The swift changes brought by today's accelerated pace is staggering! Evidence of our speeded-up way of life is how quickly Florida has moved from the era of Houses to that of Highrise Apartment living. Just a short time ago the architect's primary concern was Houses. But today they are engrossed in the design and engineering of sky-reaching multiple dwellings.

Also, Interior Decorating has become Interior Design. This switch indicates a new significance for interiors. Due to the increase in apartment living today the Interior Designer enjoys a new appreciation because it depends on an individually designed exterior, which demands greater skill and creativity in its interiors. The interior designer brings architectural detailing into prosaic apartment spaces. Through imagination and perseverance, he makes Homes out of Spaces.

The unique character of Florida apartments requires a special understanding of what is needed to make an Apartment a Home. A Florida apartment is often a second, or winter home, an abode on which to shut the door and travel, or a retirement habitat. Therefore, abundant familiar possessions of home are often replaced in the apartment by less encumbering new furnishings.

Why do we all want to crowd into superluxury, highrise, multi-unit dwellings? In this way we hope to slow down the accelerated breathless pace. Few people want to spend their increasingly valuable time in maintenance of their own House. Maybe in communal apartment living, we could spend more leisure time enjoying our homes than in taking care of them.

In this issue we show you many appealing apartments. Which one would you choose as your own? As you'll see, it's not a bad life at all.
The Story of Interama

Are we going to stand by while the original grand concept of Interama dies? Or until it is whittled away to an expedient project of no more exalted aim than a public park?

More parks are needed, but a city park is a long way from the dream that many Floridians have worked toward for so long. We also need more schools, but we don’t have to build a State school on a hundred million dollar piece of property.

We need a leader, someone like the pioneer Miami mayor who conceived the idea of a ‘Pan American Center’. This mayor, with a group of architects and community leaders, worked for years to develop this center. Upon his passing, enthusiasm soon died, but the idea lingered on in the minds of a few visionaries, even grew in scope through disheartening effects of wars, recessions and examples of unsuccessful so-called Worlds’ Fairs.

With continued efforts of architects and community planners the new concept of Interama was born. The theme was “Progress with Peace”. Great buildings were planned, sketches drawn, every acre was allocated in this master plan. There were areas for outdoor worship, theatres, display areas for the talents and crafts of the western hemisphere. A giant sports complex for national and international events, a Pan American Club, an industrial complex display for the manufacturers of North America and the raw materials of South America.

Justifiably, this should be a State project, but the State did not show proper leadership. After a storm of meetings, appointments and proclamations, the State Legislature turned the planning back to the Port Authority of Miami. Again there was dissension among the members, some labeling Interama a ‘white elephant’.

Interama could easily ‘go public’. It’s potential is so great it would benefit and gain interest of people and corporations throughout the country and the Western hemisphere.

Surveys have already been made. Over a decade ago, it was estimated that 10 million people would visit Interama the first year. Disneyland recently published its survey, indicating at least 10 million people would visit their attraction for a two day period.

Disneyland was built on an ideal, that of entertainment, primarily children’s entertainment. The man, the Idealist, has passed, but his ideal remains and 70 national corporations are helping to build this center, based on the original vision. Mr. Disney’s dream has remained intact.

This publication has internationally publicized and advocated Interama for fifteen years. The sun will continue to shine and the ocean breezes will cool by day and by night. Interama has not one, but multi-faceted ideals, unlimited revenue possibilities, inspirational concepts, beneficial to millions of people.

The ideal of Interama must be kept intact in all it’s original daring scope.

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All editorial photographs in this edition by Yuichi Idaka.
Aesthetically framed by trees and clouds, the Behring residence displays interesting building textures, varied roof lines.

Entertainment Home

Bywaters and Duemmling, Architects

Joseph A. Maxwell and Associates, Interior Designers

Walter Teft Bradshaw, A.S.L.A., Landscape Architect

The Behring Corporation, Contractor
The house that Kenneth E. Behring calls home has been termed "a little small for a ball park." Passers-by have confused it with The Woodlands Country Club. But the house of one of America's leading builders IS a home in the warmest sense of the word. Its fifteen thousand square feet under roof are planned for aesthetics, and certainly it would delight the most jaded eye, but also for the comfort and convenience of a wife, five sons, an indispensable housekeeper and a watchful Doberman. The rooms in the boys' wing, as well as the rest of the house, are spacious but arranged for the greatest privacy. Groups of pre-teens, teens and adults can be entertained separately and simultaneously, in comfort. That was one of the most important requirements. Large scale entertaining is very much a part of the Behring business and family life. The flavor of the architecture is an extension of the contemporary shake-roofed homes at The Woodlands, the country club community developed by Behring northwest of Ft. Lauderdale, where the home is located. The atmosphere of the home inside and out is "now." Furnishing in (continued)
Large screened lanai in rear of the residence overlooks the irregularly shaped swimming pool and gravel-paved deck

Entertainment Home

A number of private courtyards, lushly planted, afford privacy with the home.

brisk colors and a fine collection of contemporary art complete the strong feeling of youth and vitality projected by the architecture. Exterior materials extend to the interior through the massive double front door. Brick walls and slate flooring are in both the outside entrance and the foyer. Large pots of trees and plants throughout the house bring the outside in. As you enter the foyer and look across the living room through the wall of French doors to the rear garden, you look across the heads of anyone sitting in the sunken living room. A dividing wall is high enough to see across but not into the living room, which is several steps down. The living room is two stories high, with two walls of glass. There is only one solid full side wall, and both this and the living room side of the six foot foyer dividing wall are used for maximum display of paintings and sculpture. The high dome ceiling is lighted with cove lights. Recessed ceiling fixtures plus accent lights on paintings create a most pleasant effect. The furniture arrangement divides into two conversation areas, grouped with space all around them, forming islands. This permits a maximum flow of guests when (continued)
Landscaping of the residence resulted in many areas of interest with multilevel tropical foliage.

Of the house is clearly defined from lakeside.
Brick walls, slate flooring and interior plantings relate to these same materials used in the canopied arrival area.
A selection of paintings from the Behrings' collection graces the six foot wall dividing the foyer and living room.

Entertainment Home

entertaining. Directly off the living room, kitchen and family room, all walls open up completely. The extremely large patio is covered and screened, and is divided into five separate areas. There is a small grouping adjacent to the living room, a barbeque and dining space near the kitchen, a very large sunken conversation pit in the center, and on an upper level, a comfortable seating arrangement popular with the family and their guests. A sizable upholstered swing is the focal point which causes one to gravitate to this section of the porch-patio. The dining room is screened from the living area by a seven foot wall, painted, like the ceiling, a tone of the bright orange carpeting. One wall is glass revealing exterior planting. Two large lighted glass cases, one wall-hung and one free standing, are used to display china collections. The custom design dining table is comprised of four individual tables, two semi-circular and two rectangular, which can be combined in various ways to form tables from six feet in diameter to a maximum size of sixteen feet in length by six feet in width. The two rectangular units double as buffets when not in use for a banquet table. The nearby galley-type kitchen has been adroitly planned to allow for several concurrent activities. It

(continued)
is divided by an island which is a food preparation center and snack bar. All snack items are stored in wall cupboards behind the snack counter, which opens up to provide a sandwich-making area. The dishwashing area is off to one side, isolating it from the mixing and cooking area. The small kitchen office is used frequently by Mrs. Behring and the housekeeper for menu planning and shopping lists. It connects the kitchen to the large family room. Two opposite walls of the family room are glass, one opening onto a private court yard, the other out into the screened patio. The ceiling in this room is two stories high, though the circular bar off to one side has a lowered ceiling. Here activities include cards, billiards, television and casual conversation. It is very much a part of the boys’ wing, and four spacious bedrooms leading from the family room contain other evidences of their varied interests. Each two-bedroom unit shares a connecting shower. They have individual toilet and dressing rooms. From experience, the Behrings have learned that a separate telephone for the boys and a water cooler are musts. A combination study and guest room with private bath is located off the
Family room provides a number of separate areas for casual activities, much used by the five boys, ages eight to eighteen.

Sprawling length of the screened lanai accommodates a large number of guests in various conversational areas and groupings.
corridor connecting the family room and dining room. It functions also as a get-away-from-everyone retreat for individual members of the busy household. At the opposite end of the residence is the master bedroom wing. Both senior Behrings have individual dressing rooms and baths, with large walk-in closets. The bedroom has a raised ceiling with cove lighting, and a skylight covered by a special ceiling drapery opens the view skyward. The bed island is directly under the skylight. It has complete storage units at both the head and foot, and two individual electric beds. Controls for the beds along with those for the skylight drapery and television are in the head unit. The beds and storage units are both on a raised, carpeted platform, providing a floating effect. A companion carpeted platform, with revolving lounge seating, parallels the bed. The seats rotate to provide normal sitting height, or turn around for a chaise lounge effect. Recessed lights in the ceiling give adequate lighting for

(continued)
Multiple use room is this den-study and guest suite.

Cork walls in the boys' rooms provide for individualism.
Sleeping under the stars is a Behring dream come true at last.

Entertainment Home

reading, for chairs and beds. One wall is paneled in teak, and half of the wall slides to expose bookshelves and color television. One glass wall opens into a private courtyard, and on the opposite side French doors lead to a screened porch overlooking lighted fountains and the lake. The Behring home is surrounded by gardens on various levels which reflect the character and extend the use of the rooms they adjoin. The earth was first sculptured to blend with the rolling terrain of the neighboring golf courses and to correspond with the changing architectural levels of the house. The ground levels are retained with cross-ties which are partially exposed and planted with overhanging ferns. All planting is foliage native to southern Florida such as sabal palms, olive trees, ferns and lilies. The lowest level garden contains the pool and cabana house, the center of informal entertaining. Instead of the usual coping stones, a deck of exposed Chattahoochee rock surrounds the pool framing the water at the same level. Well lighted from behind surrounding palms, the swimming pool becomes a reflecting pool at night. Focal point of the lower garden is the cabana house which can double as a guest house. The cabana resembles two nested pyramids with the tops cropped off. Two sides are sliding glass doors which can open completely to serve the pool area. The remaining two sides are shingled to within two feet of the ground where a recessed area between roof and gravel gives the structure a floating or suspended look. The interior is rustic with a wooden bar, paneled walls and a brick floor. Besides showers and dressing rooms, the large air conditioned area contains storage cabinets for roll-away beds, and a refrigerator for the use of the family and their guests.
It has been said the average American family builds or lives in three houses during their togetherness. This new residence of Mr. and Mrs. Richard B. Plumer was designed also to accommodate four academically busy and socially active teenagers and the many friends and guests ever present. When the younger generation Plumers were indeed young, family life had its beginnings in a modest two-bedroom house, nicely situated to one side of a very large corner lot. As need arose there were add-ons and add-ons to the original domicile, all quite interesting and functional. The one story floorplan inside did adequately fill their needs and even those of a live-in couple and their own small family. However, getting from one end of the house to the other did seem like walking a full city block. Therefore the new residence-to-be bore definite requirements for more compact living. Long searching resulted in a property site on the wooded high ridge which contours lower Biscayne Bay. Native tropical trees and foliage presented a natural screen to adjoining property, and two favorite ‘character’ trees were pointed out to their architect as basis for the axis of his floorplan. A five-bedroom four-bath house might easily have resulted in appearance as ostentations in size. However

(continued)
Reflecting pool built into the wooded site is pleasant view from living areas within.

from the sketchbook of designer and long time friend, Peter Jefferson, evolved a pleasant and deceiving facade from the streetside entry. A boat and carport loggia with adjacent storage room, the pitched roof line of the living room and screened garden lanai mask a two story wing to the rear. The Plumers, whose family business is interior design, had no difficulty communicating their wishes to the architect and selected designer from their own staff. As a team they discussed all major facets down to a desired six foot radius for conversational groupings, and to remote details like hinges on cabinetry work. It was to be completely 'their' house, not elegant, not identified with any style, not overly enthused with traditional, yet every room to feature some things not totally new, some things familiar, collected memorabilia. With mock furniture arrangements they were able to decide on proper placements of windows and doors for maximum view and easy egress to other areas. They wanted a home never-to-be-finished, not 'pat', but always to accommodate new acquisitions from travels and other living experiences. Things evolved from things. Therefore, there was not, as in many design assignments, a 'cut-off' date. Mrs. Plumer, Mary, laughingly states this is (continued)

Jungle-like foliage surrounds the screened outdoor living-play room. Note clear plastic eave.
Walled garden fills the picture window. Family discovery was an antique door with original hardware, refinished to blend with other wood tones.

Sliding panel doors separate dining and living areas. Batik panels form tropical mural.

Designer's Home

probably why they never did get around to a new-house warming party... never finished, it never will be. New things selected to be added to former furnishings owned were given the consideration of wearing well in the sense that usage increases charm. The 'crisp' look was not for them. With wooded views from windows and balconies reminding them often of their mountain retreat in the Carolinas, no draperies were to obscure the beauty of their petite forest. "In my family's life, there is little time for lovely bedspreads," said the household's mistress. So handmade quilts from the mountains double as spreads quite appropriate to the lived-in look everywhere. In the teenagers' rooms particularly, there is much organized clutter of important collections of 'things'. In the family's youngest member's room there are, by actual count, 156 owl replicas. This bit of amusement was artistically turned into
interesting decoration for stairway newel posts. Taking each young Plumer's prime animal interest as inspiration, the first post represents the first born's love of the sea: a dolphin hand carved by artist Jean Szoke. On the mid-stair landing are a squirrel and a pussy cat. On the fourth post at second floor landing is, of course, an owl. This type of conversation inspiring decor is many times repeated in this personality house. The dining room is not a large formal room, but the expanding table is frequently pulled out, for it doesn't take many added to the family to become a goodly number to seat. A feeling of spaciousness in this room is provided by the tiled open loggia leading from the entrance past the dining area and on to the kitchen-family room. Also, sliding door panels of plastic, fused with colorful batik cotton artwork by artists Peg and Otto Holbein, separate the dining area from the living room. Opened for spaciousness while dining, closed again while clearing away is being done, these panels are highly useful as well as dec-

Wormy chestnut wall paneling was shipped in their mountain retreat.

Original plans for separate family room were carded for kitchen area.
Where overhangs and outside foliage minimize glare, windows are left unadorned for exterior views.

Designer's Home

Ornate. The batik mural of tropical foliage comes ‘alive’ when lighted from behind, and lighting from either side is so provided. As in most active households, the oversize open kitchen with its dining and seating arrangements is a primary center of gatherings. Or should we say, the cook-of-the-moment is seldom alone. Also enjoyed here is the wooded view and that of a reflecting pool and waterfall which trickles down several levels, running under the approach to the screened, open lanai and into the lower rock-formed pool. Television is part of the family room, housed in a cabinet the Plumers affectionately call Old Ugly. For in an interim house to which they had to move while the new residence was in the planning and building stages, there was a hasty tongue-in-cheek type of decor put together for what was to be a temporary abode. In ‘junking around’ as it is called in the trade, they found a perhaps-Victorian sideboard, which reworked and re-finished served its useful (continued)
The trophy room is a popular place for telephone conversations.

Designer's Home

many times it seems sensible to enter through the laundry facilities! On the first floor the boys' rooms lead from a long and multi-purposed hallway lined with shelves for books, trophies and hobby equipment. Girl-type rooms are above on the second floor, with the master bedroom suite at the head of the main stairway. A simple ladder connects the floors at the rear of the hallways. There are houses and there are houses, but not all bespeak so accurately of sparkling personalities living within their shelter. And this is what design should be all about: designs for living, working, and creating against backgrounds which are an integral part of the total portraiture.

The cat and the squirrel are artistic evidence of the younger set's collections.
Colorful carpet designed at Plumer's Miami firm, was hand-woven in Spain. He and one son flew over to observe the process.

Master bedroom suite has woods view. Bright hand-made mountain quilts make attractive, easy-to-live-with bedspreads throughout.
It shouldn’t be difficult to guess the stairway’s fourth newel post is a hand-carved owl reflecting this collection.

Third bedroom on the upper floor can double as a guest room. Just outside a ladder stair leads below.
Far East

Wahl Snyder and Associates, Architects
Wes Dunaway Associates, Interior Designers
Wes Dunaway, A.I.D.
Dean R. Claussen, Contractor

With an inherent sensitivity to design and form, Mr. and Mrs. A. Charles Kittel, Jr. gradually acquired from world travels a desire to be surrounded by furnishings and art of Far Eastern civilization. Collecting objects d'art of the craftsmen of Japan, China and other countries they have visited, is a fascination they share. When (continued)
Waterway view of the house reveals artful plantings. While each is subtropical in origin, the total expression of configurations seems Oriental, appropriate to the architecture. The large lanai is screened, shaded as required by wood-reed drop shades.

Soft shade of sage green of the roof tiling blends beautifully with the green Watuga stone flanking the motor court entrance. Cypress wood panels, also greenish gray, relieve stucco surfaces. Hand carved doors lead from motor court into the house.

apartment living was no longer to their liking, and a desire for a waterfront home could be a reality, they purchased a desirable corner site on the Intracoastal Waterway in Golden Isles, Hallandale, Florida. The next step was to select an architect who would be compatible with their taste and share their enthusiasm for things Oriental. Wahl Snyder and Associates was the ultimate choice, and the work began. Exterior facade of the home became a contemporary adaptation of a Japanese mountain dwelling, which later by the artful choice of plant material (continued)
Far East

completed the feeling they desired as a background for living. To afford privacy, the house is entered through an open, covered loggia leading into an attractive motor court paved with crushed volcanic stone. The spreading seagrape tree, centered, is nicely framed by the arcade as viewed from the approach. From this motor court, large carved double doors and a roofed entry lead to the foyer, this made more spacious in feeling by an antiqued glass-mirrored east wall. Other walls, as well as the pyramid shaped ceiling, are covered with antiqued gold foil paper. The golden-hued carpet, a Shanghai design is hand carved, inset into black slate flooring. The living room, two steps lower, overlooks both the motor court and Lanai to the east. A dramatic Watuga stone wall is carried from the living room out into the Lanai. Heavy wood beams decorate the ceiling. Other wall backgrounds are covered in a handmade Japanese paper which embodies flecks of gold and silver foil across its soft gray-white laid texture. An oversize version of an Oriental sofa has teak arm-rests

(continued)

Featured in the foyer is a beige cloisonne vase with colorful Japanese quail and peony branch. The glass encased Japanese Geisha Doll is holding her warrior’s headdress as he is suiting up for battle.

Over the walnut wood card grouping a drop lighting fixture is of metal, fashioned into a bouquet of flowers. Designed by Miami sculptor, Garland Faulkner, it has overlays of colored enamels on copper. Tiny bulbs are centered in each blossom.
Dramatic wall of natural green stone extends from the living room out into the exterior lanai, where waterfalls cascade into a reflecting pool.
Passageway from dining room to lanai houses the bar.

Low arched bridge of redwood provides access from Lanai to the lawn.

Opposite bar is recessed barbecue counter for cooking.

Far East

and base, and is covered in gold Siamese silk. It is flanked by an apricot silk covered occasional chair. In this grouping are two handsome rosewood bankers' chairs with cushions of silk Zabuton. Centered is a 'Kuan Sui' coffee table of bronze and pewter, etched in an eighteenth century Chinoserie motif, highlighted with brightly colored lacquers. Standing before the beautifully crafted green stone wall is a game table grouping. Four wedge shaped chairs surround the low, walnut table with its concave corners. These chairs are covered in kelly green silk with a trapunto quilted, Oriental design on the back cushions. Special carpet was woven with irregular shearing effect in an antique greenish-bronze color, flowing down the steps from the foyer into the sunken living room and again up the opposite steps to the raised dining room. A scenic paper depicting Pampas (continued)
Huckleberry wood cabinets, beamed lighted ceiling, give interest to this functional kitchen.

Grass blowing in the wind was selected by interior designer Wes Dunaway, for three walls of this dining area. Hand painted in Japan, it is in soft celadon greens, bronzes, pale beiges and silver leaf, and silver is the moon above the swaying grass. The wallpaper sets a whimsical mood for the contemporary furniture. Covering for the dining chairs is a Jacquard woven fabric, a blending of pale beige, bronze green and red earth. Chair backrests have a temple eave design. Small bulbs twinkle from each blossom-like sculpture of the lighting fixture above the table. Designed by Garland Faulkner, it is created of enamel on copper, a veritable lotus cluster with leaves an antique verdigris finish. Down lighting for the table in the base is decorated with Chinese characters. Drapery fabric is Japanese pongee silk. To one side, the kitchen is one of the many delights of the (continued)
Beautiful hand painted scenic wall covering, window wall to adjacent garden, make dining in the Kittel residence most serene.
Headboard was custom designed for the Kittels. Wall hangings above are Japanese poems carved on wood.

Far East

Little home, a studied design from both the architect and interior designer. It is a handsome and workable cooking area, striking from the dramatically lighted ceiling with its dark beams, to the latest convenient appliances. An arched recess of antique brick contains the cooking center, a built-in cook-top of ceramic. White leather mica covers the work surfaces, and is accented by the melon color, tear-drop shaped double sink. Windows over this area are treated with a custom blind which has the feeling of old, weathered Japanese wood. A two-level screened Lanai east of the dining and living rooms offers a relaxing view of the waterway, and provides a sizeable dining area frequently used. Ming yellow lanterns, Kittel family antiques, pick up the color tones of the upholstered lemon furniture on the upper level. On the lower level are open mesh chaises with mulled leather bindings, and mushroom shaped woven tables.

Spacious bath-dressing room is glamorized by a sunken plunge, lined with red Japanese tile.
Mediterranean

Merle Smith, Designer
Merle Smith Luxury Homes, Contractor

In Ohio, Furniture Retailer Franklin Long and his doctor wife, Elizabeth Long, M.D., had lived in a much-loved old house on top of a hill dubbed The Castle. When they retired to Florida, the still-busy Longs with three grown children dreamed of creating a home similar to "The Castle's" feeling, but definitely not a copy. They wanted a traditional Spanish architecture and decor, updated for contemporary Florida living. Starting with a rough sketch they made incorporating their ideas, they worked with Ft. Lauderdale designer-builder Merle Smith. Result is a handsome eclectic blend of Mediterranean design from many sources.
Many arched windows offer view of old brick-paved courtyard.

The two-story, four-bedroom home in Bay Colony combines an aesthetic environmental setting with functional use of space. They recognized, for instance, that in this day of air-conditioned homes, the classic practice of 30 years ago of designing many rooms to open onto covered outdoor passageways is no longer desirable. But major rooms of the Long home do look out onto shady courtyards, paved with old brick and lushly planted. Effect is that the home "looks as though it's been in its setting forever." Overall, the feeling is of openness, with plenty of room for elaborate formal entertaining as well as more intimate spots for family and small social gatherings. From the sweeping circular driveway, the view is of a series of grilled archways creating a graceful front facade to the residence. Through them is visible the courtyards into which guests pass to reach areas of the house. Grillwork gate from Mexico opens onto a stately Old-World entrance-way with its massive carved wood door. Underfoot is multi-colored quarry tile which repeats the colors of the tile roof and brick trim. Weathered look was given the clay tiles by firing them with ten-percent iron oxide on them for a blackish cast. High arched windows in the foyer,
their panes creating a diamond effect, form the backdrop for a spiral staircase carpeted in avocado green. Stair treads are bordered with carved wood molding. Greens, shading into blue, form the dominant color theme throughout the house. The home's old castle look is particularly in evidence in the kitchen. Old brick wall separating kitchen and dining entry is 30 inches deep, creating a cave-like feeling as one steps through the wall's archway. Turned wood spindles act as dividers between entry and dining room.

In the kitchen, replica of old Spanish chandelier with hanging lanterns and a circular center table of wood-topped brick live in harmony with latest labor-saving appliances built into the old brick walls. More old brick forms a warm wall for the family room, whose focal point is an arched and grilled fireplace. A touch of the exotic is added to a bathroom (continued)

Treads of spiral staircase are bordered with carved wood molding.
Family room focal point is cozy, arched and grill-fronted fireplace centered in weathered brick wall. Carpeting is green.
Entry arch through 30" wall gives kitchen "cove" feel.

**Mediterranean**

Through the use of Byzantine windows over a dias-centered tub of pre-cast cultured marble. Throughout the other rooms, furniture was lovingly hand picked by the Longs to create a harmonious Mediterranean interior. Lamps, accessories and fixtures are of delicately wrought iron. Carved wood furniture gives a look of solidity and grace. High-backed lacy wrought iron Spanish chairs dot the courtyard which holds a swimming pool. Twin sun decks overlook this pleasant vista, affording a view from upstairs rooms, including the master bedroom.

Crystal chandelier over glass-topped table lends dining room formal look.
Carved wood furniture gives grace and solidity to master bedroom.

Byzantine windows are exotic touch over marble tub.
Print wallpaper, matching bedspreads and draperies create light and airy guest bedroom.

La Mer Models

Muriel Rudolph Interiors
Muriel Rudolph, N.S.I.D.
Judi Rudolph Male, N.S.I.D.

A beautiful wide strip of land between the Atlantic Ocean and the Intracoastal Waterway at Hallandale— one of the last such seaside locations open for large-scale private apartment development—provides the felicitous setting for one of South Florida's most luxurious new condominium high-rise complexes, La Mer. The three towers in the complex are constructed so that the balance of land area to building is a bountiful eight-two percent. That leaves a broad expanse of "private world" for recreation and relaxation in country club style—five landscaped acres and four hundred feet of oceanfront. The building's unique center core

Painted and natural wood textures combine for striking dining area.

Cook-Reiff Associates, Architects
design by Architect Cary Bernard Cook eliminates long corridors, so that each apartment is no more than twenty-five feet from a battery of three high-speed elevators. A glass-enclosed, air-conditioned garden loggia-promenade joins each building and unites with the recreational area, bringing a sense of oneness to the general pedestrian traffic flow. Two deck elevations permit generous covered residential parking and spacious upper level guest parking between each of the three buildings. Each apartment has a commanding view of the sea or the Intra-coastal. In creating the model showcase apartments pictured on these pages, In-

(continued)
"Mister" bath in master suite offers ostrich leather walls, block marble and striped gold vanity.

Spanish oak cabinets, harvest gold appliances, intricate hardware give elegant look to kitchen.

terior Designers Muriel Rudolph and Judi Male were able to take advantage of unusually spacious living areas, great expanses of glass, sun terraces and panoramic vistas, in addition to such elegant continental touches as Portuguese marble baths, cultured Florentine marble vanities, imported Italian gold and crystal wall sconces and suites with double Mr. and Mrs. walk-in wardrobes. The luxury tone is set as you enter the lobby, ushered in by a doorman through an expansive entranceway covered with barrel vaulted canopy. The lobby itself is superbly appointed with rich color tones, rare woods,
Expansive master bedroom has white carpet with woven green overtufting, polished cotton spread, walls and draperies.

Columns of white lacquered latticework, white linen walls further the airy, graceful flavor of living room, access to bar.
velvets, Straas jewels, 24-carat gold accents and deep carpeting. Cut crystal chandelier gleams overhead. Recreation facilities and services are so complete that a resident hardly need venture to town nearby. They include a Victorian-size pool, patio sundeck, health clubs, sauna and steam rooms, tennis and shuffleboard courts. For the more sedentary the complex also includes social rooms for special programs or just quiet conversation and television, card rooms and a conference room. When Muriel Rudolph and Judi Male set about creating interiors for the showcase model apartment in LaMer's prestige Tower Suite they expressed their ideas of "what living in Florida is all about." Surroundings should be elegant but understated, with cool, crisp, restful but cheery colors and furnishings. There should be an eclectic look of period and contemporary. The unusually spacious rooms in Tower Suite and the luxurious touches that are rare in apartment living such as handsome floor textures and high-style hardware helped make their ideas come alive. Sitting room of the master bedroom suite has parquet.

Silver-blue walls, chairs upholstered in plum give distinctive flavor to dining area in LaMer's Atlantic model apartment.
Atlantic’s den has striped ottoman walls, plum felt-covered daybed.

Fresh look of yellow polished cotton is dominant accent in Biscay living room.
La Mer Models

floors. Elsewhere are elaborately detailed inlaid vinyl floors. The terrace is of quarry tile. A white area rug with a shaped parrot green border was designed to define the living-dining areas. Zebra skin stars in the quiet game area of the living room. White carpet with woven green overtufting furthers the general airy, light look in the master bedroom of the Tower Suite model apartment. The designers chose informal fabrics with an abundance of white plus gay colors such as hot pinks, and parrot greens in understated prints. Chairs in the living room are covered with raspberry sherbert cotton satin, the sofa with a cotton print. Walls are white linen; white too are the sculptured rug and the decorative lacquered latticework columns. Bedspread, walls and draperies of the very airy master bedroom are in another sunny polished cotton green and white print, while headboard and chairs repeat the parrot green. In the guest bedroom, walls, print spreads and draperies are complemented by an Old World look in red furniture with an antique white trim. Parrot green and white combine again in the dining area, where painted and natural wood textures are used together with most striking effect.
White silk walls with antique molding are elegant backdrop for Atlantic's living room. Love seats are silver blue, accessories plum.
Island Apartment

Wes Dunaway Associates, Interior Designers
Wes Dunaway, A.I.D.

A South Florida apartment that's "jungley, Indian and African"? That was what the E. Brand Beacham Jr. family dreamed of as a vacation hideaway for friends, family and business associates visiting them. The vivid and whimsical imaginations of the Beachams and their interior designer Wes Dunaway brought it to reality in the Island House apartment on Key Biscayne owned

Pairs of dragon heads flank Indian carved wood panels on door. White wool swag drapery frames entrance.
by the real estate developer. Beyond question it captures the paradoxical Key Biscayne atmosphere today — the swinging excitement combined with casual tropical living. Dunaway had previously designed the interiors for the home the Beachams and their three children occupy on Key Biscayne, a charming blend of modern with English, French and Chinese and many well-loved family pieces and collected antiques. For their guests' apartment, the Beachams went all the way in the other direction — to a tongue-in-cheek stage setting from another world. "Who wants to be surrounded by ordinary things when you're on vacation", says Mrs. Beacham. Starting with the jungley Rousseau-inspired print of the foyer wall covering and moving through living room, master bedroom, den, second bedroom and terrace, the Beachams' lucky guest is greeted now with two pairs of dragon heads from Nepal on the front door, next with a fake lion head a caribou and a mantrill hanging in the den. Darkest African flavor carries all the way into the kitchen, where leopard-patterned paper in green and white covers the wall and cabinet doors of an otherwise (continued)
Moorish doorway with hand-wrought brass studs leads to den. Inside, fake animal trophies are witty touch.

Island Apartment

white area. The real estate developer’s guest may sit in the living room contemplating an Arabian motif on one wall. Embroidered, hand-woven toss pillows from Pakistan accent the contemporary sofa, which is upholstered in textured off-white fabric. Lamps have Indian brass bases inset with semi-precious stones. Cocktail table is topped with Indian chased brass tray. Carpet here and elsewhere is a parrot green. Replicas of English officers’ chairs are used around the room, at the desk and at the glass-topped games table which doubles as a dining table. Four in Siamese red, two in parrot green have walnut-finished hardwood frames. Paper on the master bedroom walls is “jungley” too. An elaborately carved wood screen from India serves as a headboard in the master bedroom. It’s painted parrot green, glazed to simulate
applicas of Tibetan horns, Arabian mural, Indian brass tray, English officers' chairs make exotic living room.

The iridescent quality of the silk spread. Night tables have simulated bamboo trim. Lamps consist of white ceramic columns with apricot green shades and bases. Both bedrooms have pull-down window shades, made by laminating fabrics which match wallpapers to light-proofed material. Sliding glass doors screened with clamen dacron batiste provide access to the terrace from the master bedroom. For yet another ingenious touch of India, handsome paisley print covers walls and pull-down shades in the second bedroom. White victorian-type wicker and rattan are used for furniture here. For guests in need of further sleeping space, a wicker-framed sofa in the den converts to a bed. It's upholstered in a jungley print, too. Two wicker tub chairs are cushioned in clamen-colored fabric. Table in between has wicker caribou base, tray top. Especially interesting are the Moorish touches to doorways leading to the den and master bedroom. Rows of nailhead run down the sides with insets of red and gold paper in them. Moorish treatments are repeated in closet doors in den and foyer.

Green and white leopard prints accents cabinets in kitchen. Fuschia grass cloth shows through Moorish doorway.
Colony Town Houses and Garden Apartments nestle along a lovely cove in Naples overlooking Venetian Bay. Therefore interior designer Holland T. Salley's color concept for his model apartment was to use the natural colors one sees in the panoramic view, with accents of yellow and white. White acrilan twist carpet is used throughout the apartment and all walls are pale blue. The living room was furnished to seat eight people comfortably — the favored number for small parties in Naples. Sofa and love seat were upholstered in a printed line of blues, greens and citron and used in a corner arrangement with a Charles coffee table. All-purpose yellow parson table sits behind the love seat. Large square lamp tables have fruitwood finish tops and antique white bases trimmed with green. The same green is repeated in two tall bookcase curio cabinets. The dining room features a mural of treillage and tropical foliage and a crystal chandelier gives a formal note. Colorful striped linen fabric on the chair seat.

(continued)
combines shades of blues, greens, citron and tangerine. One of the apartment's three bedrooms is equipped as a den with a blue textured sofa bed for extra guests, and modern white vinyl swivel chairs on steel pedestal bases. Another guest bedroom is furnished in French Provincial in antique white trimmed with yellow. Curtains are printed linen in multi shades, bedspreads are quilted lemon yellow. One entire wall of the foyer is mirrored from floor to ceiling to give an illusion of spaciousness and reflect a ceiling fixture of brass and crystal. The powder room features colorful wallpaper. Curtains in the master bedroom are a sharp green background floral with blue and white accents, furniture is painted yellow simulated bamboo trimmed in white. Bedspreads are of quilted solid poison green in a floral quilting pattern. The Colony complex of eight two-level townhouses and 21 garden apartments is the first of such developments planned by the Raymond L. Lutgert Companies.

Citron swivel chairs grace window of living area.

Mural of treillage and tropical foliage, with silver blue background of whites and greens, lightens dining room. Chair fabric is striped linen.
Glamorous as a lavish Hollywood stage setting, this is in reality a very workable, livable Miami apartment suite in the elite Jockey Club.

Living Excitement

Geraldine Farmer & Associates, Inc.

Geraldine Farmer, Interior Designer

When orthopedic surgeon, Dr. Lloyd Moriber and his wife moved to Miami from New York City, they asked their decorator to design apartment interiors which would be contemporary, different and exciting. Better than four thousand words, these photographs give visual testimony that she gave them 'just what the doctor ordered'. Walls came tumbling down and the luxury of spaciousness was achieved in the transformation of an original three bedroom floorplan to that of a one bedroom arrangement, adequately serving the Moribers and their two dogs, Adam and Samantha. At extreme ends of the open living area are raised platforms, brightly tiled, one for dining and the other a conversation and music center. Many of the furnishings were custom designed. Elegance is the keynote and it functions beautifully.

Happy informality
of this attractive area
is popular with family's friends.
Samantha feels quite at home perched on the large, round custom designed bed, feature of this romantically inspired master bedroom. View across Biscayne Bay includes skyline of Miami Beach beyond with its myriad of colorful twinkling night lights.

Every convenience for gracious entertaining was thought of by the interior designer. Built-in wine racks add a festive, decorative note, for invited friends of the Moribers are frequently treated to excellent gourmet fare often as colorful as the dining area itself. Mirrored wall gives added dimension and visual interest.
Blues and yellows carry the decorating interest in the den, furniture is of understated simplicity.
Sunrise East, new condominium on the east bank of the Intracoastal Waterway at Sunrise Boulevard in Ft. Lauderdale is one of a series of major-scale ventures being developed by Hamilton Properties, Inc. The young, energetic president of this multi-million dollar company has a spectacular record of successes in executive posts for other top Florida building and development firms. Engineer-builder, Jack L. Hamilton, selected the quietly elegant section of the Gold Coast between Boca Raton and Ft. Lauderdale, and aimed for the market of those well-endowed in both a financial and social sense. From experience, his awareness of the demands for multiple dwelling on a luxury scale has proven boldly masterful. By design Sunrise East contains just 90 apartment suites in its nineteen stories, plus three penthouse units. Privacy, individuality, spaciousness and security are heavily stressed. Living accommodations commence at the fourth floor, the main lobby area occupying floor three. Sheltered parking is provided on the first two levels. Elevators are so positioned that only two apartment suites are served by a single cab. Security guards and closed circuit television controls scan the building's interior spaces and surrounding plazas. There is a difference, also, in the recreational planning. A temperature controlled swimming pool is attractively designed for the roof top two hundred feet above ground level. Health clubs, suana baths, a putting green of synthetic turf, shuffleboard courts are a few of the available activities for residents and their pleasurable activities. There are club rooms for private entertaining, and an aptly named 'Cloudsweeper Club' with its spectacular panoramic view by day or night of water bodies and colorful tropical skies. Lawns and gardens occupy large areas at ground level between the building and its 415 feet of waterfront, where docking facilities accommodate the waterbound. Both the third floor lobby and the roof area have inspired planting designs. A model apartment furnished by Jack Sell and Son Interiors of Ft. Lauderdale gives a dramatic presentation of the spaciousness available at Sunrise East. Selecting a two-bedroom floorplan from the one, two or three bedroom suites available, the interior designers utilize one bedroom as a convertible den arrangement. They have an interesting color philosophy describing it as powerful and Expansive use of yellow in wallpaper print, sofa grouping and chairs magnifies the sunny, spacious feeling in living-dining area.
Chandelier, yellow accents give airy, sunlit feeling to dining area.
Sunrise Model

challenging as a decorating tool. And color has its practical aspect, also, as you utilize it to square up a long narrow room, or widen it, push walls out, or bring them in, cool a room or warm it, reflects light or absorbs it; all this and more is carefully considered in the interior designers color plan. With sunny yellows against predominate white backgrounds, the effect is crisp and cheerful, very much alive. Wallpaper is used in the living and dining room above a dado moulding, and reflected in a solidly mirrored wall. Glimpsed also in the mirror is the attractive kitchen wallcovering, and its bamboo fretwork forms the window treatment. The careful attention to each decorating detail has produced a relaxing aura, a symphony of good taste.

Spacious kitchen stresses individuality in design as do other living areas at Sunrise East.
Over a period of years the interior designer becomes skillful in the creation of many types of living and working spaces for a wide and varied clientele. He or she may be heralded for an outstanding, sleek and colorful modern office or appropriate residence, for authentic period reproductions, contemporary fashion, for a quiet interplay of interiors against strong architectural predominance—and often there is a requirement for a given sales image for business and professional areas. With this range of design talent, one might assume it could be a trying decision for the interior designer to present his own image through architectural and interiors concept. Not so, however, for Jeffords Interiors of Boca Raton. George Jeffords, well known member of the American Institute of Interior De-
Formal balance of the building's architecture presents a pleasing Paladian exterior facade.

The serenity of a private garden within a City can double for parking or entertainment area.
This residential elevette was restyled into a replica of a European lift of antique iron grille.

Interior Design Studio's designers, drew for himself an eclectic design, the strongest influence being Palladian. Working closely with his architect and the builder, his staff is now housed in this esthetically satisfying entity of clean uncluttered beauty. The entire Jeffords' staff contributed significantly to the plans for building and furnishing. Upon its completion in 1968, the City of Boca Raton's Community Appearance Board presented Jeffords with their award of significant contribution to the beauty of the City. Entrance to the Studio is made up of gracefully curving stairways with artful planting beneath the upper balcony access. A drive-through arcade leads to
Elevator lobby on second floor features antique Moroccan chairs, inlaid with pearl.

a rear Courtyard and garden for concealed parking. This Courtyard patio is framed by a wall and has lavishly planted pockets of beauty. On the ground level of the building is the accessory room for the Studio, where established clients and casual shoppers delight in visiting. The well-stocked display has an ever-changing selection of those all-important finishing touches for the home or office. Across the driveway is a small reception area accommodating a distinctive elevator. It is actually a residential elevette which has been completely restyled. Through the application of antique, ornate iron grille-work on the doors, sides and dome, it has been transformed into a replica of the European lift. Above, the stair landing and elevette entry hall demonstrates the elegance of simplicity. Living plants, chinoiserie figures of glazed ceramic flank glass panels of hand-painted bamboo design, inspiring a quiet mood of the Oriental garden. The Gallery of the Studio, with its high vaulted ceiling, overlooks the Courtyard below. And the east-meets-west mood is heightened by the presence of a Bengal tiger rug and Harry Reeve original paintings of a Maharajah and Maharane. Several items of furnishings are of definite Oriental influence, but there is a subtle blending of French period pieces. A number of care-

High ceilings are framed here with an arched treillage.

East meets West in other Gallery view.
Office of George Ifford, A.I.D., has slight, informal furnishings against background of light textured gold walls and gold shag carpet.
fully selected antiques were chosen for this area by the Jeffords' staff. Formality of the drawing room of the Studio is established by the hand-crafted antique chandelier. Originally a gas fixture without crystal, it was purchased and restyled for use in this room. The fourteen foot ceiling bears an Adams motif, and the design is repeated in a custom sculptured carpet. Walls of the drawing room give a 'cloud illusion' done in beige and white, a quiet background for the elegance of the furnishings. One mirrored wall, with its antique carved mantle, adds depth and dimension. The furniture and accessory items are of both period and contemporary styling. To the rear of this second floor is the work space for the staff. High ceilings, framed with an arched treillage, give a light and airy informality. Floor to ceiling windows overlook the greenery of the gardens below. Cool green and white is the restful color scheme of the treillage itself. Hanging whimsically from the top of the center window are three white ceramic monkeys. Lamps here are bamboo patterned. Antique faux bamboo chairs, together with other specially selected furnishings, contribute to a note of cheerfulness. This same feeling is also apparent in the private office designed for Mr. Jeffords. Often used as a consultation area, the overhead skylight provides natural daylight and or artificial illumination as required, an all important factor when colors of papers and fabrics are being considered. The furnishings here are informal against a background of light gold textured walls. A deep shag carpet, also gold, covers the floor. Repeated from the stair landing are the hand-painted glass panels covering the windows, again the bamboo design. The building has been utilized inside and outside many times as background for fashion photography, as well as advertising photos of national products. The totally well-planned building provides a relaxing place to meet with the Jeffords' clientele, and to create innumerable and individualistic interiors.
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Living room apartment for Mr. & Mrs. E. Brand Beacham

photo YUICHI IDAKA

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Where do we start with a bachelor's pad? Why, his bedroom, of course. That's where he awakens in the morning, adjusts his electric bed for a view of the Bay, and plans his night. We like to design for people with a sense of purpose. This custom designed apartment suite belongs to Leo Peter Coff of Rivervale, New Jersey and Sailboat Bay, Coconut Grove. From antiques and period decor to off-beat backgrounds for exciting living, we have the perception and imaginative combined talents to satisfy particular people. versatility is important with us. See the interiors of Penthouse I.
Only recently had Burton and Joyce Goldberg completed their home in Coral Gables, and Joyce never wanted to move again. For with their interior designer, Don Rutledge, a lovely, unusual residence had evolved. Built around a large interior garden, house furnishings were quiet, traditional, colors soft and muted. Soon, however, Burton Goldberg, a high-rise builder, was underway with the construction of Sailboat Bay, a residential building and Coconut Grove's first towering structure. The building faces the Bay, with hundreds of boats in view, as well as tree-laden parks lining this natural harbor. Apartment rentals paced well over the year of construction, but when asked about the front facing penthouse, Mr. G. would only shake his head. He had not convinced his wife to move. One vivid sunset evening, the Goldbergs walked up through the construction to the 11th floor. As the sun bade its farewell, casting orange caps over blue rippling waters, the entire panorama infused hypnotic enchantment. Mrs. Goldberg agreed to move to Penthouse 1, with the stipulation that this apartment suit could look and feel like home! Designer Rutledge now had a unique challenge. His client wanted a house in the sky, her house, with all its attendant ways of life. Given 3000 square feet to work with, walls began to move on paper plans. An entrance foyer was a must. Abundant closet space required. A fireplace desired. Hopefully quarters for the two teenaged daughters could be removed from those of their parents. Rutledge was able to develop a floorplan with all of these features and more. Across the entire front of the building he placed the living room, divided

Penthouse 1.

Don M. Rutledge
Interior Designer

Large antique cabinet houses music system, brought from former home and restyled, eliminating center section to place valuable painting.
Mood in Family Room set through interesting use of basic materials. Extended bar design conceals television, adds storage.

Cotton draperies have traditional print on deep red background. Windsor chairs have English plaid cushions.
Control button raises beds for view across living room to Biscayne Bay. Controls for music, TV, phone and draperies in lower bedside cabinets.

Younger daughter entertains teenagers in her den-bedroom, adjacent kitchen and family room.

Penthouse 1.

by a wall and double doors from the family-dining room. This division allows complete privacy for the master bedroom, which opens through double doors at the extreme end of the living room. The two areas make a great morning room for the Goldbergs, who can breakfast, peruse newspapers, and enjoy good music and the view. The view is there to enjoy every morning, before arising, since the beds, placed on a raised diaz, can raise by a control button. Through the living room and across the terrace sparkling waters greet the morning sun. It sounds like the dream of Everyman. This division of spaces affords privacy also when the younger generation is entertaining. And since there is little less exciting than the typical apartment bathroom, and yet nothing more elegant and refreshing than starting the day in regal surroundings, special attention was given to the design of the two baths. The master bath suite is comprised of two separate areas, the wardrobe being a small (continued)
With older girl in college, Mrs. Goldberg can use her room for office space in her work with multi charities. It also doubles as guest room occasionally.

Bath-dressing area has three separate rooms. Adjoining wardrobe extra large.
Model apartments continue to be a very vital component to the highrise apartment at the point of initial sales promotion. For not one in ten persons can visualize a 'home' from blueprints, or standing in a room of white plaster and numerous openings. The Arvida Company, large Florida land developers of luxury residential units, know this well. Not on their staff, but very much a part of their selling success in many ventures, is the Boca Raton firm of Jeffords Interiors. One of the newer projects combining this team effort is the Lake House South condominium apartments in Boca. Mr. George Jeffords and staff have created for Lake House South a model suite with an atmosphere indicative of the typical Arvida purchaser—quiet, elegant, cultured. To achieve this home-like aura in a multi-unit dwelling, soft tropical colors were selected with time-tested rich fabrics. Pale lime carpeting runs throughout the apartment, with this color in silk applied to walls in the foyer, living and dining rooms. A parquet pattern in the silk adds interest and dimension. Bringing in apricots, rusts and soft greens, it is altogether a tropical Mango color scheme. Entrance foyer has, besides its silk covered wall, an end wall in lime paint finish, on which is placed a large, lighted, gold leaf mirror. On either side are three original framed engravings. The adjoining living room has sliding glass doors leading to a balcony terrace, and all windows in this room are curtained with floor to ceiling quince colored draperies that traverse under a custom cornice of chinoiserie fretwork. This cornice is finished in softly antiqued green. The same window treatment is carried into the dining area. The top of the dining table is finished in a legacy walnut, the balance in distressed olive. A distressed olive wooden chandelier, with accenting amber drops, is a highlight in this delightful room. There is a continued use of warm soft colors in the master bedroom. Window draperies and matching cornice are of floral patterned raw silk, which traverse over sheer curtains.

The living room is treated in warm colors, apricots, coppers, soft greens. Carpeting throughout the model is pale lime nylon.
Lighted, beveled glass breakfront is finished in a distressed olive color, flanked by host chairs.

An interestingly carved wooden plaque over the headboard is covered in same quilted natural silk as the spread.
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Every Woodlands section will have its own deluxe recreation area for the exclusive use of residents. Each will have a luxurious clubhouse, with modern kitchen for group entertaining; and a huge patio porch overlooking a full-size swimming pool, shuffleboard courts, picnic and barbecue areas.

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Fort Lauderdale's largest display of fine homes — 8 outstanding models from $31,795 to $56,000
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THE CHESTNUT Vista Villa
- 3 bedrooms, 2 1/2 baths, pool, Jacuzzi, screened lanai

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- 4 bedrooms, 3 1/2 baths, game room, pool, workshop

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FORT LAUDERDALE, FLORIDA

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Our great adventure is total concept, interior packages. We embarked on it to create total environments. With integrity of design and quality components of the groupings — we provide the opportunity to introduce either subtle or strong taste influences of the individual.

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Rutenberg homes are designed by professionals who design exclusively for us. Professionals, nothing short of that. And every design represents experience of over 6,000 previous custom-built homes.

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From the Leisure room (far left) to the Master Suite (far right), the Coronado opens to a screened garden lanai and pool enclosure, providing an ideal orientation to the outdoors for both formal and informal entertaining.

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the Woodlands
planned for good living...with modern, all-electric comfort and convenience

People choose The Woodlands because they like the whole plan—from its aesthetics to its living details. This includes the plan for modern all-electric living. The Woodlands' residents will enjoy such conveniences as all-electric kitchens, with flameless automatic electric ranges and spacious, electric refrigerator-freezers, for handy storage of all fresh and frozen foods. They'll also know the flameless peace of mind that goes with an electric water heater, while enjoying its constant supply of hot water. And in every Woodlands home, Ample Light for Living will assure comfort and safety while enhancing room decor. The Woodlands adds to the evidence that proves this claim: there's just no match for electric living!

THE WOODLANDS in The City of Tamarac

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This sculpture represents a Greek Slave Girl by Hiram Powers in 1843.

This hand-carved European stone statue represents a Beauty Queen from an Island in the Baltic Sea and now adorns our entrance (French Courtyard).

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Gems of the elite Gold Coast communities are the many homes custom-designed and built by Ft. Lauderdale’s Merle Smith. Whether traditional, such as the Mediterranean-style residence above, or designed in the most modern idiom, Merle Smith Luxury Homes have their own distinctive flair, immediately recognizable to the discriminating. The image: it’s a blending of practical design innovations and careful thought to the client’s individual needs and tastes as well as the aesthetics of today’s prestige living.

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BROWN JORDAN SHOWROOMS
NEW YORK    CHICAGO    MIAMI    LOS ANGELES    SAN FRANCISCO
One of the largest community builders in the nation is the rapidly expanding General Development Corporation. For the first time in more than a decade, General Development's more than four hundred Miami employees are under one roof in a new eleven-story building on a three-acre site on Biscayne Bay, just a few blocks south of the downtown Miami business section. The location is an integral part of the exclusive Brickell Avenue Mile, in former days devoted to fine large residences but now giving way to Miami's rapid growth. The Brickell Boulevard, with short off-shoot arteries to the undulating formation of the water's edge, is being transformed with a striking new personality of urban high-rise office and...
General Development

apartment buildings. Project site for the General Development building bears the address: 1111 South Bayshore Drive. Coincidently, its switchboard carries these same numbers after the area's exchange numbers. General Development selected the firm of Connell, Pierce, Garland and Friedman, Miami based architects and engineers, to study the concept for their new building. The form was to be simple in design but to express a strong unity and co-relation with the Bay and surrounding landscaped areas. Treated as a park-like setting with the building rising out (continued)
Twelve fountains give serene beauty to reflecting pool and courtyard at entrance.
Another view of "conversational terrace," tranquil place for employee or guest to talk or stroll, shows panorama of water, palm and seagrape.
of it, the placement of the building was to be viewed from all angles on the site. Movement of the people, and utilization of outdoor areas were primary factors considered in developing the plaza areas. These were developed along an east-west axis. Plazas are multilevel with brick and tile paving materials along with massive, well integrated landscaping. Parking has been provided along the north and south set backs, and has been well screened and separated from the plaza areas. The main approach to the building is from South Bayshore Drive. An area has been provided for arrival and guest parking. Entrance to the building from the arrival area is by way of the west entrance plaza. Landscaping is dense along the borders to direct the view inward to a large reflecting pool with strongly gushing fountains, a focal point to the intermediate level. The east plaza was developed primarily for utilization by employees. Landscaping here offers shade for benches, and changes in level separates it into small, intimate areas. A sculptured concrete stair connects the upper level with the cafeteria on the second floor. An overlook of the (continued)
Office of Charles H. Kellstadt, president and chairman of the board, is dignified, functional setting for the noted business leader.

General Development

water constructed of wood, and a conversation terrace on the lower level of this plaza gives interesting areas for relaxation. The entire eastern plaza was planned to take advantage of the expansive water view. Materials for the project were selected to give unity and cohesion to the total entity; and, wherever possible, have been used in natural form. Base planters, columns, facia cap and penthouse structure are all exposed materials with an applied coat of waterseal. Precast aggregate panels were cast with horizontal ribs which were partially broken off after the panels were casts. Sand and aggregate were carefully selected for their natural dark coloring. After preliminary design analysis of the site and program requirements, several floor plan schemes were developed and studied. Gross area considered was 120,000 square feet for a building eleven stories in height, plus
a basement area. A square building with a center core best answered the requirements. Not only did it keep travel distances to elevators, toilet rooms, and stairs at a minimum, but it allowed for floors and roof construction to span from this core to all exterior walls, eliminating intermediate columns. This solution allowed for maximum open space around the building, without compromising efficiency of the interior plan layout. Typical floors have an approximate 10,000 square footage of the total gross area. Vertical transportation is provided by four high speed elevators plus one hydraulic lift for heavy service requirements from the basement through the third floor. One of Florida’s leading builders, Frank J. Rooney, Inc., was selected for general contractor. First eight and one-half floors are occupied by the various operational divisions of the big Florida land development (continued)
Burnt orange semi-antiqued Italian ceramic tile makes unusual flooring for lobby. It's repeated on one wall for the brass and copper sculpture.

General Development

company. Half of the ninth, the tenth and eleventh floors have been leased by nationally-known tenants. There is sufficient floor area to house the various departments of General Development, with room for future expansion. There is efficient relationship of all departments to one another. The minimum need for interior columns allow for maximum utilization of spaces, and ease of future changes of department locations and layout. Besides the building's setting of natural beauty with its panoramic views of the City, Biscayne Bay and nearby islands dotting the horizons, employees also enjoy the facilities of a beautifully designed, spacious cafeteria, where the artistically arranged food is as excellent as the views. Many guests dine here daily, either in the large main dining room which can be converted into an auditorium, or in surrounding private dining rooms designed for noontime conferences. One addition refreshing in today's hectic-paced world, is the Meditation Room on the lobby floor. It's a serene place furnished with pews and the symbols of the various religions, to which employees — if they wish — may retire for a moment or two of silent thought or prayer during the day. The Meditation Room came about as result of the interest employees themselves expressed when the building was in the planning stage. The idea was enthusiastically worked out with the architects by the firm's executive vice president, Frederick E. Roach, who is a prominent Baptist lay leader. Also on the lobby floor is a fully equipped first aid room. Impromptu tours of the facilities are constantly conducted for in-
Natural wood paneling sets executive tone in office of Executive Vice President, Paul A. Bosco. Conference with him is M. R. Flick, Harbord of the Gulf Hall of Fame and Vice President of Public Relations.

Abstract adds contemporary elegance to executive floor reception area where secretaries work.
Complete law library is housed in conference room for convenience of company’s legal staff.

Interested clients and visitors. Of particular interest are the highly decorative and well-planned interiors. These interior designs are by Richard Plumer Business Interiors of Miami, with well known project designer Vern Currie, A.I.A., in charge of bringing function and beauty to the varied interior spaces. Overall concept is a modified contemporary approach—a pleasing blend of new and old elements. Striking is the entrance into the large, high-ceilinged main lobby. Floor and the major solid wall area facing the entrance are covered with burnt orange semi-antiqued Italian ceramic tile. The same tile serves as background for a three-dimensional sculpture of hammered brass and copper, partially verdigris. Sculptured white, checker-board marble also adds a distinctive touch to the lobby. Vinyl wallcovering is used extensively in public areas to keep down the maintenance. For uniformity, one drapery is used through the entire building, including the executive floors. Working with Ft. Lauderdale weaver, Ellen Siegal, the designers produced (continued)
an unusual two-fold fabric. It's a verel; it's fireproof, dark brown on the outside and grey-beige-white on the inside. This was done so the draperies are not seen through the bronze glass windows from the outside—eliminating the cluttered effect half-opened draperies impose on a building's exterior design. Old, hand-colored maps of Florida and the Caribbean, blown up to wall size, are an original touch in the employe dining areas on the second floor. Executive offices on the sixth floor are designed with a modified contemporary blending of natural wood paneling and wall covering and functionally tailored to the needs of individual executives. The Board Room on this floor is furnished with an oversize conference table of solid walnut capable of seating twenty-two people. Especially distinctive is the executive penthouse on the 12th floor, planned for receptions and small meetings. Comfortable masculine flavor is created by the rugged tile used for the floor, the barn wood on the walls and the solid, overstuffed chairs.
Engineering Department is nerve center for designing streets, drainage, and other basics for company's communities of Port Charlotte, Port St. Lucie and Port Malabar.

Electronic Data Programming Center computes financial information solves complex engineering problems.

Have a question or a problem? Customer Service knows answers.
Cafeteria, company-owned and operated, serves a wide variety of dishes and seats 176.

Old maps of Florida and the Caribbean add interest to the dining areas.
The keystone veneer continues into the entranceway of the building.

Platforms of greenery break the facade of abstract sculptured panels.

International Sales

Eugene Lawrence: Associated Architects, Architects
William F. Maler and Associates, Interiors
William F. Maler, A.I.D.

Since Overseas Service Corporation operates in 60 countries in virtually every corner of the free world, overall design aim of the home office in West Palm Beach was to reflect a truly international flavor. In addition to being handsomely modern, tropical and functional, the exterior and interior are intended to play major roles as backdrops for art work on display from these countries. This was considered particularly important in designing the international headquarters at 2100 Palm Beach Lakes Blvd. since the organization deals in literally thousands of separate products, ranging from extremely sophisticated hospital equipment to workaday articles. No single item handled by the firm affords an identity. Thus, the unifying emphasis on creating a background for the art objects was obtained from OSC's widespread function. Priority was also given to making the building warm and simple, with as much open space as possible and all offices designed with the individual employee in mind. Since most of the 75 will be housed in the executive offices, and the sales analysis and accounting departments within two years can be expected to come to (continued)
The front of the building with its solar gray glass panels contribute to the light, airy tropical design.

In the back serenity is achieved by landscaped outdoor conversation and relaxation areas.
International Sales

South Florida from dense urban areas, the delights of imaginative planting and green areas were particularly stressed. The building is constructed around a large atrium which contains the main garden courtyard, a pool and bridge. All offices have glass walls which view this atrium and/or a series of other sunny gardens surrounding the structure. The building contains approximately 12,500 square feet of floor space with allowances for future expansion for another 10,000 square foot complex. The President's office has its own garden and patio combining privacy and a luxurious setting. To complete the serene, undistracted feeling the surroundings offer, the parking area is situated out of sight, at the rear of the building. Since it is in a convenient location to the surrounding residential areas, few employees have to drive more than 15 minutes to work. Relief keystone veneer exterior in an abstract design contributes to the international flavor. The building is covered with cast, keystone sculptural panels in two-foot by five-foot modules. The panels interlock to eliminate any indication of a grid. These panels are repeated as an interesting paving texture in the courtyard. All mechanical and electrical services are fed from above to allow complete flexibility in relocating interior partitions. Glass areas are solar gray with gray column covers for exterior pipe columns. The interior designer succeeded admirably in following the building's contemporary feeling without the "chrome-plated" touch of so many modern office interiors.
Vice-President and Treasurer's office is paneled in oriental wood. Features solid walnut built-in executive work station.

The continuing keystone sculpture in the courtyard with its pool and curved bridge achieve a unifying effect of a garden setting.
The Sales Manager's office has a serene conference area for this busy department.

Oriental wood walls and elm furniture create a rich wood background for the Executive Vice-President's office.
Each office or area has a general theme unifying it to the whole concept, yet each is strikingly individual in its own way. Rare woods, such as African Zebra veneers for paneling, custom furniture, marble pieces and richly textured wall coverings are employed. Individual area color schemes are keyed around a blue and beige background with accents of yellow, green, black or bronze. The lobby especially displays this concept with deep blue carpet, channeled walnut and blue velvet walls and black suede leather chairs, all accented by a bronze wall sculpture depicting the world, and unique woven bronze draperies. The President's Office and the Board Room repeat the same theme in the use of African Zebra wood paneling, black leather chairs, along with leather-topped executive desk, eggshell-colored sofa, a parquet entry floor and blue carpet with yellow and copper accent colors. Also featured behind the safe is a rare collection of Goulde bird prints of particular interest among the other handsome art works displayed throughout the executive offices.

The theme of quiet elegance is apparent in the President's office with its African Zebra wood paneling, rich textures and interesting accessories.
Modern Parthenon

Architects - Houston, Albury, Baldwin and Parish

William F. Miler and Associates, Interiors

William F. Miler, A.I.D.

M. R. Harrison Construction Corp. Contractor.
In this after-dark interpretation the building appears to be suspended in air. Its tall graceful lines and classical simplicity are set off in golden glow.

Beautiful Brickell Mile is rapidly changing from the elite, residential bayfront area of former days to multiple dwelling buildings and modern highrise structures for all types of businesses. These include finance, communications, insurance, and law as well as thriving hotels and motels. While early residents predicted this transformation with consternation, today they are pleased that carefully designed architecture has not allowed the elegance of Brickell Avenue to diminish. As with most American cities, the downtown area struggles with problems of traffic, parking, and the lack of space for landscape beautification. Therefore, the pattern of business and residential growth is moving toward the suburbs. Appropriately, in the annals of the Miami Story, is the formation of the first, and to date, the only downtown suburban banking facility, the Brickell Bank. With few exceptions, its officers and directors are native Floridians, the second generation of South Florida pioneer families. The new Brickell Bank is pioneering modern banking services for businesses, apartment dwellers, and homeowners of this prosperous area. The drive-in services are just two minutes from offices over the Brickell bridge. This is a definite convenience for commuters to and from the downtown area. The Brickell Bank is located on the first floor of the Mutual of Omaha Building, whose soaring precast and glass-walled architecture dominates the "new look" Brickell Mile. The build-

(continued)
To fit the tropical setting, subtle curves soften rectangular openings.
ing has attracted much favorable notice all over the country, and the end result is a stylized parthenon effect. The Mutual of Omaha insurance company commissioned the architectural firm of Houston, Albury, Baldwin, and Parish. The architects' first challenge was a long, narrow lot which required a building whose front door was monumental but not actually functional for use on Brickell Avenue since the rear door would handle the volume of traffic. Therefore, the building has two lobbies, one at each end, with elevator service at both ends and a connecting hall through the building. The building is dramatically raised on a plaza, and parking is located both below grade and above grade. Its structure is composed of a precast concrete face over structural steel with poured-in-place concrete arches and beams, as well as a precast concrete grill on the seventh floor. Between its strong column lines are glass walls created by glass sandwich panels. The panels are solarbronze exterior glass, a half inch of dead air space, and plain plate glass interior with a reflective surface on the vacuum side of the glass. This effort to integrate function and aesthetics has permitted complete glass walls without causing an air conditioning problem. A radiant cooling system, the first such installation in South Florida, was selected to provide optimum comfort control despite the extensive use of glass in the exterior facade. The radiant cooling system is capable of absorbing 70 percent of the sensible heat, thus providing a comfortable cooling medium and eliminating the necessity of circulating large volumes of cold air and/or providing mechanical cooling devices for its spectacular lighting effects. At night its white columns and glass walls take on a dramatic glow, giving an aesthetically pleasing look to the entire area. Because of the quality of their work in other financial institutions throughout Florida,
William Maler Associates of Ft. Lauderdale was selected to do the interior design for the Brickell Bank. The highly stylized design, which retains the character of the building in which it is housed, is based on a feeling of naturalness, open space and lightness. The gold and brown color scheme and high-quality materials such as walnut, oak, Alabama white marble, and blue pearl granite give the interior a feeling of richness and warmth. The interior is a mixture of modern and contemporary furniture and accents laid out in a pattern of informality. In the interior a unified concept is achieved by utilizing the line, form, materials, and style of the basic building design. The interior designer, because of limited ground floor space, required great freedom in space planning to accomplish a successful interior. Many schemes were discussed prior to the selection of the final layout. This layout, which at first glance seems to be a straightforward bank plan, is actually the end result of carefully balancing the needs and demands of all the various design criteria. The resulting plan of an open center-lobby offers easy physical and visual communication between all departments used by the banking customer, established a mutually self-supporting security system, and allows the interior designer to create the warm, inviting, friendly atmosphere which is the de rigueur new look in banking. Upon entering, one is first aware of the rich atmosphere and then of the details that create it. The main lobby is one large area of color. (continued)
The entire banking area is visible from the office of Wayne Carlton, executive vice-president.

Head teller's office adjoins the main tellers' line and the paying and receiving mortgage loan tellers.
Modem Parthenon

decievoly simple in design, and without any one item detracting from the total effect. Following the color scheme selected for the Mutual of Omaha building by the interior design department of its architects, William Maler has utilized in the bank itself tortoise shell tweed carpeting, gold draperies, brown oak paneling, and bronze tint glass to form a rich golden brown monochromatic color scheme which is accented with white Calacata marble, black leather upholstered executive chairs and bright gold fabric clients' chairs. The trim throughout is cordovan stained walnut. In the lobby reception areas, east and west, custom reception desks are styled to match the counter design, using a white calacata marble base, oak case, walnut trim and black pearl marble writing surface. Security railing is constructed of walnut framing, with bronze tint glass panels and white calacata marble handrails. High partitions surrounding the safety deposit area use bronze tint glass, walnut framing, with bronze and oak trim. Draperies in this area are white vel el casement type in a heavy crossweave texture. In the lobby waiting area, walnut lounge chairs of gold basket weave wool fabric on bronze bases sit on an island of white calacata marble flooring. Custom table tops in worked bronze and brass are by sculptor Roy Butler. A custom teller's line is constructed using high recessed white calacata marble base and floor strip accented with concealed lighting and an oak case formed in a curved face and black pearl marble writing surface. All desks on the executive platform are of walnut-finished cordovan. All executive swivel chairs are black leather with bronze bases. Clients' chairs are in gold on gold checkerboard patterned fabric. Draperies behind the platform are gold vel el casement. Executive offices feature a cordovan walnut desk and credenza, each with a black leather inlaid top. The sofa and lounge chair are natural undyed wool on walnut frames. Clients' chairs are yellow raw silk. All opaque walls are oak-paneled. The consummation of the architectural and interior planning of the Brickell Bank has created an image of beauty and function in keeping with the bank's policies of catering to a distinguished clientele.

Main banking lobby with customers' waiting and reception areas. The lobby may be entered from the Brickell Avenue or the parking lot.
This is part of the main lobby with the switchboard operator's desk, the information desk, and the executive offices, all visible to one another.

The safety deposit vault and private customers' Booths in the corner of the main banking lobby can be observed by security at all times.
The problem in designing this office building on Fort Lauderdale's rapidly growing Commercial Boulevard was to create smaller rental areas without sacrificing "front exposure" for any tenant. Prior to the construction of this building, prime rental office space was available only in large quantities of 1,000 square feet or more. Solving this problem would appear virtually impossible on a site that has only one prime exposure and party wall conditions on both sides. To satisfy this need, the architect developed this arcade concept with plants growing on the ground floor and protuding through openings in the second floor to benefit tenants on both floors. Sunlight flooding through skylights directly over these planted areas offers a sense of the outdoors to all tenants. The building was designed on a modular concept flexible enough to offer office space as small as 300 square feet and as large as 1,600 square feet with all areas having equal exposure. Needless to say, the Souter building is fully occupied, and all tenants look into a landscaped arcade.
Modular design of the corridors permits as many or as few offices as desired. Ribbed doors blend into wall spaces.

Tree-plant reaches for the skylight in the covered Arcade.
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- Electrical Contractor, Kammer & Wood Pre-cast Fascia Panels & Columns
- S. Ponce Stone

### Acoustical Ceilings & Resilient Flooring
- Lotspeich Co.
- Millwork, Atlantic Millworks
- Electrical Contractor, LaVigne Electric Co.
- Concrete Forming, Conreform Co.
- Architectural Woodwork & Custom Furniture
- The Granada Shops
- Luminous Ceilings, Luminous Ceilings, Inc.
- Carpet, Majestic Carpet Co.
- Pilling & Foundation, Atlantic Foundation Co.
- Fountains, Hall's Fountain Systems
- Metal Sculpture, Roy Butler

### Modern Parthenon
- Radiant Cooling System, Environments, Inc.
- Luminous Ceilings, Luminous Ceilings, Inc.
- Air Conditioning, Frank H. Inscho & Assoc.
- Electrical Contractor, Kammer & Wood Pre-cast Fascia Panels & Columns
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- Lotspeich Co.
Here is where you'll want to live in the '70s... Two elliptically shaped buildings of thirty stories flank a center tower of forty-six floors... Florida's tallest building... From every window and spacious terrace are unsurpassed views of surrounding Biscayne Bay, Miami, Miami Beach and her myriad of islands, and off seaward the Key Biscayne White House...

On a tiny island of its own, Sailboat Key will be reached by bridge... A marina and private beach for owners' use are among the many amenities as well as food service and shoppes... Controlled traffic movement leads to concealed garage space, and there is a totally new concept in security...

Sailboat Key is just twelve minutes from Miami’s airport, only minutes from the Village of Coconut Grove... Designer and developer of Sailboat Key is Burton Goldberg, who also developed Sailboat Bay pictured in the last issue of Florida Architecture...

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