CEILING ACCENTS

Grid accessories for new ceiling systems.
Stepped or beveled edges complement ceiling detail.
Four colors. For our brochure, call 1 800 233-3823
and ask for Ceiling Accents.

Ceiling designs copyrighted by Armstrong.
NEW FLOOR COLORS

Four new colors in vinyl sheet flooring.
Turquoise, Garnet, Blue Topaz, Copper. 14 colorways in all.
For information on Suffield, call 1-800-233-3823 and ask for Colors.
EXECUTIVE BUYER EDITION

Bonus Circulation
to 3,000 Facility
Managers at Corporate
Headquarters

Products, Trends, Issues
For Interior Architects & Designers

Cover
56 Cover:
Carnegie's jacquard Xorel. Design
by David Emfinger; photography
by Jeffrey Krein.

Features
78 High Design, Low Budget:
Gensler designs two spaces for
Apple Computer
82 Art & Architecture:
GHK creates gallery backdrop
86 The Ultimate Facility:
Steelcase's $111M pyramid
92 Best of WestWeek:
Green Building dominates
competition
106 On Its Own:
Morimoto gives definition to
Taylor showroom at PDC

Industry News
9 Letters
13 Commentary
21 News
71 People
74 Events
124 Footnotes

Columns
30 Color:
Purple dominates NEOCON
32 Lighting:
Natural lighting indoors
38 Textiles:
Warm, rich for autumn
40 Flooring:
Inspired findings from NEOCON
44 Business:
Planning a relocation
48 Hospitality:
Restaurant re-runs
50 Custom:
Variations on a theme
58 Products in Print:
NEOCON gems & The
International Contemporary
Furniture Fair
120 Products & Services

Advertising
128 Classified
130 Index to Advertising

Contract/August 1989
Back in 1984, Dean Witter decided to centralize their New York headquarters at Two World Trade Center. They’ve been ripping out floors and building them back ever since.

To simplify this gargantuan remodeling project—twenty-four floors, a million square feet, six thousand people, eight thousand chairs—they decided that all private offices were going to be the same.

Says Walter Mystkowski, Dean Witter’s first vice president for architecture, “We decided to connote prestige by embellishing the interior furnishings.

A tall order.
"The Paradigm® chair from Stow & Davis lets us modulate and customize both desk chairs and side chairs—with leather or fabric, open or closed arms, varying back heights. A vice president and an assistant vice president can have entirely different-looking chairs. But they're both Paradigms. "They've been on the market and doing well for ten years now—we expect they'll be around for the length of our lease."

Just what Richard Schultz had in mind when he designed the line, in 1978: "It's a nicely proportioned chair: conservative, but chameleon-like, so you can change its appearance. And my new wood models give even greater design flexibility."

Edith Gerson, an associate with PHH Neville Lewis, the firm retained for the headquarters' design, concurs: "You can fit people from senior executives to file clerks with equal comfort, just changing options and finishes.

"We even use it on the trading floors, where hundreds of chronically fidgety people are constantly jumping up and down, swivelling, tilting, practically doing cartwheels on their chairs. It's a marvelous, universal chair."

For more information, call 1-800-333-9029

Circle 3 on reader service card
An inside look at one of our toughest medical cases.

If you're looking for tough, easy-to-clean casework, cabinets or displays, KorTron/EB® is just what the doctor ordered. Besides being more economical than cabinet liner or low-pressure melamine, KorTron/EB also offers superior scratch and stain resistance. So it's ideal for interiors or other vertical and low-wear horizontal surfaces.

Our unique electron-beam curing process gives KorTron/EB a satin-smooth, super-hard finish. And since we use KorPINE® Ponderosa Pine particleboard as the substrate, KorTron/EB cuts and machines easily. KorTron/EB is available in a variety of solid colors and wood grains, either one-sided or two-sided. And if it's this versatile in commercial applications, imagine what it can do in kitchens and bathrooms.

KorTron/EB. For healthier profits, it's the best prescription for success.
Industry applause

"The ‘new’ CONTRACT is smashing! The bold format does a fine job of showing off the editorial material to best effect, and makes reading the magazine more interesting than ever. Congratulations!"

Ann Pardue Sonet
The Sonet Agency

Ann Pardue Sonet
The Sonet Agency

"The new CONTRACT looks great and is a pleasure to read. We all need a new face now and then."

Judith Gura
Vice President
Gura Public Relations

"Hospitality Design" by Sal Romano (CONTRACT June) was a helpful and informative article, and adds another dimension to CONTRACT—hospitality design.

One question though. I have noticed that when hospitality projects with dining rooms are pictured there is no mention of sources for the tableware. With a large portion of the budget allocated for flatware and china it is important to know where the tablesetting can be obtained or at least who manufactures it.

Judith Gura
Vice President
Gura Public Relations

"I'm impressed with the new format—dynamic and well organized."

Gwenn Morrison
Eva Maddox & Assoc.

"WOW, what a change! I'm sure it will make everyone sit up and take notice! Absolutely a knockout—strong, decisive. A giant leap forward."

Happy Bailey
The Inside Story
Austin, TX

"Hospitality Design" by Sal Romano (CONTRACT June) was a helpful and informative article, and adds another dimension to CONTRACT—hospitality design.

One question though. I have noticed that when hospitality projects with dining rooms are pictured there is no mention of sources for the tableware. With a large portion of the budget allocated for flatware and china it is important to know where the tablesetting can be obtained or at least who manufactures it.

Judith Gura
Vice President
Gura Public Relations

"I'm impressed with the new format—dynamic and well organized."

Gwenn Morrison
Eva Maddox & Assoc.

"WOW, what a change! I'm sure it will make everyone sit up and take notice! Absolutely a knockout—strong, decisive. A giant leap forward."

Happy Bailey
The Inside Story
Austin, TX

"The new version of the magazine is superb. Donovan and Green have done a terrific job."

John Hurst
President
The Ironmonger Modern Hardware

"I find the new format dramatic, enticing, and functional—a nice change for an already attractive magazine!"

Diane Erskine-Gideon
Workplace/Homeplace Design

Source lists for installations are provided by the interior design firm that completed the project. However, the Kitchen and Dining Room Wholesalers section of the Yellow Pages is also a good place to look. The Merchandise Mart, Chicago, also prints a categorized Buyer's Guide listing tenants who manufacture tableware. For information, contact the Mart.

Errata

In the July issue of CONTRACT, Gruppo Bisazza, part of the Tile Group Italia (Flooring Focus, p. 38) was incorrectly listed in a photo credit. The tile shown is not produced by Gruppo Bisazza.
We won’t fade into

No more faded tans. Or blues that don’t stay true. Carpeting made with Marquesa® Lana and Marquesa® Lana/ST polypropylene fiber (also known as olefin) will see to that.

Because unlike fibers dyed at the mill, polypropylene fiber has the color formulated into the yarn. So every stitch stays colorfast no matter what Mother Nature has in store.

Imagine, five years without fading. Without staining. Five full years covered by the PermaColor™ limited warranty from Amoco.
the sunset.

Fabrics and Fibers. In commercial and residential installations, both. This remarkable PermaColor warranty is made possible only by years of endeavor at Amoco. From developing new grades of polypropylene, to advancing the technology of face yarns and carpet backing. Polypropylene yarn is just one of the more than $4 billion of products that Amoco Chemical makes each year.

And now, the PermaColor warranty is forever changing the landscape of interior design. Call to get complete details. 1-800-292-6626.

Amoco Chemical
Authentic details and fine mahogany figured veneers distinguish this English executive desk as a particularly fine example of 18th Century period design at the Baker level of craftsmanship. This traditional collection is available in multiple configurations appropriate for the executive office.

For a Baker Executive Office brochure write Baker Furniture, Dept. 655, 1661 Monroe Avenue, N.W., Grand Rapids, MI 49505.
Quick reference to standards, tests, & codes

Add the time spent by the A & D community looking for information on furniture standards, tests, and codes to that of looking for sources and the hours in the day exceed 24. That is why CONTRACT's editors are pleased to publish in this issue a pull-out guide on page 53 that will free time for more productive work.

Compiled and furnished by The Business Institutional Furniture Manufacturers Association (BIFMA), which has for membership more than 97 percent of all United States and Canadian office furniture manufacturers, the guide offers instantaneous knowledge of where to contact important information sources. Tear it out, hang it up, and let us know if it is useful.

Don’t give up on licensing!

The designer licensing ship neither sank, nor is it making full headway. Efforts by state legislatures have simply slipped into the summer doldrums; hopefully they’ll pick up anew in the fall. Here is a fast recapitulation of licensing efforts that require continued vigilance and effort by designers to keep the ship afloat:

In New York, the licensing bill did not complete the first session of the legislature, which is a two-year stint. Consequently, it is alive and, if all goes well, will come up for consideration in the second session this fall. A legislative study in California has recommended a licensing bill for the next session of that state's legislature.

Minnesota also is halfway through a two-year legislative session with no reading yet, despite a practice act recommended by a task force established by the Governor.

With architects not in opposition, the Texas legislature simply never got to the title act bill that had been registered, and the bill will not be resubmitted until the 1991 session. Organized and heavy resistance was put up by the Southwestern Home Furnishings Association, which, representing retail furniture stores, believes that licensing will disenfranchise store employees.

A bill is still pending in Massachusetts. New Mexico passed a title act in March. Georgia has reintroduced a bill to the legislature, but it requires a favorable reading. In general, much progress is being made. The task remains to educate the public and lawmakers of the various states. Stay on board and keep working for licensing.

Len Corlin
Editor/Associate Publisher
Trendway lets you push the limits of your creativity, instead of your patience.

Funny thing about creative people. The more creative you are, the harder you look for ways to be even more creative.

But even you can push yourself only so far. The day may come when you'll simply need more money. More options. Or, most likely, more of the commodity that really nourishes creativity: time. Well, good news. Trendway offers all three.

We start with more panel heights, from 42” up to 10 feet. And more types of panels, including curved, glazed, half-glazed and pass-through.

Then we give you more time, with our unusually short shipping lead times. (That's not just our five-day Trendway Xpress™ program, either. Even standard shipment takes just four to six weeks.)

You save time on installation, too, thanks in part to our ingeniously simple hinge. It connects any Trendway panel to any other, without any special tools. (And that's just one of the features that makes setting up Trendway so easy.)
All in all, Trendway installs about 30% faster than most open office systems. With today's labor costs, that can mean huge savings—meaning more money for your design.

For more information on Trendway sizes, shapes, quick shipping and time-saving installation, phone 1-800-228-0987, extension 319. Or ask your Trendway dealer.

With more materials, money and time, who knows what your limits will be?

It's smart to start at Trendway.

Circle 8 on reader service card
C. EAMES TABLE (1950)
At $164/day, travel costs restrict some firms

New York—Business travel outside regular project presentations and sales trips is considered both a part of the job and a benefit for most major U.S. design firms, but with continuously rising travel costs, the agenda of such outside business travel depends largely on the amount each firm is able to set aside in its annual budget.

According to a recent survey of business travel costs by Corporate Travel Magazine, the average cost for a firm to send a representative on the road (not including airfare) is $164 per day, a figure that rises dramatically to $308 per day in New York City and dips to $104 per day in some southern cities. This disparity, and the indisputable fact that most major design industry conferences and shows are in larger metropolitan areas where per diem costs rival those in the Big Apple, has many smaller firms drastically curbing the number of shows they attend.

The Corporate Travel Index, which compares average travel costs of meals, lodging, and car rental, found New York, Boston, Washington, D.C., and Chicago to be the highest priced cities. In addition to growing Sunbelt cities, Dallas, Atlanta, and New Orleans edge out the California design hubs as the most threatening to budgeting for show attendance and continuing education.

The effects of rising costs—driven this year primarily by increasing food prices after last summer’s drought—has had a see-saw effect of sorts on U.S. design firms: While tighter budgeting does control how many designers are able to attend certain shows and conferences, most firms initially attend only the major events anyway, leaving little leeway for new or smaller affairs.

“Most of our travel is professional—our people are on the road for the clients quite a bit, but designers who attend shows generally go when they want to. We try to attend all kinds of professional programs around the world.”

Larger design firms often host their own seminars and conferences for employees. PHH Environments, which has offices throughout the country, combines much of its training seminars with education-type programs. But for making contacts in the industry, Rick Miller of the firm's Dallas office says show attendance is a double-edged event: important both professionally and creatively.

“Being a national organization, we try to have reps at all the big ones,” he says, “and we like to get to a little of both—the conferences and the trade shows.” PHH generally sends mid- to top-level staff, although Pat Tobin, national marketing manager, says attendance is determined by each designer’s own area of interest. “Not everyone goes on project trips either,” he explains. “The managing principals in charge of the designers at each branch usually attend shows on a rotating basis.”

Because of PHH’s size, it often doesn’t have to consider travel costs because chances are, major shows are near branch offices. Tobin says. PHH sponsors several of its own conferences and annually budgets extraneous travel costs by the number of shows employees want to attend, the number of designers interested, and the percentage of the budget available, he adds.

This is the course most of the firms surveyed by CONTRACT follow. Harry Lassiter of ISD, New York, Houston, and Chicago, says his firm doesn’t send designers to events en masse, but usually on a restrictive basis governed by seniority. “We send a lot of designers to speaking engagements or awards banquets, but in many cases those trips are paid for,” he says. “We always attend the big shows, but try to decide which on a different agenda—which ones cover the biggest markets.”

Travel is part of job

Jerry Sincoff of HOK said his firm sets a budget that allows designers to attend at least the major shows. “There are many shows in the areas we have offices,” he explains, “and we always designate several people for each show. We rotate among the employees and give special attention to those who need to make contacts.” Sincoff said HOK considers conference and show attendance a part of the design practice and has programs aimed at sending employees to events. HOK also organizes several of its own educational programs annually.

Barbara McCarthy, manager of corporate communications for Gensler & Associates/Architects, San Francisco, also says show attendance rests with the firm’s individual offices, but the firm is represented at all major events.

“Travel is definitely part of the job for designers, and shows and seminars are becoming part of that travel,” she says, “but all budgeting for such expenses is done on a regional basis.”

Likewise, as the trend turns toward more regionally oriented shows, many design firms are buckling down and sending their local people to attend. “It cuts down tremendously on costs and it obviously makes a lot of sense,” McCarthy says. □
When it comes to contract upholstery fabrics and wall coverings, no other fibers come close to the unique combination of rugged durability and luxurious styling versatility of Du Pont CORDURA.

In laboratory testing, CORDURA exceeded the Wyzenbeek Double Rub Abrasion Test by such a wide margin that testing was stopped after a million rubs. In other testing, CORDURA demonstrated that it will not pill, thereby assuring its long-lasting good looks where alternatives

From executive suite to auditorium, fabrics of Du Pont CORDURA® are unmatched for durability and styling flexibility.

When it comes to contract upholstery fabrics and wall coverings, no other fibers come close to the unique combination of rugged durability and luxurious styling versatility of Du Pont CORDURA.

In laboratory testing, CORDURA exceeded the Wyzenbeek Double Rub Abrasion Test by such a wide margin that testing was stopped after a million rubs. In other testing, CORDURA demonstrated that it will not pill, thereby assuring its long-lasting good looks where alternatives
look shabby or need costly maintenance.

Of equal importance, Du Pont CORDURA offers a soft, satisfying hand and a rich, inviting look in a wide range of up-to-date colors, styles and textures, from jacquards and heathers to wool blends. So whatever the setting—from board room to public arena—there is a CORDURA fabric that looks and feels just right. And upholstery fabrics of CORDURA are coated with TEFLON® WBC for advanced soil and stain repellency, easy cleanability and quick drying.

To help designers with in-depth product information, technical literature, comparative testing or any other design assistance, Du Pont has established the CORDURA Design Resource Network.

Call us at 1-215-855-7765 or write CORDURA Design Resource Network, Du Pont Company, 100 West Main Street, Lansdale, PA 19446.

With Du Pont CORDURA, durability is always in style.
September ‘Conference on the Bay’ prepares menu of seminars

San Francisco—Design, architecture, and facilities of the office of the ‘90s, new directions in hospitality design, and refinements of concepts in health and congregate care will be the focus of the CONPAC 89 “Design! Design! Design!” conference in San Francisco Sept. 7-9. The show, which features both temporary exhibits and permanent showrooms at the new Contract Design Center at Showplace Square, is expected to attract 8,000 designers, specifiers, architects, facilities managers, and other end users, according to executive director Lydia Crichton.

Television journalist Linda Ellerbee will be the keynote speaker, providing colorful commentary on the interiors industry of the ‘90s.

Programs cover spectrum

Prime design consultant for the Contract Design Center expansion, Orlando Diaz-Azcuy, will present “Curse or Glory: Design in San Francisco,” an overview of the city’s design scene. Formerly design principal at Gensler & Associates/Architects, he now heads his own firm, Orlando Diaz-Azcuy Designs, San Francisco.


Creative Zones, a new concept introduced at last year’s conference, will be repeated, again demonstrating creative uses of products in unique settings that provide hands-on experience for viewers. It will be supplemented at CONPAC 89 by Creative Moments, a presentation of products and ideas in attention-grabbing vignettes, and Creative Galleries, a display of new international design ideas, including: “The New Bamboo Room,” a hospitality/conference center featuring walls made of glass panels that remain opaque when not lighted, becoming clear when switched on; “Women’s Executive Washroom,” the mind-boggling toilet for the ‘90s by renowned Japanese toilet manufacturer, Toto, which boasts 12 electronically controlled features; “The Fashion Gallery Restaurant,” a restaurant built around an intricate array of ramps, catwalks, columns, screens, and monoliths, all overlapping and able to accommodate large fashion shows; and “The Philanthropy Gallery,” a display of important projects for the homeless, elderly, disabled, and AIDS-infected, sponsored by DIFFA, AIA, IBD, HIA, and ASID.

San Francisco analysis

In addition to the exhibits and seminars, CONPAC 89 will offer “Design Insight/Bay Area Visions,” a display of advanced work in industrial design, graphics, furnishings design, architecture, interiors, and corporate image design. Many of these programs will be visitor-participatory, offering roundtable discussions by leaders in each of these fields.

IBD will sponsor a continuing education seminar, “Indoor Air Quality and Its Control,” Saturday, Sept. 9. Led by architect Hal Levin, Hal Levin & Associates, Santa Cruz, the five-hour seminar will earn participants .5 continuing education credits and is accredited for all IBD and ASID members.

All showrooms will be open during the event and there will also be a special Bay Area product design exhibit. For more information, contact Lydia Crichton, executive director, at 800/542-1415 or 415/864-1500.

Noted television commentator Linda Ellerbee (left) and renowned designer Orlando Diaz-Azcuy will speak at CONPAC 89, “Design! Design! Design!” Sept. 7-9 in San Francisco.
It was shadow.
It was brief.
It was drifting.
It was an idea.
Now, it's fabric.

Pinwheels. One of the 62 fabrics from the new Jhane Barnes Collection. One of the 2,000 fabrics from Knoll Textiles.

Circle 11 on reader service card.
Florida designers honored at IBD gala

The Institute of Business Designer’s (IBD) Annual Award Gala honored design professionals Florence Knoll Bassett, Dennis Jenkins and Barbara Pietsch at a gala sponsored by the IBD South Florida chapter at The Biltmore in Coral Gables. Pictured here (from left) are Dennis Jenkins, head of his own South Miami-based design firm; Dawn Starling, IBD’s chapter president; and Pam Villa, chairman of IBD’s annual Awards Gala.

IMS presents ICON

Minneapolis—The International Market Square (IMS) is making plans for its fifth annual design conference and furnishing exposition, ICON, here September 21 and 22.

ICON, is based on the word’s definition: a central idea or image which is culturally enduring and inspirational. “That is exactly how we want the trade and the public to view International Market Square,” said IMS President Jerry Zweigbaum.

ICON will feature trade events on Thursday, September 21 and continuing education courses and public events on Friday, September 22. A full day of activities for the public is a new feature of IMS’ Design Conference.

Friday’s public activities include showroom open house with showroom

seminars; a benefit luncheon; a tabletop portfolio display featuring local artists; and a presentation by House Beautiful’s Jane Ellis on design trends through the 1990s.

Presentations by industry experts highlight the two-day conference. Thursday, designer and theorist Michael Kalil, principal of Kalil Studio, will offer the conference keynote on design icons, as well as exploring the relationships between human beings and the environment.

American designer Carleton Varney, owner and president of Dorothy Draper & Company, Inc., offers a presentation along with Edward R. Murrow’s filmed interview with Dorothy Draper, as well as highlights from his own book, “The Draper Touch: The High Life and High Style of Dorothy Draper.”

In a program co-sponsored by the International Facilities Management Association, Fred Pryor, author, management consultant, and chairman of Pryor Resources, will address negotiating skills for the trade and corporate end users.

Carl Brewster, IFMA, contract consultant for BASF Fibers, will give a practical presentation on new fibers, tips on accessing market information, and product quality lines.


Two continuing education programs will be presented for the trade on Friday. In a program co-sponsored by ASID, Elizabeth B. Howard, ASID national president, will offer a program on business and leadership skills. Her topics will include management by objectives as a business tool, volunteerism, delegating, motivating, and conflict management. Roko Paskov, CareerTrack, producer of business seminars, will offer new ideas on presentation skills and achieving career excellence.

Special hotel rates are available at the Hotel Luxford and other downtown hotels. For hotel information call IMS at 612/338-6250. Airfare discounts are available through Market Square Travel, 800/247-9640. For more information about International Market Square and ICON ‘89, contact IMS Special Events at 612/338-6250.

CMG plans event

Arlington, Va.—“Color Visions—Marketing Decisions” is the theme of the Color Marketing Group’s (CMG) fall educational seminar and national meeting, September 23-26 at the Phoenician Resort, Scottsdale, Ariz. The four-day program will feature a variety of presentations geared for professionals interested in color trends and issues, plus the unveiling of the 1991 Consumer Color forecast and preview of the 1992-93 Contract Color palette.

The educational seminar, Saturday, September 23, will include sessions on color in healthcare interiors, lighting applications, historical trends, and special effects such as pearlescence, fluorescence, and metallics.

The national meeting will bring CMG members together to determine the Contract Color Directions for 1992-93. A series of design and marketing workshops are also planned for the three-day meeting, including talks by Deborah Sussman, Sussman/Prejza & Co., Los Angeles, designer for the 1984 Summer Olympic decorating scheme; and James Wines, chairman, Environmental Design, Parsons School of Design, New York, and author of the book, “De-Architecture.”

For more information, contact CMG at 703/528-7666.

Contract/August 1989
PROMOTION. NEW OFFICE. AND MY OLD FRIENDS."

"Christopher Marlowe said, "All women are ambitious naturally." He's got me pegged. So here I am. Promotion. New office. And my old friends."

"My favorite desk and chair. They helped me get here. We've put in a lot of time together—quality time. It's where I get my best ideas."

"So here we are together on the 40th floor. I want to keep a good thing going. Because I feel comfortable surrounded by them—just the way I feel surrounded by my favorite paintings."

Designers, specifiers, end users: When it comes to choice, quality, design, delivery, service and livability—for 173 years we've built our reputation on making you comfortable.

Circle 12 on reader service card
Here's one wallcoloring book you'll want to pore over. Page after page, pattern after pattern, Koroseal's new Crescendo collection builds on your most vivid concepts of design. Brilliant colors. Borders on genius. Marbles, geometrics and elements of surprise that will inspire you to new heights. Now on 27-inch rolls. To get your hands on the book, just call your Koroseal distributor, or write to Koroseal Wallcoverings, 500 South Main Street, Akron, Ohio 44318.
In just 5 days, you might be forced to take a drastic action, like giving us a call at 1-(800)-848-4400 (Ext. 286) for a new price list and catalogue.

Before you're forced to take something more drastic, we can help you organize all the accessories in your office that you can't live without. Our KnollExtra, including the Smokador Collection, can quickly ship a variety of items to keep your office running smoothly.

Items like erasers, messages, memos, letters, business cards, photos, calendars, folders, binders, catalogues, tape, staples, scissors, hole punchers, plants, flowers, books, magazines, umbrellas, hats, coats, coffee, sugar, cream, candy, ice, trash, ashes, paperclips, rubber bands, tacks, ashtrays, trash cans, and keyboards are laying around the office. Give us a call now before it's too late!
Purple tells color story of NEOCON 21

By Sara Marberry

Color forecasts of several years ago certainly came true at NEOCON 21, the annual contract furniture exhibition held in June at The Merchandise Mart, Chicago. While there weren’t too many surprises, there certainly were several dominant color stories and prevailing design trends at the show.

In a year of cautious optimism, manufacturers at NEOCON showed relatively little color daring, yet managed to reinforce trends that are shaping the ’90s palette.

Purple, in bright hues with deep chromas, was the color sensation of NEOCON 21. It was used in complex jacquard weaves; monochromatic solids; tapestries; and even as a theatrical backdrop to furniture displays. Brayton International’s ninth floor showroom was hard to miss with its bright purple upholstered chairs, deep eggplant divider walls, and violet glow cast by a neon light on glossy white walls.

Almost every textile manufacturer was showing purple in some form or another—even leather companies followed suit. Lackawanna’s new third floor showroom was a sensation with its mechanically rotating samples in 54 new colors designed by Andrew Belschner.

Pleasing accent to gray

Maybe one of the reasons purple seems to be so popular is that it is a pleasing accent to gray, the neutral that has governed contract interiors in the ’80s. Where large expanses of color are used, such as floorcovering, purple can be toned down with gray to make it acceptable, as in a sample presented in Collins & Aikman’s 10th floor showroom. JG Furniture was showing a purple panel fabric with blond woods in its system display on floor 11. Charlotte also dazzled visitors on 11 with its bright assortment of purple and magenta upholstered seating with black frames.

Other color stories noticed at NEOCON were the desert colors of orange, rust, burnished golds, and sand. Up on 18, Milliken introduced a nature theme using pattern and color. Desert, Sand, Stone; and also Reed and Bamboo Forrest were some of the names of its new carpet tiles. Avocado, as an accent, and khaki green also were part of the company’s color palette.

The biggest news in wood seemed to be an increased use of wood inlays and high gloss finishes. Black-finished wood frames with aluminum components was a popular combination in non-traditional seating. Light woods, especially oak, seem to be enjoying a resurgence, particularly in middle-management case-goods, such as the one introduced by Helikon on floor three.

Continuing the trend of the ’80s, texture, pattern, and detail are primary design elements in both furniture and textiles. Iridescence and sheen, qualities forecasters were talking about two years ago, have now been brought to market, capturing the interest of specifiers. In terms of style, “industrial elegance,” a phrase coined by Vecta and showcased in its third floor space is a recurring theme among manufacturers. The award-winning Lees Commercial Carpets showroom on 18 showed no new product, but fashioned itself in this style with bare concrete floors, exposed ceilings, industrial type furniture and visitor-decorated chalk graffiti on walls and columns.
Space Design Group creates award-winning "natural lighting" in enclosed offices

By Laura Mayer

Faced with the challenge of designing an inspirational, esthetically lighted environment for a dynamic group of people in a veritable cavern of a space, Marvin Affrime, The Space Design Group, New York, never even blinked. In fact, he couldn't wait to jump into the project. His inspiration recently won him and lighting consultant Robert Friedman, of Wheel Gersztok Friedman Shankar, GE Lighting's Edison Award for corporate design.

Taking advantage of the little natural light he could glean from scarce perimeter offices in ad agency BBDO Worldwide's new facilities, Affrime created a space that, with clever construction and borrowed light, gives the effect of natural light throughout—even in the innermost offices. He made the lighting at once unobtrusive and a part of the overall design.

Affrime's inspiration was produced by the very hurdle that would cause some designers to shrug. "We all have a list of 'givens', or goals, and trying to meet that list is what inspires us," he explains. "We're not fine artists, we're business artists and the given requirements or goals are what make a project so interesting. It is very satisfying to design a project in which you end up with the lighting you need, the quality of light you need. It has to look like something in the space and add to the character of the project. It has to be affordable, conservative of power—there are so many requirements."

With this concept of borrowed light, Affrime designed a series of office walls of varying heights that permits the light from perimeter windows to flow through the rest of the space. Wall sections above eye level are of clear glass, thus permitting privacy while keeping a smooth, natural-light effect.

"We wanted to permit as much perimeter daylight to invade the space and to Continued on p. 34"
Alone, in pairs, or in a group. Diminutive halogen ceiling pendants that are fun, funky and functional. Each creates a near perfect circle of light. They shimmer, they sparkle, they glow.

Fine quality lighting - from Koch + Lowy.

Designers
Piotr Sierakowski
ABE
Max. Wattage
20 watt halogen

Factory and Office
21-24 39th Ave.
Long Island City, N.Y.
11101-3687
718-786-3520
Telex 620056
Fax 718-937-7968
Chartwell Contract
Group Member

Circle 15 on reader service card
Space "lights" itself

Continued from p. 32
keep it rolling as it gets deeper and deeper into the space," Affrime explains. "BBDO wanted the inside to be as good as the outside. They wanted a space that is new and fresh and uniquely theirs."

In addition to extending light with the walls, Affrime used variations in ceiling heights to reflect light throughout the 332,000 sq. ft. space. The result is a sculpted design that not only creates the illusion of a larger area, but works in union with fixtures in a direct-indirect lighting effect.

To create such diversities in the design, Affrime and Friedman had to start from scratch, tearing out all previous lighting and air conditioning ducts. "It was a major project just to get to ground one," Affrime says. "And then we had to start from there."

Individual offices each have their own character, whether by a fixture placed in a non-traditional spot on the side of a desk rather than over the center, or by groupings of various fixtures. Affrime used freestanding, hanging, and downlights in addition to his own custom-designed sconces to line the hallways outside each private office, similar to a group of townhouses. He used a combination of fluorescent and incandescent lighting to curb future costs and offer a change of pace while still keeping aesthetics in mind.

"We tried to create a lighting scheme that gives the end-user the correct amount of light to help do the work and at the same time give a sense of variety and change," Affrime says. "The corridors are not lighted like offices so even when you move around in the space you get a change of pace."

The custom sconces that line corridors are "the mainstay of the project," Affrime says. Designed for the compact 40-watt biaxial fluorescents they frame, the sconces are made of perforated metal with a brass binding at each end and a wider brass band across the middle to conceal the socket and wiring chamber. Manufactured by Neo-Ray, the little 18" fixtures create a two-dimensional effect and are used throughout the design in sets of two or four at the office perimeters.

Sconces identify project

"All the offices have them," Affrime says, "and the specialty here is that they do not have to be removed to accommodate change. The lighting has been arranged keeping in mind the probable use of the room in another configuration."

The designers also used a new lamp from GE Lighting—a major BBDO client—in the offices. "It was important to use GE's new lamp in the design," Affrime says, "so we took that lamp and built a new fixture for it."

Friedman was responsible for designing the fixtures' specific details. Because the fluorescent lamps inside are high lumen sources, they are brighter than standard fluorescents and had to be shielded almost as incandescents. These compact fluorescents, the designers discovered, possess the most attractive qualities of incandescent lights—intensity, color, and flexibility in placement. Friedman's design implements angle shielding to reduce the glare on computer screens and work surfaces. Consequently, Affrime says, "the lines in the fixtures' housing follow the design and lines of the space. It's a language and the language of the lighting fixture and its design is very much the language of the project."

The variety and unifying effect of the lighting design treat all employees the same because each area has a special quality and design. It adds a humanizing touch to this dynamic firm. "Why shouldn't every firm expect that a designer will give them a space that is uniquely theirs?" Affrime asks. "I call it custom design and I think that for all the money people spend today on their environments, there's no reason they shouldn't expect a custom space that takes in all the practical elements and gives them their own character. That's our goal and that's the goal of the clients who choose us."
Presenting Glare-Free Task Lighting

Announcing the 209 Designer Series of open-office task lighting. These specialized task lights feature Waldmann’s exclusive built-in parabolic louver*, a light guidance system that affords strict light control, focusing light on the work area and virtually eliminating glare and reflections from VDT screens and glossy surfaces. This results in less eye fatigue and improved productivity.

The latest in European design and high-tech styling, the 209 Designer Series features traditional vertical arms or horizontal arms for mounting under binder bins.

The right angle for open-office furniture systems. A versatile complement to contemporary office interiors, these task lights can be mounted to over 40 different panel systems.

Available from stock in the following colors: matte black, pure white, chocolate brown, slate grey, creamy beige, and rich burgundy. Custom colors are also available.

Glare-free task lighting that gives the user control of his or her lighting environment.

For more information contact:

Waldmann Lighting Company
9 W. Century Drive
Wheeling, IL 60090
Telephone: (312) 520-1060
I o I K.N I is easy by the sizzle and savvy of the Its a cavalcade of international design stars, the stop-the-presesses people whose presence and products make news. They’ll be out at IDCNY for three days of seminars, exhibitions and parties.

The sizzle and savvy of the International Design Center, New York, awaits you during Designer’s Saturday. Stop at 100-plus spectacular showrooms and see products never before seen in New York City, the this-minute designs from over 200 of the world’s most prestigious manufacturers.

It’s a cavalcade of international design stars, the stop-the-presesses people whose presence and products make news. They’ll be out at IDCNY for three days of seminars, exhibitions and parties.

Fly United, US Air or Piedmont to Designer’s Saturday for 45% off regular coach fare. Call 718/937-7474 for travel information. And fill out and mail the IDCNY preregistration card today. Your badge will be prepared for your arrival.

Getting to IDCNY is easy by subway and even easier by complimentary shuttle from around the city. Just call 718/937-7474 for information.

Yes! I plan to attend Designer’s Saturday at IDCNY. I’ll pick up my badge upon arrival.

IDCNY

Circle 17 on reader service card
Stance

A unique ganging stack chair that is comfortable and durable in both structure and style. Component system design permits addition or removal of arms in the field. The easy-to-care-for polypropylene frame conceals a steel inner structure. It's technical innovation by design from KI. Call (414) 468-8100 or write P.O. Box 8100, Green Bay, Wisconsin 54308-8100 for more information.

Circle 19 on reader service card
Warm colors from NEOCON 21

In keeping with the seasons, following is a selection of fabrics and wallcoverings that ease the heat of summer brights with the warm, rich tones of autumn.

The Lustrous Multi-Tone line from Leather-Link takes leathers one step further through the use of an exclusive process using specially formulated pigments. Available in 12 colorways with a 12-week lead time, the leathers shine on their own or in combination with hides from the extensive Leather-Link collection. Circle No. 304.

The strongest of the earth’s natural elements, precious metals, are bonded to wallcovering materials to create an equally strong design element. The flexible wallcovering line, from Numetal Surfaces, is available in four patterns with colors ranging from earthen reds and sky blues to bronze and milled steel. Patterns continue horizontally for continuity up to 50 feet. Circle No. 306.

"Leaves mark change in time; they symbolize a beginning," says Deepa Textiles’ Laura Guido-Clark of the latest addition to Deepa’s Indulgence Collection, Garden Court. A jacquard weave of wool/trevira, the fabric is available in 11 colorations, scaled for applications from small cushions to large sofas. Circle No. 307.

The shortest distance between design points could be Stratford Hall’s “Lines” in terra cotta and cypress. The graphic fabric is part of a new collection that includes “Swirls” and “Curves,” creating a design geometry that meets contract specifications. Circle No. 305.
The Carnegie box.
A new spirit in color.

Circle 20 on reader service card
Inspired floorcoverings from NEOCON 21

Many impressive innovations in carpeting were on view at NEOCON 21 in June. **Missoni**, the well known Italian fashion designer, has lent his exciting and unique sense of color to a line of 100 percent wool carpets and rugs. The Sister Line, by T&J Vestor, is unmistakably Missoni in geometry and coloration, relying predominantly on bright primary tones. Missoni floorcoverings are offered in the United States through Roubini Inc., exclusive distributors.

**Palazzetti** urges designers to take a stand on art with “Construction,” a rug patterned after a 1929 painting by French artist and designer Georges Valmier. “Construction” is handcrafted of 100 percent wool.

**Bentley Mills** uses Velv-A-Weve, a precision cut- and loop-pile yarn placement technology to develop striking new patterns with a traditional Wilton look in both large and small scales. Five new companion patterns, Piazza, Volere, Napoli, Avanti, and Prego, are all constructed of DuPont Antron nylon.
Now you don't have to compromise selection and style for the convenience of "quick-ship". FACTORY EXPRESS, a comprehensive program from High Point Furniture Industries offers 19 seating models in 28 fabrics and 2 finishes, along with the classy 5600 Series, a complete line of genuine veneer case goods. Perfect for the general office or executive suite. FACTORY EXPRESS delivers high quality office furniture at surprisingly moderate prices. With guaranteed shipment in just 20 working days, FACTORY EXPRESS from High Point Furniture can make your Contract buying easy and affordable. FACTORY EXPRESS. Only from High Point Furniture Industries.
Why hide it?

A records center doesn't have to be hidden away far from the people who use it. With an efficient, space saving White Aisle-Saver® high density storage system, information can be near the users—in half the space—yet look terrific.

White Aisle-Saver systems can be furnished to fit in with most any office decor. Custom colors, wood laminates, designer fabrics—even smoked glass—are always available.

Aisle-Saver systems are easy to operate and user-friendly. The latest in controls and safety features, and security options, are available today. Tracks are enclosed and low profile to help prevent heel catching and tripping.

They're also budget-friendly systems, with short paybacks and low maintenance costs.

From a small manual system to an electrically controlled solid state system wired into building security, White has a solution.

Your White Office Systems dealer can address your needs—In productivity and aesthetics. Contact him, or call or write White Office Systems, 50 Boright Avenue, Kenilworth, NJ 07033. (201) 272-8888. Fax (201) 272-7081.
The greatest apartment salesman of our time

To most of us, William Shakespeare is the quintessential playwright.

But when the Ballard Realty Company of Montgomery, Alabama, needed tenants for a new apartment complex, Mr. Shakespeare proved to be a top-notch salesman as well. With every signed lease, Ballard Realty offered free membership subscriptions to the nearby Alabama Shakespeare Festival. In no time, over 80% of the company's units were leased before construction was even completed.

Throughout the country, small and medium-sized businesses, like Ballard Realty, are discovering what blue-chippers have known for years: that the arts can help create a positive public image, increase visibility and improve sales. All this while reducing taxable income.

If you would like information on how your company — no matter what its size — can benefit through a partnership with the arts, contact the Business Committee for the Arts, Inc., 1775 Broadway, Suite 510, New York, New York 10019, (212) 664-0600.

It may just be the factor that decides whether this year's sales goals are to be or not to be.
“Quality relocations do not come cheap and require substantial planning. Realistically, an organization should start the planning process two or three years prior to the lease expiration date.” —Donna Ward-Hale, Ward-Hale Design Assoc., Washington, D.C.

By Donna Ward-Hale, IBD

Mergers, acquisitions, decentralization, “lean and mean” corporate philosophies, changes in labor requirements, along with obsolete building systems, have spurred many an organization to make a comprehensive review of future requirements, and begin planning for them. The interior designer, by virtue of his/her talents, is in a unique position to offer services as overseer and guide to the relocation process.

To many, the thought of a relocation is terrifying—moving a facility can result in long term cost savings and productivity increases, or it can be an expensive nightmare. Quality relocations do not come cheap and require substantial planning. Realistically, an organization should start the planning process two or three years prior to the lease expiration date.

To begin, the first priority is to gain a total understanding of the organization’s corporate strategy and business plan. It is nearly impossible to relocate until an audit is conducted, and a strategic plan evaluating where staff and facilities are now positioned, and projections as to where the corporation will be in the next three, five, and ten years are developed. Answering the basic question, “How does relocation fit into the long term business plan?”, is the start of the process. Schedule a meeting with top executives and the internal relocation manager to develop a facility planning program. Covering the following points can help guide the decision making:

- How much square footage is really required? Is expansion space needed? How much and when?
- What are the most efficient work area office space standards? Will the overall square footage be drastically reduced if work areas are revised?
- How much square footage can be saved with the ideal floor size, column, and mezzanine spacing in a new facility?
- What are the ideal building image, location, management, amenities requirements for the organization? How can the building meet electrical, heating, air conditioning, parking, data cabling, lighting requirements, etc.?
- What is the realistic time frame to accomplish the relocation? What is the implementation plan? How does this affect organization operations?
- How much will relocation cost? Does this match the overall business plan and financial resources available?
- Have future requirements been considered? Remember that electronic equipment will most likely be added, changed, and modified throughout the life of the office. Plan for flexibility. The only constant in an office environment is change.

Suggest the company retain a real estate broker and attorney. The attorney will assist in interpreting and evaluating all of the documents agreed upon in the lease negotiation. Once the broker has been equipped with the approved facility planning program, he/she is ready to drive a hard bargain. With the exception of a few key hot spots, current market conditions favor the tenant. In addition to favorable negotiating points such as lease term, base rentable rate, commencement date, renewal/expansion options, expense pass-throughs, concession allowances, parking amenities, etc., now is also the time to take advantage of schedule and construction-related aspects. Encourage the client to take the time to clear up all the gray areas now; it will be too late after the lease is signed.

The following key issues spring from construction discrepancies and deficiencies found within the body of the lease, the building standard workletter, definitions, and other pertinent lease language or exhibits:

A. Life safety systems

- Emergency exit lights
- Smoke detectors
- Extinguishers, alarm stations, etc.

(The tenant may have to pay extra for these items.)

B. Sprinklers:

Usually, not enough sprinklers are planned within the space to meet building codes. Once the space is built, there may be an additional expense to add or move sprinkler heads.

C. Above building standard heating, ventilation, and air conditioning

- Air balancing
- Any minor modifications of base building ductwork to accommodate tenant requirements may create an additional expense.

The list could go on and on, but most of the important gray areas in workletters should be obvious and clear. Remind the client that it is not the landlord’s responsibility or expense to disclose vague areas in the lease or workletter, or the potential cost exposure to the tenant. Clarifying these issues beforehand will eliminate the possibility of paying approximately nine to 12 percent above the total leasehold improvement value for these items.

When analyzing locations, it is also Continued on p. 46
Ontos tapestry on Piedmonte banquette, brilliantly successful in the corporate world.

Brunschwig & Fils
75 Virginia Road, North White Plains, New York 10603 Through architects and interior designers.
Circle 24 on reader service card
important to perform “test fits”. Test fits are shorthand preliminary space plans to determine how the organization will fit into a space. Different floor plans and building geometry could impact space requirements by 10 to 20 percent. Over the life of the lease this could add up to hundreds of thousands of dollars in additional rent payments.

Another item to consider when analyzing different locations is the lease commencement schedule. Is it realistic? Or is it a vehicle for the landlord to recapture capital by blaming the tenant or design firm and having the tenant pay overtime premiums, or squandering the rent abatement? Tenants usually are not realistic about how much time it takes internally for decisions to be made. Have the client pay special attention to definition of the substantial completion date and certificate of occupancy; contractor or developer mark-up and other fees; and the right or ability to contract for purchasing construction directly or the right to bid the subcontracts.

Relocation management

Once a building has been identified, the design presented and approved, the construction underway and new furniture ordered, it is time for the focus to turn to coordinating the relocation. The tasks required to be completed can number more than 200 for a complicated move; however, they can be classified under the following nine phases:

- Project Scheduling
- Budgeting
- Employee Notification
- Communication Systems Coordination
- Selecting Vendors and Movers
- Scheduling Movement of People, Furniture, and Equipment
- Move Supervision
- Follow-up and Punchlist
- Post-Occupancy Elevation

Some of these suggestions may seem to fall beyond the purview of the designer. Yet they are important—the more comprehensive the services offered, the more valuable the design firm is to the client. □

NEW COMPUTERIZED TECHNOLOGY IN PLASTIC LAMINATES

- High pressure laminate panels
- Automated TOPMASTER T-moulding
- Automated post forming and vacuum forming
- State-of-the-art edge banding
- Computerized spraying
- Computerized saw cutting
- Automated panel lay-up
- 32MM system drilling
- CNC precision routing and drilling
- Cut to size components
- Any quantity from 1 to 10,000 ... or more.

Call today or FAX drawings for immediate quotes.

MODERN PLASTICS CORPORATION

152 Horton St., Wilkes-Barre, PA 18702
(717)822-1124 FAX: 717-823-9666
Let's face it, having signs made can bring out the worst in anyone.

As if the eternal wait and the hefty prices weren't bad enough - you often don't get much to choose from. It's no wonder you feel like you're choosing between the lesser of two evils.

Well, not anymore. Because now you can take advantage of Kroy® Sign Systems. And we're sure you'll find us a pleasant change.

We have the only nationwide network of Sign Specialists. They'll work with you to create a look that best suits your company's needs and personality.

Kroy signs come in a wide variety of styles, sizes and colors. You can choose from natural wood frames. Designer, metal frames. Or colorful, molded frames. Then you can choose the insert, lettering color and mounting option you like best.

And our prices?

Glad you asked. You'll find our prices competitive from the start. And when it comes time for updating, the savings really start adding up.

You see, with the Kroy® Lettering System, you can update your signs yourself. So you save time as well as money. Or, if you'd prefer, we'll even do your updating for you.

Give us a call or mail in this coupon for more information. And we'll tell you how to avoid sign hang-ups. In hardly any time at all. Call us today, toll-free, at 1-800-733-5769. In Arizona, call 1-602-948-2222.

□ Please call me for a free consultation with a Kroy Sign Specialist.

□ Please send me your free 8-page brochure.

NAME

TITLE

PHONE

COMPANY

ADDRESS

CITY

STATE

ZIP

KROY Sign Systems

Kroy Inc., P.O. Box C-4300, Scottsdale, AZ 85261

Circle 26 on reader service card

All headlines set in Kroy® lettering. Kroy® is a registered trademark of Kroy Inc.
A return to the past in restaurant design

In the restaurant business, a customer’s perception of value usually results in greater profits for the owner. This, according to Charles Morris Mount, a former restaurateur and now head of a design firm in New York City that bears his name, is one of the reasons for the recent popularity of nostalgia, both in restaurant cuisine and decor, as a theme.

“It starts with perception of a direction, cuisine selection, and translation of both into design concepts,” he says. Originator of a highly successful restaurant called “Between The Bread” in New York City, Mount has developed a prototype for a series of restaurants to be called the “Silver Diner,” a modern adaptation of the typical diner of the ‘50s.

“My client and I toured the United States, visiting diners,” he says, “to come up with ideas for replicating the concept in an updated mode that will be popular in the 90s and beyond.”

‘Take-out’ demand growing

Accompanying that design thrust, Mount sees a growing demand for “take-out” foods by customers—everything from bakery items to salads—as they leave a restaurant. Or food that can be ordered for home delivery. “That introduces new design elements, such as deli counters or refrigerated baked goods displays,” Mount says.

An idea of the success envisioned for the entire chain of Silver Diners is the record-breaking volume of the first unit opened in Rockville, Maryland, in February. This 5,000 sq.-ft. prototype seats 189 and is grossing in excess of $85,000 per week. The key to successful throwback design, suggests Mount, is to replicate a concept “in an updated mode that will be popular in the 90s and beyond.”

So successful has been the concept that a line of 60 people is not uncommon at 5 a.m. waiting for the diner to open, Mount elaborates. “It is not only the design, but the mix of value—an old-time menu, with prices from the ‘50s and ‘60s,” he says. “The menu, too, is updated with more salads, a smaller choice, and far less fried foods, thus mirroring the public’s concern with healthy diets.”

Customers can even fax their orders in advance so that the food is ready when they arrive or for take-out delivery.

“The building and equipment cost in the vicinity of $1 million,” he adds, “and incorporates a number of amenities such as diaper-changing areas in both the men’s and lady’s rooms.”

Finally, Mount explains that clients are looking for more interesting environments, changes in level, color, and lighting. “Silver Diner is interested in making a statement that creates a selling image. Many restaurants rely on this, as they are not advertising as much as they used to.”—Len Corin

utilization of glass block and steel in the interior. The usual booths and counters are used and banquettes are placed in the back to accommodate “duces”, Mount points out.
Hospitality fabrics fit for the presidential suite, and every other room in your hotel or restaurant.

Scalamandré presents—L' HOTEL COLLECTION

Affordable Opulence. Hospitality fabrics fit for the presidential suite, and every other room in your hotel or restaurant.

Circle 27 on reader service card
Variations on a theme

By Caroline Siemers

"Writer's block" is a condition that lends itself to more scenarios than simply struggling for the right word. Oftentimes designers find themselves struggling for the right piece of furniture; the condition can also manifest itself in the form of tight budgets or belligerent clients, straining the designer's creativity.

Recently, however, a team of designers from Contract Interiors, Southfield, Mich., found their creativity put to the test in quite a different way—creating 150 variations on the same space for as many clients, each with money to invest in almost entirely custom environments.

The Palace of Auburn Hills, Auburn Hills, Mich., an arena that is home to the Detroit Pistons, offers a number of skybox suites for lease to a variety of corporate and private clients. Contract Interiors designed 150 of the skyboxes to meet the specific needs and personality of each of the different clients.

"This project really tested our creativity," says Michele Tasca, project designer, CI, member of the four-person design team. "Each suite consists of a main room with TV and bar. Sliding glass doors lead to a seating area for watching the event." And that's where the similarity ends. Corporate personality dictated design themes while a profusion of custom elements personalized the spaces even more.

Custom elements within each suite range from counter-tops, marble floors, built-in banquette seating, booths, and special table sizes, to custom ceiling treatments.

Opulent materials such as Philippine mahogany, British textiles, German tapestries, and marble provide luxury for an impressive array of clients including E.F. Hutton, Crain's, and Chrysler.

Leaseholders use the suites primarily for entertainment purposes, "usually when they want to impress a client," says Tasca. "Because they are seeing clients there, they were willing to invest more money in custom to create classy spaces that were truly reflective of the company image.

"You could say that the spaces were actually custom designed by the suite-holder," she adds, "they are that individual. No two are alike." Not bad for a project that came in complete in nine months. □
Tecnhotel is helping Italian hospitality to get ready for 1993, for the time when it shall operate on a tourist market of more than 350 million people without fronteers or protections. The winning strategy is a blend of comfort, friendliness and efficiency. To provide friendliness will be the hotelkeepers’ task. Efficiency shall be provided by the “Intelligent Hotel” recommending the application of most advanced technologies.

Comfort and style shall be contributed by Arredocontract, the world’s largest and most qualified exhibit of hotel, restaurant and public facility furniture, organized as part of Tecnhotel. Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Tecnhotel: 12 kilometers of stands belonging to more than 700 companies, 20,000 different items out of 447 product categories on display. Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Tecnhotel is helping Italian hospitality to get ready for 1993, for the time when it shall operate on a tourist market of more than 350 million people without fronteers or protections. The winning strategy is a blend of comfort, friendliness and efficiency. To provide friendliness will be the hotelkeepers’ task. Efficiency shall be provided by the “Intelligent Hotel” recommending the application of most advanced technologies.

Comfort and style shall be contributed by Arredocontract, the world’s largest and most qualified exhibit of hotel, restaurant and public facility furniture, organized as part of Tecnhotel. Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Tecnhotel: 12 kilometers of stands belonging to more than 700 companies, 20,000 different items out of 447 product categories on display. Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Tecnhotel is helping Italian hospitality to get ready for 1993, for the time when it shall operate on a tourist market of more than 350 million people without fronteers or protections. The winning strategy is a blend of comfort, friendliness and efficiency. To provide friendliness will be the hotelkeepers’ task. Efficiency shall be provided by the “Intelligent Hotel” recommending the application of most advanced technologies.

Comfort and style shall be contributed by Arredocontract, the world’s largest and most qualified exhibit of hotel, restaurant and public facility furniture, organized as part of Tecnhotel. Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Tecnhotel: 12 kilometers of stands belonging to more than 700 companies, 20,000 different items out of 447 product categories on display. Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Tecnhotel is helping Italian hospitality to get ready for 1993, for the time when it shall operate on a tourist market of more than 350 million people without fronteers or protections. The winning strategy is a blend of comfort, friendliness and efficiency. To provide friendliness will be the hotelkeepers’ task. Efficiency shall be provided by the “Intelligent Hotel” recommending the application of most advanced technologies.

Comfort and style shall be contributed by Arredocontract, the world’s largest and most qualified exhibit of hotel, restaurant and public facility furniture, organized as part of Tecnhotel. Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Tecnhotel: 12 kilometers of stands belonging to more than 700 companies, 20,000 different items out of 447 product categories on display. Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Tecnhotel is helping Italian hospitality to get ready for 1993, for the time when it shall operate on a tourist market of more than 350 million people without fronteers or protections. The winning strategy is a blend of comfort, friendliness and efficiency. To provide friendliness will be the hotelkeepers’ task. Efficiency shall be provided by the “Intelligent Hotel” recommending the application of most advanced technologies.

Comfort and style shall be contributed by Arredocontract, the world’s largest and most qualified exhibit of hotel, restaurant and public facility furniture, organized as part of Tecnhotel. Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Tecnhotel: 12 kilometers of stands belonging to more than 700 companies, 20,000 different items out of 447 product categories on display. Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Tecnhotel is helping Italian hospitality to get ready for 1993, for the time when it shall operate on a tourist market of more than 350 million people without fronteers or protections. The winning strategy is a blend of comfort, friendliness and efficiency. To provide friendliness will be the hotelkeepers’ task. Efficiency shall be provided by the “Intelligent Hotel” recommending the application of most advanced technologies.

Comfort and style shall be contributed by Arredocontract, the world’s largest and most qualified exhibit of hotel, restaurant and public facility furniture, organized as part of Tecnhotel. Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Tecnhotel: 12 kilometers of stands belonging to more than 700 companies, 20,000 different items out of 447 product categories on display. Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Tecnhotel is helping Italian hospitality to get ready for 1993, for the time when it shall operate on a tourist market of more than 350 million people without fronteers or protections. The winning strategy is a blend of comfort, friendliness and efficiency. To provide friendliness will be the hotelkeepers’ task. Efficiency shall be provided by the “Intelligent Hotel” recommending the application of most advanced technologies.

Comfort and style shall be contributed by Arredocontract, the world’s largest and most qualified exhibit of hotel, restaurant and public facility furniture, organized as part of Tecnhotel. Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Tecnhotel: 12 kilometers of stands belonging to more than 700 companies, 20,000 different items out of 447 product categories on display. Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Tecnhotel is helping Italian hospitality to get ready for 1993, for the time when it shall operate on a tourist market of more than 350 million people without fronteers or protections. The winning strategy is a blend of comfort, friendliness and efficiency. To provide friendliness will be the hotelkeepers’ task. Efficiency shall be provided by the “Intelligent Hotel” recommending the application of most advanced technologies.

Comfort and style shall be contributed by Arredocontract, the world’s largest and most qualified exhibit of hotel, restaurant and public facility furniture, organized as part of Tecnhotel. Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Tecnhotel: 12 kilometers of stands belonging to more than 700 companies, 20,000 different items out of 447 product categories on display. Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.

Arredocontract is the only exhibit dedicated to the turn-key supply of furniture for two - to five - star hotels; 200 types of bedroom and 150 different common rooms are displayed.

Do you have a magnetic pass valid for three years? If not, apply for one from the Fiera di Genova.
Code sources aid specification

A designer is about to order new chairs for a California hotel, but must first check out California Technical Bulletin 117, a mandatory criteria for the specification. Or, a number of foam upholstered lounge chairs are to be specified for an office installation in the Port Authority of New York, but a question or two about fire standards must be answered beforehand. Where can the right agencies, addresses, and telephone numbers to facilitate getting the needed data be found?

This time, the answer is simple: on the back of the page immediately to the right! Through the offices of The Business Institutional Furniture Manufacturers Association (BIFMA), source locations are provided dealing with BIFMA standards for chairs and lounge furniture, panel systems, desks, and files. Also available are sources for information on safety and performance standards, flammability tests, electrical and building codes, smoke toxicity, and health and safety standards. Thirteen agencies are listed together with addresses and telephone numbers to make the architect and designer's search as easy and productive as possible.

The matrix provided by BIFMA includes both voluntary and mandatory standards that evolved out of BIFMA/American National Standards Institute (ANSI) collaboration. They include Chairs and Lounge Furniture, Panel Systems, Desks, and Files Standards and have source names for flammability, health and safety, performance, and electrical testing sources, as well as building code and toxicity references.

Where voluntary standards are applicable, specifiers need only indicate that the products conform to BIFMA standards. Stephen Channer, executive director of BIFMA, points out that the voluntary standards developed by BIFMA and ANSI meet industry standards, and, consequently, provide a measure of specification protection.

Information on all of those references is available from the sources listed on the next two pages, which are conveniently printed on card stock for easy removal and posting in reader offices. Telephone numbers are also included.

For more copies of the data, Circle No. 200 on the Reader Service card at the back of this issue. □
Phoenix Swivel-Tilt Chair designed by Stanley Jay Friedman
Phoenix—a series of fully upholstered designs inspired by Darth Vader's helmet. Comprises high and low back swivel-tilt chairs, conference pull-up chair, lounge chair and two seater.

Executive Offices: 145-68 228th Street, Springfield Gardens, NY 11413 Tel. (718) 527-3000 or (1-800) 221-6783
NEW YORK 979 Third Avenue, D&D Building IDCNY Center II DALLAS Design District 1621 Oak Lawn CHICAGO 946 Merchandise Mart
Elegant Visitor

*Baker*—This curved back visitor's chair from the Pfister Collection features a highly figured Pomelle mahogany back designed to form an upside down Y pattern. This pattern is reflected in the stitched upholstered seat. Flared back legs and gently sweeping arms complete the detailing. Circle No. 280.

Wall To Wall

*Krueger International*—SystemsWall allows a designer to create and delineate office environments in a new way. The wall system, developed by Eberhard Von Heune, can be demounted, moved, and reused. It features self-contained adjustments incorporated in the panels to allow for space at ceiling and floor. Enamel, fabric, vinyl, and wood veneer finish panels are available, as well as in glass. Circle No. 281.

Toro, Toro

*Kron, U.S.A.*—Designed by Alberto Lievore and named in honor of the late legendary Spanish toreador, the Manolete chair's design subtly echoes the outlines of the bullfighter's hat and red cape draped over his arm. A settee is also available. Circle No. 278.

More Japanese Technology

*Matico*—Hi-Tec Design Tile has joined the ranks of eight other resilient floor-covering lines from this Japanese company. Available in a variety of marbled and embedded pebble textures, the line includes Nachi, Biwako, and Rokko. Circle No. 319.
NEVER BEFORE HAS THE WORD ERGONOMICS BEEN SO BEAUTIFULLY DEFINED.
Small names, big designs at international fair

The International Contemporary Furniture Fair, held in May at the Jacob K. Javits Center, New York City, offered a peek at some of the most innovative furniture concepts in the market today. Visitors were delighted with the freshness of the designs, some of which are shown on this page.

Chair Chic
A.D. Decorative Arts Limited—The Paris Chair, designed by Andre Dubreuil, is made of heat-patinated sheet steel. The chair is one of the English company’s production pieces, which have a limited edition—only six a month are produced. Circle No. 292.

Big City Style
Expo Design—Birdseye maple veneer, a laminate seat and lacquered leg make up this Big City Chair. The square cut outs on the back are custom colored. The chair is available with cushioned seat. Circle No. 284.

Viva Italia
Meritalia Furniture—The Scipione chair, designed by Afra and Tobia Scarpa, provides comfortable, protective seating that is soft and hard where necessary. Wood, leather, and padding make up this chair. Meritalia, an Italian company, was founded in 1987 by Giulio Meroni. Circle No. 289.

Out of This World
Pluto Dog Furniture—The Saturn II table and Pluton seats continue a theme started by the Saturn coffee table. They evoke both an ancient and futuristic feeling through the use of organically textured dyed coral keystone and rough torch cut stainless steel base with a concentrically spun stainless steel top. Circle No. 282.
Johnson Industries' expansive range of skills, capabilities and materials ensures clients of tables to suit any function, any esthetic. Technical innovations add value. Quick-Ship responds to scheduling demands.

We base our success on responding to customer needs," states Dean Comerford, director of sales and marketing for Johnson Industries. Not exactly a novel claim. But somehow, when it comes from Johnson, custom table manufacturer, you believe it.

Why? Just look at what Johnson offers in tables: dining, conference, office or seminar, folding and occasional, plus boardroom credenzas, visual display units, lecterns.

And, says Comerford, all use the most extensive list of materials available on the market. "Wood species such as red and white oak, maple, ash, walnut, mahogany or cherry. Any brand of laminate. Solid color poly-resin in 23 standard colors. Or inserts of Corian, Avonite or other simulated stone. And our exclusive new synthetic marble, Novastone, was just introduced at NEOCON '89.

But there's more. Johnson's edge styles and table bases include standards, such as solid wood, vinyl, PVC and laminate, or the company's exclusive Colorcast and Colorflex resin edges in 23 standard colors.

Bases come in 21 different styles. And metal bases respond to another customer need. They provide easy set-up, with their patented Insta-Table mechanism. Tables can also be converted to wheelchair height with Johnson's easy, inexpensive adapter.

And there's still more. A table that combines style with an easy-folding mechanism which, according to Comerford, "—customers rave about." There is a new line of occasional tables in cubes, cylinders and radius corners, that have all of Johnson's regular styling options.

Then there's delivery. Johnson takes pride in 8 weeks delivery for standards, 12 weeks for custom orders, and a "quick ship" of just 15 days for a special group of popular, high-quality tables.

Whether for one table or a thousand, whether through the extensive line of standard offerings or through custom choices, Johnson Industries is determined to respond to customers. And, for more and more customers, the Johnson approach seems to be working.

Johnson continues to expand its table options by adding styles, such as its new Traditional boardroom table (top of page), and through new materials and technical innovation. "Colonnade" (above right) incorporates Novastone, the company's exclusive synthetic marble, with Colorflex resin edge, another Johnson Industries' exclusive. Occasional tables (below right) are offered in the company's full range of shapes, sizes, materials and finishes.
A Conference Table for Noon to 1:00

Individually-designed dining tables for country clubs in blueberry, lemon, cherry and other tasteful colors.

Johnson Industries, Inc.
1424 Davis Road
Elgin, Illinois 60123
312-695-1242
800-346-5555

Circle 32 on reader service card
Spec'built has found a special niche in the contract furniture marketplace. Sophisticated custom furniture, with a one-of-a-kind look, is now being produced at production line prices for major clients nationwide.

Spec'built assists the client and the client’s designer from conception of project to completion of installation, using advanced CAD systems, superior engineering, with project management overseeing all aspects of manufacturing and installation. While Spec'built provides the furniture, its sister company, Pilot Woodworking, handles all architectural woodworking, such as closets, stairways, conference and reception areas—a total installation. The designer can rely on matching veneers, finishes, and detailing throughout the project. If necessary, Spec'built’s engineering team will suggest alternative methods or use of materials to cut or stay within budgetary costs. An order from the client for additional pieces, many years later, can be filled from the computerized record of specifications.

Computerized and automated machinery in two plants, one in Carlstadt, New Jersey and the other in Elkhart, Indiana can handle many projects simultaneously. All aspects of manufacturing and particularly finishing are handled with meticulous attention to detail by skilled craftsmen in both facilities.

Spec'built’s client base has flourished across the United States, with many corporate headquarters and financial institutions seeking leading-edge design and superior wire management capabilities for their installations. From London to Alaska, however, the most rewarding aspect of Spec'built’s business has been the number of those clients who have come back, time and again, seeking either an expansion of their existing needs or a solution to the requirements dictated by their future.

Spec’built. Making the Vision Real.

Working with architects and designers to achieve cost-effective solutions to the problems posed by today’s office environments.

To make your vision real, simply call Spec’built. The custom alternative.
CAN YOU FIND THE PRODUCT HAWORTH DOESN'T MAKE?
If you think Haworth just makes open plan office systems, you're in for a surprise. We now offer everything from leather chairs to wood desks. From files to fanlights. So you don't have to go anywhere else for anything. That's the way we designed it.

Circle 34 on reader service card

For additional Haworth product information, call 1-800-344-3600. © Haworth, Inc.
Simply Stated.

No fuss. Just simple understated styling and the warmth of wood. The clean, tailored lines of EckAdams’ 2500 Series make these chairs a timeless complement to any office decor.

And the 2500 Series boasts a full chair line, including side chair, clerical and executive models. Options include upholstered arm panels and a choice of pneumatic or manual seat height adjustment.

EckAdams provides the simple solution to the seating requirements in the entire office — from the reception area to the executive suite.

For a literature sheet on the 2500 Series or EckAdams’ other lines, call or write.
Carol Davis (shown) has been appointed district sales representative for Panel Concepts, L.P. She will supervise sales and market development in Southern California for the company and its PCI/Tandem division.

Kevin M. Carmody (shown) has been named federal marketing manager for Krueger International. He will supervise marketing of all Krueger products to the government market.

Itoki of America, Ltd., a subsidiary of Itoki Co. Ltd. of Japan, recently named Michihiko Kamon (shown) president of its contract manufacturing and distribution business. He replaces Kenichi Arai who has returned to the company’s head office in Japan.


Scott C. Baker has been appointed project architect for Hague-Richards Associates, Ltd., where he will oversee all technical aspects of projects and prepare all construction documents. He was previously director of production/architecture for Architectural Concepts, Inc.

Magni Design Inc., a design firm specializing in both commercial and residential properties, has relocated its executive offices from Dallas to Los Angeles. The Dallas office remains open to serve clients in the Texas area.
Roppe cove base just keeps getting better. Introducing new Infinity Rubber Cove Base in 120' rolls. It virtually eliminates seams. And its special rubber compound resists scratching, scuffing and shrinking, so it maintains a smooth, attractive appearance without seams or gaps...practically forever. Infinity cove base is also very flexible, easy to wrap around corners or cut to size. And it's available in 28 popular colors. We could go on and on...to Infinity! For seamless cove base beauty, ask your Roppe distributor about Infinity. Or call direct. Roppe Rubber Corporation, 1602 N. Union Street, Box X, Fostoria, Ohio 44830.

1-800-537-9527
In Ohio, 419/435-8546

Karen M. Edwards (shown) has joined The Sherman Design Group, Inc. as a project designer. Prior to her new position, Edwards was project designer for Primare, Inc., La Mirada, Calif.

Fletcher-Thompson, Inc. recently named Thomas V. Tomsich (shown) a principal in the firm. As vice president of design, he will direct and coordinate the company's architectural/interior design teams. Tomsich previously served as director of design.

The San Diego Design Center recently appointed Catherine Gonaver (shown) as assistant director of public relations and communications/special events. She will report directly to Jon Van de Grift, newly appointed director of public relations and communications.

Neil Middleton, AIA, (shown) a principal with the Boston-based design firm Jung/Brannen Associates, Inc., has been appointed by Massachusetts Governor Michael Dukakis to the state Designer Selection Board. Middleton will meet bi-monthly with the board's 10 members to review applications and make selections for the award of architectural and planning contracts for public building construction throughout the commonwealth.
THE INCOMPARABLE LAMINEER CHAIR

Elegant Style With Superb Comfort
Deftly Scaled...Fits Anywhere
Rugged Construction...
Laminated European Beech Legs
Versatile...Many Options Including
The Black Accent Veneer
Stackable...Up to Seven Chairs
Countless Upholstery and Wood
Finish Possibilities
Affordable...YOU COMPARE

Westin-Nielsen Corporation
St. Paul, MN 55110 • Fax: 612-426-5810
612-426-4625 • Outside Minnesota 800-626-1234
Circle 38 on reader service card
The quickest and easiest way to expand furniture production, without major capital investment, is to have EGGERS supply high-end wood components to your specifications.

Phone (414) 793-1351
November 9-10. Southern Lights. Atlanta Market Center, Atlanta; 404/688-8994.


1990


Foreign

September 3-6. Decosit '89, International Upholstery Fabrics fair, Parc des Expositions, Brussels, Belgium; 32.91/23.59.11.


October 3-8. Cersaie '89. Fairgrounds, Bologna, Italy; (0536) 805900/805902.

November 9-11. IIDEX. Metro Toronto Conv. Ctr., Toronto; 416/921-2127.

November 11-15. Tecnhotel. Fair headquarters, Genoa, Italy; 10/53911.


March 7-11, 1990. Cevisama '90. Valencia Trade Fair, Valencia, Spain; 96/386 11 00.
Corporate facilities step into the future

Today is yesterday's future, but it may be tomorrow's future, as well. It is in the case of the Steelcase Corporate Development Center in Grand Rapids, Mich., reported on the following pages, because Steelcase chose to fill the facility with its new Context System, which it developed from scratch for the 1990s and beyond. Also exemplifying this paradox are two Apple Computer offices in the San Francisco area by Gensler Associates, and JMB Realty, a GHK project in Chicago.

“Back to the future” also are the Best of WestWeek Showroom competition winners, co-sponsored by the American Society of Interior Designers, the Pacific Design Center, and CONTRACT Magazine; and two directories—Computer Support Furniture and Lighting—all packed with useful reference information for the specifier's use today and tomorrow.

A backward glance to the front-of-the-book also will reveal several reports from NEOCON 21, on color, new textiles, and other products introduced at the show. Backwards or forwards, enjoy this month's editorial presentations.—THE EDITORS
Apple Computer commissions its spaces to have their own identity. However, with Apple's high turnover and need for transitional spaces, budget constraints are unavoidable. But according to Gensler & Associates, that's where the fun begins.

When approached for an Apple Computers project, Gensler & Associates/Architects had to plan with the knowledge that because of Apple's frequent shifting from space to space, the company often must take what is immediately available—sometimes a space wracked with design limitations. "We take what is normally a constraint and work with it," says Gensler architect Chris Banks, who worked on both the Corporate Accounts Space in San Jose, completed in late 1987, and the Stevens Creek offices in Cupertino, Calif., finished in August 1988.

Banks' approach under a limited budget was to take the public areas and "really celebrate those spaces, those that everyone can enjoy. Apple is a very young company whose end-users have a striking amount of energy and commitment, a feeling that they want spaces people enjoy being in," she adds.

**Peculiar space**

For the Stevens Creek installation—at 60,000 sq. ft., the larger of the two—Banks worked with fellow Gensler designer Chris Pollock on a space originally planned for a different end-user. "The space had to be very transitional," he says, "because it is not unusual for the end user to change."

The building Apple moved its Stevens Creek offices into was stricken with "peculiar constraints," Pollock says. Shear walls both inside and outside the structure were scattered throughout and...
The reception area (below) embraces all the project’s design elements: tile flooring, sheetrock walls painted in a strong architectural design, and the stepped wall of yellow vertical columns.

The conference room at the Stevens Creek installation (opp. page, top) is a no-frills design, accented with a clear glass wall. A printer’s niche (opp. page, bottom) makes use of an awkward space between two shear walls.
the floor layout was split by a fire corridor, causing the usable space to meander all over the 1½ floors.

"We wanted to make focus points within this space and ended up with a stepped wall created by strong verticals," he explains.

Pollock and Banks used the numerous shear walls on the exterior in the overall design, painting the vertical elements gray with a bright turquoise interior. They also used these vertical spaces to add visual height to the low ceilings. Splashes of bright colors—turquoise walls, red-orange carpeting, turquoise chairs, yellow verticals—help accomplish a facade of greater area in this winding space, while keeping the architecture relatively the same.

Pollock and Banks added turquoise, red, and yellow accents to gray panels, and lines of color on walls in the lunchroom that continue on tables.

"By picking up the reveals and putting them in in a different way with slashes highlighting certain walls, we made it look like a custom job," Pollock says. 
"We were looking for lighting fixtures as decoration in the public areas because we didn’t want to highlight the inexpensive ceiling and we used the face of the architecture with sconces in some areas." In the center of the fire corridor they used a standard light fixture with slanted gypsum board to give the impression of a skylight, creating an open, airy feeling.

The finished product for this space, which houses 150 people in Apple’s divisional offices for Apple Education, is a colorful, highly designed installation that, at $25 per sq. ft., actually came in below budget.

Mondrian-style design

Banks followed a similar course for the Corporate Accounts project in San Jose, although at 11,000 sq. ft., it was considerably smaller. The installation has a common reception and public area separating two sales divisions.

Again, the building Apple chose had numerous design challenges, columns in the structure don’t line up into a consistent configuration, thus the design had to be worked into angled and even serpentine walls. The windows are set at varying heights and widths, both problems Banks solved by developing an interior window grid that unifies all of the horizontals.

Banks integrated building standard aluminum and glass grid walls to separate conference rooms and some offices from the public spaces. These and serpentine walls give the installation a strong identity. "The serpentine walls and striped tile floors draw the employee through in an area where there is much movement and activity," she explains.

Banks offset bland neutral furniture systems colors by adding dashes of color. Bright red-orange is used on reception chairs and columns throughout the space, purple for carpeting and sections of the serpentine wall, and bright green on office doors. "The door
The lobby of the Apple Corporate Accounts installation comes alive with bright splashes of red-orange—in aluminum chairs and a custom-designed front desk—and the aluminum and glass grid windows and wall near the reception area.

and glass assembly is sort of a Mondrian-style design," she says. "Every area has some purple walls, red-orange columns, or aluminum and glass grids."

Under this low budget—the total cost for the Corporate Accounts project came to about $27 per sq. ft.—Banks created a space that offers its users creative energy and a definitive identity.

"The key to success on a low-budget job is to find what you can that is affordable and make it look custom," she says. "We had to take those standards and see how we could manipulate them; make a statement in the architecture rather than in the details."—L.M.

Sources, Corporate Accounts
Light fixtures—Bieffeplast, Lightolier.
Floorcovering—Patrick Carpet Mills, PermaGrain Products, Inc.
Wallcovering—Carnegie.
Interior designers/architects—Gensler & Associates/Architects: Christine Banks, design director; Raymond Hailey, project manager.
General contractor—Walsh Construction.

Sources, Stevens Creek
Floorcovering—Princeton, Fritztile, Armstrong.
Wallcovering—Carnegie, Victorinox.
Light fixtures—Lightolier.
Interior designers/architects—Gensler & Associates/Architects: Linda Moriarty, director; Christine Banks, design director; Raymond Hailey, manager; Christopher Pollock, designer.
Developer—W.L. Marocco.
Contractor—McLarney Construction
Like most of us when we start out on our own, Chicago's JMB Realty Corporation began with bare-bones accommodations, adding furniture and space as needed. The company grew to become a major player in the Chicago market while inhabiting three noncontiguous floors as well as several satellite locations with a melange of furniture from three manufacturers. The time had come to consolidate and take residence in a dignified, grown-up home—the company's prestigious Atrium Center building.

A sleek, internationally-flavored design concept offers sophisticated ambience throughout the 11-floor 900 North Michigan Ave. space occupied by Chicago's JMB Realty, conceived by the Chicago office of Griswold, Heckel & Kelly (GHK).

JMB co-owner Neil Bluhm, an art and architecture aficionado, had specific ideas in mind: an 11-floor space with an international flair that would reflect the company's progressive nature while serving as a backdrop for an extensive art collection. The Chicago office of Griswold Heckel & Kelly (GHK), a firm with over 30 years of contract design experience, was chosen to realize Bluhm's sophisticated concept.

Coy colors

Jorge Romero, principal designer, GHK, was charged with developing a color palette bold enough to convey JMB's corporate image, but shy enough to accentuate the artwork—especially difficult because the collection had not yet been selected. Romero chose black, gray, white, grayed violet, sky blue, and muted pink. For wood surfaces, he
Jewel tones set against clean lines complement the dramatic Michigan Avenue skyline in this executive office.
selected English sycamore, an ochercolored species of maple with more dramatic characteristics that complements the colors. Belfast Black granite with Gris Perle insets carries the subtle color scheme across reception area and lobby floors.

Romero incorporated existing furniture on task floors, hiding it behind a unifying elevator lobby on each floor. Executives were treated to new Geiger International furniture or custom millwork, as well as custom conference tables, designed to facilitate informal meetings, and casual lounge areas built-in from wall to wall.

Elevator lobbies, reception areas, and conference rooms feature upgrades that reinforce JMB's new image, such as specialty coves, ambient lighting, and maple and ebony-stained ash millwork.

Although JMB shares Atrium Center with Bloomingdale's and a Four Seasons hotel, the company, as building owners, serves as anchor tenant. Consequently, GHK used building standard materials where possible so prospective tenants could see materials in use.

**Multifaceted art collection**

At JMB's request, GHK assisted in selection of the extensive art collection for the two executive floors.

The primary focus of the art program is on "architectural art"—artifacts and related works. The collection includes Frank Lloyd Wright windows from the Little House; a 19th Century Japanese warehouse door; and African granary doors from the Dogon Tribe in Mali, as well as Andy Warhol's *Statue of Liberty*.

In addition to these original pieces, several commissioned works were included, such as a seven ft. tower of dichroic glass (the form suggests a skyscraper) from glass sculptor James Carpenter. An assortment of non-architectural works complete the collection.

The move served as both a relocation and a consolidation of the realtor's operations, so GHK was also asked to formulate an extensive signage program. Mark Levine, director of graphic design, GHK, worked with Sign Technologies Ltd., New York, NY, to develop a unifying theme that simplifies the 350,000 sq. ft. space. Unique materials such as custom-milled aluminum, put the finishing touch on a design that reflects the individuality and esthetic taste of the occupants.—C.S.

**Sources**


**Systems furniture**—Herman Miller, Harter.

**Lamps**—Atelier International.

**Granite Flooring**—Milwaukee Marble.

Contract/August 1989
Curved motif used throughout executive floor is featured in an administrative assistant's workspace (opp. page, top).

Sleek detailing and premium finishes—textured glass, custom millwork, and Belfast Black granite—highlight boardroom entrance (opp. page, bottom).

Corporate boardroom features mixed lighting, a custom gris perle marble table, and panelled walls with built-in 15 ft. buffet (below).

Carpeting—Edward Fields, Colorcopia, Prince Street Technologies, Interface.
Dryvit columns—Dryvit Systems Inc.
Marble—Milwaukee Marble Co.
Glass Panels—Trainor Glass.
Accessories—Chiasso.
Millwork—Imperial Woodworking.
Electrical/Mechanical Engineer—Environmental Systems Design.
General Contractor—J.A. Jones Construction Co., Inc.

Interior design/architecture—GHK: Christopher Pekarek, Project Manager; Jorge Romero, Principal Designer; Bill Lowe, Technical Designer; Linda Abrams, Petar Tomico, Carol Cavanagh, Jean Steinhilber, Designers; Karen Lilly, Art Program.
Lighting Consultant—Mitchell B. Kohn.
Steelcase’s $111 million development center inspires worker creativity

It quietly rises out of the prairie grass in Gaines Township, Mich., just outside of Grand Rapids. The Pyramid...

Steelcase’s seven-story, $111 million, 575,000-sq.-ft. research and development facility is truly a state-of-the-art building, designed to foster creativity among its occupants.

The Corporate Development Center (CDC), as it is officially called, took three years to plan and complete. Steelcase’s goal for the building was to create an environment that would promote employee interaction, communication, and creativity in support of the product development process. To accomplish this, the company called upon the expertise of three organizational psychologists: Thomas J. Allen, Ph.D., Professor of Management, Massachusetts Institute of Technology; Frank Becker, Ph.D., Professor of Human Environment Relations and Facility Planning and Management, Cornell University; and Fritz Steele, Ph.D., private behavioral science consultant.

300 planning meetings

In addition to these individuals, Steelcase also commissioned Penn State Professor Howard Kingsbury for acoustics; University of Wisconsin Professor Michael Smith for engineering; art consultant Robert Forrest; and lighting consultant Gary Steffy. WBDC Group, Grand Rapids, is the building architect. All worked closely with the company’s Facilities Project Marketing department, headed by Wayne Pierce.

The planning process involved more than 300 meetings, including 94 interviews with potential building occupants. Information from those interviews generated specific design considerations for the 47 building areas, among them:

- Break areas that are informal spaces to foster impromptu meetings. These 11 areas are strategically located between “neighborhoods” throughout the CDC. Each is equipped with marker boards, coffee, soft drinks, and are furnished to promote random interaction.
- Neighborhoods, devoted to specific product teams and populated by different specialists within that team, arranged in overlapping fashion on the floors.
The Corporate Development Center (opposite page) is the world's first pyramid-shaped office building. It is so unique that, during construction, it attracted the attention of Egyptian engineers interested in building a pyramid-shaped hotel in Cairo.

An executive cluster, a ring of private offices located on the fourth level in the middle of the building, housing vice presidents and directors of the departments found in the building.

According to Becker, the hub of the wheel-like executive cluster should "generate spontaneous interaction of key decision makers.

"Easy access between the executive cluster, management, and staff from other areas helps stimulate the free exchange of ideas across departments and at different management levels," he says. Consultant Steele concurs, "Normally, an organization's top management tends to migrate upward, far away from the tactical operation. Top management is in a strategic mode—a thinking more than a doing mode.

"But dynamic research and development process demands a combination of thinking and doing. It demands spontaneous feedback and reaction," he states. "Decision makers have to roll up their sleeves and participate in the research and development process."

Atrium aids interaction

Other features of the building include a "town square" central atrium, which all employees pass through when entering or exiting the CDC. Escalators and elevators take them to their destina-
A 71-ft. stainless steel kinetic sculpture by Denis Jones, University of Arizona, serves as the focus for the CDC's town square atrium (opp.).

The dining room on the first level of the CDC (this page) offers a view of the restored natural prairie from almost any seat in the house. With seating for more than 325 inside, the dining room is divided into three areas and is open for informal gathering throughout the work day.

tions, creating further opportunity for interaction. Visitor activities occur on the main floor in a "front-stage" space that includes conference rooms, presentation rooms, guest dining rooms, offices, a multi-purpose room, and mock-up space.

Natural light is brought into office areas through sloped glass, a result of the CDC's pyramid shape. Terraces on several levels provide an outdoor setting where employees can work or take breaks. The building, according to chief architect, Don Koster, "is not intended to simulate Mayan or Egyptian influences." Rather, it takes it inspiration from prairie-style architecture. In keeping with this, the surrounding 80 acres of open land in a rural area will be sowed with wild flowers and prairie grass, the native landscape of central Michigan.

Steelcase's innovative desk-based system, Context (see CONTRACT April 1989), is used extensively throughout the CDC, functioning in private offices, open plan, and team spaces. Like the CDC, Context is designed to enhance creativity and the spontaneous exchange
CDC design incorporates own system

of ideas and the building offers an appropriate testing ground.

Lighting in open office areas is designed by Gary Steffy, IALD, Gary Steffy Lighting Design, Ann Arbor, Mich. Concerns about reflected images on computer screens and wash-out were alleviated by using indirect lighting. "We didn't want a 'cave-like' atmosphere," says Steffy. "And because of the building's shape, illumination had to be non-directional." Since only linear luminaires were available, Steffy went to Peerless Lighting to develop a 33-in. diameter luminaire that accommodates existing optics and uses a new GE biax fluorescent lamp that is smaller, but gives as much light as a 4-ft. standard fluorescent. The result is 30 ambient footcandles per luminaire and an above-average brightness ratio of six to one.

Project rooms of varying sizes on each floor also help teams maintain continuity on an on-going basis. A teleconferencing room provides access to electronically stored information worldwide. Ten research labs located on the lower level of the building are architecturally isolated for security reasons.

The CDC officially opened its doors at the end of May, celebrating with a gala weekend for 2,000 guests who were entertained by Dick Clark and his "American Bandstand" show and The Smothers Brothers. The company estimates that almost 40,000 employees and their families, local contractors, and other Steelcase-affiliated personnel toured the building during a 3-week viewing period. At full occupation, the building will house 675 of Steelcase's product development employees.—S.M.
Steelcase's new freestanding furniture system, Context (this page, top), reflects a growing trend for teamwork in organizations.

Break areas (opp. page, top), located throughout the building, give workers opportunities, and tools—tables, lounge seating, marker boards—to take advantage of spontaneous interaction. Private rooms (opp. page, bottom), with personal computers, are big enough for employees to get away from it all.

Cutaway renderings of the building (this page, bottom) show how strategically positioned skylit sections fill office areas with light.

Sources
Architect—The WBDC Group, Grand Rapids.
Construction—Barnes Corporation, Grand Rapids.

Seating—Atelier International.
Furnishings—Steelcase, Metropolitan Furniture, Vecta.

Floorcoverings—Milliken, Scott Group, Gail International.
Wallcovering, panel covering—Carnegie, DesignTex, Milliken.
Millwork—Bar-Mil.
Ceilings—Armstrong, Fiberlite, Alcan, Donn.
Wall panels—Dunmon, Silent Sound Systems, Armstrong, Bally.
Glass—PPG.
Paint—Flexstone, PPG.
Neon, signage—Valley City Sign, Jarob.
Skylight—PPG, Supersky.
Kinetic sculpture—Dennis Vones.
Granite—Cold Springs Granite.
Green Building showrooms dominate annual ASID & CONTRACT competition

Showrooms in the Green Building were the envy of all at WestWeek '89, held in March at the Pacific Design Center (PDC), Los Angeles. The recently completed addition to the Blue Whale houses all but one of the six "Best of WestWeek" showroom design competition winners, those judged to be the cream of the crop of 41 eligible new or renovated contract showrooms that opened for the show.

Taking top honors were: Westinghouse, winner, Best Large Showroom; Haworth, honorable mention, Best Large Showroom; DuPont, winner, Best Small Showroom; Vecta, honorable mention, Best Small Showroom; Armstrong; winner, Best Product Display; and Mueller, winner, Best Temporary Showroom. Awards certificates were presented to company representatives at WestWeek.

Each showroom was judged according to the quality of its concept design.
Classic benches and arches contribute to a courtyard effect in the double entry to Westinghouse's showroom (opp. pg. and below). The Color Center, which is part of the Learning Center, invites visitors in from the east entry.

originality, appropriateness and effectiveness of display, creative use of cubic space, traffic flow and information access, execution of concept, use of color, development of graphics, and lighting.


"Best of WestWeek" is an annual showroom design competition co-sponsored by ASID and CONTRACT Magazine. For more information on next year's contest, Circle No. 229 on the Reader Service card at the back of this issue.

Category: Best Large Showroom, Winner
Manufacturer: Westinghouse Furniture Systems
Size: 9,000 sq. ft.
Location: PDC, Green Building, third floor
Judges' Comments: "Has a very dramatic entryway with a laser graphic and waterfall. It is easy to view product in the context of the space."

Moshiri
Blue Whale addition houses 5 winners

**Category:** Best Large Showroom, Honorable Mention.

**Manufacturer:** Haworth, Inc.

**Size:** 9,000 sq. ft.

**Location:** PDC Blue Building, first floor.

**Design:** Margaret McCurry, Tigerman McCurry Architects, Chicago (product display, reconstruction); Jeffrey Fear, Dawson + Fear, Marina del Ray, Calif. (Color Center); Matthew Sanders, Pasadena, Calif. (King Kong); and Gary Randall, Hollywood, Calif. (Sam Spade display).

**Judges' Comments:** "Movie theme areas are well-executed, not gimmicky. Product display takes advantage of large floor-to-ceiling space."
A cubic grid with strategically placed planer walls define functional areas in the Du Pont showroom (below, top). Metal laminated art forms in faux finishes decorate the space (below, bottom), which also includes Imron painted finishes and an assortment of fiber screens presenting Du Pont products.

Category: Best Small Showroom, Winner.
Manufacturer: Du Pont.
Size: 2,700 sq. ft.
Location: PDC Green Building, third floor.
Judges note continuity, perspective, and originality

Category: Best Temporary Showroom, Winner.
Manufacturer: Mueller.
Size: 1,300 sq. ft.
Location: PDC Green Building, second floor.
Design: Joan Burgasser, Design/Marketing Associates, York, Penn.
Judges’ Comments: “Good use of color and texture to create continuity with furniture display.”

Category: Best Product Display, Winner.
Manufacturer: Armstrong.
Size: 3,800 sq. ft.
Location: PDC Green Building, second floor.
Design: Gil Benson, Armstrong, Lancaster, Penn.
Judges’ Comments: “Comparison of different product lines is superb. Mirror creates interesting perspective. Shows product in real context.”
Royal blue on the center wall in Mueller's temporary space (opp. pg., top) is repeated in furniture upholstery and in paint splatters and brush strokes on the floor.

Cones and spheres are used to draw the attention of passersby to the Armstrong showroom (opp. pg., bottom). A mirror wall at the end of the red and black checked tile floor provides the illusion of infinity. Armstrong's ceiling, wall, and floor products are showcased in an easy-to-find fashion.

The Vecta showroom in the PDC Green Building (this pg.) won honorable mention in the Best Small Showroom category. The 2,000-sq.-ft. space designed by Morphosis, Los Angeles, was recognized for its "clever display of product, very original concept, and creative use of cubic space."

**Category:** Best Small Showroom, Honorable Mention.

**Manufacturer:** Vecta.

**Size:** 2,700 sq. ft.

**Location:** PDC Green Building, third floor.

**Design:** Thom Mayne and Michael Rotondi, Morphosis, Los Angeles.

**Judges' Comments:** "Clever display of product. Very original concept and creative use of cubic space."

---

*Photos by Thom Runner*
1989 Update of computer furniture market

More than 80 manufacturers and distributors are listed by product types and capabilities in the easy-to-use CONTRACT 1989 Computer Support Directory. Participating companies' addresses and telephone numbers are organi-
nized into a supplemental alphabetical directory to simplify inquiries. Further information concerning computer support products and available services can be obtained by referring to the Reader Service Cards.
COMPUTER SUPPORT
Directory
<table>
<thead>
<tr>
<th>Company</th>
<th>Freestanding</th>
<th>Panel Hung</th>
<th>Articulated Platform</th>
<th>Keyboard</th>
<th>Vertical Adj.</th>
<th>Motorized</th>
<th>Modest Panels</th>
<th>Swivel</th>
<th>Tilt</th>
<th>CRT/VTSTAND</th>
<th>Keyboard Adjustment</th>
<th>Wood/Metal</th>
<th>Laminate</th>
<th>Metal</th>
<th>Plastic</th>
<th>Wood</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCO International</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allsteel Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alma Desk Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Seating Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anthro Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Artec Div.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Artopex Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atelier International, Ltd.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlantic Data Furniture Products Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benedetti Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blitrite Nightingale Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Borroughs Mfg. Corp. Sigma 2000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brettford Mfg., Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHF Industries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CenterCore, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cole Office Environments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conwed Designscape</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CorryHiebert Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Croydon Furniture Systems</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom Executive Office Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dar/Ran Furniture Inds.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Datum Filing Systems Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decar Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dennison Monarch Systems, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eagle Concepts, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ergospec</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Office Concepts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Filing Equipment Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GF Office Furniture</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garrett Industries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Upholstery Co. Ltd.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Gunlocke Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The HON Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hamilton Sorter Co., Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harber Universal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harden Contract</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Harter Group</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Haworth Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heiko Systems Furniture</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Howe Furniture Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Human Factor Technologies Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invincible Metal Furniture Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inwood Office Furniture</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTHER</td>
<td>POWER ACCESS</td>
<td>TAPE/DISK STORAGE</td>
<td>FOOT REST</td>
<td>DRAWER STORAGE</td>
<td>TASK LIGHTING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>--------------</td>
<td>-------------------</td>
<td>----------</td>
<td>----------------</td>
<td>--------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ganged</td>
<td>Integral</td>
<td>Built-in</td>
<td>Integral</td>
<td>Freestanding</td>
<td>Attachable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Raised/over</td>
<td>Freestanding</td>
<td>Optional</td>
<td>Fixed/mobile</td>
<td>Freestanding</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Raceways</td>
<td>Side extensions/returns</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Surface</td>
<td>Floor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ceiling</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Bitrite Nightingale Circle No. 253.*

Steelcase Circle No. 272.

Jasper Desk Circle No. 257.

Contract/August 1989

103
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>JAX International</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JG Furniture Systems, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jasper Desk Co., Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jofco Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knoll Intl.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LUI Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunstead Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meridian, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metalstand Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MICROcentre</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Herman Miller Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mueller Furniture Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nindorf Computer Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Specialty</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OFS/Office Furniture by Styline</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Panel Concepts, L.P.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Precision Mfg. Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boise Johnson</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rosemount Office Systems, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Royal Seating Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Shaw-Walker Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smith System</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Steelcase Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Structural Concepts Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Styles, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Systems Mfg. Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TAB Products Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Marvel Group, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Thrasher Group, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tiffany Stand &amp; Furniture Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trendliner Metal Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trendway Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuby Furniture Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Versteel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virco Mfg. Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Voko</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watson Furniture Systems</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Westinghouse Furniture Systems</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Xception Design Ltd.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other</th>
<th>Power Access</th>
<th>Tape/Disk Storage</th>
<th>Foot Rest</th>
<th>Drawer Storage</th>
<th>Task Lighting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ganged</td>
<td>Raised Lower</td>
<td>Receivers</td>
<td>Surface</td>
<td>Ceiling</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Floor</td>
<td>Ceiling</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Side Extensions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Built-In</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Optional</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Mobile</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Integral</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Freestanding</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Attached</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*IS**

**EB**

**E

---

*J.G. Furniture Circle No. 255.

Contract/August 1989

*CenterCore Circle No. 267.

*Trendway Circle No. 268.*
ON ITS OWN

Morimoto Associates helps an enlarged, diversified Taylor Co. stand out at the PDC

Monumental stucco block letters spelled out the Taylor Companies' name for Westweek '89 visitors at the entrance of the firm's newly opened showroom in the Green Building of the Los Angeles Pacific Design Center (PDC). With the acquisition of Taylor Desk in 1986, company executives had decided after 10 years of sharing showrooms that Taylor was ready to build its own separate West Coast showroom complete with private offices, conference room, storage area, and fabrics-and-finishes library.

Taylor's new showroom features a conference room, private offices, and a fabrics-and-finishes library with a variety of lighting conditions. Economical but dramatic, the space works to build identity without distracting from the featured furniture.

Bruce Morimoto, of Morimoto Associates, Los Angeles, was selected from a variety of interested designers to plan the new showroom. He explains that the only design objectives specified by Taylor were the dimensions and desired functions of the space. He remembers, "They really didn't talk about an image, colors, or materials... It was pretty much carte blanche—they told us, 'We just want to see whatever you come up with.'" Newly-elected Taylor president J. Taylor Meals explains that the company wanted "a showroom for the design community, but also one where members of the corporate world could feel comfortable and see furniture in an office setting."

Neutral but rich

Morimoto's design objective was to capitalize on the "odd-shaped," deep and narrow mezzanine space he had to work with. To enable Taylor's 60-foot-wide storefront to stand out next to a 200-foot storefront neighboring showroom, he decided to "do almost a supergraphic approach," making the Taylor name cover the glass front, enticing people to walk up and look through the letters.

To further increase visibility and draw visitors into the space, Morimoto developed an uncluttered colonnade to stretch from the entry point to the back of the showroom. He describes this colonnade as "the spine of the space connecting various display vignettes that branch off as limbs." The designer explains, "The colonnade is done in the sense that it is two converging planes that are composed of diminishing or expanding columns." Edges and corners of the colonnade are rounded for smoother contours, and the finale of the colonnade is a sensuous descending wall that echoes furniture lines.
Accessorized with stage prop boulders, a colonnade forms the spine of the space, (opp. page) ending in a wall that echoes furniture lines as it sensuously descends within.

Morimoto used a "supergraphic approach" (below, top) with Taylor's logo to enhance a narrow storefront and draw visitors into the space.

Designer Bruce Morimoto combined his own Japanese perspective with a Southwestern flavor (below, bottom).

While many showrooms are windowless, Taylor had left a mezzanine space open to natural light, so the company decided to make full use of this asset. The conference room and private offices have glass to the exterior, as does the fabrics-and-finishes library, enabling visiting designers to examine samples under a variety of lighting conditions.

Morimoto worked to create a space that was neutral but rich, almost a museum setting that would not distract from the Taylor furniture and textiles. He used black and beige marble on floors, subtle white-on-white signage on vignette walls, and a stucco texture on beige entry letters and colonnade.

This museum setting ends abruptly, however, at a height of 10 feet, leaving the top edges of the beige walls standing dramatically against a black ceiling void. With a budget of $40 per square foot (including architectural fees) in a design center averaging $50 to 60 per sq. ft., Morimoto decided to save money by eliminating any ceiling or ceiling grid. By suspending track lights from a black ceiling area, his objective is to "give a sense of depth so that visitors don't know exactly where the ceiling is." He adds, "We really had to work as a team because the budget was so constraining. It was a good team relationship that enabled us to bring the project in under $40."

To accessorize the showroom, Morimoto found artificial black boulders at a studio prop outlet that coordinate with the beige and black color scheme. He scattered them throughout the space to create "something a bit different that has an oriental feel." The designer points out that the space ultimately combines his own Japanese perspective with a Southwestern flavor, but adds, "Other people look at it and say it looks like Stonehenge."

Taylor Companies' corporate heads seem very satisfied with the new showroom. Chairman and CEO Fred Baldassari calls the showroom's premier at Westweek '89 "one of the best turnouts, one of the most exciting in my 35-year career. Many of the people who had been buying our products all these years left with a much better idea of what the company's all about."

—Melisa Levitt

Sources
Furniture—Taylor Companies.
Lighting—Halo.
Paint—Sinclair.
Carpet—Royalton.
Marble—Ballucki Marble
Interior design—Morimoto Associates/Los Angeles. Project team: Bruce Morimoto, principal-in-charge; Mark Ruskin, senior project designer; Lori Selcer, project designer.
General contractor—Birtcher Construction.
Artist—Neil Korpenin.
CONTRACT's Lighting Guide and Directory features a wealth of ideas for the designer and specifier alike. With more than 150 respondents to our survey, this section is sure to satisfy the most voracious lighting appetite.

New ideas range from the classic to the way out; the subtle to the outrageous. Most distinctive about this year's batch of lighting fixtures is the attention given to lines—horizontals, verticals, and every other direction imaginable.

We grouped the products into 11 categories: ceiling/torchieres, desk/table, emergency, floor/torchieres, indirect, integrated, task, ambient, spotlights/wallwashers, track, and wall. Many manufacturers listed extraneous product features, including custom capabilities, theatrical fixtures, outdoor and landscape applications, and energy-saving specialties.

Whatever the readers' needs, we are confident that our directory and guide, while possibly not representative of everyone, offers itself as both exciting and valuable.—THE EDITORS
Azizi. Circle No. 201.


Rainbow Lamp Corp. Circle No. 204.

Kreon. Circle No. 217.

Fabbri di Bartolomei. Circle No. 245.

Rugiano USA. Circle No. 214.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Ceiling/Track/</th>
<th>Deck/Tables</th>
<th>Emergency</th>
<th>Fluor/Track/</th>
<th>Indirect</th>
<th>Integrated</th>
<th>Task</th>
<th>Ambient</th>
<th>Spotlights/Wallwashers</th>
<th>Track</th>
<th>Wall</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.L.P. Lighting &amp; Ceiling Prods., Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Parabolic louvers for fluorescent lighting fixture</td>
</tr>
<tr>
<td>Abolite Lighting, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Specialty</td>
</tr>
<tr>
<td>Adams &amp; Westlake Ltd.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Metal ceiling, open cell ceiling</td>
</tr>
<tr>
<td>Adjustable Fixture Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Indirect and direct linear, sconces, and pendant fixtures</td>
</tr>
<tr>
<td>Al/Sy Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fixtures</td>
</tr>
<tr>
<td>Alcan Bldg. Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Flush mount fixtures</td>
</tr>
<tr>
<td>Alkco Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Hard-forged iron chandeliers</td>
</tr>
<tr>
<td>Alma Desk Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Modular lighting systems</td>
</tr>
<tr>
<td>American Seating Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Reflectors, sconces</td>
</tr>
<tr>
<td>Architectural Lighting Systems, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Sconces</td>
</tr>
<tr>
<td>Armstrong World Inds., Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Music</td>
</tr>
<tr>
<td>Art Directions Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tape lighting, rope lights</td>
</tr>
<tr>
<td>Arte de Mexico</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Artac</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Artemide Litech, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Artemide, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atelier Intl. Ltd.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aura Lighting/Spero Electric Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baldinger Architectural Lighting, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baldwin Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bieffeplast</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boyd Lighting Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bruston Industries, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Burson Marsteller</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Accessories, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cannon Products, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Lighting Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capri Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Casella Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Challenger Lighting Co., Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago Metallic Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Authentic period lighting</td>
</tr>
<tr>
<td>Classic Illumination Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Linear fluorescent systems</td>
</tr>
<tr>
<td>Coast Light Systems</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contract Lighting Systems (CLS)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>HID lighting prods. for indoor/outdoor industrial</td>
</tr>
<tr>
<td>Crouse-Hinds Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D'Lights</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Custom</td>
</tr>
<tr>
<td>Dacobas Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ballasts</td>
</tr>
<tr>
<td>Dazor Mfg. Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Galleries, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company</th>
<th>Ceiling/Torchieres</th>
<th>Deck/Tables</th>
<th>Emergency</th>
<th>Floor/Torchieres</th>
<th>Indirect</th>
<th>Integrated</th>
<th>Task</th>
<th>Ambient</th>
<th>Spotlights/Wallwashers</th>
<th>Track</th>
<th>Wall</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>DiBianco Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Outdoor lighting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dinkelspiel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ceilling medallions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donghia Furniture/Textiles</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Decorative fluorescents</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electri-Cable Assemblies, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Energy-saving, incandescent, fluorescent HID lamps</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electrix Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lamps/light sources</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ellzii Par Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Outdoor accent, parking lot, etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eaton Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Installation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feiss Industries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Hang fluorescent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flos, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Custom</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flute Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Industrial</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Focal Point Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Accent lights</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forecast Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Cad-cam technical work station</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GE Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Outdoor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEO International</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Prismatic glass reflectors &amp; refractors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GTE Sylvania Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Outdoor accent, parking lot, etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gardco Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Installation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Georgian Art Lighting Designs, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Linear</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ghariery Executive</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Combination fluorescent area lighting &amp; track</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morris Greenspan Lamp Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Theatrical/architectural dimming &amp; fixtures</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guth Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Halo Lighting/Div. of Cooper Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hamilton Sorter Co., Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paul Hanson, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Haworth, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Helko Systems Furn., Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heritage Lanterns</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holophane Co., Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hubbell Lighting Div.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I01 Installations, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IPI</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indalux</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interna Design Ltd.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kimric Products Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Koch &amp; Lowy Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>L'Image Industries Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>L PI</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lazin Lighting, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ledu Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lee Colortron, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lighting Assoc., Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Contract/August 1989**

*Ermeton. Circle No. 212.*

*Atelier International. Circle No. 211.*

*Flos Inc. Circle No. 210.*
<table>
<thead>
<tr>
<th>Company</th>
<th>Products/Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lighting Services Inc.</td>
<td>Fluorescent/decorative fixtures, downlighting</td>
</tr>
<tr>
<td>Lighting Bug Ltd.</td>
<td>Decorative strip &amp; cove lighting</td>
</tr>
<tr>
<td>Lighttollor, Inc.</td>
<td>Perimeter, sconces</td>
</tr>
<tr>
<td>Lighttron</td>
<td>Modular linear systems</td>
</tr>
<tr>
<td>Lightworks</td>
<td>Microprocessor-based low-voltage system</td>
</tr>
<tr>
<td>Litecontrol Corp.</td>
<td>Outdoor, sports, control systems</td>
</tr>
<tr>
<td>LiteLab Corp.</td>
<td>Art lights</td>
</tr>
<tr>
<td>LiteTouch, Inc.</td>
<td>HID lighting products, for indoor-outdoor commercial</td>
</tr>
<tr>
<td>Lithonia Lighting</td>
<td>Glass &amp; light compositions</td>
</tr>
<tr>
<td>The Christopher Lloyd Collection</td>
<td>Lighting Controls</td>
</tr>
<tr>
<td>Robert Long Lighting</td>
<td>Magnifiers</td>
</tr>
<tr>
<td>Lumac Lighting/Div. of Cooper Lighting</td>
<td>Replacement plastics for fluorescent lighting</td>
</tr>
<tr>
<td>Lumen Design, Inc.</td>
<td>Architectural, outdoor, HID lighting products</td>
</tr>
<tr>
<td>Lutron Electronics Co., Inc.</td>
<td>Indoor fluorescent lighting systems</td>
</tr>
<tr>
<td>Luxo Lamp Corp.</td>
<td>Custom</td>
</tr>
<tr>
<td>Malcolite Corp.</td>
<td>Modular wiring systems for lighting products</td>
</tr>
<tr>
<td>R.A. Manning Co., Inc.</td>
<td>Picture lights</td>
</tr>
<tr>
<td>Mary Street Studio</td>
<td>Low voltage</td>
</tr>
<tr>
<td>Metalfix Lighting/Div. of Cooper Lighting</td>
<td>Originals 22, Lighting standards &amp; poles for outdoor application</td>
</tr>
<tr>
<td>McInnis &amp; Co.</td>
<td>Custom</td>
</tr>
<tr>
<td>Mero Corp.</td>
<td>Lighting standards &amp; poles for outdoor application</td>
</tr>
<tr>
<td>Metropolitan Lighting Fixture Co., Inc.</td>
<td>%x</td>
</tr>
<tr>
<td>Herman Miller, Inc.</td>
<td>Acs</td>
</tr>
<tr>
<td>Modulighter</td>
<td>%x</td>
</tr>
<tr>
<td>MWS, Div. of Cooper Lighting</td>
<td>%x</td>
</tr>
<tr>
<td>Neo-Ray Lighting</td>
<td>%x</td>
</tr>
<tr>
<td>Nessen Lamps, Inc.</td>
<td>%x</td>
</tr>
<tr>
<td>New Horizons Lighting, Inc.</td>
<td>%x</td>
</tr>
<tr>
<td>Omega Lighting</td>
<td>%x</td>
</tr>
<tr>
<td>Originals 22</td>
<td>%x</td>
</tr>
<tr>
<td>Osram Corp.</td>
<td>%x</td>
</tr>
<tr>
<td>P&amp;K Poles/Div. of Cooper Lighting</td>
<td>%x</td>
</tr>
<tr>
<td>Panel Concepts</td>
<td>%x</td>
</tr>
<tr>
<td>Paul Associates</td>
<td>%x</td>
</tr>
<tr>
<td>Norman Perry Co.</td>
<td>%x</td>
</tr>
<tr>
<td>Philips Lighting Co.</td>
<td>%x</td>
</tr>
<tr>
<td>Pieri Creations Inc.</td>
<td>%x</td>
</tr>
<tr>
<td>Lumen Lighting/Div. of Cooper Lighting</td>
<td>%x</td>
</tr>
<tr>
<td>Herman Miller, Inc.</td>
<td>%x</td>
</tr>
<tr>
<td>Metalfix Lighting/Div. of Cooper Lighting</td>
<td>%x</td>
</tr>
<tr>
<td>Metropolitan Lighting Fixture Co., Inc.</td>
<td>%x</td>
</tr>
<tr>
<td></td>
<td>Ceiling/Torchieres</td>
</tr>
<tr>
<td>----------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>Prestige Contract Lighting</td>
<td></td>
</tr>
<tr>
<td>Progress Lighting</td>
<td></td>
</tr>
<tr>
<td>Rainbow Lamp Corp.</td>
<td></td>
</tr>
<tr>
<td>Frederick Ramond, Inc.</td>
<td></td>
</tr>
<tr>
<td>Reggiani USA</td>
<td></td>
</tr>
<tr>
<td>Ron Rezek Lighting</td>
<td></td>
</tr>
<tr>
<td>Ruxter Mfg. Corp.</td>
<td></td>
</tr>
<tr>
<td>Royal Haeger Lamps</td>
<td></td>
</tr>
<tr>
<td>SRB Technologies, Inc.</td>
<td></td>
</tr>
<tr>
<td>Sentinel Lighting</td>
<td></td>
</tr>
<tr>
<td>Siltron Illumination</td>
<td></td>
</tr>
<tr>
<td>Spacemaker Lighting</td>
<td></td>
</tr>
<tr>
<td>Spaulding Lighting, Inc.</td>
<td></td>
</tr>
<tr>
<td>Staff Lighting Corp.</td>
<td></td>
</tr>
<tr>
<td>Starfire Lighting Inc.</td>
<td></td>
</tr>
<tr>
<td>Steelcase</td>
<td></td>
</tr>
<tr>
<td>Sterner Lighting Systems Inc.</td>
<td></td>
</tr>
<tr>
<td>The Stiffel Co.</td>
<td></td>
</tr>
<tr>
<td>Strand Electro Controls</td>
<td></td>
</tr>
<tr>
<td>The Superior Electric Co.</td>
<td></td>
</tr>
<tr>
<td>Sure-Lites/Div. of Cooper Lighting</td>
<td></td>
</tr>
<tr>
<td>Swivelier Co., Inc.</td>
<td></td>
</tr>
<tr>
<td>Tech Lighting</td>
<td></td>
</tr>
<tr>
<td>Thunder &amp; Light</td>
<td></td>
</tr>
<tr>
<td>Trend Lighting</td>
<td></td>
</tr>
<tr>
<td>Trim Trac Lighting Corp.</td>
<td></td>
</tr>
<tr>
<td>Tsao Designs, Inc.</td>
<td></td>
</tr>
<tr>
<td>United Lighting &amp; Ceiling</td>
<td></td>
</tr>
<tr>
<td>United Plastics</td>
<td></td>
</tr>
<tr>
<td>Venture Lighting Intl.</td>
<td></td>
</tr>
<tr>
<td>Viking Acoustical Corp.</td>
<td></td>
</tr>
<tr>
<td>Virginia Metalcrafters</td>
<td></td>
</tr>
<tr>
<td>Visa Lighting Corp.</td>
<td></td>
</tr>
<tr>
<td>Vista Mfg. Inc.</td>
<td></td>
</tr>
<tr>
<td>Waldmann Lighting Co.</td>
<td></td>
</tr>
<tr>
<td>Waterford Wedgwood</td>
<td></td>
</tr>
<tr>
<td>Westinghouse Furniture Systems</td>
<td></td>
</tr>
<tr>
<td>Westwood Lighting Group Inc.</td>
<td></td>
</tr>
<tr>
<td>Winona Lighting</td>
<td></td>
</tr>
</tbody>
</table>

**Morris Greenspan. Circle No. 222.**

**Staff Lighting. Circle No. 218.**

**Dennis Miller Associates. Circle No. 308.**

Contract/August 1989

115
How to get there, with style

Signage Designworks Ltd.—Corporate logos are available cut-out or fabricated in materials such as marble, granite, onyx, and glass, as well as different types of metal. The logo pictured measures 9 in. by 15 in. and was cut of solid marble using an abrasive water-jet system. Circle No. 296.

MODULEX, Inc.—The MODULEX Interior 30 sign system offers almost unlimited design combinations because of a modular foundation of carrier grids and text panels. The system has no limiting frame, and a variety of creative ideas can be built by combining panel sizes, colors, and graphics. This system is an IBD Product Design Gold Award Winner. Circle No. 302.

Kroy—The Sign Studio Apprentice uses an Apple Macintosh computer, Laserwriter printer, and Kroy Color Plus processor to create signs. Sign type, size, typestyle, and other qualities can be selected from a variety of program choices. Circle No. 300.

Best Manufacturing Co.—The new "V" series features round wood frame sign holders. The holders are available in oak, walnut, maple, or any commercial wood. The standard finish is clear satin lacquer, but frames are also available with custom finish. Circle No. 299.
Scott Plastics Co.—The Changeable Neon Message System features 3/4- and 4-in. high letters available in blue, green, pink, red, and yellow. Integral control pins on the back of each letter can be set to make the letters flash at different rates, light up in sequence, or remain on. Circle No. 295.

APCO—The Signature Series II is the company's latest product. Sign holders are available in bevel and radius shapes and finished in simulated brass, chrome, or pewter. Circle No. 298.

Signets Inc.—The Multi-Acrylic Plaque System has metal accent bars available in eight different colors and finishes. A selection of 40 colors is available for the plaque background and lettering. Circle No. 294.

Sign Technologies—Proprietary col-laminate material is ¼-in. thick, non-warping, and can be made to any size or shape. Computerized engraving allows for accuracy in type and logo reproduction. Circle No. 310.

Lettering Specialists Inc.—The Executive Desk Nameplate and Calendar features the individual's name on the front and a calendar on the reverse side. The company offers an office signage program, shipping products in five working days. Circle No. 301.

Danjell Creations Inc.—Signage, logos, and decorative acrylic panels are available in the custom neon look. Circle No. 297.
LAMINATES FOR A NEW DECADE

Hard surface laminates combine art, practicality in dynamic tones

Looking forward to the '90s, hard surface laminates manufacturers have been busy churning out a menu of new colors, textures, and applications. Whether the specifier is looking for functional art or no-frills laminates, the current selections promise variety and practicality in every price range:

Advanced Technologies Inc., introduces DUROpal, a laminate line for vertical, horizontal, and postforming applications, and Sublichromie, anodized aluminum sheets in six patterns and a full palette of colors. The company also features its Art Concepts line of colorful, art-oriented high pressure laminates hand painted, signed, and numbered by a group of international artists.

Formica Corporation has refined its Boomerang Collection, available in grecian blue, rosetta, bianco, and charcoal, in an improved matte finish.

Stark Concepts is introducing “Settecento,” a line of floor panels made of African hardboard. Patterns run the gamut from floral design to stone-look.

Johnson Industries’ Novastone laminates can be custom-matched to any fabric, wall covering, carpet, or leather and are available in 30 colors.
With the addition of architectural white, Avonite has expanded its Designer Gemstone Collection 13 varieties, including travertine marble, venetian white agate, lapis blue, emerald jade, and rose quartz.

Granite Edge, the newest laminate from Redco, is a hard epoxy edge in separate fused to the core. Under standard use it does not chip, nick, scratch, or dent and is available in standard, bevel, or flush edges.

Offered in a variety of stock sizes and colors, Lunstead Metals' individually hand-etched metals are sprayed with polyurethane coating, rendering the material scratch-resistant, stain-proof, and cigarette burn-proof. All panels are un laminated and suitable for door and wall paneling and counter tops.

Formplac's high pressure laminates can be applied directly to particle board, plywood, metal, plaster, concrete, or masonry and offered in standard colors and finishes.

With its three major decorative edging lines—Perma-Edge Conventional, Bevel, and Wood Moldings—Wilsonart Brand Decorative Laminate offers a time-saving tongue and groove process. The system allows for precision, custom-like edge treatments.
A new addition to the flock: From Helikon, the Shepherd collection, designed by artist/designer Don Shepherd. The wood collection includes double pedestal desk, stand-up desk, add-on storage unit, credenza, mobile computer cabinet, breakfront, trable desk, and table. The grouping is offered in various combinations of wood, accent wood, and finish. Circle No. 314.

Designs Adapted for Space: The DAS collection from AGI includes the MONT line, reflecting clean, transitional design. Available in lounge chair, sofa, and loveseat, all pieces include tight seat and camel back with double needle stitching. The arm welt is offered in a contrasting fabric or leather. Circle No. 313.

Shedding some light on the wall: The Acheo Wall fixture from Artemide was designed by Gianfranco Frattini. A halogen fixture with diffuser in clear Pyrex glass, it is mounted on a die-cast aluminum support with a polished aluminum wall bracket. Circle No. 312.

Slip-and-fall liability problem solver: Step Master Premium Excelon Slip- Retardant raised, textured-surface floor tile from Armstrong Contract Interiors, provides a safe, secure walking surface. Of vinyl composition, the tile is recommended for varied uses including school lobbies, health care public areas, and ramps. Step Master is available in three neutral colors. Circle No. 311.

Plate snaps out of outside frame: In this changeable interior signage system, the inside plate snaps in and out of the outside frame. Plastic frame colors include almond, brown, gray, and black. Aluminum frames are in polished gold or silver. Circle No. 315.

Decorative metal components line expands: The October Company has added a series of aluminum extrusions to its collection. Supplied in lengths up to 10 ft., each is formed from easy cut anodized aluminum to resist denting, rusting and pitting. Finishes include smoked aluminum, brass, and chrome. Circle No. 318.

Eleven introductions expand color line: ALMOST, the "leather lookalike" upholstery material, has expanded its color line to 31 colors. Eleven new colors have been introduced. Because the nylon fibers in ALMOST are laid down in a three-directional axis, similar to the natural structure of collagen found in leather, ALMOST can offer performance results similar to those of leather, according to the Brayton Textile Collections. Circle No. 401.

Halogen table lamp
50 watts
Colours:
black, white, blue, yellow, red
Grid system without distinction: The GEOMETRIX acoustical ceiling grid from USG Interiors integrates ceiling panels and suspension grid into a complementary system with a contiguous look. The system is inspired by the classic symmetrical detailing of turn-of-the-century architectural ceilings.

Circle No. 317.

Office chairs come in variety of colors, styles: Le Siege series of office seating from United Chair Company features nine new styles in Executive, Operational, Secretarial, and Side Chair models. Each chair comes with a choice of black, charbrown, charcoal, light gray, or beige frame and shell colors. Additional features include five-legged base with steel armature, height adjustment, armrests, and choice of synchro- or swivel-tilt controls on some models.

Circle No. 320.

Durable construction makes heavy duty dining: The heavy duty dining table has a high pressure plastic laminate top with a particle board core available in several finish and edging options. This ModuSeat product from ModuForm, Inc. has table legs that can be fitted with non-removable glides or floor attachment hardware. Cushions are available in a stool style (pictured) or a ModuSeat with a back. Circle No. 325.

Panel system offers flexibility: AXSYS Modular Office Systems feature 2 7/8-in.-thick, straight and curved office panels, in a choice of acoustical, fully glazed, and partially glazed fabric surfaces. Standard panel heights are 42-, 48-, 61-, 66-, 71-, and 80-in., in widths from 12- to 72-in. in 6-in. increments. Panels are available with or without electrical outlets.

Circle No. 321.

Chairs made of polymers: Kinetics' new AURA Collection has seamless, indestructable space-age polymer frame construction with a finish that cannot be chipped or scuffed away. Polymers will not shatter, rust or change color, says the company. Upholstery snaps into the seat and back for easy removal. These chairs have back height adjustment and back angle adjustment. All models have swivel seats.

Circle No. 322.

Brackets hold down stair carpeting: Model SCB Stairway Carpet Brackets from Lawrence Metal Products are available in brass with a built-in turnkey lock that provides protection against carpet movements. A pair of brackets is secured near the outer edge of each step at the right angle formed where each step meets. A matching 3/4-in. tube, ordered to desired length, runs over the carpet, joining the brackets. The turnkey locks to secure the carpet.

Circle No. 323.

Cherry finish decorates furniture line: Bretford Manufacturing, Inc. introduces an addition to its line of ready-to-assemble wood furniture for home and office, the Classic Collection, which comes in a cherry finish. The computer desk features a cord organizer tray and grommets for wire management.

Circle No. 324.

Just a moment please: Executive privacy is assured with Styline floor-to-ceiling partitions from Adanlock Office Environments. Of durable steel construction, the panels are shipped ready to install, and can be dismounted and relocated easily.

Circle No. 316.
The 9100 Series JACKSON base shown is teamed with our No. 9857 gas lift mechanism; 50mm diameter column, with 17-4 taper, and our No. 9600 KNEEST 1 chair control. The new No. 9600 control, developed and produced by EST in die cast aluminum, provides the ultimate in chair control design and function for today's seating applications. The JACKSON is available in 23" and 26" spans to accommodate nearly all seating designs and is versatile towards finishes that will harmonize with most any chair.

The JACKSON has a full skirt and broad rounded shape to enhance the design of today's seating. Base to caster transition is smooth and continuous. A slightly curved raised center hub blends with the support columns.

- FINISH FLEXIBILITY...
  - Polished Aluminum
  - Smooth Powder Coat
  - Textured Powder Coat
  - Durable ESTSHIELD

- The JACKSON is featured with the KNEEST 1 Control.
- Proven EST reliability.
- Far exceeds all BIFMA and ANSI requirements.
An innovative new approach to wraps management in today's efficient and uncluttered business interiors. Keeps garments and personal accessories neatly stored in a safe and convenient panel wrapped wardrobe rack. For other wraps management solutions please call or write.

Hercules Inc., Atlanta, recently announced a restructuring of its textile fibers division: (from left, front) Alta Gailer, Laura Jezzy-Geiman, Doyle Miller, and Wade Higgins; (from left, back) Jim Geier, Roger Pierce, Jerry Bassett, Dick Murphy, and Jay Littlewood.

Restructured fibers

PHH Neville Lewis, PHH Walker, PHH Interspace, and PHH Avenue recently grouped their firms into one organization, PHH Environments, appointing Neville Lewis as president. All offices remain open in New York, Chicago, Dallas, Philadelphia, Los Angeles, Newport Beach, and Washington, D.C., and will provide the same interior design and facilities management services as before. Lightolier and Siemens Lighting Systems recently agreed to form a cooperative venture in manufacturing and marketing of advanced fluorescent lighting products. The new lighting fixtures produced by the venture will be marketed under Lightolier/Siemens Technologies and will incorporate design, engineering, and manufacturing styles of both firms. The first product offering will be high-technology fluorescent lighting systems. John Coleman, president of Harbor Benedetti and Joseph and Robert Aragon, owners of Schafer Bros. Inc., recently announced the acquisition by Harbor Benedetti of Schafer Bros. Schafer Bros., located in Garden Grove, Calif., manufactures contract and residential seating; Harbor Universal Inc., Los Angeles, produces steel office furnishings; and Benedetti Corp., also of Los Angeles, produces fine wood furnishings for professional and corporate environments... Veteran Chicago architects James R. DeStefano and James Goetttsch recently left positions at Skidmore, Owings & Merrill and Murphy/Jahn Architects, respectively, to establish their own firm, DeStefano/Goetttsch. Collectively, the two architects have designed more than 100 major buildings...
Birtcher Development of Laguna Niguel, Calif., and the Estes Development Co., Tucson, Ariz., have signed an agreement centralizing the southwest design community into one location at Southbank, where Estes recently completed the 138,000-sq.-ft. Arizona Design Center. Birtcher has developed 48 million sq. ft. of commercial space since 1970 and presently owns or manages the Pacific Design Center, Los Angeles; Design Center South, Laguna Niguel; and the Dallas Design Center—total space of more than 1.8 million sq. ft. Colin Carr and Arthur Martinez recently announced the acquisition of Architectural Wall Systems, a Grand Rapids, Mich.-based firm. Together, Carr and Martinez bring more than 40 years of experience in sales, marketing, and architectural design to AWS, a manufacturer of demountable wall systems... The newly merged firm of Patterson, Flynn, Martin & Manges will soon open a new 15,000-sq.-ft. showroom in the D&D Building, New York. The result of a merger between two of the oldest contract carpet companies in the U.S., the new entity will occupy the current Simon Manges & Sons, Inc., showroom.

Mancini Duffy recently acquired Philadelphia-based Wischmann Design Assoc., Inc. The new regional office will be known as Mancini Duffy Associates. Caroline Wischmann, president/CEO and founder of Wischmann Design Associates will continue to direct the office as branch manager... Steven T. Biesanz, president/CEO of Winona Lighting Inc., Winona, Minn., recently announced that the company has formed a new standard products division. The firm manufactures and markets custom-designed and standard lighting fixtures for the office, hospitality, and health care industries.

Colin Carr and Arthur Martinez recently announced the acquisition of Architectural Wall Systems, a Grand Rapids, Mich.-based firm. Together, Carr and Martinez bring more than 40 years of experience in sales, marketing, and architectural design to AWS, a manufacturer of demountable wall systems... The newly merged firm of Patterson, Flynn, Martin & Manges will soon open a new 15,000-sq.-ft. showroom in the D&D Building, New York. The result of a merger between two of the oldest contract carpet companies in the U.S., the new entity will occupy the current Simon Manges & Sons, Inc., showroom.

Mancini Duffy recently acquired Philadelphia-based Wischmann Design Assoc., Inc. The new regional office will be known as Mancini Duffy Associates. Caroline Wischmann, president/CEO and founder of Wischmann Design Associates will continue to direct the office as branch manager... Steven T. Biesanz, president/CEO of Winona Lighting Inc., Winona, Minn., recently announced that the company has formed a new standard products division. The firm manufactures and markets custom-designed and standard lighting fixtures for the office, hospitality, and health care industries.

Gary Henderson (far left), Kevin Nauss (center), and Arthur Marcus, of The Callison Partnership accept The Designer of the Year Award in the contract category from Barry Jaquess, vice president, Seattle Market Center Co., during the 4th annual Design Headlines Gala at Design Center Northwest.

Contract/August 1989
See the premier products of the next decade on display today in the 1990 Product Showcase. This incredibly handy, one-stop-shopping guide, brought to you exclusively by CONTRACT and FACILITIES DESIGN & MANAGEMENT magazines, contains full-color photos and descriptions of the latest commercial furniture, furnishings, systems and equipment hitting the market. It also includes a postage-paid reply card you can use to request further information from manufacturers.

The 1990 Product Showcase is like no other publication around—look for your personal copy in the mail this November!

Attention suppliers: The Product Showcase is the most economical vehicle for introducing your product. Your full-color, quarter-page spot here will reach and impress 42,000 architects, designers, facilities managers and corporate executives for just 3¢ per contact! You’ll also receive six months of fresh sales leads, thanks to free reader service card processing. Call your CONTRACT or FACILITIES representative for full details.

Space and material deadline is September 9, 1989.
FREE INFORMATION FAST

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

CLASSIFIED ADVERTISING

RATES: A standard classified ad costs $75 per column inch. Estimate a column inch as 45 characters per line, 8 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 34th Floor, New York, NY 10036. DEADLINE: 1st of the preceding month.

FOR LEASE

SHOWROOM SPACE TO SHARE
Wood Office Furniture Manufacturer wants to share 2000 square feet of showroom space at the Chicago Merchandise Mart. Lines preferred: Desk Accessories, Chairs, or Metal Desks. Please write to: Box 264, CONTRACT, 1515 Broadway, New York, NY 10036.

MISCELLANEOUS

ATTENTION: Contract furnishers, architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Please write to: Box 264, CONTRACT, 1515 Broadway, New York, NY 10036.

Contract/August 1989

SALES REPRESENTATIVE
Established Wood Office Furniture Manufacturer is looking for qualified Independent Representative. If you have experience in the furniture industry, architectural, and design community we have a key territory for you. Showroom available in the Chicago Merchandise Mart. Please send resume and brief history of lines represented to:

Box 265
CONTRACT
1515 Broadway
New York, NY 10036

REPRESENTATIVES WANTED
Fabric and wallcovering firm, both residential and contract, seeks outside salespersons to call on interior design and architectural firms. Please write to Sales Manager, P.O. Box 026514, Miami, FL 33102-8514.

AGGRESSIVE SALES REPS
Manufacturer of quality Nursing Home, hospital, dormitory furniture plus custom millwork & cabinetry. Solid woods, veneers and laminates. Factory support. Send resume with background and lines handled to: Sales Manager, P.O. Box 248, Montoursville, PA 17754, 717-368-2424.

HIGH COMMISSION
Motivated, aggressive reps wanted by established contract jobber. Hospitality, health care, and corporate design sales record a must. Prime territories available: California, Tennessee, and Georgia. Reply Box 262, CONTRACT, 1515 Broadway, New York, NY 10036.

SALES REPRESENTATIVES WANTED
FRAMED WALL DECOR

SALES REPRESENTATIVE
Manufacturer of high-end conference tables, hospitality tables and executive office furniture has several territories available in US. Seeking Independent Reps with established clientele. Must be high caliber and motivated to surpass goals. Send complete resume to: Sales Department, 2270 Camino Vida Roble, Suite G, Carlsbad, CA 92009.
**THE MARKETPLACE**

Where Your Classified Ad reaches over 29,000 industry "pros"...

This high-reader-traffic section is a marketplace for you to fill an important position in your company, find a new career opportunity for yourself, find salespeople, reps or lines wanted and businesses for sale.

**THE MARKETPLACE** offers an audience of over 29,000 commercial interior architects, designers, furnishers, specifiers, planners and dealers.

To place your ad in **THE MARKETPLACE**, just fill out the coupon below, enclose a check for the full amount, and mail to:

Felicia Chan
CONTRACT Magazine, Classified Ad Dept.
1515 Broadway, 34th Floor, New York, N.Y. 10036

Please run the attached ads in the next issue(s) ______ of CONTRACT. I am enclosing a check for $__________.

☐ This includes $5.00 per issue for a blind box number.

Name & Title ____________________________
Organization ____________________________
Address ____________________________
City/State/Zip ____________________________
Phone # ____________________________

Check Heading Under Which Ad Is To Appear

☐ Representatives Wanted
☐ Lines Wanted
☐ Help Wanted
☐ Business For Sale
☐ Business Opportunities
☐ Situations Wanted

**MANUFACTURER'S REPS**

Manufacturer of kraft paper honeycomb packaging with excellent cushioning and protective properties is looking for independent, commissioned manufacturers representatives who are aggressively calling on the furniture industry on the west coast.

For further information, please send letter or resume to:

Director of Human Resources
INTERNATIONAL HONEYCOMB CORPORATION
1149 Central Avenue
University Park, IL 60466

A national contract textile firm seeks regional salespeople in the following territories: Ohio, Michigan, Western PA and Southern California. Experience in contract textiles or related products calling on the A & D market is essential. Please send resume to Box 266, CONTRACT, 1515 Broadway, New York, NY 10036.

**BUSINESS FOR SALE**

**MANUFACTURER — SEATING PRODUCTS**

Manufacturer of contract seating products for businesses and healthcare. Market is primarily West Coast. Located in Southern California. Volume in excess of $2 million. Please reply with background to: C. Guerry (415)646-8400, Box 19599, Irvine, CA 92713 or fax 714-756-0573.

**MANUFACTURER**

Established Contract Furniture and Design firm with good history and excellent credit, available for merger with well financed dealer wanting to expand to Southwest. Small Inventory. One million potential annually. Future opportunity for right individual or company. Please direct inquiries to: Box 268, CONTRACT, 1515 Broadway, New York, NY 10036.

**HELP WANTED**

WE'RE GROWING!!

Assistant/Associate Professor in Interior Design. Teach basic design/advanced studios, and other undergraduate interiors courses; advise students; participate in program development, scholarly work and professional service. Tenure track appointment available for applicant with significant professional interior design experience; ability to teach upper and lower division studio courses and Master's degree. Begins September 1, 1989; closing date for applications August 1, 1989 or until position is filled. Address applications to:

Shirley E. Friend, Professor & Chair
Hec 178
North Dakota State University
Fargo, ND 58105-5057
(701) 237-8223 or 8604

Part-time positions may be available also.

NDSU is an Equal Opportunity Institution.

**REGIONAL SALES MANAGER**

Girsberger Industries, a 100-year-old Swiss manufacturer of high-end office seating, is recruiting for a Southeast Regional Sales Manager.

3-5 years experience in contract furniture with heavy emphasis on end-user contact preferred. Position will require concentration on major account development.

Girsberger Industries offers an excellent compensation package including salary, commissions, full benefits, expenses, and auto allowance.

Please submit resume, salary history, and career results to:

GIRSBERGER OFFICE SEATING
VP of Sales
P.O. Box 1476
Smithfield, NC 27577

Sales Manager to direct professional field salespeople. Requires 25% travel, job strategic/close ability, industry experience. We offer open salary, bonus, exceptional benefits & opportunity. Send resume to: FIXTURES FURNITURE, P.O. Box 6346, Kansas City, MO 64126. EOE/AAE
HELP WANTED

Several of our world-renowned industry clients are maintaining their aggressive hiring postures throughout the fall in order to meet their staffing objectives for 1989. We have been retained to recruit top industry professionals in various locations for their corporate as well as district assignments. Some of our searches currently in progress include:

- **WOOD SALES/TERRITORY MANAGERS**—Atlanta, Chicago, New York, Philadelphia, Los Angeles, San Francisco, Tampa
- **TERRITORY REPS—SYSTEMS, SEATING, TEXTILES**—Dallas, Houston, New York, Los Angeles, San Diego, St. Louis
- **ARCHITECTURAL/DESIGN SALES**—Boston, Chicago, Cleveland, New Jersey, New York
- **SALES ASSOCIATES**—1-3 years Sales/Design experience required—Atlanta, Dallas, Los Angeles, New York, San Francisco
- **DIRECTOR OF MARKETING—CASE GOODS**—Southeast
- **PRODUCT MANAGER—CASE GOODS**
- **SENIOR FINISHING ENGINEER—WOOD**
- **PRODUCT DESIGN/DEVELOPMENT ENGINEER—WOOD**

We are the industry leader in providing executive search/recruitment services, on-site interviewing, confidential advertising and candidate screening, references verification, and compensation surveys nationwide. If we can be of service to you, please contact us.

Kristan Associates
12 Greenway Plaza
Suite 1100
Houston, TX 77046
(713) 961-3040
Fax 713-961-3626

---

September First is the closing for the October issue's classified ads

---

#1 EXECUTIVE SEARCH FIRM IN THE NATION

- OVER 150 OFFICES
- SPECIALIST IN CONTRACT OFFICE FURNITURE
- SALES REPRESENTATIVES TO PRESIDENT
- SAVE TIME AND LOCATE THE OPPORTUNITIES FOR YOU OR YOUR FIRM. CALL JOE BRYSON.

CALL:
(202) 452-9100
1707 H STREET, N.W.
WASHINGTON, D.C. 20006

SALES CONSULTANTS
and marketing talent is our only business

OPEN PLAN PLACEMENTS NATIONWIDE

Sales, Sales Managers, District Managers and Designers. I place professionals in the OPEN OFFICE SYSTEMS industry. All fees paid by employer. All information handled in the strictest confidence. Contact Linda Greer at 800-777-2349

---

EXCELLENCE IN EXECUTIVE SEARCH®

Textiles
Wallcoverings
Floorcoverings
Sales Reps
Contract Residential

We are industry professionals specializing in recruitment of key personnel for furniture manufacturers, dealers and leading architectural and design firms... nationwide.

A discreet personnel and consulting resource recognized throughout the interior furnishings industry.

THE VISCUSI GROUP

New York
220 East 57 Street
New York NY 10022
212 371 0220
Fax 832 8919

New England
124 Mt. Auburn St.
Cambridge MA 02138
617 576 5765
Fax 547 1431
<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Page</th>
<th>Advertiser</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGI Industries, Inc.</td>
<td>75</td>
<td>DuPont Cordura (Industrial Fibers)</td>
<td>22-23</td>
</tr>
<tr>
<td>Amoco Chemical Co.</td>
<td>10-11</td>
<td>ECK-Adams Corp. (Circle No. 29)</td>
<td>70</td>
</tr>
<tr>
<td>Armstrong (Div. World Inds.)</td>
<td>Cov. 2-Pg. 3</td>
<td>EST Co., Inc. (Circle No. 42)</td>
<td>123</td>
</tr>
<tr>
<td>Art Directions</td>
<td>125</td>
<td>Eggers Industries (Circle No. 39)</td>
<td>74</td>
</tr>
<tr>
<td>BASF (Carpet Fiber Div.)</td>
<td>Cov. III</td>
<td>Fiera Internazionale</td>
<td>51</td>
</tr>
<tr>
<td>Baker, Knapp &amp; Tubbs, Inc.</td>
<td>12</td>
<td>Di Genova Tecnohotel (Circle No. 28)</td>
<td></td>
</tr>
<tr>
<td>Best Signs Systems</td>
<td>125</td>
<td>Harden Furniture Contract Div. (Circle No. 5)</td>
<td>9</td>
</tr>
<tr>
<td>BF Goodrich</td>
<td>28</td>
<td>Haworth Inc. (Circle No. 34)</td>
<td>68-69</td>
</tr>
<tr>
<td>Brueton Industries</td>
<td>59</td>
<td>High Point Furniture (Circle No. 21)</td>
<td>41</td>
</tr>
<tr>
<td>Brunschwig &amp; Fils</td>
<td>45</td>
<td>International Design Center NY (I.D.C.N.Y.) (Circle No. 17)</td>
<td>36</td>
</tr>
<tr>
<td>Carnegie Fabrics</td>
<td>39</td>
<td>Johnson Industries (Circle No. 32)</td>
<td>64-65</td>
</tr>
<tr>
<td>Comforto</td>
<td>61</td>
<td>KFI Contract Div. of Krueger Int'l (Circle No. 19)</td>
<td>37</td>
</tr>
<tr>
<td>Contract Lighting Systems</td>
<td>43</td>
<td>Kerosene (Circle No. 13)</td>
<td>28</td>
</tr>
<tr>
<td>Designers Saturday</td>
<td>36A-H</td>
<td>Kimball Office Furniture Co.</td>
<td>17-20</td>
</tr>
<tr>
<td>Knoll International</td>
<td>25,29</td>
<td>Koch &amp; Lowy (Circle No. 14, 15)</td>
<td>31,33</td>
</tr>
<tr>
<td>Midland &amp; Willamette Inds.</td>
<td>78</td>
<td>Kroy Inc. (Circle No. 26)</td>
<td>47</td>
</tr>
<tr>
<td>Magnuson Group</td>
<td>124</td>
<td>Modern Plastics Corp. (Circle No. 25)</td>
<td>46</td>
</tr>
<tr>
<td>Micro Computer Accessories</td>
<td>55</td>
<td>Morris Greenspan Lamps (Circle No. 44)</td>
<td>124</td>
</tr>
<tr>
<td>Roppe Rubber Corp.</td>
<td>72</td>
<td>Palazzetti (Circle No. 9)</td>
<td>16</td>
</tr>
<tr>
<td>Roppe Rubber Corp.</td>
<td>72</td>
<td>Palazzetti (Circle No. 9)</td>
<td>16</td>
</tr>
<tr>
<td>Spec Built</td>
<td>66-67</td>
<td>Roppe Rubber Corp. (Circle No. 37)</td>
<td>72</td>
</tr>
<tr>
<td>Steelcase Inc.</td>
<td>6-7</td>
<td>Roppe Rubber Corp. (Circle No. 37)</td>
<td>72</td>
</tr>
<tr>
<td>Taylor Chair</td>
<td>27</td>
<td>Scalamandre (Circle No. 27)</td>
<td>49</td>
</tr>
<tr>
<td>Trendway</td>
<td>14-15</td>
<td>Scott Plastics Co. (Circle No. 47)</td>
<td>127</td>
</tr>
<tr>
<td>Waldmann Lighting</td>
<td>35</td>
<td>Spec Built (Circle No. 33)</td>
<td>66-67</td>
</tr>
<tr>
<td>Westin-Nielsen</td>
<td>73</td>
<td>Steelcase Inc. (Circle No. 3)</td>
<td>6-7</td>
</tr>
<tr>
<td>White Office Systems</td>
<td>42</td>
<td>Taylor Chair (Circle No. 12)</td>
<td>27</td>
</tr>
<tr>
<td>Ralph Wilson Plastics Co.</td>
<td>42</td>
<td>Trendway (Circle No. 8)</td>
<td>14-15</td>
</tr>
<tr>
<td>Winona Lighting</td>
<td>71</td>
<td>Waldmann Lighting (Circle No. 16)</td>
<td>35</td>
</tr>
<tr>
<td>This index to advertiser page location is published for reader convenience. Every effort is made to list page numbers correctly. This listing is not part of the advertising contract, and the publisher is not liable for errors or omissions.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

130  
Contract/August 1989
Every time you buy a carpet, you're putting your reputation on the floor.

Carpet performance is a reflection of your performance. Which is precisely why you should know about BASF Fibers' extensive Performance Certification program. For the last 20 years, BASF has led the industry in testing carpet performance. Subjecting every carpet made from Zeftron fibers to more than 21 rigorous tests. Ensuring that when you specify BASF Fibers, you can be sure you're going to enhance your reputation. That's something you should keep in mind. Call 1-800-446-8953 for a free brochure that tells you more about the company driven by the spirit of innovation.

Circle 48 on reader service card
OUR 10 DAY FORECAST CALLS FOR 110 IN THE SHADES.

But don’t get hot under the collar. Because that means we’ll deliver 110 shades of SOLICOR®, our colorthrough laminate, in 10 working days or less.

That’s the fastest, the most, and definitely the hottest. Because by no coincidence, those colors are the very same 110 you’ll find in our Color Quest® line. The largest and most popular group of solid color laminates in North America.

And there’s more to SOLICOR than meets the eye. Sure, using it eliminates visible seams. But it’s also a versatile material with almost unlimited potential. In fact, it can be routed, beveled, sandblasted, or engraved with astounding results. What a way to adopt a cool stance in today’s sizzling creative climate.

So if you’ve got a few bright ideas bouncing around between the ears, our SOLICOR shades could really bring them into focus.

And that just might help you find your own place in the sun.

For more information and product samples, call:

1-800-433-3222

In Texas: 1-800-792-6000

©1989, Ralph Wilson Plastics Co.