• Store designs geared to netting retailers greater share of market
• Fast food designs upgraded • Retail specialISTS
• Marts continue growth mode • Newest flooring products
Armstrong contract flooring offers a surprising selection of popular pastels, Mauve, Teal, Blue Gray, Sterling Gray, Hazelnut, Taupe.
Colors that capture the contemporary. Colors that span our product line, Carpet, Resilient sheet and tile, Vinyl wall base.
For a pastel sample package, call 1 800 233-3823 and ask for PASTELS.
Sonotrol custom walls.
You choose the sizes. Shapes. Fabrics. Acoustical capabilities.
We add the availability. National distribution. Dependable service.
Your ideas. Our realities. Endless possibilities.
Call 800 233-3823 and ask for Sonotrol.

Armstrong

Circle 2 on reader service card
It's how we put our cabinets together, that truly sets them apart.

The Windsor Collection is more than a well conceived system of filing and storage cabinets meticulously crafted with a rugged steel inner structure and hand-rubbed hardwood exteriors. Undoubtedly, its most interesting attribute is that The Windsor Collection is a starter-adder system. By sharing common end panels, individual cabinets are transformed into a continuous filing array.

Complex built-in filing banks, which previously could only be fulfilled by custom millwork, can be easily resolved by combining the five basic inter-connecting starter-adder modules.

Before you tackle your next project, we invite you to discover how our 25 years of experience has advanced the science of filing system design. Send today for complete descriptive literature and design guide. Write us at 8189 Byron Road, Whittier, CA 90608.

RUSS BASSETT

Circle 3 on reader service card
94 RETAIL LEADER LOOKS TO THE FUTURE

102 HIGH-IMAGE STORE BOOSTS PROPERTY FOR CITY RETAILERS
Planned Expansion Group invents new architecture for Big V

104 DESIGNERS CREATE PUBLIC SEATING FOR FLEXIBILITY
Easy maintenance, modularity distinguish seating

110 GOLDEN ARCHES REFLECT PAST & PRESENT DESIGN
Interiors celebrate 30th anniversary of franchise

116 ITALIAN DELICATESSEN FEATURES PANTHEON INTERIOR
Customers delight in Triton & Neptune's grotto

120 STRONG DESIGN ELEMENTS DRAW CUSTOMERS
Bold graphics create designer's interpretation of Memphis

122 FAST FOOD FURNISHINGS MODERNIZE WITH LOUNGE STYLES
Tubular steel & wood are accents for seating

128 1986 REPORT ON RETAIL SPECIALISTS

136 MART DIRECTORY FEATURES 'MART CHART' LISTINGS

146 WIDE RANGE OF COLORS, PATTERNS IN FLOORING
New product introductions offer flexibility to specifiers

DEPARTMENTS
8 Commentary
10 Letters
13 Contract News
16 Designed for Laughter by Michael Saphier
20 Contract Update
35 Contract Business
37 Color Line
39 Lighting Line
42 On Our Cover
44 Product Showcase: Innerface
49 Product Showcase: Stow & Davis
50 Product Showcase: Alma
52 Product Showcase: Hesco
54 Product Showcase: ITAC

60 People News
63 Coming Events
148 Products & Services
153 Catalogs & Brochures
154 Classified Advertising
156 Advertising Index
EXPANDING!

THE MICHIGAN DESIGN CENTER
is 100% leased and expanding
for the third time in ten years to
a total of 210,000 square feet
of showroom space.

Also expanding in Michigan is the lucrative High
Tech, Research and Office Market including:
- Electronic Data Systems (EDS)
- Chrysler Corporation
- New Headquarters and Research Development
- GMF Robotics
- University of Michigan
- Hospital and Medical Research
- K Mart International
- GM Tech Center
- General Motors Headquarters
- Comerica Bank Int'l Headquarters
- Ford Motor Company
- And many more.

Michigan is where the leading corporations are,
and Michigan Design Center is where they shop for
custom furnishings.

OCCUPANCY is planned for late 1987. If you would
like to tap this dynamic market contact:
James Danto, President
1700 Stutz Drive, #25
Troy, MI 48084 (313) 649-4772

MICHIGAN
DESIGN CENTER

Circle 4 on reader service card

CONTRACT

Volume 28, No. 12

January: Annual Directory & Buyer's Guide to
Commercial/Architectural Furniture & Furnishings is the
industry's most complete, up-to-date reference guide to
sources. The Directory includes an Alphabetical Master
List of Contract Suppliers, List of Suppliers by Product
Category, and Directory of Associations & Societies.

A Quick-Ship Directory in this issue features
manufacturers offering fast delivery across all product
lines. Don't miss our State-Of-The-Art Industry Report
covering the latest trends for the commercial design
industry.

February: Executive Buyer Edition has bonus
circulation to 5,000 healthcare administrators. Issue
features latest healthcare projects along with product
section on furnishings for this market, plus overview of
product design trends. A Fire Retardant Product Review
stressing fabrics, and Filing Systems Directory round
out coverage. Show previews of Westweek, March
25-27, Los Angeles, and RHIDEC, March 3-5, Chicago.

Advertising Representatives

New York:
Frank A. Rizzo, Co-publisher & Adv. Sales Dir.,
Gary S. Puro, Associate Publisher & Adv. Sales Mgr.,
William R. Baker, Eastern Manager,

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

Chicago:
Marie Kowalchuk, Associate Publisher & Midwest Mgr.,
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
Encino, Calif. 91436. Phone: (818) 788-0271.

Overseas:
Rita Ratto, Studio Ratto
Via le Premuda, 23-20129 Milan, Italy

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

Other Gralla Publications:
Advisory Enterprises Division: Contact Lens Forum,
Insight, Ophthalmology Management, Optometric
Management; Bank Systems & Equipment; Contract Direct
Reply Cards; Corporate Travel; Facilities Design &
Management; Giftware Business; Health Care Systems;
Impressions; Kitchen & Bath Business; Meeting News;
Multi-Housing News; National Jeweler; Premium/Incentive
Business; Sew Business; Sporting Goods Business; Travel
Agents MarketPlace.

CONTRACT ISSN 0010-7813 is published monthly by Gralla
Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036. Phone
(212) 869-1300. Subscription price one year $20, two years $33 for firms
and individuals who specify, design, buy, or replace contract furnishings.
All other U.S. subscriptions $35 per year. All Canadian and Mexican subscriptions
$12 per year for qualified subscribers and $63 per year for non-trade. All other
foreign subscriptions $65 per year. Single copy $6. Directory and special
issues $10. The publisher reserves responsibility for opinions expressed by
editorial contributions to CONTRACT. The publisher reserves the right to reject
any advertising not in keeping with the publisher's standards. SUBSCRIBER
INFORMATION & ADDRESS CHANGES: Write to Circulation Dept., Rm. 930,
1501 Broadway, New York, N.Y. 10036. POSTMASTER: Send address changes to
CONTRACT Circulation Dept., Rm. 930, 1501 Broadway, New York, NY 10036.
Second Class postage paid at New York, NY and additional mailing offices.

Circle 4 on reader service card

MICHIGAN
DESIGN CENTER

vBPA

CONTRACT/December 1986
...engineered like no other chair in the world...
WILL EMERGING MARTS AFFECT NEOCON?

Will NEOCON at The Merchandise Mart in Chicago be eclipsed by Designer’s Saturday in New York or West Week at the Pacific Design Center in Los Angeles? That’s the question on many lips, as the design and specification community eyes the grandiose events, promotions, and market activities planned by the major marts around the country.

CONTRACT’s editors think not, although some changes are inevitable. The trend is toward the development of regional marts to serve the design and specification community as conveniently as possible. While NEOCON has always been viewed as a national and international market, the bulk of attendees are from the greater midwest. Participants from other parts of the country and from international points add the necessary ingredients to the market for it to be considered national, with international overtones.

In the past, most manufacturers have chosen NEOCON to introduce new products. CONTRACT’s editors are convinced that such activity will not change appreciably, although some manufacturers are choosing to also make introductions on both the West and East coasts during West Week and Designer’s Saturday respectively.

While designers appreciate the convenience of one-stop, regional shopping, we expect no radical changes in market attendance in the near future. If anything, regional markets—especially the big three—will continue to grow and prosper as the contract market gains momentum for the big push into the turn of the century.

Co-Publisher/Editor

CONTRACT/December 1986
The assignment: Redesign a 1920s movie theatre into a McDonald's Thirtieth Anniversary restaurant/theatre.

The media: WILSONART Brand Color Quest® Decorative Laminates.

The designers: Rodney D. Carman, ASID Associate, Project Designer; and D. Gordon Plummer, ASID, IBD; Perry & Plummer Interior Design, Wilmington, North Carolina.

The result: A restaurant combining Fifties flash and the excitement of a theatre, while performing the functions needed of a dining room.

Carman comments: "The combination of a fast food restaurant with two open theatres required all surfaces to be durable and easy to clean (every hour), as well as to reflect the flash, fun and sparkle of a Fifties interior — WILSONART met those needs best."

Plummer adds: "WILSONART laminates provided the crisp color, strength and durability we required in our project; we achieved the sleek look that we preferred without sacrificing damage resistance or easy cleanup. WILSONART gave us everything we wanted."

In the dining area, subtle suggestions of 1950s style recall the days when the McDonald's chain was founded. WILSONART Black and Hollyberry Decorative Laminate stripes race down the aisle, accenting the soft gleam of partitions clad in Frosty White. Matching decorative laminate on the walls and dining tables elaborates on the slick, lustrous look.

Plummer adds: "WILSONART laminates provided the crisp color, strength and durability we required in our project; we achieved the sleek look that we preferred without sacrificing damage resistance or easy cleanup. WILSONART gave us everything we wanted."

In the dining area, subtle suggestions of 1950s style recall the days when the McDonald's chain was founded. WILSONART Black and Hollyberry Decorative Laminate stripes race down the aisle, accenting the soft gleam of partitions clad in Frosty White. Matching decorative laminate on the walls and dining tables elaborates on the slick, lustrous look.

The combination of a fast food restaurant with two open theatres required all surfaces to be durable and easy to clean (every hour), as well as to reflect the flash, fun and sparkle of a Fifties interior — WILSONART met those needs best.

Carman comments: "The combination of a fast food restaurant with two open theatres required all surfaces to be durable and easy to clean (every hour), as well as to reflect the flash, fun and sparkle of a Fifties interior — WILSONART met those needs best."

Plummer adds: "WILSONART laminates provided the crisp color, strength and durability we required in our project; we achieved the sleek look that we preferred without sacrificing damage resistance or easy cleanup. WILSONART gave us everything we wanted."

In the dining area, subtle suggestions of 1950s style recall the days when the McDonald's chain was founded. WILSONART Black and Hollyberry Decorative Laminate stripes race down the aisle, accenting the soft gleam of partitions clad in Frosty White. Matching decorative laminate on the walls and dining tables elaborates on the slick, lustrous look.

The combination of a fast food restaurant with two open theatres required all surfaces to be durable and easy to clean (every hour), as well as to reflect the flash, fun and sparkle of a Fifties interior — WILSONART met those needs best."
Thanks for reviewing projects

Dear Editor: I want to express many thanks for your taking the time to review the projects that Stevens & Wilkinson has recently completed.

We value CONTRACT as a magazine as a source of not only the most prestigious projects that are being done today, but also as an informative publication that keeps us up-to-date on new systems, product lines, and our competition.

Needless to say, Stevens & Wilkinson would be honored to be published in CONTRACT.

KRISTINE KILMER
Stevens & Wilkinson, Inc.
Atlanta, Ga.

Project is tremendous success

Dear Editor: Thank you for your good news that CONTRACT will be featuring ‘Sweet Things’ in the December Lighting Line column.

The mall developers, Melvin Simon & Associates, Inc. and the mall owner as well as our firm are most pleased with this project. It has been a tremendous success since opening a month ago. Again, thanks so much.

G. JOSEPH BALLINGER, AIA, IBD
Ballinger Design Associates, Inc.
Indianapolis, Ind.

Firm receives congratulations

Dear Editor: Thank you so much for giving Architectural Interiors, Inc. coverage in your September banking issue. We are extremely pleased with the editorial and have received many calls of congratulations.

It was a pleasure working with you, and I look forward to developing future projects together.

ALISON HAFAR, ASID
Architectural Interiors, Inc.
Oklahoma City, Okla.

Impressed with business column

Dear Editor: Thank you on behalf of Robert Silverstein, Cedars-Sinai Medical Center (CSMC), and myself for the absolutely wonderful business column you prepared on Mr. Silverstein’s involvement with CSMC’s Campaign Cabinet and $90 Million Endowment Fund drive.

I hope I have the opportunity to work with you again in the future, whether it be on behalf of Cedars-Sinai, or some of my other clients.

KAREN CEE
Ruder Finn & Rotman
Los Angeles, Calif.

Video available on loan


Please inform your readers that we would welcome sending them a tape and book about IDI. Thank you for your cooperation.

STANLEY PHILLIPS
Interior Design International
Olympia, London

IBD predicts positive changes

Dear Editor: This past year has been a growth year for the Institute. Under the able and creative leadership of the Board of Trustees, the Institute has achieved a new level of excellence. As we move into 1987, you will see many positive changes in the Institute structure and direction.

Now is a vital time in our profession—and an important time to be active in the Institute. We look forward to your participation in the coming year.

SANDRA RAGAN
IBD
Chicago, Ill.

—Loncoin II—

Loncoin II combines a new, deeply embossed, textured pattern with an entirely new color line (including jewel-like iridescents). The result is some of the most dramatic flooring ever offered. Available in 8’ x 60’ rolls, Loncoin II can be installed as a single, seamless sheet of vinyl. Call or write for details.

Lonseal, Inc.
928 East 238th Street, Bldg. A
Carson, CA 90745
(213) 830-7111 • Telex: 65-3584

—Sandra Ragan, IBD—

Circle 7 on reader service card
Entering...a new dimension

DIMENSION-4000

Defined by innovative styling, refined technology in manufacturing and enduring value, Dimension 4000 from High Point Furniture Industries advances new visions for the office environment.

Available in inviting neutral Grey or warm Almond laminate finishes, Dimension 4000 opens new horizons when complemented with High Point Furniture’s lines of seating.

Break through existing limitations and enter the new dimension: DIMENSION-4000

Circle 8 on reader service card
Long before ground is broken, you'll be putting your interior design plans together. And that's the perfect time to visit The Merchandise Mart in Chicago. Under our one enormous roof, you'll find the world's largest selection of contract furniture and furnishings, millions of square feet of display—and countless constructive design solutions. On any business day, for any kind of project, The Mart can help furnish your best ideas. No matter how tall the order. For more information on The Mart and its showrooms, please call (312) 527-4141 and ask for Buyer's Service.
Architects Graves, Gwathmey, & Wines keynote CONDES market, January 28-30, Dallas

Dallas—Internationally renowned architects Michael Graves, Charles Gwathmey, and James Wines are keynote panelists for CONDES '87, at the Dallas Market Center, January 28-30. The three will participate in a discussion Thursday, January 29, on “What Could Be in Architecture,” along with Texas architect Peter Jay Zweig and moderator Charles Gandee, senior editor, *Architectural Record*, a co-sponsor of the event with the Dallas chapter AIA. The unbuilt works of these architects will also be featured along with 30 others in a special exhibit premiering at CONDES titled, “What Could Have Been: Unbuilt Architecture of the '80s.”

Anne Fallucchi, co-publisher and editor, *Facilities Design & Management* magazine, moderates another panel discussion on Thursday, titled, “Conflict of Priorities in Facilities Planning.” Speakers include Benjamin F. Cubler, ARCO; Allen Dickason, Frito-Lay; Jo Heinz, Staffelbach Design & Associates; and Mike Tatum, Hellmuth, Obata & Kassabaum.

The noon luncheon seminar is co-sponsored by *Facilities Design & Management* magazine and the local chapter of the International Facility Management Association (IFMA). Another noon luncheon seminar on Friday will feature the *Interiors* magazine 1987 “Designer of the Year” award-winner. The event is co-sponsored by *Interiors* and local chapters of the American Society of Interior Designers (ASID) and Institute of Business Designers (IBD) nationwide.

In addition, over 20 seminars and special events are planned for CONDES attendee by participating showrooms in the World Trade Center, Design District, and other off-site showrooms. Special events include a Showroom Open House on Wednesday, hosted by the World Trade Center fifth and sixth floor showrooms; a DIFFA fundraising party at The Starck Club, also on Wednesday; and a tour of the Allied Bank Tower at Fountain Place designed by I.M. Pei & Partners, Harry Weese & Associates, and WZMH Group, Inc.

Special airfares and discount hotel rates are available to all CONDES attendees through the Dallas Market Center Services. Hotel rates start at $48 per night for a single and go up to $95. An exclusive 5 percent off the lowest published fare on American Airlines into Dallas, along with discounts offered through Southwest Airlines are available. For reservations and information on these rates or other market events, contact the Dallas Market Center Services at 1-800/634-2630.

**SCHEDULE OF EVENTS**

**Wednesday, January 28**
- 6-8 p.m. Showroom Open House. World Trade Center Fifth and Sixth floors.
- 6 p.m. Dallas Chapter AIA meeting.
- 9 p.m. DIFFA Fundraising Party. The Starck Club, 703 McKinney Ave. $10 donation.

**Thursday, January 29**
- 10 a.m. In-Showroom Events. Complete schedule available at show.
- 12 noon Luncheon Seminar: “Conflict of Priorities in Facilities Planning,” moderated by Anne Fallucchi, *Facilities Design & Management*. **Speakers:** Benjamin F. Cubler, ARCO; Allen Dickason, Frito-Lay; Jo Heinz, Staffelbach Designs & Associates; and Mike Tatum, HOK. No charge. Room 531, World Trade Center.

**Friday, January 30**
- 8-10 a.m. In-Showroom Breakfasts
- 10 a.m.-4 p.m. In-Showroom Events

For reservations and information on these rates or other market events, contact the Dallas Market Center Services at 1-800/634-2630.
There is a new generation of seating for the office of today. Sensor—the chair that accommodates every job and supports everybody’s work. Sensor fits the way people move. It senses body movement and responds, adjusting to every move. It provides continuous comfort and support.

Sensor also has the lowest cost of ownership of any high-performance chair.

For more information, contact your Steelcase representative or regional office. Or, dial toll-free 1-800-447-4700. Steelcase Inc., Grand Rapids, MI 49501.

Circle 10 on reader service card
Herman Miller expands wood line, acquires Helikon Furniture Company

Zeeland, Mich.—Herman Miller, Inc., the largest publicly-owned office furniture manufacturer in the world, has announced the acquisition of Helikon Furniture Company, a high-quality wood office furniture manufacturer headquartered in Taftville, Conn. Helikon will operate as a wholly-owned subsidiary of Herman Miller, Inc., and will maintain its current management team, including Fred Seeman, Helikon’s founder, as president.

“Herman Miller is a research-driven company,” says Max DePree, chief executive officer, Herman Miller. “Although it’s rare for us to expand our capabilities through an acquisition, our customers need a quality wood furniture line for private offices.”

“I personally selected Helikon because of its craftsmanship and because of its dedication to quality, design, and detail,” he continues. “Fred Seeman and I have common goals and we believe that Herman Miller and Helikon are going to work together very well.”

“I've always admired Herman Miller,” says Seeman, who was once turned down for a job by the company and subsequently founded Helikon in 1959. “I think that they are the real innovators in our industry. We share the same vision, a design and quality integrity that is most important in our industry. Our ideas and people mesh.”

Helikon's manufacturing and sales organization will remain headquartered in Taftville and all products will continue to be sold through its existing sales network. The company will also keep all of its current dealer arrangements and products will be sold through Herman Miller’s West Coast Office Pavilion dealerships as well as through other selected sales arrangements.

Helikon currently manufactures 18 casegood lines, 13 chair lines, eight lounge seating lines, one systems line, a series of conference and occasional tables, and textiles. Although company executives at Herman Miller do not have any plans for major project development expenditures, Helikon will benefit from Miller’s research efforts.

Although Helikon is not the first acquisition to be made by Herman Miller, it may have the most impact in terms of expanding the company's product offering. Other subsidiaries include: Tradex, Inc., Zeeland, Mich., which makes workstations from recycled Action Office components; Miltech, Stone Mountain, Ga., a manufacturer of data processing and computer support furniture; Integrated Metal Technology, Spring Lake, Mich., a sheet metal fabricator; and Milcare, Grandville, Mich., which manufactures and sells products for healthcare environments. The company also operates The Herman Miller Research Corporation in Ann Arbor, Mich. (See January ’87 CONTRACT.)

Edward R. Simon, Jr. (left), president, Herman Miller, Inc., shakes hands with Fred Seeman (right), chief executive officer, Helikon Furniture Company, to signify the acquisition of Helikon by Herman Miller, Inc.

DIFFA sells tkts. for performance


Tickets are available for $100 each and will include a pre-theatre reception. “Les Misérables” is a rock opera based on an epic novel by Victor Hugo. It's a story which spans three decades in 19th century France, about fugitive Jean Valjean, who is continually fleeing the capture of a cruel police officer.

DIFFA is a public foundation registered with the Charities Registration Bureau, State of New York. Contributions to the Foundation or questions about the benefit can be directed to DIFFA at P.O. Box 5176, FDR Station, New York, NY 10150; 212/502-0130.

designed for laughter®
by Michael Saphier
FOR CONTRACT MAGAZINE

“He's the Security Guard that came with the new Art Program.”
delos brings affordable luxury to office, conference and lounge seating. Comfort and elegance become one with this exceptional group of furniture for the executive suite.

FIXTURES FURNITURE®

1642 Crystal, P.O. Box 6346, Kansas City, MO 64126-2825
800/821-3500 • 816/241-4500, Telex: 434218 Fixtures KSC
Showrooms: Atlanta, Chicago, Dallas, Houston, Kansas City, Los Angeles, New York

Circle 11 on reader service card
Careful attention to the finer details of cabinetry distinguishes our name from all others. **Quality is in our name**

**ARNOLD GEISLER**

“Princeton Edition”


**ARNOLD ACTION**

“Elegance”

Presenting **“Elegance,”** the new spirit at Arnold Action. Elegance offers an integrity of design that combines traditional expression with contemporary flavor. Elegance, offered in Walnut, Oak and Mahogany veneers, will be available in the Spring of 1987.

**ARNOLD GROUP**

Manufacturers of Fine Office Furniture

Arnold Furniture 201-399-0505 • Arnold Desk 201-686-5656 • Arnold Geisler 201-375-3344
Arnold Action 201-373-3100 • Arnold & Sons 201-371-5177 • AGL Furniture 201-375-5757

Circle 12 on reader service card

SHOWROOMS: 400 COIT STREET, IRVINGTON, NEW JERSEY 07111 • PHONE 201-399-0505
CALICON, Jan. 26-28 San Francisco, addresses timely design issues

San Francisco—An array of workshops, seminars, and symposiums addressing important and timely issues facing the architectural and design communities are planned for CALICON 4, at the Western Merchandise Mart, January 26-28. Scheduled topics include marketing for the small design firm, California handicapped access laws; lease negotiations; renovation and adaptive re-use; carpet tiles and cut pile carpet installation; computer-aided design for facilities managers; lighting; and color.

Program highlights on Monday feature a luncheon and symposia on "Color Forecasting and Lighting Design for the late '80s," moderated by Sara Marberry, senior associate editor, and author of CONTRACT's Color Line column. Sponsored by Allied Corporation, the discussion will include a panel of lighting and color experts. Also on Monday, Leon Sugarman, AIA, Kaplan/McLaughlin/Diaz, addresses the topic of "Renovation & Adaptive Re-use: Opportunities & Constraints." The Society for Marketing Professional Services co-sponsors a seminar in the afternoon on "Innovative and Cost-Effective Marketing for the Small-to-Mid-Size Firm," with William D'Elia, Kendrick, Ritter, Spross; Diane Filippi, Simon Martin-Vegue Winklestein; and Barbara Marshall, Marshall Meidingeh Alfonso & Pollach.

On Tuesday, Leslie Clark and Craig Soderstrom, Haworth, discuss "Demystifying CAD for Facilities Managers" in a program co-sponsored by IFMA. Jim Benya, Luminae, is featured in a seminar co-sponsored by IES on the "Evolution of California Style Lighting Design" also on Tuesday. A C.E.U. program co-sponsored by ASID on "Designing for Life Safety," will be presented by Sivon Reznikoff, Arizona State University, on Wednesday. The fee is $95 and participants will receive six C.E.U. credits.

Two special events are also planned in conjunction with the show—a FIDER reception featuring Andrew Belschner, IBD, and Charles Pfister, AIA, as speakers; and the CALICON Gala benefit for DIFFA. For more information on the show, write to CALICON 4, Design Center at the Mart, Suite 355-1, San Francisco, CA 94103; 415/522-2311.

Gold Key cites two winners

New York—Gruwell Design Associates and Creative Environments/Lynn Wilson Associates are the winners of the American Hotel & Motel Association’s Sixth Annual Gold Key Awards for Excellence in Interior Design, co-sponsored by The Designer magazine.

Awards were announced at the opening luncheon of the International Hotel/Motel & Restaurant Show (IHMRS) in New York City last month.

In Category I—Guest Room Design, Gruwell Design Associates, Pacific Grove, Calif., received the award for the Spindrift Inn, Monterey, Calif. Each room is designed in the style of an elegant European country inn. This design firm and hotel also won in Category III—Lobby. The Inn’s lobby is the central focal point of a four-story, 42-room intimate hotel setting with a central atrium shaft and panels of gold leaf.

The Palm Beach Polo and Country Club, West Palm Beach, Fla., designed by Lynn Wilson Associates/Creative Environments, was honored in Category II—Dining Area.

The dining decor has a British-continental feel, with a combination of paddle fans and chippendale chairs, surrounded by mahogany millwork. The club has an overall look of tropical Florida.

Gold Key Award winners were selected from a total of fourteen finalists. The judges for the competition were: Michael Bedner, president, Hirsch/Bedner & Associates; Louis Catano, principal, Intradesign; W. Dan Reichartz, vice-president and general manager, Waldorf-Astoria Hotel.

For information on next year’s Gold Key awards and the IHMRS ’87 show, contact the American Hotel & Motel Association, 888 7th Avenue, New York, NY 10019.

IALD announces 1986 lighting design awards

Dallas—Six projects have been cited for lighting design excellence in the International Association of Lighting Designers (IALD) 1986 awards program. Three awards of excellence and three honorable mentions were presented at a dinner at the Mansion on Turtle Creek in Dallas last month.


The six projects singled out for the 1986 awards were selected from 72 entries, and were awarded for their demonstration of aesthetic achievement, technical merit, and their sensitivity to the architectural concept put forth. Details on the ’87 contest will soon be available.

CONTRACT/December 1986
New assignments: JSA Inc. honored for military project constructed in Maine

JSA Inc., architects and planners, has been cited for superior design work for a military construction project by the Department of Defense. It received top honors in the energy conservation category for its design of the 24,000 sq. ft. Maine Air National Guard Composite Operations and Training facility in Bangor, Maine. Auer Planning/Design Collaborative, Hollywood, Fla. will provide space planning services for the Graham Companies, Miami Lakes Town Center Project; Citizens and Southern National Bank of Fort Lauderdale; hired to provide interior planning and design services for corporate lending and bank administration executive offices; The space planning and interior design contract for Summers Electric's 9,000 sq. ft. corporate offices in Dallas, has been awarded to Murray Interiors Inc.; Hugh W. Dear & Associates, Williamsburg, Va. has been awarded the interior design contract for a $3.5 million renovation of the Radisson Hotel in Huntington, W. Va. The 200 room hotel has meeting and banquet facilities for 1000; Lendrum Design Group, a Phoenix-based architectural, planning, and interior design firm, has been selected to design the $3 million regional printing facility for Printpack, Inc., in Prescott Valley, Ariz.

Murray Feldman receives ASID Crystal Torch Award

Los Angeles—In recognition of his contribution to the interior design industry, Murray Feldman, executive director, Pacific Design Center, received the Crystal Torch Award from the Los Angeles chapter, ASID, on behalf of F.I.D.E.R., Foundation for Interior Design Education Research. ASID honored his actions, business acumen, management skills and enthusiasm for new technology.
Randomwood™ graceful forms of master-crafted innovation and hard-working function.

Elocutiently rendered in solid oak, Randomwood™ creates an office environment that reflects both service and style. The 32 piece collection is available in CLARET (as shown) or BISQUE finish. The Randomwood™ collection... A Jasper Desk Original.

Call or write for complete literature. Jasper Desk

Jasper Desk Company, Inc.
435 East 6th Street
Jasper, IN 47546
812-482-4132

Circle 14 on reader service card
CONTRACT UPDATE

Mergers: Corry Jamestown merges with Hiebert

Corry Jamestown, Corry, Penn., has merged with Hiebert, Carson, Calif., to form Corry and Hiebert. Both furniture manufacturing companies are owned by the HON Corp., Muscatine, Iowa, with Nigel M. Ferrey serving as president. Contract Furnishings & Systems, Ltd., has agreed to acquire all of the stock of RPM Enterprises. The Kling-Lindquist Partnership, Inc., the largest architectural/engineering firm in the Philadelphia area, was merged from the Kling Partnership and Kling-Lindquist, Inc. The new firm will be focused in specialty groups, each drawing upon combined architectural, engineering, and interior design resources.

3D/Int'l wins TSA Design Award

Houston—The Texas Society of Architects (TSA) has selected 3D/International, a Houston-based architecture firm as winner in the 1986 Design Awards Program, for its redesign of Enstar Corporate Headquarters in Houston.

Hurricane Alicia badly damaged the two-story headquarters of the Enstar Corp. in fall 1983, so 3D/Int'l redesigned the suite of offices, taking a cue from the firm's subsidiary, the Alaska Gas Pipe Line Co. Designers chose a palette of cool colors, playing light cream against turquoise to create an arctic feeling.

A grid pattern was the central design element with proportions echoed in doorways, shelves, and in etched and frosted green clerestory windows. Translucent surfaces are bathed in glacial light.

TSA is a 5,000-member regional component of AIA, headquartered in Washington, D.C. Twenty-seven firms in eight Texas cities received awards.

Competitions: Hexter Awards seek color, originality

- The S.M. Hexter Company, manufacturer of fabrics, wallcoverings, floorcoverings, and furniture, announces the 29th Annual S.M. Hexter Awards for the Interiors of the Year. Two first awards will be given, one for a contract interior, and one for residential. The winner in each category will receive $2,500.

Submissions will be judged for originality of design, coordination and use of color, integration of interior furnishings, and adaptability of the room to its function. Eligibility requires that the major portion of the design must have been executed during 1986. Competition is open to all professional interior designers, with the exception of award winners of the past three years.

A panel of distinguished judges has been selected from ASID, IBD, design firms, universities, and the trade press. In order to qualify as an entry, materials must be submitted by February 20, 1987. For more information, contact: S.M. Hexter Co., 2800 Superior Ave., Cleveland, Ohio, 44114.
Panel Concepts
We deliver

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

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

The Panel Concepts approach to fast delivery doesn't compromise on quality or selection. Our popular SYSTEM 2PLUS™ is a complete, versatile line of open office solutions—panels, power options and furniture components—with the industry's widest choice of sizes, styles and finishes. At Panel Concepts the commitment to customer satisfaction doesn't start and stop with quality products and fast delivery. It's backed by easy specification, simplified installation and conscientious customer service.
New showrooms: Natuzzi's N.Y. office serves as U.S. base

Natuzzi, an Italian manufacturer of leather upholstered furniture has opened a showroom and offices in the Empire State Building, 350 Fifth Avenue, New York. The 1,500-sq.-ft. location will serve as the main base for the company's American operations, which accounts for 80 percent of its total sales volume...Design Center of the Americas in Dania, Fla. has commitments for more than 85,000 sq. ft. of showroom space for its Phase II building. Companies occupying space in the center include Jerry Pair, 15,000 sq. ft., Phase II; Bob Sapan & Co., 10,000 sq. ft., Phase II; Todd Wiggins, 6,400 sq. ft., Phase I; Robert Allen Fabrics, 10,000 sq. ft., Phase II; Judith Norman Collection, 20,000 sq. ft., Phase II; Phase I showrooms expanding in Phase II are: E.G. Cody, Luxe, Krupnick Bros., Jay Marti Associates, Lumen, Inc., Artemide, Collage, Tip Top Equipment, Ronald Charles Associates, Print Art Wallcovering, Designers Plumbing Shop, and Sandy Leitman & Associates....The International Design Center, New York has leased space to Lees Commercial Carpet Co., 3,666 sq. ft.; Poltronova Inti., 6,149 sq. ft.; and Unifor Inc. will occupy 3,700 sq. ft. for s.p.a. products.

IDEA86 honors 2 contract projects

Chicago—Two contract designs were winners in the 1986 Industrial Design Excellence Awards from the Industrial Designers Society of America (IDSA). Criteria to win IDEA86 included innovation of the design solution; appropriateness of manufacturing materials and processes; benefits of the design to the user; benefits to the manufacturer; and appearance.

In the category of Environments, Office Work Modules by Emilio Ambasz & Associates, New York City, designed for the Financial Guaranty Insurance Co., won. The mobility of these work modules allows individual users to control light and ventilation while maintaining territorial and acoustical privacy. Self-contained and moveable, the jury selected them for beauty and function.

Quadrio Seating by Michael McCoy, IDSA, won in Furniture & Fixtures for Grip 36 Series light by Gary Payne; Syntrax Office Systems by W. Robert Worrell Design and Robert LaRoche, IDSA; and the Carrie Seat by Timothy J. Bergeron, IDSA, and Michael Gravel.
A Multiple Seating System...

Arrange or rearrange to create a flexible seating area. Use as individual chairs or multi-seat units. A wide variety of options, stock upholsteries and wood finishes are available.

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

Circle 19 on reader service card
DesignTex introduces a new generation of wall coverings...
...with a remarkable array of 106 scrubbable colors!

StoneWall

Because StoneWall is virtually impervious to damage, it surpasses the performance of almost any other wall covering you can specify, including vinyl. This new DesignTex fabric wall covering can take the roughest punishment even in very public spaces. It is less expensive than some vinyls. And just as easy to install. StoneWall will not fade.

StoneWall is safely and easily cleaned with soap and water—even chlorine bleach. And most solvents will not harm the fibers or alter the colors.

A choice from an extensive range of 106 colors in four woven textures, endurance, beauty, and state-of-the-art technology are among the solid reasons for using this remarkable wall covering.
Sullivan receives IBD Star Award

Chicago, Ill.—The Star Award, the highest honor the Institute of Business Designers (IBD) can bestow for outstanding contribution to the contract design industry, was awarded to Bill Sullivan, president, Vecta Contract.

The award was presented at NEOCON in June by Sandra Ragan, president of IBD. "The biography of the recipient reads like a history of our contract furniture industry. He has been an interior designer, a dealer, a manufacturer, a marketing specialist, and a mentor," she said.

Sullivan's history in the industry includes the following positions: an active member of Industrial Designers Institute, designer of vertical space planning in Chicago in 1966, leader in development of multiple seating, designer of first Contract Division showroom at Marshall Fields in Chicago, and winner of 13 product awards from 1971-1985.

He also played a major role in bringing the industry together with the Merchandise Mart, and brought together as a manufacturer, the disciplines of design, marketing, and engineering, to produce products that serve the designer's needs.

In 1985, the North Texas organization conferred its Star Award to Sullivan for service as chapter advisor.

Expansions: HON opens plant to serve southwest

The HON Company opened a new distribution and manufacturing plant in Sulphur Springs, Tex., to serve the Gulf Coast and southwest markets. The plant will initially operate as a distribution point for office furniture, and then as a manufacturing center...

Chicago, MI.—The Star Award, the highest honor the Institute of Business Designers (IBD) can bestow for outstanding contribution to the contract design industry, was awarded to Bill Sullivan, president, Vecta Contract.

The award was presented at NEOCON in June by Sandra Ragan, president of IBD. "The biography of the recipient reads like a history of our contract furniture industry. He has been an interior designer, a dealer, a manufacturer, a marketing specialist, and a mentor," she said.

Sullivan's history in the industry includes the following positions: an active member of Industrial Designers Institute, designer of vertical space planning in Chicago in 1966, leader in development of multiple seating, designer of first Contract Division showroom at Marshall Fields in Chicago, and winner of 13 product awards from 1971-1985.

He also played a major role in bringing the industry together with the Merchandise Mart, and brought together as a manufacturer, the disciplines of design, marketing, and engineering, to produce products that serve the designer's needs.

In 1985, the North Texas organization conferred its Star Award to Sullivan for service as chapter advisor.

Expansions: HON opens plant to serve southwest

The HON Company opened a new distribution and manufacturing plant in Sulphur Springs, Tex., to serve the Gulf Coast and southwest markets. The plant will initially operate as a distribution point for office furniture, and then as a manufacturing center...

Chicago, MI.—The Star Award, the highest honor the Institute of Business Designers (IBD) can bestow for outstanding contribution to the contract design industry, was awarded to Bill Sullivan, president, Vecta Contract.

The award was presented at NEOCON in June by Sandra Ragan, president of IBD. "The biography of the recipient reads like a history of our contract furniture industry. He has been an interior designer, a dealer, a manufacturer, a marketing specialist, and a mentor," she said.

Sullivan's history in the industry includes the following positions: an active member of Industrial Designers Institute, designer of vertical space planning in Chicago in 1966, leader in development of multiple seating, designer of first Contract Division showroom at Marshall Fields in Chicago, and winner of 13 product awards from 1971-1985.

He also played a major role in bringing the industry together with the Merchandise Mart, and brought together as a manufacturer, the disciplines of design, marketing, and engineering, to produce products that serve the designer's needs.

In 1985, the North Texas organization conferred its Star Award to Sullivan for service as chapter advisor.

Expansions: HON opens plant to serve southwest

The HON Company opened a new distribution and manufacturing plant in Sulphur Springs, Tex., to serve the Gulf Coast and southwest markets. The plant will initially operate as a distribution point for office furniture, and then as a manufacturing center...

Chicago, MI.—The Star Award, the highest honor the Institute of Business Designers (IBD) can bestow for outstanding contribution to the contract design industry, was awarded to Bill Sullivan, president, Vecta Contract.

The award was presented at NEOCON in June by Sandra Ragan, president of IBD. "The biography of the recipient reads like a history of our contract furniture industry. He has been an interior designer, a dealer, a manufacturer, a marketing specialist, and a mentor," she said.

Sullivan's history in the industry includes the following positions: an active member of Industrial Designers Institute, designer of vertical space planning in Chicago in 1966, leader in development of multiple seating, designer of first Contract Division showroom at Marshall Fields in Chicago, and winner of 13 product awards from 1971-1985.

He also played a major role in bringing the industry together with the Merchandise Mart, and brought together as a manufacturer, the disciplines of design, marketing, and engineering, to produce products that serve the designer's needs.

In 1985, the North Texas organization conferred its Star Award to Sullivan for service as chapter advisor.

Expansions: HON opens plant to serve southwest

The HON Company opened a new distribution and manufacturing plant in Sulphur Springs, Tex., to serve the Gulf Coast and southwest markets. The plant will initially operate as a distribution point for office furniture, and then as a manufacturing center...

Chicago, MI.—The Star Award, the highest honor the Institute of Business Designers (IBD) can bestow for outstanding contribution to the contract design industry, was awarded to Bill Sullivan, president, Vecta Contract.

The award was presented at NEOCON in June by Sandra Ragan, president of IBD. "The biography of the recipient reads like a history of our contract furniture industry. He has been an interior designer, a dealer, a manufacturer, a marketing specialist, and a mentor," she said.

Sullivan's history in the industry includes the following positions: an active member of Industrial Designers Institute, designer of vertical space planning in Chicago in 1966, leader in development of multiple seating, designer of first Contract Division showroom at Marshall Fields in Chicago, and winner of 13 product awards from 1971-1985.

He also played a major role in bringing the industry together with the Merchandise Mart, and brought together as a manufacturer, the disciplines of design, marketing, and engineering, to produce products that serve the designer's needs.

In 1985, the North Texas organization conferred its Star Award to Sullivan for service as chapter advisor.

Expansions: HON opens plant to serve southwest

The HON Company opened a new distribution and manufacturing plant in Sulphur Springs, Tex., to serve the Gulf Coast and southwest markets. The plant will initially operate as a distribution point for office furniture, and then as a manufacturing center...

Chicago, MI.—The Star Award, the highest honor the Institute of Business Designers (IBD) can bestow for outstanding contribution to the contract design industry, was awarded to Bill Sullivan, president, Vecta Contract.

The award was presented at NEOCON in June by Sandra Ragan, president of IBD. "The biography of the recipient reads like a history of our contract furniture industry. He has been an interior designer, a dealer, a manufacturer, a marketing specialist, and a mentor," she said.

Sullivan's history in the industry includes the following positions: an active member of Industrial Designers Institute, designer of vertical space planning in Chicago in 1966, leader in development of multiple seating, designer of first Contract Division showroom at Marshall Fields in Chicago, and winner of 13 product awards from 1971-1985.

He also played a major role in bringing the industry together with the Merchandise Mart, and brought together as a manufacturer, the disciplines of design, marketing, and engineering, to produce products that serve the designer's needs.

In 1985, the North Texas organization conferred its Star Award to Sullivan for service as chapter advisor.

Expansions: HON opens plant to serve southwest

The HON Company opened a new distribution and manufacturing plant in Sulphur Springs, Tex., to serve the Gulf Coast and southwest markets. The plant will initially operate as a distribution point for office furniture, and then as a manufacturing center...
Colorful!

Carnaby by Bentley Mills, patterned loop texture carpet of ANTRON Precedent™ nylon.
showrooms:
Denver, Colorado (303) 388-5272
Winter Park, Florida (305) 671-0899
San Francisco, California (415) 864-3801
New York, New York (212) 759-6335
Cincinnati, Ohio (513) 241-1729
Salt Lake City, Utah (801) 261-3961

Los Angeles, California (213) 659-8893
Lutherville, Maryland (301) 252-8082
St. Louis, Missouri (314) 231-1998
Portland, Oregon (503) 227-0078
Atlanta, Georgia (404) 231-3430
Dallas, Texas (214) 869-3333

circle 25 on reader service card
IBD & Kimball International launch design business education series

A series of workshops designed to orient contract designers to sound business practice has been launched by the Institute of Business Designers (IBD) and Kimball International. Called "Clearly Business," the series of business strategy workshops stresses the vital link between design and business acumen.

The series is made possible by a grant from the Office Furniture Division of Kimball International. Begun in October, the program consists of 10 workshops in as many cities across the country. Each addresses business practices that confront the interior design professional in today's rapidly changing marketplace.

Specific topics include: planning mergers, acquisitions, and buy-outs; developing joint ventures; and taking calculated risks. IBD, which now represents about 3,200 members in 28 chapters across the country, will offer the Clearly Business program with Kimball International for one year. Other educational initiatives for future years are now in the planning stage, according to IBD.

Enriching knowledge

Programs are orchestrated by IBD National, with suggestions and approval by Kimball. All 10 city programs were in place as of last August, including speakers and subjects.

"We feel that by underwriting..."—Thyen

IBD & Kimball International launch design business education series

"Clearly Business," says John Thyen, executive vice president, Kimball, "we are enriching the business knowledge of the design professional and, in turn, building the professionalism of the contract industry generally."

Staffed by experts

Each session is an intensive 2½-hour learning experience, staffed by experts in various disciplines. Participants include business executives and successful design firm managers. Presentations combine audiovisual materials, case studies, discussions, lectures, and evaluation exercises.

Typical of Clearly Business sessions is the one held by the New York Chapter of IBD dealing with business plans and strategies. It featured David E. Gumpert of Venture Resource Associates, a leading authority on business plans and strategies, and co-author of Business Plans That Win $$$: Lessons from the MIT Enterprise. David F. Cooke, FIBD, partner in Design Collective, Inc., Columbus, Ohio, and the past national president of IBD was also on the program.

Series participants receive helpful take-home materials, including a workbook containing information relevant to workshop discussions.

National sessions set

"Kimball has long been interested in providing opportunities that will enhance the skills of the design professional," adds Thyen. "We thought very carefully about the type of program we wanted to support. Clearly Business is that kind of program and demonstrates our commitment to the contract industry."

In addition to the Columbus, Ohio, and New York City sessions, held in October and November, respectively, other workshops are scheduled for Los Angeles, Calif., January 22; Dallas, Tex., February 1; Atlanta, Ga., February 21; San Francisco, Calif., March 6; Boston, Mass., March 19; Washington, D.C., April 16; St. Louis, Mo., April 28; and Chicago, Ill., May 14, 1987.

Write for details

More information is available on "Clearly Business" from the IBD National Office, 1155 Merchandise Mart, Chicago, IL 60654. Attn: Betsy Baer; telephone 312/467-1950.
THE RIDGEWOOD SERIES

Sophisticated styling in wood is the Ridgewood Series benchmark. Perfectly balanced in ergonomic design and construction. Ergonomics highest quality contract seating.

CORPORATE HEADQUARTERS
10846 Cantara Street, Sun Valley, California 91352 □ 818-504-0020

SHOWROOMS Los Angeles/213-652-8208 □ San Francisco/415-626-0190

Circle 26 on reader service card
Ceiling manufacturer urges designers to ‘look up’ with color

Look up at the ceiling. How attractive is it? Does it enhance, detract, or neutralize the space? A relatively large space can change, detract, or neutralize the design process. This is particularly true when it comes to ceilings, and as a result, most of us are sitting, working, or playing under stark white tile.

USG Acoustical Products Company hopes to change all that with the introduction of 24 standard “designer” colors for its Acoustone and Auratone lines of ceiling panels and tiles. Officially launched last January, USG’s “Up With Color” program offers the broadest new palette for the ceiling products industry.

“We had some colors in our line before,” says Kevin Krejci, senior designer, USG. “But specifiers didn’t know it was available. Nobody had ever really thought about colored ceilings before.”

Designed by Krejci, in cooperation with color consultant Bette Lovgren, IBD, ASID, Lovgren Design Associates, Chicago, the new line is based on current trends in commercial interiors and coordinates with furniture, fabric, and carpet colors in the contract marketplace. The palette is divided into five groups: Spectra features deep earth colors such as straw, oak, and Navajo; the Whisper Pastels include tinted neutrals and saturated pastels; Sunset Fog is comprised of soft, upscale colors of mulberry, rose, peach, and haze. Dry Earth colors such as sandstone, buckskin, and caramel; and Palazzo Deeps of burgundy, oakwood, and black round out the collection. Custom colors are also available.

Solid-core color hides nicks USG’s top-of-the-line Acoustone product, available in these 24 colors, has a mineral fiber base with molded natural texture. Its solid-core color prevents nicks and scratches from showing. The more economical Auratone tiles and panels offer a variety of standard textiles and patterns with surface-coated color which can be repainted to extend ceiling life. Both have excellent sound absorption and fire ratings. In addition, USG’s recently acquired subsidiary, Donn Corporation, manufactures matching grids for all the new ceiling colors.

According to Krejci, the cost of color is only an additional five cents per sq. ft. “In terms of the money spent on all the other elements of a space—carpeting, wallcovering, furnishings, the cost to add color to the ceiling is minimal,” he says, adding that a more practical reason for color on ceilings is to help hide dirt from air diffusers and smoke.

In order to market its “Up With Color” program to architects and designers, USG produced a color box based on feedback from practicing professionals. It contains small samples of Auratone squares in all 24 colors, arranged by groups. Connie Petersen, product manager, USG, says the company has given out 30,000 of these boxes since last January. “The response has been tremendous,” she states. “I think it’s because designers and architects are used to working with color in every other product line, but this is something new and different. It’s sort of fun.”

Petersen is also developing a light reflectance table that will soon be offered with the color box. It will indicate which colors work in certain areas under different lighting conditions.

Many applications Both Petersen and Krejci stress that there are many applications for colored ceilings in commercial design. In the past, color has most often been used on the ceiling in hospitality and retail settings; such as in lounges or to distinguish different areas in a store. But Krejci would like to see the product used even more creatively. “Dramatic color-coded ceilings could be used in supermarkets to delineate areas of a store,” he suggests. “It would eliminate all that verbal garbage hanging from the ceiling and provide an unobstructed plane.”

In addition, colored ceilings can be used in offices to soften the look, cut down on glare, and reduce eye fatigue. A bland, sterile healthcare environment can be turned into a comfortable, relaxing setting through use of color on ceilings, walls, and floors. Without a doubt, the idea of color on the ceiling is refreshing alternative to traditional white. “Adding color reaffirms the importance of the ceiling plane and ties it into the total environment,” concludes Krejci.

For more information on the “Up With Color” program, contact USG Acoustical Products Company, Department SC-937, P.O. Box 3064, Cedar Rapids, IA 52406.

Direct comments to Color Line, CONTRACT 1515 Broadway New York, NY 10036

CONTRACT/December 1986
The rich charm of hand crafted bent wood, replicated in steel.

For full information on the La Bella collection of chairs and bar stools, call or send a request on your letterhead.

mts SEATING
1244 W. Dean Road
Temperance, MI 48182
(313) 847-3975

Circle 27 on reader service card
Warm, cool, & neon lighting accentuates candy store sweets

Imagine columns of jelly beans illuminated so brightly that the colors blend, yet stand alone, like the whirl of a carousel. Bands of neon lighting create a kaleidoscopic environment for the Sweet Things candy and gift store at Claypool Centre in Indianapolis, Ind.

Based on the design scheme of the original store on the north side of town, designer and architect Joseph Ballinger, Ballinger Design Associates, Indianapolis, decided to brighten up red, white, and gray grid wallpaper with lighting that would play off store merchandise and accentuate candy colors and countertop forms to be placed in a 540-sq.-ft. space. Incandescent and fluorescent lights help to stimulate the senses of sight, smell, and taste as “edible” colors are complemented by the aroma of a chocolate fountain and a hedonistic selection of sweet things.

To complement streamlined neon-lighting and signage required by the mall developer, Melvin Simon & Associates, the designer continued the neon pattern deep into the store to attract passers-by in the third-level food court area. This particular space in the food court was desirable because of its corner location and 12-ft. windows overlooking the street below. The attractiveness of windows could have been diminished by incoming solar heat, but this problem was resolved by shading windows with a canopy inscribed with Sweet Things’ logo.

Jelly bean columns on the left side of the entranceway are wrapped with a ribbon of pink neon. “Since neon light is a unifying element, it acts as an interest point,” says Ballinger, explaining that colors are enhanced and become more vivid with artificial light.

Light accents fountain

Those jelly bean columns lining a portion of the storefront also offer a solution for storage and display. Floor-to-ceiling tubes hold 20 lbs. of candy and provide dynamic visual merchandising.

A curved wall partially encloses the chocolate fountain, but the curve of that wall is lighted by recessed incandescent and toekick lighting, while the fountain is illuminated with the only hanging fixture in the shop—a brass-plated Lightolier dome. Delicate sculpturing of the fountain captures lighting at curved angles, and almost enhances the aroma.

“By lighting walls in various ways, a designer can accentuate whatever forms are present, plus create the illusion of even more light and space than is really available,” Ballinger adds.

“We wanted to create a spatial relationship with light, and draw people into the store. Candy is a tiny item, so it was a challenge to enlarge the overall product by using the color scheme provided,” he explains.

Track lights, adjustable to 360 degrees, are suspended at each side of the shop. One track light serves as a spotlight shining on the “Gift Ideas” wall, to highlight seasonal displays. Lighting serves a retail business well, because selected items or short-term seasonal gifts can be empha-
sized accordingly. “Track lighting enhances color and serves illumination needs more creatively than fluorescents,” says Ballinger.

**Exhaust eliminates heat**

Recessed downlighting from Halo and Lightolier plays up warmth of colors, but does not heat candy since an exhaust system was built in to remove heat through the ceiling.

Indirect cove lighting runs along the base of custom cabinetry and millwork, highlighting graphics outlined in gray and red tile flooring. Light along the base accentuates the dimensions created by curved counters.

Architecturally designed casework offers clean, flowing lines and synchronizes the shop appearance with other food service neighbors in the court. Developer Melvin Simon was closely attuned to store design and overall appearance, to ensure a satisfactory blend with existing shops. Specific design criteria exist for architectural lighting of the food service area, and tenants are aware of the responsibility to harmonize store lighting.

**Gilliatte General Contractors, Inc.,** was attentive to the creation of a shop that would satisfy the sweet tooth, yet meet overall mall standards. The store’s interior decor blends attractively with the initial flash of neon provided by overhead signage and elongated jelly bean columns.

The Sweet Things store design recently received an ASID award for excellence, presented by the Indiana state chapter for general excellence in the design community. It also received a Metropolitan Award from the Indianapolis ASID chapter.

Bright, colorful and mostly edible merchandise; warm, white light; and cool colored light entice children and parents, teens and seniors, into a chocolate and candy wonderland. The setting supplies everyone with a glowing kid-in-a-candy store experience.
Introducing Summitmates. This new addition to Summitville’s mosaic tile line follows the old American tradition of excellence and quality.

Choose from 24 designer colors especially selected to match today’s furnishings and accessories. Use them for a variety of applications including interior walls, countertops, residential floors, light duty commercial floors and customized baths. Coordinated colors create unlimited designs.

This red body, straight edged, natural clay tile is available in Bright, Crystal and Matte glazes and in three popular sizes. All tile is backmounted.

Best of all, Summitmates are ready for immediate delivery. No overseas calls or waiting for foreign shipments to arrive.

For additional information just contact your Summitville Distributor. See Sweets File 09300/SUM for a complete line of ceramic tile including custom colors, wall murals and decorative inserts.

Then choose your colors: Cherry Red, Frost White, Navy Blue or any of the other 21 Summitmates colors.
Color Quest takes on 33 solid colors

Answering designer demand for quality and product availability in a wide range of laminates, Wilsonart is expanding its Color Quest line by adding 33 new color choices, some of which preview on CONTRACT's cover this month.

Gone are the days when laminate suppliers offered an average solid color range of 50-to-60 colors. Increased designer requirements for innovation spurred a proliferation of laminate color in the early '80s, broadening the average manufacturer's line to somewhere around 100 colors. With its recent additions, Wilsonart's Color Quest offering comes in at 110 selections.

Extensive focus group research identified four major color directions for the new group. These include fresh pastels, blended classics, jewel brights, and dramatic darks.

The new colors were selected for their individual value as well as their ability to coordinate with the rest of the line, plus other patterns and designs of the Design Group 1 line. Representing 60 percent of Wilsonart's company sales, Color Quest has been an evolving line, changing with the times.

As a collection, Color Quest now offers 110 high-pressure decorative laminate solid colors available in these finishes, among others: SOLICOR color-through laminate; decorative tambour; high-gloss, matte, and textured finishes; vertical, general purpose, and postforming grades; as well as fire, chemical, wear, and impact-resistant finishes.

Circle No. 258.
In the design-driven laminate industry, Wilsonart paves new routes to service

In 70 percent of laminate purchases, a professional designer, builder, or planner has exerted influence over the specification process. Today, the creative community is advancing the form and color of laminate design, and the expression of its demands is seen in the earliest stages of product development.

"Designers are using laminate in more applications than ever before," notes Bill Reeb, vice president of marketing, Ralph Wilson Plastics Company, manufacturer of Wilsonart brand decorative laminate. "Design research is the key to effective marketing of our laminate product. For this reason, we've embarked on a major focus-group program, in addition to launching surveys and travelling to glean new information about color."

In Reeb's view, the popular use of laminate has made this product category somewhat of a fashion "entity," whose technological advances afford a wide range of styling alternatives in pattern, texture, and color. Fidelity of reproduction in stone, abstract, and woodgrain patterns, in particular, has improved dramatically during the past decade.

These trends, together with expanded applications of laminate, are accelerating product development of this often-specifed interior surface treatment.

Wilsonart aims to concentrate on further market development and research, exploring the many emerging uses of laminate within the design community. The 30-year-old company, which entered the laminate business in the face of stiff competition from fully developed manufacturers, has gained from its marketing and sales initiatives which contribute to a healthy corporate growth rate. Indeed, the company has grown at up to two-and-a-half times the average growth rate of the laminate industry overall, which has been about 2.3 percent a year.

With the completion of its third manufacturing facility in North America, the company will have the capacity to manufacture 50 percent of the decorative laminate in the United States. The new plant, located a few miles from Wilsonart's original manufacturing site in Temple, Tex., was designed on a five-phase expansion program to accommodate future growth. Another plant in Fletcher, N.C. was built in 1981.

In another recent development, Premark, the parent company of Wilsonart, announced the formation of a new division called the Decorative Products Group. Wilsonart will be the "lead horse" of the division which will be involved in forming a family of interior products.

Multiplication of service

Wilsonart's three manufacturing facilities, 15 warehouses, and 155 distributors provide an ongoing inventory in the company's basic 200-item Design Group 1 collection. Standard orders are shipped on Design Group 1 line items within 24 hours from regional warehouses. Meanwhile, distributors receive product two-to-three times a week from the company's Regional Marketing System via a company-owned truck fleet (a feature unusual in the industry).

Wilsonart's efficient production system coupled with its established network of independent distributors permits it to historically beat industry averages for delivery time. Production items are manufactured and shipped within 10 working days. The company's approach to production also permits a tighter delivery schedule. Comments Reeb, "We do not manufacture our products on an inflexible manufacturing cycle. Rather, we produce 'to order,' one sheet at a time. Our production is actually scheduled by each Wilsonart warehouse system as needed, around the clock."

With hundreds of designs, nine basic sizes, and formidable stock-keeping-units that run in the thousands, this is quite an achievement.

An extensive service program, Wilsonart believes, will forge stronger ties with the design community. That is why the company is now looking at means to assure a stronger fabrication base, permitting greater freedom in laminate application and styling. The company is embarking on a new campaign to build a bridge between the designer and fabricator. "The laminate manufacturer today has the responsibility to be sure that product can be created and fabricated. Currently, creativity in application is growing at a faster rate than the ability to fabricate," says Reeb.

To strengthen the fabricator base, Wilsonart is working with the Decorative Laminates Products Association and the Architectural Woodwork Institute to begin a program for the continuing development of laminate fabrication. These efforts, together with new product development—reflected in Wilsonart's recent introduction of 33 new solid color laminates—will spur more product and design introductions in the laminate field in the next five years than were launched in the past two decades. This will keep the company's director of design, David Embry, and color consultant Barbara Schirmeister, quite active in predicting upcoming market trends.—R.W.
innerface's patented signage system is a modular, functional, and attractive package that works well in corporate, healthcare, and other institutional settings. Designed to be an "in-house" system, it allows end-users to change messages easily by just removing the inside portion of the sign.

A variety of plaque shapes, sizes, and styles are available in eight standard colors. They can be flat surface-, desk top-, perpendicular-, ceiling-, or partition-mounted. A Letterguide Kit and Format Guide give easy directions on how to create messages. Standard symbols, black and white lettering, and two type-styles are offered in the package. Custom symbols, logos, color-coded bars, and other typography may be ordered by special request.

A stanchion frame to which plaque modules can be attached is available, along with a paper grip and folder holder. Innerface also offers a Medical Insert Kit for healthcare interiors that has 16 standard patient care messages to accompany Patient Room Plaques. 

Circle No. 222.
The Distinctive Executive

Simply comfortable. An easy chair at work. An easy chair to work. One of seven Series One models: Managerial... Operational... Secretarial... Conference... Technical... Guest. Domestically designed and manufactured.

Deliverable in four to eight weeks. Firm.

For our complete, 24 page Series One Seating brochure, call toll free 1-800/854-6919 (in Calif. 1-800/422-2101). Or write Panel Concepts, Inc., P.O. Box C-25100, Santa Ana, CA 92799-5100.

Circle 31 on reader service card

Series One
EXECUTIVE SEATING

Shown with advanced knee-till control. Other control options available.

Panel Concepts

© Copyright Panel Concepts, Inc., a subsidiary of Standard-Pacific Corp. Series One Seating is a trademark of Panel Concepts, Inc.
With Baccarat you create a world of your own.
Baccarat goes beyond the boundaries set by other outdoor furniture. Its bold dimensions, thoughtful proportions and superb construction open a new territory for your outdoor designs. And, as in any new territory, the world you create is entirely up to you.
Steelcase is on the move.
To the Contract Center at Showplace Square.

Steelcase leads the way as charter exhibitor in the 220,000 sq. ft. expansion of the Contract Center at Showplace Square. Already headquarters for the industry and professions in much of the West, the building will soon become the most exciting showroom and special events facility in the country. Steelcase and Stow & Davis will occupy the Penthouse floor when the building opens in mid-1988. For information: Martha Thompson, Vice President, 415/864-1500.
The Marketplace Design Center is 54 showrooms representing over 800 top manufacturers of the best products the interior design industry has to offer.

The Marketplace Design Center recently expanded the scope of services to the design professional with the completion of The Contract Center, an entire floor devoted to the contract furnishings industry.

The Marketplace Design Center is centrally located on the East Coast—in Philadelphia—a city whose efforts we parallel in growth and innovation to meet the needs of the region. Major highway, rail and air services and convenient parking give you easy access to all we have to offer.

The Marketplace Design Center is the center of activity for the multi-billion dollar design industry of the Mid-Atlantic region. Market events offer education and the opportunity to exchange information and ideas.

The Marketplace Design Center is the Philadelphia headquarters for the American Society of Interior Designers, the NHFL-Executives in the Interior Furnishings Industry, the Interior Design Council, and the International Facility Management Association.

Join us. In the Center.

The Marketplace Design Center and The Contract Center
2400 Market Street
Philadelphia, PA 19103
(215) 561-5000

To the trade only.

Circle 35 on reader service card

SPECIAL ADVERTISING SECTION
Top-grain leather enhances desk accessories

New from ITAC is the Vivaldi Collection of desk accessories, all of which are constructed from top-grain leather.

The collection includes a desk pad with genuine suede compartment and moire blotter, a conference table folding desk pad with moire interior and two pockets, and an executive organizer. Other items in the collection are a double pen stand, a desk-top calendar, and trays in note, letter, and full computer paper sizes.

Five leather colors are offered—burgundy, gray, black with red contrast stitching, dark blue with taupe trim, and chocolate brown with taupe trim.

All items are stocked in Miami and a 24-hour turn-around time is offered.
Circle No. 291.
The ESTEC base system, designed by Earl Koepke for EST, will stimulate your imagination to create new work surfaces, table, pedestals and other furniture pieces. With the basic hardware elements and your designs, virtually any size and shape furniture product can be developed.

The base feet and top attachments are die cast aluminum and the columns are 2\(\frac{3}{8}\)" steel tubing. Any length leg can be provided, and stretchers between leg units for long tables can be furnished to customers specifications.

For further information contact EST.
Chancellor.
Quality and character
in fine wood furniture.
Continuing the tradition.

For a Chancellor brochure,
call (800) 447-4700.
Stow & Davis
A Division of Steelcase Inc.
The Office Environment Company
Grand Rapids, MI 49501
Circle 37 on reader service card
THE IBD CHALLENGE

Norman Polsky, President of Fixtures Furniture has pledged $50,000 to the IBD Foundation/Joel Polsky Fixtures Furniture Endowment but only if a matching $50,000 is raised by December 31, 1986.

Join your colleagues and associates in this challenge to increase the value of the IBD Foundation/Joel Polsky Fixtures Furniture Endowment.

Send your gift now!

to help:

*Create an Undergraduate Scholarship Program
*Enhance the IBD Fellowship Program
*Increase the Continuing Education Program

Make your tax-deductible contribution payable to:

Polsky Challenge

and send to:

Institute of Business Designers
National Office
1155 Merchandise Mart
Chicago, IL 60654

I can't resist a challenge! Enclosed is my gift of $_____.

Name:

Address:
UNLEASH YOUR CREATIVITY WITH NEW AMERICAN ASSETS™

A pack of innovative colors and textures are waiting for you now with Interweave's™ new American Assets™ collection. You'll bow with delight over the six handsome weaves and 15 rich colors which complement our original 3-color Interweave line. And, the American Assets collection is woven of Marquesa® Lana yarns for superb fade resistance and longevity. That's the kind of performance that puts you in the lead in a dog-eat-dog world!

Shipment is fast because all 15 colors in six weaves are in stock now (with beautiful new two-color combinations also available)! Call today to find out why Interweave's new American Assets collection is a designer's best friend. No bones about it.

Call 1-800-554-7424 for information.

Marquesa® Lana is a registered trademark for 100% BCF Ovis aries yarn produced by Avoca Fabrics and Fibers Company.

Circle 38 on reader service card

*A-Great Plains™
B-Foothills™
C-Wheat Fields™
D-Tall Pines™
E-Gentle Streams™
F-Ocean Shores™
Marvin B. Hopkins (shown) was named to the new post of president of the window furnishings division of Hunter Douglas, Inc.

James P. Cramer, senior vice president of the American Institute of Architects, was named president of the AIA Foundation.

Richard Watson is the new manager of information services for Panel Concepts, Inc., a Santa Ana, Calif.-based open plan office systems manufacturer.

Sherry L. Scholtz (shown) was named eastern regional manager at Levolor Lorentzen, Inc. In charge of the company's eastern regional sales office, she is responsible for all Levolor consumer products sales in 12 eastern states.

At the Gunlocke Company, David C. Manhood (shown) has been appointed sales representative in the Gunlocke Houston INNOVA showroom and regional office. Also, William M. Baker (shown) is the new Gunlocke sales representative in the company's Washington Design Center showroom and regional office. Other appointments at Gunlocke include Douglas C. Post to manager of the purchasing department, Terry C. Hunt to director of design, Shelton Pitney III as director of product systems and casegoods, and Jerome D. Bruckel as director of product seating.

The following division sales managers were appointed for Cole Business Furniture: Harold R. McCalla (shown), mid-Atlantic division sales manager; Jim Hoffman (shown), southern division sales manager; Oliver A. Pentinmaki Jr. (shown) midwest division sales manager; and Jerry A. Dixon (shown), western division sales manager.

Al Everett was named product manager for Haworth, Inc., a major manufacturer of office furniture.

Steven A. Hand was promoted to sales manager for the southwestern region of the U.S. for Dan River Inc., floor-coverings division of Wunda Weve Carpets.

Pat Richardson (shown) was appointed general sales manager for Charleston Carpets.

Kevin Stark was appointed product development manager at Hickory Business Furniture. Also at the firm, Paul Byrd has moved into sales as a field representative. Gene Crump also has been moved to manager of operations and finance for the Hickory, N.C.-based firm.

Patti Huber (shown) joined Cambray Mills as contract specialist. Huber will act as liaison with architects, designers, and space planners in Northern California.

Furniture Consultants, Inc. has purchased Allwin Business Interiors Inc., a 47-year-old Manhattan-based contract furniture dealership. Shown are FCI partners Richard Bascetta, Larry Itkin, David Itkin, John Varacchi, AIA.

Designers Todd Campbell and Mary Beth Rampolla joined Eva Maddox Associates, a Chicago-based space planning and interior design firm. Eileen Jones, director of design, was named to the University of Kentucky Advisory Board, Department of Human Environment and Design.

Jeff Broitman is the new national manager of architectural products for Mero Corporation.

Marie Stull was appointed director of style and design at Patcraft Mills, a major national manufacturer/supplier of carpeting.

Phillip K. Jeska joined Allsteel Inc. in the new position of vice president of operations for the contract furnishings manufacturer.

At Herman Miller, Frank Novakowski was appointed vice president of corporate accounts sales, a new post. Regional vice president appointments at Herman Miller included: Alan Kroll, Northeast, director corporate account management East; Andy McGregor, Southeast, vice president of the firm's health science division; Fred Warner, Midwest, director of general field sales East; and Ken Disselkoen, West, regional manager.
Leslie A. Frater (shown) was appointed director of design for the Sherman Design Group, Inc., a full-service facilities planning firm providing programming, space planning, budgeting, design development, construction liaison, and move coordination for architectural interiors and their furnishings. The company is located in Long Beach, Calif.

Carl A. Brewster (shown) joined BASF Fibers as contract carpet consultant for the midwest area.

Ralph Perers, president, American Business Interiors, Melbourne, Fla., was elected president of The Contract Furnishings Council, a national association of commercial furnishings firms.

Deborah L. Capps (shown) was promoted to the position of space planner/interior designer for Marcia Capps and Associates. This nine-person firm offers space planning, commercial and residential interior design, facilities management, and architectural services.

Major General Clifton D. (Duke) Wright, USAF (Ret) joined the Washington DC office of 3D/International as senior vice president.

Jack Crimmins (shown) joined J. Southard & Associates as vice president in charge of sales and marketing for the firm.

Terrance M. McCarthy was promoted to director, western region, at Haworth, Inc.

John Kurtz was elected president and chief operating officer of Levolor Lorentzen, effective January 1, 1987.

Richard M. (Dick) Decker joined Nanik as director of national shutter operation.

Peter Cohen was named executive vice president, general manager of General Felt Industries.

Sharell L. Mikesell (shown) was appointed vice president, marketing, of the textile operating division of Owens-Corning Fiberglas Corporation here in the States.

Excellence in Interior Design Solutions...

The CALICON 4 Advisory Board invites you to join the members of the Institute of Business Designers, the American Institute of Architects, the American Society of Interior Designers, the Society of Marketing Professional Services, the International Facilities Managers Association, the Illumination Engineering Society and other industry professionals for three days of workshops, seminars and panel discussions focusing on excellence in interior design solutions conducted by industry leaders.

- See new product demonstrations, attend continuing education unit courses and special events including a benefit for FIDER and a star studded gala to benefit DIFFA—The Design and Interior Furnishings Foundation for AIDS.
- Don't miss CALICON 4, the California Contract Show—FREE.
- Write or call now for your registration packet:
Western Merchandise Mart
1355 Market St., Ste. 355
San Francisco, CA 94103
415/552-2311

CALICON 4 SOLUTIONS
Jan. 26-28, '87
At the Mart
San Francisco
COMING EVENTS

1987

January 28-30. CONDES. Dallas World Trade Center, Dallas, Tex.
March 3-5. RHIDEC. Restaurant/Hotel Interior Design Exposition & Conference. ExpoCenter, Chicago, Ill.
March 31-April 2. The American Institute for Design and Drafting's 27th Annual Convention and Technology Exhibit. Sheraton St. Louis Hotel, St. Louis, Mo.
May 13-15. Design ADAC 87, the annual design event for the Southeastern design trade. Atlanta Decorative Arts Center, Atlanta, Ga.
October 8-10. Designer's Saturday. New York, N.Y.

Foreign

January 11-14. 16th Toronto Furniture Market. International Centre (TICC) and Constellation Hotel, Montreal, Quebec, Canada.
January 14-17. Heimtextil '87. Frankfurt, Germany.

IN CASE YOU HAVEN'T HEARD, WE'VE GROWN.
We've recently acquired a select number of Top Grade carpet lines. Now you can get Acousticord for Walls, Berber/wool Designer Series, Breakdance, Concourse, Jutland, Micropoint, Startrak, Tretford Broadloom, Tretford Modules, Valette, and all other popular Eurotex products for cut-order delivery from our in-stock program. Contact Eurotex, 165 West Ontario Street, Philadelphia, PA 19140. Call 800-523-0731. In PA 215-739-8944.

DESIGN ENGINEERING

CHF introduces the definitive folding table base. Available in four base styles! The CHF folding base is available on any CHF table top. CHF folding base styles—966, 972, 956 and 984 are available in all CHF table base finishes. Circle 42 on reader service card.

CHF INDUSTRIES
150 Pine Street
Grayslake, IL 60030
312-223-1900
Call 1-800-CHF-TOPS
Here’s Your Personal CONTRACT 1987 Calendar

Just tear off at the perforation along the side, and hang up the calendar close to your desk and telephone.

You’ll find useful show dates and information along with colorful, informative ads from these leading suppliers:

Bigelow-Sanford Inc. .................. January
I.D.C.N.Y. ................................ February
Bentley Mills Inc. .................... March
Modern Mode Inc. .................... April
Brickel Associates Inc. ........ May & August
Ralph Wilson Plastics Co. ........ June
Kimball ..................................... July
Vecta Contract .................... September
Krueger .................................... October
Lista International ............... November
Merchandise Mart .............. December
Allied Fibers ......................... 1988
February CONTRACT's Healthcare "Executive Buyer Edition" delivers Bonus Circulation to 5,000 healthcare administrators. Editorial features focus on the very latest ideas for healthcare design, plus a wide range of topics of interest to our regular circulation of over 29,000 all-contract specifier/buyers including:

**Healthcare Installations:** Case studies of impressive designs are depicted both pictorially and via in-depth feature articles.

**Healthcare Furnishings:** Introductions designed for this huge market segment, along with coverage of the latest healthcare product trends.

**Fire Retardant Product Review:** A look at the latest products available, emphasizing fabrics.

**Filing Systems Directory:** Including product section on vertical, lateral, mobile computer software storage and other filing formats. Plus an alphabetical master list of manufacturers.

---


**RHIDEJC Preview:** March 3-5, Chicago. Bonus Distribution.

---

**Ad Value For Suppliers:** If you're interested in reaching over 34,000 potential buyers, in a pertinent, "must read" ad environment, call Gary Puro, associate publisher, at 212-869-1300. Ad space closes January 9.
In the '70s, Walker Group was the "new kid" on the block, an up-and-coming firm that revolutionized the formula for retail design through creative, energetic marketing concepts. In the '80s, the firm matured and by acquiring CNI International, has established itself as a solid business enterprise with clear management goals and growth opportunities. Walker Group/CNI is now looking into the '90s, programming itself to become a global conglomerate, offering a diversity of retail and other design services to clients worldwide.

The man primarily responsible for the tremendous success of this firm is Ken Walker, the original founder of Walker Group and current president and chief executive officer of Walker Group/CNI, headquartered in New York City. In the past 16 years, he has kept the firm in the forefront of design and tackled growth as a challenge, not a burden. And, although he no longer takes on a primary role in the design process on projects, it is his work ethic that ignites the creative current running through the firm. This same ethic is shaping management goals for the firm, changing it from an outstanding design firm into an international design leader.

Looking back over the early days of the firm, Walker says, "Between 1970 and 1980, my goal was to establish a quality firm. Profitability wasn't as important as client satisfaction. However, the time had come to make it a legitimate business." He felt that it was time to diversify retail services offered by the firm and strengthen its business in specialty retailing, depart-

Columns designed by Walker Group/CNI flank center merchandising aisle (left) on the main floor of Woodward & Lothrop department store, Washington, D.C. An inlaid marble floor provides symmetry with the ceiling and prism-shaped lighting fixtures above.
FIRM PROFILE: WALKER GROUP/CNI

V.P.s have complete autonomy

Walker Group/CNI project: Woodward & Lothrop, Washington, D.C.
Sq. ft.: 40,000 (main floor only)
Project design team: Kenneth Walker, partner-in-charge; Martin Jerry, design director; Kaoru Yamamoto, senior designer; Eric Bress, project executive; Ion Constantin, project coordinator; Lori Mehring, planning/merchandising; and Howard Pasternack, colors and materials.
Completion: October 1986.
Project notes: Located in the heart of Washington, D.C., this project needed a facelift to re-create the elegance of a large downtown department store. Grecian-style columns, taken from the exterior design which was being renovated by Michael Graves, were installed to provide a strong merchandising aisle through the center of the main floor. A marble floor pattern repeated down the aisle is a condensed version of the ceiling design above, which features prism-shaped brass lighting fixtures suspended from recessed ceiling sections. A vaulted ceiling on either side brings the eye level down to "smaller" shops located away from the main floor. Soft uplighting and pinpoint spots keep customer's attention directed at ground-floor displays. Brass and marble detailing are used in the cosmetic and fine jewelry areas, along with darker background finishes that show off brightly-lit packaged products.
Comment: "Restoring the grandeur of this large department store was important to the client. The challenge was to make it fresh enough for the '80s without losing its original elegance."
—Martin Jerry, design director.

glass facade. Restated in color, they also highlight the Food Court within and ceilings that link Phase I and II. A small, five-pointed star can be seen throughout—done in brass and imbedded in the cement outside entryways and also on signage in Phase I. Elegant colors and opulent materials link the two phases. The Colonnade Sign (entrance to the shops from a hotel) is a delicately lit faux marble sign with etched typography set below colorful Italian silk banners. Brass bracket panel signs, curved brass fixtures with frosted glass shades, and circular tenant signs serve as important decorative elements to create a strong unity between the two phases. Tall, round columns painted in aqua blue are the principal architectural element.

Comment: “The idea was to give the mall an urban street feeling. The brass signage, decorative light fixtures, and planters provide pedestrian scale elements.” —Ed Sierra, senior designer.

FIRM PROFILE: WALKER GROUP/CNI
70% is repeat business

(Continued from p. 95)
ment stores, and shopping center design. The acquisition of CNI International, a New York-based design firm known for its department store expertise, in 1984 was the first step toward this goal.

In the two years since, Walker Group/CNI has experienced the typical kinds of growing pains that occur when two firms become one. It consolidated operations in New York City, shifted responsibilities, and took on a larger work load. "In 1985, we worked 52 weekends just to keep up with the work," comments Walker. "It leveled off last year and now we expect 1987 to be our best year ever." Lawrence J. Israel, former president of CNI and now chairman of the new firm, agrees, "It has taken two years to shake out all of the problems and make everybody happy."

Management structure reflects multidisciplinary talent

Always a multidisciplinary firm, Walker Group/CNI's management structure was organized to utilize talent and define areas of responsibility. A team of six vice presidents handles all aspects of design and project management for three different "studios," or divisions in the firm. Vice presidents Robert Carullo and Anthony LoGrande direct project management for Studio One, the department store division that services such clients as Burdine's of Florida, Bullocks in California, and Chicago-based Marshall Fields.

Martin Jerry is vice president in charge of design direction for Studio One. Vice president David Wales supervises all design and management for Studio Two, the specialty store division, for clients such as The Limited, The Gap, Hallmark, and Lucky's. Studio Three, headed up by John Van Aken, is the architecture division, which includes retail and shopping center design, preservation, and renovation. Patrick McQuilkin is vice president and director of production on all projects. Mark Pucci is principle-in-charge of the Los Angeles office.

Other self-sufficient divisions in the firm which are not part of any Studio per se, but service all of them, cover graphics, packaging, and industrial design. Corporate office design also makes up a significant amount of the firm's business and is one area Walker hopes to expand in the future. A separate subsidiary, Walker/Group Designs, develops fabrics, furniture, and lighting fixtures for the contract market.

Walker is quick to point out that each vice president has complete autonomy and that his role is to keep the creative ethic going, plan design strategies, and be active in the "front end" marketing efforts for the firm. As chairman, Israel shares some of these same responsibilities, but is chiefly involved in Studio One, since his area of expertise is in department store design.

"In many entrepreneurial firms, principals are reluctant to pass on responsibility," Walker states, "but much of our business is generated by the people in this firm who are actually managing jobs and doing the design work."

"There is a freedom of design, an openness produced by Ken that allows us to experiment with new ideas," says Martin Jerry, vice president, director of design for Studio One. "Our team approach is important and it is what will make us the firm of the '90s." Tony LoGrande, vice president, project management, Studio One, makes this analogy, "Ken is a good orchestra leader, but he's not trying to play all the instruments at the same time."

Those new ideas have kept clients coming back; the firm enjoys 70 percent repeat business. But the key to Walker Group/ CNI's success is not just creative design, it's the company's marketing orientation, backed up with innovative ideas. Both Walker and the principals at CNI built their business on being able to understand the client's needs and translate them into three-dimensional concepts that attract customers and sell product. Increasing numbers of specialty stores have made marketing more important than ever for the retail trade.

"Department stores decided to get out of certain product areas several years ago and just concentrate on fashion," says Israel. "The resurgence of specialty stores has changed their position in the total retail market." Walker maintains that, "Design has become a marketing tool for retailers at all levels. Statistically, there are 125 people for every store in America, so the objective is to gain market share. Design can be used to achieve those points of differentiation."

First branch office opened last May

Firmly established as a design leader in the United States, Walker Group/CNI wants to expand its horizons. In order to take advantage of growing business opportunities in the Pacific Rim, the firm opened its first branch office in Los Angeles last May. Though Pacific Basin projects, including work in Korea and Japan, are currently handled through the firm's New York office, they are expected to shift to Walker Group's western jurisdiction.

Says Mark Pucci, principal-in-charge, Los Angeles office, "We're not yet designing in Los Angeles. Instead, we're concentrating on client development and production tasks. Design

(Continued on p. 101)
Walker Group/CNI project: Pompano Square, Pompano Beach, Fla.
Sq. ft.: 100,000
Project design team: Joe Schufza, partner-in-charge; Edwin Sierra, senior designer; Joanne Newbold, design director; Sandra Hagashi, graphic designer; Mike Gilroy, project coordinator; and Steve Kitezh, colors and materials.
Completion: June 1986 (food court), November 1985 (mall).
Project notes: Built in the late '50s, Pompano Square is a regional shopping center situated between Ft. Lauderdale and Boca Raton in eastern Florida. Walker Group's design objective for this "dated" mall was to create a new identity and an exciting shopping environment. The design team decided to enlarge existing skylights in each of the six courts of the interior space, punctuating each with glass-enclosed kiosks to pace traffic. Alternating ceiling heights provide a rhythm to the whole space. Interior amenities include neon-rimmed skylights, sculptured plant and seating units, and frosted glass light fixtures mounted on poles with colorful banners. The new logo, based on a seashell motif, is used on exterior signs and carried through to the interior via mall directories and banners. A pink and aqua color scheme taken from the logo is incorporated throughout—including floors tiled in pastel ceramic. A continuous light cove unifies the interior and creates an attractively uplit atmosphere. Sign banners mark retail spaces and piers delineate tenant spaces. A new 30,000-sq.-ft. food court on the mezzanine level is accessed by new escalators and a refurbished elevator. Bathed

(Continued on p. 100)
FIRM PROFILE: WALKER GROUP/CNI
L.A. office to serve Pacific Rim

(Continued from p. 99)

in natural sunlight from a new skylight, the Food Court overlooks the Grand Court as well as the exterior.

Comment: "We decided to take advantage of the Florida region and create a 'tropical' retail experience through use of pastel colors, large skylights, and dramatic lighting." —Ed Sierra, senior designer.


Enlarged skylights with neon-rimmed lighting (previous page) in pastel colors give Pompano Square mall an attractively uplit atmosphere. A food court (below), built on the upper level of the mall, features a new skylight and two escalators.
is coordinated through New York, but our ultimate goal is to mirror the headquarters office in terms of being a multi-disciplinary force."

According to Pucci, the branch office's development has exceeded expectations. "Development of this office has been moving along at a faster rate than anticipated," he says. "Ken Walker had expected little or no billings for one year, but we've certainly gone beyond that." The new western location has indeed been a key factor in landing jobs. Prior to the Los Angeles branch opening, all efforts by the New York office to retain Caesar's World, Inc., Las Vegas, as a client proved futile, says Pucci. "Because of this office, we're now working on projects for Caesar's in Tahoe, Las Vegas, and Atlantic City."

Besides Los Angeles, Walker expects to open another branch office in Tokyo by 1988. "The Pacific Basin is a dynamic part of the world," he says. "It is seeing a rise in middle class economy which is helping business in the retail sector." The Tokyo office will probably be a joint-venture, but according to Walker, "The goals of all our branch offices are to eventually be freestanding and self-supporting." Other branch office possibilities include London, England, where the firm has already done work for Harrod's department store; Paris, where it has completed another project for Galeries Lafayette; and Florence, Italy. But Walker is cautious about opening an office in another country unless there is more than enough business. "We wouldn't open a foreign office for just one client," he states.

Other than expanding the firm globally, Walker is also thinking about acquiring a hospitality design firm or group. "This is a logical discipline for us to consider," he says. Citing a trend toward "conglomerate" firms that will eventually command the largest share of the design business, he wants to put Walker Group/CNI in a position to compete. "Eventually, there will be elephants and ants," he explains, referring to the size and scope of design firms. "Right now, Walker Group/CNI is a tiger firm, but we certainly have the potential and are working towards becoming a global elephant."—S.M.
Anchor Store Boosts Image of Marginal Site

Planned Expansion Group, White Plains, N.Y., comes up with an ingenious piece of architecture for Big V

It is one thing for a Transco to erect a monumental building on a marginal piece of property just outside Houston's downtown. The idea was to make a tall image statement on a flat piece of marginal land that allowed the building to dominate the skyline.

It's another thing for a supermarket company to invest in a marginal piece of property in a somewhat rag-tag part of a city and build a high-image, mixed-use development on a tight budget, so that it serves as an anchor point for the rehabilitation of a district.

Rubbled site

That was the intent of Big V Properties, the shopping center development arm of Shoprite supermarkets. Big V opted to develop a retail mall on a 4½-acre tract of land on an impossible site in a marginal area of Yonkers, New York. The town itself is an anomaly, an island of older buildings, in the southernmost section of suburban Westchester County.

There existed no supermarket of any size in a 4-sq.-mi. area of Yonkers, located on the northern border of New York City, and the location was promising, if the site itself was not. It was a multi-level tract, half hilly rock and half the crumbled remains of brick buildings long reduced to rubble.

Planned Expansion Group, architects and planners, White Plains, N.Y., an organization responsible for designing prize-winning stores for Shoprite, looked into the site. It shrugged its creative shoulders, and came up not only with a workable mall concept, but an outstanding planning and design job as well. The group transformed an ugly duckling lot into a viable, highly successful retail mall and mixed-use property.

Both the location and topography of the site influenced the configuration of the complex, since the planning had to take into consideration a 30-ft. drop from one side of the lot to the other. Because the site was located downtown on a main street just blocks from Yonkers City Hall, a typical suburban strip center consisting of a supermarket and satellite stores surrounded by acres of open parking was out of the question. Even in marginal downtown areas, acres of parking are impossible to come by.

Concept hewed to tight budget

Ken Narva, principal of Planned Expansion Group, led a team that came up with a concept that adhered to the tight budget, yet permitted vertical expansion. The topography of the site lent itself to a two-level mall—supermarket on the lower level, and 35,000 sq. ft. of retail stores on the upper level. A four-story parking building will be the foundation for a 65,000-sq.-ft. office building.

In effect, the concept involves creating a superblock that meets the needs of both private and public interests. Funding is provided through a $5 million financial assistance plan devised by the Yonkers Industrial Development Agency and through a
from the weather and provide unity to the complex.

A major circulation spine was built along the southern elevation, which would serve as an entrance for all retailers. It was good for security and was very attractive, according to Narva. In addition, there is a glassed-in stairway that invites shoppers to go to the upper level for additional shopping.

From the arcade, shoppers can look down, and into, the supermarket, so that there is a sense of interconnection. Colors carry from the outside into the heart of the supermarket, with departments varying according to colors normally associated with them—green for produce, white/orange for dairy, red for meat and so forth.

The red wall grid is carried into the store in the form of a red egg crate louver. Shoprite's colors are red and yellow. Color bands on floors match colors of each department to lead the shopper logically through the shopping tour.

**SOURCES**


Architects & Planners—Planned Expansion Group.

$1.3 million Urban Development Action Grant—federal money granted to the city of Yonkers targeted for economic development.

“The center is human in scale,” adds Narva, “not a monumental kind of space. It has a sense of permanence. There was concern for scale, materials, maintenance, durability, and the security and comfort of those who approach both on-foot and by car. These concerns have been successfully combined with a sense of festivity and theater, which is an integral part of shopping.

Designed to service 80,000 people within walking distance of the complex, Greenway Shoprite Plaza provides 35,000 sq. ft. of tenant stores—dry cleaner, drug, and fashion stores. It is designed as a true neighborhood shopping mall.

**Complex is vertical**

There the comparison ends, because the complex is vertical, yet retains its easy-in, easy-out characteristics, since each street entry is at a different level of the complex. Thus, people driving in from any of the surrounding streets do not have to proceed to specific entrances, but enter the shopping garage from the entry level of any street.

“We then had the freedom to create architecture that was theater,” says Narva. “Like all retail space, it should entertain...be a stage. A grid wall in deep red and the big arcade is uplighted at night to draw people in, as well as protect them from the weather and provide unity to the complex.

A major circulation spine was built along the southern elevation, which would serve as an entrance for all retailers. It was good for security and was very attractive, according to Narva. In addition, there is a glassed-in stairway that invites shoppers to go to the upper level for additional shopping.

From the arcade, shoppers can look down, and into, the supermarket, so that there is a sense of interconnection. Colors carry from the outside into the heart of the supermarket, with departments varying according to colors normally associated with them—green for produce, white/orange for dairy, red for meat and so forth.

The red wall grid is carried into the store in the form of a red egg crate louver. Shoprite's colors are red and yellow. Color bands on floors match colors of each department to lead the shopper logically through the shopping tour.

**SOURCES**


Architects & Planners—Planned Expansion Group.
DESIGNER’S CREATE PUBLIC SEATING FOR FLEXIBILITY AND COMFORT

Easy maintenance, interchangeable modules distinguish ganged, auditorium, & reception area seating

Symedesign—Links seating system features removable, cleanable, two-way stretch covers; linking capabilities; and a full range of coordinating tables. The system is KD for easy replacement and repair of damaged parts. Circle No. 219.

Beylerian—Two-, three-, and four-position beam seating accommodates high- or low-back Sirkus seat elements. If specified, each seat is fitted with its own set of armrests. A table with radiused corners is also available. Circle No. 214.

Herman Miller—A straight module and four wedge-shaped modules can be linked together in a virtually endless number of configurations in Chadwick modular seating. Each module is made of fully-upholstered urethane foam on a molded polystyrene base. Circle No. 204.
Loewenstein/Oggo—Stacking chair features a solid beechwood frame with bent ply seat and back. The seat is available in plywood or upholstered over fire-retardant foam. Arms are optional, as is a double-arm-ganging unit. Circle No. 215.

Peter Pepper Products—Fiberglass benches and tables for indoor or outdoor use come in 25 colors. A new finish named Glaswood is a fiberglass simulated oak grain offered in several woodstained colors. Circle No. 210.

Kroin—This firm's garden and park furniture, developed for the 1972 Olympics, has received eight international awards. Shown is modified Olympia seating. Circle No. 202.

Shelby Williams—Molded plywood chairs with semi-arms can be ganged, clustered, or stacked. Ergonomically contoured seat and back are shaped and foam-padded. Circle No. 208.

Davis Furniture—Track modular seating has a wide range of finishes and surfaces available. Table and arm components are offered in variations of fabrics, opaque colors, and wood surfaces. A resilient suspension system is designed for correct body support. Circle No. 217.

Brayton International—Features of Sara include spring interior seat cushion, fixed side cushions, fully integrated lumbar support and eiderdown padding on both seat and backrest. For optimum comfort, the back has been assigned the same amount of area as the seat. Circle No. 216.
PUBLIC SEATING

Optional fabrics & finishes

**Krueger International**—Axis 3000 is a beam-mounted tandem and auditorium seating system. Interchangeable components consist of armrests, folding tablet arms, beam-mounted tables with plastic laminate top and bottom, optional ashtray, and audio equipment holder. Circle No. 236.

**Hayes**—Available in fabric, vinyl, and leather, the 344 modular series includes fully-upholstered seating modules; arm assemblies of solid white oak or American walnut; and center, end-hanging, or freestanding tables. Circle No. 200.

**Kinetics**—200 Series continuous seating is a network of chairs, benches, and tables. Connecting device is factory-welded to side of arm section that provides convenient and solid coupling of interconnecting components. Circle No. 234.

**Steelcase**—The fully upholstered design of Elysee sofa seating offers an almost unlimited range of applications in reception areas. The four basic units of the modular, fully upholstered, series can be combined to accommodate almost any size room. Circle No. 209.

**Paoli**—Base units and tables in the Trax multiple seating group are made of solid butcher block oak in a selection of sizes. Finishes are medium oak, mahogany, and walnut. Circle No. 220.

**Modern Mode**—Designed by Norman Cherner, Series 7000 multiple seating comes in leg and sled base styles in multiples of two, three, and four, with connecting tables and ganging clips. Circle No. 212.
**Vecta Contract**—Raf System is composed of straight and curved seating units, tables, and a choice of end panels which provide armless or full arm seating groups. Bases and end panels come in 15 colors. [Circle No. 218].

**Falcon**—Modular seating includes a settee with or without arms made in any configuration to meet design specs. Seat is foam over rubberized webbing and back has fully upholstered cushions. [Circle No. 237].

**Boling**—Model 1211-SB-3 is available in all wood finishes with vinyl, leather, or fabric upholstery. Chairs may be ganged. [Circle No. 211].

**Kimball**—The 1100 Series offers a two-cushion settee and three-cushion settee for reception areas and informal lounges. Models feature a contemporary design in oak or walnut finishes. [Circle No. 221].

**Gregson Furniture Inds.**—Multiple seating style no. 7013-1112 is available in North American walnut or Appalachian oak. There is an opening between the seat and back for cleaning. [Circle No. 205].

**Condi**—In a selection of designer fabrics and vinyls, the Infinity seating system has ergonomically contoured cushions with formed air channels to provide optimum support and temperature control. [Circle No. 207].
PUBLIC SEATING

Units conform to any shape

MTS Seating—Multiple seating arrangements offer in-line and corner groupings. Seats are available in four styles: fiberglass-side-shell; fiberglass-arm-shell; poly-side-shell; or an upholstered unit 560 with chrome frame and optional arms. Circle No. 213.

G/O Furniture—Tandem seating designed by John Duffy can be specified in many configurations. Options include attached center or end tables, open or closed arm panels, legs, or runner bases. Circle No. 285.

American Seating—For auditoriums, Centrum 3 is a beam-mounted modular unit with sculptured wood or upholstered shell, individually mounted armrests, or folding tablet arms. Circle No. 206.

Fixtures Furniture—in an octagonal design, rio may be specified in side, arm, or tablet model. Offered in wood, perforated steel, or upholstery, chairs can be ganged and stacked. Circle No. 201.

JG Furniture—T-100 seating features a thin common frame, allowing actual seat width to be 15 percent larger than most other chairs. Fully upholstered seats and backs, solid walnut arm caps, and removable covers are standard. Circle No. 284.
Thonet—Oak System 3000 is a modular system consisting of open or closed backs with seats, benches, arm, or armless frames and tables. Components may be arranged to form a single unit or arrangements of up to five units. Circle No. 286.

Forms + Surfaces—Wire Grid furniture is constructed of heavy gauge wire grid and steel tubing. Stacking benches and chairs, back-to-back benches, and wall-mounted seating are available. Color-coordinated litter receptacles, smoking urns, and tables are also included in the line. Circle No. 283.

Pouliot Designs—Fiberglass bench can be suspended between any number of combinations of the company's planters. Available in 26 colors and 18 faux finishes. Circle No. 233.

Alma—Modulo Nine unites Dow Chemical's Voraspring, a plush, luxurious foam, with rich fabrics and high-gloss Nevamar plastics to form a contemporary seating system. Circle No. 203.
Specialty design for fast food interiors is becoming more popular in the United States. These four McDonald's restaurants, created by three different design firms, reflect an attractive, sophisticated dining environment.

The projects employ various themes including a '50s and '60s diner featuring a Corvette and statuesque Beatle figures; a neon and black gloss tile design to attract university students; a suburban mall style with bar room chairs; and a slick, urban McDonald's catering to New York's professional lunch hour crowd.—E.McM.

Bands of pink, white, and blue neon (above and opp. page, top) guide diners into a nostalgic '50s style restaurant known as the McDonald's Varsity Theater. Marquee (opp. page, bottom) marks the site of a former theater on the North Carolina State University campus in Raleigh.
McDONALD'S, RALEIGH, N.C.

Restaurant Appeals To Young College Crowd

The regional director of McDonald's franchises in the Raleigh, N.C. area purchased an old movie theater and adjoining building in order to construct a 30th anniversary theme restaurant. It is located on the campus of North Carolina State University at Raleigh, and has become a regular gathering place for students under the 21-year-old legal drinking age.

To attract and entertain this audience, Rodney D. Carman, ASID associate, project designer with D. Gordon Plummer, ASID, IBD, principal-in-charge of Perry and Plummer, Wilmington, N.C., decided to work with a '50s theme while using glossy, maintainable surfaces that would sustain heavy use.

A colorful neon exterior is created by use of a traditional theater marquee, using familiar McDonald's colors of red and yellow with some blue. As one enters the eatery, the neon touch continues with red, white, and blue lighting along the ceiling, leading to a black, glossy tiled wall characterized by electronic panels hidden behind graphic scenes, featuring caricatures of James Dean and Marilyn Monroe.

Used primarily for music videos, cartoons, and movies, the electronic panels automatically roll up and interior lighting dims, so students can enjoy filmed entertainment while eating. As a result, the restaurant is named “McDonald's Varsity Theater.”

“The style of juke box from the ‘Happy Days’ television show is one of my favorite parts of the design, because it unifies the interior,” says Carman, adding, “Songs in the jukebox combine past and present music trends, and volume selection can be made from individual tables.”

To blend elements of the franchise's beginning, Speedy, McDonald's original hamburger man, is electrified in blue and pink neon, at the right upper wall of the serving counter. Directly opposite Speedy is a mascot figure from the university's Wolfpack wolves. The 2,500-sq.-ft. space contains curving walls of Wilsonart plastic laminate, leading one up or down the corridor which separates movie screens and seating, and leads into the serving area, perhaps for more fries.

SOURCES
Early '60s Decor Attracts Baby Boomers With Kids

Only in Chicago's River North area can one enjoy a famous brand of burgers and fries, flanked by a red-and-white 1959 Corvette, while dining in the Corvette Corral. This particular McDonald's is one of the first franchise restaurants to open in this area of the city that is experiencing rejuvenation. The interior is divided into a '50s and '60s theme by using separate dining rooms for each decade. Architect/interior designer Patrick Marzullo, AIA, Artifax International, Lombard, Ill., was fortunate enough to have an opportunity to design a diner-style fast-food restaurant with an amusement theme from his own coming-of-age era.

Marzullo, along with firm principal and president Frank Camacho, NSID associate member, and the franchise owner, decided on a late '50s and early-to-mid '60s Beatlesque theme for the 24-hour-a-day operation. The designer created a number of elevations and platforms to help diners focus on various aspects of the theme. One of the world's busiest McDonald's, it serves 300,000 customers per month, requiring low maintenance, and durable materials for design and construction.

Floor and wall tile became an intricate and essential element of design. High-gloss tiles on walls are complemented by mirrors wrapping around the '50s theme room. For contrast and safety purposes, matte-finish ceramic tiles were used on all floor space.

Rounding out the Corvette Corral are chrome-finished chairs and table bases, providing a residential look for kitchens from the era. A Phillips 66 gas pump in fire-engine red balances the color scheme. Jukeboxes from the period offer tunes by Elvis Presley, Buddy Holly, and Bill Haley and the Comets, while posters of Marilyn Monroe and James Dean offer visual reminiscence.

Statuesque, white, ceramic Beatle figures stride down the road in a glass box in the '60s room, where customers sit on authentic soda fountain stools. Posters, pictures, and a jukebox filled with tunes from the British invasion stimulate diners. Closed-circuit television sets offer tapes of Fab Four performances, and moments from early TV programs.

A central, circular hologram offers a full-dimensional film of dancers from the '50s who were filmed in a studio on a revolving stage. It was initially a complicated idea, but once installed, it is easily maintained by changing the light bulb which allows for film projection.

Catering to late-night taxi and truck drivers, the interior offers refuge from the road as well as a chance to contemplate paths which might have been taken when surrounding memorabilia was shaping a nation's decorative and musical inspirations. During daylight hours, grammar school students widely use the facility, receiving a mini-course in their parent's teen-age folk and entertainment heroes.

The restaurant also has a banquet room seating 100 people, where meals, catered from the kitchen upstairs, include linen tablecloths, silverware, and fresh flowers.

SOURCES

Interior design, custom booths, & millwork—Artifax Design International.

A view of the Corvette Corral (above) offers diners in Chicago's River North area McDonald's a chance to reminisce about the late '50s and early '60s. Another dining area displays statuesque Beatle figures (opp. page), enclosed by a glass case.
Two kite-string bands of electric-blue neon wrap around a drop ceiling, leading customers to the service counter at McDonald’s in New York City’s famous Rockefeller Center. Composed of carpeted platforms with wooden chairs and vinyl seats, glass blocks, mirrors, and muted floor tiles of salmon, blue, and gray, this fast-food restaurant caters to the business person, serving huge lunch-hour crowds in the city’s hub.

Rockefeller Center’s management had to ultimately approve any design plans selected for such an important location that caters to a selective group of tenants. After four designs were rejected, the franchise owner requested that Charles Morris Mount, interior designer, principal of his own firm, and designer of many New York upscale restaurants, come up with a design for the site.

“Rockefeller Center owns the greatest collection of Art Deco works in the United States, and it is impossible to compete with them, so I went for a simple look which would blend,” Mount explains.

He selected simple, clean-looking lines to guide patrons through the 5,000-sq.-ft. space and chose not to mimic Art Deco. A fresh appeal was created with sophisticated cool blues, theatrical lighting, and an eating area away from the flow of traffic toward the counter. Polished, clean looks survive in those high-traffic areas due to the installation of easily maintained surfaces that are both durable and attractive.

This McDonald’s is open from 7 a.m. to 7 p.m., receiving a substantial breakfast crowd, capacity lunch crowd, and a diminishing late afternoon crowd. Mount calls it “fast-food grown-up” due to the clientele and specific appeal. Even the arches are subdued here, as they are done in gold leaf. “Lighting used there is fabulous, because it is easily adjustable and lends credence to the high-tech environment desired. Theater-style lighting is becoming an important element in the food-lighting business,” Mount added.

**SOURCES**

- **Flooring**—American Olean, Lees Carpet
- **Walls**—Forms + Surfaces, DesignTex
- **Ceiling**—Simplex polished aluminum, Conwed fascination acoustical
- **Soffit work**—National Acoustics
- **Lighting**—Artemide “Clipo” wall sconces, Litelab Inc. LPB-9 low voltage, Capri recessed pinhole downlight
- **Bathroom**—American Standard
- **Kitchens**—Franke Inc.
- **Millwork**—(alxner Design
- **Hardware**—Hercules doors, Fabricators—Art Fabricators, Windows & mirrors—Metrolite Inc.
- **Interior design**—Charles Morris Mount
- **General Contractor**—Herbert Construction

Salmon, blue, and gray floor tiles are highlighted by theatrical track lighting and dual bands of blue neon (above, left; and top, right) in the Rockefeller Center McDonald’s in New York City. Tables and seating for two allow semi-privacy for large, lunch hour crowds seeking “adult fast food.”
Situated in the elegant shopping environment of Paramus Park Mall in Paramus, N.J., a McDonald's restaurant surrounded by a greenhouse features imported Italian marble, wood-trimmed tables, and brass-backed chairs. Also designed by Charles Morris Mount, this restaurant carries over some elements used in Rockefeller Center (opp. page).

The upper level food court has over 20 eateries competing for the same shopping crowd, but the suburban McDonald's has the appeal of many home dining rooms in this affluent area of North Jersey. Blue grid floor-to-ceiling lighted columns give the illusion of space beyond, while natural red oak panels run four abreast, separated by mirrors decorated with wall sconces that add elegance and ambient lighting.

Viennese cafe-style chairs rest on a raised platform of Italian quarry tiles. Marble from Verona, Italy is used for a stand-up counter resting on oak wood trash receptacles. A red granite serving counter rests on top of a solid marble front facing customers as they approach the counter. A vaulted ceiling helps to balance the restaurant acoustically and esthetically. Bright lighting, an element of each McDonald's presented here, easily attracts hungry shoppers.
For over 50 years, the Lakeside Delicatessen, Oakland, Calif., has been a family business consisting of basic deli-counter service that provides precious ingredients for Italian cuisine on the West Coast.

The original store space was 15-ft. wide by 18-ft. long, and was expanded to 30- by 70-ft. by Ace Architects' Lucia Howard and David Weingarten, Oakland. Along with a seating installation to accommodate 49 patrons, (20 in the rotunda, 20 in the garden, and nine upstairs), additional space was created for a business office, and employee lockers and seating area.

During the expansion process, the architects imagined that a Pantheon-like space was uncovered, and the roof revealed a great oculus, long since filled with plaster and framing. Buried beneath layers of carpeting and tile, they would find a colossal figure of Triton. His finger pointed out to an arcade which ended...
Remodeling reveals Italian ethnicity

in a small grotto with figures of Triton, Neptune, and a host of dolphins, awaiting command.

Today, the secular gods protect a heady supply of pasta, prosciutto, mortadella, and chianti. Customers who choose to eat-in may select from an array of outdoor-cafe-styled tables and spaghetti chairs, typical of an authentic cafe in the homeland.

One can stand under the rotunda and observe a pompeian mural or look towards the rear into the pink colonnade, where columns converge at the statue.

The deli is currently run by the family’s second generation in America, so Neptune and Triton effectively represent the father and son image. This temple to food is decorated with hanging garlands on a trellis in the garden which will eventually wrap around the rails extending indoors. Here, artist Joe Ruffato painted garlands on the walls above the seating area. Painted garlands will become real as ivy grows along the trellis.

The rotunda houses the deli entrance, service, preparation, kitchen, and storage area. Shelves are built-in to the existing...
walls and offer a selection of imported delicacies and wine. The skylight, representative of the Pantheon’s oculus, illuminates the dessert case with a beam of sunlight at noon time.

Even the entrance to the deli harkens back to a classical age with white columns and suspended white metal ribbons inscribed with the words Lakeside Deli and the street address. The namesake is illuminated in neon on a bowed arch, so the deli can easily be seen from the highway.

The upscale tasteful design lends itself to quality deli-style dining where the menu and environment combine to enhance Old World flavor in a new world setting.—E. McM.

SOURCES

Interior design—Ace Architects.

A balcony view of the lower deli’s pink colonnade (opp. page) allows diners to ponder the significance of Neptune and Triton’s grotto. Rotunda and dining area leads outdoors to enclosed seating by the garden.
STRONG DESIGN ELEMENTS DRAW CUSTOMERS

when customers enter Dimitrios restaurant, located in the Northland Mall, Columbus, Ohio, strong design elements make an impact on their senses. Dimitrios is designer Lidia Danjell’s interpretation of the Memphis style that originated in Milan.

Danjell is not worried that Memphis will be too strong for this midwest market. People's taste values have changed, she explains, and it is amazing how much boldness and brightness customers will accept and enjoy.

“Making a statement” in Dimitrios was key according to Danjell, who notes that the project had to compete with other restaurants in the mall, drawing customers into the space through the bold color scheme and strong graphics. These two elements definitely attract the attention of passersby.

The color scheme includes reds and yellows (typical in fast food interiors) combined with turquoise for a Mediterranean look, as well as black and white. Black was used for its intensity and sophistication. “It makes the restaurant ‘pop’ graphically,” says Danjell.

Creating a total package for the client, Danjell designed cups and napkins that feature the graphic patterns of the restaurant interior. These graphics, in fact, were painted by Danjell herself. Another touch introduced by the designer was a “fabric wrapping” effect around standard metal columns. Signage and mirror details for the project were also custom-designed.

In addition, Danjell came up with an innovative solution to limited seating capacity—a center bar and double-tiered food counter were custom-designed. Space limitations were a major concern but by making optimum use of the available 1,600 sq. ft., seating for 60 was achieved.

Lighting consists of regular canister tracks, high-intensity projector lights, and small decorative fixtures. Stainless steel wire was used to form a grid across the black ceiling, creating an illusion of an etched glass ceiling.
Dimitrios serves pizza, gyros, and submarine sandwiches, along with desserts. Danjell says it appeals to everyone from teenagers to families. She notices that even senior citizens appear to enjoy the environment which further illustrates the point that strong design attracts and appeals to all people.

Danjell is head designer/owner of Lidia Danjell Design. Jeff Heffner, architect, and Judy Sabo, assistant designer, were also part of Dimitrios' design team. A total of seven employees work at the firm.

Both owners and customers are very satisfied with Dimitrios which opened in time for the Christmas season. Altogether, the project took only about six weeks to complete, from start to finish—a common timetable for fast-food projects in malls.

Danjell’s firm was contracted to renovate two other Dimitrios in Columbus and to design new branches in Florida as well. Lidia Danjell Designs does about 80 percent of its work in restaurants, of which 35 percent is in fast-food installations.—P.B.

Sources

Interior Design—Lidia Danjell Design.
FAST FOOD FURNISHINGS
UPDATE INTERIORS

Tubular steel & wood accent seating permit frequent, durable use

Virco—Upholstered cane chairs, with or without natural finished formed wood armrests are designated Series 250. Six colors complement chrome-plated, 1-in. thick tubular steel frames. Circle No. 121.

Wilsonart—Turfsurf II is a line of extra-heavy wearing laminates available in the company's 200 colors and patterns. Appropriate for counters and tables, it provides eight times the abrasion resistance of ordinary laminates. Circle No. 149.

Plymold Booths—Faro cluster seating offers single-chair end units and double-chair center units (shown) which can be combined to support bench settees in space-efficient wall style arrangements. May be specified in various back styles with molded fiberglass or oak seats. Tabletops are a choice of plastic-laminate, oak-edge, and butcher-block styles. Circle No. 129.

Bieffe U.S.A.—Wiz, a bar stool made in tubular steel, has a seat in vinyl or leather, with a high and low version. Circle No. 130.

Arconas—Ibex chair is a tubular steel frame stacking chair available in white or brown molded polypropylene. Seats are made with polyurethane foam upholstered in company's fabric or COM. Circle No. 138.
**Telescope**—Solid oak directors chairs feature kiln-dried lumber with shaped arms, legs, and seat blocks. Seating is made from non-sag material and has a wafer-thin cushion. Circle No. 137.

**Phifer Wire Products**—SunScreen solar screens shade windows, skylights, sunspaces, and glass doors used in dining areas against summer heat. When installed on exterior of glass, it blocks up to 70 percent of sun’s heat. Weave allows good outward visibility and controls glare. Circle No. 146.

**Kroin**—Elbe table is constructed with a tubular steel pedestal and base. A ¾-in.-thick table top is made with composite wood core. Sintered synthetic coating on pedestal and base comes in white or green. Designed to withstand heavy use and weather, product is abrasion-resistant. Circle No. 136.

**Basta Sole**—Umbrellas may be used for indoor or outdoor dining in high-style restaurants. Freestanding or hung from the ceiling with reversed poles, they provide an acoustical baffle. Hardwood and resin frames are available. Circle No. 135.

**Island Furniture**—Barbados outdoor dining furniture features double tube construction and 2-in.-wide straps. Island Highlights umbrella lamps are useful for evening dining. Circle No. 145.
FAST FOOD FURNISHINGS

Booths, cafe styles modernize interiors

Loewenstein/Oggo—Fast-stacking side chair has an expanded steel seat on a heavy oval steel frame. Vinyl guards prevent scarring when stacked. White, black, or red colors are nylon-coated. Circle No. 122.

Cramer—The 6006 Handler is made of injection molded polypropylene or plywood. A 7/8-in. steel rod frame has double cross members, providing strength and stability. Seat and back are designed with hand-hold features for easy handling, moving, and storage. Circle No. 133.

Mueller—Arriva chair is an armless guest chair with a sturdy hardwood frame and choice of two cushion details; a tight seal and back (#4025) or attached seat and back pillows (#4125). Frame of ash or maple comes in wood finishes and Enduracoat lacquers. Circle No. 126.

Brill—Solid oak booths and trestle tables feature warm, honey colors offering rugged construction for heavy use. Open or island bases are offered in a range of heights and widths for various installations. Naughahyde upholstery is offered in six colors. Circle No. 143.

Forms + Surfaces—Wire grid furniture is constructed of heavy gauge welded wire grid and steel tubing. Sturdy construction and durable color finish complement stacking chairs. Line includes back-to-back benches and wall-mounted seating. Circle No. 144.
Fixtures Furniture—Rondo builds on simple, light design for comfort and function in a stacking and ganged chair. Upholstered, wood, and perforated steel selections offer added arms or tablets, and accessories. Circle No. 123.

Lewittes—Cafe collection of arm and armless chairs made from Palasan pole has sturdy, triple leg construction. Seats are high density foam over plywood. Available in natural, woodtone, or polyester lacquer finishes. Circle No. 140.

Level of Winchendon—Contour booth seating has standard and custom units which may be mixed or matched with six wood chair seats. Available with steel frames or wood frames of solid oak. Circle No. 131.

Contract Seating International—Xilophone chair is created from thin slices of maple veneer laminated together and machined into shapes. Seat offers flexible support. Colors enhance commercial interiors, and chairs are stackable for easy movement. Circle No. 132.

Shelby Williams—Classic ice cream chair has been translated in tubular metal as part of the “Chair Express” program for the fast food industry. Chair comes in either chrome or brass finish. Circle No. 124.
FAST FOOD FURNISHINGS
Colors tone down for earthy effects

**Kofabco**—Classic model CC116 chair has 2-in. oval tube frame of unitized all-welded construction. Seat is 2-in. polyurethane foam with a selection of 91 vinyl and fabric upholstery colors, as well as COM. Circle No. 127.

**Krueger**—Cluster seating systems are available in movable or floor mounted designs with a variety of table top sizes. Molded fiberglass seating shells are on a stationary mount or a swivel with self-return. Circle No. 147.

**Missouri Oak Chair**—Children's high chair offers an easy grip handle, solid oak construction, wood buttons to cover screws, safety seat belt, and stable wide base. The low profile allows it to slide under the table and seat is 20-in. high. Circle No. 142.

**Domus Italia**—Cantilevered seating offers comfort with the 300 chair. Leather or fabric sling seat and back are held securely by gun metal or chrome frame. As a dining chair, it offers comfortable long-term seating. Circle No. 148.

**Flair Designs**—Chair model #310 is for restaurant and lounge seating. Available in chrome or brass plating, as well as powder coated finishes. Upholstery is available in vinyl and fabric, or COM. Circle No. 139.
Falcon—Cluster seating frame will accommodate tabletops in varied sizes. Solid oak wood seats with spindle backs are shown. Frames come in black or brown enamel, and swivels are included. Circle No. 128.

John Boos—Malibu chair comes in white, black, blue, red, or green aniline dye. Available in side chair or arm versions, it features solid oak or beech construction with an upholstered seat. Covers come in fabric, velvet, or vinyl. Circle No. 120.

Thonet—Dolmas stacking armless chair has laminated beech wood frame supporting an anatomically shaped polypropylene shell. Stacks 15 high on a dolly. Circle No. 134.

Terra Furniture—Strip lighting wooden umbrellas are useful in restaurants. Octagonal size, measuring 8-ft., is shown, others include 7- and 8-ft. sq.; and 11- and 13-ft. octagonal. Circle No. 125.

Metropolitan—the Rubber Chair, by Brian Kane combines tubular steel frames and black polypropylene rails. Frames are covered with a slip-on rubber cover which can be replaced. Seat options include natural maple, or textured finishes in 24 colors from Metro Color. Circle No. 141.
This month, CONTRACT's coverage of retail design includes a chart of Retail Specialists.

Of the firms which responded to our request for information, 75 are listed here. Arranged alphabetically, these firms are included on the basis that they have 10 or more employees and do a substantial amount of retail work each year. It is not a comprehensive listing, but does represent a good sampling of firms in this growing specialty area. The Editors welcome any information from firms which might qualify in any of our Specialists directories; the next one covers healthcare design and will be published in February.

### 1986 REPORT ON RETAIL SPECIALISTS

<table>
<thead>
<tr>
<th>FIRM</th>
<th>EMPLOYEES</th>
<th>BRANCHES</th>
<th>DESIGNERS</th>
<th>EXECUTIVES</th>
<th>SQ. FT./1986</th>
<th>1986 PROJECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bailus &amp; Associates/B &amp; A Enterprises</td>
<td>10</td>
<td>San Rafael, CA</td>
<td>2</td>
<td>Barry Bailus, prin. v.p.; Karen D. Bailus, prin./pres.; B.J. Bailus, prin./secretary.</td>
<td>47,000</td>
<td>Stacks &amp; Stacks, 3,000 sq. ft.; Hillers for Her, 1,800 sq. ft.; McKenzies Kids, 2,500 sq. ft.; Dorals, 1,100 sq. ft.</td>
</tr>
<tr>
<td>Baron, Heinberg &amp; Brocato</td>
<td>25</td>
<td>N/A</td>
<td>5</td>
<td>Joseph M. Brocato, sr. pttnr.; Robert D. Wynne, pttnr.; Marion J. Chaney, pttnr.; Thilo Steinschulture, pttnr.</td>
<td>N/A</td>
<td>Alexandria Convention Center, Alexandria, LA; Alien Detention Center, Oakdale, LA.</td>
</tr>
<tr>
<td>Chas. Broudy &amp; Associates</td>
<td>13</td>
<td>N/A</td>
<td>5</td>
<td>Charles E. Broudy, prin.; Edward Einhouse, assoc.</td>
<td>500,000</td>
<td>Alcott &amp; Andrews (7 stores), 110,000 sq. ft.; Ann Taylor, (20 stores), 220,000 sq. ft.; Gap &amp; Gap Kids (15 stores), 75,000 sq. ft.</td>
</tr>
<tr>
<td>Joshua Burdick Associates</td>
<td>13</td>
<td>N/A</td>
<td>8</td>
<td>Joshua Burdick, pres.; Umit Tambil, assoc./dir. int. des.; April Lee.</td>
<td>1.5 mil</td>
<td>Prototype stores for: Kids 'R' Us; The Weather Store; Petite Sophisticate; Orva Stores.</td>
</tr>
<tr>
<td>FIRM</td>
<td>EMPLOYEES</td>
<td>BRANCHES</td>
<td>DESIGNERS</td>
<td>EXECUTIVES</td>
<td>SQ. FT./1986</td>
<td>1986 PROJECTS</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>-----------</td>
<td>----------</td>
<td>-----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>CDI Designs</td>
<td>30</td>
<td>Los Angeles, CA</td>
<td>26</td>
<td>Gerald Lewis, chmn &amp; CEO; Chuck Woodridge, exec. v.p., des. dir.; Bob Colt, v.p.-supermarkets.</td>
<td>1.15 mil.</td>
<td>Giant Open Air, 55,000 sq. ft.; Shaw’s Fall River, NH, 55,000 sq. ft.; Shaw’s Bangor, ME, 55,000 sq. ft.</td>
</tr>
<tr>
<td>CRI</td>
<td>84</td>
<td>N/A</td>
<td>6</td>
<td>H.P. Cooper, pres. &amp; CEO; Jeff Uhri, natl. sls. mgr.; Mary Beth Clark, dir. of des.; Sharon Kendall, des.</td>
<td>500,000</td>
<td>Micro Solutions, 2,060 sq. ft.; Health Zenith Computers &amp; Electronics, 6,500 sq. ft.; US Tech, 5,200 sq. ft.</td>
</tr>
<tr>
<td>California Country Trees, Inc.</td>
<td>20</td>
<td>N/A</td>
<td>5</td>
<td>Gary Hanick, pres. &amp; CEO; Bennett Abrams, dir. of des.</td>
<td>3 mil.</td>
<td>Two Pershing Sq., 1 mil. sq. ft.; Lockheed Corp. 250,000 sq. ft.; Rancon Corp. 200,000 sq. ft.; Macy’s Union Sq., 550,000 sq. ft.</td>
</tr>
<tr>
<td>Cannell &amp; Chaffin, Inc.</td>
<td>110</td>
<td>Newport Beach, CA; La Jolla, CA</td>
<td>35</td>
<td>Danford M. Baker, pres. &amp; CEO; Lucille Fickett, exec. v.p., dir. of des.</td>
<td>N/A</td>
<td>Bernini Boutique, Los Angeles, CA; Jake’s Restaurant, San Diego, CA; The Desert Princess, Palm Springs, CA</td>
</tr>
<tr>
<td>Art R. Cohen Company</td>
<td>35</td>
<td>N/A</td>
<td>10</td>
<td>Stanley G. Cohen, pres.; Paul Cohen, v.p.; Tom Flack, des.; Ron Rogers, visual sls. coord.</td>
<td>300,000</td>
<td>Howard Johnson, Pittsburgh, PA; Capers, Ross Park, Pittsburgh; Mothers Work/Maternity Fashions; Stecklers, Ashland, KY</td>
</tr>
<tr>
<td>Craf Store Fixture Co.</td>
<td>21</td>
<td>N/A</td>
<td>2</td>
<td>Richie Finn, pres.; Chuck Smith, v.p.; Fred Rivers, des. mgr.</td>
<td>100,000</td>
<td>Linens Plus-Metrocenter, 12,000 sq. ft.; Arizona Health Foods, 2,400 sq. ft.; Rage-A Salon, 4,000 sq. ft.</td>
</tr>
<tr>
<td>Creative Industries, Inc.</td>
<td>14</td>
<td>N/A</td>
<td>3</td>
<td>Richard A. Ledford, pres.; Donald L. West, v.p.; Bonnie M. Frier, sectry./treas.; Manuel L. Olano, staff arch.</td>
<td>360,000</td>
<td>Marine Corps Exchange, Henderson Hall, 67,000 sq. ft.; Brass Shop, 6,000 sq. ft.; The Country Club of Ashville, NC, 12,000 sq. ft.</td>
</tr>
</tbody>
</table>

CONTRACT/December 1986
<table>
<thead>
<tr>
<th>FIRM</th>
<th>EMPLOYEES</th>
<th>BRANCHES</th>
<th>DESIGNERS</th>
<th>SQ. FT. 1986</th>
<th>1986 PROJECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leo A. Daly</td>
<td>700+</td>
<td>Washington, DC; Atlanta, GA; Seattle, WA; St. Louis, MO; San Francisco, CA; Honolulu, HI; Hong Kong; Singapore; Riyadh, Saudi Arabia</td>
<td>Leo A. Daly, CEO; John C. Broderick, reg. dir. east region; John Free, exec. dir. hq. region; Joe Vaccaro, reg. dir. western region.</td>
<td>4 mil</td>
<td>Galleria Specialty Mall, Atlanta, GA, 279,000 sq. ft.; J.W. Robinson, Santa Ana, CA, 150,000 sq. ft.; Southdale, Glen Burnie, MD, 125,000 sq. ft.; Parkfair, Omaha, NE, 96,000 sq. ft.</td>
</tr>
<tr>
<td>Daniels Display Co., Inc.</td>
<td>10</td>
<td>N/A</td>
<td>Daniel Benjamin, pres.; M.C. Jacques.</td>
<td>35,000</td>
<td>Various retail stores</td>
</tr>
<tr>
<td>Design Collective, Inc.</td>
<td>17</td>
<td>N/A</td>
<td>Robert B. Valentine, FIBD, pres.; David F. Cooke, FIBD, v.p.; Bruce D. Fithian, AIA, proj. mgr.</td>
<td>N/A</td>
<td>Madison's Inc., 68,000 sq. ft.; Limited Express, 45,000 sq. ft.; Victoria Secret, 4,000 sq. ft.</td>
</tr>
<tr>
<td>Displayarama, Inc.</td>
<td>22</td>
<td>St. Petersburg, FL; Deerfield Beach, FL</td>
<td>Melvin Brazer; Robert Rove; Dan Romeu; Barry Brazer.</td>
<td>100,000</td>
<td>San Rio Gifts, 2,000 sq. ft.; Key West Boutique, 2,000 sq. ft.; Guess What Gift Shop, 2,500 sq. ft.</td>
</tr>
<tr>
<td>Display Unlimited, Inc.</td>
<td>45</td>
<td>N/A</td>
<td>Joel Rifkin, pres.; Marvin Kutner, des. &amp; sls. engineer; George Pascal, des. &amp; sls. engineer; Lenny Oshen, sls. mgr.</td>
<td>65,000+</td>
<td>North Broward Medical Center Boutique, 15,000 sq. ft.; Jewettique, 10,000 sq. ft.; Fairwind, Costa Riviera, Amerikanis, 30,000 sq. ft.</td>
</tr>
<tr>
<td>FIRM</td>
<td>EMPLOYEES</td>
<td>BRANCHES</td>
<td>DESIGNERS</td>
<td>EXECUTIVES</td>
<td>SQ. FT./1986</td>
</tr>
<tr>
<td>------------------------------</td>
<td>-----------</td>
<td>------------------------</td>
<td>----------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Dorf Associates</td>
<td>10</td>
<td>West Orange, NJ</td>
<td>7</td>
<td>Martin Dorf, pres.; Ivonne Dorf, v.p.; Hugh Boyd, prin.; Robert McGrath, sr. des.</td>
<td>120,000</td>
</tr>
<tr>
<td>EDA Design &amp; Planning</td>
<td>N/A</td>
<td>Pasadena, CA</td>
<td>4</td>
<td>John D. Cordeau, ptnc./int. des.; Mark C. Osborn, ptnc./int. des. &amp; furn./ fixture des.; Carl V. Eiland, des./artist.</td>
<td>5,000</td>
</tr>
<tr>
<td>Epps/Architects, Inc.</td>
<td>30</td>
<td>Houston, TX; Lubbock, TX; Austin, TX; Burnell, FL.</td>
<td>5</td>
<td>Jess S. Epps, Jr., pres.-arch.</td>
<td>1 mil.</td>
</tr>
<tr>
<td>Facilities Design Group FDG</td>
<td>12</td>
<td>N/A</td>
<td>3</td>
<td>Tom Turner, PE/v.p.; Jack Miller, AIA/v.p.; Tom Schoeman, AIA/secrecy/treas.; Katherine Dalvey, operation mgr.</td>
<td>300,000</td>
</tr>
<tr>
<td>Fiero Enterprises</td>
<td>15</td>
<td>N/A</td>
<td>5</td>
<td>Joseph Fiero, pres.; Karen Geiger, des.; Heather Spivey, des.</td>
<td>N/A</td>
</tr>
<tr>
<td>Gorman &amp; Associates, Inc.</td>
<td>13</td>
<td>N/A</td>
<td>5</td>
<td>John G. Gorman, pres.; William C. Shaffer, sr. assoc.; Jeffrey A. Gorman, sr. assoc.</td>
<td>600,000</td>
</tr>
<tr>
<td>Jon Greenberg &amp; Associates</td>
<td>60</td>
<td>N/A</td>
<td>40</td>
<td>Jon Greenberg, pres.; Kenneth Nisch, ptnc.; Michael Crosson, ptnc.; Stanley J. Winters, v.p.</td>
<td>N/A</td>
</tr>
<tr>
<td>Gridlock Exhibits &amp; Displays</td>
<td>15</td>
<td>N/A</td>
<td>4</td>
<td>John F. Clancy; Andrea Clancy; Steve Crooks.</td>
<td>500,000</td>
</tr>
<tr>
<td>FIRM</td>
<td>EMPLOYEES</td>
<td>BRANCHES</td>
<td>DESIGNERS</td>
<td>EXECUTIVES</td>
<td>SQ.FT/1986</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>-----------</td>
<td>----------</td>
<td>-----------</td>
<td>------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Hanna-Mayson, Ltd.</td>
<td>10</td>
<td>N/A</td>
<td>2</td>
<td>Joan L. Hanna-Mayson, pres.; Richard W. Mayson, v.p.; James B. Whitehead, int. des.; Stephen W. Moss, int. des.</td>
<td>60,000</td>
</tr>
<tr>
<td>Fitzpatrick Design Group</td>
<td>10</td>
<td>N/A</td>
<td>1</td>
<td>Jay Fitzpatrick, pres. &amp; CEO; Robert Herbert, sr. v.p.; Brian Fitzpatrick, dir. of operations.</td>
<td>450,000</td>
</tr>
<tr>
<td>Fixtures by Howie</td>
<td>10</td>
<td>N/A</td>
<td>2</td>
<td>Howard Mayer, pres.; Alan Mayer, v.p.; Ginger Mayer, secty/treas.</td>
<td>N/A</td>
</tr>
<tr>
<td>Hisson's Enterprises, Inc.</td>
<td>15</td>
<td>N/A</td>
<td>5</td>
<td>Nelson W. Lober, Sr., pres.; William A. Lofgren; Stanley Dennis; E. Marie Bunting.</td>
<td>150,000</td>
</tr>
<tr>
<td>Jay Display &amp; Fixture</td>
<td>12</td>
<td>N/A</td>
<td>4</td>
<td>Jeff Grant, pres.; Jim Dudley; Belinda Eastman.</td>
<td>100,000</td>
</tr>
<tr>
<td>FIRM</td>
<td>EMPLOYEES</td>
<td>BRANCHES</td>
<td>DESIGNERS</td>
<td>EXECUTIVES</td>
<td>SQ. FT/1986</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-----------</td>
<td>--------------</td>
<td>-------------------------</td>
<td>---------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Kehrt Shatken Sharon: Architects</td>
<td>10</td>
<td>N/A</td>
<td>N/A</td>
<td>Allan Kehrt, prin.; Michael</td>
<td>700,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Shatken, prin.; Rafael</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Sharon, prin.</td>
<td></td>
</tr>
<tr>
<td>Neville Lewis Associates, Inc.</td>
<td>140</td>
<td>Denver, CO;</td>
<td>Lise Mahnke, retail proj.</td>
<td></td>
<td>250,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dallas, TX;</td>
<td></td>
<td>mgr.; Neville Lewis; Sharon</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Los Angeles, CA</td>
<td>Rowlen; Karen Kirts.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MTH Design Group of Swimmer Cole Martinez</td>
<td>137</td>
<td>Los Angeles, CA; Irvine, CA</td>
<td>Leo Martinez, prin.; Dennis</td>
<td>4 mil.</td>
<td>MainStreet (6 stores), 420,000 sq. ft.; Broadway</td>
</tr>
<tr>
<td>Curtis</td>
<td></td>
<td></td>
<td>Takeda, exec. v.p. MTH</td>
<td></td>
<td>781,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>des. grp.; Carolyn</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Reinmiller, dir. pub.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>relations.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eva Maddox Associates, Inc.</td>
<td>25</td>
<td>N/A</td>
<td>Eva L. Maddox, pres.; Sylvia A. Ladd, assoc. retail</td>
<td>750,000</td>
<td>Mallards, Inc., 6,000 sq. ft.; Montgomery Ward (5 prototype stores), 150,000 sq. ft.; Montgomery Ward (7 specialty stores), 25,000 sq. ft.; 25,000 to 200,000 sq. ft.</td>
</tr>
<tr>
<td>Merchandising Concepts</td>
<td>15</td>
<td>N/A</td>
<td>Wilson Webb, pres.</td>
<td>55,000</td>
<td>Quality Inn Gift Shop, 1,200 sq. ft.; Holy Cross Hospital Gift Shop, Silver Springs, MD, 800 sq. ft.; Marriott Gift Shops, 700 sq. ft. (average).</td>
</tr>
<tr>
<td>Miller/Zell, Inc.</td>
<td>130</td>
<td>Toronto, Canada</td>
<td>Harmon B. Miller, pres.; Harry B. Mulkey, exec. v.p. &amp; COO; Robert Tonk, corp. v.p. des.</td>
<td>500,000</td>
<td>Kuppenheimer (5 prototypes), 2,500 sq. ft.; Thriftys Div. of Dylex-Canada (49 orig. prototypes), 1,500 sq. ft. ea.</td>
</tr>
<tr>
<td>Shelly Mirich Design, Inc.</td>
<td>20</td>
<td>N/A</td>
<td>M. Shelly Mirich, pres.</td>
<td>203,000</td>
<td>British Columbia Pavilion Entertainment &amp; Hospitality Facilities (&quot;Pacific Station&quot;), EXPO 86, 70,000 sq. ft.</td>
</tr>
<tr>
<td>FIRM</td>
<td>EMPLOYEES</td>
<td>BRANCHES</td>
<td>DESIGNERS</td>
<td>EXECUTIVES</td>
<td>SQ. FT./1986</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-----------</td>
<td>-----------</td>
<td>--------------------</td>
<td>------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Nelson-Kubicek Architects</td>
<td>27</td>
<td>N/A</td>
<td></td>
<td>Selma Dankberg, int. des.;</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Walter B. Nelson, Jr., prin.;</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Robert W. Kubicek, prin.;</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Harvey Unti, prod. mgr.</td>
<td></td>
</tr>
<tr>
<td>The Pavlik Design Team</td>
<td>41</td>
<td>Dallas, TX</td>
<td>Ronald J. Pavlik, pres.; Stephen G. Terry, v.p. fin./optrns.; Luis Valladares, v.p. des.</td>
<td>3 mil. 900,000</td>
<td>Rich's, 180,000 sq. ft.; Hecht Co., 165,000 sq. ft.; Lord &amp; Taylor, 100,000 sq. ft.</td>
</tr>
<tr>
<td>Planned Expansion Group, Inc.</td>
<td>60</td>
<td>N/A</td>
<td></td>
<td>Matthew E. Krain, pres.; Kenneth D. Narva, exec. v.p.; Albert J. Krull, v.p./dir. of tech. servs.</td>
<td>970,000</td>
</tr>
<tr>
<td>Planning &amp; Design Associates</td>
<td>10</td>
<td>N/A</td>
<td></td>
<td>H. Carlyle Smith, jr., pres.; Gerald Kistler, pltnr.; Milton Harper, pltnr.; Dottie Rousse, des.</td>
<td>200,000</td>
</tr>
<tr>
<td>Planning &amp; Design Group, Inc.</td>
<td>25</td>
<td>N/A</td>
<td></td>
<td>George De Palma, pres.; Elsa De Palma, v.p.; Karen Renzi, des. dir.; Renée Ruffolo, creative dir.</td>
<td>200,000</td>
</tr>
<tr>
<td>Plexi-Plus, Inc.</td>
<td>30</td>
<td>Carle Place, NY</td>
<td></td>
<td>Richard Lieber, pres.; Michael Sarno, v.p.; David Rinaldi, des.; Joe Lieber, CEO.</td>
<td>200,000</td>
</tr>
<tr>
<td>RTKL Associates, Inc.</td>
<td>445</td>
<td>Dallas, TX; Ft. Lauderdale, FL; Washington, DC; Los Angeles, CA</td>
<td>Harold L. Adams, FAIA, pres. &amp; chief op. officer; Leonard D. Cooper, assoc. prin./head of int. des. grp.</td>
<td>5 mil. 860,000 sq. ft.; South Bay Galleria, 650,000 sq. ft.; 570,000 sq. ft.; Esplanade, 1,278,000 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>FIRM</td>
<td>EMPLOYEES</td>
<td>BRANCHES</td>
<td>DESIGNERS</td>
<td>EXECUTIVES</td>
<td>SQ. FT./1986</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-----------</td>
<td>---------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>RichardsonSmith, Inc.</td>
<td>121</td>
<td>Boston, MA</td>
<td>Martin Beck, pres.; Deane Richardson, co-chrmn.; David Smith, co-chrmn.; Ron Ernst, mng. dir.</td>
<td>389,200</td>
<td>Babbitts, 45,000 sq. ft.; Storehouse, 37,000 sq. ft.; Bealls, 35,000 sq. ft.; Paul Harris, 30,000 sq. ft.</td>
</tr>
<tr>
<td>Richard Roeder Associates</td>
<td>24</td>
<td>N/A</td>
<td>Richard Roeder, pres.; Charles Billingsley, sr. v.p. head of des.; James Murphy, sr. v. p. production.</td>
<td>702,000</td>
<td>Foley's, 193,298 sq. ft.; Goldsmith's, 167,801 sq. ft.; Meis of Illiana, 77,348 sq. ft.; Eiband's, 64,213 sq. ft.</td>
</tr>
<tr>
<td>Space Design International</td>
<td>63</td>
<td>Tampa, FL</td>
<td>James T. Fitzgerald, AIA, pres.; Kevin R. Roche, exec. v.p.; Robert G. Novak, ISP, v.p./retail.</td>
<td>2 mil.</td>
<td>2 mil.                                                               400,000</td>
</tr>
<tr>
<td>Tucci, Segrete &amp; Rosen, Consultants, Inc.</td>
<td>36</td>
<td>N/A</td>
<td>Dominick L. Segrete, pres.; Gerald I. Rosen, exec. v.p.; Rajinder Wadhwa, proj. arch.; Edward Calabrese, des. dir.</td>
<td>1 mil.</td>
<td>1 mil.                                                               400,000</td>
</tr>
<tr>
<td>Walker Group/CNI</td>
<td>150</td>
<td>Los Angeles, CA</td>
<td>Kenneth Walker, pres.; Lawrence Israel, chmn; Margaret Jacobs, dir. of bus. dev.</td>
<td>4.5 mil.</td>
<td>4.5 mil.                                                            220,000</td>
</tr>
<tr>
<td>Trisha Wilson &amp; Associates</td>
<td>42</td>
<td>New York, NY</td>
<td>Trisha Wilson, ASID, IBD, pres. &amp; CEO; Jim Rimelspach, AIA, exec. v.p.</td>
<td>5 mil.</td>
<td>5 mil.                                                               15,000</td>
</tr>
</tbody>
</table>
MARTS ACCELERATE DEVELOPMENT

Manufacturers acknowledge need to exhibit, but question high-cost of showroom designs

By LEN CORLIN
Co-Publisher/Editor

Design business is show business and show business requires a stage. That's the underlying reason for the proliferation of marts across North America in the past five years. But saturated or not, if a design district has available space, chances are there is a real estate interest either contemplating or opening another mart building.

Announcements of new mart openings are accompanied by groans heard in the background from manufacturers adding up the costs of designing and creating new showrooms. Some say that it is hard to escape investing at least $250,000 just to open the doors of a new showroom in a major new mart building. And, in New York, some manufacturers have committed to not only opening a new mart showroom, but have taken on the additional burden of retaining their old midtown space for offices until the new International Design Center New York (IDCNY) reaches maturity. A very successful Designer's Saturday helped that process, according to many manufacturers.

Some marts serve as conduits

Scarcely one-half block from The Merchandise Mart in Chicago (the granddaddy of all marts), Orleans Plaza has opened its doors. Like its predecessor at 100 N. Wels, which rented showroom space to companies aspiring to bigger spaces in the Merchandise Mart, Orleans Plaza aims for the same lofty goal, as well as keeping some exhibitors there because of its very close proximity to the Merchandise Mart.

The N. Wells mart building reverted to its original usage several years ago.

In San Francisco, Robert Fippinger, president of the San Francisco Design Center (SFDC), is proceeding with plans to erect a new design center in the shadow of Showplace Square's Contract Center, which recently announced expansion. Tim Treadway, president of the latter, points out that his $85 million expansion project will include a new contract building, an addition to the existing contract center, a new hotel, and theaters that become conference and meeting rooms during business days.

Orlando Diaz-Azcuy, vice president, and Carol Disrud, IBD, senior design associate, both of Gensler & Associates, San Francisco, will design the new expansion for Showplace Square. Associate architect for the project is Kaplan McLaughlin Diaz, headed by Leon Sugarman, who figured so prominently in the spectacular design of International Market Square (IMS), Minneapolis.

Formerly a Munsingwear factory, the historic IMS complex was revitalized as a design center, home furnishings mart, and special events facility. Once consisting of several separate buildings, the facilities have been welded into one connected and interrelated complex by a specially created roof that establishes the atrium. These facilities are used by the Minneapolis-
St. Paul communities for a wide variety of civic events. Outstanding restaurants contribute to the festive atmosphere of each market.

New contract center in Atlanta

In Atlanta, John Portman opened a new Contract Center in the heart of his Atlanta Market Center complex.

In Texas, where everything is bigger (including problems), the bustling Houston Design Center is shaking the traumatized Houston economy and planning the day that Houston gets back on its economic feet. A regular series of events for the design community have been held with great success by the mart, which boasts some of the most attractive spaces for the design community.

Like other Texas institutions, Houston marts vie with Dallas marts for the local traffic (a locus of several thousands of square miles). The Dallas Market Center recently announced establishment of The Design District, which takes in Oak Lawn Avenue and HIlite Drive, and includes the Dallas Decorative Center. Renovations encompass more than 760,000-sq.-ft. of showroom and warehouse space specifically for use by the design industry. It constitutes the beginning phase of an extensive renovation project which will dramatically improve the atmosphere and utilization of the area, according to the Dallas Market Center management.

Opening new contract areas

The International Design Center New York (IDCNY), having enjoyed a smashing Designer's Saturday, now turns its attention to more leasing in Center One and expansion into Center Three. At The Merchandise Mart, Chicago, management currently is opening up a new contract floor made available with the move of one of its large non-industry tenants.

Marts devoted mostly or in part to contract design are listed on the following charts. Included is information on market dates, access policies, key mart executives, addresses, and telephone numbers for reader convenience.
Executives of the International Design Center New York are (left to right): Emmett L. Dineen, Kathleen A. Scanlon, Len Lemlein, and Fern Mallis.

<table>
<thead>
<tr>
<th>MART CHART</th>
<th>MART</th>
<th>CEO</th>
<th>KEY EXECUTIVES</th>
<th>OPERATING DAYS/HRS.</th>
<th>ACCESS POLICY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Decorative Arts Center (ADAC)</td>
<td>Tom Mitchell</td>
<td>Michael Eidson, mkg. mgr.; Jeff Portman, dir. property mgmt.; Suzanne Pruitt, p.r. mgr.</td>
<td>M-F: 9-5</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Atlanta Merchandise Mart</td>
<td>Sam Williams</td>
<td>Tom Fulghum, exec. vp.; Suzanne Pruitt, p.r. mgr. contract; Sue Brashear, mkg. mgr. contract.</td>
<td>M-F: 9-5:30</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Blake Street Design District</td>
<td>Ronald Morris</td>
<td>Patricia Costar &amp; Willajean Wilson, lsng. consultants; Amy Wilhelm, p.r. dir.</td>
<td>M-F: 9-5</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Boston Design Center</td>
<td>Laura Crosby</td>
<td>Christine Morris, dir. contract lsng.; Elizabeth Welgee, comm. coord.</td>
<td>M-F: 9-5</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Contract at Piedmont Center</td>
<td>Stan Williams</td>
<td>Chuck Kennedy, lsng. mgr.</td>
<td>M-F: 8:30-6</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Contract Center at Showplace Square</td>
<td>Tim Treadway</td>
<td>Martha Thompson, vp. lsng.; Robert Zirkhon, p.r. consultant.</td>
<td>M-F: 9-5</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Denver Design Center at Broadway Plaza</td>
<td>Allan S. Reiver</td>
<td>Rebecca Ebershoff, dir.; Judy Skalsky, p.r. consultant.</td>
<td>M-F: 9-5</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Denver Merchandise Mart</td>
<td>Darrell R. Hare</td>
<td>Jan Toepfer, lsng. dir.; Davene Coutts, dir. comm.</td>
<td>M-F: 9-5</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>The Design Center</td>
<td>Joan Scarola, lsng. mgr.</td>
<td>M-F: 9-5</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CONTRACT/December 1986
### SPECIAL CONTRACT FLOORS

- **Yes**
- **No**

<table>
<thead>
<tr>
<th>SPECIAL EVENTS AND CONTRACT MARKET DATES</th>
<th>SPECIAL MARKET HOTEL &amp; TRAVEL PACKAGE</th>
<th>ARE PASSES NEEDED FOR ENTRY?</th>
<th>CONTACT FOR PASSES/INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987</td>
<td>Yes</td>
<td>Yes</td>
<td>David Schreiber</td>
</tr>
<tr>
<td>1987</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>X (same as for Atlanta Decorative Arts Center)</td>
<td>X Destination Atlanta, Delta Air Lines</td>
<td>X</td>
<td>Kate Balyo</td>
</tr>
<tr>
<td>X (not yet available)</td>
<td>X</td>
<td>X</td>
<td>Amy Wilhelm</td>
</tr>
<tr>
<td>X none</td>
<td>X</td>
<td>X</td>
<td>Duncan Chapman</td>
</tr>
<tr>
<td>X Target/Creativity, Jan. 26; Corp. Executive Day, April 23; Student Competition Awards, May 14; San Francisco Design Conf., July 20-21; ConPac, Sept. 2-3; Pan Pacific Lighting Expo., Sept. 20-22</td>
<td>X Showplace Square Travel</td>
<td>X</td>
<td>Martha Thompson</td>
</tr>
<tr>
<td>X CONDES, Jan. 28-30</td>
<td>X Wyndham Travel, 1-800-634-2630</td>
<td>X</td>
<td>DMC Market Services</td>
</tr>
<tr>
<td>X Second Annual Design Forum, May 14-15</td>
<td>X</td>
<td>X</td>
<td>(800) 634-2630</td>
</tr>
<tr>
<td>X Denver Merchandise Mart Gift &amp; Jewelry Shows, Feb. 28-March 3 and Aug. 1-4</td>
<td>X</td>
<td>X</td>
<td>Director, DDC</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Registration Dept.</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Joan Scarola</td>
</tr>
</tbody>
</table>

**Contact Information:**
- **David Schreiber**: (404) 581-1734
- **Kate Balyo**: (404) 658-5667
- **Amy Wilhelm**: (404) 658-5667
- **Duncan Chapman**: (404) 658-5667
- **Martha Thompson**: (800) 634-2630
- **Director, DDC**: (800) 634-2630
- **Registration Dept.**: (800) 634-2630
- **Joan Scarola**: (800) 634-2630
<table>
<thead>
<tr>
<th>MART</th>
<th>CEO</th>
<th>KEY EXECUTIVES</th>
<th>OPERATING DAYS/HRS.</th>
<th>ACCESS POLICY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Center of Los Angeles</td>
<td>Ragnar Qvale</td>
<td>Wes Kennedy, Isng. mgr.; Mollie Qvale, p.r. dir.; Eddie Feldman, mkg. mgr.</td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>Design Center of the Americas</td>
<td>Marvin J. Danto,</td>
<td>Tom Fulghum, vp. mkg. &amp; Isng.; Ralph Jones, vp. operations; Joan Kerns, dir. mkg. &amp; leasing.</td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>Design Center South</td>
<td>Marty Swenholt</td>
<td>Kerry S. Lewis</td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>The Design Exchange</td>
<td>Roger Buford</td>
<td>Ben Bolt, grnl. prtnr./Isng. agent; John Bennett &amp; Glynn Brown, grnl. prtners.</td>
<td>M-F: 8-5</td>
<td>X</td>
</tr>
<tr>
<td>Design Resource Center of St. Louis</td>
<td>R. Kossler</td>
<td>B. Ayers</td>
<td>M-F: 8:30-4:30</td>
<td>X</td>
</tr>
<tr>
<td>Innova</td>
<td>Ron Blankenship</td>
<td>Bob Casey, dir. mkg.; Lynn Billings, comm. dir.</td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>SPECIAL CONTRACT FLOORS</td>
<td>1987 SPECIAL EVENTS AND CONTRACT MARKET DATES</td>
<td>SPECIAL MARKET HOTEL &amp; TRAVEL PACKAGE</td>
<td>ARE PASSES NEEDED FOR ENTRY?</td>
<td>CONTACT FOR PASSES/INFO</td>
</tr>
<tr>
<td>-------------------------</td>
<td>---------------------------------------------</td>
<td>--------------------------------------</td>
<td>-----------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Yes</td>
<td>Presentations Northwest, April 9-11</td>
<td>X Mutual Travel, 1-800-624-9572</td>
<td>X</td>
<td>Buyer Services, (206) 762-1200</td>
</tr>
<tr>
<td>Yes</td>
<td>Springboard for '87, Jan. 21-22; Spring Fling Days, April 27-28; Accessory Week, July 20-24; Design L.A., Nov. 14-16</td>
<td>X Signe Kennedy</td>
<td>X</td>
<td>Mollie Qvale</td>
</tr>
<tr>
<td>Yes</td>
<td>Designer Thursday—3rd Thursday of each month</td>
<td>X</td>
<td>X</td>
<td>Joan Kerns</td>
</tr>
<tr>
<td>Yes</td>
<td>Innovations '87, Sept. 11</td>
<td>X Lynn Billings</td>
<td>X</td>
<td>Marty Swenholt or Kerry Lewis</td>
</tr>
<tr>
<td>Yes</td>
<td>Designer's Saturday, Oct. 8-11</td>
<td>X Barbara Welton, Dunwell Travel, NYC</td>
<td>X</td>
<td>Lee Beason</td>
</tr>
<tr>
<td>Yes</td>
<td>Annual Contract and Residential Design Conference &amp; Expo, Sept. 17-18</td>
<td>X Market Square Travel, (612) 339-0374</td>
<td>X</td>
<td>IMS Professional Services, (612) 338-6250</td>
</tr>
<tr>
<td>MART CHART</td>
<td>MART</td>
<td>CEO</td>
<td>KEY EXECUTIVES</td>
<td>OPERATING DAYS/HRS.</td>
</tr>
<tr>
<td>-----------</td>
<td>------</td>
<td>-----</td>
<td>----------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>MART</td>
<td>CEO</td>
<td>KEY EXECUTIVES</td>
<td>OPERATING DAYS/HRS.</td>
<td>ACCESS POLICY</td>
</tr>
<tr>
<td>Lenora Square</td>
<td>Morris Piha &amp; Irvin H. Karl</td>
<td>Dean Altaras, property mgr.; Judith Smythe, mgk. dir.</td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>The Marketplace Design Center</td>
<td>David M. Boyce, president</td>
<td>Kathryn Calabrese, gnrl. mgr.; Cathy J. Webb, asst. mgr.</td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>Orleans Plaza</td>
<td>Robert Fippinger</td>
<td>David Dawson, Isng. mgr.; Judi Skalsky, p.r. consultant.</td>
<td>M-F: 8-6</td>
<td>X</td>
</tr>
<tr>
<td>San Francisco Design Center</td>
<td>Barry Jaquess</td>
<td>Jan Jadwisak, p.r. dir.; Joann Mellott, operations coord.</td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>The 6100 Building</td>
<td>Bob &amp; Jim Verdin</td>
<td>Marta Tovkach, mart dir.</td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>St. Paul’s Church Mart</td>
<td>Sean T. Higgins</td>
<td>Roberta C. Bryant-Kalan, account exec.</td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>SPECIAL CONTRACT FLOORS</td>
<td>1987 SPECIAL EVENTS AND CONTRACT MARKET DATES</td>
<td>SPECIAL MARKET HOTEL &amp; TRAVEL PACKAGE</td>
<td>ARE PASSES NEEDED FOR ENTRY?</td>
<td>CONTACT FOR PASSES/INFO</td>
</tr>
<tr>
<td>-------------------------</td>
<td>---------------------------------------------</td>
<td>--------------------------------------</td>
<td>-----------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td>Yes</td>
<td>Caryle Fox, adm. dir.</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
<td>No</td>
<td>Marketing Director</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Margaret Daly, Concierge</td>
</tr>
<tr>
<td>Yes</td>
<td>L.A. Giftware Week and Home Furnishings Shows, Jan. 18-23; July 19-24. Spring Showroom, Mar. 22-24</td>
<td>X LaMart Travel Agency</td>
<td>X</td>
<td>No</td>
</tr>
<tr>
<td>X</td>
<td>Interface, February</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>NEOCON 19, June 9-12; RHIDEC, Mar. 3-5. International Bath &amp; Kitchen Show, Nov. 18-21</td>
<td>X Mart Hotel Bureau, (312) 467-1942</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>Early Bird Show, Jan. 17-20; Spring Seattle Gift Show, Feb. 12-18; Summer Gift Show, June 25-July 1; Holiday Harvest, Sept. 10-14</td>
<td>X Mutual Travel, 1</td>
<td>X</td>
<td>Buyer Services, (800) 433-1014</td>
</tr>
<tr>
<td>X</td>
<td>Architect Show, Oct. 17-18</td>
<td>X Marta Tovkach</td>
<td>X</td>
<td>Marta Tovkach</td>
</tr>
<tr>
<td>X</td>
<td></td>
<td>X Travel Planners</td>
<td>X</td>
<td>Roberta C. Bryant-Kalan</td>
</tr>
<tr>
<td>MART CHART</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MART</td>
<td>CEO</td>
<td>KEY EXECUTIVES</td>
<td>OPERATING DAYS/HRS.</td>
<td>ACCESS POLICY</td>
</tr>
<tr>
<td>New York, NY 10001</td>
<td>(212) 332-4555</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>300 D. St., SW</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington, D.C. 20024</td>
<td>(202) 534-5053</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Western Merchandise Mart</td>
<td>Donald Preiser</td>
<td>David Palmer, vp Isng.; Elaine McCune, dir. of design/contract; Diane Scheiman, vp, p.r. &amp; mkg.</td>
<td>M-F: 8:30-5</td>
<td>X</td>
</tr>
<tr>
<td>1355 Market St.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Francisco, CA 94103</td>
<td>(415) 552-2311</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41 Madison Ave.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York, NY 10010</td>
<td>(212) 686-1203</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1444 Oak Lawn Ave.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dallas, TX 75207</td>
<td>(214) 689-4222</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ohio Design Centre</td>
<td>Jeffrey S. Davis</td>
<td>Ruth Brady, property mgr.</td>
<td>M-F: 10-5</td>
<td>X</td>
</tr>
<tr>
<td>23533 Mercantile Rd.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beachwood, OH 44122</td>
<td>(216) 248-7770</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pacific Design Center</td>
<td>Murray Feldman</td>
<td></td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>8687 Melrose Ave.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Hollywood, CA 90069</td>
<td>(213) 657-0800</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pendleton Square Design Center</td>
<td>Marta Tovkach</td>
<td></td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>1118 Pendleton St.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cincinnati, OH 45210</td>
<td>(513) 621-7619</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place Bonaventure Merchandise Mart</td>
<td>Murray B. Black</td>
<td>Guy Fautre, Isng.; Edward McDonald, mkg.</td>
<td>M-F: 9-5</td>
<td>X</td>
</tr>
<tr>
<td>P.O. Box 1000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place Bonaventure City</td>
<td></td>
<td>Sat: 9-noon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Montreal, Quebec</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada H5A 1G1</td>
<td>(514) 397-2214</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Left to right: Canadian mart executives from the Bonaventure Design Center, Montreal, are Murray B. Black and Guy Fautre. Ronald Morris is with the Blake St. Design Center; Darrell Hare represents Denver Merchandise Mart.

<table>
<thead>
<tr>
<th>SPECIAL CONTRACT FLOORS</th>
<th>1987 SPECIAL EVENTS AND CONTRACT MARKET DATES</th>
<th>SPECIAL MARKET HOTEL &amp; TRAVEL PACKAGE</th>
<th>ARE PASSES NEEDED FOR ENTRY?</th>
<th>CONTACT FOR PASSES/INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>Blanche Greene</td>
</tr>
<tr>
<td>Yes</td>
<td>Capital Design Week, April 29-May 1</td>
<td>x</td>
<td>x</td>
<td>Sian Imber</td>
</tr>
<tr>
<td>Yes</td>
<td>CALICON 4, Jan. 26-2.</td>
<td>x</td>
<td>x</td>
<td>Pass Bureau</td>
</tr>
<tr>
<td>Yes</td>
<td>January and July Home Furnishings Markets</td>
<td>x</td>
<td>x</td>
<td>Front Desk</td>
</tr>
<tr>
<td>Yes</td>
<td>Westweek, Mar. 25-27</td>
<td>x</td>
<td>x</td>
<td>contact individual showrooms</td>
</tr>
<tr>
<td>Yes</td>
<td>Post Market Review, May 8.</td>
<td>x</td>
<td>x</td>
<td>Marta Tovkach</td>
</tr>
<tr>
<td>Yes</td>
<td>Quebec Floor Coverings Exhibition—early spring; Montreal Furniture Market, mid-June; The Interior Decoration Fair, Sept.</td>
<td>x</td>
<td>x</td>
<td>Diane Savard, promotion coordinator</td>
</tr>
</tbody>
</table>

CONTACT FOR PASSES/INFO

Blanche Greene
(212) 532-4555

Sian Imber

Pass Bureau

front Desk

contact individual showrooms

Ruth Brady

write requests on letterhead stationery

Marta Tovkach

Diane Savard, promotion coordinator

"CONTRACT/December 1986" 145
WIDE RANGE OF COLORS, PATTERNS IN FLOORING

Products provide flexibility to specifiers

**Hoboken Wood Floors**—New flooring collections feature rare teak and rosewood from the rainforests of Asia. The Imperial Collection consists of Thai teak while the Taj Mahal Collection consists of both teak and rosewood. Flooring is prefinished in durable satin polyurethane. **Circle No. 292.**

**Trans Ceramica**—Designer Line Ceramic Granite features unique combination of polished and matte surfaces on the same piece of tile. Harder than natural granite, product is resistant to the effects of moisture, frost, shock, fire, abrasion, and harsh chemicals. Designer Line Ceramic Granite is available in lined, square, and cross motifs, and comes in gray and black. **Circle No. 232.**

**R.C. Musson Rubber Co.**—Lo-Disc line of tile and treads features shallow circular ¾-in. diameter tapered discs raised .025-in. above the surface for easy cleaning, easy transportation, and a safer surface for heavy traffic. Treads come in six standard widths. Both tiles and treads are constructed from resilient homogeneous rubber. **Circle No. 229.**

**Summitville Tiles**—A new color, Driftwood, and new sizes have been added to the Strata 2 line. Product is composed of a unique mixture of clays which depict the earth's natural striations. "Grained" appearance is not merely a surface treatment, but runs through the tile, and it will not fade or wear off. Durable and easy to maintain Quarry Tile is ideal for high-traffic floors. **Circle No. 231.**

**Pawling Corporation**—The Standard Products Division of this company has announced a new addition to its line of Interlok athletic floor systems. The new design, entitled Hid-N-Lok, features concealed interlocks that provide one-piece, overall tile flooring when assembled. Tile is made of cut-resistant rubber with a textured no-slip surface. **Circle No. 297.**

**Mondo Rubber International Inc.**—Mondo Rubber flooring is available in seven raised patterns and one smooth pattern. This versatility in design adds flexibility to the designer's task of creating unique visual environments. Thirteen standard, and an array of special, colors are offered. **Circle No. 228.**
Azrock—Color Match Mates product line pairs corresponding colors in two styles of vinyl composition floor tile to create a new color-coordinated series. Five new colors have been added to the Custom Cortina styling range, along with five new colors in solids. Circle No. 223.

Kentucky Wood Floors—Floor pictured is a custom design by K. Norman Berry Associates incorporating Brazilian cherry with walnut accents. These species were selected for their mahogany-like grain and coloration, yet Brazilian cherry is twice as hard as oak and more than two-and-one-half times as hard as American cherry. Circle No. 226.

Nora Flooring—Norament Minisquare features 25 miniature pastilles arranged in a square design. Ideal for normal to heavy traffic, this product is a new surface design within the Norament System. Low pastille arrangement is highly slip-resistant, and is well suited for roller traffic. Circle No. 230.

Johnsonite—Roundel Floor System is the only fully integrated system of molded rubber, raised-disc floor tile, edge tile, cove base, cove corners, stair treads, risers, and stringers. Made of an advanced synthetic rubber formula, all compounds in the system are durable and are resistant to most chemicals, impact, static load indentations, and cigarette scorching. Circle No. 225.

Lonseal Inc.—“Loincoin II” line of resilient sheet-vinyl flooring features a unique textured pattern on the top of each deeply embossed coin. Three solid colors are offered as well as five iridescent decorator colors. Circle No. 227.

Forbo North America—Forbo Colorex EL 5000 is an electrically conductive resilient tile for computer rooms, clean rooms, and high-tech production areas. Product is available in six neutral colors. Circle No. 224.

Italian Tile Center—This division of the Italian Trade Commission offers a modular system of triangular and diamond Italian ceramic tiles by Grazia. Product can be combined into a variety of decorative harlequin borders and insets. Circle No. 293.
CONTRACT'S Construction Lead Service
Bringing Specifier/Buyers And Suppliers Together

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

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

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

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

Contract
A Gralla Publication
1515 Broadway, New York, N.Y. 10036
212-869-1300
STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (REQUIRED BY 39 U.S.C. 3685)

1. Title of publication: CONTRACT 1A. Publication no.: 00107831. 2. Date of filing Oct. 1, 1986. 3. Frequency of issue: Monthly 3A. No. of issues published annually: 12 3b. Annual subscription price: $20.00 4. Location of known office of publication: 1515 Broadway, New York, 10036. 5. Locations of the headquarters of general business offices of the publishers: (Same as 4) 6. Name and complete address of publisher, editor, and managing editor. Co-publisher: Frank Rizzo. Editor/Co-publisher, Len Corlin. Executive Editor, Roberta S. Walton, 1515 Broadway, New York, New York, 10036. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated). (Item must be completed) Gralla Publications, 1515 Broadway, New York, New York, 10036; United Newspapers (Stockholder) 23-27 Tudor St., London EC4Y OHR England. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities (If there are none, so state) None. 9. Not applicable. 10. Extent and nature of circulation. A. Total No. Copies (Net press run) Average No. copies each issue during preceding 12 months: 37,844. Actual no. copies of single issue published nearest to filing date: 40,050. B. Paid circulation 1. Sales through dealers and carriers, street vendors and counter sales. Average no. copies each issue during preceding 12 months: — Actual no. copies of single issue published nearest to filing date: 27,826. C. Total Paid and/or Requested Circulation (sum of 10B1 and 10B2) Average no. copies each issue during preceding 12 months: 27,826. D. Free distribution by mail, carrier or other means, samples, complimentary, and other free copies: Average no. copies each issue during preceding 12 months: 4,588 Actual no. copies of single issue published nearest to filing date: 4,537 E. Total distribution (Sum of C and D) Average no. copies each issue during preceding 12 months: 32,414 Actual no. copies of single issue published nearest to filing date: 31,891 F. Copies not distributed 1. Office use, left over, unaccounted, spoiled after printing. Average no. copies each issue during preceding 12 months: 5,430 Actual no. copies of single issue published nearest to filing date: 8,159 Return from news agents Average no. copies each issue during preceding 12 months: — Actual no. copies of single issue published nearest to filing date: —. G. Total (Sum of E, F1 and 2—should equal net press run shown in A) Average no. copies each issue during preceding 12 months: 37,844 Actual no. copies of single issue published nearest to filing date: 40,050 11. I certify that the statements made by me above are correct and complete.

(Signed, James Fischer, Circulation Director)

CONTRACT/December 1986
VERTICAL BLINDS ELIMINATE GLARE, ALLOW VIEW
Optix vertical blinds from Nanik are described as "sunglasses for windows". These transparent vertical blinds eliminate glare and damaging ultraviolet light while still maintain view. Product is available in four tints. Circle No. 296.

FOUR NEW FABRIC DESIGNS HAVE BEEN INTRODUCED
Etalage has added four new fabric designs to its line. Confetti, Flamestitch, and Parisian Stripe (pictured) are 100 percent silk, and Old Wall is printed on a linen and cotton fabric. Circle No. 295.

MOBILE PEDESTALS ARE MADE FROM DURABLE STEEL
Panel Concepts, Inc. has introduced two durable, all-steel mobile pedestals with baked-on epoxy finishes for the company's System 2Plus line of open office products. The 15-in.-wide pedestals are available in depths of 18 or 22-in., heights of 24 and ¼ or 27 and ¼-in., and in combinations of pencil drawers, box drawers, and file drawers. Circle No. 263.

CHAIRS ARE CONSTRUCTED FROM DURABLE RED OAK
Matching "Richwood" side chairs, armchairs, and counter stools are designed by Plymold Booths of 5/4-in. premium red oak for durability. Easy-care, replaceable vinyl cushions are available in fashion colors. Circle No. 262.

TUBULAR LIGHTING SYSTEM OFFERS FLEXIBILITY
Swivelier's Circa 325 is an innovative concept in tubular lighting systems. The modular concept offers complete flexibility of high performance light sources in a 3 and 3½-in. diameter tubular design. Systems are suitable for a variety of mounting methods. Circle No. 278.

INFORMATION SYSTEM AIDS CONSTRUCTION EMPLOYEES
Active English Information Systems Inc. has introduced System George, the information system for construction. It is an interactive laser/video disk computer system which performs research, documentation, and correspondence tasks. Circle No. 308.

OCCASIONAL TABLE IS SUITABLE FOR LOUNGES
Occasional table from TSAO Designs Inc. is suitable for use in lounges, offices, and waiting areas. A four-posted cluster base of polished chrome or polished brass supports tops of marble, chrome, or custom-color enamels. Circle No. 273.

VALET DESIGN HOLDS CLOTHING & ACCESSORIES
Valet design from Kartell USA features a painted steel frame and ABS plastic body. It can hold a complete male and female wardrobe at the same time, and it is designed so that no items have to be removed when one wants to select or hang any single piece of clothing or accessory. Top also comes with a tray that will hold cufflinks, watches, keys, and more. Circle No. 279.
FURNITURE LINE HAS BEEN REDESIGNED

The Basic Line of electronic support furniture from Marvel Metal Products has been redesigned and value engineered at a significant price reduction. It has a new walnut laminate work surface which has a matching edge treatment with rounded corners, contemporary cantilever leg design, and a steel under-structure with durable black electrostatic paint finish.

Circle No. 261.

MANUFACTURING COMPANY OFFERS CARVED DOORS

Customwood, a New Mexico-based enterprise, offers intricately carved doors, screens, shutters, and panels. Firm offers top quality work, direct marketing to contractors and architects, personal service, and a unique blend of handcrafted design and computer technology. Customwood holds dozens of design patents and can adapt them to client needs. The firm also designs original patterns for new projects, incorporating clients' own ideas into designs.

Circle No. 281.

PLANTERS COME IN WIDE RANGE OF COLORS, SIZES

Two new planters from Krueger combines a wide range of colors and sizes to offer design versatility. Corona features the look of a traditional red clay pot, while Gradino offers a terraced effect. Terra cotta finish replicates the look of the familiar clay pot while offering the advantages of durable, lightweight fiberglass construction.

Circle No. 270.

Here's solid oak for solid beauty, convenience, and durability. Ideal for any waiting room, rest area, or lobby where attractive furnishings are important. Richly hand finished bench, planter, and litter container are modular units which can be symmetrically arranged to meet your space requirements. Larger waste receptacle and cigarette urns complete the eye-appealing Oak Collection, which complements any interior decor.

Call (800) 231-1327 for free color flyer and the name of your nearest distributor. In Missouri, call collect (314) 968-2950, or write:

Clean City Squares, Inc.
P.O. Box 6797, St. Louis, Missouri 63144

Circle 45 on reader service card

THE SYMBOL OF EXCELLENCE

When you’re proud of your quality and craftsmanship, naturally you want to leave your mark for others to see and recognize. That’s why Buckstaff leaves its mark in libraries, health care facilities, offices, educational institutions and restaurants all over America. We want people to know and remember who made those products and be aware of the workmanship that went into them. Look for the symbol of excellence. Specify Buckstaff!

1127 S. Main Street Oshkosh, Wisconsin 54901 (414) 235-5890

NEW The Oak Collection

In Stock! Ask about "The Collector's Collection"
ARTFORM

The Italian buyers office

Specialized in the furnishing of apartments, homes, offices and any other large or small outfits. Modern design, classic or antiques all with the unique Italian taste. We can manage large mass produced quantities as well as custom made items. For more information please contact us in Italy at:

Artform srl
p.o. box 7050, I-16148 Genoa-Quarto, Italy

SIGNAGE SYSTEM IS ELECTRONICALLY CONTROLLED

Astra Products produces a silk-screened electronically controlled "marquis" style sign. The unit utilizes state-of-the-art circuitry to control the speed and chase-lighting operations. This circuit board and wiring harness may be adapted to many sizes and styles of in-store signage systems. Circle No. 280.

OCCASIONAL CHAIR FEATURES DETAILED CONSTRUCTION

Occasional chair, designed by Henry Olko for Willow & Reed, offers meticulous attention to every construction detail. Chair is hand-crafted in choice of barked or core rattan, and has upholstered seat. Circle No. 266.

TEXTILE ARTISTS DESIGNS TAPESTRIES

Jude Russell, a Portland, Oregon-based textile artist, designs hangings and banners suitable for hanging on walls or in open areas of contemporary buildings. For commercial interiors, particularly restaurants, hangings may be flameproofed and treated with Fiberseal process to protect from soiling. Circle No. 282.

IMPORTED SOFAS SUIT MODERN OFFICE

"Concord" love seat or couch has adjustable headrest sections and rests on four legs. Metal and wood structure is made in Italy by Nicoletti Italia, of cellular, high-resilience polyurethane. Available in 50 leather colors and Dacron fabrics. Circle No. 298.

Atelier International

Vice-President/ Sales and Marketing

Atelier International Limited

Candidates meeting these criteria are invited to submit credentials to:

Stephen H. Kiviart
President
Atelier International, Ltd.
595 Madison Ave.
New York, NY 10022

Atelier International seeks a highly competent, professional senior Sales and Marketing executive.

Requirements include:

- A minimum of 10-15 years experience in the sales of high-quality, designer-oriented, furniture and lighting products
- Strong sensitivity to and relationships within the design community
- Strong background in sales and executive sales management
- The ability to develop and execute marketing plans
- Facility with business strategy planning and budget management
- A proven ability to motivate people - strong performance management credentials

Candidate must demonstrate the decision-making abilities and strategic thinking needed to drive aggressive sales objectives, and be capable of attaining and sustaining peak sales performance with an energetic and proven sales staff. Compensation, benefits and amenities are comparable to the best in our industry.

Lees Commercial Carpet Company

FABRICS PRESENT HIGH-TECH, SPACE-DYED EFFECT

"Breathless" and "Shimmer" from Architex International incorporate the use of 95 percent wool and 5 percent viscose in a high-tech, space-dyed effect to create a six-color tone-on-tone solid. "Shimmer" is a matching drapery for a coordinated interior. Circle No. 274.
Flexion continuous strip lighting from Envisage is described in pamphlet from the firm. Light strips are offered in two popular styles—9mm flexible round tubing and 8mm by 10mm rigid rectangular tubing. Circle No. 305.

Panel Concepts Inc. has produced a 24-page, color brochure introducing the company’s new Series One Seating, a complete line of domestically manufactured office chairs designed to meet the physical requirements of American office workers. Circle No. 301.

Panel Concepts

A six-page brochure is now available from Alcan Building Products, detailing the features and benefits of Alcan Building Extruded Aluminum Grid, a totally integrated commercial ceiling grid system in three styles. Circle No. 254.

Alcan Ceiling Systems

Stylish Flexibility with Alcan Extruded Grid

New York Graphic Society offers its new catalog “Fine Art Collections,” a permanent bound hardcover book with more than 600 pages containing over 2,000 images. The new edition has been totally reorganized and edited, and offers special appeal to interior designers, decorators, and art consultants. Circle No. 302.

The Gunlocke Company offers a 12-page brochure displaying the award-winning handcrafted courthouse chair and the companion courthouse bench. These pieces are designed by Walker Group/CNL, designers for the Gunlocke Company. Solid walnut and solid maple versions are shown as well as models finished in a range of primary and postmodern colors. Circle No. 307.

The Gunlocke Company

The Cold Coast Collection Line of washerless decorative faucets, plus bath/shower valves is shown in booklet from Elkay Manufacturing Company. 15 different models are pictured. Circle No. 300.

Elkay

Dow Chemical U.S.A.’s Urethane Floor Covering Business has put together the VersaBacs carpet backing system merchandising case. This demonstration case is designed to present the facts about Dow’s attached-cushion products, The Enhancer and The Enhancer Plus, to architects, contractors, designers, and specifiers who oversee contract installations. Circle No. 248.

CONTRACT/December 1986
Manufacturer of wood desks, wood/fabric systems, and related products seeking to establish OEM relationship with a contract manufacturer. We offer expertise, equipment, and capacity. Product designs flawlessly executed in a wide variety of details, woods, and finishes and reliably shipped. Confidential replies to OEM relationship with a contract manufacturer. We offer expertise, equipment, and capabilities.

Box 105. CONTRACT, 1515 Broadway, New York, NY 10036.

TO PLACE YOUR CLASSIFIED AD CLIP THE COUPON BELOW ...

THE MARKETPLACE

... Where Your Classified Ad reaches over 29,000 industry "pros" ...
WANTED:
National Marketing/Sales Manager

DAVID EDWARD LTD, vertically integrated manufacturer of high quality contract seating, seeking special individual for top post in major move forward. Projected doubling of sales over next three years. Totally new product line, new graphics and catalog to be introduced next summer. Extremely strong financial condition, manufacturing capability, close knit internal organization and excellent national rep organization. Long term position, open salary (expected to be very high as we only want exceptional applicant), some sales travel, extensive marketing and much enthusiasm. Must have sensitivity to design, A & D community and terrific group of reps.

Contact:
Edward or David Pitts
301-789-0700
<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.C. Graphics (Circle No. 23)</td>
<td>149</td>
</tr>
<tr>
<td>Armstrong (div. World Inds.)</td>
<td>Cov. II, 1-3</td>
</tr>
<tr>
<td>(Circle No. 1,2)</td>
<td></td>
</tr>
<tr>
<td>The Arnold Group (Circle No. 12)</td>
<td>18</td>
</tr>
<tr>
<td>Artform (Circle No. 50)</td>
<td>152</td>
</tr>
<tr>
<td>Russ Bassett Company (Circle No. 3)</td>
<td>4</td>
</tr>
<tr>
<td>Bentley Carpet Mills (Circle No. 24)</td>
<td>33</td>
</tr>
<tr>
<td>Bretford Mfg. (Circle No. 13)</td>
<td>20</td>
</tr>
<tr>
<td>D.S. Brown (Circle No. 29)</td>
<td>40</td>
</tr>
<tr>
<td>Brunschwig &amp; Fils (Circle No. 16)</td>
<td>23</td>
</tr>
<tr>
<td>The Buckstaff Company (Circle No. 44)</td>
<td>151</td>
</tr>
<tr>
<td>CHF Industries (Circle No. 42)</td>
<td>63</td>
</tr>
<tr>
<td>Clean City Squares (Circle No. 45)</td>
<td>151</td>
</tr>
<tr>
<td>Contract Center at Showplace Square</td>
<td>48</td>
</tr>
<tr>
<td>(Circle No. 49)</td>
<td></td>
</tr>
<tr>
<td>Dallas Market Center (Circle No. 39)</td>
<td>61</td>
</tr>
<tr>
<td>Design Tex (Circle No. 21)</td>
<td>28-31</td>
</tr>
<tr>
<td>DuPont/Rynite (Circle No. 34)</td>
<td>51</td>
</tr>
<tr>
<td>EST Co. Inc. (Circle No. 36)</td>
<td>55</td>
</tr>
<tr>
<td>Ergonom Corp. (Circle No. 26)</td>
<td>36</td>
</tr>
<tr>
<td>Eurotex (Circle No. 41)</td>
<td>63</td>
</tr>
<tr>
<td>Fixtures (Circle No. 11)</td>
<td>17</td>
</tr>
<tr>
<td>Girsberger (Circle No. 25)</td>
<td>34</td>
</tr>
<tr>
<td>Grahl International Inc. (Circle No. 5)</td>
<td>7</td>
</tr>
<tr>
<td>High Point Furniture (Circle No. 8)</td>
<td>11</td>
</tr>
<tr>
<td>Hoboken Wood Floors (Circle No. 33)</td>
<td>48A-48B</td>
</tr>
<tr>
<td>*Huntington/Pacific Ceramics (Circle No. 43)</td>
<td>58</td>
</tr>
<tr>
<td>Jasper Desk (Circle No. 14)</td>
<td>21</td>
</tr>
<tr>
<td>Loewenstein/Oggo (Circle No. 46)</td>
<td>Cov. III</td>
</tr>
<tr>
<td>*Western Regional</td>
<td></td>
</tr>
</tbody>
</table>

For more information on advertisers in this issue, circle corresponding reader service numbers.

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lonseal, Inc. (Circle No. 7)</td>
<td>10</td>
</tr>
<tr>
<td>Lutron Electronics Corp. (Circle No. 47)</td>
<td>Cov. IV</td>
</tr>
<tr>
<td>MTS Seating (Circle No. 27)</td>
<td>38</td>
</tr>
<tr>
<td>The Marketplace (Circle No. 35)</td>
<td>53</td>
</tr>
<tr>
<td>Merchandise Mart (Circle No. 9)</td>
<td>12</td>
</tr>
<tr>
<td>Michigan Design Center (Circle No. 4)</td>
<td>6</td>
</tr>
<tr>
<td>Panel Concepts (Circle No. 17, 31)</td>
<td>24-25, 45</td>
</tr>
<tr>
<td>Pirelli Cable Corp. (Circle No. 28)</td>
<td>40</td>
</tr>
<tr>
<td>Plymold Booths/Div. Foldcraft (Circle No. 15)</td>
<td>22</td>
</tr>
<tr>
<td>Scott Plastics (Circle No. 22)</td>
<td>149</td>
</tr>
<tr>
<td>Steelcase Inc. (Circle No. 10)</td>
<td>14-15</td>
</tr>
<tr>
<td>Stow &amp; Davis Furniture Co. (Circle No. 37)</td>
<td>56-57</td>
</tr>
<tr>
<td>Summitville Tiles, Inc. (Circle No. 30)</td>
<td>41</td>
</tr>
<tr>
<td>Tri-Craft (Circle No. 48)</td>
<td>32</td>
</tr>
<tr>
<td>Tropitone Furniture Co., Inc. (Circle No. 32)</td>
<td>46-47</td>
</tr>
<tr>
<td>United International Co. (Circle No. 18)</td>
<td>26</td>
</tr>
<tr>
<td>West Point Pepperell (Circle No. 38)</td>
<td>59</td>
</tr>
<tr>
<td>Western Merchandise Mart (Circle No. 40)</td>
<td>62</td>
</tr>
<tr>
<td>Westin-Nielsen (Circle No. 19)</td>
<td>27</td>
</tr>
<tr>
<td>Ralph Wilson Plastics/Wilsonart (Circle No. 6)</td>
<td>9</td>
</tr>
</tbody>
</table>

**FREE INFORMATION FAST**

Use handy Reader Service Card for quick and convenient response to products displayed in this issue.
Thin Profile Lighting Controls

NOVA T™
(Nova T-Star)

Undercut back plate gives Nova T™ a unique floating appearance.

.130”
.295”
(excluding backbox)

Streamlined Elegance—Just Over 1/4” Thin

- Wallbox dimmers for incandescent, low voltage and fluorescent lighting
- Touch-switches and slide switches for non-dimmed circuits
- Controls available for High Power and Pre-Pack systems
- Five colors—white, beige, gray, brown, and black
- Custom finishes, engraving, and silkscreening available

Call today for a color brochure:
(800) 523-9466, (800) 222-4509 in Pa. Or write Lutron, Suter Rd., Box 205, Coopersburg, PA 18036

This product is covered by one or more of the following U.S. Patents:
Lines For Your Bottom Line.

Let's face it, we all know that a nice, comfortable atmosphere helps sell good food. So, when it comes to selecting your restaurant's seating don't settle for the ordinary, when our top-of-the-line chairs can make your restaurant "a real crowd pleaser," and ultimately increase your bottom line.

Featuring innovative, contemporary designs and classic and traditional styles, every chair in the Loewenstein/Oggo Collection is designed with five factors in mind—quality, comfort, durability, beauty and affordability.

You can sense this design just by looking at our chairs—their proper proportions and contours, how they feel to the touch, and most importantly, how truly comfortable they are once you're seated.

From side chairs and arm chairs to bar stools and counter stools, you'll find our exceptional selection is available in an array of finishes, colors and covering materials to give you the variations in styling that accentuate any theme and decor.

So don't settle for an ordinary, no-design restaurant chair when you can enhance your atmosphere, provide comfort to your customers and gain larger profits with a selection from the Loewenstein/Oggo Collection.

Call or write today. We want to show you how our top lines can increase your bottom line.

Toll-free 1-800-325-8781
In Florida 1-800-441-8844.

Loewenstein/Oggo
P.O. Box 10369, Pompano Beach, FL 33061-6369. (305) 975-2447.
Chicago Showroom: Merchandise Mart No. 1098. (312) 644-7240.

Circle 46 on reader service card