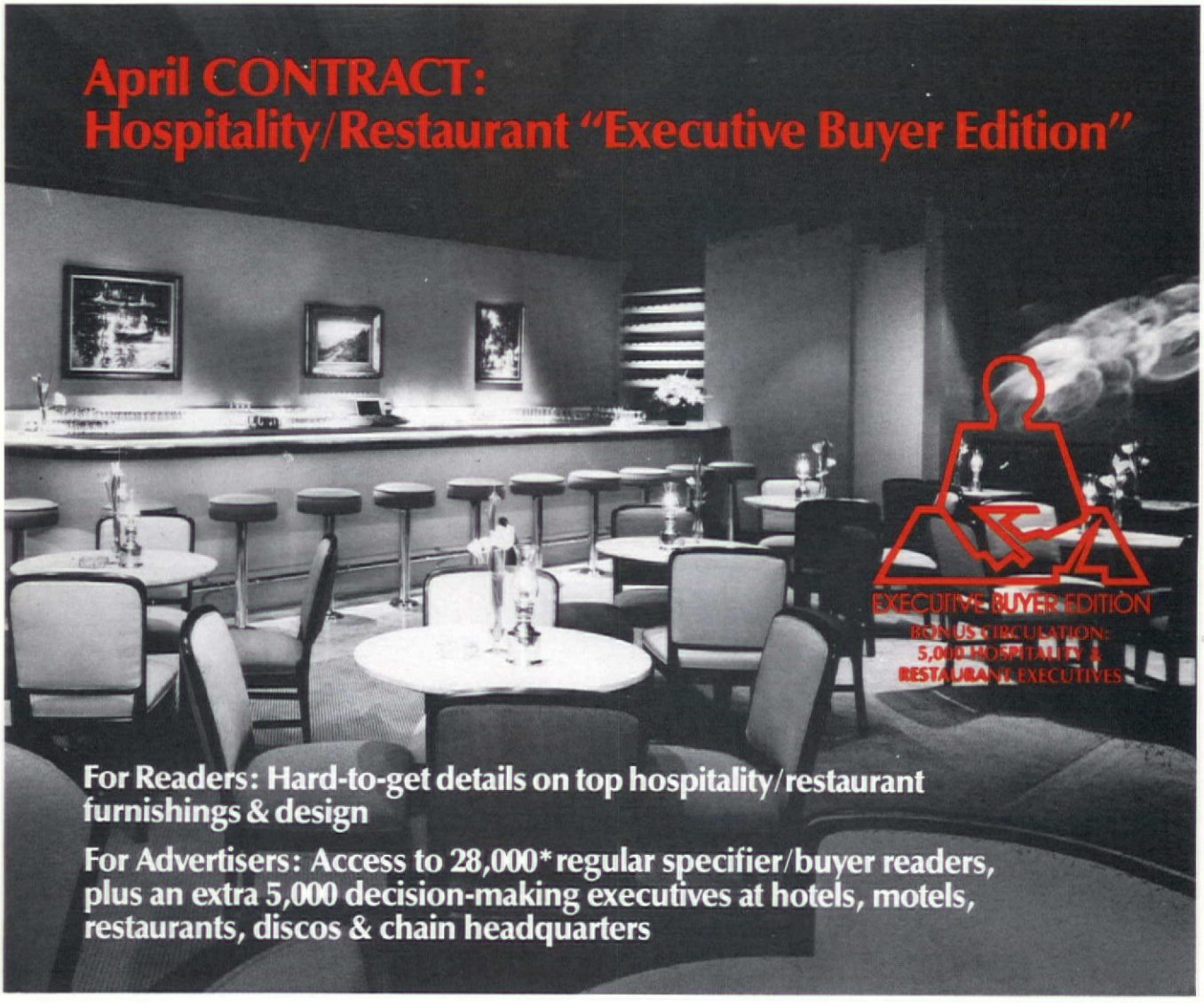
That's the way to conserve wildlife—natural habitat. Space in America must be allocated fairly. That way, the animals will survive and so will we.

Help save a place for wildlife. Write Department 401, National Wildlife Federation, 1412 16th Street, N.W., Washington, D.C. 20036.

Save A Place For Wildlife.

NATIONAL WILDLIFE FEDERATION

April CONTRACT: Hospitality/Restaurant "Executive Buyer Edition"



For Readers: Hard-to-get details on top hospitality/restaurant furnishings & design

For Advertisers: Access to 28,000* regular specifier/buyer readers, plus an extra 5,000 decision-making executives at hotels, motels, restaurants, discos & chain headquarters

The April CONTRACT Hospitality/Restaurant "Executive Buyer Edition" provides you with in-depth data on recent, impressive hotel, motel, restaurant, club and other hospitality installations...provides advertisers with circulation to 28,000* all-contract specifier/buyers, plus 5,000 influential hospitality end-users—at regular ad rates!

April Ad Deadlines: March 10, orders; March 15, film; March 19, furnished inserts.

*Total audience, including pass-along, is nearly 96,000: AD-Q, 8/80.

Upcoming "Executive Buyer Editions"

June: Government—Government installations, plus extra circulation to 5,000 government purchasing executives. **Space closes May 10.**

August: Commercial Buildings—Remodeling editorial, plus extra circulation to 5,000 corporate facilities executives and commercial building owners. **Space closes July 10.**

October: Banks— Top bank projects, plus extra circulation to 5,000 bank presidents and board chairmen. **Space closes Sept. 10.**

November: Offices—Specialized editorial, plus extra circulation to 5,000 office managers/facility planners. **Space closes Oct. 8.**

December: Store Planning—Practical information, plus extra circulation to 5,000 planners, developers and managers of stores, chains and shopping centers. **Space closes Nov. 10.**

February: Health Care—Specialized health care data, plus extra circulation to 5,000 health care executives. **Space closes Jan. 10.**

Contract

A Gralla Publication/1515 Broadway, 24th Floor/New York, NY 10036/212-869-1300

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CONNELLY CENTER
VILLANOVA UNIVERSITY
VILLANOVA, PENNSYLVANIA

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Trade areas open for representation

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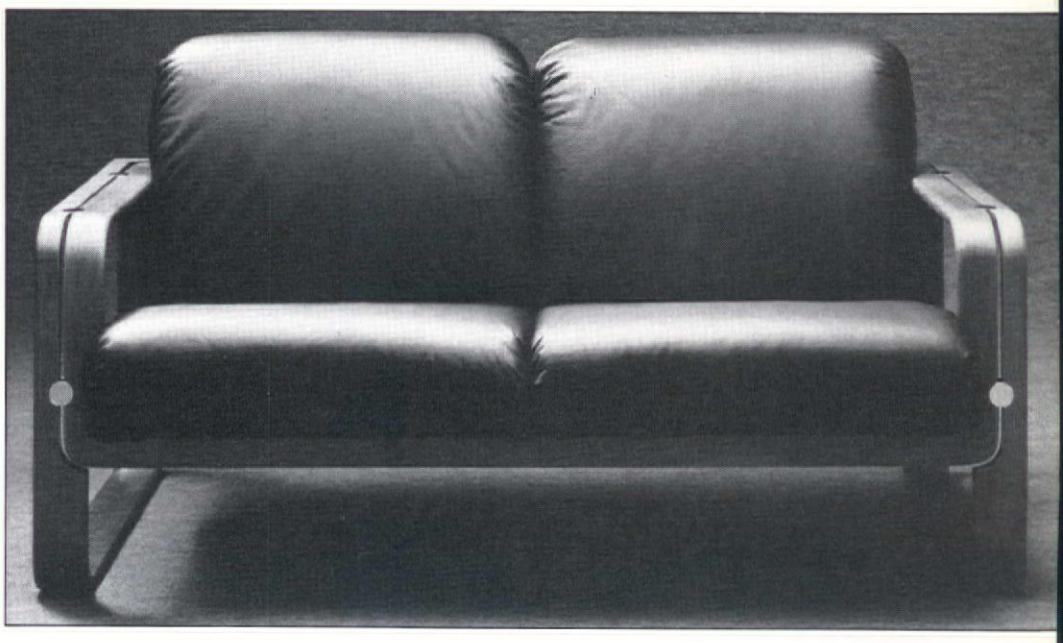
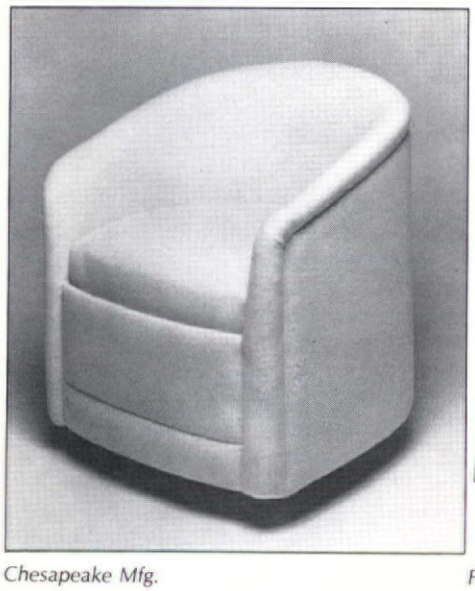
Circle 61 on reader service card

August Inc.



Stollgiroflex



Chesapeake Mfg.

Filex/Jansko

Kimball

Seating introductions revolve around comfort

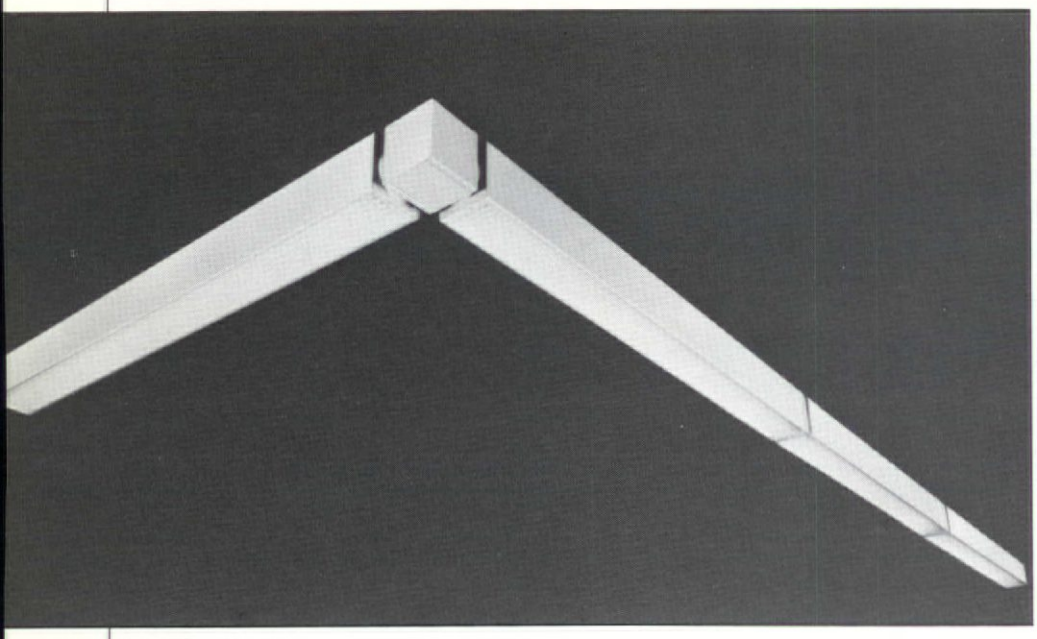
Linn Series from **August Inc.** includes curvilinear units in 90-, 45-, 30-, and 22½-degree segments. Tailored seams are double-stitched and reinforced with twill tape to add stability to all pieces. Polyether urethane foams are given different compressions to meet support needs of various parts of the body. Foams meet CA flammability requirements. Armrests are set on plinth bases and may be used with any modular unit. **Circle No. 273.**

Wood, leather, and metal are a comfortable combination in Lignas #85-6200 from **Stollgiroflex.** Sofa design is adaptable to one-, two-, or three-seat pieces. A selection of shelf units and occasional tables which harmonize with Lignas design are offered.
Circle No. 274.

Two, 30-in.-wide barrel chairs on ball casters have been introduced by **Chesapeake Mfg.** Two seat sizes are offered: 16- and 18-in. Both selections are upholstered in Maharam fabric and may be ordered as loveseats.
Circle No. 276.

Chair designs from **Filex/Jansko's** 7500 office seating series feature clean lines and easy maintenance. Shown is an arm chair with tubular, chrome-steel sled base. Also offered are secretarial and side chairs. **Circle No. 277.**

Kimball Office Furniture added 17 new models to its 1100 series of contemporary office seating. New chairs, with bases and frames of solid oak, are offered in light, medium, and dark walnut or oak finishes. Designed by Earl Koepke, series has formed-in-place seat and back construction, ergonomically designed for added comfort. Casters and arms, available fully-upholstered or open, are optional. **Circle No. 275.**



Aluminum rotating connectors give lighting flexibility

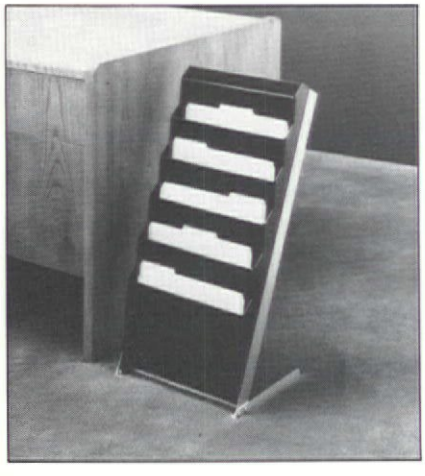
Linear Liter features aluminum rotator connectors which allow adjustment of fixtures for up, down, or angled lighting. Designed by **Guth Lighting,** connectors are furnished on ends of each 4-ft. section. Unit suspends from aircraft cables, stems, or wall-mounted brackets. Steel fixture housing is finished in baked-on matte acrylic beige, black, white or bronze. Energy-saving fluorescent ballasts and plug-in wiring are included. **Circle No. 282.**

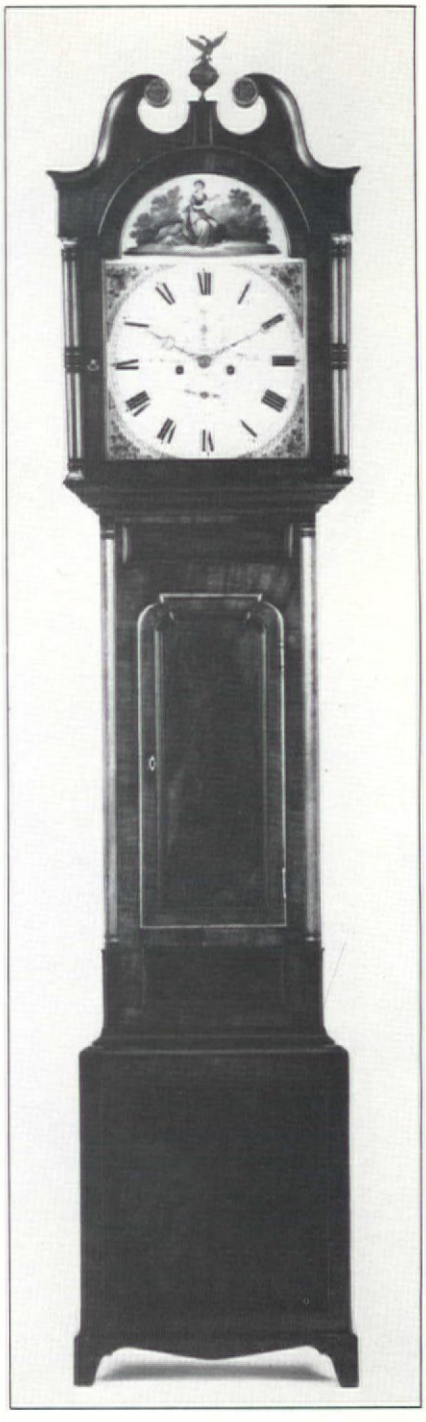
Display system features T-slot construction

Masonite intoduces Displawall 2000, a new, slotted wall system with T-slot design. Available in 4- by 4-ft. or 4- by 2-ft. modules, system may be ordered from a selection of solid color or woodgrain laminate finishes.
Circle No. 286.

Floor-stand filing system has add-on capacity

Hot-File floor Stand from **Eldon Products** comes with one basic filing pocket and nine add-on pockets. An equal number of pockets can be added to its other side to double its capacity and create another workstation. Tarnish-resistant, anodized aluminum finish with screw levelers is standard.
Circle No. 287.





Long-case clock has Scottish styling

S.M. Hexter offers a new clock collection which reflects 18th and 19th century Scottish styling. Each is authentic, signed by its maker, and is listed in Baillies Volume I or II. Paintings which tell an allegorical story are found in the arch of the dial and in the four spandrel corners. **Circle No. 284.**

Time is a critical factor in the mattress business, too.

We're well aware of the critical importance of time in the health care industry. For you, minutes can mean the difference between life and death. Although the nature of our business isn't quite so dramatic, we deal with time just as seriously as you do.

At Congoleum, we take pride in the prompt delivery of our bedding to hospitals, nursing homes and other health care institutions from coast to coast. Our own fleet of trucks, originating from ten different manufacturing locations throughout the United States, is coordinated by one central ordering desk. That means less waiting for both you and your patients. Less "hidden" costs usually associated with shipping. And, for us, more control over the way Congoleum products are handled.

The Congoleum name also assures you of some other time-proven benefits. As a wholly-owned company, we perform all of our own research, development and testing functions to guarantee uniform mattress quality. Along with our central delivery system comes a follow-up sales staff, eager to train your personnel in the finer points of mattress evaluation.

So when it's time to replace or increase bedding in your facility, count on Congoleum For quality, comfort and time-honored dependability.

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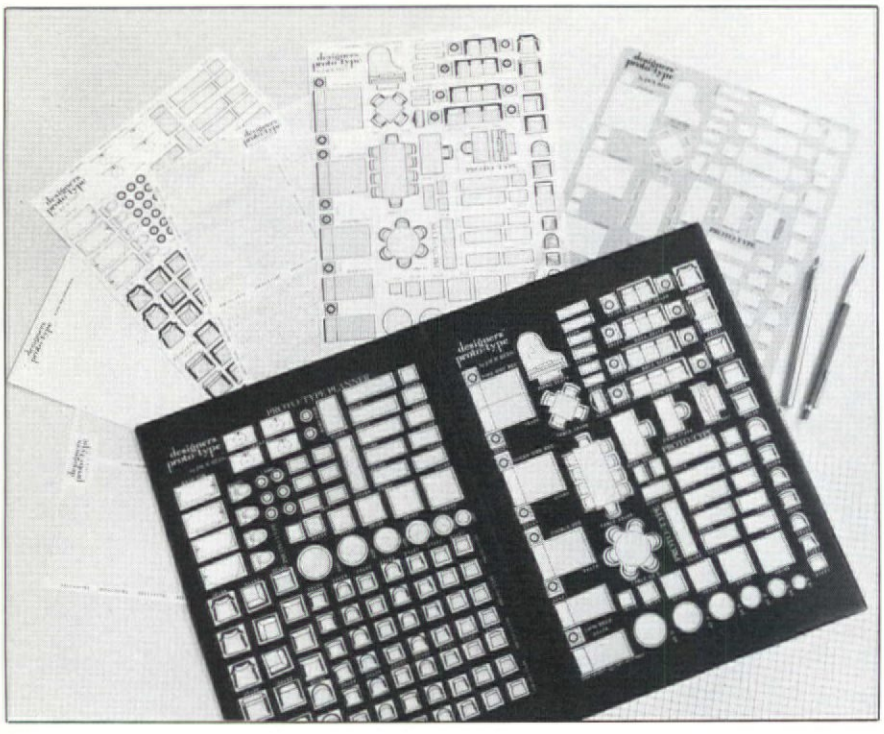
Newton, KS • Tomah, WI • Wilkes-Barre, PA • Cassopolis, MI

Circle 62 on reader service card

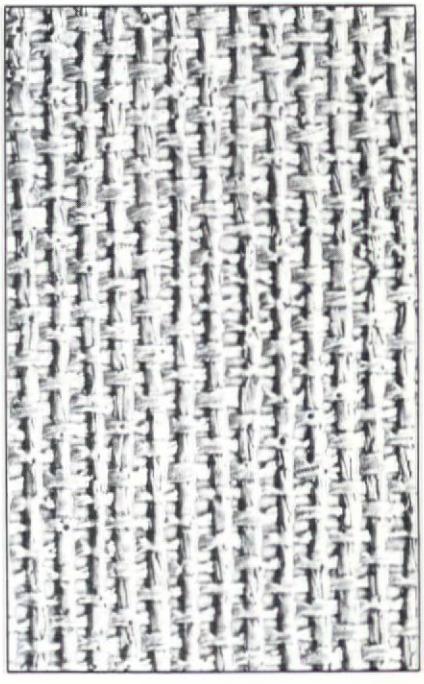


Designer's prototype cuts back drafting time

Designers Prototype* is a complete kit for speeding up layout presentation drafting. Scales range from ¼- to 12-in. in a variety of shapes and configurations. Designed by **Jack Reese, ASID** system includes planner, template, and five pressure-sensitive sheets. **Circle No. 285.**

Embossed wallcoverings include 162 styles

Wallmates Vinyls' Textural Studio Collection is a group of 162 embossed, vinyl wallcoverings. Designs are available in a range of pastel colors and contrasting shades. Shown is Bamboo Weave. **Circle No. 280.**



Harmonious carpet pairs withstand traffic

Walter Carpet introduces contract carpets in color-coordinated pairs of solid and patterned designs. Key West, a velvet cut-pile printed with a modified Greek key pattern and Eclipse, a solid, velvet cut-pile, are constructed for light- to medium-traffic areas. Both carpets are Scotchgard-protected. **Circle No. 278.**

Nylon, 20-denier fibers have wool-like lustre

Ultron 3D nylon from **Monsanto** is a 20-denier carpet fiber with wool-like lustre. Available in three dye levels—regular, deep, and cationic—fibers offer unlimited multi-color patterns, prints, and solid shades. Static-control, soil-resistance, and flame-retardancy are features. **Circle No. 279.**

Panel fabric in two colors features shading effect

Bamboo, from **Zumsteg,** is a two-color, printed cotton fabric with a shading effect. Offered in beige on black, fabric is 51-in.-wide with a 70 3/4-in. bamboo forest motif. **Circle No. 281.**

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SPONGE RUBBER CARPET CUSHION

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Independent laboratory tunnel tests per ASTM E84-80 established these Sentinel ratings rarely found in any carpet underlay sold today: rubber, premium urethane-types, or felt/hair cushions.

Flame Spread	Fuel Contribution	Smoke Density
20	15	5

Detailed test results available upon request.

Sentinel complies with the measures prescribed by the NATIONAL FIRE PROTECTION ASSOCIATION: Life Safety Code, Interior Finishes (Standard 101-1976)

The above ratings were obtained for ASTM E-84-80, which are equivalent to the following tests by the indicated agencies:

- NATIONAL FIRE PROTECTION ASSOCIATION (Test Method 255)
- AMERICAN NATIONAL STANDARDS INSTITUTE (ANSI Test Method No. 25)
- UNDERWRITERS LABORATORY (U. L. Test Method No. 723)
- UNIFORM BUILDING CODE (UBS Test Method 42.1)

Note: The agencies under whose jurisdiction the installations fall have requirements that vary throughout the country.

Although the ASTM E84-80 Tunnel Test has been a predominant criterion at a flame spread index of 25 or less for high hazard areas, the FLOORING RADIANT PANEL TEST, ASTM E648-78 is also used and may apply. In this case, no compliance criterion for carpet underlay is possible because the test involves a combination of both carpet and underlay.

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In addition to other quality ingredients, Sentinel is reinforced with a special mineral flame retardant. Result: significantly improved fire safety ratings.

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Now you can bring new safety to restaurants, offices, hospitals, nursing homes, theaters, schools, hotels and motels...any high-occupancy area where safety and comfort are mandatory. Sentinel is also ideal for high-traffic areas...high-hazard kitchen installations...above and below-grade storage areas...any application where NFPA 101-1976 requirements prevail.

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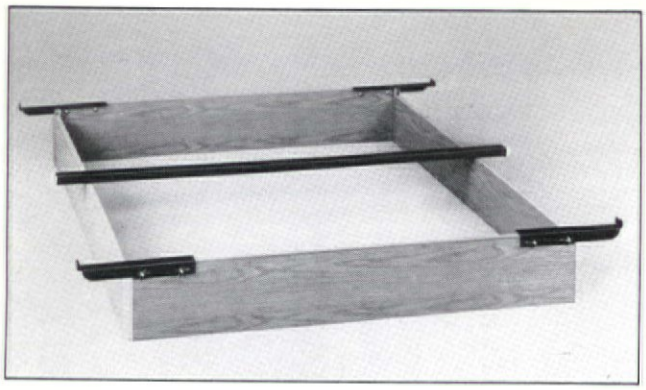
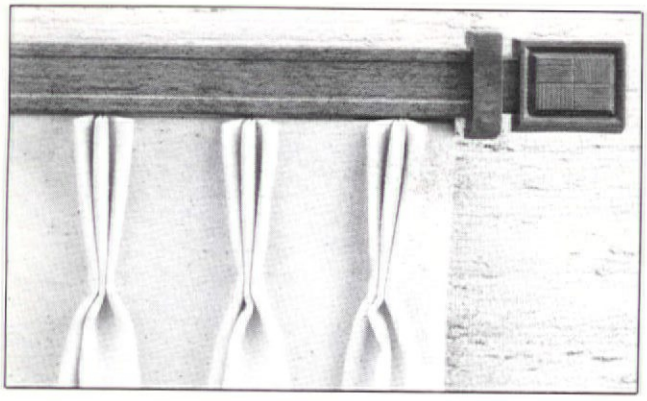


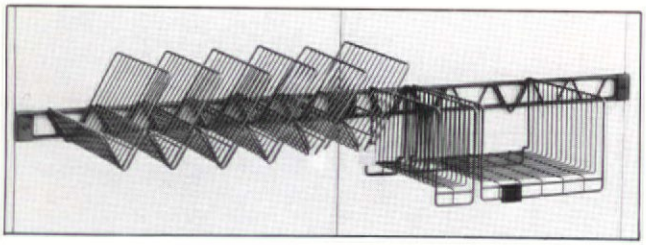
STEEL SUPPORT RAILS ADJUST TO FIT BEDDING

Beauti-Glide platform beds feature steel support rails which adjust to fit snuggly against bedding. Designed by the Beauti-Glide division of Lear Siegler, bed is constructed of presswood finished with walnut wood grain. A cross-center-support is included on full-and queen-size models. **Circle No. 337.**



RINGLESS DRAPERY RODS HAVE CLEAN LINES

Graber's newest traverse rod, Brittanwood, is designed without ornamental rings for smooth, clean design lines. Pecan-wood finishes accent square rods to provide a good background for pleated window treatments. **Circle No. 362.**



COMPONENTS EXPAND STORAGE, DISPLAY SPACE

Wolff Wire is a welded, steel-wire component system designed to increase storage and display capabilities within offices. Developed by Frederick Kuhn and Harold Minick of Yasmin Inc., it is available with both wall-mount and free-standing desk-top assembly. Wolff Wire consists of three basic elements: a supporting V-beam, locking end caps that secure V-beams to slotted supports, and a variety of hang-on components which are inserted into the V-beam. System manages legal-size documents, EDP printouts, mail, and other types of paper. **Circle No. 356.**

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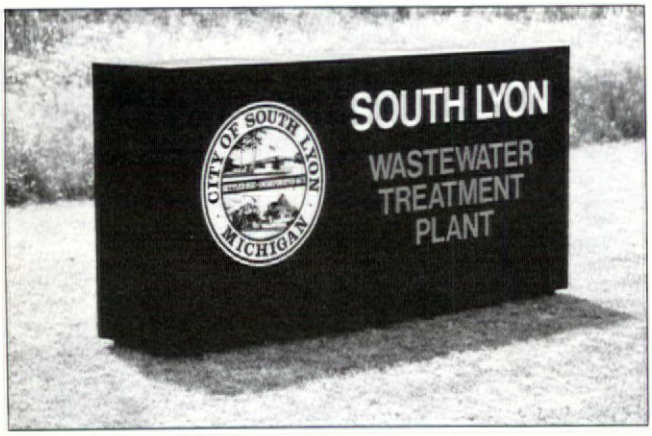
WALL, CEILING PANELS SOAK SOUND

Armstrong World Industries Soundsoak wall panels and Soft Look ceiling panels provide noise control and sound isolation. Soundsoak panels are made of 5/8-in. thick, perforated, mineral fiberboard faced with porous, modacrylic fabric. Sound absorption ranges from 60 to 80 percent depending on panel thickness. Ceiling panels absorb 65 percent of sound that strikes them. **Circle No. 358.**



RANGE OF MATERIALS VARY SIGNAGE

Matthews offers directional, informational, and identifying signs for internal and external installations. Monoliths are available in a wide selection of materials ranging from aluminum to fiberglass. Four construction techniques and seven methods of graphic reproduction are offered as well as a variety of colors and finishes. Signs can be illuminated if specified. **Circle No. 363.**

TEXTURED CASEMENTS MEASURE 118-IN. WIDE

Monsanto Acrilan fibers offer texture and versatile design in 118-in. casement fabrics. Three styles are available in a variety of pastel and earth tones from Cohama/Specifer. **Circle No. 359.**

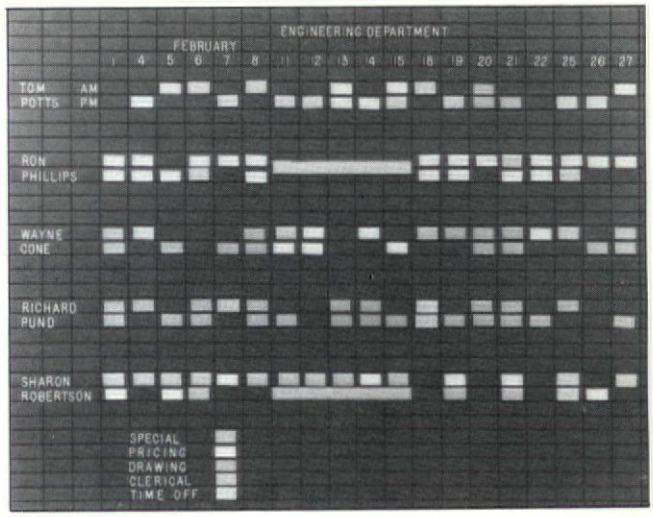
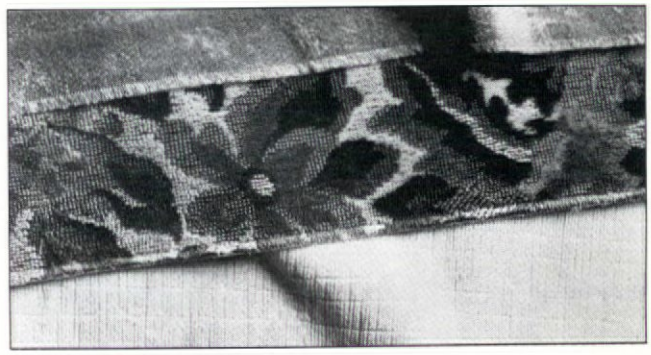


CHART BOARDS ADAPT TO VISUAL PROGRAMS

Claridge Magnetic Chart Boards are adaptable to almost any visual program. Size and grid patterns are custom designed to suit individual needs. Boards are of green, steel grid panels and black grid lines. Frame is constructed of extruded aluminum with etched and anodized satin finish. Boards have wall hangers for easy installation. Magnetic letters, card holders, and ribbons are included. **Circle No. 339.**



LINEN FABRICS RECALL RENAISSANCE DESIGN

Italian fabric house SOMMA introduced a group of 100 percent linen velvet upholstery fabrics at Texitalia Casa. Fabrics carry relief-stripe and floral patterns that recall Italian Renaissance design. **Circle No. 351.**

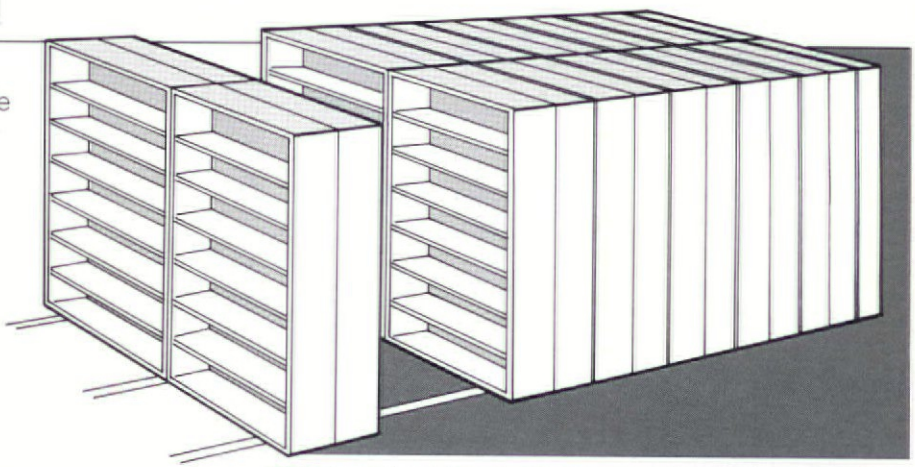
CARVED GEOMETRICS ACCENT NYLON CARPET

Horizon Creme de la Creme carpet collection consists of eight, carved geometric patterns in white. A choice of chevron, domino, lattice, palm, diamond, diagonal, octagonal, and harlequin styles are offered. Carpet is made from 100 percent, advanced generation nylon and is Scotchgard treated for soil-resistance. **Circle No. 349.**

Angle Steel adds Data-Case™ line of high density filing systems and we're inviting you

to help us penetrate this fast growing market where the average sale has increased to over $15,000.

And is still climbing!



We're looking for dealers who want to take advantage of what may be the best profit opportunity in the business today—the market for mobile and stationary filing systems that increase capacity up to 400% in the same floorspace.

With office space at an all-time premium, and no end in sight to the need for records storage, it's easy to see why the demand for high density systems is steadily increasing—and why so many dealers are on the lookout for quality lines to satisfy that demand.

But why Data-Case?

SELL DATA-CASE WITH TOTAL CONFIDENCE

The Data-Case line includes a complete range of components that equip you to satisfy virtually any filing application; library, medical, EDP, legal or standard in a wide choice of contemporary colors. All from a single source.

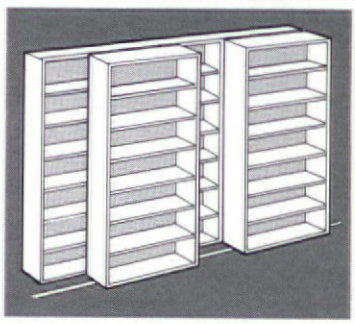
But, what about quality?

Data-Case components are completely fabricated from cold-rolled steel—no particle board or aluminum. Double-wall end panels far exceed industry load bearing requirements, rigid 18 gauge steel shelves support full loads easily without sagging, and the units are mounted on heavy duty 16 gauge bases. This sturdy construction means the kind of long-lasting trouble-free operation that minimizes after-sale service.

DEAL WITH A SUPPLIER WHO KNOWS WHAT YOU NEED

The Data-Case line may be new to Angle Steel, but Angle Steel is definitely not new to the business. We've been manufacturing and marketing durable metal furniture for over 70 years. So we know from experience, just the kind of support you need from us to profit from handling our lines.

The Angle Steel program includes support with advertising and promotion, free room layout and planning services, assurance of quick delivery from factory stocks, and a pricing structure that demonstrates our interest in finding the right dealers.



TAKE THE NEXT STEP— GET THE WHOLE STORY

There's a lot more to learn about Data-Case and Angle Steel. We'd like to send you a free information kit with literature on the product line, specifications, pricing and terms, and more. Just circle our number on the reader service card or call us at (616) 685-6913 for a quick preview from our Data-Case representative.

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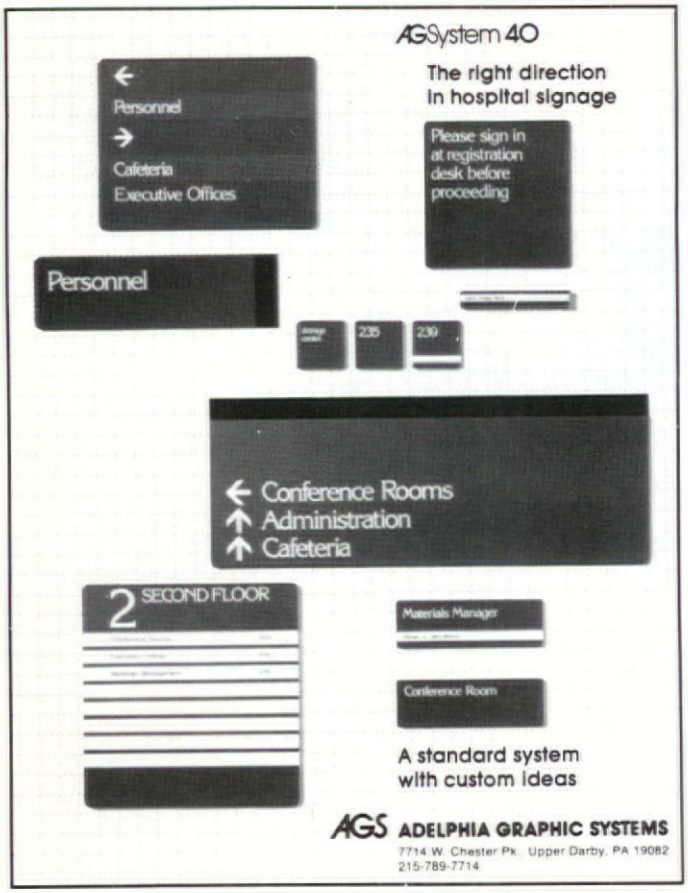

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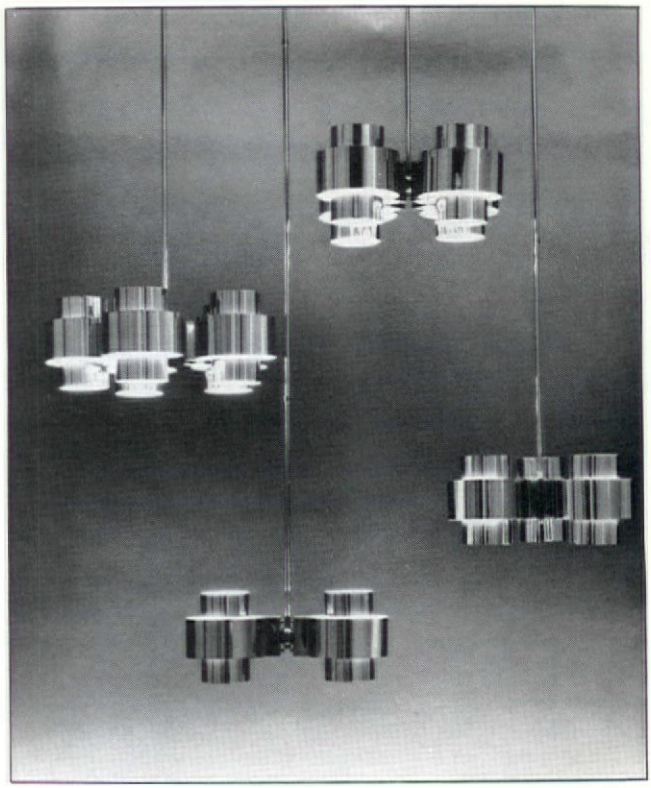
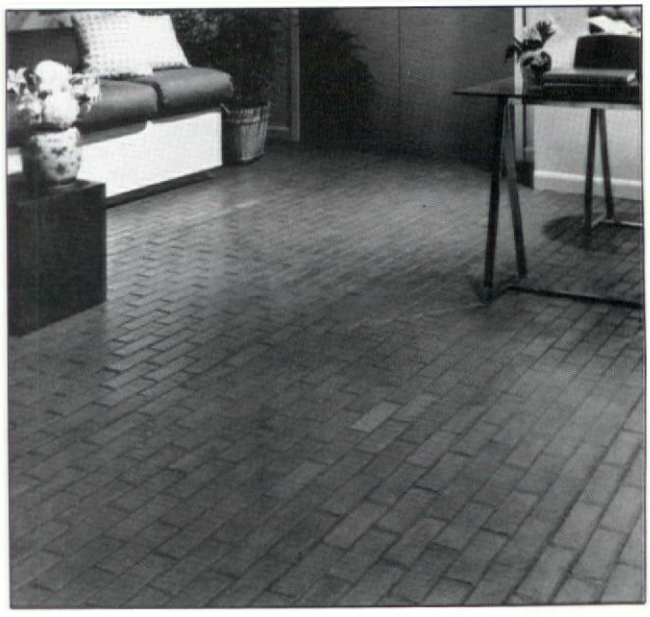
PRODUCTS & SERVICES



CEILING FIXTURES PROVIDE UP AND DOWN LIGHT

Chiaroscuro is a recent ceiling fixture introduction from Koch + Lowy. Shade design permits both up and down lighting as well as shadow effects. Handcrafted design is available in either polished brass or chrome finishes, and may be arranged in clusters of two through five lights. **Circle No. 353.**



ACRYLIC FLOORING HOLDS UP AGAINST BREAKAGE

PermaGrain Products expands its flooring line to include an acrylic-impregnated, brick floor. Called PermaBrick, product measures 5/16-in.-thick, but offers 60 percent more breaking strength than ANSI standards specify. It is also water-, stain-, and slip-resistant, as well as freeze-thaw stable and fireproof. A variety of red, brown, and tan earthtones are offered. **Circle No. 355.**

"Yes, the waiting gets easier. When our first six were born, the hospital didn't have Omalon under the carpets."

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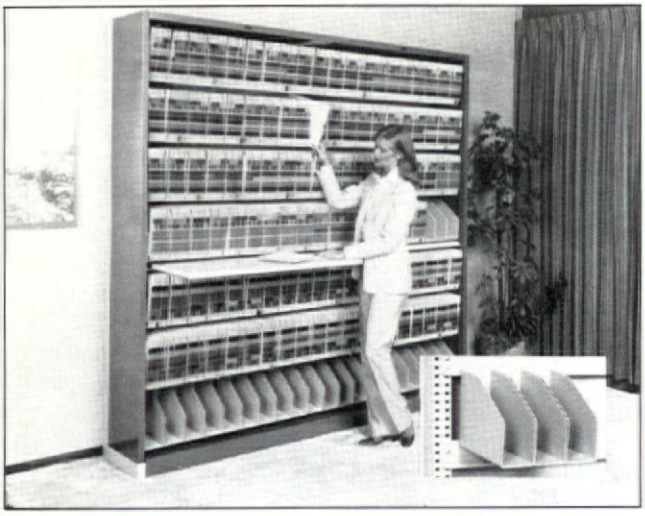
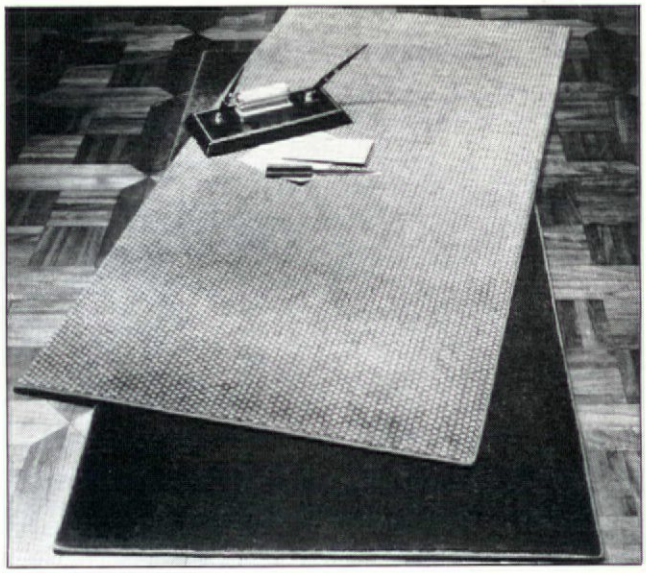


HIGH-DENSITY FILING USES LESS FLOOR SPACE

TAB Product's Unit Spacefinder system provides high-density, easy-access filing in a fully-modular structure, while requiring less floor space than conventional drawers and roll-out files. Portable boxes suspend from framework of interlocking posts and rails planned to fit within inches of any room dimension. Retracting workshelves snap firmly in place and can be added to any point on the system. Flat- or tilt-style stationary shelves, equipped with movable dividers, can be used when bulky materials are stored. Card trays, also with movable dividers, accept any size card. A range of colors is available.
Circle No. 346.

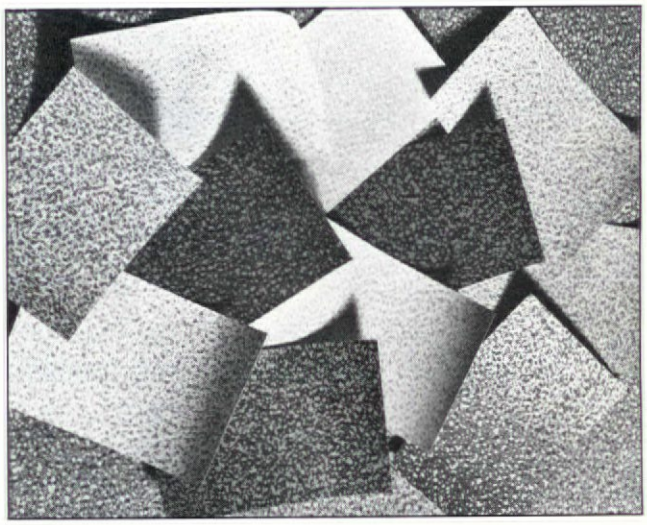
IMPREGNATED FLOORING SHOWS LIGHTER LOOK

Solid oak parquet flooring in a lighter color is available from Hartco, marketed by Tibbals Flooring Co. Offered in 12- by 12-in. squares, flooring has optional foam back. Liquid acrylic and stain have been forced through the wood. Dye quality resists fading. **Circle No. 435.**



BROADLOOM COORDINATES COME IN 10 COLORS

Co-ordinates collection from Couristan is a group of pindot and matching solid broadloom carpets in 10 coordinated colorways. Made from 100 percent Dupont Antron III nylon, carpet is offered in standard 12-in. width with static-control. **Circle No. 340.**



DECORATIVE WALLPAPERS TRANSLATE TO VINYL

Spatterware, from Brunschwig & Fils, is a decorative paper wallcovering now available in vinyl. Design is 27-in.-wide and comes in 12 colorways. **Circle No. 344.**

SYSTEMS FURNITURE OFFERS MORE STORAGE

Steelcase introduces several modifications to its Series 9000 systems furniture line. New components offer greater storage capacity, new ways to handle wiring and cabling, and include new convenience features such as machine-height end panels and optional center drawers. Desk pedestal capacity is increased by 25 percent. End panels are equipped with a raceway through which wires and cables can be routed. Pull-out caps at front and rear of raceway permit fast, easy lay-in wiring. **Circle No. 338.**

CONTRACT'S Construction Lead Service

Bringing Specifier/Buyers And Suppliers Together

CONTRACT'S Construction Lead Service, a free monthly report on new and remodeled contract jobs in the planning stage, provides suppliers with exclusive leads to current installations and offers specifier/buyers easier access to products and services.

CONTRACT readers get the special literature, rep attention and manufacturer services that your projects require. Just fill out the "construction activity" portion of the Reader Service Card in any CONTRACT issue. It's the free, simple way to reach manufacturers eager to meet your immediate needs.

CONTRACT advertisers get key details such as name of job, type of project, location, purchase deadlines, projected budget, type of furnishings, name of contact and more on contract installations in the immediate or near-future specification stage. You get a free report every month your ad appears in CONTRACT ... or a full year of reports with a six time schedule.

Construction Lead Service ... Another Industry-Wide Service From The All-Contract Magazine.

Contract

A Gralla Publication
1515 Broadway, New York, N.Y. 10036
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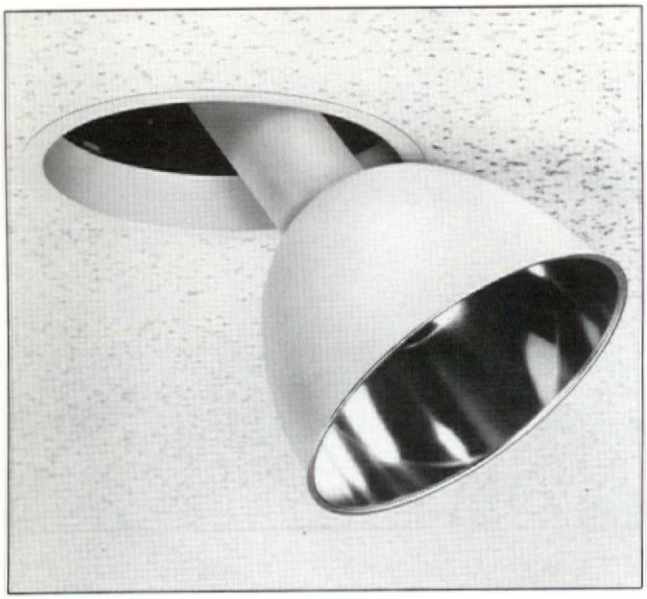
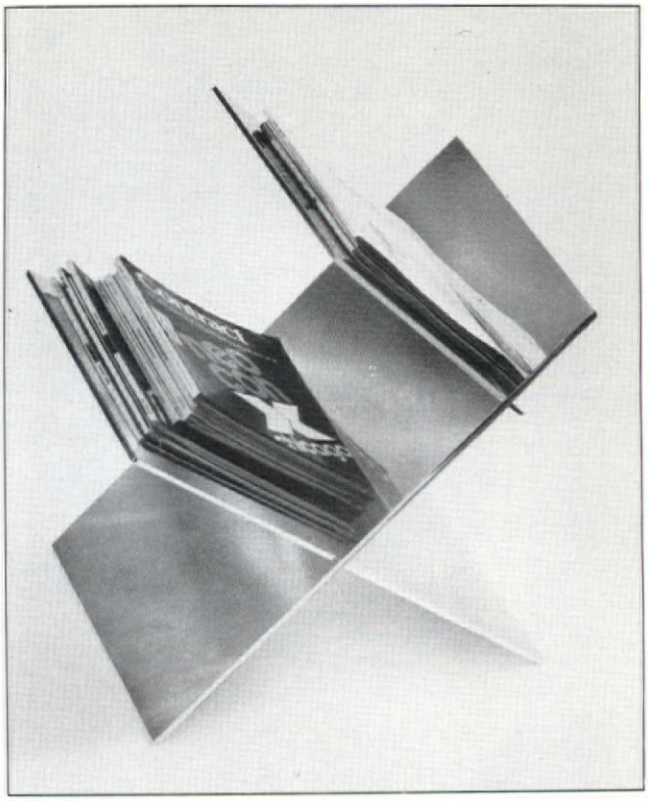


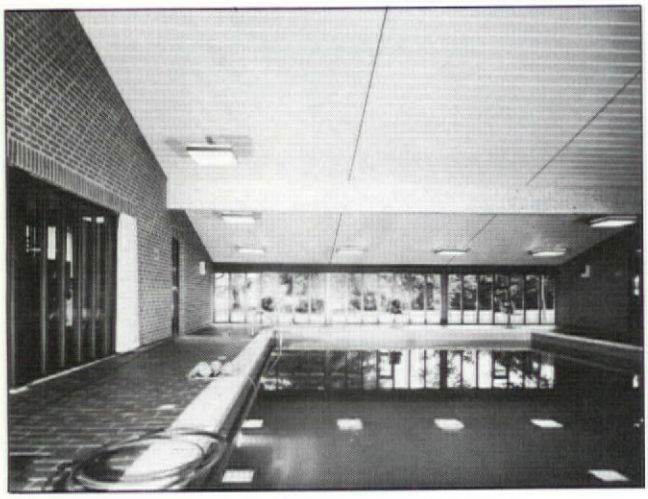
RECESSED LIGHT DOES DOUBLE DUTY

Dual-purpose light from Omega Lighting combines general illumination with accent lighting. Recessed position provides downlighting while pull-down position allows tilt and rotation as an accent. **Circle No. 434.**



TWO-TIERED DESIGN IDEAL FOR MAGAZINES

Magazine rack from Architectural Supplements Inc. features interlocking aluminum plates with mirror polished surfaces. Material is ¾-in. thick. Rack measures 22-in. high, 19-in. deep, and 15-in. wide. **Circle No. 433.**



ALUMINUM CEILINGS ARE ACOUSTICALLY SOUND

Daempa-200 aluminum ceiling systems from Levolor Lorentzen offer three profiles for a variety of acoustical needs. All three may be installed separately or in combination to achieve maximum acoustical or ventilation control. Closed linear ceiling uses 8-in.-module panels with vertical sides. Installation may be direct or suspended. A choice of 113 colors is available. **Circle No. 341.**

FABRIC-COVERED CEILING TILES REDUCE NOISE

Conwed broadens its acoustical product line with the introduction of fabric-covered Silent Squares ceiling tiles. Nine colors that match firm's line of acoustical wall systems and screens are available. Tiles measure 2- by 2-ft. and carry a Class 25 fire-hazard rating as well as a thermal "R" value of two. Shadow-line molding covers raw edges, giving a neater look where tiles do not butt against walls. **Circle No. 347.**

WHEELCHAIR ELEVATOR NEGOTIATES CURVES

Garaventa Canada offers a folding wheelchair elevator capable of negotiating straight, curved, corner, and spiral staircases. Platform is supported by two parallel tubes fixed to the inside wall of the staircase. When not in use, platform folds up, permitting tubes to serve as handrails. System can be designed to avoid and preserve original banisters and wood panelling. **Circle No. 350.**

WOOD FRAME GUARANTEED FOR 10 YEARS

Missouri maple hardwood frame, guaranteed for 10 years, supports ergonomically designed chair from Artisan Seating International (ASI). Padded lower back gives extra lumbar support. Base caps match frame. Chair has Collier-Keyworth swivel-tilt/posture mechanisms and Faultless twin-disc casters.
Circle No. 432.

STYLIZED LIGHTING TAKES ON NEW LOOK

Contemporary design adds new appeal to gaslight-style wall lamps from Plantation Lighting. Available with both globe and candlewick bulbs, they may be used for both interior and exterior applications. Hoods are of acrylic. Base and trim are made of solid brass, finished in either smoke or amber colorings.
Circle No. 342.

CORNER PROTECTORS INHIBIT WALL DAMAGE

A new line of corner protectors featuring Kodak Kodar PETG copolyester is available from Vydel Corp. Called Sav-A-Wall, they are designed to inhibit chipping of paint, plaster, and wood at protruding corners and to protect wallcoverings from peeling. Product is available in 4- and 8-ft. lengths.
Circle No. 361.

WOOD SIDING CONCEALS NAIL HEADS

Masonite Colorlok wood-fiber siding features a positive, mechanical fastening system that supports and aligns siding to conceal nail heads. Colorlok's durable finish resists peeling, blistering, cracking, and erosion. Product is weather-resistant and provides good thermal and electrical insulation.
Circle No. 360.

Circle 70 on reader service card

Who's afraid of the big, bad wolf?

Not Paoli Chair Co.!

We're just completing our new 95,000 sq. ft. desk plant/warehouse complex . . . a resounding vote of confidence in 1982's economic outlook.

Rolling off the line will be the exciting new Paoli office desks — both contemporary and traditional. Coupled with Paoli's 56-year office chair expertise, this new office furniture "one-source" gives you styling, quality, profitability . . . adds up to a bottom line that will scare the wolf way away from your door.

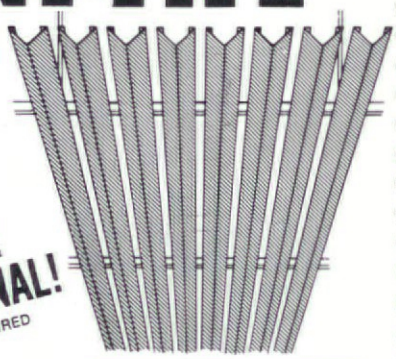
Paoli Chair Co., P.O. Box 30, Paoli, IN 47454

Come see us at the NOPA Show
Space 343, Los Angeles Convention Center
February 18-20

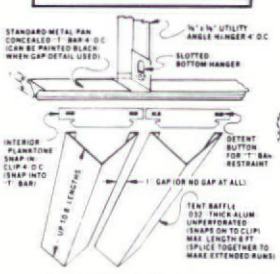
Paoli

"TENT-TYPE" Aluminum Baffles

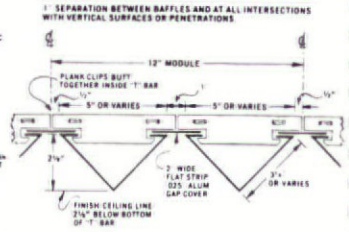
LONG! SLENDER! DRAMATIC! DIRECTIONAL!
ACOUSTICAL IF DESIRED



EXPLODED VIEW OF PARTS



SECTION THROUGH TENT BAFFLE WITH GAP COVER



Available direct from Mnfr.

Available in "Specular" Gold or Silver for mirror-like effect
Also available in Baked White Enamel, Anodized, Color Enamel

Refer to SWEET'S Section 9.1/Si

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Sales "Reps" needed—Write to Simplex for information

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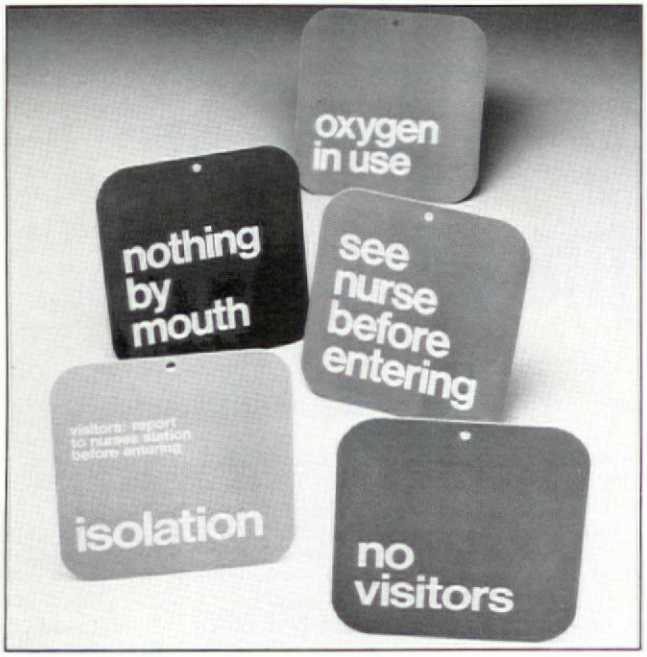
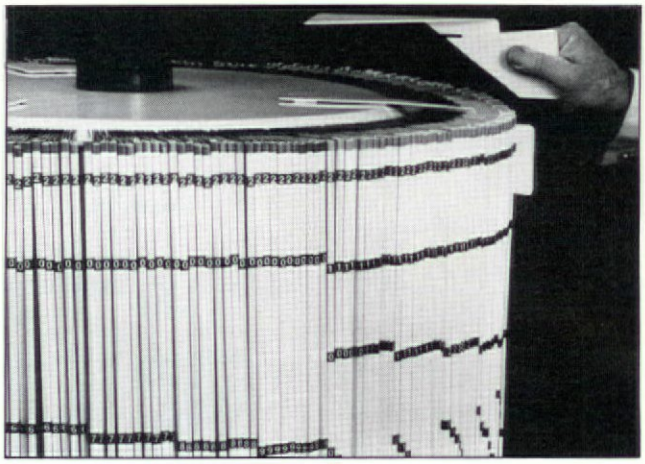


HEAVY-DUTY SIGNAGE RESISTS VANDALISM

Multi-colored instruction signage from Adelphia Graphic Systems is made from heavy-gauge, impregnated plastic. Materials make it easy to maintain and vandal-resistant. Six messages are offered along with blank spaces supplied for special instructions. Signs are affixed temporarily to patient doors or beds with aluminum pegs. **Circle No. 376.**

TEXTURED LOOP CARPET IS FIRE-RETARDANT

Monitor, a new addition to Collins & Aikman's Colonnade carpet line, is a textured loop, 1/8- gauge carpet of 100 percent Ultron nylon from Monsanto. Featured is its Class A, ASTM flame spread rating of 25, smoke density rating of 75, and critical radiant flux rating of 1.04. Monitor is offered in eight neutral tones. **Circle No. 365.**



DISC SPINNERS STOP SUSPENSION FOLDER WEAR-OUT

Clip-on disc spinners from Rotascan save wear and tear on suspension folders. Designed to extend approximately 3/4-in. beyond folder spines, disc spinners act as a hand-hold to eliminate soiling and weakening of folder spines. **Circle No. 357.**

FIBERGLASS LININGS STRENGTHEN WOOD PIECES

Wood planters, litter receptacles, and ash cans from Landscape Forms feature fiberglass linings designed to make them strong and water-tight. Called the Silhouette Group, pieces are finished in red oak cut to large radius edges and corners to create clean design lines. **Circle No. 348.**

CRT TABLES AVAILABLE IN THREE SIZES

Beige or black wood-topped tables hold CRTs or other equipment. Tables are 30- by 24-in., 30-in. by 30-in., or 36- by 30-in. to accommodate a range of functions and machinery. From Bretford Mfg. **Circle No. 431.**

Learn how the computer can help you solve the space planning and design problems of corporate facilities

Find out how you can eliminate crisis-mode corporate design

See software/hardware packages at work. . . discuss your needs with suppliers face-to-face. . . find the system that's right for your organization!

"Thorough." "Excellent." "Big step forward."

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—Karen Odlum, Project Manager, Aetna Life & Casualty

"Excellent. . . before attending this conference, I was confused and unsure of practical applications of using a computer as an aid to the planning and design process. I now have a much better understanding of what it is all about."

—L. Edward George, General Manager, Paul Planert Design Associates, Inc.

"Excellent. . . conference provided a very thorough insight into the present and future capabilities of CAD."

—Lynn Evans, Independent Consultant to interior design/space planning

Plan now to attend the fourth annual

COMPUTER-AIDED SPACE DESIGN & MANAGEMENT CONFERENCE

formerly "Corporate Facilities Planning, Design & Management by Computer"

Co-sponsored by Gralla Publications' **Contract** and **Facilities Design & Management** Magazines

November 8-9, 1982 • New York City • Halloran House Hotel

All-new format includes software/ hardware exhibits and demonstrations.

Because you've asked for it, our fourth annual conference has been expanded to include displays of various graphic computer systems. Take a first-hand look at technology available from different suppliers; discuss your particular needs; get on-the-spot answers; take home materials for future reference.

Choice of seminars allows you to tailor your own educational program.

Take advantage of this opportunity to learn how to: use a facilities management system for space/office planning and decision-making; determine and carry through space requirement programs; use a CAD system without buying one; analyze cost benefits—computer systems versus manual methods; plus much more!

"Hot topic" Executive Exchange Roundtables provide up-to-the-minute information.

Share down-to-earth tips and insights with end-users and specifiers like yourself who speak from experience. In limited-attendance groups, professional-to-professional, roundtable participants exchange ideas, methods and advice on this complex and growing field.

Who should attend:

If you're a vice president of finance, administration, or real estate and facilities; an architect or design professional; member of a facility planning committee; or involved in any aspect of space, office, or building design or management; this dynamic, two-day conference and exposition offers valuable information you can put to use—immediately!

To register, or for additional information...

Use this coupon to register or send for further information.

Mail to: COMPUTER-AIDED SPACE DESIGN & MANAGEMENT CONFERENCE, c/o Gralla Conferences, 1515 Broadway, New York, NY 10036

☐ Please register me to attend.
- ☐ Registration fee in the amount of $495 is enclosed.
- ☐ Please bill organization below.

☐ Please send additional details on attending the Conference.

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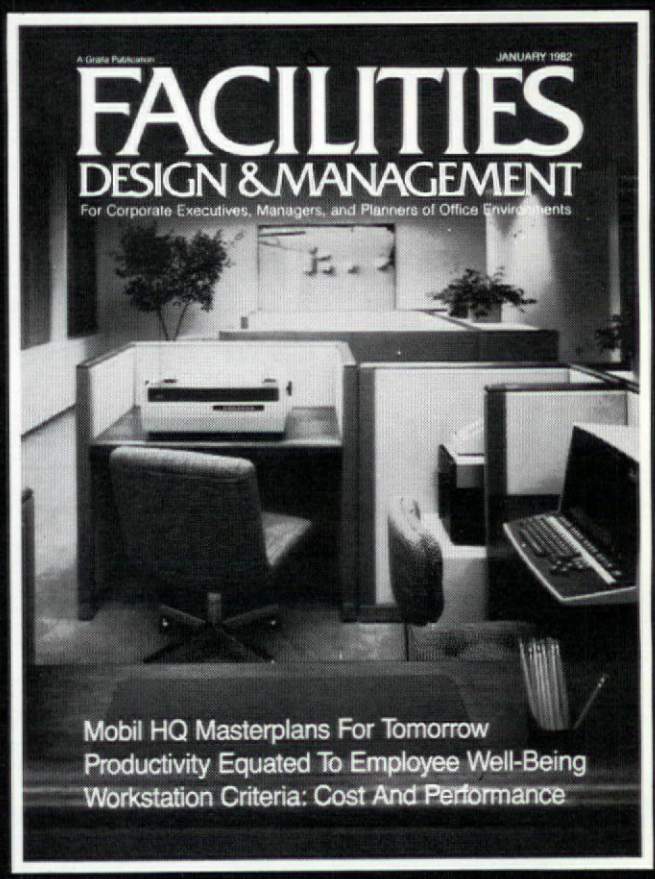
Another Quality Gralla Magazine Is On The Way

FACILITIES
DESIGN & MANAGEMENT



An Exceptional New Magazine For An Information-Hungry Growth Market

FACILITIES DESIGN & MANAGEMENT starts publishing in January, 1982, with Gralla Publications' traditional combination of journalistic excellence, active buyer audience, and valuable marketing back-up for program advertisers. The magazine will have a nine-time frequency in 1982: January, February/March, April, May, June, July/August, September, October, November/December.

The Audience: More than 30,000 leading executives, managers and planners with responsibility for approval, purchase and selection of interiors, furnishings and systems for major corporate office facilities. The facility management function of this audience is being recognized as vital within the corporate structure, since effective planning of office environments can save work hours and costs, while improving productivity and employee well-being.

The Ad Opportunities: A unique advertising vehicle for marketers of office furniture/furnishings... open plan systems... seating... flooring... wallcovering... fabrics... art and graphics... filing/storage equipment... information management systems... electronic office components... computer workstations... and numerous related products.

Watch or ask for "Charter Advertiser" package, rate card, and detailed 1982 editorial feature plans.

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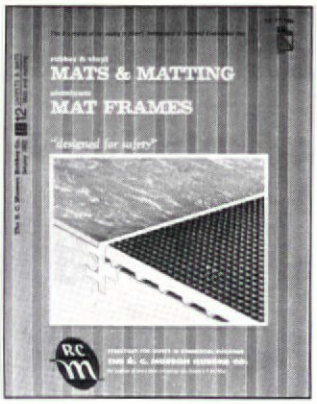
CATALOGS & BROCHURES

Best



R. C. Musson

Graphic Blast signage systems from Best Sign feature firm's unique carving process. A new brochure gives information on tactile, engraved, wood, plastic, metal, and stone signs.
Circle 315 on reader service card

Detail drawings, specifications and applications for R.C. Musson rubber and vinyl mats, matting, and aluminum mat frames are featured in a new catalog. Categories include entrance mats, surface matting, and industrial runner mats.
Circle 319 on reader service card

VOS Office Systems are the subject of a new, color brochure from Modern Mode. System includes self-contained, vertical cabinets for either open plan or private offices.
Circle 307 on reader service card.

GF Business Equipment's 20-page, color catalog describes firm's Quantum System of lateral files and storage components. Book illustrates various color combinations for standard units, and available options.
Circle 308 on reader service card

Indalux Task Twins DTX Direct Task Lighting from J.H. Spaulding are adaptable to a variety of mounting possibilities. New color brochure gives statistical information on various mounts and their lighting efficiency.
Circle 309 on reader service card

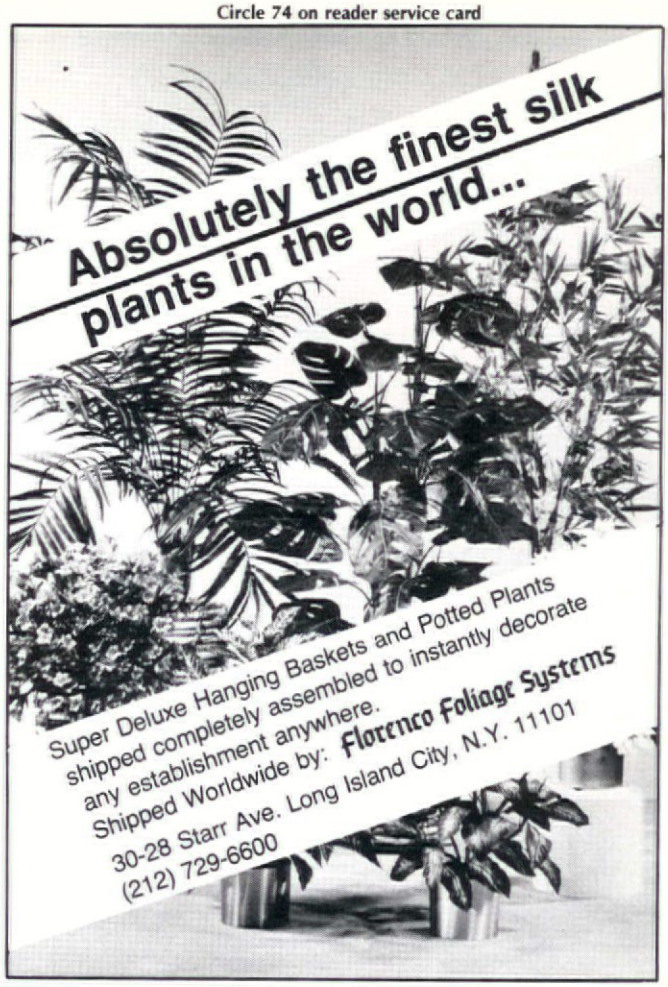
All-weather tables and benches for industrial applications are shown in a color catalog from L.A. Steelcraft Products. All models are of fiberglass and are fire-retardant.
Circle 312 on reader service card

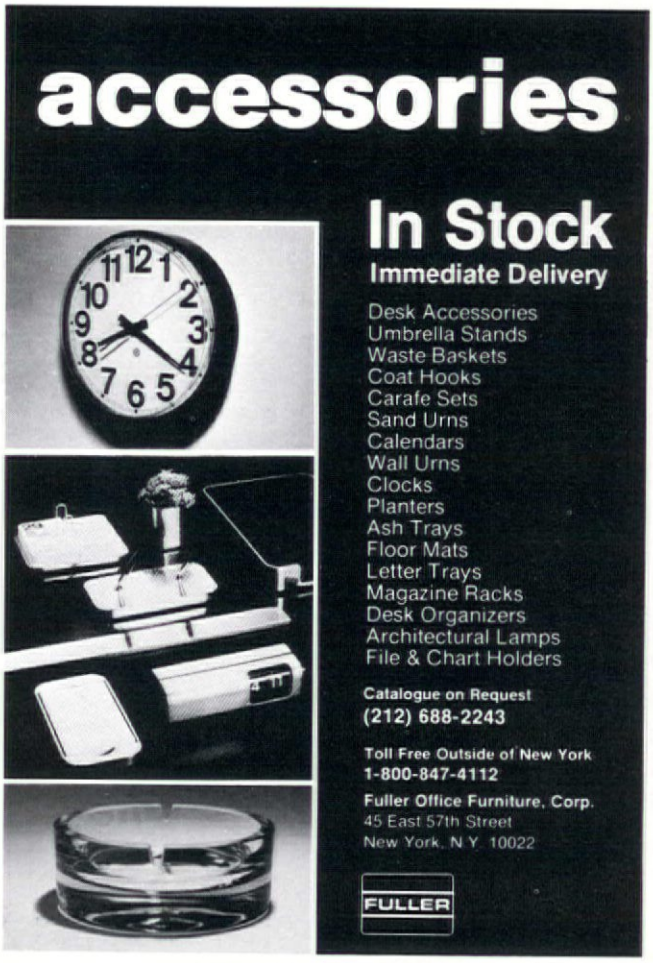
The first sample issue of the NOPA Manufacturer Export Bulletin is now available. Export leads for office products from the U.S. Department of Commerce's weekly Trade Opportunities Program are highlighted.
Circle 323 on reader service card

Ambient Woodworks, a new division of Ambient Limited, just released a casegoods brochure. Described are design and style options for furniture pieces.
Circle 316 on reader service card

Versa-Trak Under-Carpet Wiring Systems are illustrated in a new brochure. Shown are installation procedures for mandatory carpet tile applications.
Circle 310 on reader service card

Circle 74 on reader service card





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RATES: A standard classified ad costs $52.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch including headline and address. Please 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 closeouts 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.

ATTENTION: Contract furnishers, architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 24th Floor, 1515 Broadway, New York, NY 10036.

REPRESENTATIVES WANTED

COMMERCIAL CARPET REPRESENTATIVES

PATRICK CARPET MILLS, needs experienced sales professionals for expanding market areas. Positions are now available in Philadelphia, Pittsburgh, Washington D. C., and Boston. You should be oriented toward calling on architects, interior designers, commercial furnishers and contract dealers.

All replies are strictly confidential. Send resume to: M. J. Druss, Patrick Carpet Mills, 2937 Maria Street, Rancho Dominguez, CA 90221.

WASHINGTON D.C., PHILADELPHIA

Diverse contract upholstery line has above territory open for aggressive, independent representative organization. Traditional, transitional and contemporary styles. Send resume to Box 198, CONTRACT, 1515 Broadway, New York, NY 10036.

SALES REPS WANTED

Reps wanted in New York City, Upper New York State and various other territories. Established manufacturer of institutional lounge furniture with full marketing program directed towards college and universities and mental health/mental retardation applications. Contact:
William L. Weissman
Modu Form, Inc.
P.O. Box 400
Fitchburg, MA 01420.

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Large upholstery fabric manufacturer is expanding into the contract field. Need local representatives and National Sales Manager. Send reply to Box 195, CONTRACT, 1515 Broadway, New York NY 10036.

REPRESENTATIVES WANTED

European manufacturer of high quality contract and residential furniture requires representation across U.S.A. and Canada to cover architects, designers, specifiers and fine furniture showrooms. Selling prices in U.S. and Canadian currencies all-inclusive from warehouses in the U.S.A. and Canada. Please send resume and details on lines carried and territories covered to: Box 196, CONTRACT, 1515 Broadway, New York, NY 10036.

Your Ad Here
Will Get Results

CONTRACT SALES REPS WANTED

Division of NYSE Corporation seeking contract reps for brass table line for New York, New England, Washington-Baltimore, & Atlanta. Looking for top personnel with compatible lines. Send replies to Box 197 CONTRACT, 1515 Broadway, New York, NY 10036.

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Progressive manufacturer of acoustical screens, partitions, wall systems, wall panels and baffels seeks aggressive organizations. Choice territories open. Send resume to Polychromic Designs, P.O. Box 354, Bellmore, NY 11710.

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Opening in Houston for representative calling on architects. New wood chair line now available. We sell directly to churches, hotels, hospitals and other users of quality wooden, upholstered chairs. Send resume. Sauder Manufacuturing Co., Archbold, Ohio 43502.

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CONTRACT REPS WANTED—Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1515 Broadway, New York, NY 10036.

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ESTABLISHED MFG. REPRESENTATIVES

We have strong following with designers, architects, corporate specifiers and dealers. Area covered—Metro New York and Northern New Jersey. Interested in representing contract case goods and systems furniture lines to complement our existing package displayed in our N.Y. Showroom. Reply Box 180, CONTRACT, 1515 Broadway, New York, NY 10036.

EXPERIENCED SALES REPRESENTATIVE with Excellent Dealer and Designer Contacts in New York Metropolitan Area seeks quality Desk and Seating Lines. Reply to Box 202, CONTRACT, 1515 Broadway, New York, NY 10036.

Major Contract Furniture Reps covering NE & NY State are searching for Hotel/Motel Casegoods & Banquet seating lines. We offer large staff and showroom with very strong affiliation with Hotel/Motel buying groups and office furniture dealers. A potential for large volume exists. Please write in confidence to Box 201, CONTRACT, 1515 Broadway, New York, 10036.

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Forming new manufacturers' representative organization. Have 25 years experience in the contract office furniture business as the key sales officer (V.P. Sales) of: a major metal office furniture manufacturer, a major wood office furniture manufacturer and a major metropolitian office furniture dealer (both manufacturers produce case goods, seating, filing equipment and open office furniture systems). Excellent national following among dealers, major corporate accounts and design firms. Solid reputation for performance and results. Impeccable character and integrity. Financially strong. Willing to relocate to provide the most effective coverage for the best package I can assemble. Get dynamic, profitable full time coverage. Write Box 190, CONTRACT, 1515 Broadway, New York, NY 10036.

SITUATIONS WANTED

Professional Businessman. Ten years' experience with two contract furniture manufacturers, seeks challenging position with savvy, growth-oriented company in Marketing/Sales Management. Has wealth of experience in Dealer/Direct Distribution; Sales Promotion and Training; A/D and National Account selling. Full P/L responsibility. Age-mid 30's. Married. Reply to Box 199, CONTRACT, 1515 Broadway, New York, NY 10036.

HELP WANTED

MANAGEMENT OPPORTUNITIES ($30-$100,000)—20 yrs. exp. in the Search and Placement of mid to upper level executives on a national basis. Our nationwide clients seek Sales and Marketing Managers, Manufacturing and Engineering Executives, V.P.'s and Presidents with Contract Furniture experience. Client co's assume all costs. Contact in strictest confidence: YVONNE CRAWFORD Contract Dept., COOK ASSOCIATES, Inc., 35 E. Wacker Dr., Chicago, IL 60601. 312/263-1119.

NATIONAL SALES MANAGER

We are a well established and nationally known institutional seating manufacturer. We require a proven and highly motivated professional who can develop, enhance and implement a marketing plan from beginning to end. Background in Managing, Manufacturer's Sales Reps, End-User Programs, and Dealer Programs is required. Management level experience in Contract Sales and commercial furnishings are an important plus in this position. We offer an excellent salary incentive benefit package in a desirable location one hour west of Boston. Please forward resume on a highly confidential basis to: President, Modu Form, Inc. P.O. Box 400, Fitchburg, MA 01420.

HELP WANTED

Design Manager—Progressive Phoenix based contract design and space-planning group seeks Design Manager for its expanding Denver Branch. Ideal candidate will have a minimum of 7 years of commercial design experience with strong management and marketing background. Positive enthusiastic attitude a must. Excellent benefits package. Salary commensurate with experience. Please send resume and salary history in confidence to: Personnel Manager, Innerspace—Division of Cholla Business Interiors, Inc., 2405 W. University, Tempe, AZ 85202 or call Kim Stebbings (602) 894-1121.

PATENT RIGHTS

We own U.S. and European patent rights to a new suspension drawer system, and seek an individual or firm to aid in marketing and licensing device to contract manufacturers. References required—confidentiality maintained. KOCH Research & Development Corp., P.O. Box 2510, San Francisco CA 94126.

Looking To Fill A Position? This 2½" Space Would Cost $130. Call Nancy Leffler Berman For More Information (800) 223-6767

USED EQUIPMENT FOR SALE

Steel Case 9,000 Series Panel, like new. 75" High, 5339 Tan Value No. 2, Chrome trim. Four of them are 36" wide, two are 42" wide, one is 45" wide, and two glass panels 4650 Tan Value No. 1, are 36" wide, 75" High Panel and 5339 Tan Value No. 2 and 4652 Tan Value No. 3 Trim, three of them are 36" wide, five are 42" wide, two are 45" wide, and two curved panels, one 42" glass panel. Over 60% off current list. 1-402-721-4566.

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... Where Your Classified Ad reaches over 27,500 industry "pros" ...

This high-reader-traffic section is a marketplace for you to fill an important position in your company, to find a new career opportunity for yourself, find salesmen, reps or lines wanted, business for sale and any used or odd-lot products or items for sale on a one-time basis.

THE MARKETPLACE offers you an audience of over 27,500 commercial interior architects, designers, furnishers, specifiers, planners and dealers.

To place your ad in THE MARKETPLACE, just fill out the coupon below, enclose a check for the full amount, and mail to:

Classified Ad Manager
CONTRACT MARKETPLACE
1515 Broadway, New York, N.Y. 10036

DEADLINE: First of the month prior to publication
Rates: $52.00 per column inch (approximately 37 characters to a line. 7 lines per inch). All copy is pub set at no charge. For blind box number, please add $5.00.

Please run the attached ad(s) in the next _____ issue(s) of CONTRACT.

I am enclosing a check for $ _____ ☐ This includes $5.00 for a blind box number.

Name & Title _____

Organization _____

Address _____

City/State/Zip _____

Phone # _____

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