The Library
NEW YORK SCHOOL OF INTERIOR DESIGN
155 East 56th Street, New York City 10022
APR 30 1984

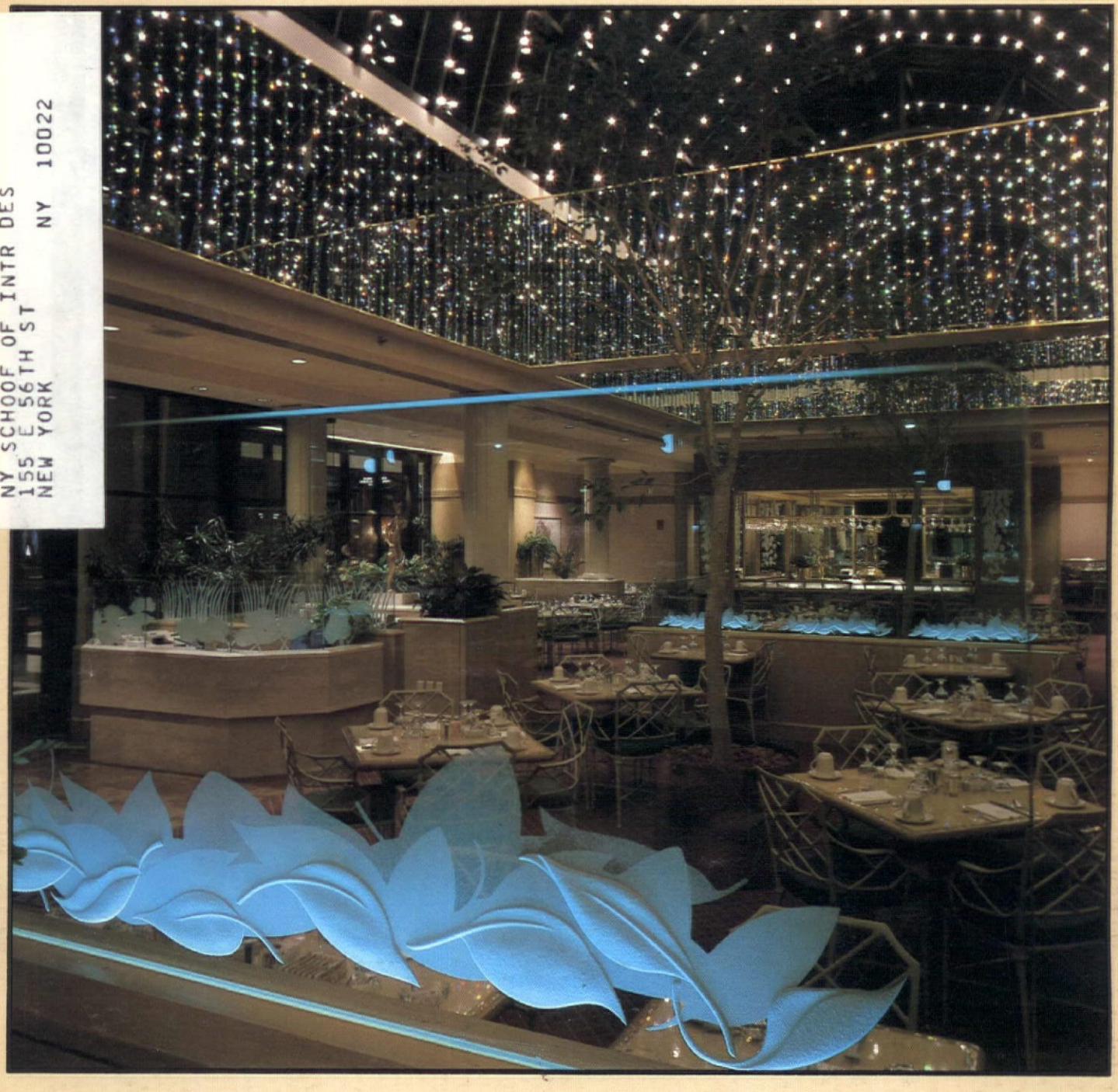
A Gralla Publication

APRIL 1984

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

ALIBRA155E56I8 04 CN APR85
LIBRARY
NY SCHOOF OF INTR DES
155 E 56TH ST
NEW YORK NY 10022



HOSPITALITY TREND TO MULTI-USE, UPGRADED SPACE

- Natural materials soften high-tech look
- New wallcoverings stress flame safety
- Low-voltage lamps in lighting column debut

EXECUTIVE BUYER EDITION

BONUS CIRCULATION:
5,000 HOSPITALITY &
RESTAURANT EXECUTIVES

THE WASHINGTON DESIGN CENTER

Presenting the nation's capital showcase. The Mid-Atlantic's newest, most comprehensive resource for the latest in contract and home furnishings. The Center brings together over 500 top manufacturers, all awaiting your visit between nine and five on any business day. 300 D St., S.W. Washington D.C. 20024

Circle 1 on reader service card

NY SCHOOL OF INTERIOR DESIGN
002663

GORDON INTERNATIONAL

"ELISA" One of the newest members of our family. A finely crafted beechwood chair available in natural, walnut, and an assortment of high gloss polyester lacquers. We will be at NEOCON at the International Expo Center, June 12 through 15 in spaces 416/516. Write for brochure: Gordon International • 200 Lexington Ave • New York, NY 10016 • 212/532-0075.

Gordon International

Circle 2 on reader service card

Marquésa® Lana

has style

There's a new horizon in Upholstery Yarn . . . Marquesa® Lana.

New strength, new colorfastness, new stain-resistance. Solution-dyeing for rich, consistent, long-lasting colors.

Marquesa® Lana is color co-ordinated with contract furniture, fine carpets, and wall coverings to create a total office atmosphere.

For durable and stylish upholstery, the yarn of choice is Marquesa® Lana. The upholstery yarn with built-in performance.

LOOK TO AMOCO

AMOCO

AU-1

Marquesa® Lana is the registered trademark for bulked continuous filament olefin yarn produced by Amoco Fabrics Company.

Amoco Fabrics Company
550 Interstate North Pkwy., Atlanta, GA 30309 404-955-0935
Amoco Fabrics Company makes fibers and yarn, not finished upholstery fabrics.

Circle 3 on reader service card

Cover: *Sheraton Boston Hotel's Boylston Park Cafe is an example of upgrade trend in hospitality industry. Cover artist George Koizumi selected this project to highlight April issue feature coverage, beginning on page 97.*

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

Vol. 26 No. 4 **April 1984**

97 UPGRADED, MULTI-USE HOSPITALITY SPACES ARE TREND

98 Cafe Is Rebuilt For Patron Appeal
Part of a $400 million facelift, hotel cafe gets new image

100 L'Ermitage Hotels Combine Art & Luxury
All-suite properties are within 2½-mile radius

104 Hotel & Retail Space Blend In Hong Kong Luxury Complex
Separate atria render multi-use spaces distinct, yet complementary

106 Business & Pleasure Mix At City, Resort Hotels
Blend of resort & corporate atmospheres is planners' goal for St. Louis & Key Largo hotel design projects

112 Art Deco Detailing Is Key To Orlando, Fla. Hotel Design
Lush atrium lobby emphasizes sculptural features

116 'Most Hospitality Standards Deceiving,' Says Designer
Every hospitality job must be examined thoroughly, according to West Coast designer Jeffri McAllister, ISID

118 Nautical Styling Updates Seafood Restaurant Image
Extensive use of oak & warm colors creates shipboard effect

120 Casual Styles Dominate Hospitality Furnishings
Natural materials are widely used; metals lend high-tech look

128 Wallcoverings Mfrs. Stress Acoustics, Flame-Safety
1984 intros meet strict contract job requirements in range of media

The Library
NEW YORK SCHOOL OF INTERIOR DESIGN
155 East 56th Street, New York City 10022

DEPARTMENTS

7 Contract Commentary
10 Letters
15 Contract News
19 Designed For Laughter by Michael Saphier
28 Contract Update
44 NEOCON Countdown
51 Contract Quotes
55 Color Line
61 Lighting Line
66 Contract Technology
72 Product Showcase: BMG Graphics
76 Product Showcase: Vecta Contract
80 Product Showroom: O'Brien & Associates
85 People/News
94 Coming Events
139 Products & Services
165 Catalogs & Brochures
166 Classified Advertisements
168 Advertising Index

EXECUTIVE BUYER EDITION
Bonus circulation to 5,000 Hospitality and Restaurant Executives

Co-Publisher & Editor
Len Corlin

Co-Publisher & Adv. Sales Dir.
Frank A. Rizzo

Associate Publisher & Adv. Sales Mgr.
Gary S. Puro

Managing Editor
Roberta S. Walton

Associate Editor
Katherine A. Forman

Assistant Editor
Dana F. Dubbs

Graphic Design
Richard Zoehrer

Midwest Editor
Rhea Dawson

Graphic Design Consultant
Phil Miller

Business Manager
Morton L. Silverman

Eastern Manager
William Dahdah

Western Manager
Neil Silverstein

Promotion Director
Peggy I. Scholtz

Assoc. Promotion Manager
Chris Murphy

Market Research Director
Robert A. Leibson

Market Research Manager
Richard Sulzman

Assistant Research Manager
Renee Weil

Product Director
Barry Miller

Production Manager
Victoria Lauro Brewster

Assistant Production Manager
Lynn M. Saphire

Classified Advertising Manager
Nancy Leffler Berman

Circulation Manager
Barbara Iavaroni

Spanjer Directories.

Directories have no design limits at Spanjer Brothers. We offer a choice of five standard directory systems, each of which can be customized in a variety of special applications.

Look Us Up!

Elegant styling goes into every Spanjer Directory...each designed to complement contemporary interior and exterior architecture. Best of all, Spanjer Directories are competitively priced to make quality affordable. Since 1896, Spanjer has been building quality into all their signage products, setting the standard for the sign industry.

For dependable signage...Specify Spanjer!

Spanjer

Spanjer Brothers, Inc.
1160 North Howe Street
Chicago, IL 60610-2490
312-664-2900

Nationwide Call Toll Free:
800-SPANJER (772-6537)

In Illinois Call Collect:
312-664-8000

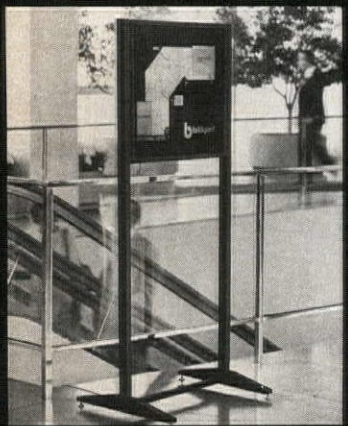
Circle 4 on reader service card

ISD 200, Illuminated Strip Directory

NED 400, Non-Illuminated Exterior Directory

NID 200, Non-Illuminated Strip Directory

IED 300, Illuminated Exterior Directory


NPD 100/IPD 200, Pedestal Directories

Custom Directory Application

Contract

Vol. 26 No. 4

May: NEOCON 16 Preview Issue features comprehensive, floor-by-floor advance coverage of the contract industry's most important event, the 16th annual Exposition of Contract Furniture & Furnishings at The Merchandise Mart, June 12-15, Chicago. Also included is a preview of NEOCON International and activities taking place at contract showrooms throughout Chicago. A tear-out guide to NEOCON exhibitors and showroom locations as well as extra distribution at the show are key issue features.

June: NEOCON 16 At-Market Issue highlights late-breaking news of NEOCON programs and activities. Lighting Up NEOCON looks at the show's newest lighting introductions. Special to this issue are ASID's Member Survey on Productivity, a round-up of ASID Industry Foundation functions and activities, and a preview of ASID's annual convention, scheduled August 16-19, Chicago. Contract Carpet Product Review overviews new developments in carpets and fibers, while CONTRACT's Carpet Specification Survey reveals how designers specify carpet. Government Design '84 reviews space design developments in the government sector. Quick-Ship Furniture Directory lists contract furnishings manufacturers with fast delivery programs. BIFMA Update covers activities of the Business & Institutional Furniture Manufacturers Assn.

Advertising Representatives

New York:

Frank A. Rizzo, Co-publisher & Adv. Sales Dir.,
Gary S. Puro, Associate Publisher & Adv. Sales Mgr.,
William Dahdah, Eastern Manager,
Peggy Hynes, Northeast Representative,
Gralla Publications
1515 Broadway, 24th Floor,
New York, N.Y. 10036.
Phone: (212) 869-1300.

Chicago:

Marie Kowalchuk, Midwest Representative
Gralla Publications
3525 W. Peterson Ave., Chicago, Ill. 60659.
Phone: (312) 463-1102.

West Coast:

Neil Silverstein, Western Manager, Gralla Publications,
16200 Ventura Blvd., Suite 328
Encino, Calif. 91436. Phone: (818) 788-0271.

Overseas:

Gianni Ratto
Communicazione e Promozione Internazionale
Viale Premuda, 23, 20129 Milano, Italy
Phone: 02/799809-791236

Gralla Publications

President: Lawrence Gralla.
Executive Vice President: Milton Gralla.
Vice Presidents: Howard Rauch, Frank A. Rizzo, Rosalind Schacknow, Peggy I. Sholtz, Marshall D. Siegel, Morton Silverman.

Other Gralla Publications:
Bank Systems & Equipment; Catalog Showroom Business; Contract Direct Reply Cards; Facilities Design & Management; Giftware Business; Health Care Systems; Impressions; Kitchen & Bath Business; Meeting News; Merchandising; Multi-Housing News; National Jeweler; Premium/Incentive Business; Sew Business; Sporting Goods Business; Travel Agents MarketPlace.

CONTRACT ISSN 0010-7832 is published monthly by Gralla Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036. Phone (212) 869-1300. Subscription price one year $14 two years $21 for firms and individuals who specify design, buy, or replace contract furnishings. All other U.S. subscriptions $36 per year. All Canadian and Mexican subscriptions $16 per year for qualified subscribers and $36 per year for non-trade. All other foreign subscriptions $65 per year. Single copy $4. The publisher assumes no responsibility for opinions expressed by editorial conbributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publisher standards.
SUBSCRIBER INFORMATION & ADDRESS CHANGES: Write to Circulation Dept., Rm. 930, 1501 Broadway, NY, NY 10036.
POSTMASTER: Send address changes to CONTRACT Circulation Dept., Rm 930, 1501 Broadway, NY, NY 10036. Send Second Class postage paid at New York, NY and additional mailing offices.

BPA

Design an original crystal chandelier for your client. Waterford® will make it for you. By hand.

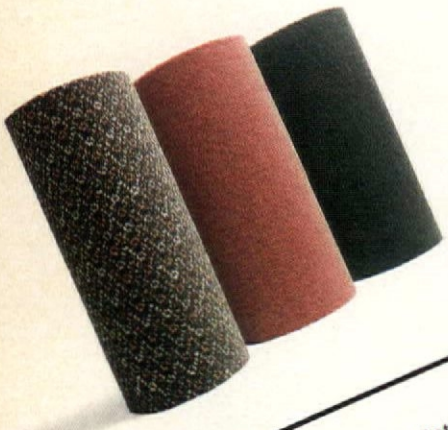
Create your own legend. Design a crystal chandelier. Waterford will blow it by mouth, and cut it by hand, with heart. The same way it created the crystal chandeliers that now hang in such famous places as Kennedy Center and Westminster Abbey. See your own design come to life in the ancient Irish city of Waterford. Light a crystal fire in your home, office, or public building. For advice, write to: Waterford Crystal Chandeliers, 225 Fifth Ave., New York 10010. A new legend. An old legacy.

Circle 5 on reader service card

There's no 'or equal' for performance

Architecture and interior design: McElvy, Jennewein, Stefany & Howard, Architects/Planners, Inc., and MacDonald Becket, FAIA, Leonard Parker Company carpet, Buena Vista Palace, Lake Buena Vista, Florida. Jonathan Hillyer photography.

Fountainhead: commercial carpet coordinates from Lees



The Buena Vista Palace Hotel, stunning in conception, provides dazzling architectural vistas among its amenities. To enhance this visual feast, the hotel uses a patterned coordinate carpet system from Lees.

Design flexibility. The Fountainhead collection, small scale patterns in a progression of colorways, coordinates with over 100 colors in velvet plush. Combinations are virtually endless.

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

Modular systems. Solid color coordinates are available as broadloom and also as modular carpet. Carpet tiles can be replaced or rotated as needed.

Guaranteed. Fountainhead and its coordinates carry a 10-year warranty against excessive wear.

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

Lees. The Contract Carpet Company.

Live the life of Lees at work and at home.

LEES carpets

Made better by Burlington
King of Prussia, PA 19406

©1983 Burlington Industries, Inc.

Circle 6 on reader service card

CONTRACT COMMENTARY

DON'T LET NEOCON FALL THROUGH THE CRACKS

"It's not like NEOCON!"

That's a frequent comment by showroom exhibitors and mart operators alike at various regional contract markets around the country. It is either said in justification of moderate-to-light traffic at the show or critically.

We think that such comparisons serve only to confuse the issue. Regional markets are held for a variety of reasons, not the least of which is to pay obeisance to the importance of local specifiers. The occasion of a regional market says to area specifiers, "You are important to us and we are participating in this market as a means of saying thank you for your patronage."

Once every 12 months, however, NEOCON arrives, this year for the 16th time. While CONTRACT previews the show in May and June, it is never too early to jog readers who have not yet made plans to go.

NEOCON is the one contract market and show that is national in scope. It is the confluence of industry trends, people, and social and educational activities. Furthermore, most contract manufacturers save new product introductions for those four important days in June.

The time to stop thinking about going is now. Pick up the telephone, speak to your supervisor, book air space, or call the travel bureau at The Merchandise Mart in Chicago to solidify your plans. If you wait another week or two, plans may just fall through the cracks and you'll miss out again.

Lee Corlin

Co-Publisher/Editor

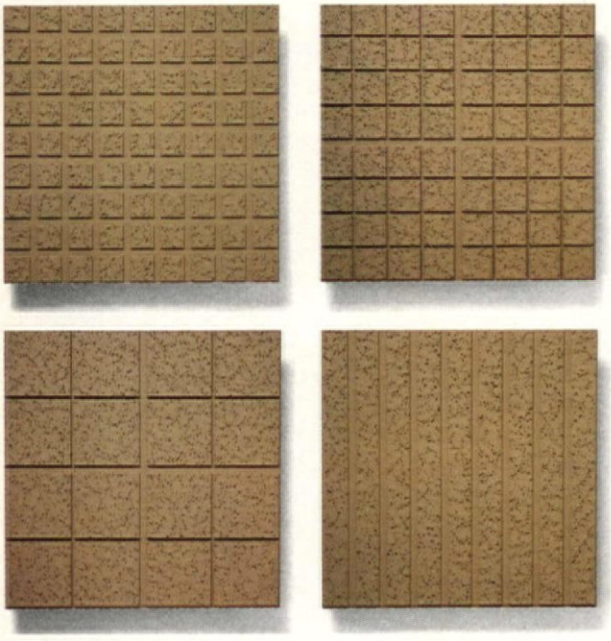
Armstrong redefines ceilings in geometric

New Suprafine™ Acoustical Ceilings

Armstrong introduces a remarkably high-style acoustical lay-in ceiling with exceptional design impact.

The tilelike appearance of Suprafine is created by a unique configuration of small-scale geometrics. The result is a sleek, sophisticated look, successfully disguising the ceiling's suspension system. That's because each Suprafine panel is precisely scored to incorporate its new narrow 9/16″ grid.

But there's more to this ceiling than meets the eye. Suprafine provides fine acoustical control. Plus, 2′×2′ tegular lay-in panels offer easy accessibility and low installation cost.



Available in three colors and five patterns (as shown in the interior and the four insets), Suprafine can help define the look of any space you design with a quality you get only from Armstrong.

For details on Suprafine acoustical ceilings, write Armstrong, Dept. 42NCT, Box 3001, Lancaster, PA 17604.

FROM THE INDOOR WORLD® OF

Armstrong

Circle 7 on reader service card

form.

LETTERS

Automation story deemed informative data base

Dear Editor: CONTRACT's January issue article titled "Automation Research Expands At Design Firms," page 158, was very enlightening. Especially interesting was the information on collaboration and client-based experimentation which was highlighted in the story as a common thread.

To update you and your readers, we recently completed our pilot application for the PROBE study outlined in the article and are now working toward final publication of PROBE findings for public distribution.

STEVEN A. PARSHALL
Vice President
CRS/Sirrine
Houston

Kudos on CONTRACT's new look

Dear Editor: Nice editorial page. Nice issue.

DAVID F. COOKE, FIBD
Vice President
Design Collective Inc.
Columbus, OH

Dear Editor: I just received my February issue of CONTRACT and must compliment you on the new graphic approach, which I found striking. I particularly like the emphasis on monthly columns addressing important industry subjects. With topics such as color and lighting, I'm sure they will prove to be of great benefit to your diverse readership.

R.E. SORENSEN
Senior Vice President
Chief Operating Officer
Conwed
St. Paul, MN

Dear Editor: Congratulations on the new Color Line column. It's a great idea that is certainly off to a good start.

CONTRACT's increasing coverage of the broad issues that concern our industry is most positive, and color is certainly an important and topical subject in the interior design community.

J.A. ANDREWS
Sales Promotion Manager
Steelcase
Grand Rapids, MI

Healthcare designer role clarified

Dear Editor: I just received the February issue of CONTRACT and was thoroughly impressed with the article "Competitive Hospitals Plan For Efficiency," page 84.

The article was both interesting and informative. I am sure it will help planners and designers better understand their roles in the healthcare market as well as the impact of their designs on hospital spaces.

GEORGE WEIN, AIA
Principal
Widom/Wein & Partners
Santa Monica

Errata

Richard Sulzman, market research manager, and Renee Weil, assistant market research manager, CONTRACT, did statistical analyses for January article, "Automation Research Expands At Design Firms," page 158.

Gary Beals was appointed president, Domore Corporation. He is no longer the firm's vice president, marketing, as indicated on page 84, March issue.

Systems Furniture Management Group is listed as a contract furniture manufacturer in January, 1984 Directory issue Classified Product Listings. The firm actually specializes in open plan furniture installation.

New Storwal representative in North and South Dakota, Minnesota, and northern Wisconsin is Louis J. Molnar Assoc. Snypp-Bowen markets the firm's products in Georgia, Alabama, and Mississippi.

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.

RELAXON swivel rockers offer cushion, strap, sling and aluminum mesh options, with a choice of twenty frame colors in Molla's extra tough PC/TC finish. All coordinated with a vast selection of fabrics. All designed to give durable, dependable service in a style uniquely Molla's.

Molla...masters of leisure for over fifty years.

Showrooms in: New York • Chicago • Los Angeles • San Francisco • Boston Philadelphia • Washington, D.C. • Atlanta • Miami • Grand Rapids

Molla, Inc., P.O. Box 797, Westbury, NY 11590 Tel: Toll Free (800) 645-3220 In NY (516) 334-2885

molla

Circle 8 on reader service card

Fiber artistry.
Creating beautiful interiors with carpet takes your particular abilities. Preserving that beauty and making it practical takes ours.
That's why carpets of Anso® IV HP nylon with HaloFresh™ are unique. No other offers their heavy-denier performance and total built-in soil, stain, static, wear and anti-microbial protection. No other equals their lasting beauty and maintenance ease.
Insist on a lasting medium, worthy of your time and talents. Anso IV HP nylon with HaloFresh: the state of fiber artistry today.
Allied Tech Center, Contract Technical Specialist, P.O. Box 31, Petersburg, VA 23804. (800) 992-9922.
ALLIED CORP. NYLON
Anso IV HP
with HaloFresh
ALLIED Fibers
Circle 9 on reader service card

Circle 10 on reader service card.

NEVINS

***THE* NAME FOR METAL CONTAINERS**

NEVINS WORLDWIDE INC. 4342 WEST 12TH STREET HOUSTON, TEXAS 77055

Circle 11 on reader service card

A Touch of Glass

from the Southeast's Oldest and Largest Manufacturer of ¾" Glass Table Tops.

Amcoa proudly announces another line in their new series of carved glass furniture.
Introducing Largo.

Carved Glass by AMCOA

Custom designs or patterns available etched. Complete design service. We ship worldwide. Write for brochure. 6301 N.E. 4th Avenue, Miami, Florida 33138
Dade: (305) 751-2202 Broward: (305) 525-3737
Toll Free (Florida only) (800) 432-4003.
Toll Free (Outside Florida) (800) 327-7514.
Represented in the Midwest by ROZMALLIN/Chicago (312) 467-6860.

Circle 12 on reader service card

Design market highlights N.Y. Design Week

New York—Design New York 1984, an international market sponsored by the Resources Council Inc. for designers, architects, and specifiers, will be celebrated May 5-8 at numerous showrooms throughout Manhattan. In recognition of the market, New York City Mayor Edward I. Koch proclaimed the week of May 5th, "New York Design Week."

More than 100 participating showrooms will feature at least one new product and will remain open May 6, from noon to 5 p.m., and May 7-8, from 9 a.m. to 5 p.m. Shuttle service will operate between all major design buildings and areas with participating showrooms.

Educational seminars are planned, including a special "Seminar-On-Wheels" which will offer tours of Christie's fine art auction house, furniture and antique restoration firms, and fabric, wallcovering, furniture, and carpet factories. All "Seminar-On-Wheels" events will be held in the early morning so as not to interfere with showroom hours.

A cocktail party for participants and attendees is scheduled for May 5 at the Cooper-Hewitt Museum, 2 East 91st St. Among other planned evening activities are an architectural tour of New York's important commercial installations, an art gallery tour through Soho, and a United Cerebral Palsy benefit tour of outstanding homes of manufacturers.

A "Design New York Directory" of participating sources, product line descriptions, and new product photographs introduced at the event is planned for publication.

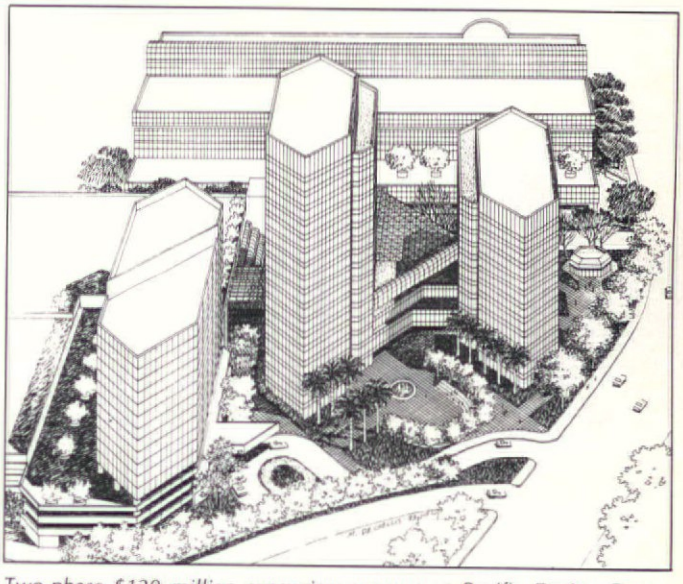
Selected contract participants in Design New York 1984 include: Ambience; American Contract Technology; B&B America; Baker, Knapp, & Tubbs; Gretchen Bellinger Inc.; Avery Boardman Ltd.; Norton Blumenthal Inc.; Boyd Lighting Co.; Brueton Industries Inc.; Brunschwig & Fils Inc.; Camer Glass; and Carnegie Fabrics. Also China Seas Inc.; Cy Mann Designs Ltd.; David & Dash; Donghia; Edward Fields Inc.; Gia Internationale Designs; Gordon International; Habitat; Harden Furniture; International Linen Promotion Commission; Vladimir Kagan Designs Inc.; Koch & Lowy Inc.; Boris Kroll Fabrics Inc.; Jack Lenor Larsen Inc.; Lee Jofa Inc.; Karl Mann Associates; New York Design Center; The Pace Collection; Paul Associates Inc.; Scalamandre; Smith & Watson; Stendig; Wilsonart; Zumsteg.

For additional information and reservations, contact: Barbara Weltman, Sea Gate Travel, (212) 594-5865.

L.A. design ctr. expansion planned for '87

Los Angeles—Plans to expand development at the 17-acre Pacific Design Center (PDC) site include a 12-story hotel situated above parking and auxiliary facilities, two mart-office buildings, and a six-level, 2,150-car parking structure.

A landscaped public plaza, is planned to retain the site's openness and to serve as a pivotal element for pedestrian circulation. It will house a museum gallery, amphitheater, and other amenities, including fountains, sculpture, and outdoor furniture.



Two-phase $120 million expansion program at Pacific Design Center, Los Angeles, encompasses (from l.) a 12-story hotel situated above parking and auxiliary facilities, and 17-story and 11-story mart-office buildings. A public plaza will encompass shaded walkways, a museum gallery, amphitheater, and extensive landscaping.

Access from the plaza to the PDC will be via a shaded walkway which will be highlighted with merchandising exhibits from PDC.

Two atria will link various elements of the complex. A three-story landscaped atrium will link the 17-story east and 11-story west mart-office buildings, while an open atrium will link the east building to the six-story parking structure.

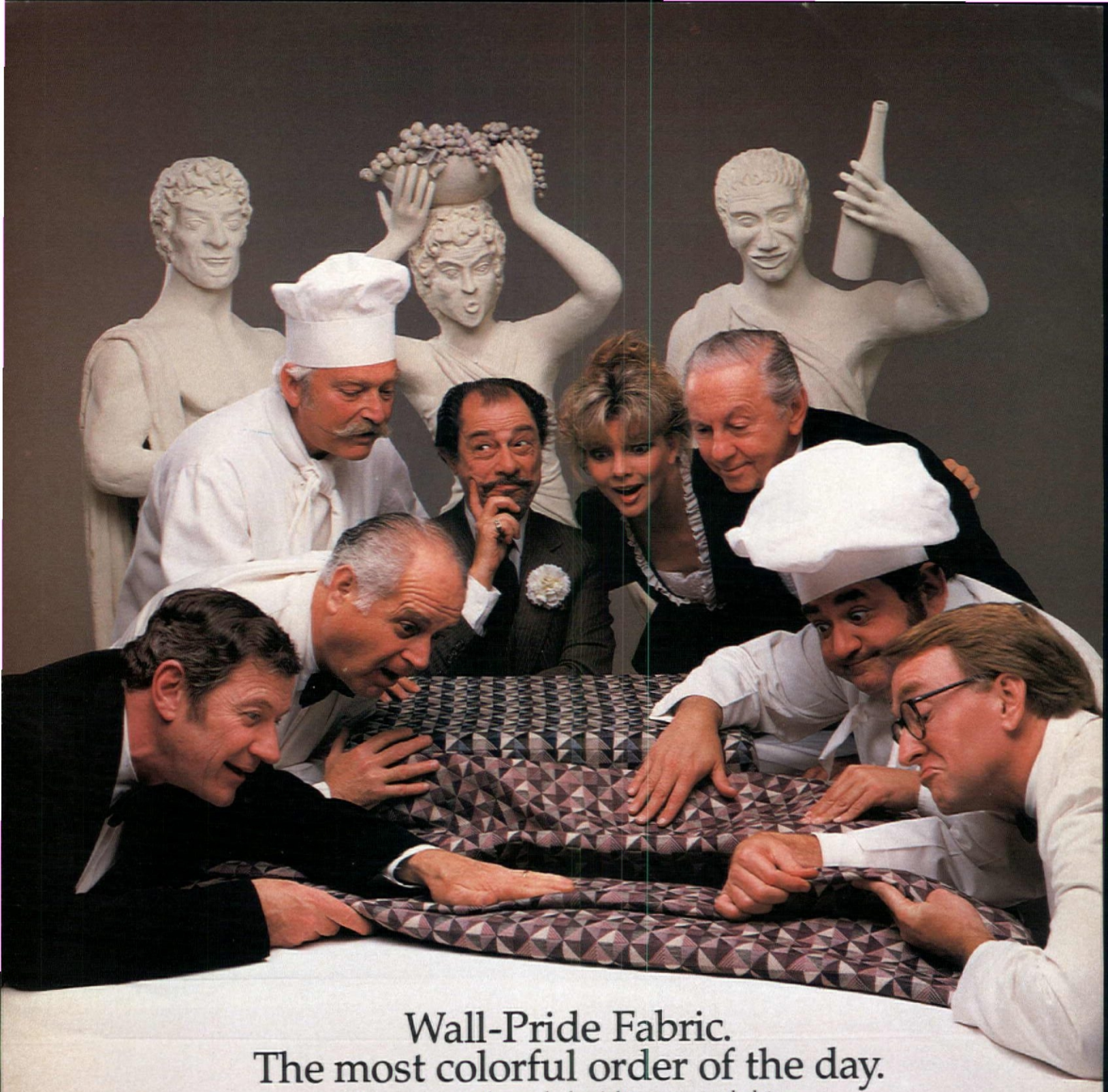
"The strength of the contract and home furnishings industry, particularly in Los Angeles—the nation's second largest market and leader in total retail sales—has been a major factor in our decision to expand Pacific Design Center," says Murray Feldman, executive director, PDC. "This expansion program indicates our faith in the future of the industry and the growing Los Angeles trade center."

The expansion has been designed to respond to the PDC's image without being repetitive or competitive. All three new structures will be sheathed in a light-blue reflective glass to reflect the blue facade of the design center.

Gruen Associates, architect for the original mart building, will continue as architect for the $120 million expansion program, with the exception of the hotel which will be designed by Denny Lord.

Owners and developers are Birtcher Pacific, Laguna Hills; Southern Pacific Development Co., San Francisco; and The World Wide Group, New York City. The two-phase construction is expected to begin in late 1984 and the entire development is scheduled for completion in 1987.

The 750,000-sq.-ft. contract, interior design, and home furnishings mart was opened in March 1976. The expansion program was recently approved by the Los Angeles County Board of Supervisors. PDC is located at San Vicente Blvd. and Melrose Ave.



Wall-Pride Fabric.
The most colorful order of the day.

When your taste demands the right contract upholstery fabric and wallcovering for restaurant interiors, place your order with Wall-Pride. We serve a full fabric line of appetizing textures and colors. They're class A flame-rated, highly durable, easy to clean and possess acoustic enhancing characteristics. Available now from Wall-Pride, where making your vision materialize is the speciality of the house.

WALL-PRIDE, INC.
UPHOLSTERY & WALLCOVERING

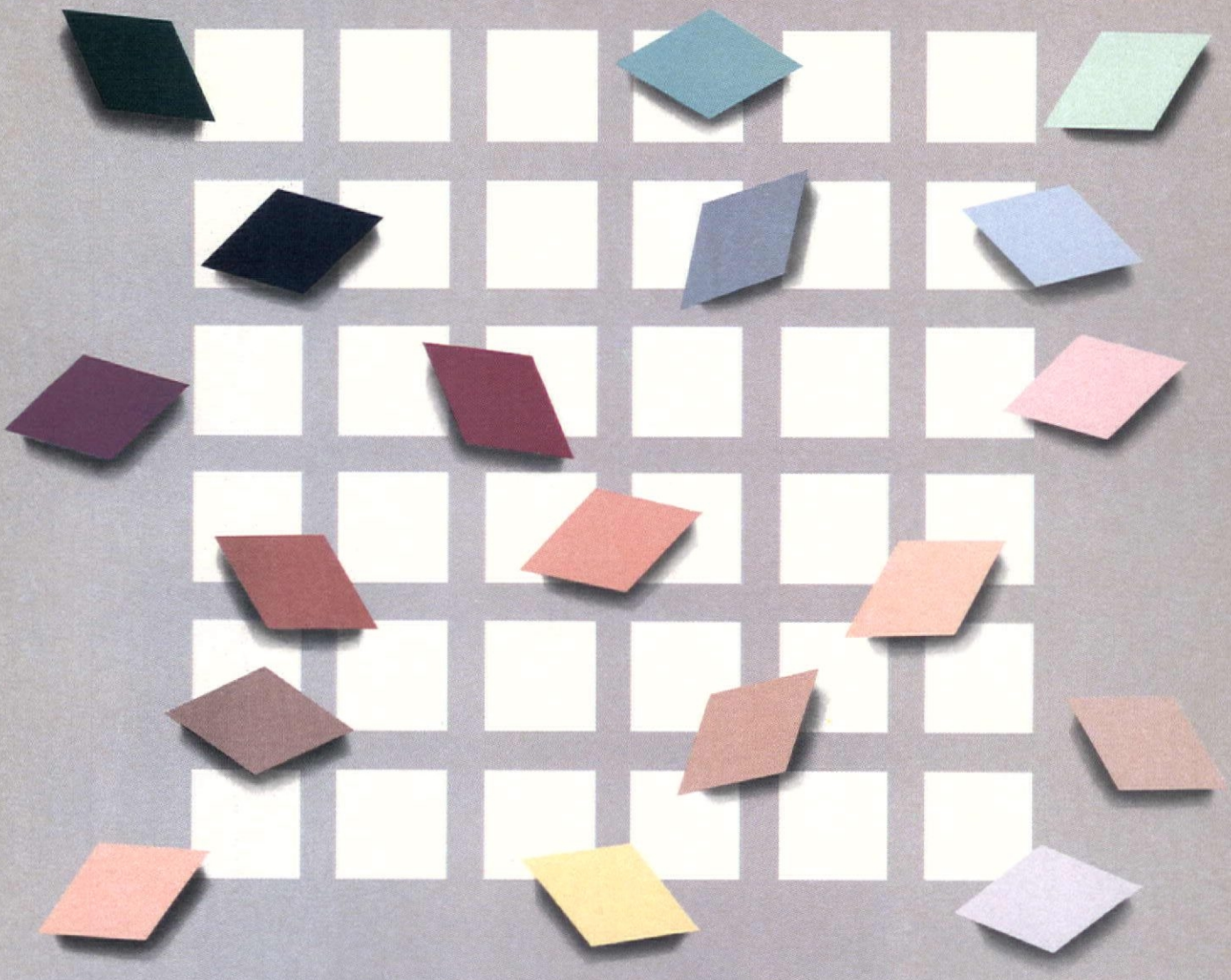
For sampling and nearest showroom contact Wall-Pride at P.O. Box 7151, Van Nuys, CA 91409, (818) 997-2700.

Du Pont TEFLON® soil & stain repeller

Shown: Kaleidoscope available in 14 colorways.

Circle 13 on reader service card

INTRODUCING THE COLOR TRENDS™ COLLECTION.
18 EVOLUTIONARY NEW COLORS THAT INCREASE YOUR SELECTION TO 90.



Color Trends is a unique grouping of today's most contemporary colors, based upon the needs and demands of the marketplace. Colors that update and expand upon the 72 colors of THE COLOR GRID® System. Colors that complement current color directions and design applications.

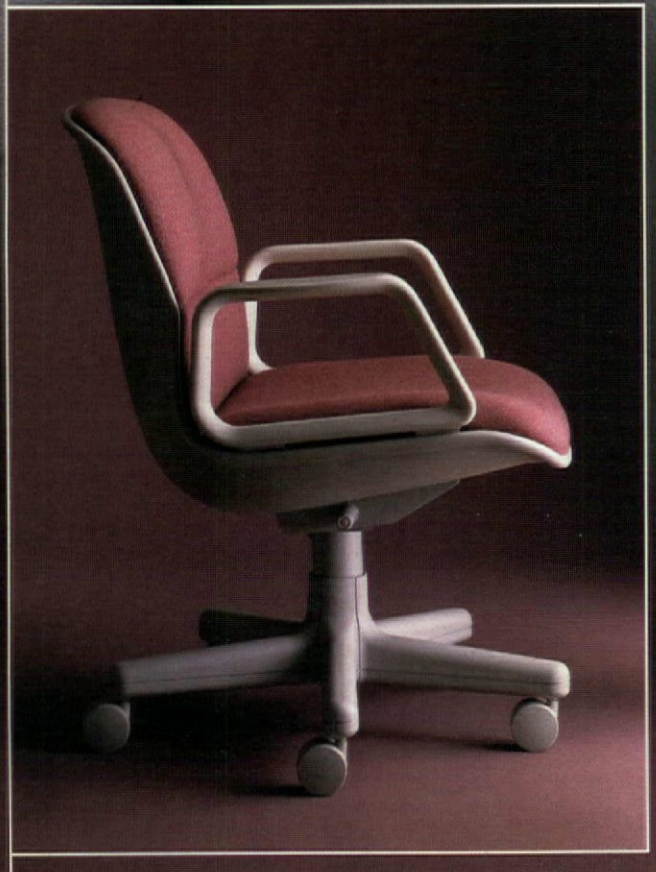
The COLOR TRENDS collection. Keeping Formica Corporation at the forefront of color.

For more information and free samples contact your Formica Corporation specification representative. Or, call 1-800-543-8201; Ask for Operator #207; in Ohio, call 1-800-582-1396.

FORMICA® BRAND laminate

Circle 76 on reader service card

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.

Circle 14 on reader service card

65th NRA show expands agenda for May meeting

Chicago—NRA's Theater Series at the 65th annual NRA Restaurant, Hotel-Motel Show complements an NRA Management Clinic to offer an anticipated 88,000 attendees an expanded educational program during the event May 19-23 at McCormick Place.

The Theater Series features informative presentations on a wide range of management and operations topics for the hospitality professional. Talks will be delivered by Ken Blanchard, co-author of the best-seller, "The One Minute Manager;" Dr. Wayne Dyer, author, "The Sky's The Limit;" and Bill Burden, a memory training authority.

An agenda of 22 how-to sessions is planned for the NRA Management Clinic, to be held in the lobby level education complex of McCormick Plaza. Legal issues for foodservice operators, the psychology of food, neighborhood restaurants, selling banquets, property security, and training strategies are among subjects to be covered by experts.

Nearly 1,300 exhibits are planned for the show, including the latest foodservice products and state-of-art equipment. An added exhibit feature is a new attraction, "The Drawing Room," which will invite manufacturers, dealers, designers, and architects to review their drawings and plans on computer-assisted design equipment supplied by show managers. The room will be located on the concourse level of McCormick Place and will contain a complete equipment catalog library.

Other events highlighting the meeting include the "Dinner of the Century," a 10-course meal prepared by the U.S. Culinary Team; and "The Main Course," a 10-kilometer race along Chicago's waterfront. Information on the show and registration details can be obtained by contacting Dorothy Dee or Jeffrey R. Prince at (800) 424-5156.

Florida design center under construction

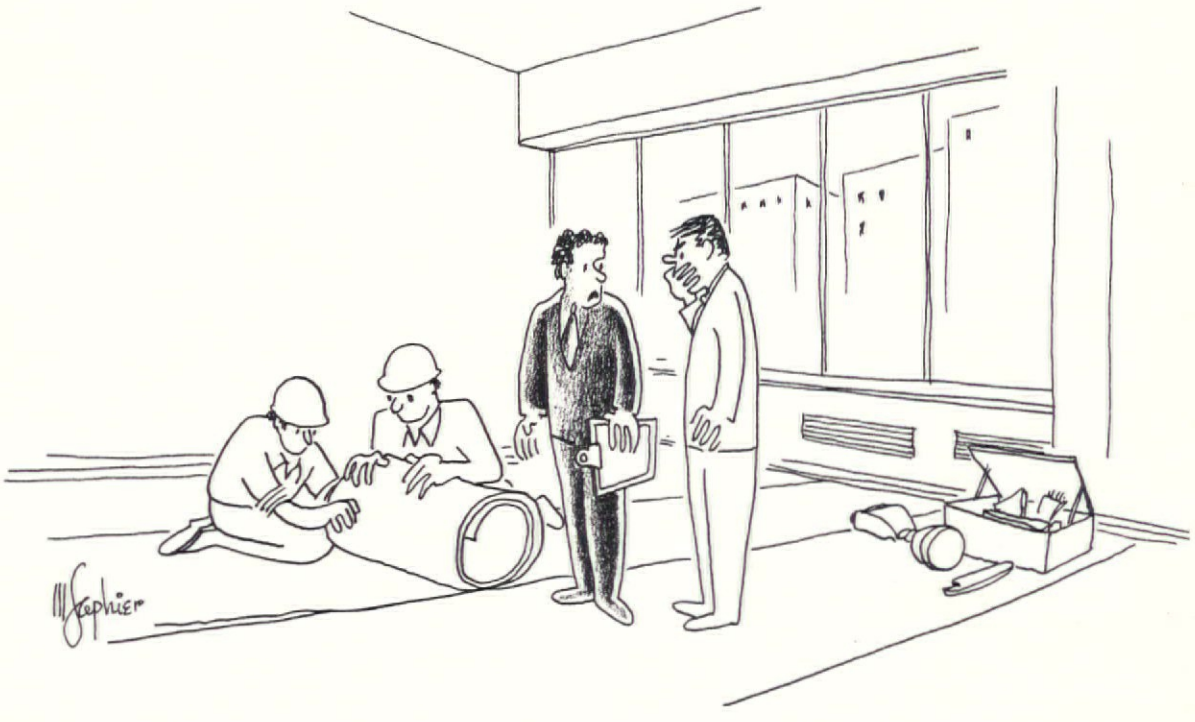
Miami—Construction has begun on the first of four design showroom buildings planned for The Design Center of the Americas, Dania, Fla. The $120 million complex will feature a first-class hotel and 10-story office building. Each of the showroom buildings planned for the center will encompass 266,000 sq. ft. of display space.

The first-phase building is currently 65 percent leased with signed leases or signed commitments. Among the manufacturers who have signed leases so far are Baker, Knapp & Tubbs; Brunschwig & Fils; Boris Kroll; and Stark Carpet Company. Included in the showcased collections will be furniture, fabrics, lighting, bathrooms, and kitchens.

The center will provide a secure enclave on landscaped grounds with parking, air-conditioned malls and atriums, private conference rooms, and covered access to the hotel and office building. Hotel facilities will include restaurants, lounges, meeting rooms, a swimming pool, and other amenities.

Completion is expected in the first quarter of 1985, announces Marvin I. Danto, developer and chairman of the board, Danto Investment Co., Troy, Mich. and Boca Raton, Fla. Danto estimates that more than 1,400 new jobs will be generated by the design center and first-year revenues of $35 million are projected. Building architects are John Nichols & Assoc., Architects and Planners of Coral Gables, Fla.

designed for laughter®
by Michael Saphier
FOR CONTRACT MAGAZINE



"I get the uncomfortable feeling that this is the carpet for the job we're doing around the corner."

PRESENTING

Art Deco

Reflections of the Splendor and Opulence of the 1925 Paris Exposition des Arts Décoratifs et Industries Modernes.

SHELBY WILLIAMS INDUSTRIES, INC.

Executive Offices: P.O. Box 1028 • Morristown, Tennessee 37816-1028 • Phone (615) 586-7000 • Telex: 55-7457

SHOWROOMS IN PRINCIPAL CITIES WORLDWIDE

©1984 by Shelby Williams Industries, Inc.

Circle 55 on reader service card

Executive material for the corporate grind.

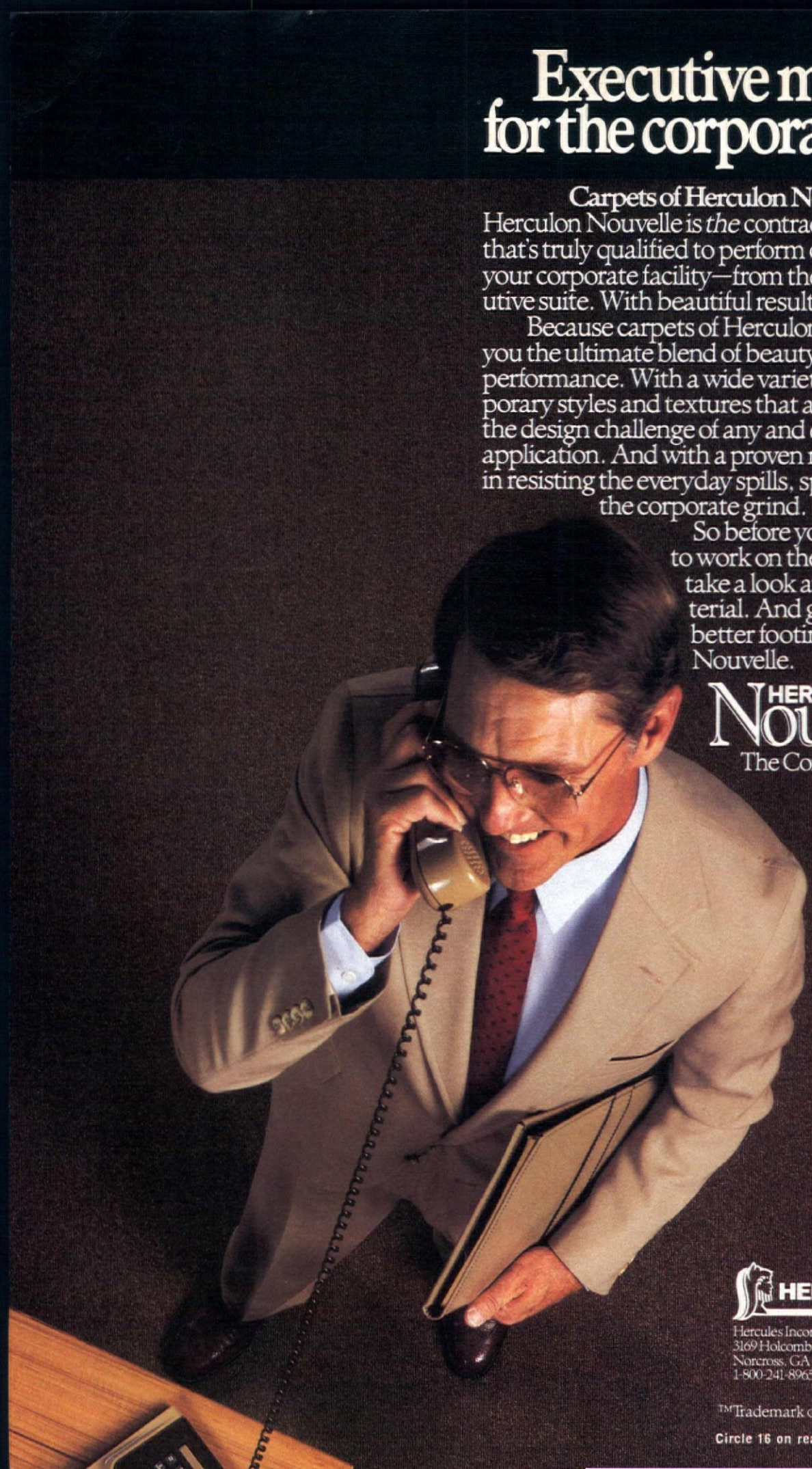
Carpets of Herculon Nouvelle.™

Herculon Nouvelle is *the* contract carpet fiber that's truly qualified to perform on every floor of your corporate facility—from the lobby to the executive suite. With beautiful results.

Because carpets of Herculon Nouvelle give you the ultimate blend of beauty and on-the-floor performance. With a wide variety of new, contemporary styles and textures that are ready to accept the design challenge of any and every office space application. And with a proven record of durability in resisting the everyday spills, spots, and wear of the corporate grind. For years to come.

So before you put just anything to work on the floor of your office, take a look at our executive material. And give your business a better footing with Herculon Nouvelle.

HERCULON Nouvelle™
The Contract Fiber.



HERCULES

Hercules Incorporated
3169 Holcomb Bridge Road
Norcross, GA 30071
1-800-241-8965

™Trademark of Hercules Incorporated.

Circle 16 on reader service card

"The judges flipped over Flip-Seat™ in the IBD/Contract Magazine Product Design Competition!"

"On behalf of all the professionals at Fixtures Furniture, I would like to thank the panel of judges, who for the second time in the fifteen year history of the event, chose our product for the top awards . . . this year for our Flip-Seat design. Selected for the gold award in the New Product Innovation Category, the Flip-Seat then received a second gold medal as Best of Show!

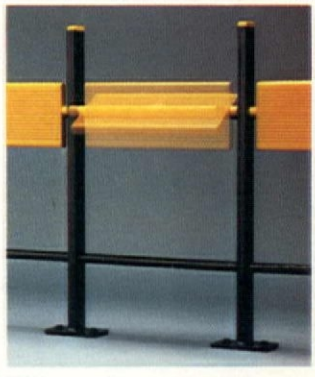
Institute of Business Designers
IBD
and Contract Magazine
Product Design Award

This revolutionary concept combines ingenious design with superior materials to make Flip-Seat a practical yet aesthetically pleasing solution for public amenities, landscape architecture, spectator seating, transportation staging, park and recreational needs and crowd control.

The unique gravity actuated mechanism allows the seat to adjust to each person's height and provides support where needed. When not in use, the seat flips out of the way, saving space.

Seats are molded in rugged, durable polypropylene making maintenance costs negligible. Options include ultra violet stabilizers to prevent fading and weathering for outdoors, and fire retardant additives to meet New York Port Authority fire codes.

Designed for perching for short periods, the Flip-Seat should not be confused with ordinary benches. Barrier rails with integrated seating provide superior traffic control, while modular wall units are ideal where floor space or clearance is restricted. The Flip-Seat is cost effective, virtually vandal proof and offers a wide range of solutions for almost every public seating application.



Please write me, and I'll send you our complete presentation portfolio on the FLIP-SEAT."

Norman Polsky

Norman Polsky
President
Fixtures Furniture

FIXTURES FURNITURE 1642 Crystal, P.O. Box 6346, Kansas City, MO 64126-2825, 800/821-3500 • 816/241-4500, Telex: 434218 Fixtures KSC

American architecture & its public sets AIA national convention theme

Phoenix—The 1984 American Institute of Architects (AIA) national convention May 5-9 will focus on communication that is increasingly developing between American architects and the public. The theme will also set the tone for AIA activities throughout the year.

Scheduled theme programs include a debate on "Architecture and the Media" which will offer opinions from respected critics of architecture; case studies in southwestern shelter highlight "Housing America's People," a panel discussion of the pressures and potential of housing development.

Regional programs will explore past and present factors in the evolution of the American Southwest, with the cities of Phoenix and Scottsdale used as examples.

Eleven practice programs in seminar and panel discussion formats will tackle problematic issues in architectural practice today such as applications of CAD/D in the small firm.

More than 300 exhibits of new products and technology will be displayed daily; a variety of special events include tours of Arcosanti, Paolo Soleri's avant-garde prototype for an energy-efficient desert habitat. Another tour goes to Montezuma Castle.

For more information, contact Muriel Campaglia, Public Relations Department, AIA, 1735 New York Ave. NW, Washington, DC 20006.

IBD awards two scholarships

New York—Two senior design students were awarded scholarships totalling $2,500 in the Institute of Business Designers New York Chapter's annual Hans Krieks Memorial Scholarship Program.

Enrique Montalvo Jr., New York School of Interior Design, received $1,500; Denise Wunderler, New York Institute of Technology, received a $1,000 award.

Eugene Daniels, FIBD, IBD president, and Sydelle Hird, IBD, New York Chapter president, presented the scholarships during a reception at Atelier International's showroom which also featured slide displays of the students' work.

Judges for the 1984 scholarship program included guest judge James Guiquierre of Skidmore, Owings, & Merrill; Kenneth Muller, FIBD, New York Chapter national trustee; Will Ching, IBD, New York Chapter vice president of membership; and Hird.

Hans Krieks Scholarship Awards were presented to design students at a recent awards program. Shown (above l. to r.) are: Eugene Daniels, FIBD, IBD president; Denise Wunderler, $1,000 winner; Enrique Montalvo, Jr., $1,500 winner; and Sydelle Hird, IBD, New York Chapter president.

ASID elects new officers

Miami—*New officers of the American Society of Interior Designers (ASID) join past president Martin Elinoff (r.), FASID, at the society's annual meeting. The new officers include (l. to r.) William R. Whaley, FASID president; Ann Sullivan, FASID secretary; Gail Adams, ASID vice president/president-elect; Janet Schirn, FASID treasurer.*

AMM celebrates anniversary with third building expansion

Atlanta—The Atlanta Merchandise Mart will celebrate its silver anniversary in 1986 with the completion of the third expansion in the building's 25-year history.

The 600,000-sq.-ft., 22-story addition will include a retail area and an entire one-stop shopping section of contract furnishings and floorcoverings. Floors will be categorized as to product offerings. Contract furnishings will be exhibited on floors three through seven.

The $50 million expansion wing is being designed by John C. Portman Jr., owner and architect/developer.

A $50 million expansion wing currently under construction at the Atlanta Merchandise Mart is outlined in this aerial view.

Parsons, IDCNY form institute

New York—Parsons School of Design and the International Design Center, New York (IDCNY) are collaborating to establish the Institute for Design Research.

Intended to function as a major resource for architects, designers, students, and manufacturers, the institute will develop and maintain a pictorial reference file on microfiche, illustrating works of major architects and designers.

An archive of historical and contemporary materials is planned and a fully computerized data retrieval system will be utilized. An ongoing program of presentations and seminars will address a variety of design issues.

The research institute is being launched with a grant from the National Endowment for the Arts.

Tradition in a new light.

Through all the trends, nothing has been able to replace the soft flowing elegance of drapery. Gardisette® refined the drama of drapery to create an expression all its own . . . lighter, softer, seamless. The rhythmic flow of curves is the result of our unique pleating and bottom finish. Extremely stable fabrics assure the drapery will hold its shape year after year. And Gardisette contract draperies are fire-rated.

Let us show you the elegance of drapery in a way you've never seen before. You'll choose Gardisette for its smart practicality. But you'll love it for its beauty.

Call us toll-free at 1-800-845-8755.
In South Carolina call 1-803-224-7411.
Shown in major design centers.

Gardisette®

P.O. Box 2586, Anderson, S.C. 29622

Circle 17 on reader service card

brayton international collection

p.o. box 7288 high point, nc 27264 919/434-4151 telex 578-431

atlanta	404/992-9823	dallas	214/747-7130	los angeles	213/652-5450	new york	212/371-6131
boston	617/423-0040	denver	303/425-4374	miami	305/233-9537	st. louis	314/241-8431
chicago	312/822-0711	houston	713/523-4900	minneapolis	612/872-0510	san francisco	415/864-3801

Circle 18 on reader service card

CHF: BEAUTY IS OUR STRENGTH AND STRENGTH IS OUR DESIGN

The epitome of design freedom, coupled with lasting quality is yours when you work with CHF.

Let your imagination run wild with laminates from all major domestic and foreign manufacturers. Of course, *everything* is matched with one of our 20 different exciting edge designs.

Down below, CHF gives you unlimited freedom in choosing bases and columns which compliment every design you create up above.

But don't just specify a CHF table for its outstanding visual appeal. Remember, we built our reputation on unsurpassed quality and long-lasting durability . . . because *your* reputation is *our* reputation.

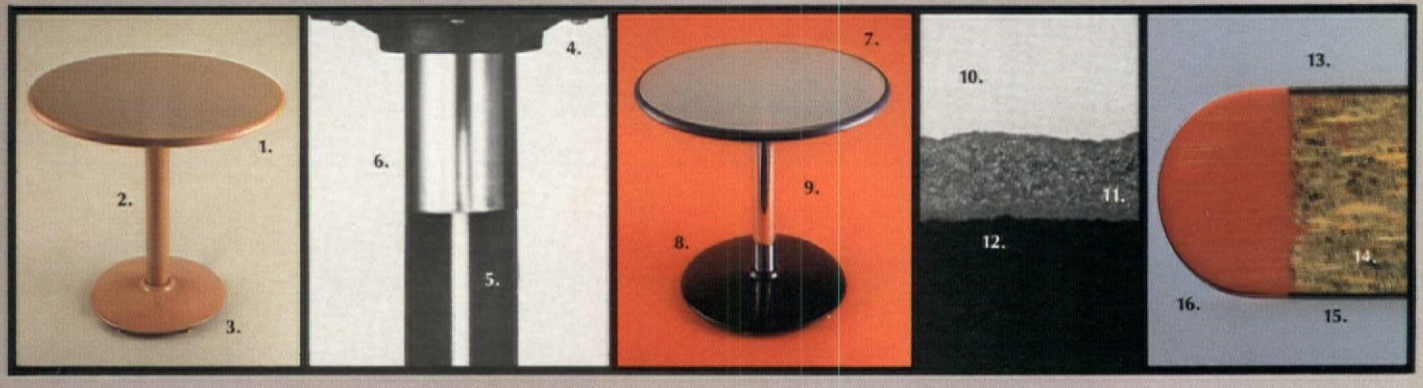
1. New, high-fashion mauve Rock Edge Bull Nose fused with the laminate. **2.** Full freedom to mix and match CHF tops, columns and bases. **3.** Our bases fired at 1750°F for CHF exclusive Kaolin porcelain finish.

4. CHF cast iron, disk ground spider gives a perfectly level fit. **5.** 1/2" steel tie rod bolt extends within the column for unbendable strength. **6.** No welds to crack or distort.

7. CHF high-tech, high-fashion grey maxi-graph top. **8.** 12 different bases available in six different finishes. **9.** Chroma-matched colors accent any decor.

10. Magnified cross-section of a CHF casting. **11.** Fine grain, low porosity, heavy grey iron. **12.** 29 process steps result in the most durable, high-fashion bases available.

13. CHF laminate tops are pressed with our thermoset adhesives at 200 degrees. **14.** Premium, 3-ply, "fine-flake" core. No telegraphing bumps. **15.** Fully-balanced backing. **16.** Tops warranteed for five years.



CHF INDUSTRIES
150 Pine Street
Grayslake, IL 60030
312/223-1900
Call Toll Free: 1-800-CHF-TOPS

Considering both sides of the story, CHF firmly believes that you could spend more, but you'll never get a better table. We're listed with the Sweets Byline, or Sweets catalog, 12 12.1c/CH.

CHF guaranteed quality and service for over 75 years.

Circle 19 on reader service card

WHETHER THEY DINE IN IT, DREAM IN IT, MEET IN IT OR GREET IN IT... IF IT'S A HOSPITALITY SPACE, IT'S A PLACE FOR MILLIKEN PRODUCTS.

Welcome! To the unique, total, quality resource that is Milliken for hospitality.

Welcome to textile products that harness high technology to improve performance, drive down costs and beef up your bottom line.

Welcome to a company that understands R.O.I. from A to Z; where saving you money in your business is a central part of ours.

Welcome to service. To problem solving. To creative solutions for broadloom, modular carpet, bedspreads, draperies, upholstery, wall fabrics.

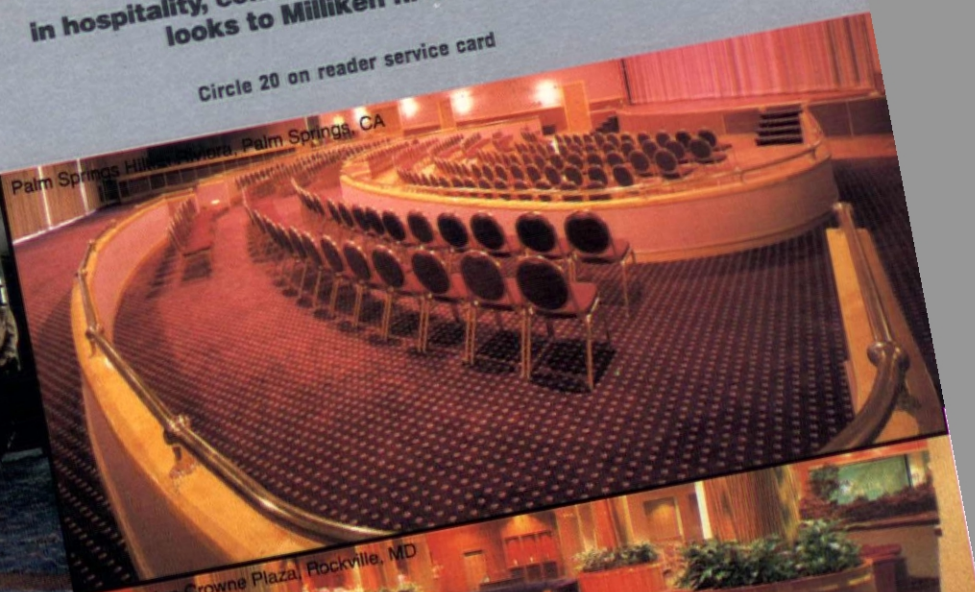
In virtually every area of hotels, motels and restaurants ...the welcome that gets right down to business is the one you'll find at Milliken. Find out more; call 1-800-241-2327 for our hospitality brochure.

For creative solutions in hospitality, contract America looks to Milliken first.

MILLIKEN

Circle 20 on reader service card

Phoenix Hilton, Phoenix, AZ


Palm Springs Hilton Riviera, Palm Springs, CA

Holiday Inn Crowne Plaza, Rockville, MD

Ramada Inn, Beckley, WV

The Sahara Hotel and Casino, Las Vegas, NV

Reprographic needs to be addressed at A/E Systems '84

Baltimore—"Getting It All Together" will be the theme of A/E Systems '84, the fifth annual exhibition and conference on automation and reprographics in design firms.

The show, scheduled for June 4-7 at the Baltimore Convention Center, will be the first A/E Systems show to be held in the eastern U.S. It will present design professionals with an opportunity to explore how automation, reprographics, and management techniques can improve their practices.

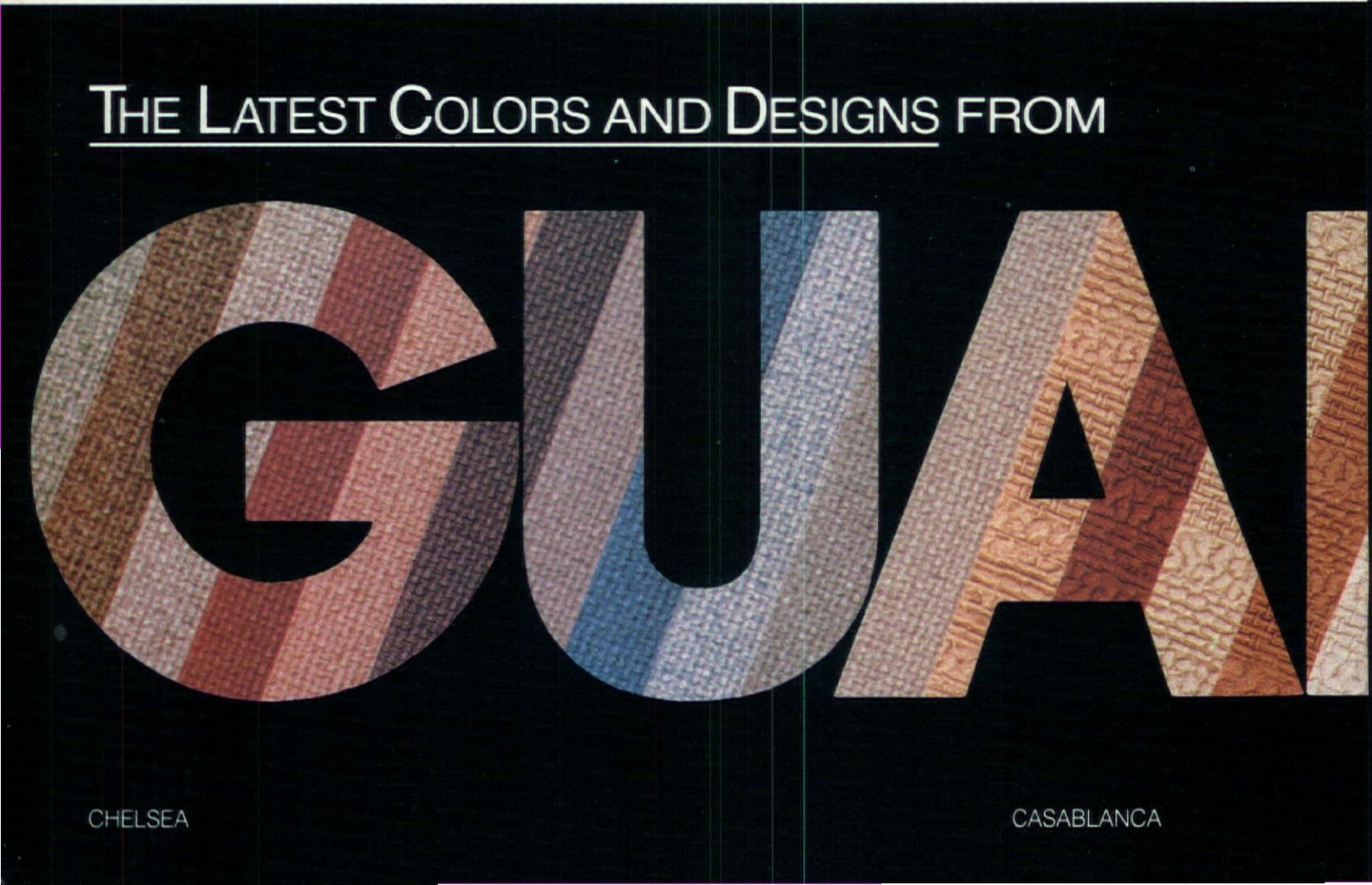
"Our new effort reflects the increasing sophistication of architects, engineers, interior designers, and corporate facilities managers in making use of recent technological advances," says Michael R. Hough, publisher, *A/E Systems Report*, and sponsor of the event.

"Our first show was planned as a guide to help designers shop for the equipment they needed. Now, designers also need to know how to get the most out of—and how to expand on—the hardware and software they've already invested in," continues Hough.

For more information, contact ACEC Professional Development and Meetings, 1015 15th St., N.W., Washington, D.C. 20005; (202) 347-7474.

Expansions: Diversification spurs company plant expansion

Nanik, a division of Wasau Metals Corp., Wasau, Wisc., has opened a second plant due to the firm's diversification of product lines and a 33 percent growth in business during the past year . . . **Philadelphia Carpets,** a division of Shaw Industries Inc., will open a 30,000-sq.-ft. distribution center in Denver . . . **Myrtle Desk Company** has announced plans to build a manufacturing plant near Chadbourn, N.C. . . . **Inlite Corp.,** a manufacturer of track lighting, is planning a 25 percent expansion of existing finished product facilities . . . Construction was recently completed on the new Tech Center and Education Center for the office furniture division of **Kimball International** . . . **Typhoon International Corp.** has doubled the size of its Dallas showroom to accommodate the firm's growing product line of wicker and rattan furniture . . . **Brockmann Leather Co.** has constructed a 15,000-sq.-ft. office/warehouse facility in Business Park near the Greensboro-High Point-Winston-Salem Airport . . . **Armstrong World Industries Inc.** will begin manufacturing Travertone ceiling materials at its Pensacola, Fla. plant, increasing its Travertone capacity by 30 percent. The firm will also increase its Macon, Ga. plant's capacity to manufacture mineral fiber acoustical ceiling materials by 70 percent . . . **Auto-trol Technology Corp.,** a Denver-based manufacturer of computer-aided design/computer-aided manufacturing systems, announces the formation of Auto-trol Development Partners Ltd. to fund the development of a comprehensive software system.



Who reps what: Reps are added to growing sales network

The **Barrit Corporation,** Philadelphia-based manufacturers of contract seating, added these four sales representatives to its growing sales network: **Seymour Mirrow & Co. Inc.,** Texas, Oklahoma, Louisiana, and Arkansas; **Bud Nill & Associates,** Michigan, Indiana, Kentucky, and Ohio; **Bud Farag,** Washington, D.C., Maryland, Virginia, and West Virginia; **Peter Stanbridge Associates Inc.,** New York and western Pennsylvania . . . **Levolor Lorentzen Inc.** named **Terry Fabrics Inc.** as wholesale distributor for Riviera, Thrifty and Ready Made blinds, Galaxy Sun Controllers, and Sun Tamer awnings and sun screens . . . **Bill Rodriguez** was appointed representative for the West Coast, **Barrett-Hill Inc.** . . . **Navan Carpets** named **Nestler Enterprises Inc.** as its exclusive representative for the northeastern U.S. . . . **Golden Drapery Supplies Inc.** will distribute drapery hardware and window treatment products for **Graber Industries. Windco Distributing** will distribute for the firm in greater Chicago and northern Illinois . . . **Star Floor Covering of California** was appointed full-time distributor of **Tarkett Inc.'s** flooring products in southern California, southern Nevada, and Las Vegas . . . **Ken Nega** of **Robert J. Fuller and Associates** will represent **Brayton International's** product lines in Chicago's surrounding areas. Representing the firm in northern California and northern Nevada are **Steven Ginsberg, Andrea Dick,** and **John Callahagn,** all of Contract Resource Group . . . **M-Geough Co. Inc.** is representing **Polaroid Replicas** in New England. **E.C. Dicken Inc.** is the new southwest representative . . . **Ben Rose Inc.** announces these new area representatives: **Mark Lesher** for Alabama, Delaware, Georgia, Maryland, Mississippi, North Carolina, South Carolina, Virginia, Washington, D.C., and West Virginia; **Valinda Shelley,** for Arkansas, Louisiana, Oklahoma, and Texas . . . **Joyce Vagasy Textiles,** a division of Amicale Fabrics, appointed these new sales representatives: **Maurice Burke Associates,** Dallas; **W.H. Race & Assoc.,** Grosse Pointe Farms, Mich.; and **Nancy Prager Associates,** Miami. **Barbee & Associates** will be the firm's representatives in Atlanta.

All-Canadian product exhibition planned for Miami

Miami—A Canadian exhibition of contract and institutional furniture and specialty building products, sponsored by the Canadian Consulate General, has been scheduled for May 1-2 at the Omni International Hotel.

Contemporary office seating, desks, conference tables, systems and components, lateral files, accessories, hotel furniture and furnishings, partitions, and acoustical wall and ceiling products will be displayed during the event.

For more information, contact H.W. Guy, Canadian Consulate General, 400 South Omni International, Atlanta, GA 30303; (404) 577-6810.

RD®

Guard® introduces Chelsea and Casablanca.

Columbus Coated Fabrics, makers of Guard® vinyl wallcoverings, introduces two new designs, Chelsea and Casablanca. Chelsea is a fine woven linen look offered in thirty fresh, new colorways. Casablanca gives the impression of a rich wool weave and is offered in twenty of the latest colors. For more information on these two new designs contact your closest Guard distributor or write to Columbus Coated Fabrics, Contract Div., P.O. Box 208, Columbus, Ohio 43216.

BORDEN® GUARD® VINYL WALLCOVERING

Circle 21 on reader service card

WORKS OF ART THAT WORK™
ai

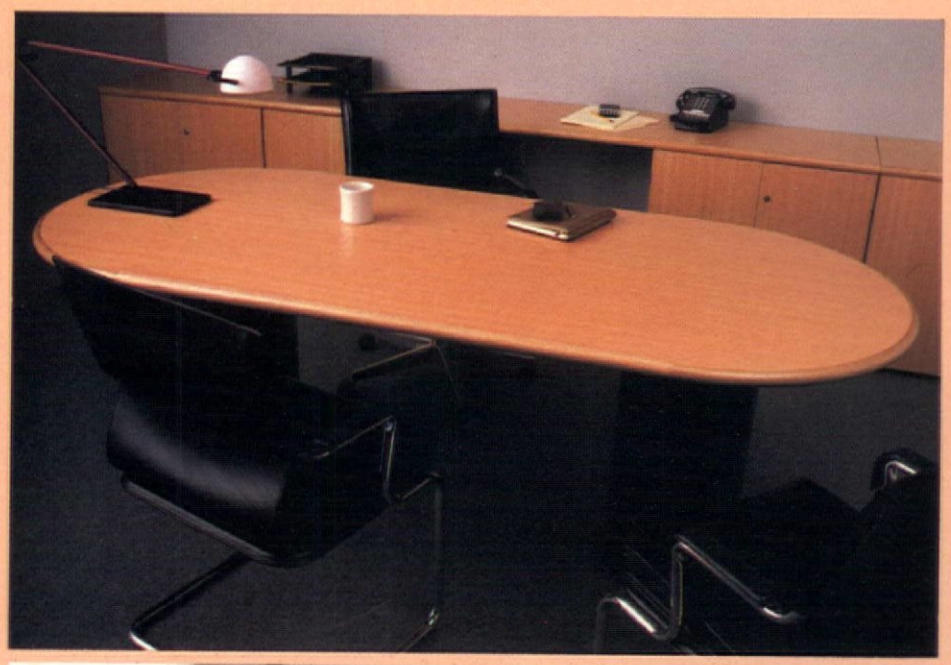
OUR SPACE PROGRAM

☐ Marcatre', the office furniture system, designed by Mario Bellini has a complete corporate overview. It allows for the most efficient use of space, as well as providing a company more room for growth. With a few additions of matching components, a person can be promoted in his job, yet not move out of his space.

☐ Marcatre' is private, but never at the expense of isolation, because everyone can see beyond their job. It offers middle management people a conference round at the end of their desk, so they can call impromptu meetings any time.

☐ Improve working conditions for secretaries, middle management and executives. Whether you choose oak veneer with grey, white and beige laminates or use our ash or ebonized ash editions, Marcatre' affordably provides chairs, desks and conference tables for everyone up and down the organizational chart. From clerk to C.E.O., you can work with Marcatre', and give everyone the one thing most companies keep at a premium. Space.

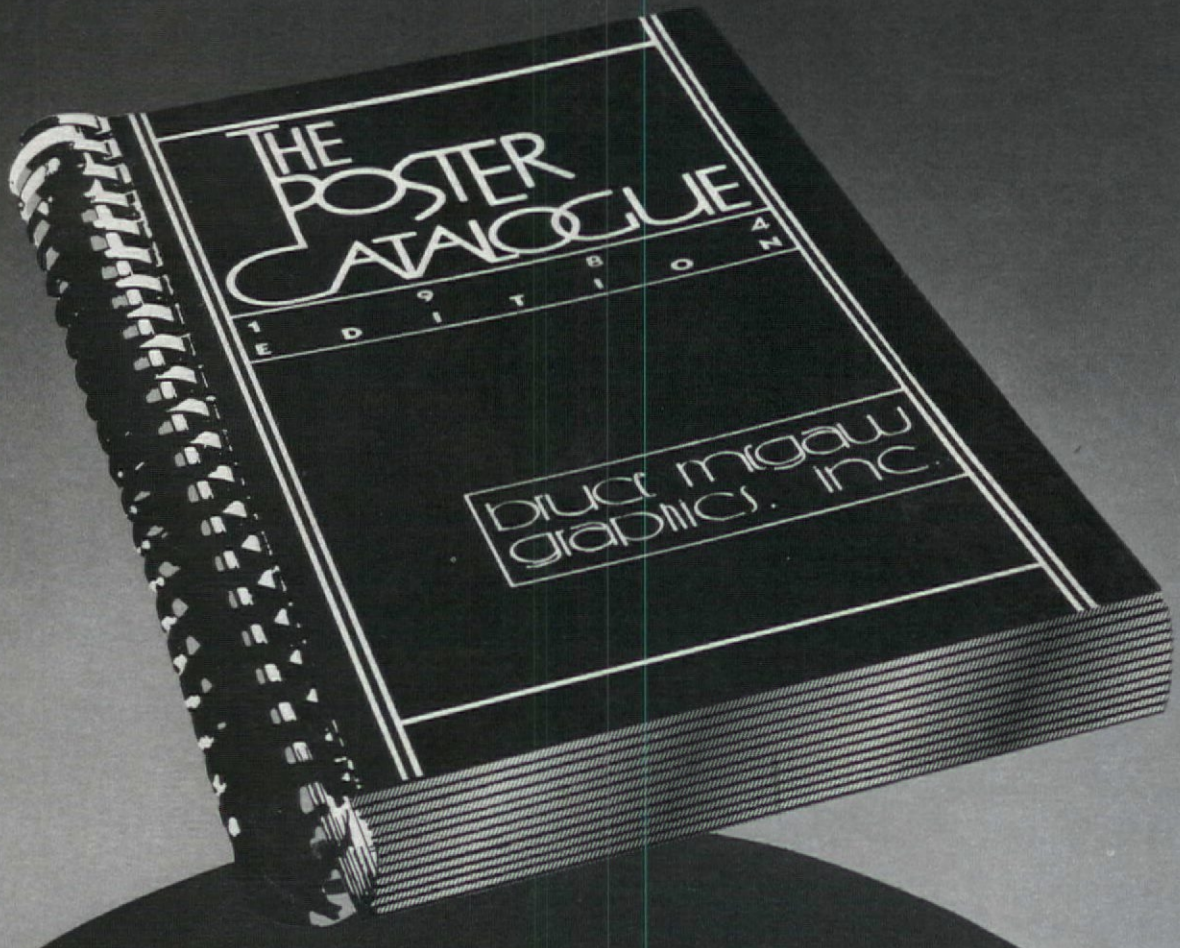
☐ Call or write for more details. Atelier International Ltd., 595 Madison Ave., New York, New York 10022. (212) 644-0400. Outside N.Y., (800) 223-5220. Showrooms: Chicago, Dallas, Los Angeles, and Washington, D.C., and Selected Dealers Nationally. Member ASID and IBD.



Circle 22 on reader service card

The Source

1215 Framed Images



Trouble-free drop shipping
Custom matting Crescent QUALITY CARDBOARD
Security hanging systems
Contract specialists

The professional source for quality framed fine art posters

Available in anodized sectional aluminum, natural grain ash wood, and mica laminate mouldings

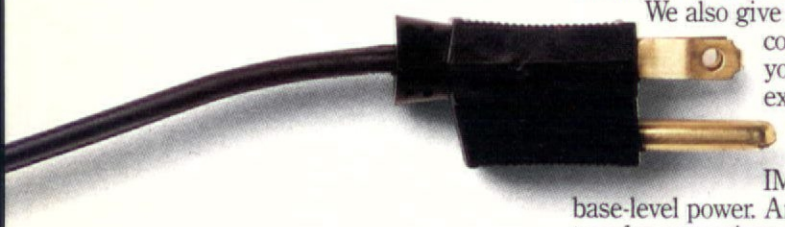
Write us today to request your copy of our 280 page 1984 Catalogue and custom designer kit

Circle 23 on reader service card

B.M.G. FRAMED GRAPHICS, INC.
A division of Bruce McGaw Graphics, Inc.

200 Airport Executive Park / Spring Valley, New York 10977 (914) 356-1881 or Toll Free (800) 221-4813

How to provide exceptional power and communications capability to the open office.



It's easy with Panel Concepts. Our SYSTEM 2PLUS™ gives you 3-circuit, 6-wire power distribution. So you can energize up to 39 duplex receptacles, from a single power source (13 per circuit). And the third circuit may be isolated as a source of "clean" power for EDP equipment or individual circuit switching, or used with an emergency power source.

We also give you modular power components that let you have your power exactly where you need it. There's our award winning IMPAC system for base-level power. And our Midline system for convenient desktop-level power. Plus you can combine these two systems for bi-level power and communications distribution.

Finally you get our exceptional raceway capacity that can accommodate over twelve 25-pair communications cables—even with the power components in place.

Of course, with SYSTEM 2PLUS, you also get easy installation, complete retrofit capabilities, and delivery times that are half the industry average.

For more information on our SYSTEM 2PLUS power and communications capabilities, contact Panel Concepts, P.O. Box C-11953, Santa Ana, CA 92711, (714) 979-3680. For expedited service call toll-free inside California: **(800) 422-2101.** Outside California: **(800) 854-6919.**

panel concepts, inc.
A SUBSIDIARY COMPANY OF STANDARD-PACIFIC CORP.

We make it easy to do business.

™SYSTEM 2PLUS is a trademark of Panel Concepts, Inc.

Circle 24 on reader service card

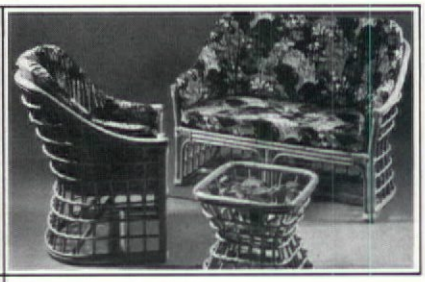
AIA names architect to receive highest service honor

Washington, D.C.—Architect/engineer Dean F. Hilfinger, FAIA, has been selected by the American Institute of Architects (AIA) to receive the 1984 Edward C. Kemper Award, AIA's highest service honor. He was chosen in recognition of his many years of contributions to AIA and the architectural profession in contract document revision, international relations, and training/continuing education development.

Among Hilfinger's achievements is his work with various AIA groups to develop nationally respected professional practice documents ranging from "AIA Document A201" (General Conditions of the Contract) to emendations of the "Architects' Handbook of Professional Practice." He has also worked to develop commonly accepted international practice standards.

From 1972-'75, Hilfinger designed and presented AIA's architectural training laboratories across the country. He still authors continuing education courses in professional liability which are endorsed and offered by AIA.

SUDDENLY, PEOPLE LIKE GENTLE ELEGANCE AT HOME AND OFFICE.



For years, people have enjoyed the unmatched elegance and casual sweeping lines of woven wicker and rattan furniture in select areas of their home.

But now Typhoon seating groups like these are being found in fine offices, condominiums, apartments and homes across the country. More and more people find these groupings provide a few moments of serenity in their hectic lives.

Typhoon craftsmen achieve this ageless charm with a delicate balance of exquisite wicker and rattan design complemented by the luxurious comfort of durable, attractive poly-filled seat cushions.

Spacious settees, matching chairs and tables are made of the finest reed available and hand finished so they age gently.

Sponsor Of The APOLLO AWARD For Excellence In Retailing Summer & Casual Furniture Manufacturers Association

For discriminating customers, specify...show...sell the finest from Typhoon.

Call or write us today for the showroom or representative nearest you.

TYPHOON INTERNATIONAL CORP.
121 Ninth St., San Francisco, CA 94103
(415) 621-5480, Telex 34-717

Typhoon INTERNATIONAL CORPORATION

SHOWROOMS: Los Angeles Home Furnishing Mart, L.A.; Merchandise Mart, Chicago; Southern Exposition Building, High Point; Western Merchandise Mart, San Francisco; Atlanta Merchandise Mart, Atlanta; Dallas World Trade Center, Dallas; Orlando Import Co., Orlando.

Circle 25 on reader service card

New assignments: Interior designers use computer systems

Jung/Brannen Associates Inc. is using a computer-aided design-drafting (CADD) system to prepare tenant improvement and furniture procurement drawings for more than 125,000 sq. ft. of space recently leased by **New England Mutual Life Ins. Co.** in Boston's Back Bay. The firm is also using the system to plan 100,000 sq. ft. of One Financial Center, a 46-story tower near Boston's South Station, for law firm **Mintz, Levin, Cohn, Ferris, Glovsky, and Popeo, P.C.** . . .A consortium headed by **Robert F. Warner Inc.,** international hotel marketing consultants, has been formed to develop a 600-room resort hotel and conference center in Greece. The property was made available by the **Church of Greece . . . RMM Inc.** was retained to design a new 60,000-sq.-ft. office building, Mundelein, Ill., for healthcare products manufacturer and distributor **Medline Industries . . . Professional Designs Inc.** was named space planner for the 240,000-sq.-ft. **Bank of New England Operations Center,** Malden, Mass. . . . **Interior Design Dimensions,** a division of Davis & Carter, P.C., was awarded the space planning and interior design contract for the **B.F. Saul Building,** Tysons Corner, Va. . . . **Larkin General Hospital,** Miami, retained the architectural services of **Maspons Goicouria Estevez** for a $3.4 million remodeling and expansion project which will nearly double the existing size of the hospital . . . **Image Design Inc.,** Atlanta-based contract interior design firm, has been retained by **Richard Diedrich,** AIA, to design the interiors of recreation facilities for **River Bridge,** a planned residential community, Greenacres City, Fla. . . . **Hellmuth, Obata, & Kassabaum, P.C.** was selected by **Westinghouse Electric Corp.** to provide site improvements, renovation of an existing tunnel, and a two-story addition at the firm's **Defense and Electronics Center,** Friendship Heights, Md.

INNOVATIVE DESIGN STRATEGY

Superb Custom Colors you always wished someone would reproduce in a stock program.

These carefully Woven Contract Upholsteries represent the smartest range of Contemporary colors available. Your choice of Wool, Nylon and Blended Yarns combine Innovative Design Strategies with truly superb pricing.

VALLEY FORGE FABRICS, INC.

Sample Books sent on request at no charge.

VALLEY FORGE FABRICS INC., 19 West 44th Street, New York, New York 10036
(212) 398-1776 (800) 223-7979

Circle 26 on reader service card

BALI HAI COLLECTION

DESIGNED BY PHILIP ENGEL

spancraft, ltd.

910 Railroad Ave., Woodmere, L.I., New York 11598 • 516/295-0055

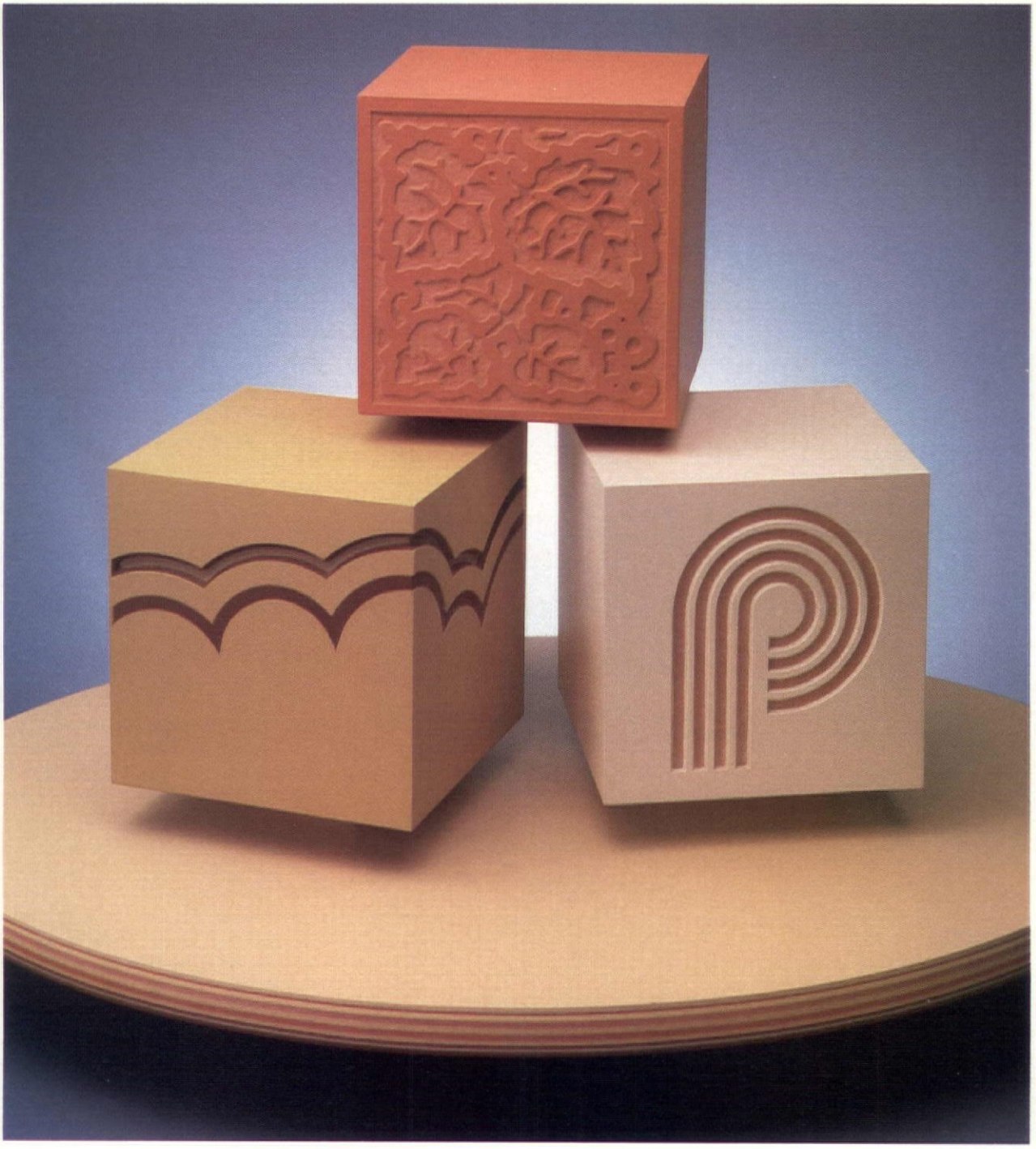
A NEW COLLECTION OF OVER 89 DESIGNS IN NATURAL TONGA REED OR YOUR CHOICE OF 24 COLORS ON SELECT IMPORTED PAINTED LINEN. TRIMMED WITH: POLISHED BRASS, BRUSHED BRASS, CHROME, OR BRUSHED STEEL.

REQUEST CATALOG AND COLOR SELECTOR CARD ON YOUR LETTERHEAD

A PRODUCT OF ENGEL INDUSTRIES

Circle 85 on reader service card

OPEN YOUR IMAGINATION TO PIONITE'S NEW SOLID COLOR MELCOR™



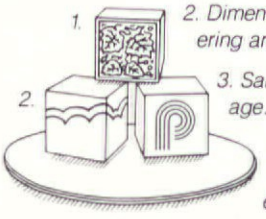
Look at new MelCor™ from Pioneer. Notice how its continuous solid color eliminates seams.

Look again. This time with what separates you from other designers. Your imagination. See what a difference volume and mass can make in design and application. And how sandblasting, routing and layering open limitless possibilities for graphic design.

Also, listen. Good judgment says that because MelCor™ is from Pionite, you can be certain of its quality.

Create exciting graphic design with MelCor™

1. Solid color can be sandblasted



2. Dimensional effect of layering and routing.

3. Sandblasted for signage.

4. Layered and radiused for 3-D effect.

Now write. Or call. Our free information kit will fill you in on new MelCor™ along with our line-up of solids, woodgrains, slates, leathers, marbles, abstracts and metallics. Also described is our unique ability to custom silkscreen and inlay. Send for your kit today. Write to Pioneer Plastics, Pionite Division, Designer Group A, Pionite Rd., Auburn, ME 04210, Tel. (207) 784-9111.

pioneer

The most for your imagination. A Division of LOF Plastics Inc.

Circle 81 on reader service card

Competitions: ASID co-sponsors contests with cash prizes

• Eighth annual **Halo/SPI** lighting design competition will award $8,000 in cash prizes for creative uses of lighting as a basic element in interior design. Professional, associate, and student ASID members are eligible to participate. Entry deadline is **June 1.**

• **Design With Mirrors Competition,** sponsored by **ASID** and **National Assn. of Mirror Manufacturers,** offers $10,000 in cash prizes for imaginative, attractive, or uniquely functional application of mirrors in interior designs. The contest is open to professional and associate ASID members. Entries must be postmarked by **May 3.**

• **Vicrtex** and **ASID** are offering cash prizes totalling $11,000 to professional, associate, and student members of ASID for innovative and exciting uses of wallcoverings in an interior environment. Projects using L.E. Carpenter and Vicrtex wallcoverings which have been completed within the past two years or are scheduled for completion by May 18 are eligible as are conceptual entries by students. Entries must be postmarked by **May 1.**

• The second annual **Diller Corp. National Laminate Competition** offers $6,000 in prizes to encourage the use of Diller's laminates as a significant interior design element. Contest is open to all ASID members.

• Creative uses of multifunctional home entertainment designs incorporating at least one product from each of four categories including television, stereo systems, video cassette recorders, and home computer games, are solicited for the second annual **ASID/Curtis Mathes** competition. Cash prizes totalling $6,000 will be awarded to professional and associate members of ASID; student cash prizes total $1,800. Entries must be postmarked by **June 8.**

• Entries for the second annual **ASID Product Catalogue Awards** competition must be postmarked by **April 30.** Companies which manufacture or market products used by interior designers are eligible to enter.

• The **1984 Industrial Design Excellence Awards Program,** sponsored by the **Industrial Designers Society of America,** will present awards for the best 1983 achievements in 10 categories including furniture and fixtures, office products, graphics and packaging, and student design projects. Contest closes **May 1.**

• **KDesign Awards,** co-sponsored by the **National Home Furnishings Assn.** and the **American Society of Furniture Designers,** recognize excellence in design and production in the ready-to-assemble furniture industry. The contest is open to designers, manufacturers, and design students around the world. Eligible entries must be postmarked no later than **June 28.**

• **Smokador,** a leading manufacturer of office and building accessories, has announced the presentation of awards to five of its dealers who achieved a 25 percent or greater increase in sales for two consecutive years. The dealers are: Bestype Office Furniture Inc., New York; Contract Furnishings & Systems Inc., New York; Furniture Consultants Inc., New York, Long Island, and New Jersey; Herbert Hoffman Associates Inc., New York; and McQuiddy Office Designers Inc., Nashville.

Attend The Only Conference Devoted Exclusively to Wallcoverings & Window Treatments

Wallcoverings & Windows EXPO '84
June 15-17, 1984
Hyatt Regency Chicago
Chicago, Illinois

See the newest and most popular in wallcovering and window treatment designs, patterns, accessories, and related products... all in one place... all at one time... Fabric-backed Vinyl • Paper-backed Vinyl • Prepasted Papers • Screen Prints • Surface Prints • Grasscloths & Textile Wallcoverings • Murals & Graphics • Mini Blinds • Verticals • Coordinated Window Treatments • Draperies & Shades • All Commercial & Residential Lines... and innovative decorating concepts!

Exhibition Hours:

Friday	June 15	11:30 a.m.–6:30 p.m.
Saturday	June 16	11:30 a.m.–5:30 p.m.
Sunday	June 17	11:30 a.m.–4:00 p.m.

Attend in-depth professional seminars, each addressing specific business concerns, including point-of-purchase programs, financial planning, color coordination, marketing, and pattern trends.

Exhibitor-sponsored seminars will be available, free to all conference participants.

Send today for your free descriptive brochure! For more information, or to get your free brochure right away, call Gillian at (203) 852-0500.

Wallcoverings & Windows EXPO '84
June 15-17, 1984
Hyatt Regency Chicago
Chicago, Illinois

Sponsored by *Wallcoverings* Magazine
Seminars endorsed by the International Drapery Assoc.
Managed by Conference Management Corporation

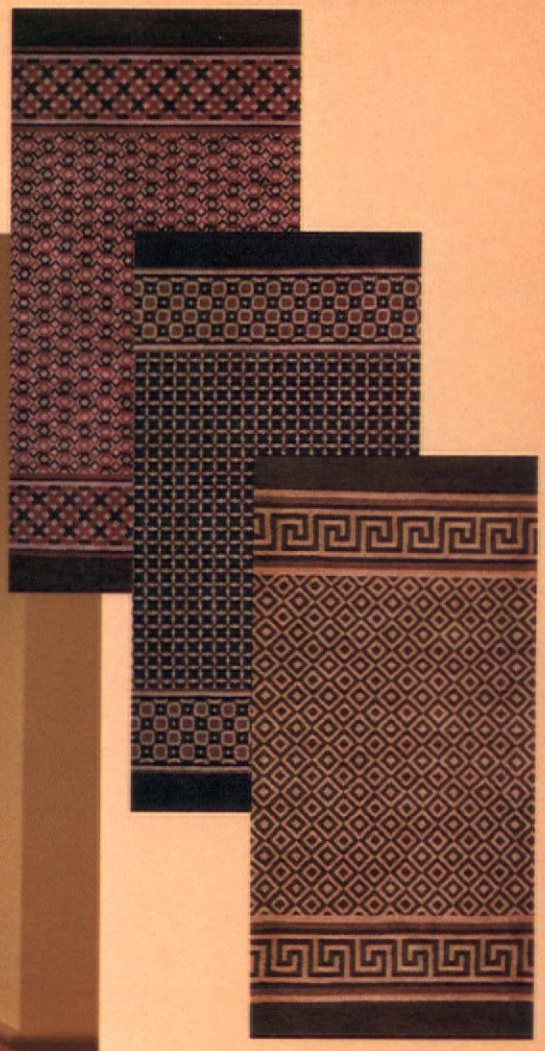
Conference Management Corporation
17 Washington Street, P.O. Box 4990
Norwalk, CT 06856
(203) 852-0500

NAME _____
TITLE _____
COMPANY _____ DIVISION _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE (___) _____

CO 4/84

Circle 28 on reader service card

Bigelow:
Your partner in design.



Now—the elegance, practicality, and prestige of patterned corridor carpet are truly economical: thanks to Bigelow's Beauvais Corridor Carpet Coordinates. You get the aesthetic advantages of expensive custom woven corridor designs—at the much lower **price** of modern tufted carpet. And Bigelow engineering matches proven Tuft-Dye® technology with durable Anso X® nylon for long wear, with coordinating solid color broadlooms available to complete your total design aesthetic.

For more information, call us today at 1-803-299-2000.

Bigelow®
Commercial Carpet

P.O. Box 3089, Greenville, SC 29602

ANSO-X Guaranteath

Circle 29 on reader service card

The hidden value in today's finest carpets.

Freshness.
You can't see it.
You can't smell it.
That's the beauty of SYLGARD™ Antimicrobial Treatment from Dow Corning. It provides hygienic freshness for fine carpet by inhibiting the odor and discoloration caused by bacteria, molds and mildew.

And the SYLGARD Treatment is permanently bonded to the carpet fiber. It won't wash out—even after repeated cleanings.

SYLGARD Treatment has hidden value for you, too. When you specify carpet with this exclusive protection, you're giving your patients extra care that enhances your reputation. Care that pays off in long-term patient confidence.

For more information, write Dow Corning Corporation, Dept. 3013, P.O. Box 1767, Midland, MI 48640.

DOW CORNING®

DOW CORNING

© Dow Corning Corporation 1983
SYLGARD is a trademark of Dow Corning Corporation.
DOW CORNING is a registered trademark of Dow Corning Corporation.

Circle 30 on reader service card

You can tell it's Brown Jordan. Graceful. Beautiful. Comfortable. Rugged.

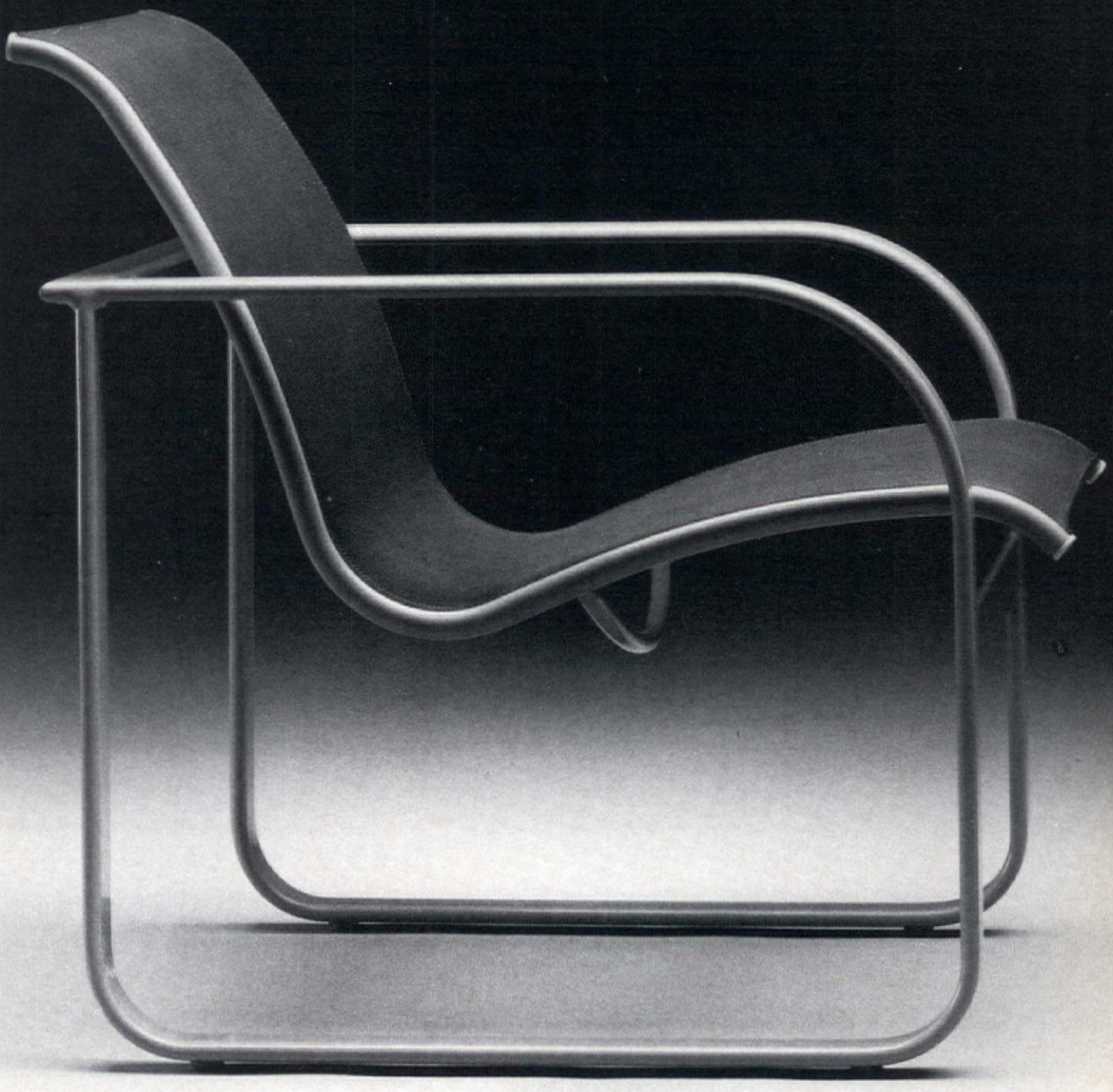
Quantum is an exciting concept in leisure furniture for commercial use: a single frame with three seating modes — mesh, cushions or vinyl strap — to meet specific indoor or outdoor needs.

Ruggedly made for heavy or light contract use, Quantum is also a distinctive choice for residential use. Features include welded frames of special oversize extruded aluminum for exceptional strength and comfort without extra weight. Finish is Brown Jordan's exclusive UltraFuse,® unsurpassed for mar-and-impact resistance.

Both contract and residential users will like Quantum's commanding appearance, comfort and exceptional durability.

Quantum includes all dining, seating and accessory pieces.

Brown Jordan



For free full-color Catalogs, write on your letterhead to Brown Jordan Contract Division, Dept. GX672, P.O. Box 5688, El Monte, California 91734.
Showrooms: Atlanta • Chicago • Costa Mesa • Dallas • High Point • Los Angeles • Miami • New York City • San Francisco • Seattle • Washington D.C. • Amsterdam
Dubai • Geneva • Hong Kong • Karlsruhe • Nicosia • Riyadh • Singapore • Sydney

Circle 31 on reader service card

Restorations
by

AMERICAN OF MARTINSVILLE®
CONTRACT DIVISION
"THE IDEA PEOPLE"

P.O. Box 5071
Martinsville, VA 24115
(703) 638-2379. Telex 82-9347

Circle 32 on reader service card

COM!

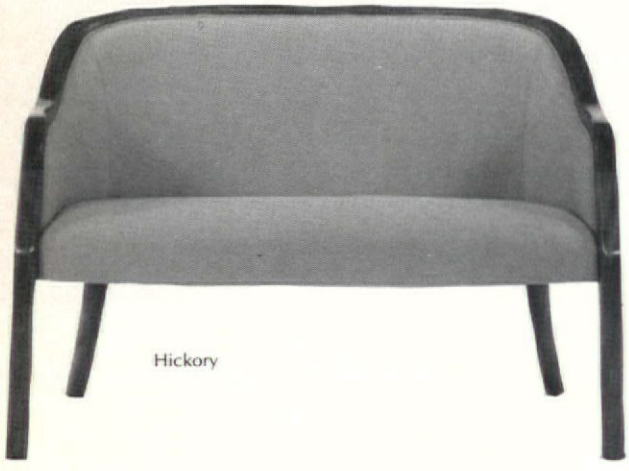
When it comes to COM upholstery, DesignTex is first.
Major contract furniture manufacturers tell us that more DesignTex upholsteries are specified as COM than those from any other contract fabric sources, including the manufacturers' own stock fabric lines. And in a recent trade publication survey, 50% of all specifiers polled listed DesignTex as their primary COM source. Why? Because DesignTex offers more textile variety and reliable testing—more exclusive colors, more unique textures—and more in-stock, ready-to-ship availability. Worldwide.

Du Pont TEFLON® soil & stain repeller

ATLANTA, BOSTON, CHICAGO, DALLAS, DENVER, HOUSTON, KANSAS CITY, LOS ANGELES, MIAMI, NEW YORK, SAN FRANCISCO, SEATTLE, WASHINGTON, D.C.

Circle 33 on reader service card

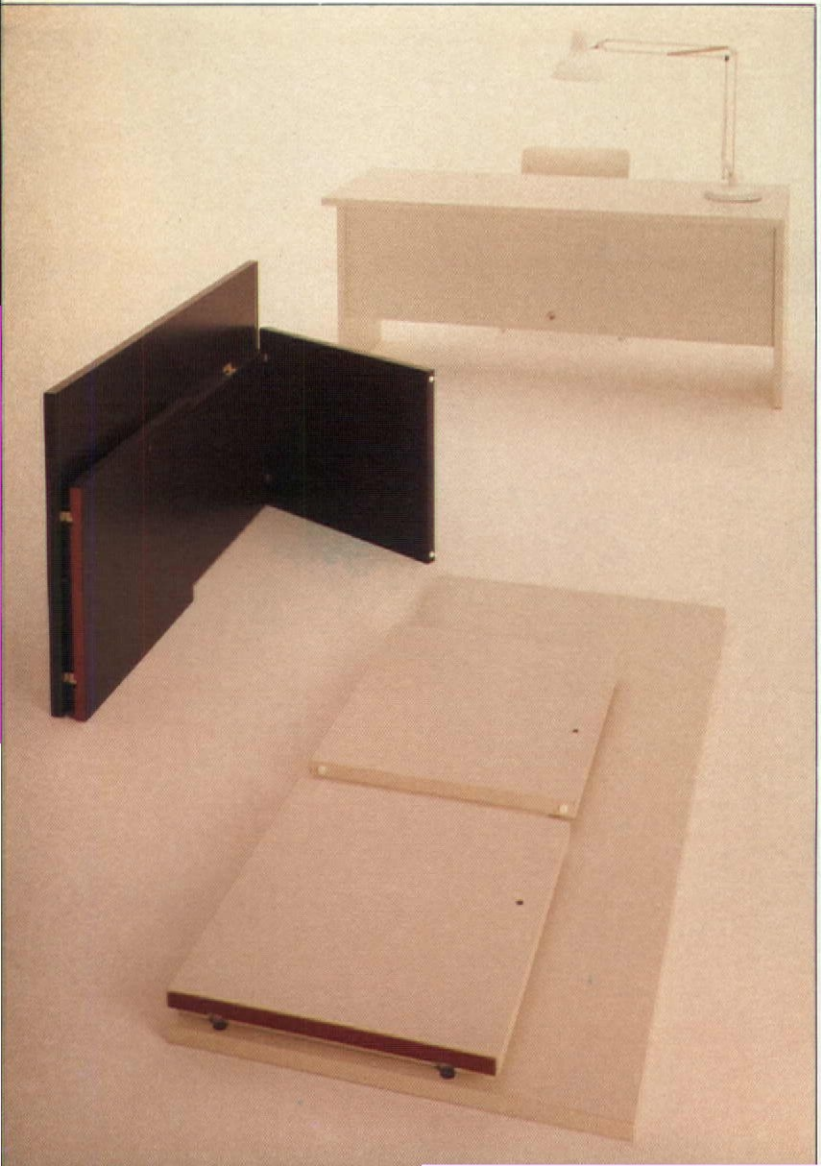
'COME SEE US FOR NEW SAY NEOCON EXHIBITORS



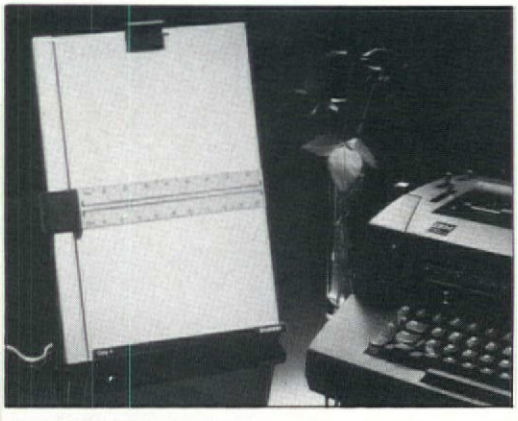
Hickory

Chicago—Hardly a showroom participating in NEOCON 16 will not have a new product, giveaway, or other inducement to lure specifiers inside for a look. Preparations for what is termed the "biggest contract show on earth" include planning for a wide variety of entertainment options and inducements featured in exhibitors' showrooms.

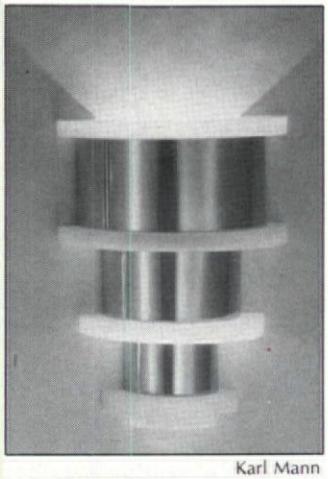
For example, J & J plans to award an '84 Corvette, which will be given away to a lucky registrant on the Monday following NEOCON. The winner will be drawn from showroom registrants during the four-day market, according to Don Thomas, J & J director of marketing. Complete listing of prizes, products, people, and NEOCON events, a sampling of which is shown on these pages, will appear in the expanded May show-preview issue of CONTRACT. □



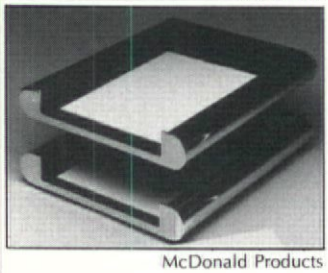
Collezione Simon



Smokador



Karl Mann



McDonald Products

Collezione Simon *will feature its Sullivan series of KD folding desks that assemble in five minutes in Space 1209.* **Circle No. 354.**

Hickory's *new chip off the block is this upholstered Chipet Settee of solid carved cherry wood in six standard, hand-rubbed lacquer finishes. It will be shown in Space 1061.* **Circle No. 355.**

Smokador's *exclusive collection of metal copystands includes an electric line advance option. Models are non-magnetic.* **Circle No. 356.**

Karl Mann, *Space 1611, will feature a line of new tiered sconces by Kevin Kluck in polished brass or polished stainless with frosted acrylic.* **Circle No. 357.**

McDonald Products' *Contrac 7000 series double legal letter trays have "floating design" in four jewelry-quality finishes. See them in Suite 992-A.* **Circle No. 358.**

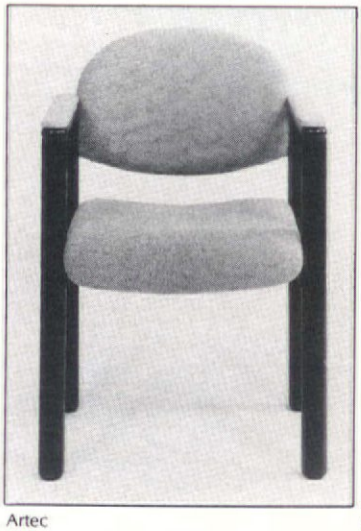
INTROS,

Alma Desk *will show Atrium, a new concept in lounge seating with endless arrangement possibilities in Space 1140.* **Circle No. 359.**

Artec, *a division of Kimball Int'l., will show select models from its new Klober line of Fahgus seating which orginated in West Germany See them in Space 825.* **Circle No. 361.**

Alma Desk

ICF



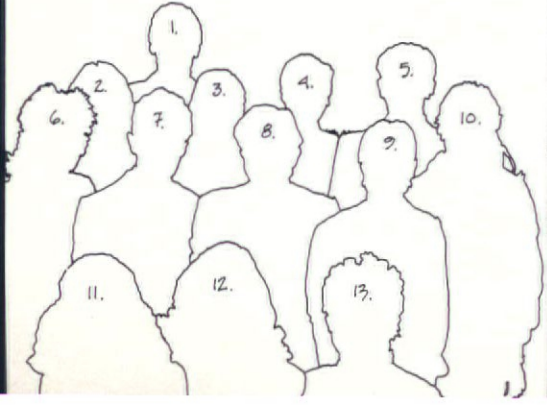
Artec

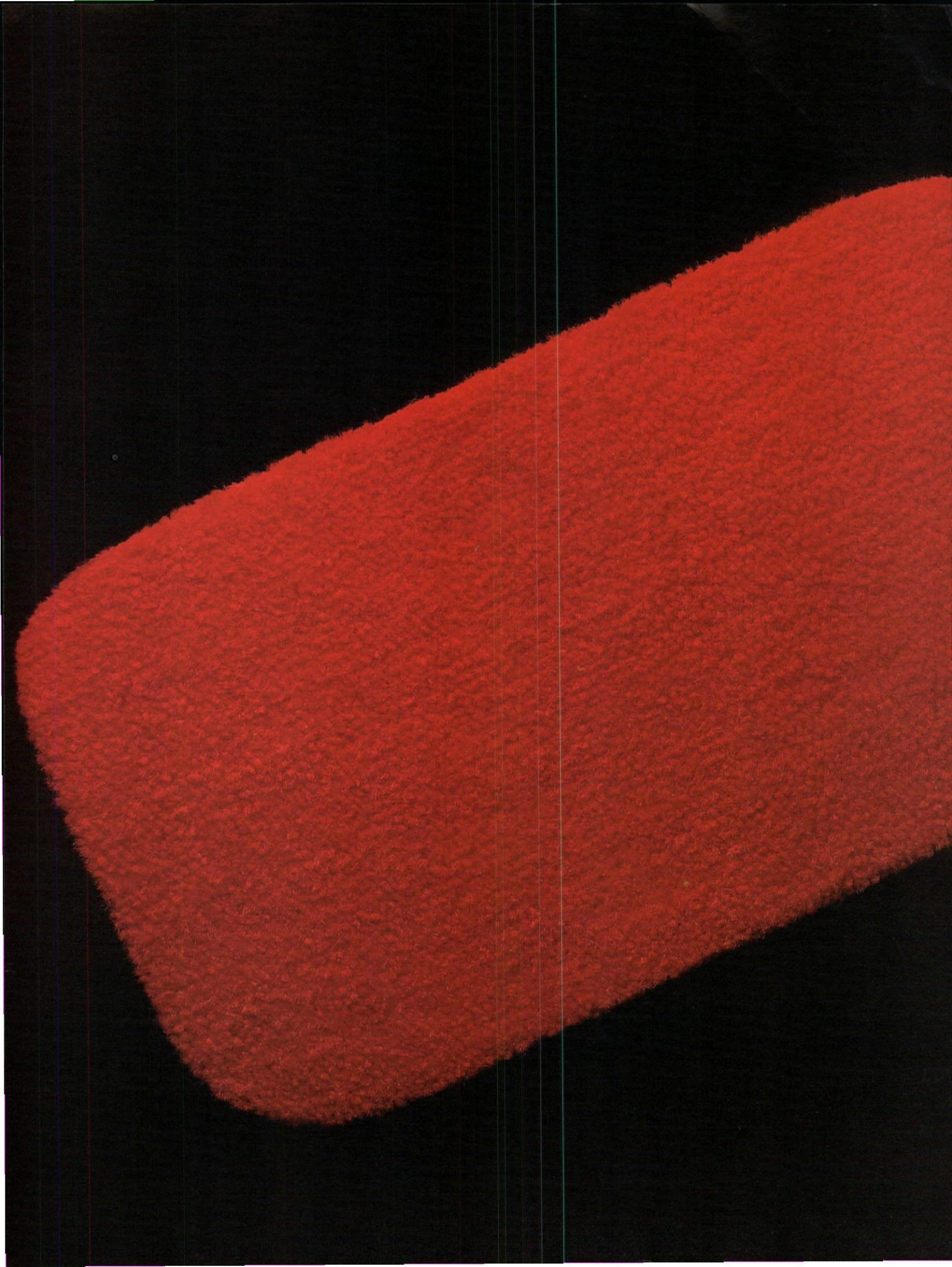
Sedus

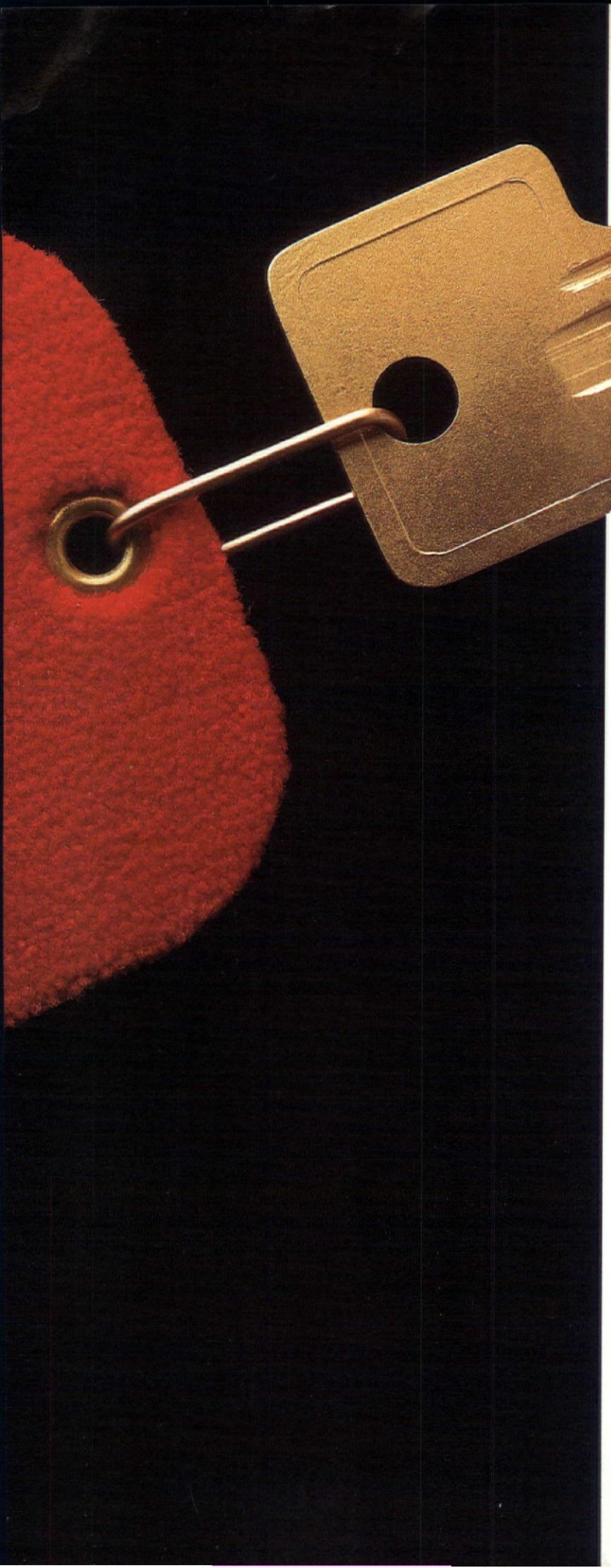
Sedus' *London Series highlights include a new, larger base, mechanical seat and back height adjustment, and permanent contact back rest. They'll be shown in Space 900.* **Circle No. 362.**

ICF *shows Belotti outdoor furniture in an indoor setting. Space 945.* **Circle No. 360.**

Why are these beautiful people smiling? Because they will all be manning the **Ben Rose** *showroom space at NEOCON. They are: 1. Mark Lesher, 2. Claudia Housouer, 3. Joe Singer, 4. Jim Nolen, 5. Michael Lessle, 6. Nancy Dul, 7. Robert Rose, 8. Ben Rose, 9. Sherry Madsen, 10. Vanessa Balbach, 11. Janet Miceli, 12. Kimberly Christman, and 13. Carol Miceli. Not shown: Valinda Shelley.*







In hotels: Carpets of Antron® perform with style.

When The Beverly Wilshire and The Waldorf-Astoria–as well as many of America's other leading hotels–"roll out the red carpet," that carpet is Du Pont ANTRON.*

Only ANTRON nylon can bring your most exciting designs to life in so many styles and colors and textures. More than any other single carpet fiber.

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.

In short, carpet of Du Pont ANTRON projects a look of luxury, while providing the soil, stain and wear-resistance that means lasting beauty with easy maintenance.

That's performance with style. And that's what makes Du Pont ANTRON the most specified commercial carpet fiber in America.

For a free copy of our new Specification Guide, write Du Pont Carpet Fibers, Rm. X-39830, Wilmington, DE 19898.

*Du Pont registered trademark. Du Pont makes fibers, not carpets.

DU PONT ANTRON.®
AMERICA'S MOST SPECIFIED CARPET FIBER.

DU PONT

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

Circle 34 on reader service card

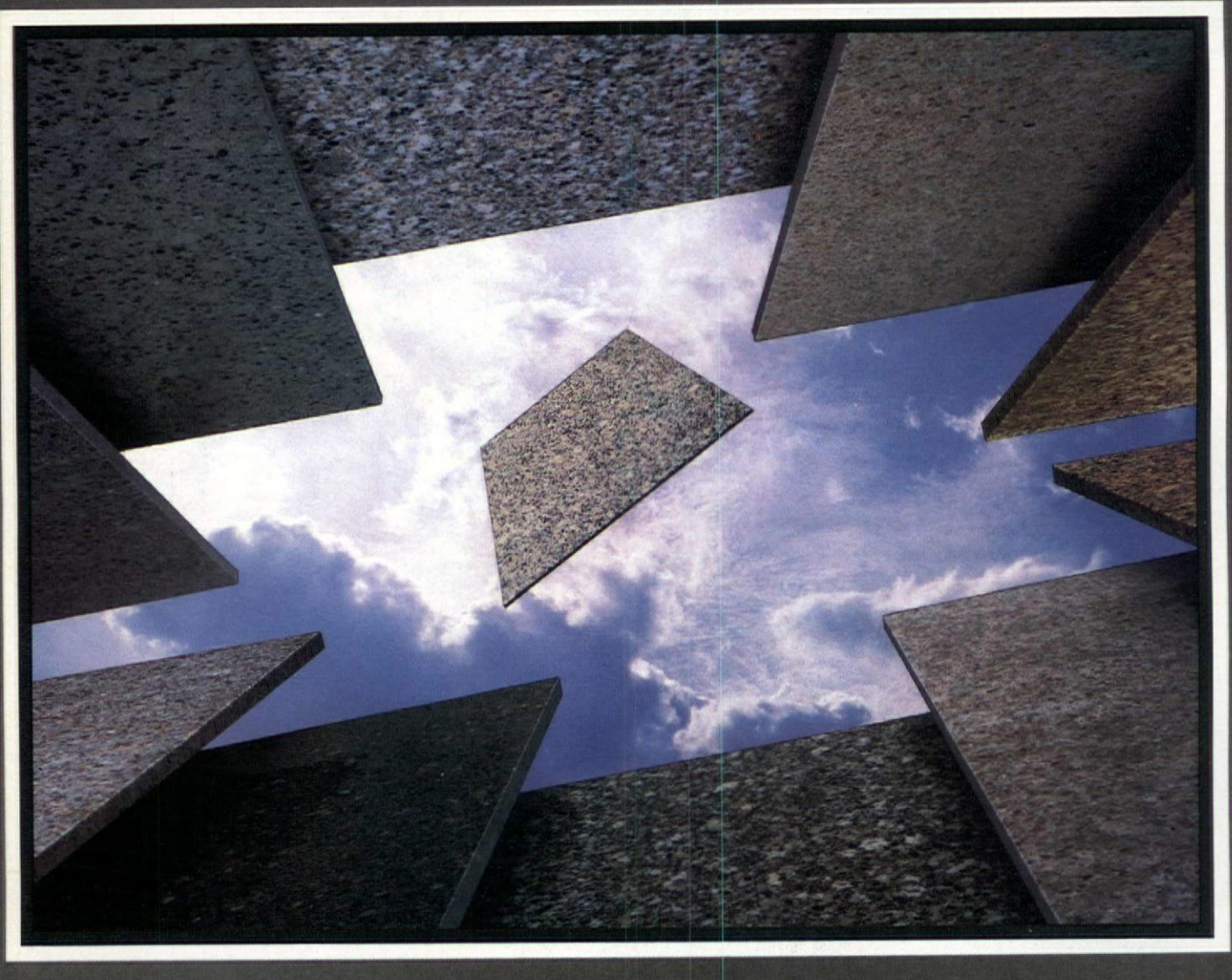
INTRODUCING

ARMSTONE™

INTERIOR SURFACE FINISHINGS

Tones and textures that whisper greatness.

Floor tiles and wall panels of cast stone for contract interiors. Eighteen colors. Polished or honed. A classic understatement in affordable elegance.



ArmStar

An affiliate of Armstrong World Industries • Lone Star Industries • Shell Oil Company

For details on Armstone,™ call or write Armstar • Dept. 103 • P.O. Box 820 • Lenoir City, TN 37771 • (615) 986-4040

Circle 35 on reader service card

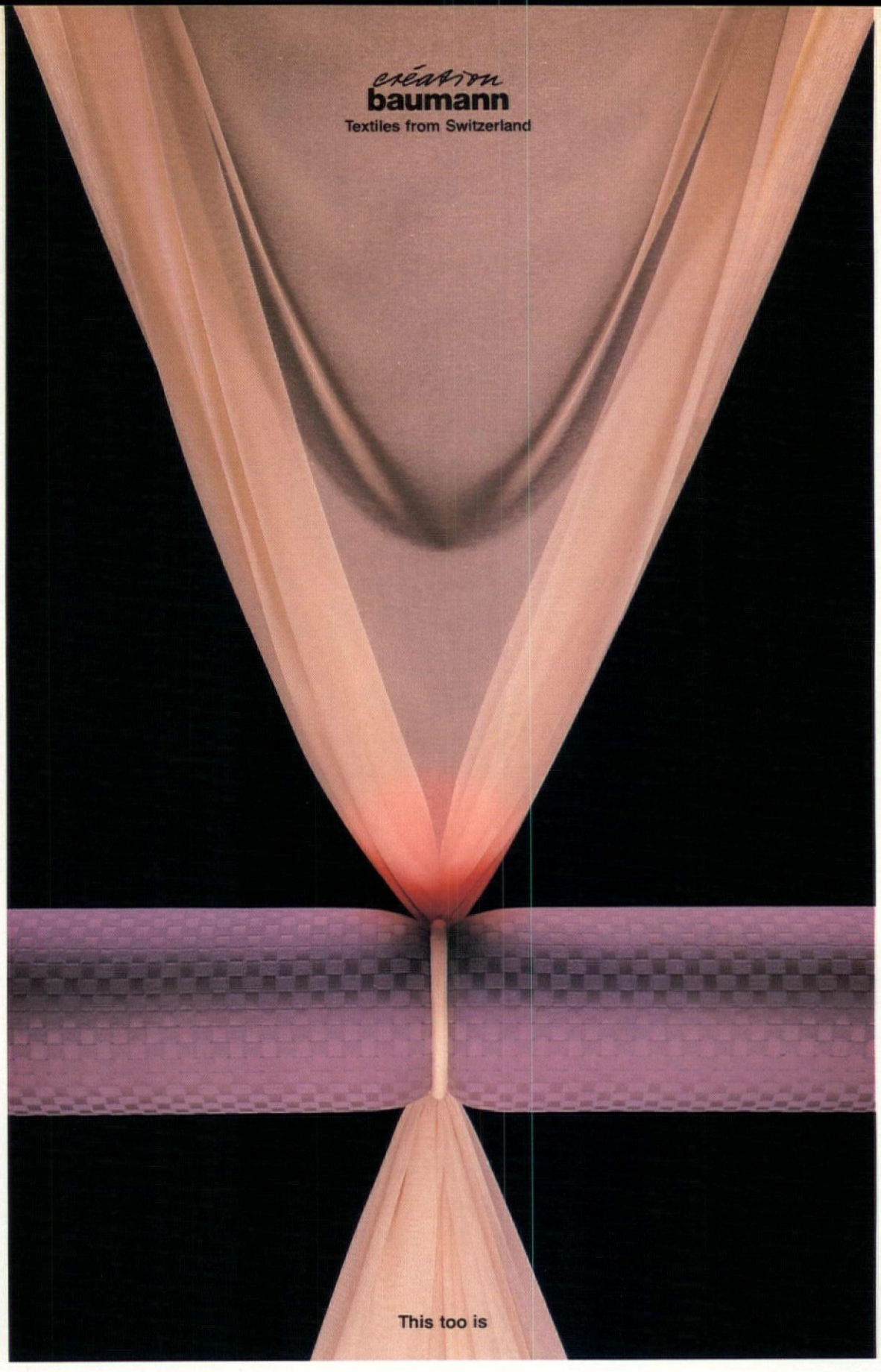
neocon 16

MIDPOINT TO THE MILLENNIUM

1969
1984
2000

JUNE - 12 - 15 - THE MERCHANDISE MART - CHICAGO

Circle 36 on reader service card



Carnegie

Atlanta • Boston • Chicago • Cincinnati • Dallas • Denver • Detroit • Houston • Kansas City • Los Angeles • Miami • Minneapolis • New York • Philadelphia • Phoenix • San Francisco • Seattle • St. Louis • Washington, D.C.

Circle 37 on reader service card

CONTRACT QUOTES

DEALER DIVERSIFICATION SPURS CLIENT SERVICES

Bob Morrow
President
Facility Systems Inc.
Chicago—

"I would posture that as dealers respond to user needs and develop strategic value-added services for clients, they will act in the capacity of facility manager. When we start to view client problems as potential solutions, we can begin to build relationships with clients. Service shouldn't be seen exclusively as a profit center, but more as an opportunity to solidify client ties. New services dealers should consider pursuing include selling rental and leasing insurance, providing inventory control systems, offering facility audits, and supplying real estate management services. Beyond these professional services, product and technical services exist to reinforce dealer/client bonds. As dealers get involved with one or more of these areas, they will be surprised at the daisy chain of services and contact they can have with clients."

FACILITIES ARE TOOLS TO BOOST PRODUCTIVITY

Michael Brill
President
Buffalo Organization for Social & Technical Innovation
Buffalo, NY—

"Years ago, when I taught architecture and interior design, it struck me as peculiar that office spaces were governed by esthetics. About 10-15 years ago, I began to research the factors, other than esthetics, that went into office design to enhance worker productivity. Productivity and quality of work life have definite economic consequences. Offices produce 60 percent of the gross national product and house nearly 50 million workers, yet the office environment is underutilized and unproductive. It is chaotic in high-tech transition. Our examination of 70 offices and 6,000 workers revealed that all office workers are under-served in the human-factored, ergonomic sense. Our research enables us to see organizations as tools to affect people's job performance. Until facilities are managed as tools, like meetings or computers, then the full potential of offices will not be realized."

ERGONOMICS EXPERT REFUTES AMATEURS

Robert Arndt
University of Wisconsin
Dept. Preventative Medicine
Madison, WI—

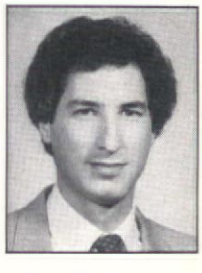
"Ergonomics is the process of designing work to fit the worker's needs. As a 'buzz word,' the term *ergonomics* is over-used and misused by amateurs who are not familiar with the real principles and issues of the field. Office design (whether bullpen, open plan, or conventional space), office automation (as it affects the individual and furniture), and ergonomics are three components influencing the office of the future. The science of ergonomics is deemed more critical where automated equipment is a part of the office environment and where such equipment causes health problems. Six states are currently proposing legislation to safeguard worker health in such environments through proper design. At its most basic level, ergonomics enhances productivity by reducing worker fatigue. Ergonomics, reduced health costs, and increased job satisfaction will enhance productivity."

OFFICE PSYCHOLOGY IS DESIGN FACTOR

Ron Goodrich
Dir. of Research Consultants for Project Dev.
Cushman & Wakefield
New York—

"Psychology is becoming increasingly important in design of the office of the future. Work is becoming more mental and interpersonal. Psychological and behavioral processes—thinking, planning, creating, perceiving—are directly, indirectly, and symbolically affected by the designed environment. The designer will need to create office spaces which offset fatigue, reduce stress, enhance creativity and other mental processes, encourage communication and trust, provide variety, etc. Designers and psychologists will have to work more closely together to identify design strategies which support these functions and the psychological needs of users."

POOR LIGHTING IN OFFICE MAJORITY



Mitchell B. Kohn
Architectural Lighting Consultant
Highland Park, IL—

"Productivity in U.S. offices can be increased dramatically through the improvement of lighting. Just as worker output is affected by the technical aspects of lighting, such as visual performance, so are comfort and performance influenced by the psychological effects of environmental lighting. This is particularly significant since a major percentage of all offices in this country suffer from poor lighting design."

Office Memo

To: Frank
Facilities Planning

From: Stan

Re: Attached Fupoflex/USA
Task Operator's Chair

Saw this chair -- the Dominant -- during NEOCON at the Mart in Chicago. Liked the looks immediately. The lines are clean and uncluttered. All function controls are integrated as part of its total design appearance -- and easy to reach. This chair has all the "bells and whistles" we want for our new financial wing -- with NO hidden up-charges. I would have recommended it to you on that basis alone, but there's more!

Found out from their people that they can UPS this model to us in 48 hours in any of six 100% Nylon fabric selections as a part of their quick ship program. They also show a complete palette of other colors in nylon, wool, wool blend, vinyl and genuine leather. These are available by special order on any chair. Further, all fabrics are certified FLAME RESISTANT!

By the way, this chair is designed with a host of ergonomic features which will not only make life a lot easier for the folks who sit all day, but should make the people in Data Processing ecstatic.

Best of all, I have never seen a chair with this much function, styling and quality at a $528.00 price tag. Our seating budget has been saved!

Let's contact them NOW.

USA fupoflex Inc.

General Offices USA:
13450 Farmington Road / Livonia, MI 48150 / (313) 525-4150
Showroom:
Suite 10-112 / Merchandise Mart / Chicago, IL 60654

All prices shown are manufacturer's suggested retail at warehouses in Livonia, Michigan and Arleta, California.

Circle 38 on reader service card

Carpet Specifiers Choose ActionBac®

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.

LOOK TO AMOCO

AMOCO

AMOCO FABRICS COMPANY

PATCHOGUE PLYMOUTH DIVISION

Circle 39 on reader service card

Write Amoco Fabrics Company / Patchogue / Plymouth Division for more information:
550 Interstate North Pkwy., Atlanta, GA 30099 / 404-955-0935

AB-2064

ActionBac® is the Registered Trademark of Amoco Fabrics Company - Patchogue Plymouth Division

MORE AND MORE CHAIRMEN ARE SITTING IN CHAIRS COVERED BY LEE JOFA.
View our exquisite collection of contract fabrics and leathers in Atlanta, Boston, Chicago, Dallas, Denver, Houston, High Point, Los Angeles, Miami, New York, Philadelphia, San Francisco, Seattle, Washington, D.C. and London. Shown here are "Pamela" and "Strauss" full top grain leathers.
Lee Jofa COM
Circle 40 on reader service card

CONTRACT

COLOR LINE

Palettes keyed to times of day in new color selection system

By Katherine Forman

Concepts and terms that describe color seem to multiply on a daily basis. Now, adding to the collection is a book by image and color consultant Leatrice Eiseman in which shades and hues are identified according to how they relate to times of day.

Eiseman's book, *Alive With Color*, introduces the "Color Clock," a system that divides nature's palette into sunrise, sunset, and sunlight categories. According to Eiseman, no color is found exclusively in one category. However, time of day can be used to designate each color's various shades, values, and intensities.

Eiseman's sunrise colors with their undertones of cool blue represent the hues of dawn, while sunset colors are pervaded with dusk's red and gold casts. These palettes are attractive to specific personality types, according to Eiseman, and should be used with consideration for client preference. On the other hand, sunlight colors—such as today's popular grayed pastels—appeal to a wide range of tastes and are good choices for public spaces, she says.

Although *Alive With Color* is written for the consumer, Eiseman claims it can help the professional gain objectivity when addressing clients' color needs. For example, she explains how people are drawn toward particular colors by nature; preferences can often be linked to skin, eye, and hair pigmentation, she says. Introducing the book is a test that helps readers determine their "Colortime" preferences according to skin, eye, and hair type. Designers might want to give this test to clients when selecting mutually acceptable color treatments.

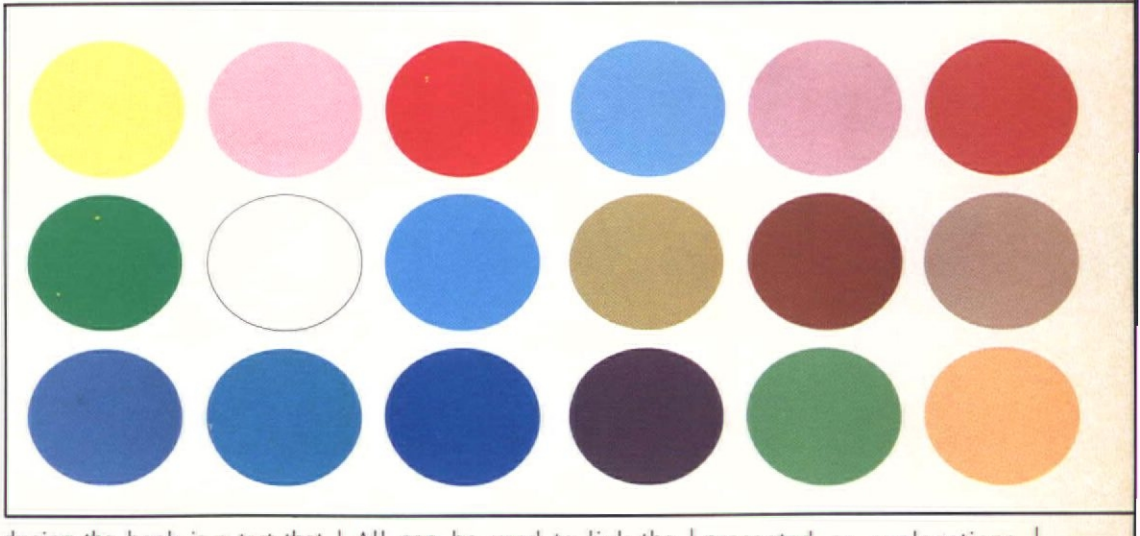
In addition to the three Colortime palettes, Eiseman also overviews "Crossover Colors" which are not associated with specific times of day. These colors include evergreen, black, sky blue, and red, and are keyed to flowers or other elements in nature. Other Crossover Colors include aubergine (eggplant), taupe (mushroom), raisin, and wine. All can be used to link the three Colortime palettes for more tonal variety.

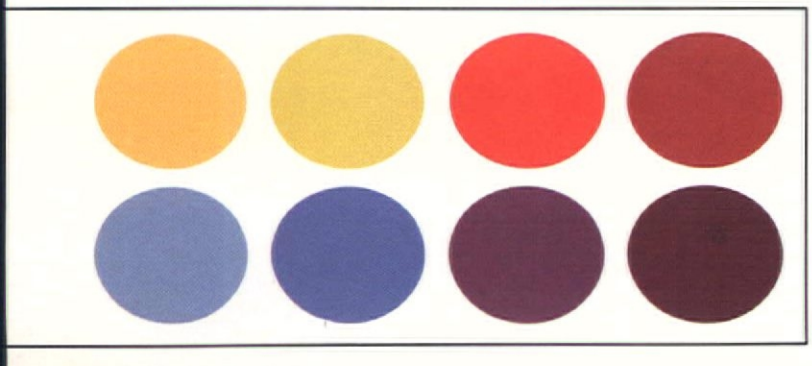
Eiseman uses the Color Clock to guide consumers on how to dress and decorate interiors. In this section, each Colortime palette's effect on a room setting or personal appearance is humorously explained with anecdotes about the color preferences of various celebrities.

Some of Eiseman's guidelines are elementary for the professional. However, the book is fun to read and offers a unique perspective on color and its uses. It also presents interesting background on topics such as color and its symbolic uses and the effects of color on behavior. Studies evaluating how pink calms prison inmates or orange increases the appetites of fast-food restaurant patrons are presented as explanations. Ending the book is a section on color preference and what it reveals about an individual's character, mood, and taste.

Full-color charts that describe and illustrate the three complete Colortime palettes are also included. Colors are shown alone and in various combinations that Eiseman describes as "goof-proof."

Alive With Color is published by Acropolis Books Ltd., Washington, D.C. It is available in bookstores throughout the U.S. and retails for $18.95 in hardcover.





Examples of palettes featured in Alive With Color *by Leatrice Eiseman include sunrise (above, left), featuring dawn's blue hues; sunset (left), sporting dusk's red and gold casts; and sunlight (above, right), comprising today's mid-tone pastels.*

Crack the creative block with Europa.

A new classic wallcovering for a contemporary world.

Europa wallcovering from the collection of Koroseal® vinyl wallcoverings has a rich classic texture which provides a quiet elegance to any interior space. Its 26 ounce per lineal yard construction offers exceptional durability—making it ideal for high traffic areas. The non-dimensional, subtly sculptured pattern hides smudges and finger marks. Plus, it's easy to clean. And with 56 market-researched colors to choose from, your creativity will soar. But Europa's beauty is more than skin deep. It meets Type II specifications and is Class A fire rated. With Europa, your walls will become legends in their own time. For more information or product literature, write the BFGoodrich Company, Wallcovering Products, D/1905, 500 South Main Street, Akron, Ohio 44318.

The Fine Art of Wallcovering.

BFGoodrich

® BFGoodrich
©1983 BFGoodrich

Circle 41 on reader service card

THE BEST DESIGNERS START AT THE BOTTOM.

They start with Harbinger.
Because Harbinger delivers what they demand of a quality contract carpet.
Design excellence. A complete color palette.
A comprehensive collection of patterns.
And, these aesthetic concerns are supported by the practical considerations of prompt, expert service, quality and performance.

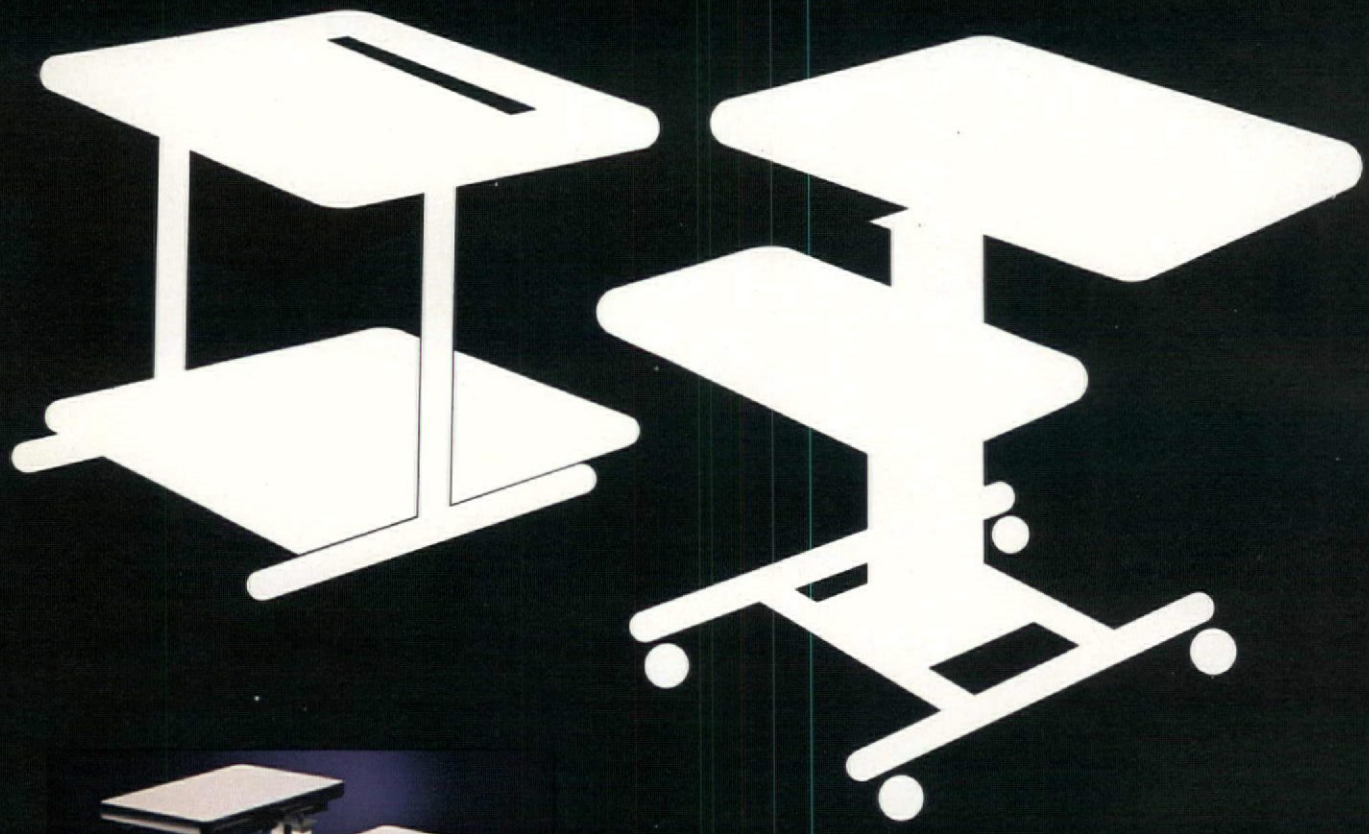
Harbinger. Start something great with us today. Call 1-800-241-4236 for a complimentary Harbinger Folio.

HARBINGER

Circle 42 on reader service card

You have intelligent terminals.
We have intelligent tables.

Howe Furniture Corp. ©1983



Many of the tools of the "office of tomorrow" are here today. A lot of people are simply looking for good places to put them. Howe's split-level, adjustable terminal tables can give any terminal, word processor or microcomputer a good ergonomic home. And right next door can go one of our equally intelligent printer tables with paper storage and feeder slot.

HOWE, *155 East 56, N.Y., N.Y. 10022 (212) 826-0280*

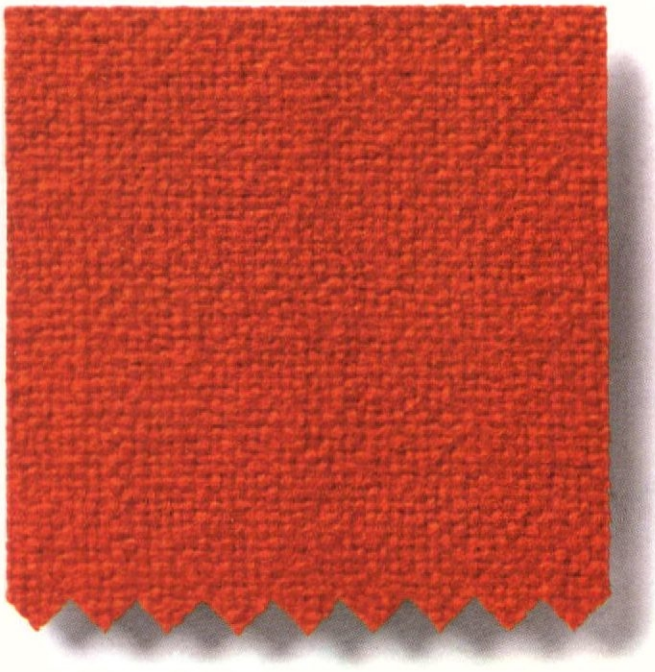
TABLES BY HOWE

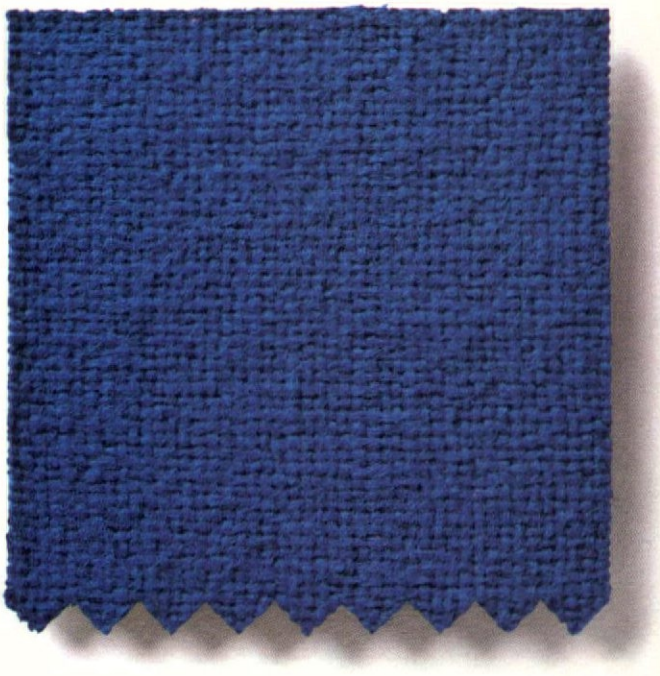
Circle 43 on reader service card

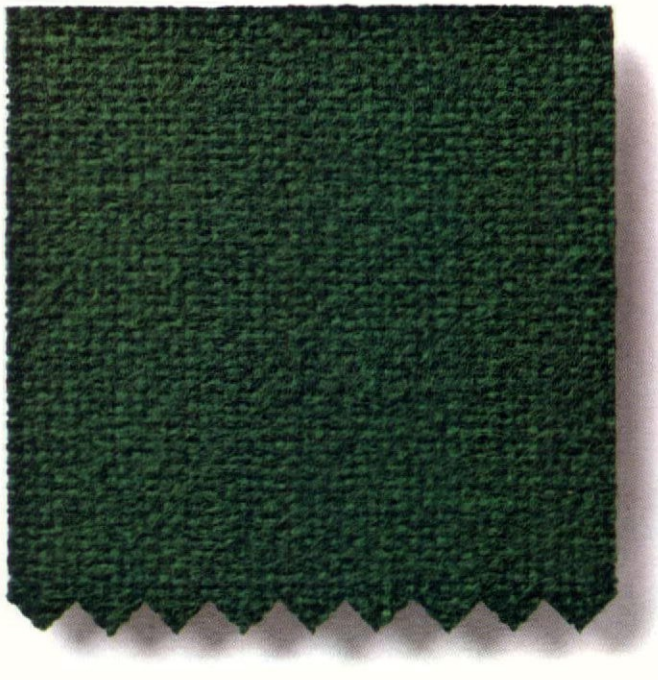
Designer's Label

The label may be new, but the fabric is unmistakably S. Harris. What the best dressed interiors have been wearing since 1906.

For contract samplings write to:
S. Harris, Dept. CK,
991 Francisco Street
Torrance, California 90509







S. HARRIS

Showrooms: Pacific Design Center, Los Angeles • San Francisco • San Diego • Costa Mesa • Denver • Houston • Dallas and other principal cities

DuPont TEFLON® soil & stain repeller

Circle 44 on reader service card

KOCH+LOWY Headquarters: L.I.C., NY 11101 Telex 620056 Showrooms: NY/LA/Dallas/Chicago/SF/High Point

SERIE DELTA
Luce all'alogena
da 500 watt.
Varialuce.
Verniciato in Nextel.

デルタ・シリーズ
500ワット・ハロゲン燈
調光器ネクステル仕上げ

DELTA SERIES
500 watts of
halogen light.
Dimmer.
Nextel finish.

Manufactured in USA
Design: KOCH+LOWY/Piotr Sierakowski

Circle 45 on reader service card

CONTRACT

LIGHTING LINE

Energy-saving, low-voltage, plus low-wattage techniques cut hotel, restaurant costs

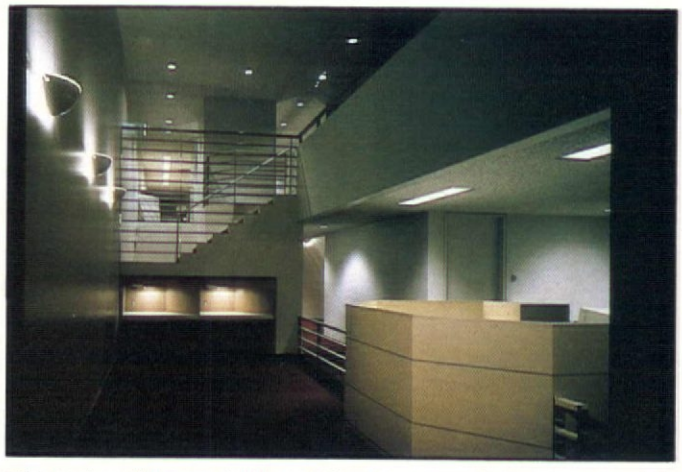
By Dana Dubbs

When it comes to cutting costs, restaurants and hotels are just beginning to see the light. The hospitality industry has always been willing to spend money on decorative lighting treatments, but high energy costs are placing stress on lighting budgets. As a result, energy-saving innovations in low-voltage and compact fluorescent lamps are increasingly being used in spaces which were previously reserved for standard-voltage incandescent lamps.

In both restaurants and hotels, incandescent lamps have generally been the lamps of choice. Their accent on warm colors—red, orange, and yellow—creates an atmosphere in which most people feel comfortable. They are easy to install, have lower initial investment costs, and are flexible—wattage can be changed by simply switching the bulb. The main drawback, however, is that incandescent lamps use more energy than other types of lamps and this can become quite expensive over time.

"Esthetics is a high-priority consideration, but economy of operation has also gained in importance over the long run," says Peter Kaszonyi, Halo Lighting, Div. McGraw Edison Co. "Everyone is energy-conscious these days. One of the biggest trends we're seeing now is low-voltage lighting which has become a large chunk of our business."

Low-voltage lighting operates on 36 volts or less of electricity whereas standard voltage lighting requires 120 volts. The former costs more initially, but its energy-saving characteristics make it more appealing in the long run. Although it is being used for general illumination, low voltage is also highly desirable for dramatic effects.



"Quarto" wall-mounted fixtures (above) are manufactured in incandescent and fluorescent versions by Atelier Int'l. The former accepts a standard A-bulb, and the latter accepts a compact U-shaped fluorescent bulb.

"A changeover is taking place," says Rick Liotta, Lightolier Inc. "Restaurants and hotels are adopting lighting systems that provide a more efficient package. Low-voltage lighting specifications are part of a growing trend, not just because of energy savings, but also because they represent the latest state-of-the-art for more precise accent lighting.

Jay Sweet, Boyd Lighting Co., agrees. "A lot of low-voltage is being used. With different types of reflectors in the fixture the beam spread can be controlled to create splashes of light."

Popular among the low-voltage lamps are the PAR 36, an incandescent lamp manufactured by North American Philips Lighting Corp., and the "Precise" lamp, manufactured by General Electric Co. and referred to within the lighting industry as the MR16.

Both lamps operate on 12 volts, are available in a range of wattages, and can be used in similar applications such as general illumination, accenting, and special effects. Their appeal as accent lighting is due to the fact that they provide maximum beam control with minimum scatter.

Lighting designer/consultant Jan Moyer, Jan Moyer Design, uses the PAR 36 to create decorative shadow patterns. "The technology has been around for years," she says. "These lamps were originally used in slide projectors, but they've just started gaining notice in architectural circles."

Relatively new to the energy-saving scene is a compact fluorescent lamp series manufactured by North American Philips Lighting Corp. Known as the PL series, the lamps have been available in the United States for the past two years.

Of the available five-, seven-, nine-, and 13-wattages, it is the PL nine-watt that is most popular. This twin-tube 165-mm. lamp has an average life of 10,000 hrs. and uses only about 20 percent of the electricity of its 60-watt incandescent counterpart. Color rendition is superior to other fluorescent lamps, and although incandescence is still favored for use in hotel guest rooms, these fluorescent lamps are being introduced into lobbies and corridors.

Many fixture manufacturers are getting increased requests for designs which incorporate the PL lamps. As a result, new designs are being created and designs already in use are undergoing modification.

"Introduction of more fluorescent and more halogen lamps into the industry gives designers the option to design around these new bulbs," says Linda Senter, Koch and Lowy Inc. "Lighting is now as important in design of interiors as the furniture."

Direct submissions to Lighting Line, CONTRACT, 1515 Broadway, New York, NY 10036.

Thousands Of Feet Per

A commercial carpet has to stand up to thousands of feet. Day in. Day out. Year after year.

That's why Gulistan carpets are made out of state-of-the-art fibers. Fibers like tough, soil-hiding DuPont Antron® III nylon.

It's a fiber that cleans easily. Resists tracking and wear. Offers permanent control of static.

For our new specifications brochure reviewing our entire commer

Square Yard.

We've tufted this fine, durable fiber into some of the most densely constructed carpets ever made.

Carpets made with great care and devoted attention to quality.

This mix of construction and fiber can take just about anything thousands of feet can dish out.

So you can be certain you can depend on every single square yard.

STEVENS
Gulistan® Carpet

cial line write to: Stevens Carpet Division, P.O. Box 34534, Charlotte, NC 28234. Gulistan Carpet: Platinum-40. Color: Conch. Fiber: **DU PONT ANTRON**

Circle 46 on reader service card

Circle 47 on reader service card

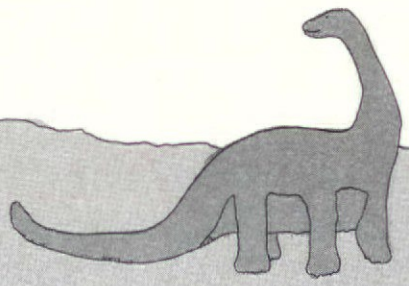
SOUND INVESTMENT FOR WALLS

Acousticord with its unique corduroy-like ribbing softens sounds, reduces disturbing noise levels. Also absorbs impact to protect walls, insulates to save energy, and provides ideal display surface. Available on cut-order basis with Eurotex stocking program.
Contact: Eurotex. The Marketplace, 2400 Market St., Phila., PA 19103. 800-523-0731. In PA 215-568-4300.

EUROTEX

Circle 48 on reader service card

WE'VE LEFT OUR MARK...
SO IT'S TIME YOU GOT TO KNOW US

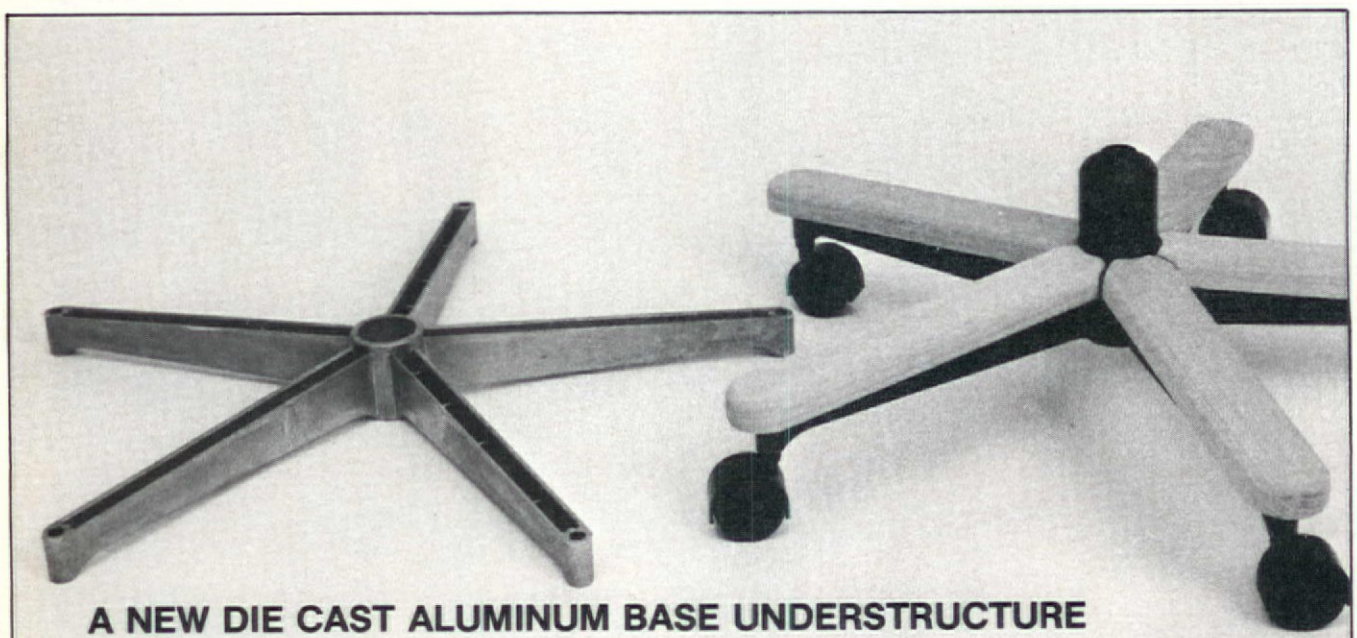


YOUR NATURAL RESOURCE FOR:

LEATHER
MARBLE
UPHOLSTERY
METALWORK

CUSTOM RESOURCE INC.

50 WEST 23 STREET NEW YORK, NEW YORK 10010 212 477-5009 691-5020



A NEW DIE CAST ALUMINUM BASE UNDERSTRUCTURE

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.

EST COMPANY, INC. BOX 25B, GRAFTON, WISCONSIN 53024, (414) 377-3270. A DIVISION OF LEGGETT AND PLATT, INC.

Circle 49 on reader service card

Does the concept of a universal center-hook filing system hit close to home?

Every day you hang up your clothes. It's so routine you hardly think about it. But at the office you face different hang-ups. Computer clutter is messing up your office plans. Diskettes. Microfiche. Computer printouts. Odd-shaped, over-sized information media that simply can't be contained by conventional filing methods.

Today, you need a new system for media storage and handling. Today, you need the DOCU-MATE® system.

The unique DOCU-MATE system stores media the way it's used. Together. So office workers needn't shuffle through separate files and messy piles of media. And *you* needn't worry about recommending different systems to meet the diverse needs of specialized offices. One system, the DOCU-MATE system, accommodates every form of media, for every level of worker, in every type of office.

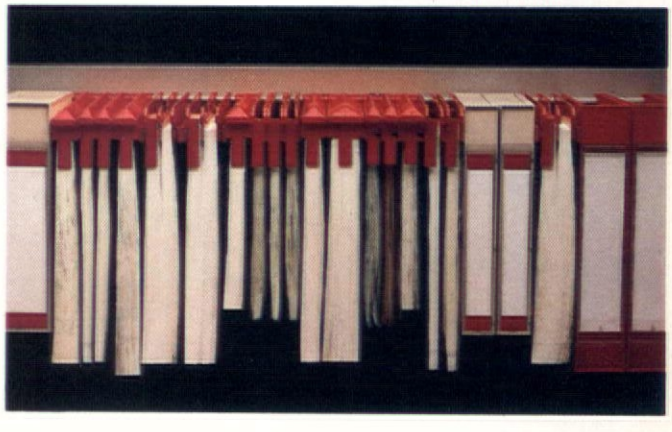
Based on the principle of center-hook filing, the same principle used in closets worldwide, the DOCU-MATE system couldn't be simpler. Or more flexible. Every DOCU-MATE filing device fits into a variety of center-hook or drop filing systems. Plus, the system's so adaptable, it can evolve to meet tomorrow's storage and handling needs, as well as today's.

Simplicity. Flexibility. Adaptability. Maybe that's why most systems furniture manufacturers today are designing or adapting their own products to accommodate DOCU-MATE devices.

How does the DOCU-MATE system fit into *your* office plans? With room to spare. By taking full advantage of vertical space, it provides as much storage capacity as comparable systems in as little as half the floor space.

Center-hook filing has finally come out of the closet. Find out how the DOCU-MATE system can help you with your future projects. Contact Wright Line at 160 Gold Star Blvd., Worcester, MA 01606.

Wright Line
A UNIT OF BARRY WRIGHT



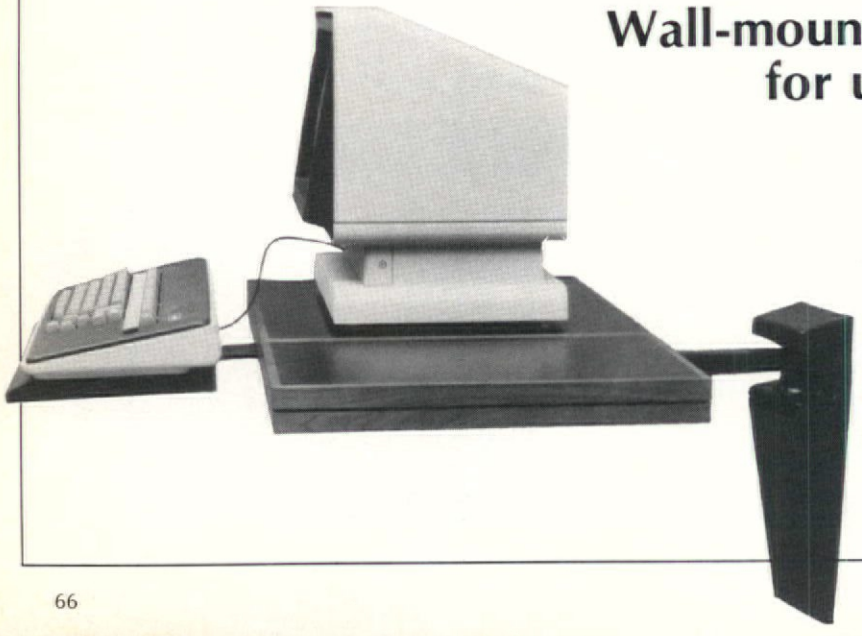
Circle 51 on reader service card

Printing calculator has memory, computer-like features

McDonald Products' Memowriter is a printing calculator with memory. The user can instantly produce memos and avoid error normally caused by deciphering handwriting. Product comes with computer-like features, including alpha-numeric keyboard, 10-digit matrix LCD display, and 16-letter-side printer. The unit also offers 40-word memories. Memowriter comes with a rechargeable battery and adaptor, three rolls of 45-mm. paper, and a replaceable ribbon cartridge. The component is mounted on McDonald Products' ConTrac 7000 Series 8.5-in. base.
Circle No. 371.

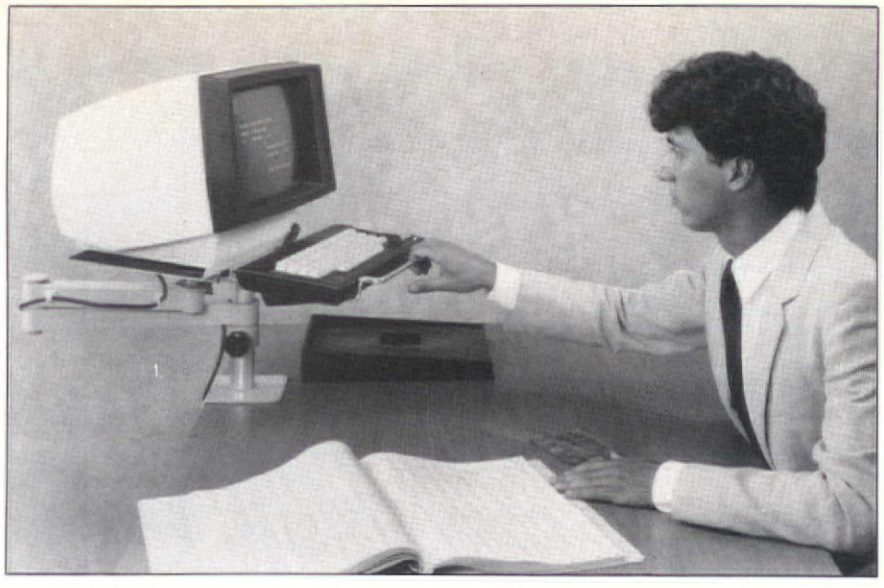
Large capacity offered in storage system

Mobile tub files from Tiffany Stand & Furniture Co. offer versatility through adjustable rails. Up to 25 in. of computer printout binders or legal-size hanging folders can be accommodated. A midrail handles up to 31 in. of letter-size hanging folders. Full-size metal shelf below the tub permits use of 2 cubic ft. of additional space. Files come with or without locking lid in oak or walnut wood grain, or putty laminate. Metal colors are putty or black, tailored to needs of the specifier.
Circle No. 370.



Wall-mounted workstation pivots for user's angle of viewing

A versatile wall-mounted workstation, Tabletech™ offers a wide range of applications. The product from Tumac Industries Inc. has three, easy-to-install components which offer efficient use with CRT displays, printers, copy machines, and forms-processing equipment. In addition, the workstation can be used with typewriters, acoustical printer enclosures, microfiche systems, and audio-visual equipment. Table provides space efficiency with patented wall-mounted pivot arm and rotating table surface. **Circle No. 372.**



Users share unit with CRT shuttle

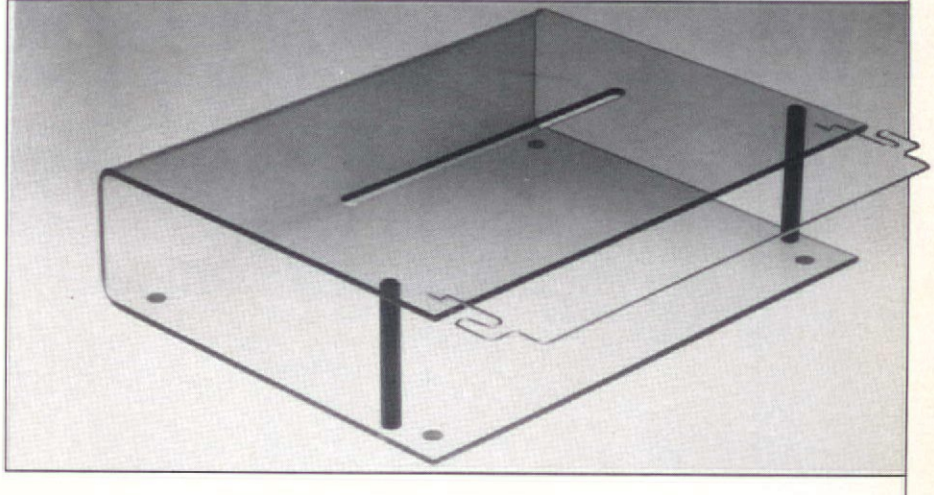
As many as four people can share a single computer terminal without leaving their desks with Global Computer Supplies' CRT Shuttle. The product can carry up to 120 lbs. of computer terminal or other hardware, delivering it to users sitting within a 6-ft. diameter. Shuttle saves money by reducing the number of terminals a company must buy or lease. Ergonomic design permits tilting and swiveling to reduce glare and eye strain. A height adjustment raises the viewing screen to eye level, eliminating back and neck strain. **Circle No. 373.**

Acoustical printer absorbs noise by use of foam

Illbruck/USA introduces a line of SONEX Printer covers with enhanced acoustical enclosures that offer the superior noise reduction of SONEX acoustical foam. Foam offers high noise-absorption coefficient at middle- to high-frequencies. Sculptured design is based on anechoic wedge principle and presents a large surface area four-times that of flat foam. SONEX has been used in audio and large data processing applications as a noise-absorbing material. It diminishes printer clatter and whine. **Circle No. 375.**

Printer stands allow space savings for continuous form paper usage

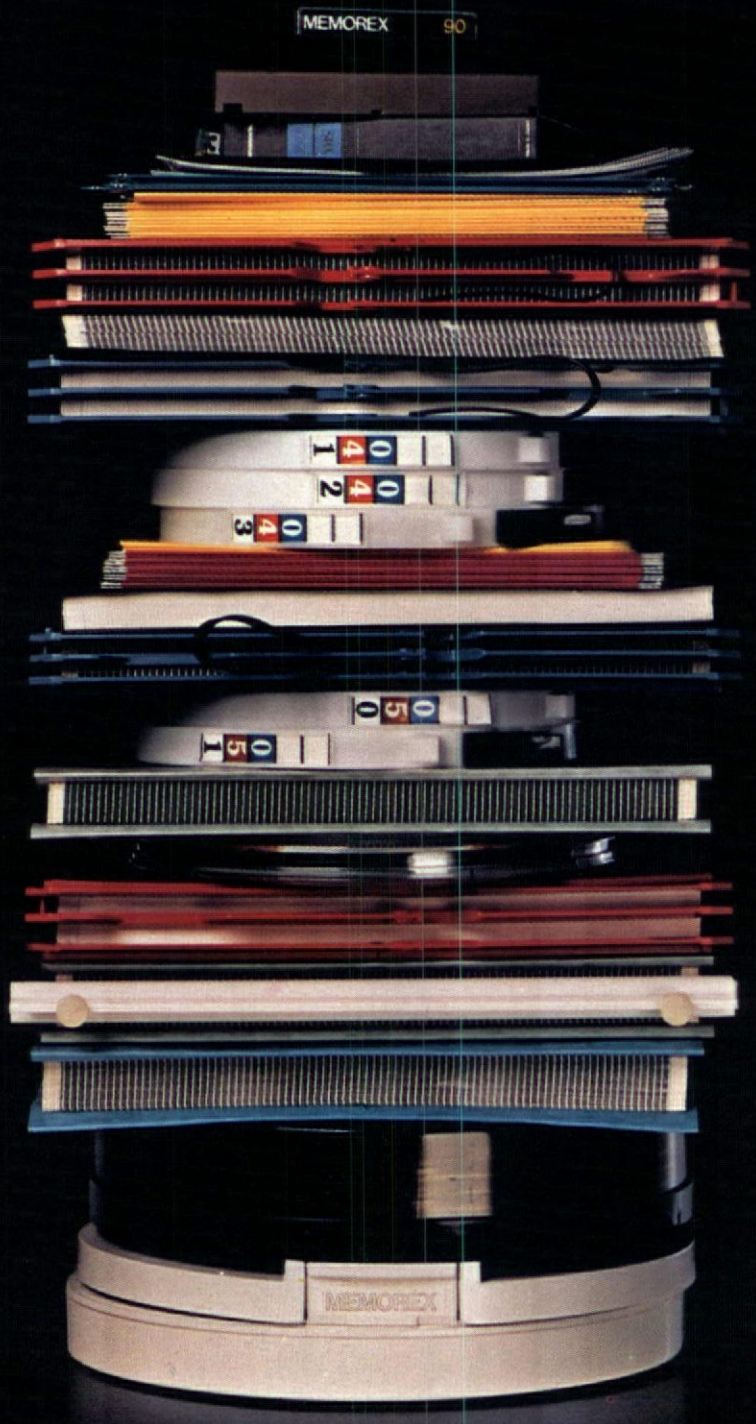
Durable plexiglass printer stands conserve space by raising printers to accommodate 3.5 in. of continuous forms. Soft "feet" dampen vibration and protect worksurfaces. Ring King's unit comes complete with backwire for paper and cord management; center slot is provided for bottom-fed printers. Light smoke color complements any computer's styling. Product is available in two sizes, accommodating large or small printers. **Circle No. 374.**



Video recorders use laser technology

Panasonic Industrial Co., division Matsushita Electric Corp. of America, introduces three DRAW (direct read after write) compact disc-type still video recorder/playback systems for information storage and retrieval. The systems use optical discs that require no processing time, provide for easy addition of information, and need little storage space. A semiconductor laser is used as an optical source. **Circle No. 369.**

For today's ever-changing office:



our ever-changeable lateral file.

Now one cabinet does it all! From regular file folders through a whole new generation of computer related materials, all you need is Office Specialty's Storage Centers™ lateral files.

Available in a variety of widths and heights and accessorized to house every major type of printout binder system – single point, center hang and 2 point suspensions – our Storage Centers™ laterals also handle an entire range of magnetic media: cassettes, diskettes, videocassettes, tapebelts, canisters, cartridges and disk packs. And even if this kind of storage isn't needed right now, any of the accessories can easily be retrofitted later.

Benefits: Space saved because the same lateral files house virtually anything requiring filing or storage. Money saved by not purchasing special cabinetry. And standards program integrity maintained with cabinets of top quality that carry our 5-year warranty.

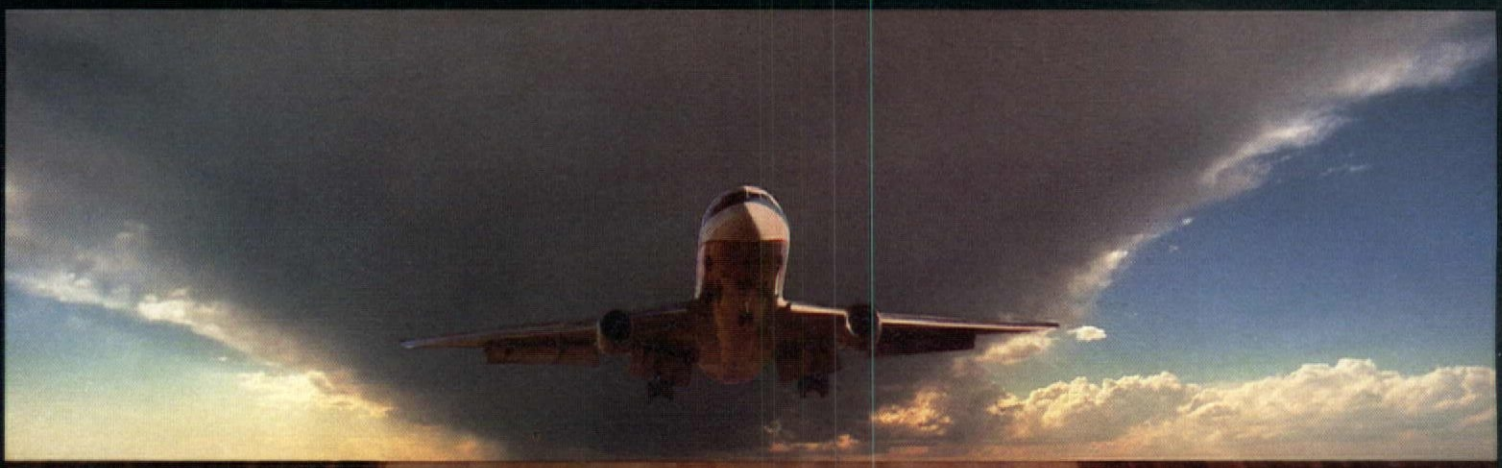
Ask our representative for a presentation of Office Specialty's Storage Centers™ laterals with Superstore™ and Mediastore™ organizers.

Office Specialty Toronto, Ontario: 416-895-2321

Boston: 617-423-0040 Hartford: 203-521-7094 New York: 212-685-9711 New York Upstate: 315-638-2986 Philadelphia: 215-353-5046
Chicago: 312-661-0067 Cincinnati: 513-522-1770 Houston: 713-530-7801 St. Louis: 417-885-9814 Washington D.C.: 301-249-2490

SEE US AT NEOCON IN OUR PERMANENT SHOWROOM AT 440 N. WELLS ST. 1 BLOCK NORTH OF THE MART.

Circle 52 on reader service card



D U R A B L E

Natural beauty from real wood.
Toughness from acrylic impregnation.
Wear warranted for 20 years even in commercial use.
Fire retardant. Easy to maintain.
PermaGrain® real cherry wood and bleached
ash by the innovator and originator.
PermaGrain Products, Inc.

PermaGrain Products, Inc.
800/548-5000 or 800/892-7000 in PA

Circle 53 on reader service card

The very versatile lamineer chair.

Dining • Reception • Conference • Systems • Everywhere

Westin-Nielsen
CORPORATION

3752 North Dunlap Street, St. Paul, MN 55112 (612) 484-3329

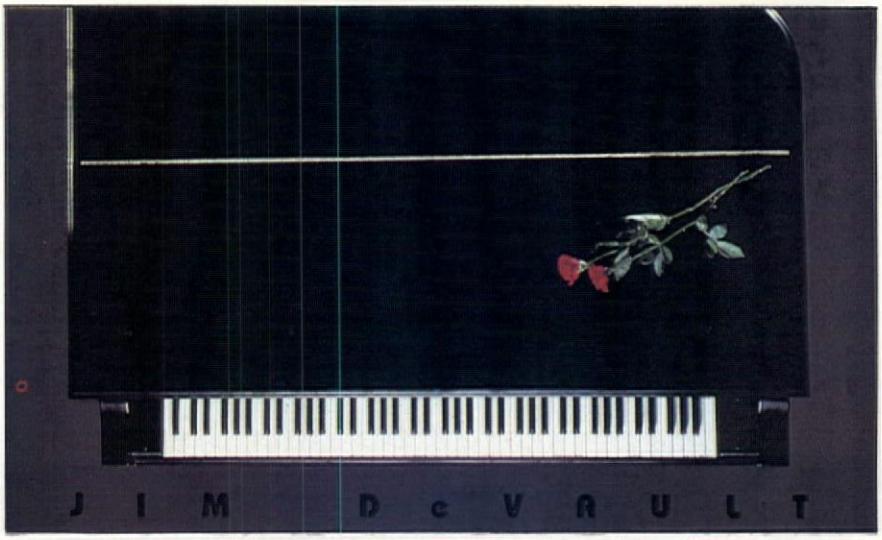
Circle 54 on reader service card

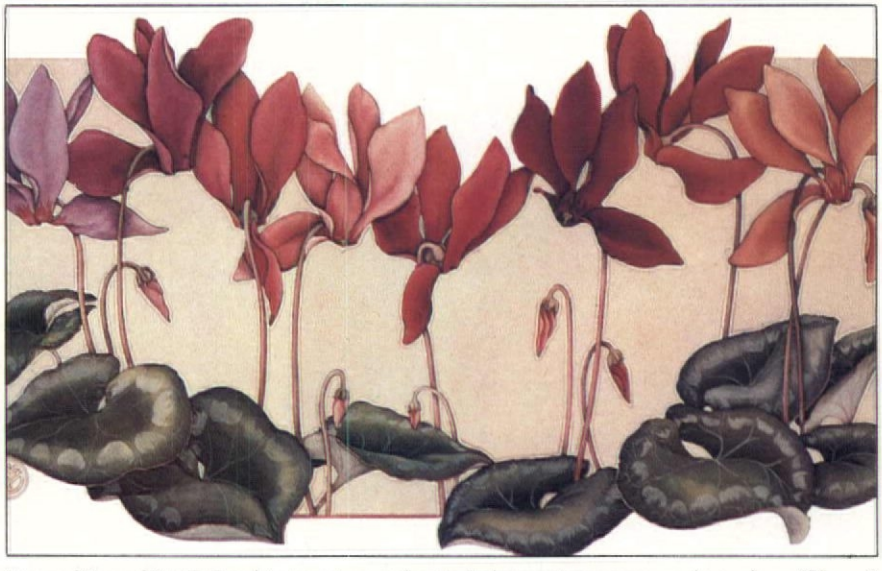
Poster selections run design gamut from classic to contemporary

Nearly 1,000 posters of classic, 20th-century fine art, and contemporary designs are featured in the 1984 edition of "The Poster Catalogue" from Bruce McGaw Graphics (BMG) Inc. Steven Kenny, Yuriko Takata, Jim DeVault, and David Hockney are among artists whose works are represented.

Serving as a reference guide to the poster industry, this 286-page, full-color book of offset reproductions contains an alphabetical index, price list, and order forms. Updated pages of new images are periodically sent to customers, while images not yet included are displayed in BMG's New York showroom. Cost of the publication is $10; it is offered at no charge to qualified buyers.

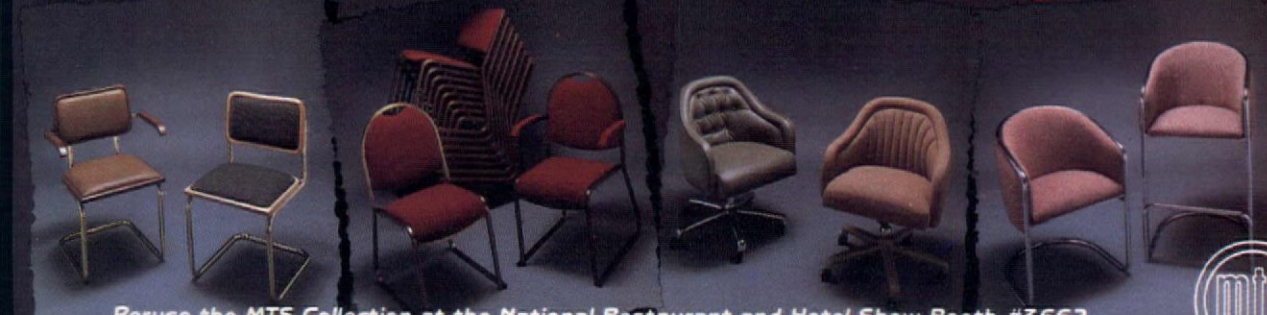
Available from the firm's framing division is a free designer kit containing samples of frames and mat and mounting boards. Drop-shipping, custom matting, and security hanging systems are among the full range of framing services offered by the division. **Circle No. 309.**





New edition of BMG Graphics' poster catalog includes contemporary works such as "Piano & Red Roses" by Jim DeVault (top), "Cyclamen Family" by Steven Kenny (center), and Yuriko Takata's "Cyclamen" and "Japanese Iris" (above and left).

Classic Choices in Contours



Peruse the MTS Collection at the National Restaurant and Hotel Show Booth #3662

Circle 15 on reader service card

For our full-line catalog, call or send a request on your letterhead to:

MTS Seating
Div., Michigan Tube Swagers & Fabricators, Inc.
P.O. Box 2001
1244 W. Dean Road
Temperance, MI 48182
(313) 847-3875

mts SEATING

Imagine The Possibilities!

Now you can have custom designs beautifully crafted into a J&J carpet face.

CONCEPTS 5000 is J&J's exciting new level-cut-loop carpet that makes it possible for you to have custom designs manufactured into the carpet pile. A computer reads your design and translates it into cut and loop instructions to a tufting machine. The result is a refreshing new look in contract carpet. The cut and loop designs are distinct and handsome. Concepts 5000, an extension of J&J's Commercialon® line, is available in sixteen contemporary colors.

CUSTOM-DESIGNS. Shown at the left are two J&J custom-design carpets. The inset is a custom fleur-de-lis executed in CONCEPTS 5000. Surrounding the inset is a J&J Commercialon® Classic. The carpet that gives you unmatched flexibility for custom color, designs and patterns.

Whether you're looking for drama with stock patterns, or uniqueness with custom designs, you can't beat J&J. Write or call for details.

DUPONT Antron

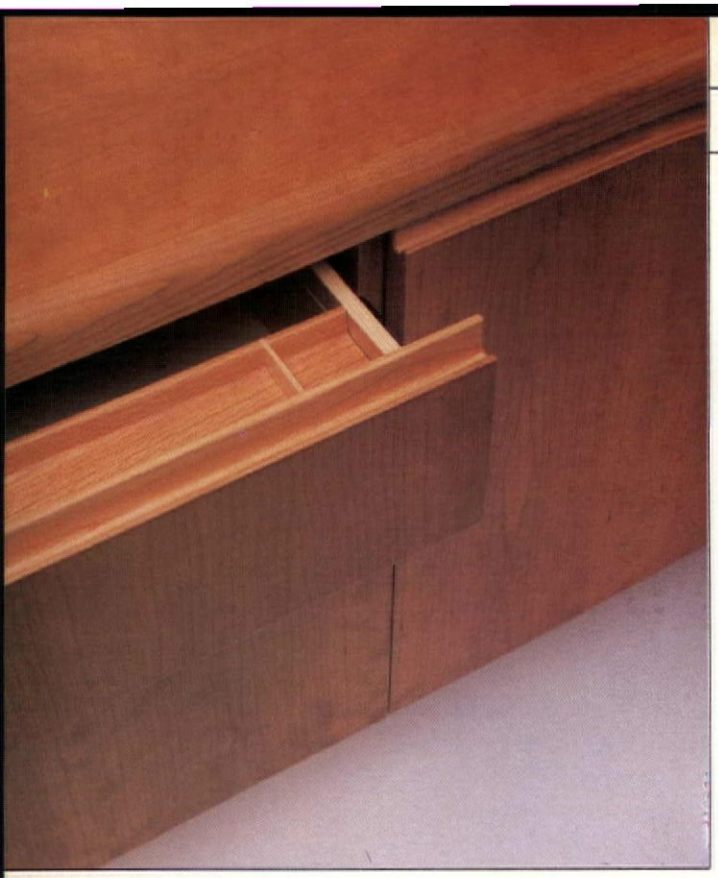
We make the difference.

J&J Industries, Inc.

CONTRACT CARPET SPECIALISTS

J&J DRIVE, DALTON, GA. 30720, 800-241-4586, IN GA. 404-278-4454

Circle 56 on reader service card



Vecta Contract purchases new systems

Through its recent acquisition of Proform, a Torono-based wood furniture system manufacturer, Vecta Contract can now offer a full line of furnishings styled for the top-line executive user.

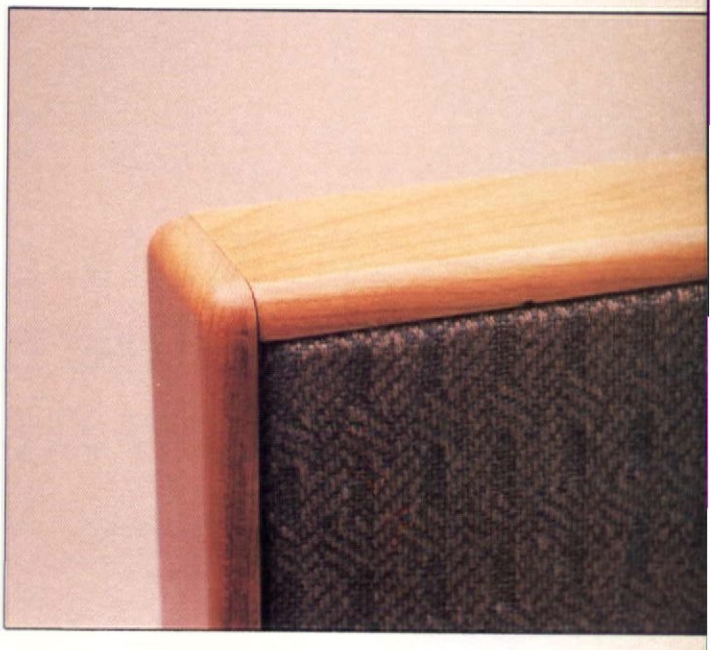
Vecta's new wood system offerings, designed by Robert Taylor Whalen, are named "Sequel," and, in the words of company executives, "epitomize the ongoing development of the 'Whole New World of Vecta Contract'"—the firm's marketing theme now culminating in expanded product and market penetration.

Says Jim Welch, vice president, marketing and sales for Vecta, "With the introduction of Sequel wood systems and casegoods, Vecta becomes a complete solution to furnishings for top management office and conference areas."

The broader based product line enables Vecta to offer the designer a complete range of compatible product, making it easier to coordinate colors, materials, and finishes for seating, tables, wood systems, and/or casegoods. Distribution for Sequel will be handled by Vecta's nationwide network of servicing dealers.

The Sequel line offers worksurfaces, pedestals, panels, components, storage capability, and power management options. Architectural-grade veneers assure consistency and harmony throughout open plan installations. The latter are covered with a durable synthetic plastic coating for wearability and maintenance.

Four flat-sliced wood veneers are available in eight finishes, including black cherry, medium-stained cherry,



line to offer fuller product integration

natural American cherry, mahogany, dark-stained oak, medium-stained oak, white oak, and American black walnut.

The design of the line is centered around freestanding, suspended, or mobile pedestals constructed in three different depths and widths to provide various storage capabilities. Wire management is built-in; units can be refitted. A finished back option exists.

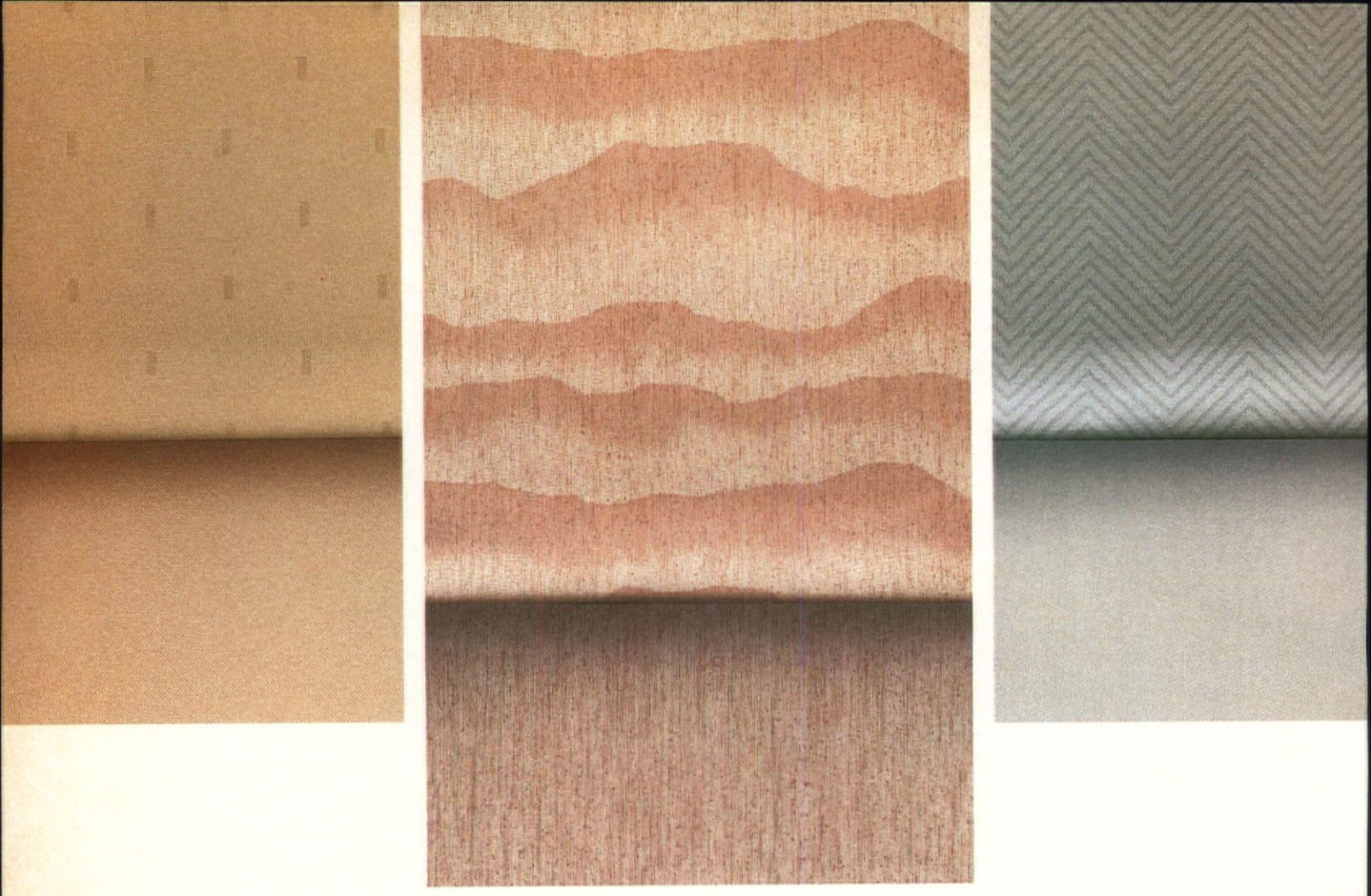
Structural, interlocking panels come in five heights and eight widths. A solid wood-top trimmed with a radiused edge presents a thin profile. Panels are finished in an array of fabrics, with wood or chrome base. They are acoustically designed and fire retardant.

Sequel also offers a range of panels or wall-cantilevered components that provide filing, open and closed storage, paper management, display, task and ambient lighting—all reflect the system's soft radiused profile.

Worksurfaces, similarly, have radius edges. A variety of surface sizes and shapes are finished with solid wood on all edges and have lightweight structural honeycomb core construction. They are panel, pedestal, leg, or gable supported and can convert to freestanding desk or table as needed.

In storage, five heights, two depths, and two widths of freestanding cabinets accommodate file or general storage needs. Options exist here in chrome or wood base.

Power management is offered in six wire/three circuit design with option to isolate or dedicate circuits. Source power can originate from the ceiling, wall, or floor. Power components retrofit to panels. **Circle No. 367.**



GENON®: great textures. The right colors. And now handsome designs.

The new GENON 54" PRINT COLLECTION offers striking designs researched, market-tested and developed to create a total design statement coordinated with matching textures.

New GENON LIGHTWEIGHTS present a series of textured backgrounds; textures that produce subtle textile effects.

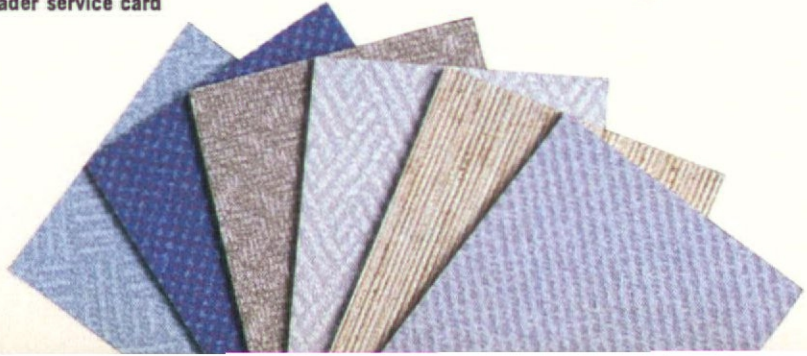
Add these GENON resources to your design library. Contact your GENON wallcovering distributor.

GENERAL TIRE

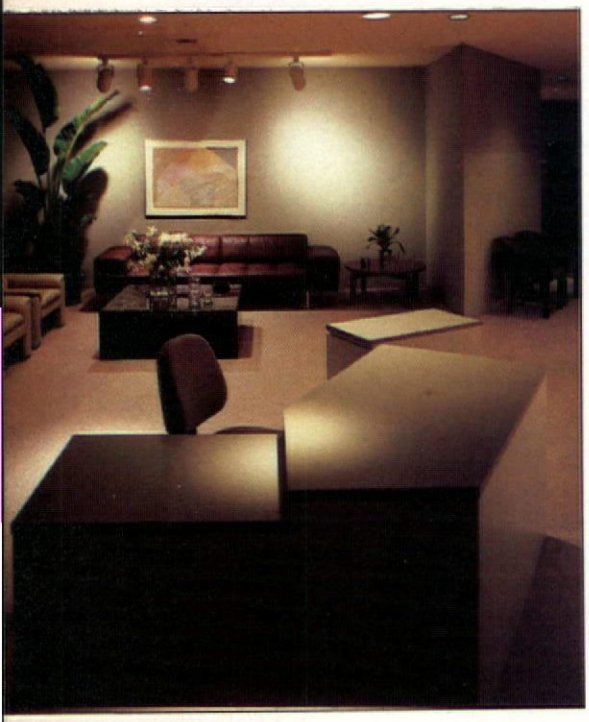
GTR Wallcovering Company,
401 Hackensack Avenue,
Hackensack, New Jersey 07601

genon®
VINYL WALL COVERING

Circle 57 on reader service card



Timber•Line: new designs for the business traveler
Distinctive
Distinctive design. Distinctive craftsmanship. Timber•Line is recognized for both.
Your valued business travelers are surrounded by an important environment. You are assured of furniture that will endure beautifully. Designed and constructed by a company long dedicated to the craft.
Timber•Line sets an impressive room for your discriminating guests, and your continued business.
TIMBER • LINE Known by design
Circle 58 on reader service card
an operating unit of
ROSE • JOHNSON
1111 Godfrey Avenue, S.W.
Grand Rapids, Michigan 49503
Telephone: (616) 245-6284
Telex: 234127 RJINCGDR



Display settings market furniture packages

Showroom design that combines seven manufacturers' product lines within integrated display settings helps rep firm O'Brien & Associates market complete furniture packages to specifiers.

According to James R. Vaughan, principal, New York-based Related Designs Inc., his task as showroom designer was to develop a display program that highlights each manufacturer's products equally. This goal was accomplished with room settings that show how various furnishings can be used together.

In addition, Vaughan created an entryway gallery which showcases one example from each manufacturer's product line. Although display cases are illuminated to spotlight individual products, stuffed animals placed among furniture establish an overall theme that encourages visitors to view the gallery as a homogeneous unit.

Monochromatic background colors contribute to a soft environment that focuses attention on products. Adding drama is a central "stage" that serves as the showroom's focal point. This architectural element is comprised of illuminated wire-glass shelves that provide platforms for product displays. Smokador accessories tie the full range of surrounding products together.

Furniture and furnishings manufacturers represented by O'Brien & Assoc. include Meridian, Smokador, Schafer Bros., Rose Johnson, Ambiant, Worden, August Inc., and Dunbar. Products from each firm are displayed in standard colors and finishes. Working open plan offices designed with complementary products from every manufacturer show furnishings in-use.

"TRACKSTAR™ shades lowered our temperature and raised our profits."

A cornerstone of our highly successful program to upgrade our operation has been to utilize solarium windows to enhance the ambiance in our dining areas. When we first started, we found great acceptance until the sun came out and the heat gain drove our customers away and overloaded our air conditioning systems.

We were terribly concerned about the solarium part of our program until we discovered that the folks at Home & Castle had the solution to our problem.

They installed their motor operated, track-guided TRACKSTAR™ shades in three of our Columbus, Ohio locations, and the results were great! The subtle shading made the difference in comfort and energy savings. With the flick of a switch these shades can be raised or lowered to any level, following the curve of the windows. When the shades are down you still have the feeling of the garden room and full vision out. We and our franchisees are now on an accelerated program to add Home & Castle shaded solariums to dozens more of our stores. Each time we do so there are more people standing in the service line, and more profits on the bottom line. Thanks Home & Castle.

Sincerely,
Larry B. Fournier

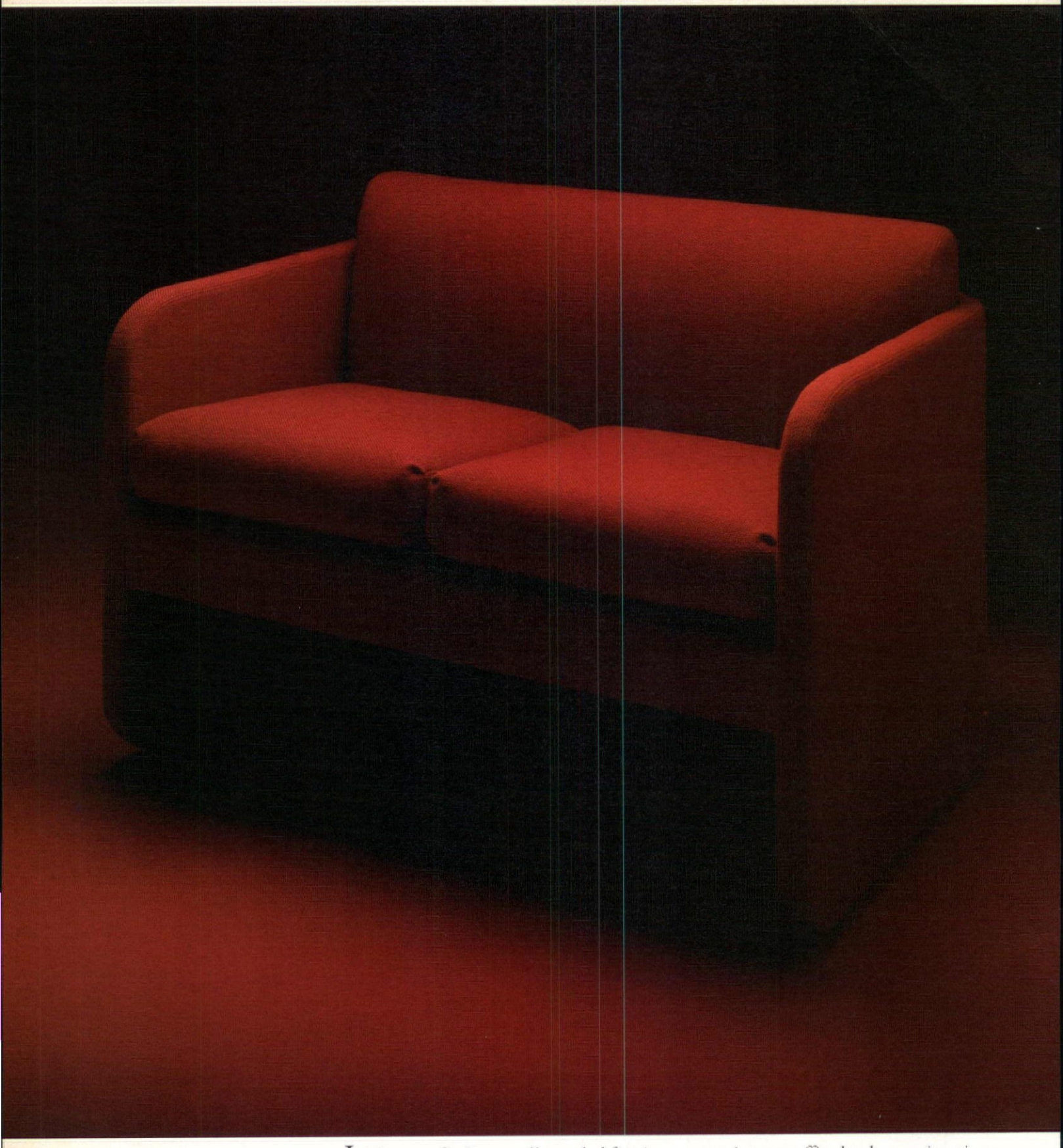
Director of Facilities Planning
RAX RESTAURANTS, INC.

H&C HOME & CASTLE ARCHITECTURAL WINDOW SHADING SYSTEMS

7531 Coldwater Canyon Avenue • North Hollywood, California 91604
Call toll free (800) 828-2500 • for the name of an authorized dealer. (818) 503-8300

Circle 59 on reader service card

THIS LOVESEAT COULD GET YOU OUT OF A TIGHT SPOT.

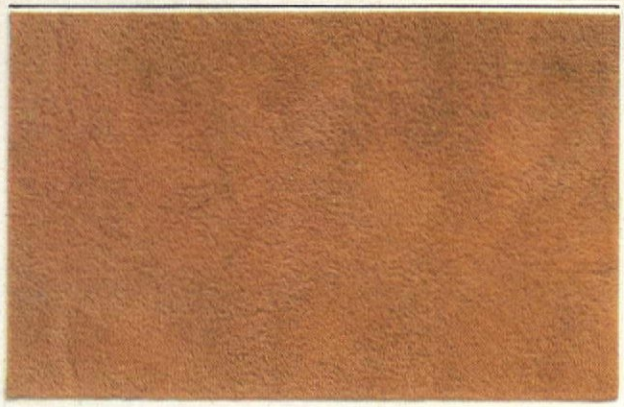


In the past, finding smaller scaled furniture to use in open office landscape situations could put a designer in a real bind.

Now Dependable takes the pressure off with an exciting new sofa, chair and loveseat, designed to fit comfortably within most panel system dimensions. So count on Dependable the next time you find yourself in a tight spot. We're always ready to help you out.

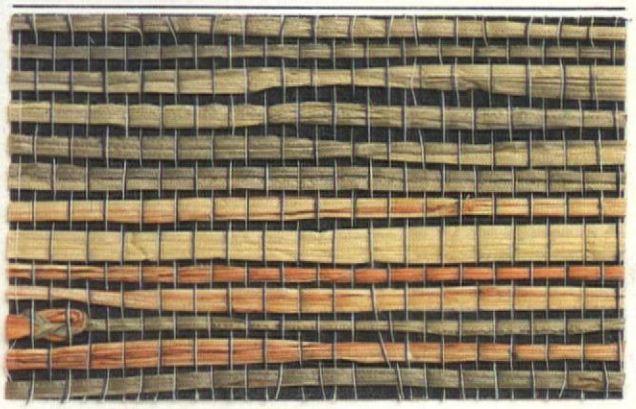
DEPENDABLE FURNITURE, 45 Williams Avenue, San Francisco 94124 (415) 822-3232.

executive suite / open office / hospitality / health care / retail



Royal Elegance · Crushed Suede

Spectra Royale · Vinyl



Old World · Grasscloth

Royal Elegance · Wool

Spectra Royale · Vinyl

Spectra Royale · Suede

The total source[SM] for wallcoverings.

Wallcovering for Hospitality...only one of the areas where S.R.Wood's coordinated wallcoverings provide outstanding results. Everything you need to tastefully design hotels, resorts, restaurants, and condominiums is available when you design with S.R.Wood. And with S.R.Wood, lobbies, guest rooms, corridors, dining rooms, and meeting rooms are assured of equally attractive results. Our Royal Elegance, Spectra Royale, Old World, Executive Wood, and Crown Jewel Collections offer a wide variety of coordinated effects in textile, vinyl, wood, and oriental selections—all professionally designed to provide the beauty, quality, and performance you demand. Whatever the surroundings, S.R.Wood makes it easy to create a totally coordinated look...every time...and with every design.

MAKE S.R. WOOD YOUR TOTAL SOURCE FOR WALLCOVERINGS.

S.R.Wood,Inc.™
1801 Progress Way
Clarksville, Indiana
47130
(812) 288-9201

Circle 61 on reader service card

Striking

DESIGNS BY KOFABCO

These durable chairs would be at home in any environment. Four designs and eight finishes are offered. Casters optional. Call or write for more information.

KOFABCO

P.O. Box 165, Peru, IN 46970
1-800-441-1100

See us at booth #2958 at the NRA Show in Chicago.

Circle 62 on reader service card

Sealy of Maryland and Virginia Inc. named **William Larkin** contract manager, bedding and upholstery divisions.

Merritt

Randy Merritt (shown) was promoted to vice president, commercial carpet sales, Philadelphia Carpets, a division of Shaw Industries Inc.

Leopold

Harvey Leopold (shown) was named vice president, marketing, Haworth Inc. He will be responsible for all firm marketing and sales operations.

Caroline Chace has been named director, showroom sales, Habitat International Ltd.

Smokador announces the promotion of **James Mastandrea** to manager, sales and marketing services. **Philip Sieczkowski** has been named senior product designer for the firm's newly formed Advanced Design Group, Ardmore, Pa.

Modern Mode Inc. named **William Young** division manager, sales, western region. **George Runckel** was appointed vice president, marketing, and **Mark Murray** was promoted to vice president, finance, by the firm.

The Pinnacle Group Inc. announces the appointment of **Ben Sevison** as vice president, marketing, CarpeTech, a new educational contract carpet seminar program.

The Furniture Group Inc. announces the promotions of **Fred H. Wills** to executive vice president, and **Hodge D. Bakjian** to vice president, carpeting.

Jerry Hoffman (shown) joins Jack A. Benaroya Co., owner/developer, Design Center Northwest, as contract leasing and marketing representative.

Hoffman

Stewart Teitelbaum has been appointed vice president, marketing, S. Harris & Co. Inc., a fabric and wallcoverings firm.

Debbie L. Wallen (shown) was named systems marketing representative, southwest region, interior products division, Conwed Corp.

Wallen

Jain Malkin Inc. announces the appointment of **Raymond Fox** to the position of senior medical designer.

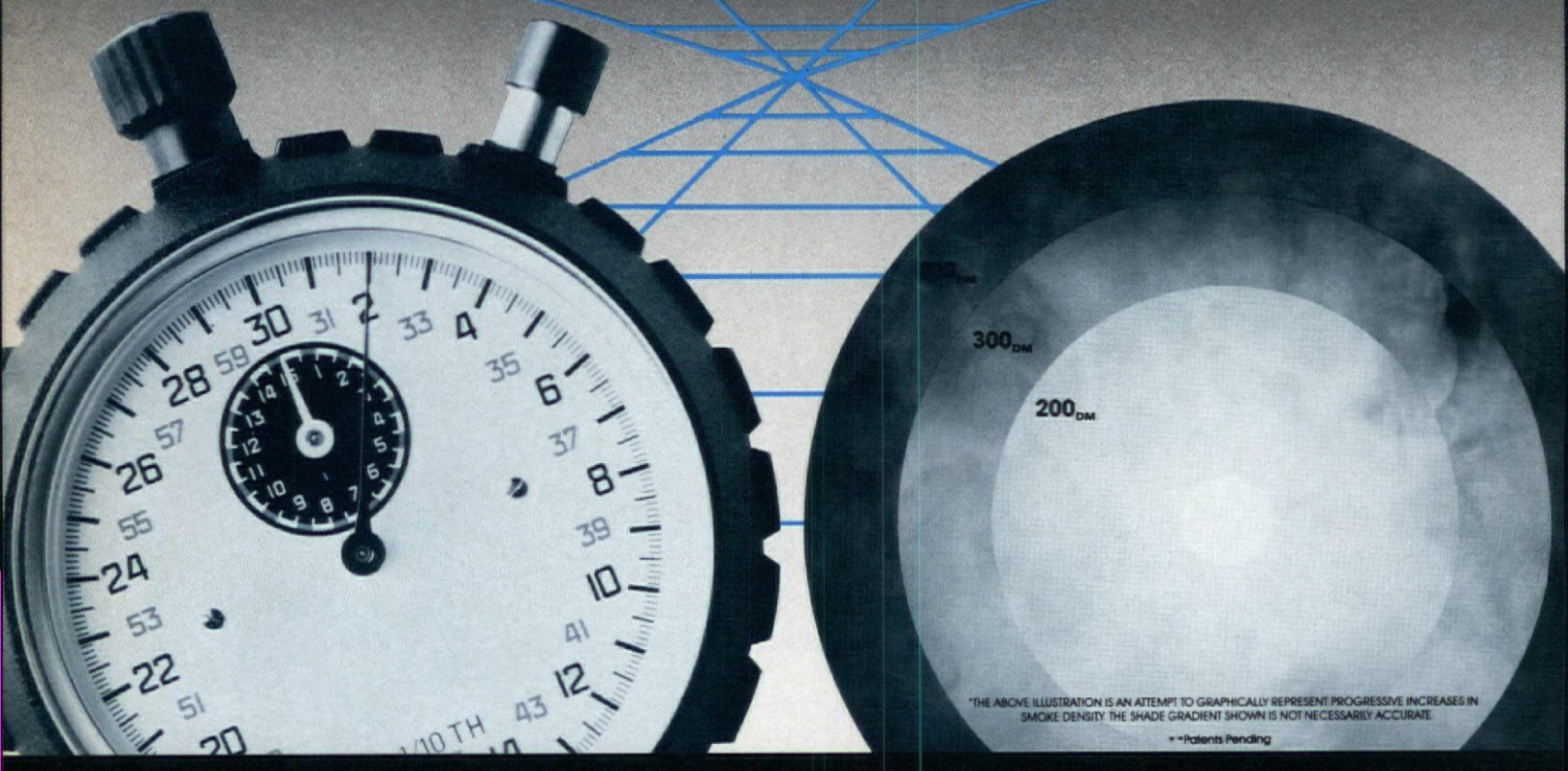
EOC appointed **David R. Norfolk** to the position of vice president, sales.

Circle 63 on reader service card

A NEW BREAKTHROUGH IN VINYL COATED FABRIC TECHNOLOGY.

NAUGAHYDE 2/200**

2 SECOND FLAME OUT* AND SLOW SMOKE GENERATION*† IN THE SAME FABRIC.



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

**Patents Pending

Naugahyde 2/200 is the *first* vinyl coated fabric that meets or exceeds all three of the following major code and test standards for both flammability and smoke generation. Among the codes or tests that Naugahyde 2/200 meets or exceeds are:

- **CCC-A-680a-FEDERAL STANDARD 191A-Test Method 5906**
- **BOSTON FIRE CODE (BFD 11-2)**
- **DEPT. TRANSPORTATION NFPA 258-ASTM E-662-79-NBS SMOKE CHAMBER**

Naugahyde 2/200 is available in two versatile product lines. "Unique"—a richly grained, highlighted fabric. And "Innovation"—a more softly grained, matte finished fabric. Each is offered in a palette of 30 rich, diverse colors. Together they offer a full range of color and design capabilities. Plus all the quality, ease of care, dependability and durability of Naugahyde.

For Further Information call or write: Uniroyal, Inc.
312 North Hill Street, Mishawaka, IN 46544. (219) 256-8000.
Or call the Naugahyde Customer Service Toll Free Number
1-800-348-7210 for the name of your nearest distributor.

†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.

NAUGAHYDE® 2/200™

The beginning of a new era in coated fabric technology. From Uniroyal.

Circle 64 on reader service card

Modu+Plastic

Modu Plus Plastic: *(mod'ü plus plas'tik)* **n.** A significant breakthrough in desk accessories for middle management or clerical personnel; where design, function, and quality are not sacrificed to achieve economy in price.

Modu Plus 200 is a complete accessory system designed for maximum specification flexibility. Individual pieces are consistent in depth and proportion making them the ideal complement to any workstation or desk top environment.

Unlike most inexpensive accessory collections, Modu Plus 200 is not limited in product or color selection. A contemporary range of 14 colors are available, as well as highly polished plated brass and chrome.

For a complete catalog and pricing information, contact: Smokador, 470 W. First Avenue, Roselle, NJ 07203 (1 800 526 4118).

Smokador, A Globe-Weis Company

Smokador

Circle 113 on reader service card

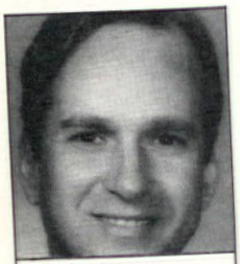
PEOPLE/NEWS

Roy Taylor (shown) has joined the Miss Eaton Inc. sales team and will represent Miss Eaton, Tivoli, and Entree product lines in Georgia, Alabama, and Mississippi.

Taylor

Kristin M. Smith has been appointed director of marketing, HOK Interiors Group, Washington, D.C. office. She will be responsible for marketing in the eastern region.

Mira-X announces these new appointments: **Suzanne Rohr**, vice president, administration; **Harris E. Sachs**, corporate controller; **Judy M. Dickerman**, New York showroom manager; **Edward R. Mulato**, field sales manager, New York tri-state area; and **Paul Suskin**, sales representative serving Long Island, Brooklyn, Queens, Westchester, and Connecticut.


Stamberg

Wright Line Inc. appointed **Peter Stamberg** (shown) design consultant. He will also serve as liaison with the design community.

Muriel Mayer retired from Intrex Inc. after 10 years of service as showroom manager, contract sales. She worked within the design industry for the past 50 years.

Rena Berke (shown) was appointed administrator, Institute of Business Designers. She was formerly principal of her own multi-management consulting firm.

Berke

Bloomsburg Carpet Industries has introduced a new Axminster carpet program. Included are three designs in 10 colorations, manufactured in 12-ft. widths.

Jack Lenor Larsen Inc. will open a 2,500-sq.-ft. showroom in the Design Center Northwest. It will be located on the plaza level and will feature fabrics, carpets, and furniture.

Diane Scheiman was named vice president, public relations and marketing, Western Merchandise Mart.

Crain

Charles H. Crain (shown) was named director of marketing, Harter Corporation. His new responsibilities include corporate and marketing communications, showroom design, and product development.

Martin P. Dugan has been promoted to associate director, consulting, Facility Management Institute.

LOUVERDRAPE VINYL MIST PATTERN 21 / INTERIOR, SUE WILSON DESIGN

One of the 700 choices of LouverDrape® colors & textures

Among those 700 choices, LouverDrape® perforated vinyl louvers are perhaps the most unique. Unique, because a transparent quality is achieved by actually perforating the solid vinyl. Thousands of tiny holes are stamped into the louver creating these delicate patterns. From across the room Vinyl Mist® patterns give the illusion of lace, while retaining the practicality and energy efficiency of solid vinyl.

It's hard to believe the beauty of Vinyl Mist® until it's installed. Even though the louvers remain 87% to 93% solid, the view through the closed louvers is amazingly clear. And you can enjoy that view while the room is protected from glare, sun and solar heat. In fact, Oyster Beige Vinyl Mist® louvers reflect as much as 65% of the solar radiation striking the window.

LouverDrape® Vinyl Mist® — a strikingly beautiful, reasonably priced, low maintenance window treatment. Protect your furniture and carpet from the sun without giving up that beautiful view.

ALWAYS INSIST ON 100% LouverDrape QUALITY

SEND FOR OUR FREE 36 PAGE FULL-COLOR BROCHURE

LouverDrape®

LOUVERDRAPE, INC.
1100 COLORADO AVE., DEPT. 96
SANTA MONICA, CA 90401

Circle 57 on reader service card.

James D. Long was named the Dallas Market Center's leasing agent for contract furniture showroom space.

The Foundation for Interior Design Education Research (FIDER) board of trustees announces the following appointments: **Michael Wirtz**, FIBD; **Donald P. Covington**, FIDEC; and **Binnie Kramer**, FASID.

Allied Corporation's fibers division promoted **Perry F. McLawhorn** (shown) to the position of national contract manager. **Janice Hall** (shown), was appointed western region sales representative.

McLawhorn

Hall

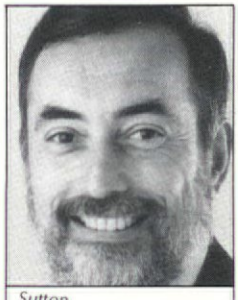
The **American Society for Testing of Materials** (ASTM) has formed a new subcommittee which will focus on acoustics in open plan offices. The group will incorporate existing E-33 task groups on open plan ceilings and office screens, as well as background sound distribution and open office speech privacy.

New executive vice president of the American Institute of Architects is **Louis Lawrence Marines**, general manager, Haines Lundberg Waehler.

Gary Beals (shown) has been appointed president, Domore Corporation. He previously served as vice president, marketing.

Beals

New director of corporate communications, Steelcase Inc., is **Howard Sutton** (shown). He assumes responsibilities of retiring vice president **E. M. Broene.**



Sutton

Improving working relationships between interior designers, manufacturer representatives, and contract furniture dealers was the focus of a recently held forum sponsored by the **Wisconsin Chapter, Institute of Business Designers.** For information on follow-up programs contact: Wisconsin Chapter of IBD, 3033 N. Hackett Avenue, Milwaukee, WI 53211.

Robert Blaha was named vice president, Hellmuth, Obata & Kassabaum (HOK) Inc. He also serves as director of design, HOK Interiors Group, St. Louis. HOK is currently establishing an office in Kansas City, Mo. which will serve as the principal location for the firm's Sports Facilities Group (HOK/SPORTS).

Victorian Millwork

19th Century Victorian designs recreated in solid oak and poplar from the world's leading manufacturer. Fretwork gingerbread and lots more for interior and exterior use; most complete line available.

- Unlimited quantities for total design freedom.
- Precision manufactured so that product groups are compatible with each other for total unity.
- Save with factory-to-you pricing.

Send $3.75 for full-color, 32-page product and design idea catalog & price list.

Cumberland Woodcraft Co. INC.

Post Office Drawer 609
Carlisle, PA 17013
(717) 243-0063

Dept. 114

This solid oak bar and Brunswick style backbar is typical of our many bar treatments. Note burl panels; matching inlaid burl panels in the carved oak and mirrored backbar. Round or fluted columns available with a selection of carved capitals. Bars available with or without under bar cabinetry, sinks, etc.

Circle 68 on reader service card

What is an Oggo?

Since Oggos were first sighted over a year ago, they have spread rampantly throughout the restaurant and hospitality industries across the country.

Designs from the deepest jungles of Europe, the 1984 Oggo Collection represents the best of the species: traditional and European styled chairs that feature quality, design excellence, versatility and durability. And that means the Oggos have a strong survival rate in everyday use and abuse.

The Oggos have been sighted in all colors, finishes and covering textures, giving them the uncanny ability to adapt to all conditions and environments, which seems to be a major factor in their tremendous widespread growth.

To find out what else an Oggo is, just send in the coupon.

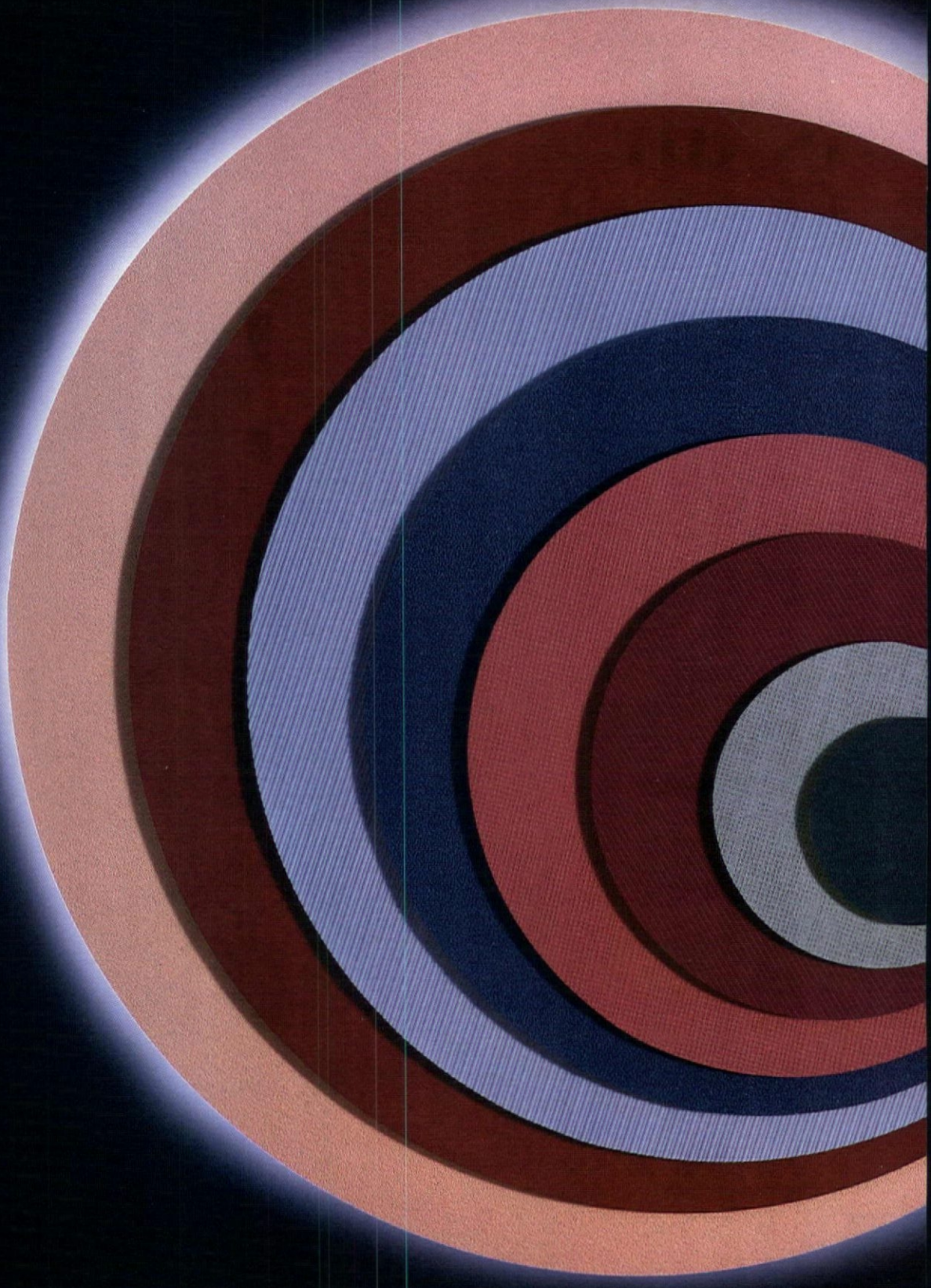
This is not an Oggo.

Please send me (_____) Oggo Catalogs.
Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Telephone ( ) _____
CO

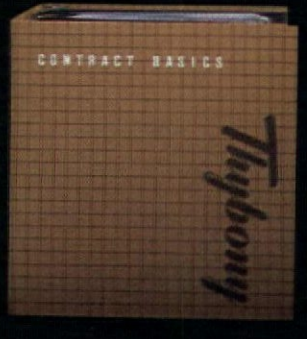
The OGGO Corporation
P.O. Box 22149
Fort Lauderdale
Florida 33335
305/525-5503
Telex: 514321

The Traditional Affiliate of Loewenstein, Inc.

Circle 69 on reader service card



Our new contract colors eclipse the competition.



Mink. Claret. Seafoam. Flag. Radiant bursts that transport color into a new dimension for the 80's. And set a striking standard for today's contract decorating.

See them in Thybony's Contract Basics book. A tomorrow collection encompassing infinite possibilities in shade and pattern. Stipples, weaves and Tedlars. Vinyl textiles and suedes. Type I and Type II materials. Thybony. Your contract color source for light years to come. Merchandise Mart, Suite 6-128. Chicago, IL 60654.

Thybony
SINCE 1886

Circle 70 on reader service card

Chicago • Denver • Detroit • Indianapolis • Kansas City

We would need 9 more pages to show our entire in-stock collection.

70 original styles...beautiful lacquer and hand-rubbed finishes...ready for immediate delivery. Because we are exclusive, direct importers from Italy's finest craftsmen, considerable savings are passed on to you. If you need one chair for accent, or hundreds, call us. We buy smart...so you can be called "genius".

International Designer Imports

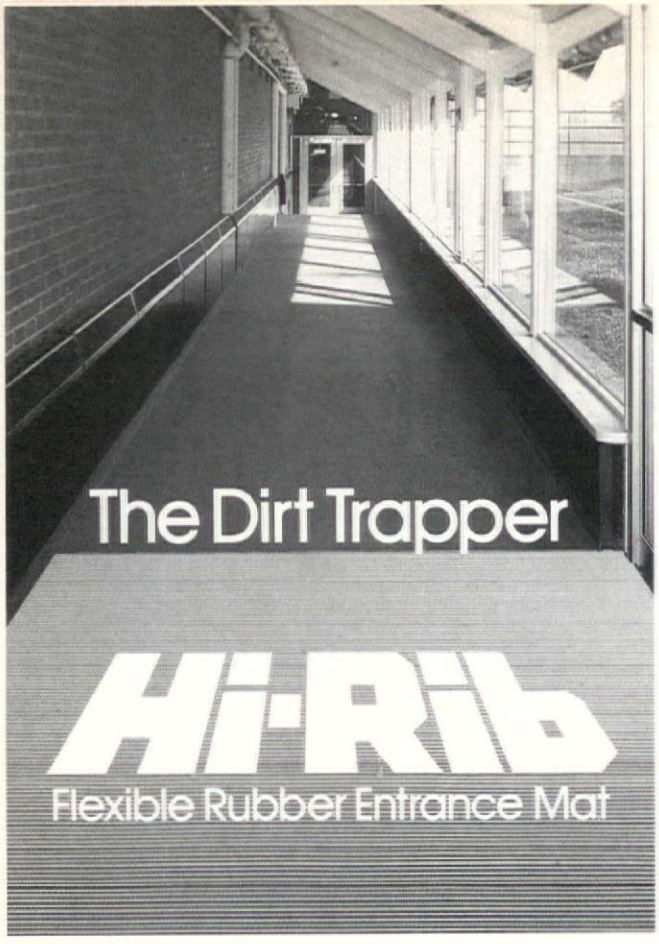
A subsidiary of sofas & chairs Unlimited

Sold only through Designers, Dealers & Architects.
Also exclusive importers of
48 styles of exquisite Italian marble tables.

Address all inquires to:
GENERAL OFFICE
89 N.E. 27th Street
P.O. Box 370147, Miami, FL 33137
(305) 573-0760

SHOWROOMS
35 N.E. 38th Street, Miami, FL 33137 • (305) 573-0768
112 N. Dixie Hwy., W. Palm Beach, FL 33401 • (305) 833-5745
Representation in all major cities.

Circle 114 on reader service card



Traps Sand, Snow, Salt and Dirt at the Entrance.

The flexible rubber **Hi-Rib®** design removes and traps sand, snow, salt and dirt in heavy traffic entrances. These durable, highly resilient, top quality rubber mats are the longest wearing mats from Pawling.

USES: Heavy traffic entrances where maximum cleaning is desired. Recommended for food/meat processing facilities and all industrial grease-resistant applications.

COLORS: Black, Brown, Tan, Terra Cotta and Grease-Resistant Black. All colors also contain some grease-resistant qualities.

THICKNESS: 7/16" rib · corrugation depth of 1/4".
WIDTH: 8 ft. (max.) edges square or beveled.
WEIGHT: 2 lbs./sq. ft.

See our Catalog in Sweet's (S)

PAWLING
RUBBER CORPORATION
STANDARD PRODUCTS DIVISION

157 CHARLES COLMAN BOULEVARD
PAWLING, NEW YORK 12564
Phone: 800-431-3456 / N.Y.S. 800-942-2424

Circle 72 on reader service card

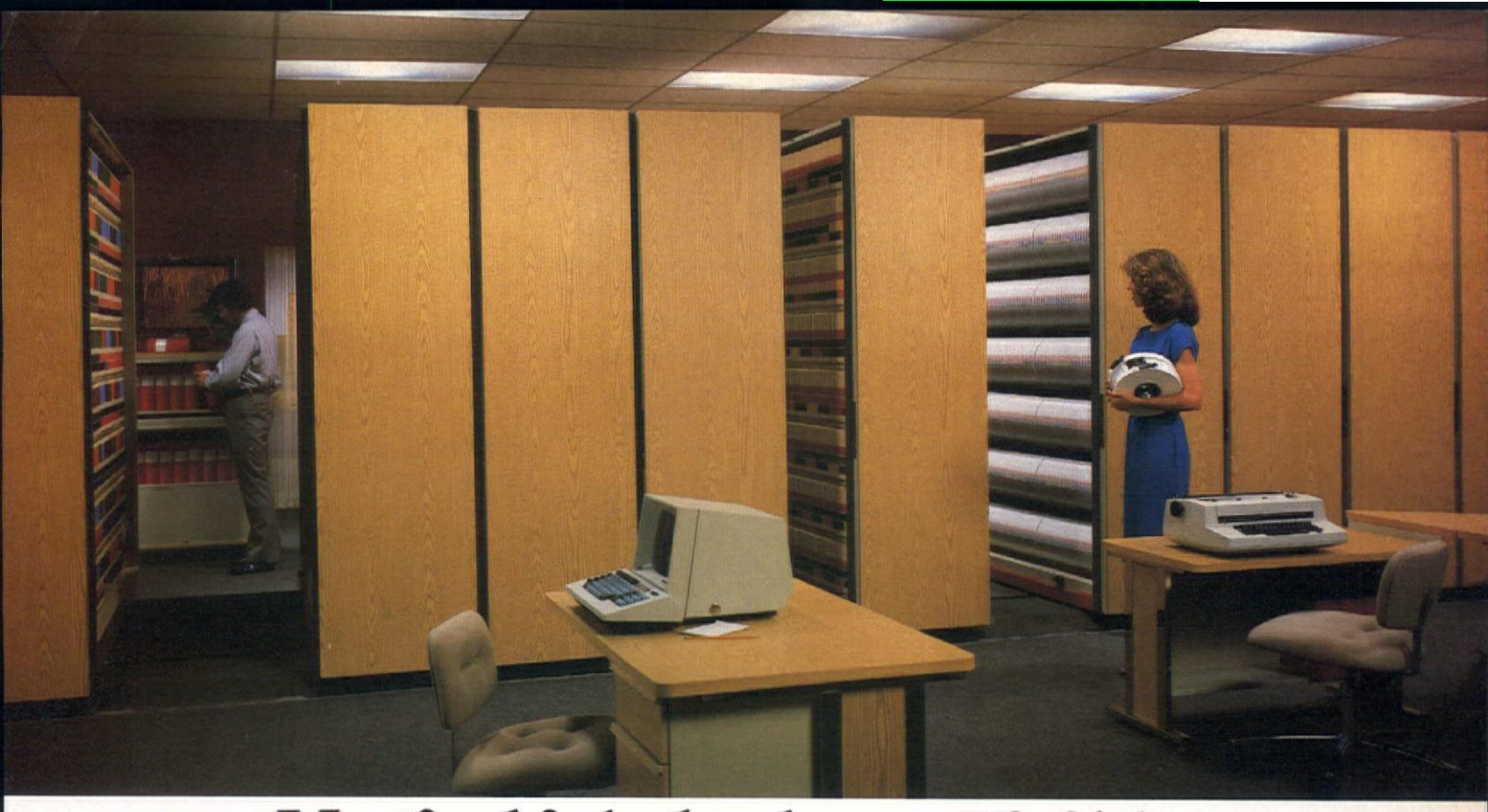
COMING EVENTS

1984

April 24-25. WORKSPACE 84, conference and exhibition for facilities planning, office design, and management. Moscone Center, San Francisco.
May 1-2. Contract Canada '84, business interiors show. Omni International Hotel, Miami.
May 5-8. Design New York 1984, international contract market for designers, architects, and specifiers. Celebrated at numerous showrooms throughout Manhattan.
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. Dallux '84, Exposition of Commercial & Residential Lighting. Dallas Market Center, Dallas.
May 10-11. ADAC '84 Atlanta Decorative Arts Center, Atlanta.
May 10-13. 25th Annual Conference of the National Home Fashions League. Waldorf-Astoria Hotel, New York.
May 11. Varieties '84. The Marketplace, Philadelphia.
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.
July 25-27. CALICON, contract furniture/furnishings show. Western Merchandise Mart, San Francisco.
August 4-7. The Industrial Designers Society of America's annual conference. University of Washington, Seattle, Wash.
August 16-19. American Society of Interior Designers annual convention and exhibition. Hyatt Regency, Chicago.
August 22-24. Second National Decorative Accessories Show. Moscone Convention Center, San Francisco, Calif.
August 25-28. International Woodworking Machinery & Furniture Supply Fair. Georgia World Congress Center, Atlanta.
October 17-24. National Office Products Association's annual convention and exhibit. McCormick Place, Chicago.
October 23-24. OFFICE '84, conference and exhibition for furnishings, environment, and design. Washington Convention Center, Washington, D.C.
October 24-26. "Facility Management Process: Mind Over Matter," International Facility Management Assn. conference. The Mart Center, Chicago.
October 28-30. Pan Pacific Lighting Exposition. Concourse Exhibition Center, Showplace Square, San Francisco.
November 1-3. CONEXION '84, contract design exposition. Atlanta Market Center, Atlanta.
November 11-13. Design Assembly, theme program of "Technology & Technique." The Marketplace, Philadelphia.

Foreign Trade Shows 1984

May 8-10. Buro, 12th Exhibition Of Office Machines/Office Furniture Organizational Methods & Drawing Techniques. Munich, West Germany.
May 9-13. Annual Scandinavian Furniture Fair. Bella Center, Copenhagen, Denmark.
May 13-17. Interior Design International. Olympia, London.
May 17-21. Star 84,15th International Exhibition For Furnishings Textiles. Milan Fair Grounds, Milan, Italy.
May 22-26. Oficomp Korea 84, International Korean Office & Information Management Exhibition & Conference. Korea Exhibition Center, Seoul.
September 6-8. CANEXUS, Canadian contract furniture exhibition, Harbour Castle Hilton, Toronto.
October 25-30. Orgatechnik, biannual international office trade fair. Cologne, West Germany.



Magic Aisle® by Acme Visible. The last word in high density mobile files.

Without making you add to your filing floor space, Magic Aisle high density filing systems can double your filing capacity. The secret is our moving ranges which turn wasted aisles into useful files for hanging tape reels, jackets and folders, microforms, disk packs, printouts and more.

But doubling your files is just part of the magic. There is a choice of three types of controls ranging from manual to mechanical to electronic sensor, where just a wave of the hand opens the files. Like magic.

Modular in design, you can add to the Magic Aisle's capacity when and if you need to. Installation is fast. And a wide choice of decorator colors, and wood grains (talk to us about your special design finish requirements) assures the Magic Aisle will complement any office environment. And the quality? Pure Acme Visible throughout.

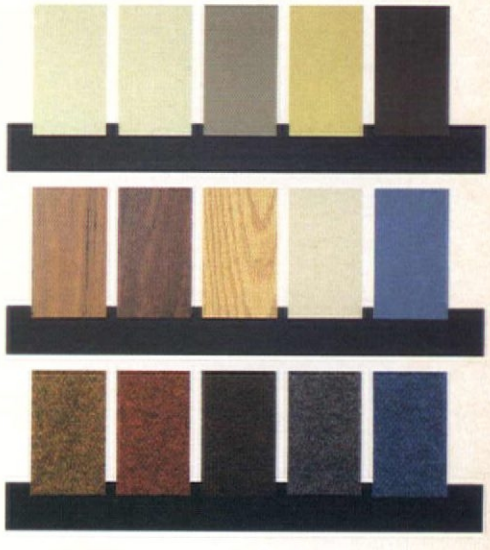
Magic Aisle. The problem-solving, high density filing systems from Acme Visible. Complete specifications listed in Sweet's Catalog, section 10.20/AC.

MAGIC AISLE DESIGNER FINISHES:

DESIGNER PAINT COLORS

REPRESENTATIVE LAMINATES

DECK CARPETING



ACME VISIBLE

First in putting information in its place.

Call toll free **(800) 368-2077** (In Virginia call collect **(804) 823-4171)** or send coupon to:
Acme Visible Records, 1000 Allview Drive, Crozet, Virginia 22932

☐ Please send me more information on Magic Aisle Systems.

Name _____

Title _____

Firm _____ Phone _____

Address _____

City _____ State _____ Zip _____

CO44CMO

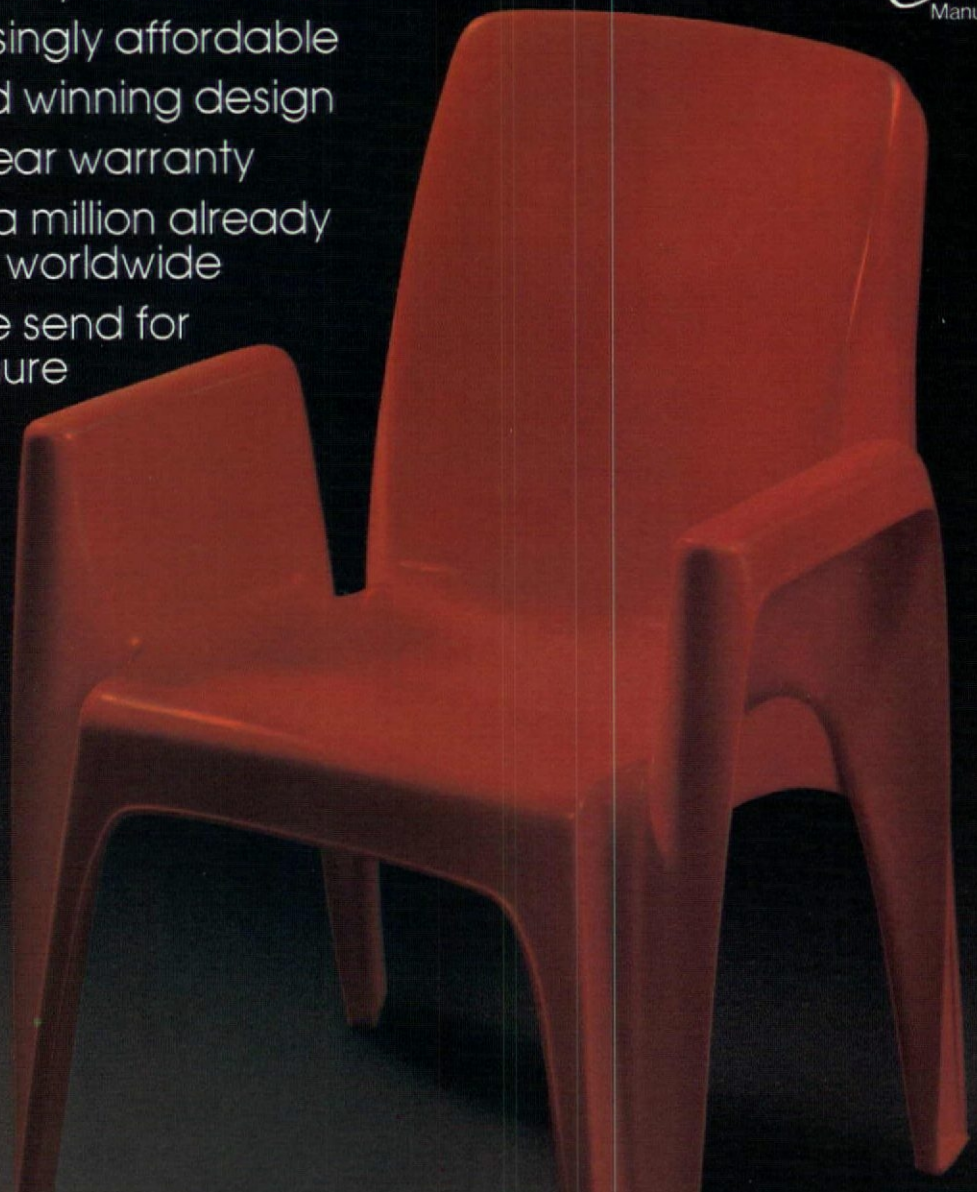
Canadian Sales: Acme Seeley, Inc. Renfrew, Ontario, Offices in principal cities.

Circle 73 on reader service card

- Specifically engineered for severe contract use indoor and out
- Incredibly comfortable.
- Surprisingly affordable
- Award winning design
- Two year warranty
- Over a million already in use worldwide
- Please send for brochure

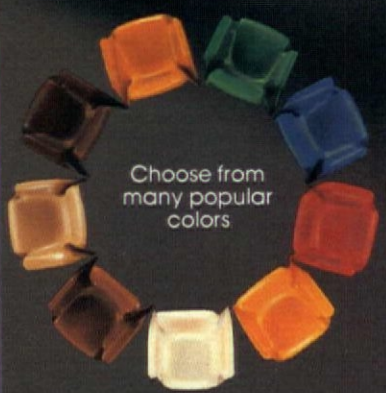
Integra CONTRACT *Chairs*

Manufactured by Sebel



Distributed in U.S.A. by NORIX GROUP, INC. P.O. Box 2698, Aurora, IL 60507 Phone 312-879-6160

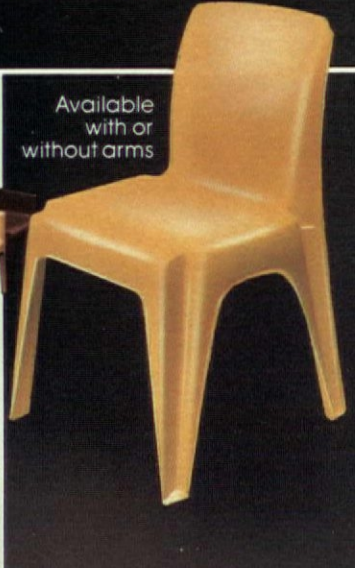
Stacks 15 high in 78"



Choose from many popular colors

Circle 74 on reader service card

Patented overlapping armrests permit ganging into stable rows



Available with or without arms

Upgraded, Mixed-Use Facilities Are Hospitality Design Trend

Luxury has become the byword in hotel and restaurant design as properties compete for the attention of today's business and leisure traveler. Both renovation and new construction programs are keeping pace with demand for upscale accommodations in environments that offer a diversity of experience through rich settings as well as home-like ambience.

Where business travel is predicted to stabilize at $70 billion, more hotel operators are trying to carve out a bigger slice of the existing market. Luxury furnishings, and personalized and complimentary services are in demand across-the-board by consumers. Due to economic improvements forecast for the end of this decade, hospitality design will benefit from an increase in consumer disposable income as well as from demographic trends toward a leisure-bound aging population. A growing concern for recreation activities that crosses all age groups augers well for hospitality designers.—**The Editors**

Boylston Park Cafe, Sheraton Boston Hotel (above) demonstrates hospitality design trend toward upscale, mixed-use interiors. This family-style restaurant includes 24-hour take-out deli, buffet, and "food bar" catering to busy travelers. *Story begins on following page.*

CAFE IS REBUILT FOR PATRON APPEAL

As part of a $400 million facelift, Boston hotel cafe gets new image

Offering upgraded hospitality in a former coffee shop space that had been unchanged for 20 years, the Boylston Park Cafe, Sheraton Boston (Mass.) Hotel, was designed and rebuilt in a refreshing pavilion style during a fast-track eight-month program.

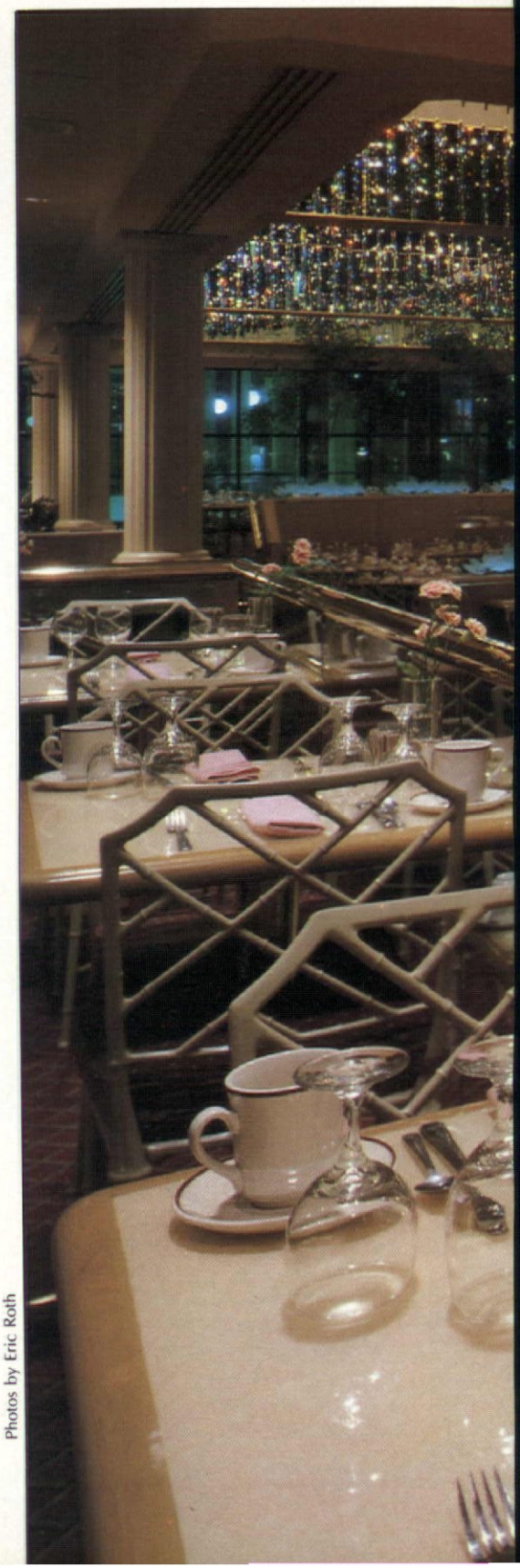
The impetus behind redesign was a desire to cater to a variety of patrons—from families and traveling businessmen to workers in the vicinity. As noted by design firm principal, John Graham, Graham-Solano Ltd., "The image of a hotel restaurant is rapidly changing to that of a quality eating establishment. The hotel industry as a whole wants to cater to local residents as well as to transient guests."

The Boylston Park Cafe fills this role, serving 1,200 meals at breakfast alone to area workers as well as visiting guests of the hotel. Designers developed an interior plan that responds to the multiple uses of the restaurant which now serves dinner, where before breakfast and lunch were the only meals on the menu. In addition, designers designated a "food bar" area for quick counter-style service and allocated space for a 24-hour take-out deli and buffet.

Within 6,000 sq. ft., the restaurant was rebuilt from an architectural space, similar to a courtyard, that adjoined the hotel and Prudential Center's retail/office complex next door. Says Graham, "We created a pavilion atmosphere through use of a partial glass roof. This made the space light and airy and permitted us to take advantage of prefabrication options that kept the project under deadline."

A light-well and glass roof take up 60 percent of the space. Elsewhere, more intimate areas complement an open pavilion feeling. A cashier stand and service station are softened and concealed behind etched glass panels—a dominant signature of the interior space. A 24- by 9-ft. glass mural was custom-created for the buffet wall.

Other softening elements are plantings and trees that rim the space, original watercolors, and a delicate overhead lighting treatment composed of 2,400 low-voltage bulbs that give a jewel-like effect. Design took its cue from changes in population eating habits. Notes Graham, "Today, there is no special regulation as to when or how people dine. Thus, we've provided a solution for everyone in a generous mix of food merchandising ideas." □



Photos by Eric Roth

For the Boylston Park Cafe, Boston, designers employed a pavilion theme complete with a partial glass roof, plaster columns, and etched glass panel treatments. To cater to mixed use of the premises by families, traveling businessmen, and area workers, the restaurant divides 6,000 sq. ft. into a food bar, buffet area, and more formal table service section. Tables are designed for ease of maintenance.

SOURCES

Carpeting—Brinton. **Banquettes, seating**—Heller Co., Brown Jordan. **Upholstery fabrics**—Ametex, Stroheim & Romann, Kravet. **Wallcovering**—Clarence House. **Table tops**—Johnson Industries. **Accessories**—Art Team. **Planters**—Architectural Supplements. **Marble**—Moliterno Stone Sales.

Interior Design—Graham-Solano Ltd.; John Graham, Frank Solano, principals; Alfredo Macaya, designer. **Architectural consultant**—WZMH Group. **General Contractor**—Vappi & Co. Inc. **Lighting consultant**—Wheel-Gersztoff Inc.

L'ERMITAGE HOTEL GROUP COMBINES ART & LUXURY IN RESIDENTIAL ENVIRONMENT

All-suite hotel properties are within 2½-mile radius in Beverly Hills, California

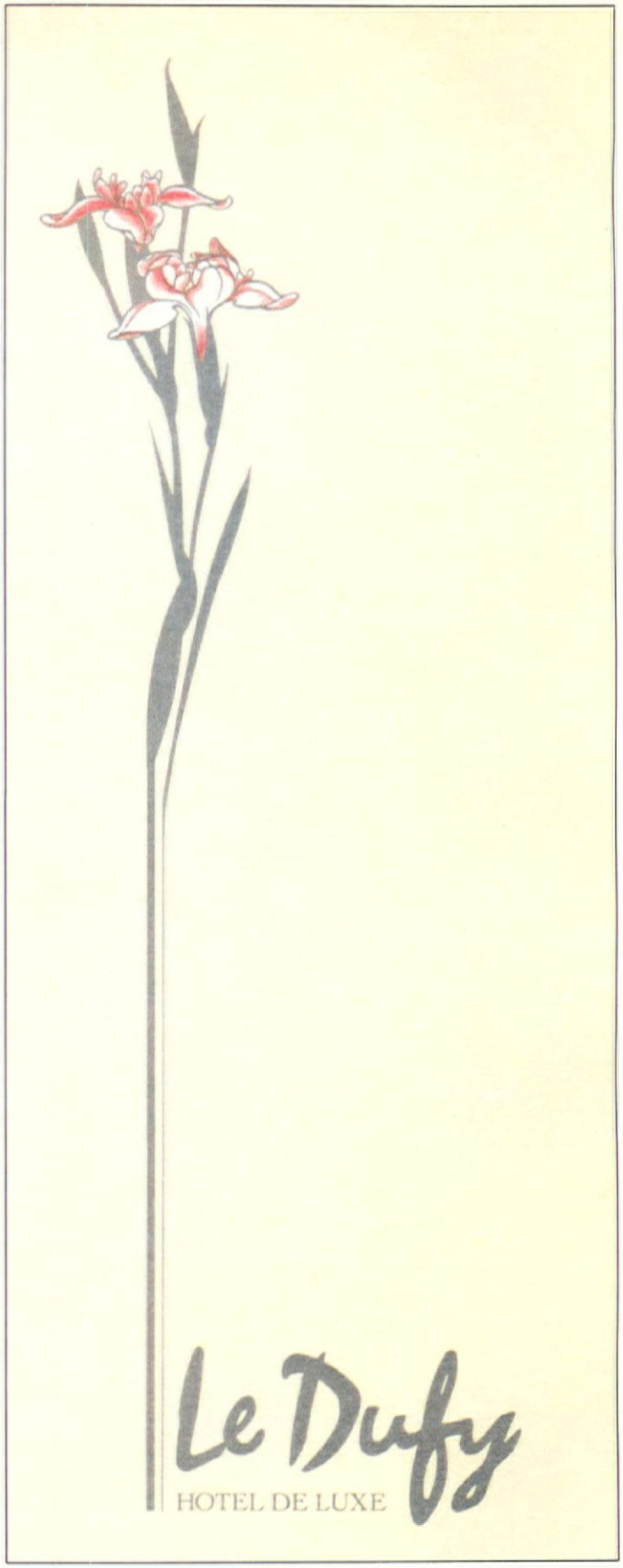
By **LEN CORLIN**
Co-publisher/editor

"Ideally located between Beverly Hills and Hollywood, Le Dufy is a fashionable hotel in a quiet, residential neighborhood." That is how one of the newer hostelries in the L'Ermitage Group, Los Angeles, is touted by Severyn Ashkenazy, founder and chairman.

The same description applies to the Le Parc and L'Ermitage hotels; the latter is the flagship of this unique chain. Also following the philosophy of these properties will be Le Mondrian, Le Valadon, Le Clarion, and Le Reve—hotels slated to open this spring or soon after.

All seven are located in quiet neighborhoods of Beverly Hills, West Hollywood, and Los Angeles, within walking distance of each other.

Location is only one of many distinctions that establish the L'Ermitage Group of hotels as "little gems" in a sea of hotel mediocrity. Ashkenazy's luxury-in-a-homelike-setting concept



L'Ermitage Group theme of "art in residence" translates into homelike hotel suites. At Le Dufy, a member hotel of the group, (left) subtle pastels are borrowed from French Impressionist painter Raoul Dufy for use in interiors as well as in promotional literature logo (above). Hotel, adorned with several Dufy original works, is a small, exclusive property of 105 suites located in a residential area.

LE MONDRIAN
HOTEL DE LUXE

L'ERMITAGE
hôtel de grande classe

Le Parc
hôtel de luxe

stems from a belief that today's busy traveler has an appreciation for superb service in an environment that supplies comfort and subtle amenities.

Includes California-style amenities

When L'Ermitage opened in 1976, it was the first luxury, all-suite hotel in California. It was so well-accepted that within a few years the hotel received two of the most respected awards in the hospitality industry: the Mobil Five Star and the American Automobile Association Five Diamond, making it the only hotel in California so-honored with both awards.

Typical of each property are small and intimate check-in areas, a maximum of 200 luxury suites, fireplaces, kitchenettes, roomy dressing areas, well-outfitted baths, and quality service. Emphasis is placed on commodious living spaces that are handsomely furnished. The suites serve equally well for small meetings or entertaining.

Other amenities include facilities that are in-tune with the Southern California lifestyle: roof gardens, pools, solaria, tennis facilities, and whirlpool spas. Restaurants are small and intimate, serving food prepared by well-trained chefs.

Ashkenazy recalls the firm's entry into the hotel business, saying, "The needs of travelers were changing dramatically a few years ago. Yet, most hotel industry executives were not keeping pace with this change. Hotels were historically built and are still being erected with numerous large public spaces and small rooms for sleeping.

"Since the bulk of visitors to the West Coast spend a great deal of time working in their suites or preparing for meetings, we reversed the space allocations—more space in suites, less in public areas where it is not needed." The hotels are designed for guests who register for extended stays of four-to-five days, as opposed to transients.

The company entered the hospitality market by using its own interior design organization, Inter-Arch Design Division

Featured on this page are symbols employed by three of the group's properties; each is keyed to the design scheme of the individual hotel. L'Ermitage Hotel exterior (above) expresses residential appeal.

L'ERMITAGE GROUP

Each hotel has a master theme

of Ashkenazy Development Company, headed by Carol Mitchell, director of interior design. Ashkenazy also owns a construction company, reflective of the chain's vertically integrated operations. A plant maintenance company is owned as well and manages live plants grown at the properties.

Emphasis on security

An important aspect of the hotel group, cited by H. Ross Justice, general manager of Le Dufy Hotel (who will later fill that capacity at Le Mondrian), is the total effort of the group to insure guest privacy and security.

"The hotels are being furnished with push-button locks," says Justice. "That assures guest security in the rooms. TV surveillance by staff in all hotels further guarantees security in public corridors. And, even the parking garages under the buildings are entered by keys that open gates. They too are monitored. In this day and age, that is very important."

Such security measures are also a major consideration at the L'Ermitage, where guests dine in the Cafe Russe amidst original oil paintings by masters. The works are part of a collection owned by the Ashkenazy family.

Among the artists represented are Pierre Auguste Renoir, Dias de la Pena, Georges Braque, Marie Laurencin, and Raoul Dufy, for whom the recent Le Dufy hotel is named. The latter contains a number of Dufy originals.

In addition to restaurants and public spaces, guest suites are luxuriously appointed as well. Ashkenazy indicates that the group is spending $100,000 per suite. At Le Clarion, nearly double that figure will be spent on each room.

Each of the hotels started as apartment buildings. Thus, both location and construction made them adaptable to hotel conversion. At the time of this writing, approximately 1,200 suites are available in the group, all within a two-and-one-half-mile radius.

Le Dufy started with 120 apartments which have been converted to 105 suites. A boardroom seating 20 is also available as one of the few public rooms in addition to restaurants and recreational spaces.

Hotels commission artists' works

The interiors of these converted apartment buildings were designed to reflect the creativity of the artists whose works are on-display.

Named after cubist Piet Mondrian, Le Mondrian reflects the boldness of the artist on the exterior and looks very much like a Mondrian painting. World-famous Israeli artist Jacob Agam,

---

Shown (top to bottom, this page) are L'Ermitage Cafe Russe in which guests dine amidst original oil paintings by master artists. Works are part of collection owned by hotel operators. Le Mondrian exterior mock-up shows how commissioned artist Jacob Agam created 12-story hotel exterior that remains faithful to the art style of cubist Piet Mondrian. Similarly, Le Mondrian guest room is decorated in spare geometric forms that imitate the artist's signature.

Le Dufy (right, top) is a converted apartment complex which now contains exclusive suites. Le Parc registration lobby (middle) demonstrates philosophy of L'Ermitage Group design approach, which makes public spaces small and guest quarters spacious to accommodate in-room business meetings as needed. Boardrooms, such as one shown (bottom), are provided for small meetings.

known for his colorful kinetic artworks, was commissioned to do a spectacular, 12-story exterior, shown on these pages. His commission will be in excess of $300,000.

"Le Mondrian," comments Ashkenazy, "follows Piet Mondrian's own desire to 'create perfect equilibrium between man's art and his environment.' It uses bold colors—black, white, red, blue, and yellow. There are flat planes, straight lines, and right-angles in Le Mondrian's suites.

"Furniture and lighting are designed especially to express the straight, clean, dramatic mood of Mondrian's work. It is exciting and visually stimulating," Ashkenazy concludes.

By contrast, in Le Clarion, design melds the luxury of traditional and antique pieces in soft woods with bold, colorful, and eclectic accents. Original artworks will be rotated in public areas. Specially designed rugs are being woven by hand. Crystal, marble, and other traditional materials are given a contemporary treatment.

Similar concepts are consistently employed at other hotels. Le Reve will trace its design origins to French country inns, while Le Valadon seeks inspiration from Paris' Art Nouveau period, using dark, muted colors and peacock accents.

Opulent, but not overwhelming

Ashkenazy says he wanted to create a small, elegant hotel in each location. Properties would consist of individual suites, surrounded by beautiful things—opulent, but not overwhelming.

"We put original art on the walls, designed comfortable, functional furniture, and gathered materials together under a master theme that creates a highly attractive environment," he says.

Carol Mitchell, Ashkenazy explains, developed a series of plans based on the theme of "art in residence," which translates into highly liveable hotel suites. At Le Dufy, for example, subtle pastels are borrowed from French Impressionist Raoul Dufy for inspiration—not just in prints of his works, but in furniture which becomes functional sculpture.

Barry Shapiro, head of Ashkenazy's graphics division, takes all of these individual design themes and develops them further in collateral materials used for promotion, advertising, and general print materials.

Such thorough integration is found as well on the management level, where various aspects of marketing are melded into operations that work. □

SOURCES *Le Dufy Hotel*
Casegoods, box spring—Celetto/Dreamland. **Bed frames**—Leggett & Platt. **Coffee table**—Sculptor John Harris. **Carpet**—Atlas Carpet Mills. **Wallcovering**—Wall Pride, Sinclair Paint, Ameritone. **Drapery**—Context, California Dropcloth, Roc-Lon. **Bedspreads**—California Dropcloth (fabric), Antaky Quilting (fabrication). **Upholstery fabrics**—Contex, Charlton West. **Lighting**—Koch & Lowy, Nessen, Coronet. **Plants/planters**—Rolling Green Nurseries. **Artwork**—Nancy Louise Jones.

HOTEL & RETAIL SPACE BLEND IN HONG KONG LUXURY COMPLEX

By means of separate atria, mixed-use spaces are made distinct, yet complementary

A Hong Kong hotel follows Chinese tradition by using expensive finishes liberally, yet offers a contemporary feeling competitive with the best local properties in the form of "special effects," two enclosed atria, and architectural gardens.

Comments Howard Hirsch, principal Hirsch/Bedner & Associates, Santa Monica planners for the Royal Garden Hotel, Hong Kong, "Our design is fresh, yet familiar in use of traditional forms such as the open-air garden. All effects we employed are designed to make people feel good, rather than to merely decorate."

And, although the project budget was considered important, the owners' desire for pride in achievement superceded cost considerations. Imported teak and marble finishes adorn public spaces—even elevator shafts are lined with marble, while open corridors around the atrium are finished in teak. All furnishings were designed by Hirsch/Bedner and fabricated locally. While materials costs were high, reasonable labor offset the expense of importation.

Notes Hirsch, "The difficulty we had when we came online once the building had been erected was to give the property prominence, yet blend retail elements as well in a mixed use of space." When the firm was hired, it was presented with a 12-story hotel erected on top of five levels of shops and an open-air courtyard. The site was a single-loaded rectangle.

Atria provide connecting spaces

"Through a manipulation of space, we convinced the client to close the roof off, which provided a 12-story atrium. We also carved out a lower atrium in the five-level retail complex, creating a connecting space," comments Hirsch.

In the process, designers created the first atrium hotel in Hong Kong, and probably the last due to technical codes that promote prudent, maximal use of real estate development in a region where land is at a premium. Hirsch points out, however, that no portion of the retail square footage was lost and corridor space was actually consolidated.

The end result is a fantasy of interacting spaces in the hotel. Arriving guests enter on the lower level and take three escalators to the main atrium lobby. In this space, a balcony lounge is designed around an entertaining focal point: a cantilevered pool that waterfalls to the level below.

The pool encourages people to walk through the space, rather than around it. It animates the atrium floor by means of its diagonal design. "People are moving through the space all the time," says Hirsch. "It's a form of theater."

Seating lounges and three food and beverage facilities exist on the main level. The latter include "Lalique"—an exclusively designed restaurant that employs the cut-glass theme of the glass manufacturer whose name it bears. Some genuine Lalique pieces decorate the space.

Another on-property restaurant is The Royal Falcon, a pub decorated in a British theme. Two-stories high, the restaurant uses rich, dark-stained oak, brass, and marble.

Hirsch/Bedner used various design treatments to give the five-star 470-room property distinction and prominence, yet fashion a retail area complementary in finish and detail. The result for owner Sun Hung Kai Properties conveys cohesion.

Hirsch/Bedner's local office in Hong Kong monitored the project with direction from firm principals in Santa Monica, Calif. The firm also has an Atlanta office. □

Photos by Lincoln Potter

In a fantasy of interacting spaces, arriving visitors to the Hong Kong Garden Hotel enter on the lower level (opp. page, top) and take three escalators to the main atrium lobby (above) which is fitted with a cantilevered pool and lounges. Among on-property restaurants is The Royal Falcon pub (opp. page, bottom), a two-story space designed in rich oak, brass, and marble treatments.

Interior design: *Hirsch/Bedner & Assoc; Howard Hirsch, partner-in-charge and lead designer; Directed by Hong Kong office of Hirsch/Bedner, managed by Robert Bilkey.*

SOURCES

All materials imported to Hong Kong and fabricated locally. Interior furnishings custom-designed by Hirsch/Bedner.

Photos by Patricia Fisher

BUSINESS & PLEASURE MIX AT CITY, RESORT HOTELS

Blend of resort & corporate atmosphere is planners' goal

Design requirements of an inner-city hotel and a luxury resort may seem as disparate as their locations. However, Miami-based Creative Environs of Lynn Wilson believes these two clients share a common space planning objective: to create environments that give patrons a respite from the work routine, yet address their business needs as required.

For example, Key Largo's Ocean Reef Club sports a package of design amenities befitting an island paradise. Yet its master suites are equally well-equipped for high-powered business meetings held by VIP guests. Conversely, business travelers stopping at downtown St. Louis' Clarion Hotel are given a breather from the urban environment as they overlook the river from casual wicker chairs in the hotel's atriated lobby lounge.

Comments Lynn Wilson, principal in-charge-of-design for both projects, "Not everyone can get to a resort once a year, or leave business behind when they take a vacation. Thus, hotels must be designed to enhance both the work and leisure experience for patrons, regardless of location."

Suites adapt to quick drink or lengthy conference

The Ocean Reef Club is a 4,000-acre, self-contained resort housing three golf courses, tennis facilities, a private landing strip, health spa, and accommodations ranging from private villas to hotel rooms. Here, designers' tasks were to create two, three-bedroom master suites which would offer "those in the limelight a place to escape with all the amenities of a private residence."

To enhance a sense of luxury, designers specified such items as private terraces with hardwood tubs, baths complete with steam rooms and jacuzzis, and private exterior glass elevators. Color, furnishings, and art, however, were selected as much for their subtlety as for their resort-like quality.

Says Wilson, "Since almost all VIP visitors are Northerners, we wanted their suites to make a statement about resorts that was not corny, yet would be appropriate in a wide range of situations. I think the spaces adapt equally as well to a quick drink after tennis or a candlelight dinner as they do to a business meeting held by one frequent user, the president of Penn Central Railroad."

Color selections, art work accent tropical flavor

Taupe and coral, melon and peach, and lavender and periwinkle blue color combinations lend the suites a light, tropical feeling. Supporting this ambience are commissioned works by young artists. Wilson selected these early in the de-

---

For the Ocean Reef Club Mastersuites, Creative Environs planners selected lavender and periwinkle blue color schemes to make a luxurious, yet casual, statement about life at a resort. Master bedroom (above) and guest room (opp. page) are outfitted with an elaborate package of amenities, including individual terraces equipped with hot tubs that afford dramatic views, overlooking the sea.

CLARION HOTEL/OCEAN REEF CLUB

Design that accents work & leisure is goal

Photo by Kiku Obata

sign process to assure cohesiveness with the rest of the planning motif.

A turn-key project, Ocean Reef master suites are also provided with private silver and table linen services, bath linens and robes, even a complete set of toiletries. Each suite is equipped with a pantry and wet bar; bartender and butler services are available. Guests alone may use the glass elevator entrance, while room and bell services employ separate entryways. Special quarters for secret service men accompanying guests to the resort were also designed and provided by Creative Environs.

Resort-like atmosphere created in urban environment

Guests at the newly renovated Clarion Hotel do not arrive expecting a resort vacation. However, a visit to the lobby lounge does offer a surprise respite from the workday, urban environment.

In this space, hotel management capitalizes on Creative Environs' new atrium design with a casual and inviting bar/restaurant which makes the lobby much more than a traffic pattern. Patrons are seated in low wicker chairs upholstered in tropical floral patterns from which they can view the Mississippi. Teal green, mauve, and burgundy color schemes evoke images of lush foliage, yet complement the gray cityscape outside. Overhead wood shafts linked to brass and wood column bands brighten interiors with the sun's reflection. They also add intimacy by combatting space-expanding effects of an overwhelming number of columns. Says Wilson, "These treatments enable the eye to look around and out, rather than just up."

Upstairs, in the hotel's revolving Top Of The Tower restaurant, Creative Environs planner Mary MacDonald divided

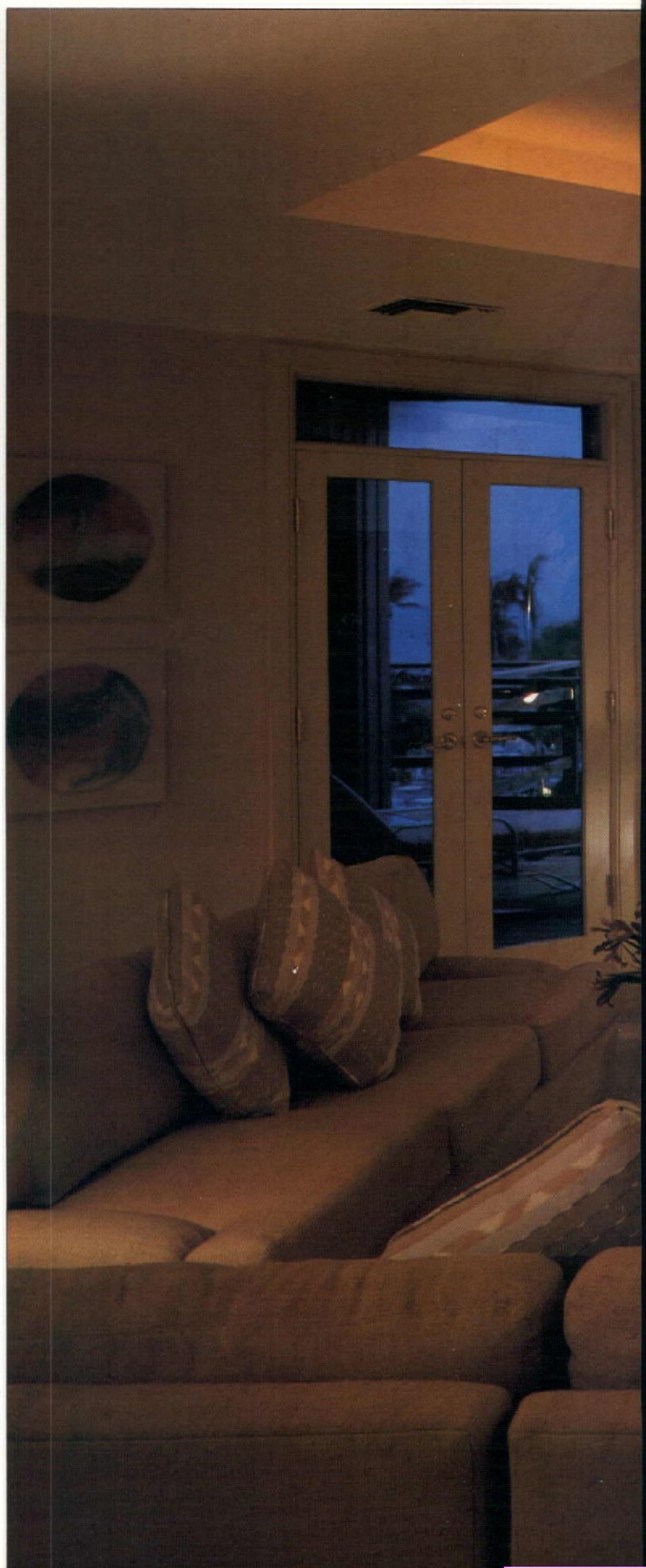


Photo by Patricia Fisher

According to Creative Environs principal, Lynn Wilson, large glass expanses and atriums promote sharing of interior and exterior environments. Clarion Hotel lobby lounge (opp. page) and Ocean Reef Club VIP master suite (below) capitalize on dramatic vistas by employing this successful design approach.

CLARION HOTEL/OCEAN REEF CLUB

Planning suits wide variety of user moods

Photos by Kiku Obata

Clarion Hotel design team included Lynn Wilson (seated), principal in-charge-of-design; Mary T. MacDonald, project designer; and Jerry Szwed, project architect.

a narrow, long dining space into three sections by interspacing sofa groups among table and chair settings. Says Wilson, "This design approach permits management to provide patrons with a range of dining atmospheres, from business-like to romantic. It also makes the space very functional. Sofa groups for four can be easily mixed with deuces to create tables for six without obstructing aisle space."

Also specified were two sets of "table linens" which give the restaurant separate identities for lunch and dinner. The latter meal is served on uncovered table tops, which are lacquered for easy maintenance. Black and metallic copper strips form a table top motif and highlight the beige table ground. When coordinated with upholstery fabrics, plates, and napkins, these elements generate an elegant, sleek dinner ambience.

For lunch, planners specified tablecloths in prints that coordinate with upholstery fabrics. "Although this is a reverse of usual restaurant practice, we felt that cloths were actually more casual and midday-oriented than the lacquered tables," explains Wilson. "We also specified wicker baskets which replace candles at lunchtime and further promote a relaxed atmosphere." □

Clarion Hotel's Top Of The Tower Restaurant (above) and lobby lounge (opp. page) incorporate resort-style furnishings and fabric motifs to give patrons a relief from the business-like St. Louis environment. Designers employed this technique in an effort to enhance hotel guests' work and leisure experience.

SOURCES

Ocean Reef:

Seating—Classic Gallery, Loard's Upholstery, Baker Knapp & Tubbs, Marcel Mioni, Roland Kentfield. **Fabrics**—J. Robert Scott Textiles, S. Harris, Randolph & Hein, Jack Lenor Larsen, Decorator's Walk, Etalage, Craig, Bayberry, Carolyn Ray, Carnegie. **Tables**—Maitland Smith/Henredon. **Wallcoverings**—Design Tex, Decorator's Walk. **Lighting**—Chapman, Mazzega, George Kovacs, Koch & Lowy. **Flooring**—Village Floors. **Carpeting**—Edward Fields, Carpeton Mills. **Artwork**—Moosart Gallery. **Fabricators**—Miami Quilting (bedspreads), Designer Windows (draperies). **Glass and mirrors**—Service Glass & Mirror, Zeke Fernandez. **Headboard, nightstands, and credenzas**—Construction Resources of America. **Dresser**—Design Institute America. **Accessories**—Casa Bique, Oggetti. **Silk Plantings**—Pouliot Designs, Anri Designs, Soovia Janis. **Hardware**—Acme Builders Supply. **Outdoor Furniture**—Tropitone.

Interior design and architecture—Lynn Wilson, principal in-charge-of-design; Jerry Szwed, vice president, architecture; Tammy Halpern, senior project designer; Jeff Parns, project architect; Jennie Claughton, designer.
Photography—Patricia Fisher.

Clarion:

Seating—Shelby Williams, O'Asian, Tropical, Willow & Reed, Loard's Upholstery, Bernhardt/Flair. **Fabrics**—Indeco, Atlanta Architectural Textiles, Robert Allen Fabric, Ametex, Arc-Com, Ronald Charles Assoc., Jack Lenor Larsen, Boris Kroll. **Tables**—Rovanchi, Swaim. **Table bases**—L & B Products. **Throw pillows**—Hygenator Pillow Service. **Wallcoverings**—Blau Textiles Co. **Laminate**—Nevamar. **Marble**—Decorative Dimensions. **Granite**—Beauty With Marble. **Carpet**—Harbinger. **Planter**—Chapman.

Interior design and architecture—Lynn Wilson, principal in-charge-of design; Mary T. MacDonald, project designer; Jerry Szwed, project architect.
Photography—Kiku Obata.

Photos by Creative Sources Photography Inc.

ART DECO DETAILING IS KEY TO ORLANDO, FLA. HOTEL DESIGN

Lush atrium lobby emphasizes sculptural features

Clean, structural features combined with pastels and splashes of tropical colors adapt local climate to interiors for the Lee Vista Marriott Inn, Orlando, Fla. "The concept was to create a tropical Florida environment that felt relaxing and informal for the business traveler, while at the same time was cheerful and inviting to family groups," says designer Jim Looney, AIA, Trisha Wilson & Associates Inc.

Structural elements, including scalloped bridge, columns, and Miami Art Deco-style details, maintain the openness of the hotel's three-story atrium lobby. "The space is very sculptural," says Looney. "Interior elements such as the stepped patterns above the elevator doors and the deep-stepped recesses at the registration desk rely on the play of light and shadow which change as the light quality changes throughout the day."

The elevator area also features a coffered ceiling and Deco wall sconces. Abundant use was made of tropical plants in fixed and freestanding planters to enhance the tropical setting and relate it to a landscaped pool area which can be seen in the distance from the hotel entrance.

Budget considerations set limits

A moderate working budget set limits on design choices for the 302,984-sq.-ft. hotel. Hard surfaces of plaster and ceramic tile were widely used due to their lower cost and "Florida look." Plaster walls, painted in soft shades of white, taupe, and coral, are not only economical, but are "indigenous to much of Florida's architecture and provide a clean and uncluttered effect," Looney explains. These treatments are less formal than marble finishes which were used on the hotel's registration desk. In the lobby, lush colors that include tropical greens, sea blues, and coral, were introduced in seating groups and Deco-motif area rugs. Lofty banners capture the prim-

A lush setting and mixed color palette of pastel and tropical hues reflect local atmosphere in a three-story atrium lobby (above) for the Lee Vista Marriott Inn, Orlando, Fla. Miami Art Deco-style details provide added interest in lobby and elevator areas of hotel interiors (opp. page).

SOURCES

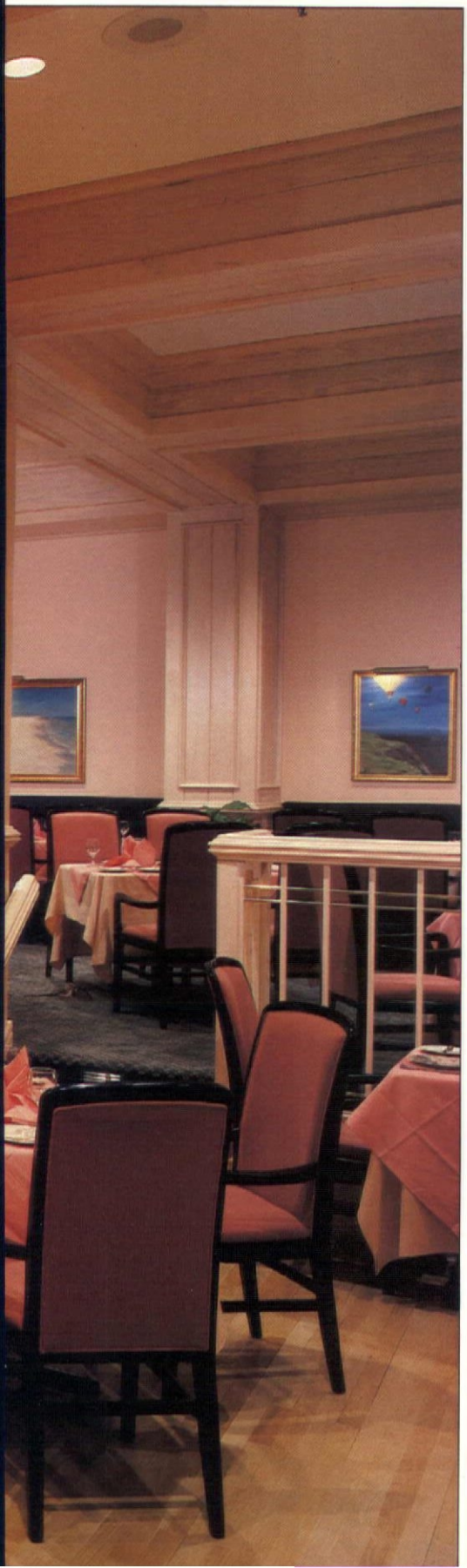
Seating—Shelby Williams; Artcraft Inds.; Chaircraft; Henredon; Baker, Knapp, & Tubbs. **Tables**—Artcraft Inds.; Jeffrey Bigelow; LCS by David Sutherland; Falcon; Henredon; Baker, Knapp, & Tubbs. **Consoles, hutch**—Kay Dee Contempo, Gabberts Studio, John Henry Sterry Antiques. **Fabric**—Arc Com, Clarence House, Lee Jofa, Design Tex, Frankel Fabrics. **Draperies**—Contract Draperies. **Rugs, carpets, and tiles**—Paul Wieland, division of Scott International; Floorgraphix; Materials Mkt.; Dal Tile. **Art**—Tallie Lipscomb, Victor Huff & Assoc., Pam Fellers. **Accessories**—Reed Bros., John Edward Hughes, The Market, Crandale Galleries, Kay Dee Contempo, Waitman Martin, Red's Antiques. **Lighting**—Louis Baldinger & Sons, Hughes Electric in Orlando. **Vinyl**—Pindler & Pindler, Craig Shirk. **Planters**—International Terra Cotta, Maurice Burke, Vast America. **Banners**—Behrens-Siebert.

Architecture and interior design—Jim Looney, AIA, Trisha Wilson & Associates Inc.; Connie Jackson, ASID. **General contractor**—Metric Constructors Inc. **Lighting and some seating design**—Jim Looney, Trisha Wilson & Associates Inc.

LEE VISTA MARRIOTT INN

Hotel restaurants focus on food displays

Jim Looney (opp. page, top), AIA, Trisha Wilson and Associates Inc., and interior designer Connie Jackson, ASID, kept the atmosphere in the gourmet dining room (opp. page, bottom) casual with extensive use of bleached yellow pine. Marble was used on the registration desk (right).



ary colors used and add kinetic fuel to the space. Auxiliary seating is provided in an adjacent bi-level lounge which also contains a small bar. A low ceiling creates a living room-like effect.

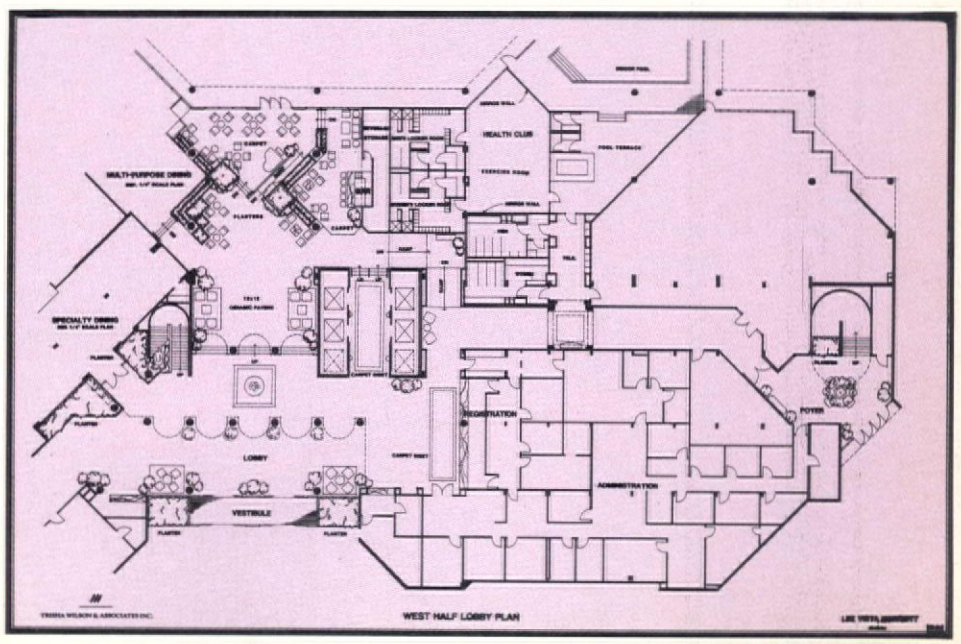
An informal cafe also takes advantage of the view to the landscaped pool with unobstructed windows. Secondary emphasis was placed on a display cooking/buffet area where a chef prepares omelettes and breads during breakfast, and grilled sandwiches at lunch. The ceramic-tiled counter becomes a salad and dessert bar at dinner. A series of level changes divide the cafe's linear aspect while light coral-colored walls relate to the lobby's color scheme.

Bleached pine maintains casual atmosphere

Bleached yellow pine columns, ceiling beams, floor, and millwork repeat a casual atmosphere in the gourmet restaurant. A level change at one end of the room breaks up its linear nature and creates an intimate dining space. Diners can view fresh seafood and watch a chef prepare meals on a mesquite broiler through a glass-enclosed display/cooking area. Also incorporated into this area is a wine rack detailed with polished brass and marble ledge.

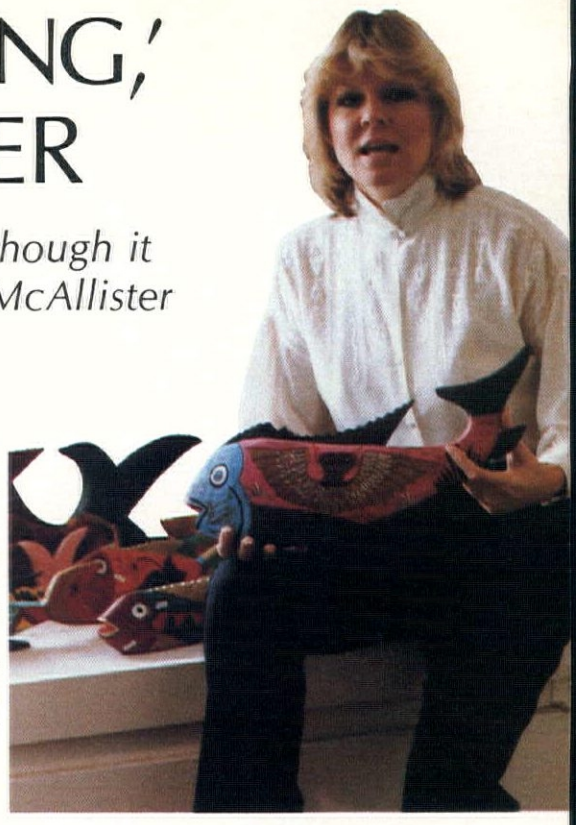
Guest rooms received two color schemes: teal green/teal blue, or rose/dusty rose. Floral patterns on draperies and dust ruffles contribute to the tropical theme.

In contrast to the informal nature of the lobby, a pre-function area attains a more business-like setting by means of flush whiterock paneling with reveals. In addition, deeper hues in vinyl wallcovering foster this effect. Ballrooms, located in the hotel's convention center, feature coffered ceilings, crystal chandeliers, and wainscoting. □



'MOST HOSPITALITY STANDARDS DECEIVING,' SAYS COAST DESIGNER

Every job must be examined thoroughly, even though it may be a repeat of the last, according to Jeffri McAllister



I'm not sure who sets standards for restaurant and hotel room designs, but most of them are wrong," says Jeffri McAllister, principal, Design Interpretation, Inc., Playa Del Rey, Calif. "There isn't an aspect of design that does not have to be thought out in minute detail for every job, no matter how many times you may have designed the same bussing station or hotel room."

Heading a nine-person staff, McAllister has made a specialty of approaching every hospitality job from the practical end. Thus, she explains, "We were able to increase restaurant and bar productivity, while cutting back costs.

"Needless to say, the clients love it because results are measureable at the cash register and in the attitudes of employees."

Her approach to locating bussing stations reflects this thinking. McAllister points out that most food service designers look to bury a bussing station inconspicuously. The result, she explains, is choice of a remote location that might be two minutes from the kitchen. "We try to keep the station inconspicuous as well," she explains, "but only 30 seconds from the kitchen. That enables busboys to work faster, and conserve energy. It also increases customer turnover."

Makes service more productive

McAllister cites another example of new approaches in the design of a lounge bar. Her solutions are aimed at making it easier for the bartender and waitresses, while reducing the cost of furnishings as well.

"The average distance from the back of a typical bar to the front will vary from 30- to 24-in.," she says. Depending upon the type of bar, that distance can be reduced to 18-in., without refrigeration equipment.

"What that does is save steps for the bartender and energy from overreaching, as well as workmanship and materials in the shallower depth bar. If the bartender can serve three percent more drinks, profit is enhanced. Moreover, customer turnover is increased. That's the name of the restaurant game."

Efficiency pays for light

Another practical idea carried out by her is the design of bar service areas. Dim light often results in check errors, mix-ups on drinks that look alike, and incorrect change-making by the bartender. One of McAllister's design hallmarks is installation of a pin light on a rheostat that permits instantaneous up-lighting for a fraction of a minute and a quick return to atmospheric dimness. The momentary increase in light prevents mistakes and is brief enough so that it will not disturb clientele, according to McAllister.

Jeffri McAllister (at board) is shown in daily briefing with (clockwise from l. foreground) Sheila Pekar, Susan Klevens, Jil Coolidge, Claudia Watson, Celso Samson, Sr., and Susan Caruso, Design Interpretation staff.

"There is a chain reaction of efficiency because of the light, which is paid for within a week or two of installation," she comments.

At the front of the house, McAllister pays careful attention to table and chair heights. Her 14-year stint as a TWA stewardess has made her acutely conscious of client comfort.

"I have no idea who set standards for table heights," she observes, "probably chair manufacturers. But California is a booth-oriented area. Most booth seats are specified at an 18-inch height. Since booths may have softer seats, customers tend to sink to a 16-in. height and table heights are decreased accordingly in anticipation of that phenomenon. When a standard seat of 18-in. height is pulled up to the booth, the table is too low. In effect, the chairs and tables don't work with each other.

"We make sure to engineer the booth seat specification so that the foam does not shrink the seat height. Thus, the furniture works."

McAllister points out that while such attention to detail may appear to be "nit-picking," it keeps the client extremely happy and her firm busy with new work. Recent design jobs include two Holiday Inns in Los Angeles.

No two jobs are alike

In hotel/motel design, McAllister says no two jobs are alike. "It is far better to spend a little more money up front for operating efficiency than to skimp on some things and pay more later.

"I opt for more lighting on rheostats and separate circuits to provide maximum energy flexibility when remodeling," she notes.

One of the techniques used by McAllister to assure that all details are taken care of is a daily 50-minute brainstorming session she holds with her staff. Every detail is examined on working jobs and nothing is allowed to fall through the cracks, she points out.

Flip-flop designs of hotel rooms are typical of her early input planning. "When we specify two telephone, TV, and power lines on one common wall for two rooms, changes can be made later at minimal cost. If we can save $10 a room, design of 560 rooms results in savings of $5,600 to the developer.

"Today, competition among hostelries is fierce. Two telephones in a room, amenities packages, and general upgrading to larger suites is a fact of life for developers, so every bit of design savings is vitally important both in initial cost-per-room and in setting of competitive hotel rates."

Design Interpretation staff members consider the life of carpet installed in a hotel to be three years, after which it must be replaced to keep the hostelry up to standard. "I really want control of a job to assure that it holds up well," McAllister concludes. "We are now starting a purchasing arm to do just that. Thus, we can plan the job, design it, and accessorize it. If we do the purchasing, we get 10 percent of the net, which is low, but this process facilitates getting quality and control."

First-year fees for the company when it started five years ago were $6,000. That figure jumped to $350,000 by 1983 and 1984 projections are higher by far, according to McAllister. □

Double-checking measurements of back bar in restaurant is part of early planning for next restaurant design job for Jeffri McAllister, whose operating philosophy is that no two hospitality design jobs are exactly alike.

Photos by Warren Jagger Photography Inc.

NAUTICAL STYLING UPDATES SEAFOOD RESTAURANT IMAGE

Extensive use of oak & warm colors create shipboard effect

Redesigning Seafood Shanty, Wynnewood, Pa., to resemble the interior of a ship was smooth sailing all the way for Rhode Island design firm DiLeonardo International. "We had no problems," says director of design Edmund Gerhardt. "We were adapting an existing restaurant structure to the rhythm of the current firm, and the building fell right in line with the client's plan."

As interpreted by firm principal Robert DiLeonardo, part of that plan called for updating the firm's stereotypical seafood-theme image into a clean, contemporary statement which reflected the menu. Because the restaurant is part of a family-oriented chain, the designers also had to create a comfortable atmosphere and "a totally independent identity which could be adapted to other restaurants as well," says DiLeonardo.

Windowpanes unify nautical theme

Oak planks, stained to a medium-tone brown finish, are used heavily on walls, floors, ceilings, and furnishings throughout the 9,000-sq.-ft. redesign project to fashion a warm, shipboard-like effect. A series of small windowpanes set into dividers and ceilings link a gangplank-style corridor, bar, and lounge areas with five dining rooms. The windowpanes are painted vivid blue which accents the wood and suggests a sea-going experience.

In divider applications, the windowpanes are inset with mirrors to create depth-effects. Or, opaque, textured glass is used to permit diners to perceive motion and color. In ceiling applications, the panes are set with transparent plexiglass to simulate skylighting.

Slightly different treatment is afforded in other dining rooms to evoke the feeling of a ship's holding area. In these rooms, a terra-cotta-colored ceiling features finely gridded plexiglass set in wood which allows light to "peek through."

Focal treatment was given to the entryway and waiting areas, both important appetite-building spaces. As patrons "board the ship" they find themselves on the gangplank where they are greeted with a mouth-watering seafood display. Bright blue neon signage advertises a raw bar, and a drinking bar and lounge area are also highly visible.

Nautical designs etched in glass contribute to the overall theme, while artifacts are used selectively; the latter include plaques and tavern signs. Ships in glass cases, symbolic features placed strategically throughout the restaurant, are employed as dividing elements.

Due to extensive use of wood, as well as carpeting and ceiling tile, noise level within the restaurant is low. Kitchen noise is also reduced with the aid of a baffled wall in the service corridor.

The building's stone facade presented a "serious" image which the designers complemented with new signage and softened with canvas-like awnings and blue piping. French-style doors were introduced. □

SOURCES

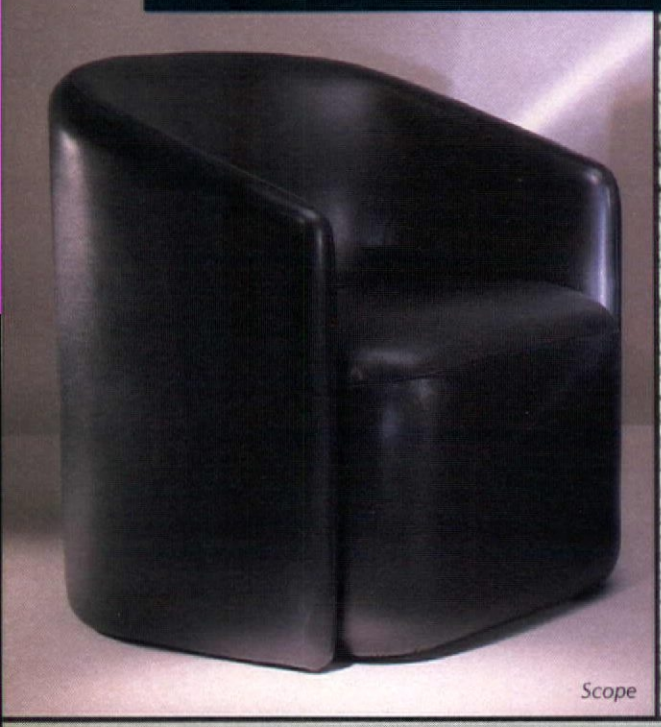
Carpet—Feltex of New Zealand. **Wood floor**—Chickasaw. **Wallcovering**—Hexter. **Tile**—Great Wall of China, Elon. **Booths, tables, and chairs**—Daglee Seating & Equipment, Shelby Williams. **Upholstery**—Naugahyde, Arc Com Fabric Co. **Custom millwork**—Daglee Seating & Equipment. **Etched glass**—The Stained Glass Shop. **Signage**—Capitol Electrical Sign Advertising.

Interior design—DiLeonardo International; Edmund Gerhardt, director of design; Robert DiLeonardo, firm principal. **General contractor**—Lishon Construction Co. Inc.

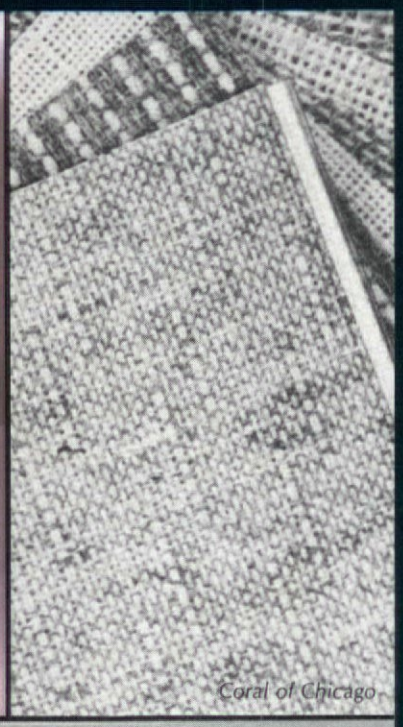
Dividers used between bar and gangplank-style corridor (above) feature nautical designs etched in glass. Bright blue windowpanes unify the restaurant's theme; they are used as dividers and in ceiling applications in dining rooms (right). Brass rails and fixtures contribute to the warm, shipboard effect of this family-oriented restaurant.

CASUAL STYLES DOMINATE

Natural materials are widely used,

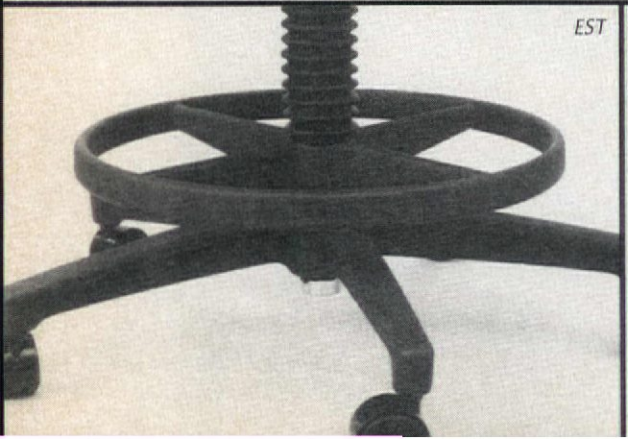


Scope

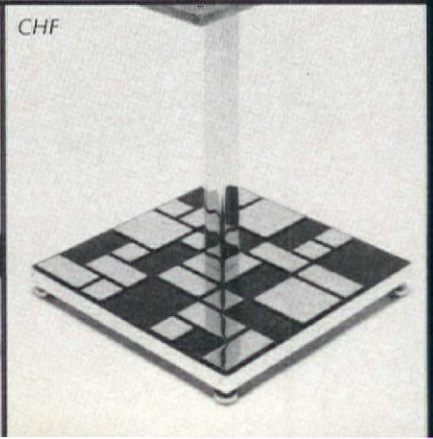


Coral of Chicago

Brayton



EST



CHF

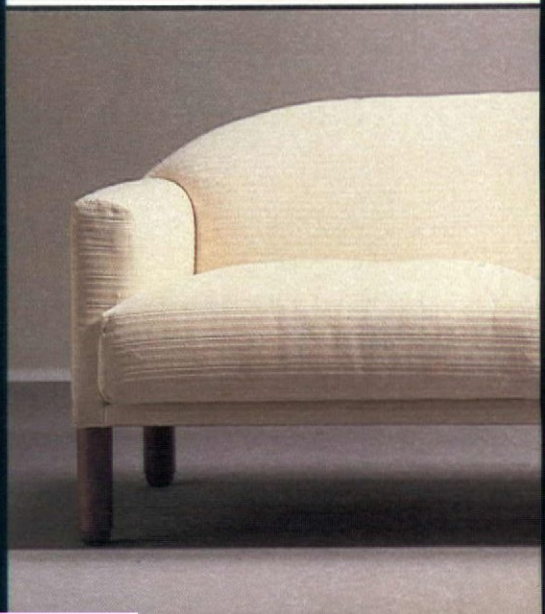
Scope Furniture—Ovid's kiln-dried ash frames are double-dowelled and glued in a symmetrical shape. Sofa, chair, and ottoman available. **Circle No. 257.**

Coral of Chicago—Verti-Coral™ Drapery Ribs™ are inherently flame-retardant and energy-efficient. Available in 30 styles and colors. **Circle No. 256.**

Brayton International—Piper seating features layers of varying foam densities, and fully upholstered arm rests and glides. Two versions available. **Circle No. 255.**

EST Company—Plastisol-coated bases have a dull sheen and are available in three standard colors: black, putty, and char-brown. The soft-coated surface can be furnished on most metal parts in the EST line. **Circle No. 200.**

CHF Industries—Hi-tech disc and block bases are constructed of cast iron and are available in a variety of finishes. **Circle No. 210.**



HOSPITALITY FURNISHINGS

while metals offer high-tech appeal

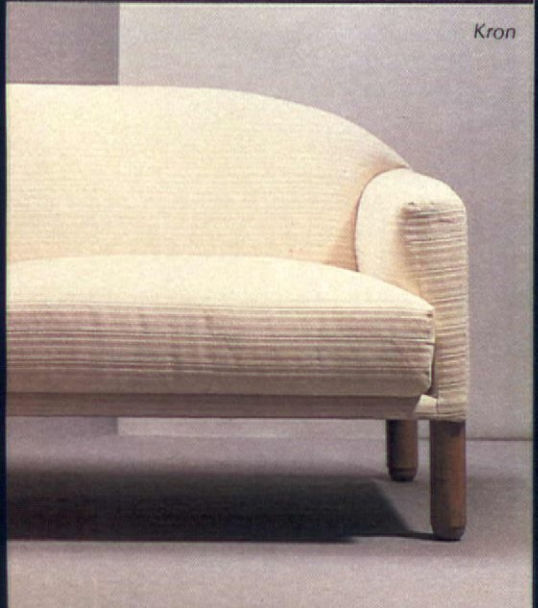
Kron—Domo Collection includes sofas in three widths, chairs with and without arms, and an armchair. Available in aniline leathers or fabrics.
Circle No. 294.

Ebco—Britannia collection includes dressers, chests, armoires, nightstands, tables, and mirrors. Available in Desert Beige matte or gloss finish.
Circle No. 211.

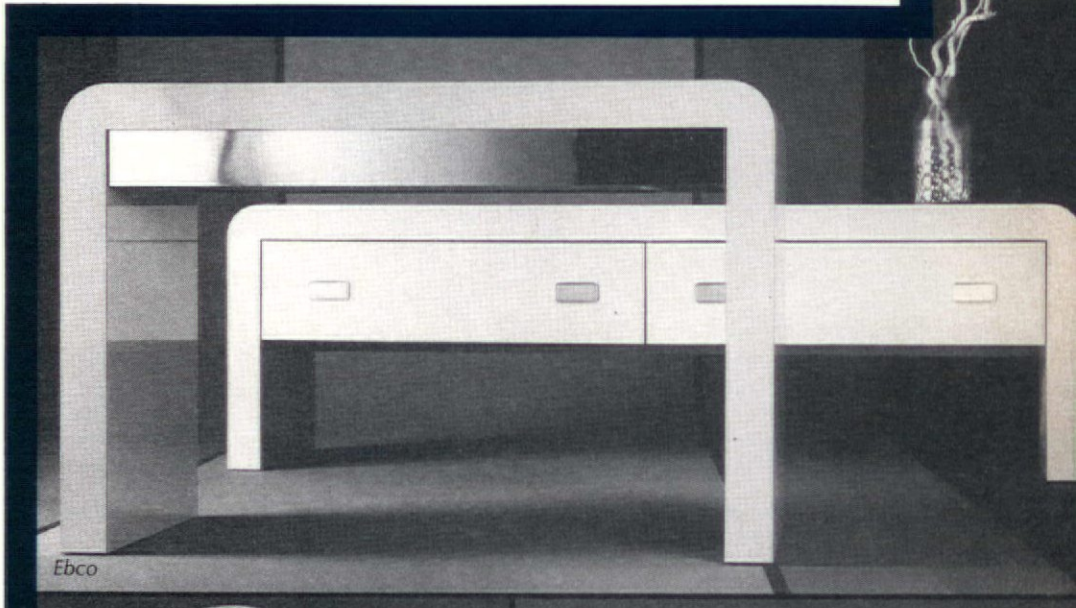
Thonet—Club tub dining chair features tubular steel frames, and upholstered seats and backs with elastic strap seat bases. **Circle No. 236.**

Tuohy—316-317 Series tables have solid bar steel legs. Oak butcher block tops are radius-edged. Available in various sizes, shapes, and finishes.
Circle No. 245.

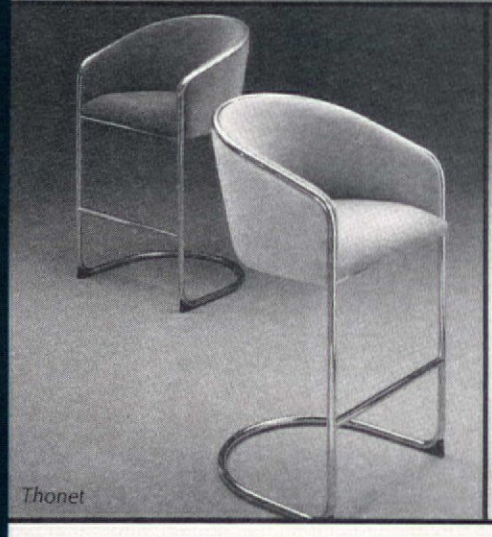
Avery Boardman—Silk-upholstered B.R.A.U.R.T. sofa is available with innerspring mattress in custom sizes and comes with down pillows.
Circle No. 227.



Kron



Ebco



Thonet

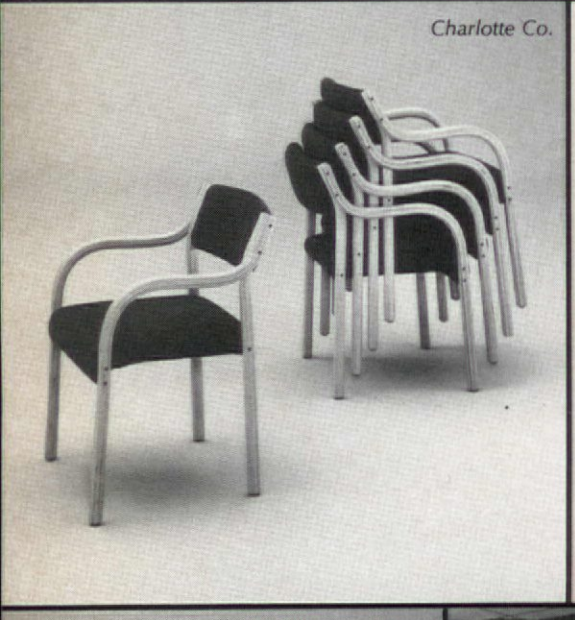
Tuohy

Avery Boardman

HOSPITALITY FURNISHINGS

Synthetic surfaces withstand use

Tropitone



Charlotte Co.

Shelby Williams Inds.

Claud Bunyard Design

Masonite

Tropitone Furniture Company—Chairs and chaise in the Brasilia 2 sling line feature a one-piece sling for back and seat in woven PVC-coated polyester. **Circle No. 217.**

Charlotte Company—Quorum stack chair has a curved plywood laminate frame and is foam-covered with an upholstered seat and back. **Circle No. 246.**

Shelby Williams Industries—Corda rattan armchair has an attached Pyroguard™ foam-padded spring seat and foam-padded back. Frame features hand-wrapped and glued leather bindings. **Circle No. 209.**

Claud Bunyard Design—Armchair is offered in two versions and is constructed of ash. Standard wood finishes include natural ash, golden oak, or medium walnut. **Circle No. 239.**

Masonite Corp.—Musical stages are faced with Marlite's natural oak design plank. Melamine surface withstands smears, scuff marks, and stains. **Circle No. 260.**

WW Graphics Inc.—Galaxy is a limited edition serigraph with appliqued silver leaf. It measures 36 in. by 48 in. and is available in black, gold, and taupe. **Circle No. 251.**

EOC—Liisberg full-arm stack chair has a sled-base and laminated oak finish. Steel-reinforced, molded ABS plastic inner shell is engineered with special HR foam cushioning. **Circle No. 248.**

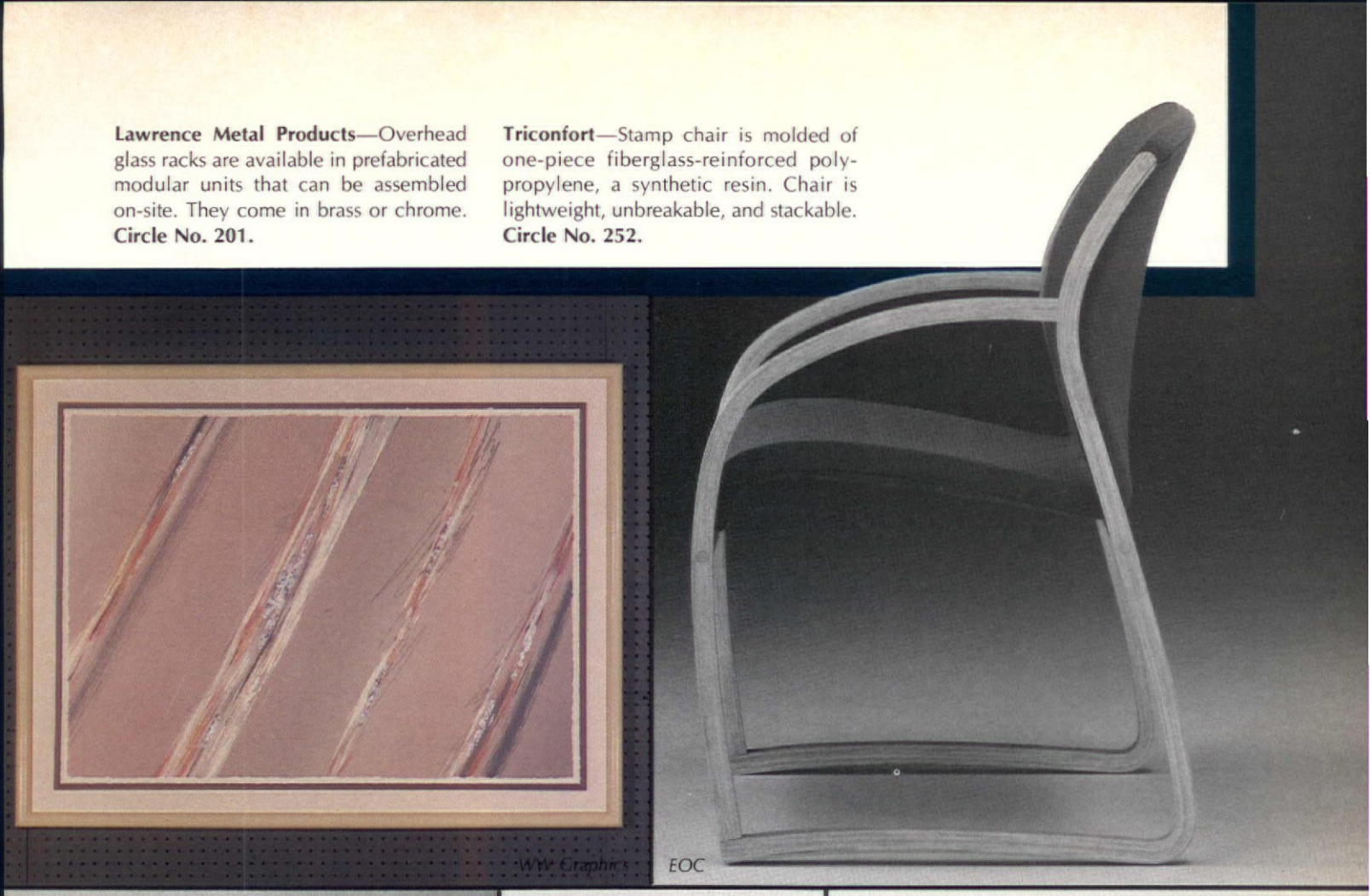
PetersonDesign—The textured, black Formica surface of Linea table includes a geometric line pattern of bold, vivid colors. Leg casters are available. **Circle No. 218.**

Kofabco Inc.—Series 95 steel high-back chairs include a side chair, decorative side chair, and armchair. Options include casters, spring seats and backs, and a 4-in. "wipe-away" back. **Circle No. 241.**

Chairmasters Inc.—#3141A and 3141 chairs are constructed of solid hardwood with foam seat and back in COM or standard fabrics. **Circle No. 220.**

Lawrence Metal Products—Overhead glass racks are available in prefabricated modular units that can be assembled on-site. They come in brass or chrome. **Circle No. 201.**

Triconfort—Stamp chair is molded of one-piece fiberglass-reinforced polypropylene, a synthetic resin. Chair is lightweight, unbreakable, and stackable. **Circle No. 252.**



WW Graphics

EOC

PetersonDesign

Kofabco

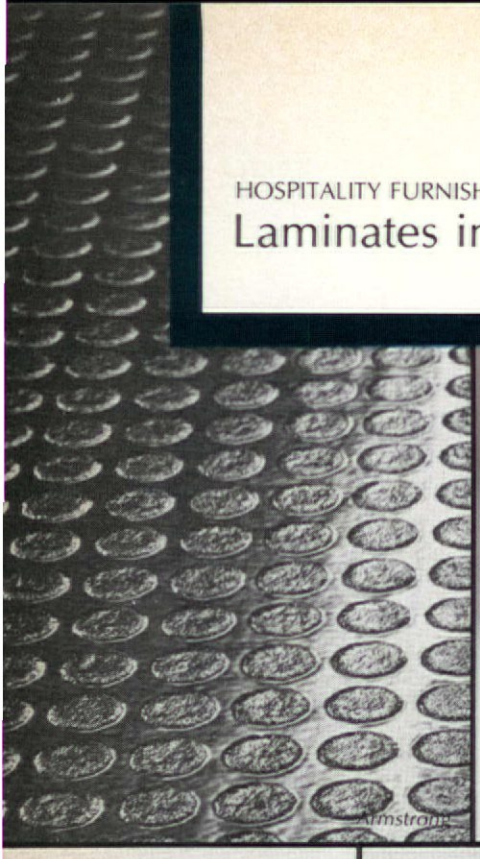
Chairmasters

Lawrence Metal Products

Triconfort

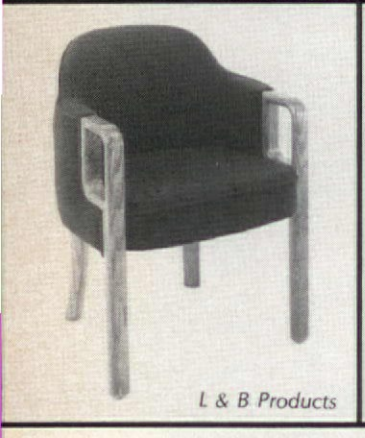
HOSPITALITY FURNISHINGS

Laminates increase styling choices

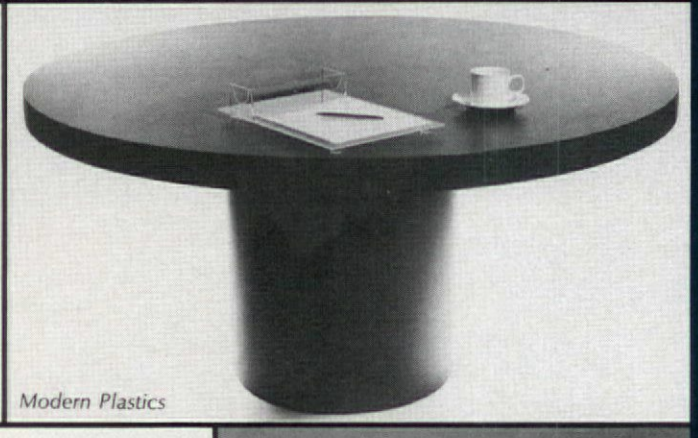


Armstrong

SAI

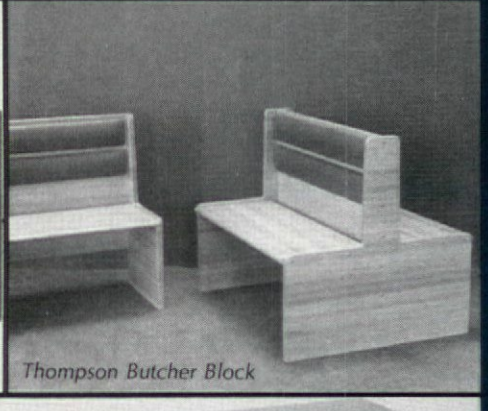


L & B Products



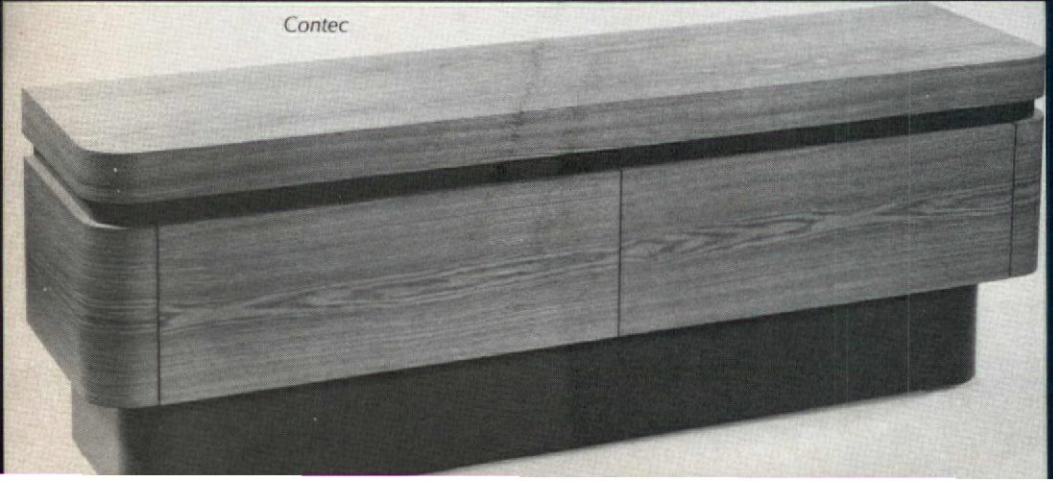
Modern Plastics

King



Thompson Butcher Block

Contec



Armstrong—Crosswalk vinyl sheet flooring offers slip retardance and a high-tech look. Available in 6-ft.-wide rolls and a choice of five colors, including onyx. **Circle No. 205.**

SAI Inc.—Fully refrigerated salad bar is of red oak hardwood with laminate top. Height-adjustable canopy features tempered glass panes. **Circle No. 293.**

L & B Products Corp.—Upholstered dining armchair has a wood frame that is available in stains, enamels, and aniline finishes. **Circle No. 254.**

Modern Plastics Corp.—New production capability permits lamination of edges that wrap 180 degrees, plus lamination of radii from ⅜ in. to ½ in. or any type of soft corner. **Circle No. 261.**

King Refrigerator Corp.—Mini-Kitchens include refrigerator, sink, and stove. Stove can be furnished for gas or electric use. Optional accessories available. **Circle No. 207.**

Thompson Butcher Block Co.—Solid oak booths, double or single, are made in widths up to 60 in. Available with or without vinyl-padded seats and backs. **Circle No. 230.**

Contec—Radii casegoods feature wood veneers and/or high-pressure plastic laminates. Custom dimensions available. **Circle No. 237.**

Landscape Forms Inc.—Concourse™ Group of oak modules can be interconnected horizontally and vertically. Formica, slate, marble, or cushions can be inserted as top panels. **Circle No. 219.**

Stow/Davis—Continuum group of wood frame chairs are available in American black walnut or solid white oak. A dolly is available for storing the stacking version. **Circle No. 243.**

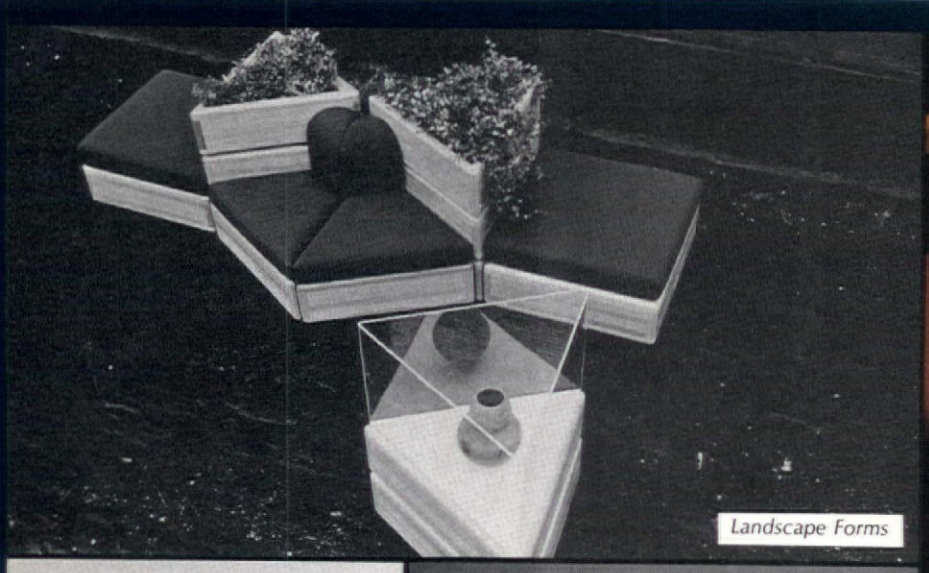
Lewittes—Leather-bound rattan swivel chair features hourglass base, sica sides, and cane back. An attached pillow back is also offered. **Circle No. 228.**

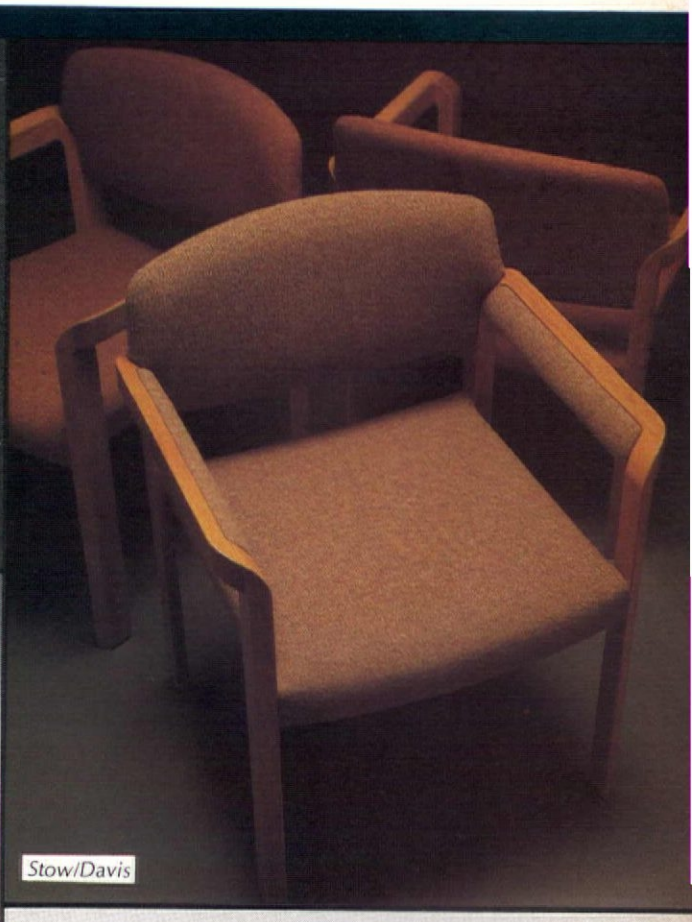
Kimball Office Furniture—Modular lounge seating system offers a range of configurations. **Circle No. 224.**

Cumberland International Inc.—Oak cocktail table is available with select wood inserts or with inserts of bevelled and feathered glass. **Circle No. 203.**

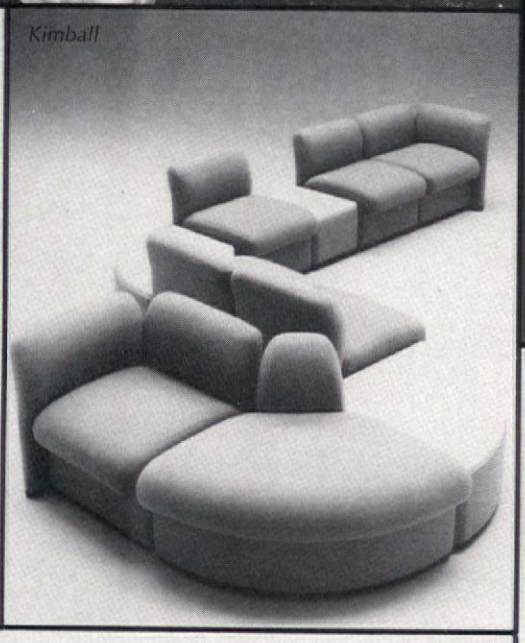
Vecta—Raf System of modular seating offers 16 base colors to coordinate with upholstery. Upholstery is removeable and replaceable. **Circle No. 214.**

Nevins Worldwide Inc.—8260 series of aluminum drum tables feature seamless bases with flush aluminum or glass protective tops. **Circle No. 204.**


Landscape Forms


Stow/Davis

Lewittes


Kimball

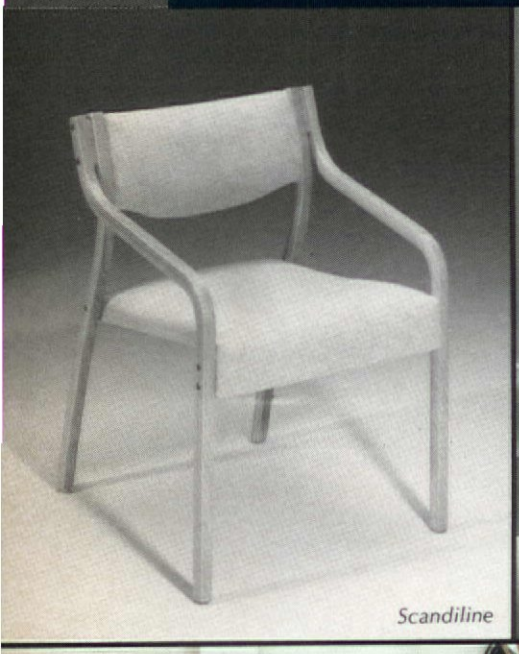
Vecta

Cumberland International

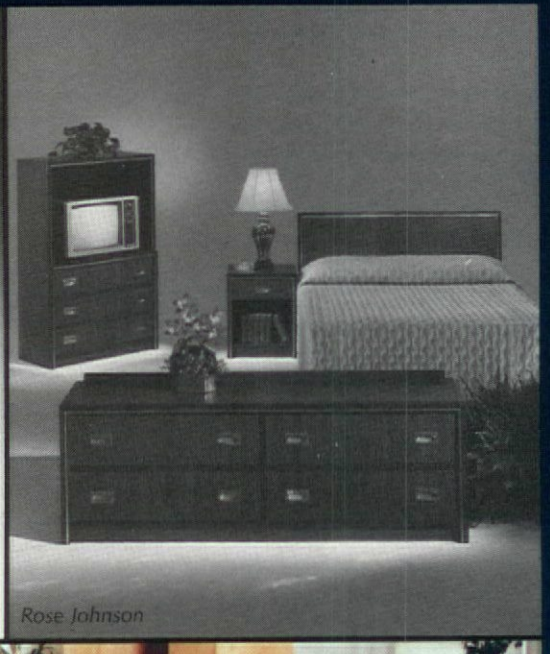
Nevins Worldwide

HOSPITALITY FURNISHINGS

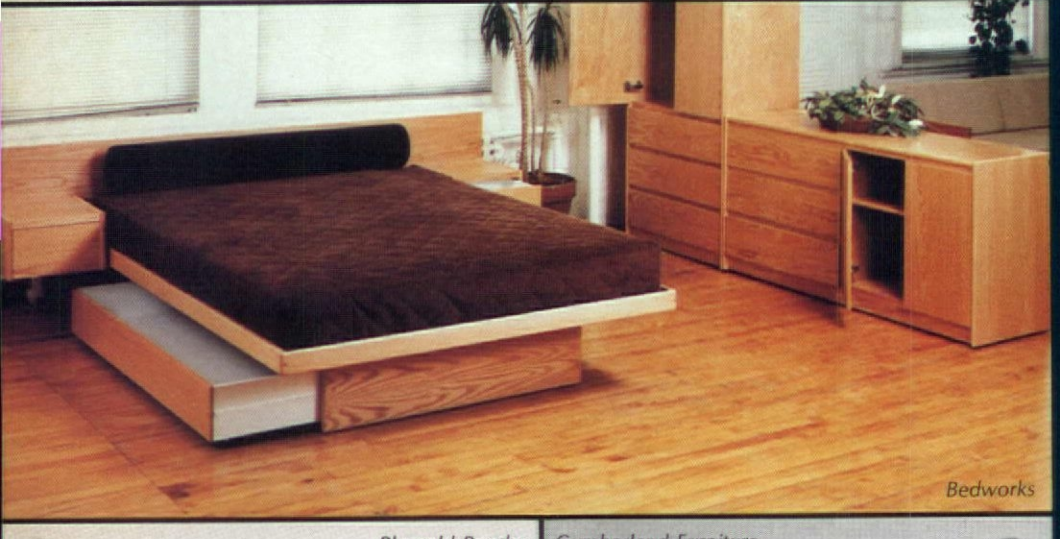
Wood finishes include oak, ash



Scandiline

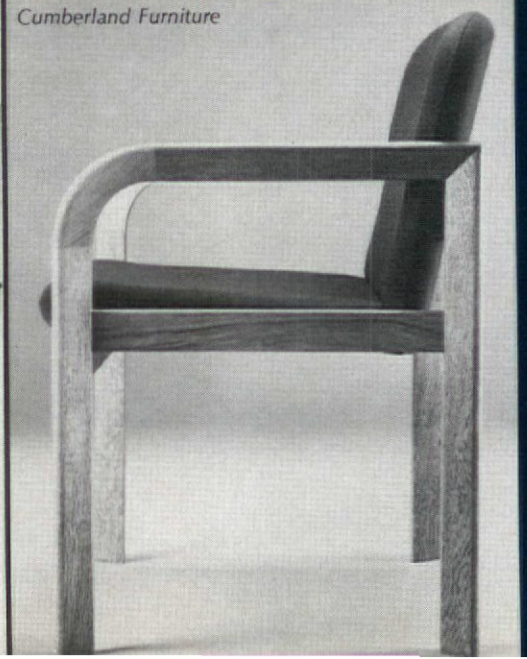


Rose Johnson



Bedworks

Plymold Booths



Cumberland Furniture

Scandiline Industries Inc.—Oak stacking chair is 22-in. wide, 22-in. deep, and 30-in. high. **Circle No. 253.**

Rose Johnson Inc.—Bentley line of executive-style furniture features hardwood-edged panels and a lacquered finish with polished brass inlays and molded brass corners. **Circle No. 212.**

Bedworks—Storage platform beds and headboards feature lacquer finishing and Formica laminates. Company custom fabricates a wide line of casegoods. **Circle No. 262.**

Plymold Booths—Solid oak fretwork includes brackets, posts, and spandrel components. Fretwork is premium grade and is available unfinished or with natural lacquer or dark-oak finish. **Circle No. 247.**

Cumberland Furniture Corp.—The Bevel chair features a lightly scaled upholstered seat and back in a bevelled frame. Available in white oak and walnut with a hand-rubbed oil finish. **Circle No. 258.**

Woodard—La Tray collection includes aluminum adjustable chaise lounge with transparent acrylic serving tray. **Circle No. 249.**

Cumberland Woodcraft Co.—Solid wood carvings and appliques of oak and poplar are based upon original Victorian designs. **Circle No. 202.**

John Boos & Company—Firehouse chairs and bar stools of solid oak construction are available with stained or natural finish. Bar stool features memory-return swivel. **Circle No. 225.**

Brown Jordan—Rattan occasional chairs are offered in seven new designs. Frames are hand-constructed. **Circle No. 234.**

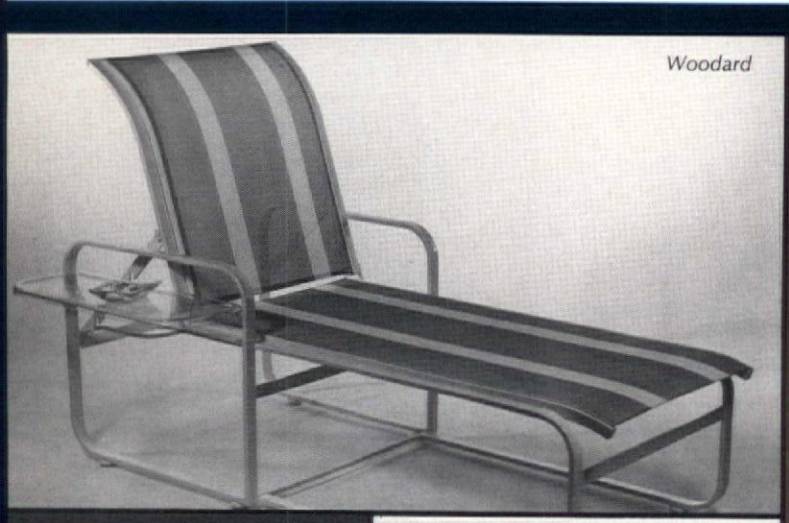
Blockhouse—Club chairs in solid walnut or ash versions have many designs and uses. **Circle No. 222.**

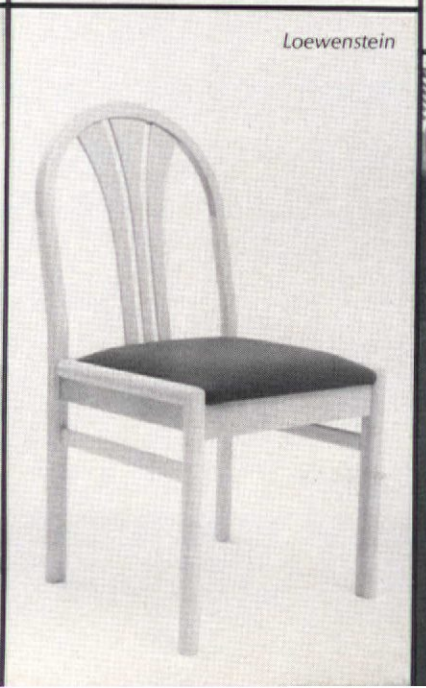
C. I. Designs—Magic Office armchair features rounded bentwood arms and legs. Available in white oak, walnut, or stained finishes. **Circle No. 221.**

Atelier International—Nova stacking chairs with rounded edges and seats come in seven colors and three finishes. **Circle No. 213.**

Lowenstein—Seat of the Giro fan-back side chair is upholstered over fire-retardant foam cushioning. **Circle No. 216.**

Monsanto—WestPoint Pepperell's Grifftex contract carpet line is produced from hard-twist frieze yarns of Ultron 3D nylon. **Circle No. 208.**





WALLPAPER MANUFACTURERS STRESS ACOUSTICS, FLAME-SAFETY

1984 introductions meet strict contract job requirements in media ranging from vinyls & fabrics to photomurals

J.M. Lynne—Vineyard Collection of fabric-backed vinyl wallcoverings is both scrubbable and strippable. Products are fire-rated for use in contract installations. A variety of colorways are available. **Circle No. 268.**

Sellers & Josephson—Firm's second "By George" collection includes 49 wallcoverings designs and textures in more than 100 colorways. These 27-in. vinyl patent and Mylar products coordinate with a range of fabric options offered by the firm. Shown is New Horizons, a vinyl design in three colorways. **Circle No. 270.**

Shogun International—RadialCarve panels are offered in eight patterns created by precise lineal grooves carved in ¾-in.-thick hardwood. Available in red oak, mahogany, and walnut as well as custom woods, product can be custom-stained or lacquered. Panels range to 120-in. long and can be treated with fire-retardant finishes. **Circle No. 285.**

Armstrong—Encore Collection includes 30-in.-wide by 9-ft.-high mineral-substrate, fabric-covered panels in 16 colorways. NRC rating ranges as high as .70 to .80 depending on mounting method used. **Circle No. 273.**

Thibaut—Bargello, part of firm's 97th Anniversary wallcoverings collection, is one of 22 available patterns offered in more than 100 colorways. Designs are printed on strippable, washable materials and coordinate with a range of companion fabrics. **Circle No. 282.**

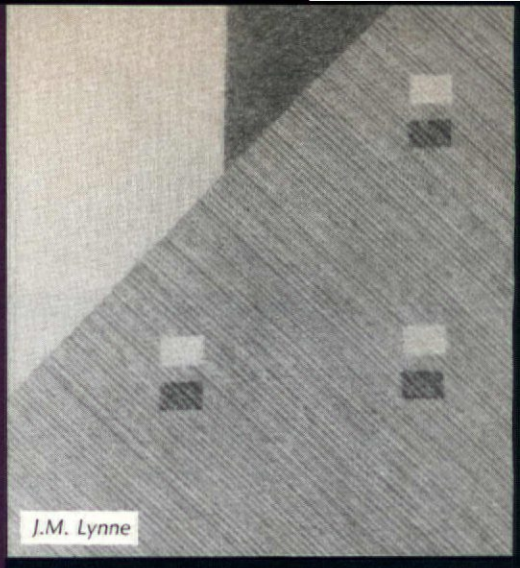
National Products—Flexible Mirror surfacing materials collection is available in a wide selection of patterns and colors. **Circle No. 277.**

Innovations—Lonsquare vinyl wallcovering is offered 36-in. wide in eight, pearlescent colors. Wallcovering passes ASTM-E84 Tunnel Test and carries a Class A fire rating. **Circle No. 365.**

Brunschwig & Fils—Art Greco, an Art Deco adaptation of Greek columns in wallpaper, is available 27-in. wide in gray, sand, and terra cotta colorways. Shrink-wrapped, pre-trimmed, vinylized wallcovering is offered with coordinating borders in three colorations featuring a 27-in. repeat. **Circle No. 290.**

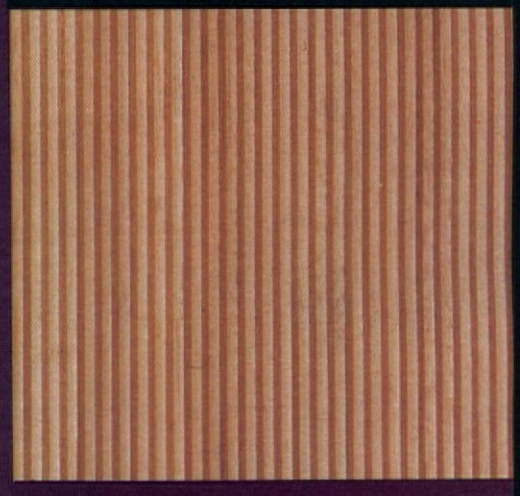
China Seas—Elegant Stripe is available as a 54-in. Teflon-finished cotton fabric or 27-in. pre-trimmed vinyl wallcovering in 10 colorways. **Circle No. 363.**

Advanced Technology—Rhodos features a lattice-like pattern designed for horizontal and vertical wall applications. Product is resistant to fingerprints. **Circle No. 281.**



J.M. Lynne

Sellers & Josephson



GLOSSARY TO WALLCOVERING TERMS

Acrylic—plastic resin used to bind pigment, create coatings, or make synthetic fibers.

All-over design—usually features floral, foliage, or scroll patterns which decorate the wallpaper.

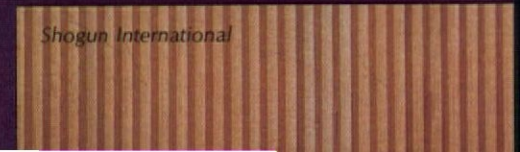
Bleeding—spreading of pigment beyond the design outline or through another color.

Bolt—roll of fabric or paper.

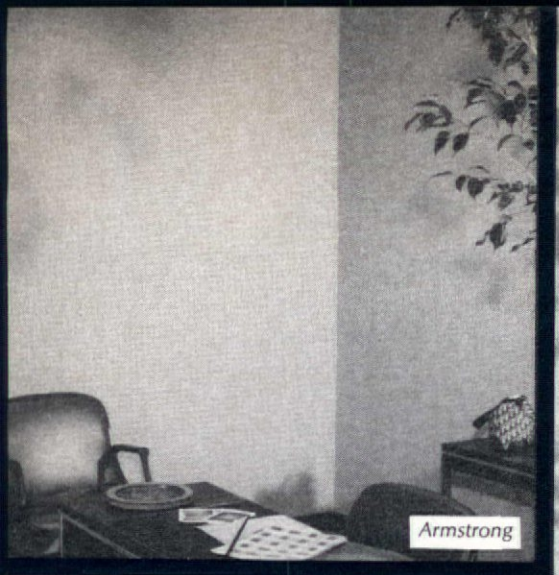
Calendered stock—paper that is compressed until it is smooth and glossy.

Ceiling papers—plain, geometrical, trellis, or foliage patterns which are visually appealing as ceiling decorations regardless of viewing angle.

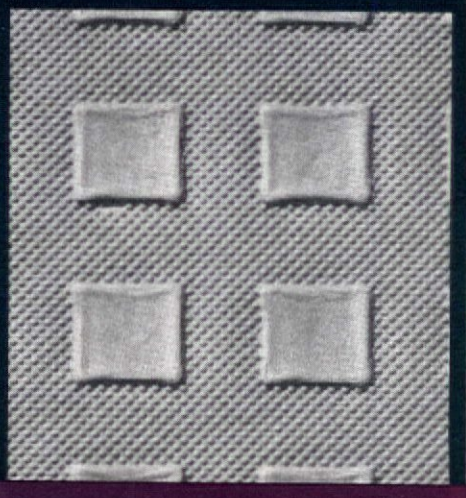
Center of interest—the dominant wallcovering design motif, usually hung at eye level in a central area to establish a starting point for hanging.



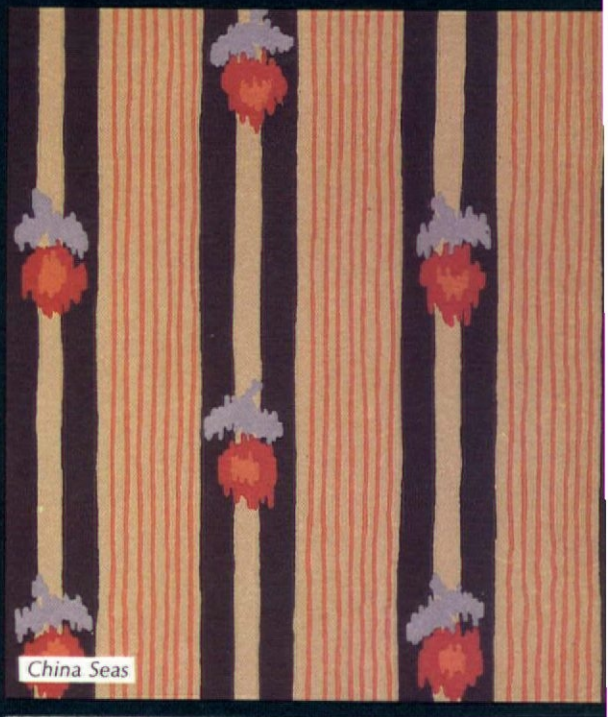
Shogun International

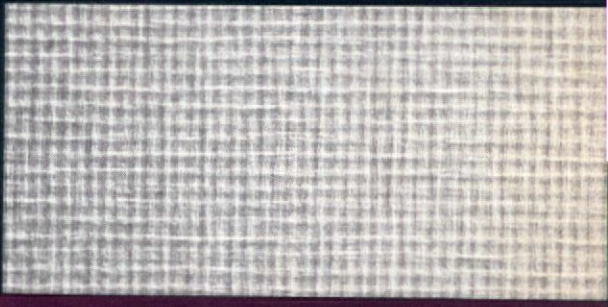

Armstrong

Thibaut



National Products


China Seas



Chintz—papers featuring bright flowers which resemble those printed on Indian cottons called *Chints*.

Colorway—color combinations in which a design is printed, usually comprised of two-to-six colorings. Each colorway in a wallcoverings collection is referred to as a "sheet," or "style."

Color run—amount of rollage in a single color combination that is produced at any one time. If the same combination is repeated, it receives a different "run" or "lot" number.

Companion papers—set of two papers designed and colored for use in the same or adjoining areas.

Correlated/coordinated—furnishings styled to feature related color and design effects. This term also applies to a group of products designed for use together.

Dado—the lower part of a wall, usually at chair rail height. In a wallcoverings installation, the dado paper provides this architectural distinction.

Damask—pattern imitating stylized textile motifs in which foliage designs predominate. Damasks usually feature "self-toned" colorways which incorporate more than one shade of a given color.

Embossing—creating a raised effect with metal rollers which impress design on the wallpaper back.

Engraving—machine-printing with an etched roller to create subtle wallpaper design effects.

Euroroll—single roll of wallcovering measured in meters. Two lengths of Eurorolls equal a Eurobolt which covers approximately 54 sq. ft. A Euroroll covers 27 sq. ft; usable rollage is computed as 22 sq. ft.

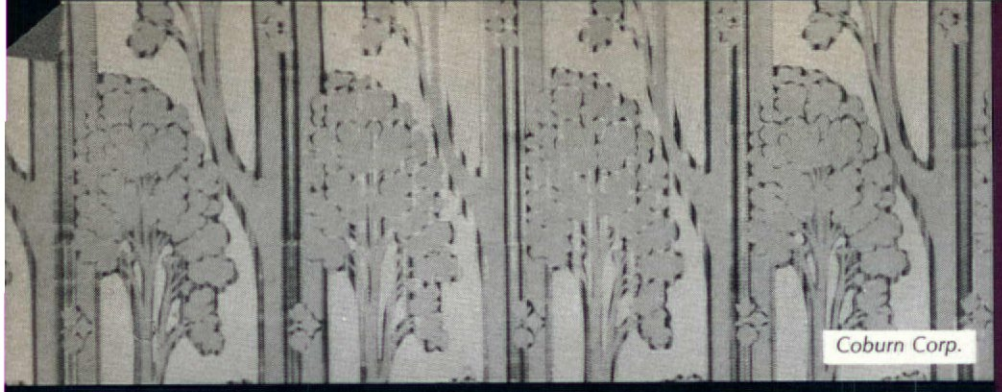
Flock—designs that imitate surface effects of damask or cut velvet. This type of wallcovering is made by shaking finely chopped fibers onto varnished wallpaper.

CONTRACT credits Reed Wallcoverings for supplying glossary.

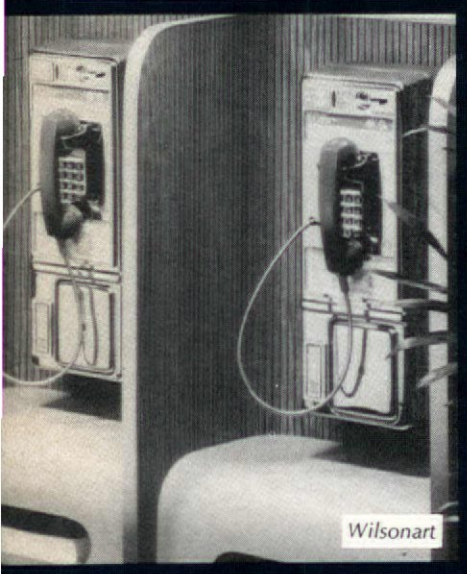
Brunschwig & Fils

Innovations

Advanced Technology

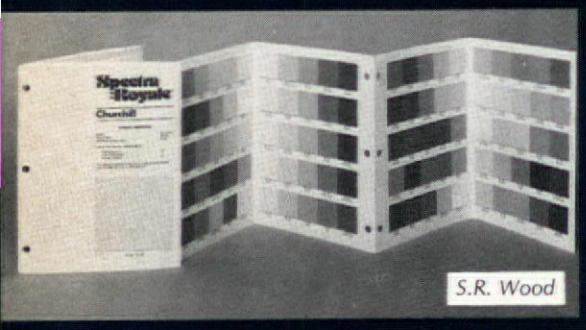


Coburn Corp.

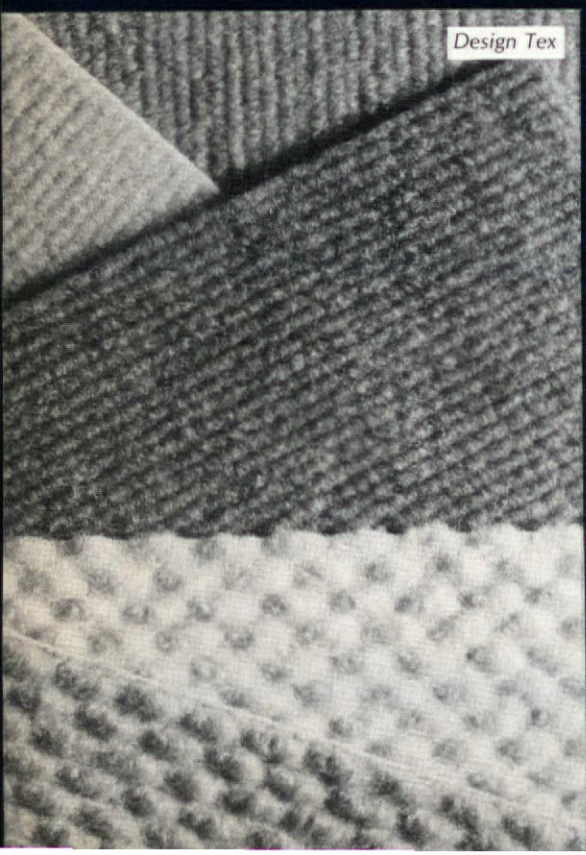


Wilsonart

Otsuka Chemical Co.



S.R. Wood



Design Tex

WALLCOVERINGS

Panel fabrics take abuse

Coburn Corp.—Diffracto-Lite wallcoverings series designed by Mary Johnson, ASID, includes 17 patterns made of prismatic metallized plastic. Ambient light diffracted by the prism pattern incorporates the entire visual color spectrum into the wallcovering design and offers a changing array of color effects according to viewing angle. **Circle No. 288.**

Wilsonart—New line of flexible tambour and grooved architectural surfacing materials called "Tambour . . . Plus" includes firm's 28 Color Quest laminate colors; two, new wood veneers; and four metallic designs. Available are ½- and ¾-in. vertical beveled groove designs and 1-in. grooved grid patterns. **Circle No. 271.**

Otsuka Chemical Co.—Vitrified ceramic wall panels are available in sizes up to 10- by 2-ft. in ¾- to 1-in. thickness. Firm stocks more than 10,000 colors and patterns and has custom capability. **Circle No. 267.**

HGH Design Group—Meta-Pearl is a collection of 90 wallcoverings consisting of nine designs in 10 Isochromatic colors. Wallcoverings feature an iridescent, reflective finish. **Circle No. 283.**

S.R. Wood—A total of 100 colors have been added to the firm's Churchill stipple pattern group. Part of Spectra-Royale wallcoverings collection, product is offered in a variety of new textures and patterns. **Circle No. 287.**

Foil—very thin sheet of flexible metal applied to paper- or fabric-backed wallcovering. Foil designs can be printed with transparent and opaque colors, or mottled to resemble marbleized and tortoise shell patterns.

Grasscloth—patterns featuring woven grasses glued to a paper backing, or printed, dimensional vinyl wallcoverings that simulate this effect.

Ground—raw stock to which a first coat of pigment has been applied.

Ground coat—first coat of pigment applied to raw stock; the wallpaper's background color.

Ink-embossed wallpapers—wallpapers to which ink is applied when they are embossed.

Lamination—process of bonding thin layers of material plus adhesive under heat and pressure until they are one product.

HGH Design Group

Design Tex—Acousta Wall and Acoustica Rib olefin wall fabrics exceed ANSI Acoustical Property and ASTMC Thermal Conductivity Test requirements. Paper-backed, pre-trimmed 39-in.-wide fabrics are designed to eliminate glue-seepage. **Circle No. 272.**

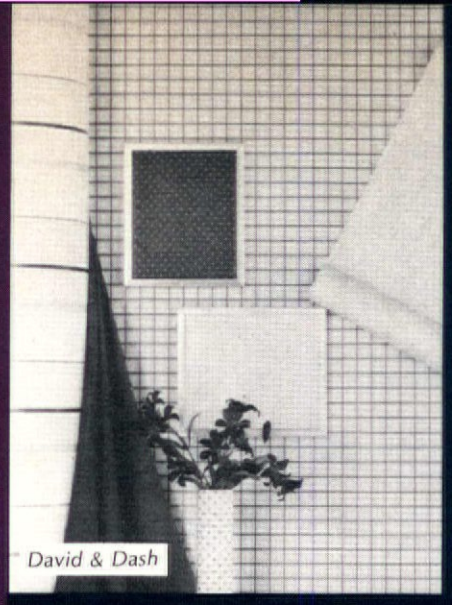
David & Dash—New Wave Collection consists of 82, 27-in. wide vinyl wallcoverings and 60 cotton fabric coordinates. **Circle No. 276.**

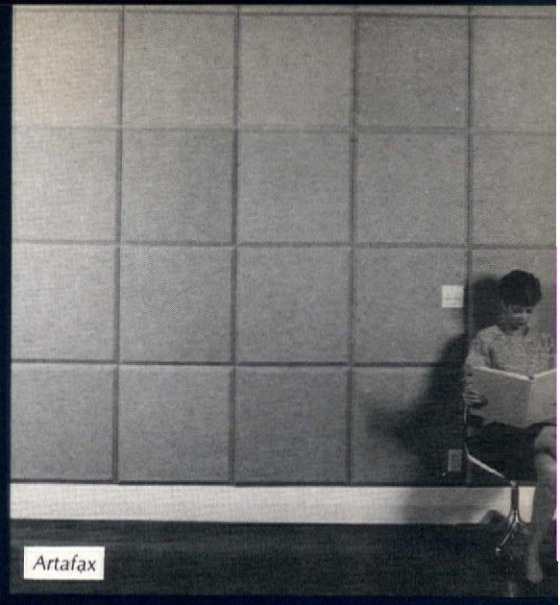
Artafax—Silent Treatment Squares are available in three sizes with acoustical and flame-safe ratings. Relocatable panels are offered with a full array of fabric facings as well as radius and beveled edges. **Circle No. 275.**

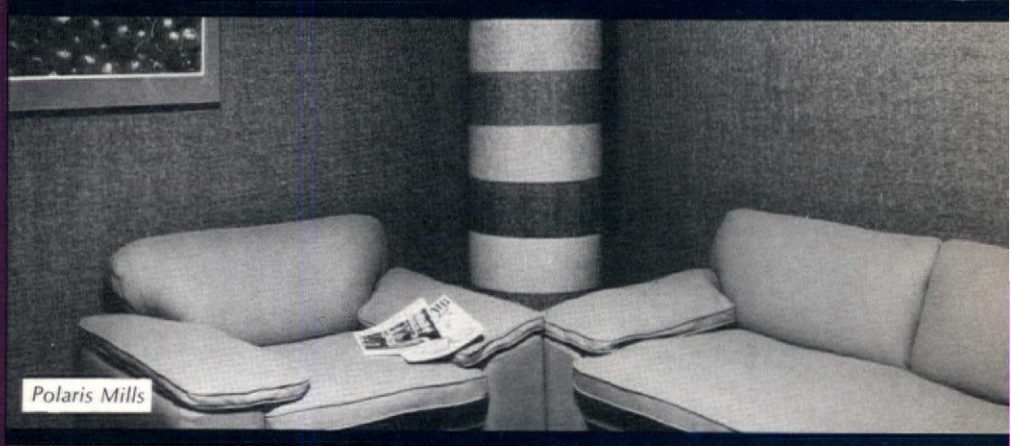
Polaris Mills—Amoweve textile wallcovering woven of Marquesa Lana olefin yarn is abrasion-proof, moisture- and stain-resistant, low-static generating, and Class A fire-rated. **Circle No. 289.**

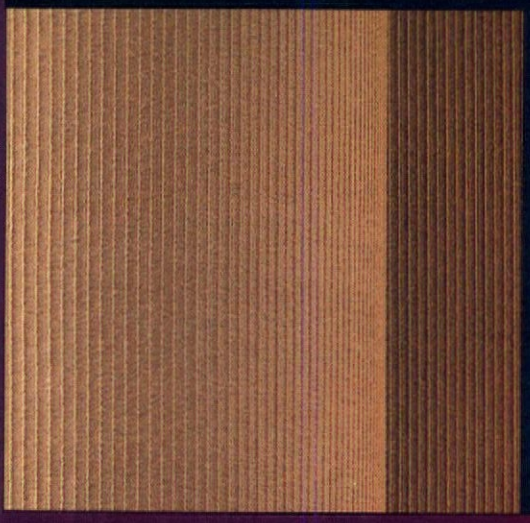
Coral of Chicago—Made of Trevira polyester, Channel Wallfabrics are offered in plush rib patterns with acoustical and fire-retardant properties. **Circle No. 278.**

Ben Rose—Byte, part of CompuGraphix Collection, is designed by Robert Rose for the healthcare environment. Vinyl, three-color print with a 6-in. repeat is offered in combinations of the firm's 72 available colorways plus custom colorations. **Circle No. 279.**


David & Dash


Artafax


Polaris Mills



Line—a group or series of products offered by a manufacturer; "name" collections which are introduced on a periodic basis.

Lining paper—plain paper applied to the wall before decorative wallpaper to assure smoother surface, better adhesion, and easy removal.

Matching—Methods by which wallpaper strips are aligned and hung.

1) **Random match**—applies to wallcovering patterns which do not require precise alignment. Stripes, all-over textures, and grasscloth patterns are usually random matches.
2) **Straight match**—patterns which require precise alignment from one strip to the next; design motifs on each strip appear at the same distance from the ceiling line.
3) **Drop match**—similar to a straight match; however, matching design motifs align on alternate strips, but not on adjacent ones.

Medallion—decorative element confined within round, oval, square, or rectangular outlines.

Moire papers—papers with "watered" silk-sheen effects (pronounce more-ay).

Monochromatic—of one color; sometimes in varying light and dark values.

Overlapping seam—method of hanging in which only one selvage is trimmed (see *Selvage*).

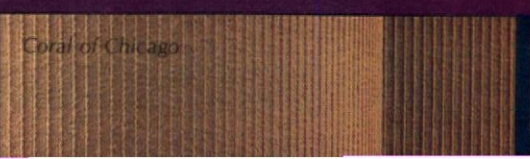
Plastic-coated wallpapers—papers that are washable and highly stain-resistant due to thick plastic, vinyl, or acrylic coating.

Pre-pasted wallpapers—wallcoverings with adhesive backs which are activated when dipped in water.

Pre-trimmed wallpapers—rolls of wallcovering which are trimmed of selvage during manufacture.

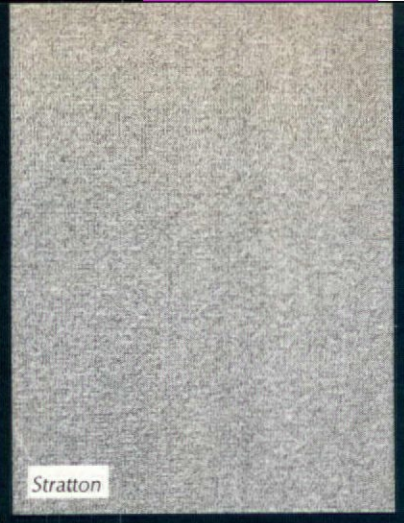
Production run—manufacture of a single wallcovering pattern in one colorway (see *Color run*).

Repeat—the distance between the centers of two design motifs.


Coral of Chicago

Ben Rose

Meisel/Photographic Design

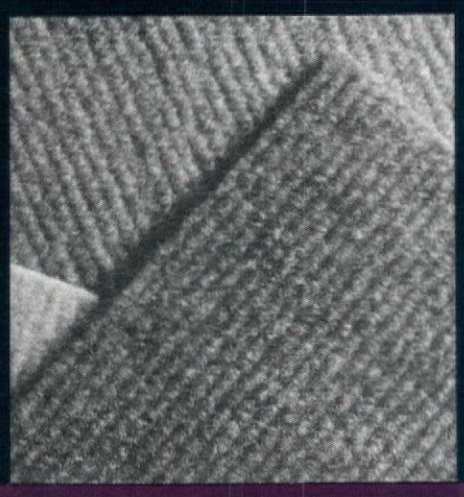


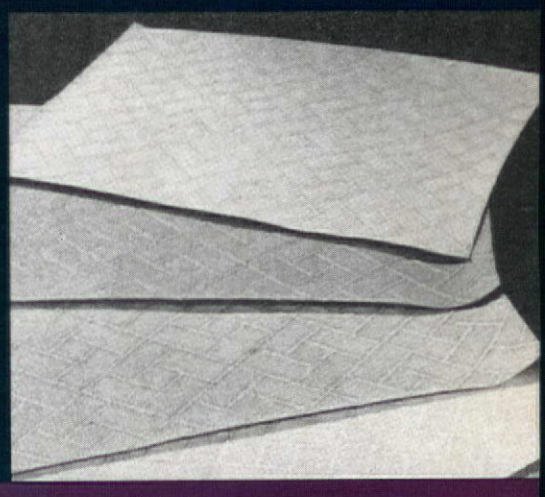
Stratton

Wallmates

Laminart

Naturescapes





Roll of wallcovering—a wallcovering bolt measuring 36-sq. ft., 30-sq. ft. of which are estimated as usable. Bolts come in single, double, and triple rolls.

Runs—denotes the number of times a wallpaper is produced.

Scenic design—hand-screened, machine-printed, or lithographed wall decoration with pictorial designs continuing across two or more strips of paper. Sometimes referred to as a mural, it is intended to cover the majority of a wall surface.

Seam adjoinment—Three methods are used to join wallpaper seams.

1) **Butting**—a method through which edges are tightly fitted without overlap or double-thickness. This is considered the smoothest method.
2) **Lapping**—a method by which one wallpaper strip overlaps the selvage of another.
3) **Wire-edging**—a version of the butt method through which seams overlap 1/16-in. of the wallpaper pattern.

Selvage—one edge of a roll of wallpaper. Matching instructions and other information are often printed on the selvage.

Silk screening—printing process using a series of frames across which silk has been tightly stretched and treated with an insoluble coating. Some parts of the silk on each frame are left untreated permitting dye to permeate and color the wallcovering. Design is applied to ground-coated paper with a squeegee. This process is repeated across the entire length of wallpaper until all colors are applied in the correct patterns.

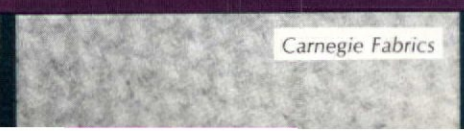
Single roll—standard, commercial wallcovering length comprising 35-sq. ft. after trimming.

Size—sealer used to prepare wall before paper is hung.

Soffit—underside of beam or structural element. Wallpapers which cover this area are called "border" or "soffit" papers.

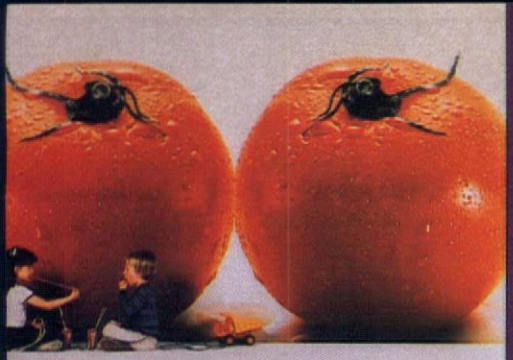
Stencil—design applied by brushing ink or paint through a cut-out surface.

James Seeman Studios

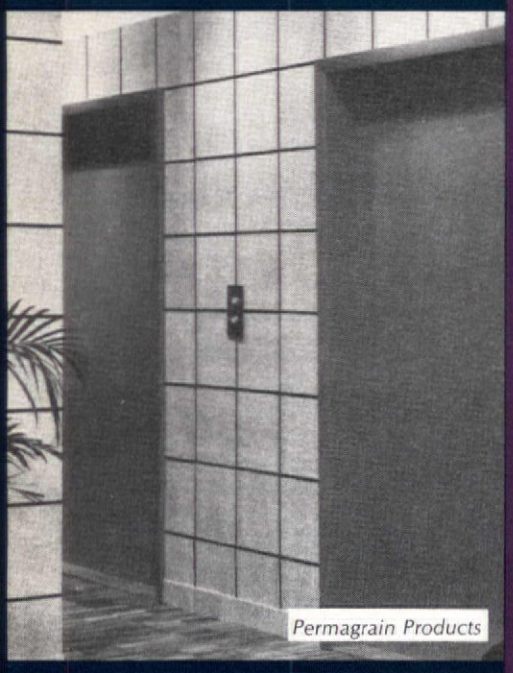


Carnegie Fabrics

Vicrtex



Jones & Morris



Permagrain Products

WALLCOVERINGS

Photomurals customize wall spaces

Meisel/Photographic Design—Custom photographic wall murals (shown) and vinyl- or paper-backed canvas Scanamurals, both with Class A fire ratings, are offered. Products can be specified in custom sizes. **Circle No. 265.**

Lamin-Art—Metal-Art wall surfacing collection now includes pure metals, anodized aluminums, and metallic foils. Metal-faced laminates are offered with a wide variety of surface treatments in more than 100 colors. **Circle No. 364.**

Stratton—Tapestrie tufted level loop acoustical wallcovering is available in 21 inventoried hues as well as custom colors. Offering acoustical and energy-saving properties, fabric is Class A fire-rated for contract use. **Circle No. 269.**

Wallmates—Textural wallcoverings are designed for commercial and institutional applications. Vinyl surfacing materials are available in a variety of patterns, colors, and weights. **Circle No. 286.**

Naturescapes—Photographic wall murals for 1984 are featured in a new sample book. Murals feature a waterproof synthetic substrate that is fire-rated for contract use. Subjects can be used in combination to cover large wall expanses. **Circle No. 284.**

James Seeman Studios—"Serenade," part of Beautiful World collection by Jean B., is available in five colorways. **Circle No. 266.**

Carnegie Fabrics—Available wallcoverings include a varied selection of natural textures and fibers designed specifically for contract use. All fabrics meet ASTM-E84 fire-safety requirements. **Circle No. 274.**

Vicrtex—Marielle vinyl-coated wall fabric weighs 25-oz. per linear yard and is offered in 54-in. widths. Product is stocked in sixteen colors and carries a Class A fire rating. **Circle No. 366.**

Jones & Morris—Firm can produce 72-in.-wide, four-color enlargements in any desired length for use as decorative wall treatments. **Circle No. 263.**

Permagrain Products—Permetage bonded, 8-mm. wall tiles are lightweight for easy installation and transport. **Circle No. 280.**

Owens-Corning Fiberglas—Fabric-covered glass-fiber wall panels are 1⅛-in. thick with a substrate of semi-rigid Fiberglas board insulation. Available in two styles, Monolithic and Wrapped Edge, panels are designed to absorb 80 percent of sound energy that strikes them and deter heat loss, while offering a flame-spread rating of 25 or less. A choice of 21 colors are offered in carpet-like textures. **Circle No. 264.**

Stock—different qualities or grades of unprinted wallpaper.

Strip—length of wallpaper cut to fit the height of a wall. In a scenic paper, a single section of the design.

Strippable paper—chemically-treated stock that can resist tearing. Special formulation permits wallcovering to be removed from the wall without wetting.

Style—a synonym for colorway.

Surface printing—conventional machine printing process in which a raised or routed design is transferred to the paper by a roller.

Swatch—a sample.

Top colors—colors applied over ground coat to create design.

Trellis design—patterns incorporating lattice work or supporting climbing flowers.

True—exact to level.

Vinyl—man-made material in solid, liquid, or flexible form; used as flexible film or liquid to make wallcoverings.

Vinyl coating—liquid vinyl applied to the paper's backing material. After application, wallpaper is passed through an oven to bond vinyl coating to back.

Vinyl laminate—vinyl applied to paper or woven and non-woven fabric.

Wall fabric—cotton-backed wallcovering with a durable surface to which top colors are applied by surface printing or rotogravure.

Owens-Corning

WHATEVER THE DECOR — WHATEVER THE COLOR SCHEME

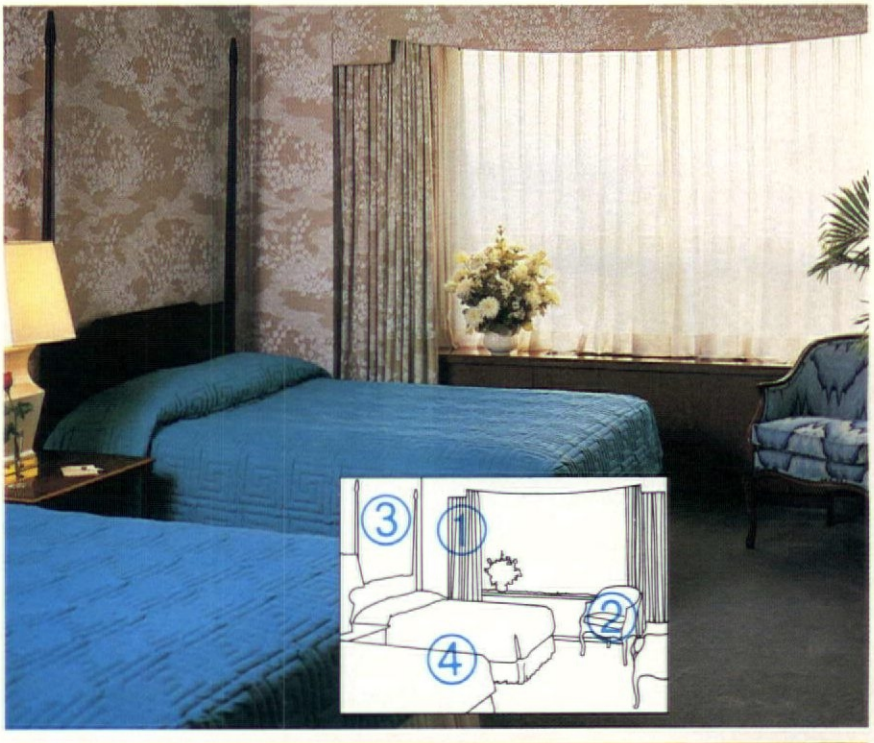
— it is essential that the fabrics used be effectively treated for stain and fire resistance, and backed where necessary.

NOTE: Not all finishes or processes listed are necessarily applied to the items illustrated.

One firm — Kiesling-Hess — *specializes* in providing such protection for *decorative* fabrics, using *time-proven* processes:

1. **For Drapery Fabrics**
   - Flame-Resistant Finishes
   - Stain-Resistant Finishes that protect against both water and oil-borne stains, permit the easy removal of airborne dirt and dust
2. **For Upholstery Fabrics**
   - Stain-Resistant Finishes
   - Backing (for stability) in a flame-retardant formulation
   - Flame-Resistant Finishes
3. **For Fabric Wallcoverings**
   - Flame-Resistant Finishes
   - Stain-Resistant Finishes
   - Acrylic backing (for ease of installation) in a flame-retardant formulation
4. **For Bedspread Fabrics**
   - Lightweight, washable backing in a flame-retardant formulation

If you are not taking full advantage of all the special processes and services Kiesling-Hess has to offer producers and users of decorative fabrics, write for our Capabilities Brochure today.



KIESLING-HESS
Fine Finishing of Decorative Fabrics

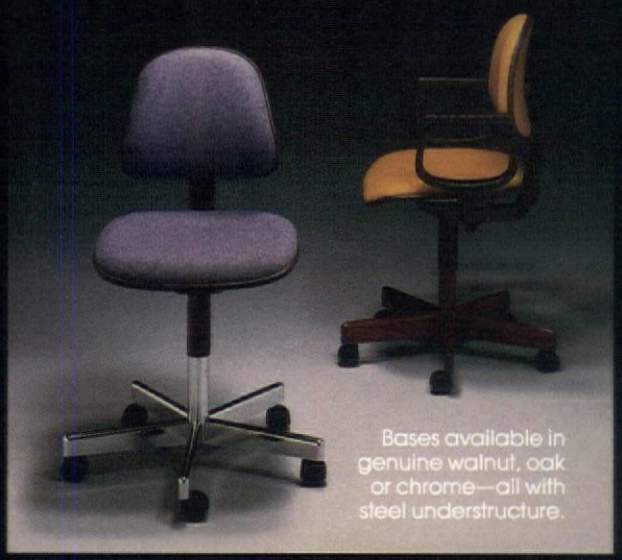
1011 Wood Street
Philadelphia, PA 19107
(215) 922-5686

525 West 24th Street
New York, New York 10011
(212) 736-4760

8690 Hayden Place
Culver City, CA 90230
(213) 839-2279

Circle 75 on reader service card

ERGONOMICS
AT YOUR FINGERTIPS



Alba Industries manufactures a broad line of Ergonomic, traditional & contemporary seating systems. Write or call us toll free for more information.
L.A. Area: (213) 225-4181
Outside Calif.: (800) 624-8309
Outside L.A. Area: (800) 554-8886

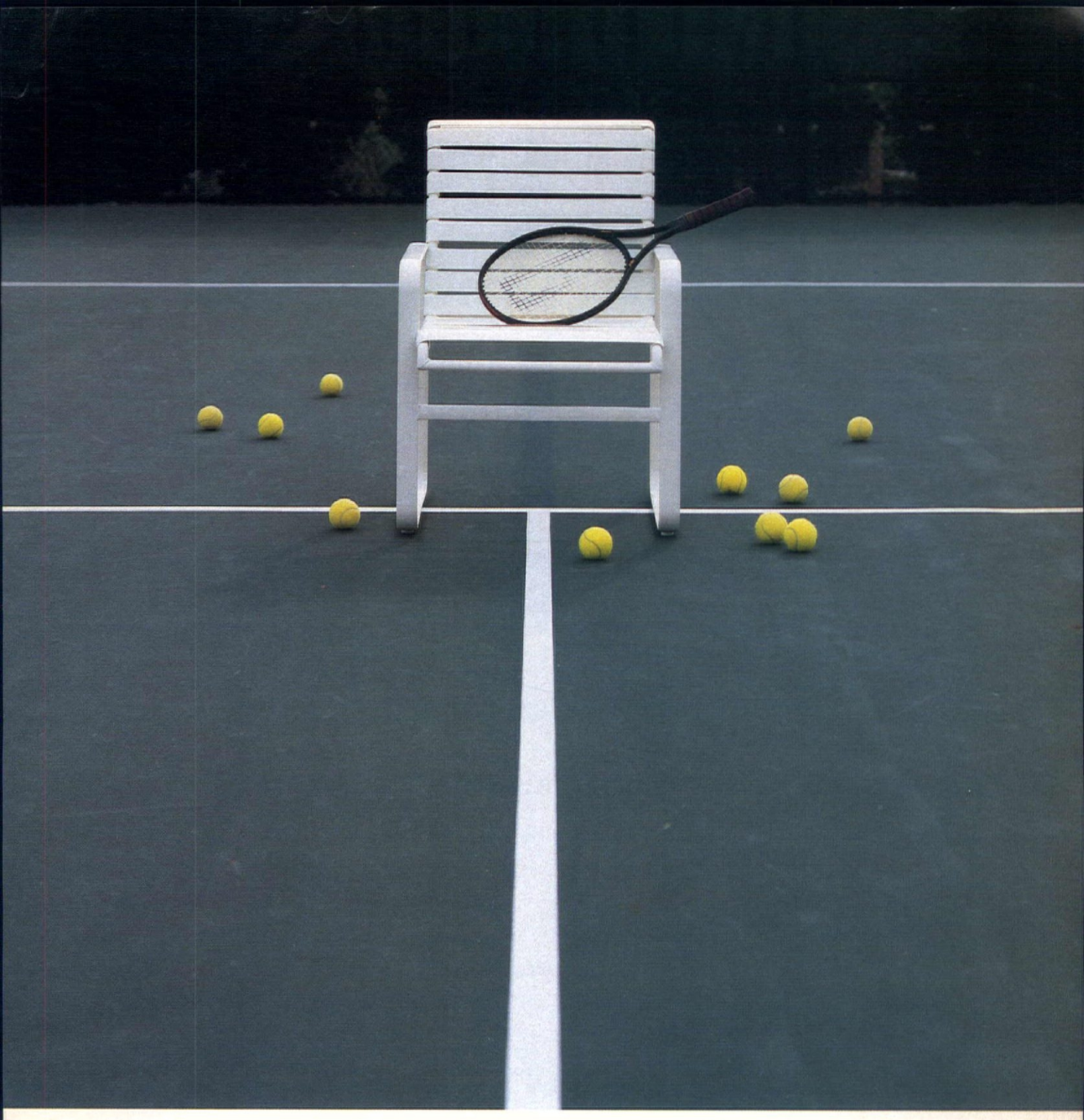
Adjust height, forward or rear tilt, all controls —without moving from the comfortable contoured seat.

Alba Industries

4301 VALLEY, LOS ANGELES, CA 90032

Circle 77 on reader service card

WALLGLAZE™
The Fiber Glass Wall Covering Architects and Designers Have Been Looking For...
FIBER GLASS WALL COVERING
Wallglaze is a new fiber glass alternative wall covering product specifically designed for use in high traffic and high wall abuse surroundings such as:
Hospitals
Schools
Hotels/Motels
Office Buildings
Nursing Homes
Correctional Institutions
College Dormitories
Restaurants/ Cafeterias
Apartments/ Condominiums
Shopping Malls
Sports Clubs
Health Spas
Stadiums/ Arenas
or any other facility where colorful, highly durable wall coverings are needed.
Designed for easy application over difficult surfaces, Wallglaze adds inexpensive texture to create highly desirable decorative wall environments.
In addition, Wallglaze has:
• EXCELLENT FLAMMABILITY AND SMOKE CHARACTERISTICS
• ECONOMICAL AND ATTRACTIVE— EASY TO INSTALL
• EXCEPTIONAL DIMENSIONAL STABILITY
• WILL NOT SUPPORT MILDEW OR BACTERIA
• FUNCTIONAL DURABILITY AND REINFORCEMENT
• LOW MAINTENANCE UNDER SEVERE CONDITIONS
• DECORATIVE COLOR FLEXIBILITY
• SLIVER YARNS SUPPLIED BY Manville BUILDING MATERIALS CORPORATION.
For additional information on Wallglaze contact Department D
Burlington Glass Fabrics Co.
1345 Avenue of Americas, New York, N.Y. 10105 (212) 621-1100 or 1110
A Division of Burlington Industries
Circle 78 on reader service card



Tropitone. The perfect match for all resorts.

The finest country clubs, resorts, and hotels all have one thing in common. They choose Tropitone outdoor furniture. Because it lasts. And continues looking as good as the day it was purchased. Which is the reason Tropitone turns up in such prestigious locations as Del Coronado Hotel, Disney World, and Caneel Bay.

Tropitone. It's the perfect match for all resorts. Everywhere.

Write for our free catalog today. Your files may be obsolete without it. Tropitone Furniture Company, P.O. Box 3197, Sarasota, FL 33578; 5 Marconi, Irvine, CA 92714

tropitone
Probably the finest.

Atlanta: 292-7359 **Chicago:** 644-6164 **Dallas:** 651-7013 **Denver:** 399-2922 **High Point:** 889-9962 **Houston:** 965-0123 **Irvine:** 951-2010 **Los Angeles DC:** 747-1601 **Los Angeles PDC:** 659-0116 **Miami:** 573-5114 **Miami:** 757-0659 **New York:** 753-3377 **Philadelphia:** 567-5663 **Phoenix:** 274-0878 **San Francisco:** 626-1075 **Sarasota:** 355-2715 **Seattle:** 763-0422

Circle 79 on reader service card

Fabric doesn't have to be rough...

...to be tough.

New Aurora from Rossville redefines toughness in upholstery fabric. Aurora is made of a new, softer 1000 denier Du Pont Cordura® nylon — a fiber with unmatched durability. So you get outstanding abrasion, puncture and tear resistance.

Aurora also has the look and feel of luxurious quality wool. And Rossville's exclusive Interval-Dye System offers you a range of beautiful stock and custom heathers limited only by your imagination. Available in plain, basket and custom weaves.

Let our expert designers work with you to create a look that is yours alone. New Aurora — the tough upholstery fabric soft enough for your most discriminating clients.

For more information, contact us:
Rossville Mills, Inc.
P.O. Box 40, Rossville, Georgia 30741
(615) 867-1370
Showrooms: Chattanooga, Chicago, Dallas, High Point, Los Angeles, Tupelo

Rossville introduces Aurora.

The first true upholstery fabric of Cordura* nylon.

Circle 80 on reader service card

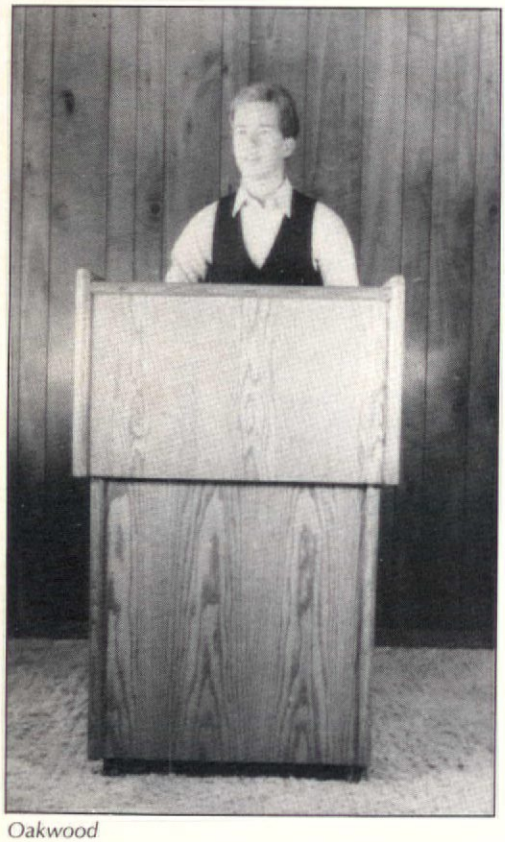
*Du Pont registered trademark for its high-strength, air-textured nylon fiber.

Hospitality products serve recreational & business needs

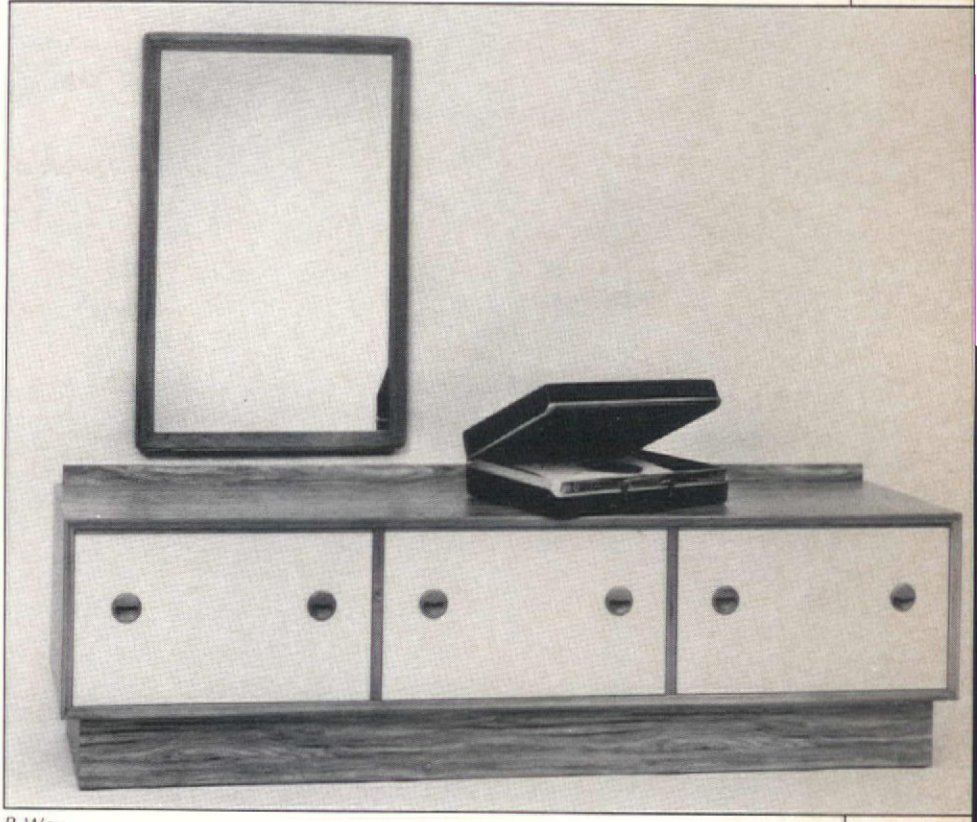
Home Curtain

Pompeii

Lighting Associates



Oakwood



R-Way

Oakwood Products Co.—Telescopic lectern features electrical control switch for speaker height-adjustment. Built-in flexible tube permits optional addition of a custom sound system. **Circle No. 342.**

Home Curtain—Fire-resistant pillow and mattress cover system is treated to prevent staining and soiling. Antimicrobial finish reduces bacteria. **Circle No. 337.**

Pompeii Casual Furniture—Signature collection features two, hand-painted motifs: "Bird of Paradise" and "Bamboo." Group includes chairs, chaises, and umbrellas. **Circle No. 226.**

R-Way—New introductions include Danmark Group of Scandinavian-style guest room furniture. Sides, tops, and bases are of high-pressure laminate with a pecan woodgrain pattern. **Circle No. 215.**

Lighting Assoc.—Aalto lamps and fixtures of louvered metal provide diffused indirect lighting. **Circle No. 333.**

SOLID OAK DINING CHAIRS

See us at NRA, Chicago Booth 3325

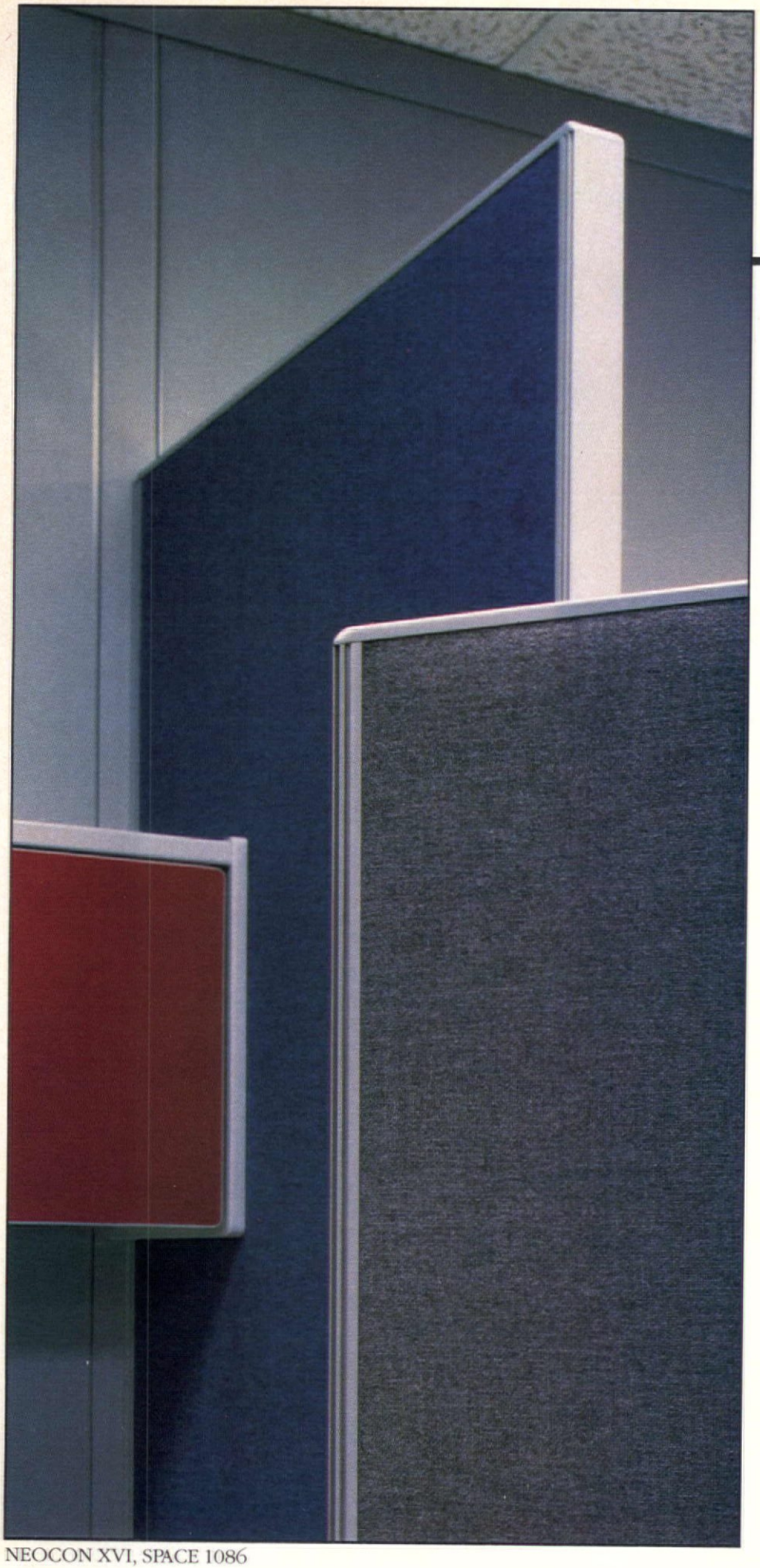
"THE ASHLAND" "THE DUCHESS"

Designed for the discriminating restaurateur.

THE TABLE TAILORS®
John Boos & Co.
Effingham, Illinois 62401, U.S.A.
Ph: (217) 347-7701

Factory Showrooms:
North Rts. 32-33 at I-70, Effingham, IL • World Trade Center, Space 12065 — Dallas, TX

Circle 87 on reader service card



NEOCON XVI, SPACE 1086

Before Trendway . . .
Private and Open Space
Wouldn't Cooperate.

This NEOCON Trendway introduces the total integration of private and open office space. A responsive, single-source for moveable, floor-to-ceiling partitions and open plan systems and componentry. Aesthetically, functionally, working as one system.

The Trendway National Showroom opens NEOCON XVI, Space 1086, Chicago's Merchandise Mart. Look for us. We've got a look you've never seen and something special you can take home. Trendway Corporation, P.O. Box 1110, Holland, Michigan 49423.

TRENDWAY

Private and Open Office Environments

Circle 82 on reader service card

Readers Get Facts, Information, Help... Advertisers Get Sales Impact On 34,000 Decision-Making Contract Specifier/Buyers...In...

EXECUTIVE BUYER EDITION
Bonus circulation to 5,000 Government Executives

June CONTRACT Government "Executive Buyer Edition"

June CONTRACT offers you and 34,000 specifier/buyers a fact-filled editorial package covering a diverse range of subjects including: NEOCON 16, Contract Carpets, Government Design, and Quick-Ship Furnishings. Suppliers get an effective, cost-efficient medium for their advertisements.

Major Editorial Features Include:

NEOCON 16 At-Market Issue — all the latest news on NEOCON 16 programs and activities.

Government "Executive Buyer Edition" — bonus circulation to 5,000 state, municipal and federal purchasing executives. Plus **Government Design '84** — Government space design update.

Contract Carpets — the latest developments in fibers; product review of contract carpet introductions, and the results of CONTRACT's Carpet Specification Survey on how designers specify carpets.

International Carpet Market Preview — preview of the event in Atlanta, July 14-17.

ASID Member Survey On Productivity — results of the roundtable on productivity in the office; an update on ASID IF, its makeup, function, activities; plus a preview of the ASID show in Chicago, August 16-19.

Quick-Ship Furnishings Directory — listings of contract furnishings manufacturers who quick-ship.

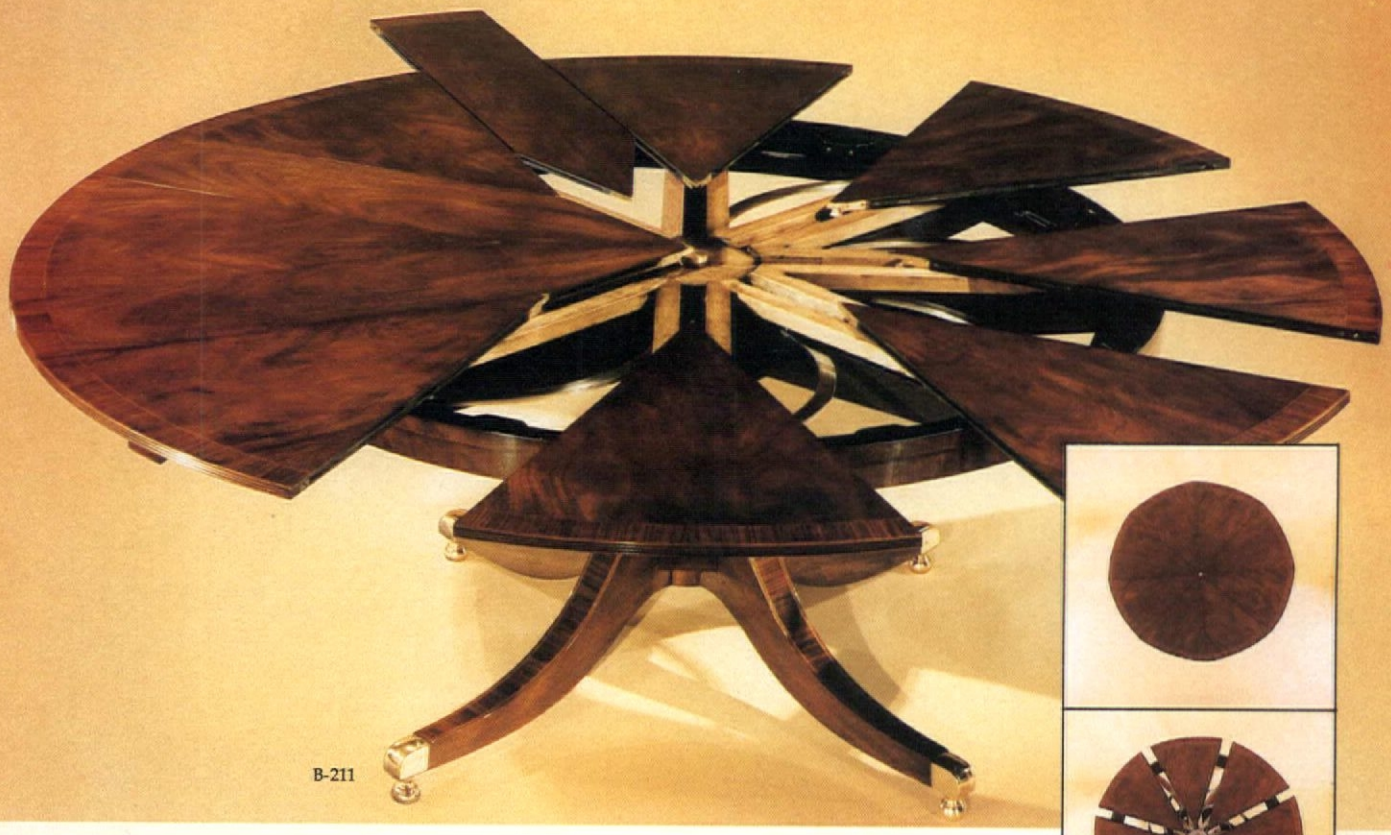
Lighting Up NEOCON — a review of a major new introduction at the show with special emphasis on floor 12.

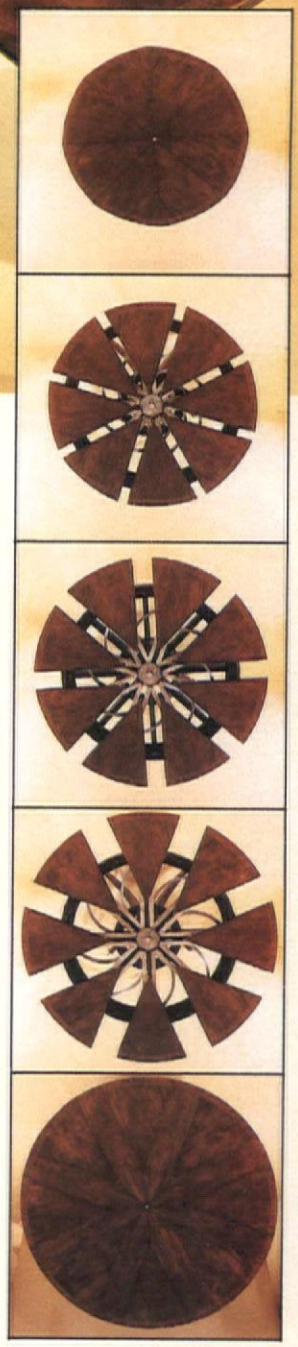
BIFMA Update — a survey of the year's activity and benchmarks of the Business & Institutional Furniture Manufacturers Association.

SUPPLIERS — The June issue offers you the perfect opportunity to promote your products to over 29,000 specifier/buyers, plus 5,000 government purchasing executives. The June issue receives bonus distribution at both NEOCON 16 and the ASID Show giving your ad extra exposure. **AD SPACE CLOSES MAY 10.**

Contract

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





Sheraton Mahogany Radial Extendable Table

An outstanding example of quality cabinetwork, this beautiful Sheraton extendable table is only one of many designs available at Smith & Watson. The table design was inspired by an ingenious spider-like mechanism that was designed and patented by Robert Jupe in 1835. During the mid-nineteenth century, custom made versions of these tables, mostly of Victorian design, were made by the London based firm of Johnstone, Jupe and Company. Today, the far reaching custom capabilities of Smith & Watson enable us to offer the basic design in a variety of styles and woods, from Country English versions in oak to smart contemporary styles of burls, walnuts or rosewood. The table closed measures 5'0" diameter and opens to comfortably accommodate ten arm chairs around an open dimension of 7'0". The pie-shaped leaves can be stored in a pedestal, designed and finished to complement the table, which can then be used to hold an art object or plant.

Smith & Watson

Cabinetmakers, Chairmakers & Importers of Fine Furniture.

The Decorative Arts Center 305 East 63rd Street, New York, N.Y. 10021 212-355-5615

DALLAS/HOUSTON	ATLANTA	CHICAGO	SAN FRANCISCO	LOS ANGELES	BOSTON	PHILADELPHIA
John Edward Hughes	Ernest Gaspard	Patterson, Flynn & Martin	McCune	Lawrence & Scott	Kaplan & Fox	Hinkley & Associates

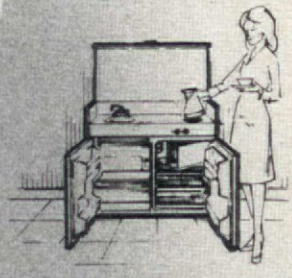
Circle 83 on reader service card

King

mini-KITCHENS®

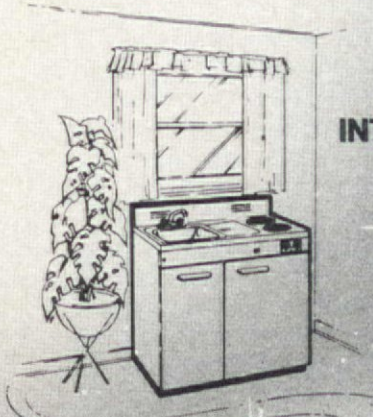
48″ HOSPITALITY CENTER

Turn Ordinary Rooms into "EFFICIENCY" Apartments



EXECUTIVE OFFICES INTO REFRESHMENT CENTERS

HOTEL-MOTEL ROOMS INTO HOUSEKEEPING UNITS



NURSING AND HOSPITAL PANTRIES INTO KITCHEN FACILITIES

AN EXTRA ROOM INTO RENTAL INCOME

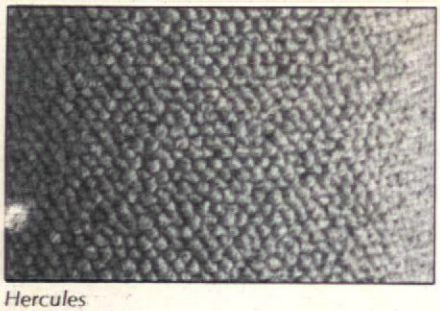
NOW AVAILABLE WITH ICE-CUBE MAKER, AUTOMATIC DEFROST AND ENERGY-SAVING ELECTRONIC IGNITION

The world's most convenient, compact appliances—with all the most wanted features. All sizes from 30″ to 72″ in width . . . available with overhead cabinets and other accessories . . . in the newest decorator colors—and all at budget prices.

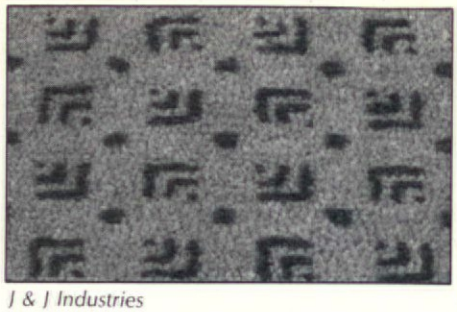
KING REFRIGERATOR CORPORATION

76-02 Woodhaven Blvd. • Glendale, N.Y. 11385 • (212) 897-2200

Circle 84 on reader service card



Hercules

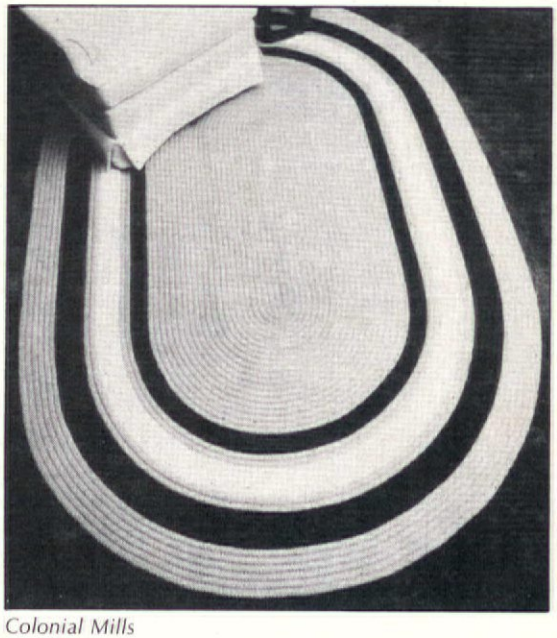


J & J Industries

Heuga

United Technical Products

Masland



Colonial Mills

Ludlow

Floorcoverings offer high-performance capability & esthetics

Masland—Telfair™ carpet line features a modern frieze effect and is offered in 40 colorations. Carpeting coordinates with products from "An American Legacy" collection by Yale and Frances Forman. **Circle No. 347.**

Ludlow Composites—Two-N-One all-weather loop-pile floor mat combines moisture absorbing properties of nylon yarn carpet mats with the dirt-removal qualities of scraper mats. **Circle No. 343.**

Heuga U.S.A.—Electron ESD carpet tiles discharge and control static electricity. Available in 10 colors and with an enhanced-conductivity backing to hide flat cable systems. **Circle No. 346.**

Colonial Mills Inc.—Sierra pre-cushioned woven rug features bold lineal patterns with rich color tones. Sizes range from 21- by 38-in. to 114- by 162-in. **Circle No. 348.**

United Technical Products Inc.—Compu-Carpet System V boasts heat-set, cut-pile construction, manufactured to dissipate static electricity. Made of Zeftron® nylon, carpet has permanent anti-static fibers added. Special conductive backing completes the construction. **Circle No. 381.**

J & J Industries Inc.—Wiltshire patterned carpet is available with matching solid colorways. Made of soil-hiding, heat-set nylon. **Circle No. 340.**

Hercules Inc.—Herculon Nouvelle yarns are used in two new olefin carpets: King's Cord, a woven product, and the tufted-style Royal Point. **Circle No. 351.**

IS YOUR CLASSIFED ADVERTISING GENERATING THE 'RIGHT' RESPONSE FROM THE 'RIGHT' PEOPLE?

CONTRACT'S CLASSIFIED AD SECTION CLOSES THE FIFTH OF THE MONTH PRECEDING ISSUE DATE

HERE'S THE INFORMATION YOU NEED TO:

PUT CONTRACT'S MARKETPLACE TO WORK FOR YOU!

Your ad in **CONTRACT'S MARKETPLACE** will reach those nationally selected industry pros who are engaged in designing, specifying, and/or supplying commercial interiors and their furnishings. These are the people who read and react to the pages of **CONTRACT**, and its lively, result-producing **MARKETPLACE** section—for job possibilities and/or to fill a position.

HELP WANTED

stern associates

EXECUTIVE SEARCH • CONTRACT FURNITURE INDUSTRY

501-B MERCHANDISE MART • CHICAGO, IL 60654 • 312-527-0797

"The most demanding, yet rewarding experience you will ever encounter..."

GF Furniture Systems, Inc., a leader in the rapidly growing office furniture industry, has a variety of opportunities available for professionals who seek this challenge.

We are looking for highly talented and dedicated people for the following functions and positions:

- District Managers
- Field General Managers
- Field Sales Representatives
- Merchandising
- Product Engineering
- Purchasing Director
- Manufacturing Management

These positions are in various locations throughout the United States. If you are a self-starter who wants to do instead of watch, who is proactive rather than reactive, who is a leader and not a follower, we want to hear from you. You should be degreed and have a proven record of success in business. We offer an excellent starting salary and a comprehensive benefit program. For consideration, please send your resume to:

Career Opportunities
GF Furniture Systems, Inc.
P.O. Box 1108
Youngstown, Ohio 44501

Solutions for the changing office environment

GF Furniture Systems
Youngstown, Ohio 44501

CONTRACT/September 1981

RATES:	Open rate, per column inch (approximately 37 characters per line, 7 lines to the inch.)	$57
	MINIMUM AD: 1 COLUMN INCH	
	Ad in Bold Face Type, additional	$ 5
	Blind Box (counts as 2 lines of copy), additional	$ 5
	Logo Charge, additional	$10
	Ruled Border Ad, additional if less than 4″ ad	$ 5
FREQUENCY:	6% discount for 6 ads within the year, 15% discount for 12 ads within the year.	
COMMISSION:	15% commission is allowed to recognized advertising agencies on Display-Classified ads 2″ or more. No cash discount.	
DEADLINE:	Fifth of the preceding month.	

REGULATIONS: Classified ads may not be used for new merchandise, extensive product descriptions (i.e., styles, features, values or other advantages normally described in display advertising); dealer, distributor or customer solicitation; or for the offer of merchandise or service continuously available to our readers, which is the function of display advertising.

To reach this select audience—for only pennies per contact—attach your ad to the handy order form below or call Nancy Berman

TOLL FREE (800) 223-6767 **In NYS Call (212) 869-1300**

Clip and Mail to: CONTRACT'S MARKETPLACE, 1515 Broadway, New York, NY 10036

Please run the attached ad(s) in the next (# of)_____Issues(s) of CONTRACT.

I am enclosing a check for $_____to cover the cost of the attached classified ads.

Name & Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: (_____) _____

Signature: _____ Date: _____

Check Heading Under Which Ad is to Appear

☐ Help Wanted ☐ Stores For Sale

☐ Reps Wanted ☐ Miscellaneous

☐ Lines Wanted ☐ Situations Wanted

☐ Business Opportunities

Don't Miss It...

A/E SYSTEMS '84

Bringing It All Together In Baltimore

June 4-7, 1984 Baltimore Convention Center

A/E SYSTEMS '84 is the one annual event where architects, engineers, interior designers and facility managers can actually see and learn about computer graphics, mini- and microcomputers, reprographics and management systems. Everything to make the practice more effective—all in one place at one time. Here are the highlights:

- 19 three-hour tutorials on such topics as "Low-Cost CADD for Architects and Engineers" and "Advanced Small Computer Applications."
- 65 one-hour seminars on such topics as "Computerizing Your Office on a Shoestring Budget" and "Integrated Graphic Systems Management."
- Six concurrent conferences sponsored by the major professional societies.
- More than 50 publications and professional societies actively supporting the show.
- No business meetings or outside social events to distract the attendees.
- 200 exhibitors in 650 booths—larger than any other show for design professionals.
- More than 50 CADD vendors including all five with the highest share of the A/E market: Intergraph, Computervision, IBM, Auto-trol and Calma.
- All key reprographics vendors and every major computer hardware and software firm serving the design profession.
- Better than 12,000 attendees expected, up from 8,200 in Dallas last year.

All at the 5th International Conference on Automation and Reprographics in Professional Design Firms.

A/E SYSTEMS '84 Don't miss it! You won't be disappointed.

FOR MORE INFORMATION

Fill out the coupon at right and you will receive complete information on A/E SYSTEMS '84, including conference details, list of exhibitors, registration and housing forms. Check off the box and we will send you **complimentary** passes to attend the 650-booth exhibit (a $20 value). Or call (203) 666-6097 for quicker service.

☐ Yes, send me information on **A/E SYSTEMS '84**

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

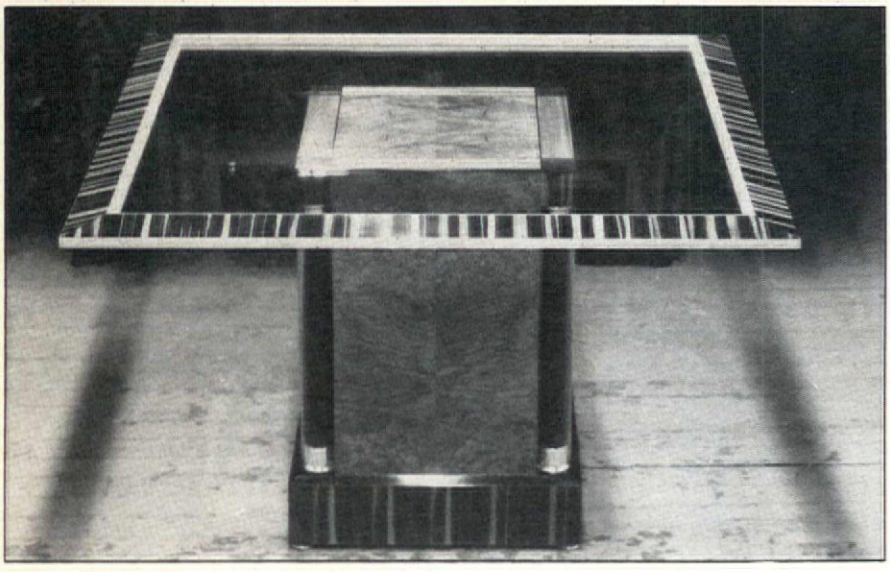
Phone _____

☐ Also send me _____ complimentary tickets to the 650-booth exhibit (a $20 value).

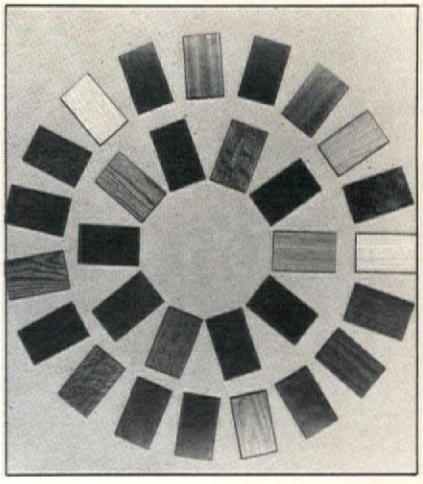
Mail coupon to: **A/E SYSTEMS '84**
P.O. Box 11318, Newington, CT 06111 K

Circle 86 on reader service card

Cabinet-making techniques, rare woods incorporated in table design



Karl Mann—Designed by Irwin W. Berman for Joseph/Kenyson Ltd., Napoleon conference/dining table is crafted of Imbuya burl with ebonized columns and brass capitals. Glass surface is crossbanded with Macasser ebony. Available in three sizes, table is crafted in traditional 18th century cabinet-making style. **Circle No. 378.**



Hand-rubbed finish can withstand day-to-day use

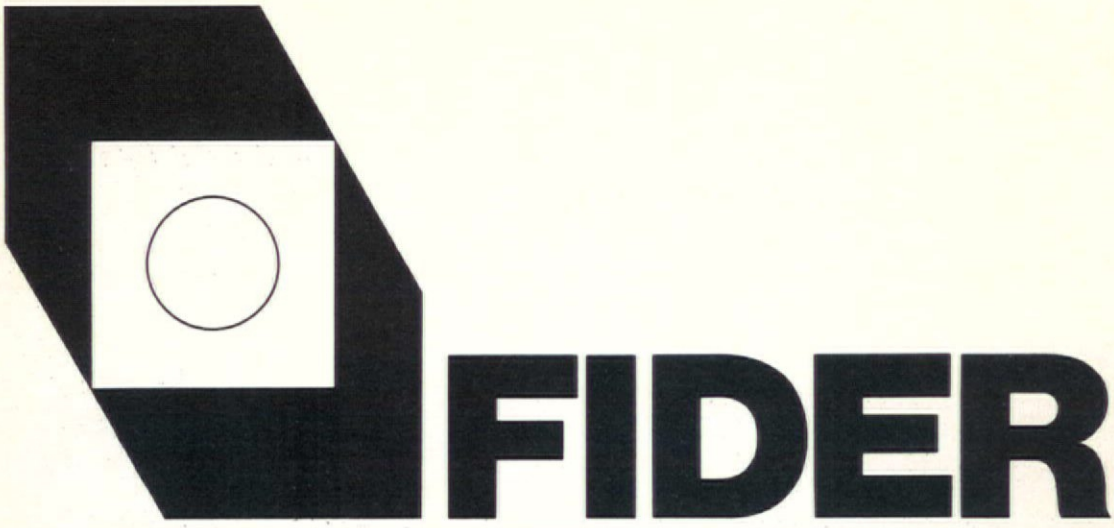
Helikon—Grainlock furniture finish is a multi-process, multi-layered, hand-rubbed finish able to withstand daily use. Available on the firm's natural hardwoods and veneers. **Circle No. 345.**

Carpet prevents static-causing malfunctions

Allied Corp.—Total Electronic Compatibility (TEC) carpet assures against interruptions or malfunctions in computer workspaces due to static electricity. Carpet is made of Anso IV HP nylon. **Circle No. 334.**

Executive hutch features beveled glass inserts

Decorative Firsts—New addition to Kemp Series is executive hutch with beveled glass inserts in various designs and colors. Top is hand-rubbed walnut. **Circle No. 332.**

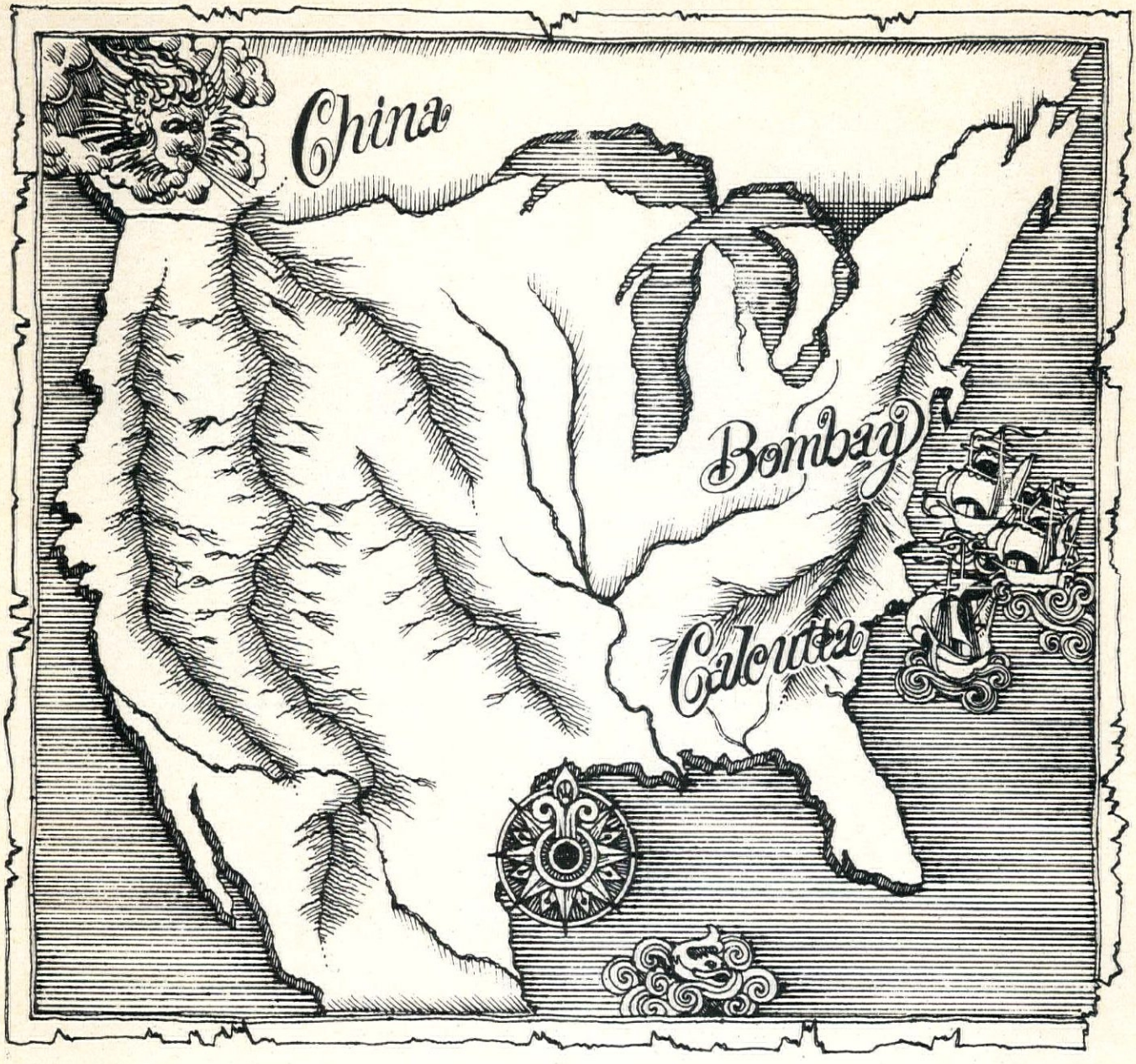


Building a solid foundation for the future of Interior Design.

The future of the profession of Interior Design is dependent upon the quality of education available for those who will practice the profession tomorrow. FIDER, by its recognized process of voluntary accreditation helps to insure that future. The successful continuation and growth of the FIDER program is dependent on voluntary support.

Send your tax-deductible contributions to: Foundation for Interior Design Education Research. 242 West 27 Street, New York, New York 10001. 1/212/929-8366.

This advertisement is a contribution by this publication through the FIDER Development Task Force.



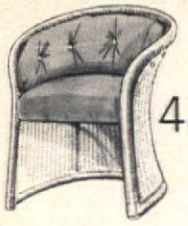
On August 3, 1492, Christopher Columbus set sail from Spain, seeking honor and wealth by establishing new trade routes with India. Since he had miscalculated the circumference of the earth by 6,331 miles, he was destined to spend years in a vain search for the mainland of Asia. In 1502 he died poor and forgotten.

If you want to reach spice merchants, pick the right continent.

Success is always easier to grasp if you're in the right place, talking to the right people. BPA-audited (Business Publication Audit of Circulation, Inc.) magazines let you know exactly where your ads are going. BPA audits the job title and description of people who receive our magazines, so you know to whom you're talking.

BPA We count, so your ads will.

This BPA-audited magazine donated the space for this ad, with creative and production costs contributed by BPA agency and advertiser members.


4324

4161

5000

5050

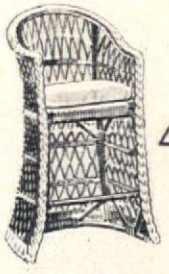
4042

1202

4152

We have designs on you.

5011


4294

4372

5042

5058

5047

5054

4160

4052

4045

4302

Visit us at the NRA Restaurant/Hotel/Motel Show. McCormick Place, Space 1857

Take your pick. You're sure to win. Because each and every design is from our stylish collection of affordable contract chairs.

Leather-wrapped rattan. Hand-carved reproductions. Exposed hardwood with imported cane. We make all these styles and more in a range of 17 hand-rubbed wood and lacquer finishes. With a wide choice of in-stock, imported and domestic fabrics that can only be described as extraordinary—for hotels, motels, restaurants, any commercial setting.

In addition, we offer companion tables, sofas, loveseats, chests, bars, barstools and other accessory pieces.

For a better look, send for our free Contract Catalog. Write International Contract Division of Sitting Pretty by L.F.E., 171 Madison Avenue, New York, NY 10016. Telephone (212) 684-2255. International Telex 429104.

EXECUTIVE OFFICES: 171 Madison Avenue, New York, NY 10016. Telephone 212/684-2255.

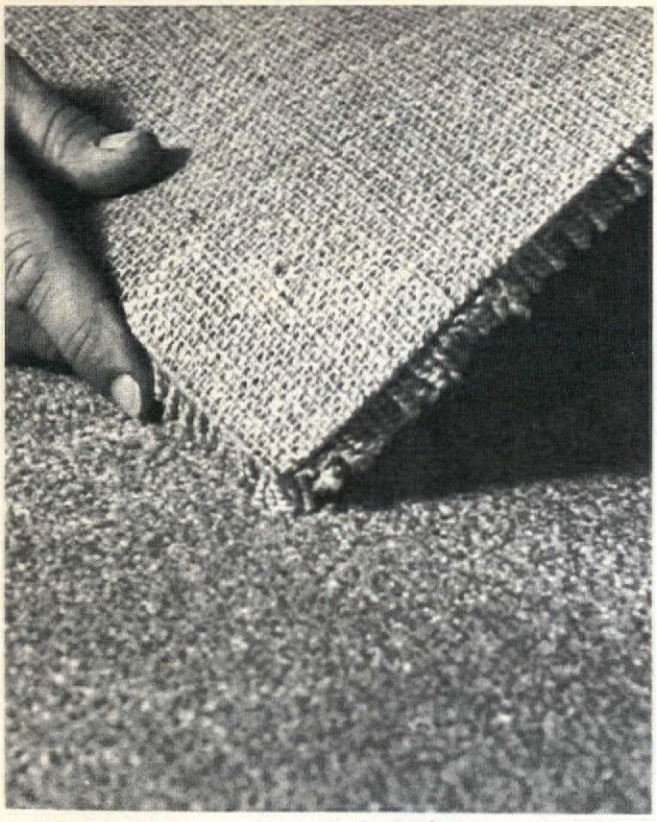
ATLANTA: Contec, 404/992-3266
BALTIMORE-WASHINGTON: Diehl Assoc., 301/656-8624
BOSTON: Jeff Grossman, 914/241-2871
CHICAGO: William Carter & Assoc., 513/293-6521
CLEVELAND: Mike Mettel, 216/292-3730
DALLAS: Contec, 214/748-8934
DENVER: Kenworthy Associates Inc., 303/773-3810
DETROIT: Bert Weil, 313/626-5920
FT. LAUDERDALE: LCH & Associates, 305/463-1298
HIGH POINT: Chip Byrd, 919/869-2703
LOS ANGELES: Mary H. Herbert, 213/318-1953
MILWAUKEE: Mitzi Geffen, 815/436-2785
MINNEAPOLIS: Ted Weinberg & Assoc., 612/338-4587
NASHVILLE: Keith Clark, 615/444-6833
NEW ORLEANS: Warren Brunner Assoc., 504/282-4223
PHILADELPHIA: Knepper Associates Inc., 215/664-7097
ST. LOUIS: Scallet Associates, 314/878-8666
SAN ANTONIO: Thomas J. Letter, 817/640-0666
SAN FRANCISCO: Wayne Guthrie & Assoc., 415/864-6800
SEATTLE: J.P. Sales, 206/884-3597

DUPONT Orlon

sitting® pretty by LFE

Sitting Pretty® is a registered trademark of Lewittes Furniture Enterprises Inc.

Circle 89 on reader service card



JUTE

the natural look worth looking for.

A recent survey* reveals 8 out of 10 professional carpet installers prefer Jute's natural ruggedness for a faultless job. Stronger hot-melt seams. Fewer delamination problems. Faster, less-costly, more reliable direct glue installations. Plus lots more natural virtues no plastic substitute can match. Look for that distinguishing rugged appearance and make Jute your natural choice.

THE NATURAL FIBRE • JUTE - LA FIBRE NATURELLE • JUTE - DIE NATUR FASER

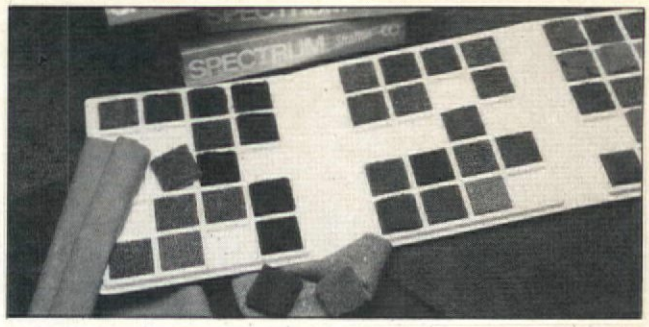
*For a detailed survey report, write:

THE JUTE CARPET BACKING COUNCIL
P.O. Drawer G • Centerport, N.Y. 11721

American Industries, Inc • Asiatic Co. (USA), Inc.
Buffington & Pritchard Co., Inc. • Cosmic International, Inc.
Delca International Corporation • A. deSwaan, Inc.
Friedman Bag Company, Inc. • Hanson & Orth, Inc.
O. G. Innes Corporation • Langston Enterprises • Solina, Inc.

Circle 90 on reader service card

PRODUCTS & SERVICES

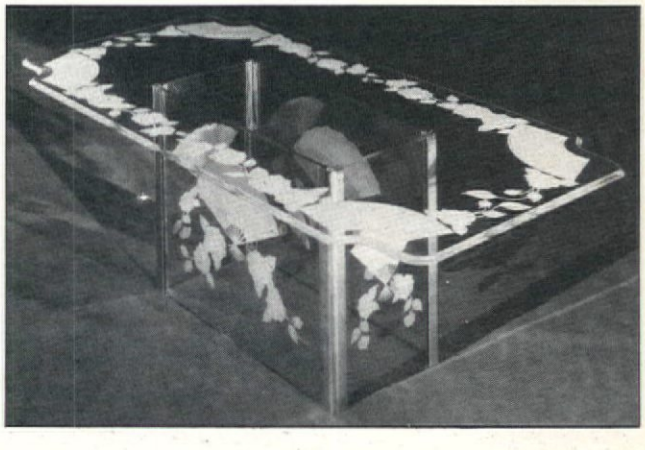


LIBRARY PROGRAM ORGANIZES COLORS

Stratton Industries Inc. introduces Spectrum,™ a carpet color library program featuring prismatic organization of the firm's product lines. Colors are chromatically arranged and color-grouped in 10 identifying folders. **Circle No. 323.**

FOLDING SYSTEM SETS UP EASILY

One person can set up table and seating for up to 16 people with Stoway folding table/stool unit from **Midwest Folding Products**. Tops are high-pressure melamine; metal finish is electrostatically sprayed with high-grade enamel. **Circle No. 312.**



ETCHING ADORNS DINING TABLE

Dining table from **Amcoa's** "Touch of Class" collection features curved inverted corners and an ogee edge to complement the etched design. Collection includes tables, pedestals, and wall units made of heavy glass with gold-plated or polished-metal connectors and is available in plain or etched glass, standard or custom designs. **Circle No. 349.**

"This Conference is the best single resource for facilities design and management computerization. A must for anyone in the field."

—James Ponder, AIA, USF&G Insurance,
Facilities Planning & Design Division, Baltimore, MD

If you're in the process of selecting a computer for your organization, upgrading your current system or discovering how to use computers for facilities management and design—Find the information you need to make the right decisions at the sixth annual

COMPUTER-AIDED SPACE DESIGN & MANAGEMENT CONFERENCE

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

November 12-13, 1984 • Omni Park Central • New York City

- **Find out how others solve problems you face on-the-job at your choice of seminars and roundtables.** You'll have an opportunity to tailor your own educational program to meet your needs. Choose from a wide range of sessions focusing on current technology capabilities, the state-of-the-art and more.

- **Take a first-hand look at computer systems in action.** The foremost suppliers in the country will be at the Conference to demonstrate their equipment, explain capabilities and costs, and discuss your needs one-to-one.

☐ Please register me to attend the COMPUTER-AIDED SPACE DESIGN & MANAGEMENT CONFERENCE, November 12-13, 1984, in New York City at the Omni Park Central (formerly The New York Sheraton, Seventh Avenue at 56th Street).
☐ Enclosed is my registration fee of $495 (payable to Gralla Conferences)
☐ Please bill my company

Please send me additional information on the Conference; I am interested in ☐ attending; ☐ exhibiting.

Return this coupon to Barbara Dales, Registration Supervisor, Gralla Conferences, 1515 Broadway, New York, NY 10036, 212-869-1300.

Name_____ Title_____

Company_____

Address_____

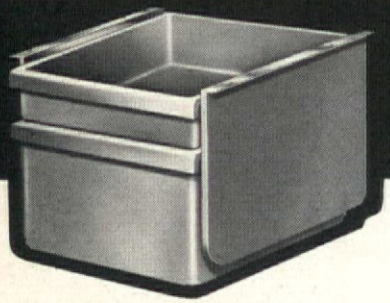
City_____ State_____ Zip_____

Telephone ( )_____

Circle 91 on reader service card

Circle 92 on reader service card

Profit the Easy Way
INSTALL MOD-U-LINE II MOLDED FILE DRAWERS



Unique design rigidly hangs these gracefully molded file and convenience drawers under any horizontal surface. Mod-U-Line II File Drawers, for letter or legal size hanging files, introduce utility and enrichment to any work surface. And with surprising economy. Full extension slide-mounted in steel hangers with attractive molded covers, installer positions the 12″ deep file drawer beneath the smaller 4½″ or 6″ drawer.

Colors are Beige, Brown or a custom ordered color. Mod-U-Line File Drawer Systems are packaged in sets of twelve. Purchaser specifies molded-in handle, or alignment lip for installation of custom front.

Write or telephone for complete specifications, prices and installation instructions:

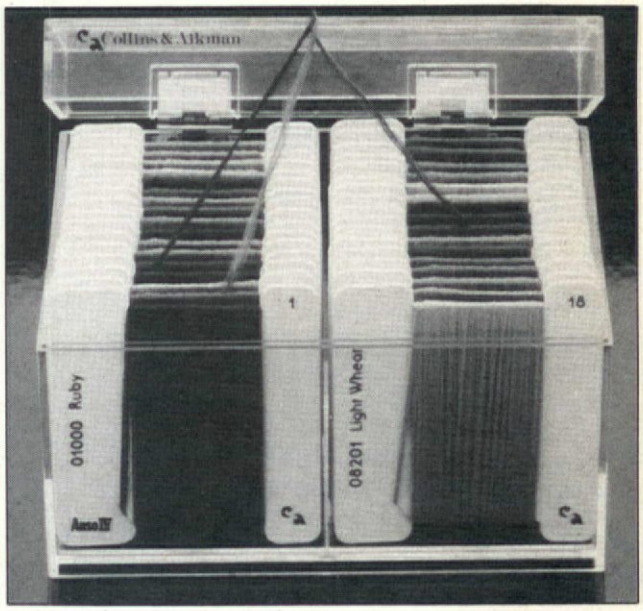
alma plastics company
6910 N. Shadeland Ave., Suite 203, Indianapolis, IN 46220 (317) 842-5671

Circle 93 on reader service card

PRODUCTS & SERVICES

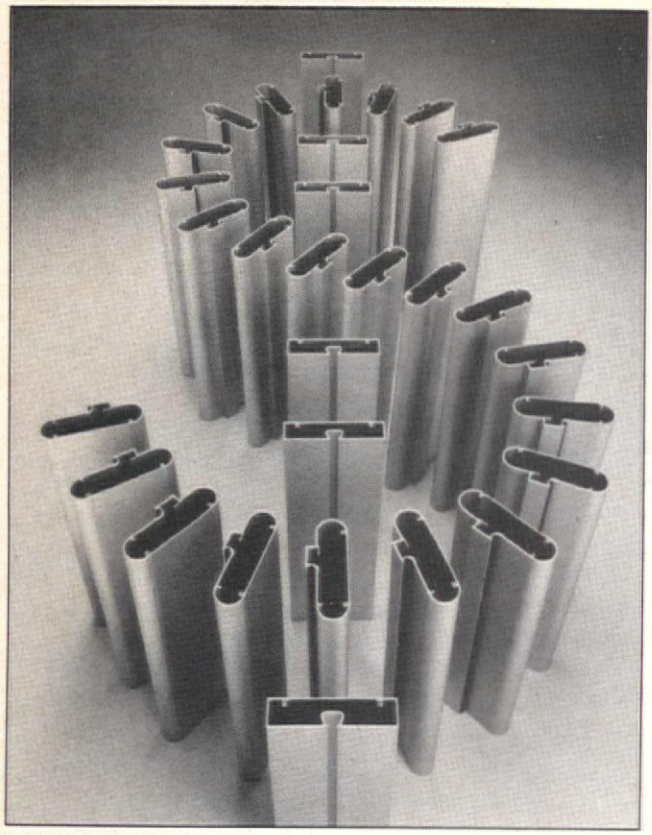
FURNITURE LINE ADDS NEW PRODUCTS

New additions to the **Hardwood Visuals** furniture line include conference tables, storage credenzas, video console cabinets, and lecterns. All items are offered in oak, walnut, or plastic laminates. **Circle No. 314.**



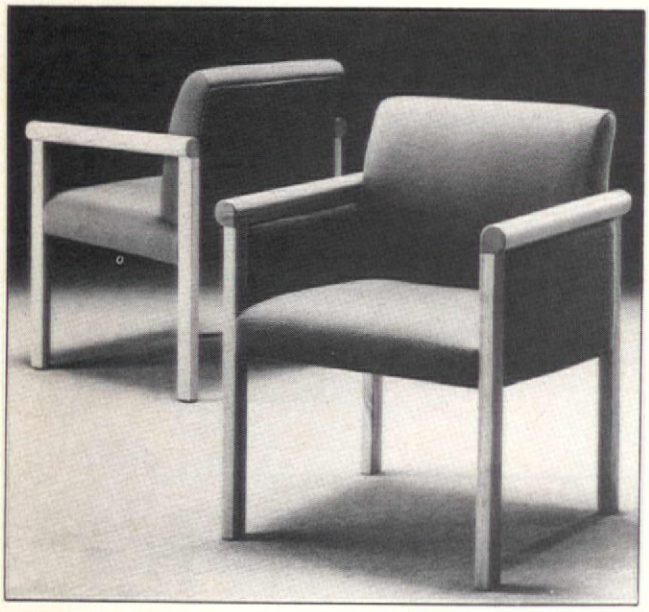
COLOR KIT OFFERS INFINITE POSSIBILITIES

Carpet color kit allows unlimited creativity with its selection of 33 yarn-dyed base colors from **Collins & Aikman.** Colors can be replaced and those not found in the kit can be custom-mixed. Five available carpet styles can be dyed in near solids, soft heathers, bold tweeds, and stripes.
Circle No. 313.



RADIUS TRIM HIGHLIGHTS PARTITION SYSTEMS

"Highline" radius trim is featured on Tech series of full-height partition systems from **Intertech Systems Inc.** The series is offered in four versions: full-height moveable, demountable, and two fixed-height systems. Various finishes available.
Circle No. 315.



CHAIR AVAILABLE IN TWO VERSIONS

Barrit offers "Sudan" pull-up/occasional chair series in two versions: open-arm or closed-arm. Exposed wood frame is offered in solid ash and walnut with oil or lacquer finishes in 15 variations. Upholstered frame is maple hardwood.
Circle No. 317.

The year was 1909. Teddy Roosevelt was President. Florenz Ziegfeld's production of "The Parisian Model" was packing them in at the old Illinois Theater. At Chicago's Palmer House, what's now known as the American Hotel & Motel Association was first organized.

SEALY SALUTES THE AH&MA ON 75 YEARS OF SERVICE!

Now after 75 years of service to the industry, the 75th Convention of the AH & MA will be held May 6th - 10th at the Palmer House where it all began.

Sealy is proud to celebrate 75 years of success with the AH & MA. Sealy too, has enjoyed a success that has made us the number 1 name in bedding, selling more mattresses to more consumers than the next two brands combined. And with good reason. Sealy has the most extensive Research and Development facility in the industry, which has led to the finest product in the industry: Sealy Posturepedic.

Our '84 Contract Line features the same engineering and craftsmanship that goes into the bedding your guests sleep on at home. This includes a "sleep system" of separate levels that will make your guests happy and well rested. And it's all offered to give you the best long term value in the business, and your guests another reason to return.

Stop by booths 62 & 63 and we'll show you what a great night's sleep is all about. Happy 75th AH&MA, may you have at least 75 more.

Sealy Posturepedic

For more information, call or write Mr. Fred Gibson, Sealy, Inc., Contract Division, 21st Floor, 525 W. Monroe, Chicago, IL 60606. (312) 944-1915.

Circle 94 on reader service card

The Joel Polsky/FIDER Endowment

The Joel Polsky/FIDER Endowment was established in October 1982 by the Polsky Family/Fixtures Furniture of Kansas City in remembrance of Joel Polsky, Vice President of Fixtures Furniture, and in recognition of the importance of establishing quality in education for professional interior design through FIDER.

You are invited to join in support of these purposes by making a contribution to the Joel Polsky/FIDER Endowment.

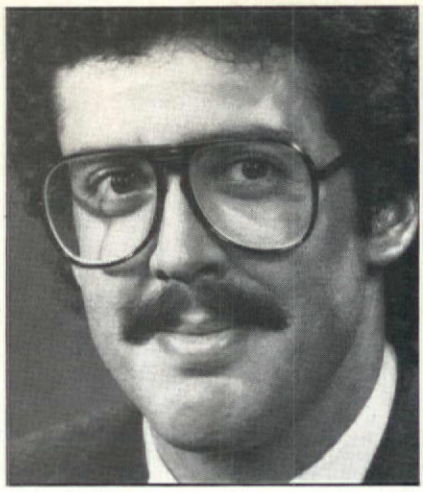
The Endowment is a living memorial to a remarkable young man, Gifts to increase the Endowment will. . .

- recognize the valuable contribution to the interior design profession made by this energetic and future-oriented person, and to the leadership he displayed in his short but outstanding career;
- provide support for programs of research, education, and accreditation development in interior design through FIDER, thus assuring high standards of excellence in the preparation of future interior designers.

A word about FIDER. . .

The Foundation for Interior Design Education Research was "created and shall be operated for the purpose of establishing a voluntary plan for the special accreditation of programs of interior design education offered at institutions of higher learning located throughout the United States, its possessions, and Canada."

Since 1971, FIDER has demonstrated its reliability as an authority on the quality of education offered in interior design programs. FIDER is recognized by the Council on Postsecondary Accreditation (COPA)



and the U. S. Department of Education.

FIDER has a soundly developed program for confirming the relevance and reliability of its Standards and Guidelines for interior design education.

Special projects completed by FIDER in support of its accreditation activities include:

- From Your Point of View, 1979 . . . a validation of the FIDER standards for baccalaureate programs;
- Phase I and II, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada, 1982;
- A Directory of Graduate Programs in Interior Design, 1979;
- A Directory of Undergraduate Programs in Interior Design, 1981;
- Training Workshop for FIDER Committees, Washington, DC, 1972 (Funded by Greeff Fabrics and Stroheim and Romann);
- Training Workshop for FIDER Committees, Atlanta, 1978 (Funded by FIDER);

New projects and proposals under development include;

- Thinking About Design: A Search for the Future of Interior Design. . .a futures conference;
- Phase III, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada;
- Training Workshop for FIDER Committees, Chicago, 1983 (Major funding from ASID, with support from others).

The Joel Polsky/FIDER Endowment provides opportunities for a wider range of needed research and other educational activities. The scope of projects which may be supported by income from the Endowment includes topics such as:

- investigations to discover educational needs for professionals in the future;
- applications of technology to the educational processes;
- development of measures to assess the quality of graduates from interior design programs;
- development of effective ongoing training procedures for FIDER committees;
- new publications in support of quality interior design education for the benefit of students and the public;
- others which relate to interior design education, accreditation, or the accreditation process.

A contribution to the Joel Polsky/FIDER Endowment will demonstrate your interest in the future of the interior design profession and your commitment to quality education which meets the needs of society, students, and the profession, and serves as a means of protecting the public against professional incompetence.

To: Foundation for Interior Design Education Research
242 West 27th Street
New York, NY 10001

Enclosed is a contribution of $ _____ for the Joel Polsky/FIDER Endowment.

Name _____

Name of firm _____

(if contribution is a corporate gift)

Address _____

City _____ State _____ Zip _____

Checks should be made payable to *Foundation for Interior Design Education Research* or *FIDER*

Contributions to the Foundation are tax-deductible as provided by law, and will be publicly recognized on an annual basis. Substantial gifts will receive special acknowledgement and a certificate of appreciation from the FIDER Board of Trustees.

Circle 95 on reader service card

Display Your Messages Securely Under Glass

Post your information in a secure, attractive display cabinet with Oak Wood/Glass-Enclosed Bulletin & Directory Boards from MARSH.

Available in single or double door units, these handsome cabinets feature tempered safety glass set in a solid oak frame. Doors come equipped with heavy-duty, self-closing adjustable hinges and five-pin tumbler locks for added security. Your choice of either natural oak or walnut finishes.

MARSH Oak Wood/Glass-Enclosed Cabinets are available in both standard and custom-built sizes. Contact MARSH today for a free full color catalog illustrating our entire line of quality products.

MARSH
CHALKBOARD COMPANY

Dover, Ohio 44622
(216) 343-8825

Circle 96 on reader service card

COME TO THE SOURCE

FOR EXCELLENCE IN LIGHTING PRODUCTS

A leader in contract lighting . . .
Call or write for a Deena catalogue today.

DEENA

DEENA PRODUCTS CO.
HIGHWAY 51 NORTH
ARLINGTON, KENTUCKY 42021
(502) 655-6711

KEVINGTON

A refreshing new look for the guestroom, KEVINGTON combines the performance and beauty of wood front perimeter moulding with the sophistication of delicate brass trim. For day-in, day-out durability all surfaces are expertly finished in Wellington Maple laminate.

The KEVINGTON design group offers the ultimate in versatility in planning the large or small guestroom — offering dressers, chests, nightstands, headboards, mirrors, tables, chairs and benches.

KEVINGTON, like all EBCO suites, expresses time-proven case construction backed by a 92 year tradition of craftsmanship and award-winning style.

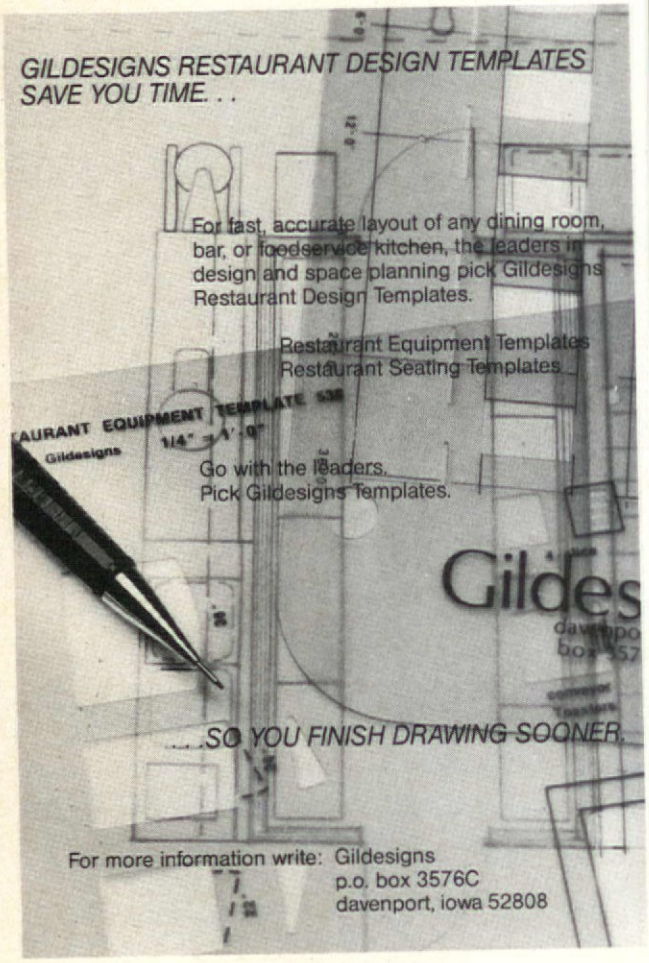
EBCO

CONTRACT FURNITURE
Sheboygan, WI 53081
414-458-8731

Circle 97 on reader service card

FREE INFORMATION FAST

Use handy Reader Service Card for quick and convenient response to products displayed in this issue.

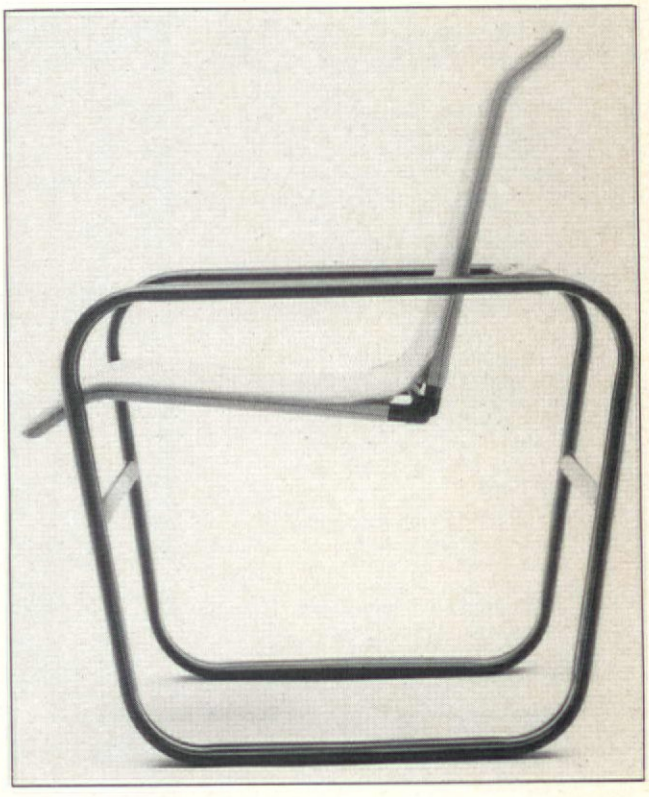


Circle 98 on reader service card

PRODUCTS & SERVICES

REFLECTIVE SURFACE OFFERS FLEXIBILITY

Reflexx,™ a shatterproof and lightweight surfacing material from **Nevamar Corporation**, can be used in applications where glass mirrors might be unsafe. Reflexx™ can be applied flat or curved on a soft radius. **Circle No. 316.**



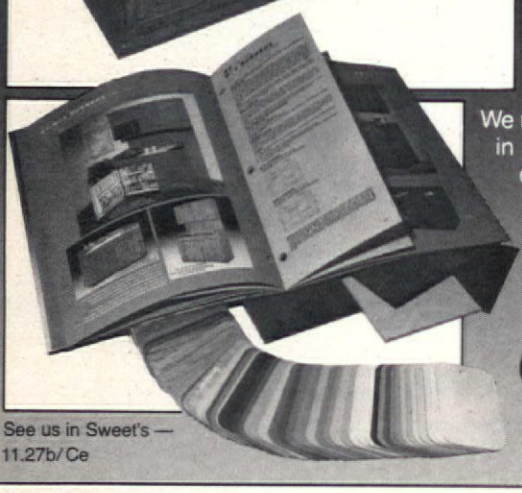
SEATING DESIGN FEATURES VINYL SLINGS

Aluminaire's Rhapsody seating collection is completely welded and features aluminum frames. Vinyl slings or cushions provide comfort in a range of 50 colors. **Circle No. 311.**

FLOORING MATERIAL HAS LONG LIFE

PermaGrain Products Inc. offers a 20-year warranty with its acrylic-impregnated bleached oak or ash flooring material. Flooring is available in various patterns. **Circle No. 328.**

Circle 99 on reader service card



See us in Sweet's — 11.27b/Ce

The ***UNCOMMON*** *Kitchen Unit*

Bold, Innovative Compact Kitchens From Cervitor!

The last time you looked, a kitchen unit was probably an all metal affair that was functional ... but not very attractive.

Cervitor thinks it's time you looked again.

We manufacture over 40 innovative and distinctive models — each available in over 100 bold laminate colors and finishes, guaranteed to save your clients time and money. And, Cervitor is the only manufacturer that will build to your exact space requirements.

So take a minute and send for Cervitor's full line catalog featuring the uncommon kitchen units.

CERVITOR® *Compact Kitchens*

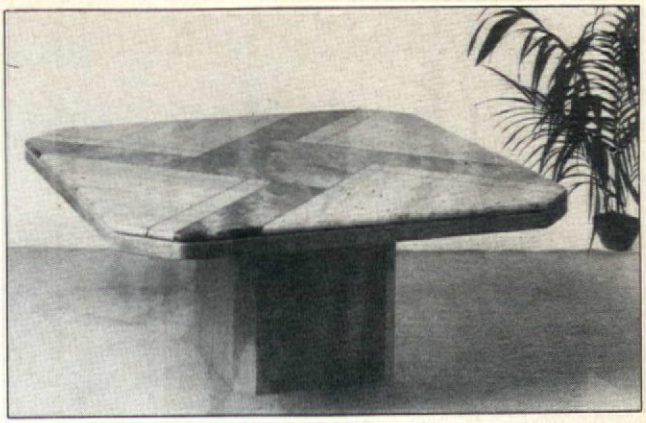
1500 N. Santa Anita Avenue • South El Monte, CA 91733-3394
(800) 523-2666 • IN CALIFORNIA (213) 283-0841

Circle 100 on reader service card

Circle 101 on reader service card

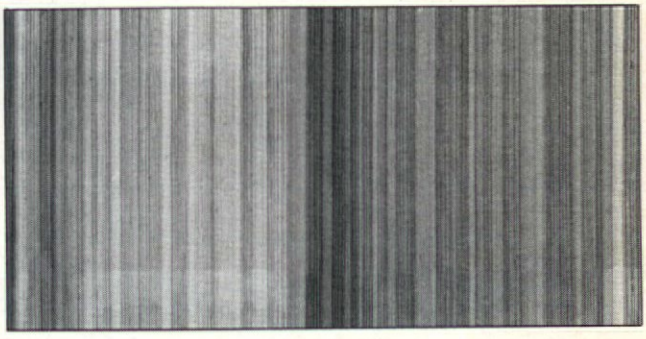
Circle 102 on reader service card

PRODUCTS & SERVICES



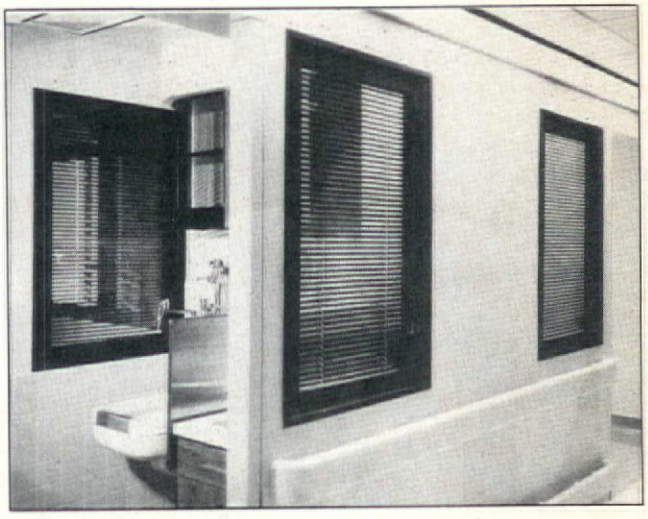
COCKTAIL TABLE FEATURES CLIPPED CORNER

Clip-cornered cocktail table from **International Designer Imports,** a division of Sofas & Chairs Unlimited, has a top of inlaid onyx and travertine in shades of beige and brown. Table measures 44- by 44- by 16-in. **Circle No. 350.**



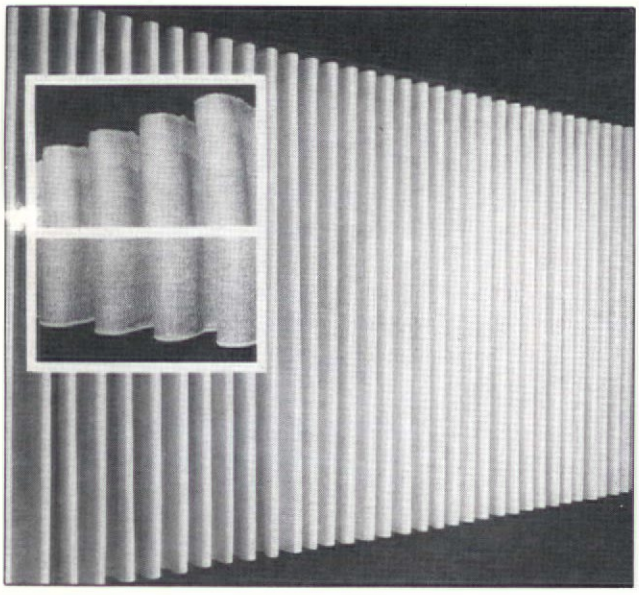
FABRIC LINE ADDS A PATTERN

Uniroyal Inc. introduces Sundeck, a Naugahyde brand fabric with many commercial applications. It is offered in eight three-tone color combinations including yellow/green/white and rose/mocha/beige. Contrasting solid white or beige is available for trimmings. **Circle No. 320.**



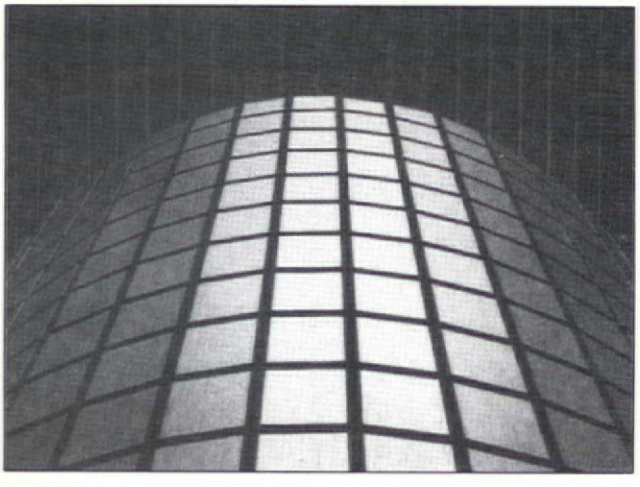
WINDOW UNIT HAS INTERIOR APPLICATION

Nanik's window unit for use in interior partitions features a 1-in. metal blind sealed between glass and a tilt-control knob. Frame and hinged sash are extruded aluminum. Metal blinds are available in various decorator colors. **Circle No. 321.**



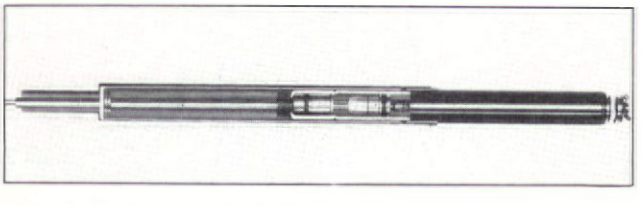
DRAPERY SYSTEM HAS IMPROVED DESIGN

Combifold,™ a contemporary-style heading system from **Gardisette U.S.A.**, has wider spaced snaps on 4-in.-wide woven polyester buckrams. System fits most common snap-carrier track systems. **Circle No. 318.**



DESIGNER SURFACING OFFERS MANY OPTIONS

Wilsonart's Primeline,™ a designer line of tambour and grooved architectural surfacing, is offered in 21 surface choices including high gloss, solid-color laminates, brushed and polished metallics, and woodgrain pattern laminates. **Circle No. 327.**

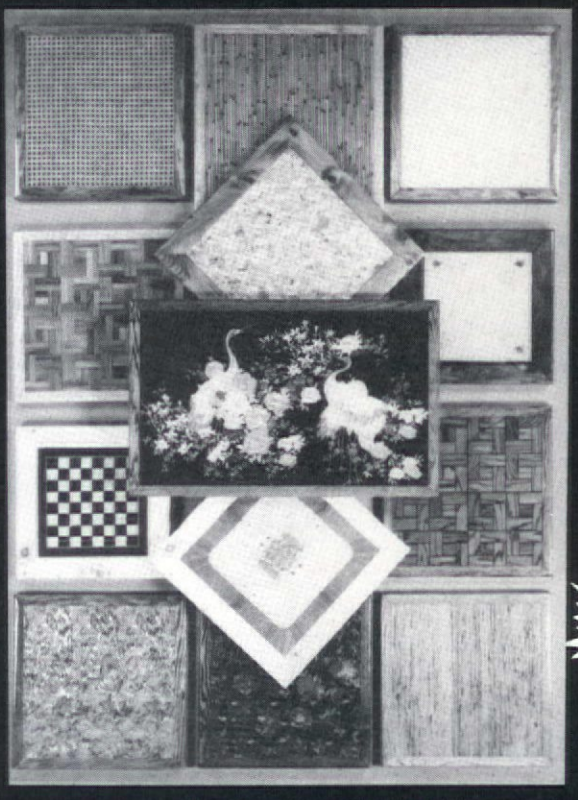


CHAIR COLUMN ADJUSTS PNEUMATICALLY

Designed for high-tech ergonomic office chairs, **Gas Spring Co.'s** Powerise pneumatic chair column features a self-healing system, improved descent control, and exact positioning of the release valve actuator. **Circle No. 324.**

Circle 103 on reader service card

CUSTOM DESIGNED RESINED TOPS FOR...TABLES & BARS



Quality Wood Crafting

Dining and Lounge Interiors

Bars, Tables, Booths

NRA Booth #3064

Harbour House Furniture
737 Canal St. Stamford, CT 06902 (203) 348-6906

Over 100 years of service to the Textile Industry.

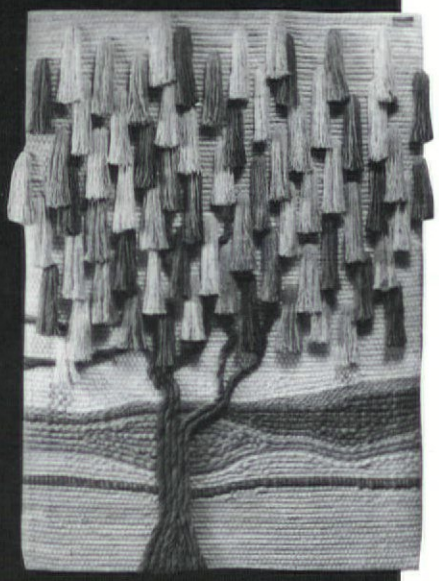
- Care Labeling
- Microscopy
- Flammability
- Construction Analysis
- Physical Testing
- Colorfastness to Light
- Weathering

United States Testing Co.,Inc.
TEXTILE SERVICES DIVISION
1415 Park Ave., Hoboken, N.J. 07030
(201) 792-2400

Circle 104 on reader service card

Circle 105 on reader service card

the look WOVEN SCULPTURE



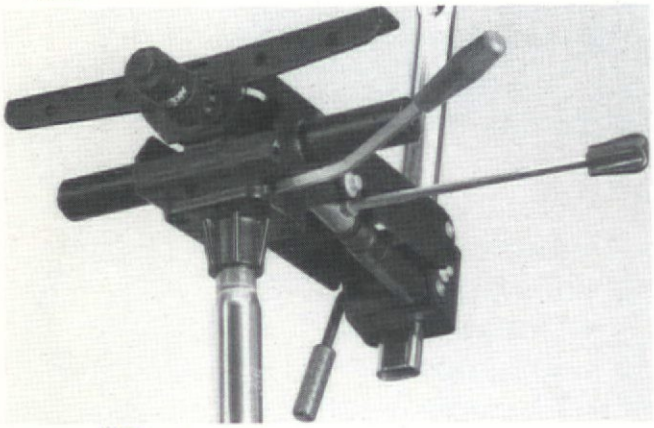
Woven sculptures solve bare wall - large or small - design problems. These gallery quality wall hangings are hand loomed by California artisans. Custom weavings are available in any size or any color.

the place TMA

TED MORRIS & ASSOCIATES, INC.
1933 South Broadway Showroom: 1007 - L.A. Mart
Los Angeles, California 90007 (213) 747-0381

"A THOUSAND YEARS IN THE MAKING"

— the ERGODYNAMIC™ link between seated man and his environment. TORXON™ — in a class by itself.



TORXON, INC. has seat support systems to fit any application — all systems meet BIFMA standards and the January 5, 1984 DIN changes.

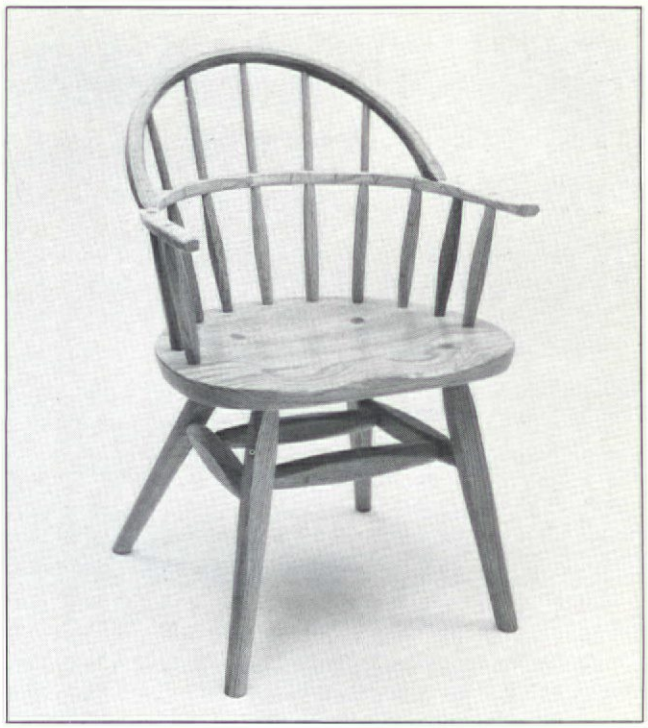
(Pictured above — Task Seating Model T-22)

TORXON, INC.

917 Center Street, (415) 595-5035
San Carlos, California 94070 Telex 278498 SRVCE

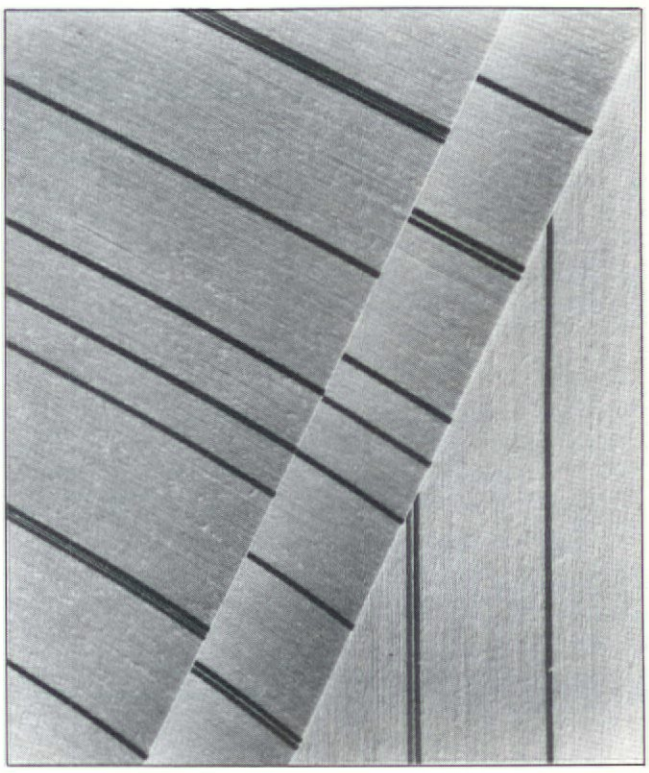
Circle 106 on reader service card

PRODUCTS & SERVICES



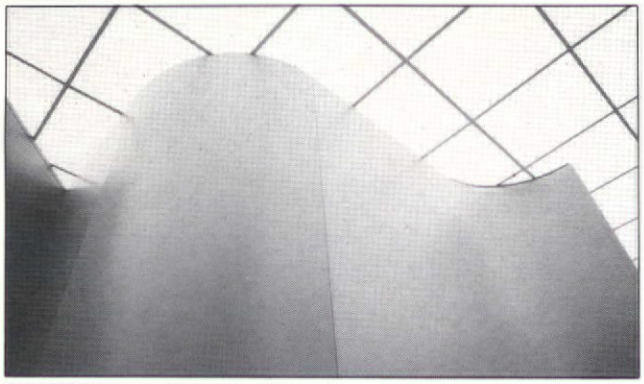
HOOP-BACK CHAIR IS HANDCRAFTED FROM OAK

Hunt Furniture introduces its contemporary hoop-back Windsor chair handcrafted from solid oak. Each joint is wedged or pinned to insure a long life. Product is available in three standard colors. **Circle No. 379.**



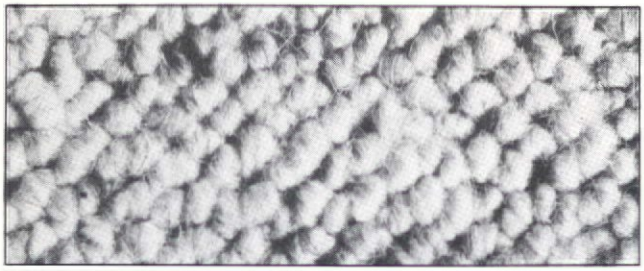
WALLCOVERING FEATURES INSTALLATION FLEXIBILITY

Graphically striped linen wallcovering from **International Linen Promotion Commission** can be installed vertically, horizontally, diagonally, or in chevron patterns for maximum design impact. **Circle No. 329.**



PANEL SYSTEM RESPONDS TO DESIGN WHIMS

Doublewall panel system from **Hauserman** combines flexibility with seamless continuity and steel-like strength. System is available in workstation heights from 30-in. to full-height, and in widths from 30- to 48-in. **Circle No. 330.**



BERBER WOOL AVAILABLE IN DESIGNER COLORS

Weave-Tuft Carpet Corp. introduces 100 percent wool Continental line to its product offerings. Continental is Berber quality, is available in six designer colors, and measures 13-ft. by 2-in. wide. **Circle No. 325.**

CARPET PATTERN CREATES MODERN ATMOSPHERE

"Ranchwood" cut pile carpet pattern from **Philadelphia Carpets** is one of 14 patterns in Cosmopolitan Themes collection. It is made of soil-hiding Enkalon continuous filament and heat-set nylon. **Circle No. 310.**

Circle 107 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.

Mirror Fair
Quality...Elegance...Authenticity...

An outstanding collection of mirror frames individually crafted, all in gold metal leaf and selected color finishes. All pure in design, all true to the period.

MIRROR FAIR 1495 THIRD AVE. • NEW YORK, NY 10028-0007
TEL.: (212) 288-5050
Write for free catalog on company stationery

CONTRACT'S Construction Lead Service

Bringing Specifier/Buyers And Suppliers Together

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

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

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

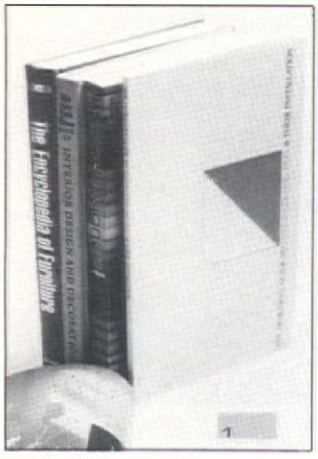
Construction Lead Service ... Another Industry-Wide Service From The All-Contract Magazine.

Contract

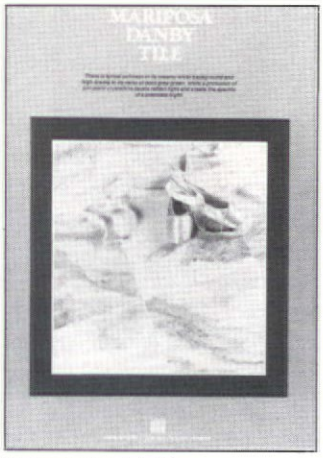
A Gralla Publication
1515 Broadway, New York, N.Y. 10036
212-869-1300

CATALOGS & BROCHURES

"The Designer's Guide to Italian Ceramic Tiles & Their Installation," a 64-page, full-color book from the Italian Tile Center, explains tile types, installation methods, qualities, and recommended uses. The book is available to design professionals at no charge. **Circle No. 300.**



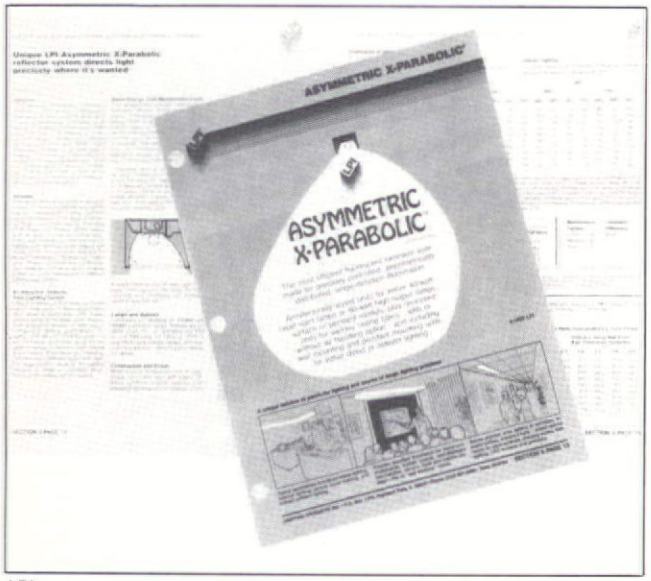
Italian Design Center



Vermont Marble Co.

Vermont Marble Company is offering a full-color series of literature detailing the firm's tile line. A technical brochure is also available. **Circle No. 303.**

Kinetics, a new line of business seating from Kinetics Furniture, is illustrated in a four-page full-color brochure. Close-up photos of furniture parts are included. **Circle No. 307.**



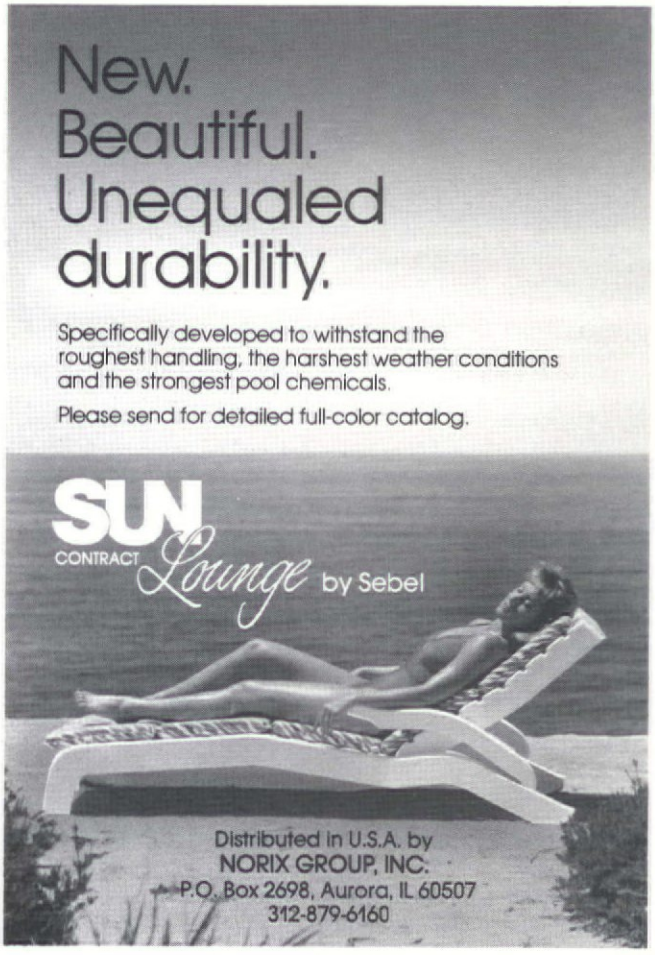
LPI

LPI Inc. offers a brochure containing specification, application, and photometric data on new LPI Asymmetric X-Parabolic fluorescent luminaire series. **Circle No. 376.**

BF Goodrich offers sample brochure of three coordinating patterns in its vinyl wallcovering line. The suede-effect patterns feature additional colors. Products are now available in lighter weights. **Circle No. 377.**

Detailed specifications of stair treads and floorcoverings are provided in an illustrated 12-page brochure from the R.C. Musson Rubber Co. **Circle No. 380.**

Circle 109 on reader service card



Circle 110 on reader service card

CLASSIFIED ADVERTISEMENTS

REPRESENTATIVES WANTED

RATES: A standard classified ad costs $57.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

MISCELLANEOUS

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

One of the nation's leading office furniture manufacturers is seeking representatives for a new contract furniture line to be introduced in the very near future. If you are located in Baltimore, Atlanta, Cleveland, Chicago, Los Angeles or San Francisco, and calling on the Architect/Design Community as well as contract furniture dealers, please send your resume to:

NATIONAL SALES MANAGER
BOX 130
CONTRACT
1515 Broadway
New York, NY 10036

NORTH JERSEY DEALER
Office Furnishings
SALES REPS NEEDED

Design background helpful But not essential. OUR PEOPLE KNOW OF THIS AD. Send resume to Box 132, CONTRACT, 1515 Broadway, New York, NY 10036.

CONTRACT REPS WANTED

National manufacturer of high quality aluminum furniture seeks quality representation to call on designers, specifiers, architects, hotels/motels, corporate accounts. Key territories available. Contact: Gary Frost, Pompeii Casual Furniture, 255 N.W. 25th Street, Miami, FL 33127. (305) 576-3600.

REPRESENTATIVES WANTED

Established company with national advertising exposure seeks reps to handle framed traditional artwork. Current contact with architects, interior designers, domestic and contract accounts helpful. Traditional furniture line desirable. Applicants please send resume, territory covered and lines carried to P.O. Box 373, Zionsville, Indiana 46077.

PLACE YOUR CLASSIFIED AD TODAY!
CALL TOLL-FREE
800-223-6767
IN NYS CALL
212-869-1300

REPS WANTED

Manufacturer of designer oriented office seating is in need of established representatives to handle their line. Send resume and lines currently handled to P.O. Box 131, CONTRACT, 1515 Broadway, New York, NY 10036.

MFG. REPS WANTED

for one piece molded polypropylene stacking/ganging chairs designed for severe abuse indoors/outdoors. Markets include education, mental health, corrections, and restaurants. Send resume to: Norix Group Inc., P.O. Box 2698, Aurora, IL 60507. See our ads pages 96 and 165 in this issue.

National Contract fabric converter is looking for aggressive, self-starting sales persons for the following territories:

a) Georgia, North Carolina, South Carolina
b) Florida and Alabama

Please respond to Box 129, CONTRACT, 1515 Broadway, New York, NY 10036.

THE MARKETPLACE

. . . Where Your Classified Ad reaches over 29,000 industry "pros". . .

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

THE MARKETPLACE offers you an audience of over 29,000 commercial interior architects, designers, furnishers, specifiers, planners and dealers.

DEADLINE: First of the preceding month.

RATES: $57 per column inch (approximately 37 characters to a line. 7 lines per inch). All copy is pub set at no charge. For blind box number, please add $5.00, for each issue.

REGULATIONS: Classified Ads may not be used for extensive product descriptions; customer solicitations; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising.

To place your ad in **THE MARKETPLACE,** just fill out the coupon below, enclose a check for the full amount, and mail to:
Classified Ad Manager
CONTRACT MARKETPLACE
1515 Broadway, New York, N.Y. 10036

Please run the attached ad(s) in the next issue(s)____of CONTRACT. I am enclosing a check for $____.
☐ This includes $5.00 per issue for a blind box number.

Name & Title _____
Organization _____
Address _____
City/State/Zip _____
Phone # _____

Check Heading Under Which Ad is to Appear

☐ **Representatives Wanted**
☐ **Lines Wanted**
☐ **Positions Available**
☐ **For Sale**
☐ **Miscellaneous**
☐ **Business Opportunities**
☐ **Situations Wanted**

REPRESENTATIVES WANTED

National Furniture Mfg. Co. of budget and medium end office chairs seeks experienced reps with a network. NOPA Districts 7,4,5. Good Commission. Send confidential inquiries to E.B.F., POB 917, Conyers, GA 30207. Attn: Don Billups (404) 922-8857.

REPRESENTATIVES WANTED

High caliber representatives wanted to call on office furniture dealers and contract specifiers. Fast growing, high quality line of office and contract seating. Several territories open. Send resume to Quaker Furniture, Inc., P.O. Box 1973, Hickory, NC 28603.

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

Progressive Manufacturer of Contemporary Steel Office Furniture is looking for independent professional representatives. Strong dealer organization is in place. Broad line of files, desks, pedestals and seating. The areas are: North Carolina, South Carolina, Tennessee, Florida, Minnesota, Iowa, Wisconsin, North Dakota, South Dakota, Nebraska, Kansas, Missouri and New York. Reply to Box 135, CONTRACT, 1515 Broadway, New York, NY 10036.

AGGRESSIVELY EXPANDING CONTRACT FABRIC COMPANY NEEDS REPRESENTATION IN THE FOLLOWING CITIES: SEATTLE, PORTLAND, SAN FRANCISCO, SALT LAKE CITY, OMAHA, CHICAGO, AND JACKSON MS. APPLICANTS SEND RESUME AND INFORMATION ON CURRENT LINES CARRIED TO: SALES MANAGER, POST OFFICE DRAWER 52106, ATLANTA, GA 30355.

Growing national manufacturer of quality office furniture specializing in high pressure laminate finishes, with facilities located in Baltimore and in Seattle, is currently seeking experienced and well established reps for open territories to call on A & D community, dealers and corporate accounts. Send resume to: Joseph Flutka, Laminates Unlimited Inc., 2720 Sisson St., Baltimore, MD 21221, or call (800) 638-4111.

HELP WANTED

DIRECTOR OF INTERIOR DESIGN

Washington D.C. office of international A/E firm seeks a highly qualified and experienced interior designer to head department. Thoroughly familiar with programming, space planning, interior design and detailing on commercial projects. Minimum 5 years experience on interior design for commercial and corporate clients. Projects and personnel management, and marketing experience required. Please send confidential resume and salary history to: Box 134, CONTRACT, 1515 Broadway, New York, NY 10036.

An Equal Opportunity Employer

EXPERIENCED IN SYSTEM SALES?

Potential unlimited for responsible, enthusiastic person with "hands on" experience in System Sales. Must be able to manage all aspects of new company. East Coast company with long experience in sales, now in Systems Market. Excellent compensation package. Send resume to: TEKNION, INC., Box 367, Maple Shade, NJ 08052.

Contract Furniture Sales Professionals Needed

Major St. Louis retailer seeking experienced professionals to join the rapidly growing Commercial Interiors Division. A minimum of 3 years outside contract furniture sales experience required. $40-$50K commission potential expected first year. Qualified candidates should forward their credentials to:

Manager, Executive Recruitment
Famous Barr Company
601 Olive
St. Louis, Missouri 63101

An Equal Opportunity Employer

SALES MANAGER

Office chair mfg. desires experienced growth oriented Sales Manager willing to travel and keep in constant touch with our reps. Must have excellent marketing skills and proven sales track record. Box 123, CONTRACT, 1515 Broadway, New York, NY 10036.

CLOSEOUT

LIQUIDATION BARGAIN SAVE 70% on DECORATOR PLANTERS. Self-watering design prevents over or under watering. Cuts plant replacement and maintenance time. Moveable on recessed coasters. Rigid polyurethane. Mat Finish. Raintable. Height and Diameter 10"×14", 15"×20". A.M. Cogossi, Buckhorn, PO Box 689, Columbus, Ohio 43216-0689.

THE FURNITURE AGENCY INC.
We have job opportunities for all levels of management, supervision and sales in Contract Furniture and related industries. All costs paid by client company. Applicant and client company inquiries invited. P.O. Box 53, High Point, NC 27261 (919) 885-2095.

Designers-
Office Furniture

100-year old manufacturer of quality institutional and custom wood furniture is interested in contracting with Designer or Design Firm to develop lines of wood office desks and office furniture.

We operate our own hard wood saw mill and drying kilns for over 250,000 board feet of lumber, plus factory and warehouse space to expand our production as required.

Please reply with proposal or request additional information: Box 127, CONTRACT, 1515 Broadway, New York, N.Y., 10036.

DIRECTOR OF SALES/MARKETING

Our client, a major office systems manufacturer seeks an aggressive, sales and marketing manager with experience in developing marketing strategies, designing new products and directing a national sales force. Open due to promotion. This multi-divisional corporation offers excellent opportunity for the right individual with strong management and organizational skills. Contact in confidence: YVONNE CRAWFORD, COOK ASSOCIATES, INC., 35 East Wacker Drive, Chicago, IL 60601. 312/263-1119.

SITUATIONS WANTED

INTERIOR DESIGNER: As a complete professional w/senior status experience, all facets fine Commercial, Institutional, Residential, I desire assoc. w/estab. Interior-Arch. Design firm. Geo. loc. not a factor. Comprehensive resume avail. Reply Box 133, CONTRACT, 1515 Broadway, New York, NY 10036.

Looking For A New Position? Inquire About Our SPECIAL Rates For SITUATIONS WANTED ADS

ADVERTISING DIRECTORY

For more information on advertisers in this issue, circle corresponding reader service numbers.

ADVERTISER	PAGE
A.E. Systems *(Circle No. 86)*	147
Acme Visible Records *(Circle No. 73)*	95
Alba Industries *(Circle No. 77)*	135
All Steel Inc. *(Circle No. 14)*	18
Allied Corp. *(Circle No. 9)*	11
Alma Plastics *(Circle No. 92)*	154
Amcoa *(Circle No. 12)*	14
American of Martinsville *(Circle No. 32)*	42
Amoco Fabrics Co./Fibers & Yarn Div. *(Circle No. 3)*	2
Amoco Fabrics Co./Patchogue Plymouth *(Circle No. 39)*	53
Architectural Paneling *(Circle No. 109)*	165
Armstar (A Division of Armstrong World Industries) *(Circle No. 35)*	48
Armstrong World Industries *(Circle No. 7)*	8-9
Atelier Int'l Ltd. *(Circle No. 22)*	30-31
B.M.G. Framed Graphics *(Circle No. 23)*	32
Basta Sole *(Circle No. 101)*	160
Bigelow-Sanford Co. *(Circle No. 29)*	39
John Boos & Company *(Circle No. 87)*	140
Bradley Lamps *(Circle No. 99)*	159
Brayton International *(Circle No. 18)*	25
Brown Jordan Co. *(Circle No. 31)*	41
Brunschwig & Fils *(Circle No. 10)*	12
Burlington Glass Fabrics Co. *(Circle No. 78)*	136
CHF Industries *(Circle No. 19)*	26
Carnegie Fabrics *(Circle No. 37)*	50
Cervitor Kitchens Inc. *(Circle No. 100)*	159
Columbus Coated Fabrics *(Circle No. 21)*	28-29
Computer-Aided Space Design & Management Conference *(Circle No. 91)*	153
*Concept Furnishings Inc. *(Circle No. 50)*	64A-H
Cumberland Woodcraft Co. *(Circle No. 68)*	90
Custom Resource Inc. *(Circle No. 48)*	64
DC/DC *(Circle No. 1)*	Cov. II
Danjell Creations *(Circle No. 63)*	85
Deena Products *(Circle No. 96)*	157
Dependable Furniture	82
Design Tex *(Circle No. 33)*	43
Dow Corning Corporation *(Circle No. 30)*	40
DuPont (Antron Carpets) *(Circle No. 34)*	46-47
Est Co. Inc. *(Circle No. 49)*	64
Ebenreiter Woodworking (Ebco) *(Circle No. 97)*	157
Eurotex *(Circle No. 47)*	64
Fixtures Furniture	22
Formica Corp. *(Circle No. 76)*	17
Fupoflex *(Circle No. 38)*	52
GTR Wallcoverings *(Circle No. 57)*	78
Gardisette U.S.A. *(Circle No. 17)*	24
Gildesigns *(Circle No. 98)*	158
B.F. Goodrich Co. *(Circle No. 41)*	56
Gordon International *(Circle No. 2)*	1
Gulistan Carpet/Div. of J.P. Stevens *(Circle No. 46)*	62-63
Harbinger Carpets *(Circle No. 42)*	57
Harbour House *(Circle No. 103)*	161
S. Harris Fabrics *(Circle No. 44)*	59
Hercules Inc. *(Circle No. 16)*	21
Home & Castle Inc. *(Circle No. 59)*	81

ADVERTISER	PAGE
Howe Furniture Corp. *(Circle No. 43)*	58
International Trade Center UNCTAD/GATT *(Circle No. 90)*	152
J&J Industries Inc. *(Circle No. 56)*	74-75
Kiesling-Hess Finishing Co. *(Circle No. 75)*	134
King Refrigerator Corp. *(Circle No. 84)*	144
Koch & Lowy *(Circle No. 45)*	60
Kofabco *(Circle No. 62)*	84
L&B Products *(Circle No. 107)*	163
Lawrence Metal Prods. Inc. *(Circle No. 66)*	88
Lees Carpet *(Circle No. 6)*	6
Lee/Jofa Fabrics *(Circle No. 40)*	54
Lehigh-Leopold *(Circle No. 112)*	Cov. IV
Levolor Lorentzen Inc. *(Circle No. 111)*	Cov. III
Lewittes Furniture *(Circle No. 89)*	151
Louverdrape Inc. *(Circle No. 67)*	89
MTS Seating *(Circle No. 15)*	73
Marsh Chalkboard Company *(Circle No. 95)*	157
Merchandise Mart *(Circle No. 36)*	49
Milliken Carpet Co. *(Circle No. 20)*	27
Molla Inc. *(Circle No. 8)*	10
Ted Morris Assoc. *(Circle No. 105)*	162
Nevins Worldwide *(Circle No. 11)*	13
Norix Group Inc. *(Circle No. 74, 110)*	96,165
Office Specialty Ltd. *(Circle No. 52)*	68-69
OGGO/Loewenstein *(Circle No. 69)*	91
Panel Concepts Inc. *(Circle No. 24)*	33
Pawling Rubber *(Circle No. 72)*	94
Permagrain Products *(Circle No. 53)*	70
Pioneer Plastics *(Circle No. 81)*	37
Polyplastic Forms Inc. *(Circle No. 102)*	160
Rose • Johnson Inc. *(Circle No. 58)*	79
Rossville Mills *(Circle No. 80)*	138
Sealy Inc. *(Circle No. 94)*	155
Shelby Williams Inds. Inc. *(Circle No. 55)*	20
Ship 'N Out *(Circle No. 93)*	154
Smith and Watson *(Circle No. 83)*	143
Smokador *(Circle No. 113)*	87
Sofa & Chairs *(Circle No. 114)*	93
Spancraft *(Circle No. 85)*	36
Spanjer Brothers Inc. *(Circle No. 4)*	4
Thybony Wallcoverings *(Circle No. 70)*	92
Torxon Seating Division *(Circle No. 106)*	162
Trendway *(Circle No. 82)*	141
Tropitone Furniture Co. Inc. *(Circle No. 79)*	137
Typhoon Intl. Corp. *(Circle No. 25)*	34
U.S. Testing Co. *(Circle No. 104)*	161
Uniroyal Inc. Coated Fabrics *(Circle No. 64)*	86
Valley Forge Fabrics *(Circle No. 26)*	35
Wall Pride International *(Circle No. 13)*	16
Wallcoverings *(Circle No. 28)*	38
Waterford *(Circle No. 5)*	5
*Western Merchandise Mart *(Circle No. 88)*	150
Westin-Nielsen *(Circle No. 54)*	71
S.R. Wood *(Circle No. 61)*	83
Wright Line *(Circle No. 51)*	65

*Western Regional