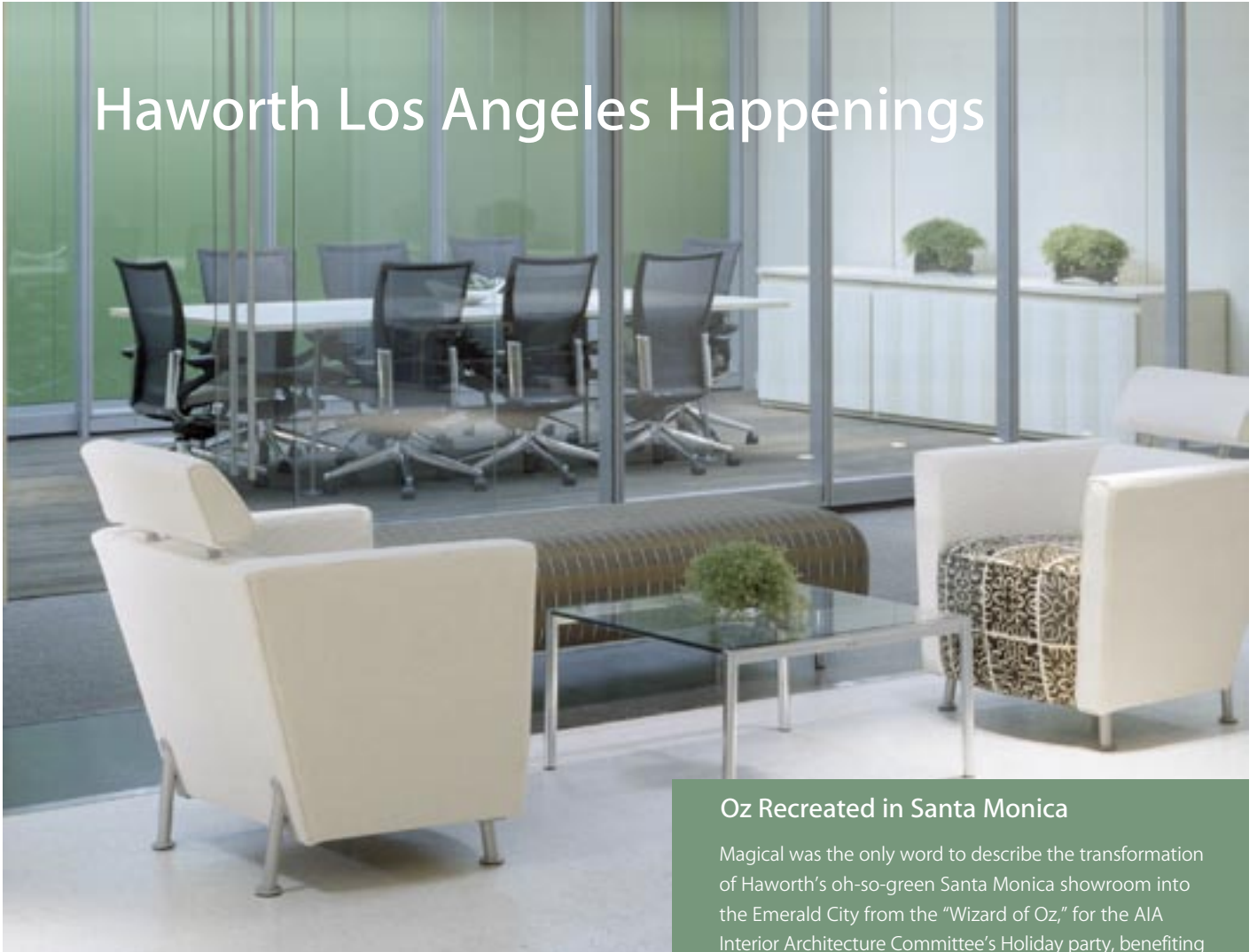


Haworth Los Angeles Happenings



Lori Tierney Promoted

Haworth's new Business Development Director in Los Angeles, Lori Tierney, is responsible for customer relationships and will lead Haworth's Los Angeles dealers as well as the company's A & D team in market strategy. Previously A & D Director for the West Region, she also served as Seattle Area Manager. She has a successful 25-year history in the industry, including knowledge of commercial construction management, and is also (in her spare time) a noted abstract artist who has exhibited at LA art shows.

"As a Los Angeles native, I am delighted to see new business vitality. It is exciting to be on the leading edge of creating adaptable and sustainable workspaces," she comments.

Oz Recreated in Santa Monica

Magical was the only word to describe the transformation of Haworth's oh-so-green Santa Monica showroom into the Emerald City from the "Wizard of Oz," for the AIA Interior Architecture Committee's Holiday party, benefiting the Olive Crest Abused Children's Foundation. Dorothy's glittery red shoes and a "yellow brick road" carpet supplied by Bentley Prince Street, gave a clue to the festive theme at the door. Three hundred guests were served "Kansas City home style" comfort food and entertained by waiters dressed in monkey outfits (from the wicked witch's retinue) and a real live gender-bender Dorothy singing "Somewhere over the Rainbow," to much audience applause.



Gensler's Geoffrey Greenbaum with Shannon Rose McShea from Johnson Fain, right, and Shana McCoubrey

HAWORTH[®]
change by design

officeinsight 1.16.06

*To read a poem is to hear it with our eyes;
to hear it is to see it with our ears.*

Octavio Paz

2005: The Year in Review

2005 saw numerous signs of the contract furniture industry's economic recovery. The major manufacturers responded to clients' needs by introducing well-designed products at unusually low price points, developing more solutions for the healthcare and educational sectors, and studying the ways technology and sustainability are transforming the workplace.



Full Story, page 3

Office Design Intervention: When the Owner Gets Involved

The science of building performance is approximately 30 years old, and its knowledge base is quite deep. Yet building performance standards are used on very few projects in the United States. The perceived incentive to use these standards is not strong in the design community, and many do not understand them or accept these standards as desirable design constraints.



Full Story, page 8

A Random Walk

officeinsight Celebrates 10 Years

officeinsight has just completed its 10th calendar year of publication. We tested the water with our first publication on October 16, 1995, and began our weekly publication schedule in January of 1996.



Full Story, page 11

Jofco Allies With Bill Gross Associates

Bill Gross Associates, an independent sales rep firm in New York City, has become **Jofco's** sales representative for the metro New York territory, which includes New York City, Long Island, Westchester, Fairfield County, CT and New Jersey north of Princeton.



Full Story, page 13

Departments

Material of the Week
Noteworthy Re-Sited
Events
Job Site

Business/Tech

Financial Affairs
Industry Stock Prices



design awards

call for entries

PURPOSE

A design competition honoring excellence in library interior design. Award winners will demonstrate excellence in aesthetics, design creativity, function, and satisfaction of the client's objectives.

WHAT TO ENTER

Any library interior design project completed after October 1, 2003 and no later than October 1, 2005. Older projects will be disqualified. Previous publication is acceptable. The project must be submitted by a licensed design professional.

HOW TO ENTER

Submit your entry in a standard white 1" thick three ring binder with end pockets. Enclose the following items in the order listed below:

- This entry form completed and enclosed in a standard sized plain white envelope tucked in the front pocket of the binder, along with the entry fee. DO NOT reveal your firm's identity on any materials except this entry form.
- A brief description (150 words or less) of your project, including client objectives and how you met the objectives. Include the design program, square footage, budget if available, and date of occupancy typed on a single sheet of paper and enclosed in a clear plastic binder page.
- Include in the binder, one written statement from the Library Director or a project representative from the Library stating how the designer met the library goals and objectives.
- In a clear plastic binder page include floor plan(s) of your project in a 8 1/2" x 11" page size.
- Insert up to six 8" x 10" color photographs. Images must be professionally photographed.
- Identify on the entry form the category selection for the specific submittal.

FEE

Entry fees are \$ 175 for the first project submitted and \$ 150 for each subsequent project. Please submit fee with entry. See Entry Form for Payment Options.

ENTRY FORM

Contact name: _____

Name of firm or organization: _____

Street address: _____

City: _____

State: _____ Zip: _____

Phone number: _____

Fax number: _____

E-mail address: _____

Payment method:

check made payable to: American Library Association

AMEX

VISA

Master Card

Card number: _____ Exp. date: _____

Name of cardholder: _____

Signature: _____

CATEGORIES

- Public Libraries: 30,000 sq ft. & smaller
- Public Libraries: Over 30,000 sq ft.
- Academic Libraries: 30,000 sq ft. & smaller
- Academic Libraries: Over 30,000 sq ft.
- Special Libraries: 30,000 sq ft. & smaller
- Special Libraries: Over 30,000 sq ft.
- Outstanding Historic Renovation Project
- Innovation in Sustainable Design
- Single Space: a small project that focuses on a specific room or area in a library
- Industrial Design: a custom design element (ie: furniture, lighting, custom design desks, rugs, computer tables, etc.) that specifically responds to a library functions and needs.
- "On the Boards": a project currently in the design phase and not under construction.

IF YOU WIN

You and your client will be honored at the ALA Annual Conference to be held in New Orleans in June 2006. Your project will be published in Metropolis Magazine and American Libraries Magazine, as well as other publications.

DEADLINE

Entries must be received by **Wednesday, March 1, 2006** at the ALA (American Library Association) Office in Chicago.

Please address your entry to:

ALA / IIDA Interior Design Awards – Lorraine Olley
c/o LAMA
American Library Association Headquarters
50 E. Huron Street
Chicago, Illinois 60611

For questions about this award, contact Fred Reuland at:

freuland@ala.org

2005: The Year in Review

On January 9, 2006, the Dow Jones Industrial Average closed above 11,000 for the first time since 2001. The economy is clearly on the mend and 2005 saw numerous signs of the contract furniture industry's recovery. The major manufacturers responded to clients' needs by introducing well-designed products at unusually low price points, developing more solutions for the health-care and educational sectors, and studying the ways technology and sustainability are transforming the workplace. In addition, manufacturers – like architects and designers – prepared for global competition, focusing on burgeoning overseas markets such as China and India.

The industry also demonstrated its solidarity in 2005, as organizations and businesses across the country reached out to help those affected by Hurricane Katrina rebuild their lives. At a time when the government and most of the corporate world are telling people to fend for themselves, we hope you will continue to remember the individuals who depend on your creativity and innovations.

Here are some highlights of the past year:

► **Franco Bianchi** was named President and CEO of **Haworth**. **Dick Haworth**, who held those positions since the departure of **Robert Krasa** in September of 2004, will continue as Chairman of the Board. Mr. Bianchi joined Haworth in 1992 and was appointed COO of North America and Global VP of Product Line Management in 2004. An investment



Haworth: Franco Bianchi

banker who advised Haworth in connection with its European acquisitions before joining the company, he first served in a financial role with Haworth European operations, then as Haworth's general manager in Italy. (7.25.05)

► **Joan Blumenfeld** left Swanke Hayden Connell to head up the interiors practice at Perkins & Will, NYC.

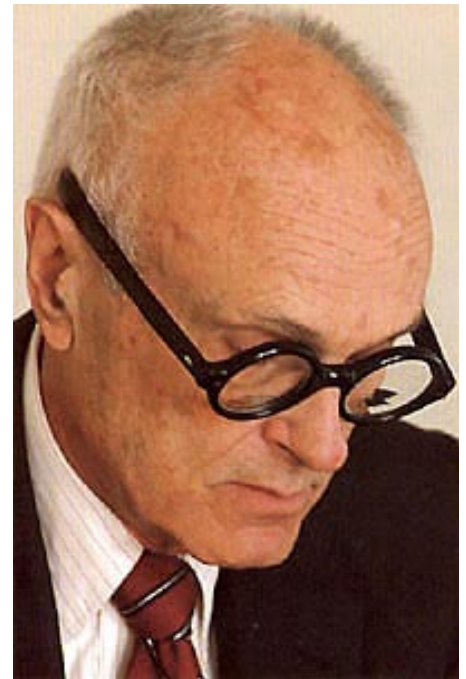
► **Peter Brunelle** joined **INSCAPE Corporation** as the company's new President and CEO in Feb. 2005, succeeding **Ram Ramkumar**. Mr. Brunelle had most recently been Herman Miller's East Coast Regional manager. (2.14.05)

► **Edward A. Feiner, FAIA**, was appointed director of office operations for the Washington, DC, office of **Skidmore, Owings & Merrill**. Mr. Feiner had previously served as chief architect of the General Services Administration Public Buildings Service (GSA PBS) for nine years. (2.07.05)

► **Neil Frankel, FAIA, FIIDA**, was the 2004-2005 recipient of the Educator Honor Award, presented by the **American Institute of Architecture Students**. The honoree is chosen on the basis of student statements, a review of faculty curricular offerings, and additional student involvement. Mr. Frankel is the Fitz-Hugh Scott Distinguished Visiting Design Critic at the **U. of Wisconsin-Milwaukee (UWM)**, where he began teaching in 2000. He is a co-founder of Chicago-based **Frankel + Coleman**. (9.5.05)

► **Gerard F.X. "Guy" Geier II, AIA, IIDA**, joined **FXFowle** as a principal and leader of its **Interiors Studio**. Mr. Geier was previously CEO of **Vitra, Inc.** Prior to that, he was principal of **NBBJ** New York. Mr. Geier spent most of his career with Hillier, becoming managing principal of its New York office in 1994 and president and chief marketing officer in 1999. He is a former head of the IIDA's New York chapter. (1.31.05)

► **David Hobbs** was appointed president of Interface Flooring Systems. Mr. Hobbs had been serving as Senior VP of Operations since May 2003. He succeeded **John Wells**, continues to serve as President and CEO of Interface Americas. Mr. Hobbs joined Interface as a second shift tile line supervisor in 1984 and has held a number of positions at Interface, including warehouse



Philip Johnson

manager, planning manager, director of planning and customer service, director of materials management, VP of planning and purchasing and VP of operations. (9.5.05)

► **Philip Johnson**, winner of the inaugural Pritzker Prize, died at the age of 98. Mr. Johnson became head of the Museum of Modern Art's department of architecture in 1930, at the age of 26. In the early 1940s he studied architecture at Harvard and participated in the design of New York's landmark **Seagram Building** with Mies van der Rohe and **Lincoln Center**. Mr. Johnson had a partnership with **John Burgee** for 20 years and they collaborated on the **IDS Center** in Minneapolis and **Pennzoil Place** in Dallas. His own Glass House in New Canaan, CT, was one of his most famous projects. (01.31.05)

► **Pamela Light, FIIDA**, a principal in **Hellmuth, Obata + Kassabaum, Inc.'s** LA office, was elected to serve as National President of the **IIDA** during the 2006-07 programming year. Ms. Light has been actively involved in IIDA (and its predecessor organization IBD) since 1982. As a principal of **Pimental/Light**, she has designed furniture lines for such manufacturers as Steelcase, Brayton, and Bernhardt. (6.27.05)

► **Carl Magnusson** retired as **Knoll's** Design Director in Jun. 2005 after 29

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years with the company. He was succeeded by **Benjamin A. Pardo**, the former president of Unifor, Inc., in Sept. 2005. (8.15.05)

► **Jim McGarry** resigned as President and COO of the **Independent Office Products and Furniture Dealers Association (IOPFDA)**, the parent organization of the **Office Furniture Dealers Alliance (OFDA)** and the National Office Products Alliance (NOPA), to become a VP for KnowledgeBank, Inc. He was succeeded by **Chris Bates**, who had more than 18 years of experience in association management, most recently as the president and CEO of the Motor & Equipment Manufacturers Association (MEMA). (3.07.05)

► **Rich Morrow** was appointed the new Executive Creative Director of **Design-*tex***, which means that he is leading Design-*tex* Commercial Product Design and managing the design studio. Mr. Morrow joined Design-*tex* as a senior designer in the fall of 2003 and eventually became Director of Design for the company's corporate line. He was previously a designer for Maharam. (12.05.05)

► **Steve Morrow** was picked as **Steelcase's VP and General Sales Manager** to replace the resigning **Rick Yeates**. Mr. Morrow had been VP of Dealer and Customer Alliances for the past five years. He joined Steelcase in 1984 as district manager in Pittsburgh. His successor is **Craig Wilson**, who joined Steelcase's management training program in 1979. Mr. Wilson had previously served as director of the Solutions Resource Team and Industry Sales. (07.25.05)

► **John Newland** was appointed **Herman Miller's** VP of A&D Sales and relocated to New York. Mr. Newland, the IIDA's VP of Industry Relations, was formerly the Director of A&D Marketing for Kimball Office in Chicago. His successor at Kimball is **J. Russell Mitchell**, who had previously been Director of Marketing at KONE, Inc. (7.04.05, 7.18.05)

► **Thomas Niergarth** joined **Allsteel** as VP, Seating. Mr. Niergarth previously served as Gunlocke's VP of Product Design and Development and spent 18 years in various capacities at Herman Miller. (07.18.05)

► **Kenzo Tange** died at the age of 91. The Pritzker Prize-winning Japanese ar-

chitect's projects include the New Tokyo City Hall, Fuji television building, and St. Mary's Cathedral in Tokyo; the architectural design for the 1970 Osaka Expo; and an expansion of the Minneapolis arts complex originally designed in 1911 by McKim, Mead & White. His most famous work, however, is probably the Peace Memorial Park in Hiroshima, which was completed in the 1950s. (3.28.05)

► **Terence Riley**, chief curator of the **Museum of Modern Art's** department of architecture and design, announced that he would resign in Mar. 2006 to become director of the Miami Art Museum. Mr. Riley, who is also a partner in Keenen/Riley Architects, had worked for MoMA for more than 14 years. (11.07.05)

► **Joseph Rosa** became the **Art Institute of Chicago's** John H. Bryan Curator of Architecture and Design in Sept. 2005. Mr. Rosa was formerly a curator at the San Francisco Museum of Modern Art (SFMOMA). He had previously worked at the Carnegie Museum of Art in Pittsburgh; the National Building Museum in Washington, DC; and the Columbia Architecture Galleries at Columbia University in New York. (6.20.05)

► **Mogens Smed** started a new company, **DIRTT (Doing It Right This Time)**, headquartered in Calgary, Alberta. DIRTT is introducing products under the name **Agile Architectural Solutions**, including an **interior curtain wall** with removable frames and skins; pre-manufactured movable, audio/visual, and modular glass walls; and a **low-profile access floor**. DIRTT's new Java-based software, **ICE™**, gives A&D professionals flexibility for creating unique designs by pricing and detailing parts and pieces and automatically creating interactive 3D renderings and professional proposals for presentations.

► **David Solomon** and **Barry Coyle** formed **Solomon Coyle, LLC**, a consulting firm specializing in dealer-development services for furniture manufacturers and individual dealerships. Mr. Solomon was previously the full-time executive director of The Workplace Alliance (WPA), an association of Preferred Haworth Dealers. (WPA now outsources the administration of its programs to



Ahrend: Mehes

Solomon Coyle.) He has also served as executive director of the Office Furniture Dealers Alliance (OFDA). Mr. Coyle is also the principal of the contract furniture consulting firm BEC and the executive director of the Facilities Services Network. (6.20.05)

► **Jon Strassner** was promoted to **Humanscale's** Director of A&D North America. Mr. Strassner joined Humanscale in 1996 as Eastern Regional Manager. (12.19.05)

► **Mark E. Strauss**, FAIA, AICP, was elected to lead the **AIA New York (AIANY)** chapter in 2006. A registered architect in New York, New Jersey, Connecticut and Pennsylvania, Mr. Strauss has been Principal in Charge of Planning at **FXFOWLE ARCHITECTS, PC**, since the firm he co-founded, **Jambhekar Strauss**, merged with FXFOWLE in 2000. He had previously been Director of Planning and an Associate Partner at Kohn Pedersen Fox. (11.21.05)

► **Marilyn Jordan Taylor**, partner at **Skidmore, Owings & Merrill (SOM) LLP**, was named the new chairman of the **Urban Land Institute (ULI)**, a non-profit research and education institute dedicated to responsible land use. Ms. Taylor is a ULI trustee and has been a member since 1988. She joined SOM in 1971 and was elected partner in 1987. She now leads the firm's Airports and Transportation division. (7.11.05)

► **Lori Tierney** joined Haworth as the **Architecture & Design Director for the Western Region**. She was previously with Workplace Resource, a Herman Miller dealership.

► **Ahrend** expanded its presence in Eastern Europe, opening an office and showroom in Moscow along with the Russian systems manufacturer **Stroy-**

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moda and acquiring a 75% stake in the Prague-based office furniture manufacturer **Techo**. Ahrend also expanded its alliance with **HNI Corporation** in Mexico. Ahrend's products are being distributed there through **BibloModel**, HNI International's dealer in Mexico City and Monterey. (4.11.05, 10.24.05)

► **The AIA** has announced the winners of its 2005 Honor Awards for Architecture. The 13 award winners included **Perkins + Will's** *Contemporaine* at 516 North Wells, Chicago; **Trahan Architects APAC's** Holy Rosary Catholic Church Complex, St. Amant, LA; **Richard Meier & Partners Architects, LLP's** Jubilee Church in Rome; and the Seattle Central Library by **OMA/LMN**.

The winners of the 2005 Honor Awards for Interior Architecture included **Elliott + Associates Architects'** offices for Ackerman International, London; **Peter Marino + Assoc. Architects'** Chanel store in Paris, completed with Vigneron Architects; **Voorsanger Architects PC's** Elie Tahari Fashion Design Office & Warehouse, Millburn, NJ; **Kuwabara Payne McKenna Blumberg Architects'** James Stewart Center for Mathematics at McMaster University in Hamilton, Ont.; and **Neil M. Denari Architects'** I.a. Eyeworks Showroom in LA

Antoine Predock, FAIA, won the AIA's 2006 Gold Medal, and Santa Monica-based **Moore Ruble Yudell Architects** won the 2006 Firm Award. (12.12.05)

► **The AIA College of Fellows** awarded its 2005 Latrobe Fellowship of \$100,000 to **Chong Partners Architecture, Kaiser Permanente**, and **UC Berkeley** for a research study on "Multicultural Influences on the Design of a Healthcare Setting." The research will incorporate techniques from psychology, sociology and neuroscience, building on the 2003 Latrobe Fellowship to the **Academy of Neuroscience for Architecture** that studied how the human brain perceives architecture at the biomedical level. (8.08.05)

► **The AIA's Committee on the Environment (COTE)** has announced the winners of its Green Projects Awards. The winners were the Austin Resource Center for the Homeless, Austin, TX, by **LZT Architects, Inc.**; the Barn at Fallingwater, Mill Run, PA, by **Bohlin Cywinski Jackson**; the Eastern Sierra Residence, Gardnerville, NV, by

Arkin Tilt Architects; the Leslie Shao-ming Sun Field Station, Woodside, CA, by **Rob Wellington Quigley**; the Monika A. and Charles A. Heimbold Jr. Visual Arts Center at Sarah Lawrence College, Bronxville, NY, by **Polshek Partnership Architects**; the Pittsburgh Glass Center, Pittsburgh, by **Davis Gardner Gannon Pope Architecture/Bruce Lindsey**; Rinker Hall at the U. of Florida, Gainesville, FL, by **Croxtton Collaborative and Gould Evans**; and the Seminar II building at Evergreen State College, Olympia, WA, by **Mahlum Architects**. The jury also gave a Special Commendation to the Lloyd Crossing Sustainable Urban Design Plan, Portland, OR, created by Mithun. (5.02.05)

► **ASID** has announced its fiscal year 2006 board of directors. **Robert Wright, FASID**, will lead the Society as president. Mr. Wright is principal of Bast/Wright Interiors, Inc., in San Diego. **Suzan Globus, FASID**, principal of Globus Design Associates in Red Bank, NJ, will serve as president-elect. The new directors are **Deborah Griffin, ASID**, president of Griffin Design Group; **James Lothrop, Jr., ASID, AIA, CID, NCARB**, a partner with Lothrop Associates LLP; **Alan Smith**, director of North America Marketing, communications and environmental strategy, for Steelcase, Inc.; **Christine Suzuki, ASID**, principal of Seattle-based Christine S. Suzuki & Associates; and **Michael Thomas, FASID, CAPS**, president of The Design Collective Group, Inc. **Anita Baltimore, FASID**, will remain on the board as past president. **Bruce Brigham, FASID**; **Tama Duffy Day, ASID, LEED AP**; and **BJ Miller, ASID**, will continue as directors at large. (9.26.05)

► **Benjamin Moore & Co.** has announced the winners of its first annual HUE Awards, who were chosen from a field of nearly 200 entries. The Residential Interiors honorees were Los Angeles-based **Moore Ruble Yudell** and **Drake Design Associates** of New York. Contract Interiors honorees are **Clive Wilkinson Architects** in Santa Monica and **TVS Interiors, Inc.**, in Atlanta. **Daniel Weiland Architect** of Ocean Grove, NJ, received the award for *Residential Exteriors* and New York's **Rockwell Group** received the HUE Award for *Contract Exteriors*. The winners were judged on the basis of a body of work rather than on any single project. In ad-

dition, architect **Steven Holl** was given a Lifetime Achievement Award. (10.24.05)

► **The BIFMA Furniture Emissions Standard (FES) Subcommittee** completed drafting a Standard and Test Method for measuring emissions from office furniture. Dr. **Jensen Zhang** of Syracuse University, a leading scientist in the field of emissions chamber testing, assisted the FES Subcommittee in their development work, which included a detailed analysis of over 5,000 workstations from office buildings throughout North America in order to determine representative "worst-case" building situations. (11.07.05)

► **The Cooper-Hewitt, National Design Museum** announced the winners of its sixth annual National Design Awards. They were ceramicist **Eva Zeisel** (lifetime achievement); **Patagonia** (corporate achievement); Chicago's mayor, **Richard M. Daley** (Design Patron); **Stefan Sagmeister** (communications design); **Toledo Studio** (fashion design); **Katherine and Michael McCoy** (Design Mind); **Burt Rutan** (product design); **Ned Kahn** (landscape design); **Richard Gluckman** (interior design); **Diller Scofidio + Renfro** (architecture); and **Sergio Palleroni** (Special Jury Commendation, architecture). (10.24.05)

► **Gary Lee Partners'** founder, **Gary Lee**, and the firm's Managing Partner, **Thomas McWalters**, founded a new furniture company called **Venu**. It has already opened a showroom at 417 Lafayette St. (5th Fl.) in New York and at 360 West Superior in Chicago. Venu's inaugural line of 23 pieces, La Collection Salon, offers seating, tables and case goods for both commercial and residential settings. The collection uses walnut and other hardwoods and wood veneers, handcrafted metal work and hand-rubbed finishes. Gina Goodkin was the head of the Venu design team and Christopher Hubbard has been named the company's National Sales Director. (11.07.05, 12.05.05)

► **Gehry Partners** was tapped to design the \$1.8 billion mixed-use Grand Avenue redevelopment in Los Angeles. It is also designing the controversial Atlantic Yards development in Brooklyn, which would include a 19,000-seat arena for the Nets basketball team and more than a dozen commercial and resi-

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dential high-rises. (7.11.05, 7.18.05)

► **Gensler** broke ground on the 400,000-sq.-ft. retail, entertainment, and transportation component of 108 North State, a major mixed-use project at Block 37 in Chicago's Loop last week. The project also includes office space, a ground-level broadcast studio, a luxury hotel, and residential units. **Perkins + Will** is architect of record for the office tower, which should be completed by late 2007, and **Rockwell Group** is responsible for interior design and signage. The retail, dining, and entertainment component should be finished in spring 2008. (11.21.05)

► **Haworth, Inc.**, opened a 9,000-sq.-ft. showroom on East Eighth Street in Holland, MI, in preparation for the \$30 million renovation of its headquarters. The 300,000-sq.-ft. project will seek LEED-NC Gold certification and should be completed in Jul. 2007. The project is being designed by **Ralph Johnson** and **Eva Maddox** of **Perkins and Will**, which also designed Haworth's new showrooms in Chicago and Los Angeles. The company also opened an 18,000-sq.-ft. showroom designed by Perkins and Will in Santa Monica, CA, in Apr. 2005. (4.11.05, 11.28.05)



Herman Miller: Cella

► **Haworth** launched the Haworth+ (Haworth Plus) alliance program with **Carnegie, Luna Textiles, and Maharam** in the fall of 2005 to complement its existing textile offerings. (6.20.05)

► **Haworth, Herman Miller, and Knoll** all emphasized **mid-priced seating** at NeoCon 2005. Haworth's Zody features a unique asymmetrical lumbar adjustment. Herman Miller's Cella chair has a seat and back made up of hundreds of polymer "cells" connected by loops, a new system called Cellular Suspension that was developed by designer **Jerome Caruso**. The depth of the loops changes in different areas of the seat and back so that it can flex more effectively with the user's body. Knoll's Chadwick chair was designed by **Don Chadwick**, who co-created Herman Miller's Aeron with Bill Stumpf. The Chadwick chair's ergonomic design is based on Active Suspension, consisting of a synchronized tilt mechanism, an adjustable tension knob, and the Chadwick fabric, an elastomeric construction that conforms to the user's shape and minimizes pressure points. (4.11.05, 6.06.05)

► **HOK's** new 57,000-sq.-ft. St. Louis office, which houses 250 employees, earned **LEED-CI** certification. Completed in Dec. 2004, it is 10,000 sq. ft. smaller and more efficient than the firm's previous offices on three separate floors of the same building. HOK says it is committed to pursuing LEED certification for all of its future office spaces in North America. (12.05.05)

► **HOK** also announced some management changes. Bill Hellmuth, **AIA**, has been appointed to the position of President, **HOK Inc.**, and Bill Valentine, **FAIA**, has been named Chairman of **HOK Group Inc.** Mr. Hellmuth joined HOK in 1991 and currently serves as Senior Principal and Design Director of HOK's Washington, DC, office. Mr. Valentine joined HOK in 1962 and has served as HOK President since 2000. (5.09.05)

► **The HOK Guidebook to Sustainable Design** was revised and expanded in a new second edition published by John Wiley & Sons. Co-authored by HOK design professionals **Sandra F. Mendler, AIA, LEED AP; William Odell, AIA, LEED AP; and Mary Ann Lazarus, AIA, LEED AP**, with a new foreword by **Paul Hawken**, the 480-page second edition serves as a practical reference guide for integrated,

sustainable, high-performance design. (11.14.05)

► **Herman Miller's Babble** was one of the most remarkable products we saw at NeoCon 2005. The Herman Miller Creative Office developed Babble with **Applied Minds, Inc.**, and is distributing it through Chicago-based **Sonare Technologies**. Babble is a desktop device that connects to a telephone and projects the user's voice out in multiplied and "babbled" form through proprietary speakers. It is intended to provide voice confidentiality and security of information in open-plan work environments. (6.27.05)

► The **International Facility Management Association (IFMA)** announced the election results for their 2005-2006 Executive Committee leadership. **Teena L. Shouse, CFM**, general manager of Employee Services for Sprint, will serve as the Association's chair for 2005-2006. **Gary P. Broersma, CFM**, director of Global Facility Management for Covance, and **John J. McGee, COO** for Union Switch & Signal Inc., were named as first and second vice chairs, respectively. (9.12.05)

► **Kimball International, Inc.** earned LEED-CI Gold certification from the **US Green Building Council (USGBC)** for its new 35,500-sq.-ft. flagship showroom in Jasper, IN, which was designed by **TVS Interiors** of Chicago and Atlanta. (12.19.05)

► **Magnuson Group** purchased the rights to the **Vogel Peterson Furniture Company** name. Vogel Peterson was actually founded and owned by the Magnuson family until it was sold to the Beatrice Foods conglomerate in the 1960s. The Magnusons continued to run it until 1983, when **Bruce Magnuson** left to start Magnuson Group. Vogel Peterson eventually became part of Eck Adams, which went out of business in 2005. (11.28.05)

► **Material ConneXion** opened its fourth international licensee and its first Asian office – in Bangkok, Thailand – in Nov. 2005. The facility features a multi-million dollar collection of books related to all aspects of design; a multimedia resource center, meeting spaces, and an extensive exhibition space. (10.31.05)

► **McDonough Braungart Design Chemistry (MBDC)** announced the

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first six products to qualify for its Cradle to Cradle(TM) certification. They are **Haworth's** Zody chair, **Steelcase's** Think chair, **Victor Innovatex's** Eco Intelligent Polyester seating and panel fabric, Athletic Polymer Systems' Tartan track, Hycrete Technologies, Inc.'s Hycrete concrete additive, and Pendleton Woolen Mills' Classic Wool Flannel seating fabric. The Cradle to Cradle(TM) certification process ensures that products meet certain standards for "ecologically-effective design." Basic certification levels include Biological Nutrient or Technical Nutrient, which are evaluated in terms of human and ecological health, and Platinum, Gold or Silver, which are evaluated to meet additional energy- and water-related and social criteria. (10.17.05)

► **Merchandise Mart Properties, Inc. (MMPI)** opened **7 W New York** (7 W. 34th St., NYC) in Apr. 2005. Eleven of the 450,000-sq.-ft. building's floors will be dedicated to showroom space. (4.18.05)

► **Public Architecture**, a non-profit based in San Francisco, launched **The 1% Solution**, which challenges architecture firms to pledge 1% of their billable hours to the public through pro bono work. About 25 firms have already committed to the program, which has received a grant from the NEA. For more information, visit www.theonepercent.org. (4.11.05)

► **Steelcase** opened a **WorkLife Center** in Santa Monica, CA, created by **Joey Shimoda**, principal of **Shimoda Design Group**, in collaboration with Steelcase's in-house designers. The ultra-contemporary four-story space features WiFi access, the latest **Polyvision** technology, and Pathways raised flooring and demountable walls. (6.27.05)

► **Steelcase** also hosted **Green by Design 2** at the Steelcase University Learning Center in Grand Rapids from Sept. 28- 29, 2005. The sustainability symposium focused on innovative ways for companies to develop, manufacture and distribute eco-effective products and services. The keynote speakers included **Robert F. Kennedy, Jr.**, and **Tom Chappell**, co-founder of **Tom's of Maine**. (10.24.05)

► In addition, **Steelcase**, like Herman Miller, presented innovative solutions to the challenges of workplace privacy



Steelcase: Digital Yurt

with a number of prototypes at NeoCon 2005. Our favorites included the "Digital Yurt" and "Cel Cell." (6.27.95)

► **Tandus** named **Terry Mowers** as Creative Director and **Suzanne Tick** as Design Director. Together, they are facilitating the overall strategic direction for product for the company's three floorcovering brands: **Monterey**, **C&A** and **Crossley**. (9.26.05)

► The **US Green Building Council (USGBC)** announced the recipients of its Fourth Annual Leadership Awards. The "Community" winners are the **Kresge Foundation** and **Bob Berkebile**, of **BNIM Architects**, the founding Chairman of the AIA's Committee on the Environment (AIA-COTE) and a long-time member of the USGBC Board of Directors. The "Education" winners are the design firm **Croxton Collaborative** and **Traci Ryder** of **Alliance Architecture**, the Chair and a founding member of the USGBC's Emerging Green Builders. The "LEED" winners are the **New York State Energy Research and Development Authority (NYSERDA)** and **Paul von Paumgarten** of **Johnson Controls**, a member and Chair of various LEED committees. The "Organizational Excellence" winners were **Gensler** and **Ross Spiegel** of **Fletcher-Thompson, Inc.**, who has served on the Greenbuild Steering Committee for the past four years. The "Research" winners were the **Advanced Energy Design Guide for Small Office Buildings (AEDG-SO)**, a joint effort of the Ameri-

can Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE), the AIA, the Illuminating Engineering Society of North America (IESNA) and the New Buildings Institute (NBI); and **G. Z. Brown**, professor of architecture and director of the U. of Oregon Energy Studies in Buildings Laboratory. The "Advocacy" winners were the non-profit organization **Global Green** and **Tim Carey**, former President and CEO of the Hugh L. Carey Battery Park City Authority (BPCA) and the current COO, New York Power Authority. (11.07.05)

► The **US Postal Service** released "Masterworks of Modern American Architecture," a set of 12 stamps of famous American architectural landmarks photographed by **Margaret Bourke-White** and **Ezra Stoller**. The collection includes **William Van Alen's** Chrysler Building, **Frank Lloyd Wright's** Guggenheim Museum, **Eero Saarinen's** TWA terminal at JFK International Airport; **Frank Gehry's** Disney Concert Hall; **I.M. Pei's** East Building of the National Gallery of Art; **Skidmore, Owings & Merrill's** John Hancock Center; **Ludwig Mies van der Rohe's** Lake Shore Drive Apartments; **Philip Johnson's** Glass House; **Robert Venturi's** Vanna Venturi house; **Louis I. Kahn's** library at Phillips Exeter Academy; **Paul Rudolph's** Yale Art and Architecture Building; and **Richard Meier's** High Museum of Art. (5.23.05) ▲

Office Design Intervention: When the Owner Gets Involved

by Steve Orfield

The science of building performance is approximately 30 years old, and its knowledge base is quite deep. Yet building performance standards are used on very few projects in the United States. The perceived incentive to use these standards is not strong in the design community, and many do not understand them or accept these standards as desirable design constraints. In the facilities community, there is more use of the standards, but there is still much educational work to be done, particularly so that the implementation of standards does not conflict with the work of design professionals.

It has been well documented that most building problems, and most complaints from building users, come from a failure to meet building performance or “comfort” standards. Acoustic complaints are common (speech privacy and loud HVAC systems), as are thermal, lighting, daylighting and indoor climate complaints. This clearly points to the conundrum of poor knowledge transfer between specialty consultants and design and owner communities.

Over many years in the building-performance consulting business, Orfield Labs has completed innumerable office projects with design teams across the country. We are also contacted every year by a number of clients asking for second opinions’ on design projects in process. These generally originate with a call from an upper level facilities executive or from company or institutional top management. The conversation often goes like this, *“I understand that you are experts in building performance. I have just broken ground on a new building (or have completed plans on a new project), and I am losing confidence in the abilities of the design/development team regarding the completed projects performance.”*

Clients that contact us generally have had experience with more than one building project, and have become more acutely aware of building-performance problems. They range from medium size firms constructing 100,000 square foot buildings to aerospace firms building 600,000 square foot world headquarters. Usually, there is a facility professional in-

involved, but not always. And usually, top management is involved.

The client often talks about concerns with answers to building performance questions, but often this concern is intuitive rather than analytical. The owner or facilities professional thinks something is wrong or not completely thought out, but they are not sure. Sometimes the client believes that their questions are being ‘fluffed off’ with simplistic answers or answers that make no sense. In all cases, the client believes that the design team should be better informed regarding the performance concerns.

This initial call-in follows with a sending of plans and specifications (whatever is available) and with a meeting to discuss a ‘building performance review’ of the project in question. This review covers occupant comfort issues such as acoustics, vibration, daylighting, lighting, thermal comfort, indoor air quality and human factors issues.

►The client questions that are often not satisfactorily answered are questions such as:

►Can you reassure me that the acoustic privacy will be good enough?

►Will the HVAC system be noisy?

►Will the private offices be private?

►How will you determine if there is too much or too little daylighting?

►Will my employees benefit from daylighting or will it cause glare?

►Why did you select the glass that you are recommending?

►Is the expense of exterior daylight shielding recoverable, and what are the other benefits?

►How will the cubicle layout work with different comfort variables? Will they be thermally, visual and acoustically comfortable?

►How will you insure indoor air quality?

►Why are you specifying direct or indirect lighting?

►Why are you using (or not using) task lighting?

►Do the colors in the space have impact on the daylighting and lighting



Steve Orfield

►Will the space be comfortable near the windows?

►Will the space be noisy?

These questions are usually about things that may later engender complaints or call for financial justification of design issues. Clients are often being asked to accept design decisions without understanding the outcome of those decisions. In some cases, the questions come after the project has been completed and lead to assessment and often remediation. It is safe to say that any building that was designed without building performance standards will have a series of measurable problems in need of remediation, the most common being an HVAC system that may never reach comfort criteria, without intervention, during the life of the building.

Design Interventions

Two interventions may serve to illustrate building-performance concerns of owners/facility managers. One of these was a 100,000+-office building and the other was a combined office – factory of about 400,000 square feet. A better understanding of these concerns may help design professional avoid performance pitfalls.

Display Firm

One of the nation’s largest convention display manufacturers was in the process of breaking ground on a new Headquarters Building in the Midwest when I received a call from one of the owners of the firm. He explained that a design-build team had been retained to build a new HQ, and that the task was to combine to office buildings and one factory building in a new ‘big box’ structure, with no division between office and manufac-

Cont’d on page 8, Office

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turing. The company owners wanted to insure that all employees could see the final product of their work in the center of the building from their seated work positions.

The design team, who designed this large open space and proceeded to break ground, accepted this premise for a new building. As this point was reached, the President began to question the suitability of placing these populations together, with particular concern for acoustical issues. Orfield Labs was retained to critique the building as it was being built.

A pre-occupancy study was performed, considering each of the 17 different departments, and the results of this pre-occupancy study were used to compare the upcoming new building with the existing buildings that were currently occupied by this population. The resulting study suggested that if the current plans were followed, the acoustical, daylighting and visual environment of most of the employees would reduce dramatically in quality, when compared with what they currently occupied.

As a result of this critique, a major redesign of the daylighting, lighting and acoustical environments was undertaken. Daylighting was modeled, and changes in daylighting design doubled the amount of daylighting in the space while better controlling it. Color reflectances were changed to support more daylighting level. The standard factory HID lighting system that would have lit the production spaces was rejected due to its high levels of glare for much of the population, and a new lighting system was designed. The entire building was treated with acoustical treatment to reduce the impact of a contiguous

production and office facility. Finally, the noisy portions of the factory were separated by full height walls from the remaining building.

While the building type under construction was a difficult one, the owner took the initiative, late in the process, to dramatically improve the facility and was quite successful in that intervention. Had he not taken this initiative, the project would have gone into an immediate remediation after completion of the construction, at great additional expense. Both the client and the architect were supportive of the analysis and changes.

National Credit Union

A national credit union affiliated with a Fortune 500 firm was in the process of working with its architect on the design of a new corporate headquarters that was to be innovative in both design and performance. The architects retained were known for high style, well-detailed modern office buildings.

Late in the design process, a top officer of this credit union called and said that the company had just broken ground on a new 100,000+ square foot office building, and that he and the president wanted a second opinion on certain functional aspects of the design. The next morning, we spent a number of hours discussing and reviewing the project. Their concerns related to daylighting, glazing, lighting, acoustics and thermal comfort. A day later, the two executives authorized a critique of each of those aspects of the building design.

With regard to daylighting, the executives had asked design firm to provide a glazing selection that would negate the need for window treatments, and the architect came back with a recommendation for 30% transmissive dark glazing. In addition, the architect designed an exterior sunshade along the long west face of the building to shield the building from heat build up.

An analysis of these issues suggested clear problems. First, there is no glazing that will preclude the need for window treatments. Direct sun must be redirected rather than modestly reduced. Any other

analysis is simply a failure to understand the basics of daylighting. Second, the exterior sunshade placed on the West face of the building was actually a South-facing design that had not been modeled for its impact on the building. Modeling clearly showed that it was not a correct solution. Our glazing recommendations were to bring the glazing back to a clear glass (the location of the building is cloudy 2/3 of the time, and there is no clear reason not to have daylighting available during these periods.) With regard to the sun shading, a new system was designed for three faces of the building that was specifically modeled for the South, East and West faces. And the finish of this sunshade was lightened considerably for better efficiency, and its gloss was reduced considerably, to reduce indirect glare from sunlight reflecting off the shade.

An assessment was made of internal color selections, and much of the measured values were too low to easily support daylighting and visual comfort. Better standards were developed, and higher reflectance finishes were requested and selected.

With regard to interior lighting, an indirect-only lighting system had been selected, which would have provided very little lighting contribution to task surfaces and caused excess brightness at the ceiling. This was a less than ideal system for visual comfort at VDTs. This was changed to a daylight controllable direct-indirect system, plus a task lighting system, which were far more efficient and far more visually comfortable.

The workstations and layout were not the architect's responsibility; a local office furniture dealer had been retained for this purpose. This dealer was working with one of the largest office furniture manufacturers in the U.S, and the workstation designs came from that manufacturer. Since we had some real concerns about local workstation quality, their workstations were assembled in our open plan lab and critiqued. Occupants were invited to take part in the discussion and process. The result was that occupants, who would have been facing into corner workstations, were now facing toward the opening of



National Credit Union

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their workstation. Instead of being surrounded by three work surfaces, they were sitting at freestanding tables, and money captured from eliminating one work surface was spent on buying articulated-arm, flat panel displays. Their final configuration was similar to a standard private office, with glazing for daylight penetration, and far more free floor space to move around in.

Finally, a ceiling and sound-masking critique were done, and system changes were made to increase the privacy performance of the office spaces. The results of this study were dramatic in terms of building appearance and performance, and the client was convinced of the value of the results of the significant changes. In the end, the architect believed that this was a superior set of solutions and was equally pleased.

Summary

These two cases are examples of countless building critiques which have been done late in the design process, and there has always been significant benefit for the client. This process requires activist owners and facilities managers, and it requires the cooperation of the design team whose designs are being formally reviewed for performance. It is often a political process to bring the design team into the performance arena, but many design firms find this process invigorating, bringing with it the potential of expanding their office design expertise.

Performance standards have been incorporated in a program at our Open Plan Working Group, entitled, Certified Building Performance Standards. This program provides owners with a set of standards (which are updated periodically) that can be given to the design team at the time of interviews, and then used as benchmarks for the analysis of design success. These standards include examples of design practice and very detailed descriptions of the testing that will be done to verify performance. By simply enforcing building performance standards, many clients are able to avoid most of the complaints that come with the opening of many new projects.

Steve Orfield is founder and CEO of Orfield Labs.

Much useful information on acoustics,

daylighting and lighting can be found in two publications that have been supported by Orfield Labs' OPWG, one released last year and one to be released this year. Both can be downloaded from www.asid.org:

Better Sound Solutions, ASID, S.J. Orfield, and Jay Brand, Ph.D.

Better Lighting and Daylighting Solutions, ASID, S.J. Orfield, Jay Brand, Ph.D., and Pekka Hakkarainen, Ph.D.

The Open Plan Working Group is an office occupancy research group which was founded in 1998 to support the application of building performance science and occupancy research science. It's intent is to refocus design toward the measurement of its benefit to occupants, and it provides services in building performance standards, design and occupancy research.

It is sponsored by Herman Miller, Lutron and Day-Brite Lighting, and it has a Design Advisory Council which includes 13 of the top office design firms in the United States, including Gensler, DEGW, Mancini Duffy, Skidmore Owings and Merrill, The Hillier Group, NBBJ, RTKL, DLR Group, Perkins and Will, Leo A. Daly, Studios Architecture, Shashi Caan Collective and GSA. The OPWG meets twice annually in Minneapolis at Orfield Labs, and we invite your participation of facilities professionals and design firms who would like to join the DAC.

For information, please contact Orfield Labs' coordinator: Sherry@orfieldlabs.com

Orfield Laboratories is the only multi-disciplinary, analytical and subjective consulting firm in architecture in the United States. We practice in daylighting, lighting, acoustics, thermal comfort, indoor climate, human factors and occupancy research across all commercial building types. In addition to our building performance practice, we consult in perceptual quality via the use of subjective research regarding the sensory impact of products and environments, much of this work is described under our trademarked processes of Perceptual Market Research and Perceptual Branding. We also serve the Fortune 500 in product development, testing and research.

For further information, please contact: Steve Orfield, 612-721-2455, steve@orfieldlabs.com, www.orfieldlabs.com

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A Random Walk

officeinsight Celebrates 10 Years

by Brad Powell

Officeinsight has just completed its 10th calendar year of publication. We tested the water with our first publication on October 16, 1995, and began our weekly publication schedule in January of 1996.

The brain-child of **George Kordaris**, who is now leads the European operation of Humanscale, *officeinsight* began publishing with the mission of fostering a more complete network of communications among the various sectors involved in creating workplaces for knowledge workers. At the time, I was a lawyer practicing finance law in New York City. When Mr. Kordaris floated the concept of a newsletter, he said that he had the expertise and the contacts, but lacked a certain experience in writing. I volunteered to write his stories on weekends, and that's what I did for almost two years.

To my surprise, the subject matter turned out to be fascinating, and I concluded that 25 years of NY legal practice was enough for one lifetime. But, when Mr. Kordaris decided to join Herman Miller in June, 2000, I knew that I could continue *officeinsight* only if, instead of relying on in-house expertise, we became a vehicle through which the professionals in this industry, the real experts, could share their knowledge, their views and their values. Thus, if over the past few years *officeinsight* has featured many good stories, I remind myself that they are not my stories, they are the stories of others, the many architects, designers, manufacturers, dealers, sales reps, facility managers, show promoters and others who have been willing to share their knowledge of their businesses and professions.

It is often observed that the public at large does not fully appreciate the research, education, and just plain effort that goes into the design and furnishing of our workplaces. I believe that this is true, and that the workplace facility is, perhaps, the least effectively used asset that businesses have. But this lack of recognition has worked in my favor, as business people and professionals have been extremely generous as my colleagues and I engage in the happy pursuit of self-education in this area.

To me, interior design is fascinating for the same reason that, while there are many experts, there is no one who can claim to be *the* font of authority or dic-

tator of fashion or method. The discipline, indeed, requires the ability to select colors, paints and finishes, but unlike any of the other design professions, interior design absolutely requires its practitioners to embrace the full universe of human activities and knowledge. By now, it is commonplace to think of interior design as including an array of concepts from the theories of perspective to the knowledge of individual perception and emotion to the behaviors of groups and organizations. And soon, many business concepts such as process, systems knowledge, change management and the like will be part of the common vocabulary of those designing workplace interiors.

It seems to me that many interior designers have a redemptive quality not proportionately shared with the general populace, and that quality encompasses a very obvious concern for others and for the environment. It is my surmise that this is a natural by-product of the profession, which, at its heart, has the objective of creating favorable environments in which people can better work and live.

This quality is also shared by those in the manufacturing sector in this industry, including those in the distribution and independent sales channels. Most know that every line of endeavor requires a substantial economic engine for survival. The manufacturing sector provides that engine for this industry, but often too little recognition is given to the impetus generated by its activities. We see it, of course, in the multitude of events that are manufacturer sponsored, often with designer participation. But we often overlook the respect that is afforded to the industry, generally, because of the research, products, design respect, business expertise, market knowledge, client relations, and financial presence created or possessed by the largest manufacturers.

Contract furniture manufacturers have been especially supportive of our efforts. The most senior executives have welcomed us to their offices, and freely discussed their business, goals, and, frequently, their operating and manufacturing expertise. I can, without hesitation, acknowledge that I have learned as much about workplace



Brad Powell and friend in Kenya
(of course, we're both a bit older now)

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...Random Walk Cont'd from page 11

creation from the contract manufacturers as from any other sector. I can cite factory tours at The HON Company, Gunlocke, Knoll, Herman Miller, Kimball, Ahrend, HBF, CCN and KI, among others, as rare and valuable educational resources, not just to see how products are made, but of greater importance, how these organizations think about how people work together to achieve a common goal or product.

officeinsight, I think, was an excellent name for our publication – and it is spelled as a single word – but our subject matter cannot be limited solely to *offices*, or, to put it another way (since we intend to retain the name), *office* can refer to almost any place of work. Due, primarily, to the education provided by industry manufacturers during tours of their factories, it has become clear that the creation and design of any workspace has valuable lessons for those who design workplaces of another type. Accordingly, much can be learned in the more controlled, task-specific environments in some factories and healthcare facilities, for example. And we will introduce into our pages some specific knowledge from those fields during 2006.

Economically, *officeinsight* is largely supported by the manufacturing sector, even though we are widely read by design professionals. Following this industry dynamic, we have started a program of subscription sponsorships by manufacturers and dealers, pursuant to which design firms (particularly small and mid-sized firms) and/or facility departments will receive *officeinsight*.

For their part, we are asking design firms to participate by working with us and/or their sponsoring firm to provide information for two new columns in 2006. The first we call “Project Focus”; our intent is that this will comprise short pieces that describe a design problem, the solution, the product used to achieve the solution, and naming, to the extent permissible, the parties involved, whether client, design firm, manufacturer, dealer or otherwise. The second column will consist of short profile/interviews with mid-level designers) 10-15 years experience, providing information on their views of their profession, the industry, and related topics of interest. Neither of these columns will require expensive photo-shoots, and we will help with the text.

In many respects, we at *officeinsight* are on the sidelines, observing as best we can the creative work of the industry. But, as we faced the difficult 3-4 years just past, we feel like part of the team pulling for the more creative and innovative use of the workplace to enhance business objectives and the lives of those whose job is to accomplish them.

Wishing everyone a great new year; make that five.▲

MC 5406-01

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High-precision, perforated sheet metal that may be used as finished or semi-finished surfaces. Steel, stainless steel and aluminum are perforated with one of a range of patterns such as round, square, hexagonal or embossed, and in various hole sizes and spacings. The sheets may also be formed, surface textured, painted or anodized according to specifications. There is no minimum order and up to 2 million pieces may be produced per annum. Applications include speaker grilles, display stands, computer housings, light fixtures, ceiling panels and other consumer product and interior accent applications.



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This column is published in collaboration with Material Connexion. Contact information related to the material described in this week's column, is available without charge at <http://www.materialconnexion.com/officeinsight>, after completing the form provided. T: 212.842.2050.▲

Jofco Allies With Bill Gross Associates

Bill Gross Associates, an independent sales rep firm in New York City, recently acquired, then lost, the **Gunlocke** account when the company changed, and re-changed its mind about how to go to market in the New York city area. Such is the lot of a sales rep. Not one to be left flat-footed, at least not for long, BGA has now picked up **Jofco** becoming its sales representative for the metro New York territory, which includes New York City, Long Island, Westchester, Fairfield County, CT and New Jersey north of Princeton.

Mike Blessinger, V.P. of Sales and Marketing of Jofco said, “Bill Gross is an impressive individual who has built a stellar business. Because of the experience he brings to Jofco, and the pronounced enthusiasm I’ve witnessed from his group, I have overwhelming confidence in our ability to grow that territory substantially in the coming year and beyond.”

Since 1980, Bill Gross has been selling executive casegoods, and his operation now includes eight individuals at his showroom at 257 Park Avenue in New York City South, Suite 603. The staff at BGA has diverse experience serving architects, interior designers and dealers, and has an aggregate of almost 65 years of experience.

“Like Jofco, we strongly support the dealer community,” said Mr. Gross. “We believe one of our primary jobs

is to build distribution for our dealers and have a dedicated customer service team in place to do so. We are also very active with architects and designers who will be very interested in the products Jofco has recently developed.”

Jofco, an 83-year-old company, has significantly enlarged its product offering, which now includes traditional, transitional and contemporary casegoods, desking, seating and tables. A sampling of its product line is displayed at both the Jofco showroom in the New York Design Center, 200 Lexington, Suite 1301 (T: 212-460-5050), as well as the BGA showroom. BGA will operate from both spaces.

www.jofco.com. ▲



Bill Gross



Jofco: Collective Lounge



Jofco: Collective Office

Promosedia International Design Competition Caiazza Memorial Challenge



Young designers under 40. Once again the **10th PROMOSEDIA INTERNATIONAL DESIGN COMPETITION - Caiazza Memorial Challenge**, invites entries for designs of INDOOR CHAIRS from **architects and designers** under the age of 40 (as at 9th September 2006) **and students** duly enrolled in Faculties of Architecture or Institutes of Design from all over the world. A seemingly simple solution to a competition open to young designers **from very different cultures**.

The competition encourages creativity and innovation in young designers to present unpublished and unrepresented, original and technically feasible designs, with due attention to ergonomics, function, materials and the requirements for mass production, as well as incorporating a significant use of timber (this latter condition is due to the tradition of the Industrial Chair District of Friuli which is known for its specialisation in wooden chairs).

Each competitor is limited to **one single design** (maximum 4 tables), excluding chaises longues, divans, stools, pouffes etc. All entries must reach Promosedia - **on CD - BY 5th MAY 2006**.

The Panel of Judges adjudicating the anonymous entries will consist of influential representatives and opinion leaders from the world of design, and will award a **single 1st Prize equal to 3,500 Euros** and may award up to **2 special awards** (500 euros each as reimbursement of expenses). **The winning chair and possible specially awarded chairs will have prototypes made**, they will be published in the official Catalogue of the competition and will be on display in Udine **from 9th to 12th September** during **Promosedia²⁰⁰⁶** - International Chair Exhibition. The presentations will be made on this occasion.

Information and Rules and Regulations are available from the organising office:

Calt Relazioni Pubbliche (+39 0432 229127) or **promosediadesign@caltpr.it**. They **can also be downloaded from www.promosedia.it**.

The competition also includes a special **“by invitation” Section** co-ordinated by the architect Marco Romanelli, in which 6 promising designers, under 40, will be presented.

Since 1997 Promosedia has focussed increasingly on young design through the Promosedia International Design Competition Caiazza Memorial Challenge. What had initially been a short term investigation of the young Italian design world has assumed an increasingly far-reaching dimension.

The 2005 competition received entries from students, architects and designers under 40, not only from Italy and Europe, but also from Australia, USA, Canada, Brazil, India, China, Japan, Singapore New Zealand and Hong Kong

Their designs revealed very personal expressive research and their creativity further confirmed the role of the competition as an experimental playing field unleashing new functional and aesthetic instincts bridging the worlds of youthful creativity and industry.

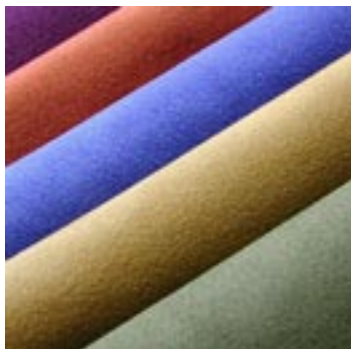
Product Intros

► **Dar/Ran Furniture** has introduced Sierra XP, a modified and expanded version of its best-selling Sierra A La Carte casegoods. Sierra XP offers 23Rel-Viron/Anti-microbial finishes and includes modern executive desk designs, teaming solutions, double height overheads, and wall hung door options. Many will be offered through Dar/Ran's Quickship program. For more information, visit www.darran.com.

► **Harden Contract** has introduced Bentley seating, a leather-clad club chair and two-seat sofa named for the famous British automobile. Upholstery options include Maharam and ArcCom fabrics, Garrett Leathers and Harden's exclusive supple leather collection. For more information, visit www.hardencontract.com.



► **Knoll Textiles** is now the exclusive contract distributor for **Ultrasuede** fabrics in the US for corporate, hospitality and healthcare applications. Knoll Textiles offers a standard range of 22 Ultrasuede colors, including ten that are new and exclusive. The collection includes a range of classic suede-like browns and tans, updated with fresh,



bright tones such as sky and lollipop. Additionally, a separate range of 133

colors is available with a five-yard minimum. Ultrasuede for Knoll Textiles is \$74/yard and can be used as upholstery, acoustical panel (NRC of 0.7) and wallcovering, without backing.

"Knoll Textiles decision to add Ultrasuede to the line reflects

our commitment to classic luxury and quality," says **Dorothy Cosonas**, creative director for Knoll Textiles. "Ultrasuede is the original microfiber with a color range and performance story that is unparalleled." For more information, visit www.knolltextiles.com.



Dar/Ran Furniture: Sierra XP

Noteworthy

► **Armand P. Bartos** has died at 95. The New York architect was best known for the Shrine of the Book at the Israel Museum in Jerusalem, which he completed with his partner Frederick Kiesler in 1965. Mr. Bartos also designed a number of buildings on the Yeshiva University campus in New York City.

► **Jack Hunter**, previously **HBF's** Southeastern Regional Sales Manager, has accepted the position of VP of Sales for both textiles and furniture.

► **William W. Lukens**, AIA, has been promoted to associate at the **Thornton-Tomasetti Group**. Mr. Lukens has more than 30 years of experience in the evaluation and design of building envelopes, including curtain wall and roofing. He joined the Philadelphia office of Thornton-Tomasetti Group's LZA Technology Division in 2000.

► **Brayton International** has won the **Platinum Award for Design Excellence (ADEX)** for its Neighbor Healthcare Seating Collection. Designed by George Simons, the Neighbor Collection is a stylish and versatile healthcare

waiting area-seating design. Neighbor includes tables and storage areas for visitor comfort with accessible storage for personal belongings.

Neighbor's contemporary style is demonstrated through fresh geometric forms. The two tier table surface accommodates bulky items while providing an area for personal belongings. The Neighbor seating collection is a versatile piece to have in any waiting area or room.

► **Brayton International** has revamped its website, which now offers complete pdf downloads of product brochures and price lists, dealer order look-up, comprehensive fabric evaluations, Brayton's entire environmental statement, and actual installation images. There is also a feedback section for providing feedback directly to the factory. For more information, visit www.Brayton.com.

► **Centennial College** in Toronto has launched a new full-time program in architectural technology that emphasizes sustainable building design and construction. The three-year program prepares students to work as technologists alongside architects, engineers, builders, contractors and municipal building departments. Students can choose a co-op option, which gives them three semesters of paid, related employment experience in the industry prior to graduation. For more information, visit www.centennialcollege.

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[ca/setas](#).

►The **Design Museum** in London has announced its shortlist for Designer of the Year. The winner will receive a £25,000 prize. The finalists include **Cameron Sinclair**, founder of Architecture for Humanity; furniture designer **Tom Dixon**; the design team at **The Guardian**, led by creative director Mark Porter, which recently updated the look of the newspaper; and animator **Jamie Hewlett**, who created the imaginary "rock band" Gorillaz with Blur's Damon Albarn. Work by all four will be displayed at the museum in Mar. 2006 and the winner will be announced in May.



AFH: Cameron Sinclair

►The **General Services Administration (GSA)** is still searching for a new Chief Architect to replace **Ed Feiner**, FAIA, according to a recent article by Sam Lubell in *Architectural Record*. In the meantime, the GSA "has created a new position to help the Chief Architect manage construction issues," Mr. Lubell reports. The Assistant Commissioner for Capital Construction Program Management would advise on all policy matters concerning the management of the Public Building Service's capital design and construction program. Mr. Lubell notes that **Les Shepherd** has been serving as interim Chief Architect since Feb. 2005. Mr. Shepherd was the GSA's Deputy Chief Architect from 1998-2002 and Director of Federal Buildings and Modernizations from 2002-2005.

►**Guilford of Maine**, part of **Interface, Inc.**, intends to sell its fabric production complex in East Douglas, MA, by Jun. 2006 and shift production to a plant in Elkin, NC, according to a recent article in the *Worcester Telegram*. Mary Alyce Higgins, the company's senior VP of human resources, said that Guilford will begin eliminating jobs in Mar. 2006, and may offer some skilled employees work elsewhere.

►The **National Association of Educational Buyers** has changed its name to the **National Association of Educational Procurement (NAEP)**. For more information, visit www.naepnet.org.

►**Steelcase Inc.**, announced that it was awarded the top ranking in seven categories by *Contract Magazine's* 2006 Source Guide. The survey was comprised of 900 randomly selected architects, designers and facility managers who were asked to name the top three manufacturers they considered when purchasing or recommending products in various product categories. Steelcase received first place rankings in the categories of casegoods, computer support furniture, desks and credenzas, filing and storage, furniture systems, stacking seating and training tables. It also ranked among the top three manufacturers in accessories, ergonomic seating, educational solutions, guest and occasional seating and conference tables.

"Steelcase is honored to be considered by the architectural, interior design and facility management industries in so many product categories," said **Frank Merlotti**, President of Steelcase North America. "It illustrates our commitment to developing a wide breadth and depth of products to provide a better work experience for all our customers."

►The **Vitra Design Museum** in Berlin plans to reopen this fall on the grounds of the former Pfefferberg brewery. It has been closed since early 2004. Future exhibitions at the site will include retrospectives on Marcel Breuer, the Italian designer **Joe Colombo** and **Le Corbusier** as well as theme-based exhibitions like "The Intelligent Home" and "Airworld Design and Architecture for Air Travel."

►**West Michigan's** office furniture manufacturers may have better finan-

cial results, but most are not adding jobs, according to a recent article by Rob Kirkbride ("Office furniture makers slow to add to work force") in the *Grand Rapids Press*. Mr. Kirkbride attributes the hiring slowdown to "[p]ost-recession caution, streamlined manufacturing and foreign parts outsourcing." He reports, "Excess work at companies such as **Herman Miller** and **Steelcase Inc.** is being done mostly by temps, not full-timers." Mr. Kirkbride quotes **Mark Groulx**, president of **Trendway Corp.**, who suggests that the recent recession "got everyone focused. When everyone is focused, you tend to do a lot more with the resources that you have." **Haworth** is actively hiring, however. Mr. Kirkbride writes that the company "filled 250 positions in 2005. About half of them are manufacturing jobs and almost all are new positions." **Nancy Teutsch**, VP of global human resources, added that the company has more than "70 open positions."

Re-Sited

►**Judy Acks** has joined **Henredon** as VP of the Barbara Barry brand. She previously worked for HBF, which – like Henredon – is a division of Furniture Brand International.

►**Steven G. Copenhagen** has joined **Cannon Design** as principal. Mr. Copenhagen will lead Cannon Design's national laboratory planning and programming practice, under the Cannon Copenhagen name. **Cannon Copenhagen**, based in San Francisco, California, will support Cannon's science and technology planning initiatives at its 14 North American offices.

►**Chris McGough** has been named VP of marketing for textiles and furniture at **HBF**, effective Jan. 23, 2006. Mr. McGough was an HBF regional sales manager from 1999 to 2002, when he left to become VP of Sales for **Davis Furniture** in High Point, NC. He was most recently the founder of his own independent rep group in North Carolina.

►**HGA Architects and Engineers** has announced two new hires in its Sacramento office. **Gregory S. Bucher**, AIA, will be serving as senior asso-

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ciate and construction administrator. Mr. Bucher has more than 20 years of experience in producing and coordinating construction documents and project management. **Teague Ho** joins the firm as associate and project manager with more than 10 years of experience in architecture.

Projects

► **Skidmore, Owings & Merrill** has released a proposal for Pearl River Tower, a 69-story corporate headquarters in Guangzhou, China, which the firm says would “produce more energy than it consumes and . . . set new standards for sustainable architecture.” The design is among three finalists in a competition for the project. A winner will be announced next month. SOM’s design would maximize use of natural daylighting, collect rainwater for gray-water usage, use solar-powered hot water heaters, and generate energy for the building’s heating, ventilation and air conditioning systems with wind turbines.

Events

► **Natalia Ilyin** will read and sign copies of her new book *Chasing the Perfect: Thoughts on Modernist Design in Our Time* on Tues., Jan. 17, 2005, from 6-8 pm at **Häfele** (25 E. 26th Street) in New York. Ms. Ilyin will be introduced by **Metropolis** editor-in-chief **Susan S. Szenasy**. Cocktails and hors d’oeuvres will be served. RSVP to RSVP@metropolismag.com.

► **Benjamin Moore & Co.** is soliciting entries for its 2006 HUE Awards, which recognize architects and interior designers for exemplary use of color in both residential and contract projects. Honorees receive \$5,000 and an original sculpture by renowned glass artist Robert DuGrenier. Awards will be presented in four categories: Residential Interiors, Residential Exteriors, Contract Interiors and Contract Exteriors. In addition, a Lifetime Achievement Award will be conferred on an individual architect or designer whose color talent has resonated and helped influence generations of others. No entry fee is required; each entry must be ac-

companied by illustrative photography and profile descriptions of minimally three, and no more than five, projects where color usage was exceptional. Projects should have been completed between 2002 and 2006. At least one of the projects submitted must include use of a painted surface, regardless if it’s Benjamin Moore or another brand. Submissions are due May 19, 2006. For more information and an entry form, visit www.benjaminmoore.com.

► The ninth annual **BusinessWeek/Architectural Record Awards** competition is soliciting submissions, due May 15, 2006. Recipients will be featured in the Nov. 2006 issues of *Architectural Record* and *BusinessWeek* magazines. The entry fee is \$125. Projects must have been completed within the last four years and should not have been published before in the international architectural press. Entrance is open to any architect registered in the US or abroad. For more information and an entry form, visit <http://archrecord.construction.com/features/bwarAwards/2006entry.asp>.

► **Contract** will host the 27th Annual **Interiors Awards Breakfast** at Cipriani 42nd Street (110 East 42nd St.) on Fri., Jan. 27, 2006, at 7:30 am. More than 600 design professionals will pay tribute to this year’s winning design teams and the Designer of the Year. For more information, visit www.contractmagazine.com.

► The **Cooper-Hewitt, National Design Museum** in New York will present *Solos: New Design from Israel*, an exhibition of work by nineteen Israeli designers, from Jan. 27-Apr. 23, 2006. It will be the first museum exhibition of contemporary Israeli design in the US and will include approximately 25 works. The show was organized by guest curator **Ezri Tarazi**, Head of the Industrial Design Graduate Program at Bezalel Academy for Art and Design, Jerusalem; and **Ellen Lupton**, Curator of Contemporary Design at the Cooper-Hewitt. For more information, visit <http://ndm.si.edu>.

► **L.A.DesignWeek** will be held in Los Angeles from Mar. 27-30, 2006. For the first time, each day of the event will focus on a different design district around the city and feature a full schedule of product displays, major contract showrooms, continuing education, seminars, networking and par-

ties.

L.A.DesignWeek encompasses **NeoCon West** from Mar. 27-28, 2006, at the L.A. Mart, which is the West Coast’s largest exposition and conference for commercial interiors. Highlights will include **West Edge**, for which **Gensler, Interior Architects, Langdon Wilson, HOK, Griffin & Enright** and **Hodgetts & Fung** will create displays representing retail, corporate, spa, hospitality, education and multifunctional environments; the **Fine Living: 2006** installation by **Patrick Tighe, AIA**; more than 30 CEU-accredited seminars, association forums and tours; and keynote addresses by **Rem Koolhaas** (Office for Metropolitan Architecture), **Michael and Katherine McCoy**, **Michael Vanderbyl** (Vanderbyl Design), **Eva Maddox** (Perkins + Will), and **Karim Rashid**. For more information, visit www.merchandisemart.com/neoconwest.

► The **Museum of Fine Arts** in Boston is hosting “Architects on Film,” a series of documentaries about architects including Mies van der Rohe, Richard Meier, Zaha Hadid, Frank Gehry, Norman Foster, Alvaro Siza, and Moshe Safdie through Feb. 5, 2005. For more information, visit www.mfa.org. ▲

Job Site

To place ads, send ads information to brad@officeinsight.com, and billing information to brad@officeinsight.com or Fax 203.547.6063, T: 203.966.5008. For complete classifieds, go to www.officeinsight.com.

ARCHITECTURAL PRODUCT SALES

Acme Architectural Walls, New York, NY

Call on the A & D community Interface with general contractors. Minimum 3 years experience in either architectural, furniture, manufacturing or related industry sales. Project management experience a plus.

This is a great opportunity to work for one of the premier companies in the Architectural/ NY market.

Contact: job@acmesteel.com

PROJECT MANAGER

Acme Architectural Walls, New York, NY

Minimum 3 years industry experience. Field experience required Factory, Architecture or General Contracting experience preferred. Contact: job@acmesteel.com

INTERIOR DESIGN EDUCATOR

Syracuse University, Syracuse, NY

Assistant or Associate Professor: Full-time, tenure track faculty position at the assistant or associate professor level available within a FIDER accredited Interior Design Program. The Interior Design Program is ranked in the top 10 programs in the US. It is professionally oriented with a three dimensional basis to problem solving in the near environment and an architectural approach to both residential and contract design. The program's mission is to contribute to the future of interior design by educating students as creative designers and leaders in the profession. We are seeking a highly motivated individual with professional experience, architectural and interiors education and an interest in teaching, and who will be able to lead and coordinate the program in the future.

Minimum qualifications: Advanced degree in Interior Design, Architecture, or related field. NCIDQ certification or eligibility for certification. College level teaching and professional experience. Ability to teach studio classes of varying levels from first year through Fourth year in several areas (residential design, contract design, lighting design, computer aided design and presentation, historic preservation, presentation/communication techniques, design history and criticism, architectural systems) and the ability to work with and challenge a diverse group of students.

Responsibilities include: Teaching courses in both studio and lecture formats at basic through advanced levels, advising students, assisting with program accreditation compliance, curriculum development, conducting research and creative work, participating in departmental and university activities. Salary and rank commensurate with education and experience. Position begins August 2006.

Syracuse University: A private university founded in 1871 with a current enrollment of over 10,000 undergraduate and 4500 graduate students. The Department of Design is academically situated in the School of Art & Design within the College of Visual and Performing Arts. The department includes Environmental Design -Interiors, Interior Design and Industrial & Interaction Design. Multidisciplinary projects, collaborations with industry and study abroad program are areas that may be of interest to the professional seeking a future oriented academic appointment.

To Apply: Send a letter of interest, curriculum vita, samples of personal and student work in slide, CD, or brochure format, letters of reference and additional reference contact information before February 15, 2006 to:

Chair, Interior Design Search Committee
Department of Design, 333 Smith Hall
Syracuse University Syracuse, NY 13244-1180
Telephone: (315) 443-2455 Fax: (315) 443-9688 Email: meletter@syr.edu

SALES CONSULTANT - NEW YORK CITY

HBF/HBF Textiles, New York, NY

HBF/HBF Textiles is a design-oriented contract furniture company operating as a division of Furniture Brands, Inc. Our range of products includes award winning casegood collections, contract seating and textiles. We have an immediate opening for a professional sales consultant to work in the Manhattan marketplace.

Applicants should have a knowledge-based sales approach to call on the architectural and design community, end users, and preferred dealers. Seven to ten years of experience in this industry is required. Candidate should have a proven track record of sales accomplishments, key contacts, and a positive attitude. For further information about the company, please visit www.hbf.com.

All resumes should be emailed to dbarnes@hbf.com or sent to HBF, 200 Lexington Ave. Suite 1501, NY, NY 10016. EOE

TEXTILE & WALLCOVERING SALES

Carnegie, CT/NY

Carnegie, a leading innovator in the textile and wallcovering field, has a sales employee position available in the CT/NY market. This highly motivated candidate should have experience calling on the A&D community, preferably in textile and/or wallcovering sales. The Carnegie line is extensive including wallcoverings, upholsteries, window fabrics, healthcare and panel fabrics. This is a prime opportunity for an individual to work for this highly regarded company, and cultivate relationships with top A&D firms and end users in this market.

Please forward your resume to Cliff Goldman - cgoldman@carnegiefabrics.com or call 800-727-6770.

WISCONSIN REP OPPORTUNITY

Sickler Organization LLC, Wisconsin

Sickler Organization LLC, a leading contract furniture rep group in the Midwest since 1983, is seeking a performance driven territory manager for our Wisconsin district. Candidates are dealer or manufacturer sales reps, competitive, technology oriented, and intuitive communicators with A&D, end users, and distribution.

We represent a strong package of commercial / healthcare / institutional / GSA and higher education solutions. Our partner manufacturers in Wisconsin include 2020 Technologies, American Seating, Campbell Contract, Gressco, Idea-at-Work, La-Z-Boy Contract, Luxo, Prismatic, Resilient, and Woodtech. Administrative and A&D support is provided. Benefits and expense package is included. Commissioned compensation is earned with no cap on income.

Please send your resume to: ssickler@sicklerorg.com, or fax to 312-329-0592.

Financial Affairs

► **Herman Miller, Inc.** executives **Elizabeth Nickels**, CFO, and **Joseph Nowicki**, Vice President of Investor Relations and Treasurer, will give an overview presentation of the company's progress against its long-term growth strategy and corporate goals on January 17, 2006. The presentation, which is scheduled for approximately 9:40 am EST, will be given at the Third Annual Sidoti Palm Beach Emerging Growth Institutional Investor Forum. A copy of the presentation materials will be provided before the presentation which can be accessed via a link on the investors section of the company's website at www.hermanmiller.com.

► **HNI Corporation** is to purchase **Lamex**, a privately held Chinese office furniture manufacturer that operates primarily in China and Hong Kong, with sales in excess of \$70 million. The acquisition is expected to close in early 2006, subject to satisfactory completion of closing conditions. While details of the transaction were not disclosed, HNI Corporation intends to make the purchase with cash and debt. Lamex, which was founded in Hong Kong in 1977, will be an independent operating company. **Farida Chow**, a 10-year Lamex veteran, will continue to serve as President, reporting to **Marco Molinari**, Executive VP, HNI Corporation and President, HNI International.

Stan Askren, Chairman, President and CEO of HNI Corporation, said: "We're excited about Lamex, a company with which we've conducted business for a number of years. Lamex' strong brand, significant customer base, and manufacturing capability offers HNI Corporation the opportunity to drive aggressive growth in China, one of the largest and fastest growing office furniture markets in the world."

► **HNI Corporation** was named by **Forbes** magazine to its "Platinum 400" also known as America's Best Big Companies. This represents the eighth consecutive year HNI Corporation has been included in this prestigious list of companies. The listing appeared in the January 9, 2006 issue of **Forbes**. "It's a distinct honor to be included among this elite group of outstanding organizations," said **Stan Askren**, Chairman, President and CEO of HNI Corporation. **Forbes** uses a thorough process to select the elite list. For a company to be considered, fundamental requirements include revenue of at least \$1 billion, stock prices of more than \$5 per share, and to be publicly traded for more than two years. **Forbes** then ranks candidate companies for financial performance against their industry peers in one of 26 industry groups over the latest five years and most recent 12 months. The ranking items include sales and earnings growth, stock market returns, and debt to total capital.

► **Humanscale** filed a complaint in federal court in the Eastern District of Texas last week alleging that **Knoll, Inc.**'s Life chair infringes a Humanscale patent (US Patent No. 6,959,965) that was issued on Nov. 1, 2005. In response, Knoll has filed an action to invalidate the patent. Both companies are seeking costs, fees, and injunctive relief.

► **Kimball International** has had coverage initiated on it at "Buy" by BB&T Capital.

► **Leggett & Platt** will hold its fourth quarter conference call on Fri., Jan. 27, 2006, at 9 am ET. The call may be accessed through the Investor Relations section of Leggett's website at www.leggett.com.

► **Mohawk Industries Inc.** sold \$1.4 billion notes (including a five-year and a ten-year note issue) in a two-part offering this week, according to Reuters.

► **OfficeMax Inc.** announced last week that it will take certain steps in the first quarter of 2006 to improve its performance. The company plans to close 110 retail stores across the US; cease operations at a wood-polymer building materials facility near Elma, WA; and engage in other restructuring activities. In total, OfficeMax expects to record charges of \$187 million because of these actions, including approximately \$46 million incurred in the fourth quarter of 2005 and approximately \$141 million to be incurred in the first quarter of 2006.

► **Steelcase** was upgraded from "Hold" to "Buy" by Matrix Research.

► **Steelcase's** chief financial officer, **James P. Keane**, will be a presenter at Sidoti & Company, LLC's Third Annual Palm Beach Emerging Growth Institutional Investor Forum in Palm Beach, FL. On January 17, 2006. On January 24, 2006, James P. Keane and other Steelcase executives, along with representatives from BB&T Capital Markets, will host an investor presentation at the Steelcase showroom in New York City, NY.

The presentation for both events will address the company's strategies and long term goals. A copy of the presentation for both events will be available on the Company's website at www.steelcase.com/ir and may be accessed from January 17, 2006 until February 24, 2006. ▲

Industry Stock Prices

	1.13.06	12.30.05	9.30.05	6.24.05	3.24.05	12.31.04	9.24.04	%frYrHi	%fr50-DayMA
ChromC	13.19	13.10	13.6	13.77	14	12.3	13	-10.27	-0.37
CompX	16.25	16.02	16.4	16.41	17	16.5	16.8	-19.35	-0.97
Hmiller	29.42	28.19	30.3	30.64	29	27.6	24.8	-10.77	-1.04
HNI	56.27	54.93	60.2	51.2	45.11	43.1	39.5	-9.84	3.63
Inscape	4.20	4.36	6.8	8.96	10.01	9.1	12	N/A	N/A
Interface	8.81	8.22	8.3	7.59	6.77	10	7.9	-19.91	2.70
Kimball	12.06	10.63	12.1	12.89	14.12	14.8	14.1	-21.69	10.54
Knape	14.10	14.18	13.1	12.22	12.95	13.1	13.3	-8.44	-1.72
Knoll	17.10	17.11	18.4	17.34	17	17		-10.00	-0.91
Leggett	23.99	22.96	20.2	26.51	29.13	28.4	28.1	-18.98	1.05
MityEnt.	18.30	17.82	17	15.85	15	14.9	16.5	-6.54	1.57
Mohawk	87.02	86.98	80.3	82.34	84.5	91.3	78.8	-8.13	-1.08
OffDepot	31.99	31.40	29.7	22.25	22.45	17.4	14.9	-1.99	4.91
Staples	22.44	22.71	21.3	21.57	30.99	33.7	29.4	-7.04	-1.90
Steelcase	16.60	15.83	14.5	13.5	13.7	13.8	13.3	-1.54	6.55
Teknion	5.85	5.35	5.5	6.4	6.45	5.7	6.3	N/A	N/A
20-20Tech	8.30	8.00	7.4	7.25	9.1			N/A	N/A
UntdStat	49.22	48.50	47.9	47.91	44.31	46.2	42.1	-8.21	-0.31
USG	72.95	65.00	68.7	42.49	32.3	40.3	19.2	-0.27	12.55
Virco	5.21	5.50	7.6	6.6	7.71	7.5	7.4	-34.38	-6.02
SUM	513.27	496.79	499.1	463.7	461.6	462.9	399.7	N/A	N/A
DJIndust	10,959.87	10,717.50	10,568.70	10,297	10,443	10,783	10,047	N/A	N/A

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