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FEBRUARY 1984

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL-FURNISHINGS & INTERIOR ARCHITECTURE

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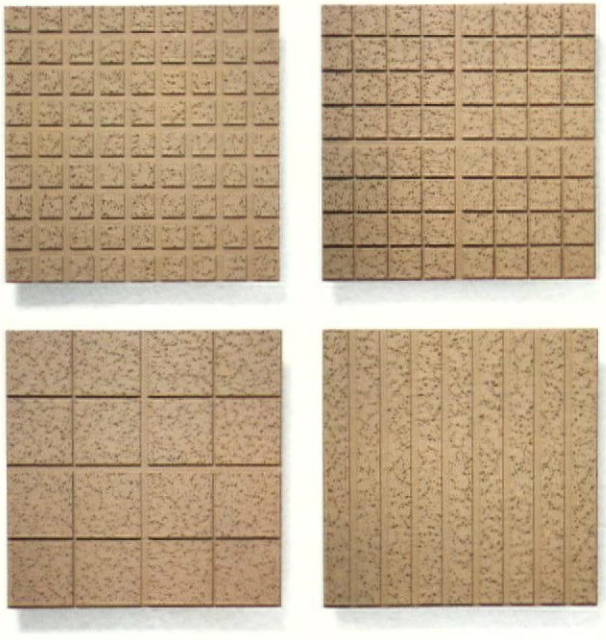

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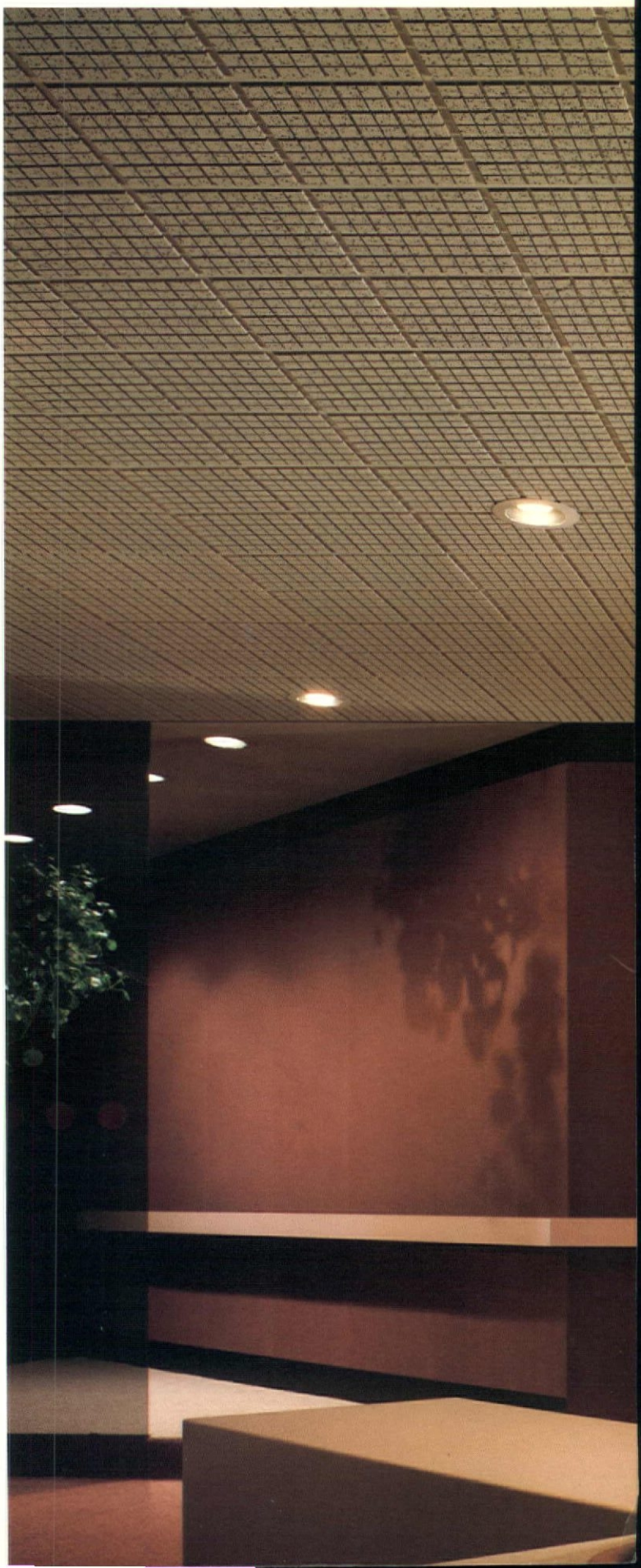

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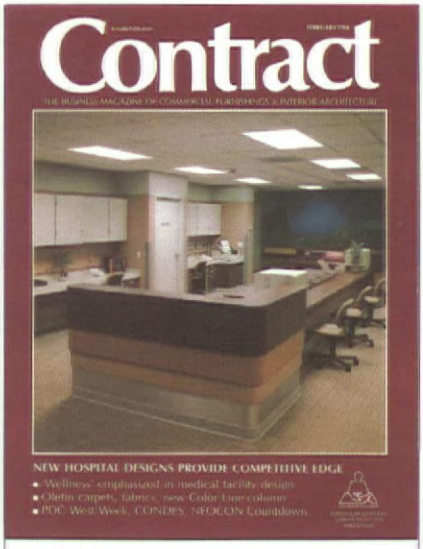

Cover: *Custom color programs are design treatments now employed by planners in healthcare settings. Cover artist George Koizumi selected Sparks Family Hospital, Nev., custom nurses' station for this month's cover.*

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Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

Vol. 26 No. 2 February 1984

84 COMPETITIVE HOSPITALS PLAN FOR EFFICIENCY

89 Drug Laboratories Patterned On Research Process
Federal & corporate rules mandate meticulous drug R&D facility design

92 Home-Like Birthing Room Conceals Medical Equipment
WBDC designs Early American-look delivery rooms for Grand Rapids, Michigan hospital

94 Luxury Amenities Attract Patients, Staff to Nevada Hospital
VIP patient suites, gourmet doctors' lounge, & hotel-style decor make Sparks Family Hospital a competitive facility

97 'Wellness' Emphasis Dictates Illinois Hospital Design
Illness prevention focus, 'humanized' warmth replace institutional look

100 Bright Colors, Art Program Geared To Pediatric Patients
Long-term care pavilion at Hahnemann University Hospital, Penn., treats kids in a lively atmosphere that fosters healing

102 Hospital Daycare Center Designed To Attract Personnel
Miami hospital's facility for staffers' kids can provide 24-hour care

104 Safety Comes First In Healthcare Furniture Design
Ergonomically styled products feature fine woods, diverse colorways

110 Olefin Carpets Enter High-End Contract Market
Improved esthetics & price advantages recommend olefin fibers for top-of-the-line contract floorcovering installations

112 More Natural Fibers Meet Fabric Flame-Safety Standards
Fire-retardant wool, cotton, & linen textile offerings proliferate

118 L.A.'S WEST WEEK BROADENS SCOPE
From the Pacific to the Americas & beyond, PDC's market week explores traditions of design influence around the world

DEPARTMENTS

7 Contract Commentary
11 Contract News
22 Contract Update
36 Computer, Management Seminars Are CONDES Highlights
42 NEOCON Countdown
55 Contract Quotes
57 Color Line
60 Contract Technology
64 Product Showcase: 3M Scanamural
68 Product Showroom: Hiebert
70 Product Showroom: Interface
75 People/News
82 Coming Events
129 Products & Services
149 Catalogs & Brochures
150 Classified Advertisements
152 Advertising Index

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Vol. 26 No. 2

March: Office Design—Up-to-the-minute office designs, together with an office furniture and furnishings product review. Plus, Source Guide to Moveable Heavy Duty Filing & Retrieval Systems. NEOCON Countdown II—second in a series updating the June contract market. This will be a Canadian "Audience-Plus" Issue with bonus circulation to 2,000 Canadian architects and designers.

April: Executive Buyer Edition/Hospitality & Restaurants circulates to 5,000 additional readers, including owners and managers of hotels, restaurants, and clubs. Issue offers latest information on timely hotel and restaurant installations as well as an overview of new furnishings introductions slated for the hospitality market. Also included are Wallcoverings/Surfacing Materials Source Guide and CONTRACT's third countdown to NEOCON 16. Previewed is the National Restaurant Association (NRA) Show, May 19-23, Chicago.

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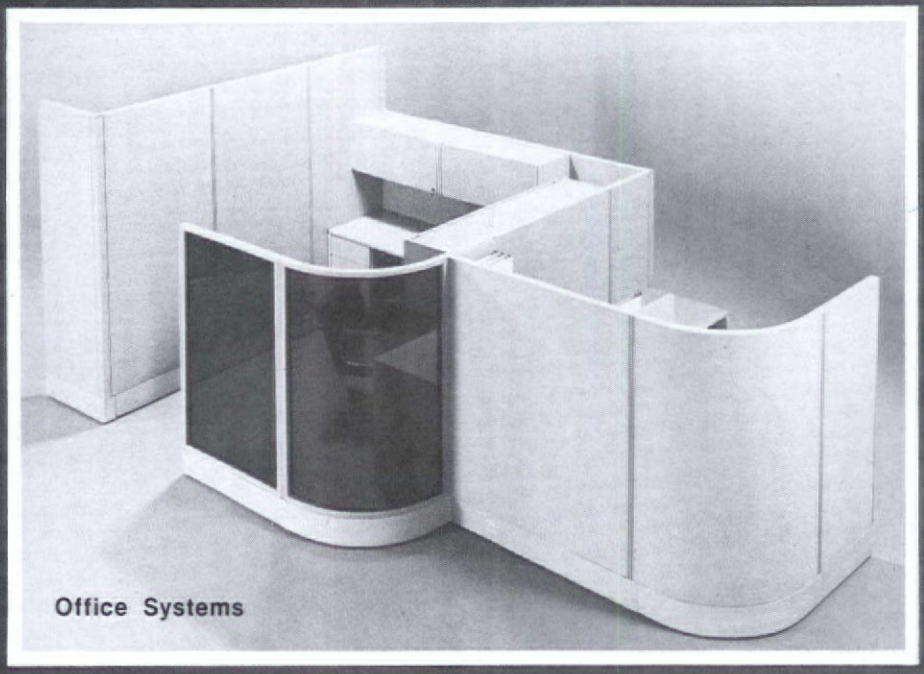

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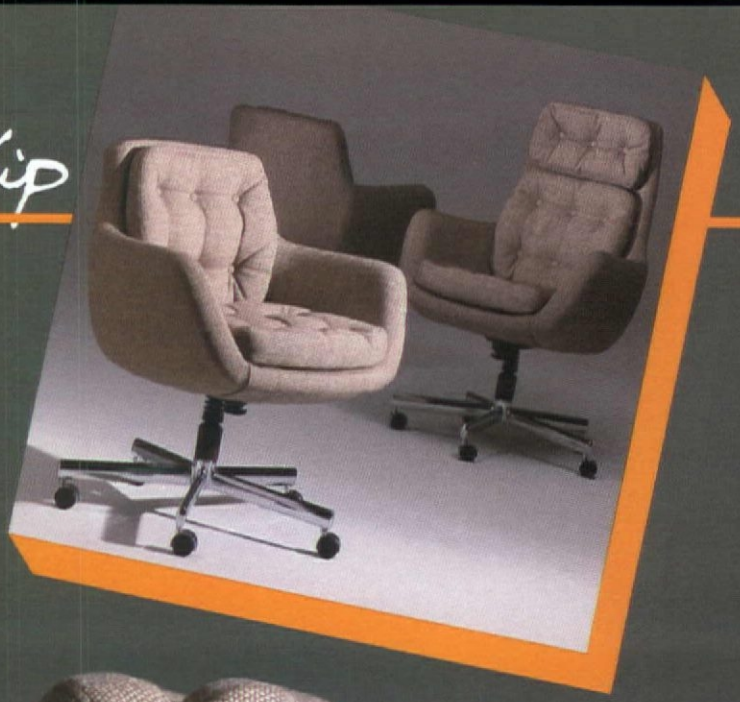

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CONTRACT COMMENTARY

CONTRACT CONTINUES TO SEEK NEW EDITORIAL DIRECTIONS

New directions are nothing new for CONTRACT. Since its inception in November, 1960—during the contract industry's infancy—it has pioneered news and feature journalism dealing exclusively with commercial and institutional space planning and design. Particular emphasis has always been placed on the business end of the design field. CONTRACT, in fact, coined the term "contract" as the generic name for nonresidential design and furnishings.

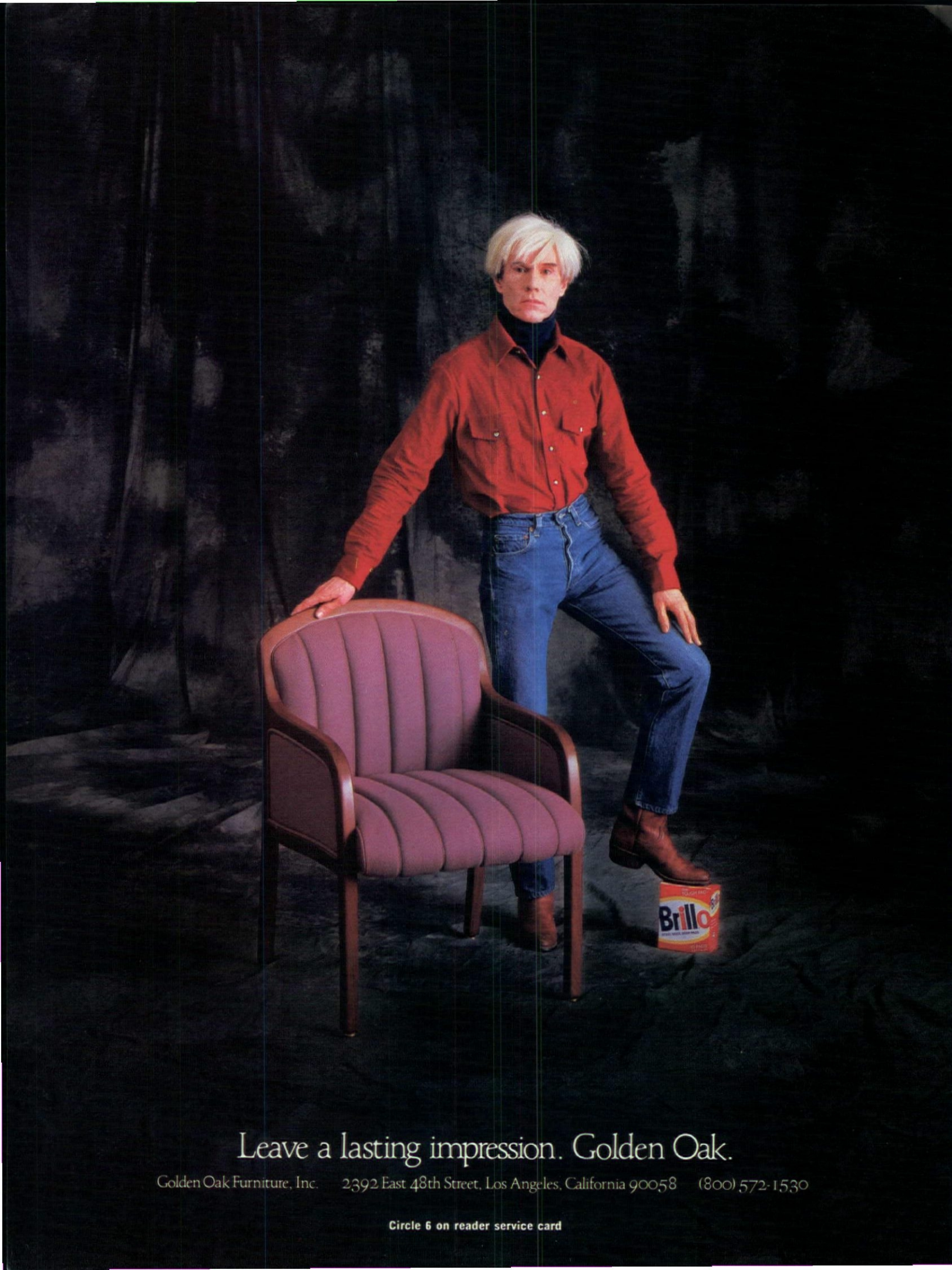
As recently as two years ago, design periodicals were reluctant to publish contract color forecasts by color associations, because of a belief that designers would resent such an intrusion into their field of expertise. However, CONTRACT's editors decided they could better serve the profession by publishing such controversial coverage. Consequently, in February, 1982, the first contract color forecast ever published in a design magazine appeared in CONTRACT. By 1983, almost every design publication had jumped on the bandwagon with similar articles.

This year, CONTRACT is again striking out in several new directions. Last month, the third annual contract color forecast appeared in our January Directory and presaged the development of a monthly column on color by Associate Editor Katherine Forman, which premieres in this issue. In April, CONTRACT will launch a new column on various aspects of lighting by Assistant Editor Dana Dubbs.

This commentary is the first of a continuing series on industry interests by Managing Editor Roberta Walton and myself. In addition, new graphic approaches are being incorporated in this and upcoming editions. We hope you are as excited about CONTRACT's continuing development as we are.

Lee Corlin

Co-Publisher/Editor



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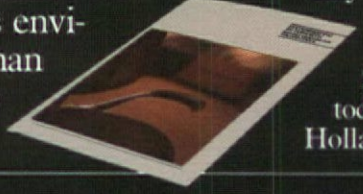

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Five manufacturers win multiple awards in 13th annual ROSCOE competition

New York—Twenty-nine Resources Council ROSCOE awards were presented to contract furniture/furnishings manufacturers and designers with Mirak Inc., Harvey Probber Inc., Knoll International, Mohasco Carpet Corp., and Paul Associates winning two awards each in multiple categories.

Awards were presented to interior furnishings manufacturers, distributors, and designers for outstanding creative achievement and for significant contributions to the total environment of both contemporary and traditional design.

A seven-member jury screened 324 entries from which 86 nominees were selected. The jury based its decisions on creativity, innovative design, imaginative use of materials and color, and excellence of adaptation and craftsmanship.

Jury members included Joseph Braswell, ASID, Braswell-Willoughby Inc.; *By Design* author Ralph Caplan; Melanie Kahane, interior and industrial designer and president of the Decorators Club, N.Y.; Neville Lewis, chairman, Neville Lewis Associates; C. Ray Smith, educator, Parsons School of Design.

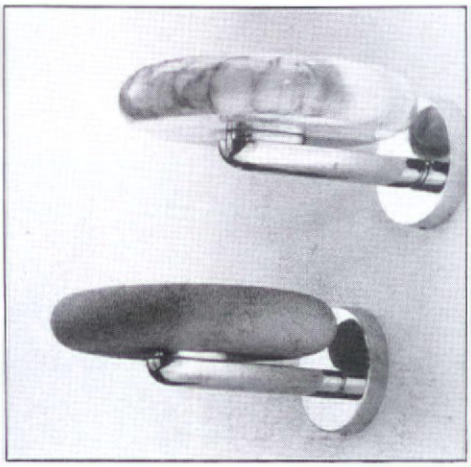
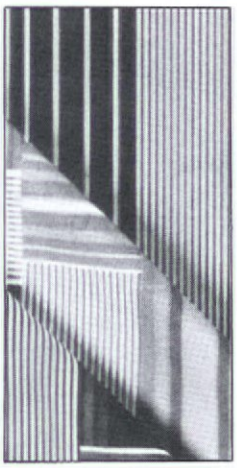
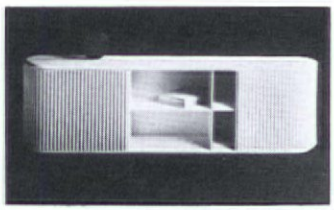
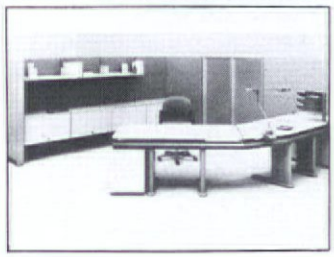
Mirak Inc. and Harvey Probber Inc. received two awards each. Mirak Inc. won the contract furniture award/casegoods for the "Profile Desk" designed by Studio ENEA/EMS Diffusion. The company also received the outdoor furniture award for "Castille" seating designed by Dick Dumas/Nobilis.

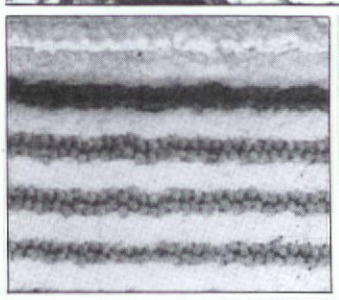
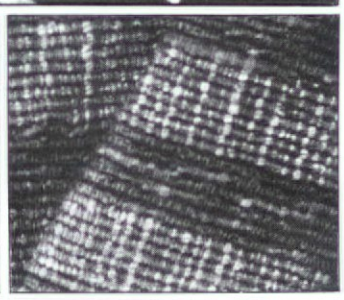
Harvey Probber Inc. won the contract furniture/seating award for the "Bitsch Chair" designed by Prof. Hans U. Bitsch and the contract systems award for "ACM" designed by Prof. Karl Dittert.

Knoll International's "Riart Rocker" designed by Carlos Riart won in the residential furniture/contemporary seating category, and the firm's "Meier Dining Table" designed by Richard Meier won in the residential furniture/contemporary casegoods category. Beylerian Limited also won in the latter category for "Space System/Horizontal Unit" designed by Aldo van den Nieuwelaar.

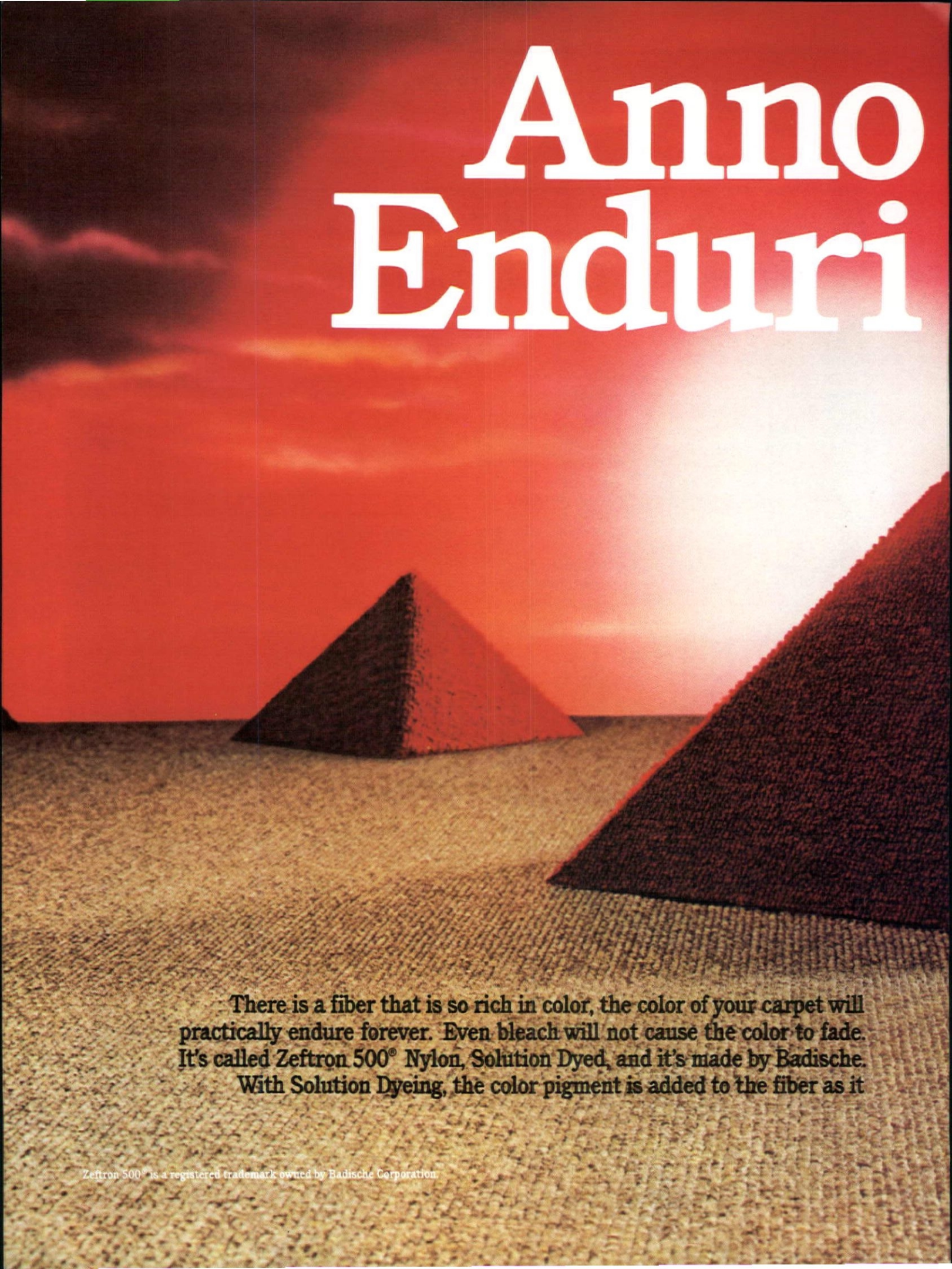
Mohasco Carpet Corp. won for "Royal Hibiscus" designed by Samuel Dornsife in the rugs/traditional adaptation category, and was one of two winners in the contract carpeting category with "Corinthian Bouquet" designed by the Mohasco Design Group. V'Soske won a contract carpeting award for "Stripes" designed by Roger McDonald and Doug V'Soske.

(Continued on p. 15)

Clockwise from left: Kan, Groundworks; Stripes, V'Soske; Corinthian Bouquet, Mohasco; Primeline Tambour, Ralph Wilson Plastics; Pfister Wall Bracket, Boyd; Kumasi, Lee Jofa; Space System, Beylerian; ACM, Harvey Probber; Riart Rocker, Knoll.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ROSCOE awards

(Continued from p. 11)

Paul Associates was another winner of two awards. In the decorative hardware category, the firm won for "Rego Door Lever" designed by Stanley M. Berman, residential furniture/traditional adaptation, casegoods and Keller Williams for the "Hepplewhite Chair Line For Line" designed by Larry Williams, residential seating/traditional adaptation.

In the woven fabrics category, Groundworks Inc. won for "Kan" designed by Patricia Green. Marimekko Inc. was given the contemporary fabrics/printed award for "Valkea Yo" designed by Fujiwo Ishimoto.

The traditional adaptation of a printed fabric award went to Lee Jofa Inc. for "Kumasi," designed by Lee Jofa.

Two awards were presented in the handpainted and quilted fabrics category. These went to Dajshe Ltd. for "Desert Sunset" designed by Dennis DeCrescenzo and to Michael McCowan Designers Ltd. for "Deep Sea from the Silkworks Collection" designed by Michael McCowan.

Saxony Carpet Co. Inc. won in the residential carpeting category for "Padua" designed by Pennie Meiselman; Patterson, Flynn & Martin Inc. won in the contemporary rugs category for "Diamond Dancer" designed by Ellie Ernst/Day & Ernst.

Ralph Wilson Plastics Co.'s "Primeline Tambour," designed by Wilsonart, won in the interior architectural materials category.

China Seas Inc.'s "Lhasa" designed by Inger M. Elliott won the award in the wallcovering category of traditional adaptation/patterns; Gretchen Bellinger Inc.'s "Mazurka™ Silk Cloque" designed by Gretchen Bellinger won in the wallcovering category/texture.

A window systems award went to Scot Simon for "Sunsquince" designed by Scot Simon.

Casella Lighting received an award in the residential decorative lighting and lamps category for "The Picture Light that Works" designed by Casella Lighting employees; the contract lighting award went to the Boyd Lighting Co. for "Pfister Wall Bracket" designed by Charles Pfister.

Harris and Stiles Inc. took the decorative accessories award for "Celebration" designed by Barbara Harris and Judith Stiles.

In the electronic innovations category, Bynamics Corp. won for "EDO 600 Electronic Desk Pad" distributed by Smokador and designed by Harvey Kalef.

Award winners received a commemorative prism designed by Tiffany and Co. A slide presentation of the winning designs is available.

"Padua," Saxony Carpet Co. Inc. won a Resources Council ROSCOE award in the residential carpeting category.

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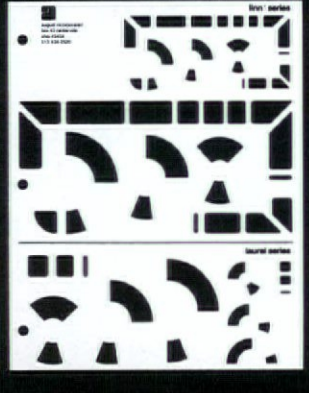

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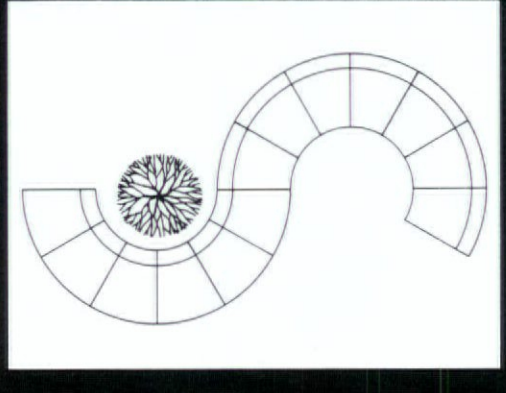
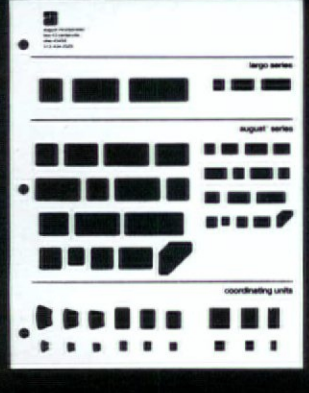
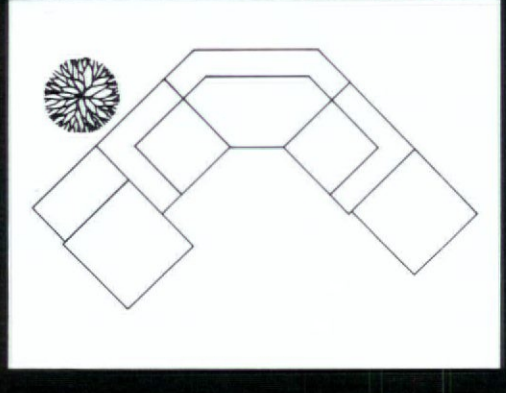


to blueprints...

to installation.





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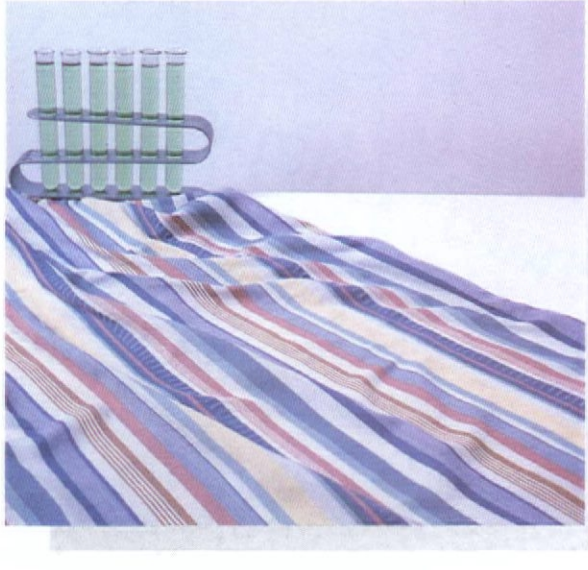

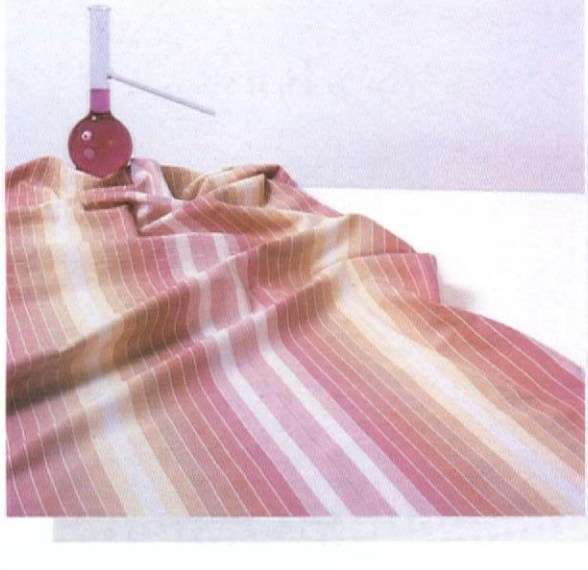

ARC-COM ANNOUNCES A MAJOR ADVANCEMENT IN ENVIRONMENTAL THERAPY.

MEDARC 2

(HOSPITAL CUBICLE COLLECTION)

Arc-Com adds the human dimension to health-care fabrics with Medarc 2, a collection designed with the patient in mind. Available in over 100 combinations; bright and pastel colors provide round the clock therapy by creating a calm, soothing recuperative environment.

Combine the colors and patterns to compliment the existing interior design or to create a completely new patient friendly atmosphere. 72" wide, the 100% Trevira® polyester for FR fabrics can withstand all the stress and rigors of the health-care environment. They are washable up to 160°, inherently flame resistant, and surpass the most rigorous fire codes in the country. As cubicles, draperies, or bedspreads Arc-Com's Medarc 2 takes the health-care facility beyond its function to therapy in itself.

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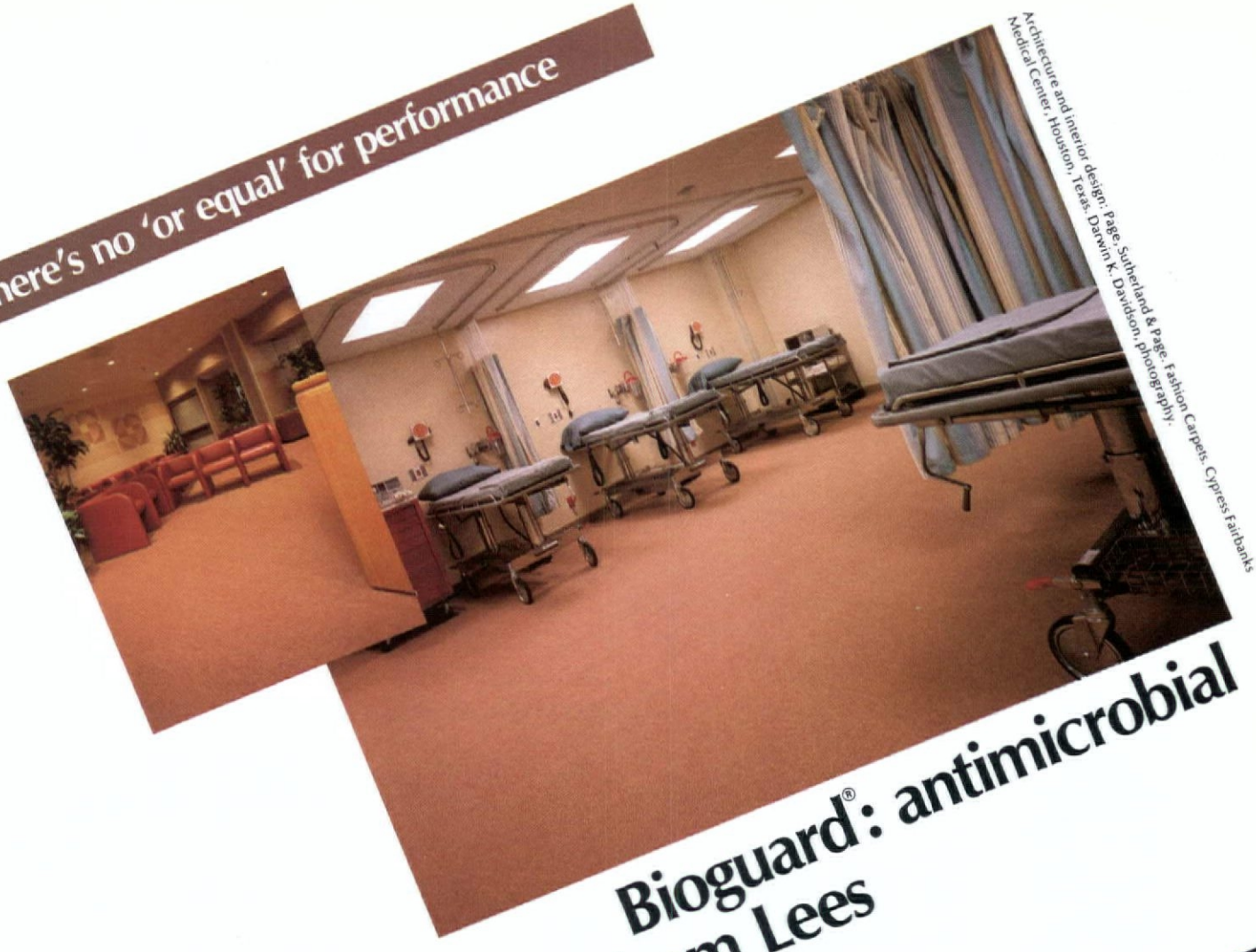
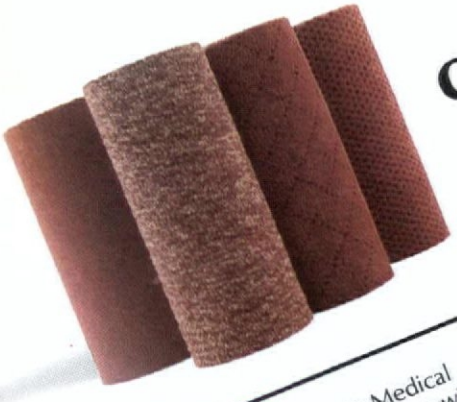
There's no 'or equal' for performance



Architecture and interior design: Page, Sutherland & Page. Fashion Carpets. Cypress Fairbanks Medical Center, Houston, Texas. Darwin K. Davidson, photography.

Bioguard®: antimicrobial carpet tech from Lees



The Cypress Fairbanks Medical Center provides patient care within a state-of-the-art health care environment. Bioguard antimicrobial carpets by Lees cover floors in patient rooms, corridors, lounges, and offices.

Permanent. Bioguard carpets have permanent antimicrobial, antibacterial, antifungal protection built-in. Systems technology incorporates Dow Corning's Sylgard™ treatment. Protection is guaranteed for the life of the carpet.

Proven in use. Bioguard carpets have performed successfully in hospitals since 1977. Efficacy is documented in a 40-page book of laboratory and location test results.

Smells fresh. In schools, spas, food service areas, hotel rooms and corridors Bioguard carpets cut off undesirable odors at the source by controlling fungal and bacterial action.

Appearance. Dense construction in Antron® nylon by DuPont makes a durable, easily maintained wear surface. Antron resists dirt and also offers permanent static protection.

Modular systems. Antimicrobial protection is available in carpet tiles as well as broadloom.

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

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Furniture documents major trends of Chicago designers

Chicago—An exhibit featuring more than 150 pieces of furniture that document major trends and innovations of this city's furniture designers has opened at the Chicago Historical Society. The exhibit covers designs dating from the city's founding in 1833 through the present.

Included are simple furnishings made by Chicago's earliest cabinetmakers, examples of the factory productions which made the city famous as furniture maker "to the millions," and custom-made pieces designed by architects and designers including Frank Lloyd Wright, Bertrand Goldberg, and Ludwig Mies van der Rohe.

"This exhibit is unique in that it traces the history of furniture manufacturing in Chicago," said Sharon Darling, curator of decorative arts, The Chicago Historical Society, and organizer of the show. "The many furniture styles on display reflect the manufacturers' constant adoption of new technology and new materials, and demonstrate response to changing markets as Americans grew in wealth and numbers and the population shifted westward."

Inventiveness and sentimental interest in Chicago's history were inspirational forces behind some of the more unusual furniture items including Andrew's folding parlour beds and Beiersdorf and Bunker's platform rocker springs which were produced by the thousands. One of the more short-lived items is Bruehke & Ricke's "Combined Sofa and Bathtub." Equipped with a gas-fired water heater, the lounge had a tendency to ignite, setting itself, the bather, and the house on fire.

An example of furniture inspired by historical sentiment is the "Fort Dearborn Armchair," commissioned by dry-goods merchant Levi F. Leiter, c. 1885. Hand-carved from logs taken from the second Fort Dearborn, this whimsical armchair is decorated with cattle heads, Indians, eagle arm rests, and is crowned with a bear peeking over the crest.

Demonstrations of furniture making and upholstering, a lecture series, and tours of factories and workshops will supplement the exhibition.

Following Chicago, the show will travel to the Renwick Gallery, Washington, D.C., and the Cooper-Hewitt Museum, New York City.

IBDF adopts new logo

Chicago—The Institute of Business Designers Foundation (IBDF) has adopted a new logo to identify its non-profit, tax-exempt corporation. The foundation, established two years ago, will expand IBD's opportunities in the area of education, public awareness, and design-related studies.

The specific purposes of the foundation include promotion of public understanding of commercial design and encouragement for individuals seeking careers in the profession. The foundation provides scholarships for contract design students and funds activities and continuing education programs for practicing business designers. It also promotes design research.

INSTITUTE OF BUSINESS DESIGNERS
IBD
FOUNDATION

New IBD logo (above) identifies the foundation's non-profit, tax-exempt corporation.

Historic building opens as art museum

Denver—The Navarre, a one-time gambling hall and brothel, reopened last December as the Museum of Western Art with a collection of more than 125 paintings and sculpture by western artists.

Built in 1880, the Navarre is a designated Denver landmark and is listed on the National Register of Historic Places. The museum was designed by C.W. Fentress and Associates P.C., Denver architects, interior designers and planners, and John M. Prosser, AIA, to create within a historic building a contemporary space that enhances both the art and the museum-goer's viewing experience.

An interior circulation plan provides for an ongoing procession of viewers up and down a glass-enclosed stairway in the cupola space and horizontally thorugh the gallery floors in a manner that follows organization of the art on display.

A stairway and elevator separate the museum into two sections: the 20th-century museum and its 19th-century access and lounge areas in front. The larger museum portion features a bookshop, storage space, traveling and permanent exhibits, and administrative offices.

The front section of the building retains the historic flavor of the Navarre, and features various finishes and period furniture that enhance its turn-of-the-century Victorian character. This front portion also includes a subterranean space, a garden level with a fine-art print room, and separate handicapped and bookstore entries.

Amoco Fabrics hosts Atlanta fashion preview

Atlanta—More than 300 Atlanta-area specifiers recently attended the Amoco Fabrics Co.'s fashion preview. The reception featured Amoco's new theme, "Marquesa Lana Has Style." Interior designers, architects and space planners participate in this commercial furnishings event which was held in cooperation with Dan River Carpet Mills, Orian Rug Mills, and Bell-Mann Inc.

Displays were situated throughout the ballroom to promote Marquesa Lana programs and products which are offered by each of these resources through Bell-Mann.

Enjoying Amoco's reception at the Waverly Hotel are (from l. to r.) Dick Jansen, Joan Rihm, Clifford Rihm, all of Laing Properties; and Larry Jones of Bell-Mann. The event was held for Atlanta specifiers.

In hotels:
Carpets of Antron® perform with style.

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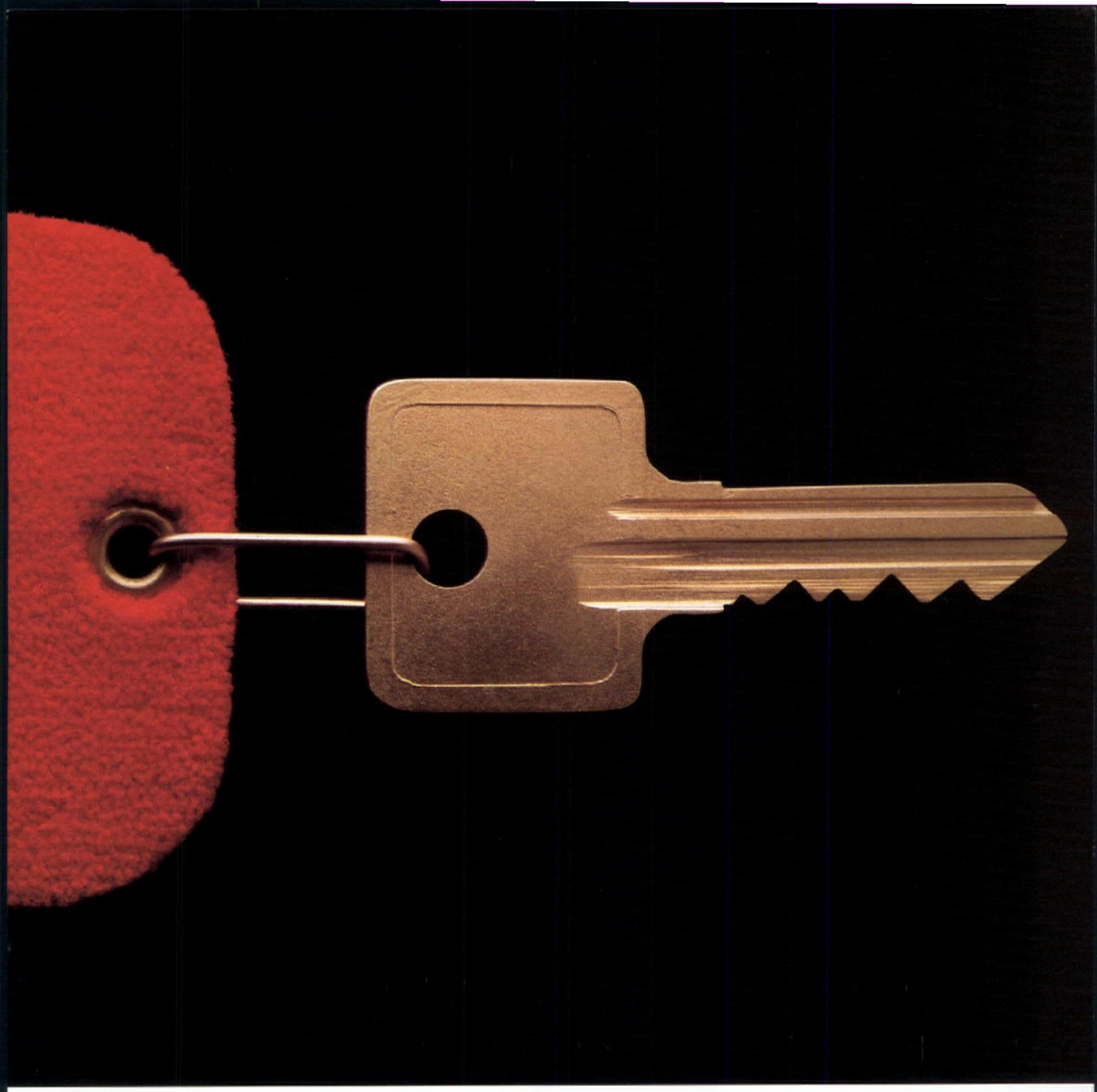

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Carpet of ANTRON has the stamina to stand up to the pounding of hundreds of thousands of feet. And luggage carts and laundry carts and serving carts. And still look good.

And in restaurant and bar areas, carpet of ANTRON can take almost anything the staff–or guests–dish out.

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International Design Conference will study U.S. and neighbors

New York—"Neighbors: Canada, Mexico, and the U.S." is the theme of the 34th International Design Conference scheduled for June 17-22, Aspen, Colo.

"The object of the 1984 conference is to examine ideas and questions that are relevant to all three countries," says architect Eduardo Terrazas.

Topics cover identity in design, mass media and communication, and transculturalism. Speakers will include author Ivan Illych, historian Richard Morse, and designer Francois Dallegret. The program will feature panel discussions, seminars, individual presentations, exhibits, and films and videos from each country.

The Aspen conference is annually attended by more than 1,000 professionals from all fields of design.

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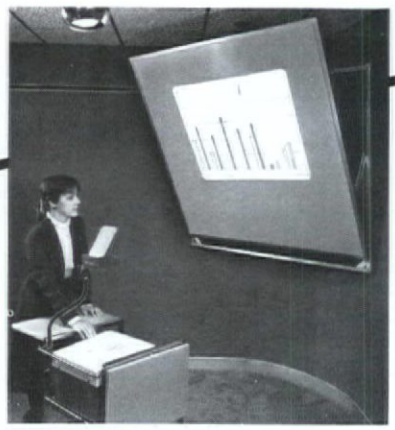

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Acquisitions: Wall Systems Group acquires M.E. Grogan

The Wall Systems Group Inc., a manufacturer of office and plant partition systems, has expanded its product line by acquiring the **M.E. Grogan Co** . . . The Chicago-based **Met-L-Wood Corporation** has acquired the Wall Systems division of **Masonite Corporation** . . . Under the terms of a proposed agreement, **Compo Industries Inc.** is expected to pay approximately $32 million in cash and notes to acquire the shares of **Heuga** . . . **Nichols & Stone Company** has acquired the **L&Z Kamman Company**. The Kamman Company will now be known as Furniture Craftsmen . . . **Plantique** has increased its size by 70 percent with the acquisition of **Plant Friends** . . . **Kay Springs Incorporated** announces the acquisition of the equipment and facilities of **Ideal Spring Company, Los Angeles.**

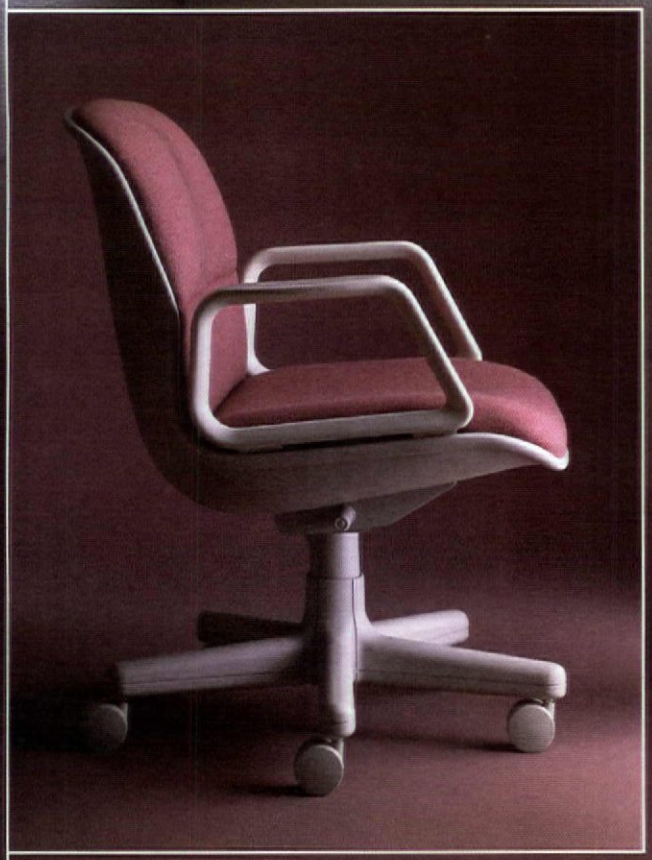
Mart news: Design Center N.W. hosts design events

Design Center Northwest was the scene recently of Design Awareness Month which promoted special exhibitions, social events, seminars, and workshops to the trade. Topics included the interaction of designers and artisans, future of design, and focal lighting. The center also hosted a fund-raiser, "Celebrities

Shown (from l. to r.) are Carol Seeman, secretary treasurer, and Fred Seeman, president, Helikon; IDCNY President Emmett Dineen.

Celebrate '83," during which seminars on various topics were held, including holiday entertaining and working with interior designers . . . **Vermont Center** and **Contract Center** are currently under construction in San Francisco's **Showplace Square** . . . **International Design Center, New York** has just signed leases with Helikon and Fuller Contract Accessories Corporation.

PENTA 200



An ergonomic evolution.

Penta 200 is the second generation of All-Steel's acclaimed 200 series ergonomic seating system, with a heritage of more than a million units sold. Its contemporary, flowing lines reflect ergonomically sound design which supports people properly to minimize fatigue and enhance productivity. All 26 models feature a distinctively contoured five-arm Penta base which adds exceptional stability and easy mobility in any work situation. Specify from a broad range of exciting new fabrics and colors to make Penta 200 seating at home in any office environment. See this ergonomic evolution at your nearby dealer, or contact All-Steel Inc., Aurora, IL 60507. Phone 312/859-2600.

ALL·STEEL
For all the right reasons.

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Expansions: No-Sag begins expansion

The **No-Sag Spring Division/LSI,** Berkley, Mich., has scheduled groundbreaking ceremonies for the multimillion dollar expansion of its Alsip, Ill. facility . . . Leo J. Yager, president, **Shelby Williams Industries,** announces expansion plans for the firm's office furniture division . . . **Galaxy Carpet Mills** has added an 11th warehouse to its nationwide regional distribution network. It recently opened a Hayward, Calif. facility . . . **Hercules Incorporated** announces a 25 percent increase in its production capacity for Herculon bulked continuous filament carpet yarns, Oxford, Ga. . . . **Sanford Hanauer Associates Inc.** has moved to 130 Woodbury Rd., Woodbury, N.Y. . . . **Lee Jofa** announces a new site for its corporate headquarters and warehousing in Carlstadt, N.J. . . . **Rumsey Distributors** will become part of an enlarged Mohawk Distribution Center, Northeast Division . . . **Haworth Inc.** is increasing its manufacturing space with a headquarters plant expansion . . . **Duncan and Huggins,** the first multi-source showroom in Washington, D.C. has moved to the DC Design Center . . . **Cubicon Corporation** announces its acquisition of a six-acre site in Tippah County Industrial Park, Ripley, Miss. A 40,000-sq.-ft. plant will be built on the site . . . **Levolor** is expanding its facilities with the opening of three new manufacturing plants.

Competitions: ASID sponsors two competitions

• Members of the **American Society of Interior Designers** (ASID) may submit entries to the society's **Interior Design Project Awards** competition. Entries must represent completed permanent installations, and entrants must be individuals or members of a design team. Contest closes **March 15.**

• **ASID's 1984 International Product Awards** competition is open to manufacturers and designers of contract and residential products introduced after January 1, 1982. Contest closes **March 15.**

• A grand tour for two of Italy is the first prize in **Du Pont's** second annual **"Antron" Design Award Competition.** All professional designers and architects in the United States are eligible to enter and entries must incorporate Du Pont "Antron" nylon carpeting in the commercial interior design scheme. Contest closes **March 15.**

• **The Kentucky Area/Ohio Regional Chapter, Institute of Business Designers,** is sponsoring a product application competition for any design fabricated or installed between April 15, 1982 and April 15, 1984. Cash awards will be given in professional and student divisions. Contest closes **April 16.**

• Leading experts in interior design, architecture, and lighting will judge the 8th annual **Lighting Design Competition** sponsored by the **Halo Lighting Division.** ASID members may enter and entries should consist of designs featuring Halo lighting. Contest closes **June 1.**

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Nail it down.
Don't guess about commercial carpet performance. Be sure. Specify Anso® IV HP nylon with HaloFresh™. The only antimicrobial 4th generation heavy-denier contract carpet fiber.
The Multi-Task carpet fiber.

- Superior, multi-action protection against destructive bacteria, mildew and fungi is permanently built-in to last.
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more comfort than 4" of foam—
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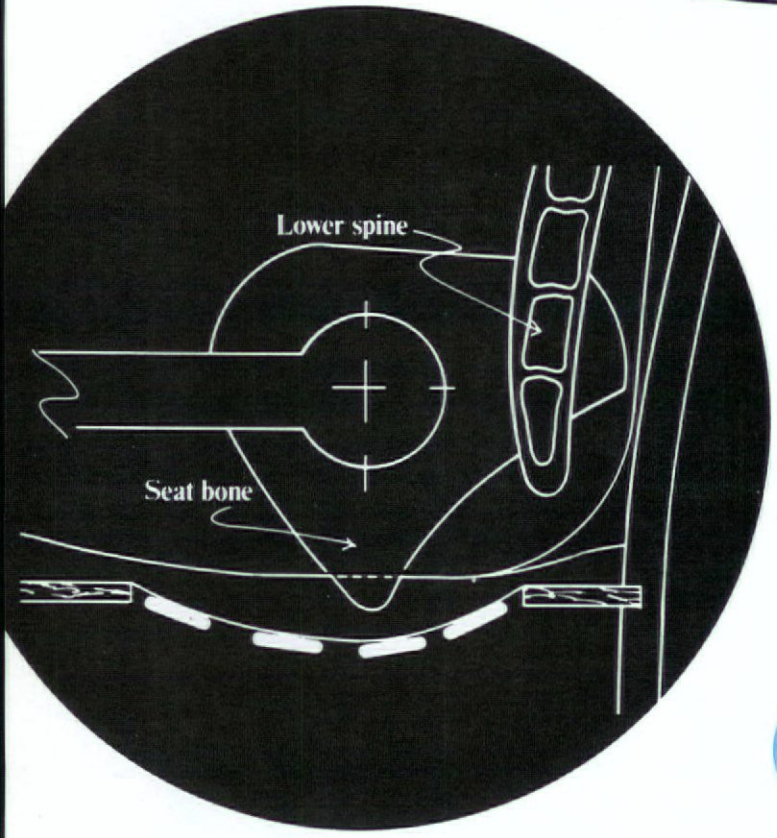

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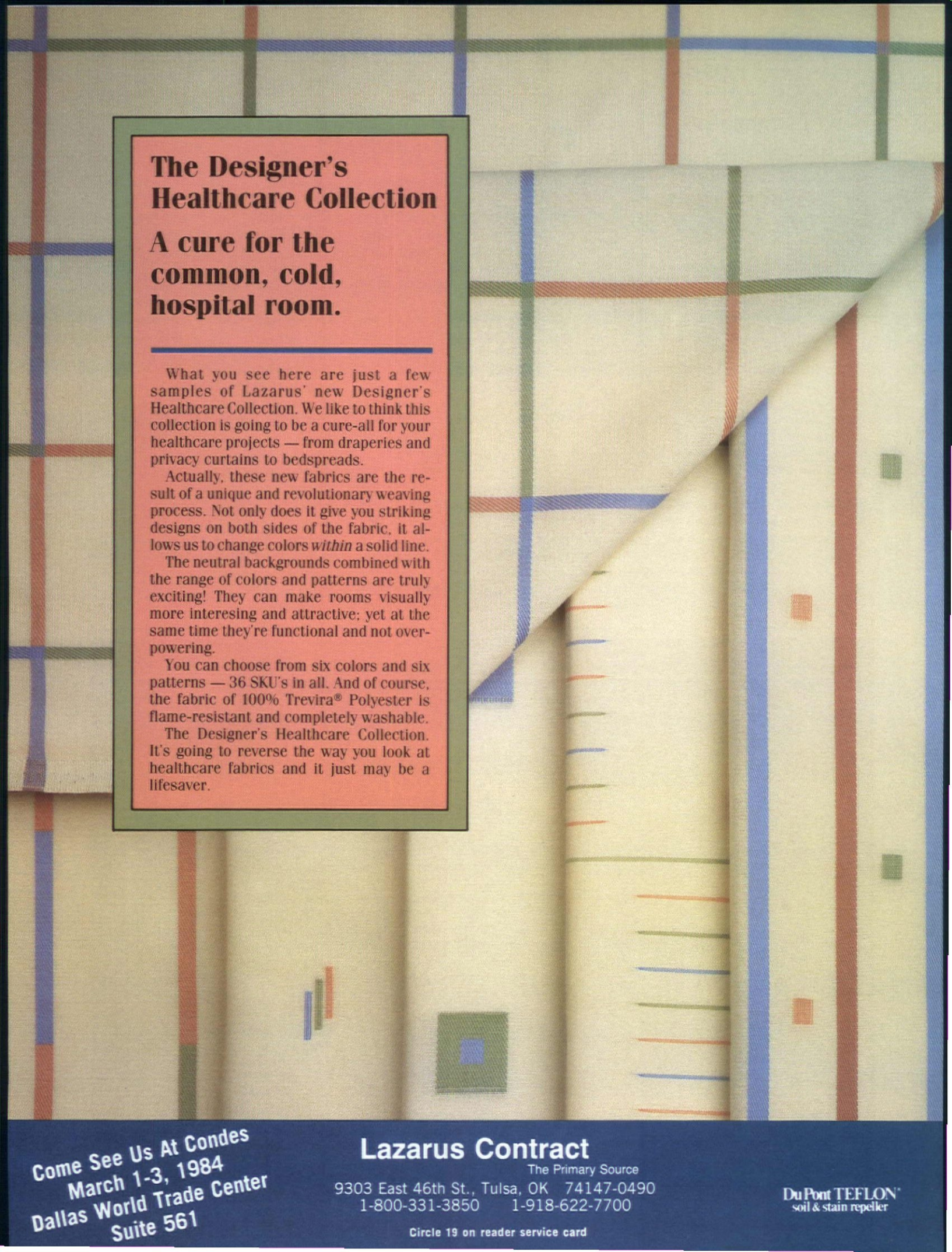

The Designer's Healthcare Collection

A cure for the common, cold, hospital room.

What you see here are just a few samples of Lazarus' new Designer's Healthcare Collection. We like to think this collection is going to be a cure-all for your healthcare projects — from draperies and privacy curtains to bedspreads.

Actually, these new fabrics are the result of a unique and revolutionary weaving process. Not only does it give you striking designs on both sides of the fabric, it allows us to change colors *within* a solid line.

The neutral backgrounds combined with the range of colors and patterns are truly exciting! They can make rooms visually more interesing and attractive; yet at the same time they're functional and not overpowering.

You can choose from six colors and six patterns — 36 SKU's in all. And of course, the fabric of 100% Trevira® Polyester is flame-resistant and completely washable.

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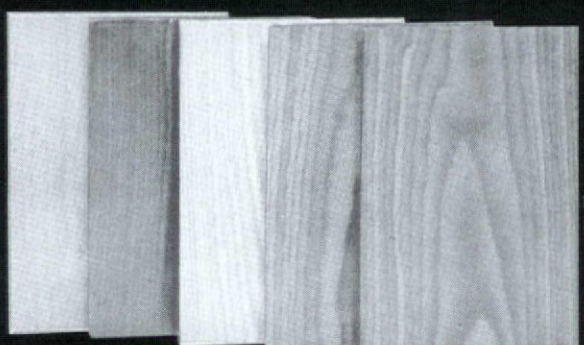
New assignments: Hilton awards contract to Design-Interiors

The **Hilton Corporate Center** awarded a space planning contract to **Design-Interiors** for a $25 million hotel, restaurant, and office complex . . . **Hilton Hotels Corporation** and **The Irvine Company** have joined together for construction of the Irvine Hilton in Irvine, Calif. . . . **Jain Malkin Inc.** was awarded a contract for medical space planning and working drawings for a 10,000-sq.-ft. medical office building in Santa Ana, Calif. . . . **Image Design Inc.** will redesign and renovate interior and exterior areas of the **Clearwater Beach Hilton Inn** and is completing interior renovation of public meeting areas of the **Northwest Atlanta Hilton Inn** . . . **Abramson/Vereen Associates Inc.** was selected for the interior design and planning for the new **Florida Coast Bank** branch in western Boca Raton. The firm has also been selected as the charter and major space planner for the **Northbridge Centre,** West Palm Beach . . . **ISD Incorporated** has been retained to design new office space for **Associates Commercial Corporation** in Chicago. The firm will also provide a master plan for the interior design of the public spaces in **Honeywell Center,** Wabash, Ind. for the Honeywell Foundation Inc. ISD has also been retained by **Health and Tennis Corporation of America** to plan and design 13,000 sq. ft. of space in **The President's Plaza** building, Chicago. **Robison + Associates Inc. Interior Architecture** was commissioned to plan 12,000 sq. ft. of the **Coral Gables Financial Center** . . . **Haines Lundberg Waehler** began work on a 300,000-sq.-ft. project for **Mellon Bank** in Pittsburgh . . . **Golemon & Rolfe Associates Inc. Architecture** was awarded the interior space planning and tenant development contract for the **Cullen Bank Tower** currently under construction in Houston . . . **RMM Inc.** will design the new **Petroleum Club** of New Orleans. The firm will also design the new corporate headquarters for New Orleans' realtors, **Latter & Blum Inc.** . . . **Richard Kenneth Brooks Jr. & Associates of Florida Inc.** was chosen to provide project coordination, final plans, and construction supervision of the **Yamatoya,** a Japanese restaurant to be built in Boca Raton, Fla. . . . **Art Deco Hotels Corporation** appointed **Carole Korn Interiors** as the official designers for the firm's seven newly acquired properties in Miami Beach . . . **FCI** won the award to coordinate and install a $1 million-plus Knoll specification for **Lever Brothers Company** in Englewood Cliffs, N.J. . . . **Wilbur Edward Kline** was awarded the contract to design the refurbishment of the **Hamilton Plaza Hotel,** Allentown, Pa. . . . **Brentwood International** will renovate and redecorate public areas of **The Medical Center of Tarzana,** the medical office building, and doctors' dining room. The design project will incorporate the use of orthopedic furniture, a subtle new lighting system, and replaceable carpet tiles . . . **Duffy Incorporated** has been commissioned by **AT&T Technologies Inc.** to provide interior planning and design services for its new world headquarters building, Berkeley Heights, N.J.



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Designed by Bob Becker

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No other collection of executive contract furniture enables you to make so many different design statements. Because only Facets lets you choose the woods and finishes you prefer: on base, desktop and case. A contemporary design highlighted by a hint of art deco: Facets allows the ultimate in design flexibility.

Top and base borders are standard in figured African mahogany or fiddleback anigre veneer. While the desktop interacts with the rich inlay of exotic wenge wood. And finely polished metal reveals available in stainless steel, brass and statuary bronze.

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For more information contact Helikon Furniture Company, Inc., Taftville, CT 06380, or call (203) 886-2301.

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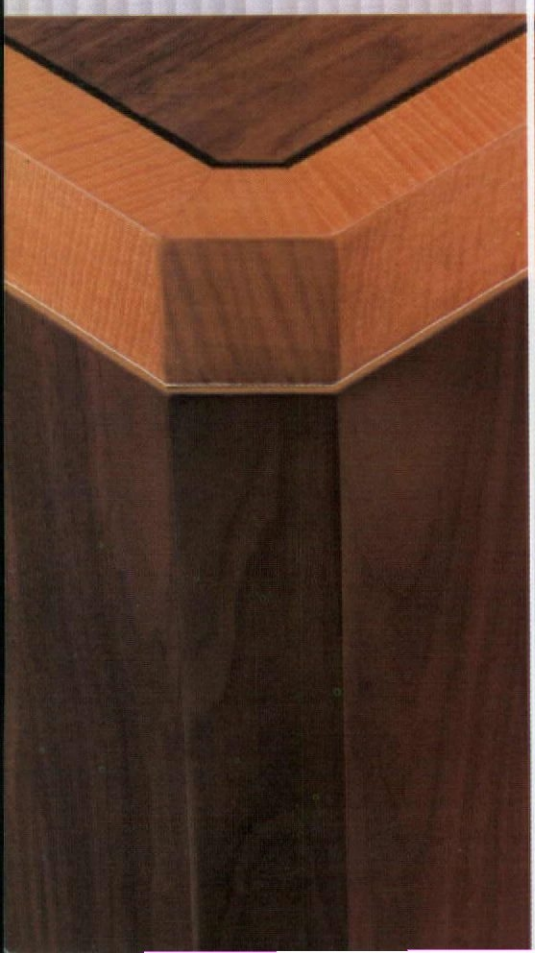

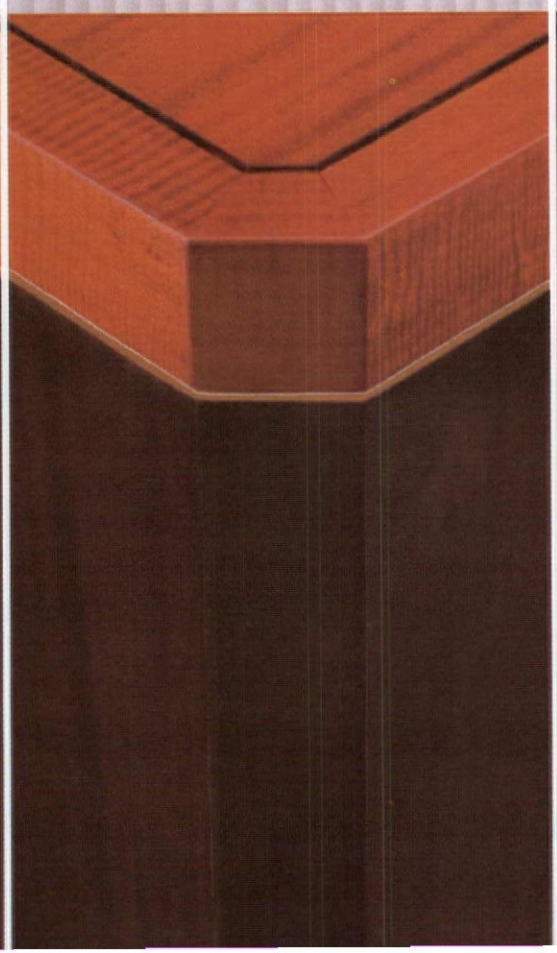

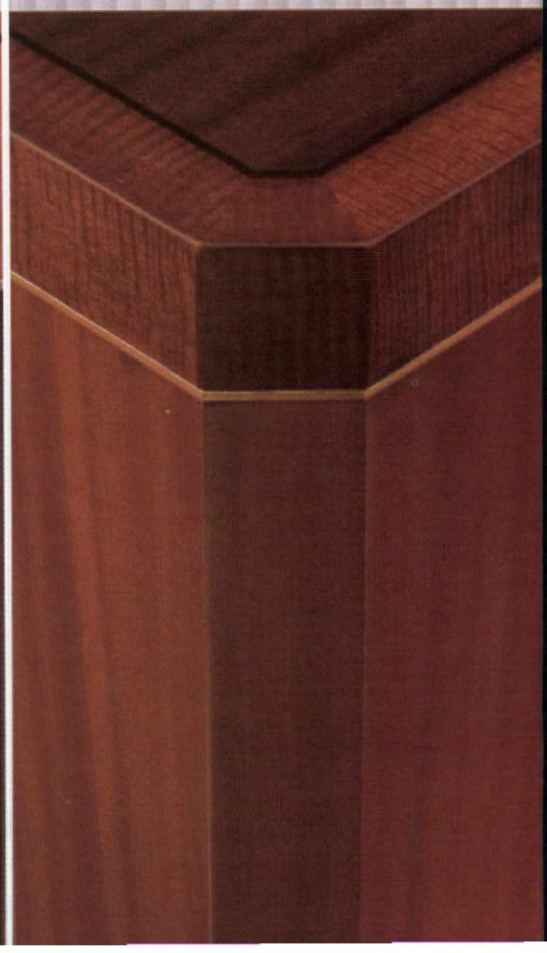

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Modular carpets from Milliken HealthStyles,™ created to perform superbly in every health care environment.

Look at appearance. HealthStyles modular carpets are the obvious choice for quiet luxury, in a healthy selection of designs and colors to enhance institutional ambiance.

Look at bacteria resistance. HealthStyles is the only bonded modular carpeting with Sylgard,™ the preferred, permanent, antimicrobial treatment.

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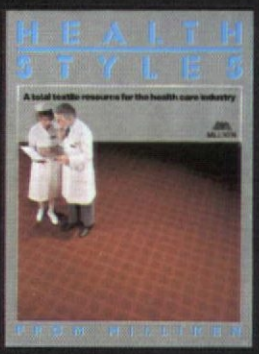
Take a closer look. Call (1-800) 241-2327 and ask for our free brochure on HealthStyles textiles. It will give you all the facts you need to know about the health care professionals from Milliken.



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FROM MILLIKEN

Who reps what: Scott Group expands sales territories

Steve Sellinger, president, **Scott Group,** announces the appointments of representatives to five new sales territories: **Tim Cooper,** regional manager, Northeast; **Thomas Giarrano** heads the new Atlanta office servicing Georgia, Tennessee, and Alabama; **Harold Garmon,** metropolitan Houston; **Stanley Matsumoto,** territory representative, Illinois; **Douglass Enterprises,** exclusive representative, Washington and Oregon . . . **Allyn Bank Equipment Co.** appointed three new regional representatives: **Ted Hinchman,** Hinchman Associates, Spring, Tex.; **Jack Smith,** Contract Resource Inc., St. Louis, Mo.; **Robert Redmond,** Contract Resource Inc., Shawnee Mission, Kan. . . . **Lee Jofa** named **Fibre Gallery Inc.** its Hawaii sales representatives . . . **Helikon Furniture Company** appointed **M/W.G Inc.** as its new sales representatives for Florida . . . **Peter Pepper Products Inc.** appointed two new representatives to the Texas region; they are **Sevadjian & Associates,** and **Progressive Resources** . . . **Mira-X** is expanding its network of distributors. **Presto Floor Covering Distributor Inc.** is now the firm's official distributor for carpet in Michigan and Northern Ohio . . . **Barbara Achen,** West Coast representative for **Helen Webber Studios Inc.** was elected to the board of directors of the San Francisco-based tapestry and design firm . . . **Mohawk Carpet** accounts in West Virginia and the border counties of Ohio, Kentucky, and Virginia are now being serviced by **Hamburg Brothers Inc** . . . **Panageas Shannen Inc.** announces its appointment as representative for **Hardwood House** in the Southern California, Las Vegas area. **Hunter Douglas Window Products Division** announces **Croydon Decorative Fabrics,** Ft. Washington, Penn., as an assembler of vertical and flexalum blinds . . . The Minneapolis firm **Tom Hendrickson and Associates** will cover Minnesota, the Dakotas, and Wisconsin for **Nessen Lamps Inc.** . . . **David-Edward Ltd.** has named the following official sales reps: **Ray Baldwin Co.,** for Texas, Oklahoma, Louisiana, Arkansas, and Florida; **The Williams Group** for Alaska, Washington, Oregon, Idaho and Montana; **In Depth Marketing** for Minnesota. Iowa, Nebraska, the Dakotas, and western Wisconsin; **Design Marketing Associates** in Colorado, Utah, Wyoming, and New Mexico; and **Independent Representative Services** for Georgia, Mississippi, and Alabama . . . **Lee Jofa** announces **Burton's of Blake Street** as its new Denver rep . . . **S. Harris & Company** has arranged sales through **LCS,** New York . . . **Helikon Furniture Company** has named **Thogmartin Associates,** Santa Monica, Calif., its sales rep for southern California and Nevada, and **Lounsbury/Bozik,** Phoenix, its rep for the Arizona market . . . Canadian distributor of **BF Goodrich** wallcoverings is **Ontario Wallcoverings,** Toronto . . . Representing **Litton Business Furniture/LBF** in nothern New Jersey is **Stanmar Office Products Inc.,** Bernardsville, N.J. . . . **Wycombe, Meyer Co. Inc.,** New York, will represent **P.D.M.** (Pacific Designs & Manufacturing) in the eastern U.S. for the firm's entire line of products.

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8300 SERIES IS A NEW DIE CAST ALUMINUM BASE DEVELOPED BY EST FOR VERSATILE USE AS AN UNDERSTRUCTURE FOR WOOD CAPS, PLASTIC CAPS, AND MOLDED ON URETHANE. THE 83525 BASE HAS A 24 1/2" SPAN TO THE CENTER OF THE CASTER HOLES, AND THE 83522 HAS A 22" SPAN TO THE CENTER OF THE CASTER HOLES. THESE DIE CASTINGS PROVIDE CONSISTENT ACCURACY IN DIMENSION, LIGHT WEIGHT AND STRENGTH TO MEET BIFMA AND ANSI STANDARDS.

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designers choose it.
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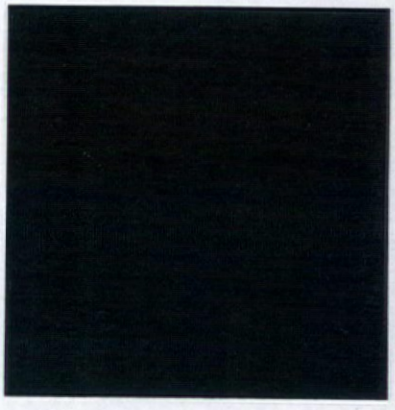

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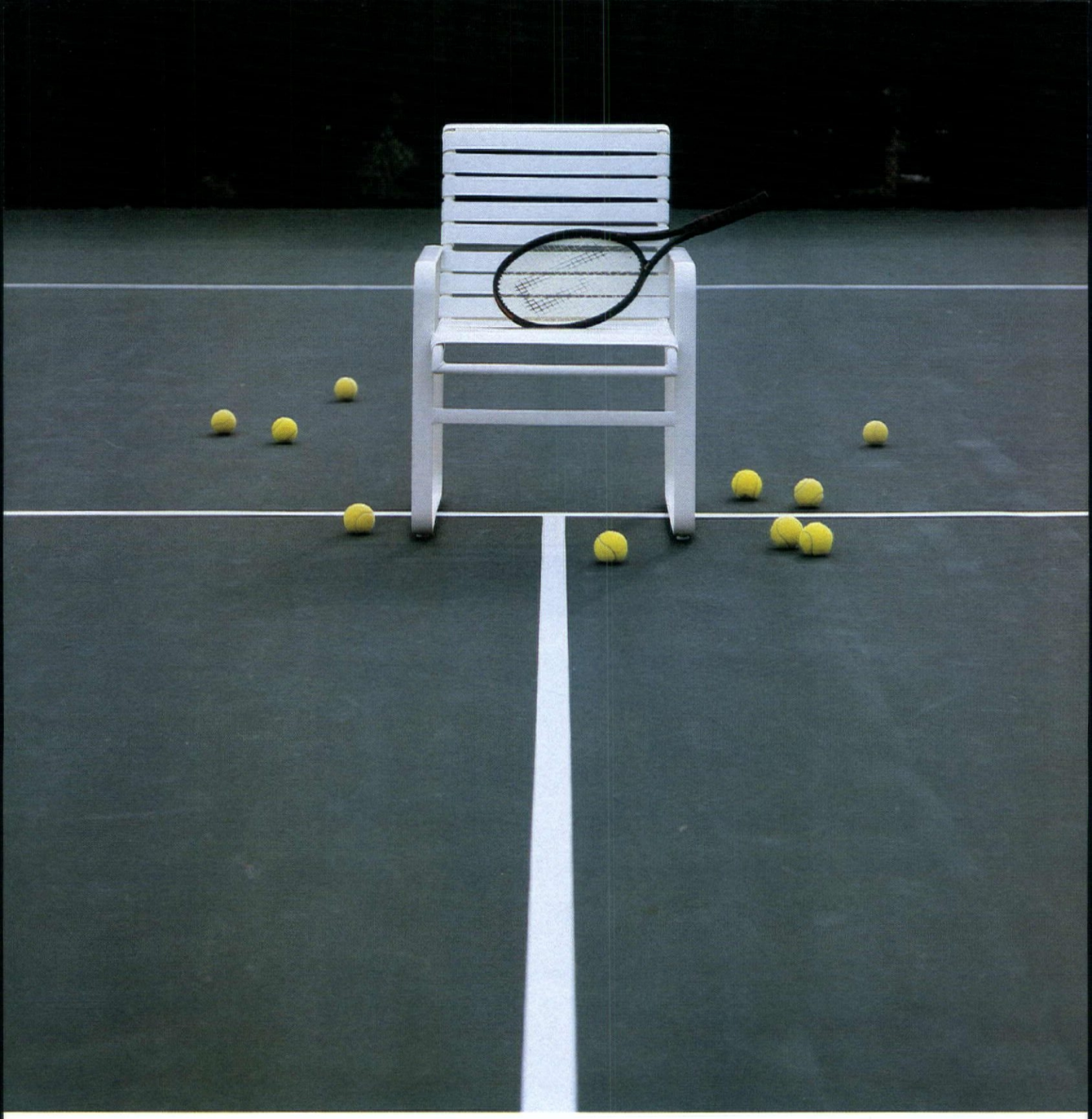

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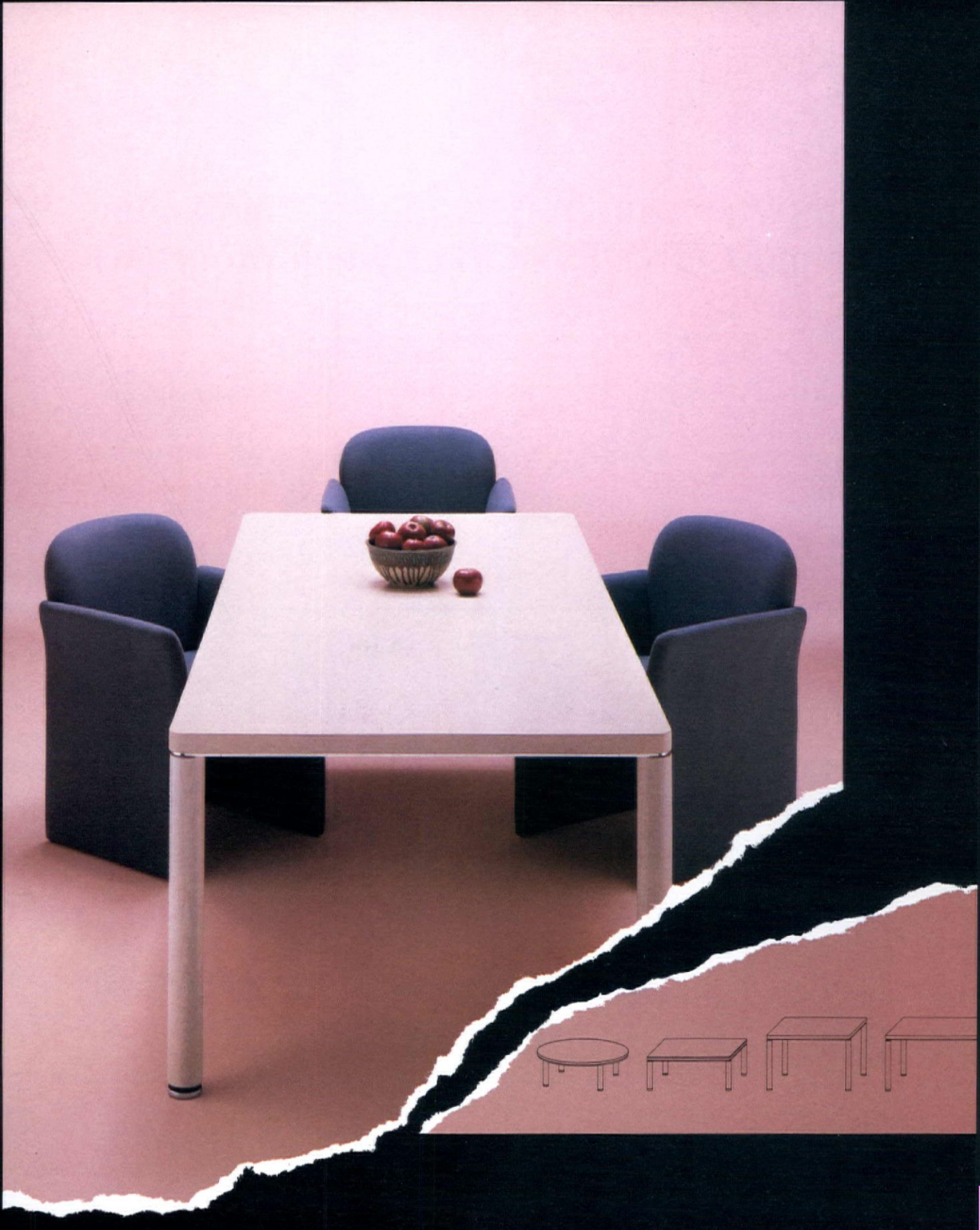

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Computer conference, management seminar expand CONDES market week programs

CONDES '84, the Dallas Contract Design Show, will be held March 1-3 with "Managing Today's Workplace" and "How To Select And Use Computers For Space Planning And Management" seminars preceding the contract market programs.

The February 29 computer workshop, co-sponsored by CONTRACT and *Facilities Design & Management* magazines, will cover computer-aided design and management, as well as drafting, word processing, and other electronic capabilities. Speaker is H. Lee Hales, certified management consultant and author of *Computerization For Facilities Management.*

Full-day seminar admission and workbook materials are $195. Registration information is available from Hilary Plunkett, Gralla Conferences, 1515 Broadway, New York, NY 10036; 1/800/223-6767.

February 27-March 1 mark the dates of a management core workshop sponsored by the Facility Management Institute. To be held at the Wyndham Hotel, the seminar will cover topics such as "Facility Management: Definition And Redefinition," "Organizing For Facility Management," "Managing Technology: Office Automation And The Work Environment," and "Computer Aids To Facility Management: Establishing The Information Database."

Reservations for the program can be made thorugh Jinx Andrews, Program Coordinator, Facility Management Institute, 313/994-0200.

Additional February 29 sessions preceding CONDES include "Designers And The Law," a full-day seminar with Myron D. Emery, attorney, Los Angeles. Registration information is offered through *Designers West* magazine, 214/559-3338.

"Corporate Art Decisions" begins at 2 p.m. and includes speakers Judith Urrutia, Chumney/Urrutia, San Antonio, Tex.; Helen Webber, Heron International Studios, San Francisco; and John J. Jasinski, curator, The Southland Corporation, Dallas.

Showrooms in the Decorative Center and surrounding district will open at 4 p.m. for a kick-off reception. A "Red Carpet" reception will take place at 6 p.m., hosted by the floorcovering showrooms of the Dallas Market Center and Allied Fibers and Plastics. The reception is scheduled for the Grand Courtyard, Dallas Trade Mart.

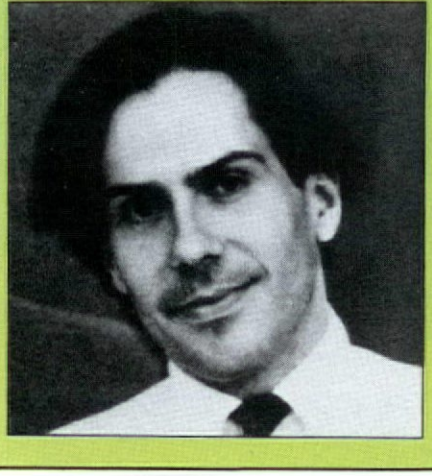
Productivity among topics

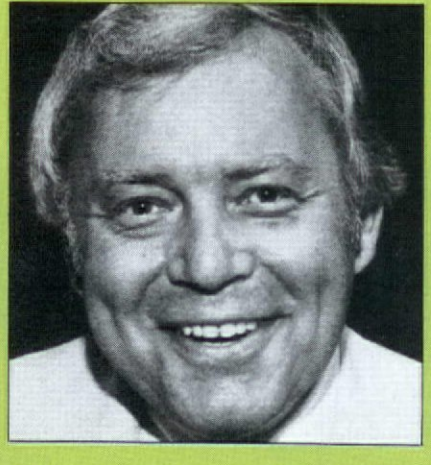
CONDES officially begins March 1 with "Carpet Tile Specification For The Open Office," an 8 a.m. seminar featuring Ray Anderson, president, Interface Flooring Systems, LaGrange, Ga.; Jean Dahlgren, president, JDA Inc., Dallas; and William D. Wiegand, division president, Collins & Aikman.

A noon seminar entitled "Toward A Common Goal: Case Study Of The Design and Corporate Client," will be moderated by Anne Fallucchi, associate publisher/editor, *Facilities Design & Management* magazine. Panelists are Neville Lewis, principal, Neville Lewis Associates Dallas; and Ben Cubler, vice president, Arco, Dallas.

"Design Crosscurrents In Home And

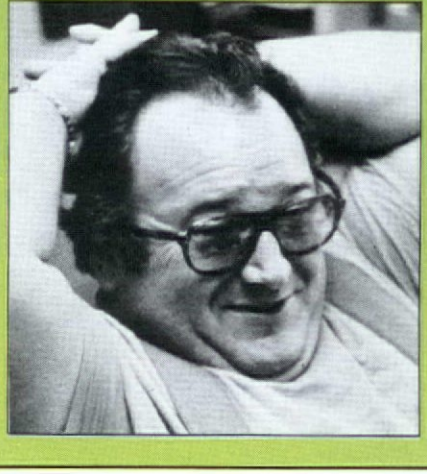
Keynote address is delivered by Bernardo Fort-Brescia, Arquitectonica, Coral Gables, Fla., and Houston, on Friday, March 2 during CONDES.





Arthur R. Williamson, director of contract furnishings, National Office Products Association, moderates "Office Of The Future: Still Just Ahead," March 2.

"Designers Dictate Bottom Line: The Impact Of Office Environment On Productivity" will be moderated by Michael Brill, executive director, BOSTI.



Office," a 2 p.m. seminar, features Sally Walsh, Sally Walsh Designs, Houston; and Georg Anderson, ASID, Cromwell Interior Design, Little Rock, Ark.

Michael Brill, executive director, BOSTI, Buffalo, N.Y., will moderate "Designers Dictate Bottom Line: The Impact Of Office Environment On Productivity," at 4:30 p.m. Co-sponsored by the Texas Chapter of the American Society of Interior Designers (ASID), the session includes ASID president Richard Whaley, of Hellmuth, Obata & Kassabaum, Washington, D.C.; and Rita St. Clair, FASID, Rita St. Clair Associates Inc., Baltimore, Md.

Evening entertainment begins at 6 p.m. with the Dallas Jazz Orchestra performing in The Hall of Nations, World Trade Center.

Fort-Brescia to keynote

March 2 events include the CONDES keynote address by Bernardo Fort-Brescia, Arquitectonica, Coral Gables, Fla., and Houston. Introduction to the speech will be made by Trammell S. Crow, chairman of the board, Dallas Market Center.

Other Friday sessions are "Office Of The Future: Still Just Ahead" at 10 a.m. with moderator Arthur R. Williamson, director of office and contract furnishings, National Office Products Association (NOPA). Panel members are Jed Casey, president, M.S. Ginn Company Inc., Hyattsville, Md.; Don Haspel, NOPA executive vice president; and Paul Witting, vice president, sales, Steelcase Inc., Grand Rapids, Mich.

"Design And Planning Of The Computerized Office: Higher Tech, Higher Touch" will be moderated at noon by Len Corlin, co-publisher/editor, CONTRACT. Speakers are Claude Steel, president, Giltspur Exhibits, Dallas; and Frank Hammerstrom, corporate director, interiors group, Hellmuth, Obata and Kassabaum, St. Louis, Mo.

Capping the day will be "Uptown Under Glass," the annual CONDES reception in the Hall of Nations. Cocktails begin at 6 p.m.

Saturday, March 3 opens with a five-kilometer race beginning at the World Trade Center breezeway and ending at the Dallas Infomart site.

Seminars start at 9 a.m. with "Planning The Teleconferencing Center" co-sponsored by the Institute of Business Designers (IBD). Leading the session will be Sandra Ragan, IBD, Friday Design Group, Washington, D.C.

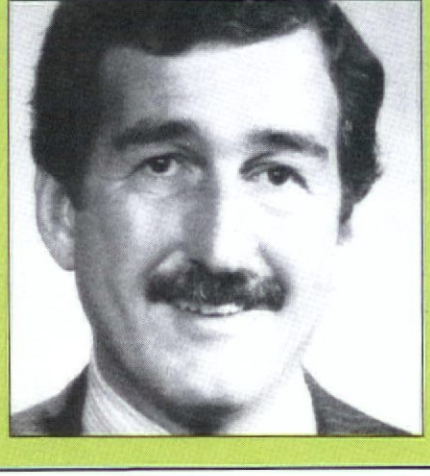
"Lodging Trends 'Til The Century's End" features a hospitality outlook with Sara Tomerlin Lee, Tom Lee Ltd., New York; and Robert Zimmer, Rosewood Hotels Inc., Dallas. The session starts at 11:30 a.m.

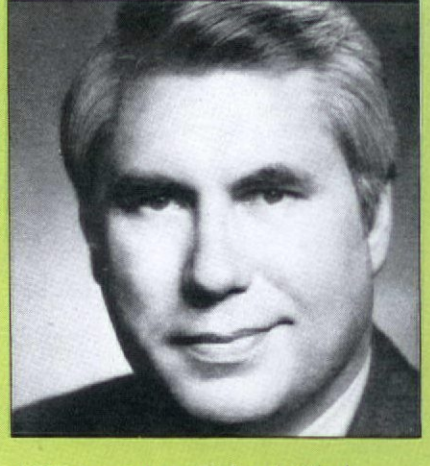
The CONDES student design seminar will take place at 3 p.m. with Edward Gips, executive director, ASID, New York; and former national officers of Student ASID Bob Sowell, associate ASID, Architectural Designers Inc., Dallas; and Sheila Lincoln, associate ASID, interiors group, Hellmuth, Obata & Kassabaum Inc., Dallas.

Ticket reservations are advised for all seminars. Sessions are free, but seating is limited. For tickets, write CONDES '84 Tickets, Dallas Market Center, 2100 Stemmons Freeway, Dallas, TX 75207.

Associate publisher/editor Facilities Design & Management, *Anne Fallucchi, moderates "Case Study Of The Design and Corporate Client" on March 1.*

Neville Lewis, principal, Neville Lewis Associates, Dallas, will be a panelist in the noon corporate case-study seminar, sponsored by Facilities *magazine March 1.*





ASID president Richard Whaley, of Hellmuth, Obata & Kassabaum, Washington, D.C., participates in Mike Brill's Productivity Seminar March 1.

Add Interior Systems, Inc. Simply . . . the best. 515 Crocker St. Los Angeles, CA 90013-2171 213 629-2421 Represented nationally.

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Housekeeping loves the way it holds up in all the heaviest-use areas throughout the hospital. Designers love its adaptability to curves, corners, and every kind of fabric or vinyl.

Most of all, though, they love it because it makes everyone else love them.

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Made of transparent polymeric resins, Optix blinds act like sunglasses for windows—filtering out excessive glare and ultraviolet rays, while allowing full view of the outside environment.

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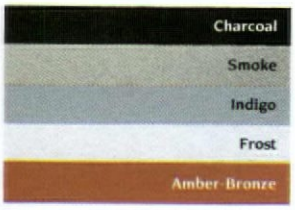

And there are beautiful benefits! Optix protect fabrics, furniture and carpets from sun damage or fading—and save energy by reducing the need for daytime lighting.

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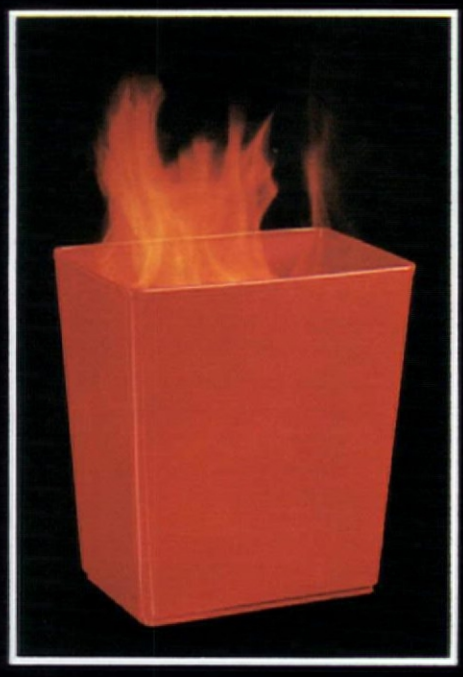

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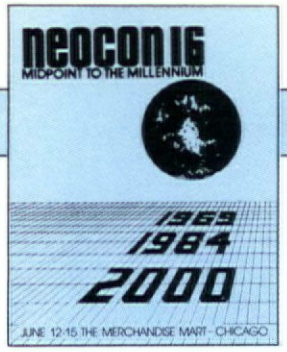


ARCHITECTURE CONFERENCE TO BE HELD AT NEOCON 16

The first World Conference On Modern Architecture will make its debut at NEOCON 16, June 12 - 15, 1984. Attracting representatives from 20 countries around the world, the conference will focus on modern architectural developments both present and future, according to Merchandise Mart management.

Greater emphasis also will be placed on attracting facilities managers through facilities associations meetings scheduled to take place during NEOCON week.

Due to a growing number of inquiries from floor covering installers, invitations are being sent to installer groups welcoming their participation at NEOCON, according to James Bidwill, vice president and NEOCON coordinator for the Mart. "There is no segment of the contract industry that we are not reaching out to," says Bidwill. "All are seeking new ideas and products that help enhance professionalism."

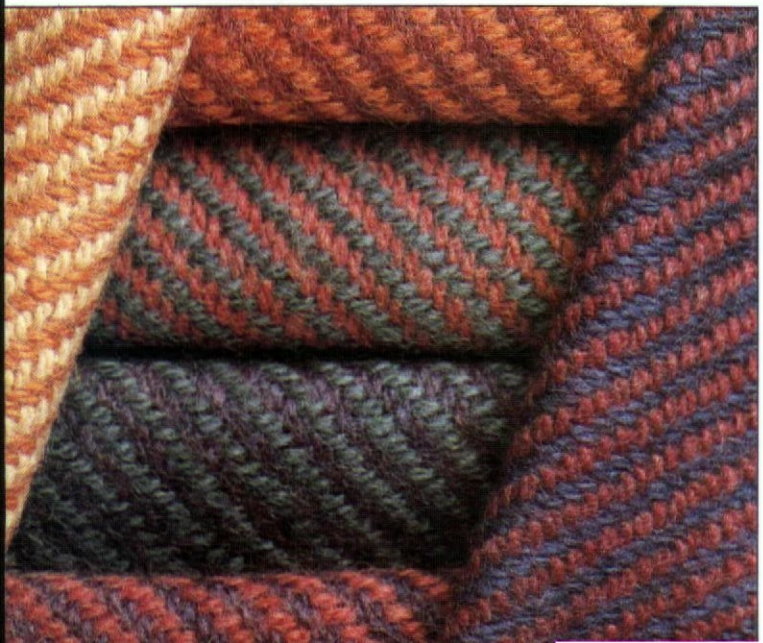
Largest contract show

Marking the 16th consecutive year of growth for what has accurately been called "The world's largest contract exhibition," NEOCON 16 is projected by Mart management to increase its attendance by upwards of 12 percent this year. An upsurge of contract activity due to healthy economic conditions is encouraging plans by architects, designers, and specifiers to send more people to the event this year, according to Bidwill.

NEOCON 16's new logo, shown on these pages, is developed yearly by the Mart. It is the basis of CONTRACT's May show preview issue cover design. *(Continued)*

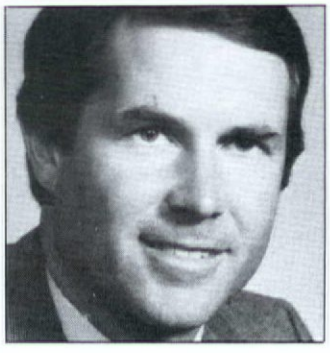
Cumberland *is reintroducing its Series 3 line of desks, credenzas, and breakfront cabinets for executive areas. Features include book-matched mahogany veneer framed in solid mahogany, with ⅛-in. satin bronze reveal strip on desk, credenza top, and all sides. Optional matching leather top is available.* **Circle No. 309.**

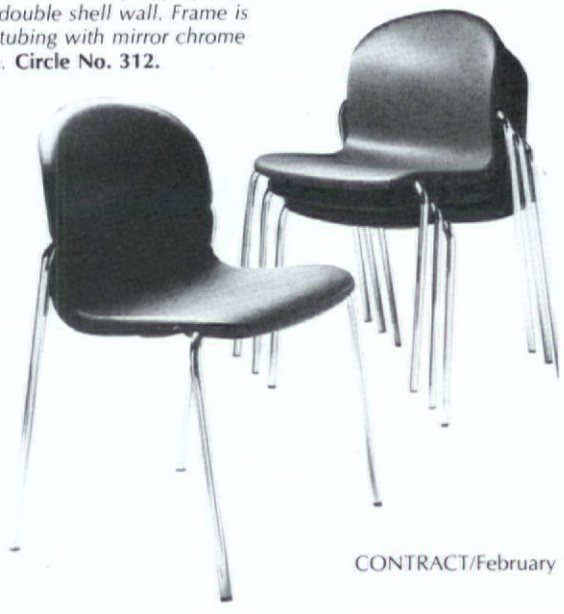
Eldonwal *will be showing its entire line of Mediabank and image office accessories. Information handling items shown below are either wall- or furniture-hung.* **Circle No. 311.**

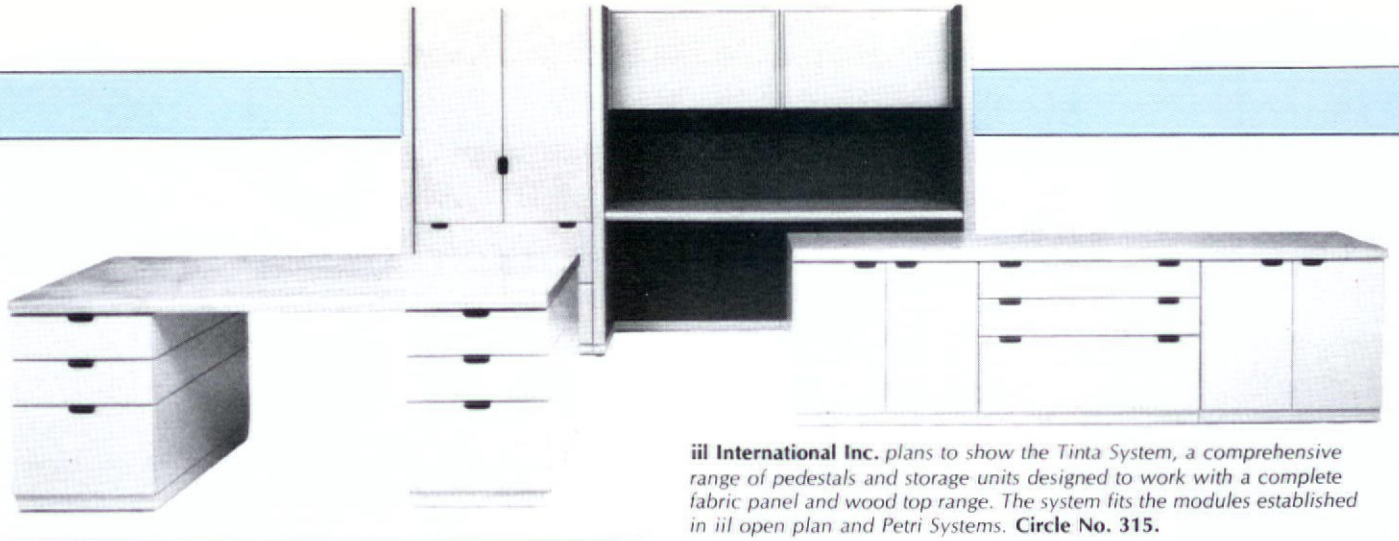


All-Steel *is introducing 60 new panel/seating fabrics (l.), especially for its new electronic workstations to soften the look. Fabrics range from tweeds and twills to herringbones.*
Circle No. 310.

David J. Edwards *(r.) regional manager for* **Vecta Contract,** *will be on hand in Space 1168,* **Vecta's** *newly enlarged showroom at The Merchandise Mart. Wilkhahn Binar chair (below) will be shown in brown textured polyproplylene with double shell wall. Frame is steel tubing with mirror chrome finish.* **Circle No. 312.**







iil International Inc. *plans to show the Tinta System, a comprehensive range of pedestals and storage units designed to work with a complete fabric panel and wood top range. The system fits the modules established in iil open plan and Petri Systems.* **Circle No. 315.**

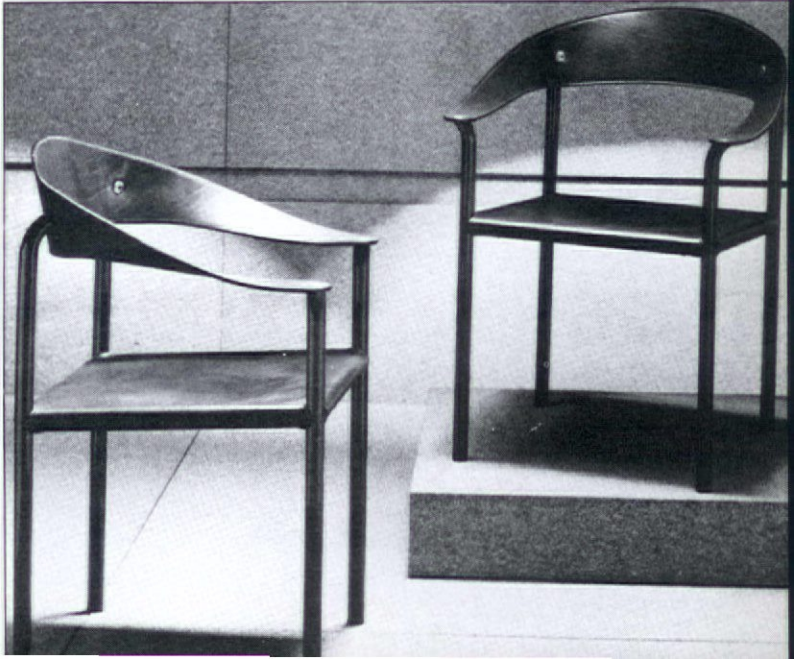
Eurotex *has a new 100 percent pure wool broadloom (r.) with velvet construction woven through the carpet back, making it ideal for commercial application. Available in six colors, in-stock program, Space 11-121.* **Circle No. 316.**

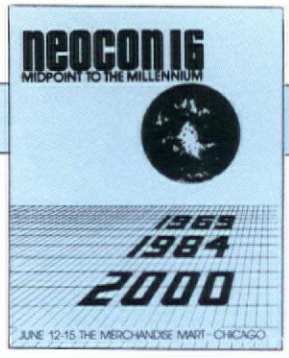
GF's *Emtech™ (l.) hydraulic table offers five separate adjustments. Keyboard worksurface raises for exact positioning. Also tilts for proper angle and adjusts forward.* **Circle No. 318.**

Hesco's *new round, transitional conference table (below.) features veneer patterns in either quartered ribbon or sunburst patterns. It has buffed brass finish bases.* **Circle No. 317.**

Cy Mann Designs *will show The Mobius Chair, (bot. r.) a conference/pull up chair that is competitively priced. Baked enamel metal frame accommodates simple leather sling. Compact scale is 23-in. by 18-in. by 32-in.* **Circle No. 314.**

Mary Bertrand, *watercolorist (l.) will be on hand in* **Franklin Picture Company's** *space with some of her own work (below).* **Circle No. 313.**





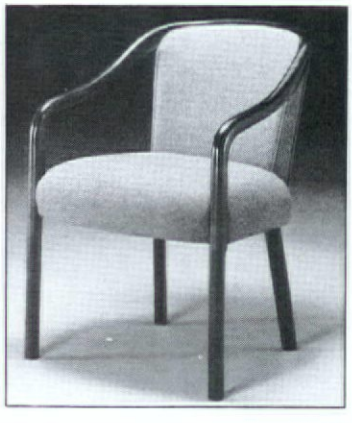
NEOCON COUNTDOWN

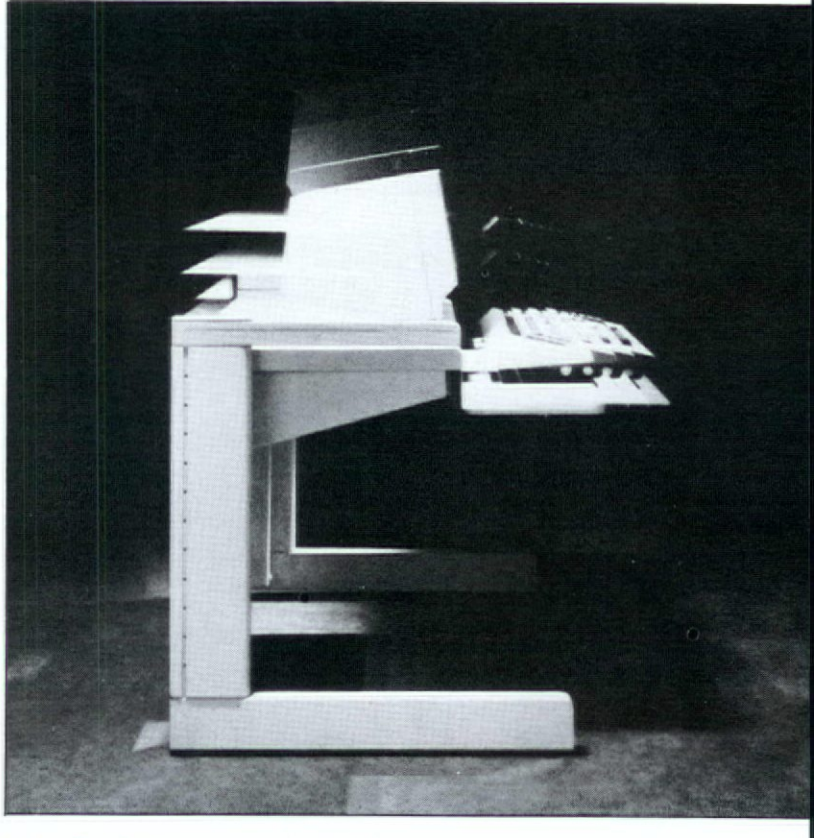
Gregson *traditional period and transitional chair styles are represented in this executive chair (below r.). Ergonomically designed, the chair is scaled to workstation function requirements.* **Circle No. 325.**

Lewittes *offers its line of Tempo Collection seating (below l.), with Art Deco look for high-fashion office design.* **Circle 320.**

Madison's *new conference table (below center) is elegant, yet durable. Available in almond, black, or cranberry finish, either in 48-in. or 60-in. size.* **Circle No. 326.**

McDonald Products *will be showing its new ConTrac 7000 desk accessory series (above), a modular system with components arranged to suit individual needs and work styles. Series offers electronic components, analog clock with alarm, electronic calculator, and usual accessory items. Available in jewelry-quality finishes.* **Circle No. 323.**





Design Tex Fabrics' *Wool Marquise (l.) has a weave that combines pattern and texture in a subtle interaction. Of 100 percent triple-ply worsted wool, the fabric is ideal for upholstered furniture.* **Circle No. 327.**

Harter's *I/F (integrated furniture) system features this adjustable VDT and microfiche reader stand (above). All are available with document holders and adjustable palm rests.* **Circle No. 328.**

New seating introductions play big role at Merchandise Mart

NEOCON International, an exhibit of contract products manufactured by foreign companies, is held concurrently with NEOCON 16 in the Expo Center, directly across the street from the Merchandise Mart. A number of seminars and events are scheduled there. Exhibitors from more than 20 nations are represented at NEOCON International, many of them seeking U.S. representation.

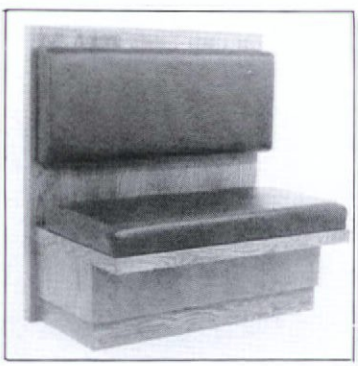
Shown on these pages is a cross-section of products that will be featured at NEOCON. Others will be shown in CONTRACT's March and April editions, to be followed by the May Preview Issue, which will not only include comprehensive, floor-by-floor coverage, but "faces and spaces" and listings of events.

A special travel package is available from The Merchandise Mart, including special airfares and hotels. More information is available from The Merchandise Mart, Merchandise Mart Plaza, Chicago, IL 60654, or telephone Sylvia Gold at (312) 527-4141. □

Wunda Weve Carpets' *Country Classic (top r.) is a cushiony saxony available in 25 colors. It is 100 percent heat-set nylon in a 55-ounce fabric.* **Circle No. 322.**

Loewenstein Inc., *introduces its Vibracolor™, a polyurethane process (r.). Lustrous finish is hard-wearing, can withstand effects of most industrial cleaning fluids.* **Circle No. 329.**

Chairmasters' *5700 banquette has oak veneer framing and overupholstered seat and back (l.). Available in custom finishes, COM or standard fabrics. It is custom-made for length and height. Can be seen in Space 11-122.* **Circle No. 330.**

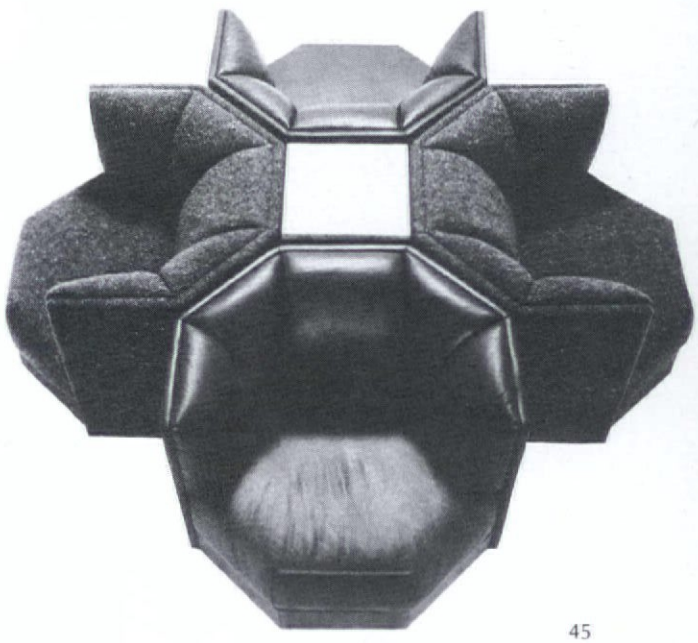


EOC *will show Heritage, a traditionally styled panel system. A fully-modular open office system, the line features mitred and tongue-and-groove cabinetry.* **Circle No. 331.**

Davis Furniture Industries' *newest addition to Gamma Series is this stacking chair (below l.), available in cross stitching and thick leather. It features flared tubing and leather wrapped arms; stacks four high. Available in chrome or bronze.* **Circle No. 324.**

Minimax from **Artopex** *(above l.) is light, elegant, stackable chair with tubular chrome finish sled base. It has cushioned back and seat, with or without arms. Can be ganged, is moderately priced.* **Circle No. 321.**

Brayton International's Octave line (r.) includes chair, two-seat sofa, ottoman, and table. Cushions are constructed of multiple layers of foam. **Circle No. 319.**



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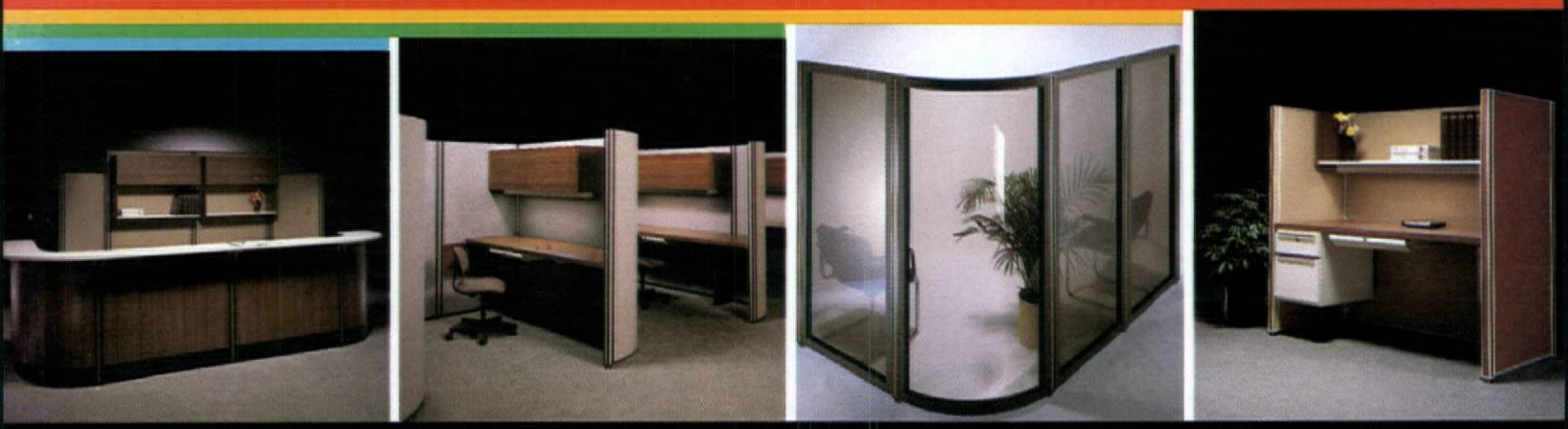

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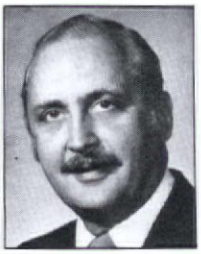
CONTRACT

QUOTES

COMPLEX CHOICES IN HEALTHCARE FLOORING



Bernie Egerter
Senior Vice Pres.
Lees Carpet
Valley Forge, PA—

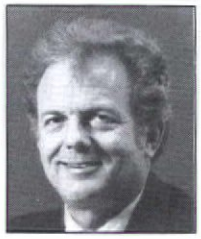
"There are three levels of decision making in choosing healthcare floorcovering. First, the question of modular carpet tile versus broadloom must be addressed. Then, the specifier must select a basic carpet type, or one with antimicrobial features. Finally, a full review of four-to-five existing antimicrobial systems is mandatory before reaching a decision. The qualities of permanence, efficacy of treatment for bacterial control, and staying power (does it leach over time?), are among the factors to consider besides maintenance in making a determination on what floorcovering is needed."

ANATOMY RESEARCH DEFIES SEATING DESIGN

Daniel Krakauer
President
Kay Springs Inc.
Syosset, NY—

"As a result of corporate research into the area of human anatomy and seating mechanisms, we have discovered that the seated human form is actually supported by two bones, each the size of a five-cent coin. Hence, seat cushioning is designed to redistribute pressure and relieve these bones from undue stress. However, cushioning is only effective if it provides support to two thigh bones, two inches higher than the 'seat bones.' Most contract seating consists of a hard surface and an inch of foam, but sinuous innerspring construction can be more effective. Urethane foam isn't the only material comfortable to sit on."

DIVERSIFICATION MAKES HEALTH DESIGN STRONG



Dick Sinclair
President
Exec. Office
Concepts
Compton, CA—

"I think that the healthcare market gives manufacturers who do not rely on European imports an opportunity to address the field from the standpoint of domestic codes and regulations. Healthcare is a domestic industry which U.S. suppliers can serve well. In the past two years, we have noted considerable demand for healthcare products. The health field is exhibiting real growth. This will continue through the '80s in spite of cutbacks in funding because the field is diversifying into spin-off facilities which are not strictly hospitals per se."

HOSPITAL ASSOCIATIONS SAVE DESIGN DOLLARS

Carl Lundgren
Vice President
Facilities Services
Evangelical
Hospital Assn.
Oak Brook, IL—

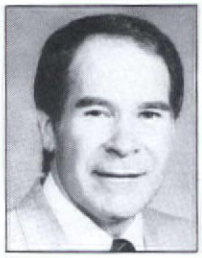
"Our organization functions as a healthcare system which has five member-hospitals that are participating in a design standardization program. Through a centralized warehouse, all inventory is warehoused and monitored by EHA for the individual facilities. Benefits to members include savings on energy usage, supply orders, facility space, and furnishings."

MAKING DESIGN A TEAM APPROACH

Theodore Stout
President
The Blake Corp.
Atlanta—

"Facility managers are making interior designers work harder to develop a 'management nature.' Clients, end-users, are now looking for an integrated facilities approach to office automation and designers are being forced to diversify. Facilities experts are asking 'what do we need?' and are formulating a design team approach to projects. Often, there exists a language barrier among designers, architects, and facility managers. The three sectors of design must get together for effective planning."

HOSPITALS UPGRADING TO MEET REGULATIONS



Jim Seeks
Director
Interior Design
Hansen Lind Meyer
Iowa City, IA—

"Diversification in facility type and design is a common thread in healthcare planning. Due to increased competition, hospitals want to bring their facilities up to state-of-art standards and codes. We designers can work cooperatively with clients to point up code deficiencies and correct them. It is imperative to design facilities around user-group needs. Each hospital and locality has its own requirements. In-house healthcare specialists can therefore be of aid to planners."

Knoll

Diffrient Management Chair

There is a popular myth in business: Fatigue is the sign of hard work and high productivity. Knoll and designer Niels Diffrient know fatigue is the enemy of productivity, and so explode that myth with the Diffrient chair. This is seating that beautifully combines everything the research of the last 30 years has revealed about comfort and productivity with everything Knoll and the designer know about aesthetics. Another myth: Knoll makes only very expensive office furniture. The Diffrient Management chair puts another myth to rest. Knoll International, The Knoll Building, 655 Madison Avenue, NY, NY 10021.

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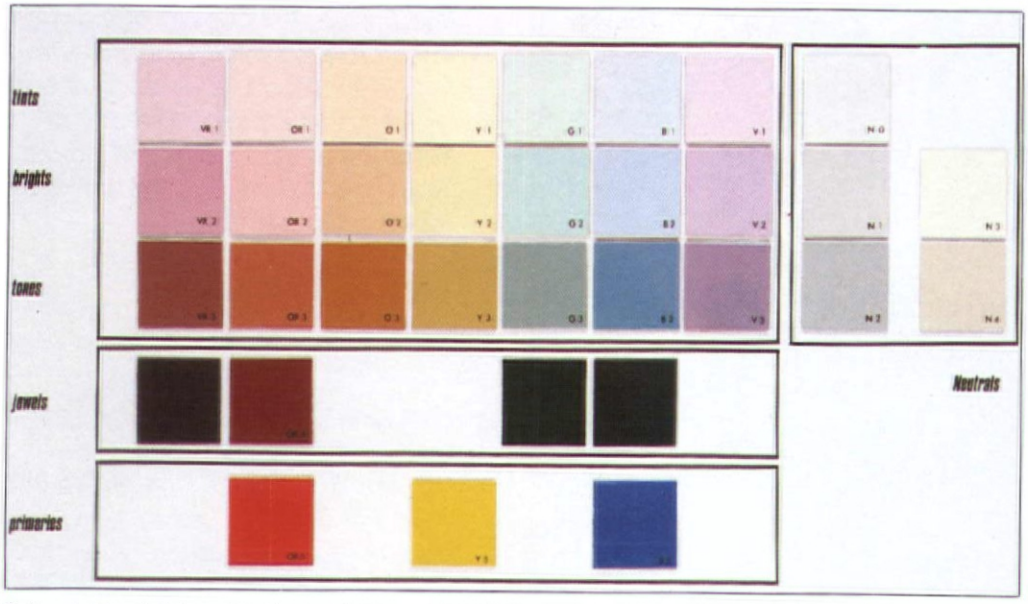
CONTRACT

COLOR LINE

Soft, postmodernist pastels help planners revitalize healthcare design market

By Katherine Forman

Soft pastels, such as peach, aqua, and light lavender, are revitalizing design in the healthcare market, says Leslie Gryce, Chicago design and color consultant. According to Gryce, who extensively researched the healthcare market for New York textile firm Frankel Assoc., top healthcare planners are now using these colors in a new vocabulary to promote psychological well-being in the hospital environment.



Colors in Frankel Associates' new drapery and cubicle curtain palette were chosen by Chicago color and design consultant Leslie Gryce to enliven hospital interiors. Gryce hopes her colors will add interest to hospital spaces by providing greater color versatility and variety in values.

While preparing a new drapery and cubicle curtain palette for Frankel, Gryce compiled a wide variety of soft, postmodernist colors as well as primaries, neutrals, and jewel tones that relate to this developing color vocabulary. The palette is designed to combat an institutional approach to healthcare design with fresh, upbeat colors that add interest to hospital spaces.

Gryce believes that the best colors for hospital fabrics are clear, complex pastels that are not too gray. Textiles should be smooth vinyls and flat polyesters in small herringbone, geometric, and striped patterns. Fabric designs should be visible from the patient room doorway without being jarring up-close. Textures should be visual rather than tactile to avoid dirt and germ build-up, she explains.

Most healthcare installations will feature peach and aqua as primary motifs, says Gryce. She finds these colors to be universally liked and believes they will be the most frequently sought alternatives to earth tones. "More ambitious installations will include lavenders, jewel tones, and neutrals to add variety of value to a color scheme," she says.

Primaries will be used exclusively in pediatric departments, since they are too bold for the overall hospital space, notes Gryce. She adds that jewel fones and neutrals will be used to provide a high-end look in private hospitals.

Gryce has also compiled a list of "red light" colors for the healthcare market. "Yellows make it difficult to tell if a patient has jaundice and should be avoided. In addition, purple is taboo for Catholic hospitals as it represents the passion of Christ," she notes.

"Earth tones, although widely used in hospitals, are the colors of fall and promote melancholy feelings. It is hard to dissuade hospital administrators from using these colors, but designers should do their best to find acceptable substitutes. Healthcare designers should urge administrators to approve springtime colors which represent life," she adds.

Gryce also warns against whites and very fashionable colors as these tend to be unpopular in the mass market. In addition, she recommends avoiding blues and grays, particularly in low-contrast fabrics, since older people lose their ability to see clearly in these two color ranges.

This Color Line column launches a series on color styling written by Katherine Forman, associate editor, which will appear monthly in CONTRACT. Submissions to the column should be directed to Color Line, CONTRACT, 1515 Broadway, New York, NY 10036.

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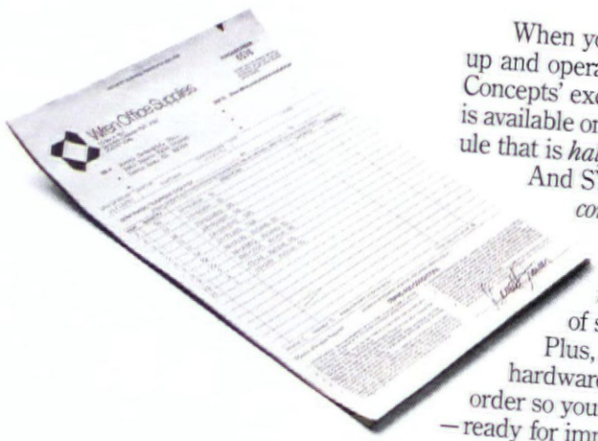

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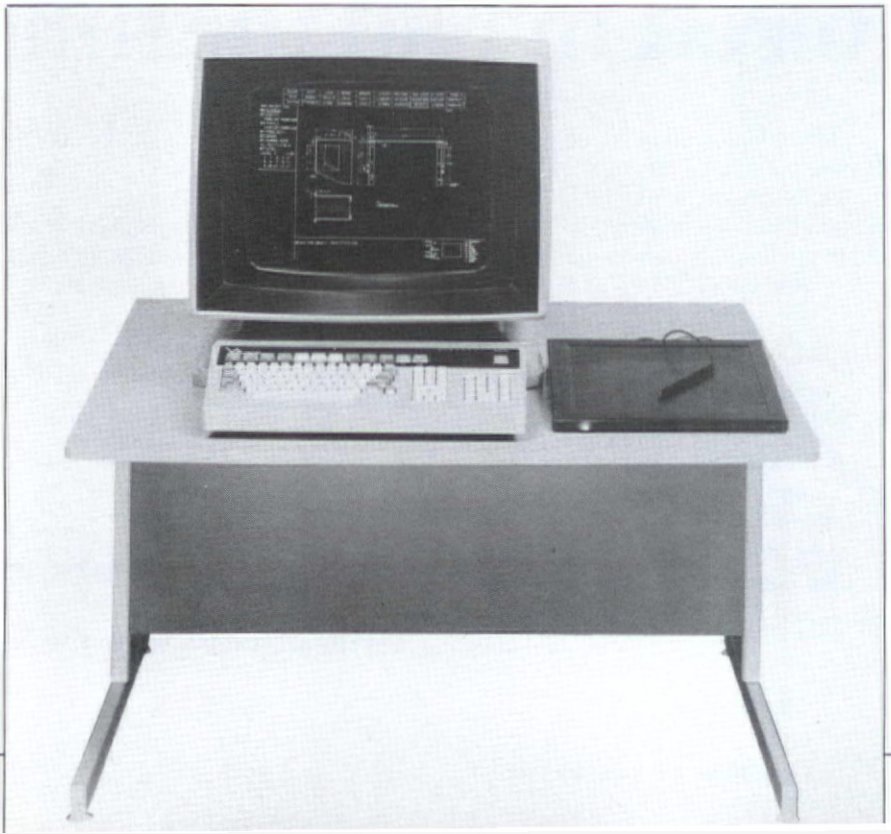
Two-stage heat/cool system control offered by electronic thermostat

Harper-Wyman offers Pro-Stat T5010 programmable multi-stage thermostat designed to electronically control two-stage heat/cool HVAC systems. Unit also features seven-day programming capability, a special fan control, and owner-selectable security codes. Dual setback option permits user to enter special programming for Saturdays and Sundays. Users can also enter "comfort" or "vacant" temperatures without altering original programming. Unit is provided with vacuum fluorescent display, large keys, and step-by-step instructions to simplify operation.
Circle No. 336.

Photo system measures energy use data

Exergram 120 heat flux auditor quickly measures and documents heat transfer data for use in energy reduction programs. A product of Exergen Corp., system produces Polaroid photographs which show area measured, time and data for use in energy reduction programs. A product of Exergen Corp., dimensions of photographed objects. Unit is offered with accessories and energy reduction software packages.
Circle No. 334.

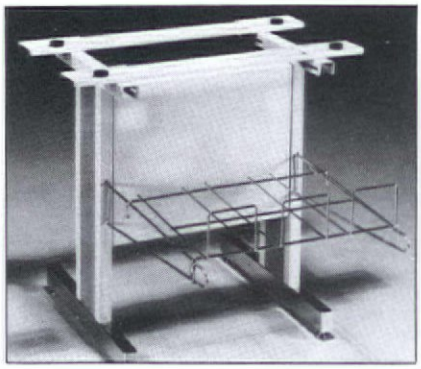


Command entry eased by software system

Vector Automation's CADMAX CAD/CAM system simplifies selection of program commands through use of a single-action software system. Command display is continuously updated as the computer is used to expedite entry of programmed functions. Other features include information networking which permits users to share data and output devices for more productive team planning. System is comprised of a mini-computer, small workstation with display, keyboard and tablet assemblies, and standard 10 megabyte disk as well as floppy disks for archival storage. Optional 31 megabyte disk supports on-line data base of drawings.
Circle No. 341.

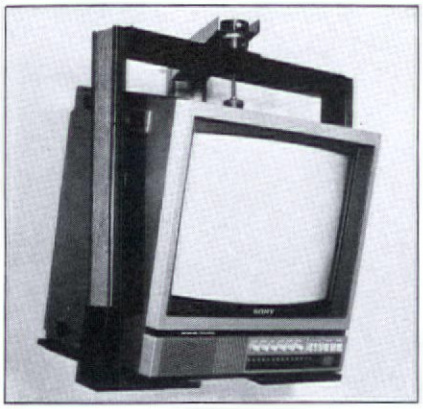
Complete computer furniture line ships KD, assembles quickly

Luvan's computer support furniture line includes media storage cabinets, input/processing equipment, printer stands and dollies, and mobile files which can be shipped KD for quick delivery. Easy-to-assemble units offer a variety of styling options which adapt to a range of office needs. **Circle No. 333.**



Printer stand accepts varying feeds

Virco introduces a new printer stand which accommodates bottom- and back-feed units. Steel stand features woodgrain leg panel inserts, chrome foot rail, and adjustable rubber-cushioned steel glides. Available with black or putty enamel frame and walnut or oak panels, unit has adjustable top brackets and wire racks for catching printed forms. **Circle No. 338.**



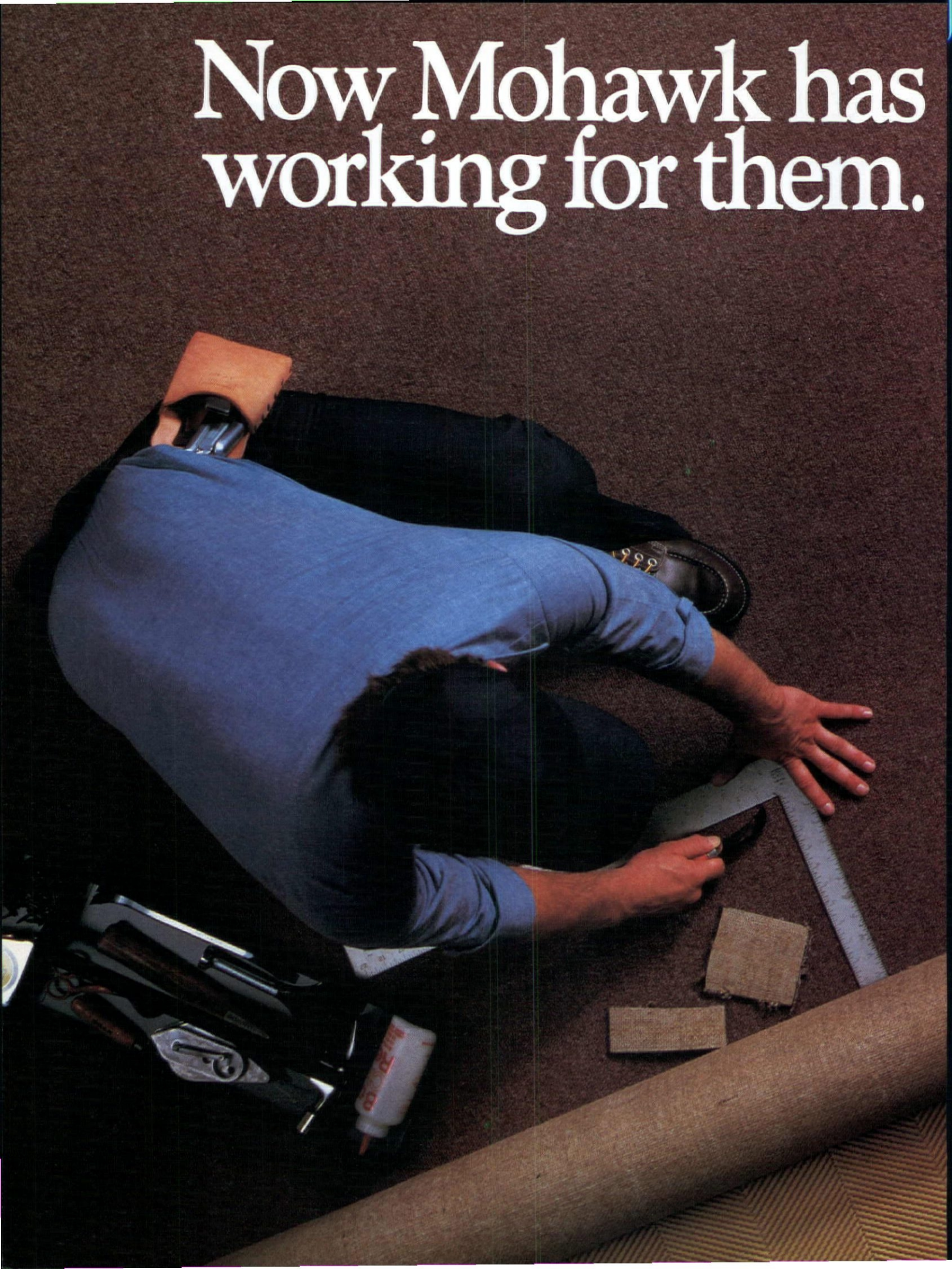
TV monitors adapt to ceiling mounts

TVM Universal Video Ceiling Mounting Bracket permits television monitors weighing up to 200 lbs. to be ceiling-mounted. Made of heavy-gauge steel with arc-welded joins, system features a telescoping center beam which adjusts to accept a variety of monitor widths and heights. Adjustable mounting plates use the monitor's center of gravity to provide support. Upper and lower arms can be adjusted to tilt 20 degrees. A wall-mount unit is also available from Bretford Mfg. **Circle No. 340.**

More worksurface provided by adjustable VDT platform

Ergo-Arm double-jointed adjustable VDT platform from Hamilton Sorter is designed for use at workstations where space is at a premium. Device suspends VDT unit on a platform above the worksurface and can be moved in any direction away from the workstation within a 20-in. radius. Arm attaches to any worksurface overhang measuring at least 3 in. that is no more than 8-in. thick,'and can support VDTs weighing up to 75 lbs. when fully extended. Platform tilts 16 degrees to eliminate glare, adjusts 2 in. vertically, and swivels 360 degrees. Slide-out keyboard doubles as an operating handle. **Circle No. 342.**

Now Mohawk has working for them.



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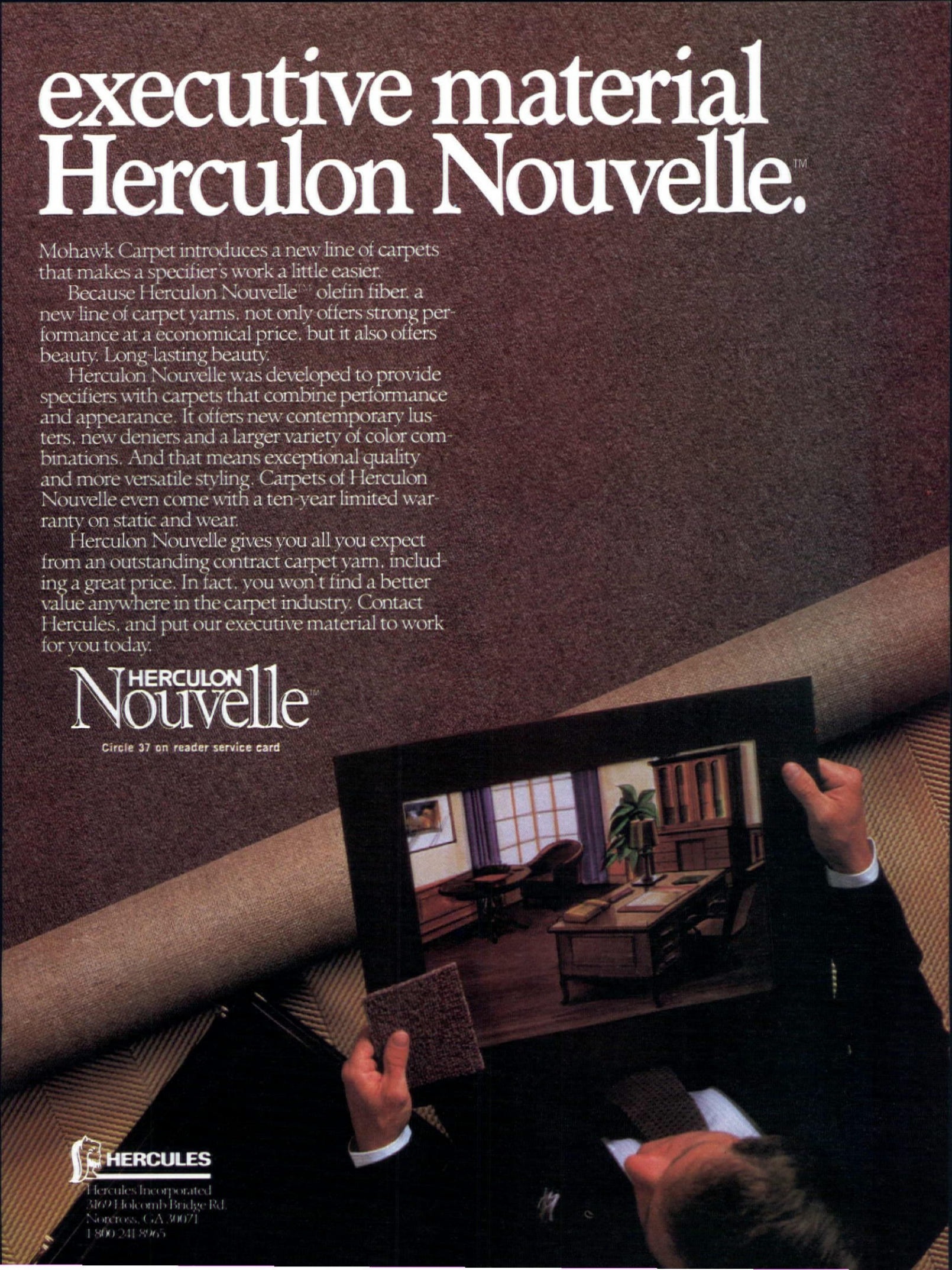

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Murals revitalize patient lounges at urban hospital

In an effort to stimulate patient mobility on its surgical floor, Bellevue Hospital Center, New York, revitalized two of its four patient lounges with the installation of 3M Scanamurals, full-color floor-to-ceiling computer graphics with outdoor themes.

The hospital wanted to create active and exciting places for patients to explore. "It's important for patients recovering from surgery to move about," explains Richard Olson, Ph.D., director, Environmental Research Program, Bellevue. "Physical activity promotes muscle tone, improves morale, and generally speeds the recovery process."

Each 21-ft.-sq. lounge has two windowed walls and a 10-ft. partition which subdivides the room. The murals cover the windowless walls, the central partition, and two angled walls in the vestibule which lead into the lounges. One lounge theme depicts New York Harbor and the other theme is of Central Park. The outdoor images help patients maintain a connection to outside life and activities.

In the harbor-style lounge, aerial photographs depict New York Harbor, the East River, the Statue of Liberty, and the lower Manhattan skyline. Live trees and a patient-activated two-minute tape of seagulls, lapping water, tugboats, and other harbor sounds complete the outdoor feel of the room.

In the park-style lounge, photos are of Central Park lake with its Manhattan skyline backdrop, a waterfall, a cluster of trees, and an ornamental bridge. Tape sounds include oars dipping in the lake, horse hooves on cobblestones, and a merry-go-round.

Although observational data has not yet been analyzed, the majority of patients interviewed reported using the lounges at least once a day and felt the murals provided a psychological or therapeutic lift. **Circle No. 332.**

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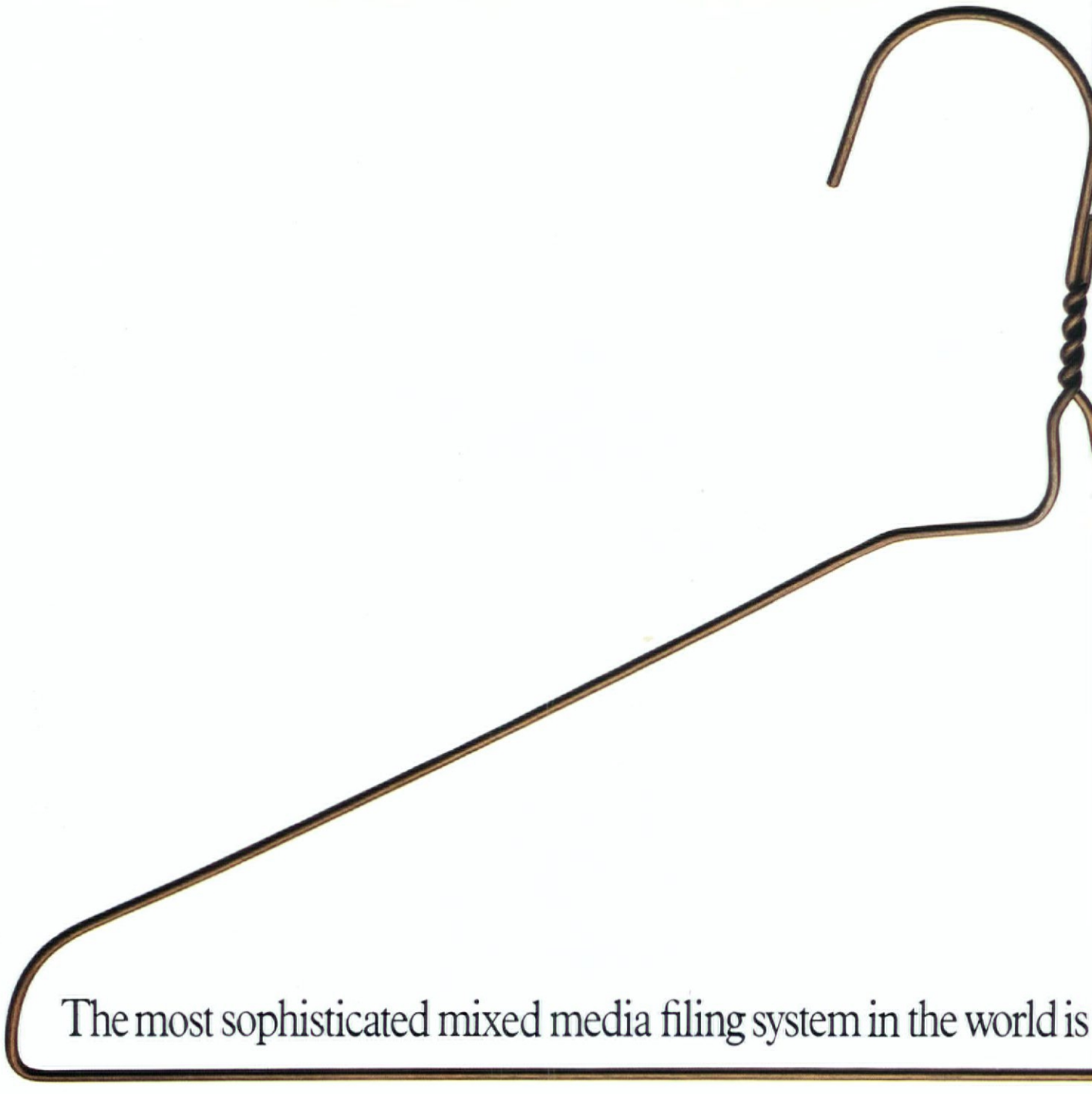

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Geometrix™... the shapes of things to come. Byte-size Grid and Line dimensional laminates add subtle interest to solid color surfaces like the walls and furniture in this futuristic office setting. The actual size of the dimensional patterns are shown in the swatches above. Stocked in sixteen energetic colors programmed for today. Others available by special request. Make a sweeping design statement...with Geometrix. For samples, call 1-800-638-4380.
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Interface blends function with flexibility

By means of lighted kiosks, angled floor displays, and modulated doors, designers Joseph Babula and Chris Stamm, babula/stamm inc., generate immediate exposure for Interface's full product line of carpet tile in the firm's new Chicago showroom.

Featured in the 1,200-sq.-ft. space are two lighted, white-lacquered kiosks which display patterned carpet tiles. The kiosks are set on top of angled carpet insets which, according to Babula, are designed to draw customers toward the back of the showroom.

Created as accent areas within a pumice-colored carpet, the insets were pieced together from several of the firm's sand and marine-green carpet tile patterns. They demonstrate a different approach to installation methods and product flexibility. A third kiosk introduces the latest product in a storyboard setting and provides pertinent technical information.

Also featured in the showroom are three groups of full-height modulated doors which provide storage space for the firm's standard carpet tile lines. Set in recesses between the displays are glass work counters and photographic galleries of current installations by local architects/designers.

In another section of the showroom, an angled stage features a floating frame and walls which are horizontally banded with several carpet tile patterns. Easels display pictures used in Interface's "Imagination" marketing campaign. "The 'performance pattern' theme," says Babula, "challenges the designer's imagination. We wanted to create some visual interest so we picked up on the word 'imagination' by using the floating frame. It's an abstract element." Pictures on easels depict different products and applications.

A conference room at the rear of the showroom is used for audio/visual presentations. During markets, the area is converted to a full-scale mock-up of an office environment to enable designers to see products in actual application.

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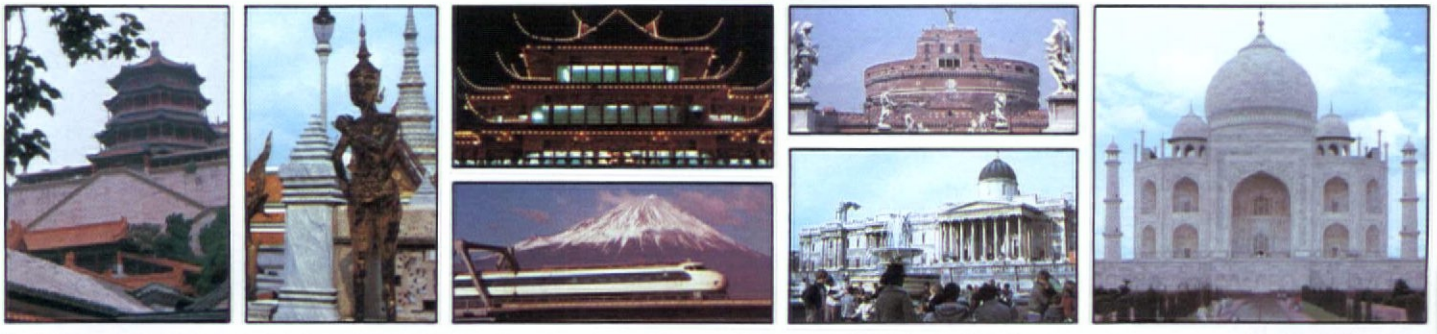

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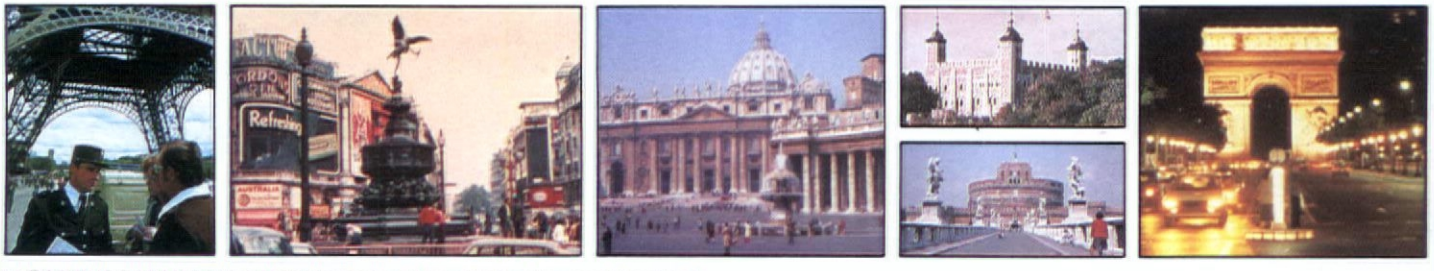

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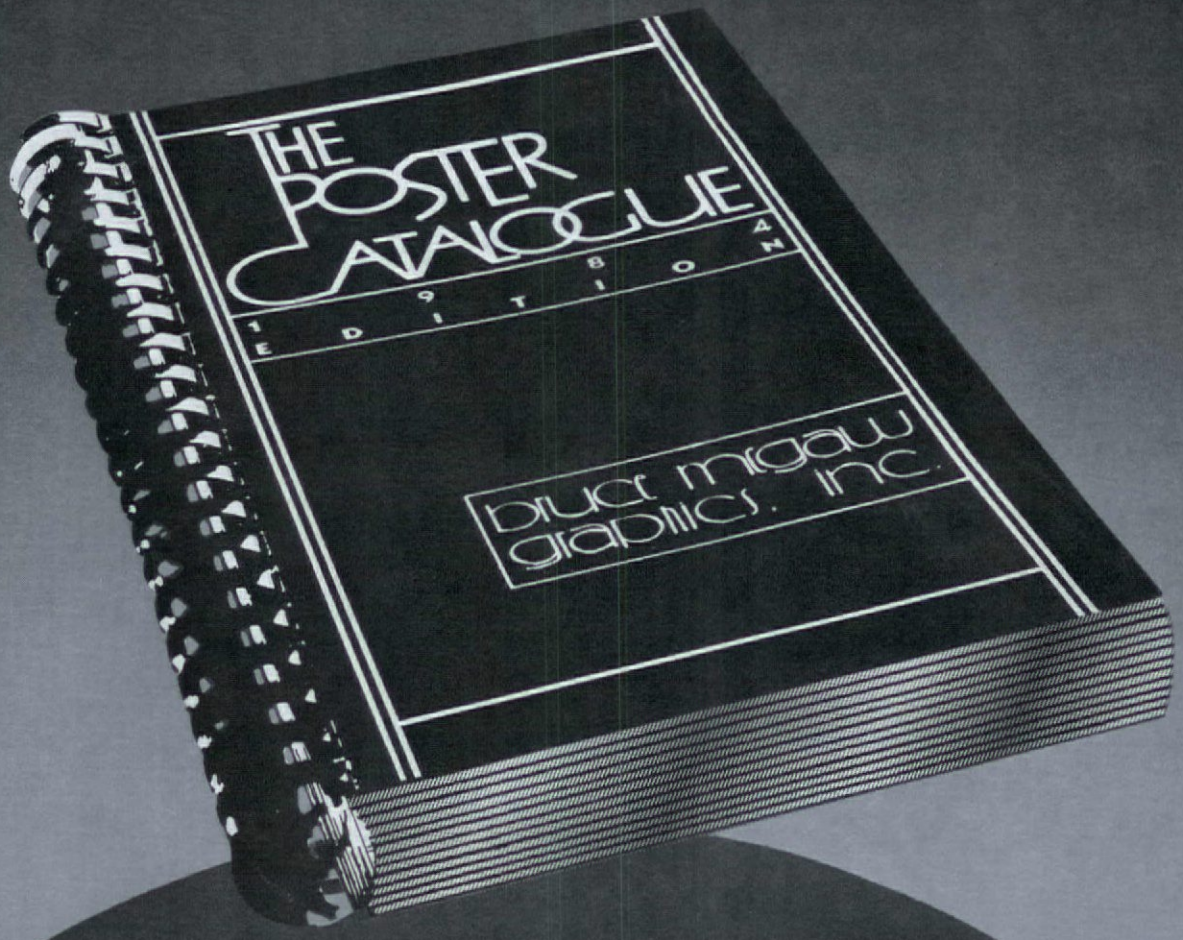

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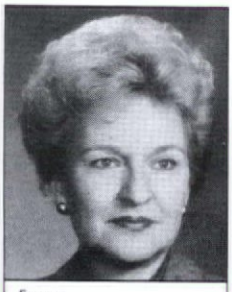
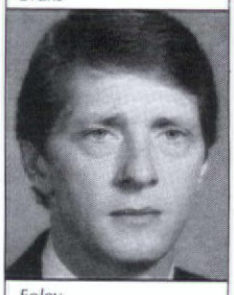

Evans


Foley

Jean Evans (shown) was appointed manager, advertising, merchandising, and publicity for Stratton Industries Inc.

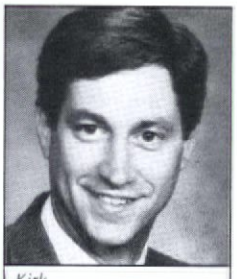
La-Z-Boy Chair Co. has named **Kurt B. Seibenick** its contract division's marketing manager.

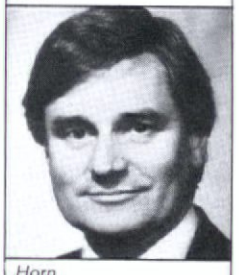
Corry Jamestown plans to develop a software program which will enable furniture dealers to design, lay out, and price systems installations. Under the direction of **Bill Crafton,** new computer marketing services manager, the program will be introduced within 12-to-18 months.

Jeffery Foley (shown) was appointed vice president, manufacturing for Hardwood House Inc.

The new position of contract account manager at Anderson has been filled by **Brent Unger.**

David H. Mann Advertising Inc. hired **Joan (Jay) Jackson Simon** to manage public relations and publicity services for Vicrtex wallcoverings.


Kirk


Horn

Lehigh-Leopold announces these new appointments: **Kenneth J. Kirk** (shown), vice president/sales; **William Blair,** district sales manager, southern California; **Marianne Johnson,** district sales representative, northern California; **Paul Casey,** district sales representative, New York City; **Denise Markowski,** manager, Chicago Mart showroom.

Charles G. Horn (shown) was named senior vice president, Fieldcrest Mills Inc. and president of a restructured Karastan Carpet and Rug division. Horn replaces **Herbert M. Bergen, Jr.,** who was appointed senior vice president of the corporation and president of the newly structured Fieldcrest Bed and Bath division.

Six executive officers and five directors were named by the Jute Carpet Backing Council. Officers appointed were: **William G. Heeks, Jr.,** president; **George Leighninger,** vice president; **Dudley Langston,** treasurer; **Frederick E. Beck,** assistant treasurer; **Malcolm E. Martin,** secretary; **John H.F. Enteman,** assistant secretary. Named to the board of directors were: **S.D. Keen,** Beck, Heeks, Langston, and Leighninger.

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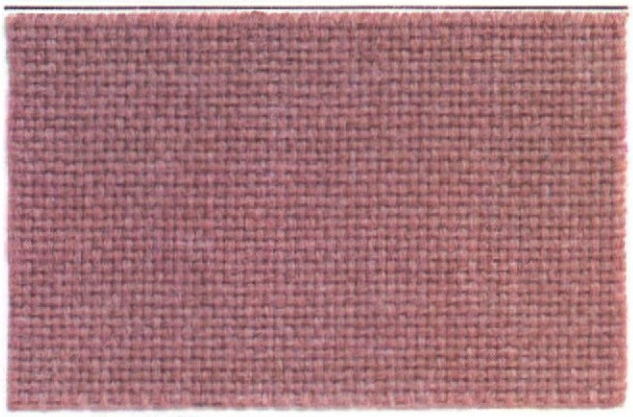
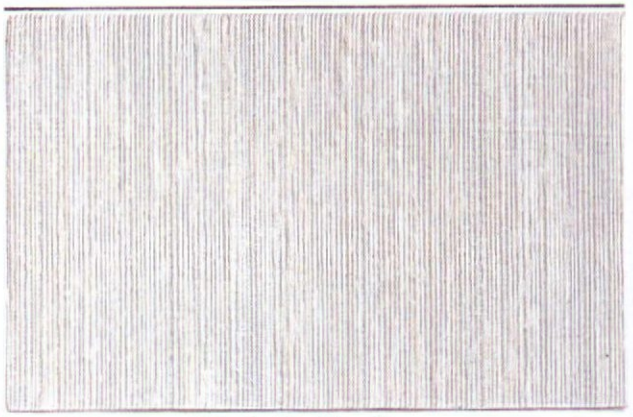
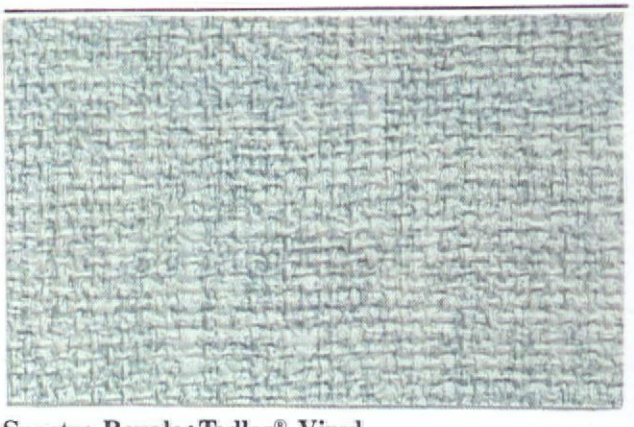


Crown Jewel · Woven

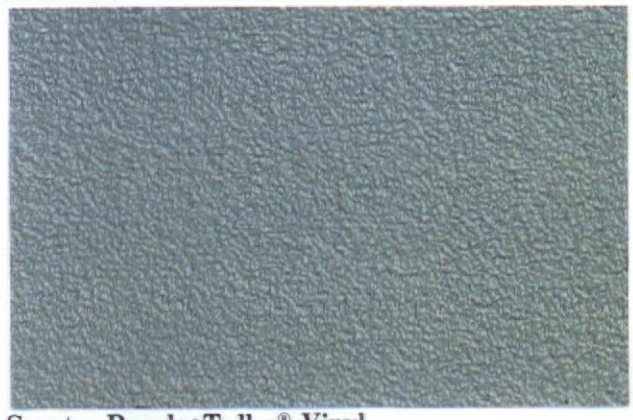


Royal Elegance · Washable Textile

Crown Jewel · Warp Lay



Spectra Royale · Tedlar® Vinyl



Spectra Royale · Tedlar® Vinyl

Spectra Royale · Vinyl

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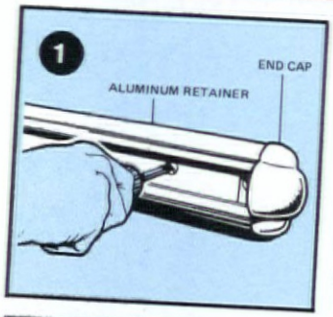
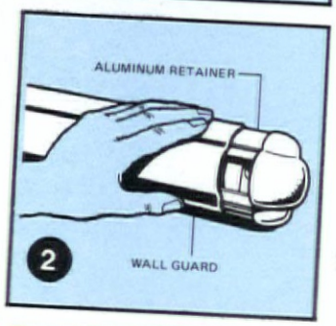


PROTEK™ Protection Systems

Colorful vinyl wall guard absorbs and withstands heavy impact to provide protection to walls and equipment.



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PEOPLE/NEWS

Ezzi

Mann

Edward F. Ezzi (shown) was appointed contract carpet manager carpet division, F. Schumacher & Co.

Newly created executive positions at Rucker Fuller have been filled by **Robert G. Boyd,** vice president and general sales manager; **Margaret A. Sullivan,** vice president, business development; **Dennis Abraham,** assistant vice president and sales manager; and **Roddy Hames,** director of design for the dealer.

William P. Mann (shown) has been named staff architect for Atlanta-based Image Design Inc.

Golemon & Rolfe Associates, Inc. has acquired CADD Resources Corp., a computerized drafting service bureau.

United Technical Products Inc. has appointed **Bernard M. Brenner** executive vice president.

Thomas F. Curtin and **Jack Alexander,** former executives of Formica Corp., have formed JAC Associates, a consulting firm for the building materials industry.

Kenneth L. Erdoes will represent Brayton International Collection in Alabama, Georgia, South Carolina, and Mississippi.

J.M. Lynne Wallcoverings has appointed **Donald S. Smith** to the post of national sales manager.

Gretchen Bellinger Inc. has appointed **Robin Cowen** director, customer service, in the firm's New York City headquarters. **Elham Safayan** and **Kathryn Mastandrea** have been named to manage the firm's showrooms in Washington, D.C. and Chicago, respectively.

James Goldman & Associates will represent Lee Jofa in the northwestern U.S.

Alan Briskman (shown) and **Donald A. Sachar** (shown) have been appointed co-presidents of Environetics International Inc.

Sachar

Briskman

Mira-X announced a series of sales representative appointments. **Rozmallin** will represent the firm at its Chicago Mart Space. **J. Riley Smith** will provide showroom space in Dallas. **Zeigler & Assoc.** will represent the firm in New Jersey, Massachusetts, and New England.

New vice president, sales, for DUX is **Garvan Kelly.**

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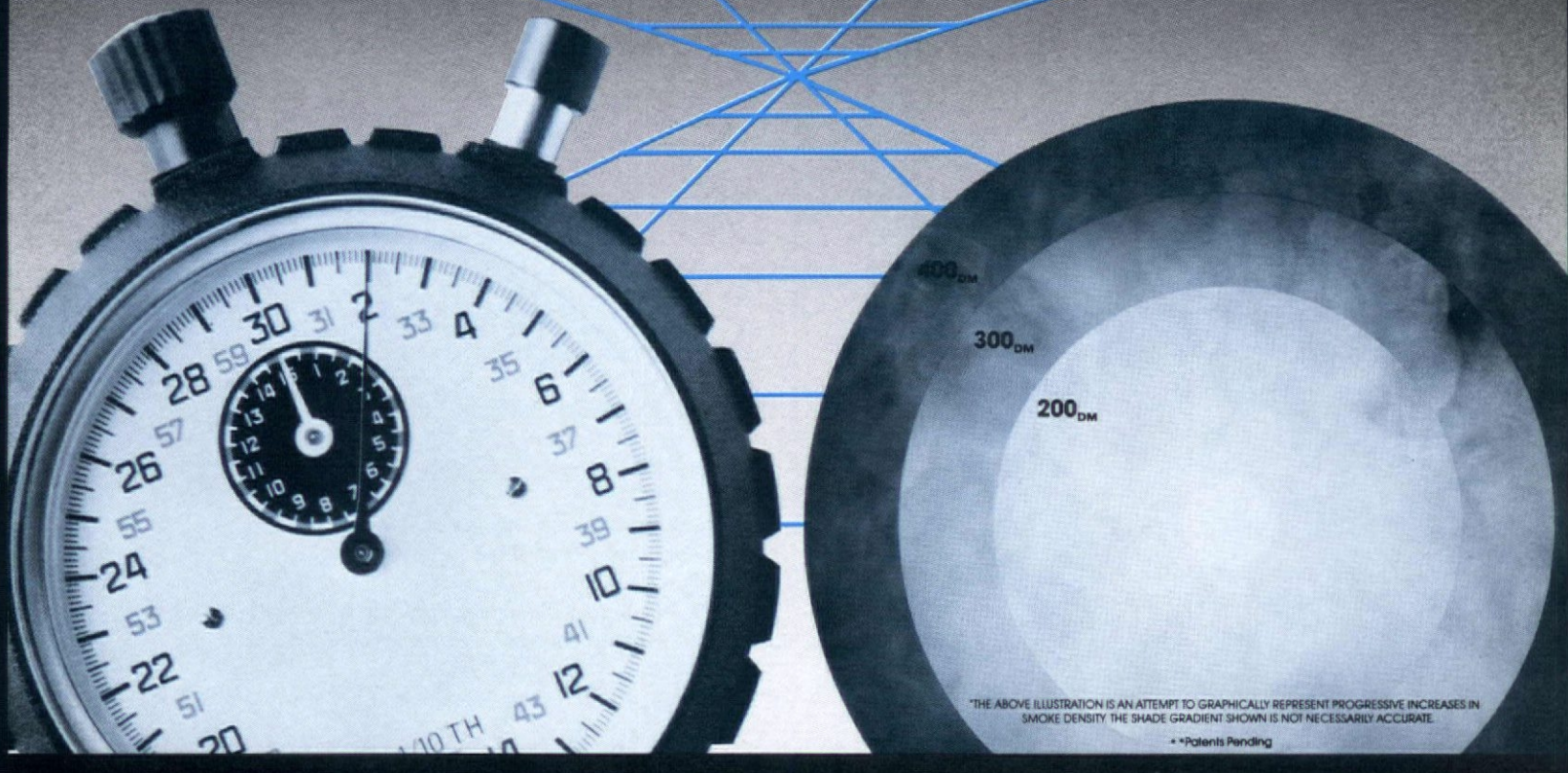

*THE ABOVE ILLUSTRATION IS AN ATTEMPT TO GRAPHICALLY REPRESENT PROGRESSIVE INCREASES IN SMOKE DENSITY. THE SHADE GRADIENT SHOWN IS NOT NECESSARILY ACCURATE.

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†D_M200 Max.

*These terms and any corresponding data refer to typical performance in the specific tests indicated and should not be misconstrued to imply the behavior of this or any other material under actual fire conditions.

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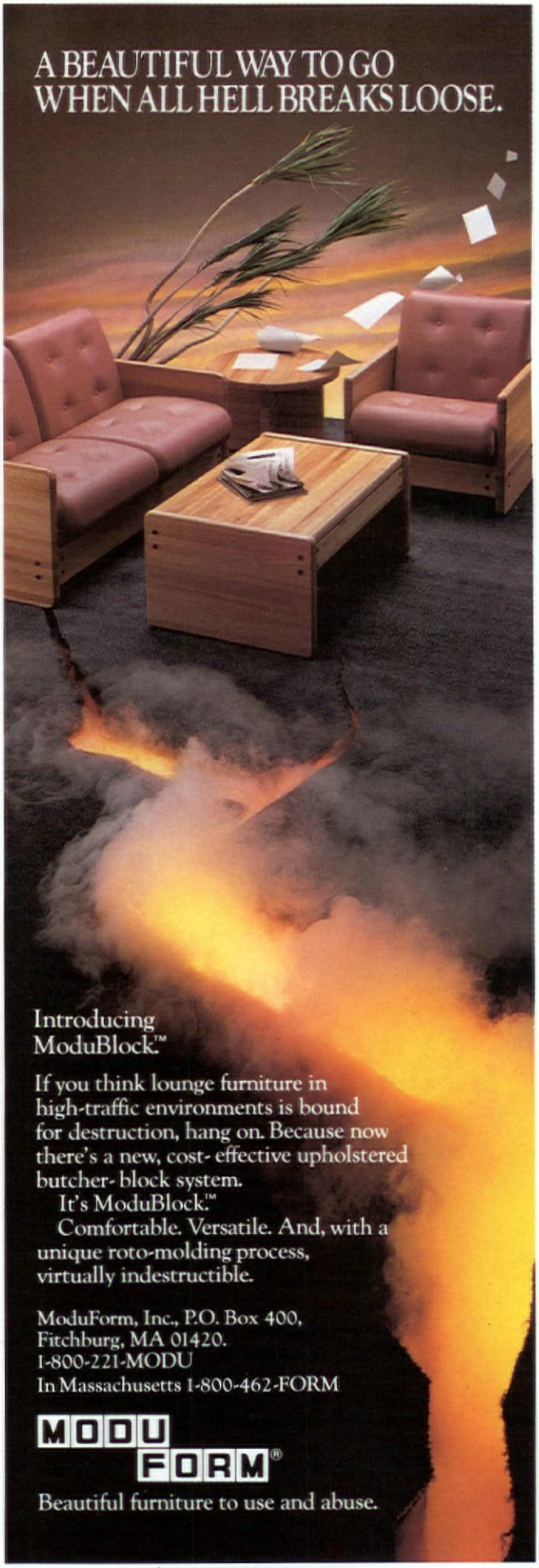

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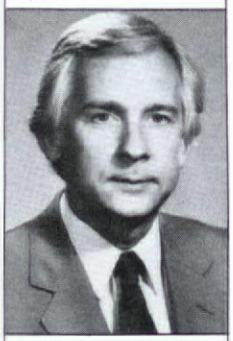
PEOPLE/NEWS

Peters



Ernst

Executive appointments at Ford & Earl Associates, Warren, Mich., include **Gerald I. Peters** (shown), vice chairman, and **Thomas G. Ernst** (shown), president and treasurer. The firm designs interiors, graphics, and products.

The board of directors of Dash Industries Inc. approved the nomination of **Jay Dash** as president. Former president **Philip Dash** has been named chairman of the board.

Peggy Nye principal-in-charge, Interspace/Miami, has been promoted to senior vice president, southeastern region, and named a member of the firm's executive committee.

Robert O. Barrett has been named commercial carpet sales manager, Lees Carpets. In a related move, **John E. Collier** has been assigned the post of marketing manager, commercial carpets, for the firm.

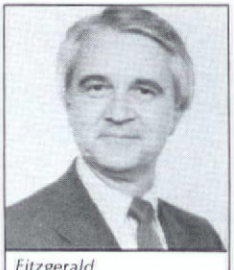
Julius Blum Inc. promoted **Stephen R. Regele** to vice president/sales and marketing, and **Teresa Wike** to vice president/treasurer.

Bob Ross has assumed the new post of vice president, sales and marketing for Compass Flooring Inc.

J.L. (Rusty) Meadows has joined Interspace Inc. as vice president and principal-in-charge of the interior design firm's Washington, D.C. design division.

Peter L. Perry will take charge of sales in Oklahoma as territory manager for Stratton Industries Inc.

Gary S. Baughman has been promoted to the post of president and general manager of Stiffel Lamp Co.



Fitzgerald

Schmidt

New advertising and sales promotion manager for Formica Corporation is **Andrew W. Chase.**

Southeast Wholesale Furniture Company announced these new appointments: **James D. Fitzgerald** (shown), vice president branch operations to the new Classics Division; **Pete Butler**, Residential and Contract Divisions sales manager; **Tonda Schmidt** (shown), project manager Contract Division; **Deborah Troup** sales expediter. **Mazie Wiepper** will carry out special projects.

Knoll International appointed **Trevor Eke** to the new position of senior vice president, marketing.

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Ask any group of designers and specifiers for the perfect choice in carpet backing. They'll probably choose ActionBac from Amoco. Strong and stable, ActionBac's 100% polypropylene construction resists moisture, mold, mildew and water-borne stains...and wet cleans with no problems. And because it meets more performance demands than any other backing can, ActionBac has one very special advantage...it's making carpet specifying a lot easier than ever before.

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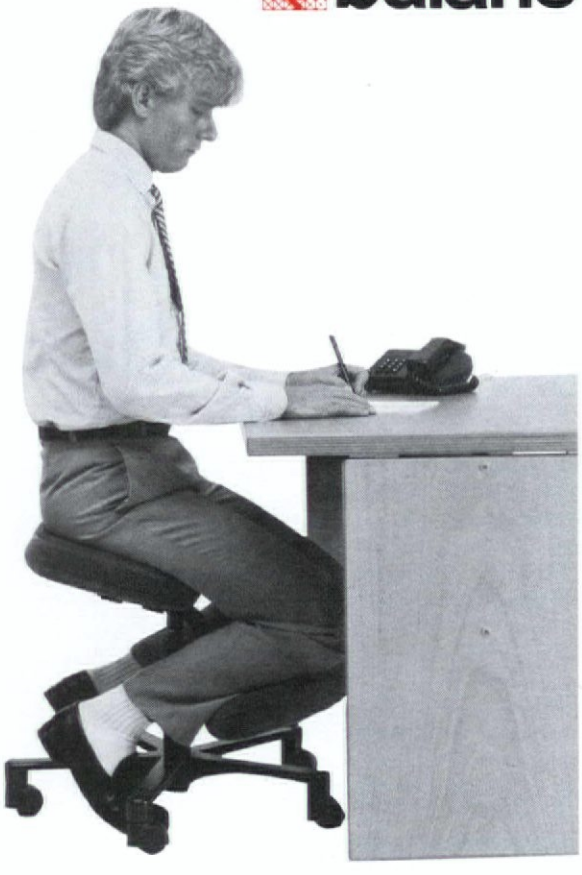
Getting back to basics improves work efficiency.

Less fatigue, greater alertness, reduced absenteeism—all basic benefits of a Balans® Chair. Little wonder, more and more people are sitting smart with HAG—seating that comforts backs by balancing the body naturally!

balans®



Balans Vital, model 6035. Seat and knee cushion rotate 360°, height adjusts automatically.
Design: Peter Opsvik, NIL; Balans Concept: Hans Chr. Mengshoel, Pat. pend./des. pat. pend.

The forward-slanting-seat and supportive-knee-cushion concept was conceived by a team of orthopedics, therapists and designers to align the spine in an ideal sitting position. Pressure on the lower lumbar region—most susceptible to adverse sitting postures—is greatly reduced. There is less stress on back, neck and shoulder muscles. Exceptional freedom in upper body flexibility is created by opening the body to a 120° angle. Circulation is improved, breathing is easier, promoting a feeling of well being and alertness. In a world where people value high performance, maybe it's surprising that something as basic as a chair is gaining so much attention. But then, maybe you haven't tried one of our Balans Chairs! Write or call: HAG USA Inc., 1052 The Merchandise Mart, Chicago, IL 60654, 1-312-222-1166.

HAG®...sit smart!

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COMING EVENTS

1984

February 18-19. Third Annual Research Conference of the Office Systems Research Association. Los Angeles.
February 20-22. Office Automation Conference '84 sponsored by the American Federation of Information Processing Societies. Convention Center, Los Angeles.
February 23-24. "Designing For The Electronic Office," First Computer Conference of the American Institute of Architects, Chicago chapter. Merchandise Mart, Chicago.
February 23-26. Technology, Entertainment, and Design Communications Conference. Monterey Conference Center, Calif.
February 24-27. American Association of School Administrators (AASA) Show. Las Vegas Convention Center, Las Vegas.
February 29. How To Select & Use Computers For Space Planning & Management, seminar co-sponsored by CONTRACT and *Facilities Design & Management* magazines. Dallas Market Center, Dallas.
March 1-3. CONDES, contract design show and conference. World Trade Center/Dallas Market Center, Dallas.
March 11-13. International Aquatic Conference for architects, engineers, planners of pool facilities or aquatic environments. Indianapolis Convention Center, Indianapolis.
March 19-24. FOSE '84, Federal Office Systems Expo for office systems integration in government and industry. Convention Center, Washington, D.C.
March 22-24. WestWeek 1984 design market and conference. PDC 2/Pacific Design Center, Los Angeles.
March 26-27. Tools & Techniques for Facility Planners & Managers, Cornell University short course. Cornell Club, New York.
March 31-April 4. National Corporate Real Estate Executives 11th Annual Symposium & Exposition. Hyatt Regency, New Orleans.
April 12-14. "Interior Design: Integration of the Arts," Annual conference for Interior Design Educators Council. Park Hilton Hotel, Seattle, Wash.
April 13-14. NCIDQ tests, sponsored by the National Council for Interior Design Qualification. Locations announced upon registration.
April 24-25. Workspace 84, conference and exhibition for facilities planning, office design, and management. Moscone Center, San Francisco.
May 4. Varieties '84. The Marketplace, Philadelphia.
May 5-9. American Architecture and Its Public, National Convention of the American Institute of Architects. Phoenix Convention Center/Phoenix Civic Plaza, Phoenix, Ariz.
May 6-8. Dal-Lux '84, Exposition of Commercial & Residential Lighting. Dallas Market Center, Dallas.
May 10-13. 25th Annual Conference of the National Home Fashions League. Waldorf-Astoria Hotel, New York.
May 13-15. CALICON, contract furniture/furnishings show. Western Merchandise Mart, San Francisco.
May 19-23. National Restaurant Show. McCormick Place, Chicago.
June 4-7. A/E Systems '84, CAD/CAM conference and exposition. Baltimore Convention Center, Baltimore, Md.
June 12-14. INFO/SOFTWARE, applications and systems software exposition and conference. McCormick Place, Chicago.
June 12-15. NEOCON 16, World Congress On Environmental Planning & Design. Merchandise Mart, Chicago.
July 14-17. Int'l. Carpet Market. Atlanta Market Center, Atlanta.
August 16-19. American Society of Interior Designers annual convention and exhibition. Hyatt Regency, Chicago.

Foreign Trade Shows 1984

February 25-29. International Frankfurt Spring Fair, Frankfurt, West Germany.
March 18-22. SaudiComputer '84. Riyadh, Saudi Arabia.
April 5-8. INTERKIT Third International Exhibition of Kits & KD Furniture. Porte de Versailles Exhibition Center, Versailles, France.
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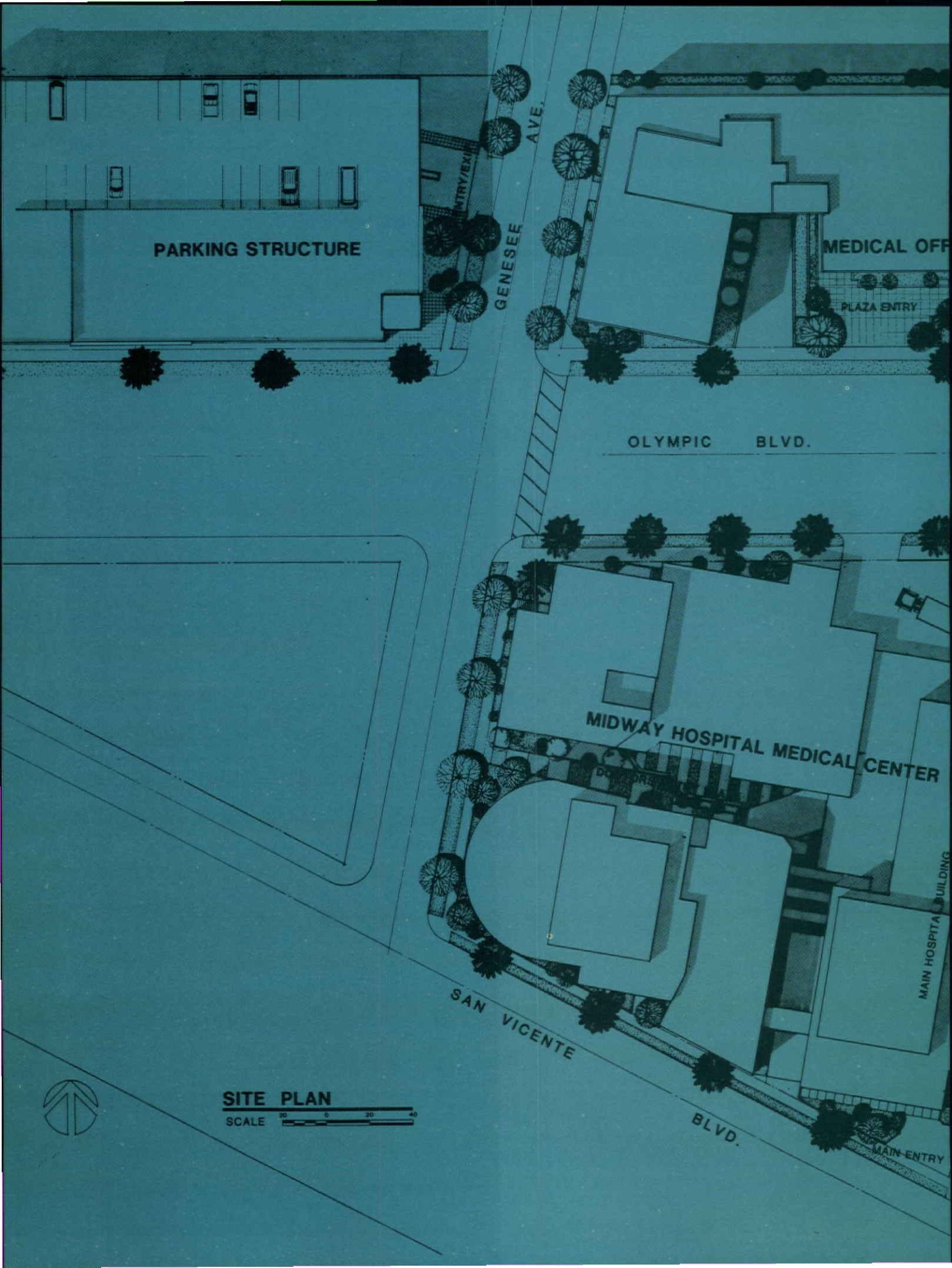
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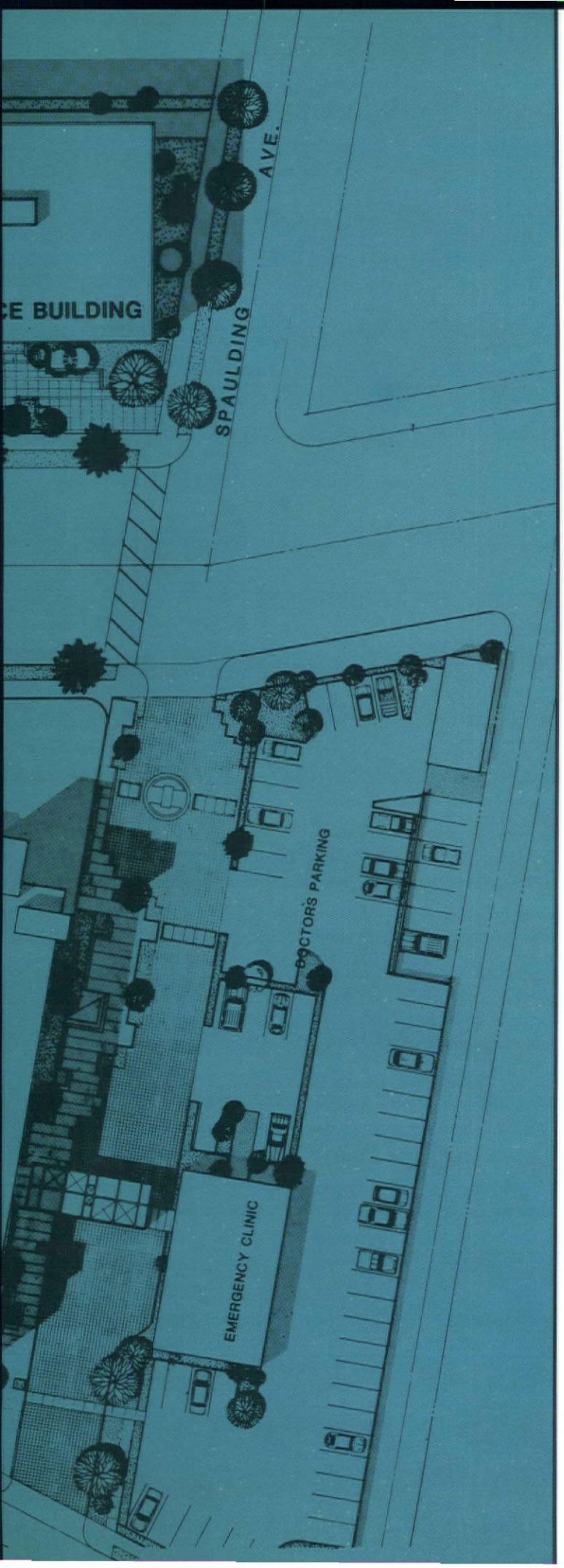

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COMPETITIVE HOSPITALS PLAN FOR EFFICIENCY

By **KATHERINE FORMAN**
Associate Editor

Stricter legal control of the healthcare market is generating heightened competition and concern for productivity in the hospital sector, according to planners. The result, they say, is new emphasis on efficient use of space to increase hospital income and reduce costs.

Among trends noted by planners is reorganization of hospital space to make room for new equipment. This is achieved through cutbacks in existing patient care areas as well as creation of satellite facilities which house long-term care, minor surgery, and administrative offices. Planners also report increasing interest in furnishings and equipment standards programs. Undertaken primarily by hospital consortia, these programs permit healthcare groups to reduce costs in a number of owned and operated hospitals through central warehousing of inventory and formula-based space planning.

According to planners, hospital administrators are focussing on space optimization to expedite patient treatment and re-

Site plan for Midway Medical Center, Los Angeles, constructed by Widom/Wein & Partners, exemplifies a growing trend toward satellite planning on hospital campuses. This architectural and design approach permits relocation of various healthcare services to satellite structures on the hospital campus and provides more acute-care hospital space for complex laboratory equipment.

Planning that attracts patients helps hospitals compete

lease. But, they also find hospitals stressing attractive design in an effort to draw a more selective patient population.

Among forces generating competition in the healthcare sector are changes in healthcare insurance policies which will take effect in 1986. Called DRGs (diagnostic-related grouping), these new controls are designed to reduce patient care charges by dictating standard procedures and hospital stays for specific illnesses. Reimbursable patient care charges will be limited to those allowed by law, thus preventing hospitals from absorbing expenses into patient care bills. This legislation will also make patients more concerned with the cost of care and the quality of hospitals in which they are treated.

Wooing the self-paying patient

According to architect Richard Thomas, partner, Perkins & Will, New York, hospitals will react by reorganizing services to maintain patient loads and income levels. They will also increase efforts to attract the self-paying patient, he says.

"Hospitals with underutilized departments will try to make these areas as attractive and functional as possible," notes Thomas. "They will try to deliver the most service at the lowest possible cost. The nature of healthcare is changing. The most important question will not be what the patient needs or the doctor wants, but what is optimum for the hospital. Optimization will be a key word for healthcare planners in the late 1980s."

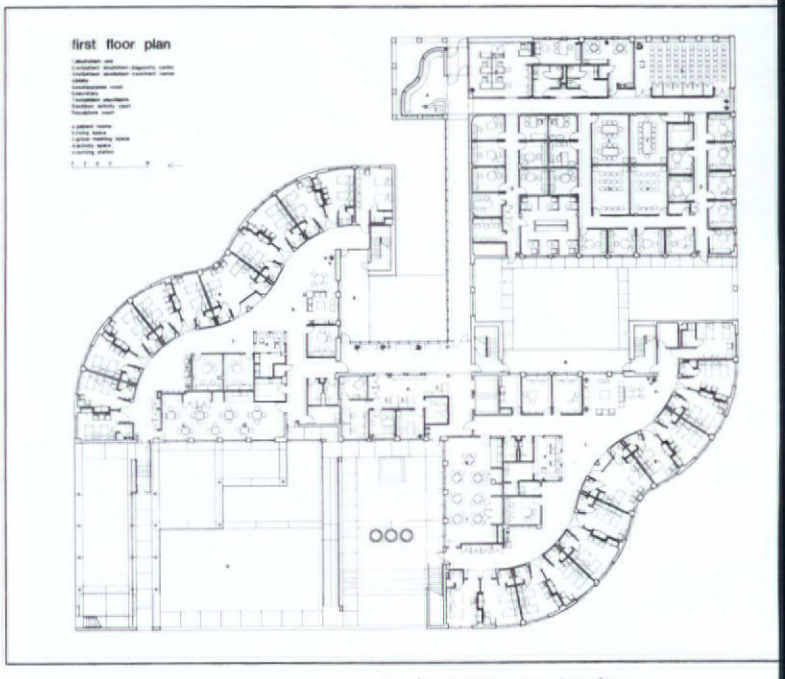
Comments Lynn Schmidt, director of design, Perkins & Will, Chicago, "Hospitals no longer see themselves as strictly a medical group. They're marketing their products and services and competing for clients. Today, people shop around when they know they require hospital care. They don't automatically go with the doctor anymore."

Long-term care sites stress design

According to Schmidt, design carries a lot of weight in a hospital's marketing approach and will have increased importance as competition among hospitals heightens. "The effect of hospital design is often subconscious," says Schmidt. "People will perceive a run-down, poorly designed hospital as inferior, regardless of the quality of its medical service."

Attractive healthcare design is most important in sites providing long-term care, according to planners. These spaces which include elderly care facilities, psychiatric and detoxification units, and clinics for the terminally ill, are often located in on-campus satellite structures that link with the acute-care hospital. Because long-term care is usually supported primarily by the patient or his family, hospitals believe that design will be used to gauge the quality of medical care.

Schmidt reports increasing interest in the psychological benefits offered long-term patients by building layout. For example, Perkins & Will's design of a satellite facility housing an Illinois substance-abuse clinic incorporated a serpentine exterior wall which eliminated long corridors in patient room areas. The hospital subsidizing the clinic also approved Rudd furnishings and Marimekko fabrics which further combat an institutional appearance in patient rooms.



Serpentine corridors in the Wyman-Gordon long-term care Pavilion, Ingalls Memorial Hospital, Harvey, Ill., eliminate long hallways objected to by patients (above). Upscale fabrics and furnishings (opp. page) make the facility more like a hotel than a hospital.

Says Schmidt, "Although the building shape cut back spatial efficiency, the hospital accepted the plan because it increases psychological benefits for patients. Design treatment also helps the families of patients feel more at ease, as its effect makes the hospital seem caring and concerned."

Although within acute-care facilities hospital administrators seem more concerned with function than form, some planners cite hospital design which features many esthetic elements. The consensus is that a hospital will invest in design perks if they make it more efficient or competitive.

Design increases competitiveness

Says Leslie Gryce, a Chicago design consultant who has compiled extensive research on the healthcare market, "Designers believe that hospitals justify investment in high-quality furnishings through the amount they save in long-term replacement costs. Administrators may still be concerned with the bottom-dollar, but it will behoove hospitals to provide pleasant, healthy-looking spaces that will hold up over time."

However, where extremely competitive departments are concerned, hospitals will rebuild, replace, and renovate to draw patients, according to planners. Specialty areas within acute-care facilities are prime targets of such upgrade programs. One example is the birthing room which, according to Schmidt, is a very marketable area for hospitals.

"Expectant parents shop around before selecting a hospi-

tal," she comments. "Thus, hospitals want their birthing rooms to have maximum appeal. The idea is to make patients feel at home by including wallcoverings and decorative elements in these spaces.

"I have also worked on hospital projects which provide private dining facilities for new parents," she adds. "These spaces may be costly, but they are important to people selecting a site for care."

Within less marketable departments, hospitals are cutting back on space as well as amenities. Says Ann Allwein, Perkins & Will's New York office interior design department head, "Hospitals have cut back on space in 'people' areas to make room for equipment. They have also reduced the amount and diversity of furniture to lower costs."

The trend toward smaller "people" spaces can be noted specifically in hospitals owned by healthcare systems and associations. These organizations are comprised of several hospitals and operate as profit and not-for-profit corporations. Among these groups are the Hospital Corporation of America (HCA), American Medical International (AMI), and Evangelical Hospital Association (EHA). Organized to help hospitals optimize income and capitol, they aim to standardize formulas for staffing, procedures, design, and planning. The expected results are reduced expenses for construction, furnishings, equipment, maintenance, and operations.

According to Carl Lundgren, vice president, facilities services for EHA, Chicago, substantial reduction of operating costs has been achieved at EHA through standardization of furnishings and equipment. EHA has also reduced space requirements for storage, inventory, and receiving at each of its five Chicago-area hospitals through central warehousing.

Standards cut building costs

In addition, Lundgren reports space savings of 90 percent in its newest facility, Bethany Hospital, thanks to standardized planning formulas. Also saved were $8 million in anticipated construction costs.

Program information developed through renovation and reorganization of existing EHA facilities was essential to the planning process for Bethany Hospital. Space planners followed work/flow analyses which determined space allocations for every department.

Says Lundgren, "The space is lacking much of what might be called amenities, but is very functional.

Patient rooms are the minimum size allowed by codes, a size which does not seem uncomfortable for patients. We also found that having departments share waiting areas does not affect productivity or patient comfort. This information afforded us tremendous space savings."

Program information also reduced construction expenses at Bethany Hospital. Planners created a two-hour fire wall between administrative and patient areas which permitted them to by-pass hospital codes in offices. According to Lundgren, this procedure cut planning costs in half in office areas.

Healthcare system standards reduce designer autonomy

Ongoing success of the EHA standardization program hinges on the association's ability to inventory furniture and equipment. Because items are standardized, each hospital's future needs are predictable, thus permitting large quantity purchases. According to Lundgren, this procedure saves substantially on both initial investment and ongoing expenses.

According to George Wein, partner, Santa Monica space planning firm Widom/Wein & Partners, the growth of the hospital association or healthcare system concept will radically alter relationships between hospitals and planners. Through his associations with AMI and HCA, two California groups, he has been involved in projects which standardize department shape, size, furnishings, and staffing, leaving far less autonomy to the planner.

Wein also attributes widespread outcropping of doctor-operated clinics and freestanding surgical centers to the growth of the healthcare system. He explains that the healthcare system attempts to make the doctor a staff member, thus spurring doctors to form their own mini-hospitals and thereby maintain autonomy.

"Today, one sees hospital corporations monopolizing entire areas," says Wein. "In California, the monopoly has become so great that, in some cases, the FTC has attempted to divest hospital corporations of properties to preserve competition in the healthcare market. However, hospital corporations have the capital needed to fund equipment costs in a tight economy. I believe they will acquire many independent hospitals that cannot make ends meet, and turn the independent healthcare facility into a thing of the past."

Satellite planning is a trend

Wein believes that satellite facility planning will be key for independent hospitals in coming years. "This type of planning operates like a wagon wheel, using the acute-care facility as the core. Each facility draws on the main hospital for surgical and laboratory functions as well as dietary, utility, and maintenance service, thus providing each site with maximum growth potential. In addition, the hospital can devote needed space to equipment, as long-term patients are housed in the satellite structures," he adds.

Whether hospitals remain independent or become part of healthcare systems, planners agree that they are becoming more business-oriented as well as technologically complex. As a result, they will require space designers to develop even greater expertise in balancing the needs of patients and staff.

According to Jim Seeks, interior design director, Hansen Lind Meyer, and designer of ASID award-winning Rush-Presbyterian St. Lukes Medical Center, Chicago, planners will need to extensively research the healthcare market to solve future design problems in hospitals. This will involve traveling to existing facilities to view the best examples of planning for specific departments, he says.

Comments Gryce, "Until very recently, the hospital was the forgotten client. In the future, planners will be required to spend time and effort to find positive solutions to healthcare planning problems. Hospitals will no longer be able to settle for the quick-fix approach to design." □

Shared waiting areas in Evangelical Hospital Association's Bethany Hospital, Chicago, (top left) exemplify space savings generated by formula-based planning. Luxurious waiting area in Colloton Pavilion, University of Iowa Hospital, (left) helps attract patients.

DRUG LABORATORIES PATTERNED ON RESEARCH PROCESS

Pharmaceutical R&D facilities pace rapidly expanding drug field; meticulous design steps mandated by Federal, corporate rules

By **Martin D. Raab**
Managing Partner
Haines Lundberg Waehler

Architect Martin D. Raab, managing partner of Haines Lundberg Waehler, architects, engineers, and planners, New York City, has specialized in research facilities design since he joined the company in 1957. He leads a laboratory group that has pioneered in the design of research-related facilities.

With research and development expenditures sharply rising in the nation's $20 billion drug industry, new pharmaceutical laboratories are being planned and constructed at a record rate, an estimated six times higher than 10 years ago. Similar to healthcare buildings, such facilities are complex and have stringent technical and organizational requirements.

Last year, investment in drug research laboratories topped $2 billion, 75 percent higher than five years ago. The facilities resemble hospitals and other healthcare organizations in terms of their scientifc disciplines.

Lab serves as road map

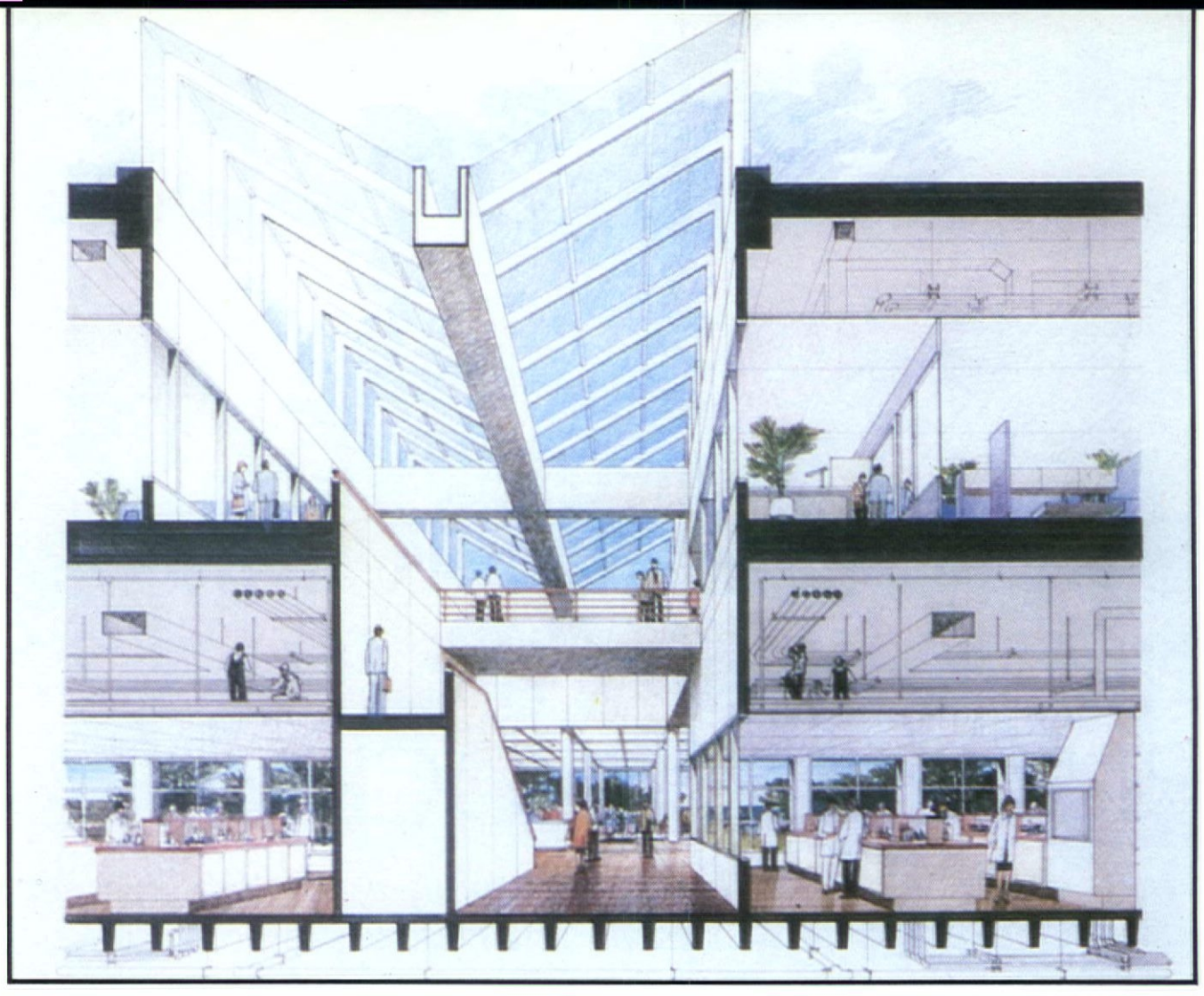
Drug research follows predetermined and fixed procedures. It is dictated by corporate policy, if not mandated by a plethora of Federal regulations. Ideally, the laboratory is intended to serve as a road map for the processes, resulting in a clear and sequential route of research, specimens, and test data through the facility. This is true even though elements often are different from one another in the research process.

Two additional requirements compound the difficulty of developing a plan for drug laboratories. One is efficient distribution service systems, primarily for air cleanliness, temperature, and humidity. The other is central location of equipment, such as electronic microscopes that must be shared.

Fed regulations control planning

Federal regulations strictly control all aspects of drug research and production, the starting point for all laboratory planning. In addition to Occupational Health & Safety Administration (OHSA) and Environmental Protection Agency (EPA) regulations aimed at protecting workers from toxic exposure and the environment from pollutants, the Federal Drug Administration has issued sweeping rules standardizing drug development processes. These rules assure the consistent validity of test results.

Called Good Laboratory Practices (GLPs) and Good Management Practices (GMPs), these rules indicate both specific methodologies to be followed by scientists and facilities standards re-



Interstitial space is shown in laboratory illustration (above), permitting total flexibility in delivery of services and needed laboratory support supplies, similar to that designed into hospital environments.

RESEARCH LABORATORIES

Facilities designed to attract & keep highly paid personnel

quirements for designers and other interior space planners.

Rigid organizational needs affect the specific layout of individual laboratory spaces. Placement of lab benches, storage cabinets, and automated analytic machinery follows directly from standard procedures for tests in each location. Fume hoods, a form of work cabinet equipped with a powerful air exhaust system, are commonplace in every pharmaceutical research facility. These cabinets require careful placement in the lab where potentially toxic testing is performed so that air supply registers can draw air from behind the researcher and across the cabinet face without back-flow or air current eddies.

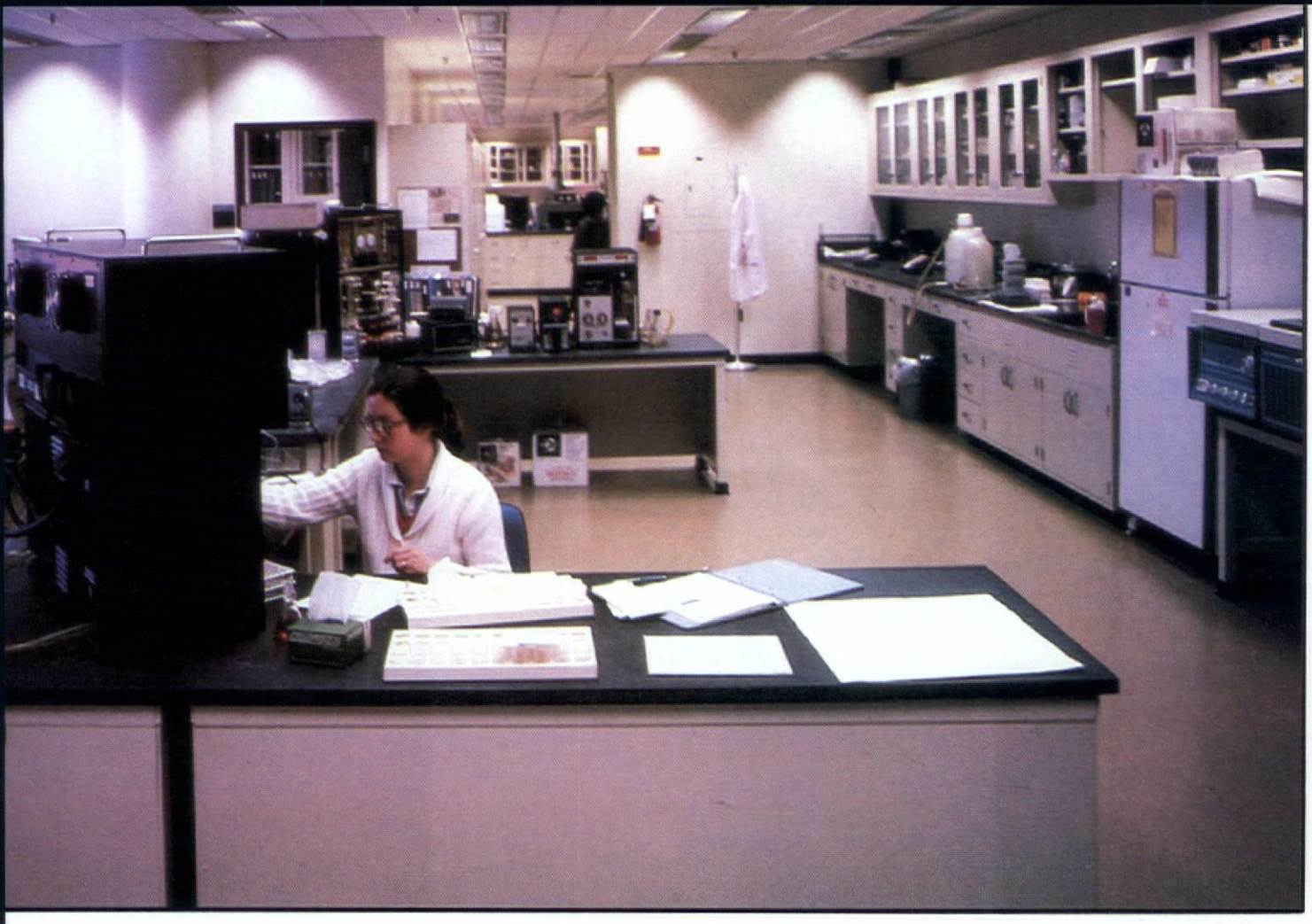
Because laboratories are the breeding ground for new ideas and processes, and because the industry is marked by rapid growth and rapid change, laboratories must be able to accommodate changing and unpredictable operations. Incorporation of features that foster flexibility therefore is another R&D facility design goal which planners should be aware of.

Traditionally, modular laboratory wings, with moveable metal panels that can subdivide the space into various sizes, provide a framework for future adaptability. Service lines feed each module from numerous vertical service shafts, so that mechanical, electrical, and gas systems are available no matter where the walls are placed.

Flexibility addresses change

Flexibility of the service system itself is the key to addressing change while keeping long-term costs in line. Many new laboratories now incorporate *horizontal* service distribution systems. Such systems, placed under floors, above working spaces in the ceiling slab, or in "interstitial" levels sandwiched between floors, enable services to be moved at will to any location in the facility. Because horizontal distribution eliminates the need for repetitious vertical shafts, the floor plan is completely flexible. Interstitial levels, together with initially oversized mechanical equipment rooms, also provide space for expanded new air-handling or energy systems to handle more fume hoods and automated equipment without disrupting operating floors during renovation.

Within the laboratory, a variety of moveable bench systems capable of accommodating intra-lab reconfigurations are growing in popularity. Such systems also have great usefulness in rehabilitating older labs, improving both efficiency and ambience for relatively little cost. A few of these systems are now being manufactured with quality surfaces and improved vibration and sta-



Photos by Peter Aaron—ESTO

New electronic equipment dictates the size and layout of many laboratory spaces such as American Cyanamid's Lederle Laboratory designed by HLW (above). Because laboratory layouts are dictated by the research process, which must progress in orderly fashion, they tend to be standardized in an effort to better design today's drug research facilities.

bility characteristics. But when surface impermeability or strength to support large lab machinery is required, traditional casework may still offer the best alternative.

The problems of accommodating growing amounts of analytical equipment in pharmaceutical laboratories is a challenge that has not been addressed by either equipment manufacturers or lab furnishings producers. Often, this equipment is placed on valuable bench top space. In the future, we project that such equipment will be standardized in size to enable it to be racked on special stands that provide more compact storage and mobility.

Facilities attract personnel

Though technical and organizational demands impose intense constraints on facility planning, esthetic and environmental issues remain a primary concern, as they do in hospitals. Esthetic characteristics, however, are not to comfort the public, but to pamper those who work there—the highest paid corporate personnel outside of top management. Competition for these scientists is particularly fierce in drug research. State-of-the-art facilities, from a standpoint of form and function, play a major role in attracting such qualified personnel.

According to recent research by technology management specialists at the Massachusetts Institute of Technology (MIT), the key to enhancing productivity within a scientific environment is the fostering of informal, unplanned discussions. They are most likely to occur between personnel working within approximately 90-ft. of each other.

Departmental adjacencies must be considered, therefore, not only from the standpoint of process flow, equipment sharing, and regulatory requirements, but also in terms of insuring that researchers, engineers, and technicians are located within the facility to maximize the potential of complementary fields of expertise by being able to easily share ideas. All distances cannot be limited to 90 ft., so architects must take advantage of potential "soft spaces" to create intimate places for researchers to congregate, relax, and exchange. These spaces may include meeting areas, central libraries, break areas, and cafeterias.

Because division leaders are generally the "gatekeepers" of critical scientific information, it is useful to place them together. They then can exchange and build upon each other's information. In order to keep leaders near their staffs, as well, many labs now employ a pinwheel arrangement of departments, with leaders grouped together in the core and their respective groups spinning off from them.

Since drug research methods are changing fast, data developed during building programming is frequently obsolete by opening day. Consequently, the first test of how flexible a lab concept will be occurs during the design and construction process, when needed changes invariably appear. To accommodate changes soon after the lab begins operations, it is a good idea to try to oversize the lab by 10 percent. Initially designated for storage, this extra space can help forestall the first major renovation for several years. □

HOME-LIKE BIRTHING ROOM CONCEALS MEDICAL EQUIPMENT

WBDC designs Early American-look delivery rooms for patients of Blodgett Memorial Center, Grand Rapids, Mich.

Deceptive on the surface because it looks like an ordinary bedroom with Early American furniture and furnishings, the birthing room at Blodgett Memorial Medical Center, Grand Rapids, Mich., is in reality an up-to-the-minute facility for uncomplicated deliveries.

Concealed within the room is equipment which handles any emergency that may arise during a baby's birth. The room is reserved for use by patients with uncomplicated, "low risk" pregnancies.

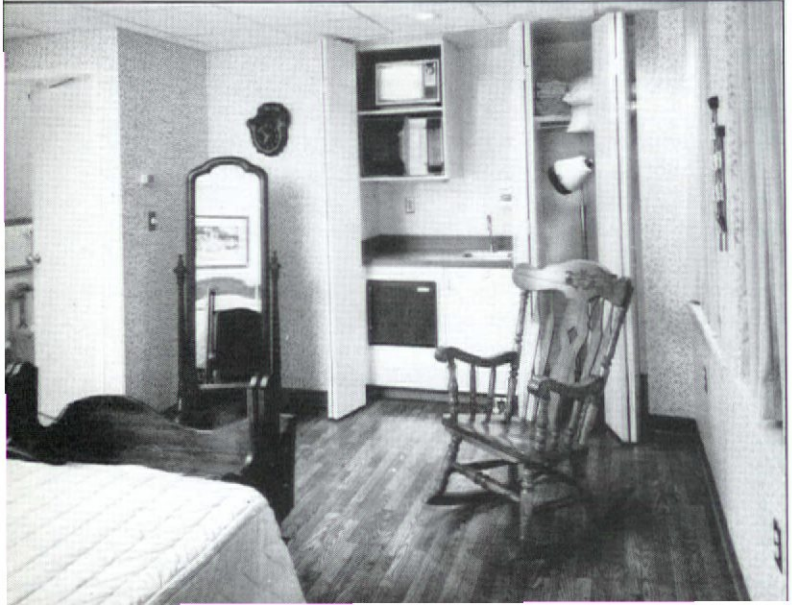
Humanization is successful

The Interiors Department of WBDC Inc., also located in Grand Rapids, designed the birthing room for Blodgett Memorial in an effort to humanize delivery by providing an attractive, home-like, and comforting atmosphere for patients. So successful is the design that a second birthing room for the hospital is now in the planning stages.

A multi-functional room, the facility allows mother (and father) to remain in one room throughout the birthing and bonding processes, in a setting designed to approximate a "home delivery."

A residential feeling was achieved through the use of floral wallcovering in soft pastel shades, a handmade quilt, matching draperies, a rocking chair, a cradle, and pictures crafted by hospital staff members. The quilt covers a fully operational hospital bed that is camouflaged with a walnut finish headboard. A full-length mirror at the foot of the bed can be moved to allow the mother to view her child's birth.

In an effort to humanize obstetrical care during deliveries, Blodgett created an Early American home-like birthing room. Such facilities are becoming competitive tools used by hospitals to attract patients. The room is so popular that a second birthing room is in the planning stages for Blodgett Memorial.



Equipment is out of sight

Success of the 256-sq.-ft. space lies in the careful planning and design of the storage closets which keep necessary equipment within immediate reach, yet out of sight. Behind a colorful painting at the head of the bed and full-height doors at the side of the room are linen carts, supplies, a physician's light and stool, and even a kitchenette area for use by the couple during sometimes-lengthy labor. Also concealed is additional equipment, including devices to provide oxygen and suction as needed.

An old-fashioned wood cradle, a four-legged doctor's stool, and a heavy, wood rocking chair, as well as a leather sleeper chair are additional touches that add to the residential feeling of the room. What looks like a wood floor is in reality wood-patterned sheet vinyl specified for easy cleaning and sterilization.

Newborns spend most of their time in the hospital nursery just down the hall from the birthing room.

Mary E. Dixon, IBD, who designed the space for WBDC together with Albert Quittelier, AIA, architect for the project, says, "Mothers generally stay in the room a minimum of one or two hours when delivering. If no other patients require the room, the stay can be extended until mother and baby are ready to go home."

Entire room maintenance-oriented

Dixon points out that the entire room is maintenance-oriented. Wallcoverings are vinyl, cabinets are high pressure laminate, and cubicle curtains of polyester fabric are all washable.

"The bed," she adds, "is a typical hospital design, capable of all necessary adjustments. Everything that is part of the birthing process is stored in the cabinets."

For business-conscious hospitals, the birthing room has proved to be so popular that patients frequently request it. Scheduling has become a necessity and a second birthing room is now coming off the drawing boards. □

SOURCES

Hospital bed—Adel Medical Ltd. **Plastic Laminate**—Westinghouse Micarta. **Sheet vinyl flooring**—Mannington. **Vinyl Wallcovering**—Wallmates. **Curtain & quilt fabric**—Maharam. **Paintings**—Staff handwork.

Architecture and interior design—WBDC Inc.; Albert Quittelier, AIA, architect; Mary E. Dixon, IBD, space designer.

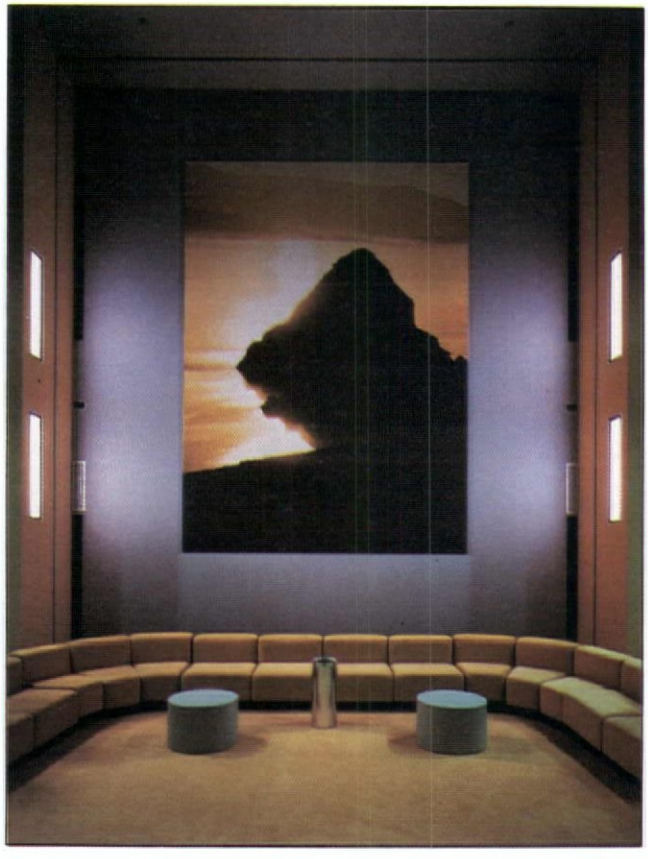
Photos by Jadel

LUXURY AMENITIES AT NEVADA HOSPITAL ATTRACT PATIENTS, STAFF

VIP patient suites, gourmet doctors' lounge, hotel-style decor make Sparks Family Hospital competitive

In today's competitive healthcare climate, design of facilities can make the critical difference between their success and failure. Hoping to attract patients and personnel from two established local hospitals, Sparks Family Hospital, Reno, Nev., employs numerous interior amenities.

Among them, a doctor's club-style lounge with gourmet foodservice; select, VIP patient suites; high-ceilinged hotel-style lobby; waiting areas designed to soothe; and a sophisticated custom color program applied throughout.



Considering that hospitals are places for staff and visitors as well as patients, designer Mary Jean Thompson, ASID, strove to make the new seven-story facility a welcoming environment for all who use it. Thompson viewed the project as an opportunity to establish a brand new design concept from the start in a newly constructed, $30 million building.

Together with Universal Health Services, King of Prussia, Pa., owners of the hospital, Thompson was able to implement design concepts that are generally uncommon in healthcare for the 142,000-sq.-ft. building, including 145 patient beds.

In speaking of the vaulted lobby area, Thompson says, "I fought to use marble in the lobby. I didn't think that a hospital lobby shouldn't look as nice as a hotel lobby." One of her purposes was to expand space throughout by use of color and large-scale murals, giving added depth and dimension.

Photomurals, color program touch familiar

A 16-ft.-high photomural of Pyramid Lake in Nevada is printed in peach and gray tones and hangs in the two-story lobby area. Seating conforms with the lobby's esthetic tone and French marble tile flooring by Marble Technics strikes an elegant chord. Lighting here is softened by means of concealed fixtures that highlight the mural.

The mural states a theme that is expressed consistently throughout the facility in historic photographs of Nevada scenes and custom graphics that echo desert images. A pastel palette is employed in shades of plum, sage green, rose, and mauve, evoking the tranquillity of nature.

To Thompson, color choices were critical to humanizing the hospital environment. She vigorously monitored all interior specifications, right down to medical equipment, to assure the integrity of the color plan. Says Thompson, "I've read books on use of color in hospitals which say that there is too much regulatory code restricting use of materials to make it possible to create an interesting environment. I don't agree." She was able to obtain clearance on all finish materials for the facility without compromising her design scheme.

Each of the nurses' stations on four floors, for example, employ a specific color program in laminate, echoed by surrounding color coordinates in murals,floorcovering, and wall/storage treatments.

The fourth floor station is done in shades of plum, taken from the colors of Lake Mead, Nev. Other stations use green, rose, and teal respectively. The stations are windowless areas that are opened up by use of rear murals which give a window-like view of Nevada scenes. All carpeting is custom in a tight-cut fusion-bonded print velvet.

"We met with the client and were told that nurses' station design is critical," says Thompson. "Traffic circulation in these areas is always a problem, with doctors, nurses, and visitors needing access at various times." Thus, Thompson designed the stations to include recessed records storage for patient files, located in the center of the station at a sit-down counter. "This way," notes Thompson, "Both doctors and nurses can have easy access to patient information." Staff has credited Thompson with designing the first nurses' station that "keeps doctors in their place."

Similar client input was obtained in developing the doctors'

Photos by Barbeau Engh

VIP patient suites, such as the one depicted above, include private waiting areas for visitors, adjoining the patient's room. They are served with bars, a 24-hour meal operation, and daily floral deliveries. Deluxe accommodations echo public space design which exhibits a plush, hotel-like approach (opp. page and right).

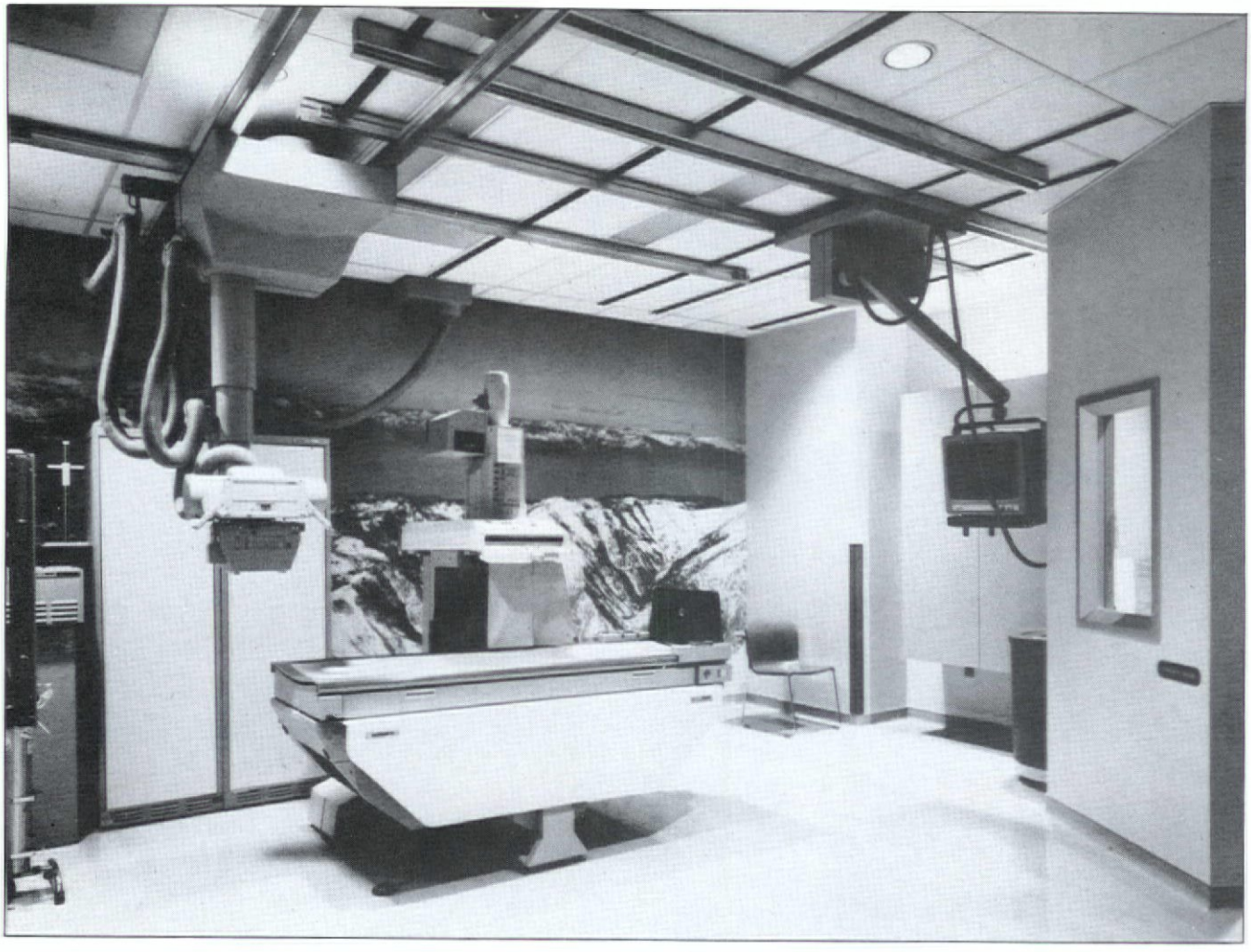
lounge. David Brandness, Sparks administrator, believed that to attract doctors, certain hospital amenities had to be provided. He specified a club-style lounge for physicians, complete with a full-time sous-chef. The lounge is done in deep green and oak, offering an ambience which breaks with daily medical routine.

Conferred with client on design

Patient, as well as staff amenities, were considered key by the designer as well as Sparks' administrators. Thus, for VIP patients in need of privacy and special treatment, six suites offer secluded waiting and guest room space, unlimited gourmet meal service, fresh flowers daily, stocked bar, free long-distance Wats line, and high-security provisions.

All suites are located on the rose-colored sixth floor and are similarly treated in decor.

Typical of close client-designer collaboration was the development of a mock-up patient room, completed one year ahead of the facility's opening. Says Thompson, "The room permitted the hospital owners and administration to study and test various design solutions." As with all other interiors



SPARKS FAMILY HOSPITAL

Murals echo surroundings

treatments, patient room silkscreen murals echo the Nevada natural landscape.

The emergency waiting room located on the second floor displays a bit of non-Nevada lore in the form of photographs taken from the television show, M*A*S*H. Explains Thompson, "We contacted the creators of the program and obtained rights to use the photos after a year-long effort. They were provided with the stipulation that they be tied into a fundraising effort." The result was "The First Annual Sparks Family Hospital Hot Lips Nursing Scholarship."

The lobby waiting area on the same floor is just outside the intensive care unit. A typically high-stress area, the space is decorated with a display of Nevada scenes.

Due to restricted visiting regulations for certain floors, a special children's waiting room was devised on the first floor. A commissioned sculpture designed by Thompson is on display here. It is of a big-horned sheep—Nevada's state animal—and serves as a slide for children to play on. □

*A light approach to hospital interiors was employed in a radiology treatment room (this page, above) which features a mural of the Nevada mountains. Similarly, emergency waiting room (right) features photos from the television show M*A*S*H and sleek, contemporary styling in interior furnishings.*

SOURCES

Marble tile: Marble Technics Ltd. **Quarry tile:** American Olean. **Carpeting:** Couristan, Unico Carpet Co. **Seating:** Knoll International, Shelby Williams, Brandrud Furniture, Thonet, Republic Furniture. **Tables:** Metropolitan Furniture Co., Intrex, Nemschoff Chairs, Powell Cabinet & Fixtures. **Office Systems**—Knoll International. **Wallcovering**—Design Tex Fabrics West, Kinney Brothers of California, Sinclair Paint & Wallcovering. **Murals**—Studios Kaminski/Scanamural, 20th Century Fox Studios. **Fabrics**—A. Sommer Textile Co., Knoll International, Boris Kroll. **Cabinet work & Laminate**—Wilsonart, Laminart. **Planters/Urns**—Architectural Supplements, McDonald Products, Pyro Media. **Lamps**—Robert Long, Chapman Mfg. Co. **Window treatments**—Conrad Imports Inc. **Plants**—Tiffany Plantation. **Table bases**—Johnson Industries. **Sculpture**—Gary Gailbraith. **Desk accessories**—McDonald Products. **Graphic display**—Ken Emerson. **Beds and power columns**—Hill-Rom Co.

Architects & engineers: Anderson De Bartolo Pan Inc., Tucson. **Interior Design:** Thompson Design Associates Inc., Mary Jean Thompson, ASID. **Structural engineers:** RGA Consulting Engineers. **Landscape Architect:** Alfred Lamberti. **Contractor:** Pepper Construction Company, Chicago.

'WELLNESS' EMPHASIS DICTATES ILLINOIS HOSPITAL DESIGN

Gone are the institutional looks of the past, replaced by 'humanized' warmth & focus on illness prevention

Departing from the often institutional architecture of many medical facilities today, architect Loebl Schlossman and Hackl, Chicago, focuses design on wellness and illness prevention in a seven-story, multi-purpose building for West Suburban Hospital Medical Center, Oak Park, Ill. Highly humanized design follows a developing trend among healthcare centers in the U.S. toward creating environments that stress patient fitness and wellness in residential-style interiors.

According to principal Donald J. Hackl, FAIA, architects

West Suburban Plaza Oak Park, Ill., is a new healthcare facility that combines outpatient services and physicians' offices in a 153,000-sq.-ft. structure adjoining West Suburban Hospital Medical Center. The plaza lobby features a non-clinical look in custom-made banquettes of pale oak–a material used in wall treatments, elevator cabs, and offices. Indoor plants stress the building's orientation to nature.

WEST SUBURBAN

Module office suites allow custom space planning

coordinated closely with hospital administrators to develop a "medical shopping plaza." The complex includes a structure housing expanded outpatient and education facilities plus physicians' office suites, a multi-level parking facility, new power plant, and expanded storage facilities.

Glass, landscaping adds natural touch

This planning strategy led to West Suburban Plaza which contains three floors of ambulatory care services and four floors of office suites. Red brick and ribboned windows characterize the exterior structure. "We felt that the medical 'shopping plaza' would provide an esthetic uplift to Oak Park," says Robert Kowal, West Suburban president. "More importantly, we wanted a structure that would help us improve our image as well as the quality of care. We feel the addition has accomplished this."

A glass-walled entrance, framed by landscaping, leads to a lobby area furnished with custom banquettes and extensive natural plantings. Red brick elements reflect the exterior facade while wood surfaces add warmth.

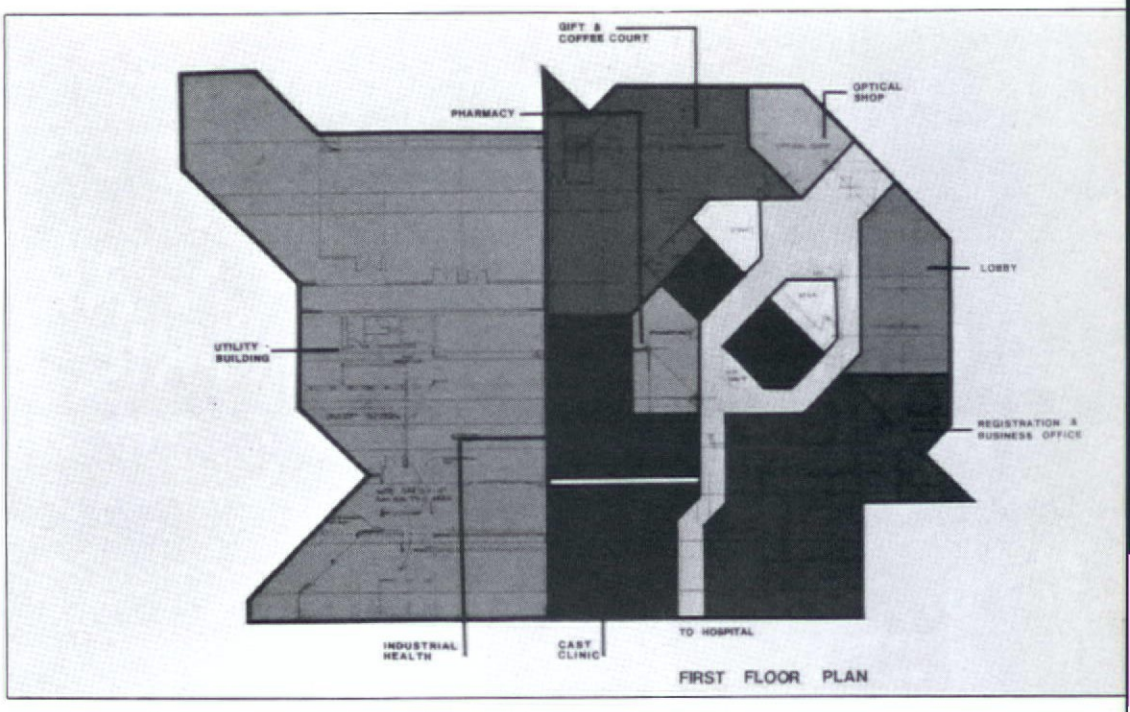
Additonal non-institutional interior details include diagonal, direction-changing paths for many corridors, instead of long, straight hallways; irregular room shapes; artwork in carpeted corridors; lighting variations; and oak-trimmed elevator cabs.

Three non-office floors house a medical center reception area, hospital admission office, outpatient care unit, health education facilities, retail pharmacy, gift shop, coffee shop, and heating/cooling plant.

Education programs and seminars in wellness and fitness are standard in the new facility's classroom and 120-seat theater/conference room.

Physicians' offices include 56 suites, each custom-designed to individual tenant specifications. Plant-filled atria penetrate the four office floors, adding natural light to corridors and walkways directly under skylights.

Outpatient and ambulatory care facilities (opp. page) are part of West Suburban Plaza, a medical "shopping plaza" complete with physicians' office building. Plant-filled atriums penetrate the four floors of office suites in the plaza (below). Plan view shows how the new ambulatory care site and office building integrates with adjacent storage facilities. The plaza is a new part of the campus for the West Suburban Hospital Medical Center, Oak Park, Ill.



Suites for physicians are designed on a 1,000-sq.-ft. module concept. Space can be expanded in half modules of 500 sq. ft. "Each doctor's office is a similar space which incudes waiting area, reception/business area, examination room, and consultation quarters," notes Hackl.

"We custom-tailored suites to each doctor and we encouraged personalized designs. Doctors could employ any design firm they desired," says Hackl.

Physicians who lease space in the new West Suburban facility are now closer to their patients. "We calculated the time spent traveling to and from the hospital and determined substantial cost savings by renting space at West Suburban, even though many doctors had lower rent in more remote locations," according to Hackl.

Facilities permit training

In considering design of the total facility, Loebl Schlossman and Hackl evaluated healthcare trends of the future and changing medical requirements. "We looked at future needs of patients and determined several important facility features and services that would respond to those needs," says Hackl.

Commenting on the pressing need to attract patients as medical care becomes increasingly competitive, Hackl notes, "Private health insurers will eventually handle diagnostic reimbursements. This will lead to efficiency and cost-containment, while adding to competition among hospitals and other healthcare facilities."

SOURCES

Seating—Gunlocke, Steelcase, Condi. **Tables**—Johnson Industries, Howe, Vecta. **Carpet**—Miliken, Lees. **Wallcovering**—Victrex. **Lighting**—Koch & Lowy, Lightolier. **Fabrics**—Boris Kroll, Knoll International, Lee Jofa, Arc-Com. **Floor tile**—Amtico Flooring. **Plants**—Tropical Plant Rentals Inc. **Lobby seating fabricator**—Equipment Manufacturing. **Drapery manufacturer**—AS Industries. **Custom millwork**—Design Concepts. **Pavers**—Continental Acid Proofing.

Architect—Loebl Schlossman and Hackl. **Principal-in-charge, design**—Donald J. Hackl, FAIA. **Principal-in-charge, planning**—Calvin Jay Tobin, AIA. **Project architect**—Raj Desai. **Project construction coordinator**—John Wilson, AIA. **Planning construction manager**—Po Hu Shao, AIA. **Interior design coordination**—Mary Ann Rapp.

BRIGHT COLORS & ARTWORK GEARED TO PEDIATRIC PATIENTS

Long-term care pavilion at Hahnemann University Hospital, Pa. treats kids in a lively atmosphere that fosters healing

In the Monty Hall Variety Club Children's Pavilion, Hahnemann University Hospital, Philadelphia, standard materials are used creatively to build cheerful surroundings for pediatric patients, many of whom are involved in prolonged recuperation from illness.

The design objective was to provide patients with two environments that foster well-being. Quiet and colorful personal spaces are supplemented by lively public areas that encourage activity and interaction.

Following the circus theme of the club, which is named after the television celebrity/philanthropist Monty Hall, the pavilion features a specially created mural that depicts a carousel and whimsical animal characters at play. The 12-ft.-wide vinyl mural is viewed by patients and visitors on the rear wall of the fourth-floor elevator bank at Hahnemann. The entire floor of 26,000 sq. ft. comprises the pavilion.

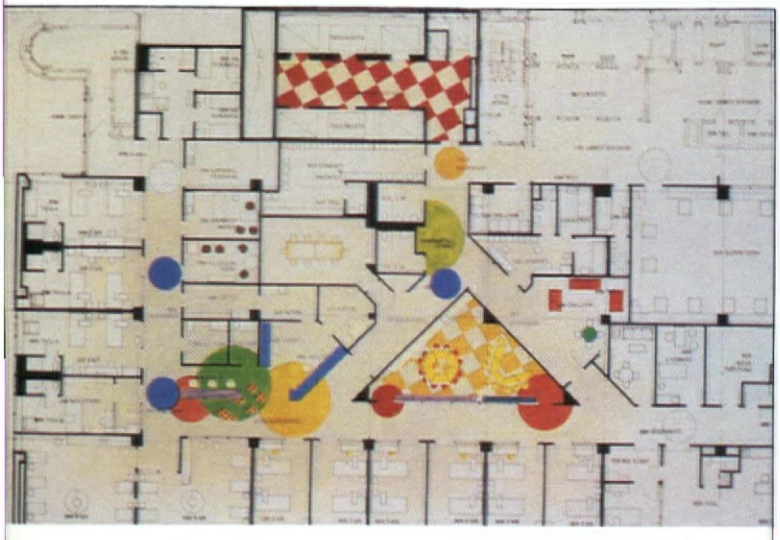
Individual animal characters from the motif reappear on patient doors, set into plexiglass panels. The color-filled theme is repeated in vinyl composition tile flooring which is decorated with large fields of bright color in a circular pattern. Nurses' stations, and door and window frames are similarly treated. Each patient room, also accented by color, features custom-designed multicolored desk and wardrobe units designed by the interior planning firm Ewing Cole Cherry Parsky, also of Philadelphia.

Corridor handrails are done in bright yellow and are effectively designed for esthetic and practical reasons on two heights to accommodate both toddlers and adolescents.

A classroom is provided, again furnished in primary colors. Desks and seating are proportioned in two scales for toddlers and older children.

All areas, including patient rooms, have window access to the main floor and corridors to permit constant monitoring by staff—a criterion stipulated by Hahnemann's administrators. Hospital staff worked closely with the design team on development of the project, including requirements for two intensive care units directed to neonatal and older pediatric patients.

The pavilion houses 31 general pediatric beds, 22 infant intensive care beds, and six pediatric intensive care beds. In addition, there are bedrooms for parents staying overnight, an activity room equipped with television, stereo, and electronic games, as well as numerous treatment rooms, offices, and lounges for staff and visitors. □



SOURCES

Seating—Steelcase, Atelier International, Loewenstein, Knoll International, Stendig, Thayer Coggin, F.W. Lombard Co., Tech Furniture. **Tables**—Falcon, Intrex, Stendig. **Desks**—Steelcase, Bompadre & Son (custom work). **Casework**—Nemschoff. **Accessories**—Peter Pepper Products, Smokador. **Lighting**—Peerless Lighting Co. **Curtains**—Arc Com Fabrics, Maharam Fabrics. **Shades**—Schumacher, Stauffer Chemical Co. **Vinyl tile**—Armstrong. **Artwork**—Ronbie Ltd. **Mural**—Graziella de Solodow.

Architecture, interior design, mechanical, structural and engineering—Robert V. Cherry, principal; John F. Glass, project manager; Suzanne O'Connell, director interior design; Lorna Katz, designer; Ewing Cole Cherry Parsky, Philadelphia. **General Contractor**—Haverstick-Borthwick Co., Flourtown, Pa. **Electrical Engineer**—G.T. Stephenson & Associates, Philadelphia.

Suzanne O'Connell, director, interior design for Ewing Cole Cherry Parsky, Philadelphia, employed circus theme in children's pavilion for Hahnemann University Hospital. Custom mural in primary colors sets theme for design treatment on nurses' stations and in patient rooms (opp. page). Lively interiors encourage recuperation for pediatric patients, who have long-term illnesses.

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Photos by Steven Brooke

HOSPITAL DAYCARE CENTER DESIGN ATTRACTS PERSONNEL

A 7,400-sq.-ft. facility for children of staff is recruitment tool

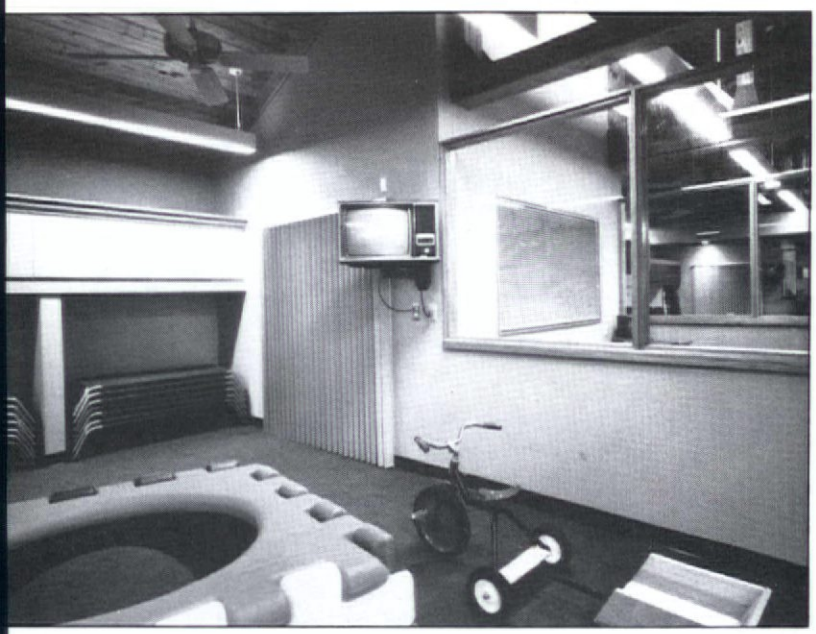
Design of a children's daycare center for staff of the Baptist Hospital of Miami was motivated by the hospital's need to attract qualified personnel at a time when professional recruitment for healthcare is a nationwide problem.

The project is one of several commissions completed for the hospital by Robison + Associates Inc., interior architects, Coral Gables, Fla. Robison had never worked on a children's center prior to this assignment, but with the direction of the client and experience gained from another daycare center project which the firm undertook simultaneously, Robison developed several strong interior space solutions for the 7,400-sq.-ft. facility.

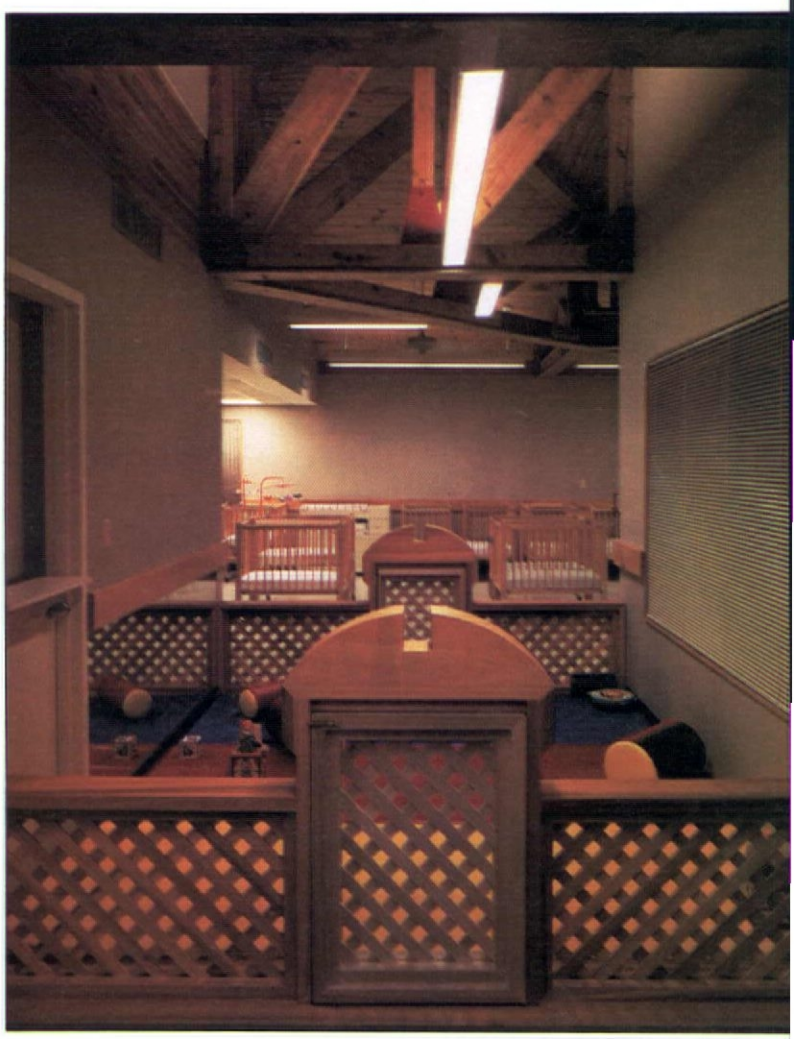
Among them are a bi-level arrangement that provides for a fully carpeted "story pit," designed to accommodate storytelling sessions for child visitors. The concept for a storytelling area was formulated by hospital staff. Robison created the pit to give children a sense of vertical spatial relationships, according to Ronald W. Robison, AIA.

"The fully carpeted pit can be easily cleaned. A railing which borders the explosed split-level side permits observation of activities by trained child development supervisors who comprise the center's staff," Robison explains. The pit can be adapted for video viewing as needed.

Another creative design element is a lattice-work framed playpen area for infants. Lattice "fences" at either end of the



Baptist Hospital of Miami designed its daycare center for convenience of personnel who work during three shifts. Facilities were geared to handle infants, toddlers, and older children, and feature a storytelling "pit" (opp. page), nap and play area (left), and latticed pen for amusement of the very young (below). Ron Robison, principal, Robinson + Associates, pictured with some of the center's



space contain doors that invite children to crawl when entering or leaving the pen. Mirrors are applied to the wall on one side of the area, along with a dutch door through which refreshments are served. A window opposite permits continuous observation by personnel. The floor is cushioned and can be accessed from either end.

An indoor play and rest area is provided for older children in which canvas folding cots are supplied for napping. These are stacked for storage when not in use. Natural light enters this, as well as other, areas of the space through windows at opposite ends of the building.

Comments Robison, "The importance of natural light to setting moods within the center was considered critical. Effects can be achieved throughout various shifts to encourage children to quiet down and take naps as required." Artificial lighting is incandescent and fluorescent; dimmers are employed for overnight use.

The center supplies an environment for a continuous learning experience for children up to age 10 with as many homelike amenities as possible. Outdoor activities are permitted by three covered play areas which have contemporary toys, sliding ponds, and outdoor bathroom facilities.

Because the building is not part of the main hospital facility, designers did not have to conform to strict healthcare codes. Paddle fans and windows on opposite sides of the space enable ventilation without air-conditioning. The ceiling is bolstered by wood rafters and red steel trussplates which give children interesting objects to focus on when napping.

Rest and play areas are allocated for infants, toddlers, and pre-school-age children respectively, along with two workrooms for teachers. The facility has its own reception area, offices, kitchen, laundry, bathing facilities, and storage. □

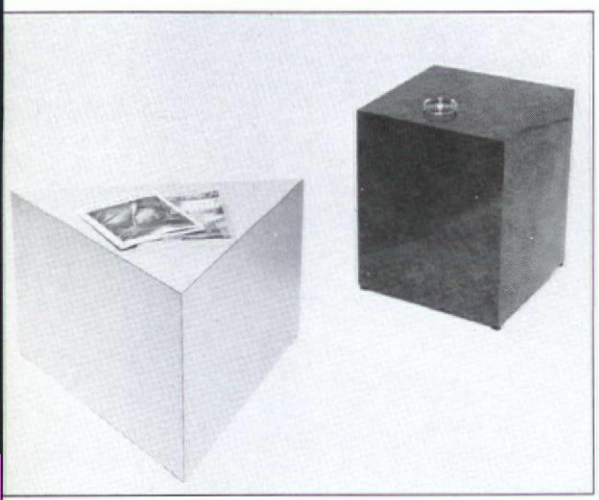
SOURCES

Seating—Childcraft. Steelcase, Beylerian. **Desks**—Custom Creations. **Tables**—Kinetics, Beylerian. **Cots, pegs, hooks**—Beylerian. **Upholstery**—Loards. **Carpeting**—Bigelow. **Tile**—Kentile. **Clocks**—Peter Pepper. **Blinds**—Riveira. **Wallcovering**—Wolf-Gordon.

Architecture—Pat Davis, Ritchie Organization. **Interior Design**—Robison + Associates, Coral Gables, Fla.

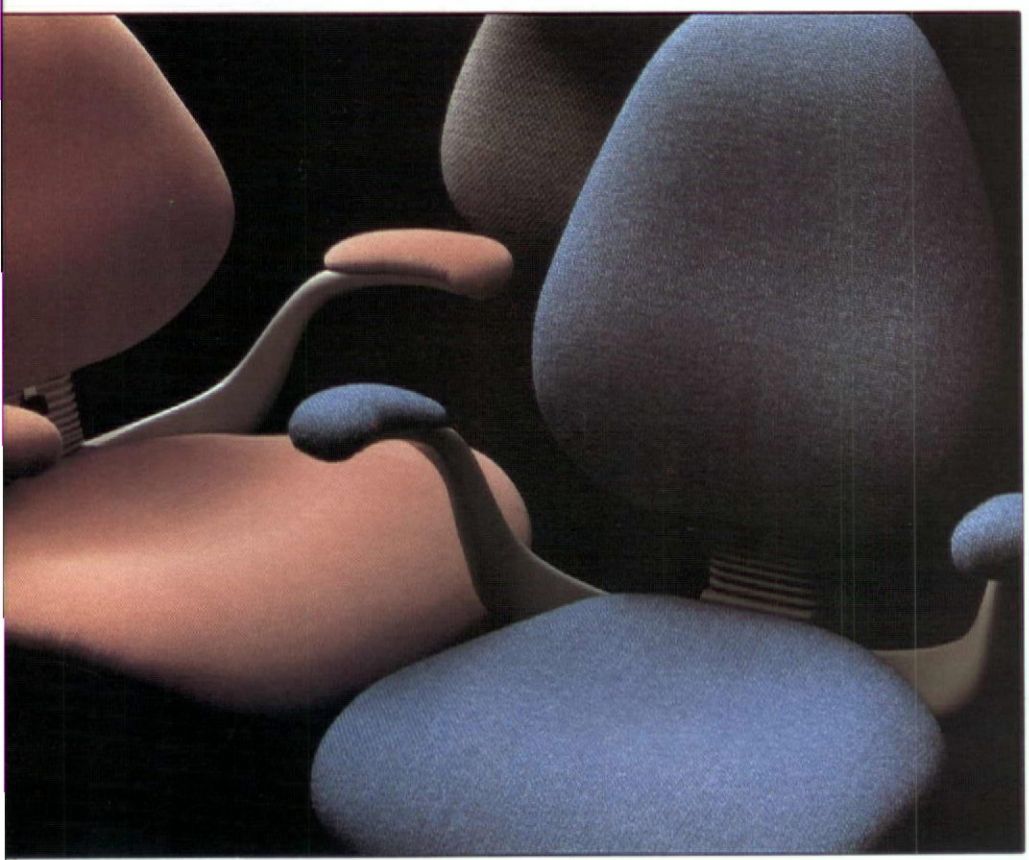
SAFETY COMES FIRST IN HEALTHCARE FURNITURE DESIGN

Ergonomically styled products also feature fine woods and diverse color treatments



Falcon

Anderson



Haworth

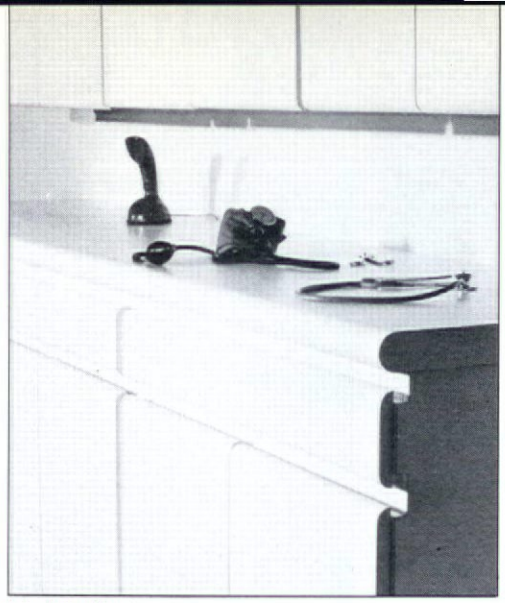
Anderson—A radius sled base design characterizes this guest chair which is suitable for office or reception use. Frame is available in oak or walnut and houses no-sag spring beneath upholstery. **Circle No. 215.**

Falcon Products Inc.—Firm's line of contract furniture is expanded by a variety of geometrically-designed laminated tables crafted for use in lounge and lobby areas. A wide selection of sizes and laminates is available. **Circle No. 217.**

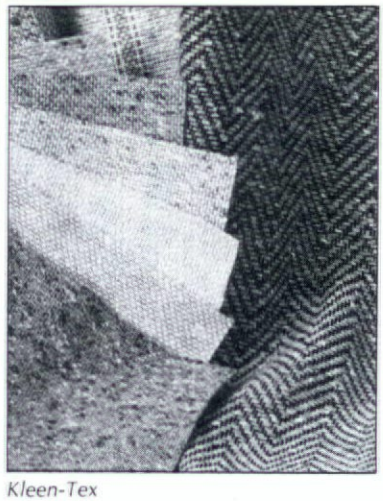
Haworth, Inc.—Two lines of conference, side, and task chairs upholstered in a full range of colors and textures feature swivel-posture tilt and back-attitude mechanisms for greater comfort. All models have five-star bases and roll-off cushion fronts. **Circle No. 219.**

Kimball—Diamond Collection features two new chairs in arm and armless versions. Chairs have solid oak frame construction and additional cushioning. **Circle No. 265.**

Kimball



Modern Plastics



Kleen-Tex

Heuga

Kleen-Tex Inc.—Armour Weave® line of textured fabric meets Class A Flame-spread rating under ASTM E-84 requirements. Sixty-two colors available. **Circle No. 261.**

Modern Plastics Corp.—Closed-storage unit is designed for highly visible areas with counter top, doors, and drawers featuring 180-degree seamless wrapped edges. **Circle No. 208.**

Heuga U.S.A.—Produced from Du Pont Antron XL face yarns with special conductive additives, new Electron ESD discharges and controls static electricity. Ten colors available. **Circle No. 266.**

Lumex Inc.—Brentwood line of healthcare seating provides extra padding on top and outside of armrest to ease pressure caused by extended sitting. Line includes lounge chairs, rockers, recliners, and love seats. **Circle No. 201.**

Add Interior Systems

Lumex

Add Interior Systems—Dynamic Seating Collection includes high- and low-backed versions, both featuring forward-extending armrests for easy egress. Options include drip pans, meal trays, and footrests. Dollies and ottomans are also available. **Circle No. 212.**

Vecta

Vecta Contract—With bases available in 16 colors, optional arms, and removable and replaceable upholstery, system offers easy and secure assembly with maximum component flexibility. **Circle No. 223.**

Thonet

HEALTHCARE PRODUCTS

Styling choices expanded

Thonet—Chairs and love seats feature side frames of solid oak. Made specifically for the healthcare milieu, backs are designed for maximal lumbar support. **Circle No. 222.**

Vicrtex United Factories—Table features walnut grain, stain-resistant table top with 80-degree tilt and raised edges. Top adjusts between 27- and 40-in. **Circle No. 263.**

Rudd International—Beds, closets, desks, and storage units are included in a line of institutional casegoods featuring fully finished white oak veneers to enable freestanding use. **Circle No. 214.**

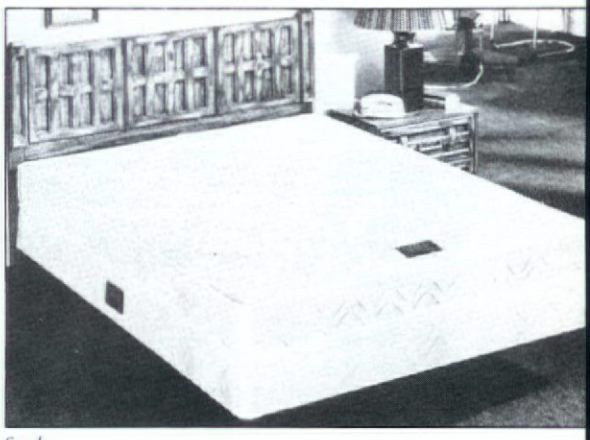
Virco Mfg.—One of 13 distinct upholstered stacking chairs, Model 8957 features an extra-wide, extra-thick foam seat cushion and a padded, contoured backrest. A wide choice of upholsteries is offered. **Circle No. 204.**

Sealy Inc.—Five models, all of special innerspring construction, comprise a line of heavy-duty contract bedding. Extra-strong edges and a three-level support system contribute to comfort. A flame-retardant feature is included in two models. **Circle No. 213.**

John Boos & Co.—Boat-shaped conference tables in natural/stained maple or solid oak butcher block are available in sizes ranging from 48- by 36- by 24-in. to 144- by 42- by 30-in. **Circle No. 206.**

Vicrtex

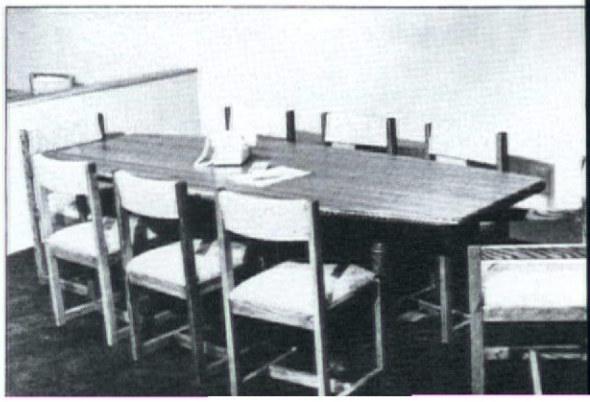
Rudd International



Sealy

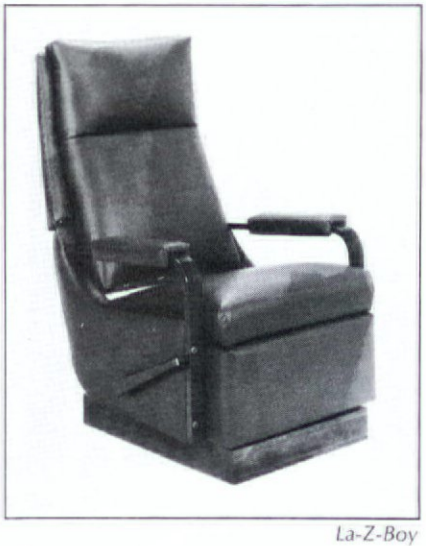
Virco

John Boos



Gunlocke

World Carpets



La-Z-Boy

Playscapes

Shelby Williams

World Carpets—"Creation," made of 40-ounce Enkalon with built-in Scotchgard protector, is one of six new cut pile plushes and three cut and loop patterns. **Circle No. 262.**

Gunlocke Co.—Available in one-, two-, or three-seat models, lounges feature seamless upholstery accented by triple stitching and rounded lines for a blend of comfort and esthetics. **Circle No. 220.**

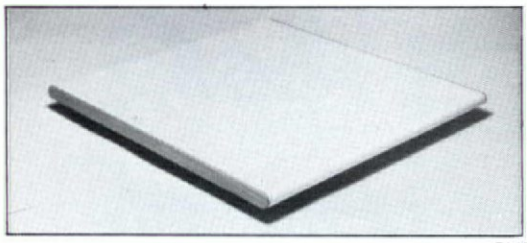
La-Z-Boy—Suitable for use in patient rooms, pediatrics, geriatrics, and hemodialysis, reclining chair offers full recline comfort with a minimum of space. Unit can be placed inches from the wall. **Circle No. 218.**

Shelby Williams Inds.—Seating for conference, patient, or waiting rooms is offered in a variety of styles ranging from Art Deco to Far Eastern. **Circle No. 207.**

Playscapes—DeLuxe Playscape™ II Center features two levels of carpeted interior, wall-mounted play accessories, carpeted slide, and laminate exterior. **Circle No. 264.**

HEALTHCARE PRODUCTS

Seating lines designed for flexibility



CHF

Gregson

Harter

Modern Mode

Paoli

Gregson Furniture Inds.—Available in units of one-to-four seats, seating features durable finish on walnut or oak, with openings between seat and back for easy cleaning. **Circle No. 211.**

Harter Corp.—Muffin series of waitingroom seating offers abundant padding and soft lines for comfort. Firm offers many other styles of seating units. **Circle No. 203.**

Paoli Inc.—Convalescent seating features cleaning clearance between seat and back, no-welt seat construction, H-stretcher base, heavy arm supports, and heavy duty glides. **Circle No. 260.**

Modern Mode Inc.—Available in five different woods, lightly-scaled chairs stack six high and feature optional connecting clips, connecting tables, corner tables, and detachable writing tablet arms. **Circle No. 205.**

CHF Industries—To contribute to "soft look" design creations, tabletop sports full wrap styling, with end caps offered in a variety of woods and metals. Product is available in widths up to 42 in. **Circle No. 221.**

Thayer Coggin Institutional Inc.—Modular seating system features frames of steam-bent red oak in a variety of finishes. Compactly built, system is comprised of 10 components, all of which are factory-assembled. **Circle No. 216.**

Typhoon International—Five-piece group of wicker furniture with a variety of fabric cushions is crafted in fin-de-siècle style, providing a stylish atmosphere for public and private settings. **Circle No. 224.**

Thomasville Furniture Inds. Inc.—Line of bedroom furniture for the hospitality market is crafted in ash solids and veneers, with light natural finish. Simple lines assure permanence of style. **Circle No. 209.**

Landscape Forms Inc.—Concourse line of waiting-room furniture is highly stylized in geometric designs to lend a modern look to any public area. Seating units are fully padded. **Circle No. 210.**

Ebco—Two full lines of healthcare furniture have Class 1 fire retardant ratings and feature firm's impact-resistant edge protection. Plastic laminate covers all exposed surfaces which are available in teak, oak, or ash finishes. **Circle No. 202.**

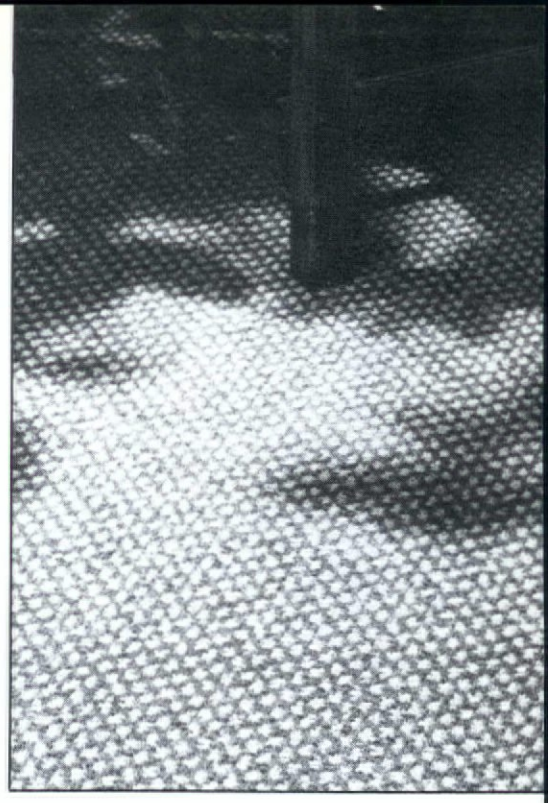
Typhoon International

Landscape Forms

Thayer Coggin

Ebco

Thomasville



OLEFIN CARPETS SERVE HIGH-END CONTRACT NEEDS

Improved esthetics & price advantages position olefin fibers for top-of-the-line contract floorcovering installations

By **KATHERINE FORMAN**
Associate Editor

Thanks to heavier-deniers, high-style delustred color lines, and the development of a spun-yarn look, olefin fibers have come of age in the commercial floorcoverings market. According to leading carpet mills, these technological improvements, butressed by price advantages of olefins, will dramatically increase this fiber's popularity in coming years.

In the view of Lewis McDermott, chairman of the board, Criterion Mills, olefin fiber use will grow at twice the rate of nylon throughout the 1980s. McDermott projects that Criterion's purchases of olefin will exceed $10 million in 1984 alone; the firm currently conducts 50 percent of its business in manufacturing carpets from that fiber.

Formerly the stepchild of the contract carpet business, olefin fibers were originally targeted for institutional floorcovering applications in which easy maintenance, durability, and static-resistance were primary concerns. Inherently resistant to soil, stain, and static, olefin's inert composition made it highly functional, but unadaptable to styling techniques which achieve high-end esthetic appeal.

Carpets made from olefin fibers are more difficult to style than nylon carpets because olefin cannot be piece-dyed. Since olefins are resistant to staining agents, the fiber must be colored as it is extruded from resin—a process called solution-dying.

The oil crisis of the 1970s was the turning point for olefin fiber manufacturers. Although all synthetic fibers derive from petroleum, many of the intermediary petroleum products needed to manufacture nylon are not required to make olefin. Thus, nylon prices skyrocketed while olefin prices remained far more stable throughout the '70s.

However, as the oil crisis forced nylon prices up, lower-priced olefins were specified more frequently for tight-budget commercial installations. Increased profits led olefin fiber producers to invest in upgrading products to capture the high-end contract market. New pigments and chemicals which decrease lustre and promote color versatility were developed. Extruding, plying, bulking, and twisting methods also grew more sophisticated. Says McDermott, "Today, olefins are not considered a low-end, commodity product."

Says Jerry Leifer, vice president, marketing, Collins & Aikman carpet division, "More olefin carpet will be specified for office installations because it no longer has a glassy look. Low-lustre and high-end color have finally given the product designer appeal."

Hercules, through its Herculon Nouvelle fiber program, and Amoco, with its Marquesa Lana fiber, are the two primary suppliers of olefin fiber for use in high-end contract interior environments. Marquesa Lana is available in a series of contract-grade deniers, including an 8,000-denier fiber which permits Berber-like textural effects. Nouvelle, which was launched by Collins & Aikman at NEOCON 15, features a 3,750- and 5,400-denier yarn slated for tufted carpets with heathered effects.

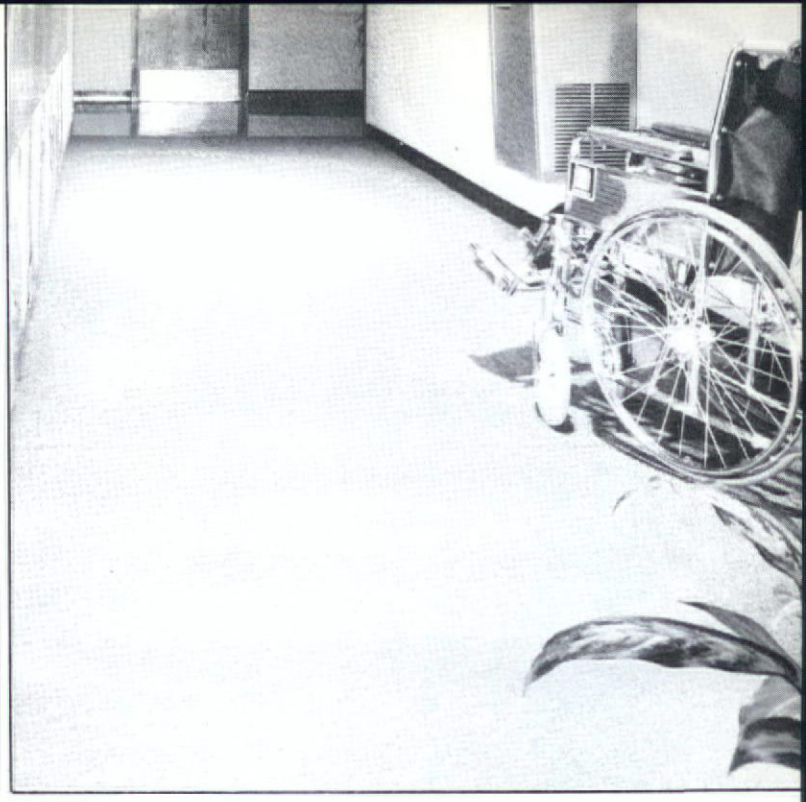
Olefin enters new esthetic generation

Both firms claim their olefin products perform equally as well as nylons from a functional standpoint. Says Hercules merchandising and advertising manager, Jay Jones, "Olefin, by nature, has all of the characteristics of a fourth-generation nylon, with the exception of anti-microbial additives."

However, according to Amoco's fibers and yarn division vice president, Jim Hodge, olefin is non-absorbent and will not cultivate bacteria, thus giving the product some degree of inherent antimicrobial protection. Comments Leifer, "I think the product is almost as good as nylon."

Hercules and Amoco offer their "new generation" olefins in wide color ranges which they claim give contract mills a great deal of styling exclusivity. Amoco offers a bank of 82 solid-color yarn plys which can be used to created hundreds of composite colorations. Fibers are offered in two-, three-, four-, six-, and eight-ply combinations to meet specific denier requirements. The heavier the carpet, the higher the denier, thus more plys per fiber.

Shown at top (from l. to r.) are carpets made from Phillips Marvess SR, Amoco Marquesa Lana, and Hercules Herculon Nouvelle olefin fibers. Contract-grade floorcoverings are manufactured by Sheridan, Criterion, and Collins & Aikman respectively.



Hercules' Nouvelle program is currently available through four mills, each of which offers its own exclusive color line. Colors were specifically selected by design and color consultants Yale and Frances Forman, under the direction of the firm's market development department, to provide mills with maximum exclusivity, according to the firm. Developed were 10 four-ply and 11 six-ply standard composite colorations based on a bank of solid-color, single-ply ends. Mills select standard colors and can also create their own exclusive colorations from the bank.

Olefin from the outside in

Forman, who has worked as a design and color consultant for nearly 15 fiber producers and carpet mills over the past 20 years, believes the 1980s will prove to be banner years for olefin fiber manufacturers. "Today's olefin carpets are truly high-performance products which can be offered to the specifier at very good prices. As more mills develop olefin carpets, awareness of their benefits will snowball and usage will skyrocket," he says.

Currently, olefin fiber technology cannot support carpet in a cut-pile construction. Olefin carpets are offered in loop and modified loop piles, which, according to McDermott, suit the commercial uses for which Criterion slates its olefin products. But, says Leifer, "Until olefin producers develop yarns suited to velvet and Saxony constructions, olefins will lose out on the upper mangement office market."

According to Hodge, Amoco is now working on an olefin/nylon blend called Marquesa D'or, which will offer greater traffic-resistance in a cut-pile construction. Made from a blend of 65 percent solution-dyed olefin and 35 percent solution-dyed nylon, the product is engineered for long wear and is slated for introduction in June at NEOCON.

Hercules is also experimenting with new yarns. The firm's new products will be designed for use with coarse-gauge tufting machines which create graphic effects desired for executive office carpets.

Another factor which may contribute to rapid increases in olefin carpet use is its adaptability to outdoor applications. Phillips Fibers offers a product called Marvess SR (sunlight-resistant) which adds fade-resistance to olefin's long list of functional characteristics. Amoco offers an outdoor olefin fiber called Patlon, a fibrillated yarn, which is also engineered to resist fading.

According to Ivan Perkinson, president, Sheridan Carpet Mills, a primary Phillips customer, Marvess SR has specific benefits for installations in which carpet is used in an indoor lobby and continued outside to define an entryway. In addition, he finds the product suitable for atriums in which natural light can cause fading.

Now offered as staple-spun yarn for tufted constructions, Marvess SR is expected to be introduced as a 5,400-denier, three-color fiber for fine-gauge loop constuctions in the near future, according to Steve Avery, Phillips' marketing director. "This product will be specifically applicable to contract use and will feature a three-year claims agreement against fade and fail for approved carpet constructions," he explains.

Amoco's Patlon, which is available in a range of colors, is offered in 3,800-, 4,500-, 5,000-, 5,700-, and 9,000-denier constructions. It is also offered with a variety of fade-resistance warranties for approved carpet applications.

According to Perkinson, there have been vast improvements in the texture of olefin outdoor carpets, enabling them to look and feel like textiles rather than synthetic turf. As a result, he predicts that 45 percent of outdoor carpeting will be made from olefin in coming years. □

SOURCES FOR OLEFIN CARPETS

For the convenience of readers, CONTRACT lists below three olefin fiber types offered by the following mills:

Marquesa Lana—Criterion, Wellco, Collins & Aikman, Dan River, Masland, Howard Carpet Mills, Stratton, Keystone, Patcraft, Armstrong, Blue Ridge Carpet Mills, Dorsett, Hartford, Sheridan Carpet Mills.
Herculon Nouvelle—Collins & Aikman, Sanford Carpet, Dan River, Mohawk Carpet.
Marvess SR—Dorsett, Sheridan, Barrett, Conquest, Claridon.

Clockwise from left: Knoll, Stow Davis, Lee Jofa, Wendell, Wall-Pride.

MORE NATURAL FIBERS MEET

Fire-retardant wool, cotton, & linen fabrics proliferate

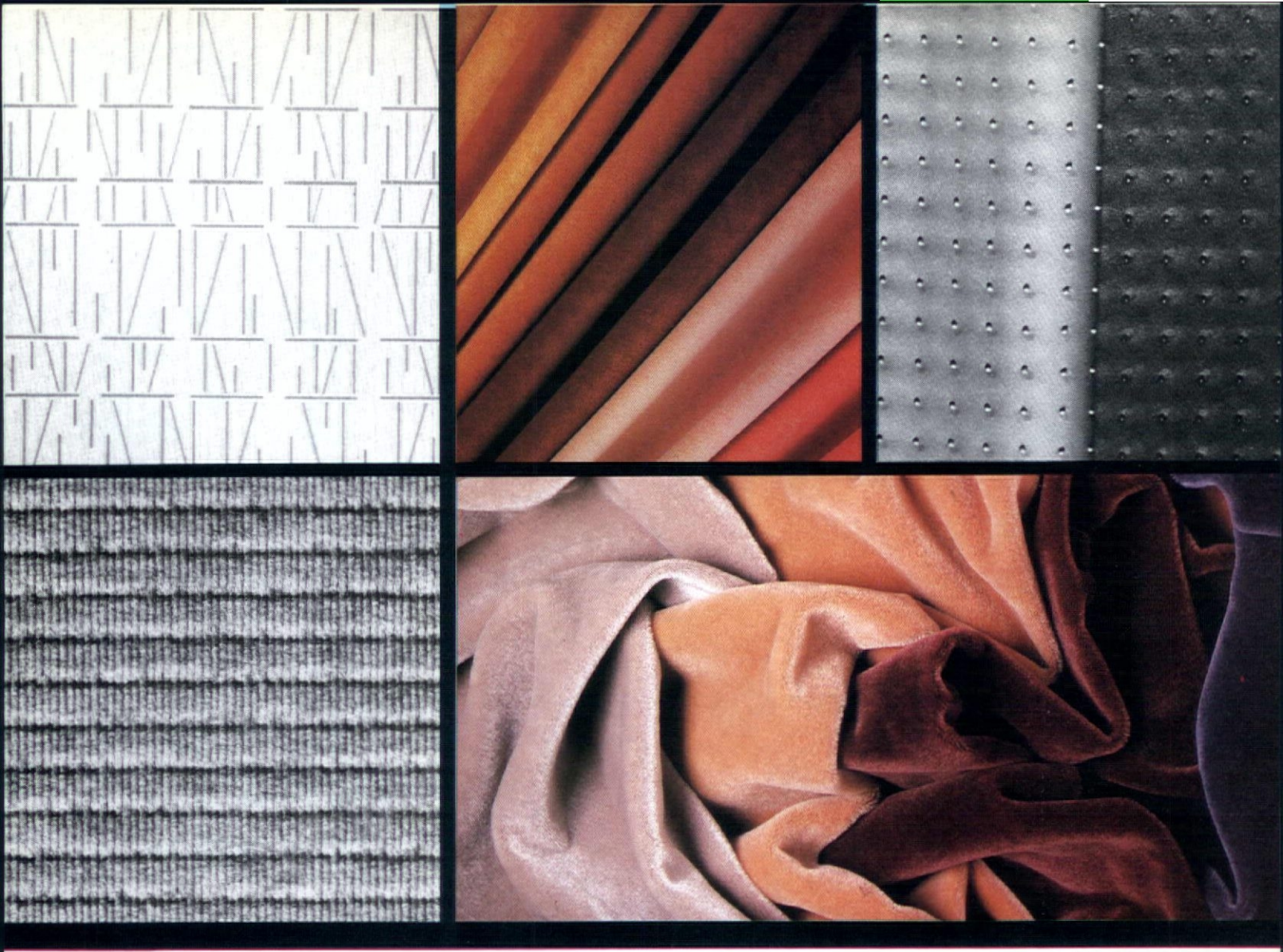
Knoll Int'l.—"Kincaid" wool and nylon twill for upholstery passes ASTM-E-84, UBC 4202.A Declamation test, Boston, FAA 25,853(b), and Port of New York and New Jersey fire codes. Shown are the seven colors being added to the eight choices already on the market. **Circle No. 244.**

Stow/Davis—Woven of pure yarn-dyed virgin wool from Australia, "Freeman" is naturally fire retardant. Fabric is available 54-in. wide in 10 colors. **Circle No. 226.**

Wall-Pride—"The Shetland Collection" features wool blend upholstery fabric of 65 percent wool, 29 percent nylon, and six percent polyester for use in executive interiors. Flame retardant fabric is 54-in. wide with teflon finish and acrylic backing. Product is available in 12 colors. **Circle No. 241.**

Lee Jofa—"Universal" flame retardant stretch weave is composed of 100 percent Trevira polyester for use on wall panels, open office systems, and seating. Fabric is available in 15 colors of 65-in. width. **Circle No. 239.**

Wendell Fabrics—Mellotone flame-resistant, sound transparent fabric passes tunnel test with 0 flame-spread rating. Colors offered include beige, black, brown, and white. Product is applicable in churches, auditoriums, and theatres. **Circle No. 236.**



Clockwise from top, Left: Combeau, Lazarus, Innovations, Carnegie, Polaris.

FABRIC FLAME-SAFETY STANDARDS

as alternatives for contract designers/specifiers

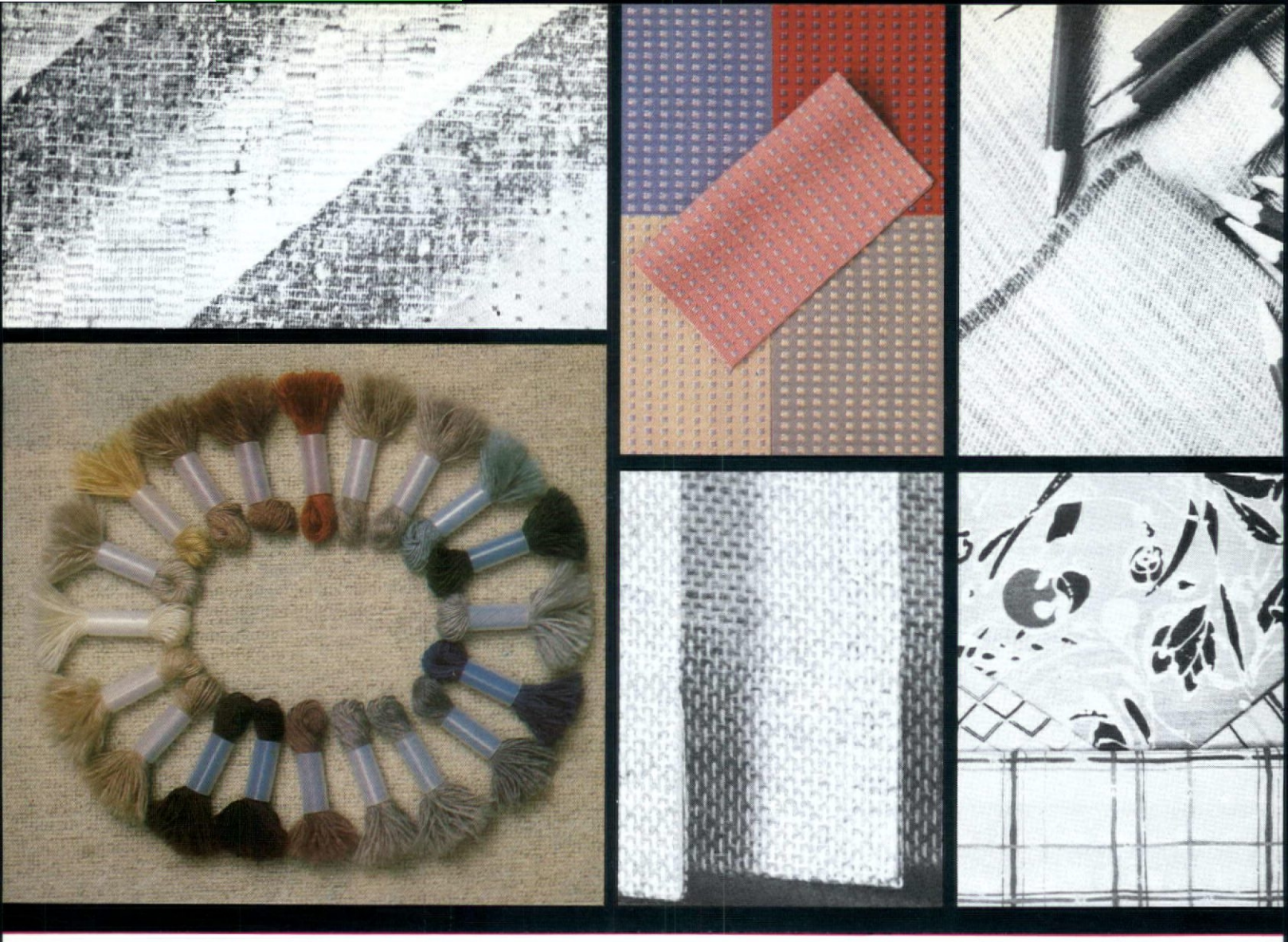
Combeau—"String-A-Long III" collection features warp structure and includes 56 neutrals to coordinate with 20 geometric, hand-screened textures. All patterns are Class A flame rated, fade resistant, strippable, and washable. Product also complements "String-A-Long 2" collection.
Circle No. 248.

Polaris Mills div. Amoco Fabrics—Sonatex Wallcoverings are Class A rated on the Stein Tunnel Test and pass the Vertical Burn test and Corner Test (City of Phoenix, Ariz.) Product is constructed completely of inherently fire-retardant material. **Circle No. 253.**

Lazarus—Tru-Suede 100 percent polyester fabric can be used for upholstery, drapery, and wallcovering. Material is washable and available in 23 colors. Product meets State of California-bulletin #117 fire code.
Circle No. 255.

Carnegie—"Regina," a mohair fabric, meets requirements of MVS 302 without flame-retardant treatment. Designed for heavy-duty upholstery wear, item is offered in 31 stock colors with special colors available for small minimum yardage. **Circle No. 233.**

Wendell Fabrics—Mellotone flame resistant, sound transparent fabric passes tunnel test with O flame-spread rating. Colors offered include beige, black, brown, and white. Product is applicable for churches, auditoriums, and theatres for use on walls.
Circle No. 236.



Clockwise from top, left: Brunschwig, Arc Com, Brickel, Ametex, Coral of Chicago, Stratton.

FIRE-RETARDANT FABRICS

Introductions are acoustically certified

Brunschwig & Fils—Striated-tweed "Porto Bello" is a textured blend of cotton, linen, wool, and acrylic. Colors offered are terra cotta, slate blue, beige, and green. Fabric passes California #117 and UFAC flammability standards. **Circle No. 234.**

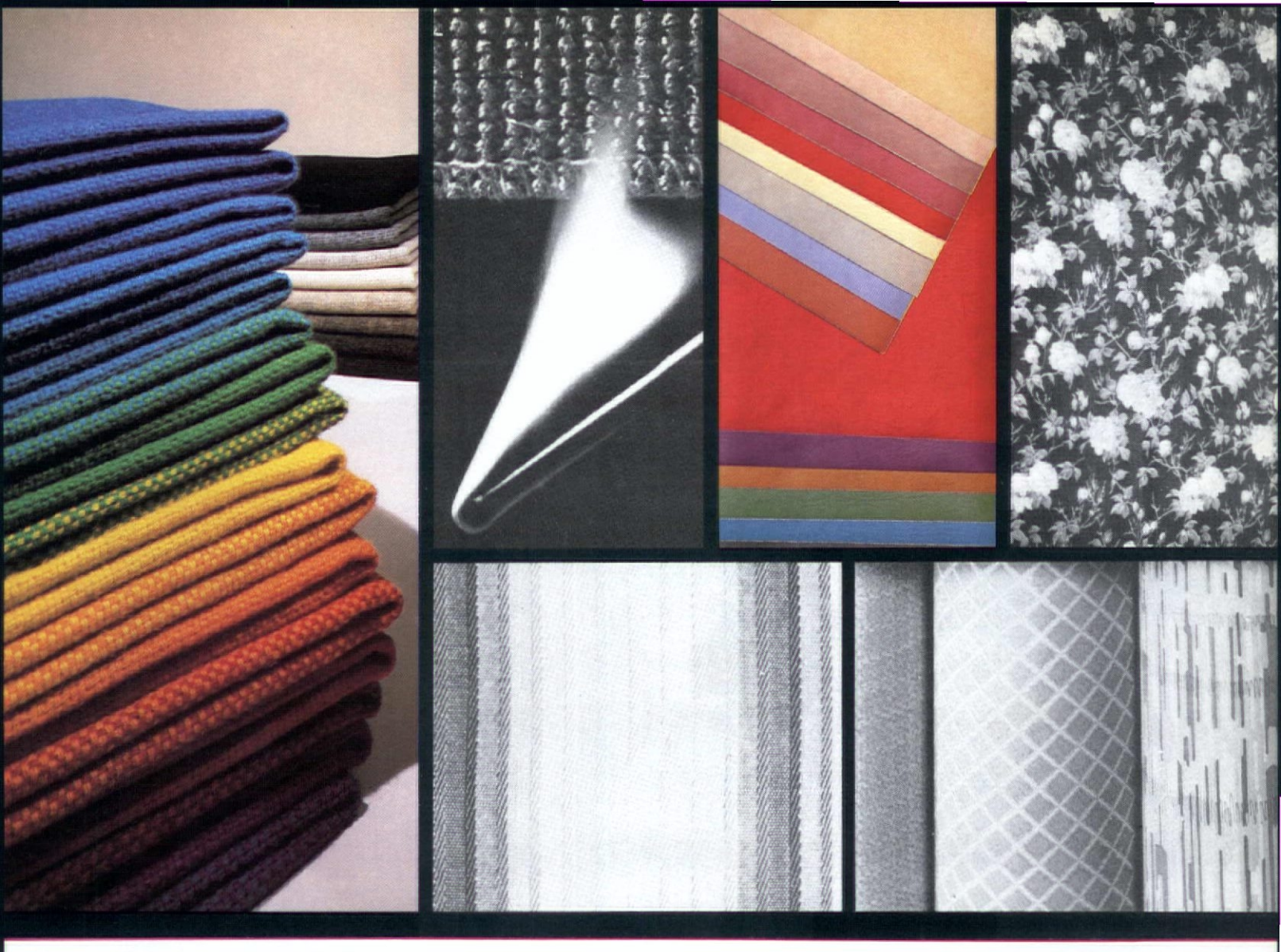
Stratton—"Tapestrie," tufted acoustical wallcovering is offered in 21 solid colors and six stripe combinations. An additional 60 solid colors are available on request. Fabric has a Class A flame rating and NRC certification for acoustical control. **Circle No. 228.**

Arc Com—"Geosystem" Collection features flame retardant SEF modacrylic upholstery fabric from Monsanto in a blend of 75 percent SEF modacrylic and 25 percent nylon. Shown are "Fire Tandem" and "Fire Tweed" available in 28 colors. **Circle No. 235.**

Coral of Chicago—Verti-Coral™ Drapery-Ribs™ are made of custom-compounded polymerics that use inherently fire-retardant yarns. Although a free-hanging system, product's individual casement ribs may also be inserted into grooved louver systems. Matching fabric for draperies and wallcoverings is available. Thirty styles and colors are offered. **Circle No. 240.**

Brickel—"Mirage Cloth," a tightly woven blend of wool and cotton, was designed to coordinate with all the colors of firm's "Prestwick" Fabric is suitable for wall applications and meets Class A requirements in ASTM-E-84 testing standards.
Circle No. 258.

Ametex—"Fireworks" is a six-style collection of machine-screened prints constructed of flame retardant Trevira polyester. Fabric is machine washable and was designed primarily for the healthcare market.
Circle No. 243.



Clockwise from left: Unia Vaev, Importex, Uniroyal, Crown Wallcoverings, Vicoa, Maharam.

Unika Vaev—Designed over 30 years ago, "Bolivia," 100 percent wool for upholstery and wallcovering, passes FAA Spec 25-853(b). Fabric is offered in 74 interrelated colors. **Circle No. 259.**

Importex—Sisal Wallcoverings have Class A flame rating and .65 NRC acoustical rating. Product is static free, available in 4- and 9-ft. widths, and can be applied over rough surfaces. **Circle No. 256.**

Uniroyal—Naugahyde 2/200 upholstery fabric is made of slow-smoke/slow-flame vinyl. "Unique" (shown) features a printed leather look. Fabric passes City of Boston FD 11-2, California Fire Regulation Bulletin 117 Sec. E, City of New York Bulletin 44, and CCC-A-680a tests. **Circle No. 227.**

Maharam—Suitable for use as cubicle curtains, draperies, bedspreads, and shower curtains, "Satin Stripe," one of 12 designs from the Duratex 4 collection, is inherently fire resistant and washable to 160 degrees fahrenheit. Other patterns available include plaids, solids, and a unique weave effect. All are offered in various colors. **Circle No. 254.**

Crown Wallcoverings—"Dream Vol. 2" solid vinyl collection includes borders. Rated for fire retardancy, product is pre-pasted, pre-trimmed, scrubbable, peelable, and stain resistant. **Circle No. 249.**

Vicoa—"Texture Portfolio" vinyl, fabric-backed wallcovering is pre-timmed, scrubbable, and strippable. Product passes Type-1 Class A fire hazard rating and is stain, scuff, and fade resistant as well. "Feelin' Fine" (shown) is one of the many textures offered. **Circle No. 246.**

Clockwise from top, left: Burlington, Schumacher, Columbus Coated Fabrics, Design Tex, Brayton.

FIRE-RETARDANT FABRICS

Custom colors, patterns available

Burlington Glass Fabrics—Wallglaze™ fiberglass yarn wallcovering passes ASTM-E 84, with flame spread 10, fuel contribution 10, and low smoke emission. Product can be painted to suit any environment. **Circle No. 225.**

Schumacher—Cubicle curtains of 100 percent Trevira polyester coordinate with matching bedspread and draperies. Material is knitted as one piece, 104-in. wide, and railroaded when fabricated. Product passes all necessary fire codes. Custom colors and/or designs can be produced to meet specifications. **Circle No. 257.**

Brayton—Flat woven "Tailors Cloth," "Herringbone," and "Euro Wool" cut pile, ribbed cloth, as well as textured, and geometric selections from company's textile collection are colorfast and meet fire code ratings. Fabrics are suitable for many applications and are offered in various wools, nylons, and cottons. **Circle No. 247.**

Columbus Coated Fabrics—Printed, cord-textured vinyl wallcoverings with matching fabrics are produced by the Printira process, permitting texture to come through as if hand-screened. Item meets ASTM standards and has a Class A fire rating. Vat-dyed companion fabrics are available in floral and plaid versions. **Circle No. 238.**

Design Tex—Flame retardant Monsanto SEF modacrylic upholstery fabrics from "Pyro" collection are 75 percent modacrylic and 25 percent nylon. Shown (left to right) are "Pyro Strait," "Pyro Strata," "Pyro Dot," and "Micro Pyro." All are offered in various colors of 54-in. width. **Circle No. 242.**

Clockwise from top, left: Armstrong, Kleen-Tex, Lackawanna Leather, Masonite, Bangkok Indus., Pace.

Armstrong—"Encore" collection, part of Soundsoak acoustical wall panel series, has a flame spread rating of 0-25 ASTM-E-84. Mineral substrate panel with woven fabric facing is 30-in. wide by 9-in. high. Colors offered include wheat, wedgewood, paprika, cornsilk, and seafoam. **Circle No. 232.**

Pace—"Bounty" series upholstery group designed by L. Davanzati features chairs, two- and three-seaters, corner units, and ottoman. Items are available in leathers, suedes, and fabrics with a frame of black or brown high-gloss vinyl. All products comply with California Flammability Bulletin 117-75. **Circle No. 231.**

Kleen-Tex—Armour Weave,® a nubby textured woven fabric for walls and seating, has a Class A tunnel test ASTM-E-84 rating with flame spread 20, smoke development five, and fuel contribution 10. Product is available in 62 colors including tweeds, stripes, herringbones, and solids in 54-in. widths. **Circle No. 237.**

Bangkok Inds.—"Realwood" five-ply wood veneer passes ASTM-E-84 standard and has a flame spread rating of B. With treatment, a Class A rating can be achieved. One of the five plys used in installation is a foil substance that curtails rapid spread of flames. Product is offered in various wood veneers. **Circle No. 251.**

Lackawanna Leather—Fabric is processed for fire resistance, meeting Boston, New York, and California codes for upholstery coverings as well as aircraft industry Specification FAR 23.853. When exposed to intense heat, product does not emit toxic fumes. Leather can be easily cleaned with warm, soapy water and features a protective finish. **Circle No. 229.**

Masonite—Marlite Brand 16- by 96- by ¼-in. plank has flamespread and smoke development ratings of five in accordance with ASTM-E-84. Product is offered in natural, Galley, and Carriage oak woodgrain designs with 4-in. score lines or Chapparral oak woodgrain finish with 2-in. scoring. **Circle No. 230.**

WEST WEEK BROADENS AGENDA, VIEWS WORLD ARCHITECTURE DURING MARCH 22-24 L.A. EVENT

From the Pacific to the Americas & beyond, PDC's market week explores traditions of design influence around the world

March 22-24 opens a "Gateway To The World" when the Pacific Design Center hosts its annual West Week design market, this year themed to correspond with the worldwide nature of the Los Angeles Olympiad.

"Places And Products Of International Stature," a program series developed by PDC 2, the West Coast contract manufacturers association, will feature works of architects, and product and interior designers from different parts of the globe.

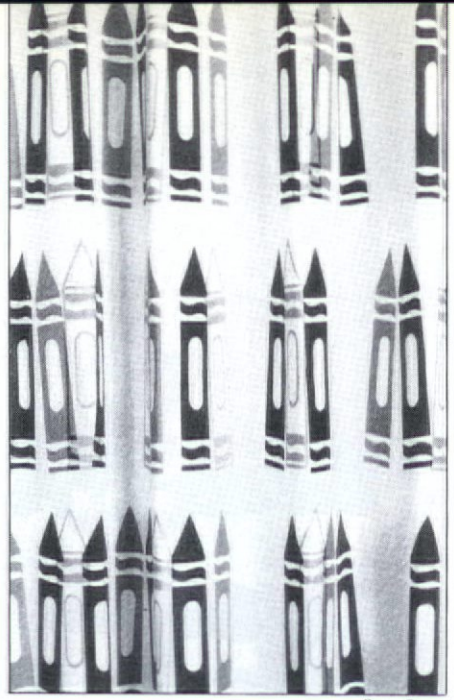
The American Society of Interior Designers Industry Foundation Day will be held March 21, preceding West Week programs. This opener covers "Computer Systems For The Design Professional," a look at computer use in design. The eight-hour course encompasses word processing, accounting practices, facilities management, and computer-aided design and drafting. Tom Frank, FASID, will lead the seminar at the PDC. Participants receive Continuing Education Units under ASID's Professional Development program.

Showrooms open March 22

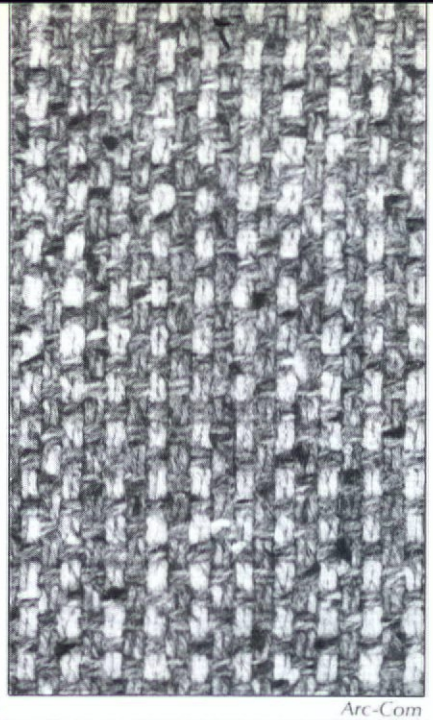
Showrooms open for viewing at 9 a.m. March 22. Seminars begin at 10 a.m. with "Los Angeles And The World In 1984: A Political, Economic, And Cultural Perspective." The topic for the 11:30 a.m. seminar is "The California Difference In Painting, Design, Light, And Living." Participants include Jack Lenor Larsen, president, Jack Lenor Larsen Inc.; Eudora Moore, past director, California Design; and June Wayne, Tamarind Lithography Workshop.

"California Lifestyle: Los Angeles' Major Export" is an audio-visual presentation scheduled at 1:15 p.m. with Jody Greenwald, ASID, IDEC, director, Environmental Design Program, UCLA

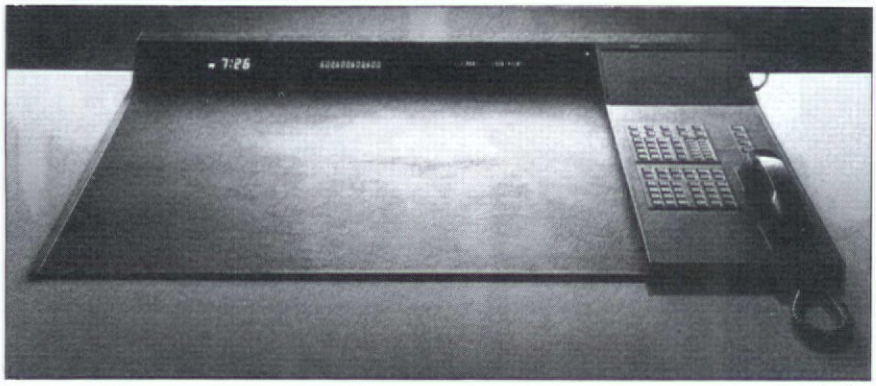
Pacific Design Center (top and above, r.) hosts its annual West Week design market in Los Angeles, March 22-24, themed "Gateway To The World." Tom Frank, FASID (above, l.) will conduct an eight-hour course on word processing for attendees preceding West Week, during ASID's Industry Foundation Day on March 21. The event will cover computer systems for design professionals in a wide range of applications.



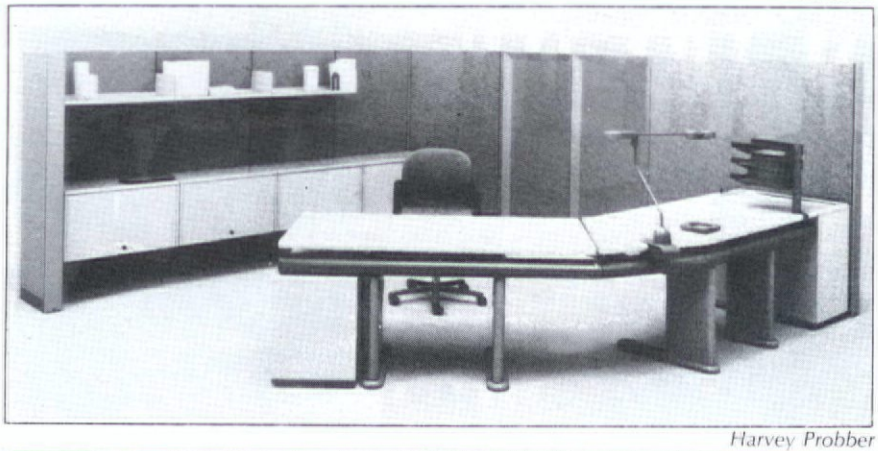
Ben Rose



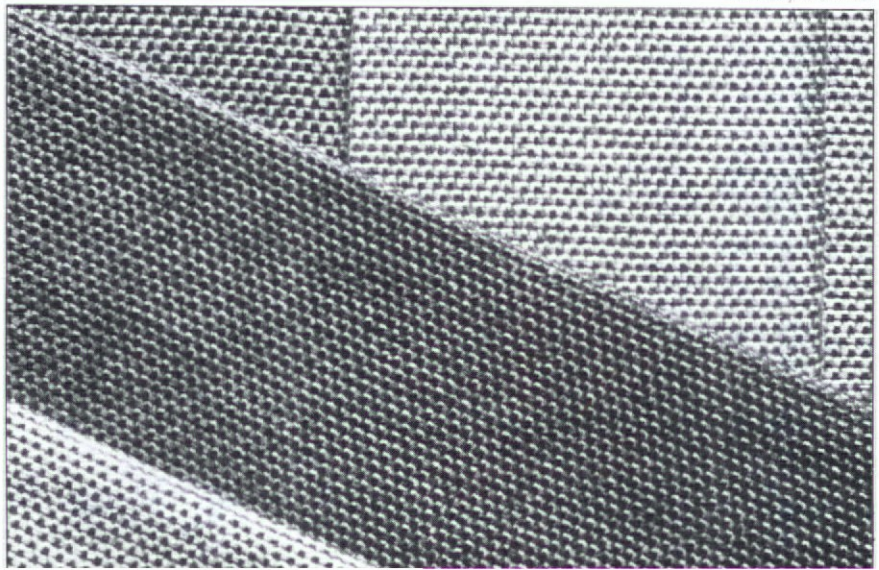
Arc-Com



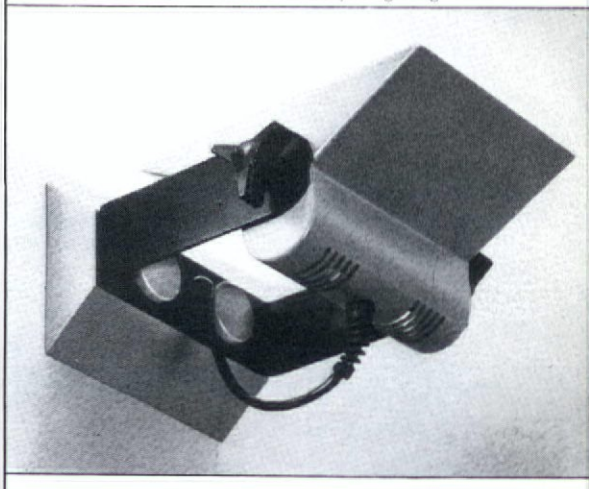
Smokador



Harvey Probber



Boyd Lighting



Ben Rose Inc.—Crayonberries, a design of the Kidstuff Collection, features crayons in a playful print with 18-in. repeat. Hand-screened fabric is flame retardant. **Circle No. 301.**

Arc-Com Fabrics—Banyan Wool and Banyan Knot are 66 percent wool and 34 percent spun rayon. Fabrics are available in 18 and 14 colorways, respectively. Both are 51-in. wide.
Circle No. 304.

Boyd Lighting—Industrial-look uplight mounts on walls and a rotating hood diffuses light. Black, black and white, or black with blue or red hoods are offered. **Circle No. 308.**

Smokador—EDO 600 is an electronic desk pad which includes a clock, calendar, calculator with dual memory, and auto-dial telephone system.
Circle No. 307.

Harvey Probber Inc.—ACM (Activity Center Modules) include desk tops, desk bases, wire management ducts, desk pedestals, drawers, freestanding storage cabinets, screens, partitions, and suspended wall components.
Circle No. 294.

Design Tex Fabrics—Hazel Siegel's Armor Cloth has classic double-end construction for a balanced multi-color look. Woven of nylon, fabric also comes in solids. IBD/CONTRACT awarded this fabric a silver award.
Circle No. 289.

WEST WEEK

Seminars follow international theme

Extension academic program.

"The International Stature Of California Architecture And Design" begins at 2:30 p.m. and features Arthur Gensler, president, Gensler & Associates; Jon Jerde, principal, The Jerde Partnership; Robert Stauder, principal, Hellmuth, Obata, Kassabaum; and Milton Swimmer, president, Swimmer Cole Martinez Curtis. Moderated by Charles Gandee, senior editor, *Architectural Record,* the event will take place in West Hollywood Auditorium.

Seminars continue on March 22 with "The Design Of Joseph Paul D'Urso," at 4 p.m., moderated by Lella Vignelli, architect/interior and product designer. "The Architecture of Robert A.M. Stern" will be reviewed by Stern in a 5 p.m. session.

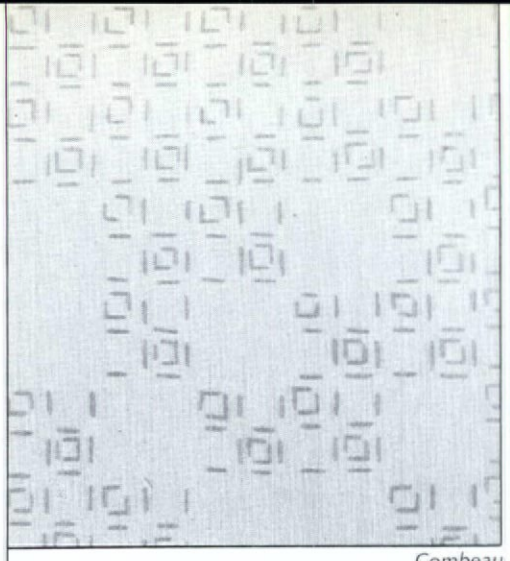
"An Historical Review" will take place at 6 p.m. with Charles Jencks, author, chairing panelists D'Urso; Bruce Graham, general partner, Skidmore, Owings & Merrill, Chicago; Hans Hollein, architect, Vienna, Austria; Vignelli; and Wolf Von Eckardt, design and architecture critic, *Time* magazine.

Formica corporation will sponsor its Surface & Ornament competition display from 7-10 p.m. in the PDC Grand Court, fifth floor.

March 23 sessions open at 8 a.m. with "Getting Paid!" sponsored by the Institute of Business Designers Southern California Chapter. Speaker is Lorin Brennan, attorney, Zimmerman, Rosenfeld and Gersh.

At 10 a.m., PDC 2 sponsors "The International Stature Of Furniture Design." J. Stewart Johnson, curator of design, The Museum of Modern Art, New York, will present the topic, introduced by Ralph Caplan, author.

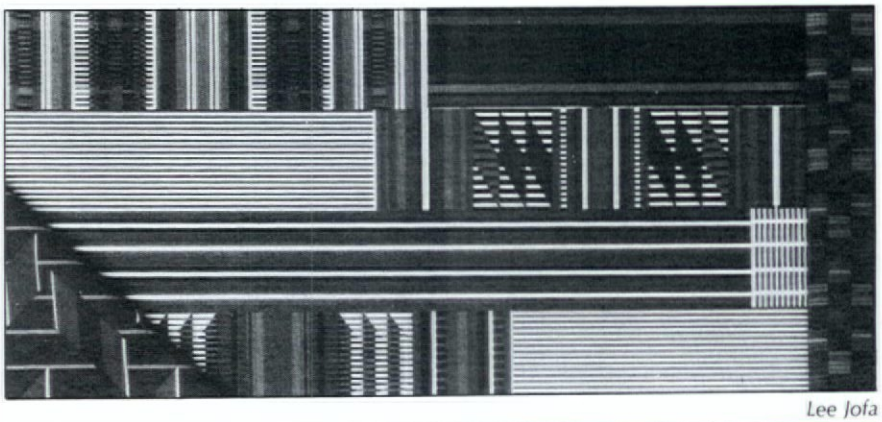
"Art As Environment, Environment As Art" features Julia Brown, senior curator, The Museum of Contemporary Art, Los Angeles, at 11:15 a.m.



Combeau

Genon

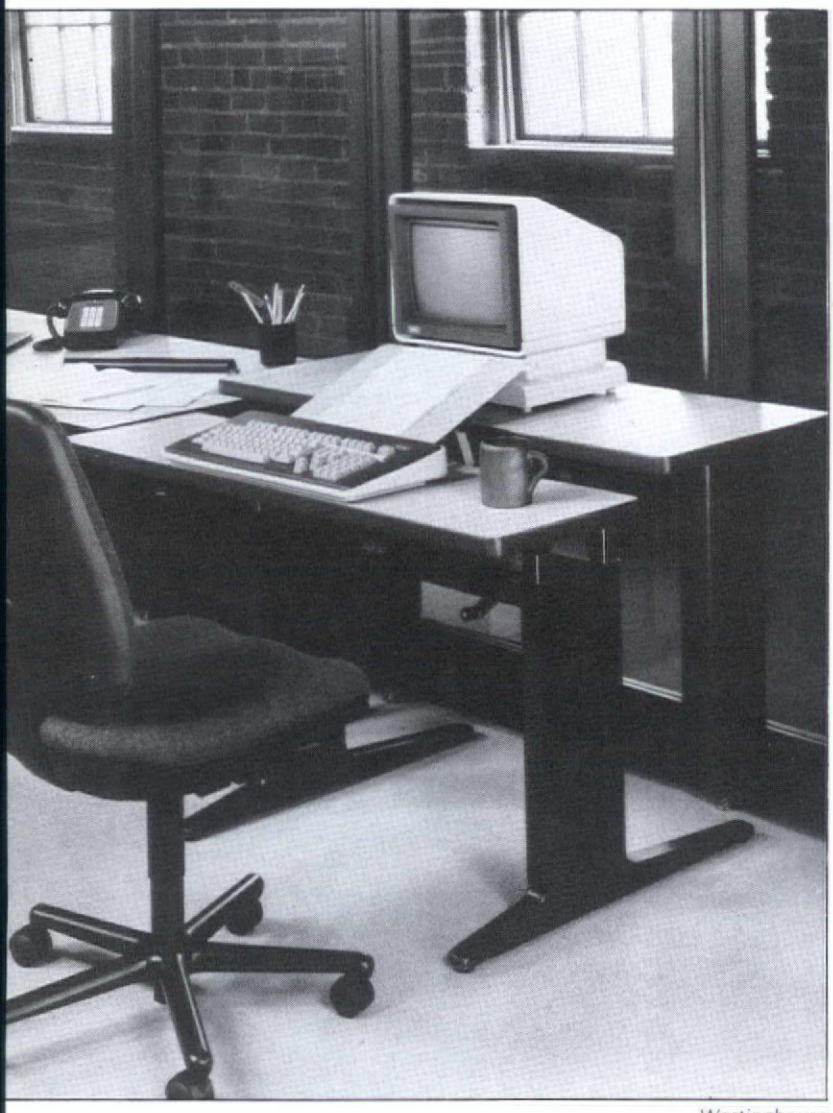
Haller



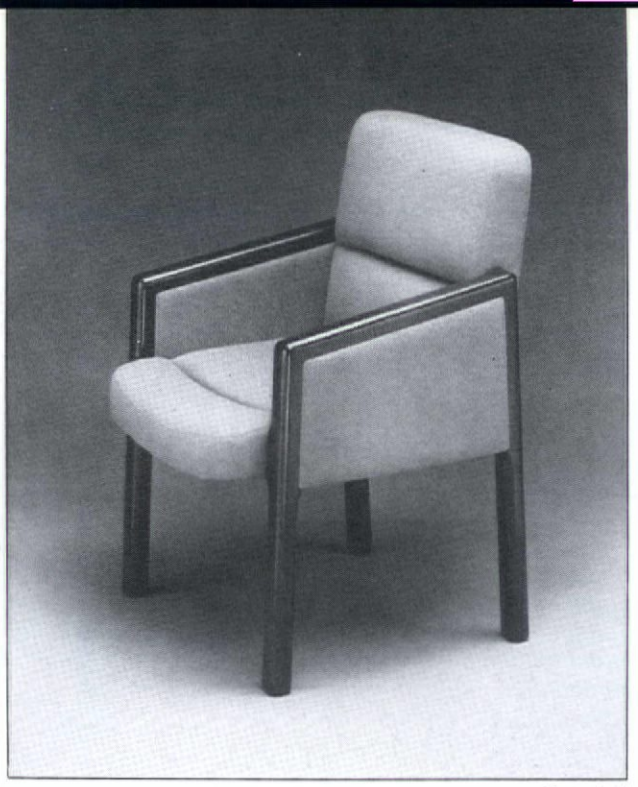
Lee Jofa

Kimball

Corry Jamestown



Westinghouse



Benedetti

Krueger

Combeau Industries—String-A-Long III is strippable wallcovering with yarn surface. Product has been updated for West Week with new colorways. Product is distributed by Wall-Pride. **Circle No. 292.**

Haller Systems—Complete office system can grow vertically or expand horizontally to meet needs of the workplace. **Circle No. 280.**

Genon—Barcelona Square is a fabric-backed vinyl wallcovering with a geometric print design. Wallcovering is offered in 21 colors. **Circle No. 277.**

Lee Jofa—"Kente" is the newest collection of fabrics from this firm. Line consists of three patterns, all recreating geometric, intertwining designs of original African weavings, the basis of the concept. **Circle No. 271.**

Kimball Office Furniture—Canetto seating is under license from Klober of West Germany for manufacture in the U.S. Models include executive swivel/tilt and task seating, as well as sled base and straight leg guest conference chairs. **Circle No. 278.**

Corry Jamestown—Licensed from Europe, the Bohl chair features ergonomic support with controlled adaptation to natural body movements. **Circle No. 272.**

Westinghouse Furniture Systems—Wes-Tech series dual-surface adjustable table allows flexibility between keyboard and terminal display screen. Both surfaces slide back and forth for optimum reach and viewing distance. **Circle No. 274.**

Benedetti—Secuto seating will be introduced along with an expanded desk collection and an ergonomic chair series. This line features fabric or wood arms in pull-up or swivel models. **Circle No. 281.**

Krueger—COM continuous workstation features integrated wire management and task lighting. Product was a recent IBD/CONTRACT gold award winner. **Circle No. 283.**

WEST WEEK

Regional design is event focus

"A Charette Of California Design," at 1 p.m., features panel chairman Hollein and Andrew Batey, partner, Batey/Mack Architects; and Johannes Van Tilburg, AIA, president, Johannes Van Tilburg & Partners.

A 4 p.m. seminar on "The Architecture Of Bruce Graham and SOM" features Graham with a presentation on the work of Skidmore, Owings & Merrill. A similar workshop at 5 p.m. highlights works of Gwathmey Siegel and Associates Architects and features principal Robert Siegel.

"Places Of International Stature: The Architecture Of Hans Hollein" will take place at noon on March 24 featuring Hollein describing his work. "Between The Olympiads: Los Angeles 1932-1984" features Dr. Nathan H. Shapira, IDSA, architect and industrial designer, Department of Art, Design & Art History, UCLA. He will explore the emerging identity of L.A. in the 2 p.m. session.

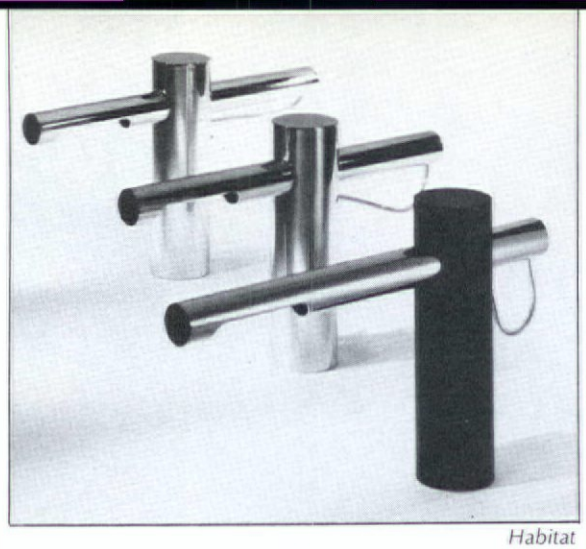
"The 1984 Olympics: A Los Angeles Design" will take place at 4 p.m. with Jon Jerde and David Meckel. The Jerde Partnership; and Paul Prega and Deborah Sussman, Sussman/Preja & Company.

Parties flavor event

"The Party!," a West Week tradition of cocktails and music by the Jazz Composers Orchestra, will be held at Temporary Contemporary, the headquarters for The Museum of Contemporary Art.

West Week exhibits include "Los Angeles Architecture: The World In Microcosm" on PDC's first floor, space 195. "Neutra Architecture; The View From Inside" will be shown in space 328, third floor.

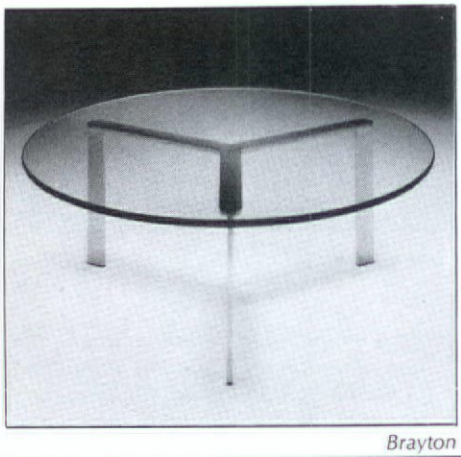
Registration information is available through Pacific Design Center, 8687 Melrose Ave., Los Angeles, CA 90069.



Habitat

David & Dash

GF Furniture

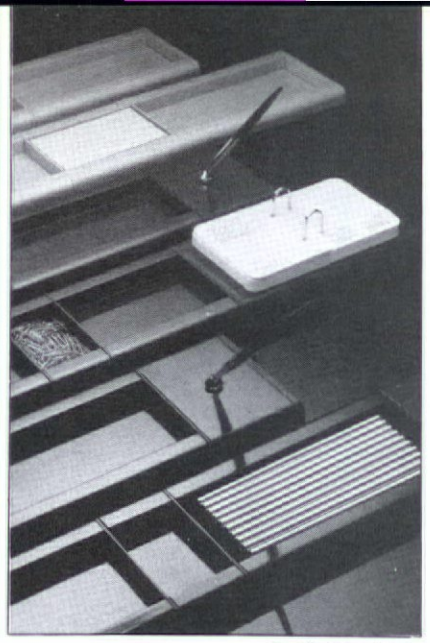


Brayton

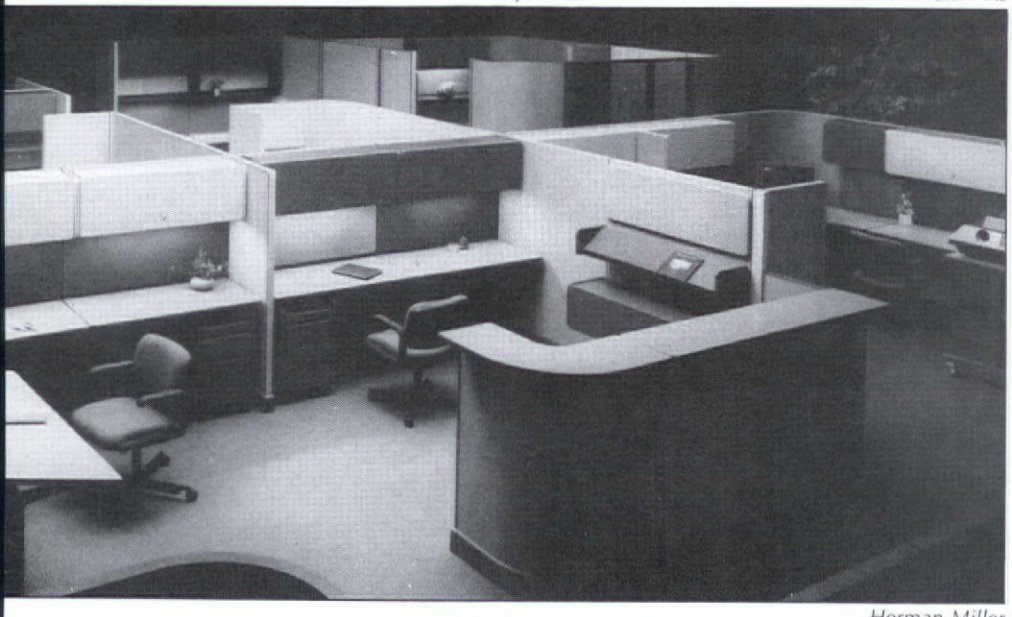
Brickel Associates

Dunbar

Kasparians

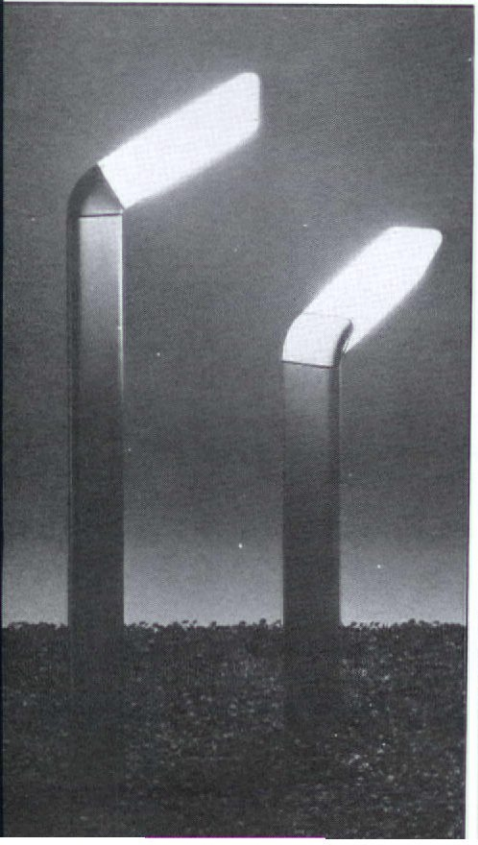


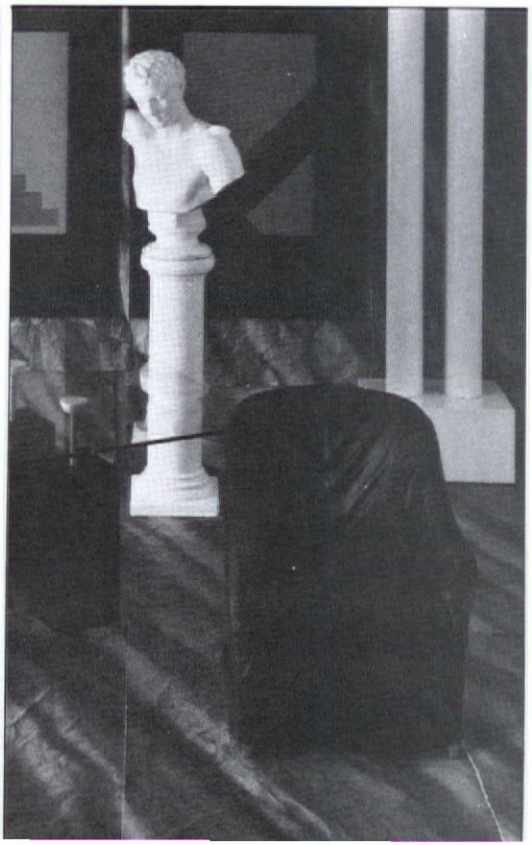
Smith Metal Arts



Herman Miller

Artemide Niedermaier





Habitat International—Architectural Supplements, a subsidiary of this firm, offers table lamps by designer Paul Mayén. **Circle No. 285.**

David & Dash—Muted tones forecast by the Color Association of the United States are present in tranquil patterns. Fabrics are 100 percent cotton in six colorways. **Circle No. 273.**

GF Furniture Systems—Emtech Electronic Furniture is a freestanding system of tables, seating, and storage for the computer environment. Items are compatible with the firm's open plan system. **Circle No. 276.**

Brayton International—Triad cocktail table has stainless steel base and pencil-polished edge glass top. **Circle No. 284.**

Brickel Associates—Yoke Chair by Ward Bennett is the latest addition to this firm's collections. Two variations are offered: a book-matched, veneered back model and a French-upholstered version. **Circle No. 268.**

Dunbar—Bankers Edition line now includes CRT support cabinet in mahogany with bronze inserts. Cabinet features pull-out keyboard drawer. **Circle No. 275.**

Kasparians—The Sutton chair revitalizes classic club seating in contemporary scale. By George Mahoney, chair design features contrasting or matching cushions. **Circle No. 287.**

Smith Metal Arts—Radius Two plastic accessory collection is a design of William Sklaroff. A broad range of colors is available. **Circle No. 300.**

Herman Miller—Comprehensive color, fabric, and finish program highlights and unifies the firm's Action Office® systems. **Circle No. 288.**

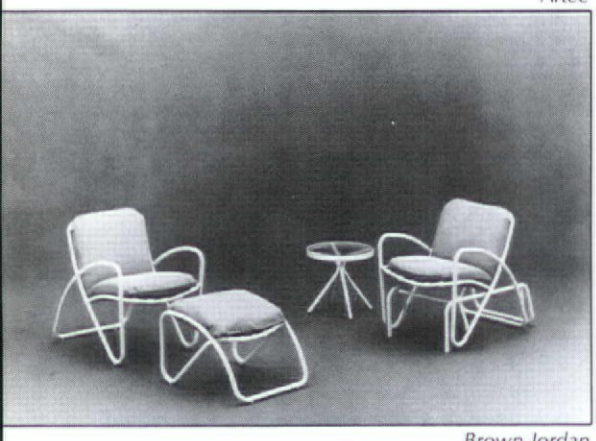
Artemide—Outdoor lamps are extruded anodized aluminum with diffusors of molded opaline polycarbonate plastic. Model Teseo by Ernesto Gismondi is offered in two heights. **Circle No. 297.**

Niedermaier—Sophisticated designs of this firm may be viewed in the Platt Collections showroom, PDC space 450. **Circle No. 286.**

Hardwood House

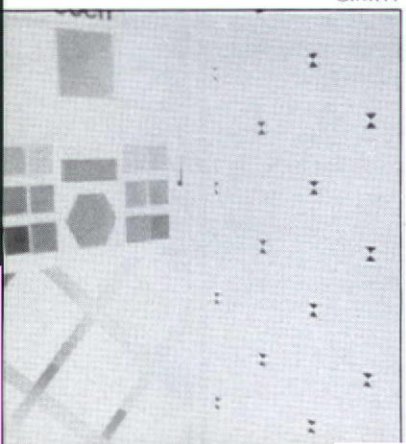
Saporiti

Artec

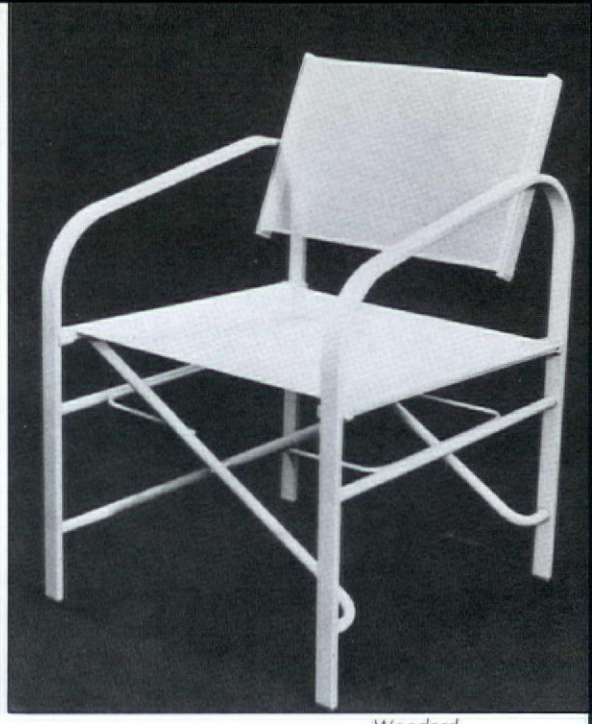


G.M.T.

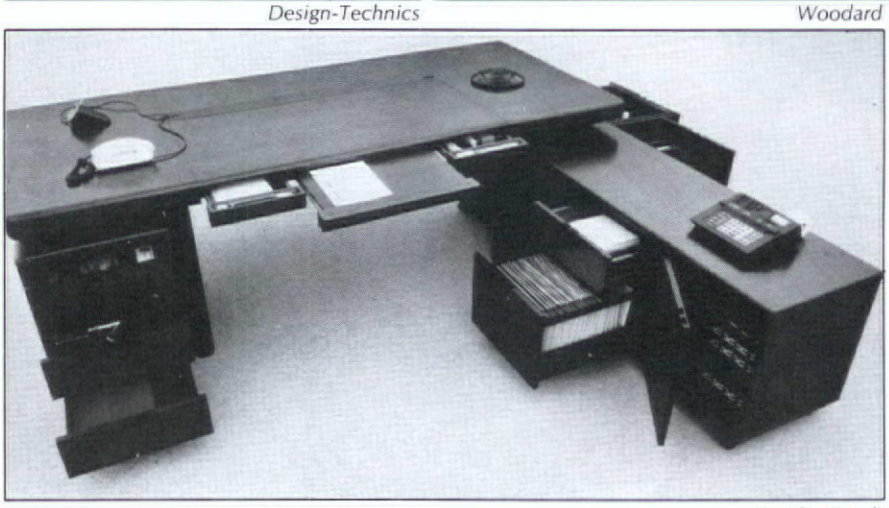
Brown Jordan



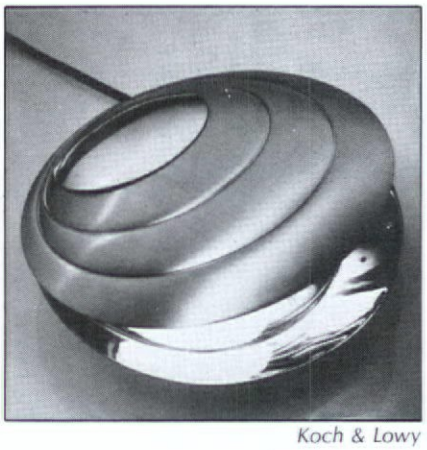
Design-Technics



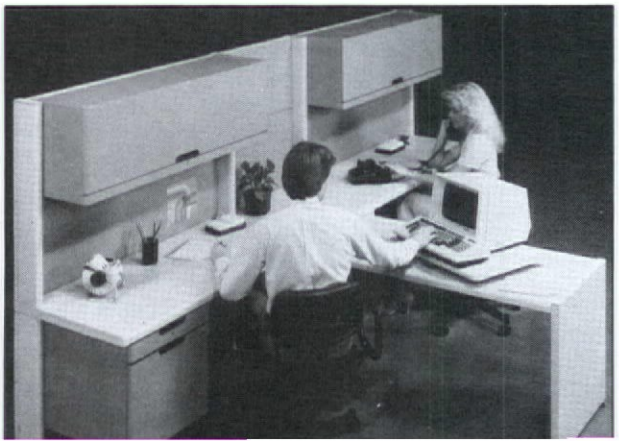
Woodard



Pacific Condi



Koch & Lowy



Harter

WEST WEEK

Diverse exhibits

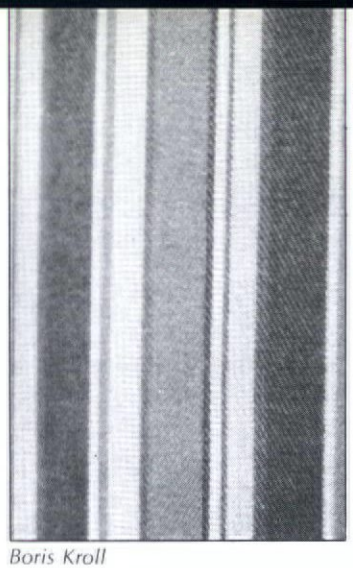
Hardwood House—Panageas/Shannen, 120 N. Robertson Blvd., will represent this line at West Week. Bevel Collection features executive office furniture in mahogany, white oak, or mahogany/wenge. **Circle No. 269.**

Saporiti Italia—G. Offredi designed this "Eighteen" sofa unit measuring 90- by 119-in. **Circle No. 305.**

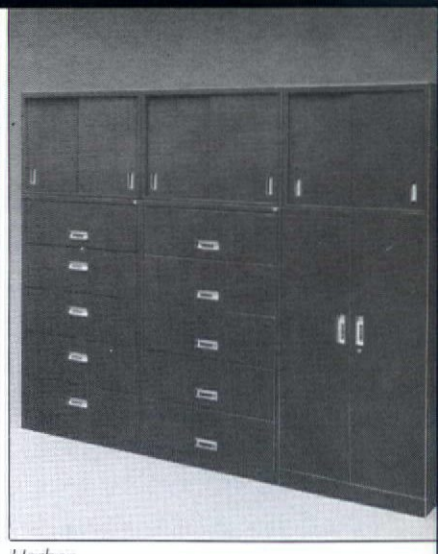
Design-Technics—Tiles, such as the George Mason designs shown here, may be viewed in L.A. at The Tile Studio. "Deco" ceramic tiles are made to order. **Circle No. 293.**

Woodard—Casual furniture folds for easy storage and handling. Designed by company director of design Don Colby, collection is one of the firm's contemporary groups. **Circle No. 296.**

Jofco



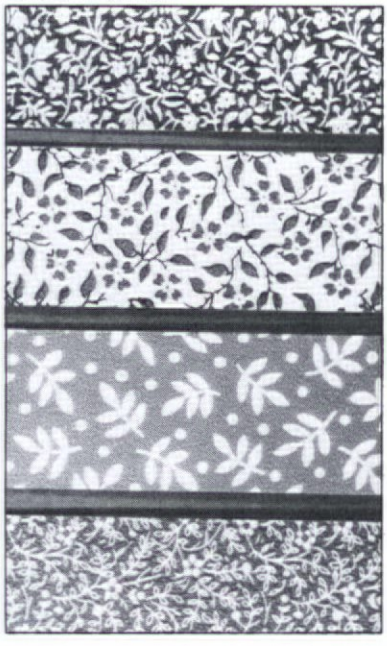
Boris Kroll

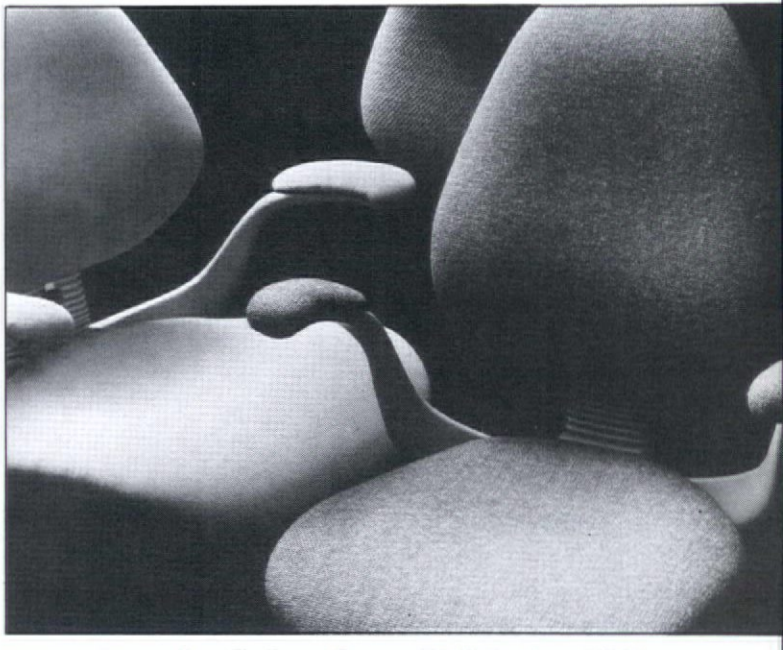


Harbor

Haworth

Levolor Lorentzen





Beylerian

Artec—Traditional Furniture System (TFS) will be displayed at West Week. Wood system in walnut provides a classic office setting, yet accommodates the latest in electronic equipment for the workplace. **Circle No. 279.**

Pacific Condi—Megalfa system features coordinated elements for furnishing executive offices. Table tops have internal conduits for telephone wires and other cables. **Circle No. 267.**

Brown Jordan—Bolero collection includes lounge chair, glider, ottoman, and occasional table. Heliarc welding techniques and UltraFuse® finishes have been used for durability in outdoor environments. **Circle No. 299.**

Koch & Lowy—Perla light is a clam-shaped table lamp imported from Italy. Light is offered in polished brass or opaque glass finishes. **Circle No. 303.**

G.M.T.—High-tech geometrics and florals are among offerings in vinyl. Firm is represented at West Week by A & A Enterprises in PDC space 324. **Circle No. 290.**

Harter Corporation—I/F systems meet requirements of clerical, managerial, or professional tasks. Panels with tackboard surfaces give visual and acoustical privacy where desired. **Circle No. 302.**

Jofco—Transitional 9000 collection in mahogany, oak, or walnut has optional computer return. Desk can be viewed at James Davis, space 484, PDC. **Circle No. 291.**

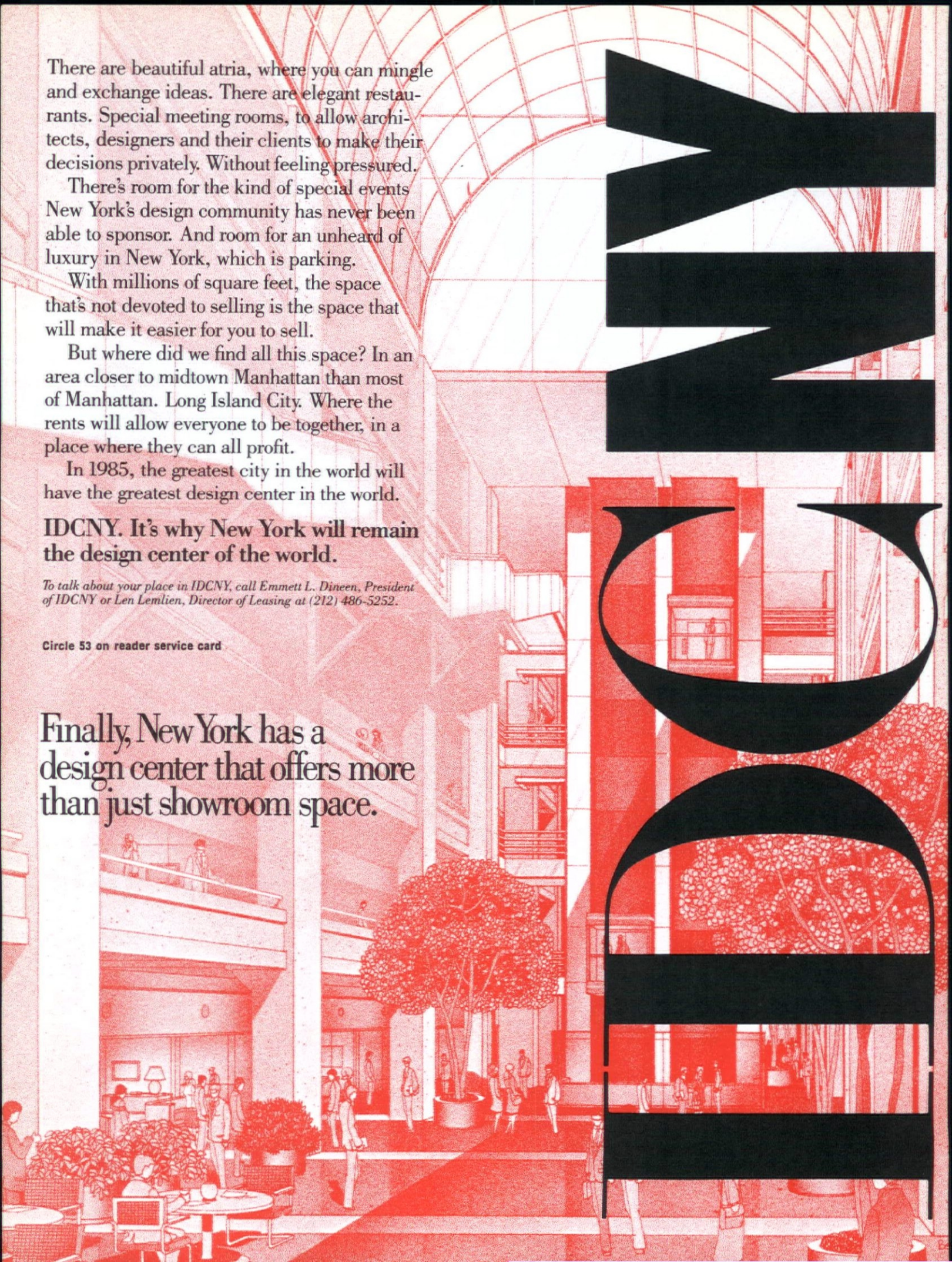
Boris Kroll Fabrics Inc.—PO 99528 is one of many new designers series patterns offered by the firm. Series is 84 percent wool and 15 percent nylon and is available in eight colorways. **Circle No. 298.**

Harbor—Storage Wall features "field interchangeable" drawers and doors for quick storage rearrangements. **Circle No. 282.**

Beylerian—Flexturn chairs by Gerd Lange are available in steel tubing or bentwood. Offered with or without arms, chairs come with pedestal or cantilevered bases. **Circle No. 295.**

Levolor Lorentzen Inc.—Newest look in blinds is a series of four mini-prints from the French fabric house, Boussac. Available in six colors, fabrics are offered in 100 cotton to coordinate with laminate finishes on aluminum mini-slats and vertically vaned blinds. **Circle No. 306.**

Haworth Inc.—Significant expansion of color and textiles program will be evident at West Week. Firm will introduce 119 color/texturepossibilities in panel and seating textiles. Fabrics are shown on SystemSeating II and III. **Circle No. 270.**



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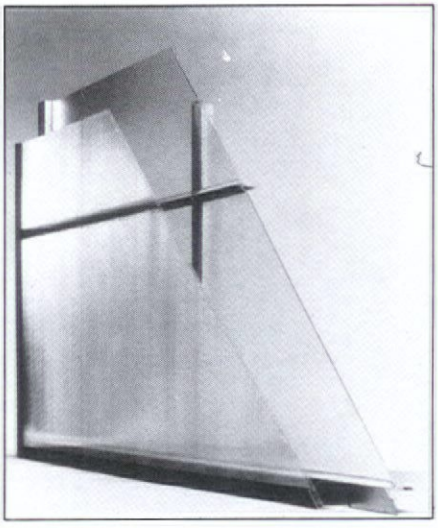
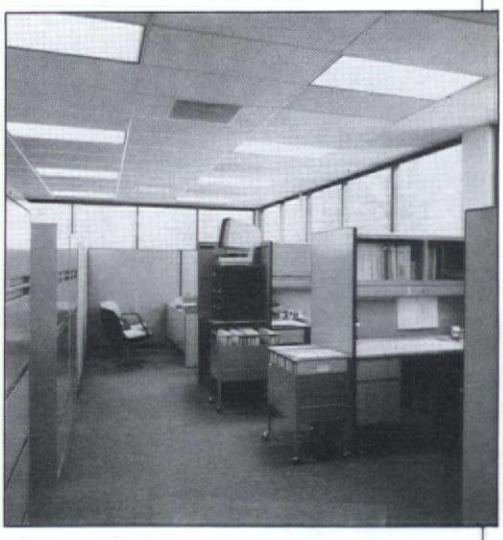
Circle 53 on reader service card

Finally, New York has a design center that offers more than just showroom space.

3M



General Electric



TVI Energy Corp.

Phifer Wire Products

Duracote Corp.

General Drapery

Treatments can double energy efficiency at windows

TVI Energy Corp.—Energy-Kote radiant heating panels can be installed on building perimeters to convert electricity into infrared energy and generate warmer interiors. Ceiling-mounted electrical panels can be used to replace conventional heating sources. **Circle No. 374.**

General Drapery Services—As shown in Presidential Suite of U.N. Hotel designed by Roche Dinkeloo, Bottom-Up Shades and Traversing Fiberglass Draperies provide energy-saving, sun-shielding window treatments. Product maintains efficient room temperature while enhancing decor. **Circle No. 364.**

General Electric—Lexan profiled sheet for windows offers 40 percent greater insulation than single-layer glass, acrylic, or polycarbonate when used alone. Product increases insulation by 68 percent when applied to existing windows and helps make glass highly impact-resistant. **Circle No. 373.**

Duracote Corp.—FOYLON™ thermal drapery liner fabric incorporates highly reflective aluminum foil between two layers of polyester fabric with a cheesecloth construction. Porous, washable material permits moisture evaporation while maintaining R values of 2.20. **Circle No. 365.**

3M—Scotchtint sun control film reduces 40 to 90 percent of the sun's glare and rejects 33 to 80 percent of solar heat when applied to windows. Product also reduces penetration of ultraviolet radiation and protects glass from shattering. A variety of color choices are offered. **Circle No. 367.**

Phifer Wire Products—SunScreen exterior solar screens block up to 70 percent of the sun's heat before it penetrates the window surface. Woven of fiberglass in seven colors, product permits outward visibility and ventilation. In winter, screen insulates against wind and ice build-up. **Circle No. 370.**

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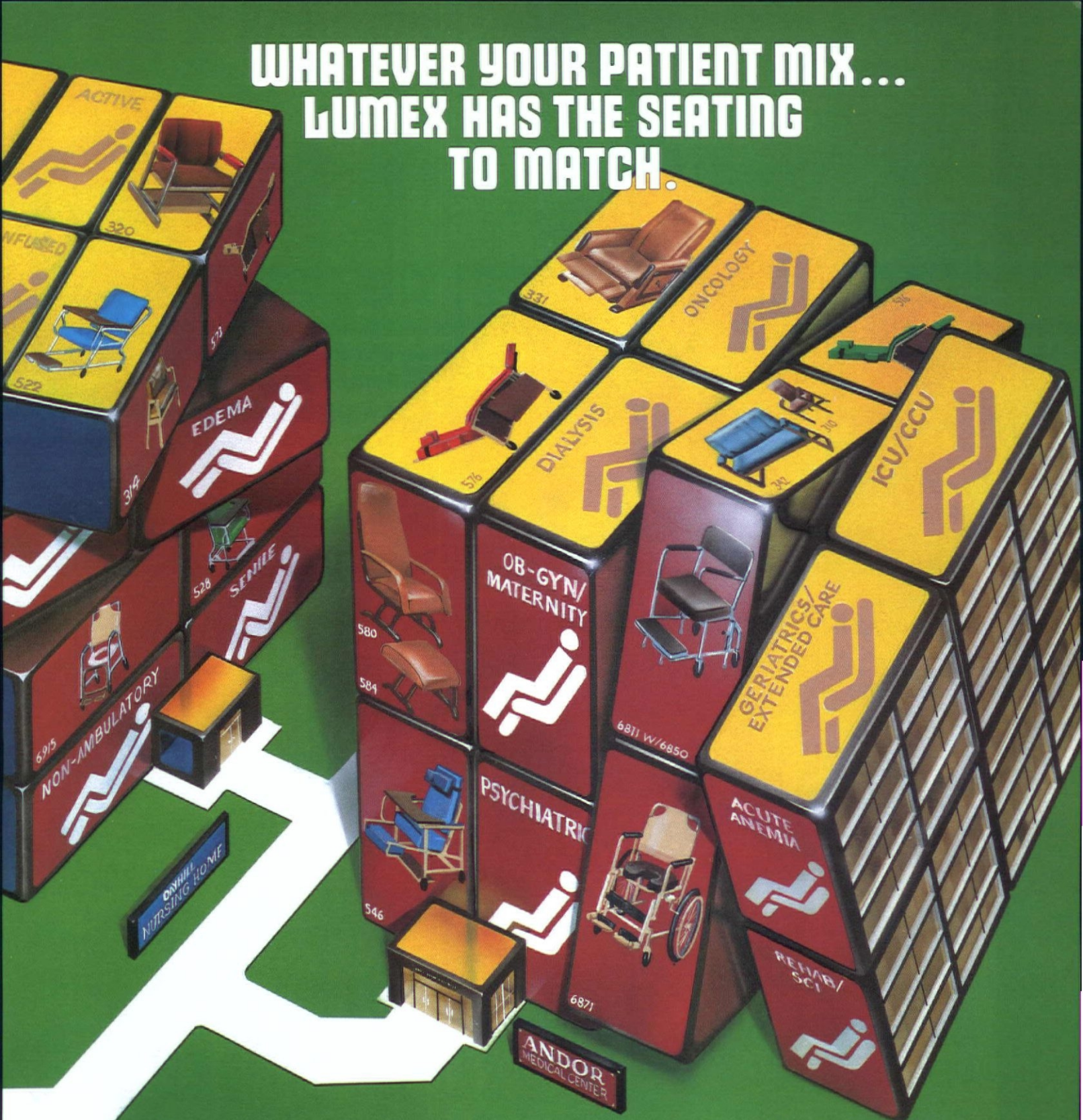

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Circle 57 on reader service card

Graber

Sol-R-Veil

Energy-conserving casements feature improved esthetics

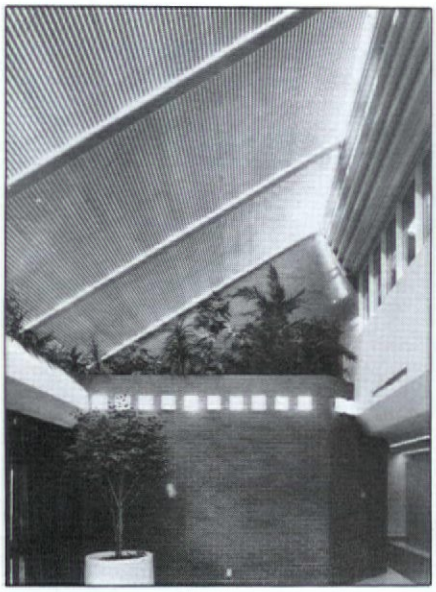
Hunter Douglas—Thermostop energy-efficient finish reflects heat and infra-red energy when applied to firm's venetian blinds. Product cuts heat loss by nearly 43 percent and appears as a light metallic color on either the interior or exterior blind surface. **Circle No. 366.**

Thermal Technology Corp.—Thermocell insulating window blind is comprised of horizontal, honeycomb-like structures which "accordion" to maximize dead-air space and insulation when fully extended. Thermal resistance qualities achieve R-values of 2.5 in clear, 4.5 in white, and 6.0 in chrome finishes. Product will not deteriorate as a result of sunlight exposure. **Circle No. 368.**

Graber—Galaxy vertical blind louvers are made from rigid PVC vinyl for maximum energy efficiency. Product is available in white, ivory, and tan, with contrasting stripes. **Circle No. 369.**

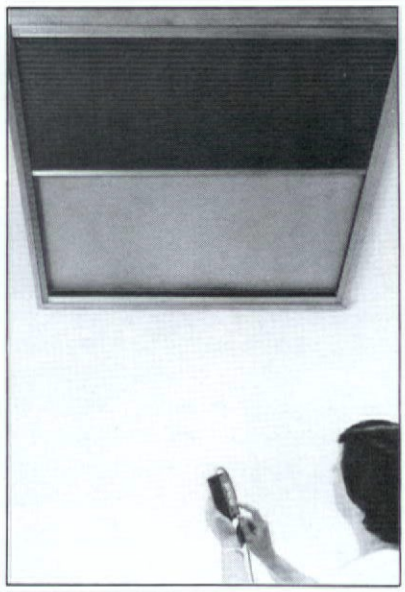
Sol-R-Veil—As installed in the Rockefeller Wing, Metropolitan Museum of Art, New York, firm's solar cloth solves energy use and shading problems encountered in large galleries. **Circle No. 371.**

Verosol—Firm's motor-driven skylight system is operated via an infra-red switch or automatic light sensor. Vacuum-bonded, aluminum product blocks up to 90 percent of the sun's heat in summer and provides insulation comparable to that provided by a second layer of glass in winter. **Circle No. 372.**



Hunter Douglas

Thermal Technology Corp.



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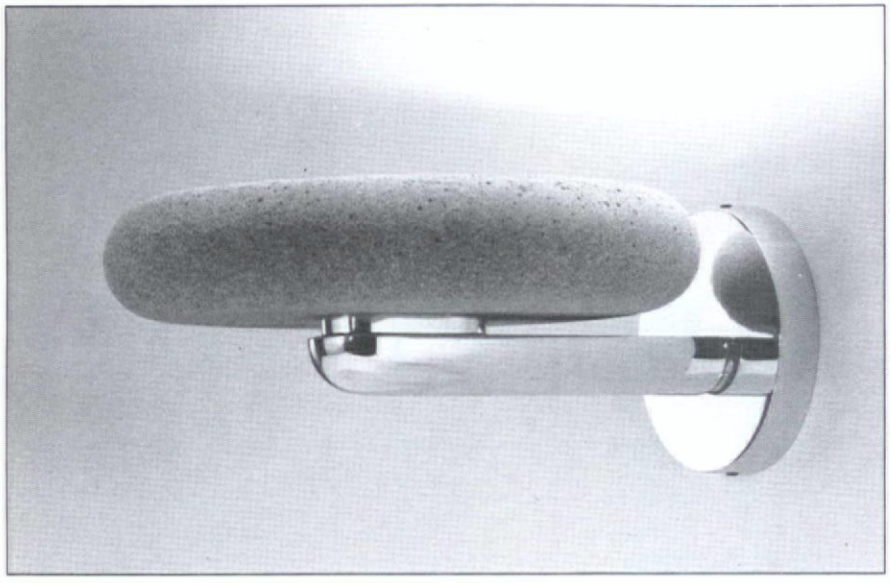
Circle 58 on reader service card

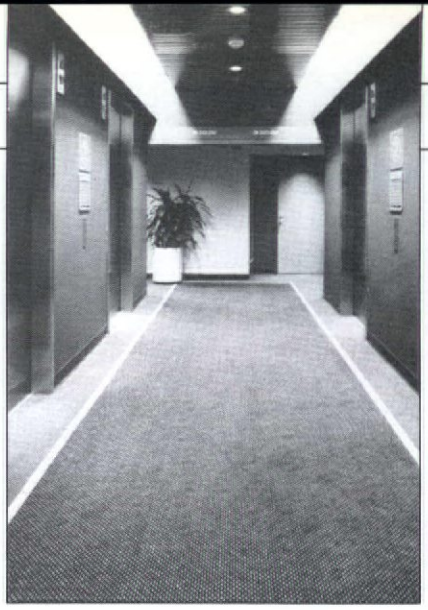
Coordinated wool fabric line offered in 49 high-style contract qualities

International Fabrics—A total of 49 domestic and imported wool fabrics are offered in standard and custom colorways by the firm. Shown is a new introduction called Lucan Coordinates Collection. **Circle No. 376.**



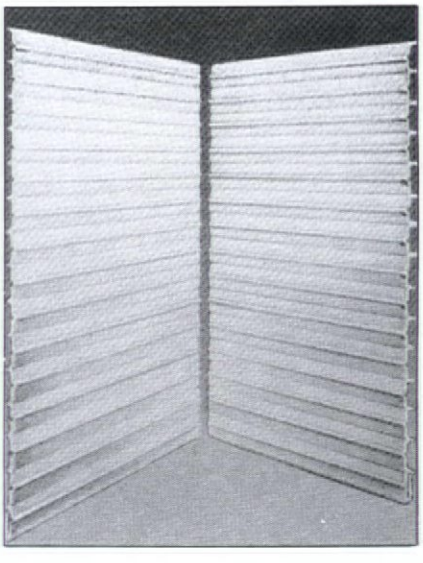
Brass & bronze mounting options accent concrete light fixture

Boyd Lighting—Charles Pfister's architectural wall bracket features a 10-in. precast concrete disc mounted on a solid brass or bronze escutcheon. Tungsten halogen lamp provides effective up-lighting. **Circle No. 378.**



Carpets add upscale touch to healthcare spaces

Badische—Firm's carpet patterns for the healthcare market help create upscale images for hospital projects on limited budgets. Contemporary, comfortable, and long-lasting settings can be provided for waiting areas, nurses' stations, and patient rooms. **Circle No. 200.**



Fire-retardant shades now offered

Romashade—Motorized shades are designed with fire-retardant properties to serve contract furnishings industry needs. Available in canvas, screening, and leather, product is engineered for precision-alignment and carries a 10-year guarantee. A variety of standard and custom colorations are offered. **Circle No. 375.**

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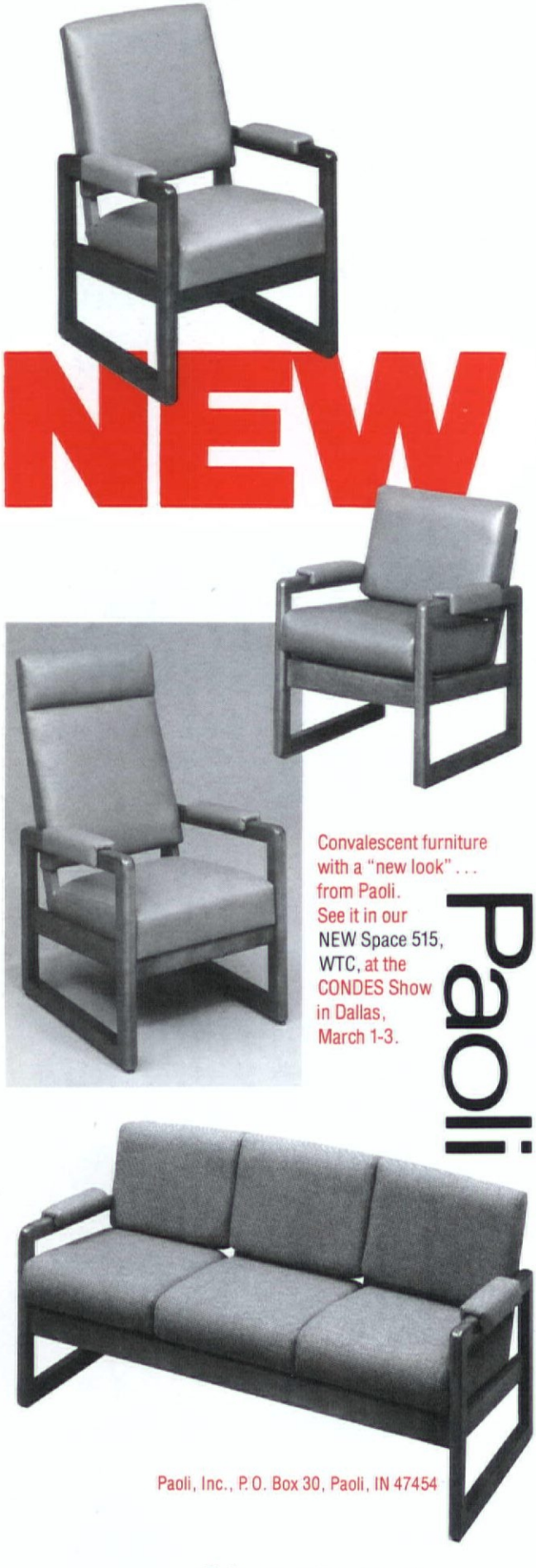
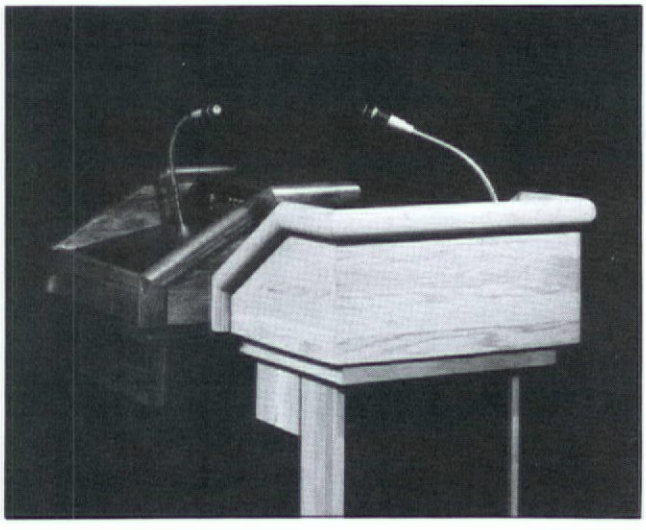


Circle 60 on reader service card

PRODUCTS & SERVICES

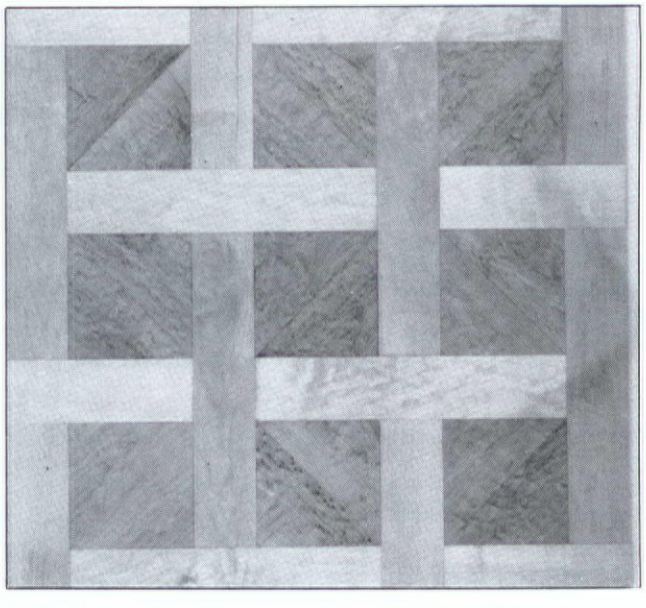
20-YEAR WARRANTY PROVIDED FOR FLOORING

PermaGrain Products provides a written, 20-year warranty for its line of acrylic-impregnated wood flooring. According to firm president Dr. A.E. Witt, the firm offers this warranty because the natural wood's density and abrasion-resistance is 10 times greater as a result of the acrylic-impregnation process. Product is available in solid oak, ash, and cherry wood in a variety of patterns. **Circle No. 416.**



EDUCATIONAL AREAS BENEFIT FROM LECTERN

Lectern One floor model from **Portasound** is crafted of solid oak or walnut hardwood. Unit is offered with light and clock, public address system, wireless microphone, and electric height adjustment. Additional literature is available from the firm upon request. **Circle No. 357.**



CLASSIC DESIGNS OFFERED IN WOOD FLOORING

Kentucky Wood Floors has renewed classic designs in its birds eye maple hardwood flooring. American Marie Antoinette with maple banding is among styles available. Modules are unfinished or prefinished for glue-down installation. Plank and herringbone designs are also available.
Circle No. 346.

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And, while you're at it, get in touch with the cops—they can help you out. So now you're probably wondering (like a top cat businessman should), what's in it for you. That's easy. When your company works harder for your people, your people work harder for your company.

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Write to National Crime Prevention Council, 805 15th St., N.W., Washington, D.C. 20005 for lots of information on Crime Prevention.

Ad Council

A message from The Crime Prevention Council, this publication and The Ad Council.
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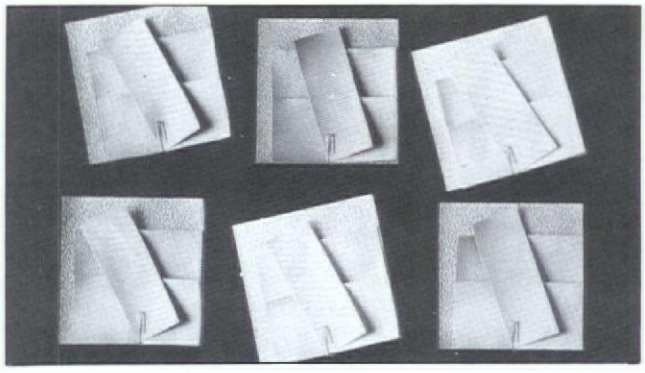
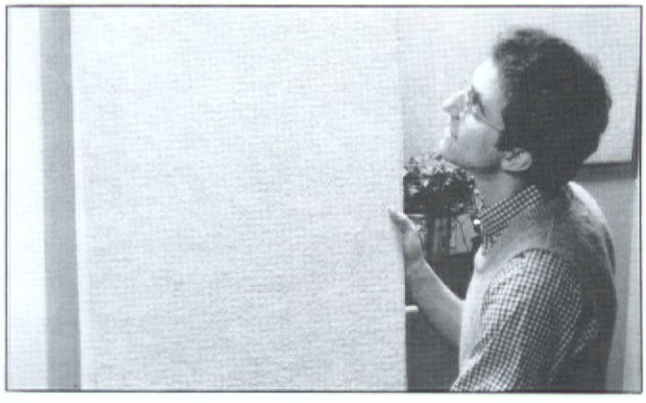
PRODUCTS & SERVICES



WALLCOVERINGS MATCH FORMICA'S COLORCORE

Vinyl wallcoverings from **J.M. Lynne Co.** are dyed to match Formica's Colorcore high-pressure laminates. A ribbed pique (Shibley), a striated rib (Pickford), a coarse stucco (Helena), and a fine-grained stucco in two weights (Delgado and Bravo) are offered in 12 of the Colorcore hues. All are available in additional contract colors. **Circle No. 358.**



CONWED LAUNCHES DESIGNSCAPE LINE

Designscape® products from **Conwed** for contemporary offices include freestanding panel selections and wall sound-absorbers. Series 660 acoustical panel is distinguished by soft corners and fabric upholstery. Panel has an NRC rating of .60. Wood-framed glass panels are also offered. **Circle No. 348.**

SEATING GANGS FOR WAITING ROOM CONFIGURATIONS

Contoura series seating from **JSI** (Jasper Seating) gangs for use in reception spaces and waiting areas. Series also includes swivel/tilt arm chair, sled-base arm or armless chair, swivel/tilt pedestal model, secretarial and computer support task chair, plus two- and three-seat units with optional tables. All sectional units are ready for installation. Oak veneer frames complement upholstered cushion and backs.
Circle No. 363.

Brunschwig & Fils, Inc.

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LANDAU CLOTH: wool corduroy.
Pony Phaeton from The Museums at Stonybrook, Stonybrook, NY.

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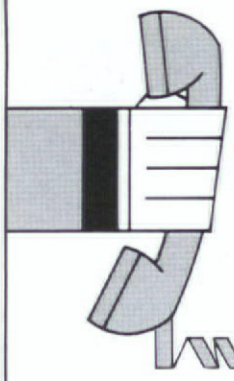

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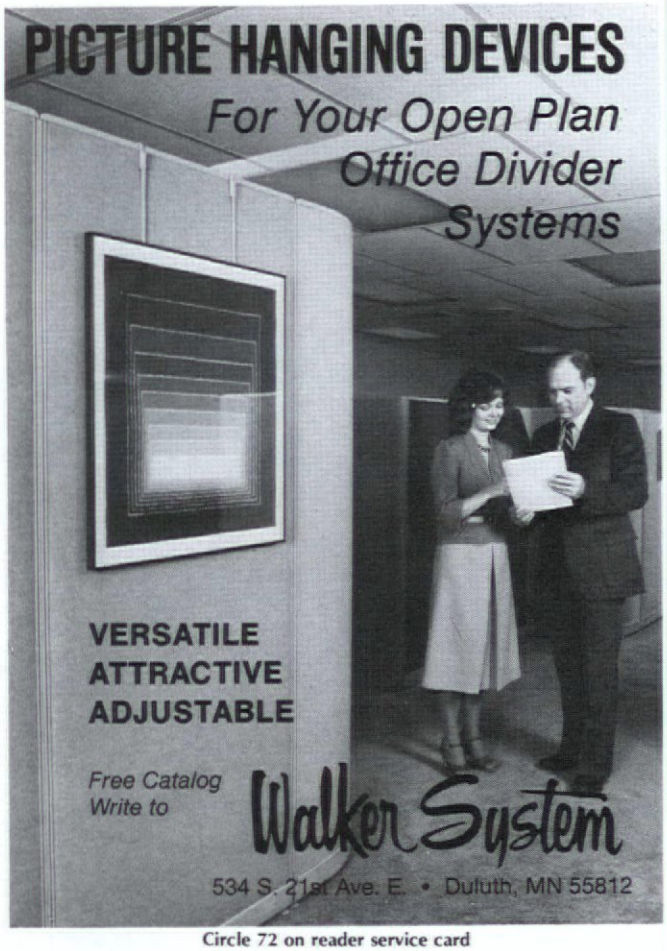
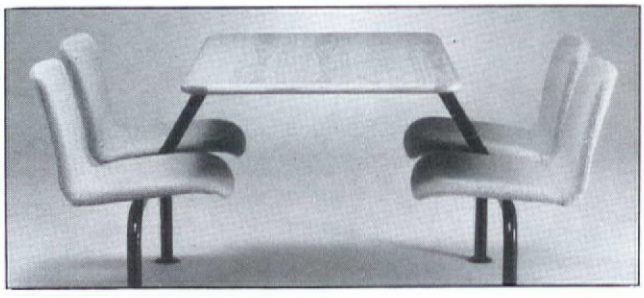


Circle 72 on reader service card

PRODUCTS & SERVICES

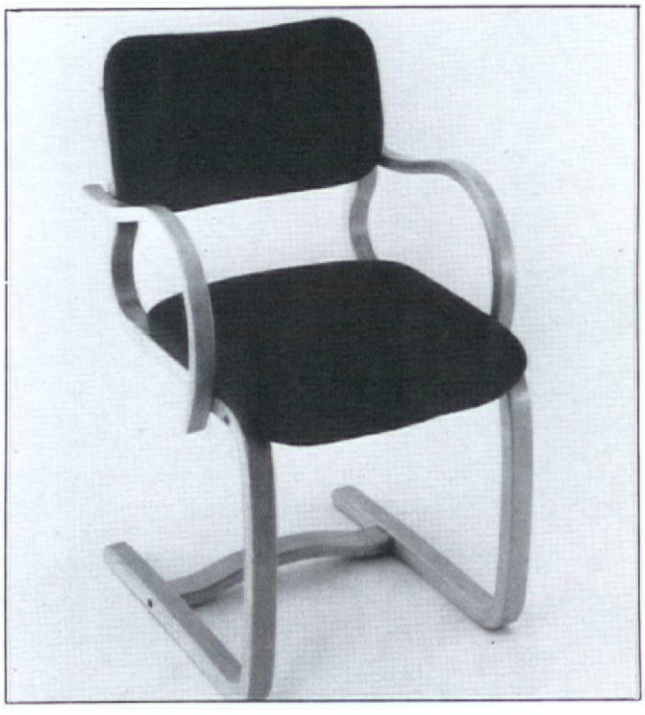
SEATING SUITS MID-MANAGERS, EXECUTIVES

Shell series from **Gordon International** is a fully coordinated system of office seating, including pull-up and visitor chair models, as well as mid-management and executive styles. All chairs have black rigid molded shells with reinforced polypropylene arms. Chrome or black trim, bases, and casters are offered. **Circle No. 359.**



GIVE CAFETERIAS A LIFT WITH TABLE UNITS

Discipline seating by **Kinetics** is well-suited to hospital cafeterias where freestanding chairs and tables may be a hazard. Table/chair units keep aisles clear, and give healthcare eating settings a lift. Unit ships K.D. for freight savings. **Circle No. 345.**



CANE BACK OPTIONAL IN SEATING COLLECTION

L & B's Bent-Ply collection is one of a series of coordinating side and arm chairs the firm offers fully upholstered or with a cane back. Seating can be used in dining, office, reception, or conference applications. **Circle No. 415.**

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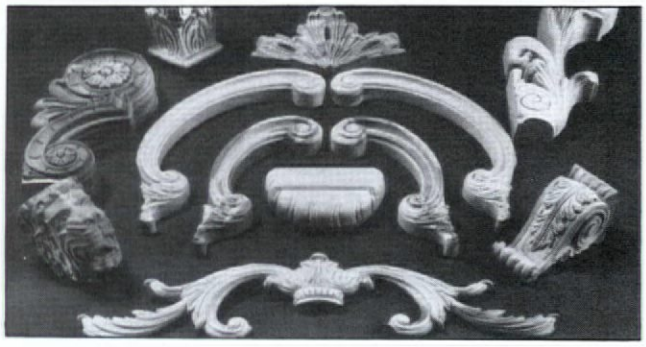
OLEFIN PRODUCTS MARKETED UNDER PRIVATE LABEL

Ben Elfman and Son Inc. will represent a private label Amoco Olefin carpet line by Howard Carpet Mills Inc. The Omni Collection includes graphic loop piles, textured loop piles, cut and uncut commercial carpets, and level loops. All products are low-static and carry a 10-year warranty.
Circle No. 362.



CARVING, MILLWORK AIDS VICTORIAN RESTORATION

A variety of architectural carvings, appliques, grills, medallions, and corbels have been added to **Cumberland Woodcraft Company's** line of Victorian millwork. New carvings, brackets, and corbels may be used for interior or exterior treatments. All millwork is made from kiln-dried solid oak or poplar with other hardwoods available upon request.
Circle No. 360.

BALANS CHAIR SUPPORTS WEIGHT, AIDS POSTURE

Balans® chair from **HAG USA Inc.** is designed for forward-slanting body positioning to properly align the spine while seated. Height of the chair, as well as seat-to-knee distance are easily custom adjusted to ease movement in and out of the chair. **Circle No. 347.**

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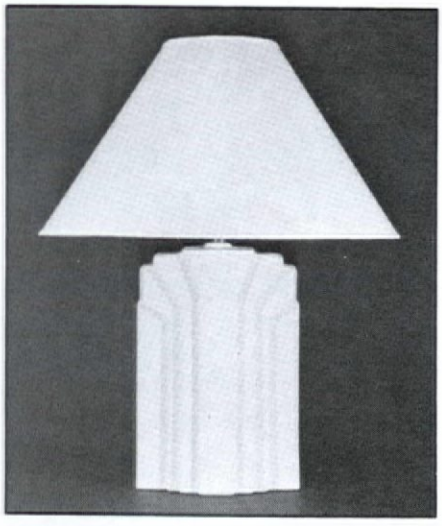

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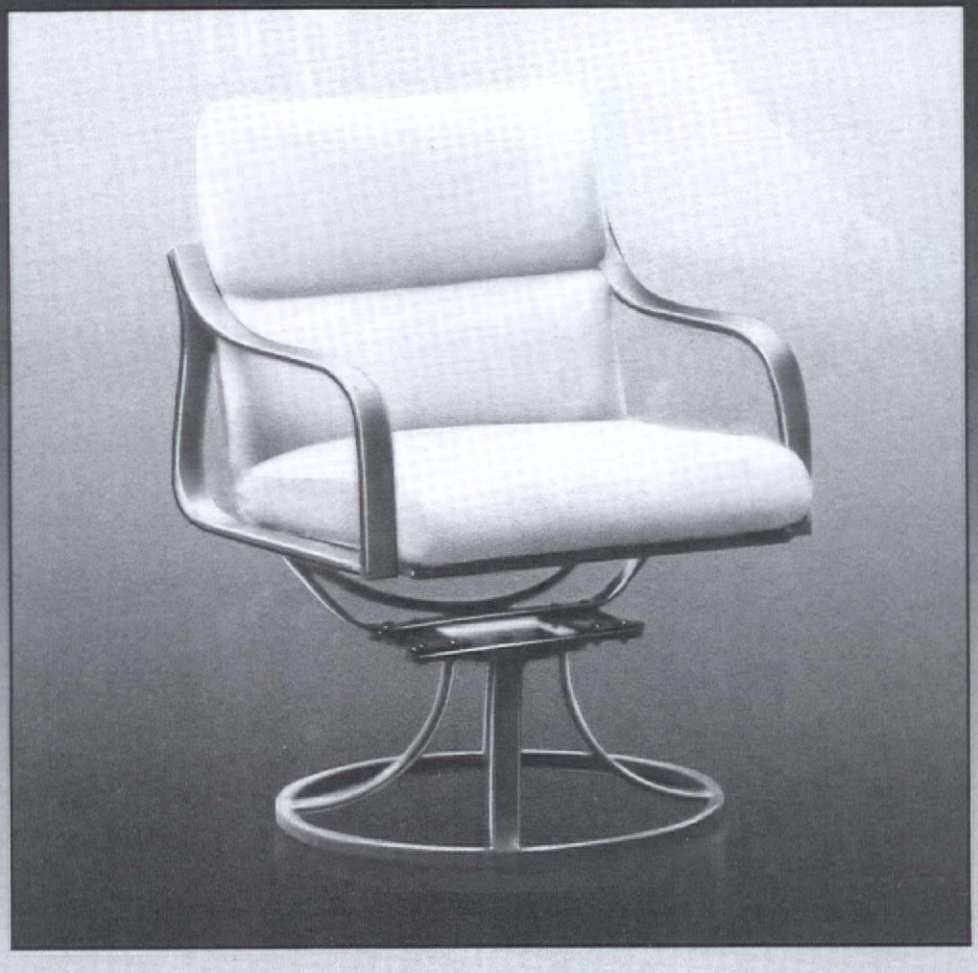
Circle 66 on reader service card

WHEN COMFORT COMES FIRST MOLLA COMES THROUGH



New from Molla, the RELAXON family of swivel rockers. Nine models of quality aluminum frame seating that sets new standards for casual comfort. Nine new ideas for relaxation in the atrium, on a pool deck or in the dining area.

The comfort these chairs achieve comes through a carefully formed pitch, which provides the right support where it's needed, aided by a gentle, secure, forward-and-back rocking action. The special flat spring that permits the rocking movement is mounted on a swivel designed to allow 360-degree turns in either direction. With just an easy turn, these versatile space-savers convert from lounge to dining chairs.

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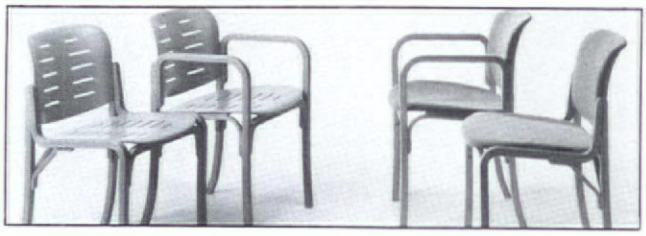
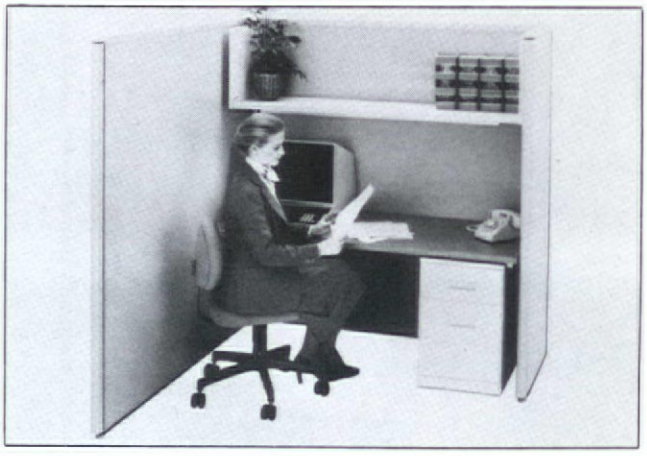
PRODUCTS & SERVICES



PAMPAS CHAIR TAKES SWEDISH FURNITURE PRIZE

Pampas Chair from **Swedeline International** was awarded the Swedish Forsmas Prize for the year's best laminated furniture. Laminated beech frame is offered with lacquered color upholstery. **Circle No. 354.**



PRE-STOCKED PANEL SETTINGS MADE FOR ONE

Designed for one-person work areas, pre-stocked office system panel modules are from **Cole Business Furniture/LBF,** division of Litton Business Systems. Called "The Affordables," system features fabric-covered steel panels, panel-mounted bookshelf, cantilevered worksurface, mobile pedestal files, and task light. **Circle No. 352.**

FALLING WATER SHOWS ARCHITECTURAL CREATIVITY

Molded, lightweight fiberglass in variety of shapes and sizes creates interior or exterior waterfalls when combined with pools. A noiseless pump circulates the flow of water up through the fiberglass "rock" formation. Material will not crack or warp. Units are manufactured by **Hermitage Garden,** Canastota, N.Y. **Circle No. 361.**

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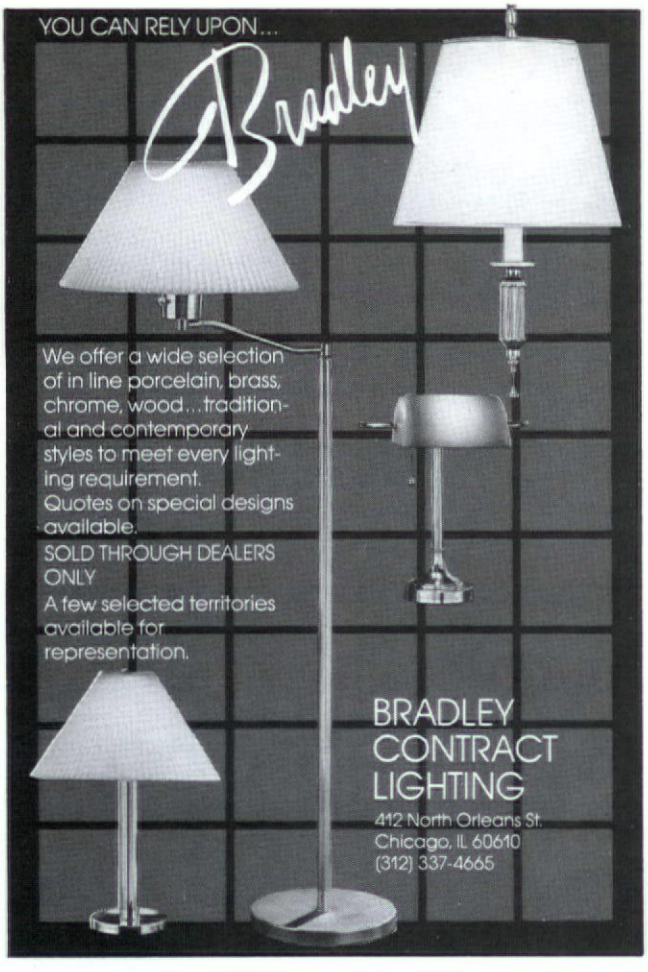

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PRODUCTS & SERVICES

STAINLESS STEEL FRAME SETS OFF SEAT

A stainless steel or painted gunmetal frame marks the Catalina chair from **NPM Inc.** Seat options include wood lacquer, wood lacquer with loose pillow, or upholstery. **Circle No. 349.**

FABRIC RESISTS FIRE, MICROBE ATTACKS

Flame resistant "Teklan," a modacrylic fibre manufactured by **Courtaulds P.L.C.**, is also highly resistant to damage from sunlight, chemicals, bacteria, and insects. **Circle No. 414.**

'TOUCH' SWITCHING OPERATES LIGHTING

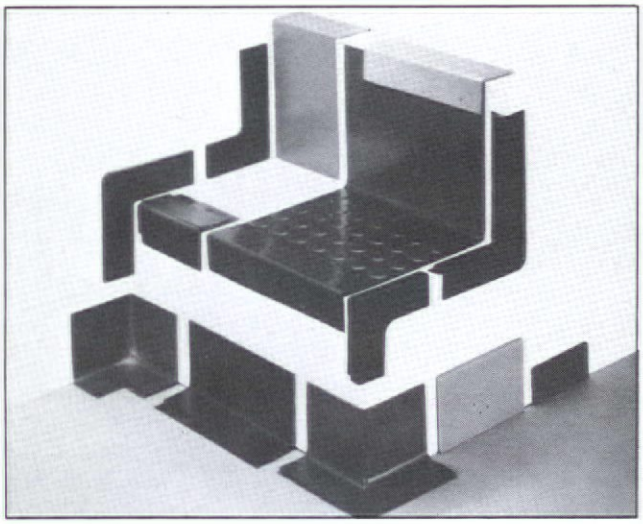
Touchtronic® controls operate this lamp series from **Westwood Lighting Group Inc.** Designed by Joseph Minicucci, lamps can be touched once for night lighting, twice for energy-saving lighting, three times for bright reading lighting, and four times for "off." Additions to this series include table and floor lamps as well as these pin-up models. **Circle No. 350.**

SPIKE-RESISTANT CARPETS COVERED BY WARRANTY

Allied Corporation's Fibers Division now backs its Anso IV and Anso IV HP nylon cut-pile carpeting against spiked-shoe traffic. The firm aims this warranty at protecting sports facilities and golf clubs. One of the first carpets to qualify is Masland's "Lochmoor," a dense, 70-oz., cut-pile construction. Other qualifying mills are Karastan, Salem, and Tuftex. **Circle No. 356.**

SEA ENVIRONMENT CAPTURED IN SCULPTURE

Captive Sea offers a reception/control center which incorporates "Sea Sculpture Aquaria" to create unusual visual effects. Cylindroid unit is offered in a variety of sizes and finishes. **Circle No. 417.**



FLOORING FIRM COMPLETES LINE OF TRIM

Nora Flooring has developed a line of trim, accessories, and stair coverings, all molded of synthetic rubber. Products coordinate with the firm's existing product line. Stair coverings include "Norament Steptread," available as a one-piece nosing-tread-riser or nosing-tread combination. Stair nosings, angles, and landing trim are also available. **Circle No. 355.**

CALIFORNIA FIRM STOCKS SCANDINAVIAN LEATHERS

Van Waters & Rogers, a distributor of high-end fabrics, now offers European leather hide for upholstery. The firm is the exclusive western dealer for the Elmotrend line of eight aniline-dyed colors including pastel, red, and mauve shades. Other leathers offered are Elmosoft, Elmotique, and Continental. **Circle No. 353.**

SPECIAL IMAGE GLASS, MIRROR CUSTOMIZES SPACE

CW Design Inc. custom etches mirror, glass, and plexiglass products to interior specifications. Often seen in restaurants and other hospitality installations, products create ambience in Victorian, Art Deco, or contemporary styling. Glass room dividers and windows are shown at Horatio Hornblowers restaurant, St. Paul, Minn. **Circle No. 351.**

Circle 71 on reader service card

Product Previews

The industry reports a growing demand for contemporary wood frame chairs that offer clean-lined comfort and durability yet fit into almost any decor. Here are four exceptional examples from the extensive L&B collection.

6014SP

6714P

6440

6740

For further information on chairs shown, contact L&B Products, 3232 Lurting Avenue, Bronx, New York 10469. Or call tollfree (800) 221-8752.

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Furniture/Dept. Store Chains	**3,000**	**Religious Institutions**	**700**
Government Buying Agencies	**5,000**	**Schools/Colleges**	**5,000**
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Corporate Offices	**5,000**	**Total**	**54,400**

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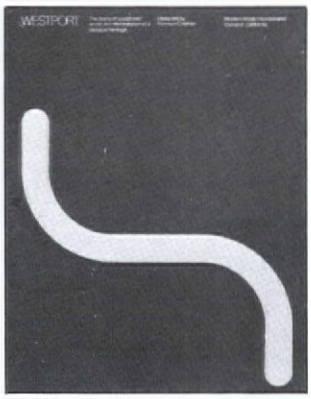
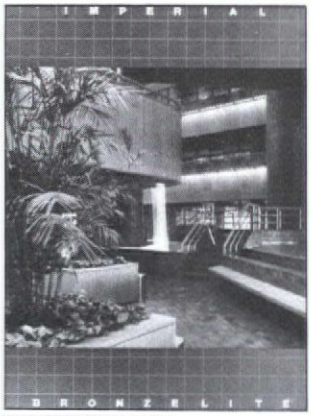


Modern Mode

Modern Mode Inc. presents a brochure explaining its line of furniture suitable for office use in a four-color six-page brochure. Units are available in oak, mahogany, maple, walnut, and cherry. **Circle No. 423.**

A flexible storage system of rail-hung components suitable for medical, educational and business applications is featured in a portfolio of color showcards from Monitor. **Circle No. 418.**

Vinyl Plastics Inc.



Imperial Bronzelite

Static-conductive vinyl flooring is the subject of a color catalog from Vinyl Plastics, Inc. Catalog discusses uses, applications, and properties of product, as well as providing specifications, maintenance, and installation information. **Circle No. 424.**

Innovative fountain installations are the focus of an eight-page color brochure from Imperial Bronzelite. Exhibited are interactive fountains for public places, water effects for commercial buildings and malls, and landscaping concepts utilizing water designs. Service information is also presented. **Circle No. 419.**

The full spectrum of information on Wilsonart's fire-rated high pressure decorative laminate is presented in a four-page color brochure describing all five types of laminate offered by the firm. **Circle No. 420.**

A full line of upholstery textiles and leathers with full specification and price information is offered in a black-and-white catalog from Stratford Hall, Inc., a new supplier to architects, designers, and dealers. **Circle No. 421.**

Circle 74 on reader service card

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REPRESENTATIVES WANTED
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ADVERTISER	PAGE
Acoustical Partitions Corp. *(Circle No. 34)*	48
Add Interior Systems *(Circle No. 69)*	38
All Steel Inc. *(Circle No. 15)*	23
Allied Corp. *(Circle No. 17)*	25
American Seating *(Circle No. 81)*	128
Amoco Fabrics Co. *(Circle No. 49)*	81
Arc Com Fabrics *(Circle No. 11)*	17
Armstrong (Div. World Inds.) *(Circle No. 1)*	Cov. II-p. 1
Aspects, Inc. *(Circle No. 4)*	5
August Inc. *(Circle No. 8)*	16
B.M.G. Framed Graphics *(Circle No. 42)*	74
Badische Corp. *(Circle No. 10)*	12-14
Bigelow Sanford Co. *(Circle No. 61)*	137
Blockhouse Co. Inc. *(Circle No. 43)*	75
Bradley Lamps *(Circle No. 70)*	146
Brayton Int'l. *(Circle No. 38)*	65
Brunschwig & Fils *(Circle No. 63)*	139
Charlotte Co. *(Circle No. 5)*	6
Computer Aided Design Conference *(Circle No. 82)*	145
Corry Jamestown Co. *(Circle No. 25)*	33
Deena Products *(Circle No. 66)*	142
Design Tex *(Circle No. 29)*	39
Du Pont (Antron Carpets) *(Circle No. 13)*	20-21
E M U/U.S.A. Inc. *(Circle No. 16)*	24
EST Co. Inc. *(Circle No. 24)*	32
Eagle Plywood & Door Mfrs., Inc. *(Circle No. 20)*	28
Elmo Mfg. *(Circle No. 14)*	22
Eurotex *(Circle No. 65)*	147
Fixtures Furniture *(Circle No. 21)*	29
Flex-Y-Plan Industries, Inc. *(Circle No. 32)*	46
GTR Coated Fabrics *(Circle No. 35)*	58
Golden Oak *(Circle No. 6)*	8
Gunlocke Co. *(Circle No. 27)*	35
HAG U.S.A. *(Circle No. 51)*	82
Harbinger Carpets *(Circle No. 55)*	141
Haworth Inc. *(Circle No. 9)*	10
Helikon Furniture Co. *(Circle No. 22)*	30
Hercules Inc. *(Circle No. 37)*	62-63
Int'l. Design Center, New York *(Circle No. 53)*	126

ADVERTISER	PAGE
Int'l. Trade Center UNCTAD/GATT *(Circle No. 68)*	144
Kay Springs *(Circle No. 18)*	26
Knoll International *(Circle No. 50)*	56
L & B Products *(Circle No. 71)*	147
Lazarus Fabrics *(Circle No. 19)*	27
Lees Carpets *(Circle No. 12)*	18
Lehigh-Leopold *(Circle No. 77)*	Cov. IV
Hank Loewenstein, Inc. *(Circle No. 58)*	133
Louverdrape, Inc. *(Circle No. 33)*	47
Lumex, Inc. *(Circle No. 57)*	131
Mc Donald Products Corp. *(Circle No. 31)*	41
Marble Technics *(Circle No. 2)*	2
Milliken Carpet Co. *(Circle No. 23)*	31
Moduform Inc. *(Circle No. 48)*	80
Molla Inc. *(Circle No. 67)*	143
Monsanto Fiber Intermediates *(Circle No. 111)*	49-54
Nanik *(Circle No. 30)*	40
National Contract Show, The *(Circle No. 80)*	76
Nevamar Corporation *(Circle No. 40)*	69
Office '84 *(Circle No. 52)*	83
Panel Concepts Inc. *(Circle No. 36)*	59
Paoli Inc. *(Circle No. 60)*	136
Pawling Rubber *(Circle No. 46)*	78
Peter Pepper Products *(Circle No. 54)*	127
Productive Business Interiors *(Circle No. 74)*	179
Roxter Mfg. Corp. *(Circle No. 75)*	179
Schneider-Banks *(Circle No. 3)*	4
Shelby Williams Inds. Inc. *(Circle No. 41)*	71-72, 73
Standard Textile *(Circle No. 59)*	135
STAR *(Circle No. 78)*	146
T A M I Products Co. *(Circle No. 64)*	140
T C I *(Circle No. 76)*	Cov. III
Tropitone Furniture Co. Inc. *(Circle No. 44)*	34
Uniroyal, Inc. Coated Fabric *(Circle No. 47)*	79
Walker Systems, Inc. *(Circle No. 72)*	140
S.R. Wood *(Circle No. 45)*	77
Workspace '84 *(Circle No. 7)*	9
Wright Line *(Circle No. 39)*	66-67