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February 1986

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE

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

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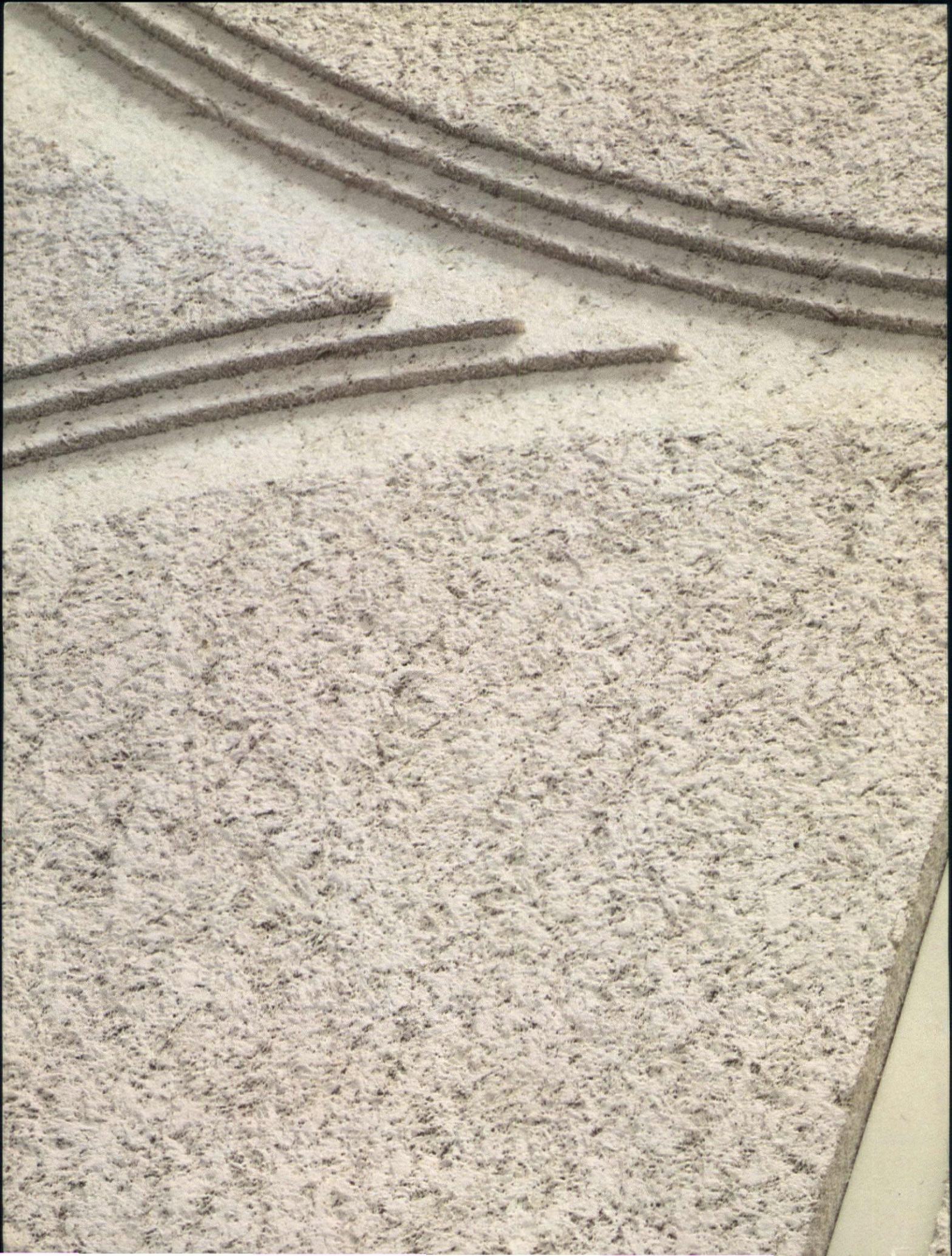

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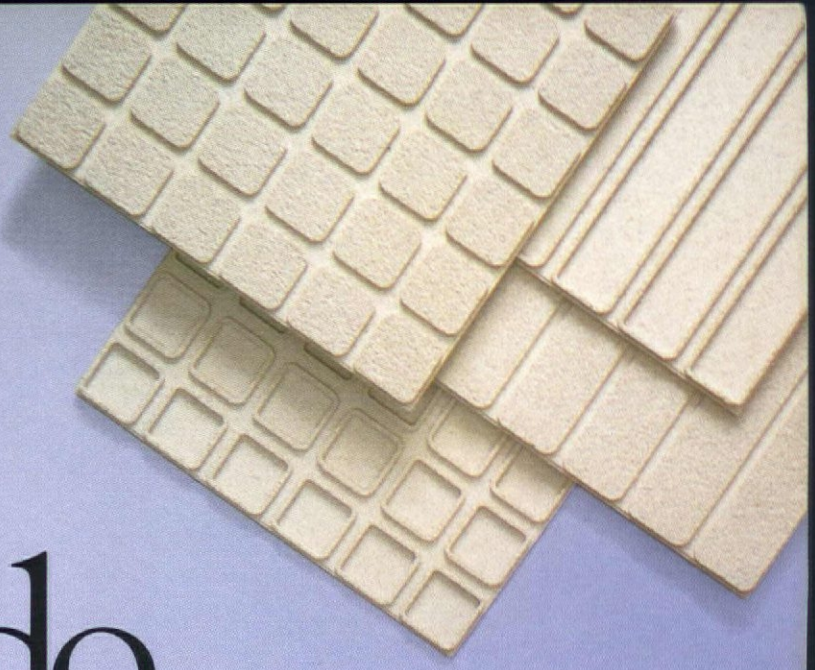

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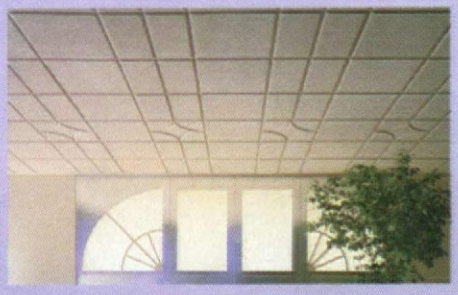

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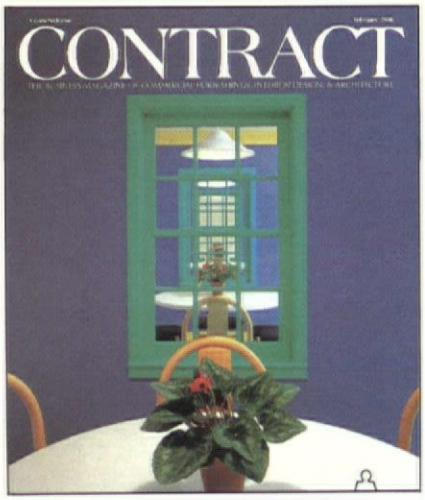

Cover: *Cafeteria in St. Francis Regional Medical Center, Wichita, Kans. is furnished with Kinetics tables; Stendig chairs; and a lamp from Ron Rezek Lighting & Furniture. Coverage begins on p. 72.*

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE

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EXECUTIVE BUYER EDITION

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5,000 HEALTHCARE
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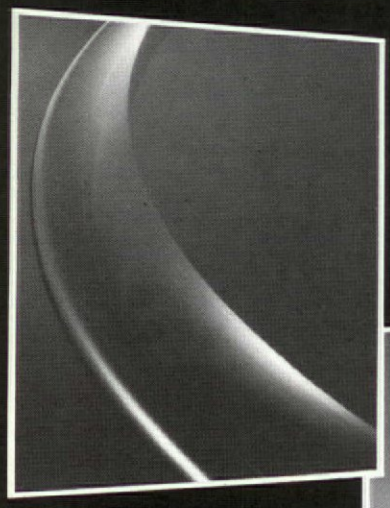

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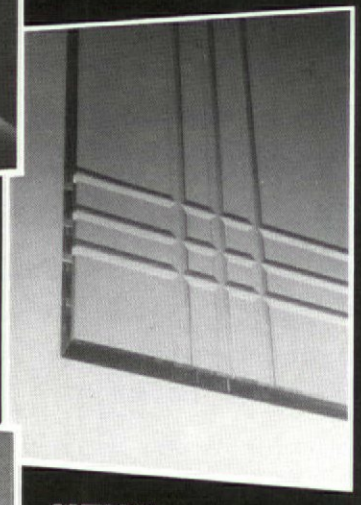

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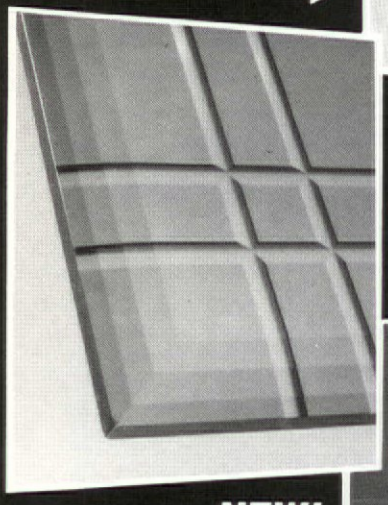

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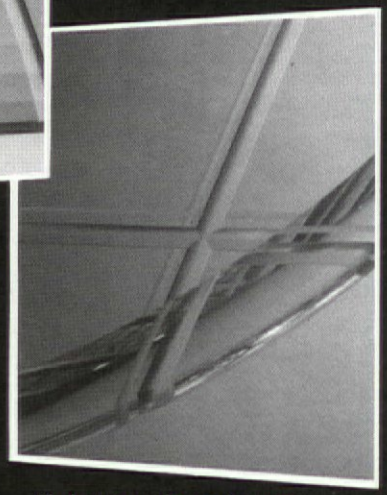

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WORLD HEADQUARTERS:

CONTRACT

Volume 28, No. 2

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 Wallcoverings/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.

Advertising Representatives

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Gralla Publications
1515 Broadway, 24th Floor,
New York, N.Y. 10036.
Phone: (212) 869-1300.

Chicago:

Marie Kowalchuk, Midwest Manager,
Gralla Publications
6160 N. Cicero Ave., Suite 122, Chicago, IL 60646
Phone: (312) 545-0700

West Coast:

Neil Silverstein, Western Manager, Gralla Publications,
16200 Ventura Blvd., Suite 328
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Overseas:

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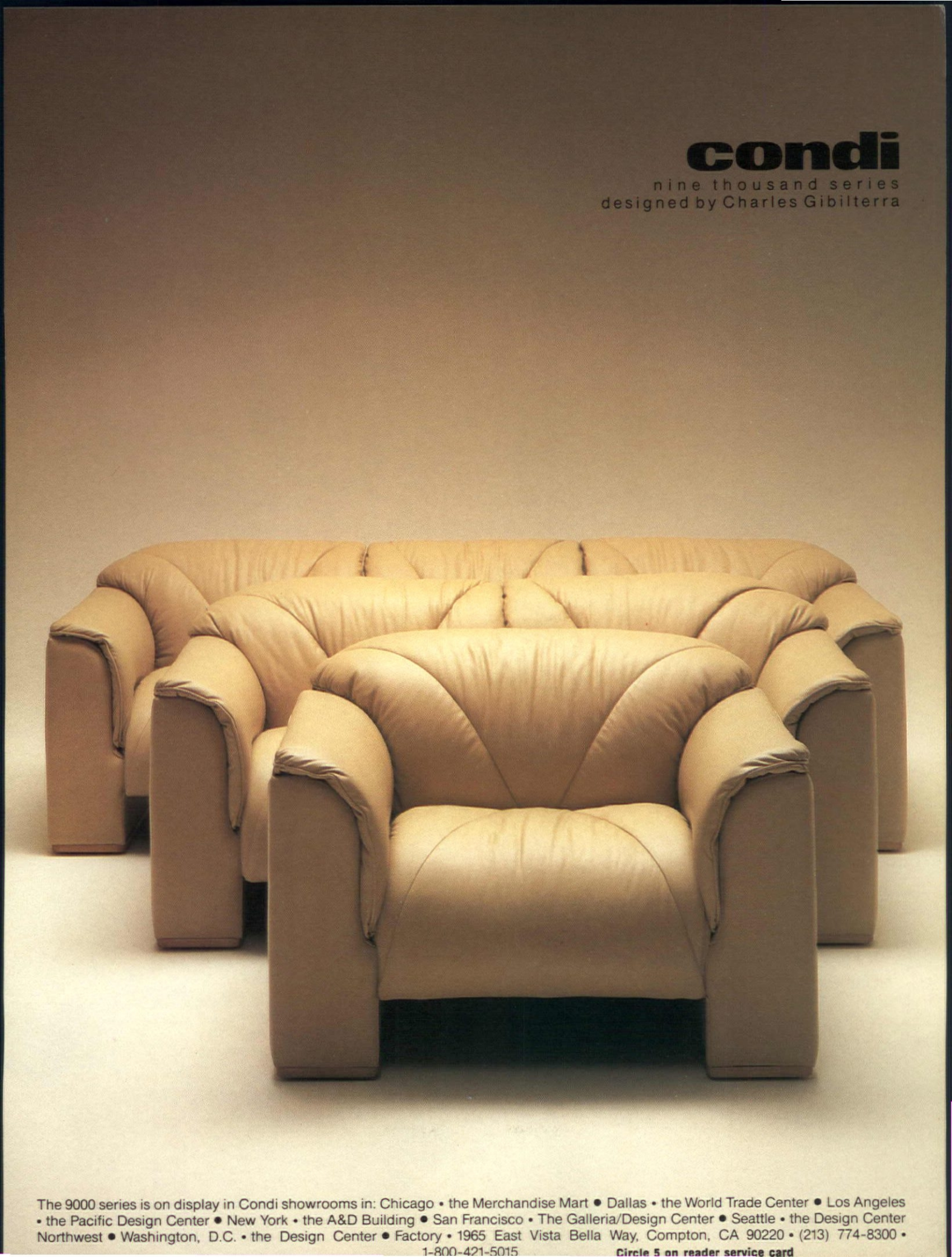

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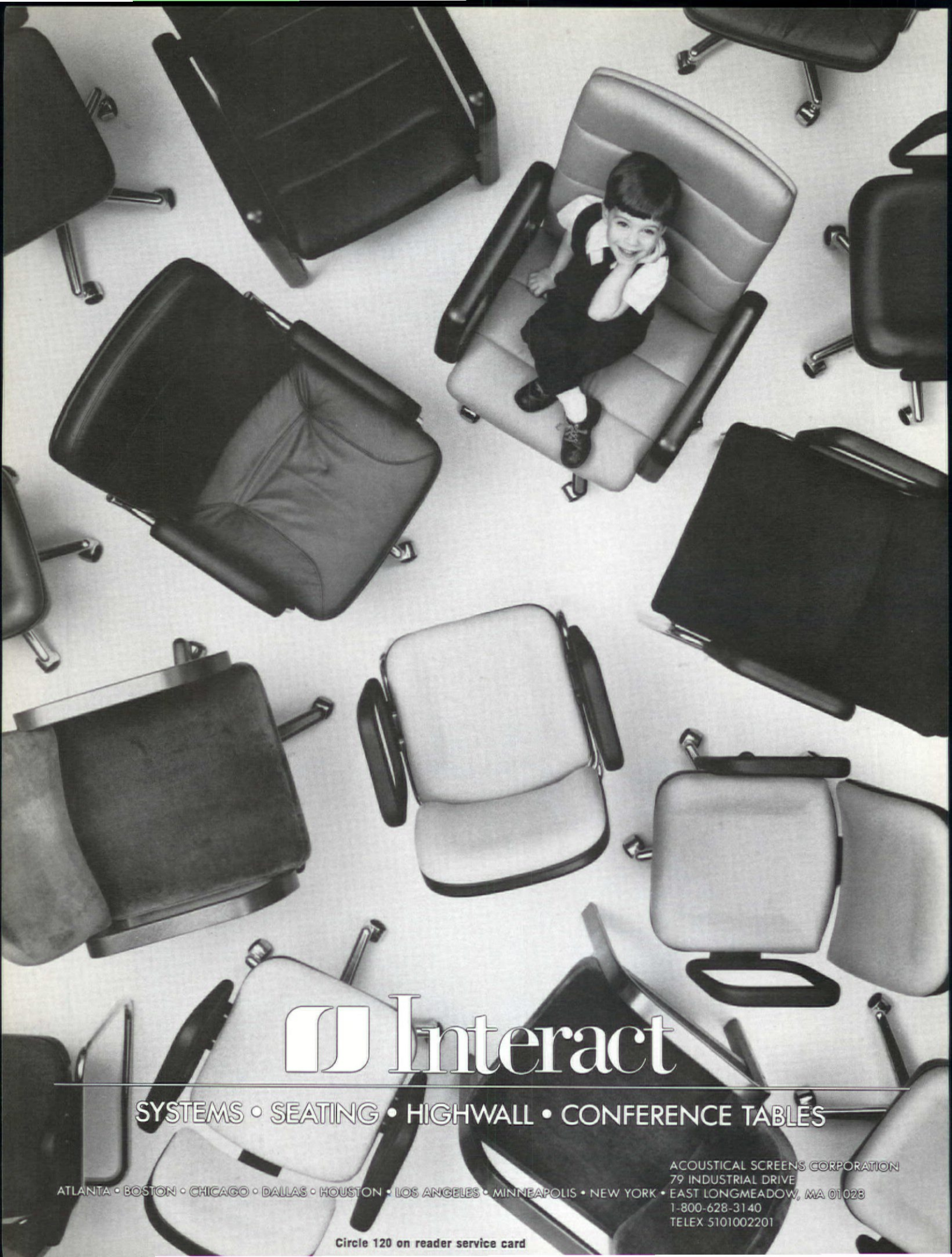
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COVERAGE MONITORS INDUSTRY TRENDS

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.

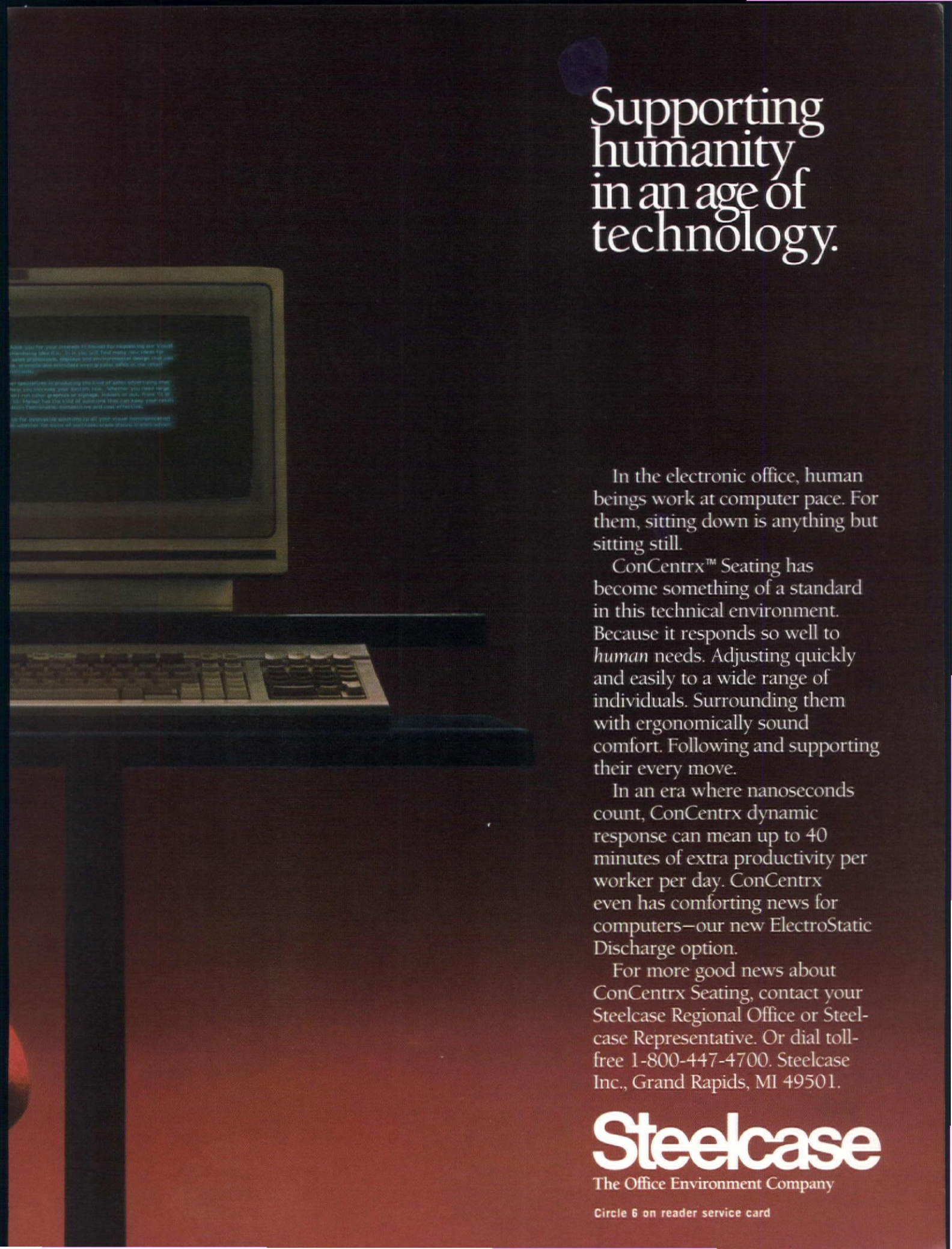
In addition to these new industry surveys, CONTRACT is pleased to announce the addition of two other features, one of which is about the "home office." Our first Designing The Home Office column was initiated last month with coverage of product lines targeted by prominent manufacturers for the home as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



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LETTERS

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.

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.

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.

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.

GAYLE DRIGGERS
Gretchen Bellinger Inc.
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.

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.

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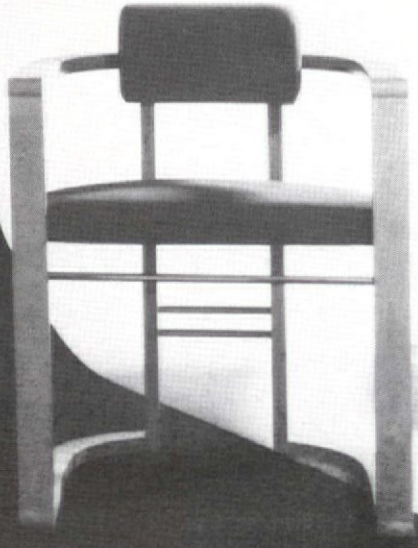

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CONTRACT

NEWS

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, napiery, 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, which owns and operates Radisson Hotel Corporation, Colony Resorts, TGI Fridays, Inc., and Country Kitchen International, will give the keynote address at the New Directions breakfast on Thursday from 8:30-10 a.m.

Expocenter/Chicago, located on the second floor of the Apparel Center (directly across the street from the Merchandise Mart), is the site for the first RHIDEC show in April.

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. Hotel rooms are available at selected hotels for as little as $49/single, $59/double. Contact The Merchandise Mart Hotel Bureau, % RHIDEC, Suite 470, Chicago, IL 60654; 312/527-1942 for more information.

Seminar schedule

Wednesday, April 2

9-10:30 a.m.

"Design & Business Details that Spell the Difference Between Profit and Loss in Hospitality Design." **Speaker:** Guy Ramsey, vice president, Integrated Design Associates.

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.

"Watts Up: Combining Innovative Lighting Design with Energy Efficiency." **Speaker:** James Nuckolls, IALD, lighting consultant.

6:30 p.m.

Industry reception. Chicago Hilton & Towers. Cost: $20 per person.

Thursday, April 3

8:30-10 a.m.

New Directions breakfast. **Keynote:** Juergen Bartles, president, Carlson Hospitality Group.

10:30-12 noon

"Trends in the Hotel and Restaurant Industry." **Speaker:** Theodore R. Madigo, partner, Pannel Kerr Forster.

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)

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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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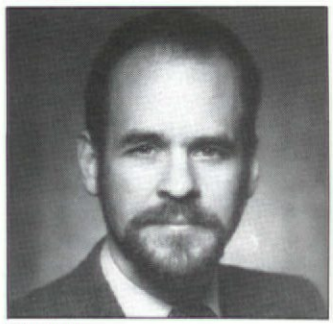
Bartels

Ramsey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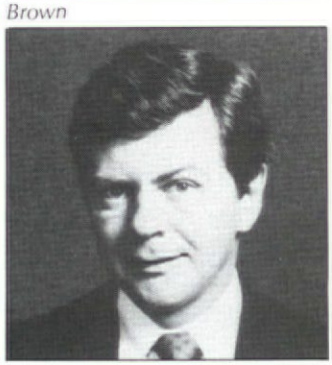
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ASID expo sales soar for '86 convention

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.

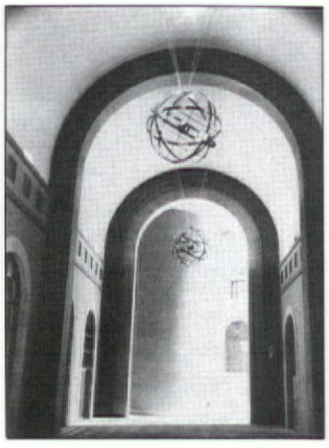
The site of this year's expo is the Century Plaza Hotel, where conference committee members have planned for a variety of booth configurations to meet the needs of potential exhibitors. In addition, hospitality and parlor suites have been set aside for exhibitor's special events or sales presentations.

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.



Two of the four armillary spheres fabricated by Rambusch Studios for the new arcade of 2 Federal Reserve Plaza, a new Philip Johnson-designed building in the Wall St. area of New York City.

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 DCTOA 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 & Fils; 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."

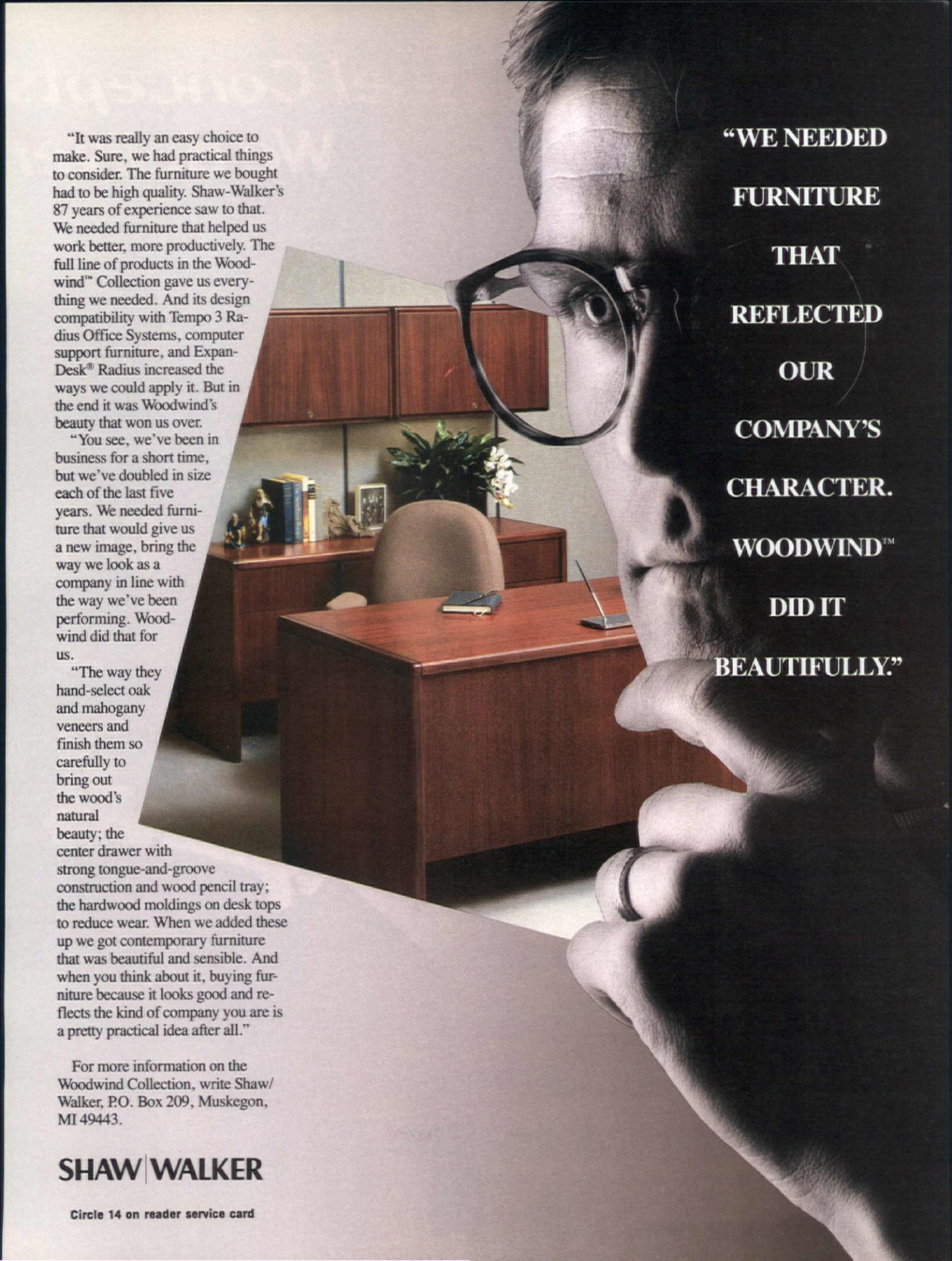
BASF restructures N.A. operations; acquires American Enka

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."



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"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.

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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. **Mercede 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.

Swanke Hayden Connell Architects prepared the master plan for redevelopment of the central business district in Asbury Park, N.J.

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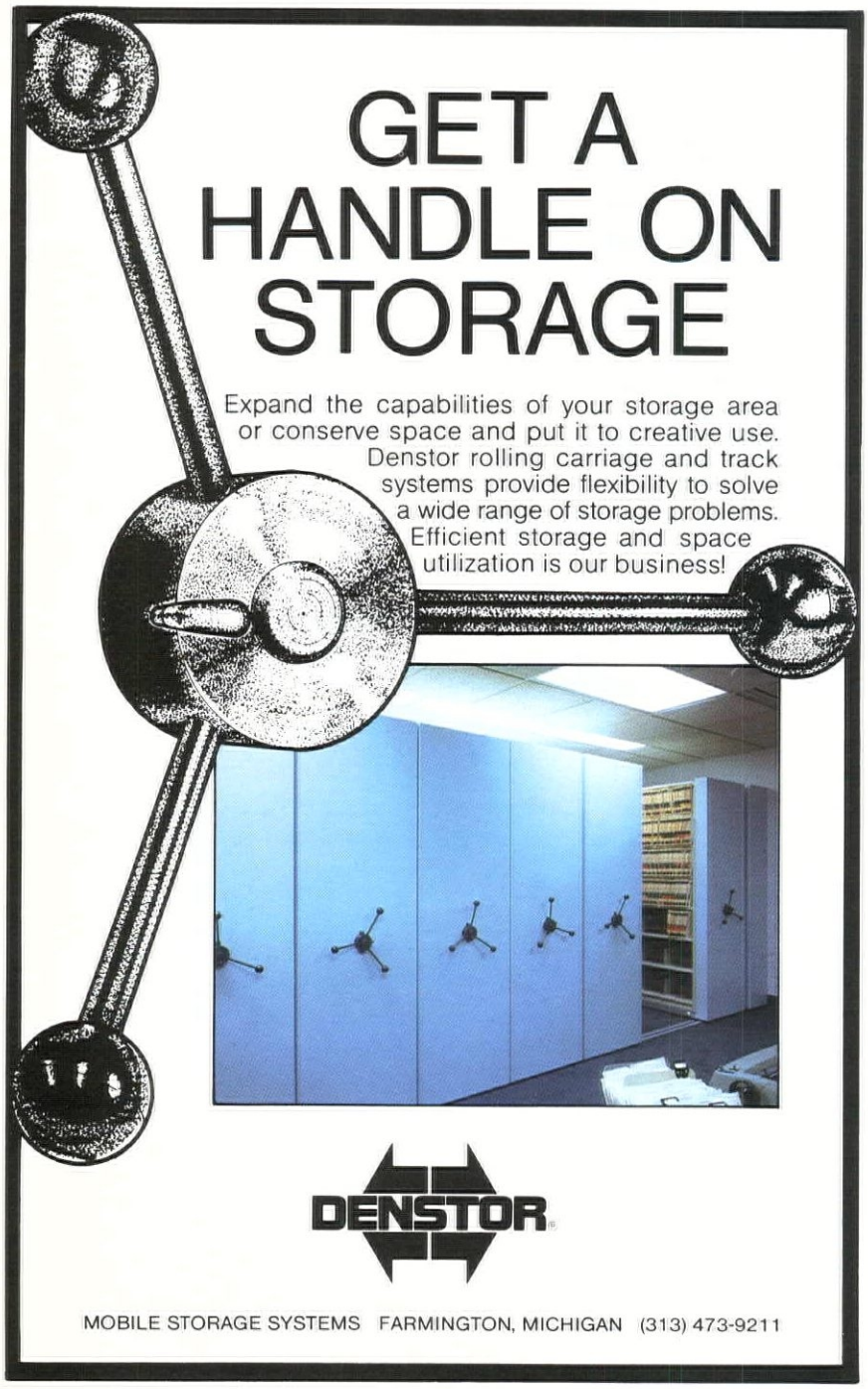
Expansions: The Wool Bureau gets more space in Atlanta mart

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 **Archtel Systems.** The firm's new headquarters is located at 920 Broadway, New York, N.Y.



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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 Einrichung line of furniture by **Rosenthal,** lacquer interior doors for **Lualdi of Italy,** leather sofas and chairs for **Poltrola 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 **Kron** furniture and **Orgatech** lighting products in the southern California and Las Vegas areas . . . **Top-Lines in America** serves **Brueton Inds.** in the state of Florida . . . **Charterhouse Designs** was named exclusive representative in the greater New York area for **S. Harris and Co.'s** line of decorative fabrics . . . **R-Way** appointed **Jenkins Associates** as manufacturer's representatives for its hotel/motel, institutional, and office lines of furniture in Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, and Connecticut . . . Denver-based **RepWorks** serves as **International Fabric's** sales representative in Colorado, Utah, Wyoming, and New Mexico.

Canadian architect wins Gold Medal

Washington, D.C.—Internationally acclaimed architect Arthur Erickson, Hon. FAIA, Vancouver, B.C., will receive The 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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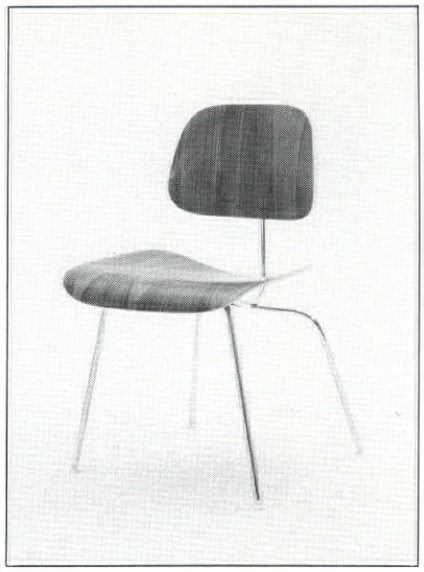
Charles Eames named designer of century

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."



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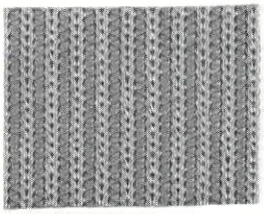

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Acquisitions: Canam Manac Group to buy Nightingale

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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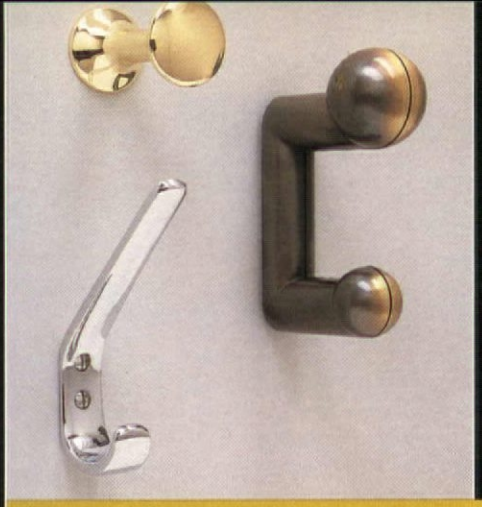

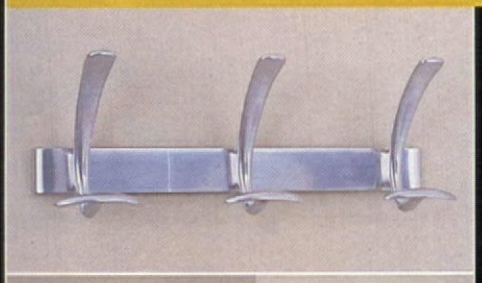

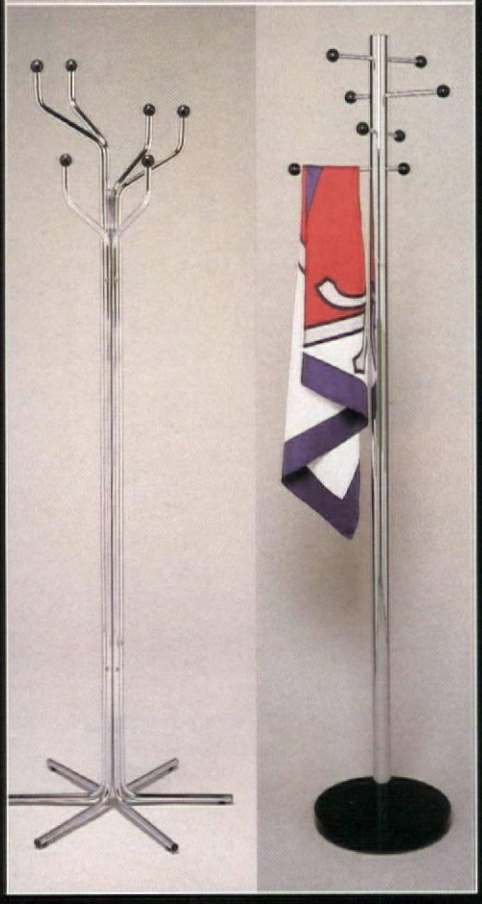

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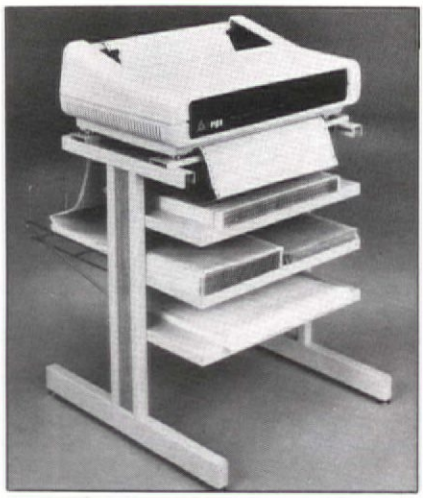
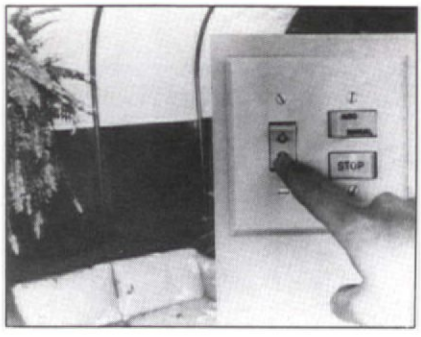
Projector table adjusts for users



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.**

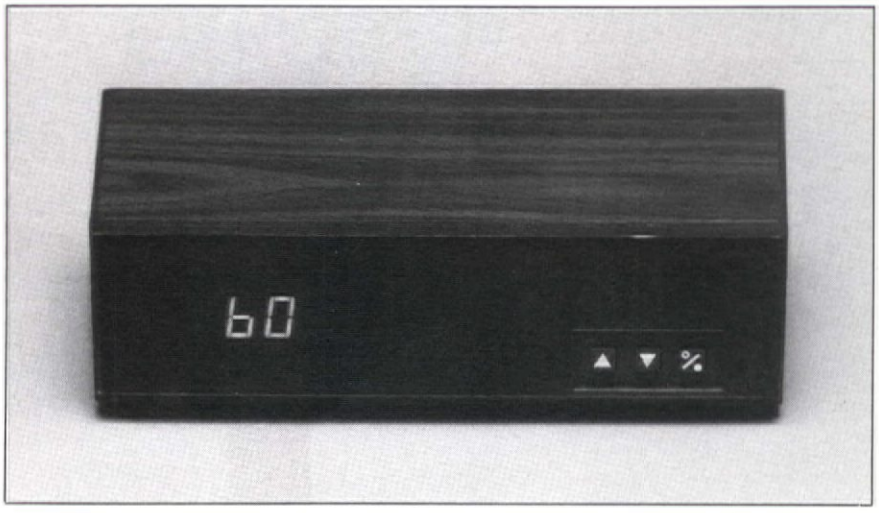
Window systems can be controlled by a single switch



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.**

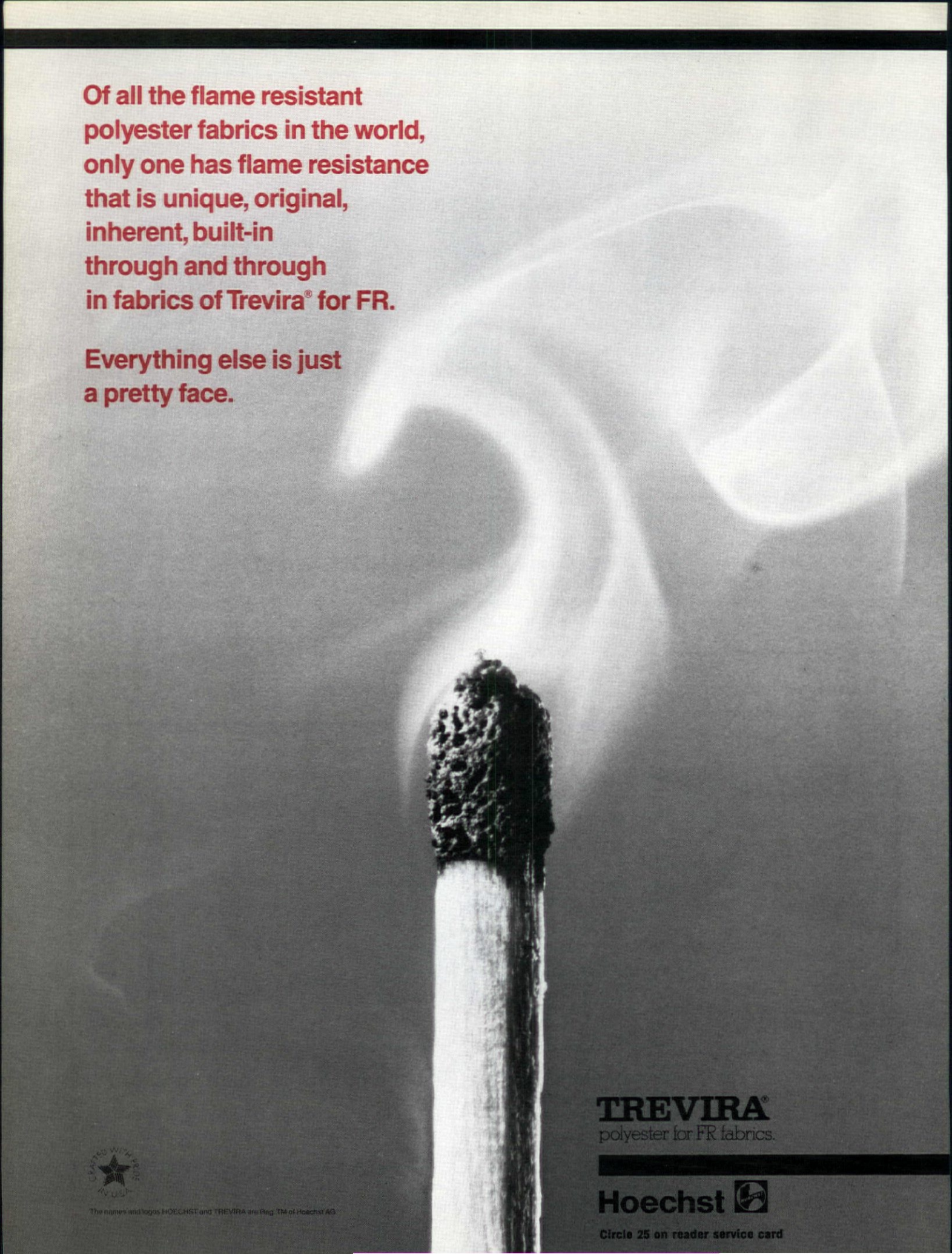
Workstations revolve around central core

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.**



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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By Sara O. Marberry

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.

Tony Torrice received ASID's 1985 Human Environment Award for his designs for children that use color to heal.

Focus on kids

While his earlier projects were mostly residential, lately Torrice has focused on health-care 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.

This Kirlian photograph taken of Torrice's finger shows a corona discharge of blue and red surrounding the object.

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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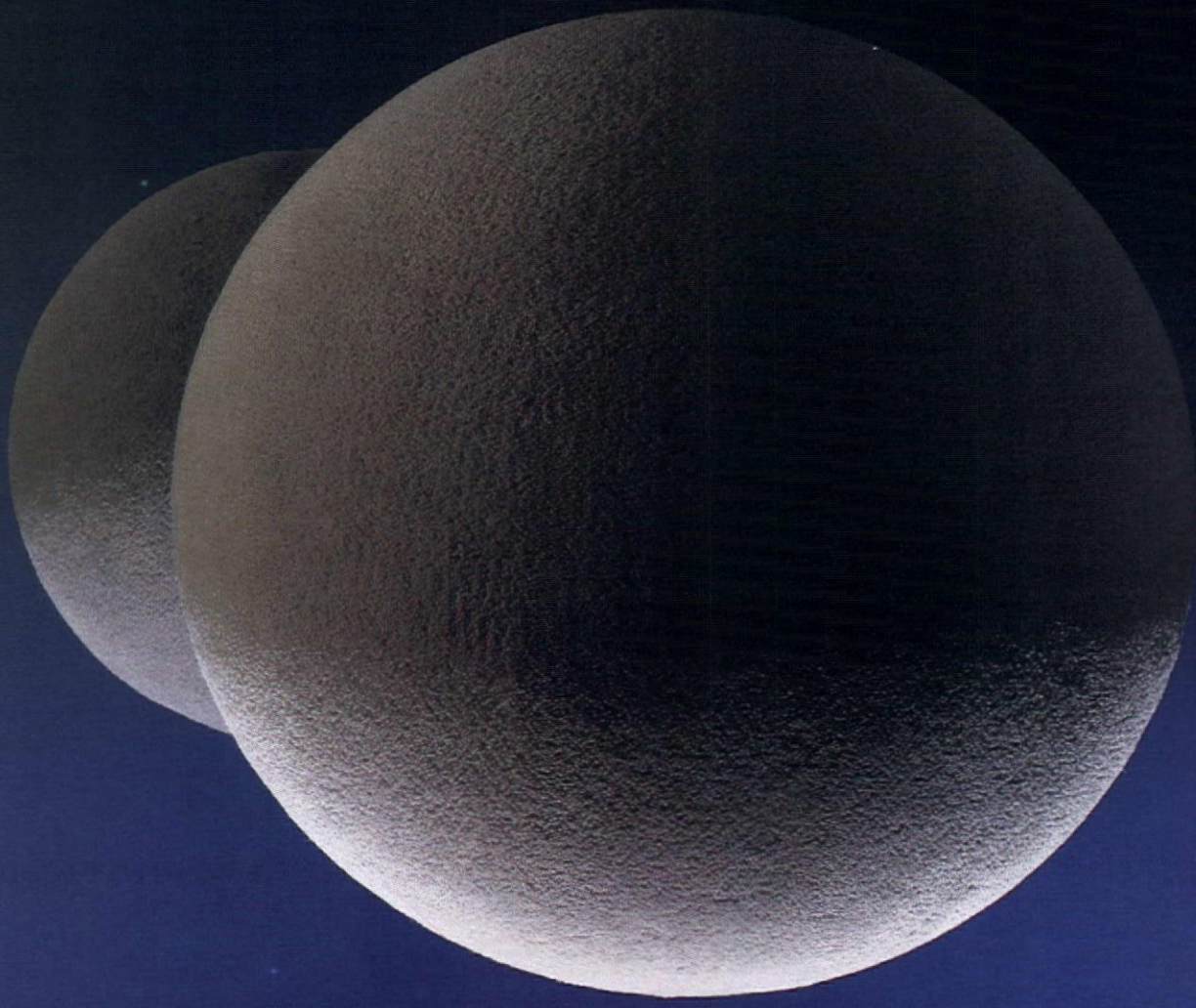

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Circle 26 on reader service card

(Continued from p. 39)

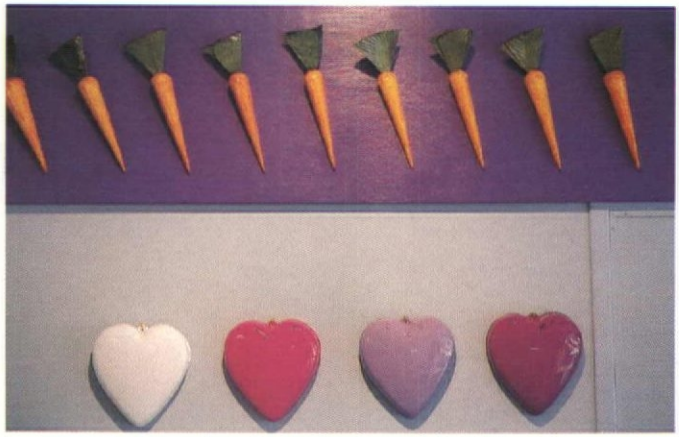
Color is applied to light-reflective areas

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 disfunctional 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.



Torrice used different colors to denote various areas of activity in the playroom for Children's Hospital of San Francisco (above). Three-dimensional overhead graphics match colors of activity areas (below).

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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Peter Hamburger, designer

By Dana Dubbs

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

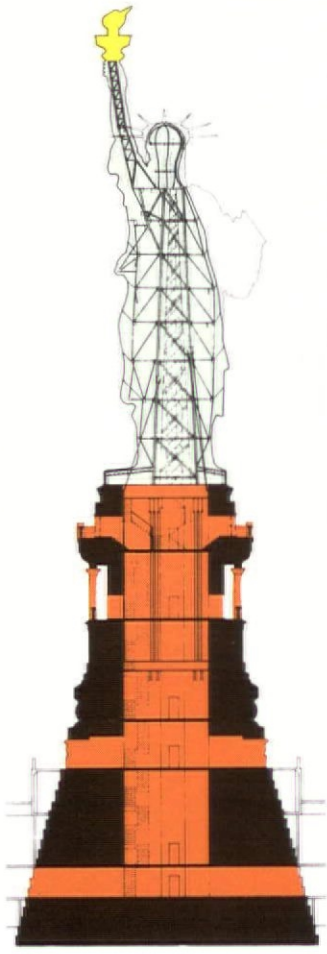
For the first time since it was created, the Statue of Liberty has been given exterior and interior brightness schemes that realize sculptor Frédéric-Auguste Bartholdi's vision of "Liberty Enlightening the World." To be turned on during the statue's 100th birthday party this summer, exterior lights emit 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 wall-washing treatment.



Vertical view of the Statue of Liberty is provided by Howard Brandston Lighting Design Inc.

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 winding 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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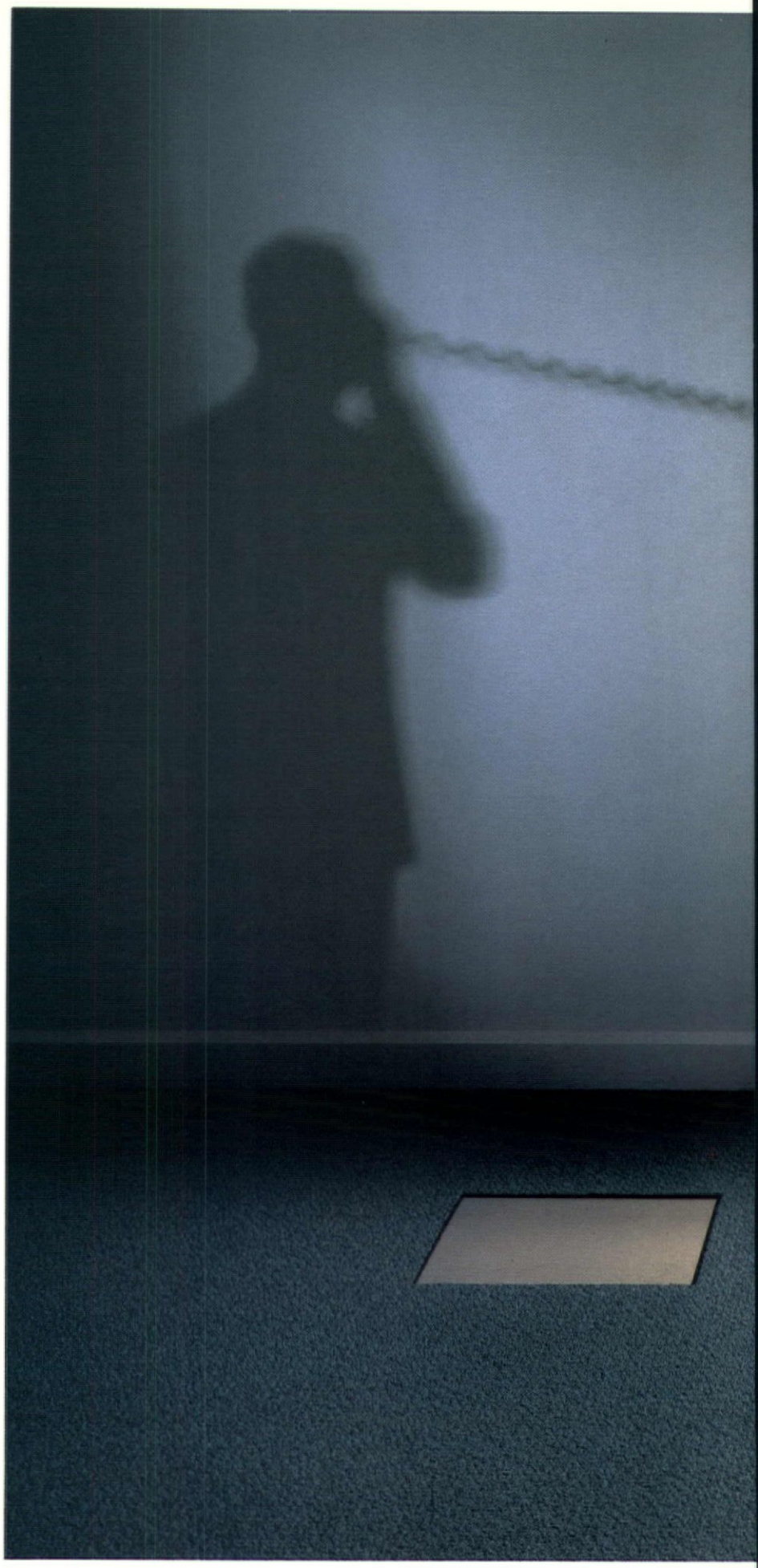

Modular carpet systems by Lees in over 200 colors and patterns. Photography: Fred Schenk. ©1985 Burlington Industries, Inc.

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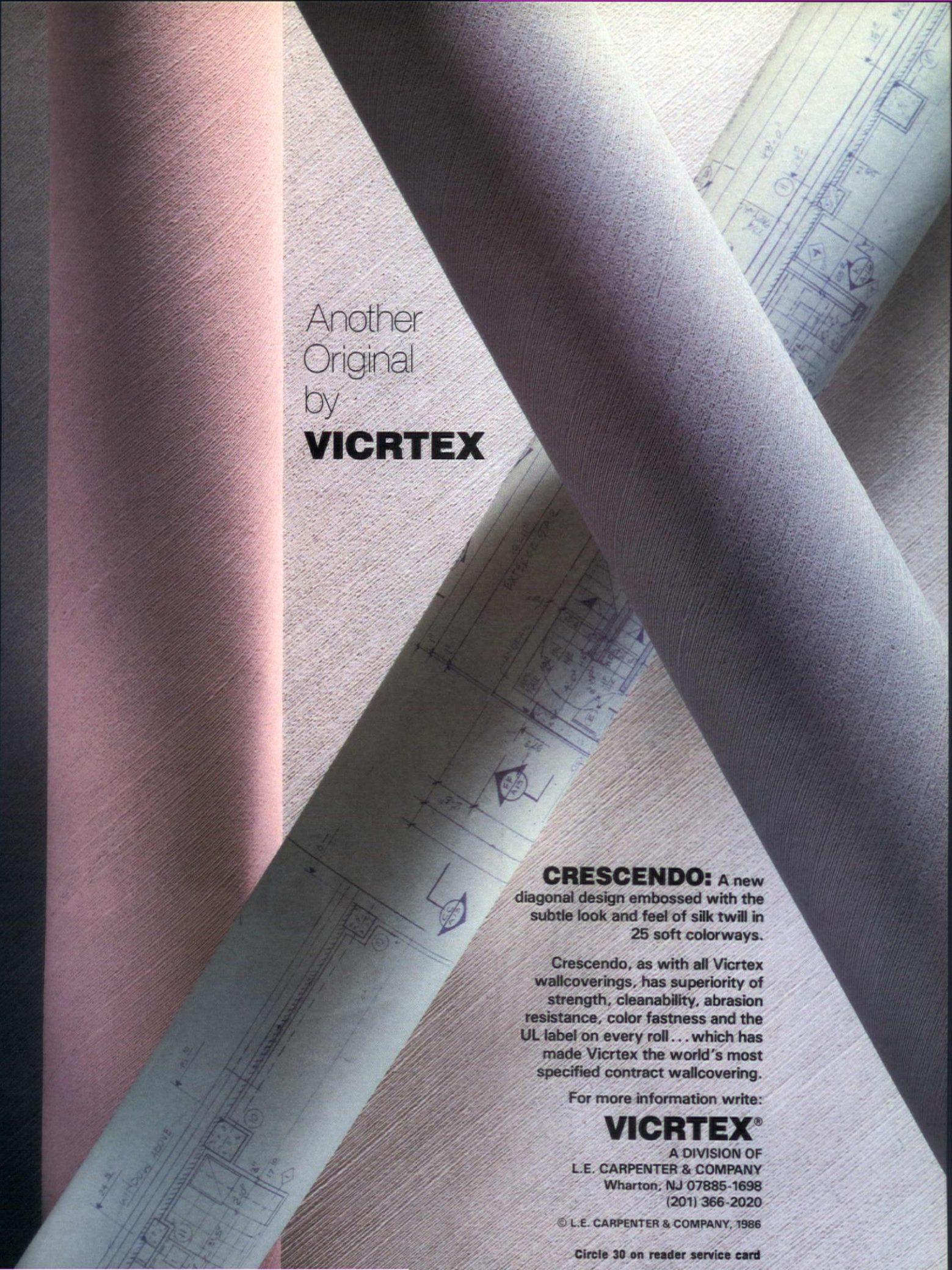
'Quiet dynamics' at Modern Mode showroom

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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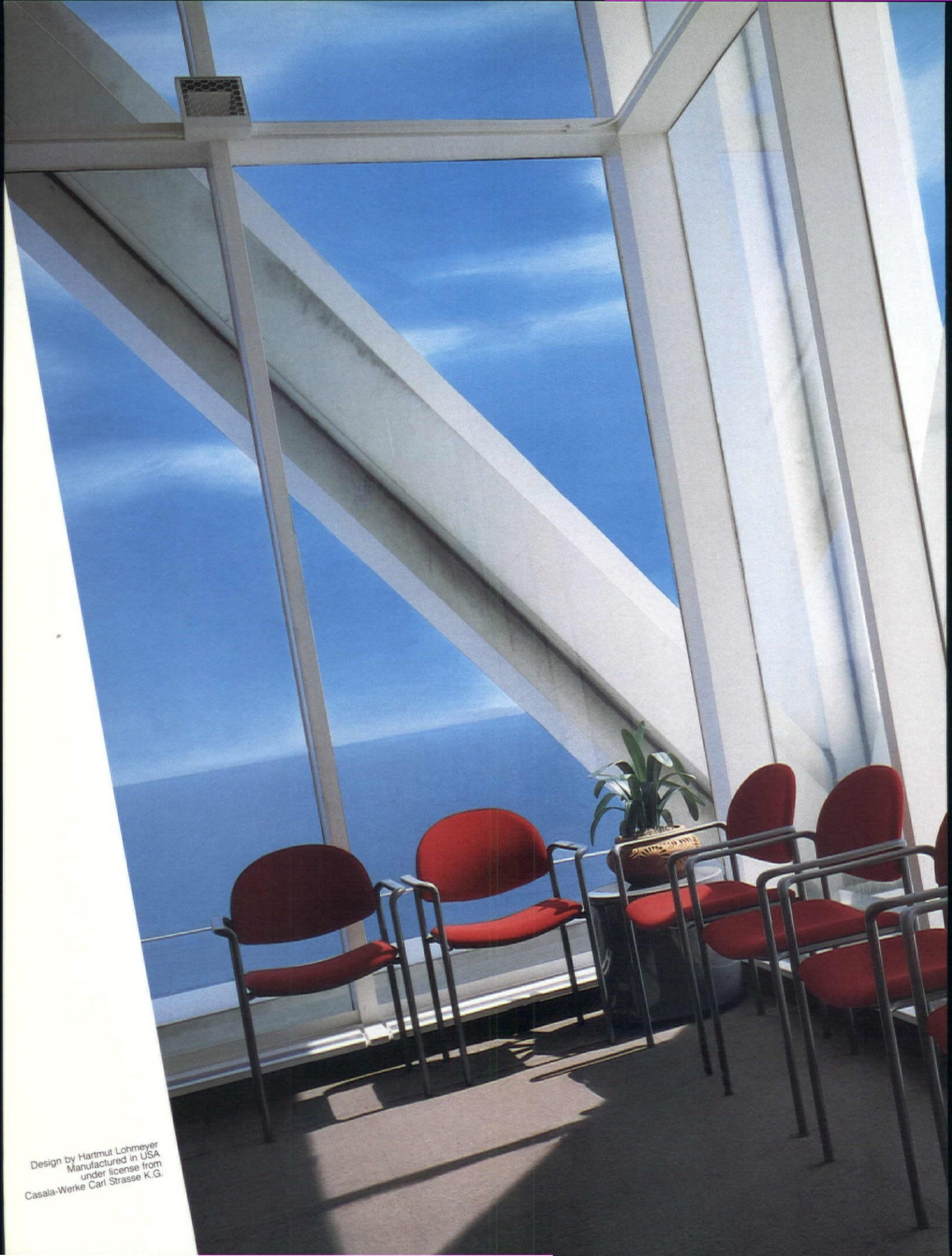

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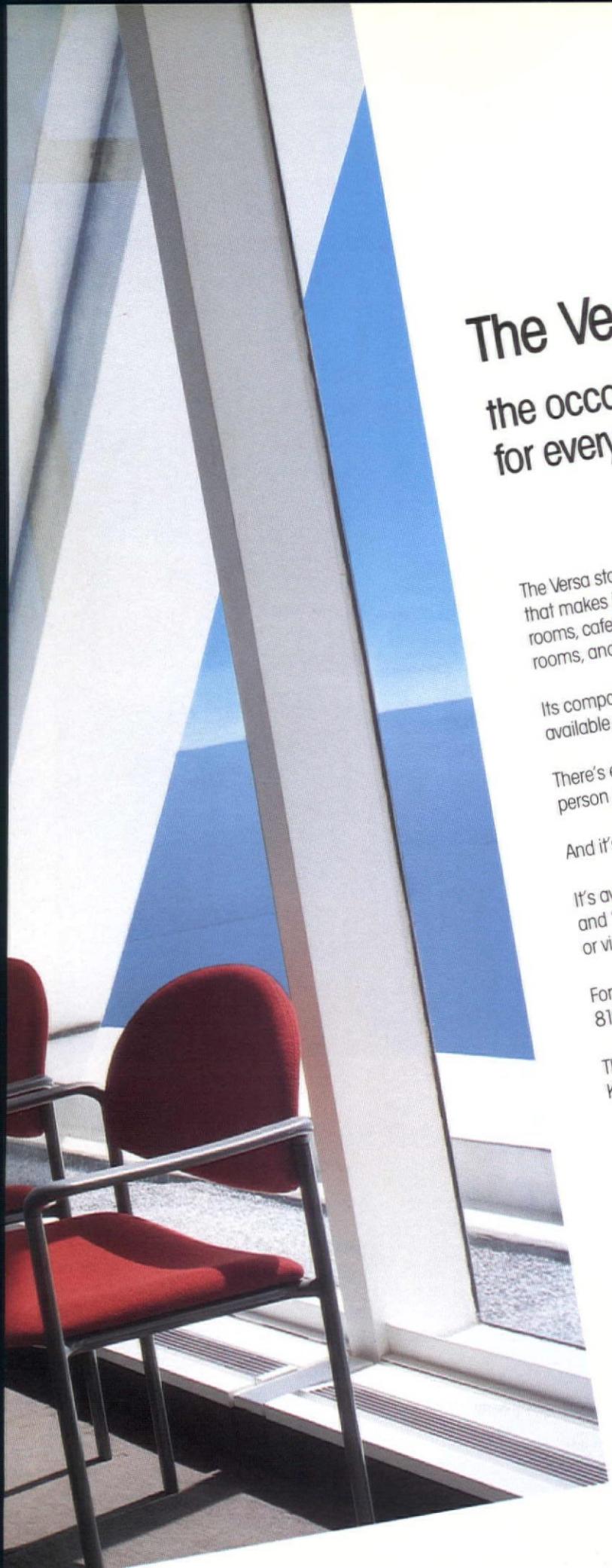

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Old meets new in Kinetics showroom

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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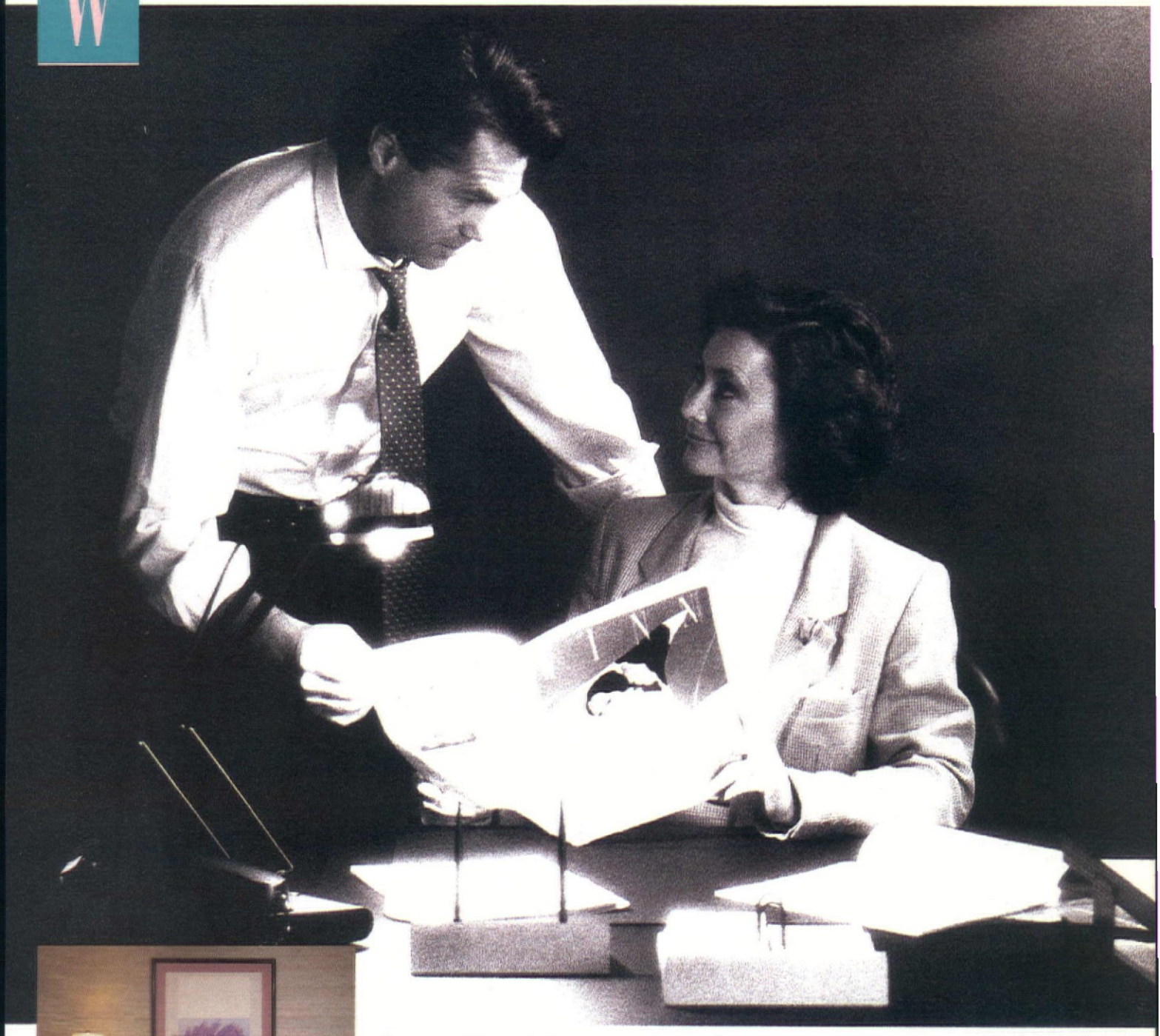

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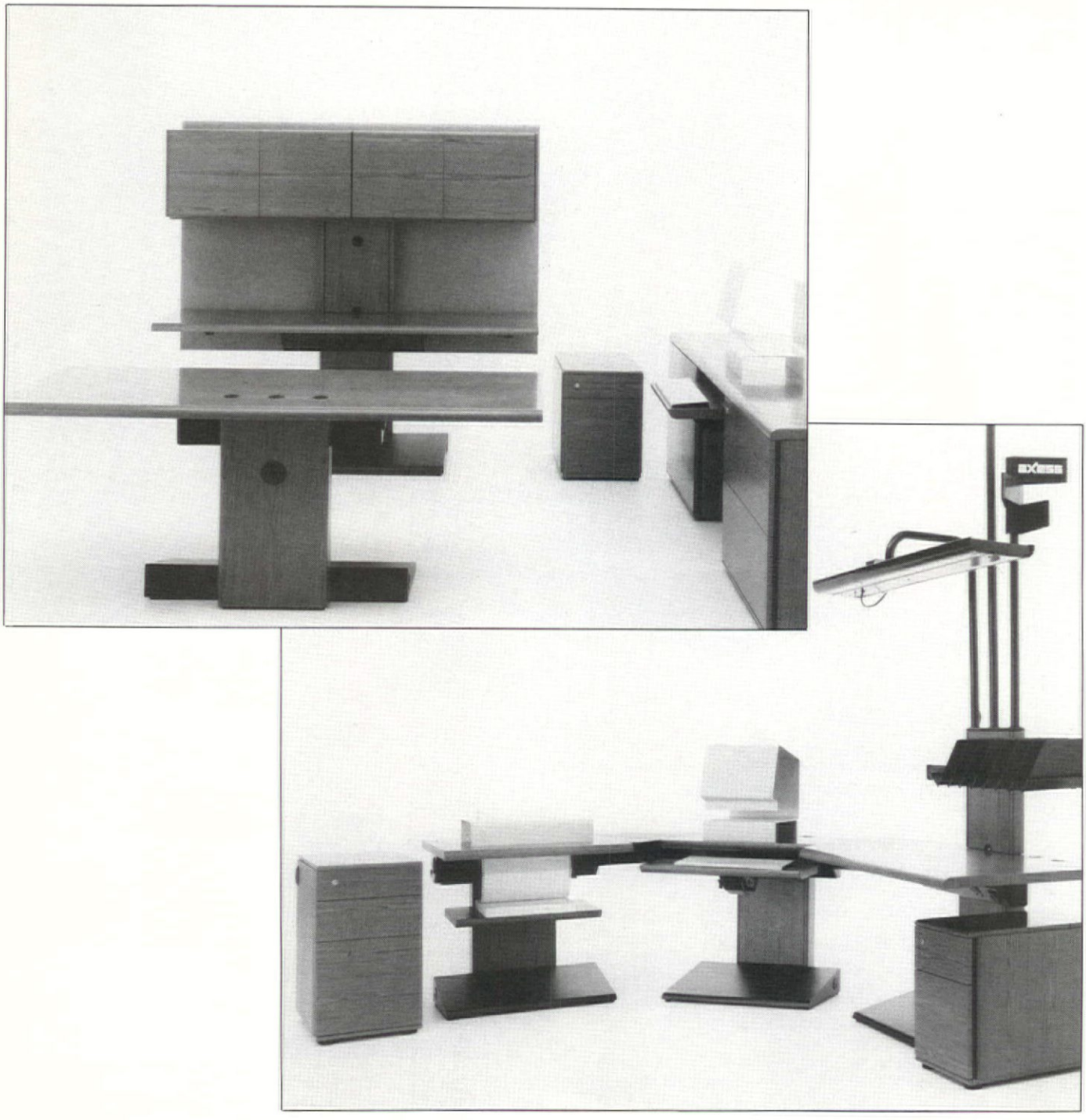

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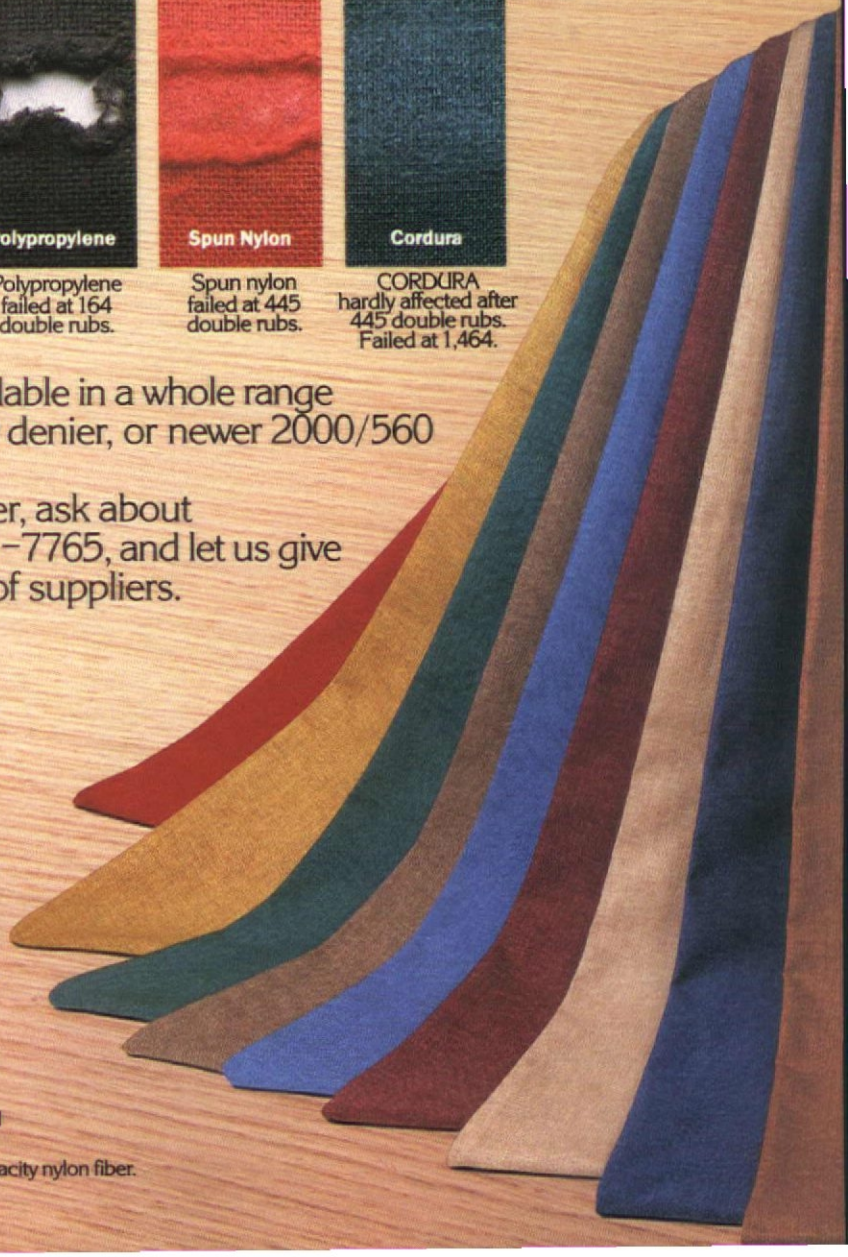

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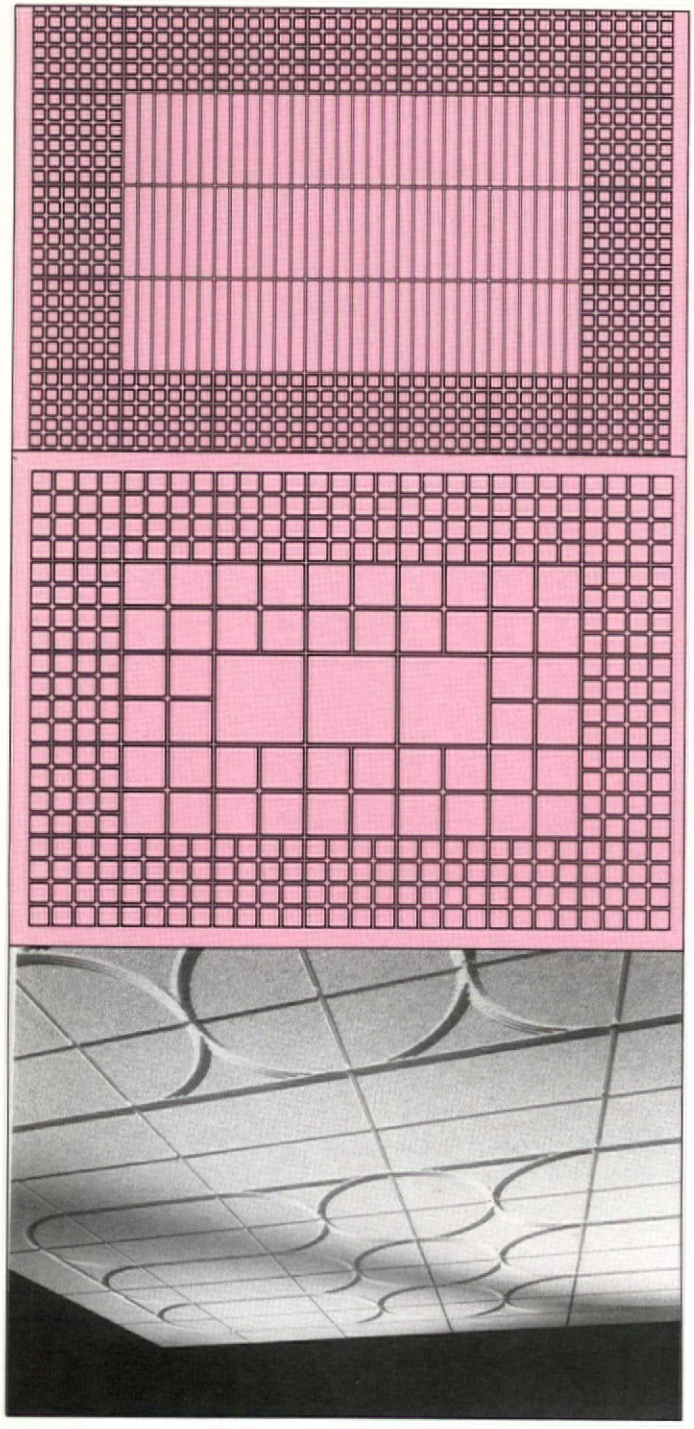

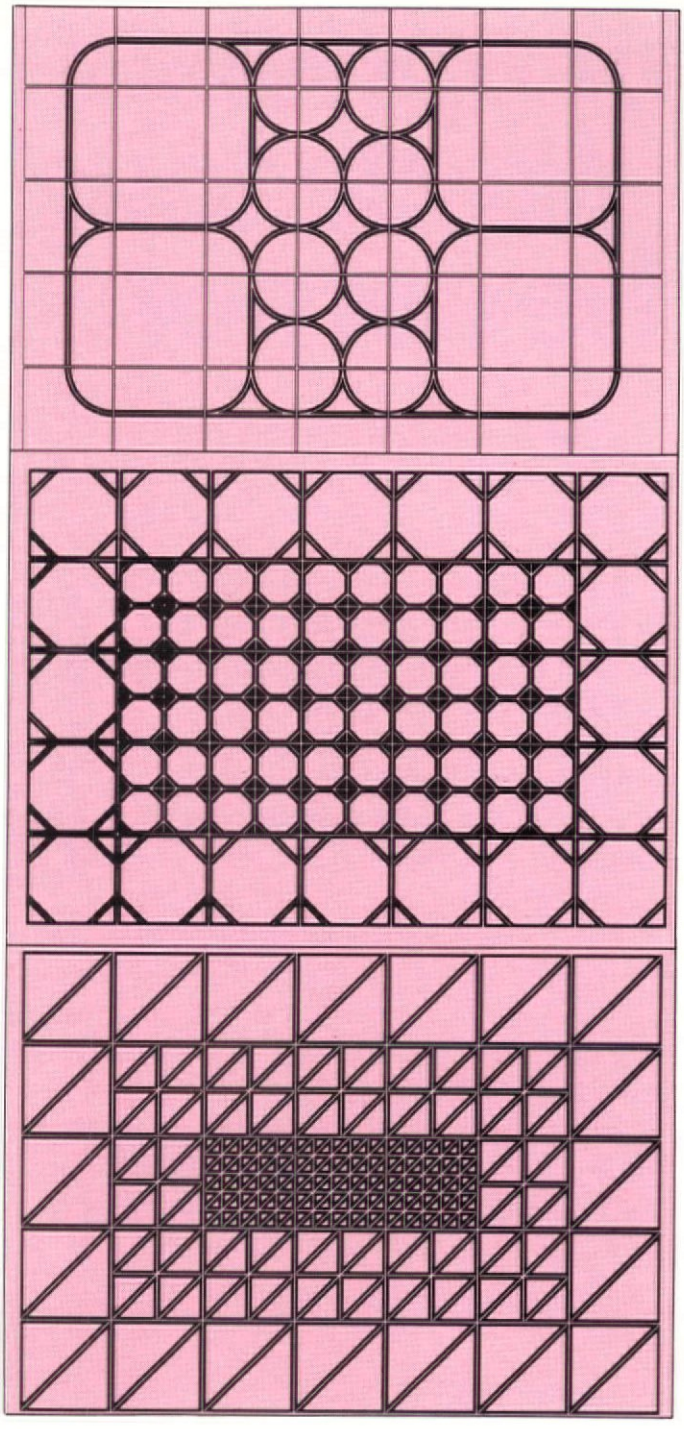

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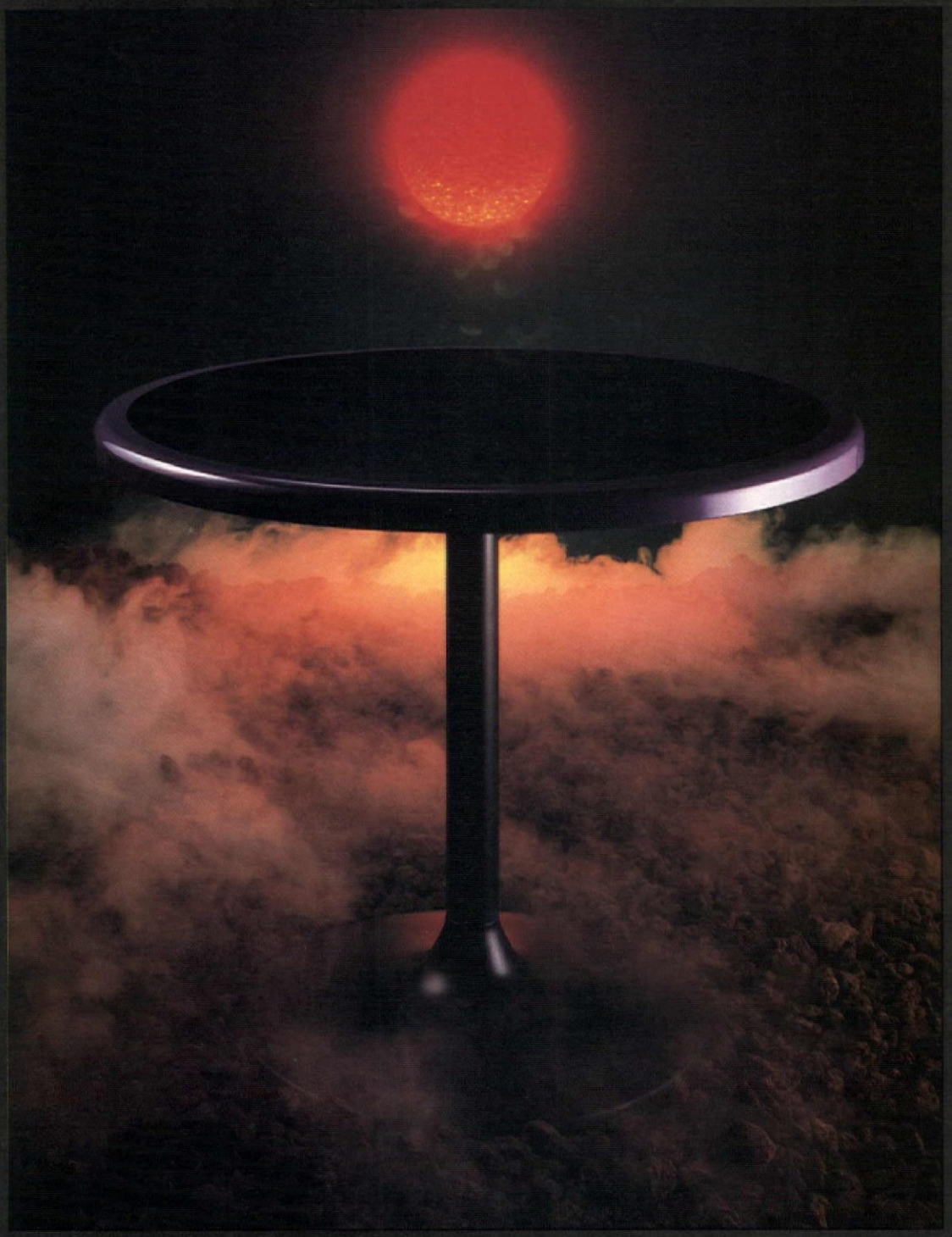

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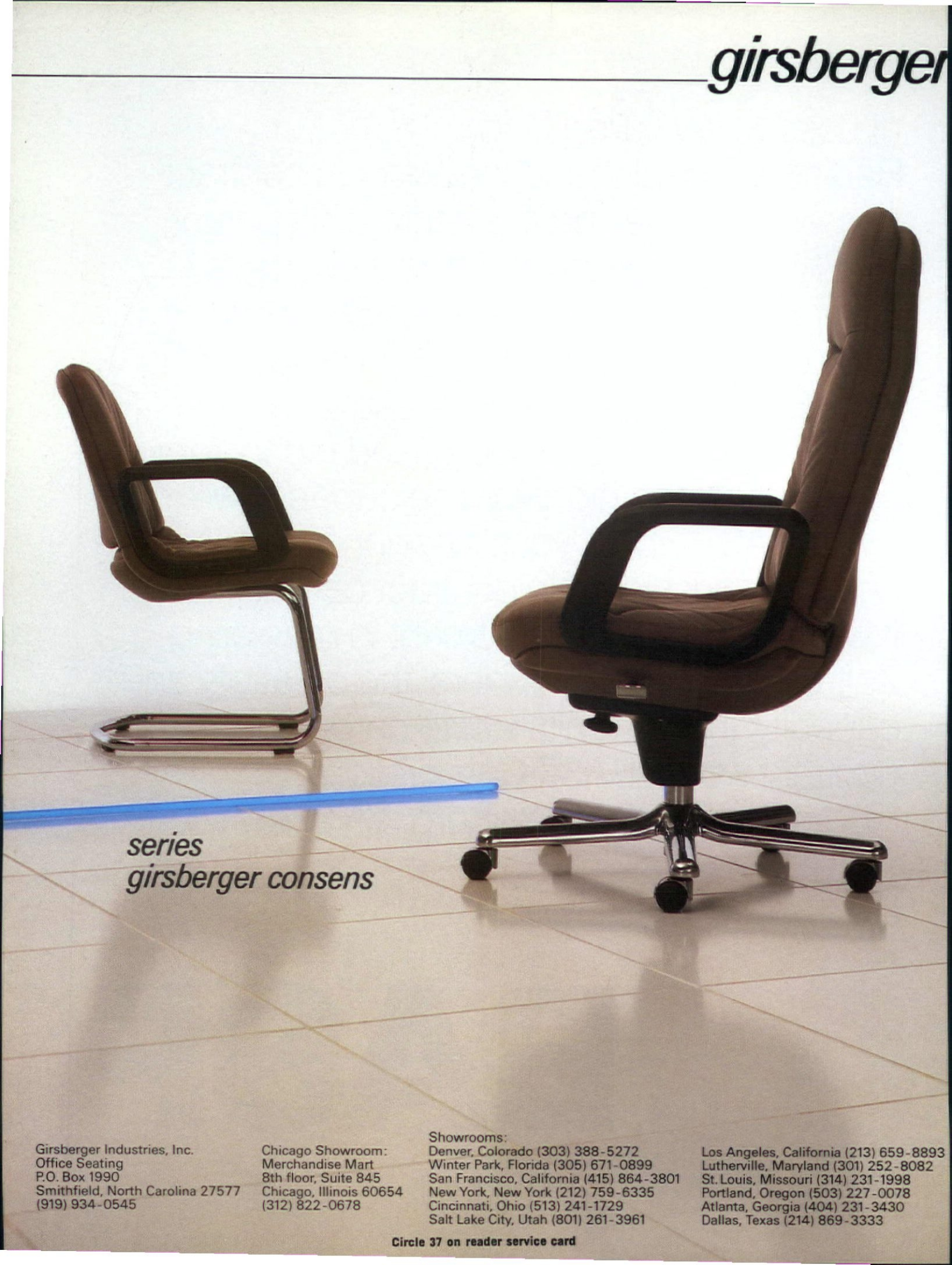

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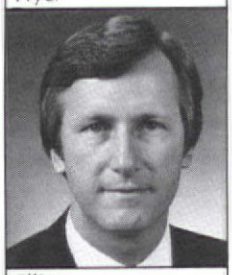
Circle 37 on reader service card

Howe Furniture Corp., a supplier of tables for the contract and hospitality markets, appointed **Melinda Fryer** (shown) as its advertising marketing assistant.

Fryer

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.

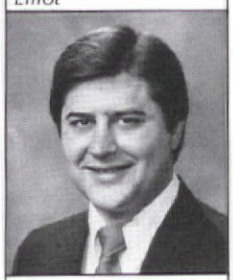

Elliot

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.


Ellis

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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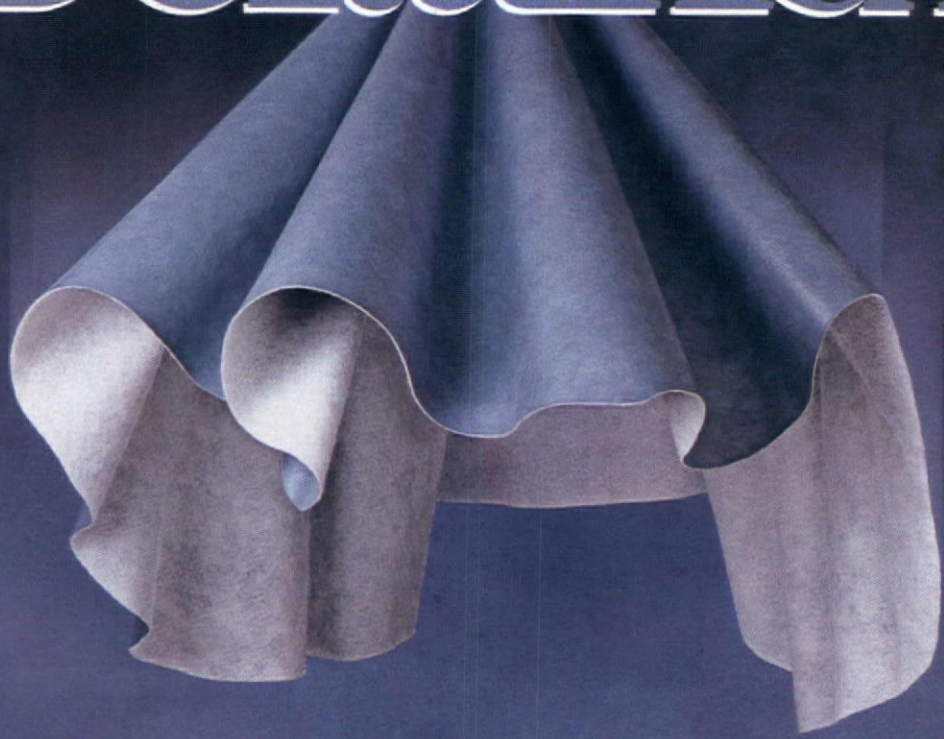

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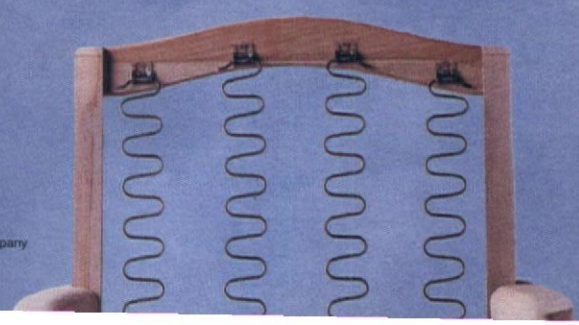

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Circle 39 on reader service card

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.

Kinney

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

McGrane

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.

Holmes

Robert N. Shelton was named vice president, marketing and sales, Verotex 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 Beacher & 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-sq.-ft. 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.

"ModuForm: It's durable, attractive ...a morale builder"

Lorrie Hedges, *Administrator of Environmental Services*
Mt. Sinai Hospital, Hartford

"When I was a secretary here, it seemed that every time I turned around I was making out a requisition to have furniture repaired," says Ms. Hedges. So she passed along ModuForm literature as a suggestion to the hospital administrator when Mt. Sinai's child/adolescent psychiatric unit was being opened seven years ago. The suggestion, and the virtually indestructible furniture, were a success.

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"It's durable. It's attractive. The administration likes it because, when you see the lobby look as attractive as it does, it's a morale builder. I would readily recommend ModuForm furniture to anybody that has a high traffic area."

ModuForm upholstery, in 22 designer colors, has a seamless flexible vinyl covering, roto-molded for uniform thickness and strength. This is bonded to a one-piece polyurethane foam core, highly resilient and flame retardant.

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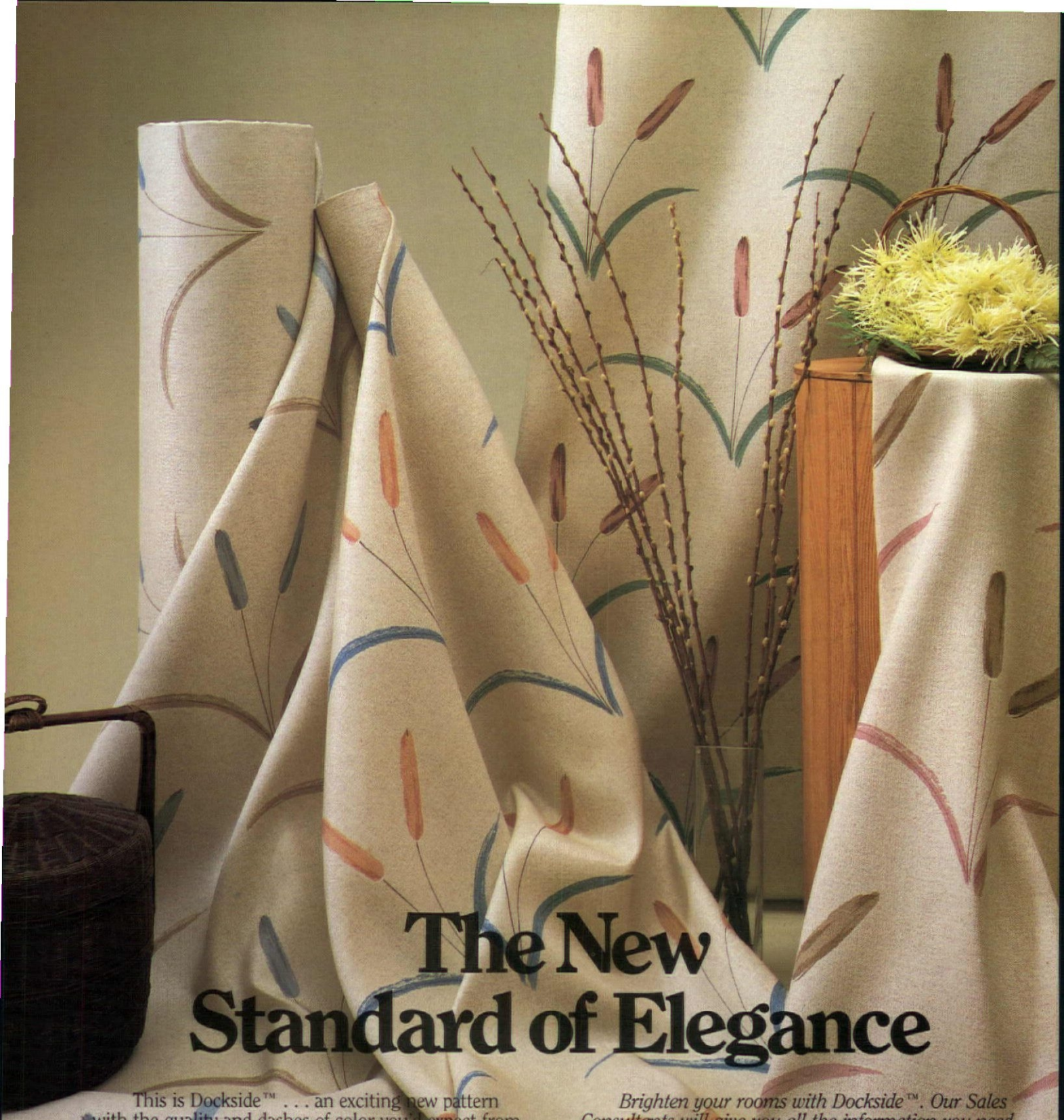

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Brighten your rooms with Dockside™. Our Sales Consultants will give you all the information you need. Just call our Decorative Products Division toll free 1-800-543-7452, in Ohio 1-800-582-7433.

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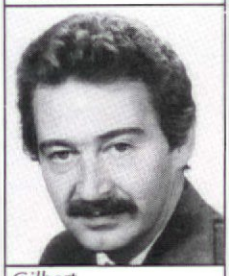
PEOPLE/NEWS

Haworth Inc. named **Frank Novakowski** midwest regional director. He is based in Chicago. **Michael Nowik** (shown) became associate product manager.

Nowik

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. Cortner** and **S. Howard Pharr, III** in its Atlanta office. **Alan Stephens** received a promotion to associate in the Asian office, Hong Kong.


Gilbert

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.

Segal

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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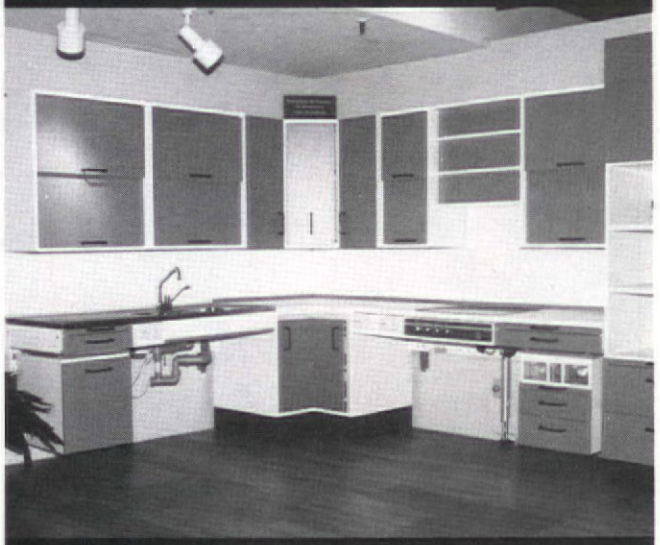
. . . announces the opening of two full floors of showroom space devoted exclusively to the finest and most innovative home and office furnishings from Scandinavia.



Shown above is the Swedish kitchen that adapts to the needs of the physically impaired. **Regal of Scandinavia / DCLA** is the sole distributor for this surprisingly economical, electric-powered, hydraulically adjustable kitchen. Bath equipment is also available.

Non-skid floor covering, non-flammable, textured wall covering that can be painted, and faucets with pre-set temperature control augment Regal of Scandinavia's line of people-conscious products.

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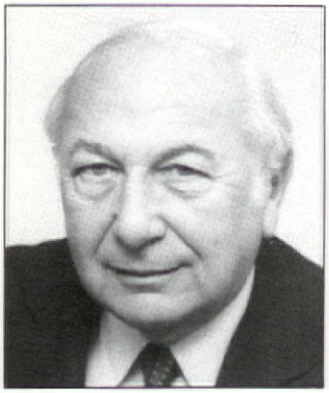
DEALER SURVEYS DESIGNER NEEDS

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.

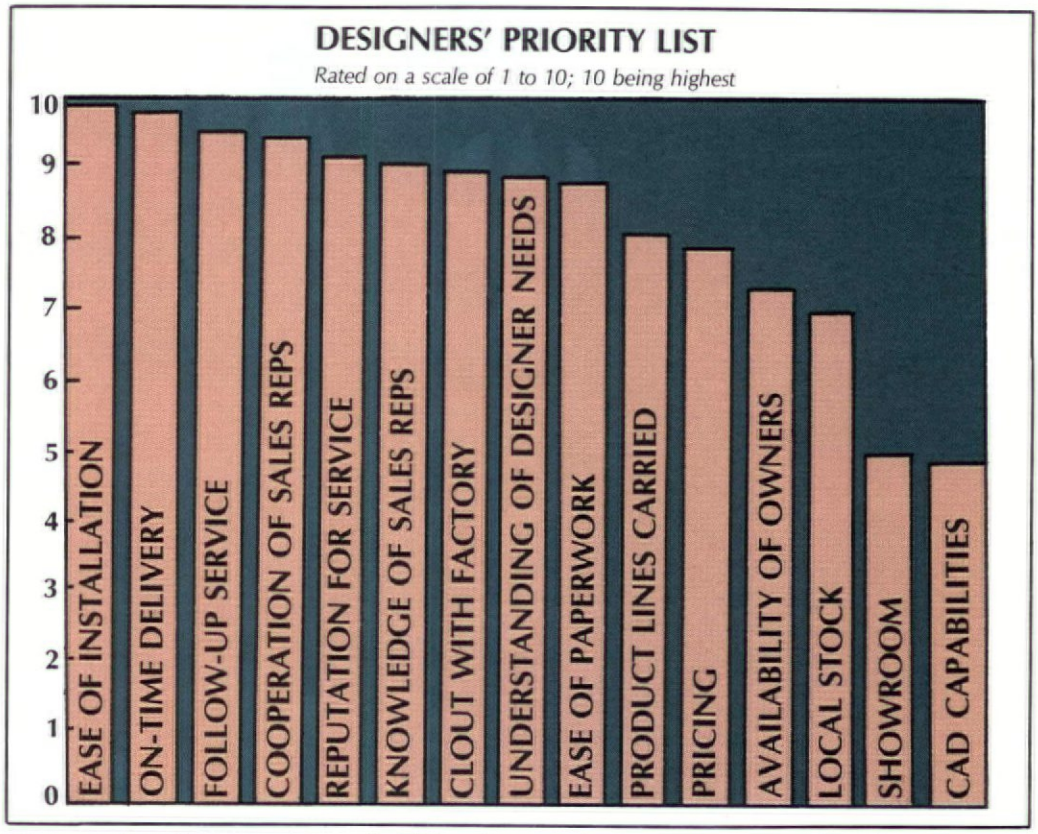
In AFD's latest survey, sent to 50 Greater New York design firms of various sizes, the dealership discovered that efficiency of installation crews—not price—ranked first on a list of 15 factors. On-time delivery and follow-up service were also at the head of the list, which evaluated factors in terms 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.



"Surveys assess relations with the designer."—SAM AARONS



Efficiency of installation crews was ranked highest by respondents to designer poll conducted by AFD, a New York City dealer planning additional surveys of the A&D community in the future.

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.*

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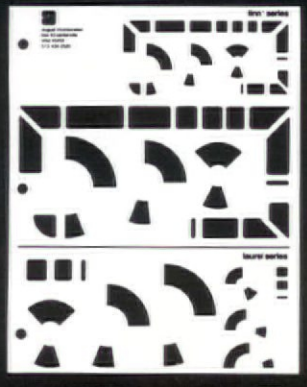
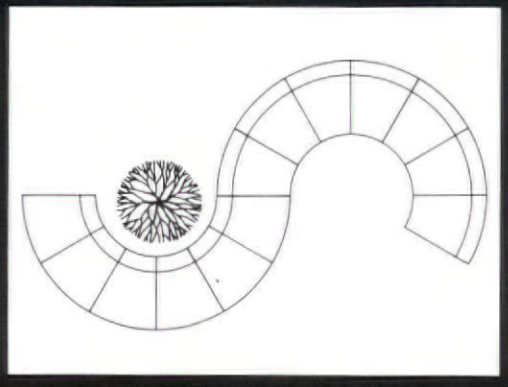
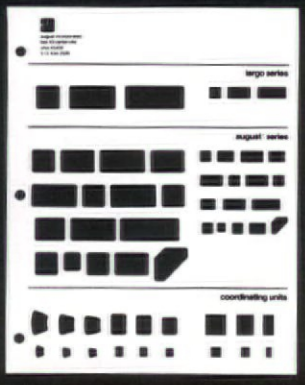


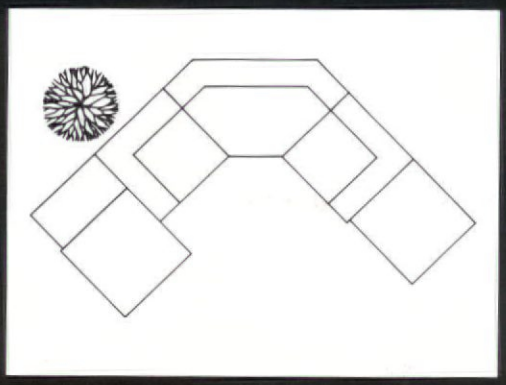
from templates...



to blueprints...

to installation.





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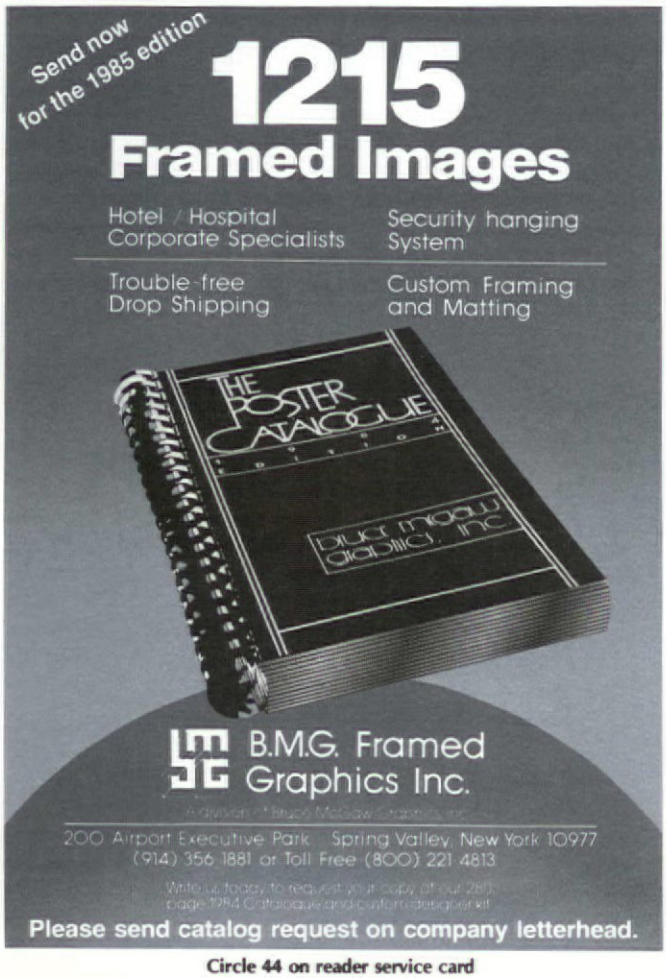
1986

February 26-28. Spring Design Symposium. Decorative Center of Houston, Houston, Tex.
March 12-14. 1986 Spring Intelligent Buildings Conference. Pier 66 Hotel/Marina, Ft. Lauderdale, Fla.
March 18-20. CE EXPO 86, including the Building Automation Systems Show. Hyatt Regency, Chicago.
March 19-21. Westweek. Pacific Design Center, Los Angeles.
April 2-4. Restaurant/Hotel International Design Expo and Conference. ExpoCenter/Chicago at The Merchandise Mart, Chicago.
April 4-5. Presentations Northwest 86. Design Center Northwest, Seattle, Wash.
April 5-9. National Association of Floor Covering Distributors meeting. Marriott Marco Beach Resort, Marco Island, Fla.
April 9-13. Retail Floorcovering Institute Annual Convention. Intercontinental Hotel, San Diego, Calif.
April 13-15. Spring Showroom Show. The L.A. Mart, Los Angeles.
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. Boston Design Center Grand Opening. Boston, Mass.
April 30-May 2. Spring Capital Design Week. Washington Design Center, Washington D.C.
May 4-6. Pan Pacific Lighting Exposition and Conference. Concourse Exhibition Center and DataMart at Showplace Square, San Francisco.
May 10-12. Surtex '86, a trade exhibition for surface design. Jacob K. Javits Convention Center, New York City.
May 11-13. Lighting World IV. The Los Angeles Conv. Ctr., Calif.
May 15-16. "Rocky Mountain Style," Denver Design Ctr., Colo.
May 28-30. Workspace 86, exhibition and conference for the office environment. Moscone Center, San Francisco.
June 8-11. American Institute of Architects 1986 Annual National Convention. Henry C. Gonzalez Convention Center, San Antonio.
June 10-13. NEOCON 18. The Merchandise Mart, Chicago.
June 23-27. A/E Systems '86, featuring AutoCAD Expo, June 24-26. McCormick Place, Chicago.
July 16-19. "Challenges of Change," American Society of Interior Designers 1986 Conference. Century Plaza Hotel, Los Angeles.
September 28-October 3. Fall Showroom Show. The L.A. Mart, Calif.
October 9-11. Designer's Saturday. New York City.
October 13-15. World of Window Coverings-West. Anaheim Hilton and Towers, Anaheim, Calif.

Foreign

March 21-23. Canada Wood. Montreal, Quebec.
March 28-30. Woodworking and Machinery Supply Show. Toronto, Ontario.
May 4-11. Scandinavian Furniture Fair. Bella Center, Copenhagen.
May 11-15. Interior Design International, contract furnishing and interior design exhibition. Olympia, London.
May 11-18. London International Furniture Show. Earls Court, London.
May 22-27. 10th ASMIL. International exhibition of accessories and semi-finished products for furniture, upholstered furniture and the woodworking industries. Milan, Italy.
May 29-June 2. International Carpet and Floorcovering Exhibition. Parc des Expositions de Paris-Nord, Paris.



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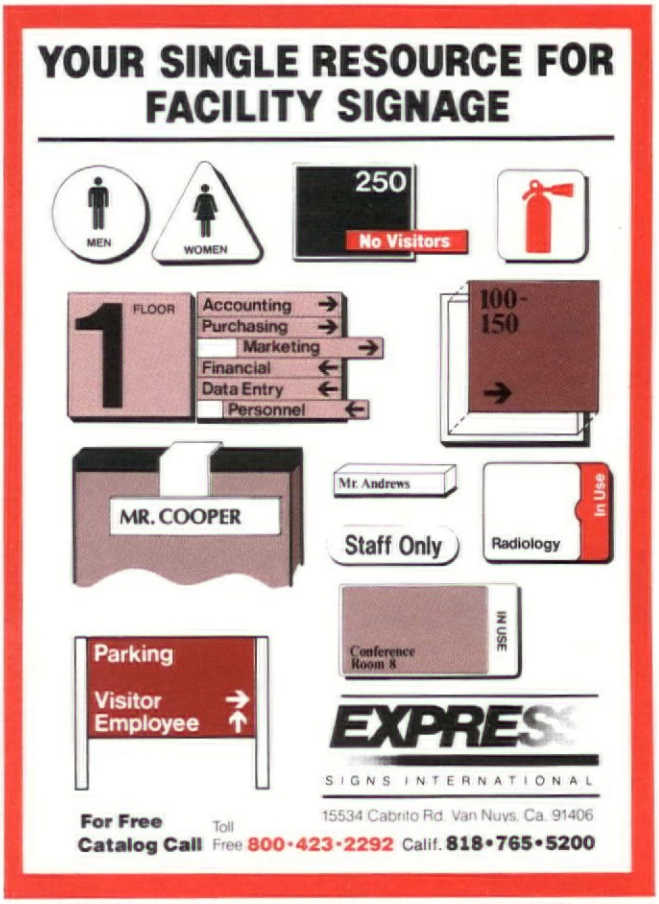

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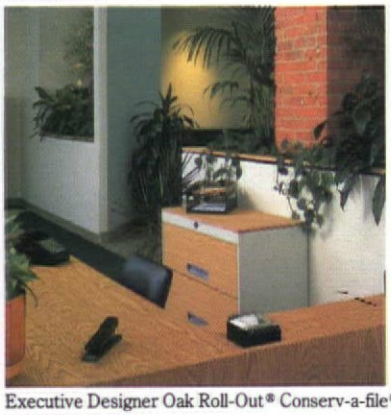
Office space costs a fortune. To rent. To decorate. To equip. So before you spend money to make it beautiful, spend some time with Supreme to make sure it's both beautiful and functional.



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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.

By **DANA DUBBS**
Associate Editor

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

EXECUTIVE BUYER EDITION
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5,000 HEALTHCARE
EXECUTIVES

Design-conscious healthcare facilities, including Cottonwood Hospital Medical Center (this page), Murray, Utah, and Providence Hospital (opp. page), Anchorage, Alaska, are powerful draws for patients.

Cottonwood Hospital photos by Michael Schoenfeld

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 on-going 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.

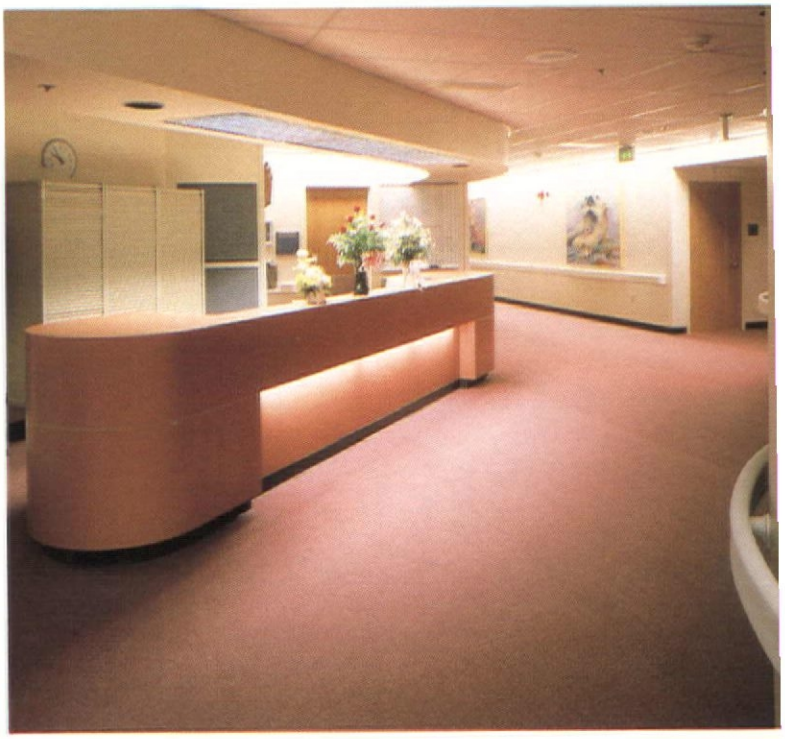
Designing HMOs

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."

Providence Hospital photos by Jane Lidz

Birthing suite and pediatric center (opp. page) were designed by Conant Associates, Salt Lake City. A soft palette helps soothe patient fears at the HOK-designed Providence Hospital (this page).



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 am-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." □

By **ROBERTA WALTON**
Executive Editor

HEALTHCARE DESIGN LEADER SELLS 'IMAGE' TO CLIENTS

Target marketing tailors planning to the end-user/patient

A 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, Ia., 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."

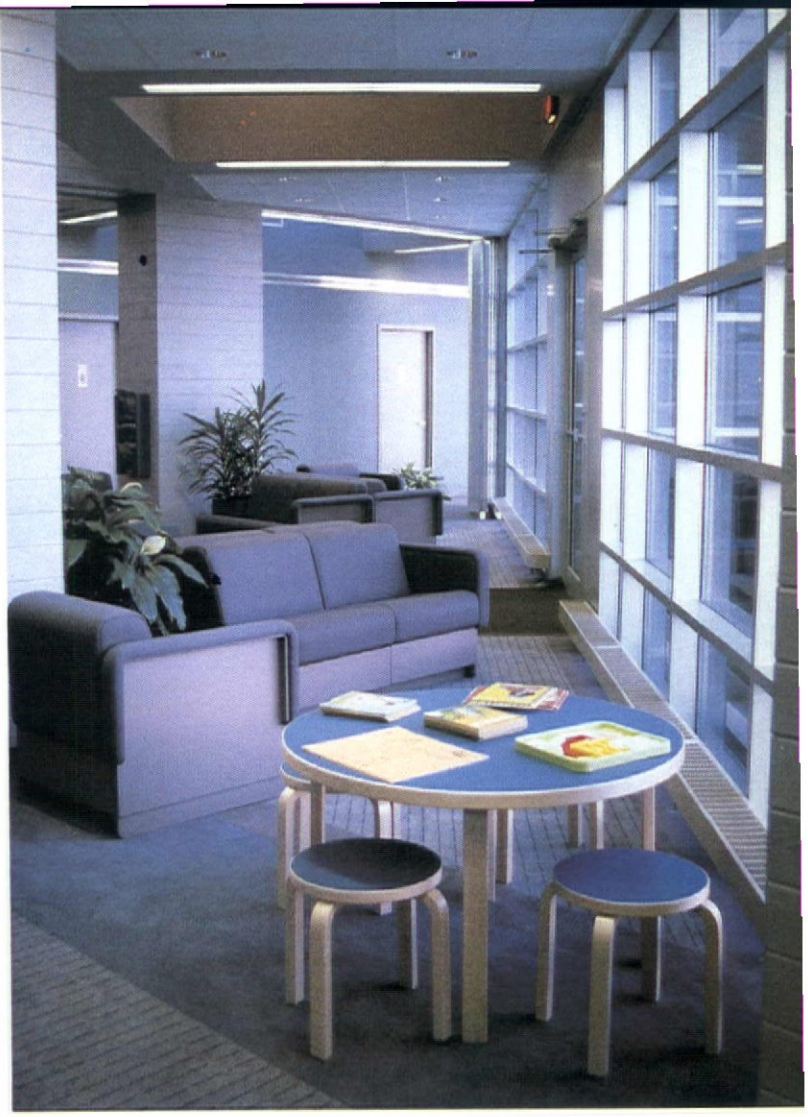
Hansen agrees, saying, "Hospitals are now playing to the carriage trade through sophistication of medicine, research, and yes, interior design." He observes that this trend is noted not just in major urban centers at large city hospitals, but can also be found in smaller, local facilities. Hospitals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

Sources: Seating—Vecta. **Playroom**—ICF. **Occasional tables**—Architectural Supplements. **Upholstery**—Rudd. **Carpeting**—Milliken. **Wallcovering**—Vicrtex. **Plastic laminate**—Wilsonart.



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

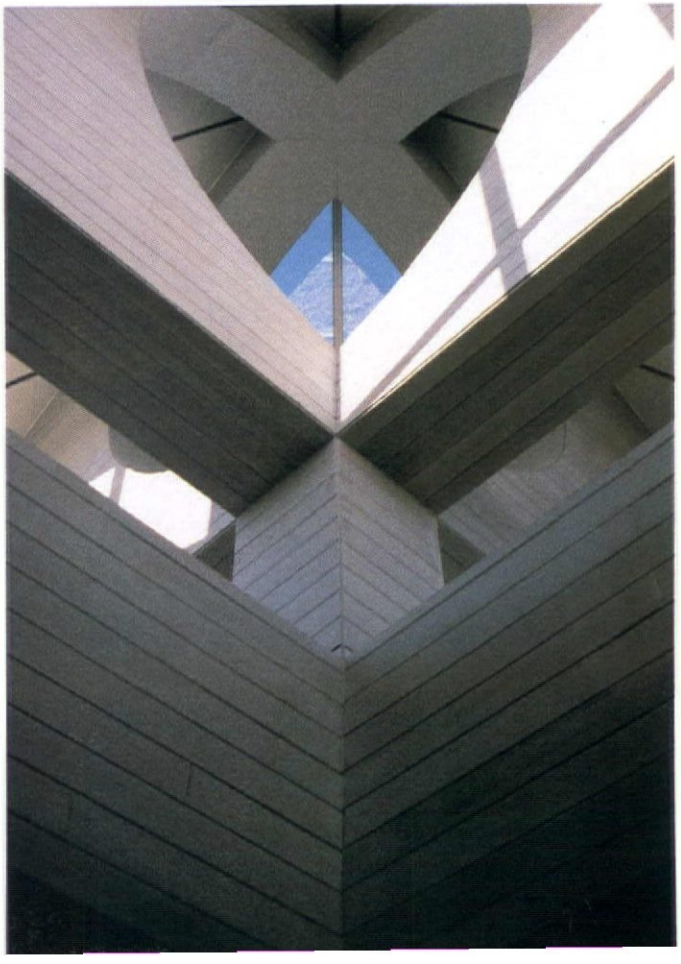
Sq. Ft.: 9,800

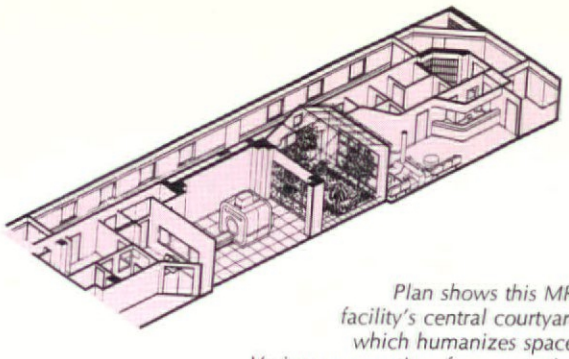
Project design team: Chris Liakakos, project director; Viktor Lituczy, project designer, architectural; Kimberly Mikuta, project designer, interiors; John Bertrand, project engineer.

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.

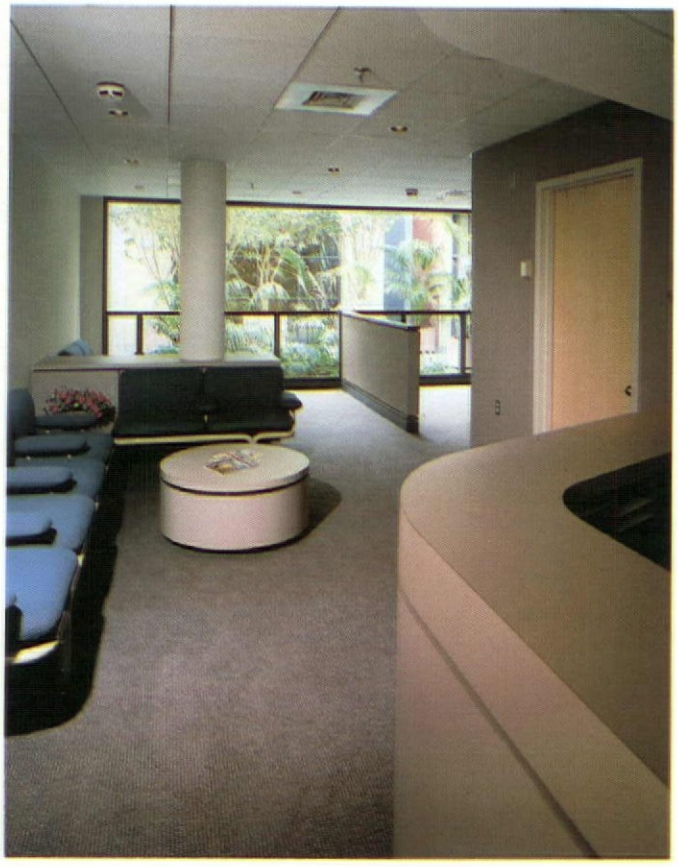




Plan shows this MRI facility's central courtyard which humanizes space. Various perspectives from reception (below) feature courtyard beyond. View to left is of corridor entry to courtyard. Situated in a prominent teaching facility, this MRI is designed to boost hospital's marketability.

Sources: Seating—Metropolitan. **Planters**—Krueger. **Upholstery**—Rancocas. **Carpet**—Karastan, Milliken. **Vinyl wallcovering**—General Tire & Rubber, J.M. Lynne. **Plastic laminate**—Nevamar.

Photography by Brian Rose



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, Ia.

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.

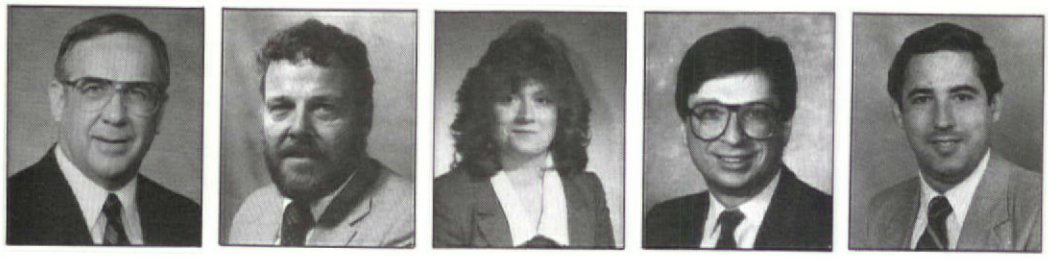
Staff: 353 employees, including 156 architects; 88 engineers; nine interior designers; four signage designers; seven landscape architects; five specifications staff; 21 in construction administration; 63 in marketing support personnel.

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. Josephs Hospital in Vancouver, Wa., offers a different profile of strong colorations, offsetting the dark and often dreary climate of the Pacific Northwest.

"By 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



Shown l. to r. are HLM principals Richard F. Hansen and John H. Lind, and design directors Kimberly Mikuta, Chicago; Alan Mack, Iowa City; Victor Rossi, Orlando.

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 sub-specialities, 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 turnaround 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 owners—that's our objective. Our hidden agenda is to raise 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." □

Photography by Kevin Haas

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.

Sources: Seating, tables—Intec, T.C.I., Brenner. **Lighting**—Peerless. **Carpeting**—Bentley Mills. **Paint**—Fuller O'Brien. **Wallcovering**—J.M. Lynne. **Floorcovering**—Armstrong. **Cubicle curtains**—Intec, Maharam. **Blinds**—Intec, Graber, Levolor.

Photos by Sinclair-Reinsch/Mike Sinclair

POST-MODERN DESIGN ELEVATES PEDIATRIC FLOOR

Color, shapes unify theme for St. Francis hospital

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

Color dominates nurses' station which oversees surrounding patient rooms (above). Pedestals and pediments around doorways identify rooms for certain age groups (right).

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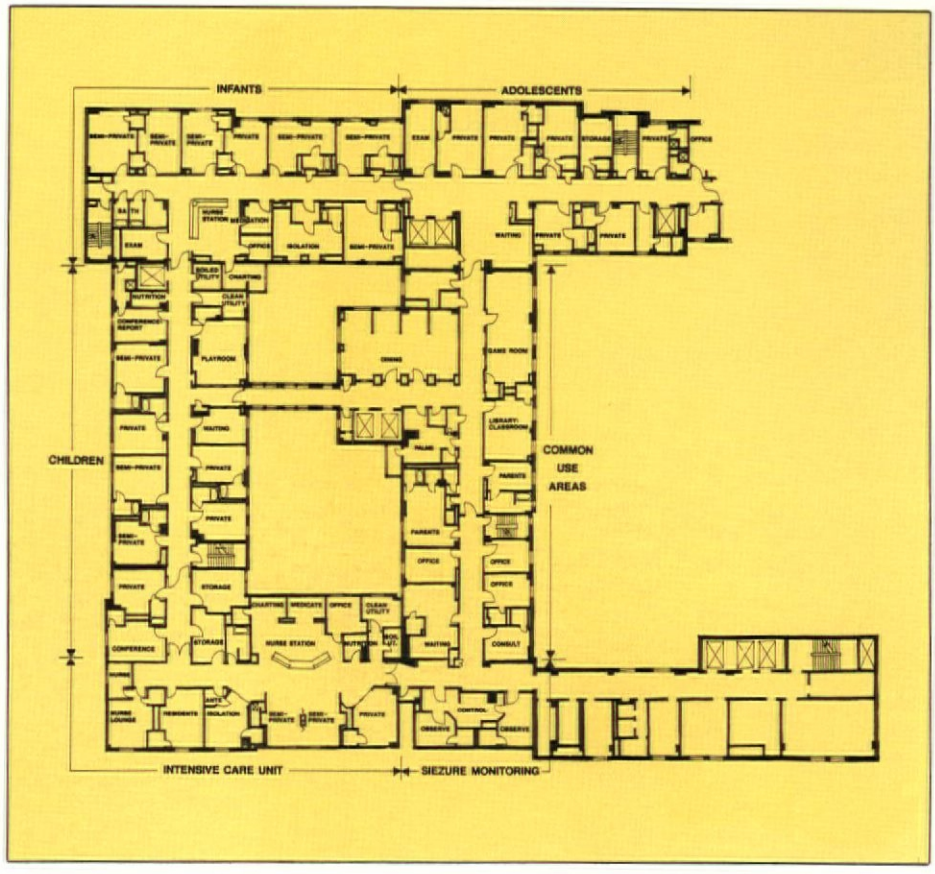

Walls divide dining room into separate alcoves (opp. page, top). Oversized crayons identify special areas, such as the playroom (opp. page, bottom). Floorplan (right) shows layout of the 31-bed facility.

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

Signage—Graphic Systems of Wichita, Inc. **Chairs**—SunarHauserman, Stendig, Rudd. **Tables**—Kinetics, Rudd. **Lighting**—Ron Rezek/Lighting. **Upholstery**—Boris Kroll. **Storage units**—Rudd. **Floorcovering**—Karastan, Tarkett, Roppe. **Wallcovering**—Genon. **Paint**—Benjamin Moore, Davis. **Ceiling tile**—Armstrong. **Laminates**—Formica.

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

TROYES

Photos by Rick Alexander

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

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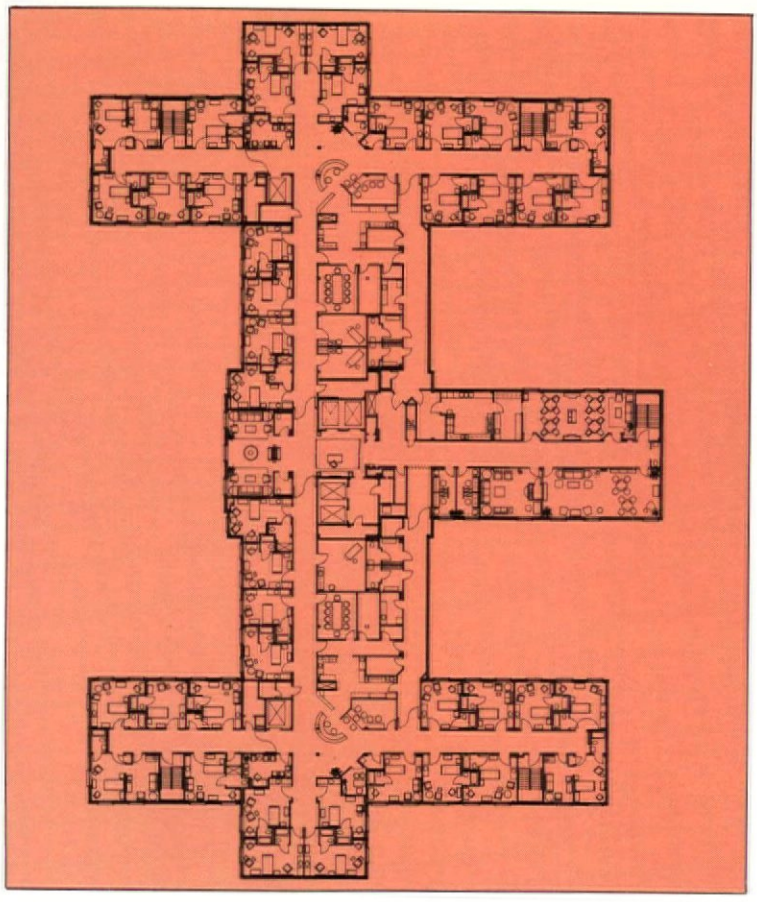
A concierge desk sits outside the main waiting room (above), which features a Georgian rent table in the center. Two-room patient suites (opp. page) have a bedroom and sitting area that have all the comforts of home including a TV, telephone, and refrigerator.



Designer Beverly Currin (above) used a traditional Charleston style throughout the facility, including the library (opp. page, top) and dining room (opp. page, bottom). Floorplan (left) shows layout of the Pavilion, located on the 10th floor of the hospital.

PALMETTO PAVILION

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. □—*L.C.*

SOURCES

Flooring, wood parquet—Bangkok Industries. **Secretary, tilt-top table, cocktail table, dining tables, game table, globe, butler's tray table**—Kittinger. **Night-stand, linen press, chairs (historic Charleston reproduction), Pembroke breakfast tables, console table, candlestick stand, breakfront**—Baker Furniture. **Patient bed**—Hillsom. **Georgian rent table, Windsor chairs**—Smith & Watson. **Sleeper sofa, chair & ottoman**—Dalpha. **Side chair**—Thomas Elfe Workshop. **Book table**—Madison. **Chairs, sofa**—Southwood reproductions. **Wing chair, tufted Chesterfield sofa, dining chairs, writing table**—Hickory Chair. **Chair**—Knoll. **Leather lounge chair & ottoman**—Buckingham. **Antique bachelor's chest**—World Trade Antiques. **Antique linen press**—Golden & Assoc. Antiques. **Plant stands**—Cole Antiques. **Window treatments**—Charleston Fabrics. **Lamps**—Heygill, Nessen, Momiers, Fifth Season, Chapman, The Shearings. **Carpet**—Bigelow. **Custom carpet**—Harbinger. **Miniblinds**—Bali. **Oriental rug**—Oriental Rug Importers. **Fabrics**—Charleston Fabrics, Schumacher, Bailey & Griffin, LaFrance, P. Kaufman. **Bedspreads**—Bates. **Brass planters & accessories**—Heygill. **Artwork**—Art for Business. **Plants**—Nancy's Exotic Plants. **Millwork**—Sumter Lumber. **Mirrors**—Friedman Bros. **Brass sconces**—Sarried. **Hand carved finials**—John Ragsdale. **Mahogany headboard & footboard**—custom designed by LS3P.

Interior design & architecture—Lucas Stubbs Pascuillis Powell & Penny, Ltd. Project team: Beverly J. Currin, vice president & project designer; Cary Heefner & Greg Kenner, junior designers. **Contractor**—Parker Construction.

Photography by Nakashima Tschoegl + Associates

VA HOSPITAL MEETS ELDERLY'S SENSORY NEEDS

Colors & space plan provide for socializing

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."

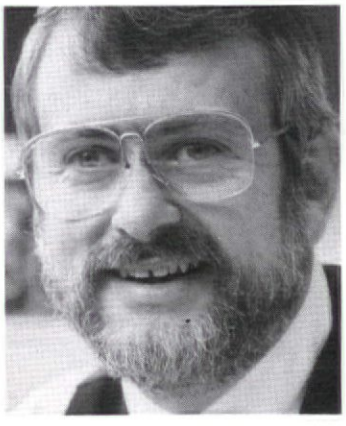
Veterans Administration economic criteria called for a mix of private and shared rooms. Of the 30 rooms, 21 are doubles, six are private, and three hold four people. In most doubles, beds are placed at opposite walls, toe-to-toe, rather than side-to-side as is usually done in nursing homes. "This way, 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.*

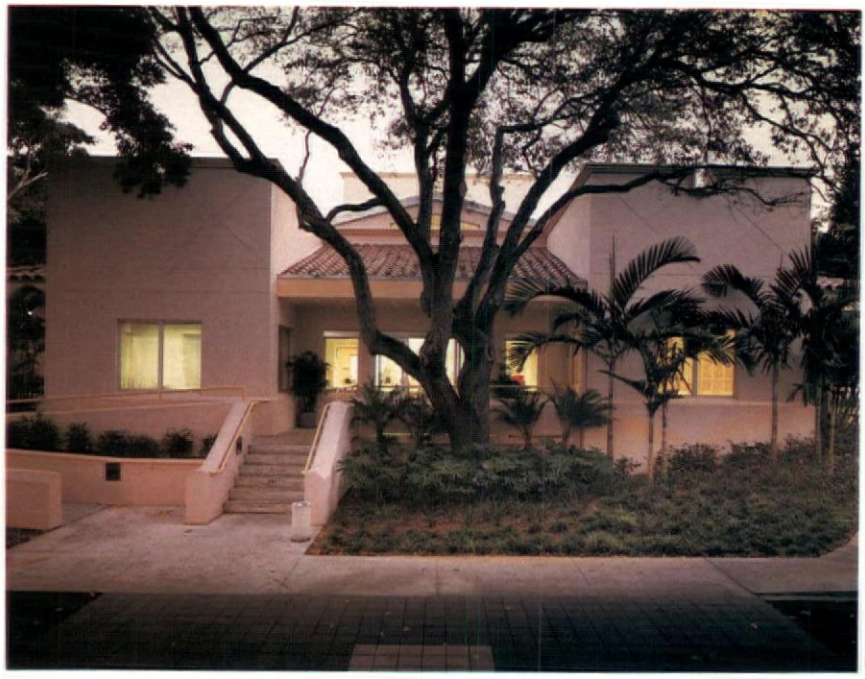
SOURCES

Carpeting—Bigelow. **Vinyl tile**—Armstrong. **Ceramic tile**—American Olean. **Laminate**—Wilsonart. **Ceiling system**—Armstrong. **Guards & rails**—Acrovyn. **Signage**—DMG. **Lighting**—Lightolier, Lithonia, Keene, Capri, Prescolite. **Wardrobes, shelving**—Hamilton Industries. **Millwork**—Fresno Planing Mill. **Windowcoverings**—Del Mar. **Cubicle curtains**—American Drapemaster. **Seating**—Lumex Corp.

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.





Photography by Dennis Long

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 nonthreatening.

Two trauma rooms in emergency facility

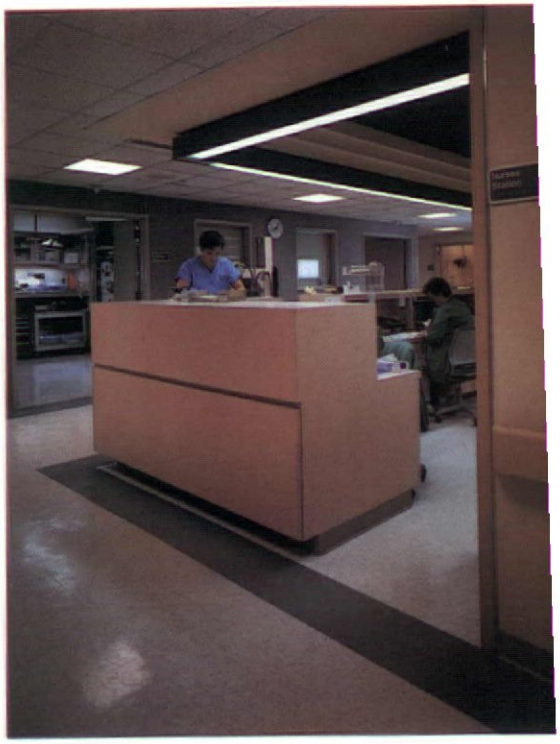
Clinical treatments are conducted in 20 examination/treatment rooms clustered around two intensive care trauma rooms and a nurses' station. The skylight is repeated over the nurses' station, funneling natural light throughout much of the interior space. □—*L.C.*

SOURCES

Seating—Steelcase, Modern Mode, Loewenstein. **Tables**—Tuohy. **Vinyl wallcovering**—B.F. Goodrich, Wolf Gordon, Bolta Wall. **Wall carpet**—Knoll. **Carpeting**—Bigelow. **Cubicle curtains**—Design Tex. **Fabric**—Arc Com, International Fabric Inc. **Tiles**—Armstrong, Ironrock Metropolitan Ceramics. **Filing**—Shaw Walker. **Art**—The Poster Catalogue. **Laminate**—Formica, Wilsonart. **Pendant lighting**—Lightcontrol.

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.



1986 REPORT ON

HEALTHCARE SPECIALISTS

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.

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1985 (in 1,000's)	1985 PROJECTS
Alpha Design Corporation 142 West York St. Suite 705 Norfolk, VA 23510 (804) 627-6465	8	Virginia	7	Emily S. Washington, pres.; Karen James, int. plnr.; Frank Brannon, int. plnr.; Bettina Tudor, int. plnr.	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.
American Business Interiors 223 East New Haven Ave. Melbourne, FL 32901 (305) 723-5003	35	N/A	7	Ralph Peres, pres.; Brell Whited, v.p. & head of con. div.; Susan Freeland, dir. of des.; Kan Chang, snr. des.	400	Drs. Osmon & 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.
Architects Hawaii, Ltd. 1001 Bishop Street Suite 300 Honolulu, HI 96813 (808) 523-9636	90	San Antonio,TX; Hong Kong	6	Frank Haines, pres.; David Miller, dir., Hong Kong office; Darrell Welch, dir., San Antonio office; Walter Muraoka, dir., Health Care Projects.	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.
Bobrow/Thomas & Associates 1001 Westwood Blvd. Los Angeles, CA 90024 (213) 208-7017	92	Honolulu, Hawaii	43	Julia Thomas, chmn. of board; Michael L. Bobrow, AIA, pres.; John E. Edward MacAllister, AIA, exec. v.p.	578	Shriner's 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.
The Cannon Group 2170 Whitehaven Rd. Grand Island, NY 14072 (716) 773-6800	287	Boston, MA; New York, NY; Washington, DC; St. Louis, MO	3	John D. Cannon, chief exec. officer; Gary R. Miller, chief oper. officer; John H. King, snr. v.p.	3,268	Buffalo Gen'l Hosp., 565,000 sq. ft.; Trumbell Memorial, 170,000 sq. ft.; Atlantic City Med. Ctr., 360,000 sq. ft.; Shore Memorial, 177,000 sq. ft.
The Carlson Group 321 Commonwealth Rd. Cochituate, MA 01778 (617) 969-1200	428	Atlanta, GA; Austin, TX; Charlotte, NC; Chicago, IL; Houston, TX; Los Angeles, CA; Philadelphia, PA; Talahassee, FL; Tampa, FL; Westport, CT; and Mexico City.	175	M. Joseph Celie, pres.; Robert L. Moultrie, v.p.; Daniel Hunter, snr. v.p. & head, Atlanta des. group; James C. Wakefield, head, des. group.	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.

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1985 (in 1,000's)	1985 PROJECTS
Carlsten Associates 34 Peachtree Street N.W. Suite 2400 Atlanta, GA 30303-2316 (404) 589-0404	15	N/A	5	Jon H. Carlsten, prin.; John Van Auker, prod. mgr.; C. Wayne Olander, ASID, int. des.; Nancy A. Jackson, med. fac. spec.	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.
Conant Associates 215 So. State St. Suite 1000 Salt Lake City, UT 84111 (801) 363-0060	96	Denver, CO; Houston, TX; San Diego, CA; Burbank, CA.	52	W. Lee Conant, chmn.; Nan Conant, chief exec. officer; Craig Christensen, pres.	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.
Leo A. Daly 8600 Indian Hills Dr. Omaha, NE 68114 (402) 391-8111	703	Atlanta, GA; Honolulu, HI; Los Angeles, CA; San Francisco, CA; Seattle, WA; St. Louis, MO; Washington, DC; Hong Kong, Riyadh and Singapore.	58	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.	5,500	College of Osteopathic Medicine & Surgery, 113,000 sq. ft.; Anlyan Tower Expan., Duke University Med. Ctr., 110,000 sq. ft.
Daroff Design, Inc. 2300 Ionic St. Philadelphia, PA 19103 (215) 636-9900	50	N/A	42	Karen Daroff, pres, & prin.; James E. Rappoport, AIA, exec. v.p.; Norman D. Holloway, AIA, v.p.	2,400	Hospital of The University of Pennsylvania, 500,000 sq. ft.
The Eggers Group, P.C.—Architects, Planners, Int. Des. 2 Park Avenue New York, NY 10016 (212) 725-2100	91	Trenton, NJ	6	Robert H. Welz, AIA, dir., int. des.; Peter B. Halfon, AIA, mng. dir.; C. Gates Beckwith, AIA, dir.; David L. Finci, AIA, dir.	2,000	Huntington Hospital, 13,000 sq. ft.; St. Francis Med. Ctr., 61,200 sq. ft.; Mary Immaculate Hospital, 287,000 sq. ft.
Ewing Cole Cherry Parsky Federal Reserve Bank Bldg. 100 North Sixth St. Philadelphia, PA 19106 (215) 923-2020	195	N/A	11	Stanley M. Cole, chmn. of board & CEO; Robert M. Parsky, pres. & chief operating offcr.; Robert V. Cherry, sr. vice pres./dir. of construction administration; Suzanne R. O'Connell, dir. of interior des.	2,400	Lankenau Hosp., 123,000 sq. ft.; Abington Memorial Hosp., 107,000 sq. ft.; Bayonne Hosp., 123,000 sq. ft.; Germantown Hosp., 130,000 sq. ft.
Flad & Associates 6200 Minnow Point Rd. Madison, WI 53705 (608) 238-2661	302	Gainesville, FL; Milwaukee, WI	8	James W. Miller, pres.; Cathy McCue, assoc. & dir., int.; Elizabeth Killian, proj. mgr.; Elaine Kelch, proj. mgr.	2,350	Composite Med. Fac., Minot Air Force Base, 165,000 sq. ft.; University of Fla, Shands Hosp., Phase II, 370,000 sq. ft.; St. Lukes Hosp., 265,000 sq. ft.
Glave Newman Anderson Architects 1011 East Main St. Richmond, VA 23219 (804) 649-9303	45	N/A	7	William C. Newman III, pres.; Richard L. Ford Jr., AIA, vp & prin.; Diane B. Turner, dir. of int. arch.; Samuel A. Anderson III, AIA, prin.	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.
Godwin & Associates 3475 Lenox Road N.E. Suite 115 Atlanta, GA 30326 (404) 233-8507	36	Atlanta, GA	25	Roger Godwin, ptnr.; Jack Boutin, ASID, ptnr.; Alison LeVino-Jones, ASID, assoc.; Randy Clark, assoc.	1,000	Northeast Georgia Med. Ctr., 80,000 sq. ft.; DePaul Ctr. Hosp., 45,000 sq. ft.; John D. Archbold Mem. Hosp., 40,500 sq. ft.

HEALTHCARE SPECIALISTS

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1985 (in 1,000's)	1985 PROJECTS
Goleman & Rolfe 1600 Smith, 36th Fl. Houston, TX 77002 (713) 655-9988	100	Austin, TX.	12	Harry Goleman, CEO; Dave Godby, princ.; Janita Lo, sr. des. & princ.; Lynn Hanson, princ.	1,300	University of Texas System Cancer Research Facility Texas Med. Ctr., 145,000 sq. ft.; Victoria Reg. Med. Ctr., 135,000 sq. ft.; Greenpark Two Med. Office Bldg., 85,000 sq. ft.; Victoria Reg. Rehab. Ctr., 32,000 sq. ft.
Goodmans Design Interiors 1400 East Indian School Rd. Phoenix, AZ 85014 (505) 345-1621	190	Albuquerque, NM; Flagstaff, AZ; Las Vegas, NV; Tucson, AZ.	30	Murray E. Goodman, pres.; David L. Horsley, v.p.; Pamela Apears, des. dir., Phoenix; Christine Messersmith, des. dir., Albuquerque.	2,494	Bernalillo Cty. Med. Comp., 50,000 sq. ft.; Presbyterian Northside Hosp., 150,000 sq. ft.; Midland Camelback Hosp., 37,000 sq. ft.
Gresham, Smith & Partners 3310 West End Ave. Box 1625 Nashville, TN 37202 (615) 385-3310	239	Birmingham, AL; Orlando, FL; Dallas, TX	26	Batey M. Gresham Jr, ptnr.; Fleming W. Smith Jr, ptnr.; Albert A. Thweatt, ptnr.; Robert D. Gower, ptnr.	4,350	Village Oaks Hospital, 93,453 sq. ft.; Palm West Hospital, 95,275 sq. ft.; Whittaker General Hospital, 89,417 sq. ft.
The Gruzen Partnership 11 West 42nd St. New York, NY 10036 (212) 840-3940	150	San Francisco, CA; Newark, NJ	12	Jordan Gruzen, ptnr.; David Ziskind, ptnr.; Paul Silver, ptnr.; Peter Samton, ptnr.; Ralph Steinglass, ptnr.; Burton Berger, ptnr.	550	Hoffman LaRoche Clinical Pharmacology Lab., 16,000 sq. ft.; Miami Jewish Home & Hosp. for the Aged, 95,000 sq. ft.; Mary Ann & James L. Knight Magnetic Resonance Imaging Ctr., 25,000 sq. ft.
H2L2 Design Company 714 Market Street Philadelphia, PA 19106 (215) 925-5300	70	N/A	10	Barry Eiswerth, pres.; Robert Breading, snr. v.p.; Caroline Simons, snr. int. des.; Germaine Hall, snr. int. des.	1,260	John L. Deaton Medical Center, 120,000 sq. ft.; Pennsylvania Hospital, 200,000 sq. ft.; Doctor's Hospital, 200,000 sq. ft.
The HOK Interiors Group of Hellmuth, Obata & Kassabaum, Inc. 100 North Broadway St. Louis, MO 63102 (314) 421-2000	1,064	Dallas, TX; Houston, TX; Kansas City, MO; Los Angeles, CA; New York City, NY; San Francisco, CA; Tampa, FL; Washington DC.	170	Gyo Obata, chmn. & pres.; King Graf, v.chmn.; Jerome Sincoff, v.chmn.; Frank Hammerstrom, snr. v.p. & corp. dir., HOK int. group.	5,200	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.
Hansen Lind Meyer Plaza Center One Iowa City, IA 52240 (319) 354-4700	360	Chicago, IL; Orlando, FL	11	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.	6,125	Southwest Wash. Hosp., 275,000 sq. ft.; Orlando Regional Med. Ctr., 492,000 sq. ft.; Rush Presbyterian St. Lukes (Chicago), 972,000 sq. ft.
Harwood K. Smith & Ptrs, Inc. 1111 Plaza of the Amer. N. Dallas, TX 75201 (214) 969-5599	402	Tampa, FL	21	Ronald L. Skaggs, exec. v.p.; Ralph H. Hawkins, v.p.; G. Kay Finlayson, v.p.; dir. of int. arch.; Ronald M. Brame, pres.	2,700	McAllen Hospital, 180,000 sq. ft.; Gaston Episcopal Hospital, 97,553 sq. ft.; Duncan Regional Hospital, 126,717 sq. ft.
Henningson, Durham & Richardson, A Centerra Co. 8404 Indian Hill Dr. Omaha, NE 68114 (402) 399-1000	460	Alexandria, VA; Dallas, TX; San Francisco, CA; Seattle, WA	24	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.	6,750	Children's Hospital of Dittsburg, 327,000 sq. ft.; Cincinnati Jewish Hospital, 355,000 sq. ft.; Dayton Grandview Hospital, 275,000 sq. ft.

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1985 (in 1,000's)	1985 PROJECTS
The Hillier Group 777 Alexander Road CN 23 Princeton, NJ 08540 (609) 452-8888	225	Tampa, FL; San Antonio, TX	44	J. Robert Hillier, pres.; Joseph D. Bavaro, gen. mgr.; Barbara A. Weinstein, princ., int.	8,000	Community Memorial Hospital, 335,000 sq. ft.; Morristown Memorial Hospital, 165,000 sq. ft.; NY Hospital-Cornell Center, 17,500 sq. ft.
Hospital Corp. of America 1 Park Plaza Box 550 Nashville, TN 37202 (615) 327-9551	75 M	GA, TX, CA, TN, LA, OK, VA, UT, FL, MN, OH, MA, NY, WA, NC	6	R. Clayton McDworter, pres., & CEO; Thomas F. Frist, Jr. chmn. & CEO; David G. Williamson, Jr., v.chmn.; Gene Burton, v.p., material management.	1,750	Gulf Coast Med. Ctr., 147,393 sq. ft.; Vanderbilt Child & Adolescent Hospital, 125,000 sq. ft.; The HCA Data Center, 70,000 sq. ft.
Inside! **A Div. of Ellerbe Assoc.** 1 Appletree Sq. Minneapolis, MN 55420 (612) 853-2000	562	Fairbanks, AL; New York City, NY; Tampa, FL; Washington D.C.	23	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.	850	Park Nicolett Int'l Diabetes Center, 60,000 sq. ft.; St. Lukes Hospital, ambulatory surgery center, 36,000 sq. ft.; Sioux Valley Hospital, 20,000 sq. ft.
Interarc, A Div. of Widom/ Wein & Partners, Inc. 11801 West Olympic Blvd. Los Angeles, CA 90064 (213) 312-6800	48	N/A	7	Russ Tyner, AIA, v.p. int. des.; Chester A. Widom, AIA, CEO; Adrian O. Cohen, AIA, ptnr.; George Wein, AIA, ptnr.	1,000	French Hospital, 79,000 sq. ft.; Midway Hospital Medical Center, 94,000 sq. ft.; Kanakanak Hospital, 39,000 sq. ft.
Jova/Daniels/Busby, Inc. 909 W. Peachtree St. Atlanta, GA 30309 (404) 892-2890	55	N/A	16	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. & dir., int.	800	The New V.A. Augusta Hospital, 700,000 sq. ft.; St. Joseph's Hospital, 300,000 sq. ft.; Emory Eye Center & Clinic Addition, 182,000 sq. ft.
Albert Kahn Associates New Center Building Detroit, MI 48202 (313) 871-8500	300	N/A	2	Daniel Shahan, chmn. & CEO; Edgar E. Parks, pres.; Thomas C. Halliday, exec. v.p.; Charles J. Allen, v.p. & treasurer	1,766	Adult General Hospital, University of Michigan, 1,060,000 sq. ft.; Henry Ford Hospital, Maplegrove Detoxification, 40,000 sq. ft.; Henry Ford Hospital, Maplegrove Treatment Center, 19,000 sq. ft.
Kaneko Ford Design 2200 Michigan Ave. Santa Monica, CA 90404 (213) 828-0558	12	N/A	10	George Kaneko, ptnr.; Patricia Ford, ptnr.; Charles Balber, assoc.; Mary Kay Shaefer, assoc.	609	Shriners Hosp. (CA), 100,000 sq. ft.; Shriners Hosp. (LA), 100,000 sq. ft.; UCLA Neuropsychiatric Inst., 12,000 sq. ft.; Beckman Laser Inst., 25,000 sq. ft.
Langdon Wilson Mumper Associates 3345 Wilshire Blvd. Los Angeles, CA 90010 (213) 380-9930	110	Newport Beach, CA	21	Hans Mumper, AIA, mgr. (LA) & CEO; Ernest C. Wilson, Jr., AIA, mgr. (Newport Beach) & CEO; ptnr.; Jon Patrick Allen, AIA, ptnr.; Donald R. Lee, AIA, ptnr.; Asad M. Khan, ptnr.; Jack E. Camp, ptnr.	10,800	Kenneth Norris Jr. Cancer Hosp. & Research Ctr., 160,000 sq. ft.; Estelle Doheny Eye Hosp., 43,000 sq. ft., Woodman Hills Hosp., 419,000 sq. ft.; Keiser Permanente Radiation Therapy Bldg., 147,000 sq. ft.
Lorenz & Williams, Inc. 1200 West 3rd St. Dayton, OH 45402 (513) 223-6500	123	Cincinnati, OH, Columbus, OH	9	O. Edward Lakens F.A.S.C.E., pres.; Larry A. Anderson, AIA, princ.; Leo E. Lauterbach, AIA, princ.; Robert L. Nichol, IBD, ASID, v.p. int. des.	884	Kettering Med. Ctr., 65,000 sq. ft.; Stouder Mem. Hosp., 35,000 sq. ft.; Holmes Div. of University of Cincinnati Med. Ctr., 65,000 sq. ft.

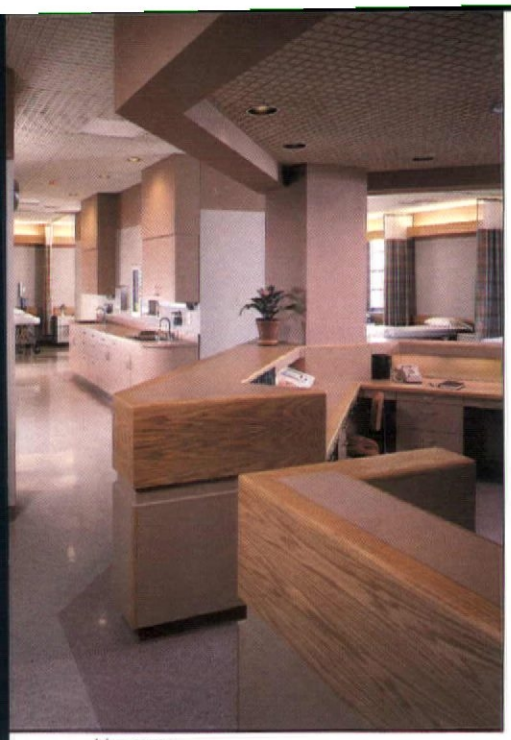
HEALTHCARE SPECIALISTS

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1985 (in 1,000's)	1985 PROJECTS
Lucas Stubbs Pascullis Powell & Penney Ltd. 255 East Bay St. Charleston, SC 29401 (803) 577-4444	44	N/A	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. & head of int. des.	1,300	Palmetto Pavilion, 27,000 sq. ft.; Psych. Hosp./Medical University of South Carolina, 78,000 sq. ft.; Roper Hosp. (addition & renovation), 128,845 sq. ft.; Eagle Landing Nursing Home, 47,000 sq. ft.
Mitchell Associates, Inc. 1 Ave. of the Arts Wilmington, DE 19801 (302) 594-9400	49	Baltimore, MD	36	Louis B. Rosenberg, princ.; Thomas W. Buttimer, princ.; James F. Barndt, princ.; William L. Endicott, princ.	1,500	Christiana Hosp., 700,000 sq. ft.; Hospital St. Raphael, 600,000 sq. ft.; Long Island College Hospital, 606,000 sq. ft.
Morris/Aubry Architects 3555 West Alabama Houston, TX 77098 (713) 622-1180	180	N/A	40	H. Davis Mayfield III, ptnr.; William M. Burwell, ptnr.; Eugene E. Aubry, ptnr.; Chris A. Hudson, ptnr.	25,000	Methodist Hosp., MRIF, 3,200 sq. ft.; Methodist Hospital, Lithotripter Project, 2,000 sq. ft.; Prucare-MacGregor-Pasadena Facility Ambulatory Clinic, 22,800 sq. ft.
Murray Jones Murray, Inc. 201 West 5th St. Tulsa, OK 74103 (918) 582-9247	28	N/A	2	David G. Murray, FAIA, chmn. of the board; Britt Embry, AIA, pres.; Robert Lawton Jones, AICP, FAIA, princ., des. & plan.; Kimberly Peterson, assoc.	960	Hillcrest Med. Ctr., 500,000 sq. ft.; Helmerich Cancer & Res. Ctr., 54,000 sq. ft., Muskogee Regional Medical Center, 75,000 sq. ft.
The NBBJ Group/Design 111 South Jackson St. Seattle, WA 98104 (206) 223-5000	406	Palo Alto, CA; Columbus, OH; Charleston, SC; Phoenix, AZ; Tucson, AZ	21	David C. Hoedemaker, mng. ptnr.; Friedrich K.M. Bohm, ptnr.; James O. Jonassen, ptnr.; Robert E. Messer, ptnr.	6,250	Stanford University Medical Center, 463,000 sq. ft.; Swedish Hospital Medical Center, SW Addition, 52,480 sq. ft.
Odell Associates, Inc. 129 West Trade St. Charlotte, NC 28202 (704) 377-5941	200	Richmond, VA; Greenville, SC; Tampa, FL	11	Benjamin T. Rook, AIA, pres.; Eugene L. Bodycott, AIA, princ.; Marley P. Carroll, FAIA, dir. of corp. des.; Catherine L. Martinelli, dir. of int. des.	3,250	Virginia Beach Hosp., 160,525 sq. ft.; McLeod Regional Med. Ctr., 90,575 sq. ft., Shriners Crippled Childrens Hosp., 130,000 sq. ft.
Page Southerland Page 606 West Ave. Austin, TX 78701 (512) 472-6721	217	Dallas, TX; Ft. Worth, TX; Houston, TX	8	George M. Page, AIA, snr. ptnr.; Whit Phillips, AIA, snr. ptnr.; James S. Wright, AIA, snr. ptnr.; Acree B. Carlisle, AIA, snr. ptnr.	3,099	Seton Medical Ctr., 403,970 sq. ft.; Phoenix Gen'l. Hosp., 125,000 sq. ft.; Reynolds Army Hosp., 443,700 sq. ft.; Salmaniya Med. Ctr., 509,000 sq. ft.
Kenneth Parker Assoc., Inc. 411 North 20th St. Philadelphia, PA 19130 (215) 561-7700	45	N/A	25	Kenneth P. Parker, pres.; Martin Nankin, exec. v.p.; Stephen A. Jones, v.p.; Steven Mimman, v.p.	850	U.S. Army Hosp. (Wuuerzburg, Ger.) 210,000 sq. ft.; O'Connor Hosp., 500,000 sq. ft.; Thomas Jefferson University Hosp., 900,000 sq. ft.
Perkins and Will 2 North LaSalle St. Chicago, IL 60602 (312) 977-1100	228	New York, NY; Washington, DC	17	C. William Brubaker, pres.; Hans Neumann, chairman; James C. Allen, exec. v.p.; D.J. Schultz, snr. v.p.	1,500	Brookville Hosp. Add., 57,000 sq. ft.; Gettysburg Hosp. Modern., 77,000 sq. ft.; Ingalls Mem. Hosp.-Matteson Family Care Ctr., 28,000 sq. ft.

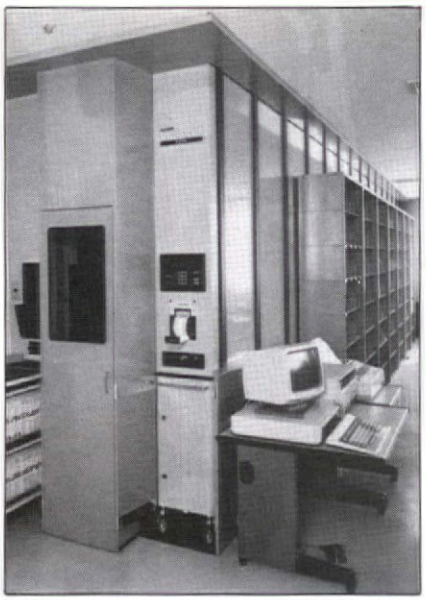
FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1985 (in 1,000's)	1985 PROJECTS
Pierce, Goodwin, Alexander 800 Bering Drive Houston, TX 77057 (713) 977-5777	140	Austin, TX; Dallas, TX	40	Earl Alexander, mng. ptnr.; Logic Tobola, dir., health; Steven Reigle, dir. int.; Sidney Lanour, dir. int.-Austin.	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 (317) 636-3980	27	N/A	19	Sallie Rowland, pres.; Robert Frist, v.p., mktg. & des.; Ronald Strantz, v.p., oper. & des.; Cynthia Von Foerster, v.p., corp. serv.	1,200	Eye & Ear Institute, 35,000 sq. ft.; Methodist Hosp. of Indiana, West Building, 660,000 sq. ft.; Methodist Hosp. of Indiana, Doctor's Office Building, 137,970 sq. ft.
SLP 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.
William Sklaroff Design Associates 124 Sibley Ardmore, PA 19003 (215) 649-6035	21	N/A	16	William Sklaroff, pres.; Catherine Lownes, coord., int. des.; Alexander Campolongo, arch. prod. coord.; Ginger Wood, snr. des., healthcare.	1,000	Temple Univer. Hosp., 585,000 sq. ft.; Barnart Hosp., 250,000 sq. ft.; Hosp. of the Univer. of Penna.-Renovations Phase III Construction, 300,000 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 US Army Community Hosp. Fort Carson, 513,000 sq. ft.

HEALTHCARE SPECIALISTS

FIRM	EMPLOYEES	BRANCHES	DESIGNERS	EXECUTIVES	SQ. FT./1985 (in 1,000's)	1985 PROJECTS
The Smith, Korach, Hayet, Haynie Partnership 175 Fontainebleau Blvd. Miami, FL 33172 (305) 552-5200	135	Ft. Lauderdale, FL; St. Petersburg, FL; Jacksonville, FL; Washington DC	1	Leonard Hayet, PE, snr. ptnr.; William H. Haynie, AIA, snr. ptnr.; George F. Sauers, dir. of oper.; J. Elsa Anguita, AIA, int. des.	1,000	Naples Community Hospital, 12,000 sq. ft.; St. Francis Hospital, 12,000 sq. ft.; St. Croux Hospital, 212,000 sq. ft.
Stone Marraccini & Patterson 455 Beach Street San Francisco, CA 94133 (415) 775-7300	112	St. Louis, MO	13	Wilbur H. Tusler Jr, AIA, pres.; Merlin Lickhalter, AIA, snr. v.p.	3,000	Methodist Hosp., 270,000 sq. ft.; MacNeal Hospital, 300,000 sq. ft.; Veterans Administration Hosp., 1,500,000 sq. ft.
Earl Swensson Associates Inc. 2100 West End Avenue Nashville, TN 37203 (615) 329-9445	90	N/A	13	Earl S. Swensson, FAIA, chmn.; Richard L. Miller, AIA, pres.; Joe C. Crumpocher, v.p. finance; Raymond M. Pratt, v.p. construc.	N/A	N/A
TAC, The Architects Collaborative, Inc. 46 Brattle Street Cambridge, MA 02138 (617) 868-4200	280	San Francisco, CA	32	John F. Hayes, AIA, pres.; John C. Harkness, FAIA, chmn., board of principals; Roland Kluver, AIA, v.p. & mng. dir., devel.; Sherry T. Caplan, v.p. & dir., int. arch.	1,900	Lahey Clinic Med. Ctr., 674,000 sq. ft.; Vet. Ad. Med. Ctr. W., 253,000 sq. ft.; Loring AF Base Med. Fac. & Dental Clinic, 140,000 sq. ft.
Tardy & Assoc, Architects, Inc. 1725 Montgomery Street San Francisco, CA 94111 (415) 362-5555	20	N/A	16	Ken Tardy, pres,; Jeanne Pendleton, assoc. dir., int. des.; Maria Haverstock, assoc. dir., contract; Robert Puleo, assoc. dir., planning.	600	Physis Health Center,15,000 sq. ft.; California Hosp. Med. Ctr., 115,000 sq. ft.; Santa Monica Hosp., 190,000 sq. ft.
Ward-Hale Design Assoc., Inc. 1025 Thomas Jefferson St., NW Suite 200 Washington DC 20007	30	Vienna, VA	22	Donna Ward-Hale, pres.; Michael H. Finch, AIA, dir. des.; Carol Johnson, mng. dir, branch office.	850	Suburban Hosp., 150,000 sq. ft.; Jefferson Mem. Hosp., 100,000 sq. ft.; National Naval Med. Ctr., 25,000 sq. ft.
Western Design Associates 175 Stockton Avenue San Jose, CA 95126 (408) 275-1055	20	N/A	17	Bob Mahowald, pres.; Mary Davidge, v.p. & dir.; Sarah Melling, proj. dir.; Nancy Braatz, proj. dir.	1,500	Bascom Profes'n'l Ctr., 33,000 sq. ft.; Forest Surgery Ctr., 12,600 sq. ft.; El Camino Hosp., 47,000 sq. ft.; Good Samaritan Hosp. (MIT Center), 30,000 sq. ft.
Wilmot Bauer & Associates 1350 Piccard Drive Rockville, MD 20850 (301) 258-0550	41	Austin, TX; Raleigh, NC	4	Boyd O. Bauer, AIA, princ.; John C. Wilmot, AIA, princ.; Jack W. Downing Jr., AIA, princ.	754	St. Joseph's Hosp., 86,000 sq. ft.; Central Baptist Hosp., 180,000 sq. ft.; St. Luke's Hosp., 125,000 sq. ft.
Yearwood Johnson Stanton & Crabtree 55 Music Sq. West Nashville, TN 37203 (615) 327-9300	90	N/A	6	Randall Yearwood, AIA, chmn, board; Ed Johnson, AIA, pres,; Theodore Stanton, exec. v.p.; Bruce Crabtree, FAIA, v.chmn.	830	Vanderbilt Child & Adolescent Psychiatric Ctr., 81,200 sq. ft.; Research Psychiatric Ctr., KC, 64,600 sq. ft.; MonteVista Centre, 50,000 sq. ft.



Nevamar



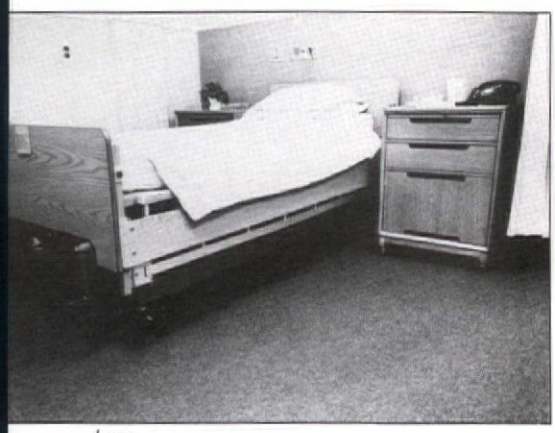
Itoki

Falcon

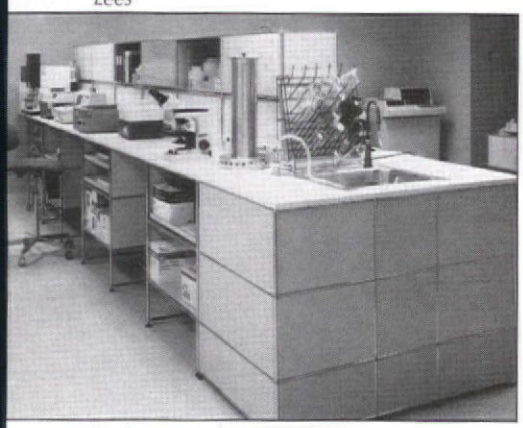
Nevamar Corp.—Arp Surface laminate contains microscopic aluminum oxide particles bonded to a melamine layer, providing more protection than conventional laminates. **Circle No. 234.**

HEALTHCARE FURNISHINGS AVOID INSTITUTIONAL LOOK

Residential-style items give patients a psychological boost



Lees



Haller

Nienkamper

Haller Systems—Modular furniture system provides design freedom and future adaptability to new requirements or treatment methods. Pictured is Labtechniques at the Eisenhower Medical Center in Rancho Mirage, Calif. **Circle No. 215.**

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 "J" 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.**

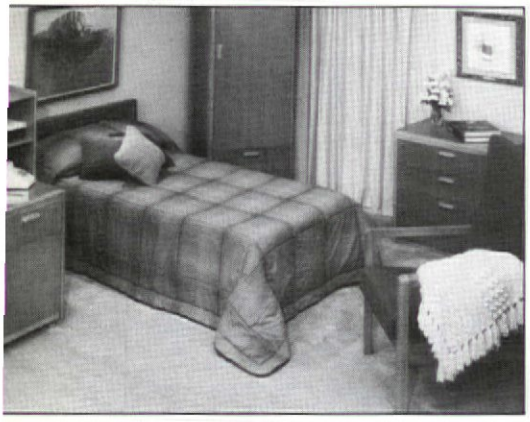
Herman Miller

Gunlocke Co.

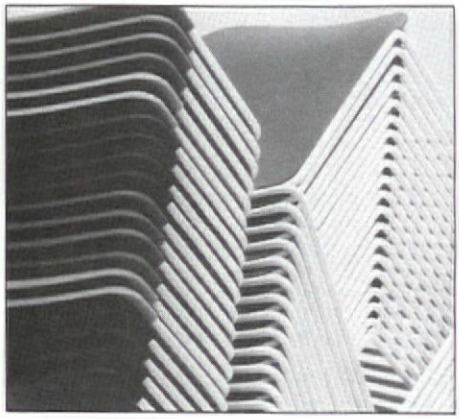
Herman Miller—The Action Environment Co/Struc system's modular components (workstations, carts, lockers, interchangeable drawers) feature crevice-free, chemical-resistant surfaces. **Circle No. 254.**

HEALTHCARE FURNISHINGS

Esthetics & science mix



Thonet



Steelcase

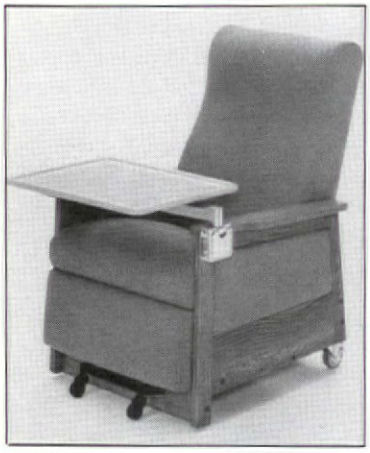
Gunlocke Co.—Contura, a fully upholstered arm chair with closed or open arm options, features a steambent oak or walnut exterior frame with molded polyurethane foam encapsulating a tubular steel interior frame and support webbing. **Circle No. 204.**

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.

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.**



La-Z-Boy

American Seating

La-Z-Boy—Healthcare seating features a 3-in., 360-degree swivel, locking casters, and a backrest push bar for easy patient transport. The Comfort-Cliner offers an elevated footrest, pull-out support shelf with non-skid surface, over-the-armrest tray and removable back. Available in natural, medium oak, or walnut finishes. **Circle No. 202.**

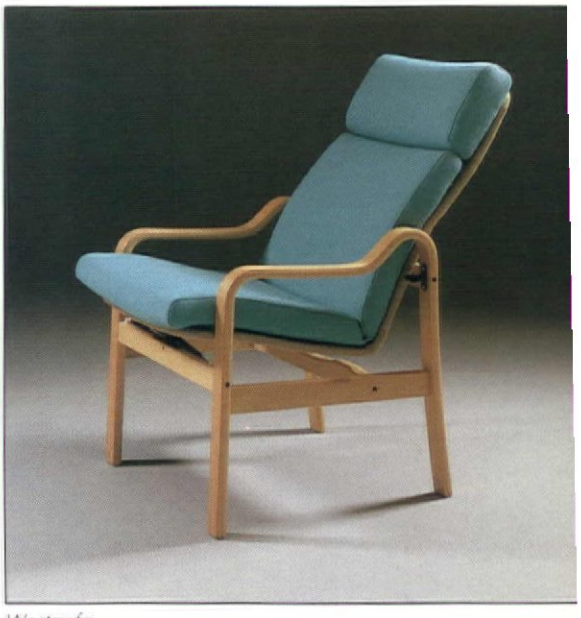
American Seating Co.—Panel systems for office and technical workstations allow end-users to intermix both applications, and change a workstation from one format to another. **Circle No. 207.**

Donn

Adden

Add

Kinetics



Westnofa

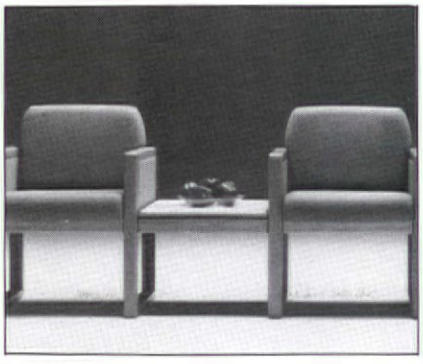
Donn Corp.—Rust colored vinyl walls are suitable for hospital rooms. Walls are demountable and accessible for relocation and wire management.
Circle No. 256.

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.

R-Way



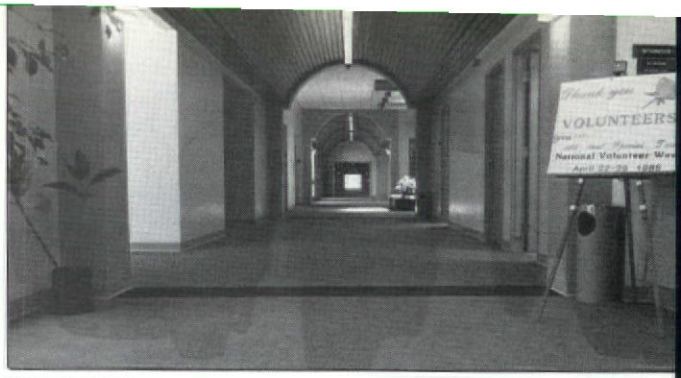
Tuohy

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.

Playscapes



Dow Corning

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.**

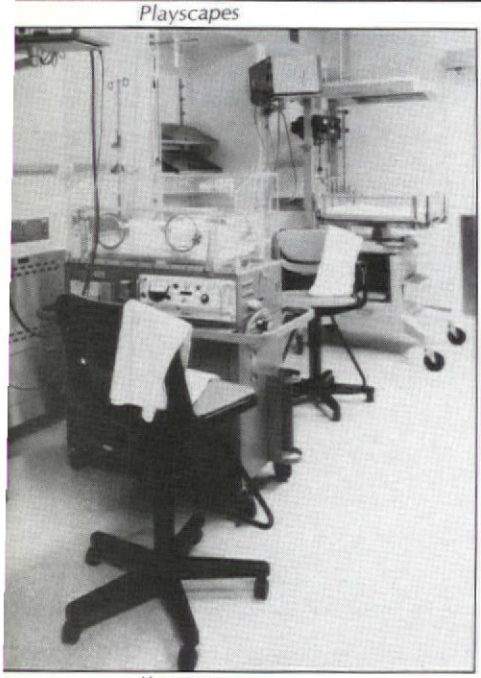
Dow Corning—Sylgard carpet treatment prevents growth of odor-causing bacteria and controls growth of mildew and fungus. Pictured is a Lees Bioguard antimicrobial carpet, treated with Sylgard at the time of manufacture, at Harbor View Mercy Hospital in Fort Smith, Ark. **Circle No. 278.**

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.**

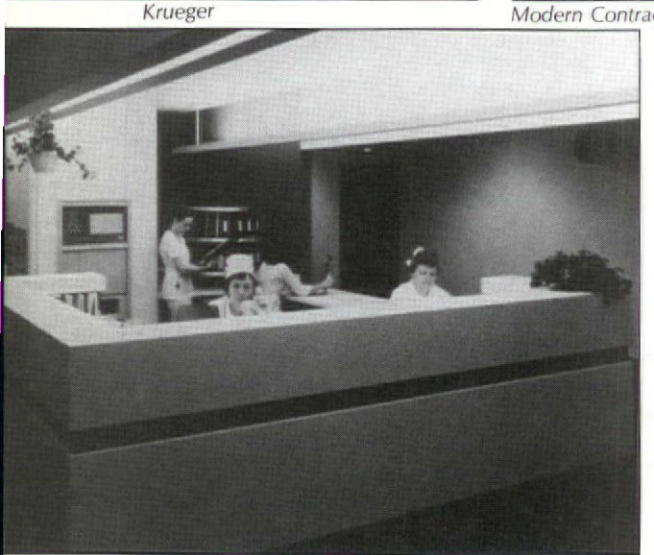
Formica Corp.—Laminate comes in 94 solid colors, 34 patterns, and a variety of surfaces, including 48 "design concepts." Pictured are laminated counters in a hospital. **Circle No. 255.**

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.**

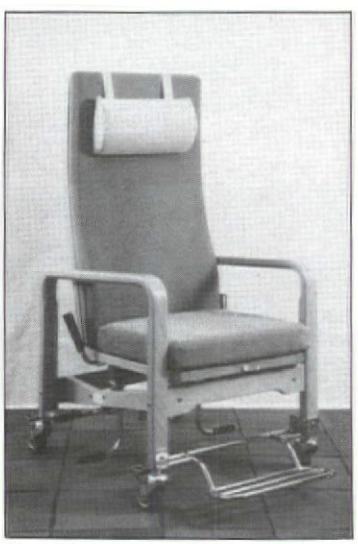


Krueger

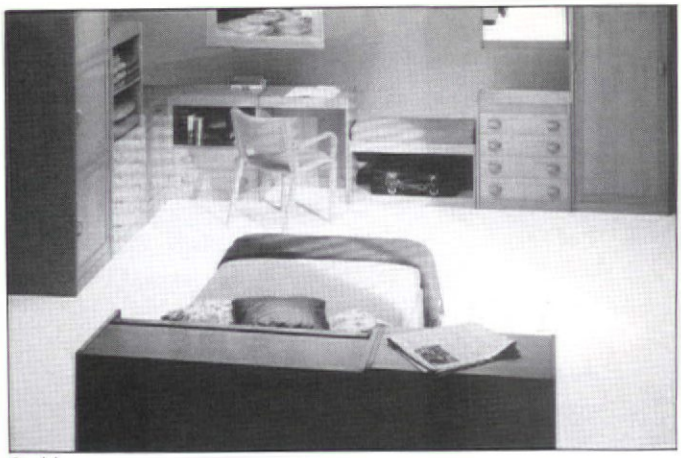
Modern Contrac



Formica



Skandi-Form



Rudd

Rose Johnson

ModuForm

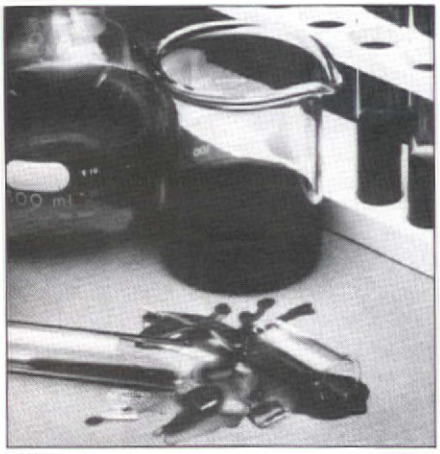
Paoli

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 free-standing 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 rotomolded 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.**

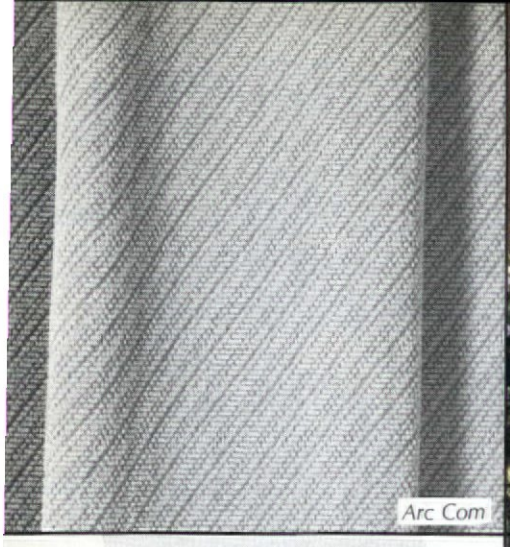


Wilsonart

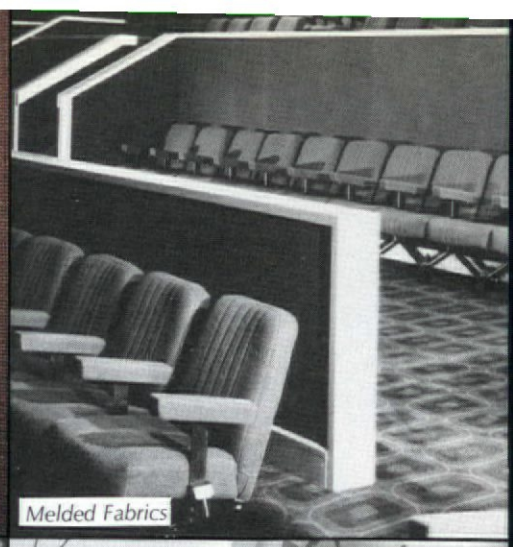
Gregson

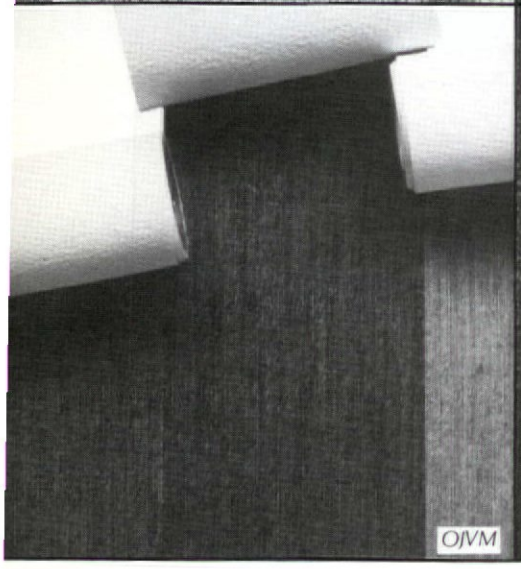
Wilsonart—Chemsurf decorative laminates are designed to resist damage due to acids, alkalis, and organic solvents. Available in 79 Color Quest colors and 80 varied patterns, the laminates can be ordered in several grades (including postforming) for chemistry, medical, and photographic lab furniture/fixtures.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

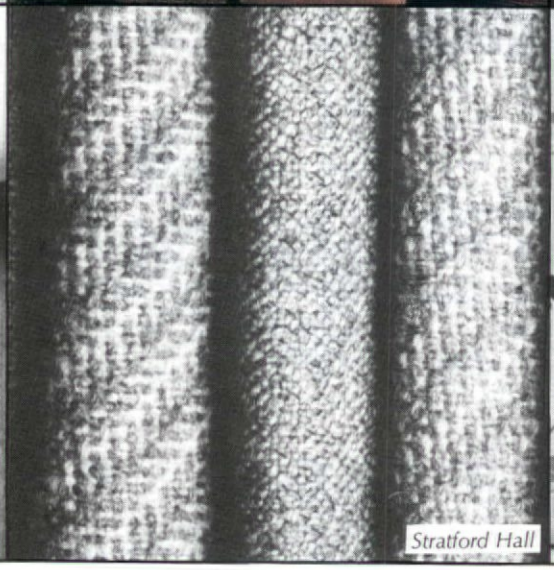
Gregson—Healthcare furniture comes in one-, two-, three-, and four-seat units, in walnut or oak finishes. There is an opening for cleaning between the seat and back. **Circle No. 205.**

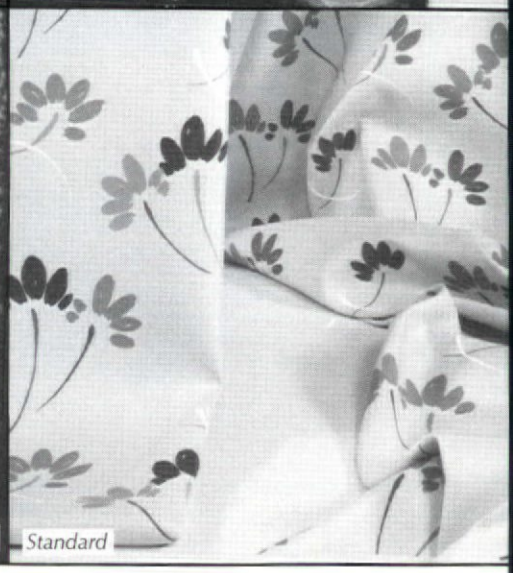

Arc Com

Larsen


Melded Fabrics


OJVM


Stratford Hall


Standard

FABRIC LINES FIGHT FIRE

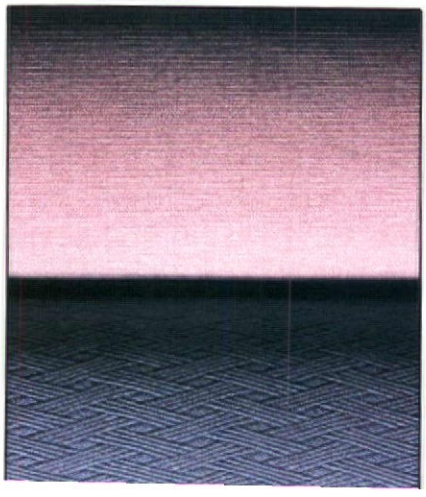
Color, texture, yarn blends

Arc Com—Geosystem Graphics 1 & 2 offers four multi-colored Jacquard designs in 58 colorways. The fabric is 75 percent sef modacrylic/25 percent nylon. **Circle No. 249.**

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.

Jack Lenor Larsen—Rajah floor and wallcoverings offer a tight weave of sisal yarns. Carpeting is available in the four solids of the Rajah Stripe series.
Circle No. 243.

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.


Frankel

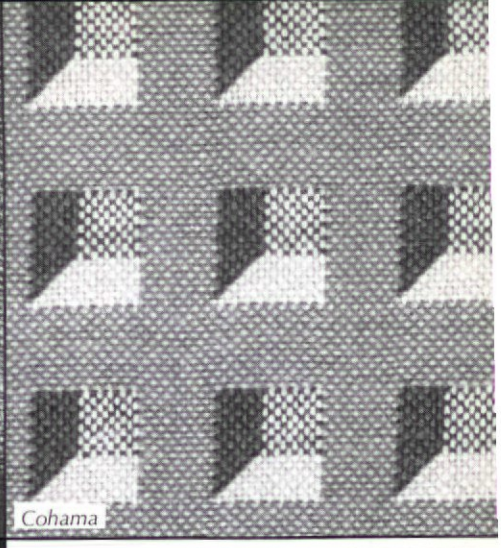
Stratford Hall, Inc.—Brittany, a twill pattern available in six colorways, and Cambridge, a tweed pattern in 16 colors, are 100 percent wool.
Circle No. 240.

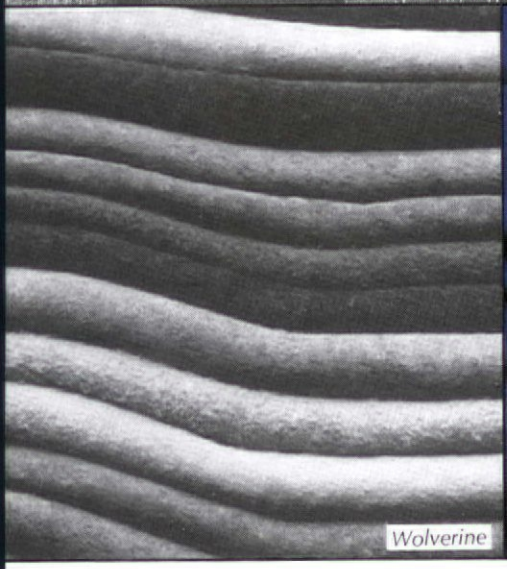
Melded Fabrics, Inc.—Non-woven fabrics consisting of melded nylon and polyester fibers are lighter in weight than comparable woven fabrics.
Circle No. 241.

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.

Maharam

Stow & Davis


Cohama


Wolverine

Lee Jofa

Valley Forge

BEHIND APPEALING FACADES

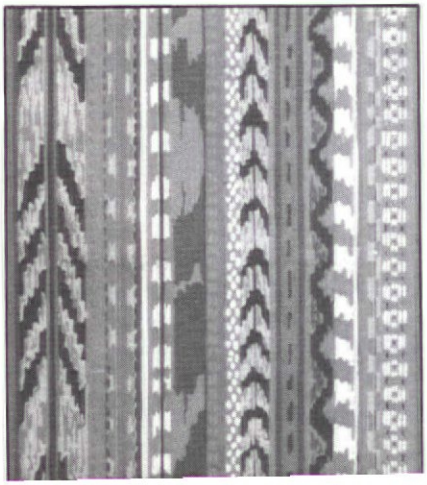
allow design flexibility

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 ASTME 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.**

Stow & Davis—Melrose, a 54-in. wide, pure virgin wool Jacquard upholstery fabric, features a pattern of small, non-directional repeats that does not require matching. The yarn-dyed fabric comes in 15 colorways. **Circle No. 247.**

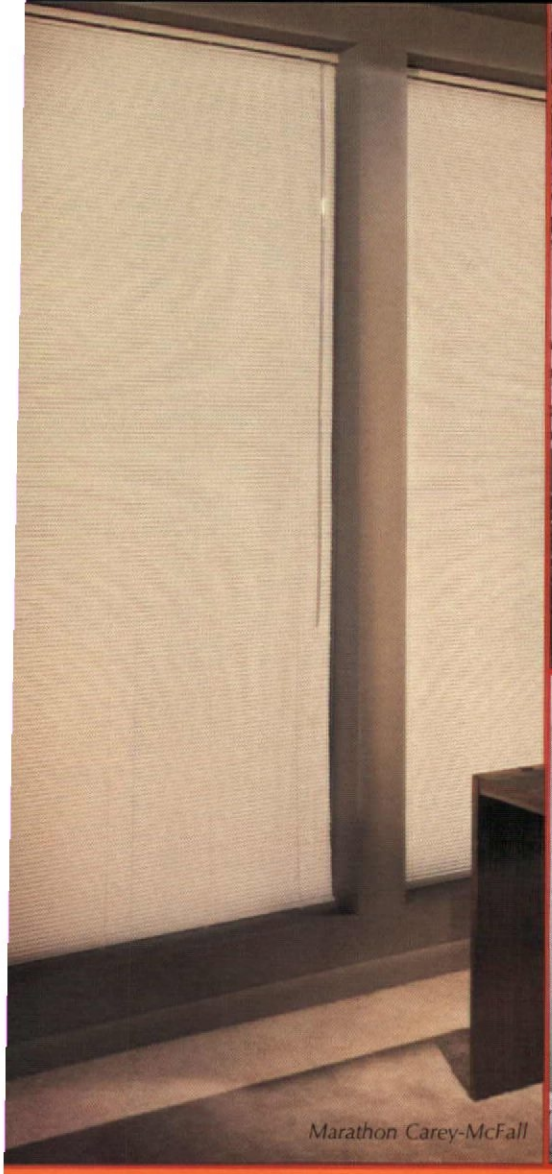
S.M. Hexter Co.—Kabel wallcovering from Crosswinds Collection is a soft, edged geometric design, with vinyl inks on pre-trimmed, strippable vinyl coated paper. **Circle No. 239.**


S.M. Hexter

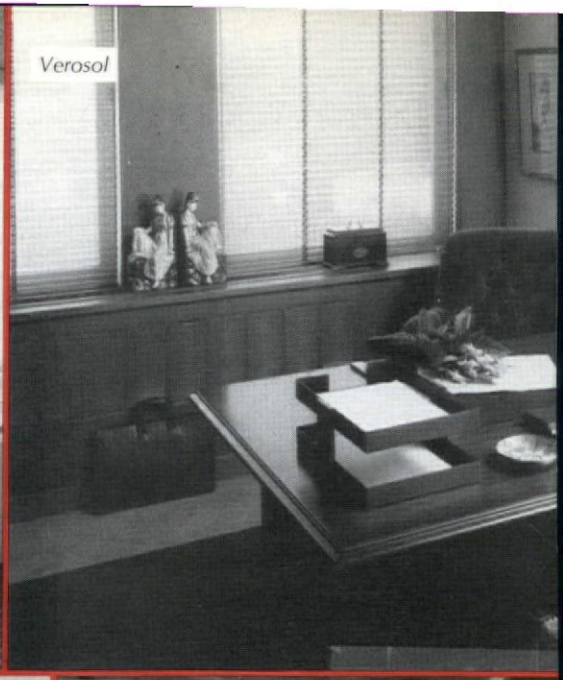
Lee Jofa—Kendall Weave and Dryden Weave are two variations of the same grid-pattern theme. Both are finely-woven of 54-in. wide, 100 percent worsted wool. **Circle No. 248.**

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

Sol-R-Veil


Verosol

Pinecrest

Nanik

Coral of Chicago

WINDOW TREATMENT OPTIONS EXPAND

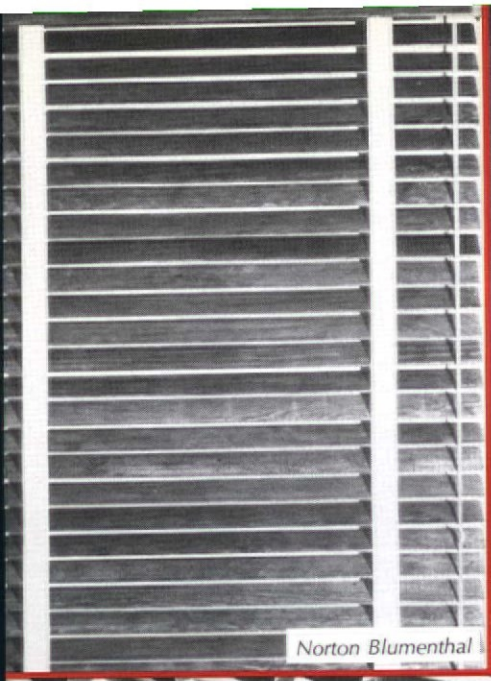
Marathon Carey-McFall Co.—The Bali Micro Blind's slats measure 15 mm. wide and come in over 100 colors, including metallic tones, 16 SofTones printed textures, and 15 Duplex colors. Features include 1-in. headrail, cord separator, cord equalizer, and plastic grommets. **Circle No. 252.**

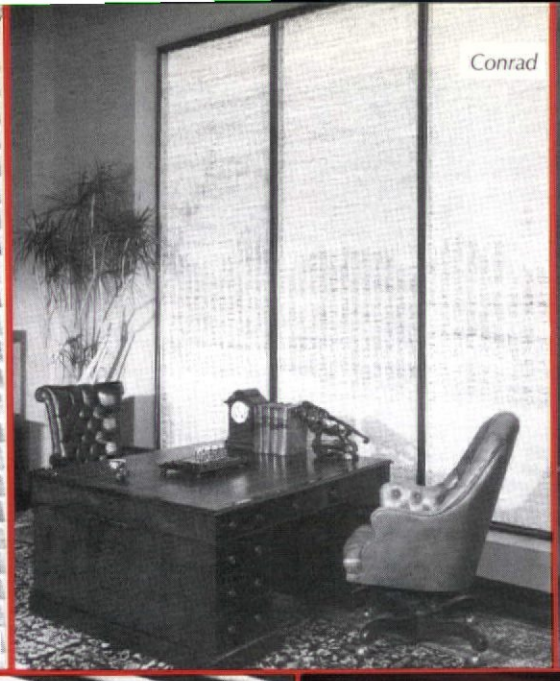
Sol-R-Veil—Fiberglass-woven Solar Shading Systems block infra-red rays. They are available in a variety of colors and in motorized, chain, and cranked mechanisms. **Circle No. 260.**

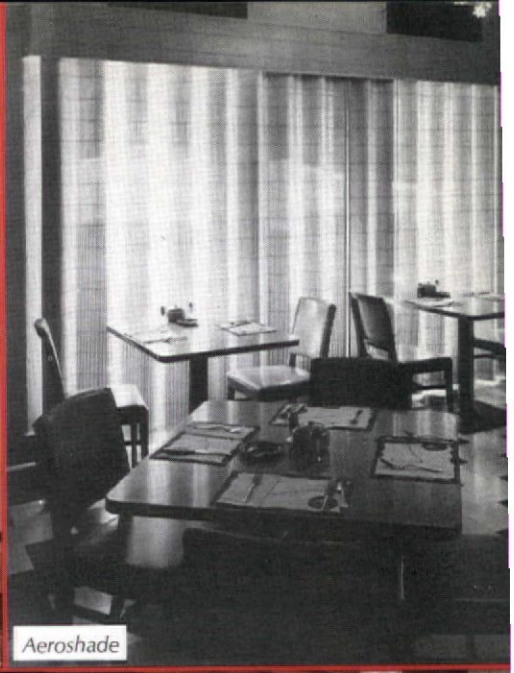
Verosol—Verosol FR, flame retardant pleated shades in metallized and non-metallized fabrics have passed both Small and Large Scale NFPA 701 flame retardancy tests. Available in a variety of colors, translucent, or opaque. **Circle No. 225.**

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

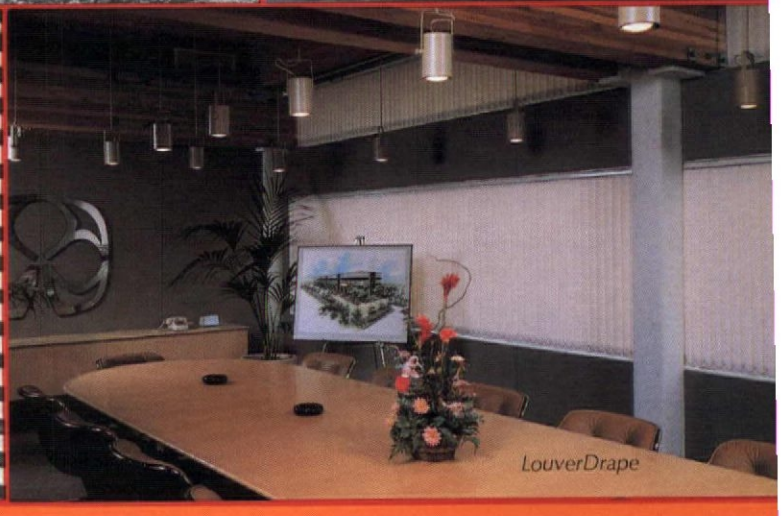
Coral of Chicago—Some 30 vertical casement patterns in neutral and earth-tone colors are available for Verticoral Drapery Ribs. Product is flame retardant, permanently dimensionally stable, and colorfast. **Circle No. 226.**

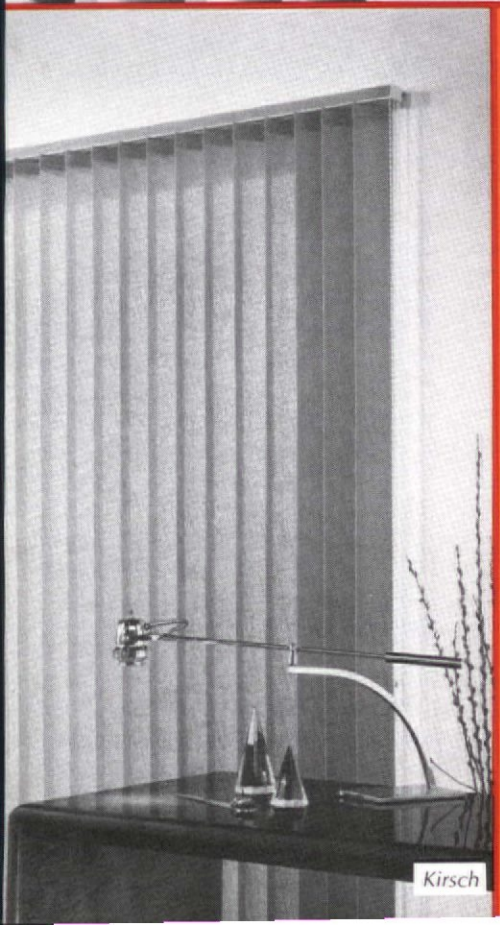

Norton Blumenthal


Conrad


Aeroshade

Hunter Douglas


LouverDrape


Kirsch

Nanik—Made of transparent polymeric resins, the 3½-in. interlocking Vertical Optix blinds come in amber, bronze, charcoal, smoke, indigo, and frost. **Circle No. 261.**

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. 358.**

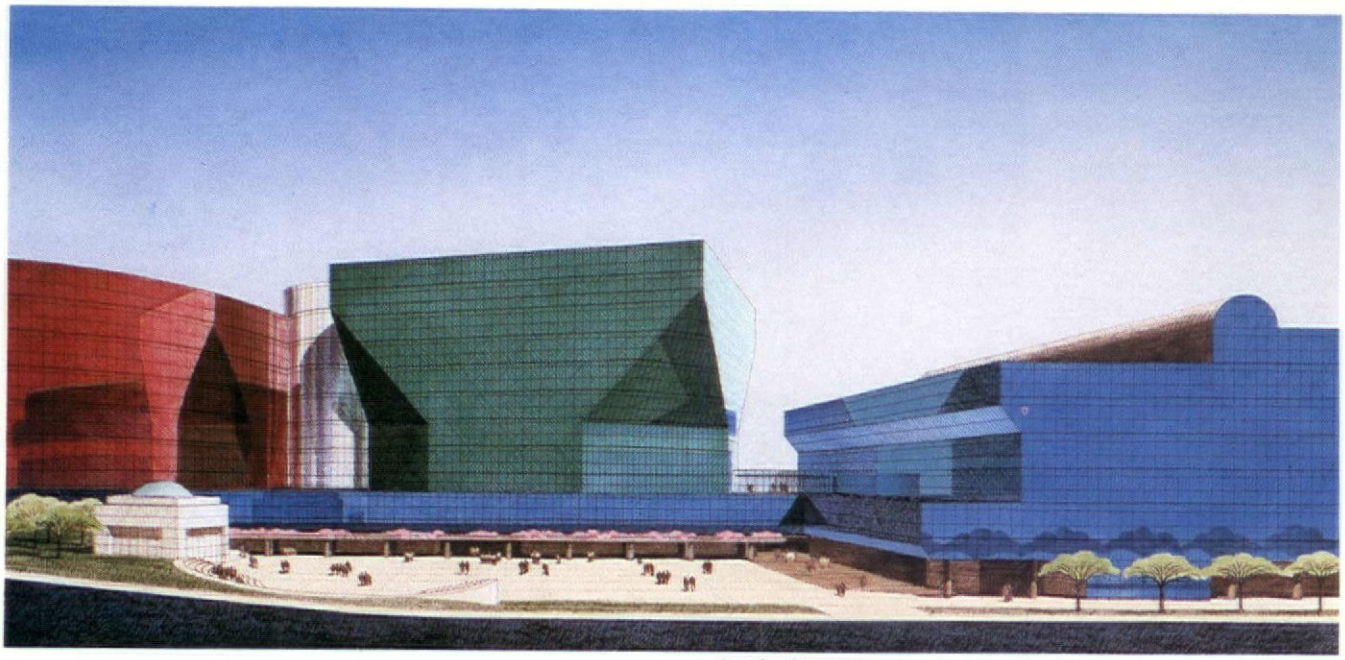
Conrad Imports Inc.—Custom handwoven sunshades are made of Oriental grasses and reeds in over 30 weaves, as well as earth tones. **Circle No. 253.**

Aeroshade Inc.—Temlite Loomwood D-2 Fabric consists of ⅜- by 1/9-in. beveled splints and is available in pairs or single panels for operation in standard Roltrak, 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. 228.**

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. 227.**

Kirsch—Company has added 12 patterns, called Collection VI, to its fiberglass line of vertical vanes in commercial colors. **Circle No. 224.**



Pacific Design Center shown with planned expansion additions.

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 founder 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.

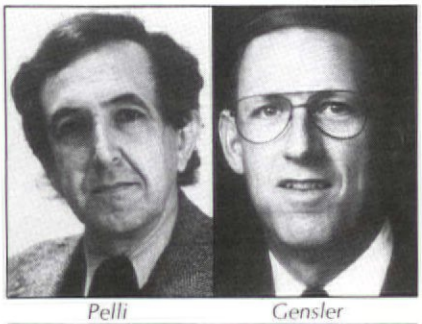
Also on Wednesday, the Los Angeles AIA chapter sponsors Cesar Pelli, design architect for PDC's expansion and recent additions to the Museum of Modern Art, New York City; Frank Gehry, architect of the Temporary Contemporary, Museum of Contemporary Art, Los Angeles; Max Gordon, English architect and creator 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.



Pelli Gensler

Cesar Pelli, design architect for PDC's expansion, opens the seminar program on Wednesday. Arthur Gensler, president, Gensler Associates, Architects, moderates "Changing the Corporate Environment" on Thursday.

11:30-12:30 p.m.
Sculpture: The Total Organization of Space. **Introduction:** Stanley Abercrombie, AIA, *Interior Design.* **Speaker:** Magdalena Abakanowicz, artist, weaver, sculptor.

1-2:30 p.m.
Design: Image & Meaning. **Moderator:** Louis Oliver Gropp, *House & Garden.* **Speakers:** David Ireland, artist; Chales Jencks, author; John Saladino, designer.

5-6:30 p.m.
The Design Process: International Interiors. **Introduction:** Roger Yee, *Corporate Design.* **Speakers:** Charles Anderson Bell, Charles Anderson Bell, Ltd.; Robert J. Cook, CRS Sirrine; Michael Tatum, Hellmuth, Obata & Kassabaum; Kenneth Walker, AIA, The Walker Group/CNI.

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

Thursday, March 20

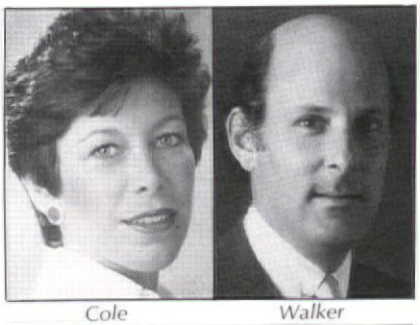
9-11:30 a.m.
Business Conference. Achieving Excellence in the Workplace. **Introduction:** Arthur Gensler Jr., FAIA, Gensler & Assoc.

Part I: Riding the Winds of Change.

Speaker: Francis G. "Buck" Rodgers, former vice president/marketing, IBM.

Part II: Changing the Corporate Environment.

Speakers: Jack B. Gearhart, TRW; Dirk Lohan, FAIA, Lohan Associates; William G. Krebs, Interspace.



Cole Walker

Jill Cole, principal, Swimmer, Cole, Martinez and Curtis, participates in, "The Design Process in Southern California Interiors." Ken Walker, president, The Walker Group/CNI, looks at "The Design Process in International Interiors." (Continued)

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 June 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 Galleria with a benefit reception for the Decorative Arts Council of the L.A. County Museum of Art. On Thursday evening, E.I. 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. H'ors d'oeuvres, cocktails, dancing, a private viewing of the works of Red Grooms and Jonathan Borofsky, and a $10 tax-deductible donation 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. □

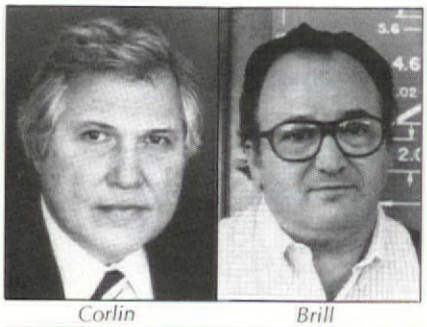
Westweek offers diverse program

Part III: Questions & Answers

12:30-2 p.m.
Concept, Image, Technology, & Design. **Introduction:** Carol Soucek King, *Designers West*. **Speaker:** Syd Mead, designer, futurist.

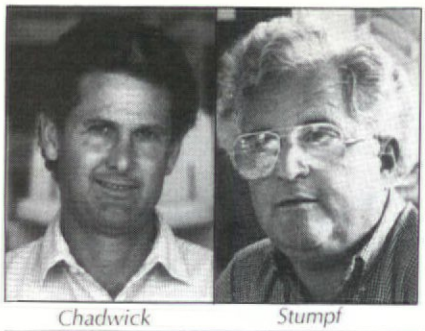
2:30-3:30 p.m.
The Design Process: Southern California Interiors. **Moderator:** Steven D. Ehrlick, AIA. **Speakers:** Thom Mayne, Morphosis; Jill I. Cole, Swimmer, Cole, Martinez, and Curtis; Rob Quigley, AIA; Johannes Van Tilburg, AIA; Joseph D'Urso, designer.

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 Pfieffer, FAIA, Los Angeles County Museum of Art.



Corlin Brill

Len Corlin, co-publisher and editor, CONTRACT, moderates a seminar featuring Michael Brill, president, BOSTI on Thursday afternoon from 4-5 p.m.



Chadwick Stumpf

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.

4-5 p.m.
Design Excellence & Productivity. **Introduction:** Len Corlin, CONTRACT. **Speaker:** Michael Brill, B.O.S.T.I.

6-7 p.m.
The Integrated Workplace. **Introduction:** Anne Fallucchi, *Facilities Design & Management*. **Speaker:** Henry A. deCillia, consultant.

6-9 p.m.
Showroom receptions

7-9 p.m.
Made in Germany reception.
Sponsors: Design Center Stuttgart, E.I. du Pont de Nemours & Co.

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

Friday, March 21

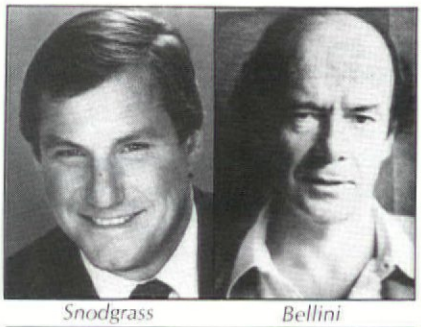
9-10:30 a.m.
The Design Process: Five Designers—Four Chairs. **Moderator:** Charles Gandee, *Architectural Record*. **Speakers:** Niels Diffrient; Don Chadwick; Bill Stumpf; Michele de Lucchi; Warren H. Snodgrass.

11-12 p.m.
The Design Process: One Designer—Six Disciplines. **Introduction:** Beverly Russell, *Interiors*. **Speaker:** Mario Bellini, designer.

12:30-2:30 p.m.
Image Making: Conceptual Process in Art, Architecture, Film, & Design. **Moderator:** June Wayne, artist. **Speakers:** David Hockney, artist; Eiko Ishioka, art director; Zaha Hadid, architect.

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).



Snodgrass Bellini

Warren H. Snodgrass, designer of the Snodgrass Chair, joins Chadwick and Stumpf on Friday. Mario Bellini addresses "The Design Process: One Designer–Six Disciplines."

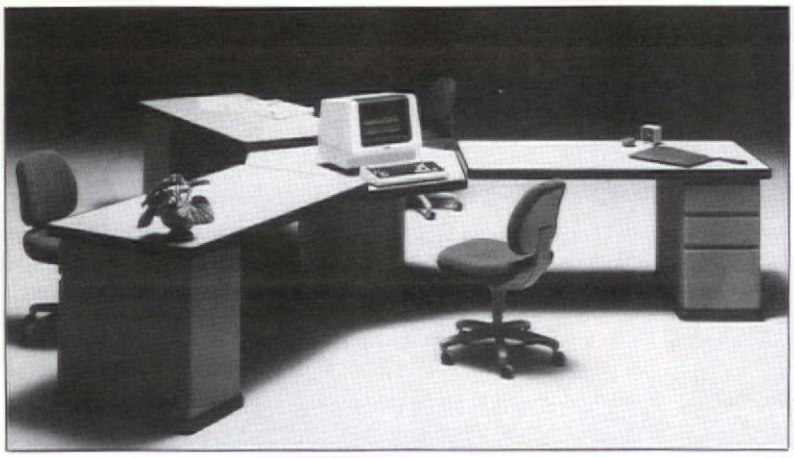
PDC 2 members

American Seating Company
Arc-Com Fabrics
Artemide
Atelier International
Beelner & Thomas
Brickel Associates
Corry Jamestown Corporation
Design Tex
Executive Office Concepts
The Gunlocke Company
Harbor Universal
Haller Systems
Harter Corporation
Haworth
Hayes Manufacturing
Herman Miller
ICF
iil incorporated
Kasparians
Kimball International
Knoll International
Krueger
Maharam
Condi, div. Pacific Furniture
Ron Rezek Lighting & Furniture
Scandiline
Steelcase
Stow & Davis
SunarHauserman
Westinghouse Furniture Systems
Unika-Vaev

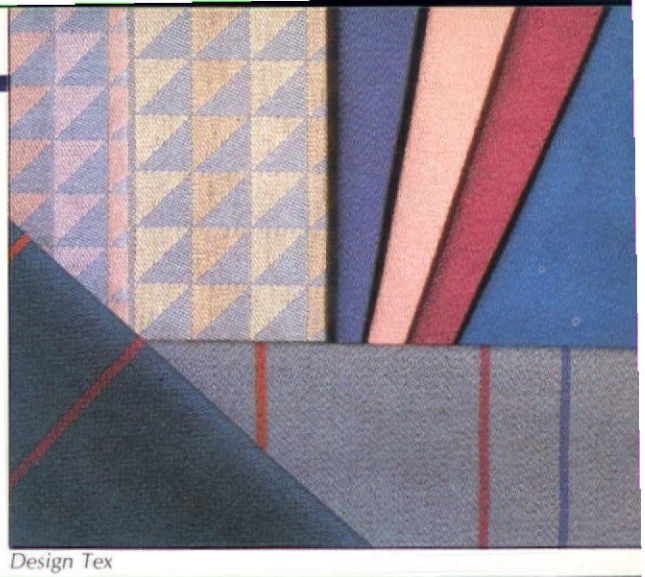
Additional Exhibitors*

Carpets Int'l
Couristan
Ben Rose
Brintons Carpets
GF Furniture Systems
Forms & Surfaces
Jack Lenor Larsen
Lista Int'l
Monteverdi-Young
Shelby Williams Systems
The Swedlow Group/Sapporitti Italia
Tropitone

*These showrooms are not PDC 2 members

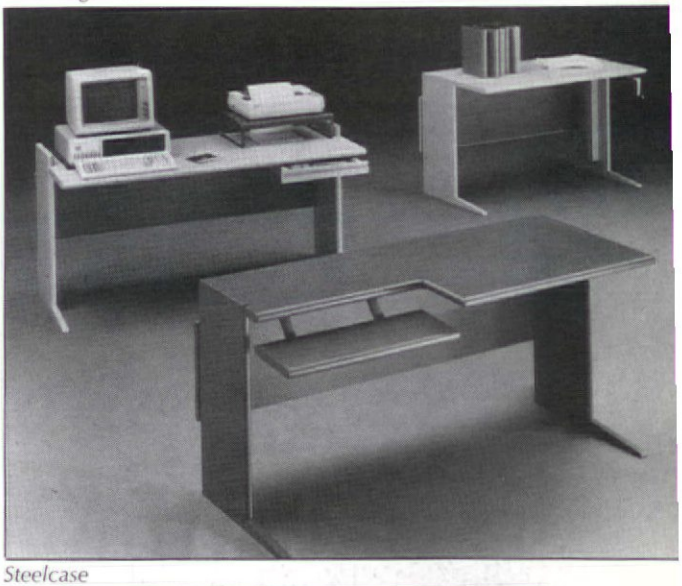


American Seating



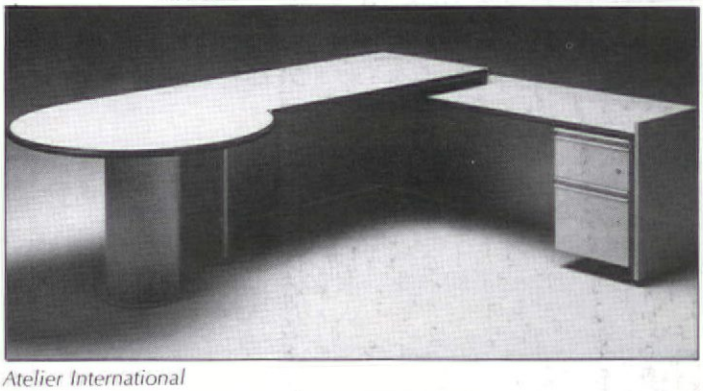
Design Tex

Scandiline



Steelcase

Cleator



Atelier International

WESTWEEK PRODUCTS

Fabrics, finishes added to lines

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.**

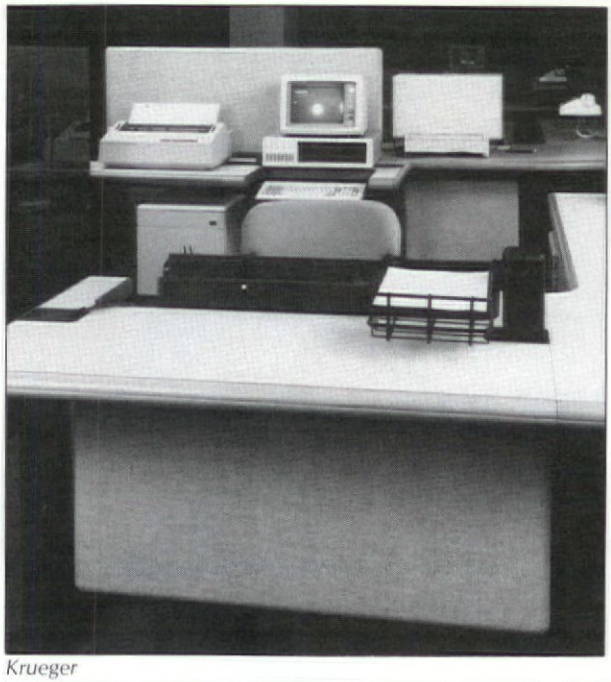
Steelcase—8800 Series is a new line of freestanding modular electronic support furniture. It includes VDT stands, computer tables, printer tables, and mobile storage panels. **Circle No. 353.**

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

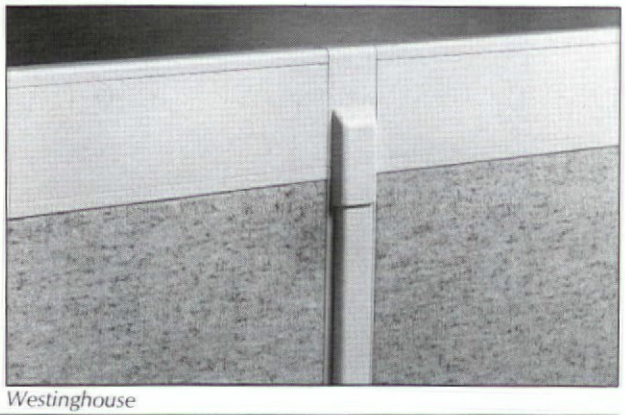
Atelier International—Beige colored laminate horizontal and vertical surfaces and a mahogany finish bullnose edging have been added to the Bellini System. **Circle No. 343.**

Gunlocke

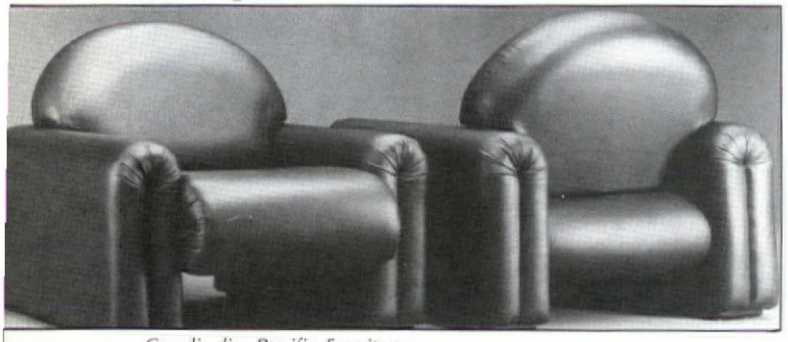
Arc-Com



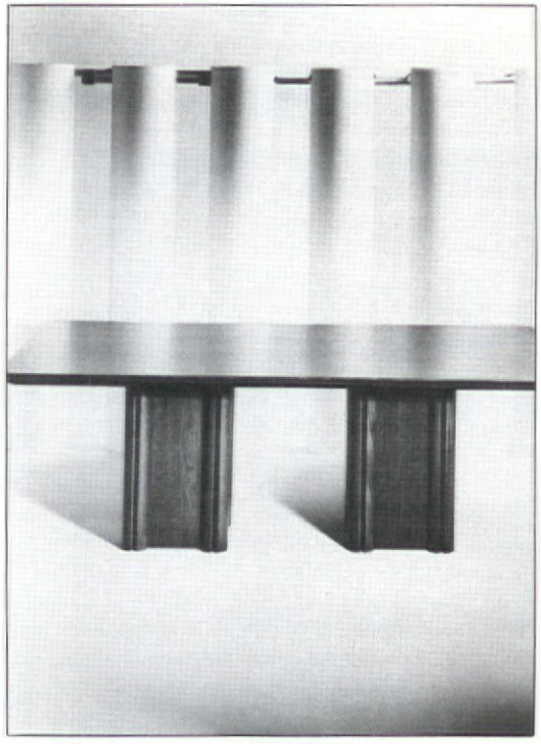
Krueger



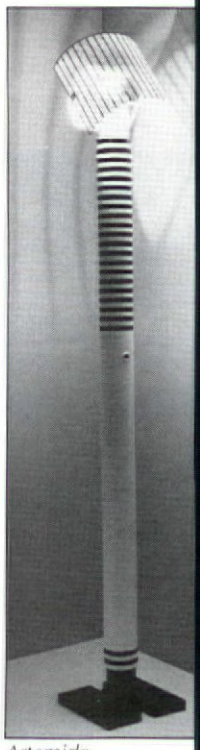
Westinghouse



Condi, div. Pacific Furniture



Howe Furniture



Artemide

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.**

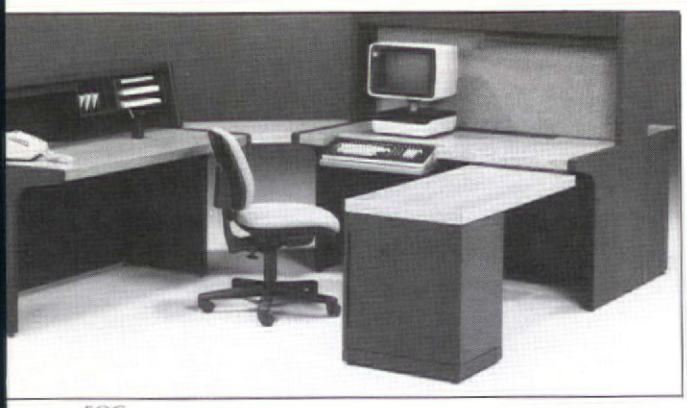
Arc-Com—Targa is a classic wool friese upholstery fabric woven on traditional wire looms. The texturized twill design is available in 21 colorways. **Circle No. 323.**

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.**

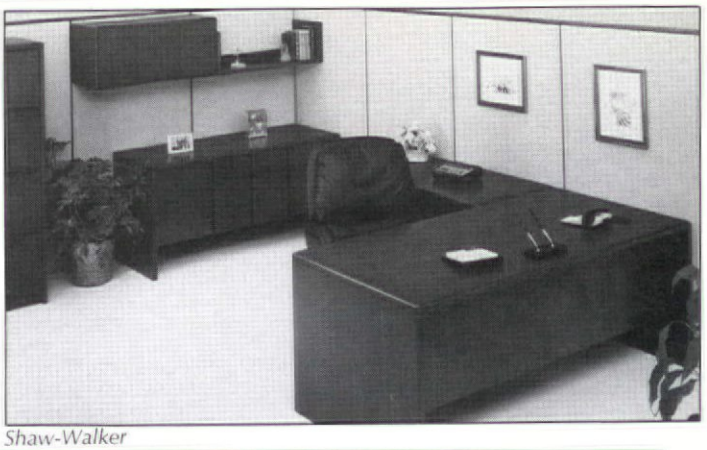
Howe Furniture Corp.—Donahue table design has been adapted to a large conference-size model. Four natural wood and ebonized black wood finishes are offered. **Circle No. 345.**

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

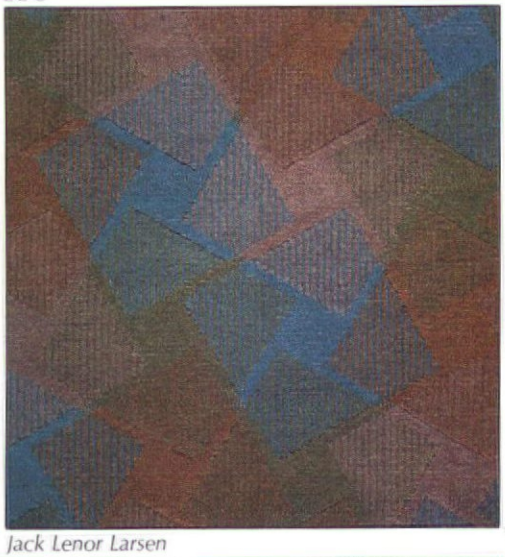
Condi, div. Pacific Furn.—Executive lounge seating series includes a chair, loveseat, three- and four-seat sofa. **Circle No. 326.**



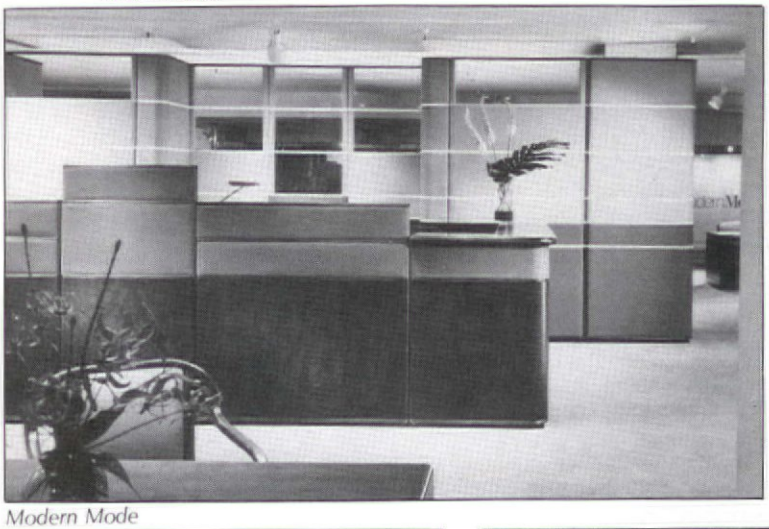
EOC



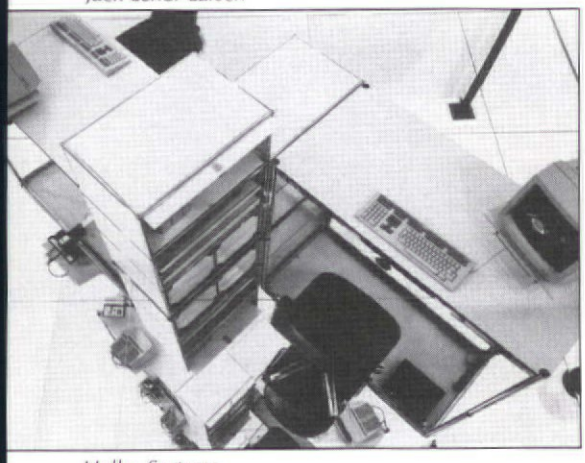
Shaw-Walker



Jack Lenor Larsen



Modern Mode



Haller Systems

Harter

Maharam

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.**

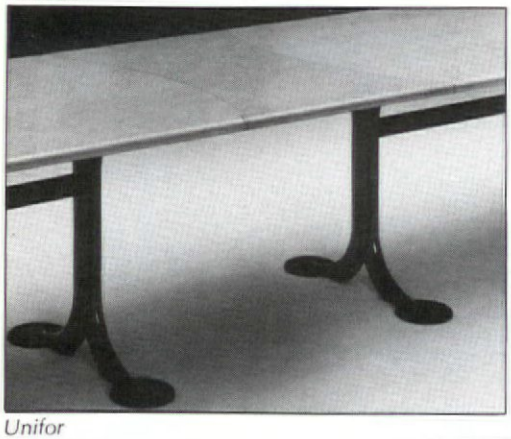
Haller Systems—Modular furniture system features new computer-support accessories and a Quick-ship program. **Circle No. 340.**

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.**

Hiebert

Corry Jamestown



Unifor

Artec

Baker

Fixtures

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.**

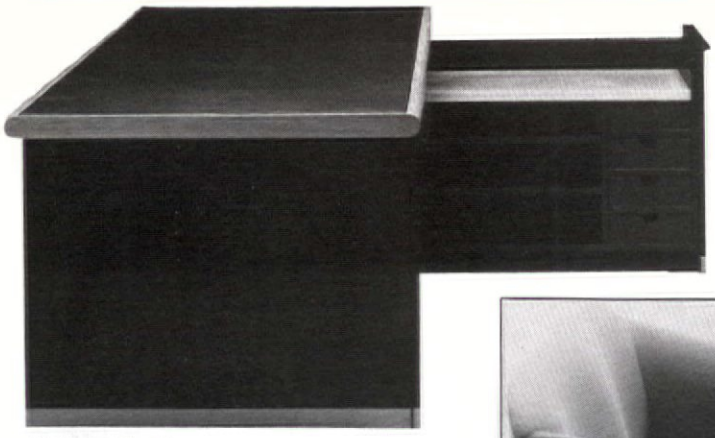
Corry Jamestown—QQ Seating features high-impact polystyrene shells, molded polyurethane foam cushions, polyurethane arm rests, and five-star thermoplastic base. **Circle No. 342.**

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.**

Artec—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.**

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.**

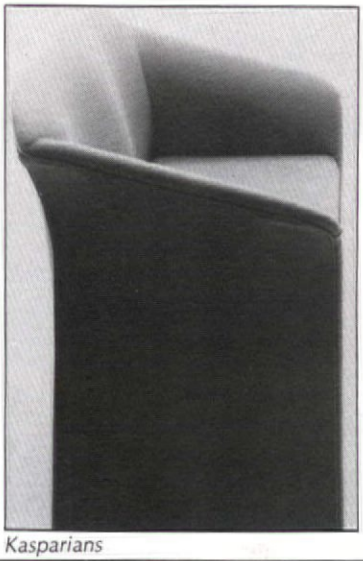
Fixtures Furniture—Octagonal rio table compliments the award-winning geometric rio chairs. A perforated metal top ensures an easy to clean, low maintenance surface. **Circle No. 334.**



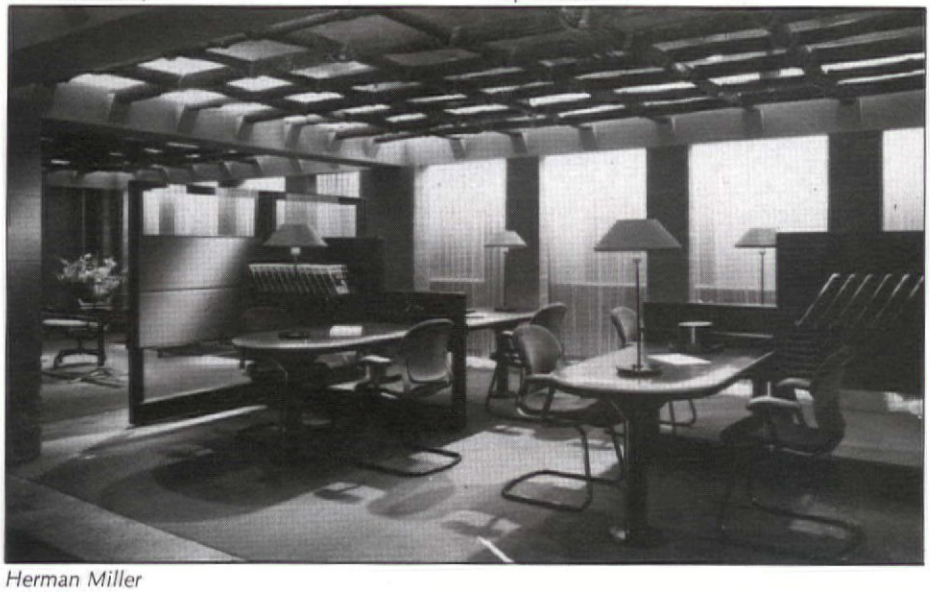
iil international

Boris Kroll

GF Furniture Systems



Kasparians



Herman Miller

Girsberger

iil 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.**

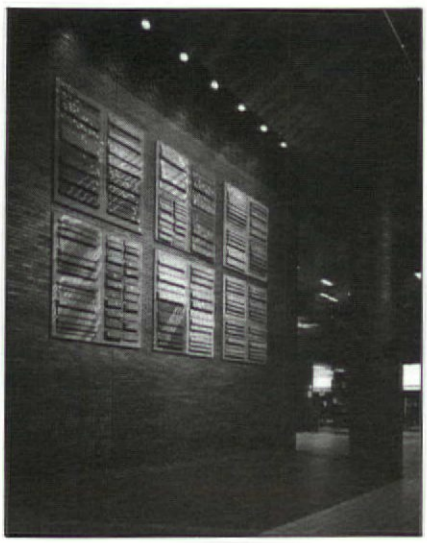
GF Furniture Systems—New fabrics and finishes program includes over 200 fabrics, chair shell colors, laminates, veneers, and enamels. **Circle No. 324.**

Herman Miller—Ethospace 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 hand-decorated 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.**

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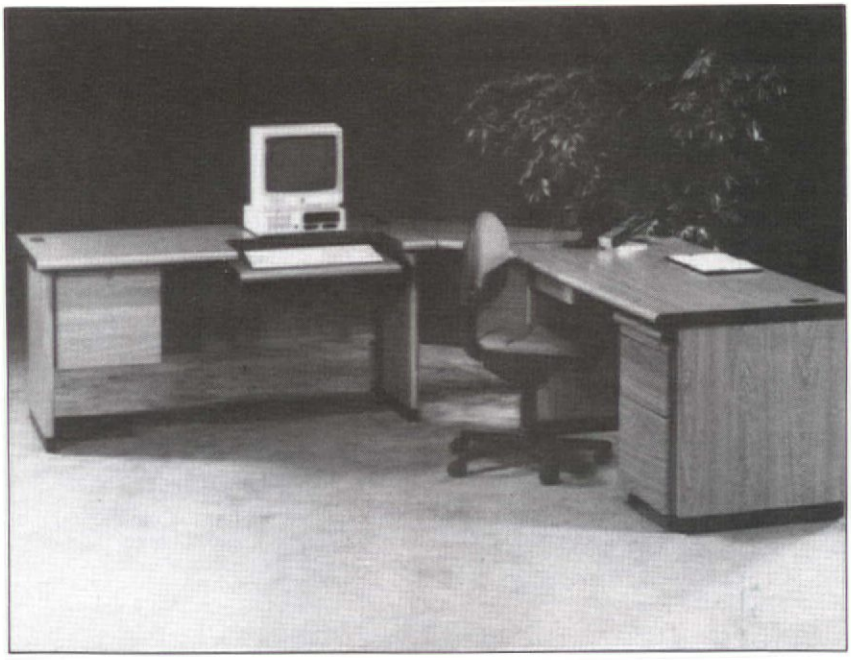
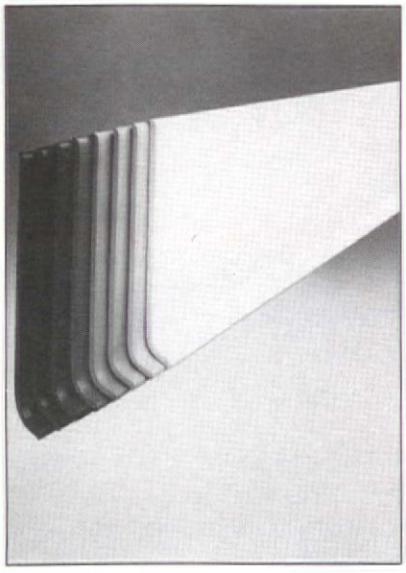


Executive line has wiring system

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.**

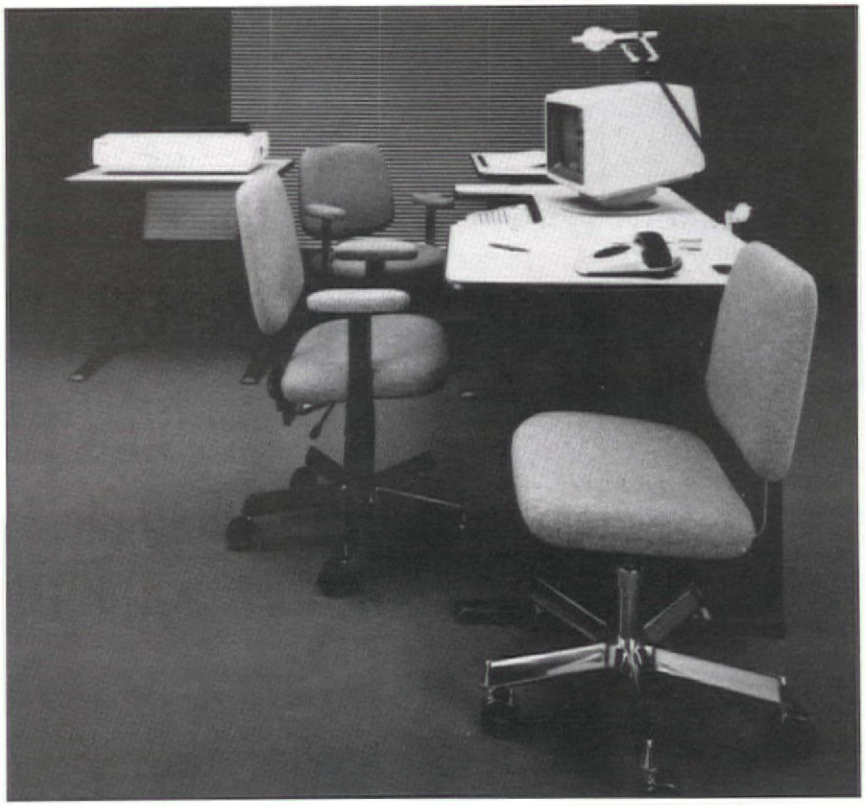


Wall base won't buckle

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.

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.**



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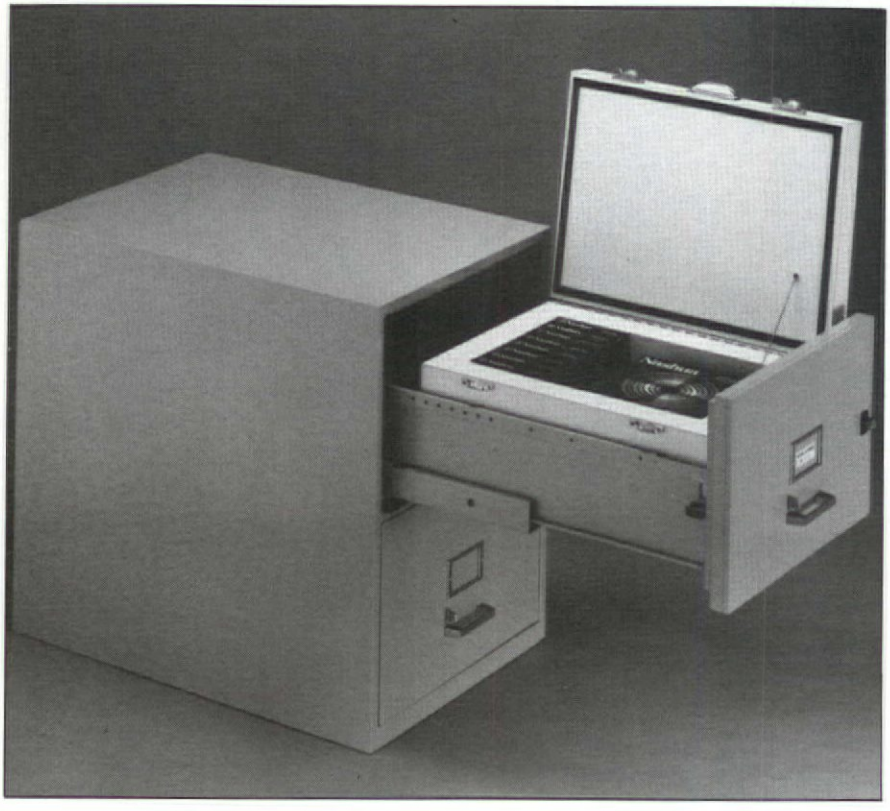
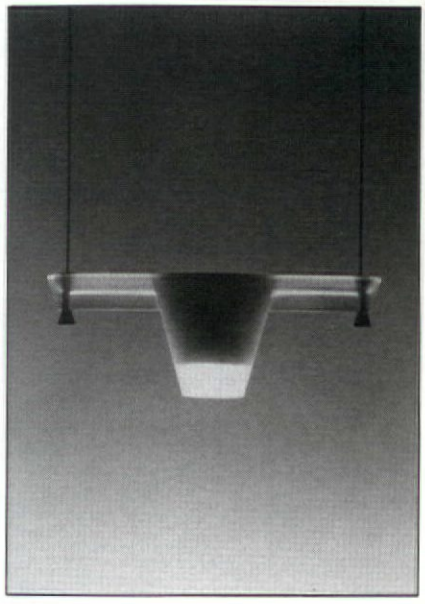


Meilink Safe Co.—Diskettes and electronic media are protected from heat and humidity in diskette storage box. Designed for use inside company's insulated legal file, box holds 240, 5¼-in. or 60, 8-in. floppy disks. **Circle No. 266.**

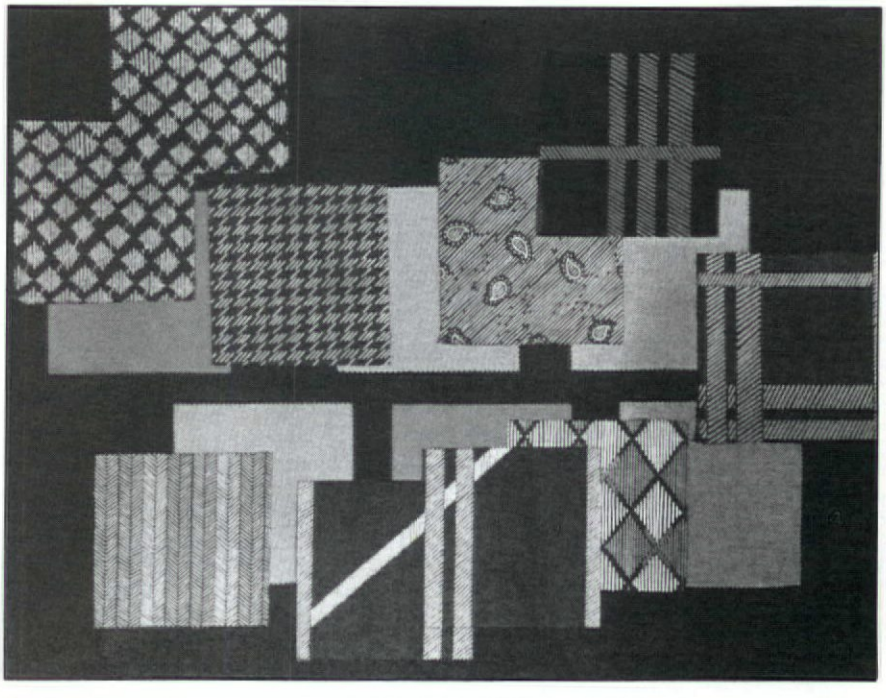


Pendant lamp features pressed, etched glass

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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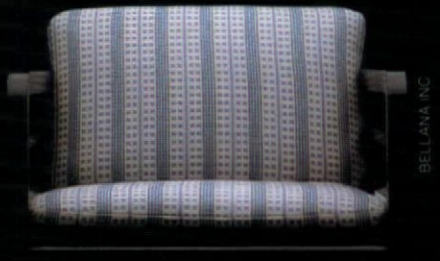

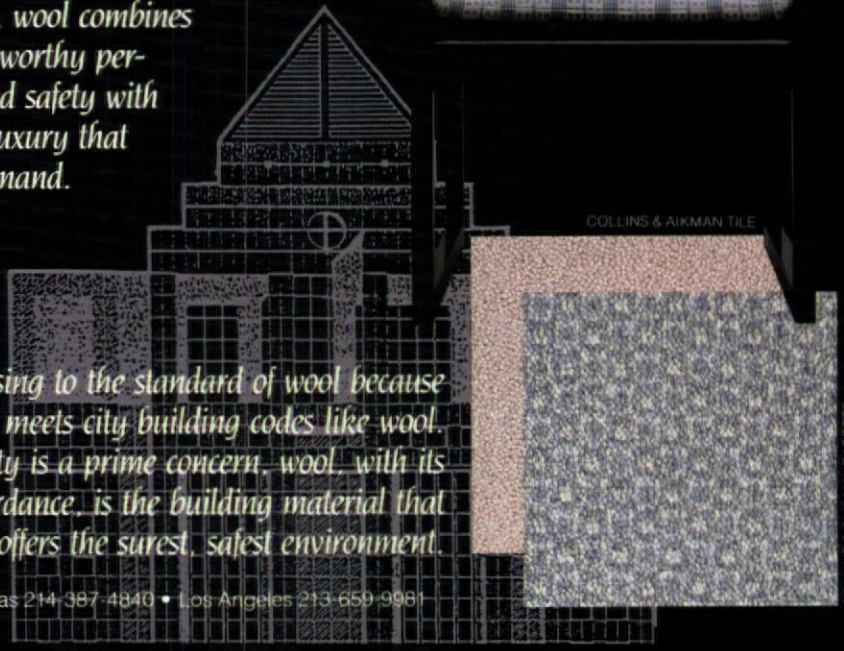

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The Joel Polsky/FIDER Endowment was established in October 1982 by the Polsky Family/Fixtures Furniture of Kansas City in remembrance of Joel Polsky, Vice President of Fixtures Furniture, and in recognition of the importance of establishing quality in education for professional interior design through FIDER.

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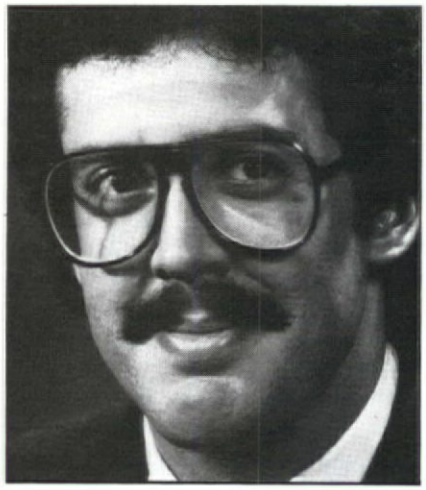
- provide support for programs of research, education, and accreditation development in interior design through FIDER, thus assuring high standards of excellence in the preparation of future interior designers.

A word about FIDER. . .

The Foundation for Interior Design Education Research was "created and shall be operated for the purpose of establishing a voluntary plan for the special accreditation of programs of interior design education offered at institutions of higher learning located throughout the United States, its possessions, and Canada."

Since 1971, FIDER has demonstrated its reliability as an authority on the quality of education offered in interior design programs. FIDER is recognized by the Council on Postsecondary Accreditation (COPA)



and the U. S. Department of Education.

FIDER has a soundly developed program for confirming the relevance and reliability of its Standards and Guidelines for interior design education.

Special projects completed by FIDER in support of its accreditation activities include:

- From Your Point of View, 1979 . . . a validation of the FIDER standards for baccalaureate programs;
- Phase I and II, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada, 1982;
- A Directory of Graduate Programs in Interior Design, 1979;
- A Directory of Undergraduate Programs in Interior Design, 1981;
- Training Workshop for FIDER Committees, Washington, DC, 1972 (Funded by Greeff Fabrics and Stroheim and Romann);
- Training Workshop for FIDER Committees, Atlanta, 1978 (Funded by FIDER);

New projects and proposals under development include;

- Thinking About Design: A Search for the Future of Interior Design. . .a futures conference;
- Phase III, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada;
- Training Workshop for FIDER Committees, Chicago, 1983 (Major funding from ASID, with support from others).

The Joel Polsky/FIDER Endowment provides opportunities for a wider range of needed research and other educational activities. The scope of projects which may be supported by income from the Endowment includes topics such as:

- investigations to discover educational needs for professionals in the future;
- applications of technology to the educational processes;
- development of measures to assess the quality of graduates from interior design programs;
- development of effective ongoing training procedures for FIDER committees;
- new publications in support of quality interior design education for the benefit of students and the public;
- others which relate to interior design education, accreditation, or the accreditation process.

A contribution to the Joel Polsky/FIDER Endowment will demonstrate your interest in the future of the interior design profession and your commitment to quality education which meets the needs of society, students, and the profession, and serves as a means of protecting the public against professional incompetence.

To: Foundation for Interior Design Education Research
242 West 27th Street
New York, NY 10001

Enclosed is a contribution of $ _____ for the Joel Polsky/FIDER Endowment.

Name _____

Name of firm _____

(if contribution is a corporate gift)

Address _____

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Checks should be made payable to *Foundation for Interior Design Education Research* or *FIDER*

Contributions to the Foundation are tax-deductible as provided by law, and will be publicly recognized on an annual basis. Substantial gifts will receive special acknowledgement and a certificate of appreciation from the FIDER Board of Trustees.

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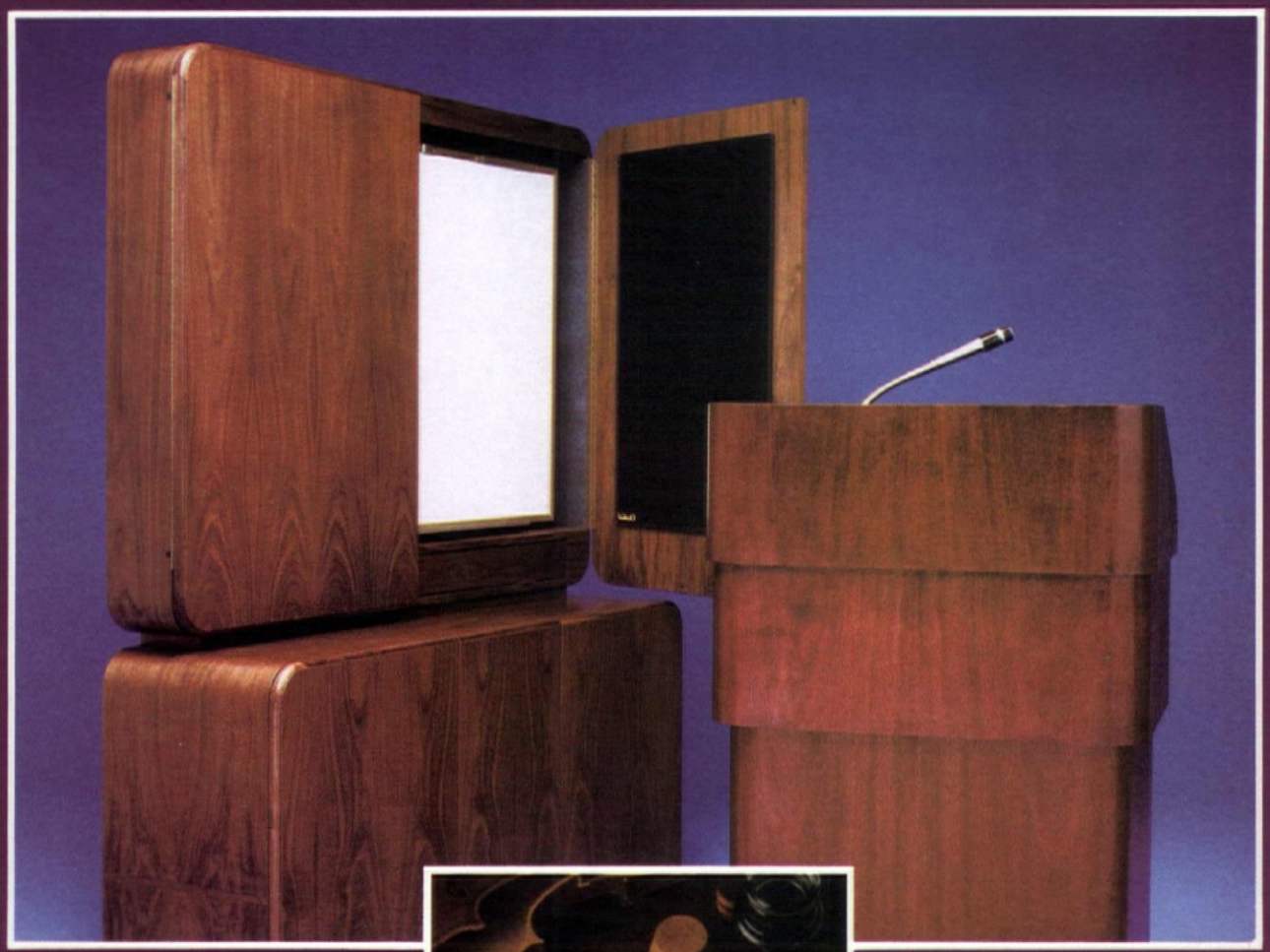

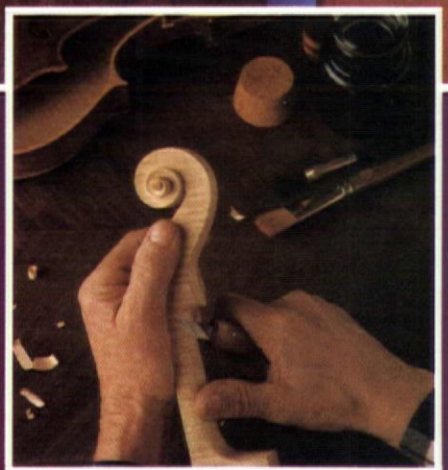

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CATALOGS & BROCHURES

M² Designer's Studio offers a full-color, eight-page brochure describing its Tubelight 1000 and Lightgems lighting systems. Large photos are accompanied by text covering design, specifications, and technical data. **Circle No. 382.**

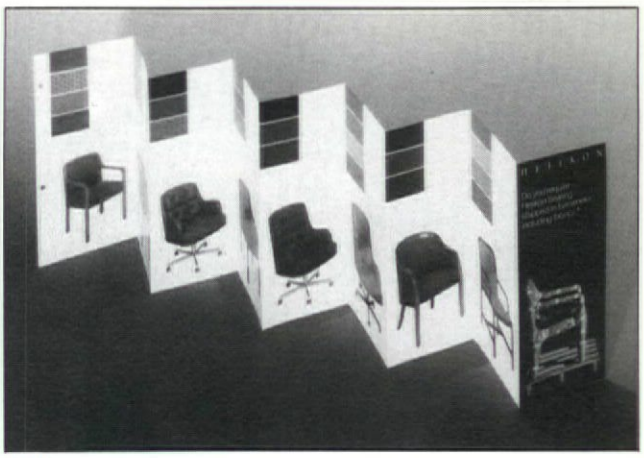
Swatches from David & Dash's New Wave wallcoverings are presented in a hard-cover book. Included are 102 samples, specifications, instructions, and ordering information. **Circle No. 383.**

A four-page, full-color brochure describes Malden Contract Velvets for seating and wallcoverings. Technical data is included. **Circle No. 384.**

Zeftron stock-dyed, spun nylon yarns for contract carpets are described in a brochure from Badische Corp. Also discussed is the yarns' 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

Helikon Furniture Co. Inc. has published a full-color brochure 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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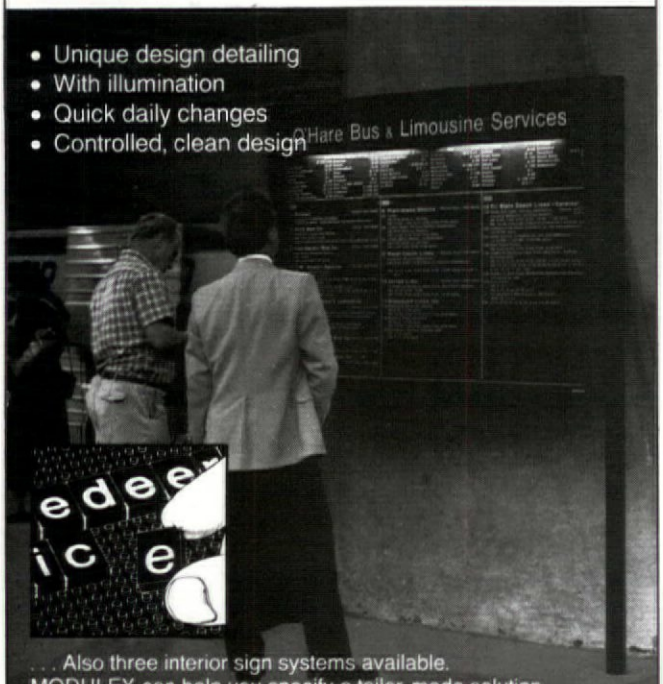

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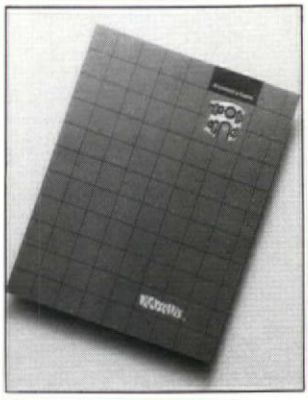
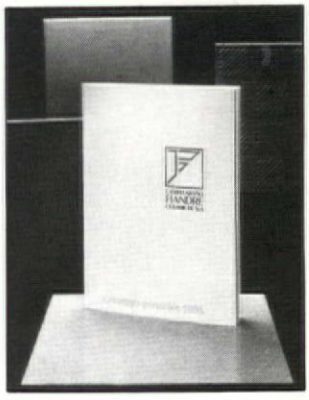
CATALOGS & BROCHURES



Playscapes



Trans Ceramica

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?

location

Major business is making a major investment in the *new downtown* Los Angeles.

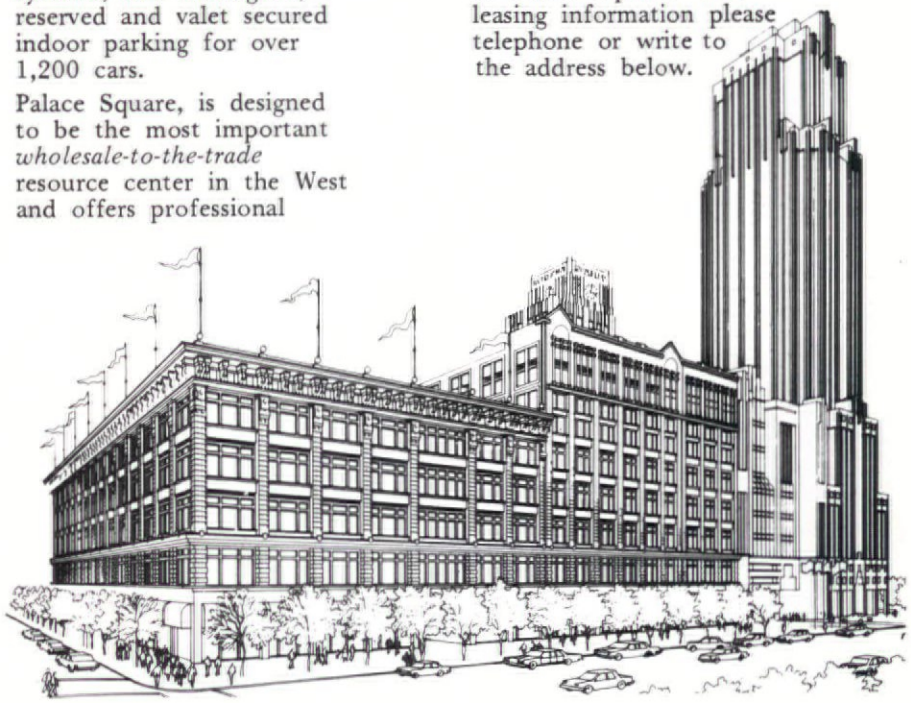
The new skyscrapers which have risen in the last five years, the millions of square feet of office space now being built, the new hotels, shopping plazas and the condominiums rapidly coming to life, are a kind of growth that happens *only* as great cities come of age. Palace Square is at the heart of 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.



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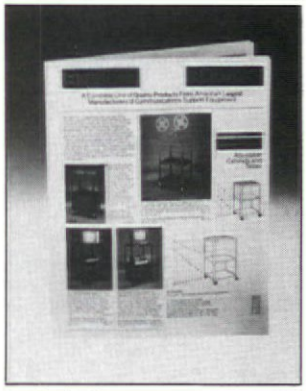
CATALOGS & BROCHURES

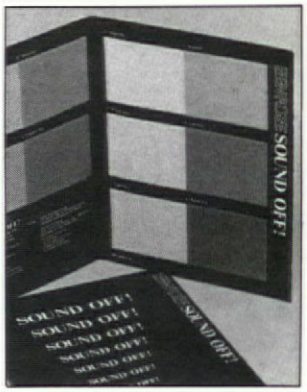
Detailed diagrams illustrate Sunbilt's solar greenhouses in a six-page, full-color brochure. Extensive descriptions, photos, and business reply card are included. **Circle No. 285.**

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.**



Bretford Mfg.



Ben Rose

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.**

Desks, credenzas, cabinets, tables, bookcases, and other items are described and displayed in an eight-page brochure from R-Way. Products feature a traditional design and hand-selected, walnut veneers. **Circle No. 290.**

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, fluorescents, and incandescents. Technical and design data are also included. **Circle No. 295.**

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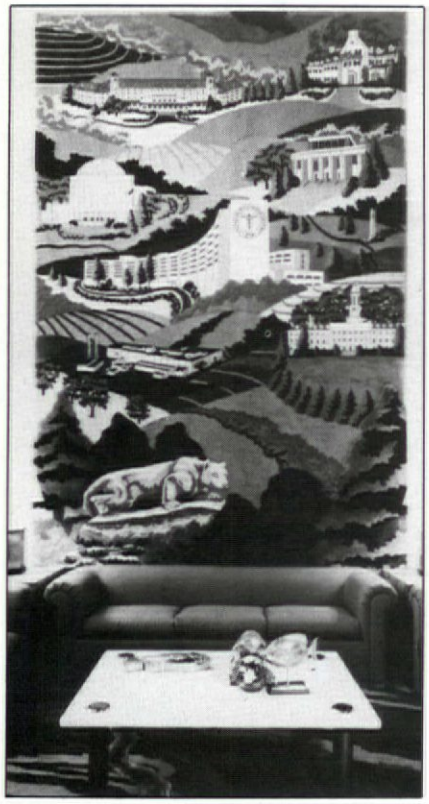
Phone 415/621-4761. **Circle 61 on reader service card**

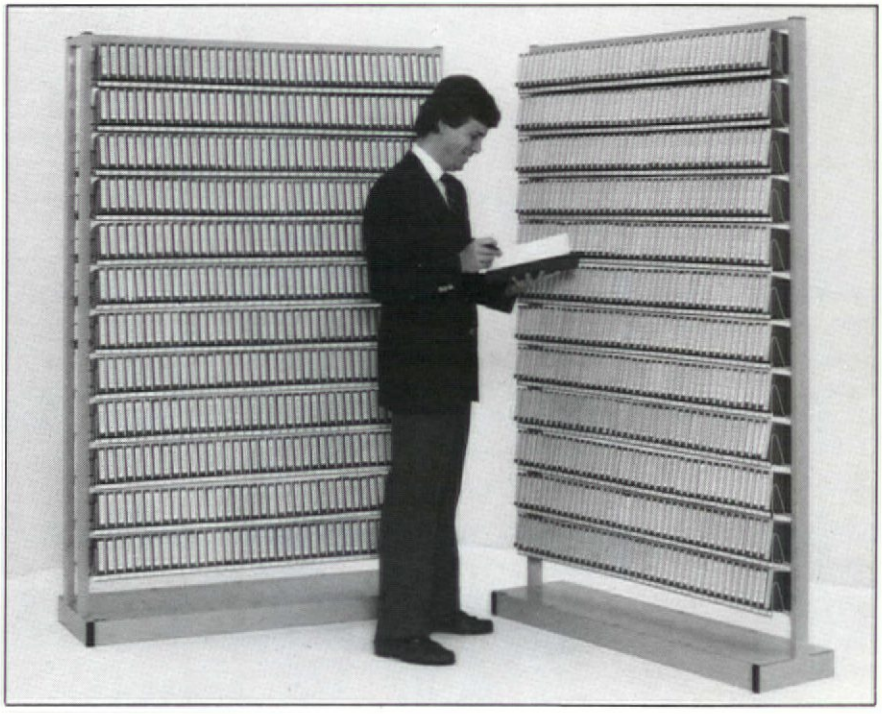


Tapestry rug depicts hospital's link to community

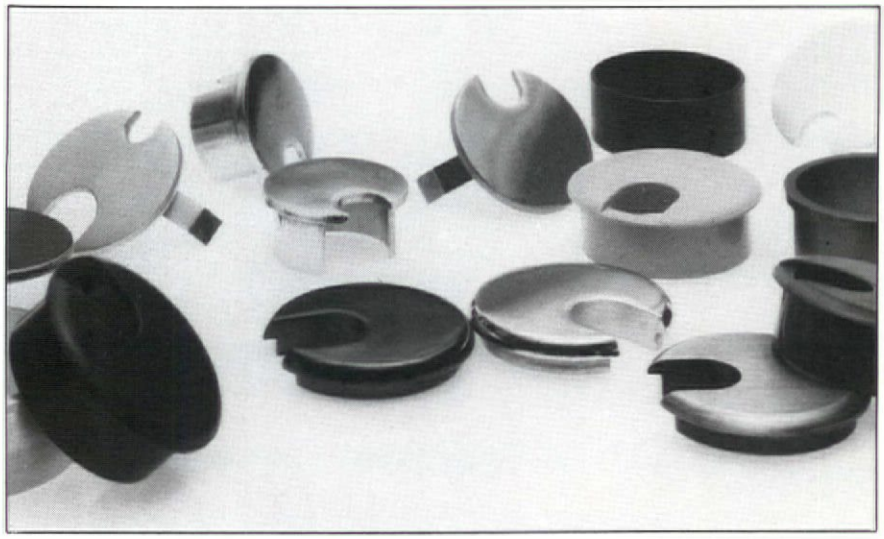
E. Fields Inc.—A 17-ft.-high tapestry rug in the main lobby of Hershey Medical Center, Hershey, Pa., expresses this facility's link to its community. The carpet design represents local topography, with the river line, mountains, and valleys illustrated in contrasting textures and colors. Both tapestry 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.

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.**

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Banks	**5,000**	**Interior Design Firms**	**5,500**
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Furniture/Dept. Store Chains	**3,000**	**Religious Institutions**	**700**
Government Buying Agencies	**3,500**	**Schools/Colleges**	**3,500**
Hospitals/Nursing Homes	**5,000**	**Theatre Furnishers**	**700**
Corporate Offices	**5,000**	**Total**	**54,500**

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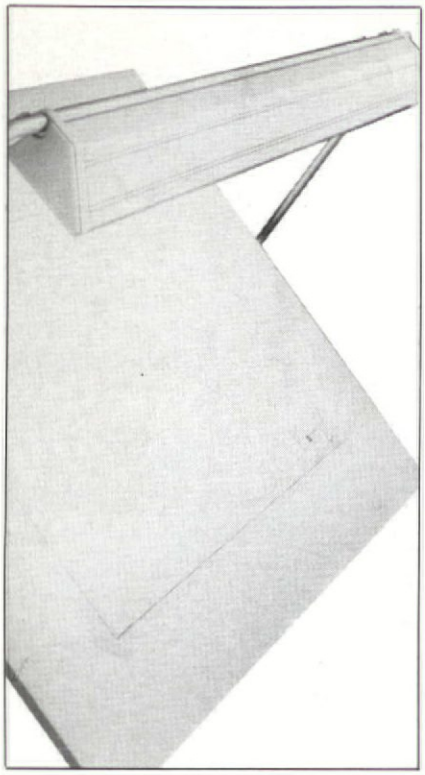
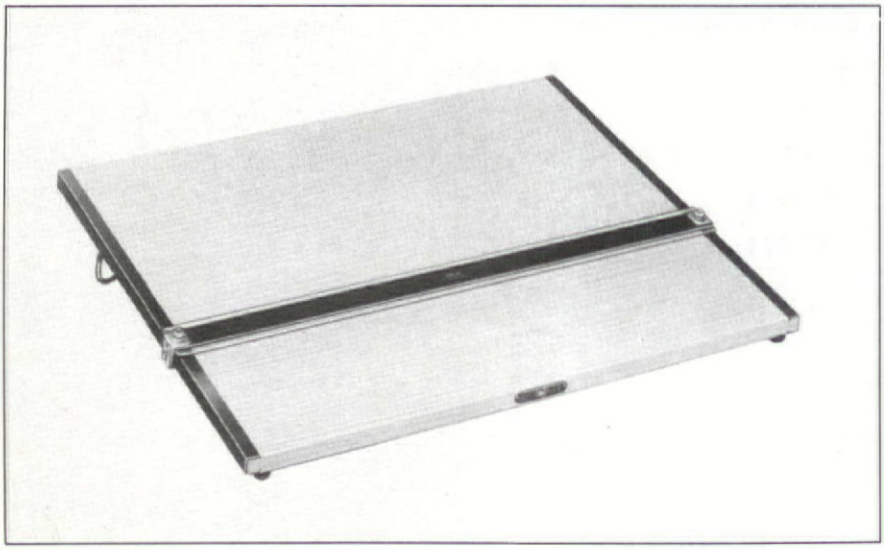


Lamp illuminates entire surface

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.**

Stand has three viewing positions

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.**

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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.

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March Fifth is the Closing date for the April issue

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