Color blossoms in healthcare  ■ New design boosts hospital revenues  ■ 60 healthcare designers  ■ Fire retardant products  ■ West Week  ■ Window treatments
SEVEN DAYS

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You do.

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Syllables is a collection of highly decorative, in-relief, acoustical ceiling systems. Each one contains various, distinctly different panel designs.

Arrange these panels any way you choose to create your own ceiling design. Despite its intricate look, a Syllables ceiling requires no extensive design time. And it’s available for immediate delivery.

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Circle 2 on reader service card
Serif Collection by Baker Furniture.
The simple elegance of this executive office furniture, designed by William Sklaroff, is a departure in transitional design. It is both contemporary and traditional. The collection is available in multiple configurations appropriate for the executive office. For more information on corporate design and custom projects and all the Baker Executive Office Collections, write or visit our national Contract showroom, Suite 917, The Merchandise Mart, Chicago, Illinois 60654. Phone (312) 329-9410. Or contact any of our showrooms listed below.

Showrooms in Atlanta, Chicago, Cleveland, Dallas, High Point, Houston, Los Angeles, Miami, New York, Philadelphia, San Francisco, Seattle, Troy and Washington D.C.

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March: Office Furniture Design Issue examines this major market segment with state-of-the-art installations and latest introductions of office furnishings. Get valuable information from two resources: Furniture Component and Hardware Source Guide and Moveable Heavy Duty Filing and Retrieval Systems Directory. Issue has a bonus circulation to 2,000 Canadian architects and designers.

April: Executive Buyer Edition/Restaurants profiles leading design firms specializing in this market and features the latest installations of top restaurant planners. Supplementing coverage are a product section on restaurant furnishings, Directory to Wallcovering/Surfacing Materials, and Art & Graphics Product Review. Look for preview of the National Restaurant Show in this issue which has bonus circulation to 5,000 owner/managers of restaurants and clubs.

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designed by Charles Gibilterra

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Circle 5 on reader service card
Our February healthcare issue launches a new feature—Healthcare Specialists—which lists firms experienced in designing for this competitive commercial interiors market. CONTRACT will continue its Specialists reports throughout the year for the markets of restaurant design (April), hotel design (October), and store planning (December). Surveys will be conducted in-house by our own research department and will reflect a wide range of firm size, experience, and geographic location.

For remaining surveys in '86, and updates planned for next year, readers are invited to submit relevant data on design firm activity. Listings are planned to be a useful resource, taking the pulse of important firms active in specialized market areas. Data will be compiled up to two months prior to publication. We look forward to your participation.

In addition to these new Industry surveys, CONTRACT is pleased to announce the addition of two other features, one of which is about the "home office." Our first Designing The Home Office column was initiated last month with coverage of product lines targeted by prominent manufacturers for the home as well as the commercial environment.

With predictions that workers will increasingly combine work-at-home with office-based tasks, strong implications exist for the commercial interior designer and manufacturer. We will follow both new product and new design for such environments.

Finally, our CEO Office feature, planned for March, will present the personal workstyles and tastes of leading executives in the business world. As with our other new features, reader submissions are encouraged to make this exciting CEO focus a reflection of current market trends.

Roberta Walton

Executive Editor
In the electronic office, human beings work at computer pace. For them, sitting down is anything but sitting still.

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The Office Environment Company

Circle 6 on reader service card
Picking up the pieces

Dear Editor: Just a note of thanks for picking up on our Bigelow showroom in your October issue. I know of no book better suited than CONTRACT to communicate Bigelow's message to the marketplace. Again, many thanks.

RANDALL PAKULA
Bryant Inc.
New York, N.Y.

Music to the ears

Dear Editor: We just received our November issue of CONTRACT. What a nice prelude to the holiday season! The article on Johnson Bromberg & Leeds conveyed the elegance and character of the space and really brought attention to our Dallas office. The tone of the article was quite musical and fluid, making it enjoyable to read.

Additionally, we appreciate the chance to be quoted in such a highly read magazine as CONTRACT, and you are to be commended for doing a quality job on the article, "Space vs. Technology in Today's Law Firms."

JULIETTE LAM
Neville Lewis
New York, N.Y.

High-tech delight

Dear Editor: Thank you for forwarding the November issue of CONTRACT, featuring Covidea's Jericho, N.Y. facility. We were delighted by the article and thought you did a terrific review of the project.

BIRCH COFFEY
The HOK Interiors Group
New York, N.Y.

DAC raises $12,000 for Liberty

Dear Editor: The evening of September 10 was a brilliant one, and I thank you as an Honorary Committee Member, on behalf of the Decorative Arts Center (DAC), for your support. Due to our combined efforts, a contribution of $12,000 has been forwarded to the Statue of Liberty/Ellis Island Foundation Inc. for use towards the restoration and renovation of the Statue of Liberty and Ellis Island Museum.

EDITH SIROTO
Public Relations Consultant
Decorative Arts Council
New York, N.Y.

Getting into the A.C.T.

Dear Editor: On behalf of the Association for Contract Textiles (A.C.T.), I wish to express our thanks and gratitude for the informative and timely editorial that appeared in CONTRACT'S November business column. Not only have you accurately portrayed our organization's aims and goals, but your focus on the pending protectionist trade legislation helps to keep this important matter of concern in perspective. We greatly appreciate your support.

RICHARD L. WAGNER
Association for Contract Textiles Inc.
New York, N.Y.

Name pleasers

Dear Editor: We are pleased that Gretchen Bellinger Inc. was included in the December 1985 Color Line on color nomenclature. You have our compliments on an interesting and enlightening article.

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New York, N.Y.

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Kasparians

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Furniture
"We’ll start at The Mart."

Some come to furnish new offices. Others to adapt existing facilities to today’s electronic technology. Whatever the reason, busy executives are no strangers to The Merchandise Mart in Chicago. After all, The Mart does house the world’s largest selection of contract furnishings and accessories. Which makes it a very efficient source of design solutions. On any business day, for any kind of project, The Mart can help furnish your best ideas. For more information on The Mart and its showrooms, please call (312) 527-4141 and ask for Buyer’s Service.
First RHIDEC show, April 2-4, Expocenter/Chicago, is devoted solely to hospitality design

Chicago—The first Restaurant/Hotel International Design Exposition and Conference (RHIDEC) will be held April 2-4 at the Expocenter/Chicago. Produced by National Expositions Co. (organizers of Lighting World) and The Merchandise Mart Properties, the event is significant in that it is the only show that focuses solely on “front of the house” design aspects of restaurant and hotel installations.

This means that seminars and exhibits are geared specifically for designers, architects, and executives with purchasing responsibility for hotel/motel and restaurant chains or independent projects. Over 150 manufacturers of furniture, artwork, china, silver, floor and wall covering, fabrics, napery, uniforms, lighting, and signage will display their latest products and services in the exhibit hall located directly across the street from The Merchandise Mart.

Of special note
A design-oriented tour of the newly renovated Chicago Hilton & Towers on Michigan Avenue led by Frank Mingis, senior project designer, will be held in conjunction with an industry reception at the same hotel on Wednesday, April 2, starting at 6:30 p.m. Cost for the reception is $20 per person. Juergen Bartels, president, Carlson Hospitality Group, will give the keynote address at the New Directions breakfast on Thursday, April 3, starting at 8:30 a.m. "Design & Business Details that Spell the Difference Between Profit and Loss in Hospitality Design." Speaker: Guy Ramsey, vice president, Integrated Design Associates.

Directions breakfast on Thursday from 8:30-10 a.m.

Also of interest is the Intercontinental Hotel Corporation’s plan to unveil a new state-of-the-art fire-safe hotel room in a spectacular display on the RHIDEC exhibit floor. The room will feature a variety of products intended to create a beautifully crafted, functionally fire-proof hotel room unit. Participating manufacturers include: Automatic Sprinkler Co., Shelby Williams, Milliken, CHF, Inc., and Owens/Corning.

Hotel/travel packages
United and Delta are the co-official airlines of RHIDEC. Up to 70 percent discounts are available if tickets are purchased 30 days in advance, with some restrictions. Call or refer travel agents to these toll-free numbers: United, 800/521-4041 and use Merchandise Mart Account 645K; or Delta, 800/241-6760 and ask for Convention Desk and mention The Merchandise Mart Bureau, % RHIDEC, Suite 470, Chicago, IL 60654; 312/527-1942 for more information.

Seminar schedule
Wednesday, April 2
9-10:30 a.m.

11-12:30 a.m.
"Choosing & Specifying Art and Artifacts for Hotel & Restaurant Projects." Speakers: Audrey Brown, consultant and director of the 18th Street Gallery, Santa Monica, Calif., and Susan Kay, consultant and assistant director of the 18th Street Gallery.

2:30-4 p.m.

6:30 p.m.

Thursday, April 3
8:30-10 a.m.
New Directions breakfast. Keynote: Juergen Bartles, president, Carlson Hospitality Group.

10:30-12 noon

1:30-2:30 p.m.
"Fashion & Career Apparel in the Hospitality Industry." Speaker: Diane Zebell, fashion design consultant to Angelica Uniform Company.

3-4 p.m.
"Hotel Restaurants as Profit Centers." Speaker: Dick Penner, associate professor, School of Hotel Administration, Cornell University.

4:30-6 p.m.
"Human Response to Color: (Continued on p. 22)
Anso IV® nylon.
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*See Warranty label for details.
CONTRACT NEWS

RHIDFC premiere
(Continued from p. 15)

Psychographics, Demographics & Hidden Meanings.”
Speaker: Carlton Wagner, executive director, Wagner Center for Color Research.

Friday, April 4
10:30-11:30 a.m.
“Designing the Catering Facility.” Speaker: Richard M. Bellamy, AIA, president, I.M.L.

1:30-3 p.m.
“Designing the Top of the Table.” Speaker: Stan Campion, Stan Campion Associates.

Fees for the conference are $5 for exhibits only; $150 for seminars and exhibits; or $20 per seminar, including exhibits. For more information, contact National Expositions Co., Inc., 49 West 38th Street, Suite 12A, New York, NY 10018; 212/391-9111.

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Exhibit hours are 10 a.m.-6 p.m. on Wednesday, 10 a.m.-8 p.m. on Thursday and 10 a.m.-5 p.m. on Friday.

Speakers

Bartels

Ramsey

Nuckolls

Brown

Mingis

“Designed for laughter” by Michael Saphier
FOR CONTRACT MAGAZINE

"The planners suggest two aspirin for each of us before we look at the plans and costs for our new Outpatient Health Center."
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CONTRACT NEWS

ASID expo sales soar for '86 convention

New York—Already one-half of all available space has been contracted for the International Exposition of Designer Sources, which will be held in conjunction with ASID’s national conference, “The Challenges of Change,” July 16-19 in Los Angeles.

The site of this year’s expo is the Century Plaza Hotel, where conference committee members have planned for a variety of booth configurations to meet the needs of potential exhibitors. In addition, hospitality and parlor suites have been set aside for exhibitor’s special events or sales presentations.

Conference planners have designated Thursday, July 17, as Industry Day and have scheduled educational programs in six meeting rooms surrounding the expo sales floor. Topics currently under consideration focus on upholstery techniques and quality standards; casegoods information; lacquer techniques; use and applications of textiles; and creating health design relative to new products. ASID’s annual “Salute to Industry” will take place that evening at Universal Studios.

Bronze armillary spheres accent Johnson building in NYC

New York—Four large bronze armillary spheres handcrafted by the Rambusch Studios were commissioned by Philip Johnson for the arcade of 2 Federal Reserve Plaza, a new building he designed in the Wall Street area of New York City.

Composed of a series of interlocking bronze rings with a ball in the center, an armillary sphere is a 17th Century astronomical device used for explaining that the earth is the center of the universe.

DCOTA signs five additional showrooms

Dania, Fla.—The newly opened Design Center of the Americas (DCOTA) in Dania, Fla. has added five new showrooms to its roster, bringing the total to 56. Design-Tex Fabrics, Renaissance Gallery Antiques, Oriental Rug Center, Frederic Williams Interiors, and Fire and Stone have all begun construction in the DCOTA and expect to be ready for business by February.

At least 30 showrooms planned to be open for the Grand Gala celebration on January 25, including Baker, Knapp & Tubbs; Brunschwig & Filz; Boris Kroll; Schumacher/Waverly; Maharam; The Pace Collection; Seabrook Wallcoverings; Nicoletti Italia; and Camilo Office Furniture.

Franco Scalamandre family honored

Mrs. Flora Scalamandre, co-founder of Scalamandre Silks (left), her grandson, Edwin Ward Bitter II, vice president, Scalamandre Silks (middle); and her daughter, Adriana Scalamandre Bitter, president, Products Division, Scalamandre Silks (right), look at a proclamation honoring Franco Scalamandre and his family. The event honoring three generations of the Scalamandre-Bitter family took place recently at a Queens Museum benefit that included a special exhibit titled, “Tracing Historical Visions Through the Art of Franco Scalamandre.”

BASF restructures N.A. operations; acquires American Enka

Williamsburg, Va.—In an effort to streamline management of its expanded operations in North America, BASF has combined all its activities into a new company called BASF Corporation. Its major components will be BASF Chemicals, BASF Fibers, BASF Inmont, and BASF Information Systems.

Dr. Juergen F. Strube, former president of BASF America Corporation is now chairman and president of BASF Corporation. Edwin L. Stenzel, former president of BASF Wyandotte Corporation is now president of BASF Chemicals and executive vice president of BASF Corporation.

BASF Fibers was formed as a result of Badische Corporation’s acquisition of American Enka in December. Dr. Hans H. Kopper, formerly president of Badische, is now president of BASF Fibers and executive vice president of BASF Corp.

Says Kopper, “We are pleased that the consummation of this acquisition has been completed following successful negotiations with American Enka and government approval of the action. Now we can get on with the business at hand, that is providing high quality fiber and yarn products to our customers throughout North America.”

CONTRACT/February 1986
"It was really an easy choice to make. Sure, we had practical things to consider. The furniture we bought had to be high quality. Shaw-Walker's 87 years of experience saw to that. We needed furniture that helped us work better, more productively. The full line of products in the Woodwind Collection gave us everything we needed. And its design compatibility with Tempo 3 Radius Office Systems, computer support furniture, and ExpandDesk Radius increased the ways we could apply it. But in the end it was Woodwind's beauty that won us over. "You see, we've been in business for a short time, but we've doubled in size each of the last five years. We needed furniture that would give us a new image, bring the way we look as a company in line with the way we've been performing. Woodwind did that for us. "The way they hand-select oak and mahogany veneers and finish them so carefully to bring out the wood's natural beauty; the center drawer with strong tongue-and-groove construction and wood pencil tray; the hardwood moldings on desk tops to reduce wear. When we added these up we got contemporary furniture that was beautiful and sensible. And when you think about it, buying furniture because it looks good and reflects the kind of company you are is a pretty practical idea after all."

For more information on the Woodwind Collection, write Shaw/Walker, P.O. Box 209, Muskegon, MI 49443.

SHAW WALKER

Circle 14 on reader service card
Panel Concepts
We deliver

That’s not a limited commitment.
It’s a long-standing tradition.
To most open office systems manufacturers, short delivery times are a tall order. But at Panel Concepts, 4 to 8 weeks—half the industry average—is our standard lead time. It’s a delivery commitment you can bank on. And for extra fast service, there’s TURNAROUND 5™—our unique quick-delivery program which ships our most popular SYSTEM 2PLUS™ products in only five working days.
makes no empty promises. in 4 to 8 weeks.

Let us show you how easy it is to go from floorplan to open plan in only 4 to 8 weeks. For complete information on SYSTEM 2PLUS™ and our fast delivery programs, call toll free 1-800-854-6919 (in California 1-800-422-2101). Or write Panel Concepts, Inc., P.O. Box C-25100, Santa Ana, California 92799-5100.

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New assignments: Asbury Park, N.J. faces redevelopment

A master plan for redeveloping the central business district in Asbury Park, N.J. was prepared by Swanke Hayden Connell Architects, New York, for DYLM Enterprises. The master plan calls for a mixed-use development and consists of a 500,000-sq.-ft. building program in three construction phases. Jung/Brannen Associates is developing a plan for major renovations to the Aetna Life & Casualty home office complex, Hartford, Conn. A new municipal center for Belleville, N.J. is being designed by architectural firm Herbert Beckhard Frank Richlan and Associates. In Miami Beach, Fla., Robison and Associates is providing interior architecture services for a 9,000-sq.-ft. renovation at the Doral Hotel On-the-Ocean. Wilkins-Riedmann and Associates Inc. was awarded a design contract for expansion of computer facilities at The Federal Reserve Bank of St. Louis. Hollywood, Fla.-based Auer/Nichols and Associates is providing tenant space planning services and architectural, mechanical, and electrical engineering requirements for a 156,000-sq.-ft. Mercedes City Center in downtown Ft. Lauderdale. ICM Corporation commissioned JHP Designs Ltd. to renovate its 10,500-sq.-ft. headquarters in New York City. The Westchester/Mid-Hudson Chapter of the American Institute of Architects honored the Saratoga Springs City Center and Hotel, Saratoga Springs, N.Y., with a 1985 Award for Design Excellence. The project was designed by Planned Expansion Group, White Plains, N.Y. Interspace Inc. is redesigning upper level floors of 5 Penn Center for The Prudential Realty Group. The project is part of a $10 million architectural improvements plan for the 700,000-sq.-ft. office building. Rozar Inc., San Antonio, Tex., has nearly completed renovation of the local Broadway Theatre. The building reflects the Art Deco period. Health Care Planners and Designers, a division of Professional Interiors Ltd., St. Louis, was awarded the interior design contract for an addition to St. Anthony's Medical Center. The facility will house the hospital's new Magnetic Resonance Imaging/CAT Scan Unit. John Wolcott Associates, Los Angeles, is responsible for the design of CIGNA Healthplans of California's 100,000-sq.-ft. Glendale headquarters.

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Expansions: The Wool Bureau gets more space in Atlanta mart

The Wool Bureau is leasing additional space in the newly expanded Atlanta Merchandise Mart for an interior textiles design studio. A 50,000-sq.-ft. seating plant with on-site capability for significant expansion is being planned for American Seating in Winchester, Tenn. Regional offices for NICO, an interior construction management and consulting firm, have been established at 421 King St., Alexandria, Va. As part of an operations expansion program, Howe Furniture Corp. is transferring its corporate offices from New York City to Connecticut; establishing a showroom in Long Island City, N.Y.; and opening a design facility in Norwalk, Conn. AllianceWall Corp. opened a 9,500-sq.-ft. corporate office facility, Atlanta. A hard hat disco was part of the festivities during a groundbreaking for second-phase construction on the Miami Inter Design Centre, Miami. Haworth Office Systems Ltd., a subsidiary of Haworth Inc., demonstrated its commitment to the Canadian design industry by expanding its Mississauga-based manufacturing facility to 38,000 sq. ft. Another manufacturer, Hoboken Wood Floors, is adding 13,000 sq. ft. to its warehouse in East Rutherford, N.J. Hercules Inc. is expanding production facilities for Nouvelle BCF olefin carpet yarns at its Oxford, Ga. fiber plant. Interplan Practice Ltd. is located in larger office facilities in Oakbrook, Ill. San Francisco-based Rasmussen Ingle Anderson Architects and Engineers moved to a 13,700-sq.-ft. office at 310 Townsend. Also moving into larger facilities is Architel Systems. The firm's new headquarters is located at 920 Broadway, New York, N.Y.

DIFFA benefits from warehouse sales

New York—Five manufacturers who held warehouse sales as fundraisers for the Design and Interior Furnishings Foundation for AIDS (DIFFA) have donated $30,000 to that group. The money represents 25 percent of proceeds collected by Donghia Inc., Groundworks, Karl Mann Assoc. Inc., Rosecore, and Stendig Inc. To date, DIFFA has raised more than $150,000. The money is given to such New York City-based organizations as Gay Men's Health Crisis, AIDS Resource Center, and AIDS Medical Foundation, as well as to similar groups in other cities.

"It is rewarding to see more and more manufacturers initiate projects which help to raise money for AIDS research and to assist those who have the disease," says Larry Pond, vice president, marketing, Stendig and DIFFA chairman. "The industry-wide efforts are beginning to snowball as all sectors of the interior design community donate their creativity, time, resources, and money."
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Who reps what: Acme Visible Records named distributor for IBM Supply

Acme Visible Records, Crozet, Va., was appointed authorized dealer for IBM Supply Products. Acme Visible manufactures and supplies data storage and retrieval systems, computer support furniture, plus visible products and software programs for maintenance management . . . European Interiors recently opened a showroom in the New York Design Center. The company represents Artemide's lighting products, the Einichung line of furniture by Rosenthal, lacquer interior doors for Lualdi of Italy, leather sofas and chairs for Poltrona Frau, plus lacquer and wood wall units for Casaform . . . Randal Contract, Dallas, represents Vescom Inc. in Texas and Oklahoma; Wallquest, King of Prussia, represents the firm in eastern Pennsylvania, southern New Jersey, and Delaware . . . HSF Contract represents American Institute of Architects' (AIA) top honor, the Gold Medal, during the AIA national convention in June, San Antonio. The 61-year-old architect is the 46th Gold Medal recipient.

In his nomination, Erickson was cited for “distinguished architectural accomplishments over the past 25 years” and for “his creative imagination to build constructively toward the profession's future.”

Says an AIA spokesperson, “Erickson’s brilliant designs have put Canada on the world architecture scene and have transformed Vancouver into an urban showcase.”

Among his achievements, Erickson designed the proposed Canadian Embassy in Washington, D.C. as well as Lethbridge University, Alberta; MacMillan Bloedel Building, Vancouver; Roy Thomson Hall, Toronto; Smith House, Vancouver; Bank of Canada headquarters, Ottawa; San Diego Convention Center, San Diego, Calif.; California Plaza, Los Angeles. He also designed Napp Laboratories in Cambridge, England.

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Canadian architect wins Gold Medal

Washington, D.C.—Internationally acclaimed architect Arthur Erickson, Hon. FAIA, Vancouver, B.C., will receive The Skagen Chairs by R-Way.
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American Institute of Architects’ (AIA) top honor, the Gold Medal, during the AIA national convention in June, San Antonio. The 61-year-old architect is the 46th Gold Medal recipient.

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Charles Eames named designer of century

Washington, D.C.—Innovative furniture designs for offices, schools, airports, and other public spaces have become synonymous with the name Charles Eames, and it is for Eames’ influence on working designers that he was named “Most Influential Designer of the 20th Century” by attendees to Worldesign ’85, an industrial design conference.

Eames, who died in 1978, won the award by a vote of more than 2,300 participants. Ray Eames, his widow and former partner, accepted the honor which cited the designer for changing “the way people store things, sit, build, play, communicate, teach, learn, and think.”

Of his many designs, Eames is perhaps best known for the Eames Lounge Chair and Ottoman, on permanent display in the Museum of Modern Art, New York; the Time-Life Lobby Chair; and Eames Tandem Seating, widely used in major airports, terminals, and lobbies around the world. All of these products are manufactured by Herman Miller.

"Nearly everyone has sat in a chair designed or influenced by Eames," says John Berry, director of corporate communications, Herman Miller. "This proclamation of international admiration for the artistic ingenuity, superior craftsmanship, and universal appeal of Charles Eames’ work reflects the depth of his contributions to designers everywhere."

Acquisitions: Canam Manac Group to buy Nightingale

The Canam Manac Group Inc. of Canada has entered into an agreement in principle to acquire the assets of Nightingale Inds. Ltd. and of its two subsidiaries, Nightingale Interloc and Nightingale Saro. The venture will occur via Canam Manac’s subsidiary, Biltrite Furniture Ltd., with Biltrite to become known as Biltrite/Nightingale Inc. Annual sales for the new subsidiary, a maker of office systems, casegoods, and seating, are expected to exceed $75 million.
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Circle 24 on reader service card
Projector table adjusts for users

Adjustable overhead projector table is designed for stand-up or sit-down applications. From Bretford Mfg. Inc., table has an adjustable worksurface, ranging from 27- to 41-in.-high in 2-in. increments, and an adjustable platform ranging from 6- to 10-in. in 1-in. increments. The projector well accepts any overhead projector. Circle No. 362.

Workstations revolve around central core

Workstations are arranged around a central command core, and privacy panels are located between stations in the "Satellite Computer Center" from Datum Filing Systems Inc. A typical installation reduces square footage requirements by 33 percent. A selection of panel-hung accessories is available, including cabinets, shelving, and task lighting. An airflow system that helps eliminate excess computer heat is also offered. Circle No. 363.

Window systems can be controlled by a single switch

Somfy Systems Inc. has added a plug-in feature to its line of motorized window systems. The plug-in option can be installed in one visit, with little or no wiring work required. In most cases, the user plugs the connector into any standard wall outlet. The installed motor and cord are completely hidden from view, and the user now has push-button control over a greenhouse/skylight shade, screen, or other indoor window treatment. A single switch controls one or more window units. Circle No. 361.

System provides first-run movies in hotels

The Entertainment Bureau by Control Com Inc. is a completely automated "in-room" PPV/PPD system providing first-run movies and special interest programming for the hotel/motel market. With a 60-channel capacity, the system can easily interface with existing cable TV service. Another advantage of the system is that it can interface directly into the hotel's computer for automatic posting to guest bills. Circle No. 364.
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California designer lets kids choose colors that heal in pediatric facilities

Ask designer Tony Torrice for a business card and he will fan out a series of different colored cards for you to choose. This little game emphasizes his theory that color choices can be related to one's health. Torrice applies this theory in particular to his work with children. By giving children a choice of colors in a pediatric ward, day-care center, or room at home, Torrice has found that children favor certain shades which offer healing properties relating to parts of the body that may be injured or diseased.

A self-taught interior designer, Torrice graduated from college with a major in child psychology. He worked with emotionally disturbed children and at a Montessori school before joining the staff of Design Research, a San Francisco Scandinavian furniture store, in 1974. In four years, he became co-director of visual merchandising, winning the 1983 Grand Design award from the National Association of Store Fixture Manufacturers for his innovative approach to color and convertibility in showroom design. Then, in 1979, he left to start his own firm, Just Between Friends, and embark on a career of interior design. Most recently, he was the recipient of the 1985 ASID Human Environment Award, which honors individuals or organizations who have demonstrated concern for the consumer by raising the quality of interior design in the fields of energy conservation, health, barrier-free design, safety, fire-preservation, communication, and transportation.

Focus on kids

While his earlier projects were mostly residential, lately Torrice has focused on healthcare environments for children, seniors, and the disabled. He recently incorporated his color theories into a playroom he designed for the Children's Hospital of San Francisco. The hospital is now sponsoring a study of pediatric wards across the country for which Torrice is compiling data. Results will be presented at the national meeting of the Association for the Care of Children's Health in June.

Torrice believes that some parts of the body absorb color better than others. The six colors visible to the human eye—red, orange, yellow, green, blue, and purple—are actually light waves that the skin absorbs from the sun. "The skin acts like a prism that breaks up the white light into visible colors and allows them to be absorbed into different parts of the body," he says.

This theory is largely based on the study of Kirlian photography, a technique developed in the 1930's by a Russian electrician named Semyon Dadiovitch Kirlian. He looked at the types of fields that corona discharge photography produced around leaves, insects, animals, and human beings. The device he used consisted of a flat metal plate with film positioned on its top. An object is placed on the film and high-voltage electricity at very low amperage is pulsed through the metal plate. The electricity passes through the film and exposes it, producing an outline of the object on the plate as well as a surrounding corona. If the film is color sensitive, the corona discharge appears to contain a variety of colors. When photographing a specific part of a healthy human body, Kirlian discovered that certain colors were always present.

Using Kirlian photography and related theories in the field of photobiology—the science of how light interacts with life—Torrice speculates that (Continued on p. 42)
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Color is applied to light-reflective areas

the top of the head has a violet color; the eyes and ears are blue; the throat is green; the heart and lungs are yellow or gold; the spleen is orange; and the base of the spine is red. He has found that if one of these areas of the body is either dysfunctional or diseased, photographs will show the corresponding color to be diminished, or in severe instances, missing.

Choices matter

When designing children's rooms, Torrice decided that the best way to apply his theory was to let the child choose the colors. He began to notice that disabled children were choosing colors that corresponded to their handicap. "They seemed to choose the color that matched the one that they were missing in their own body prism," he says. A deaf boy that he worked with chose blue—the color for the eyes and ears. Another boy with speech problems selected the hue that relates to the throat area, green, for his room. Torrice saw evidence of increased social interaction, more positive attitudes, better grades in school, and sometimes a slight improvement in the child's handicap in many cases where the child's favorite color was used.

Believing that "a can of paint is the best way to affect a child's life," Torrice transformed the playroom of the Children's Hospital of San Francisco into a fantasyland. He used different shades of floor tile and three-dimensional overhead graphics to separate the space into "color cubicles" with different activities. A yellow-striped canvas puppet theatre topped by laughing paper mache theatrical masks beckons children to one corner, while dancing red teddy bears silently invite infants into the oversized play crib. Giant brushes and easels mark the blue area for painting; black circular disks against a green background denote a place for music; and oversize carrots overlook a pint-sized purple play kitchen. All color is applied to light-reflective areas, so that the perceived color is not a pigment, but rather a wavelength of light. This is the crux of the color/health theory.

True to form, Torrice found that children with certain illnesses played in corresponding color areas of the room. "A child with asthma, for instance went to the yellow area," he notes. In addition, doctors at the hospital started noticing that patient recovery rates were increasing as a result of the new playroom design.

Full-spectrum beneficial

It is well-documented that natural, full-spectrum light is beneficial to one's health. Torrice is in the process of completing a solarium addition to the playroom that will bring natural light into the whole area. "The two rooms will be compatible with each other, but I expect the older kids to use the solarium more because the playroom is really for preschoolers," he says.

Torrice sums it all up by saying that economics is the main reason that hospitals are paying more attention to children's environments. "If a well-designed pediatric facility cuts recovery time for patients, it is beneficial to the hospital," he states. "Color and light are the two most powerful tools to create such an environment."

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Lighting plans for Statue of Liberty renovation enhance sculptural & structural qualities

For the first time since it was created, the Statue of Liberty has been given exterior and interior brightness schemes that realize sculptor Frédéric-Auguste Bartholdi’s vision of “Liberty Enlightening the World.” To be turned on during the statue’s 100th birthday party this summer, exterior lights emit illumination levels that build in intensity from pedestal to torch and enhance sculptural detail. Interior lamps highlight structural elements, helping visitors to understand construction techniques.

Credit for both exterior and interior brightness plans goes to Howard Brandston Lighting Design Inc., New York. Key to the firm’s exterior concept was treatment of statue as sculpture, with emphasis on artistic detail and location. It is Liberty which serves as the focal point of New York Harbor.

A sense of dominance

“We felt the lighting must create a sense of dominance and height,” says Howard Brandston, principal, Howard Brandston Lighting Design. “To do this, we softly lit the fort in which Liberty stands, lit the pedestal a bit brighter, skirt hem even brighter, and brought illumination levels to their peak as we moved to the top of the statue. The brightest lights of all are in the crown and torch.”

Gene Stival, IALD president and associate-in-charge, Howard Brandston Lighting Design, explains how sources were sunk into a plaza above Fort Wood to create edge lighting along balcony and pedestal; colonnades received walkway treatment.

To light the 151-ft.-high statue, designers set banks of lamps in pits near a perimeter walkway and trained them on various sculptural features. A reflector and adjustable luminaire developed by General Electric (GE) Company specially for this project allow designers to aim precisely focused light at specific points, lines, or curves. While some lamps, for example, are used to accent folds in Liberty’s robes, others highlight her arm and tablet. A total of 42 low-voltage lamps are aimed at the torch’s gold-plated flame.

Two source colors

Also important to Brandston’s lighting plan was enhancing the patina of the copper-clad figure while using artificial sources to approximate effects of daylight at night.

“During the day, people and objects are modeled by the sun while the sky provides a cool fill light,” explains Stival. “We replicated this natural phenomenon by using both warm- and cool-colored bulbs. Warm lamps enhance Liberty’s wide copper expanses; cooler, blue-white sources illuminate the shadowy folds and contours of her robes. As a result, the statue doesn’t simply appear green. Shadow areas can be read, and Liberty is much more interesting to view.”

Obtaining these warm- and cool-colored sources, however, was a challenge to designers. “In examining Liberty’s intricate details we made an important discovery and uncovered a major problem,” says Brandston. “Manufacturers did not make light sources that would properly light the statue’s green expanse.” It was GE’s Lighting Business Group which helped solve the problem by developing the special metal halide sources in use.

Unlike the exterior lighting scheme which emphasizes artistic features, an interior plan highlights structural elements in both pedestal and figure.

“Prior to renovation,” says Stival, “the pedestal’s interior was a maze of stairways and structural materials. The confusion made it difficult for visitors to really appreciate just how the statue was anchored to its pedestal.” Likewise, screens around stairways winds up the statue prevented visitors from clearly understanding how Liberty’s copper skin was reinforced and attached to her figure.

Mixing lamps

To rectify this situation and better help visitors understand the construction at hand, designers opted to highlight interesting structural features with incandescent and fluorescent lamps. As an added safety feature, pedestal stairways were lined with lights.

Another unique feature of the project is a newly installed glass elevator. Equipped with exterior and interior lights that are controlled by a dimmer system, the cage offers a novel way of travelling up and down the pedestal. Stival explains that as the elevator travels upward, its interior light levels are reduced while exterior lights brighten, providing greater illumination of structural features. This method prevents the glass from mirroring the elevator’s interior.
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Jennifer Smink, project director for EPR Interior Architects, Washington D.C., describes the new Modern Mode showroom in the Washington, D.C. Design Center (DC/DC) as having “quiet dynamics.” The 3,600-sq.-ft. showroom serves as a background for the furniture, so that a visitor’s focus is always riveted on the furniture collections.

When designers began work on the space, there was no availability of natural light. The irregular-shaped showroom was further constricted by a small 9- by 9-ft. “store front” on the corridor. “The design, consequently, took on a cross-plan,” explains Smink. “The corridor reaches deep into the space to pass over a north-to-south axis.”

Because there was not enough room for intervening walls to provide screening, the cross axis was shaped into colonnades with wings that further fan glimpses from display to display. To create an impression of natural illumination in less than 10-in. within the ceiling cove, a thin light was placed to trace the upper edge of the showroom’s central axis, entry, and rotunda. Italian tile was used throughout.
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The Versa chair—the versatile stack chair from Krueger.
Old meets new in Kinetics showroom

Century-old, cut-limestone walls and massive, red pine beams set off contemporary product lines in the Kinetics Montreal showroom. Located on the ground floor of a four-story, former warehouse, the 2,000-sq.-ft. space consists of three adjoining rooms—one of which is an atrium. The space also affords direct access to a cobblestone courtyard, gardens, fountains, and outdoor cafe.

James Hayward, Kinetics' director of design and planner of the showroom, says, "The space was treated with respect for the materials that had existed for the past century." For example, rather than disturb original structural elements, new construction was designed to contain sprinkler and electrical lines, telephones, heating, and air conditioning. Likewise, a 2-in. reveal distinguishes old construction from new and establishes clean edges that don't interfere with existing elements.

A cove valance running the periphery of each room serves as a transition molding between stone walls and wood ceiling. Cove, valances, and bulkheads hide sprinkler and electrical feeds while providing a pocket recess for incandescent track lighting. During the day, natural illumination enters through the atrium.

A gray palette was chosen to help blend old elements with new and for its ability to recede into the background, thus keeping visitor attention on the furniture collections.
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series
girsberger consens
Howe Furniture Corp., a supplier of tables for the contract and hospitality markets, appointed Melinda Fryer (shown) as its advertising marketing assistant.

Lees Commercial Carpet Co. named Richard Elliott (shown) vice president, western sales. Elliott will be headquartered in the Lees showroom, Western Merchandise Mart, San Francisco.

Mike Ellis (shown) joined Galaxy Carpet Mills Inc. as a salesperson for the Arkansas, southern Missouri, and eastern Oklahoma territories. He will be based in the firm's Texas branch office.

ASI Drapery appointed Robert J. Murray national sales manager.

CAS Office Interiors opened a new design center in Highland Park, Ill.

Donghia Furniture and Textiles named Mark Lieberman New York contract account executive for the firm.

MMAP Inc. has been formed by Barbara Marshall, IBD; Dennis H. Meidinger, AIA; Eduardo Alfonso; and Richard N. Pollack, AIA. The Palo Alto, Calif., firm provides interior design, planning, and architectural services.

Richard T. Norfolk was named president, International Market Square, the Design Center and Home Furnishings Mart in downtown Minneapolis. He has served as president, Executive Leasing Corp.

James J. Larkin was promoted to senior vice president in his position as director of business development, Welton Becket Associates. He directs all business development activities in the New York office.

PermaGrain Products and Ipocork, the largest tree-to-finish product cork-oak manufacturer in Portugal, played host to 12 Perma Grain distributors, dealers, manufacturer's representatives and guests.

Columbus Coated Fabrics Division of Borden Chemical, Borden, Inc. has named David A. Beeman as product manager, wallcovering sales.

Ocean Interiors has created a collection of living seascapes, underwater environments, and coral displays in its new showroom in the Marketplace, Philadelphia, Pa.

Kristina Selles and Alex Bonvini have formed Bonvini Associates, a lighting design firm, located at 130 West 30th Street, New York City. Both were previously with the now dissolved firm of Bonvini/Kondos Associates.

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Jerry Kinney (shown) was appointed vice president and national sales manager, contract division, Schafer Bros. Inc. The Garden Grove, Calif.-based firm manufactures seating for the contract market.

John A. McGrane (shown) was named principal, Washington Design Division, Interspace Incorporated. Susan Carter Harwood, AIA, principal, has relocated to that division.

Donghia Furniture and Donghia Textiles will be guided by Steven Holmes (shown) as chief operation officer. David Pappas, will head seven to-the-trade showrooms in principal U.S. cities.

Carol Versluys joined The Sherman Design Group Inc., Long Beach, Calif., as a designer.

Robert N. Shelton was named vice president, marketing and sales, Vertex Inc. The firm supplies metallized and non-metallized fabrics and component hardware for private-label pleated shades.

Thomas C. Goolsby, president of Cannon Rug Company, has been appointed to the Carpet and Rug Institute (CRI) Board of Directors. Goolsby also serves on CRI's long range planning committee and marketing committee.

Patricia M. Gericke and Robert R. Stanziale, R.A., have been named partners in the architecture/design and space planning firm of Melvin Beach & Partners, Mount Kisco, N.Y.

Resource Dynamics, a leading developer and supplier of computer-aided facilities planning and management systems, has announced a distribution agreement with Gama-K Systems, Corona de Mar, Calif.

Julie A. Wait, IBD, announces the formation of Julie Wait Designs, an interior design firm specializing in corporate offices and contract design. The office is located at 4514 Cole Avenue, Suite 607, Dallas, Tex.

Knoll International has announced the selection of architect Cini Boeri to design the company’s flagship showroom in the International Design Center New York. Knoll has approximately 30,000-square feet on the fifth and sixth floors of Center One.

William Trotter, senior vice president and associate partner, Spillis Candela & Assoc., received a “Special Award” and an Education Commendation from the Miami Chapter of the Construction Specifications Institute for his contributions to construction communications, techniques, procedures, and education programs.

CONTRACT/February 1986
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Another exclusive product of Standard Textile Company, Inc.
Haworth Inc. named Frank Novakowski midwest regional director. He is based in Chicago. Michael Nowik (shown) became associate product manager.

Stuart John Gilbert (shown), FIBD, was named vice president, specifier services, Office Equipment Co.

Hirsch/Bedner & Associates, an international design consulting firm specializing in hotel properties, has appointed six associates. Stephanie Hayes, Vickie Segal (shown), and Keith Talbert were named in the Santa Monica, Calif., headquarters. The firm promoted Sandra M. Corner and S. Howard Pharr, III in its Atlanta office. Alan Stephens received a promotion to associate in the Asian office, Hong Kong.

John O. Dampeer was promoted to manager, business development and strategic planning, Harter Corp. James A. Johnson was promoted to national sales manager. The firm manufactures office furniture systems and seating.

Stephen Broome was appointed director, national account sales, All-Steel Inc., a supplier of contract office systems based in Aurora, Ill. H. Thomas Willman was named southeast regional manager.

Diane Darvas, Darvas Interiors, Highland Park, Ill., has undertaken the design of special renovation projects for the Veterans Administration at its North Chicago hospital.

Hickory Furniture Co. showrooms in Denver, Detroit, Miami, Minneapolis, and Philadelphia will now carry the Greeff line of fabrics.

John F. Dimodia, Jr. has been named vice president, sales, of Wallmates Vinyls.

"Inventory Management," a new service from Furniture Consultants, Inc. (FCI) of Manhattan, New Jersey, and Long Island, provides complete, computerized inventory services and condition analysis of a company’s office furniture. For more information, contact David Itkin, FCI, 228 East 45th St., New York, NY 10017; (212) 935-9218.

R. Wayne Marchand, A.I.A., has joined the Houston-based company, The Falick/Klein Partnership, as an associate and senior project designer. Paul C. Gloriod, A.I.A., has also joined as an associate and senior project architect.

Design International has changed its name to FORMA. The firm has also relocated to Lenora Square. The new address is 1000 Lenora St., P.O. Box 91004, Seattle, WA 98111.

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When competition is tough, find out exactly what customer preferences are and tailor operations to meet them. That is the operating philosophy of Richard Aarons, president, AFD, a New York City office furniture dealer who puts his finger on the pulse of specifier needs by conducting written and telephone surveys.

In AFD's latest survey, sent to 50 Greater New York design firms of various sizes, the dealership discovered that efficiency of installation crew ranked first on a list of 15 factors. On-time delivery and follow-up service were also at the head of the list, which evaluated factors in terms of degree of importance; a ranking of 10 is the highest.

Designers surveyed indicated that they are being held accountable to facility managers who are determined to minimize downtime during installation. According to Aarons, a dealer's troubleshooting service after installation is therefore valued by the facility manager and designer.

Designers also depend heavily on the dealer before design is completed, the survey revealed. Consequently, cooperation, knowledge of product, and vendor policies expressed by sales representatives ranked next in importance.

Aarons points out that the increasing complexity of systems furniture has made specifiers appreciate the knowledge, accuracy, and service provided by the dealer. "We match systems to generic board plans and offer packages that provide the best product mix. Of course, anticipating problems before they happen is a need and expectation of the design community, according to the results of the survey," notes Aarons.

In addition to written surveys, about 20 in-depth telephone survey supplements were conducted.

"Clout with the factory" also scored high in rankings, due to designers' dependence on delivery schedules. If a dealer has "clout" with a vendor, deliveries that threaten to be delayed can be forced back on-schedule with a well-placed telephone call. "Clout and product/vendor savvy," adds Aarons, "go hand-in-hand. A well-equipped sales rep not only knows which companies mean eight-week delivery when they say six, but can suggest alternative sources for items that cannot be delivered on time by a vendor even when the dealer has clout."

Ease of paperwork, product lines carried, availability of principals, local stock, and maintaining a showroom were also significant priorities identified by respondents to the AFD survey. Although CAD-CAM is becoming increasingly important in design, it ranked as a low-priority item.

Notably, pricing ranked 11th of the 15 factors rated by respondents. Nor was pricing the highest priority of facility managers. They agree with designers that price without service is no bargain.

"Our survey has been so successful in enabling us to better assess our relations with designers," says Sam Aarons, chief executive officer and chairman of the company, "that we plan to do more surveys in the near future."

AFD will publish the results of these surveys in its company newsletter.—L.C.
from templates... to blueprints... to installation.
COMING EVENTS

1986

April 4-2. Restaurant/Hotel International Design Expo and Conference. ExpoCenter/Chicago at The Merchandise Mart, Chicago.
April 4-7. Presentations Northwest 86. Design Center Northwest, Seattle, Wash.
April 16-18. Carpet and Rug Institute Industrial Relations meeting. Opryland Hotel, Nashville, Tenn.
April 21-22. Student Design Rally. High Point, N. C.
April 30-May 2. Spring Capital Design Week. Washington Design Center, Washington D.C.
May 4-6. Pan Pacific Lighting Exposition and Conference. Concours Exhibition Center and DataMart at Showplace Square, San Francisco.
October 9-11. Designer’s Saturday. New York City.

Foreign

May 4-11. Scandinavian Furniture Fair. Bella Center, Copenhagen.
May 22-27. 10th ASMIL. International exhibition of accessories and semi-finished products for furniture, upholstered furniture and the woodworking industries. Milan, Italy.

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Innovation is what makes Supreme supreme.
Patients and families enjoy alcove dining on pediatric floor of St. Francis Regional Medical Center, Wichita, Kans. Cafeteria photo by Sinclair-Reinsch/Mike Sinclair; project design by Howard Needles Tammen and Bergendoff, Kansas City, Mo.
DESIGN IS CRITICAL TO HOSPITAL HEALTH

Hurt by a growing number of healthcare "boutiques," declining in-patient stays, and insurance restrictions, hospitals are finding that a dose of esthetics may be just what they need to keep economically afloat. While more and more surgical centers, convalescent communities, and other specialized facilities drain patient loads from hospitals, traditional establishments are fighting back with small centers of their own and stylish interiors that emphasize patient, rather than provider, convenience.

As illustrated in this issue, healthcare designers are enjoying a previously unknown high in creative freedom. Visually attractive, residential-like interiors are being integrated with services to become part of a total design concept. Luxurious rooms and a concierge, for example, draw moneyed patients to the University of South Carolina's Palmetto Pavilion (see p. 86); birthing suites at Cottonwood Hospital Medical Center in Utah emulate private bedrooms (p. 74); plants and atria soften Strong Memorial Hospital's Magnetic Resonance Imaging Facility in Rochester, N.Y. (p. 78).

This move toward a personal environment in both private and public spaces, say designers, is happening in both large facilities and small, and is partly a reaction to advancing technology. Home-like surroundings help make patients less fearful of their situation, while up-to-date architectural schemes suggest the availability of new technologies and techniques. "Well-designed interiors," adds Lynne Charapata, designer and principal, WJW, Albuquerque, N. Mex., "give the facility a well-run image. Healthcare
HEALTHCARE DESIGN

HMOs compete for clients

businesses are operating in a very competitive climate, and in order to attract a wealthier clientele, structures have to look good."

While many factors, including location, cost, and equipment continue to play vital roles in a patient’s choice of facility, hospitals are emphasizing interior design in their marketing programs. Growing numbers of small specialized businesses and health plans that stress preventive medicine have given customers more options from which to choose, and it is now the facility’s interior appearance that may very well determine patient choice.

"The visual environment is going to become more critical to the success or failure of any one system," predicts Emily Malino, senior vice president, HOK Interiors Group Inc., Washington, D.C. "Whereas everything else will be equal, patients may be making their choices on the basis of artwork or gourmet meals."

"Until fairly recently," adds Jerry Breakstone, vice president and principal, Stone, Marraccini, and Patterson (SMP), St. Louis, "hospitals tended to be all things to all people. The one-size-fits-all concept applied. Today, however, developers of large, for-profit systems are competing with a burgeoning number of smaller, more specialized facilities for the attention of individual customers. As a result, large hospitals are unbundling services, clustering in specific markets, and dramatically improving the quality of their facilities."

Fueling competition among providers of healthcare services are alternative health groups and insurance plans that stress ongoing preventive medicine or holistic healing. Health maintenance organizations (HMOs) are the most popular of these groups, offering medical coverage for a variety of services from specific providers on a prepaid basis. Whereas some HMOs cover services that are located at various sites, others may operate small facilities that house a multitude of services under one roof.

Designing HMOs

In Washington, D.C., HOK’s Malino worked on designs of two HMO facilities for American Medical International. Each 15,000-sq.-ft. structure is complete with radiology and EKG departments, full laboratory, and panel of physicians. "These structures are an abbreviation of a hospital," says Malino. "They have doctors, nurses, offices, examination rooms, and waiting rooms. What sets them apart from the traditional hospital is that they’re designed for preventive care. A patient would go to one of these places prior to getting sick."

At the same time, HMO facilities are smaller and more flexible than hospitals. "For architects," says Malino, "this is a fairly significant difference. Since HMOs are small and don’t require special air handling, they can be neatly tucked into office buildings. They do, however, require some reconfiguration of walls, partitions, and plumbing stacks."
Some healthcare businesses operate on a shopping mall concept. As described by professionals, the healthcare shopping mall is characterized by many independent, specialized "boutiques" clustered around an anchor facility. "The healthcare shopping mall might be anchored by a multipurpose ambulatory-surgical facility, equivalent to a major department store in today's retail malls," says Mike Young, director of marketing, Flad and Associates, Gainesville, Fla. "Clustered around the amb-surg center, perhaps in a modular design, would be a number of small concerns set up with minimal investment to market a new service. Relatively frequent entry and exit from the market would occur among new providers, just as many stores in a commercial mall open and close subject to short-term demand."

**Structural flexibility a key issue**

Flexibility and costs, whether of large or small facilities, remain key issues in the healthcare design field. The need to plan a cost-effective project which can be easily adapted to meet changing technological needs, medical advancements, and sophisticated safety codes forces new challenges upon architects. To many professionals, it no longer makes sense to build large hospitals with fixed elements.

"Big buildings are impractical," says Malino. "Advances in medical treatment, for example, could negate the need for certain types of departments or create a need for others. Large hospitals are helpless giants that can't effectively adapt to these changes. Modular construction, however, makes more sense because modules can be added or subtracted."

At SMP, Breakstone recommends integrating mechanical, electrical, and plumbing (MEP) systems with structural and architectural systems via a "layer-cake" approach. By alternating usable floors with MEP systems, major savings could be realized in annual renovation costs since entire departments would not need to relocate to meet changing needs. "With this alternating system," says Breakstone, "pipes and ducts come in through floors and ceilings, not walls. As a result, equipment doesn't have to be moved just because a wall is moved. Often, it is the size and configuration of a room that has to be altered to meet technological change. Certain kinds of equipment, for example, need to be located near certain departments."

"The cost of providing healthcare is changing so rapidly that it's crazy to have fixed walls," adds Charapata. WJW encourages its clients to use demountable walls, lay-in floors, and other easily adaptable elements.

Notes Young, "The entire healthcare delivery system is moving toward more efficient functioning. As economic incentives direct patients to the least intensive treatment setting appropriate to their needs, architects will be able to use more functional information to design facilities which anticipate evolving treatment patterns."
10 percent growth in square footage designed and a seven percent increase in dollar volume in healthcare projects from 1984 to '85 has helped garner Hansen Lind Meyer (HLM), Iowa City, La., a leading position among architectural firms in the increasingly competitive healthcare market. It is third among the top 10 of such firms in the country (according to 1985 rankings), yet has successfully diversified into other project areas.

Indeed, some 60 percent of the firm's work is healthcare oriented, down from 95 percent in 1982 without loss of market share. Significant projects in commercial work, criminal justice, and life-care/housing for the elderly have been responsible for a broadened base of commissions.

But if you talk to firm principals Richard F. Hansen, FAIA, and John H. Lind, AIA, you discover that HLM's practice is firmly rooted in the healthcare field. It has been since the firm's founding in 1962, shortly after which successive projects for the University of Iowa Hospitals & Clinics started HLM on a healthcare course. (Current projects illustrate these pages.)

With 1985 fees in excess of $22 million, a staff of 350, and three offices, HLM attributes much of its success to marketing know-how, team collaboration, and an array of project management services. The founding principle of the firm was to provide a service orientation. Currently, architecture; facility planning; mechanical, electrical, structural, and civil engineering; interior design; environmental graphics; landscape architecture; energy management; and construction administration form a network of customer-driven services at HLM.

From a five-digit fee base and staff of three in 1962, HLM has grown in 24 years to a position of national prominence. Most of that growth has taken place in the past 10 years, in part due to the establishment of a marketing department. Notes Richard Hansen, "HLM is run by professionals who market its services. You don't go back many years, however, to observe that the word 'marketing' was once a dirty word among A/E firms.

"One of our strengths," continues Hansen, "is that we have always seen the wisdom in a conscientious marketing program. We've been active in this effort since 1970."

The concept of marketing firm experience and credentials is especially necessary in the healthcare design field, where clients themselves are engaged in the parallel effort of target marketing to attract patients as well as qualified health professionals. A design firm that can demonstrate business savvy in its own interests as well as those of the client often emerges a winner in the cost-conscious healthcare planning arena.

To realize the benefits of well-executed design in the healthcare delivery facility, the planning firm must play the role of an advocate representing the concerns of patients, who are, after all, the ultimate clients for which such facilities are designed. Increasingly, design firms are being joined in this effort by healthcare administrators who no longer resist making a financial investment in design programs.

Design is part of planning matrix

Notes John Lind, "In my early career as a resident architect at the University of Iowa Hospitals, the concept of interior design was embodied in offering three shades of green. But now, greater attention is being paid to the quality of design in a competitive sense. There is a greater awareness of design."

Hansen agrees, saying, "Hospitals are now playing to the carriage trade through sophistication of medicine, research, and yes, interior design." He observes that this trend is noted not just in major urban centers at large city hospitals, but can also be found in smaller, local facilities. Hospitals everywhere are aware that they deserve more.

"Quality design has now become part of the healthcare planning matrix. It is no longer perceived as an expendable (Continued on p. 79)
Building geometry for Copley Immediate Care Center, a 1985 HLM project, was springboard for interior design. A corridor axis and overhead cupola are striking elements. Colors are “non-traditional,” carpet patterning identifies circulation paths. Facility is typical of trend toward freestanding ambulatory care.


**HLM Project:** Copley Immediate Care Ctr., Copley Hospital, Aurora, Ill.

**Sq. Ft.:** 9,800

**Project design team:** Chris Liakakos, project director; Viktor Lituczy, project designer, architectural; Kimberly Mikuta, project designer, interiors; John Bertrand, project engineer.

**Completion:** Summer, 1985

**Project notes:** This freestanding ambulatory center was developed by Copley Hospital in an effort to diversify services, while attracting new patients. A “non-traditional” distinctive design was sought by the client for this facility which offers non-trauma medical treatment on an outpatient basis as well as community meeting space with a separate entrance. Interior design evolved from strong architectural elements of the building’s geometry. The interior plan flows from a focal point created by the axis of two corridors, above which is a cupola. This is the site of the central reception desk. Carpet tile patterning mimics ceiling cross-beam rhythm, while curved contours and soft lines/colors of furnishings balance the building’s strong grid theme. Store-front style windows occur along the spine, affording abundant natural light. The building is made of brick and siding; all interior beams are clad in siding.

**Comment:** “This facility capitalizes on its adjacency to the Fox Valley mall. It is part of a national trend toward freestanding ambulatory centers which increased in number by 91 percent in 1984.”—Kimberly Mikuta, project designer, interiors, Chicago office, Hansen Lind Meyer.
Plan shows this MRI facility's central courtyard which humanizes space. Various perspectives from reception (below) feature courtyard beyond. View to left is of corridor entry to courtyard. Situated in a prominent teaching facility, this MRI is designed to boost hospital's marketability.


HLM Project: Magnetic Resonance Imaging Facility, Strong Memorial Hospital of the University of Rochester, N.Y.

Sq. Ft.: 6,400

Project design team: James Zajac, project director; Peter Eckroth, Elizabeth Rack, project designers, architectural; Kimberly Mikuta, project designer, interiors; John Bertrand, project engineer.

Completion: February, 1985

Project notes: This new facility for Magnetic Resonance Imaging is situated between two long buildings in an enclosed courtyard. Both of the adjacent buildings and an exit corridor required protection from magnetic fields. The client also sought to humanize the magnet room where diagnostic procedure occurs. Design problems focused on the difficult proportions of available space, need for magnet shielding, and desire of a non-threatening environment. Space was broken up into five zones, including: public reception, atrium (between public space and magnet room); diagnostic/imaging room, patient support (isolation and utility areas), administrative/teaching (conference room, offices). The atrium permits patients to view landscaping and exposed natural light while in the magnet room, while also orienting arriving patients and family. The space also serves as a buffer zone—an integral part of the magnetic shielding concept.

Comment: "The hospital did not want this to be perceived as a 'basement facility'. Administrators were very marketing-oriented and the staff was quite involved in the project."—Kimberly Mikuta, project designer, interiors, Chicago.
HLM: PROFILE OF A HEALTHCARE LEADER

Business consciousness of the bottom line

agenda item,” Hansen says. Criticism that dollars invested in
the environment are dollars taken away from services has
waned with the growing realization that design reaps hidden
rewards. Besides, attracting ever-discerning patients who
today are more demanding of the treatment they receive,
it seems to have yet unmeasured benefits in influencing patient
recovery.

“We are breaking new ground with our clients. They are
growing in sophistication. Administrators are taking more re­s­ponsibility for the ‘look’ of the facility,” says Victor Rossi,
director, interior design for HLM’s Orlando, Fla. office. “Al­though patients may construe that hospitals are spending too
much on design and that this will be reflected in increased
healthcare costs, actually the reverse is true. None but the
most cost-effective methods are used to upgrade image. We
are talking about upgrading done with a business conscious­ness of the bottom line.”

Take the case of Baptist Medical Center, Ft. Payne, Ala.
Now under construction, Baptist offers an illustration of client
concern about image in the community. To increase its ap­peal, the hospital has agreed to HLM’s development of an
extensive secondary finish schedule. Rossi’s team established
a major alternative finishes program in the construction
documentation phase. “We did this early-on to give them the
option of electing to use alternative finishes cost-effectively
up to the last minute,” he notes.

Kimberly Mikuta, director, interior design, Chicago office,
sees similar evidence that healthcare clients want to improve
and thereby become more marketable. As a spokesman for
HLM’s most healthcare-oriented office (currently Chicago de­votes 90 percent of its work to this market), Mikuta states,
“The major concerns of our clients no longer overlook de­sign. I would say that the esthetic element, along with market­ing an image and maintaining budget are key influences.”

Facilities respond to regional tastes, needs

The route to becoming more marketable down the street
often involves adopting local tastes and traditions.

At HLM’s Iowa City headquarters office, which is planning
interiors on a national basis for the firm, observation has been
made of distinct regional differences exhibited by projects in
various parts of the country. Alan Mack, director, interior de­sign, Iowa City, notes, “We are in a period where our clients
want to express themselves in terms of a regional tie or tradi­tion to enhance their appeal.

HLM Milestones

Founded: 1962 by Richard F. Hansen, FAIA and John H. Lind,
AIA, in Iowa City, la.
Branches: Chicago, opened 1977; Orlando, Fla., opened
1981.
Engineering affiliate: HLM Engineers, acquired in 1976, fully
merged in 1984.
Services: Architecture; facility planning; mechanical,
electrical, structural, civil engineering; interior design;
environmental graphics; landscape architecture; energy
management; construction administration.
Commercial projects: Office buildings, retail stores, shopping
centers, restaurants, banks, high-technology corporations,
pharmaceutical firms, educational institutions, residential
housing, life-care.
Staff: 353 employees, including 156 architects; 88 engineers;
nine interior designers; four signage designers; seven
landscape architects; five specifications staff; 21 in
construction administration; 63 in marketing support
personnel.
Awards: Institute of Business Designers Award, 1981, and
Restaurant & Institutions Interior Design Award, 1982, for
Rush-Presbyterian-St. Luke’s Medical Center Employee
Cafeteria, Chicago; American Society of Interior Designers
Project Award, First Place, Contract Division, 1983, for
Rush-Presbyterian-St. Luke’s Medical Center, Chicago, and
John W. Colloton Pavilion, University of Iowa Hospitals &
Clinics, Iowa City; Iowa Chapter AIA honor awards, 1970,
1977, 1979; Iowa Chapter, American Society of Landscape
Architects merit awards, 1980, 1983; among other industry
honors.

“In Albuquerque, N.M., the Kirtland AFB Hospital offers
patterning resembling its outdoor natural setting; finishes em­ploy rustic woods. St. Joseph’s Hospital in Vancouver, Wa.,
offers a different profile of strong colorations, offsetting the
dark and often dreary climate of the Pacific Northwest.

“When contrast,” continues Mack, “Cincinnati’s Christ Hospi­tal addition has the refinements of an urban setting—terrazzo
marble, mahogany, and atriated spaces.” Called “The Courtyard,” the addition will feature a major cancer treatment center.

Overall, the regional, ethnic approach is seized upon as a
HLM: PROFILE OF A HEALTHCARE LEADER

'We are advocates of the patient'

means to identify with the local public, to be current without being trendy necessarily.

Out of the Orlando office, Flagler Hospital in St. Augustine, Fla. reflects St. Augustine's rich, international history in a decorated exterior featuring cornices, towers, and clay tile roof that serve to break down the massing of the building. A village-like community results, and will serve as the "anchor" of a future medical center.

New shapes of healthcare to come

Flagler's orientation, which breaks down the medical center into manageable parts, expresses one of the new trends of modern healthcare design—the smaller, more specialized facility. HLM is finding its healthcare work is no longer devoted to the large hospital alone, but increasingly to smaller sub-specialties of healthcare facilities.

The firm has received its 26th Magnetic Resonance Imaging (MRI) commission, which is part of a growing list of "high-tech" facilities in healthcare. Other specialized projects encompass LDRs (labor and delivery rooms), freestanding ambulatory treatment centers (for outpatient services alone), and pediatric and mental health projects.

Observes Hansen, "Today there are many more forms of healthcare delivery. We expect to see a re-emphasis on clinics, for example, given today's glut of healthcare professionals. No longer is the hospital the sole conduit for medical practitioners. In order to survive financially, some physicians will become involved in cluster facilities and mall-style treatment centers."

Indeed, the size and scope of healthcare projects is changing. Lind, while noting that healthcare is coming in "smaller packages," observes that as chair-elect of the AIA Committee on Architecture in Health, he is researching 20 subspecialties, including outpatient facilities and design projects for the aging—the latter will be the subject of the committee's meeting next month in Orlando, Fla.

A by-product of specialization, Lind notes, is tighter turn-around time. In part due to the unpredictable nature of healthcare modalities, the luxury of a two-year planning period is becoming rare. "Clients want their schematics in as little as three months, due to working on tighter lead times in a more competitive climate. A year's worth of projection is all that most of the 'for-profits'—Humana, Hospital Corporation of America—will commit to," says Lind.

As a result of the trend toward down-scaled healthcare facilities, more projects are needed by HLM to maintain its position as a healthcare design leader. The firm's marketing efforts take on special importance in pursuing potential leads for future projects.

Head of the Chicago office marketing department, Vik Lituczy, is currently pursuing 80 leads for the Chicago office alone. Lituczy was a senior designer for the firm until a year ago when he elected to devote his energies to the business side of HLM.

For each of the three offices of HLM there are four marketing staffers. Lituczy explains their role by saying, "We are the advocates of the marketplace, of the client. Too many design firms today don't have a fully articulated marketing plan and are still relying on 'the old boy network' of contacts. That network is becoming increasingly unreliable as clients look for more business sense in the healthcare design equation for today's facilities."

Lituczy does more than research leads for HLM. He is also responsible for recommending the composition of the design team which ultimately goes in for the client interview. He finds the right "match" between the client and HLM's professionals. "We get the message across clearly and simply to owner—the expectations of the client without mandating certain approaches in the early phases."

"We marketers continue to oversee all aspects of operations, making sure that HLM fulfills its promises. I try to visit a job after completion to review our 'warranties,'" says Lituczy.

In the future, HLM will establish a computerized network between its offices to handle both project and project-lead data. This will permit marketing staff to summon up needed background on a moment's notice.

The importance of design firm marketing in a marketing-intensive field like healthcare becomes apparent when one realizes that increasingly the term "patient" is being supplanted by the term "consumer." In this regard, HLM's approach is summed up in Hansen's positioning of the firm. He notes, "Our objectives are to design the best possible man-made environment for clients within budget; to design the best projects as judged by our peers; to provide the best opportunity for growth and advancement of employees; and, to make a profit." □
HLM Project: Helen and Henry Cape, Jr., Memorial Ambulatory Surgery Center, Memorial Hospital, Sarasota, Fla.  
Sq. Ft.: 14,500  
Project design team: Alan C. Wilson, project director; Glenn J. Ware, project designer/architectural; Victor P. Rossi, project designer/interiors; William Stimson, project mgr.  
Completion: June, 1985  
Project notes: A reflection of a national trend toward outpatient services, this facility is housed in a separate building on the main hospital campus in downtown Sarasota. Extra demand for outpatient surgical treatment, along with accompanying increase in administrative work, led to the decision to remove this function from the central department of surgery. Designed to expand vertically by three stories and horizontally for additional services, this initial phase offers one story organized into reception, pre-op/exam, surgery, and recovery area. A dramatic entrance canopy and barrel-vaulted skylight (80 ft. end-to-end and 24 ft. high) add to the esthetics and functional value of the center. The vault becomes the organizing element around which clinic spaces are laid out. Natural light, carpeting, soft colors, and extensive interior landscaping contribute a non-institutional environment to public areas. Similar schemes are carried throughout clinic areas to afford patients a sense of relaxation.

Comment: “The center offers direct access to pre-op and recovery areas by relatives of patients. This is reflective of a tendency toward family orientation in ambulatory care.”—Victor Rossi, project designer, interiors, Orlando.

Dramatic entrance canopy and barrel-vaulted skylight (80 ft. long and 24 ft. high) highlight this ambulatory surgery center, part of a national trend toward outpatient surgery facilities. Center, located in Florida, capitalizes on natural light and pastel coloring, to create a non-institutional environment.

Investing in a pediatric ward as a marketing tool is not a bad idea especially if area competition is tough. For St. Francis Regional Medical Center in Wichita, Kan., the re-design of its pediatric floor has definitely paid off, resulting in a near 100 percent occupancy rate since opening in September 1985. The design firm of Howard Needles Tammen & Bergendoff (HNTB), Kansas City, Mo., is responsible for the successful post-modern design concept that incorporates color and shapes to establish a cohesive theme for the facility.

The 23,000-sq.-ft. renovation project is a 31-bed pediatric unit designed for use by young patients, from infants to 18-year-olds. The completed facility includes a dining room, playroom, game room, and intensive care unit (ICU). According to Beth Harmon-Vaughan, project manager, interiors, HNTB, the hospital originally wanted a "Wizard of Oz" theme. "But we thought a more contemporary idea was better and settled upon a post-modern theme."

HNTB decided to use children’s playthings—crayons, rings, balls, etc.—and incorporate them into the design concept. Each of these symbols is paired with various colors and used in pedestals and pediments around doorways to identify rooms.
ST. FRANCIS

Color is most striking element

for certain age groups and locate special areas. The decorative elements are made of painted wood. Pale pastels with rings are for infants; stronger pastels, neutrals with cylinders are for children; and bright colors with spheres are for adolescents. Coral and periwinkle blue are two unifying colors used throughout the project.

Although the color system was very well thought out, Harmon Vaughan says that there were no psychological issues considered when HNTB selected the colors, except in the ICU. “Our health facilities group is well aware of the psychology of color, but there seems to be no consensus about the physiological effects,” she claims. “But, usually we don’t put color in areas that will reflect on patient’s skin. That why the ICU is mostly white with only a little bit of color thrown in on drapery or chair fabric.”

Wide corridor a must

A building fire code required that an 8-ft. corridor width be maintained. For HNTB, this meant that a flat element had to be used on the lower part of columns around doorways. The limited ceiling height of the old building also affected the pediment height and restricted use of different lighting fixtures by designers.

The hospital wanted to provide two kinds of dining—an area for families visiting with long-term patients, plus a general dining area for regular use. HNTB designed separate alcoves that are designated by checked flooring and colorful blue divider walls for privacy in the dining room. A pediment and columns with colors to match the interior identify the hallway entrance.

“Wichita is very competitive in terms of healthcare,” says Harmon-Vaughan. “The hospital figured that if it had a flourishing pediatric floor, it would bring in children and eventually families. So far it has been very successful. It’s very satisfying to see a design concept that works.”—S.M.

SOURCES


Architects/Planners—Howard Needles Tammen & Bergendoff; Howard Welch, AIA, project manager; Beth Harmon-Vaughan, BID, project manager; Kelly Deines, designer; Terry Stensland, designer. General contractor—Hahner Foreman & Harness. Mechanical/electrical engineers—Massaglia-Neustrom-Bredson, Inc.
LUXURIOUS ENVIRONMENT SPEEDS PATIENT RECOVERY

Palmetto Pavilion designed as first step in total renovation of hospital

Patients often get the feeling of being in a first-class hotel when they wake up in the Palmetto Pavilion, a luxurious floor at the Medical University of South Carolina (MUSC) Hospital, Charleston, S.C. Studies have shown that patients respond to this home-like environment with more rapid recoveries, because it is familiar and pleasant.

Coupled with high quality medical attention, the Palmetto Pavilion is a good example of a healthcare trend that emphasizes comfort and privacy in a top medical service environment. It is a reflection of a strong movement in the medical field to provide a psychological boost to patients who in the past have suffered from sterile environments designed more for maintenance ease than patient needs.

The Pavilion’s interior was designed by the Charleston, S.C.-based architectural/interior design firm Lucas Stubbs Pascullis Powell and Penney, Ltd., (LS3P) as the first step of a total hospital renovation. Located on the 10th floor of the hospital, the Pavilion has 42 luxury private patient rooms, each of which is attractively designed and equipped with a television, telephone, refrigerator, and individual heating and air-conditioning controls.

Design is traditional Charleston

Beverly Currin, vice president and interior designer for LS3P, planned the Palmetto Pavilion in a warm and traditional Charleston style that sharply contrasts with the sterile atmospheres of large public, urban teaching hospitals.

All rooms at the Pavilion are private, with four two-room suites providing adjacent living areas. Many fine hotels do not come close to the amenities of Pavilion rooms; yet, room charges are comparable with private rooms on other floors.

Room decor includes a variety of furniture layouts and color schemes that
First-class atmosphere

reflect traditional Charleston style: oriental rugs, poster beds, mahogany and cherry period reproductions, crown molding, chair rails, brass fixtures, and parquet floors. Appliances and equipment are concealed within furniture. Distinctive colors, carpeting and artwork in hallways, and incandescent lighting add to the first-class atmosphere.

Ideal for family visitors

Other facilities for patients and families include a reading room, television and game room, dining room, formal waiting room, and several smaller family waiting rooms.

The main waiting room, with its symmetrical design, is the most formal area in the unit. It features Chippendale sofas, hand-carved Pembroke table, porcelain lamps, formal linen window treatments, and oriental rugs. On the Georgian rent table is a porcelain bowl filled daily with fresh flowers, providing a focal point for those entering the facility.

Design of work and traffic areas minimizes the institutional look in a number of ways. Semi-circular nurses’ stations, located at either end of the major connecting corridor and detailed to resemble painted raised paneling, have designated areas for medications, nourishments, and record keeping. Patient services are provided through a separate corridor used for hospital carts and other equipment.

A conference room, lounge, lockers, and an area for reviewing charts has been set aside for nurses, attending physicians, residents, and students.

Furthermore, as with a luxury hotel, patients and their families are greeted in the Pavilion by a concierge who provides personalized, non-medical services. The concierge is responsible for coordinating visits to patients and for arranging parking and overnight accommodations.

Though the hospital boasts luxurious rooms, its prime concern is patient care. Patients can expect outstanding primary-care nursing on a one-to-one basis, as responsibility for all of a patient’s needs resides with one nurse. Pavilion services are backed by over 2,500 professional staff and clinical specialists who see patients in the University’s clinics and other hospital units.

SOURCES


Interior design & architecture—Lucas Stubbs Passcuills Powell & Perry, Ltd. Project team: Beverly J. Currin, vice president & project designer; Cary Heeter & Greg Kenney, junior designers. Contractor—Parker Construction.
Before building the Veterans Administration Medical Center in Fresno, Calif., the project team from Interarc, interior architecture and planning division of Widom/Wein Partners, Los Angeles, reduced its sensory perception to better understand the experience of elderly patients in a nursing home.

“We put cotton in our ears, wore glasses to fog our vision, and used gloves to reduce tactile ability,” says Chester Widom, AIA, partner-in-charge. As a result, the team was able to design a nursing home prototype that fulfills more of the elderly’s psychological and social needs.

The 28,000-sq.-ft., one-story nursing home has a T-shaped layout intended to draw seniors out of their rooms and into larger areas where they can socialize. “We assumed that these patients considered their rooms a home,” says Widom. “We therefore treated the corridor as a street, widening it at the end to allow for social interaction. We thought that if they could hear noise from their rooms, they might walk to the door, and from there out into the ‘street.’ ”

Two corridors converge

Two corridors converge at a nurses’ station in the center of the home. Because this station was larger than most, the area surrounding it was designed as a plaza for further social interaction. “We discovered that in most nursing homes, large amounts of people are standing around the nurses’ station, sometimes illegally bringing chairs to the area. There wasn’t enough space for them.” The station’s central location allows nurses to check both corridors at a glance.

To make the nurses’ station and corridor ends as pleasant as possible, Interarc decorated them with plants and provided light from clerestory windows near the ceiling. Veterans Administration requirements precluded use of skylights. These requirements also stipulated fluorescent lighting in rooms and hallways (for night use). Color-corrected fluorescent lighting provides a more incandescent quality. “I would have preferred softer lighting in the rooms,” says Widom. “But, I can understand wanting to save money.”

Veterans Administration economic criteria called for a mix of private and shared rooms. Of the 30 rooms, 21 are doubles, six are private, and three hold four people. In most doubles, beds are placed at opposite walls, toe-to-toe, rather than side-to-side as is usually done in nursing homes. “This way, both patients have a window, and both can hear activity in the doorway,” says Widom. When seniors leave their rooms, circulation is made easier by means of color-coded wings. □—J.M.

SOURCES

Interior design—Interarc, interior architecture and planning division of Widom/Wein, Los Angeles; Chester Widom, AIA, partner-in-charge; Charmaine Howe, AIA, project architect/designer; Warren Nagel, AIA, construction administrator; Paul Ahn, project captain. Architecture—Widom/Wein and Partners Inc. General contractor—Ethridge Construction Co.
Color-coded building wings are easily distinguished by vision-impaired patients at the Veterans Administration Medical Center, Fresno, Calif. (above and left). The project (opp. page) was one of six nursing homes designed by Chester Widom, AIA, and a team from Interarc, interior architecture and planning division of Widom/Wein.
NEW EMERGENCY CENTER BOOSTS HOSPITAL IMAGE

Attractive setting is aid to hospital's revenues

Hospitals compete with one another to attract patients. One of the salient criteria for their success is the character and appearance of the facility, both inside and out. That is a major reason for design of the recently completed Emergency Center of Baptist Hospital, Miami, Florida.

Creation of the new emergency center responds to the need for a larger, more efficient, and economically competitive emergency treatment facility. Patients have reacted to this positive and important new image-building service by using the facility in growing numbers. Space is now doubled to 13,000 sq. ft.

In designing this facility, The Ritchie Organization (TRO), Boston; Birmingham, Alabama; and Sarasota, Florida, continued the Spanish tile roof and stucco construction in the architectural style of the existing hospital buildings. The firm took pains to accommodate several elegant, old ficus and oak trees, and the shape of the building was largely dictated by the hospital's desire to preserve these trees.

An ambulatory entrance centers around a large oak tree and features a shimmering canopy above a vaulted central skylight. The lobby has the atmosphere of an interior courtyard, continuing color tones and detailing common to the exterior of the building. These details include brick paving, columns, and extensive planting. Patients are greeted by an environment that is efficient, pleasantly restful, and non-threatening.

Two trauma rooms in emergency facility

Clinical treatments are conducted in 20 examination/treatment rooms clustered around two intensive care trauma rooms and a nurses' station. The skylight is repeated over the nurses' station, funneling natural light throughout much of the interior space.

SOURCES


Architecture—The Ritchie Organization; Charles Penuel, AIA, project architect; Patrick B. Davis, Jr., AIA, principal; James R. Kolb, project designer. Interior design—Harris Johnson Sieger & Associates; Lori Johnson, president and director of design; Lisa Keller Alvarez, interior designer. Contractor—Witters Construction Co., Miami.
Views of new Baptist Hospital Miami Emergency Center are: (opp. page) new exterior; (clockwise from top l., this page) entry featuring high, arched skylight and tiled floors; nurses’ station; entry to center and examination rooms.
With this issue, we inaugurate coverage of architectural and interior design firms which are active in the healthcare market, currently one of the most competitive categories of commercial design. Our report comprises an alphabetical listing of firms, both large and small, some of which are exclusively devoted to healthcare design; others have diversified services. Nationwide, this group offers a wide selection of services and experience compatible with almost any healthcare project requirement—whether it be physicians’ offices or a medical center in excess of 1 million sq. ft. We invite firms interested in obtaining a listing in next year’s healthcare issue to contact the editors.

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<tr>
<td>Alpha Design Corporation</td>
<td>8</td>
<td>Virginia</td>
<td>7</td>
<td>Emily S. Washington, pres.; Karen James, int. plnr.; Frank Brannon, int. plnr.; Bettina Tudor, int. plnr.</td>
<td>600 Children’s Hospital of the Kings Daughters, 155,000 sq. ft.; Norfolk General Hosp., 20,000 sq. ft.; Chesterfield County Human; Resources Facility, 56,000 sq. ft.</td>
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<td>American Business Interiors</td>
<td>35</td>
<td>N/A</td>
<td>7</td>
<td>Ralph Peres, pres.; Brell Whited, v.p. &amp; head of con. div.; Susan Freeland, dir. of des.; Kan Chang, srnr. des.</td>
<td>400 Drs. Osmon &amp; Boodoo, 4,000 sq. ft.; Indian River Hospital, 15,000 sq. ft.; Martin Mem. Hosp., 20,000 sq. ft.; Jess Parish Hosp., 100,000 sq. ft.</td>
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<td>Architects Hawaii, Ltd.</td>
<td>90</td>
<td>San Antonio, TX; Hong Kong</td>
<td>6</td>
<td>Frank Haines, pres.; David Miller, dir.; Hong Kong office; Darrell Welch, dir., San Antonio office; Walter Muraoka, dir., Health Care Projects</td>
<td>1,500 Queen Med. Cen., 346,000 sq. ft.; Kaiser Moanalua Med. Cen., 507,000 sq. ft.; Kaiser Honolulu Clinic, 145,000 sq. ft.; Air Force Dental Clinic, 65,400 sq. ft.</td>
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<td>Bobrow/Thomas &amp; Associates</td>
<td>92</td>
<td>Honolulu, Hawaii</td>
<td>43</td>
<td>Julia Thomas, chmn. of board; Michael L. Bobrow, AIA, pres.; John E. Edward MacAllister, AIA, exec. v.p.</td>
<td>578 Shriners Hospitals for Crippled Children/Los Angeles Unit, 200,000 sq. ft.; Henry Mayo Newhall Memorial Hospital, 42,000 sq. ft.; Verdugo Hills Hospital, 78,000 sq. ft.</td>
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<td>The Cannon Group</td>
<td>287</td>
<td>Boston, MA; New York, NY; Washington, DC; St. Louis, MO</td>
<td>3</td>
<td>John D. Cannon, chief exec. officer; Gary R. Miller, chief oper. officer; John H. King, srnr. v.p.</td>
<td>3,268 Buffalo Gen’l Hosp., 565,000 sq. ft.; Trumbull Memorial, 170,000 sq. ft.; Atlantic City Med. Ctr., 360,000 sq. ft.; Shore Memorial, 177,000 sq. ft.</td>
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<td>The Carlson Group</td>
<td>428</td>
<td>Atlanta, GA; Austin, TX; Charlotte, NC; Chicago, IL; Houston, TX; Los Angeles, CA; Philadelphia, PA; Tallahassee, FL; Tampa, FL; Westport, CT; and Mexico City.</td>
<td>175</td>
<td>M. Joseph Celie, pres.; Robert L. Moultrie, v.p.; Daniel Hunter, srnr. v.p. &amp; head; Atlanta des. group; James C. Wakefield, head, des. group.</td>
<td>4,270 Rivendell Hospital, 42,400 sq. ft.; University of Alabama, Birmingham (MRI Facility), 7,500 sq. ft.; Ridgeview Institute, 75,100 sq. ft.; St. Elizabeth’s Hospital of Boston, 250,000 sq. ft.</td>
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<td>Carlsten Associates</td>
<td>15</td>
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<td>Jon H. Carlsten, prin.; John Van Auken, prod. mgr.; C. Wayne Olander, ASID, int. des.; Nancy A. Jackson, med. fac. spec.</td>
<td>660  Oncology Outpatient Clinic, 10,000 sq. ft.; Pain Clinic, 3,500 sq. ft.; Breast Health, 4,500 sq. ft.; Cardiac Rehabilitation, 3,000 sq. ft.</td>
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<td>Conant Associates</td>
<td>96</td>
<td>Denver, CO; Houston, TX; San Diego, CA; Burbank, CA.</td>
<td>52</td>
<td>W. Lee Conant, chmn.; Nan Conant, chief exec. officer; Craig Christensen, pres.</td>
<td>1,650  St. Vincent Hosp., 240,000 sq. ft.; FHP Fountain Valley Hosp., 86,000 sq. ft.; Saddleback Community Hosp., 155,000 sq. ft.; Loma Linda Hosp., 91,500 sq. ft.</td>
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<td>Leo A. Daly</td>
<td>703</td>
<td>Atlanta, GA; Honolulu, HI; Los Angeles, CA; San Francisco, CA; Seattle, WA; St. Louis, MO; Washington, DC; Hong Kong, Riyadh and Singapore.</td>
<td>58</td>
<td>Leo A. Daly, pres.; John C. Broderick, exec. dir., eastern region; John M. Free, exec. dir., midwestern region; Joseph D. Vaccaro, exec. dir., western region.</td>
<td>5,500  College of Osteopathic Medicine &amp; Surgery, 113,000 sq. ft.; Anyn Tower Expan., Duke University Med. Ctr., 110,000 sq. ft.</td>
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<td>The Eggers Group, P.C.—</td>
<td>91</td>
<td>Trenton, NJ</td>
<td>6</td>
<td>Robert H. Welz, AIA, dir., int. des.; Peter B. Hallon, AIA, mg. dir.; C. Gates Beckwith, AIA, dir.; David L. Finci, AIA, dir.</td>
<td>2,000  Huntington Hospital, 13,000 sq. ft.; St. Francis Med. Ctr., 61,200 sq. ft.; Mary Immaculate Hospital, 287,000 sq. ft.</td>
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<td>Ewing Cole Cherry Parsky</td>
<td>195</td>
<td>N/A</td>
<td>11</td>
<td>Stanley M. Cole, chmn., of board &amp; CEO; Robert M. Parsky, pres. &amp; chief operating officer; Robert V. Cherry, sr. vice pres./dir. of construction administration; Suzanne R. O'Connell, dir. of interior des.</td>
<td>2,400  Lankenau Hosp., 123,000 sq. ft.; Abington Memorial Hosp., 107,000 sq. ft.; Bayonne Hospital, 123,000 sq. ft.; Germantown Hosp., 130,000 sq. ft.</td>
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<td>Glave Newman Anderson</td>
<td>45</td>
<td>N/A</td>
<td>7</td>
<td>William C. Newman III, pres.; Richard L. Ford Jr., AIA, vp &amp; prin.; Diane B. Turner, dir. of int. arch.; Samuel A. Anderson III, AIA, prin.</td>
<td>2,000  Prucare at Boulders, 27,000 sq. ft.; Thomas Clinic, 10,000 sq. ft.; Prucare at Meadowdale, 7,000 sq. ft.; The Virginia Heart Inst., 5,000 sq. ft.</td>
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<td>Goodmans Design Interiors</td>
<td>190</td>
<td>Albuquerque, NM;</td>
<td>Murray E. Goodman, pres.;</td>
<td>2,494</td>
<td>Bernalillo Cty. Med. Comp., 50,000 sq. ft.; Presbyterian Northside Hosp., 150,000 sq. ft.; Midland Camelback Hosp., 37,000 sq. ft.</td>
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<td>Gresham, Smith &amp; Partners</td>
<td>239</td>
<td>Birmingham, AL;</td>
<td>Batey M. Gresham Jr, ptnr.;</td>
<td>4,350</td>
<td>Village Oaks Hospital, 93,453 sq. ft.; Palm West Hospital, 95,275 sq. ft.; Whittaker General Hospital, 89,417 sq. ft.</td>
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<td>H212 Design Company</td>
<td>70</td>
<td>N/A</td>
<td>Barry Eiseiner, pres.;</td>
<td>1,260</td>
<td>John L. Deaton Medical Center, 120,000 sq. ft.; Pennsylvania Hospital, 200,000 sq. ft.; Doctor's Hospital, 200,000 sq. ft.</td>
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<td>The HOK Interiors Group of Hellmuth, Ohta &amp; Kasabau, Inc.</td>
<td>1,064</td>
<td>Dallas, TX; Houston, TX; Kansas City, MO; Los Angeles, CA; New York City, NY; San Francisco, CA; Tampa, FL; Washington DC.</td>
<td>Gyo Ohba, chmn. &amp; pres.; King Graf, v.chmn.; Jerome Sincoff, v.chmn.; Frank Hamrestron, snr. v.p. &amp; corp. dir., HOK int. group.</td>
<td>5,200</td>
<td>Providence Hosp., 438,000 sq. ft.; St. Louis University Hospital School of Medicine, 91,000 sq. ft.; Washington University School of Medicine, 382,080 sq. ft.</td>
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<tr>
<td>Hansen Lind Meyer</td>
<td>360</td>
<td>Chicago, IL; Orlando, Fl</td>
<td>Richard F. Hansen, FAIA, pres.; John H. Lind, chmn. of board; Alan W. Mack, dir. des., Iowa City, IA; Kimberly Mikuta, dir. des., Chicago, IL; Victor Rossi, dir. des., Orlando, Fl.</td>
<td>6,125</td>
<td>Southwest Wash. Hosp., 275,000 sq. ft.; Orlando Regional Med. Ctr., 492,000 sq. ft.; Rush Presbyterian St. Luke's (Chicago), 972,000 sq. ft.</td>
</tr>
<tr>
<td>Harwood K. Smith &amp; Ptrs, Inc.</td>
<td>402</td>
<td>Tampa, FL</td>
<td>Ronald L. Skaggs, exec. v.p.; Ralph H. Hawkins, v.p.; G. Kay Finlayson, v.p.; dir. of int. arch.; Ronald M. Brame, pres.</td>
<td>2,700</td>
<td>McAllen Hospital, 180,000 sq. ft.; Gaston Episcopal Hospital, 97,553 sq. ft.; Duncan Regional Hospital, 126,717 sq. ft.</td>
</tr>
<tr>
<td>Henningson, Durham &amp; Richardson, A Centerra Co.</td>
<td>460</td>
<td>Alexandria, VA; Dallas, TX; San Francisco, CA; Seattle, WA</td>
<td>Robert Krohn, pres., HDR Inc; Richard Babcock, v.p. and corp. dir. of int. des.; Frank Faubla, mgr., Omaha Office; Ron Baker, snr. proj. des.</td>
<td>6,750</td>
<td>Children's Hospital of Dittsburgh, 327,000 sq. ft.; Cincinnati Jewish Hospital, 355,000 sq. ft.; Dayton Grandview Hospital, 275,000 sq. ft.</td>
</tr>
<tr>
<td>Firm</td>
<td>Employees</td>
<td>Branches</td>
<td>Designers</td>
<td>Executives</td>
<td>Sq. Ft. (1985)</td>
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<tr>
<td>The Hillier Group</td>
<td>225</td>
<td>Tampa, FL; San Antonio, TX</td>
<td>44</td>
<td>J. Robert Hillier, pres.; Joseph D. Bavaro, gen. mgr.; Barbara A. Weinstein, princ., int.</td>
<td>8,000</td>
</tr>
<tr>
<td>Hospital Corp. of America</td>
<td>75</td>
<td>GA, TX, CA, TN, LA, OK, VA, UT, FL, MN, OH, MA, NY, WA, NC</td>
<td>6</td>
<td>R. Clayton McDwoter, pres., &amp; CEO; Thomas F. Frist, Jr. chmn.; David C. Williamson, Jr.; v.chmn.; Gene Burton, v.p., material management.</td>
<td>1,750</td>
</tr>
<tr>
<td>Inside! A Div. of Ellerbe Assoc.</td>
<td>562</td>
<td>Fairbanks, AL; New York City, NY; Tampa, FL; Washington D.C.</td>
<td>23</td>
<td>David Wachal, CEO, Ellerbe Assoc.; Dan R. Fox, dir. of int. des.; Nancy Cameron, assoc. dir. of int. des.; Kenneth Ledoux, assoc. dir. of int. des.</td>
<td>850</td>
</tr>
<tr>
<td>Interarc, A Div. of Widom/Wein &amp; Partners, Inc.</td>
<td>48</td>
<td>N/A</td>
<td>7</td>
<td>Russ Tynes, AIA, v.p. int. des.; Chesta A. Widom, AIA, CEO; Adrian O. Cohen, AIA, ptncr. George Wein, AIA, ptncr.</td>
<td>1,000</td>
</tr>
<tr>
<td>Jova/Daniels/Busby, Inc.</td>
<td>55</td>
<td>N/A</td>
<td>16</td>
<td>Henri V. Jova, FAIA, ASID, chmn. of the board; Stanley L. Daniels, FAIA, pres.; John A. Busby, Jr., FAIA, v.p.; Karen L. League, AIA, v.p. &amp; dir., int.</td>
<td>800</td>
</tr>
<tr>
<td>Albert Kahn Associates</td>
<td>300</td>
<td>N/A</td>
<td>2</td>
<td>Daniel Shahan, chmn. &amp; CEO; Edgar E. Parks, pres.; Thomas C. Halliday, exec. v.p.; Charles J. Allen, AIA, v.p. &amp; treasurer</td>
<td>1,766</td>
</tr>
<tr>
<td>Kaneko Ford Design</td>
<td>12</td>
<td>N/A</td>
<td>10</td>
<td>George Kaneko, ptrn.; Patricia Ford, ptrn.; Charles Balber, assoc.; Mary Kay Shaefer, assoc.</td>
<td>609</td>
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<tr>
<td>FIRM</td>
<td>EMPLOYEES</td>
<td>BRANCHES</td>
<td>DESIGNERS/EXECUTIVES</td>
<td>SQ. FT.*1985 (in 1,000's)</td>
<td>1985 PROJECTS</td>
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<tr>
<td>Lucas Stubbs Pascullis Powell &amp; Penney Ltd.</td>
<td>44</td>
<td>N/A</td>
<td>5 Frank E. Lucas, FAIA, chmn. of board; Sidney W. Stubbs, Jr., AIA, pres.; Thompson E. Penney, AIA, v. pres.; Beverly J. Currin, v. pres. &amp; head of int. des.</td>
<td>1,300</td>
<td>Palmetto Pavilion, 27,000 sq. ft.; Psych. Hosp./Medical University of South Carolina, 78,000 sq. ft.; Roper Hosp. (addition &amp; renovation), 128,843 sq. ft.; Eagle Landing Nursing Home, 47,000 sq. ft.</td>
</tr>
<tr>
<td>Mitchell Associates, Inc.</td>
<td>49</td>
<td>Baltimore, MD</td>
<td>36 Louis B. Rosenberg, princ.; Thomas W. Buttimer, princ.; James F. Banrdt, princ.; William L. Endicott, princ.</td>
<td>1,500</td>
<td>Christiana Hosp., 700,000 sq. ft.; Hospital St. Raphael, 600,000 sq. ft.; Long Island College Hospital, 606,000 sq. ft.</td>
</tr>
<tr>
<td>Morris/Aubry Architects</td>
<td>180</td>
<td>N/A</td>
<td>40 H. Davis Mayfield III, prin.; William M. Burwell, prin.; Eugene E. Aubry, prin.; Chris A. Hudson, prin.</td>
<td>25,000</td>
<td>Methodist Hosp., MRIF, 3,200 sq. ft.; Methodist Hospital, Lithotripter Project, 2,000 sq. ft.; Prucare-MacGregor-Padadena Facility Ambulatory Clinic, 22,800 sq. ft.</td>
</tr>
<tr>
<td>Murray Jones Murray, Inc.</td>
<td>28</td>
<td>N/A</td>
<td>2 David G. Murray, FAIA, chmn. of the board; Brit Embry, AIA, pres.; Robert Lawton Jones, AICP, FAIA, princ. &amp; plan.; Kimberly Peterson, assoc.</td>
<td>960</td>
<td>Hillcrest Med. Ctr., 500,000 sq. ft.; Helmerich Cancer &amp; Res. Ctr., 54,000 sq. ft., Muskogee Regional Medical Center, 75,000 sq. ft.</td>
</tr>
<tr>
<td>The NBBJ Group/Design</td>
<td>406</td>
<td>Palo Alto, CA; Columbus, OH; Charleston, SC; Phoenix, AZ; Tucson, AZ</td>
<td>21 David C. Hoedemaker, mng. prin.; Friedrich K.M. Bohm, prin.; James O. Jonassen, prin.; Robert E. Nieser, prin.</td>
<td>6,250</td>
<td>Stanford University Medical Center, 463,000 sq. ft.; Swedish Hospital Medical Center, SW Addition, 52,480 sq. ft.</td>
</tr>
<tr>
<td>Page Southerland Page</td>
<td>217</td>
<td>Dallas, TX; Ft. Worth, TX; Houston, TX</td>
<td>8 George M. Page, AIA, srn. prin.; Whit Phillips, AIA, srn. prin.; James S. Wright, AIA, srn. prin.; Acree B. Carlisle, AIA, srn. prin.</td>
<td>3,099</td>
<td>Seton Medical Ctr., 403,970 sq. ft.; Phoenix Gen'l Hosp., 125,000 sq. ft.; Reynolds Army Hosp., 443,700 sq. ft.; Salamaniya Med. Ctr., 509,000 sq. ft.</td>
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<tr>
<td>FIRM</td>
<td>EMPLOYEES</td>
<td>BRANCHES</td>
<td>DESIGNERS</td>
<td>EXECUTIVES</td>
<td>SQ. FT.-1985 (in 1,000's)</td>
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</tr>
</tbody>
</table>
| Pierce, Goodwin, Alexander  
800 Bering Drive  
Houston, TX 77057  
(713) 977-5777 | 140 | Austin, TX; Dallas, TX | 40 | Earl Alexander, mng. pttnr.; Logic Tobola, dir., health; Steven Reigle, dir. int.; Sidney Lanour, dir. int.-Austin. | 1,563 | Brakenridge Hosp., 15,000 sq. ft.; Medical Ctr. Hosp., 155,000 sq. ft.; DeBakey Ctr., 180,000 sq. ft. |
| RTKL Associates Inc.  
400 E. Pratt St.  
Baltimore, MD 21202  
(301) 528-8600 | 420 | Dallas, TX; Washington, DC; Ft. Lauderdale, FL. | 27 | Francis T. Taliaferro, FAIA, chmn. of board; Harold L. Adams, FAIA, pres.; Charles E. Lamb, FAIA, princ.; George J. Pillorge, AIA, AICP, princ. | 12,500 | Church Hosp., 105,000 sq. ft.; Johns Hopkins Hosp. School of Nursing, 125,000 sq. ft.; University of Maryland Med. Systems/Hosp.-Medical Intensive Care Unit, 4,000 sq. ft.; University of Maryland Med. Systems/Hosp.-MRI Facility, 18,500 sq. ft. |
| The Ritchie Organization—  
Interior Design Systems  
174 Boylston Street  
Chestnut Hills, MA  
(617) 969-9400 | 120 | Birmingham, AL; Sarasota, Fl | 5 | Wendell Morgan Jr, AIA, pres.; Lawrence Partridge, AIA, v.p.; Patrick Davis, AIA, v.p. | 2,400 | Baptist Hosp. of Miami, 545,500 sq. ft.; Miami Valley Hosp. (Ohio), 561,000 sq. ft.; Overlook Hosp. (NJ), 370,000 sq. ft. |
| The Rowland Assoc., Inc.  
330 North College Ave.  
Indianapolis, IN 46202  
| SCHL Architects  
1100 Stout Suite 300  
Denver, CO 80204  
(303) 623-7031 | 70 | N/A | 20 | Jerry Seracuse, gen. mgr.; Judi Jump, dir. int. des.; Buck Bradley, dir. mktg.; Gayle Udall, dir. arch. | 1,000 | Presbyterian Hospital (CO), Family Hotel, 12,000 sq. ft.; Presbyterian Hospital, Medical Records, 6,000 sq. ft. |
| Schmidt, Garden & Erikson  
104 S. Michigan Ave.  
Chicago, IL 60603  
(312) 331-5070 | 125 | Sarasota, Fl | 6 | Robert F. Lange, pres.; Frank Gagarin, sec.; Gerald Haselsuhn, snr. plnr.; William Rodeck, chief eng. | 1,100 | Riverside Methodist Hosp., 300,000 sq. ft.; St. Joseph Memorial Hosp., 100,000 sq. ft.; Sherman Hosp., 150,000 sq. ft.; University of Illinois, 50,000 sq. ft. |
| Shepherd Legan Aldrian Ltd.  
11600 W. North Ave.  
Milwaukee, WI 53226  
(305) 626-6599 | 60 | Palm Beach Gardens, FL | 15 | John B. Shepherd, pres.; Joseph R. Legan, exec, v.p.; Charles F. Aldrian, treas.; Sylvia Fountain, head, int. des. | 346 | Gardens Med. Park, 27,000 sq. ft.; Friendship Village of South Hills, 432,000 sq. ft.; Franklin Medical Center, 24,000 sq. ft. |
| Smith, Hinchman & Grylls Assoc. Inc.  
455 West 4th Street  
Detroit, MI 48226  
(313) 964-3000 | 310 | Washington DC; Indianapolis, IN | 8 | Philip J. Meathe, pres. & CEO; Ralph Youngren, snr. v.p. & corp. dir. des.; Susan B. Kennedy, snr. int. des.; Sally S. Pattern, snr. int. des. | 837 | Methodist Hosp. of Indiana, 704,000 sq. ft.; Nursing Care Center/Sisters of Bon Secours, 77,000 sq. ft.; Evans A/S Army Community Hosp. Fort Carson, 513,000 sq. ft. |
<table>
<thead>
<tr>
<th>FIRM</th>
<th>EMPLOYEES</th>
<th>BRANCHES</th>
<th>DESIGNERS</th>
<th>EXECUTIVES</th>
<th>PROJ. ± 1985</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Smith, Korach, Hayet, Haynie Partnership</td>
<td>135</td>
<td>Ft. Lauderdale, FL; St. Petersburg, FL; Jacksonville, FL; Washington DC</td>
<td>1</td>
<td>Leonard Hayet, PE, snr. pttn.; William H. Haynie, AIA, snr. pttn.; George F. Sauers, dir. of oper.; J. Elsa Anguita, AIA, int. des.</td>
<td>1,000</td>
</tr>
<tr>
<td>Stone Marraccini &amp; Patterson</td>
<td>112</td>
<td>St. Louis, MO</td>
<td>13</td>
<td>Wilbur H. Tusler Jr, AIA, pres.; Merlin Lichalter, AIA, snr. v.p.</td>
<td>3,000</td>
</tr>
<tr>
<td>Earl Swensson Associates Inc.</td>
<td>90</td>
<td>N/A</td>
<td>13</td>
<td>Earl S. Swensson, FAIA, chmn.; Richard L. Miller, AIA, pres.; Joe C. Crumpocher, v.p. finance; Raymond M. Pratt, v.p. construc.</td>
<td>N/A</td>
</tr>
<tr>
<td>Tardy &amp; Assoc, Architects, Inc.</td>
<td>20</td>
<td>N/A</td>
<td>16</td>
<td>Ken Tardy, pres.; Jeanne Pendleton, assoc. dir. int. des.; Maria Haverstock, assoc. dir. contract; Robert Puleo, assoc. dir. planning.</td>
<td>600</td>
</tr>
<tr>
<td>Ward-Hale Design Assoc., Inc.</td>
<td>30</td>
<td>Vienna, VA</td>
<td>22</td>
<td>Donna Ward-Hale, pres.; Michael H. Finch, AIA, dir. des.; Carol Johnson, mgm. dir. branch office.</td>
<td>850</td>
</tr>
<tr>
<td>Western Design Associates</td>
<td>20</td>
<td>N/A</td>
<td>17</td>
<td>Bob Mahowald, pres.; Mary Davidge, v.p. &amp; dir.; Sarah Melling, proj. dir.; Nancy Braatz, proj. dir.</td>
<td>1,500</td>
</tr>
<tr>
<td>Wilmot Bauer &amp; Associates</td>
<td>41</td>
<td>Austin, TX; Raleigh, NC</td>
<td>4</td>
<td>Boyd O. Bauer, AIA, princ.; John C. Wilmot, AIA, princ.; Jack W. Downing Jr., AIA, princ.</td>
<td>754</td>
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<tr>
<td>Yearwood Johnson Stanton &amp; Crabtree</td>
<td>90</td>
<td>N/A</td>
<td>6</td>
<td>Randall Yearwood, AIA, chmn. board; Ed Johnson, AIA, pres.; Theodore Stanton, exec. v.p.; Bruce Crabtree, FAIA, v.chmn.</td>
<td>830</td>
</tr>
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</table>
**HEALTHCARE FURNISHINGS**

**AVOID INSTITUTIONAL LOOK**

*Residential-style items give patients a psychological boost*

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**Nevamar Corp.—Falcon Surface laminate contains microscopic aluminum oxide particles bonded to a melamine layer, providing more protection than conventional laminates. Circle No. 234.**

**Itoki of America Inc.—The Systema Single Picker is a computer-controlled system that permits automatic filing, search, and retrieval in seconds. Patient identification cards activate the system from any location where a card reader is installed. Circle No. 355.**

**Falcon Products—Healthcare furniture line includes tables with wood or metal bases and a variety of top styles, contemporary and traditional chairs, and sled base chairs. Circle No. 212.**

**Lees Commercial Carpet Co.—Bioguard Carpets offer a safe, permanent, antimicrobial treatment that causes microorganisms to collapse on contact. Performance is not affected by repeated cleaning. The line is available in five running line constructions, with a choice of over 100 colors. Circle No. 203.**

**Nienkamper—The Richard Schultz "I" Chair is available in a chrome or powder-coated black, high-gloss finish with fabric or leather upholstery, and is suitable for patient waiting areas. Circle No. 233.**
Herman Miller—The Action Environment Co/Struc system's modular components (workstations, carts, lockers, interchangeable drawers) feature crevice-free, chemical-resistant surfaces. Circle No. 254.

HEALTHCARE FURNISHINGS

Esthetics & science mix

Gunlocke Co.—Contura, a fully upholstered armchair with closed or open arm options, features a steambent oak or walnut exterior frame with molded polyurethane foam encapsulating a tubular steel interior frame and support webbing. Circle No. 204.

Thonet Industries—The Tulsa Healthcare Collection offers beds, wardrobes, cabinets and chests. Solid white oak frame members and drawer pulls and oak-surfaced panels can be finished in natural, autumn oak, walnut, or mahogany stain. Laminate surfaces are also available. Circle No. 213.

Steelcase—The 472 Max Stacker chair comes in over 100 upholstery choices, 12 shell covers, and seven frame colors, plus polished chrome. Each weighs 15 lbs. Forty-five polypropylene chairs stack 22½" by 39½" by 64½-in. on a steel dolly and occupy 33.2 cu. ft. Circle No. 222.

Cubicon Corp.—Bench series features plastic laminate, finished end panels, and plastic laminate or upholstered seats. Series is available in a wide range of sizes and finishes. Circle No. 206.


American Seating Co.—Panel systems for office and technical workstations allow end-users to intermix both applications, and change a workstation from one format to another. Circle No. 207.
Donn Corp.—Rust colored vinyl walls are suitable for hospital rooms. Walls are demountable and accessible for re-location and wire management. Circle No. 256.

Adden Furniture—Psychiatric room line includes a platform bed, desk with pencil drawer, wardrobe with sliding door and chest unit, and the Profile Rounder chair. Features include non-removable drawers, heavy-duty drawer glides, and extra-heavy bottoms. Radiused corners and locks for casegood pieces are available. Circle No. 211.

Add Interior Systems—The Rose Chair 2000-C series measures 23 in. front-to-back, is available with low- and high-back, with or without arms, mesh or upholstered (with optional zipper-removable covers), and is ganged for tandem seating use. Circle No. 220.

Kinetics—Hospital patient’s chair offers swing-away arms, adjustable head rest, cantilevered front, and optional gel-bag seat insert. The chair is the latest addition to the “Kineticare” line. Circle No. 201.

Westnofa Contract—Designed for the elderly or infirmed, the Rebo 40 line of lounge furniture includes high- or low-back chairs with or without arm rests, and two- and three-seat sofas in beech laminate or stained finishes. Neck support, food tray, hemaplegic support, and extra cover are available. Circle No. 200.

R-Way—Solid red oak Oakur collection features conversion finish and high-pressure laminated tops, radiused corners, extruded aluminum trim at top corners, and conversion finish/plastic surfaced drawer bottoms. Line includes beds, pedestal desks, writing desks, chests, dressers, and wardrobes. Circle No. 210.

Tuohy Furniture—Interchangeable, modular seating and table units comprise the Plexus Armchair Group. Frames are solid red oak, ash or walnut with radiused edges and corners. Circle No. 221.
HEALTHCARE FURNISHINGS

Colorful items perk up surroundings

Playscapes—Playscapes, Jr., a compact, bi-level play environment is a smaller version of company’s Playscape Centers. Size is 4- by 4-ft., or 4- by 5½-ft. if the carpeted slide is added. Unit is 6-ft. high. Pictured is a Playcape in the Kaiser Permanente pediatric clinic in Baltimore, with graphic design and installation by Marshall Erdman & Associates. Circle No. 214.

Dow Corning—Sylgard carpet treatment prevents growth of odor-causing bacteria and controls growth of mildew and fungus. Pictured is a Lees Bioguard antimicrobial carpet, treated with Sylgard at the time of manufacture, at Harbor View Mercy Hospital in Fort Smith, Ark. Circle No. 278.

Krueger—Dorsal Operational Stool is made of injected-molded, black or off-white thermoplastic. Backrest is adjustable. Upholstery comes in a variety of colors. Circle No. 279.

Modern Contract Furniture—Special seating for the post-operative patient has been expanded to multiple seating units for applications in solariums. Furniture features solid-wood construction. Circle No. 219.

Formica Corp.—Laminate comes in 94 solid colors, 34 patterns, and a variety of surfaces, including 48 “design concepts.” Pictured are laminated counters in a hospital. Circle No. 255.

Skandi-Form—Operated by gas springs, the Focus chair provides an adjustable back, a two-position seat, detachable covers, natural or stained beech wood, urine-resistant cushion, and optional hemiplegia support. Also available are trunk support (adjustable sideways) and edged tray. Circle No. 217.
Rudd International Corp.—Casegoods system comes in white oak or beech veneers. Drawer and door fronts may be in those veneers or in white, black, or grey plastic laminate. Casegoods may be one, two, or three units high. Individual modules may be fitted with cabinets, shelves, drawers, vertical dividers and doors. Circle No. 209.

Rose Johnson Inc.—The Inn-Ovations line is an addition to the Timber-Line Collection and features a variety of freestanding components with a Hampton oak finish and beveled front edge molding. Circle No. 216.

ModuForm—100 percent Marquesa Lana or Monsanto Safety Collection fabrics are being offered as an alternative to company’s roto-molded vinyl. Additional options include flame-retardant Vonar 3 interliner, and Staph-Check interliner with anti-bacterial, flame retardant, anti-static, and self-deodorizing features. Circle No. 218.

Paoli—259-1 convalescent chair measures 19- by 21-in, and has an “H” stretcher added to the base for extra support. The chair has a tight seat construction with cleaning clearance. Circle No. 208.

Wilsonart—Chemsurf decorative laminates are designed to resist damage due to acids, alkalis, and organic solvents. Available in 79 Color Quest colors and 80 varied patterns, the laminates can be ordered in several grades (including postforming) for chemistry, medical, and photographic lab furniture/fixtures. Circle No. 232.

Gregson—Healthcare furniture comes in one-, two-, three-, and four-seat units, in walnut or oak finishes. There is an opening for cleaning between the seat and back. Circle No. 205.

OJVM—The Linen Warp Collection of wallcoverings in 24 colors is available in both traditionally and diagonally embossed textures, 36-in. wide, yarn-dyed and coated for washability. Circle No. 237.


Frankel—New colors have been added to Frankel’s wool lines. A total of 10 have been added to woolpoint solid, 13 to wool mosaic, and 14 to wool triad. Circle No. 259.

Stratford Hall, Inc.—Brittany, a twill pattern available in six colorways, and Cambridge, a tweed pattern in 16 colors, are 100 percent wool. Circle No. 240.

Melded Fabrics, Inc.—Non-woven fabrics consisting of melded nylon and polyester fibers are lighter in weight than comparable woven fabrics. Circle No. 241.

Standard Textile—Petals drapery is made of Beta Care flame-resistant and smoke-retardant fabric and resists deterioration from heat and sunlight. Circle No. 245.
BEHIND APPEALING FACADES
allow design flexibility

Maharam—Flame retardant upholstery fabrics are a blend of 75/25 percent Monsanto SEF modacrylic and nylon. The fabric has a Class A rating for the ASTM E 84 and NFPA701 flammability tests. Circle No. 357.

Wolverine Leathers—Kroupana sueded pigskin leather is available in over 30 colors. Product is stain-resistant, durable, and plush. Circle No. 238.


S.M. Hexter Co.—Kabel wallcovering from Crosswinds Collection is a soft, edged geometric design, with vinyl inks on pre-trimmed, strippable vinyl coated paper. Circle No. 239.

Lee Jofa—Kendall Weave and Dryden Weave are two variations of the same grid-pattern theme. Both are finely-woven of 54-in. wide, 100 percent worsted wool. Circle No. 248.

Cohama Specifier Contract Fabrics—Available in six woven patterns, the Tivoli Collection of upholstery fabrics is a 75 percent modacrylic, 25 percent nylon fiber blend jacquard. Circle No. 251.

Valley Forge Fabrics—New collection of flame-retardant solids and prints is geared for healthcare market. "Z Solid" has 43 colors and coordinates with "Z Prints," available in 60 patterns and colors. Circle No. 257.
Marathon Carey-McFall Co.—The Bali Micro Blind’s slats measure 15 mm. wide and come in over 100 colors, including metallic tones, 16 SoftTones printed textures, and 15 Duplex colors. Features include 1-in. headrail, cord separator, cord equalizer, and plastic grommets. Circle No. 252.

Sol-R-Veil—Fiberglass-woven Solar Shading Systems block infra-red rays. They are available in a variety of colors and in motorized, chain, and cranked mechanisms. Circle No. 260.

Verosol—Verosol FR, flame retardant pleated shades in metallized and non-metallized fabrics have passed both Small and Large Scale NFPA 701 flame retardancy tests. Available in a variety of colors, translucent, or opaque. Circle No. 225.

Pinecrest—Company manufactures a wide range of custom shutters. Available shutter shapes include flat, curved, narrow, wide, fixed, fan top, rake, and arch. Pictured are Ante Bellum 2½-in. blade louver. Circle No. 230.

Coral of Chicago—Some 30 vertical casement patterns in neutral and earth-tone colors are available for Verticoral Drapery Ribs. Product is flame retardant, permanently dimensionally stable, and colorfast. Circle No. 226.
Nanik—Made of transparent polymeric resins, the 3½-in. interlocking Vertical Optix blinds come in amber, bronze, charcoal, smoke, indigo, and frost. Circle No. 228.

Norton Blumenthal—Wood venetian blinds are custom made from Georgia pine. The blinds have rounded corners, hand-made bell wood pulls, or wood tassels. Circle No. 261.

Conrad Imports Inc.—Custom handwoven sunshades are made of Oriental grasses and reeds in over 30 weaves, as well as earth tones. Circle No. 258.

Aeroshade Inc.—Temlile Loomwood D-2 Fabric consists of ¾- by 1/4-in. beveled splints and is available in pairs or single panels for operation in standard Rolltrak, standard I-Beam track for curved installations, or heavyweight I-Beam track. Product can be wall- or overhead-mounted and is available with or without valances. Circle No. 227.

Hunter Douglas—Air trapping honeycomb construction makes the dual-pleated Duette fabric shade highly energy efficient. Construction allows Duotone colorings, with color on inside and white on outside. Circle No. 223.

LouverDrape—Offered in 17 colors, Apollo Line is a nubby, woven fabric of Trevira polyester, textured in a vertical pattern. Fabrics are slightly translucent and available free-hanging or as Louver Groover inserts in 2- and 3½-in. widths. Finish is of modified acrylate with halogen flameproof protective finish. Circle No. 224.

Kirsch—Company has added 12 patterns, called Collection VI, to its fiberglass line of vertical vanes in commercial colors. Circle No. 224.
10TH WESTWEEK CELEBRATES ART, TECHNOLOGY, & DESIGN

Packed program of seminars, special events for 3-day show

The ability to form an image of that which does not yet exist, joined with the ability to clothe that image with a physical form is the root of human progress. It is also the foundation of Art, Technology, & Design, the theme for Westweek 1986, March 19-21 at the Pacific Design Center (PDC), Los Angeles. Seminars and events revolving around this theme feature an impressive list of participants from the architecture, design, art, and science disciplines. Westweek attendees will also have a chance to view the latest contract furniture in more than 178 PDC showrooms, plus an additional 53 West Hollywood area showrooms that are participating in the design conference for the first time.

"Eyes on Earth from Space," a conceptual art event created by artist Tom Van Sant, opens Westweek on Wednesday morning, March 19. It features interaction between a mirror station erected on PDC’s south Plaza and a geo-stationary satellite orbiting 22,000 miles above Earth. Arranged in the form of a human eye, 30 mirrors will send reflected sunlight to the remote imaging sensors of the GOES 4 weather satellite. Those images will be transmitted to a monitor in PDC’s lobby during the three-day event.

Seminar highlights

The visible link thus formed between the viewer and the image of Earth from space will provide the basis of a subsequent panel discussion on Friday afternoon, March 20. Moderated by Van Sant, the panel will feature environmental biologist Paul Ehrlich; nobel laureate physicist Richard Feynman; Dr. Albert R. Hibbs, the voice of Jet Propulsion Laboratory; and June Wayne, artist and creator of the Tamarind Lithography Workshop.

On Wednesday morning, Magdalena Abakanowicz, the Polish artist, weaver, and sculptor who revolutionized fiber art, analyzes the creative forces that have moved her work from the shaping of single objects to “Sculpture: The Total Organization of Space.” Artist David Ireland; author/architect Charles Jencks; and designer John Saladino explore “Design as Image & Meaning” later on that afternoon.

Also on Wednesday, the Los Angeles AIA chapter sponsors Cesar Pelli, design architect for PDC’s expansion and recent additions to the Museum of Modern Art, New York City; Frank Gehry, architect of the Temporary Contemporary, Museum of Contemporary Art, Los Angeles; Max Gordon, English architect and creator of galleries for Charles and Doris Saatchi, London; and Norman Pfeiffer, architect, L.A. County Museum of Art expansion, as they present four distinct views of “Architecture for Art.” Charles Bell, Charles Bell Ltd.; Robert
WESTWEEK SCHEDULE OF EVENTS

Wednesday, March 19

9 a.m. Registration/showrooms open

10-11 a.m.
A Prospective Retrospective. Introduction: Pilar Viladas, Progressive Architecture. Speaker: Cesar Pelli, FAIA, architect. (Continued)

11:30-12:30 p.m.

1-2:30 p.m.

5-6:30 p.m.

7-9 p.m.
Made in Germany exhibit benefit reception. Sponsor: Design Center Stuttgart. Tickets: $25 per person.

Thursday, March 20

9-11:30 a.m.

11:30-12:30 p.m.

1-2:30 p.m.

5-6:30 p.m.

7-9 p.m.
Made in Germany exhibit benefit reception. Sponsor: Design Center Stuttgart. Tickets: $25 per person.

Cook, CRS/Sirrine; Michael Tatum, Hellmuth, Obata, & Kassabaum; and Kenneth Walker, The Walker Group/CNI look at “The Design Process in International Interiors” in a seminar sponsored by the AIA Interiors Committee.

PDC 2, the contract manufacturers’ association on the West Coast, sponsors a special business conference on Thursday morning. Titled: “Achieving Excellence in the Workplace,” the program features former vice president/marketing for IBM, Francis G. “Buck” Rodgers. His talk, “Riding the Winds of Change,” will focus on a pair of durable principles that can guide a company and its employees through the rapid changes of today’s corporations. Moderator Arthur Gensler, Gensler & Associates, Architects, ties the ideas of Rodgers to the development of the TRW headquarters project along with Jack Gearhart, TRW; architect Dirk Lohan; and William Krebs, Interspace, in “Changing the Corporate Environment.”

IBD and Steelcase join together to present Syd Mead, a conceptual futurist and industrial designer known for his creation of sets for the movies “Tron” and “2010,” in a seminar titled “Concept, Image, Technology, & Design” on Thursday. PDC 2 sponsors “The Design Process in Southern California Interiors” that afternoon with Steve Ehrlich, AIA; Thom Mayne, Morphosis; Jill Cole, Swimmer, Cole, Martinez and Curtis; Rob Quigley, AIA; Johannes Van Tilburg, AIA; and Joseph D’Urso, designer.

ASID brings more thought to the corporate design process with Michael Brill’s exploration of “Design Excellence & Productivity” on Thursday evening. IFMA and Harter Corporation present Hank deCillia’s ideas for bringing it all together in “The Integrated Workplace” also on Thursday evening.

In “The Design Process: Five Designers-Four Chairs,” on Friday morning, Niels Diffrient, Don Chadwick, Bill Stumpf, Michele de Lucchi, and Warren Snodgrass share the uniqueness of their individual design processes and goals. Mario Bellini, designer of office machines, lamps, furniture, stereo equipment, and cameras, shares his talents in “The Design Process: One Designer—Six Disciplines” also on Friday. Then, David Hockney joins Japanese art director Eiko Ishioka; architect Zaha Hadid, winner of last year’s Hong Kong Peak competition; and artist Jane Wayne for an exploration of “Image Making: Conceptual Process in Art, Architecture, Film & Design.”

Exhibits, activities win approval

“Made in Germany,” the premier U.S. showing of a 75-year retrospective of German furniture design, opens on Wednesday evening in the PDC Galeria with a benefit reception for the Decorative Arts Council of the L.A. County Museum of Art. On Thursday evening, E.J. du Pont de Nemours & Company hosts a champagne reception honoring the Design Center Stuttgart, creators of the exhibit.

Other exhibits in the PDC for Westweek include “Surface & Edge,” a display of contemporary jewelry executed in Formica’s Colorcore material; a photographic exhibition of the L.A. Chapter AIA Interiors Awards and the California Council AIA Honor Awards; and “Rebels Revisited,” an exhibit of original work by Hoffman, Oerley, and Mackintosh paired with contemporary models.

Designer showrooms participate

Also, for the first time in its 10-year history, Westweek will expand to include 53 showrooms in surrounding West Hollywood areas. Shuttle buses will depart from PDC every 20 minutes during the show and travel continuously through the area.

The Party! at the Temporary Contemporary of the Museum of Contemporary Art, L.A., wraps up Westweek on Friday evening. Hors d’oeuvres, cocktails, dancing, a private viewing of the works of Red Grooms and Jonathan Borofsky, and a $10 tax-deductible donatiion of MOCA are included in the ticket price of $27.50. For more information contact the PDC, 8687 Melrose Avenue, Los Angeles, CA 90069; 213/657-0880.

CONTRACT/February 1986

[Image of people: Cesar Pelli, dirk lohan, john salarfino, cherles lencks]
Westweek offers diverse program

Part III: Questions & Answers

12:30-2 p.m.

2:30-3:30 p.m.

2:30-4:30 p.m.
Architecture for Art. Moderators: Peter Blake, The Catholic University of America; James Elliott, University of California/ Berkeley. Speakers: Frank Gehry, AIA, Museum of Contemporary Art; Max Gordon, RIBA; Cesar Pelli, FAIA; and Norman Pfeffer, FAIA, Los Angeles County Museum of Art.

4-5 p.m.
Design Excellence & Productivity. Introduction: Len Corlin, CONTRACT. Speaker: Michael Brill, BOSTI.

6-7 p.m.

6-9 p.m.
Showroom receptions.

7-9 p.m.

8:30 p.m.
PDC Expansion Celebration
Location: 3rd floor terrace.

Friday, March 21

9-10:30 a.m.
The Design Process: Five Designers—Four Chairs. Moderator: Charles Gandee, Architectural Record. Speakers: Niels Diffrient; Don Chadwick and Bill Stumpf, co-designers of Herman Miller's Equa Chair, are featured in a seminar on "The Design Process: Five Designers—Four Chairs" on Friday.

3-5 p.m.
Eyes on Earth from Space. Moderator: Tom Van Sant, fellow, MIT. Speakers: Paul Ehrlich, Stanford University; Albert R. Hibbs, Jet Propulsion Laboratories; Richard Feynman, California Institute of Technology; June Wayne, artist.

7-9:30 p.m.
The Party!
Location: Temporary Contemporary, The Museum of Contemporary Art. Tickets: $27.50 per person (price includes $10 tax deductible donation to MOCA).

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Lista Int'l
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Shelby Williams Systems
The Swedlow Group/Sapporitti Italia
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*These showrooms are not PDC 2 members

Len Corlin, co-publisher and editor, CONTRACT, moderates a seminar featuring Michael Brill, president, BOSTI on Thursday afternoon from 4-5 p.m.
American Seating—Integrated Table Group has hidden wire management and a variety of sizes and finishes. Storage pedestals offer support as well as soft drawer fronts. Circle No. 350.

Design Tex—Amalfi is a new 100 percent cotton fabric. It comes in 59 in. wide rolls Circle No. 328.

Scandiline—New 800 Series occasional table collection is available in lacquer finished cherry, magogany, rift oak, or walnut. The model shown has triangular legs. Circle No. 337.

Steelcase—8800 Series is a new line of freestanding modular electronic support furniture. It includes VDT stands, computer tables, printer tables, and mobile storage panels. Circle No. 353.

Cleator—#2400 Pericles series includes a double pedestal desk and credenza. Available in oak, walnut, cherry, and mahogany. Circle No. 325.

Atelier International—Beige colored laminate horizontal and vertical surfaces and a mahogany finish bullnose edging have been added to the Bellini System. Circle No. 343.
WESTWEEK PRODUCTS

Systems offer flexibility

**Gunlocke**—Custom conference tables, individually designed, comprise the Director series. Over 100,000 table shapes are possible by combining veneer tops and inlays. Circle No. 339.

**Krueger**—A three-circuit electrical power network, plus privacy, modesty, and free-standing acoustical panels are the newest elements in the Com System furniture line. Circle No. 349.

**Arc-Com**—Targa is a classic wool friese upholstery fabric woven on traditional wire looms. The texturized twill design is available in 21 colorways. Circle No. 323.

**Westinghouse**—Data-Trak raceway is located on the top of the panel. It can contain as many as 30, three/eighths-in. data/communication cables at one time. Circle No. 346.

**Howe Furniture Corp.**—Donahue table design has been adapted to a large conference-size model. Four natural wood and ebonized black wood finishes are offered. Circle No. 345.

**Artemide**—Shogun floor lamp is made with black and white painted metal with adjustable diffusers in a perforated metal plate. Circle No. 333.

**Condi, div. Pacific Furn.**—Executive lounge seating series includes a chair, loveseat, three- and four-seat sofa. Circle No. 326.
EOC—Datalink is an expandable system of modular furniture components that can grow in any direction. The line comes in four height elevations. Circle No. 351.

Shaw-Walker—Woodwind collection has a rounded, radius design. Offered in free-standing or systems forms, the collection is crafted from select oak and mahogany veneers. Circle No. 329.

Jack Lenor Larsen—Jazz is a jacquard wilton, carved cut pile wool carpet with a mothproof cotton and jute back. The design is based on Islamic geometric forms. Circle No. 354.

Modern Mode—Stackable panels in three height adjustments are part of the horizontal Stratus system. Fabric, wood or lacquer finishes are options. Circle No. 331.

Haller Systems—Modular furniture system features new computer-support accessories and a Quick-ship program. Circle No. 340.

Harter—13 new Anthro chairs feature small, medium, or large backs and small, or large seats. A forward lever adjusts height. Circle No. 352.

Maharam—From Ireland, Wool Bevel is a 100 percent worsted wool fabric. The pattern comes in 32 colors. Circle No. 336.
WESTWEEK PRODUCTS
State-of-the-art seating shown

Hiebert—Prism series offers four different systems lines. An extensive range of modular components are available to compliment each. Circle No. 338.

Corry Jamestown—QQ Seating features high-impact polystyrene shells, molded polyurethane foam cushions, polyurethane arm rests, and five-star thermoplastic base. Circle No. 342.

Unifor—Mats table features a single vertical supporting element and connectors that join different table shapes. The foot comes in three diameters. Circle No. 332.

Baker—Designed by John Saladino, this molded metal chair is part of the Facade Collection. The sculptured wood arm and metal are finished in high gloss lacquer. Circle No. 341.

Artect—Lorado seating has a laminated beechwood base and arm construction. The chair has pneumatic height adjustment and forward seat tilt and lock. Circle No. 330.

Fixtures Furniture—Octagonal rio table compliments the award-winning geometric rio chairs. A perforated metal top ensures an easy to clean, low maintenance surface. Circle No. 334.
iii international—Mobila Series includes a double pedestal desk, table desk, and series of credenzas with matching tops. Trolley pulls out of desk for use. Circle No. 348.

Kasparians—Tulip Settee has a fully upholstered silhouette with flaring radius curving arms and back that form a squared base. A chair model is also available. Circle No. 344.

Boris Kroll—Buckingham, a traditional wool-blend damask; Squadron, a two-tone texture; Magnum, a mohair plush; and Centurion, a chenille texture are three new fabrics from this company. Circle No. 335.

GF Furniture Systems—New fabrics and finishes program includes over 200 fabrics, chair shell colors, laminates, veneers, and enamels. Circle No. 324.

Herman Miller—Ethispace interiors features unique space frames and snap-on tiles for design flexibility. Available in a multitude of colors and materials. Circle No. 327.

Girsberger—Consens line features a cushioned foam seat and back, a rounded exterior shell form, and compatible operation elements. Circle No. 347.
Ceramic vases, trays offered

Baatz Ceramics—Vases and candy trays make up the Odyssey Line of ceramics. An interplay of lines, angles, surfaces, and solids establishes a geometric context for the pieces. Each item is handdecorated and signed by the artist. Vases come in sizes up to 16-in. tall and 9-in. wide. Circle No. 367.

Saga of symbols is present in ceramic wall construction

A.R.E.A.—Imprint Fresco, a large-scale, ceramic wall construction by Marylyn Dintenfass, was on view at the 42nd St. Port Authority Bus Terminal in New York. The installation was sponsored by Artists Representing Environmental Arts, Inc. Dintenfass has introduced a narrative quality into the work. The brightly colored images become a saga of symbols that are vibrantly paced through a changing color field. Various symbols are enlarged, developed, and shifted in the fashion of an early church fresco. Circle No. 368.

Rust-colored flower is fused into glass

Meyda Stained Glass Studio—A miniature Tiffany table lamp has been added to the Tiffany Dreams collection. Each lamp in the collection is handcrafted using American-made stained glass. Lamp bases, cast from French bronze, are reproductions of antique patterns. There are 12 styles available. Pictured is a beige Tiffany shade with a rust-colored flower fused into the glass, accompanied by a matching Tiffany stained glass box. Circle No. 369.
Adden Furniture introduces the Health Care Collection, a complete line of furniture specifically designed for health care environments. Handsome, durable solid oak creates the appearance and comfort of home. Thoughtfully developed safety features meet the most stringent specifications. The Adden Health Care Collection also includes complementary lounge and waiting room furnishings.

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Circle 55 on reader service card
Executive line has wiring system

Virco Mfg. Corp.—Rounded corners, scuff-resistant edges, a wire management system and Twist-Lock for assembly ease are highlights of the Execuline series of office furniture. The series comes in Oregon oak and walnut. Circle No. 275.

Many chairs comprise Aurora series

Brandrud Furniture—High- and low-back chairs, side chairs, steno, and task seating comprise the Aurora Series. Items are available in 16 colors, six upholstery styles, six arm treatments, and three base options for complete specification needs in the office environment. Circle No. 263.

Wall base won’t buckle

Mercer Plastics Co.—The surface brightness of vinyl and the pliability of rubber are combined in Vynite/rubber wall base, made of a Nitrile rubber alloy. It will not buckle or oxidize, and there is no white lining that pops to the surface, as in other rubber bases. Base is made in ⅛-in. gauge, in 4-ft. sections or 100-ft. rolls (cove and toeless). Circle No. 269.
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Pendant lamp features pressed, etched glass

Atelier International—Crisol, a small-scale pendant lamp, is made of pressed, etched glass. Its conical diffuser is suspended by two braided steel cables. Circle No. 277.

Cotton fabrics offered with geometric designs

Woodson—The Wazato Collection of cotton fabrics and wallcoverings offers Japanese geometric patterns printed on pure cotton. The line is available in seven large- and medium-sized patterns in three colorways. Among patterns are: diagonal brush stroke, diamond-shape with waving stripes, broad stripe with diagonal lines, broad plaid, large diamond, herring-bone, and paisley. Circle No. 262.
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- A Directory of Graduate Programs in Interior Design, 1979;
- A Directory of Undergraduate Programs in Interior Design, 1981;
- Training Workshop for FIDER Committees, Atlanta, 1978 (Funded by Greeff Fabrics and Stroheim and Romann);
- 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.

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Swatches  from  David  &  Dashˈs  New  Wave  ˈwallcoverings  are  presented  in  a  hard-cover  book.  Included  are  102  samples,  specifications,  instructions,  and  ordering  information.  Circle  No.  383.


Zeftron  stock-dyed,  spun  nylon  yams  for  contract  carpets  are  described  in  a  brochure  from  Badische  Corp.  Also  discussed  is  the  yamsˈ  suitability  for  computer-aided  carpet  design.  Circle  No.  385.

Manuscreens  Wallcoverings  offers  a  set  of  three  brochures  for  specifying  and  ordering  custom  wallcoverings:  Custom  Designs,  Custom  Coloring,  and  Custom  Logos.  Circle  No.  386.

The  Natural  Textures  Collection  book  from  J.M.  Lynne  Co.  features  258  fabrics.  The  entire  colorway  of  a  given  line  can  be  seen  in  a  single  overview;  large  fabric  samples  are  used,  and  specification  data  appears  on  a  chart.  Circle  No.  387.

Helikon  Furniture  Co.  Inc.  has  published  a  full-ˈcolor  ˈbrochure  to  introduce  its  Express  Seating  program.  The  program,  offering  five-week  shipment,  is  illustrated  in  photographs  of  the  entire  range  of  14  chair  styles  and  five  coordinated  textiles.  Circle  No.  388.

“The  Complete  Guide  to  Roof  Windows  and  Skylights”  has  been  published  by  Velux-America  Inc.  It  covers  roof  window/skylight  models  and  accessories,  besides  containing  information  about  flashings,  installations,  and  building  specifications.  Circle  No.  389.
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CATALOGS & BROCHURES

Playscapes Children's Environments has issued an Architect's Guide for its line of bi-level children's environments for pediatric waiting areas, hospitals, and other contract uses. The brochure offers complete specifications, installation data, and space planning ideas. Circle No. 373.

A 50-page showcase catalog for Fiandre tile is available from Trans Ceramica Ltd., exclusive North American agent for Fiandre Ceramic Granite. The book contains more than 50 color photographs of Fiandre installations around the world. Circle No. 374.

The Architectural Collection of table lamps from Design-Technics is depicted in a four-color brochure, with illustrations covering all 11 styles and 33 colors. Lamp shades are available in satin lacquer, white Belgian linen, or hand-wound string. Circle No. 375.

All components of Rose Johnson's Progressions Office System and RJ Office System are displayed in a 12-page, four-color brochure. Panels, shelves, worksurfaces, and storage components are included. Circle No. 376.

A total of 121 designer colors for Hunter Douglas custom mini and micro metal blinds are reproduced in the Color Card. This card includes 22 Duotone colors and 10 with an energy-saving Thermostop finish. Circle No. 377.

The Carpet Claims Manual, recently published by the Carpet and Rug Institute, features checklists for writing inspection reports, suggestions for resolving claims, and a glossary. Circle No. 378.

Photos of Ambiente 2 systems furniture installations fill the pages of a full-color brochure from Benedetti. Casegoods are offered in two distinct, but esthetically compatible styles. Circle No. 379.

Charleston Carpets has introduced a program for specifiers called "Ultra-Graphics III: Creative Color Technology for the Contract Designer." Circle No. 380.

Product sheet explains how Adjustable Shelving by Supreme Equipment and Systems Corp. enables offices to keep pace with their growing shelving needs. Shelves can be moved up or down on support posts to meet changing filing or storage requirements. Circle No. 381.
what makes a design center great?

Major business is making a major investment in the new downtown Los Angeles. The new skyscrapers which have risen in the last five years, the millions of square feet of office space now being built, the new hotels, shopping plazas and the condominiums rapidly coming to life, are a kind of growth that happens only as great cities come of age. Palace Square is at the heart of the financial, retail and wholesale districts of Los Angeles, only minutes away from eight major freeways and the entire Western design community.

Palace Square is in a prestige location, in nationally recognized landmark buildings, with more than 1,250,000 square feet of showroom space specifically designed to display and sell merchandise. Anchored by flagship companies of the interior furnishings industry, Palace Square has everything a high-end, high fashion, top quality international resource marketplace can have—and is operated by a management team which has the knowledge, expertise and vision to do it.

Palace Square's dramatic Lobby-Entry serves as the focal point for the Center, while restaurants, shops, conference/banquet rooms, and an auditorium meet the everyday needs of tenants and their clients. Fully air-conditioned and sprinkler-equipped, Palace Square also has shared telecommunications, life-safety and security systems, and unassigned, reserved and valet secured indoor parking for over 1,200 cars.

Palace Square, is designed to be the most important wholesale-to-the-trade resource center in the West and offers professional buyers of contract and residential furnishings access to the finest in furniture, fabrics, floor coverings, wallcoverings, lamps, lighting and decorative accessories in an elegant environment for shopping.

Many of the nation's most prestigious firms are now leasing showroom space at Palace Square. For leasing information please telephone or write to the address below.

INTERNATIONAL RESOURCE MARKETPLACE

PALACE SQUARE
the ultimate location

830 South Hill Street, Los Angeles, CA 90014, 213/623-8300.

Circle 60 on reader service card
Detailed diagrams illustrate Sunbilt's solar greenhouses in a six-page, full-color brochure. Extensive descriptions, photos, and business reply card are included. Circle No. 285.

The 85-page Price Book from Ironmonger lists prices and specifications for door hardware, door pulls, cabinet hardware, interior accessories, rail systems, and washroom accessories. Lines offered include D-Line, Modric, HEWI, Olivari, Con & Con, Strongbeam, HMS, and Schlage K Series. Circle No. 288.

Names and addresses of more than 800 exporters in Florence, Italy are listed in a "Made in Florence" directory from The Association of the Industries of the Province of Florence. Firms are organized into 26 major industry groups, including wood furniture for contract markets; wood, metal, and glass lighting fixtures; and ceramic and terracotta tiles. Circle No. 289.

A catalog insert with current pricing and specifications for communications support equipment from Bretford Mfg. Inc. and Knox Mfg. is now available. The insert also includes a fabric guide for specific projection screen needs. Circle No. 365.

Sales folders feature textile products from Ben Rose. Individual folders showcase Savoy upholstery and wallcovering; Sound Off! acoustical wallcovering; Loire upholstery, wallcovering, and drapery fabric; and Grand Prix upholstery and wallcovering. Circle No. 366.

A complete line of stationary and operable louvers is described in a 16-page catalog from Arrow United Industries. In addition to detailed descriptions and specifications for louvers, AMCA certified performance data has been included. Circle No. 291.

Progress Lighting has published a 48-page, full-color catalog of recessed lighting fixtures, including low-voltage accent lights, 120V MR-16 units, high-intensity discharge, fluorescent, and incandescent. Technical and design data are also included. Circle No. 295.
Two great shows: same time, same place.

May 4—6, 1986, San Francisco

THE INTERNATIONAL ARCHITECTURAL HARDWARE & DETAILING SHOW

First time ever in one show!


PAN-PACIFIC LIGHTING EXPOSITION

See all the great resources. Participate in a trail-blazing, hands-on conference. Experience various lighting moods, nuances and changes in a residential setting, modern office suite, retail boutique and an outdoor garden terrace. Watch times of day and seasons change in the brilliant "sky simulator" Lawrence Berkeley Laboratory will feature. Earn CEUs. Participate in the most important lighting event ever presented in the United States. Pamper yourself in everybody's favorite city — San Francisco.

Please rush more information about:

Pan Pacific Lighting Exposition
Architectural Hardware & Detailing Show

I am interested in attending __________; exhibiting __________

Name ___________________________ Title ________________________________

Firm ________________________________

Street ___________________________ City & State ___________________________ Zip ___________

Pan Pacific Expositions, 2 Henry Adams Street, San Francisco, CA 94103.
Phone 415/621-4761.
Library units hold tapes

**Dennison Monarch Systems**—Library units, racks, and trucks are designed for IBM's new 3480 tape cartridges. Single-sided library units hold up to 480 cartridges in a 12-in. deep floor space. Double-sided units hold 960 in a 16-in. space. Both are 48¾- by 75½-in. Plastic-coated racks enable existing library units to hold up to 40 cartridges per rack. **Circle No. 273.**

Vary choices of wire management

**Master Metal Works**—Grommets and sleeves offer a variety of choices in wire management control. Items are available in high quality metal, aluminum, and plastic, in an assortment of colors. **Circle No. 276.**

---

**Tapestry rug depicts hospital’s link to community**

**E. Fields Inc.**—A 17-ft.-high tapestry rug in the main lobby of Hershey Medical Center, Hershey, Pa., expresses this facility's link to its community. The carpet design represents local topography, with the river line, mountains, and valleys illustrated in contrasting textures and colors. Both tapestry and carpeting designs were coordinated by designer Mary Knackstedt, ASID, and help make the lobby a visually pleasing and warm space. Buildings and symbols depicted include: Hershey Medical Center (center); Nittany Lion Inn, Library, Old Main, obelisk (left); Hershey Hotel, Founders Hall (right); Nittany lion (foreground). **Circle No. 301.**
Get Fast, Fresh, Direct Leads From 54,500 Contract Specifier/Buyers ...For Just Pennies Per Buyer Impression!

**CONTRACT's 1986 DIRECT REPLY CARDS**

Now, you can attract new accounts...expand your market...produce leads from an exclusive list of 54,500 qualified contract specifiers, furnishers and end-users...for just pennies per buyer impression! Just send your message on its own low-cost CONTRACT DIRECT REPLY CARD.

Less expensive than your own direct mail, CONTRACT's DIRECT REPLY CARDS (only $1,075* each) give you all the advantages of direct mail, while saving time, effort and expense. Your individual tear-out postcard will be received in Spring '86 by contract specifier/buyers and major end-users in these key markets:

- **Architect Firms** ................................. 9,000
- **Banks** ........................................... 5,000
- **Contract Furnishers** ......................... 5,400
- **Furniture/Dept. Store Chains** ............. 3,000
- **Government Buying Agencies** ............. 3,500
- **Hospitals/Nursing Homes** ................... 5,000
- **Corporate Offices** ............................. 5,000
- **Hotels/Motels & Restaurant Chains** ...... 5,000
- **Interior Design Firms** ....................... 5,500
- **Office Furniture Dealers** .................... 3,200
- **Religious Institutions** ....................... 700
- **Schools/Colleges** ............................. 3,500
- **Theatre Furnishers** ........................... 700
- **Total** ............................................ 54,500

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**Additional Discounts Via 2 & 3 Card Rates:** To boost response dramatically, and save money at the same time, use two or three cards at discounted rates ($995* each for two cards; $940* each for three). You can feature a continuing message or theme on each card; run cards on consecutive pages, etc.

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**Deadline For Camera-Ready Art & Materials Is March 28.**

Gary Puro, Associate Publisher / Advertising Sales Manager
CONTRACT Magazine / 1515 Broadway, New York, NY 10036

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See reverse side for mechanical requirements.
Stand has three viewing positions

Lamp illuminates entire surface

Striplite lamp illuminates the entire worksurface and eliminates constant lamp adjustment. It can be attached to any drafting or drawing table and may be used with any type of drafting equipment. From Plan Hold, Striplite uses an aluminum reflector with a white fluorescent lamp shielded by a patterned diffuser. Circle No. 370.

Model 6048 Accustand is a viewing system for Acculight viewers. Designed for the 4-ft. viewer, model holds one or two Acculights. Viewing can be in flat, 15-degree, and 70-degree positions. From Bretford/Knox, Accustand has a sturdy base with 2-in. casters. Circle No. 371.

Drawing kits are portable

Mayline Co. drawing kits are available with naturally finished basswood drawing boards. Black steel end cleats have been added for durability and accurate registration. Another option, the Armoredge kit rule, has a transparent edge that resists nicks and dents. For easy set-up, kits feature four collapse-resistant legs that secure at a 45-degree angle. Circle No. 372.
CONTRACT/February 1986

CLASSIFIED ADVERTISEMENTS

RATES: A standard classified ad costs $70.00 per column inch. Estimate a column inch as 40 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 close-outs for sale on a one-time basis. Classified ads may not be used for extensive advertising; personal 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.

REPRESENTATIVES WANTED

SALES REP WANTED FOR T.O.L.A. REGION
WOOD OFFICE FURNITURE

West coast manufacturer of high quality, mid priced wood office furniture, casegood and seating, is seeking representative for T.O.L.A. region. Candidates must have experience selling to A and D community as well as contract office furniture dealers. Strong regional sales programs have been developed to support representative's efforts. Other territories also available. Please respond to Box 583, CONTRACT, 1515 Broadway, New York, NY 10036.

SALES REPS WANTED

for exclusive and unique interior decoration tiles and murals, mediterranean products of dazzling beauty, all hand crafted imports. We are seeking representatives to market this line to the A&D community and dealers in all CENTRAL, MOUNTAIN and PACIFIC states. No other product like it on the market: protected territories, excellent commissions, untapped potential without competition. Respond to: OMNIS ENTERPRISES, Inc., P.O. Box 50399, Phoenix, AZ 85076-0399. T: (602) 263-7426. TELEX: 667412.

REPRESENTATIVES WANTED

We are looking for aggressive, high caliber representatives in various parts of the country to call on architects, designers, specifiers, and office supply dealers. We are a growing, well rated concern having a reputation for manufacturing high quality acoustical office partitions, components, and accessories. Versatile design, quality and custom work. Would you like to grow with us? Send resume to:

ACOUSTICAL PARTITIONS CORPORATION
P.O. Box 908
Holyoke, Massachusetts 01041
ATTN: Mr. Nathaniel Harwood

MANUFACTURERS REP WANTED

Manufacturer of quality accessories seeks a qualified representative organization or individual to cover the northern California territory. Please send a brief letter of introduction with general background information to Sales Manager, Smith Metal Arts, 1721 Elmwood Ave., Buffalo, NY 14207.

CONTRACT REPS WANTED

Manufacturer of quality office, restaurant, and hotel/motel upholstered furniture seeks experienced representatives. Territories available include: Georgia, Texas, California and New England. Contact: Allied Furniture, P.O. Box #1737, Ft. Lauderdale, FL, 33302.

REPRESENTATIVES WANTED

for our rapidly expanding line of medium priced ergonomic office chairs in OH, MI, KY, IN, IL, MO, & KS. Please reply with background and current lines to: IZCO Seating, P.O. Box 15166, Stanford, CT 06901 or call Ali Iz at (203) 348-9090.

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Represent top quality line of non-woven fabric for wall covering and special custom interiors in the architectural interior design community.

Top commissions plus strong home office support.

Sales firms covering the following territories will be considered:

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* South East
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Send resume. Include current lines and sales territory.

All inquiries will be answered!

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As a leading manufacturer of systems furniture, desks, files, and seating, we are seeking career minded representatives to market our products to the A&D community and major end users in the San Francisco area. If you are an experienced professional looking for a challenge, please forward your resume to:

Joe Scannella
Superior Furniture Systems
101-2694 Bishop Drive
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Rapidly growing San Francisco importer/distributor of medium/high-end office/contract furniture is looking for self motivated reps to call on dealers, architects and interior designers. Reply to: Functional Office Furniture, 1281 Andersen Drive, San Rafael, CA 94901 or phone Bill Foti: 415-457-4143.

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LINES WANTED

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P.O. Box 53 High Point, N.C. 27261
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GENERAL MANAGER
OFFICE FURNITURE

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V.P. OF SALES AND MARKETING

Continuing growth has created an opportunity for the right individual with a background of at least ten (10) years in the field of sales and marketing with a proven record in administration and national sales. This individual must possess a progressive attitude toward participative management style and be capable of working with all levels within the company. Reporting to the Exec. V.P., this is an ideal opportunity for the person who enjoys the hands-on style while employing management technique learned through a combination of experience and education.

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TRENDWAY CORPORATION
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Holland, Michigan 49423
or call (616) 399-3900

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HELP WANTED
NATIONAL SALES COORDINATOR
Wanted by established national manufacturer of contract accessories & accessory furniture located in Los Angeles area. Must have excellent knowledge of contract furniture industry and have experience in personal and phone contacts with sales representatives and the A & D community. As department head, self-motivation and the ability to motivate others is paramount.

Some travel required. Excellent salary and other financial incentives.

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March Fifth is the Closing date for the April issue

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Contact Linda Greer at 800-441-0806. Also (214) 741-3014. 24 hour answering.

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The Office Environment Company
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* Regional

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