

CITED:  
 "A PERSON IS  
 WHAT HE DOES,  
 NOT WHAT HE IS."  
 —GUATAMA BUDDHA

02.27.12

GIVING VOICE TO THOSE WHO CREATE WORKPLACE DESIGN & FURNISHINGS

## Streamlining Design Firm Resource Libraries

The work of the resource director in an architecture or design firm is tricky business. It's best to have a professional in your corner, though most design firms either can't afford a full-time librarian or find it hard to see their value, often because they previously depended on interns for the position. In 2009, **Peter Carey** created **Streamline Material Resourcing** to give design firms a cost effective way to satisfy their needs for product and material research based upon their current client and project needs.

FULL STORY ON PAGE 3...



## 2011 GOOD DESIGN Awards

**Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, Jr.** founded the **GOOD DESIGN** program now administered by **The Chicago Athenaeum: Museum of Architecture and Design** and **The European Centre for Architecture Art Design and Urban Studies**. The GOOD DESIGN Awards bestow international recognition upon the world's most prominent designers and manufacturers for advancing new, visionary, and innovative product concepts, invention and originality, and for stretching the envelope beyond what is considered ordinary product and consumer design. We present a selection of the 2011 GOOD DESIGN AWARDS.

FULL STORY ON PAGE 8...



## 2012 IIDA-NY Quilt Auction

The **International Interior Design Association, New York** chapter's yearly program is a stunning and energizing array of educational, charitable and fund-raising events driven by the talents, curiosity and charitable inclinations of the the **IIDA-NY** community. One of its new events – apparently picking up a previous endeavor of ACT – is the annual Quilt Auction. This year's event, held at the **Haworth** showroom, produced some striking quilts and raised over \$7,000.00 for **Fiver Children's Foundation**.

FULL STORY ON PAGE 16...



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STREAMLINE MANAGES DESIGN FIRM RESOURCE LIBRARIES AND CONSULTS  
ON FURNITURE AND FINISHES FOR DESIGN PROJECTS

## Streamlining Design Firm Resource Libraries

by Josina Reaves

The work of the resource director in a design firm is tricky business. When your librarian – say, **Peter Carey** of **Streamline Material Resourcing** – is at his best, your library runs so smoothly you can practically hear it hum, and you'd hardly know he was there. However, when samples need to be sourced, furniture specs written, vendor presentations scheduled and consultants contacted, most resource directors barely get a chance to breathe.



PETER CAREY, PRESIDENT OF STREAMLINE MATERIAL RESOURCING

It's best to have a professional in your corner, though most design firms either can't afford a full-time librarian or find it hard to see their value, often because they previously depended on interns for the position. In 2009, Streamline was created to fill the void of knowledge and experience. A resource librarian since 1995, Mr. Carey had been working with the problem of making the resource library he managed at **Butler Rogers Baskett** a billable line item for projects. Then the economic downturn hit and his own position was eliminated. Ironically, the timing was perfect, as he had already conceived of a business in which design firms could hire him to manage their libraries on a day rate that was in tune with their needs and budgets.

Traditionally, librarians in design firms are an overhead expense, plain and simple. As vital as their work may be, their work isn't typically seen as as billable. Design firms usually make do with rows of shelves, packed to the edges with binders and cutsheets, through which their designers paw for samples when the specification process begins in earnest. CEU's are arranged on the fly, usually after-hours and under stress, and most designers either spend their time tracking down

the right vendor or fending off the inappropriate ones. It can't be helped, they think. But there is a better way. Streamline's services are customizable so that each firm can create the right system that is best, and most efficient, for them and their clients.

"Usually when I begin to work with a design firm," said Mr. Carey, "we determine whether their library needs to be overhauled or whether it just needs to be optimized and maintained." In some cases, the project begins with a full gutting and redesign of the holdings of the library. "I am far more geared towards addressing a firm's business objectives than solely focused on arranging for samples for a project meeting."

Mr. Carey looks carefully at the procedures and techniques each firm prefers, then makes recommendations to suit them. "For some of my clients," he said, "we have done a top to bottom overhaul, and for others, our work has been directed to projects currently in-house."

**Becky Button**, Interior Design Director at **Swanke Hayden Connell**, brought Mr. Carey in while the firm was in the midst of one of its biggest library redesigns. "Peter really transformed our library when he overhauled it," said Ms. Button. "He put in systematic



## companies

checks and balances, so the library works efficiently, even when he's not here. He is always trying new approaches to fit how our designers work and search for new products."

Adaptability is central to Mr. Carey's career as a resource director. After earning a BFA in photography at Parsons School of Design, he took a job at **Pei Cobb Freed and Partners** as a photo archivist. His job evolved quickly to include work in the firm's marketing department; after a four-year stint as a professional photographer, he went on to work for I.M. Pei's two sons at **Pei Partnership Architects** in their resource library. After five years with the Pei brothers, Mr. Carey transitioned to the world of contract interiors at Butler Rogers Baskett.

Then Butler Rogers Baskett changed its direction and Mr. Carey took the opportunity to explore his own vision and entrepreneurial spirit. Now, with Streamline up and running for three years, Mr. Carey knows he must refine his practices for each client. "For example," he said, "I keep a custom list of vendor contacts for each firm that is specific to their practice. I specialize my process for each firm – they all have different specialties in design. One way that I help to increase their

agility is by providing vendor contacts that are relevant to their work."

Mr. Carey stays close to the working life of each firm, so no vendor contact is ever irrelevant or inappropriate. As the adage says, time is money, and he is there to help the bottom line. "The role of a resource director is to keep things in order," he said, "but also to be an advisor in a design project."

**Jessie Bukewicz**, designer at **M Moser Associates**, agrees. "Whenever we col-

laborate on a project," she said, "Peter begins by listening to what I need; then he follows up with questions to get a clearer picture of what is best for the project. He usually gives us several options, each with a description of the pros and cons of each product."

"In my practice," said Mr. Carey, "the emphasis is on the education of the staff and the application of each finish or piece of furniture; it's not just about how pretty something looks to



PETER CAREY WORKING WITH DESIGNERS JESSIE BUKEWICZ AND DAVID ROZZI AT M MOSER ASSOCIATES



THE RESOURCE LIBRARY OF SWANKE HAYDEN CONNELL BEFORE IT WAS OVERHAULED BY STREAMLINE MATERIAL RESOURCING



SWANKE HAYDEN CONNELL'S LIBRARY USES RECYCLED STORAGE BOXES AND BOLD LABELS FOR QUICK REFERENCE BY DESIGNERS

## companies

me. My old adage is 'design happens by discussion.' That is what I first loved about this business and it is still the reason I love to be working in A&D."

Conversations are at the heart of the way Mr. Carey has rethought most of the basic operations of resource libraries, particularly to maximize their usefulness. "One of the benefits of using my service," he said, "is that I curate a vendor trade show in each client's office. I invite four non-competing vendors to make simultaneous presentations at a regular interval. It's less pressure on the vendor and less pressure for the designers too. The vendors are not obligated to fill up a time slot with a lot of talk – it's much more informal – and it's a great way for everybody to network."

Mr. Carey has also re-thought and re-designed traditional vendor lunch-and-learn presentations by using the same idea of networking. "I don't like it when vendors sit you in a dark room with a PowerPoint presentation and talk in a monotone voice for an hour," he said. "Instead of a traditional presentation, I suggest the far more egalitarian format of a forum where we have presenters, but anyone is invited to speak at any time; it's meant to be a roundtable question-and-answer session."

Mr. Carey has plans to turn the sessions into a regular seminar-style gathering across the New York design community. "In a recent example at **Perkins Eastman**," he said, "I moderated a conversation with a major flooring contractor. Before it happened, I gave the staff a list of questions that I had submitted to the vendor. As a result, instead of a dry presentation, the seminar provided a series of solutions to chronic problems that occur in real life situations." Those conversations then lead to learning that has practical applications and long term implications for the health and intelligence of the firm.

Likewise, it was another conversation that led to the creation of Streamline's

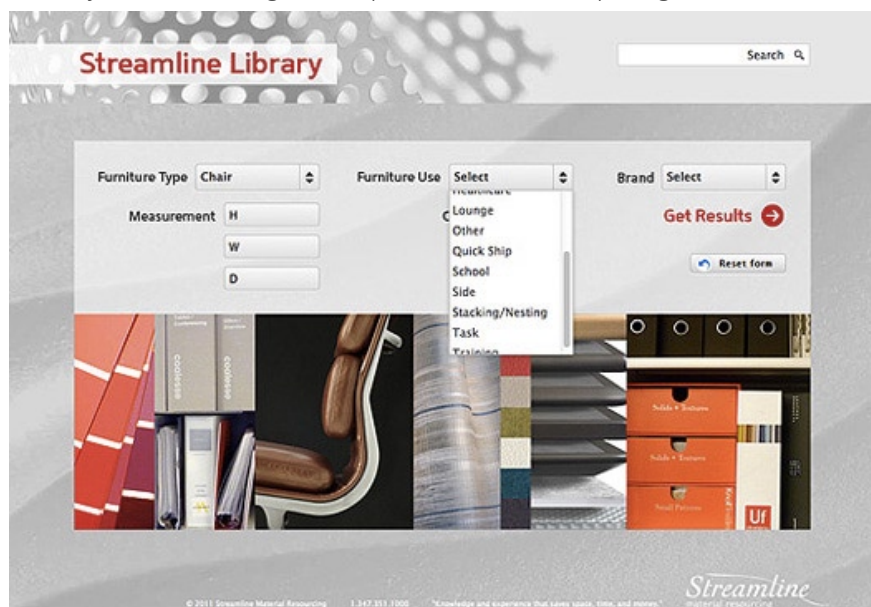
boldest initiative: an online library. In the early days of Streamline, Mr. Carey met frequently with a group of former colleagues at **Marner Architecture**.

"I wanted to collaborate with Marner Architecture specifically," said Mr. Carey, "because it is technologically a cutting edge firm, and it realizes that everyone is going to be working virtually to a great extent going forward. Marner wants to be ahead of the curve technologically to be competitive and to maximize its usefulness to clients." In those early dialogues, the Marner staff expressed their desire to have a library that was more agile and more easily updated than a traditional library; the need for the virtual library was born.

Mr. Carey's business partner, **Peter Ungureanu**, arranged to have his company, **Omnisource Technologies**, create the interface for what will become a comprehensive integrated web-based furniture library for the design industry. The challenge has been to create a platform that be easily searched and provides results in a customizable way. "Streamline's online library is curated by me," said Mr. Carey. "The benefit of a digital format is that you are able to take any furniture catalogue and split it

apart and put it back together instantly. We're able to cross-reference contract furniture products instantly, which saves billable time for each project."

Mr. Carey is both guarded and optimistic about the project: "I have gone into this knowing full well about the successes and failures of other companies that have tried something like this. **Worldo** and **Blue Bolt** both depended on the cooperation of outside manufacturers. **Designer Pages**, a popular free site available now, depends on users to upload their favorite furniture pieces, but since it is not curated, it is filled with a lot of residential furniture that would not be appropriate for contract use. My virtual library is meant to enable design firms to be very strategic about their furniture choices – I'm working on just contract furniture right now. Depending on where a firm is in their project, whether it's schematic design, design development, or construction documents, the virtual library can be used in a different way." The project has been in development for two years, but the aim is that once it goes live – the projected launch date is in April – Streamline's clients will be able to call up images of furniture that



STREAMLINE'S SIMPLE AND EASY ONLINE SEARCH PAGE FOR CONTRACT FURNITURE



fits the specs and application they are looking to meet.

"What separates the virtual library from its predecessors and competitors," said Mr. Carey, "is that the program indexes each manufacturer's brochures in PDF form. I'm not highlighting any particular manufacturer. I provide a neutral platform for manufacturers to present their products to the A&D environment in the way they think is best, but given my knowledge, I'm able to make distinctions and associations that most people wouldn't be able to make. Essentially, I'm looking to level the playing field."

"Inevitably someone is going to crack this nut," adds Mr. Carey, speaking about the online library. "Clearly, the demand is present across the country, but figuring out how to do it is the challenge. Most people think the internet is a black box that anyone can pull information out of, but what I'm interested in is getting the right information into the right hands at the right time with minimal interference; that is a difficult challenge."

For Mr. Carey, relevance is a primary factor, even in the physical library.



PERKINS EASTMAN'S REFERENCE LIBRARY OPTIMIZED WITH INTUITIVE LABELS

"In the case of M Moser Associates, its library is not meant to be a static archive; it is meant to be a fluid collection of materials and information that is relevant to the firm's current projects. Its library does not have the space to anticipate what products they may or may not specify in the future."

This ethos of efficiency is part of Streamline's core and dovetails with the issue of sustainability in physical libraries. The problem with most sample libraries is that once the samples are out-of-date, the vendors don't want them any more than the firms do. In addition to crafting a system that puts only the most relevant samples into the hands of designers, Mr. Carey works hard to maintain the sustainability of his libraries by managing how unused or unwanted samples are cleaned out. "In coordination with **Materials for the Arts**, which is a city agency in New York" he said, "I make sure that all materials and samples are eliminated from the waste stream by donating unwanted material samples to MFTA,

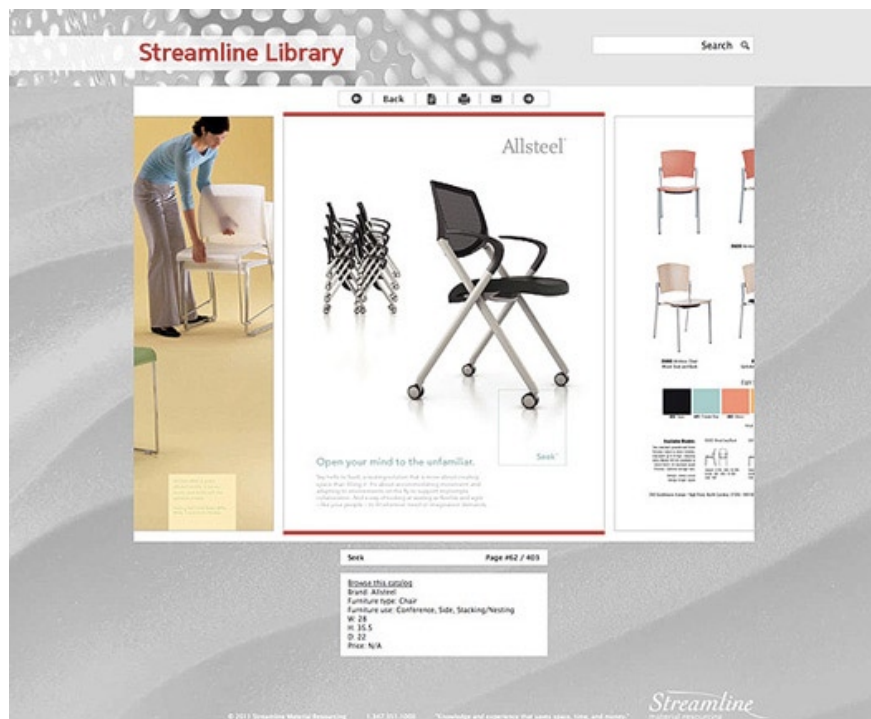
which then give qualified creative institutions free use of any materials, be they carpet, fabric, or any other samples." Mr. Carey's aim to keep sustainable practices in evidence in every one of the libraries he maintains.

"Construction projects, when seen from the design-firm side, are often filled with conflict," said Mr. Carey. "Everyone, regardless of what side they are on, has a stake in each project's success. I want all of us to continue the dialogue of what each of us is doing and why because it will always be about finding solutions. It's important to remember that each design project is a prototype; none will ever be mass produced, and experimentation is our lifeblood. Interiors work is never about finding a static solution," he said. "It's about finding a dynamic solution that is appropriate and relevant." ■

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Website:

<http://www.streamlinemr.com/>



THE SEARCH RESULT PAGE OF STREAMLINE'S NEW ONLINE LIBRARY

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exclusive  
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march eighth | twenty twelve

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## 2011 GOOD Design Awards

Founded in Chicago in 1950 by architects **Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, Jr.**, the **GOOD DESIGN** program bestows international recognition upon the world's most prominent designers and manufacturers for advancing new, visionary, and innovative product concepts, invention and originality, and for stretching the envelope beyond what is considered ordinary product and consumer design.

The GOOD DESIGN Awards are conferred annually by **The Chicago Athenaeum: Museum of Architecture and Design** and **The European Centre for Architecture Art Design and Urban Studies**. The 2011 jury met in November at the **American Institute of Architects** in Los Angeles to sort through several thousand submissions from leading manufacturers and design firms from around the world, and selected more than 500 winners. All of the winners are posted on the Museum's website at [www.chi-athenaeum.org](http://www.chi-athenaeum.org) and will be published in the GOOD DESIGN Yearbook for 2011-2012.

Now that we have begun to receive press releases from 2011 GOOD DESIGN winners, we thought it was time to sort through this list and present a

small selection worthy of note to office-insight readers. Please visit the website, particularly the Furniture and Lighting category sections, to see even more.

>**Ahrend**, based in Amsterdam, won three 2011 GOOD DESIGN awards in the Furniture category:

-**A2020 Swivel Chair**, designed by **Paul Brooks** of Kehl am Rein, Germany

-**A380 Chair and Table**, designed by **Ineke Hans** of Arnhem, The Netherlands



AHREND A2020



ALLSEATING: TUCK HIGH DENSITY STACKER

-**A463 Chairs**, designed by **Sigurd Rothe** of Schwäbisch Gmünd, Germany.

>**Allseating** of Mississauga, ONT, received a 2011 GOOD DESIGN award for its **Tuck** high-density stacking chair, designed by **Todd Yetman**. The name of the chair is meant to imply that it is always there when you need it and then conveniently "tucks" away when not in use.

>**Bernhardt Furniture Co.** of Lenor, NC, received five 2011 GOOD DESIGN Awards:

-**Tools at Schools**, designed by **Johan Liden, Olivier Gregoire, Haney Awad, and Frank Zaremba** of **Aruliden** in New York City in collaboration with the **The School at Columbia University** (Class of 2011)



BERNHARDT: TOOLS AT SCHOOLS

-**Ven Chair**, designed by **Harry + Claudia Washington** of **DUE Studio** in San Benito, San Salvador



BERNHARDT: VEN



GOOD  
DESIGN



-**Vika Chair**, designed by **Monica Förster** of Stockholm, Sweden



BERNHARDT: VIKA

-**Forest Bar Stool**, designed by **Arik Levy** of Paris, France



BERNHARDT: FOREST BAR STOOL

-**Frequency Textile Collection** by **Teri Figliuzzi** of Bernhardt Design



BERNHARDT: FREQUENCY

>**Bretford Manufacturing's RHOMBI II Flat Panel Lectern**, designed by **Bill Cesaroni**, **Morad Ghassemian**, and **Chris Kulujian** of **Cesaroni Design Associates, Inc.** in Glenview, IL and **Tad Petrick** of Bretford, was recognized in the Furniture category.



BRETFORD: RHOMBI II

>**Carnegie** was recognized in the Textiles category for **Xorel Applique** by **Heather Bush**.



CARNEGIE: XOREL APPLIQUE

>**Coalesse** (a **Steelcase** company) was recognized for **Emu Pattern**, created by designer **Arik Levy** of Paris. The Emu Pattern collection is a family of stackable chairs, bench seating, and tables; all featuring a distinctive cut-out hexagonal pattern intended to create an airy feel. Mr. Levy describes Pattern as "a structural idea of

transparency and lightness, immersed in the landscape that offers subtle motifs and a visual play of technological beauty." Construction is 100% recyclable, press-molded steel.



COALESSEE: EMU PATTERN

>**Davis Furniture** won three 2011 GOOD DESIGN awards for the following products, all handcrafted in North Carolina:

-**Kontour Lounge Series**, designed by **Wolfgang C.R. Mezger**



DAVIS: KONTOUR



DAVIS: EKKO TABLE

## events

## officeinsight

-**Ekko Table Series**, designed by **Wolfgang C.R. Mezger**

-**Ginkgo Chair Series**, designed by **Jehs+Laub**



DAVIS: GINKGO

Owned and operated by the Davis family for 68 years, Davis Furniture describes its design philosophy as "best expressed as a marriage of two ideals; beautiful form and practical functionality."

>**Fentress Architects** of Denver, CO, received a 2011 GOOD DESIGN award in the Graphics Identity/Packaging category for its book **Public Architecture: The Art Inside**. Designers on the project were **Agatha Kessler, Curtis Fentress, Jason Knowles, Usana Shadday, and Edward Huang**.

>**Flos**, the Italian lighting design company, received 2011 GOOD DESIGN awards for the **Kelvin LED**, designed by **Antonio Citterio** with **Toan Nguyen**, and **Light Spring**, designed by **Ron Gilad**.

The avant-garde Kelvin LED table lamp has a square polycarbonate body with 30 2700K Top LEDs, producing a total of 270 lumens. Although new, it has already made a name for itself as one of the 'classic' models in the Flos catalog.

Light Spring forms part of a series of wall lamps featuring a simple, linear design and a die-cast, painted tubular aluminum body, uniting formal minimalism with the power of LEDs. The result is an elegant sconce light reminiscent of the candelabras of the past, reinterpreted from a modern point of view.

[www.officenewswire.com/12098](http://www.officenewswire.com/12098)

>**Geiger International** was recognized for its **Deft Side Chairs**, designed by **Khodi Feiz** of **Feiz Design Studio**, Amsterdam.



GEIGER INTERNATIONAL: DEFT SIDE CHAIRS

>**Herman Miller** received 2011 GOOD DESIGN awards for both its **Compass** patient room furniture and its **SAYL** chair.



HERMAN MILLER: COMPASS



HERMAN MILLER: SAYL

Compass designers were **Gianfranco Zaccai, Andrew Boyce, Michael Amey, Peter Bates, Allan Cameron, Rich Ciccarella, Jake Childs, James Wilson, Perry Sellers, and Gary Smith** of **Continuum**, West Newton, MA. SAYL designers were **Yves Béhar, Bret Recor, Quin Li, Naoya Edahiro, Matt Swinton, and Noah Murphy-Reinhert** of **Fuseproject**, San Francisco, CA.

>**Humanscale** won three 2011 GOOD DESIGN awards. Its new **Trea** chair, designed by **Todd Bracher, Mark McKenna, Emilian Cartis, and Hamid Zebajad** of **Todd Bracher Studio** in Brooklyn, was recognized in the Furniture category; The **Horizon** LED task light, designed by **Peter Stathis** and **Michael McCoy**, was recognized in the Lighting category; and the **ZÖN** personal air purifier, designed in the Humanscale Design Studio, was a winner in the Household Products category.

-Horizon is the first LED task light to utilize Thin Film LED Technology. It uses a number of high-intensity micro LEDs that surround several layers of polycarbonate and optical films to create an ultra-wide footprint of warm, glare-free light that casts only one shadow on the work surface, offering brilliant 3000K illumination and



HUMANSCALE: TREA



## events

excellent light distribution in a slender profile. Its built-in dimmer control offers seven settings for dimmability. -Having recently been awarded Energy Star certification, Humanscale's ZÖN personal air purifier is 2.5 times more efficient than Energy Star requirements. Its targeted approach to air purification—effectively creating a clean air zone around the user—is said to be both more efficient and more effective than that of traditional room air purifiers. ZÖN silently and unobtrusively filters out more than 99% of airborne contaminants of all sizes—dust, smoke, bacteria, allergens, smog, viruses and even Volatile Organic Compounds (VOCs) like formaldehyde—for the cleanest air possible. It produces zero ozone and is also the only air purifier to offer filters that can be cleaned or recycled.

Both Horizon and ZÖN also earned **Goed Industrieel Ontwerp Awards**, also known as the Good Industrial Design Awards. For more than 25 years, the GIO Awards have been the hallmark for good industrial design in the Netherlands. Organized by **Designlink** and made possible by **Dutch Design Week**, the GIO Awards recognize products most strongly demonstrating aesthetics, functionality, innovation, choice of material and sustainability. To conduct the selection process for the GIO Awards, a panel of professional jurors evaluates entries in five categories: consumer products, environmental design and traffic, professional products, project design and professional packaging. In addition to both products being recognized with this honor, Horizon also emerged as "most functional product," garnering one of six Special Awards for Excellence.

[www.officenewswire.com/12088](http://www.officenewswire.com/12088)

>**Inscape Corp.'s Acme 50** seamless glass wall product was recognized with a 2011 GOOD DESIGN award in the Building Products/Materials category. For private office or conferencing applications, Acme 50 offers

a slim profile coupled with 18-gauge steel construction, allowing for solid architecture with a minimalist aesthetic. A broad range of specialty glass, hardware and door options provide flexibility. Acme 50 is also 98% reusable. According to Inscape, this is the company's fifth GOOD DESIGN award in four years.

[www.officenewswire.com/12106](http://www.officenewswire.com/12106)



INSCAPE: ACME SYSTEM 50 GLASS WALL

>**InterfaceFLOR** was recognized in the Textiles category for **The World Textiles Collection**, designed by



INTERFACE FLOR: REORIENTED



INTERFACE FLOR: WORLD TEXTILES

InterfaceFLOR EMEAI Region and manufactured in Europe; and in the Floor and Wall Covering category for **Reoriented**, designed by **David Oakey Designs, Inc.** of LaGrange, GA, and manufactured by FLOR in the U.S.

>**ITOKI Design** was recognized in the Furniture category for the new **HIDA Collection** by **Jeff Miller** and **Yoshi Konishi**.



ITOKI DESIGN: HIDA COLLECTION

>**Knoll** received three 2011 GOOD DESIGN awards -- two in the Furniture category and one in Textiles:

-**The LSM Conference Table Collection** was designed by **Debra Lehman-Smith** and **Ron Fiegenschuh** of the Washington, DC-based architectural



KNOLL STUDIO LSMCONFERENCE TABLE



KNOLL STUDIO KRUSIN



firm, **Lehman Smith McLeisch**. Designed to offer a refined approach to teamwork and communication, the collection's aesthetic core pays particular attention to the purity of line and juxtaposition of materials and finishes.

**-The Krusin Guest Seating Collection**, designed by London-based **Marc Krusin** for KnollStudio, includes both side and lounge chairs with choice of upholstered or woven paper rush seat. Construction is a solid hardwood frame including a steam-bent top rail, taking a traditional category and asserting itself with an industrialized craft aesthetic.

**-The Ink Wallcovering Collection**, **Abbott Miller's** second wallcovering collection for KnollTextiles, uses the liquid movement of ink as a point of departure. Miller designed the collection by experimenting with how ink moves across the surface of paper. Beginning with a single drop of ink, he created hundreds of original studies that yielded drips, branchlike forms and loosely formed letters.

In the press release announcing receipt of the awards, Knoll noted that the GOOD DESIGN was founded with the participation of some of America's most important designers, includ-

ing **Harry Bertoia**, **Alexander Girard**, **Russel Wright**, and **Florence Knoll**, in addition to those mentioned above.

>**Klöber GmbH** of Überlingen, Germany, was recognized for the **Moteo Office Swivel Chair** and **Moteo Visitor Swivel Chair**, both designed by **Jörg Bemauer**.



KLÖBER: MOTEO

>**Leucos** won four 2011 GOOD DESIGN awards in the Lighting category for **Jorge Pensi's** new **Aro** light, **Danilo De Rossi's** **Eghoor-01** and **Colage**, and **Marco Piva's** **Witch**.

-First appearing at EuroLuce in Milan, the Aro suspension is new to the U.S. market. Made using Leucos' hand-blown Murano glass techniques, the light is accented with a raised narrow band that runs the length of its circumference. It has a matte white structure with a glass diffuser in either a reflective smoky chrome or glossy black finish and takes a 60 W T5 circular fluorescent light source.

-The Witch blown glass suspension has an incandescent light source that glows dramatically through its center. It is available in transparent black with black painted metal structure, mirror

finish with white painted metal structure or white or gray on chrome plated metal structure.

-Eghoor-01 is a clean-lined floor lamp, which boasts a white hand-blown glass diffuser. Its unusual yet modern shape gives it a distinctive, futuristic look.

The stem and base are composed of compact resin and are finished in a glossy white. Finally,

-Colage is another artistic work derived from traditional glass blowing techniques. The bas-relief wall fixture features a textured facade. It is composed of a rolled glass base and decorative panel embedded with heat molded glass wires in a silky white/matte white or silky white/ matte grey combination. Colage is ADA compliant and uses compact fluorescent lamps.

[www.officenewswire.com/12138](http://www.officenewswire.com/12138)

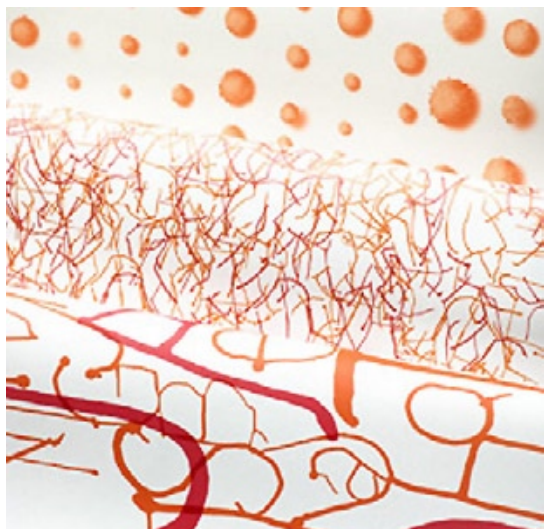
[four photos]

>**Ligne Roset**, the renowned French furniture and lifestyle company, was recognized for the **Ploum** sofa, designed by **Ronan and Erwan Bouroullec**. Ploum seating combines a stretchable covering and ultra-soft foam. The Ploum sofa's ample dimensions provide extreme comfort and accommodate different ways of sitting -- stretching out or even lying down. The seat of the sofa can accommodate up to four people. The freely-formed shape provides the back and head the same soft contact, no matter which part of the seat is concerned, even the arms.

[www.officenewswire.com/12093](http://www.officenewswire.com/12093)



LIGNE ROSET PLOUM



KNOLL TEXTILES: INK

>**Lowenstein (OFS Brands)** of Huntingburg, IN, was recognized for its **Stryde Lounge Chair**, designed by **Michael Wolk** of Miami, FL.



OFS: STRYDE LOUNGE CHAIR

>**Teknion Corp.** received two 2011 GOOD DESIGN awards. The **Dossier** collection of executive furniture, designed by Vice President of Design Strategy **John Hellwig** in conjunction with Teknion's in-house design team, was recognized in the Furniture category; and the **MAST** monitor arm and accessories designed by **Carl Gustav Magnusson** was recognized in the Office Products category.

-Dossier is a line of executive furniture characterized by clean, modern design and high-quality materials and construction. It is designed to reflect today's changing functions and preferences while staying relevant to traditional norms.

-MAST monitor arms and accessories support workplace monitor technology of today while anticipating the ever-changing workplace technology demands of tomorrow, including larger and thinner monitors, and all types and sizes of tablets. Knurled knobs invite touch and enable simple user adjustment without tools. The MAST Tablet Holder fits all screens, irrespective of manufacturer.

[www.officenewswire.com/12139](http://www.officenewswire.com/12139)

>**Vitra** received 2011 GOOD DESIGN awards for its **ID Chair Concept** by **Antonio Citterio** and **Tip Ton** by **Barber Osgerby**.

-The ID Chair Concept is an office chair system based on a technically innovative platform mechanism that provides more than 8,000 options for customization to suit the individual user. At the same time the chairs' look and construction remain the same, bringing all benefits for companies in terms of aesthetics, maintenance and service.

-Tip Ton is a solid plastic chair with forward-tilt movement. From a normal position, Tip Ton can be tilted a few degrees forward where it then stays in place. The innovation behind this seemingly simple feature lies in the skids, which rise at a nine-degree angle. The forward-tilt sitting position, until now the preserve of mechanical office chairs, is said to straighten the pelvis and spine and thus improve circulation to the abdominal and back muscles.

[www.officenewswire.com/12107](http://www.officenewswire.com/12107) ■



VITRA: ID CHAIR CONCEPT



VITRA: TIP TON

*Save the Date!*  
*Junior Achievement of Chicago's*  
*8<sup>th</sup> Annual Wine Tasting Event*



*Please hold the date to attend Junior Achievement of Chicago's 8<sup>th</sup> annual wine tasting event. The evening will be filled with networking, learning more about JA and feature wines from some of the finest vineyards.*

*Thursday, May 10<sup>th</sup>, 2012*

*Venue TBD*

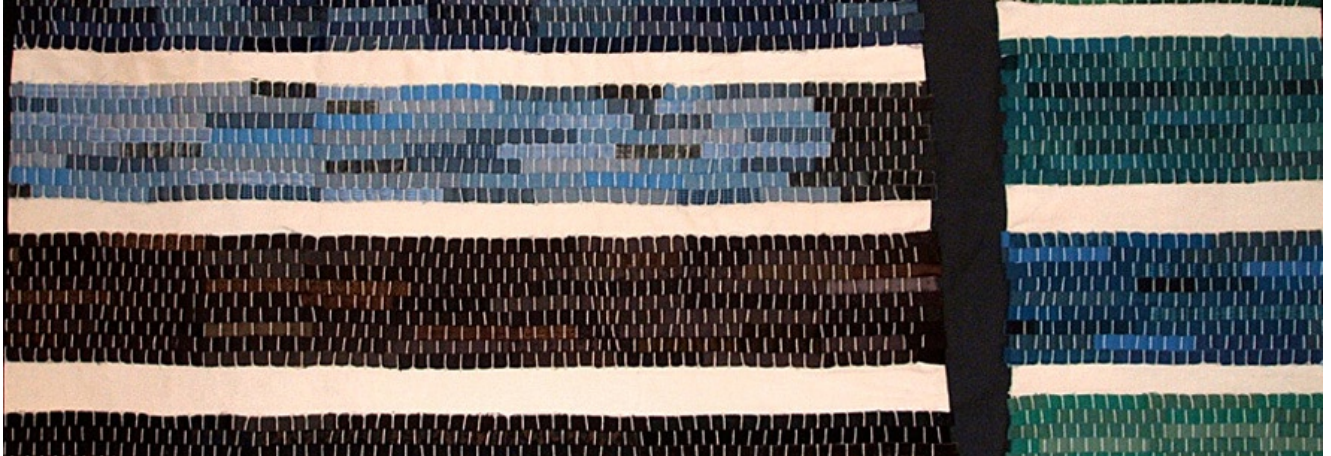
*Chicago, IL*

*5:30 - 8:00 pm*



## events

officeinsight



WOVEN PASTELS, DESIGNED BY GENSLER

## 2012 IIDA-NY Quilt Auction

by Peter Carey

It is very easy to misinterpret the term “bee” when used in the context of quilting, spelling or another community-related event or competition. Many times it is associated with the insect of the same name and similar social behavior. Actually, the word comes from the dialectal Middle English usage of *been* or *bean*, meaning “help given by neighbors.” Any way you choose to name it, bees are a lot of fun and yield many positive results for groups and individuals alike.

This year’s **IIDA-NY Chapter Quilt Auction** is the culmination of several bees held in design firms and showrooms throughout the A&D community. Since each bee is a socially-focused event, stories and conversations abound, many of them being literally woven into the quilts. The sold-out industry event was a silent auction, and raised over \$7,000.00 for **Fiver Children’s Foundation**.

Named after a character in the novel *Watership Down*, Fiver was a small rabbit that creates a better future for his community after confronting seemingly insurmountable obstacles in the well-known book. As a comprehensive youth development organization, Fiver empowers children in need and fosters the development of life skills. Each child’s ten-year commitment includes year-round mentoring and counseling programs, a character building residential summer program, and partnerships with schools and community based organizations.

This was the fifth annual Quilt Auction, which is part of the IIDA New York Chapter’s **Sustainable Design Forum**.



THE LOUNGE AREA OF THE HAWORTH SHOWROOM IN NEW YORK, HOME OF THE 2012 IIDA NY QUILT AUCTION



CASEY BAXTER, USM HALLER; AMY EVERARD, HLW INTERNATIONAL



## events

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The event was first conceived by **Abigail French** from **Herman Miller** and **Daniel Tillman** from **C3 Designs**. Their goal was to bring together and inspire New York's design community in a fun way, as well as sending a message that sustainable design can also be beautiful. The face of all of the quilts were made with repurposed contract textile memos, and all of the quilts on display were a true labor of love; some design teams spent as much as six months



TPG 2012 BY TPG ARCHITECTURE AND  
INSPIRED BY THE GAME TWISTER



A&D PROFESSIONALS BIDDING ON QUILTS



GISSELLE GRAHAM, NYU. SIXTA MINAYA, KNOLL TEXTILES,  
HANNAH GIULIANO & EMMA LEBRUN, TEKNION



POST NO BILLS BY SHEELA PAWAR, LENA KIM, SARITA PAWAR, HEATHER GROFF, SILVIA CHAN AND  
RACHEL REDING



BORN IN THE USA BY SAFFRON CHUNG, ELLEN HAINS, JANET SALZER, ANDREW FUSTON AND  
ANDREA REAY



## events

## officeinsight

on the finished piece. The creativity on display at the **Haworth** showroom last Thursday showcased the talents of ten teams from all sectors of the design community.

Guests entering the event were greeted by four large quilts adorning two walls. The first piece, impossible to miss, was a rendering of the iconic **Bruce Springsteen** album *Born in the USA*. Team members **Saffron Chung, Ellen Hains, Janet Salzer, Andrew Fuston** and **Andrea Reay** logged in over 285 hours to make the quilt. "Rock and roll, anti-war sentiment and the plight of unemployed veterans might not seem compatible to quilt making," said the team in their statement, "but we have combined them in our effort to benefit the Fiver Children's Foundation and the IIDA's Sustainability Forum."

Next was another visual icon from many designers' younger years: a quilt depicting the game board for Twister, constructed by **TPG Architecture**. The TPG group, **Candice Bodner, Sarah Levine, Michael Lopez, Ana Millet, Susan Pavlovsky, Eileen Ragsdale, Randall Scott** and **Amy Weisman**, also created a hand made spinner made from repurposed textile samples.

Another quilt along the entrance to the Haworth showroom declared *Post No Bills*. Inspired by a mash-up of iconic street art and early work by **Andy Warhol**, the quilt depicts images of **Bill Cosby, Bill Gates, Bill Clinton** and **Billie Holiday**. The camouflage-inspired background and depictions of the rich, powerful and talented sent mixed messages and was the topic of many conversations that night. Team members **Sheela Pawar, Lena Kim,**

**Sarita Pawar, Heather Groff, Silvia Chan** and **Rachel Reding** logged over 315 hours into the quilt's design and construction, and were the only team to utilize silkscreen printing on their piece.

The final quilt setting the stage for what was to come inside the showroom was *Bright Stripe*, created by **Mike Iovinelli, Jess MacNair** and **Heather Plourde**. "We started the quilt in the midst of several projects with



ENTRANCE TO THE 2012 IIDA NY QUILT AUCTION



HARD AT WORK ON THE QUILT POST NO BILLS



BRIGHT STRIPE BY MIKE IOVINELLI, JESS MACNAIR AND HEATHER PLOURDE



## events

## officeinsight

pre-determined color schemes ranging from light grey to medium beige,” said the team in their statement. “This quilt was an opportunity for us to celebrate our favorite colors, and to marvel at how well our personal favorites worked together. Also, who doesn’t like a nice bright stripe?” I could not agree more; it was a beautiful piece.

As a LEED Gold certified space, the New York Haworth showroom is the perfect place to hold the Sustainable Design Forum event; its large bright walls and other areas are ideal for showcasing the large scale quilts, and the message that “green design is beautiful design” is consistent and understated. *Cycle* and *Fiver QR* were two quilts that were on display in the showrooms ample lounge space. **Anne Wood, Carrie Renegar, Emily Kangas, Kristine Huber, Lizzy Schofield, Molly Zinzi** and **Nicole Reiter** came together to make *Cycle*. “We all come from different backgrounds,” said the team in their statement, “but one sure thing we have in common is our affinity towards bicycles and a love to use renewable energy for means of transportation. We participate in both leisure and sport riding and are strong advocates in making NYC a better biking environment.”

Jumping from environmental to today’s current technology, **Abigail French** and **Suzette Rhodes**, both from Herman Miller, created a quilt

that depicted a working QR barcode. Abbreviated from Quick Response

Code, QR is a type of digital matrix that has become popular due to its



STILL BURNING, INSPIRED BY PAUL KLEE'S FIRE IN THE EVENING



SUZETTE RHODES & ABIGAIL FRENCH WORKING ON FIVER QR



FIVER QR AND CYCLE



## events

## officeinsight

fast readability on smartphones. The team's quilt design is a working QR code that leads the technologically adept to Fiver Children's Foundation website.

*Woven Pastels* was this year's contribution to the Quilt Auction by **Gensler**. Team members **Timothy Bromiley, Jeffrey Cook, Joanna Eun, Elizabeth Fallon, Ana Gonzalez, Dagmara Gutorski, Julie Jackson, Lea Kim, Ella Kui, Helen Lieu, Hana Rha, Hye Sook Yun** and **Lisa Yung**, collectively, logged over 450 hours to create the design. *Woven Pastels* was created to honor the memory **Jay Ting**, a model maker at Gensler for over twenty years. "The design for our quilt was inspired by an image of pastels, representing art and the infinite potential for creativity," said the team in their collective statement.

Several team members also participated in a weaving class held by **Suzanne Tick** at Gensler where the weaving techniques she taught were incorporated into the quilt's construction methodology. Located beside *Woven Pastels* was *Still Burning*, a

quilt made by **Kimberly Coca, Lynn CharoENCHAI, Beth Cooper Lawrence** and **Christine Yoon**. "Our team's point of departure was Paul Klee's 1929 painting *Fire in the Evening*," said the team in its statement. "We were inspired as much by Klee's working process as by the painting itself. Using industry waste, we reinterpreted his piece of art into our own."

The final two pieces in the auction

were *Center Square* by **Cyndi** and **Daniel Tillman** and *Kaleidoscope* designed by **Perkins + Will**. Both teams were aware of the traditional design and assembly paradigms that dictate how traditional quilts look. "Traditionally, in a Log Cabin pattern," said the Tillmans in their collective statement, "the center square is red to reference the hearth and home." Drawing inspiration from so-called "crazy quilts" by



THE GENSLER TEAM



CENTER SQUARE, BY CYNDI AND DANIEL TILLMAN, C3 DESIGNS



KALEIDOSCOPE BY PERKINS + WILL

## events

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master quiltmakers like the women of the Gee's Bend, Alabama, the Tillmans considered using difficult-to-sew fabrics such as velvets and silks. "These fabrics are often tossed aside as we begin the design process due to the difficulty of working with them. We wanted to incorporate these orphan memo samples into our quilt. The colors and forms of traditional Amish designs, mixed with the interesting textures of crazy quilting, made for a nice combination and contemporary statement," they said.

"Our quilt exhibits a formal study of shapes that display a progression of never ending, self-similar, meandering details from large to small scales," said the Perkins + Will team in its statement. The team, consisting of **Heather Bensko, Kara Cristaldi, Lindsay Homer, Katherine Lytle, Iffat Mai, Arjav Shah, and Steven South**, created an abstract kaleidoscope of textile shapes and rhythms. "Modular design was given emphasis while designing and executing the quilt; it is an approach

that subdivides the final product into smaller parts which are independently formed and then subsequently used in different systems to drive even more complex configurations." It was clear this team had done its homework.

As both a social and utilitarian event, and like a quilting bee itself, the IIDA NY Chapter's Fifth Annual Quilt Auction was a tremendous success. Not only did this event bring the design community together creatively, it also benefitted children most in need. If design at its heart is about problem solving, this event made the best use of not only everyone's time, but also everyone's money. ■

*Peter Carey is president of Streamline Material Resourcing, a strategic partner for design firms and other institutions. Streamline optimizes resource and specification information for interior designers, as well as maintains resource libraries and design archives. He can be reached at [pcarey@StreamlineMR.com](mailto:pcarey@StreamlineMR.com) or (347) 351-1000.*



SUSAN BARRICELLI, CARNEGIE TEXTILES. CANDICE BODNER, TPG ARCHITECTURE





## PIONEERING DESIGN LECTURE SERIES

### TODD OLDHAM - ALEXANDER GIRARD MONOGRAPH

Celebrating the prolific career of Alexander Girard, IIDA NY is pleased to open the 2012 Pioneering Design Lecture Series with renowned designer Todd Oldham, who recently authored a monograph about Girard. Todd will take us on a journey sharing his meticulous research as he explored and documented the life and amazing works of Girard.

As one of the most prolific and versatile mid-20th century designers, Girard's work spanned many disciplines, including textile design, graphic design, typography, illustration, furniture design, interior design, product design, exhibit design, and architecture.

Girard's repertoire includes an incredible list of projects, including his bold, colorful, and iconic textile designs for Herman Miller (1952-1975), his typographic designs for La Fonda del Sol restaurant (1960), his celebrated retail store Textiles and Objects (1961), his own Girard Foundation (1962) that houses his own extensive, personal collection of folk art from around the world, and his complete branding and environmental design for Braniff International Airways (1965).

Girard's work continues to inspire new generations of designers and admirers, and this monograph is the ultimate tribute to his legacy.

**SPEAKERS:** Todd Oldham, Todd Oldham Studio  
Tony Longoria, VP, Todd Oldham Studio

**LOCATION:** 92Y Tribeca - 200 Hudson Street (at Vestry Street)

**DATE:** March 6, 2012

**TIME:** Cocktails: 6:00pm | Presentation: 6:30pm | Reception: 7:30pm

**COST:** \$60\* per ticket

[REGISTER ONLINE](#)

Depending on venue capacity, limited tickets may be available at the door of IIDA NY Forums for a \$10 surcharge over the published ticket price.

\* A \$2 processing fee will be added to your purchase.

**CEUs:** 0.1 IDCEC CEU and AIA LU 1.0 will be provided for this course.

Are you participating in our [Membership Reward Program](#)?

Use this dedicated link to [REGISTER FOR IIDA NY FORUMS + TRACK PARTICIPATION.](#)

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## RESEARCH-DESIGN CONNECTION

## Location, Location, Location

by Sally Augustin, Ph.D.

by Brad Powell

**John Quelch** and **Katherine Jocz** focus on retail environments, but their major points, including the importance of continuing to recognize local cultures as business decisions are made, are applicable to design of other sorts of spaces, from workplaces to public parks to healthcare facilities and residences.



Their book, *All Business is Local: Why Place Matters More Than Ever in a Global, Virtual World*, supports the writers' fundamental point that "factors that excite customers in one corner of the world may alienate them elsewhere." Quelch and Jocz discuss a number of topics that have been addressed here previously, such as embodied cognition: "Environmental cues also play a significant role . . . . Psychologists are concluding that, in everyday life, people encounter triggers that can activate or 'prime' brain circuits that subconsciously influence evaluations or choices . . . .

[S]ubjects in an experiment run by Yale psychologists were handed a cup of either warm or iced coffee to hold momentarily. Afterwards, those holding the warm cup were more apt to view a hypothetical persona described to them as having a warm personality, those holding the cold cup were more apt to think the same description indicated a cold personality. In another experiment, people consuming a biscuit were more apt to clear the crumbs away when the room held a faint odor of cleaning fluid. Such findings underscore the significant role of [environmental cues on decisions]." Design professionals will find many of the discussions in this book useful during conversations with their clients.

[Ed.Note: These examples are illustrations of the more general point made by Jay Brand, Ph.D. in his important presentation in officeinsight 10.31.11, *A Study of the Haworth HQ Renovation, Bringing Science To The Interior Environment, Part III: The Findings*. There he states: "psychosocial mediators appear to be more important factors in determining behavior and organizational productivity than objective conditions in the work environment." Later he added, "Psychosocial issues mediate the link between the physical environment and any business-related, behavioral outcomes. Ultimately, behavior is influenced by a "pool" of psychosocial resources: >the quality of the organization >the quality of compensation >the quality of management >the quality of the environment] ■

## r-d connection

John Quelch and Katherine Jocz. 2012. *All Business is Local: Why Place Matters More Than Ever in a Global, Virtual World*. Portfolio/Penguin: New York.

Sally Augustin, PhD, is the editor of *Research Design Connections* ([www.researchdesignconnections.com](http://www.researchdesignconnections.com)) and the author of *Place Advantage: Applied Psychology for Interior Architecture* (Wiley, 2009). She is also a principal at Design With Science ([www.designwithscience.com](http://www.designwithscience.com)) and can be reached at [sallyaugustin@designwithscience.com](mailto:sallyaugustin@designwithscience.com).

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**MATERIAL OF THE WEEK****MC# 6480-03**

100% flax fiber mat: These rigid, flexible sheets and mats are made completely from compressed flax and natural fibers. They are created through physical entanglement of the fibers similar in process to the manufacture of felt by mechanical agitation of the fibers across each other to entangle them.

These mats can also be compressed further using heat and pressure in a thermoforming process to create rigid panels and forms that have some structural strength.

Applications include automotive trim.

*This column is published in collaboration with Material ConneXion. For more information regarding the material previewed, please contact Michael LaGreca at [mlagreca@materialconnexion.com](mailto:mlagreca@materialconnexion.com). T: 212.842.2050.*



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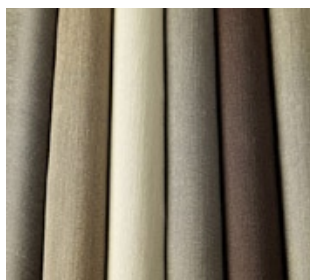
**PRODUCT INTRODUCTIONS**

>Carnegie announce the addition of three new wallcoverings" Eden, Eden Solid and Shangri-La. These wallcoverings have a range of design options for a variety of spaces



EDEN

and present sophisticated choices for both the modern and traditional aesthetic. Drawing inspiration from the



EDEN SOLID



SHANGRI LA

medieval paintings of European gardens, Carnegie's new wallcoverings represent the company's continued foray into high-end wallcoverings suited for the hospitality industry.

The traditional floral motifs are made instantly modern with the use of large scale repeats and a color palette filled with rich earth tones. Eden's floral repeat is woven over scale, while Shangri-la is a present-day twist on a classic damask motif. Eden Solid then acts as the perfect compliment to these two bold patterns by using the same warm color palettes and achieving a level of interest in a neutral fabric through subtle yarn textures and two toned effects. The combination of artisanal craftsmanship with an easy care finish make Carnegie's new wallcoverings extremely appealing for contract installations and have the ability to turn any wall into a work of art.

**NOTEWORTHY**

>Dr. Oliver H. Evans, president of Kendall College of Art and Design, received the American Advertising Federation (AAF) West Michigan Silver Medal Award for 2011. Over 18 years, Dr. Evans' leadership at Kendall has led to significant advancements in programs related to advertising including: graphic design, drawing, illustration, digital media and photography, which has, in its own way, contributed to a thriving creative class, both in Grand Rapids and in other design-centric cities.





The AAF Silver Medal Award was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern.

Since 1961, AAF West Michigan has bestowed this honor upon outstanding members of the local advertising community.  
officenewswire.com/12299

**>Thomas Hamilton retired as President and CEO of Designtex, a Steelcase company last week.** His career spans 28 years, the last 18 as the company's president, where he was responsible for the global operations and business performance of the Designtex Group.



Under Mr. Hamilton's direction, Designtex was steadily profitable and became an industry leader in innovative, sustainable and performance driven surface solutions and received numerous industry awards. He led international expansion of the brand into Hong Kong, Taiwan, Korea, Singapore, China, Australia, Great Britain, Turkey and the Middle East and Mexico.

Currently Designtex is searching for a successor, in the

interim; George Whalen will serve as acting President and CEO of Designtex. George joined Designtex 12 years ago and has served as the Chief Financial Officer since joining the company.

**>The Council for Interior Design Accreditation (CIDA) is seeking proposals from interested parties to conduct a study examining the global state of interior design education and quality assurance.** Proposals will be received in the CIDA office or via e-mail to [holly@accredit-id.org](mailto:holly@accredit-id.org) until 5:00 pm Eastern Time on Apr. 11. [Click here to download the detailed request for proposals.](#)

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**>Herman Miller, Inc., was named one of three recipients of the 2012 Huntington Pillar Award given by the Women's Resource Center (WRC) in West Michigan.** WRC will recognize Herman Miller, along with Aquinas College and Axios Inc., at a luncheon awards event on Mar. 14 in Grand Rapids. The Huntington Pillar Award honors companies who demonstrate outstanding dedication to empowering women in the workplace.

[www.hermanmiller.com](http://www.hermanmiller.com)

**>The International Design Alliance (IDA) unveiled the new visual identity for its biennial IDA Congress.** Designed and developed by Pentagram, the new look focuses on an artistic restructuring of Pangaea, a theory of Greek origin meaning "all lands," in support of the idea

that at one time all of the earth's continents were once a single landmass. Pentagram's solution for a permanent identity for the IDA Congress is a seemingly abstract shape that is ultimately composed of the silhouettes of all six inhabited continents, merged and rearranged.

Each Congress host, selected on a biennial basis, will be able to customize the IDA Congress logo within a system developed by Pentagram, showcasing the unique attributes and culture of the host city. The logo provides a visual anchor for key text elements — the host city name, the year and theme — which can incorporate both roman and non-roman alphabets to reflect both the visual and verbal language of the Congress location.

IDA partner organizations include the International Council of Societies of Industrial Design (Icsid), the world body for professional communication design (Icograda) and the International Federation of Interior Architects/Designers (IFI).

officenewswire.com/12307



**>Indiana Furniture is featured in a new national ad campaign by Aflac.** (Quack, quack.) The print and online ads spotlight businesses around the country that have chosen to add Aflac insurance coverage to their employee benefits package.

Aflac conducted a rigorous screening process to select businesses which they felt demonstrated the highest corporate integrity, and who treated their employees with dignity, respect and compassion. "We were nominated for the campaign by our local Aflac agent, and went through several interviews during the selection process," said Bret Ackerman, Indiana Furniture President & CEO. "We're happy to speak for the insurance value that Aflac provides. Our Aflac agent partners with us to help provide the best health care possible to our employees."

Nancy Wilson, Indiana Furniture Vice President – Human Resources, is the company's spokesperson featured in the ads. "We saw Aflac as an additional way to help take care of our 300 full-time employees, especially in these difficult economic times," she said. "Aflac representatives go above and beyond in providing one-on-one customer care, helping with health screenings and explaining benefits."

To see Indiana Furniture's Nancy Wilson in Aflac's online ad, visit [www.aflac.com/nancy](http://www.aflac.com/nancy). The print ads have or will appear in national publica-

## Our furniture is built to handle whatever life brings. **So are our benefits.**

"I need to make sure our people are protected, so we offer Aflac. It pays cash benefits to help with things major medical doesn't cover. And offering Aflac costs the company nothing."

"Aflac means protection beyond major medical. When it comes to our people, we're an above and beyond kind of company."



Hear the rest of Nancy's story at [aflac.com/nancy](http://aflac.com/nancy)

**Nancy Wilson**  
VP Human Resources  
Indiana Furniture, Indiana



Accident | Critical Illness and Cancer | Dental | Vision | Hospital Indemnity | Life | Disability



Individual coverage underwritten and offered by American Family Life Assurance Company of Columbus. In New York, individual coverage underwritten and offered by American Family Life Assurance Company of New York. Some policies may be available as group policies. Group coverage underwritten and offered by Continental American Insurance Company. Policies may not be available in all states. Aflac pays cash benefits directly to the insured, unless assigned. There may be indirect administrative or other costs to the employer. Individual's travel expenses for securing this testimonial were paid by Aflac.

NAD1191

tions such as *The Wall Street Journal*, *New York Times*, *Fortune*, *Forbes* and *Harvard Business Review* as well as *HR Magazine*. They also show up on various web sites such as Google Search, Dictionary.com and many others.  
[officenewswire.com/12309](http://officenewswire.com/12309)

**>MaxLite promoted Pat Treadway and James Steedly to Director of Product Marketing and Director of Product R&D and Engineering, respectively.** Both will continue reporting to Thomas Rhee, MaxLite's Senior Vice President of Sales, Marketing and Product.

In his new role, Mr. Treadway will be responsible for overall product strategic planning, including short- and mid-term product roadmaps, brand positioning, product category expansion, supply chain development and the development of new emerging technologies. He will also oversee product training and application engineering support. Prior to his promotion, Mr. Treadway served as MaxLite's National Product Marketing Manager for the past year.

Mr. Steedly will provide technical leadership and create competitive cutting-edge lighting solutions while incorporating new ideas, technologies and methodologies. Previously, he served as Manager of Product R&D and Engineering for MaxLite.  
[officenewswire.com/12298](http://officenewswire.com/12298)

**>Textile books were reviewed in the NY Times.** The article, Pattern Recognition by Steven Heller, addresses new books about textiles including:

-*KNOLL TEXTILES*, 1945-2010 (Yale University, \$75): "This book's design is mesmerizing. Many books documenting textiles are particularly flat, yet Boom's choice of scale, crop and dimension makes the 2-D reproductions seem as though they were glued onto the page. The numerous small visual details give this book a kinetic air rather than a static presence. . . . The book is so rich with photographs, like the alluringly surreal shot of the Knoll showroom in 1948 (by Robert Damora), that it's hard not to let one's mind drift off into the Knoll world. "

-*MAHARAM AGENDA* (Lars Müller, \$65): "*Maharam Agenda* is as much a history of design as it is a corporate promotion. Michael Maharam is so committed to exposing design talents through textiles that each project addressed in the book feels more like an experiment than a commercial product. It is that marriage of passion, scholarship and commerce that makes this book so engaging."

[http://www.nytimes.com/2012/02/26/books/review/new-books-about-textile-design.html?\\_r=1&ref=books](http://www.nytimes.com/2012/02/26/books/review/new-books-about-textile-design.html?_r=1&ref=books)

**>Vista System International acquired GreenSquare, an Australian flat sign system manufacturer and distributor.** The acquisition was a strategic effort to provide the

international sign industry with a comprehensive product offering covering both curved and flat signage solutions.

GreenSquare, founded in 2010, offers a variety of flat sign products, including the "GreenSquare Float" design. The system is based on flat sign frames that accept inserts of many materials and widths via the company's "Smart Insert" technology.

Vista System will unveil GreenSquare's flat modular signage products during the ISA International Sign Expo 2012, Mar. 22-24 in Orlando, FL.

[officenewswire.com/12302](http://officenewswire.com/12302)

## RE-SITED

**>Phil Cloutier joined Bretford Manufacturing, Inc. as Vice President of Sales and Marketing.** He is responsible for the development of Bretford's North American and international market strategies, and for leading and mentoring Bretford's customer-facing teams, including sales, marketing, customer care, contracts, and special projects. His initial priorities are to ensure these teams are properly structured based on the needs of customers and

partners, while also overseeing the launch and delivery of the company's new EDU 2.0 social learning furniture line for education environments.

Mr. Cloutier has more than 15 years of experience in sales and marketing, the majority of which are in the furniture industry. Most recently, he was Vice President of Marketing and Inside Sales at McCue Corporation in Salem, MA. He also worked for Herman Miller, Inc. as Northeast Government and Higher Education Sales Manager and participated in Herman Miller's Leadership Development Program.

"Phil's expertise is critical to helping us move deeper into the contract and education furniture markets in the U.S. and overseas," said Bretford CEO Chris Petrick.

[officenewswire.com/12310](http://officenewswire.com/12310)

**>Kerry Galloway joined The Robert Allen Design Group vice president, contract sales.** Mr. Galloway has 15 years of experience in the contract arena, and will be responsible for the sales management and growth of the Robert Allen Contract business. Mr. Galloway will be a member of Robert Allen's Leadership Committee, and will use his expertise to add to the strong contract talent and develop new sales strategies and business expansion programs.

Prior to joining The Robert Allen Design Group, Mr. Galloway worked as vice president, sales and marketing for Contract Décor





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International, and acted as a senior sales executive for both Durkan Carpets and Milliken. His background at Milliken also includes several years as a leader in their finance organization.

Mr. Galloway will report to Philip H. Kowalczyk, president and chief executive officer. "Kerry Galloway brings great new leadership and expertise to our team at Robert Allen Contract," said Mr. Kowalczyk. We have a robust product plan for the contract market and we look forward to building on the growth momentum of our contract business under his direction."

**>Heidi Azar, Leed AP, joined Stolzman & Company, a Philadelphia based rep company.** Ms. Azar has over 20 years of industry experience, most recently in strategic A&D positions for both Herman Miller and Knoll. She has a Bachelor of Science degree in Interior Design from Drexel University and has previous

experience as a dealer sales rep. Ms. Azar will be teaming with BernhardtDesign, Davis, Keilhauer and Leland International in the Philadelphia marketplace. She can be reached at T: 610.544.4624

**>Daniel J. Levin joined Culture & Commerce, a Sandow Company, as Executive Vice President, a new position based in the company's first Los Angeles office.** "Dan will be increasing the opportunities to leverage the design talent represented by Culture & Commerce," said Michele Caniato, president. "Design is increasingly a defining differential for businesses looking to connect with consumers in new ways and we see enormous potential for Dan to bring new opportunities through new channels and new licensee.," he added. In his new role, Mr. Levin is responsible for evaluating and pursuing new business opportunities to further develop Culture & Commerce's client base, as well as the company's designer and branded license divisions.

Mr. Levin has worked in the entertainment industry for more than 20 years, most recently with Beanstalk, a global brand licensing agency, where he opened and ran the Los Angeles office and was responsible for developing licensing programs and partnerships for the agency's celebrity and entertainment clients. While there, he was an integral part of the brand strategy and licensing development programs for many well-known celebrities with leading retailers and manufacturers.

Mr. Levin can be reached at [dlevin@culturecommerce.com](mailto:dlevin@culturecommerce.com) or at (+1) 310 220 9990

**>Larry Lord, FAIA, joined HDR Architecture in Atlanta, GA, as South Region Science + Technology Director.** A founding partner at Lord, Aeck & Sargent, Mr. Lord is nationally known for his leadership in architecture for complex projects. His career has included design for basic science, translational health science, analytical testing, next-generation engineering, and facilities for energy and environmental sciences. He is also knowledgeable in the planning and design of specialty laboratories with complex technological

requirements and constraints such as highly-controlled environments for containment, for sensitive equipment and instrumentation, and for work at sub-micron and the nano-scales.

[officenewswire.com/12296](http://officenewswire.com/12296)

**>Melanie Vargo joined Kentwood Office Furniture as Sales Administrator in the Grand Rapids, MI office.** Ms. Vargo will be receiving a BBA in Marketing from Grand Valley State University this Spring.

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**ENVIRONMENT**

**>Stylex, Delanco, NJ, was recognized by The New Jersey Department of Environmental Protection's Environmental Stewardship Initiative for taking dedicated measures to improve the environment.**

The honor celebrates Stylex's commitment to being green and to ensuring a sustainable future, acknowledging Stylex's proactive measures towards Green Building Implementation, Hazardous Materials Reduction, Materials Conservation, and Innovative Programming.

"Stylex is a family owned and managed company committed to producing products with a deep respect for the environment," said Stylex president, John Golden. "We have been in business for more than half a century and understand the importance of creating products that lead the way in terms of design and production methods. We seek design partners and clients that share this perspective. We are proud that the State of NJ recognizes our efforts and plan to keep the pressure on as we continue to make lasting seating solutions into this next century."

Stylex was recently recognized for their new LEED certified Showroom in Chicago's Merchandise Mart, which reflects the company's goal of presenting design in a beautiful, simple, and sustainable way. The showroom, made from mostly recycled materials, is a platform for Stylex's many innovative green

products, and reflects their design practice, which makes sustainability a high priority.

Recent stand-out introductions like the popular SAVA® task and executive chair are up to 98% recyclable. Crafted with polished cast aluminum, SAVA's seat and back are field-replaceable, and the product can be disassembled for recycling. And like all Stylex products, SAVA meets Greenguard Indoor Air Quality and Children and School certification.

Plans are in the works for the next round of Stylex seating solutions, which will officially launch this spring at NeoCon 2012 in Chicago. <http://www.stylexseating.com>

**EVENTS**

**>Teknion Corp. announced its sponsorship of Public Architecture's Design Access Summit, Mar. 14-17 at Cavallo Point, Sausalito, CA.**

"The purpose of Design Access is to create a shared vision among leading decision makers for how to leverage design as a tool for social gain," said John Peterson, President and Founder of Public Architecture. "Although good design improves quality of life, it does not always reach our most vulnerable communities at a scale that offers widespread impact. Design Access brings leaders from government, design, non-profit and funding professions together to advance our collective ability to provide services at scale to the most underserved and

challenging problems. We thank Teknion for its ongoing support of Public Architecture and for graciously sponsoring many of our events."

"Our partnership with Public Architecture enables us to, in turn, help the design profession bring about positive change in those communities most in need," said Mary Ellen Magee, Teknion's Director, Marketing Communications. "Our reward is seeing the many successful projects that have come to fruition as a direct result of The 1% program, and the devotion of Public Architecture and the many designers and design firms that unselfishly give their time for the public's common good."

Design Access is not a traditional conference. There are no keynotes. It is invite-only and everyone attending is an expert in their field. Visit [www.designaccess.org](http://www.designaccess.org) for more information.

[officenewswire.com/12311](http://officenewswire.com/12311)

**>Trespa Design Centre New York will host architect and avant-garde art collaborator Faris Al-Shathir of New York-based arts and culture nonprofit group BOFFO on Mar. 19.** Since BOFFO's debut in 2009, BOFFO projects have been literally popping up in and around Manhattan, transforming forgotten or unusual spaces into retail installations with architecturally fascinating features. Mr. Al-Shathir and his founding partner, Gregory Sparks, pair emerging architects with artists and designers to cre-

ate dynamic, one-of-a-kind temporary exhibitions and retail spaces that continually challenge artists.

Mr. Al-Shathir's Mar. 19 presentation, the second in Trespa Design Centre's Visionaries series of design talks, will cover such topics as the concept for BOFFO; the pairing of designers with architects and the selection process behind their collaborations; site and location decisions; and past, present and upcoming projects. There is a \$5 suggested donation, with all proceeds benefiting BOFFO ([www.boffo-ny.org](http://www.boffo-ny.org)). The talk begins at 7:00 pm at the Trespa Design Centre New York, 62 Greene Street. It is open to the public, but attendees must preregister either by email to [info@trespa-ny.com](mailto:info@trespa-ny.com) or by calling (212) 334-7122. Visit [www.trespa-ny.com](http://www.trespa-ny.com) for more information.

[officenewswire.com/12308](http://officenewswire.com/12308)

## business

**BUSINESS AFFAIRS**

>**HNI Corp.'s Board reduced the authorized number of the corporation's directors from eleven to ten effective as of the May 8, 2012 annual meeting of shareholders.** Section 3.03(a) of the By-laws of the Corporation was amended accordingly. Director **Gary M. Christensen** has reached retirement age pursuant to the corporation's Director Retirement Policy and will not stand for re-election at the annual meeting. <http://phx.corporate-ir.net/phoenix.zhtml?c=98627&p=irol-sec>

>**Interface, Inc.'s Board of Directors declared a regular quarterly cash dividend of \$0.02 per share.** It is payable Mar. 23 to shareholders of record as of March 9.

>**Interface, Inc. has elected to redeem the remaining \$11.5 million in aggregate principal amount outstanding of its 9.5% Senior Subordinated Notes due 2014.** The redemption date will be Apr. 9, 2012; and the price will be approximately \$11.7 million – 100% of the principal amount of the notes plus accrued interest to the redemption date. [www.interfaceglobal.com/Investor-Relations/Press-Releases.aspx](http://www.interfaceglobal.com/Investor-Relations/Press-Releases.aspx)

>**Interface, Inc. on Feb. 22 announced its fourth-quarter and full-year fiscal 2011 results** (dollars in thousands except EPS):

3 Mos. Ended	1.1.12	1.2.11	%Ch.
Net Sales	\$270,903	\$265,325	2.1%
Gross Profit	\$85,924	\$93,773	-8.4%
SG&A	\$65,487	\$64,304	1.8%
Op. Inc.	\$14,260	\$29,469	-51.6%
Net Inc.	\$3,915	-\$13,122	
EPS (dil.)	\$0.07	-\$0.20	
12 Mos. Ended	1.1.12	1.2.11	%Ch.
Net Sales	\$1,057,051	\$961,827	9.9%
Gross Profit	\$362,052	\$336,761	7.5%
SG&A	\$268,612	\$240,901	11.5%
Op. Inc.	\$87,263	\$92,729	-5.9%
Net Inc.	\$38,721	\$9,334	314.8%
EPS (dil.)	\$0.60	\$0.14	328.6%

During the 2011 fourth quarter, the company incurred a restructuring charge of \$6.2 million, or \$0.06 per diluted share after-tax, related to initiatives to drive manufacturing efficiencies and better align expenses with the current market environment. Interface expects these actions to result in annual pre-tax cost savings of approximately \$11.0 million beginning in 2012. Excluding this charge, operating income for 4Q11 was \$20.4 million, or 7.5% of sales; and adjusted full year 2011 operating income was \$93.4 million, or 8.8% of sales. This compares with full year 2010 operating income of \$95.9 million, or 10.0% of sales, excluding pre-tax restructuring charges of \$3.1 million incurred in the 2010 first quarter.

## Industry Stock Prices

	2.24.12	12.30.11	9.30.11	7.1.11	4.1.11	12.31.10	%frYrHi	%fr50-DayMA
HMiller	21.5	18.5	17.9	27.6	27.8	25.3	-25.9%	2.6%
HNI	25.8	26.1	19.1	25.7	32.0	31.2	-21.4%	-3.1%
Inscape	2.3	2.3	2.5	2.7	3.0	3.5	-35.7%	0.0%
Interface	12.4	11.5	11.9	19.9	18.7	15.7	-39.4%	-1.4%
Kimball	6.7	5.1	4.9	6.5	7.0	6.9	-14.6%	10.3%
Knoll	15.8	14.9	13.7	20.4	21.4	16.7	-30.4%	1.0%
Leggett	22.6	23.0	19.8	24.9	24.2	22.8	-16.2%	0.8%
Mohawk	62.4	59.9	42.9	61.6	62.5	56.8	-9.4%	-2.6%
Steelcase	9.2	7.5	6.3	11.5	11.7	10.6	-23.9%	4.5%
USG	13.4	10.2	6.7	14.6	16.6	16.8	-23.4%	-1.9%
Virco	2.2	1.6	1.5	2.8	3.2	2.6	-37.6%	18.3%
SUM	194.23	180.38	147.2	218.2	228.0	208.9		
DJIndust	12,983	12,218	10,913	12,583	12,377	11,578	-0.6%	



## business

Excluding the restructuring charge in the fourth quarter, adjusted income from continuing operations in 4Q11 was \$8.8 million (\$0.13/ diluted share), compared 4Q10 figures of \$14.3 million (\$0.22/ diluted share), which excludes pre-tax bond retirement expenses of \$43.3 million in the prior year period. Adjusted full year 2011 net income was \$43.0 million (\$0.66/ diluted share), compared to 2010 figures of \$37.9 million (\$0.59/diluted share), excluding restructuring charges and bond retirement expenses.

**Results by Segment (dollars in millions):**

3 Mos. Ended	1.1.12	1.2.11	%Ch.
<b>Modular Carpet</b>			
Net Sales	\$244.5	\$239.1	2.3%
Op. Inc.	\$18.6	\$30.2	-38.4%
<b>Bentley Prince Street</b>			
Net Sales	\$26.4	\$26.2	0.8%
Op. Inc.	-\$1.5	-\$0.7	
<b>12 Mos. Ended</b>	<b>1.1.12</b>	<b>1.2.11</b>	<b>%Ch.</b>
<b>Modular Carpet</b>			
Net Sales	\$953.1	\$862.3	10.5%
Op. Inc.	\$97.2	\$102.2	-4.9%
<b>Bentley Prince Street</b>			
Net Sales	\$104.0	\$99.5	4.5%
Op. Inc.	-\$1.6	-\$3.2	

"Looking ahead, 2012 represents a combination of opportunities and challenges," said **Daniel T. Hendrix**, Chairman and CEO. "We'll face some tough comparisons in the first half of the year, and we anticipate mature corporate office markets to remain choppy as customers are cautious about investing in the current macroeconomic environment. Helping to offset these challenges will be the benefits of our restructuring activities as well as our strategic investment efforts, as we continue to grow in emerging markets and gain traction in the hospitality market, and further expand our successful FLOR retail footprint. We plan to continue opening new FLOR stores and focusing on other consumer direct sales channels such as catalogs and the internet."

The full text of Interface's 4Q11 earnings release, including all tables, and an archived replay of the company's Feb. 23 conference call webcast, is available at [www.interfaceglobal.com/Investor-Relations.aspx](http://www.interfaceglobal.com/Investor-Relations.aspx)

**>Kimball International declared a quarterly dividend of \$0.05/share on Class B Common Stock and \$0.045/share on Class A Common Stock.** The dividend is payable Apr. 13 to Share Owners of record on Mar. 23. [www.kimball.com/press\\_releases.aspx](http://www.kimball.com/press_releases.aspx)

**>Mohawk Industries, Inc. on Feb. 23 announced its fourth-quarter and full-year fiscal 2011 results** (dollars in thousands except EPS):

3 Mos. Ended	12.31.11	12.31.10	%Ch.
<b>Net Sales</b>	\$1,378,297	\$1,262,198	9.2%
<b>Gross Profit</b>	\$335,417	\$341,666	-1.8%
<b>SG&amp;A</b>	\$269,123	\$256,026	5.1%
<b>Op. Inc.</b>	\$66,294	\$85,640	-22.6%
<b>Net Earn.</b>	\$43,897	\$47,436	-7.5%
<b>EPS (dil.)</b>	\$0.62	\$0.66	-6.1%
12 Mos. Ended	12.31.11	12.31.10	%Ch.
<b>Net Sales</b>	\$5,642,258	\$5,319,072	6.1%
<b>Gross Profit</b>	\$1,416,879	\$1,402,600	1.0%
<b>SG&amp;A</b>	\$1,101,337	\$1,088,431	1.2%
<b>Op. Inc.</b>	\$315,542	\$314,169	0.4%
<b>Net Earn.</b>	\$178,225	\$189,935	-6.2%
<b>EPS (dil.)</b>	\$2.52	\$2.65	-4.9%

Excluding unusual items, adjusted net earnings were \$50 million for the quarter and \$202 million for the full year; and adjusted earnings per share were \$0.72 for the quarter and \$2.92 for the year.

"In the U.S.," said Mohawk Industries Chairman and CEO **Jeffrey S. Lorberbaum**, "sales in both the residential and commercial categories expanded, with commercial growing at a faster pace. Increased prices across many product categories are being implemented in the first quarter to recover higher material costs. Each segment has reduced costs through process improvements, investments in technology and strategic realignment of assets. Our net debt to adjusted EBITDA ratio was 2.0 and we have available liquidity of more than \$900 million to redeem the 2012 bonds and provide flexibility for future opportunities."

**Results by Segment (dollars in thousands):**

3 Mos. Ended	12.31.11	12.31.10	%Ch.
<b>Mohawk</b>			
Net Sales	\$723,975	\$667,230	8.5%
Op. Inc.	\$30,687	\$48,804	-37.1%
<b>Dal-Tile</b>			
Net Sales	\$348,541	\$317,354	9.8%
Op. Inc.	\$18,387	\$19,902	-7.6%
<b>Unilin</b>			
Net Sales	\$326,321	\$297,415	9.7%
Op. Inc.	\$21,640	\$20,864	3.7%
12 Mos. Ended	12.31.11	12.31.10	%Ch.
<b>Mohawk</b>			
Net Sales	\$2,927,674	\$2,844,876	2.9%
Op. Inc.	\$109,874	\$122,904	-10.6%
<b>Dal-Tile</b>			
Net Sales	\$1,454,316	\$1,367,442	6.4%
Op. Inc.	\$101,298	\$97,334	4.1%
<b>Unilin</b>			
Net Sales	\$1,344,764	\$1,188,274	13.2%
Op. Inc.	\$127,147	\$114,298	11.2%

## business

Mohawk segment operating margins were compressed by higher material costs and the delay of a 5-7% price increase until the first quarter of 2012. Major news in this segment during the quarter included introduction of SmartStrand Silk, which the company describes as the “next generation of soft carpets” with “unparalleled softness, performance and environmental position.” Mohawk also expanded its filament extrusion and carpet tile capacity to satisfy growing demand, and it reduced costs with “improved manufacturing productivity, re-engineered processes and a more streamlined infrastructure,” Mr. Lorberbaum noted.

In the Dal-Tile segment, commercial growth exceeded residential during the quarter, but residential sales continued their positive growth trends for the third consecutive period. “In the first quarter, we are implementing price increases of 3-5% on certain products to recover higher material and transportation costs,” said Mr. Lorberbaum.

Unilin segment laminate and wood flooring products continued sales growth in Europe, “supported by the success of our new product introductions, expansion of our DIY strategy and the addition of Australian distribution and Russian manufacturing,” said Mr. Lorberbaum. “In Europe, we are implementing laminate price increases of 2-3% in the first quarter. In the U.S., wood sales grew, laminate sales were slightly softer, and we re-

ceived new commitments from home centers for both laminate and wood which will begin shipping in the first quarter. Our Russian laminate plant is manufacturing products comparable to our European production and will expand as we broaden the styles produced locally. We continue the integration of our Australian distributor, re-configuration of our Malaysian wood manufacturing and investments in our DidIt click furniture.”

“Improving consumer confidence, a positive employment outlook and lower housing inventories are cause for future optimism,” Mr. Lorberbaum continued. “In the first quarter, we anticipate additional sales growth, but at a lower rate than the fourth quarter which had easier comparisons. We expect continued sales growth, higher pricing, and productivity improvements will impact favorably our full year 2012 results. With these factors, our first quarter guidance for earnings is \$0.47 to \$0.57 per share, excluding any restructuring costs.

Mr. Lorberbaum concluded: “The flooring industry should continue its improvement throughout 2012.”

The full text of Mohawk’s 4Q11 earnings release, including all tables, and an archived replay of its Feb. 24 conference call webcast, are available in the Investor Information section of the company’s website: <http://phx.corporate-ir.net/phoenix.zhtml?c=95954&p=irol-IRHome>

## SUDOKU

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**Business Development Manager (3) - TN, AL & D.C.**

Business Development Manager needed for Nashville, TN; Birmingham, AL; & Washington DC.

At **Gunlocke**, we have been making fine wood office furniture for over 100 years. Great furniture is the result of a team of creative dedicated professionals who focus on excellence at every level. The right Business Development Manager candidate will have the leadership skills and sales passion to have an impact on the profitable growth of the company.

Our company environment is open and collaborative as well as fast-paced and energetic. To thrive in this position, you must have superior customer service skills and exceptional communication and interpersonal skills. Candidates who are outgoing, organized, detail oriented, creative and possess a positive attitude are essential to the success of the company.

**Essential Duties and Responsibilities:**

- The successful candidate is responsible for the management, oversight and sales generation within region of responsibility creating increased visibility and profitable growth of Gunlocke products.
- Identify, develop, track and maintain relationships with key influencers, dealer partners, mid to large end users, designers and other Gunlocke members responsible for the over-all management of assigned dealer base and the revenue growth of Gunlocke products within assigned dealerships.
- Develop/prepare a quarterly and annual business plan executing Gunlocke sales and marketing strategies to assigned territory and dealers. Will assist in the preparation of an annual strategic plan for the division.
- Strong individual performer demonstrating a team oriented collaboration with Gunlocke Field Sales members and dealers to identify and support project opportunities; achieve customer satisfaction; revenue generation and accomplishment of account goals in line with company vision.
- Build trust, value others, foster innovation, solve problems creatively and demonstrate high integrity. Maintain professional internal and external relationships that meet company core values.
- Excellent communication skills both written and oral to communicate with customers, dealers, supervisors and Gunlocke employees. Ability to make persuasive presentations on Gunlocke's products, services and capabilities.
- Demonstrated ability to, handle multiple projects in a fast-paced environment, lead change and enhance culture and member capabilities.

**Experience/Education Required:**

- Bachelors Degree in Business Management, Marketing or related field. MBA and professional certifications preferred.
- Minimum 5 years sales experience in related field with a proven sales ability.

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At National, we pride ourselves in having a world-class team that champions growth, diversity and operational excellence. We're creating an environment that inspires an insatiable desire to learn, stretch and do things better every day. Due to our rapid growth in the office furniture industry, we have an immediate opening and are seeking an individual to be a key player on our team.

#### **District Manager - Oregon/Washington (Seattle or Portland Preferred)**

Responsible for territory management with focused attention on dealer development, vertical market end-users as well as the A&D community.

Successful candidates must:

- Be a progressive self-starter with the ability to work independently in a very fast paced environment
- Possess strong communication and organizational skills in addition to strong business planning and business development skills
- Have the proven ability to manage and develop relationships
- Be a strong analytical thinker with creative problem solving aptitude for overcoming business challenges
- Have a sound foundation in report analysis with excellent understanding of sales and marketing functions
- Hold extensive knowledge of the office furniture industry and 3+ years of demonstrated successful sales growth

To learn more about this position, submit your candidate profile, and apply, visit [www.NationalOfficeFurniture.com/Careers](http://www.NationalOfficeFurniture.com/Careers).

As a business unit of Kimball International, we offer an attractive salary and flexible benefits package including a retirement plan with 401(K) feature.



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Furniture with Personality.

At National, we pride ourselves in having a world-class team that champions growth, diversity and operational excellence. We're creating an environment that inspires an insatiable desire to learn, stretch and do things better every day. Due to our rapid growth in the office furniture industry, we have immediate openings and are seeking individuals to be key players on our team.

#### **District Manager - Two Positions Available Western LA County (North LA County Border to South Border) San Francisco (East Bay, Downtown and North Bay)**

Responsible for territory management with focused attention on dealer development, vertical market end-users as well as the A&D community.

Successful candidates must:

- Be a progressive self-starter with the ability to work independently in a very fast paced environment
- Possess strong communication and organizational skills in addition to strong business planning and business development skills
- Have the proven ability to manage and develop relationships
- Be a strong analytical thinker with creative problem solving aptitude for overcoming business challenges
- Have a sound foundation in report analysis with excellent understanding of sales and marketing functions
- Hold extensive knowledge of the office furniture industry and 3+ years of demonstrated successful sales growth

#### **Government Sales Manager - West Division (West Coast Preferred)**

Responsible for cultivating new GSA and state sales by developing dealers that will actively promote new business in the government community including federal, state and local.

Successful candidates must:

- Be able to grow and find new opportunities in government agencies, military accounts and state contracts
- Have proven ability to develop, train and support National District Managers and Dealers to establish effective GSA distribution
- Have extensive knowledge with calling on government agencies and 3 years of demonstrated successful sales growth in the office furniture industry
- Bachelor's degree in business management or related field preferred

To learn more about these positions, submit your candidate profile, and apply, visit [www.NationalOfficeFurniture.com/Careers](http://www.NationalOfficeFurniture.com/Careers).

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**President - New York City, NY**

Founded in 1961, Design-tex is a leading creator of innovative textiles, wall coverings and surface solutions. Creativity, innovation and sustainability drive our product design to continually provide our clients with surfaces that enhance environments. Our designers observe, explore, inquire and experiment to design unique materials that push design boundaries. Innovation, extreme performance and sustainability are embedded in our culture. This allows for us to offer the most encompassing capabilities in our industry and satisfy more customers than any industry competitors. As leaders in our industry, we have an obligation to ensure every Designtex product performs over time. This balance of art and science is exemplified in all Designtex products.

Designtex seeks President to lead its global operations headquartered in New York City, NY. The President serves as the senior executive of the organization's leadership team, responsible for the development and execution of the organization's strategic plans.

Ideal candidate will have a minimum of 7 years of experience successfully leading a global design or textile business with \$100M+ in annual revenues, including experience leading a dispersed global workforce, multiple business lines, and designing and executing front-end sales and marketing and product management strategies. Experience within the design industry required. Entrepreneurial mentality, with a creative and innovative

mind highly desired. Global business orientation and strategic turn around / reinvention experience a must. Ideal candidate will demonstrate effective decision making and executive-level communication skills that promote effective collaboration and the influence required to achieve successful long-term strategic business results. Experience in e-commerce, global manufacturing and sales and distribution also a plus. Commitment to high business ethics required.

Interested candidates please submit resume with compensation expectations to [presopny@yahoo.com](mailto:presopny@yahoo.com).

Designtex is an equal opportunity employer.