

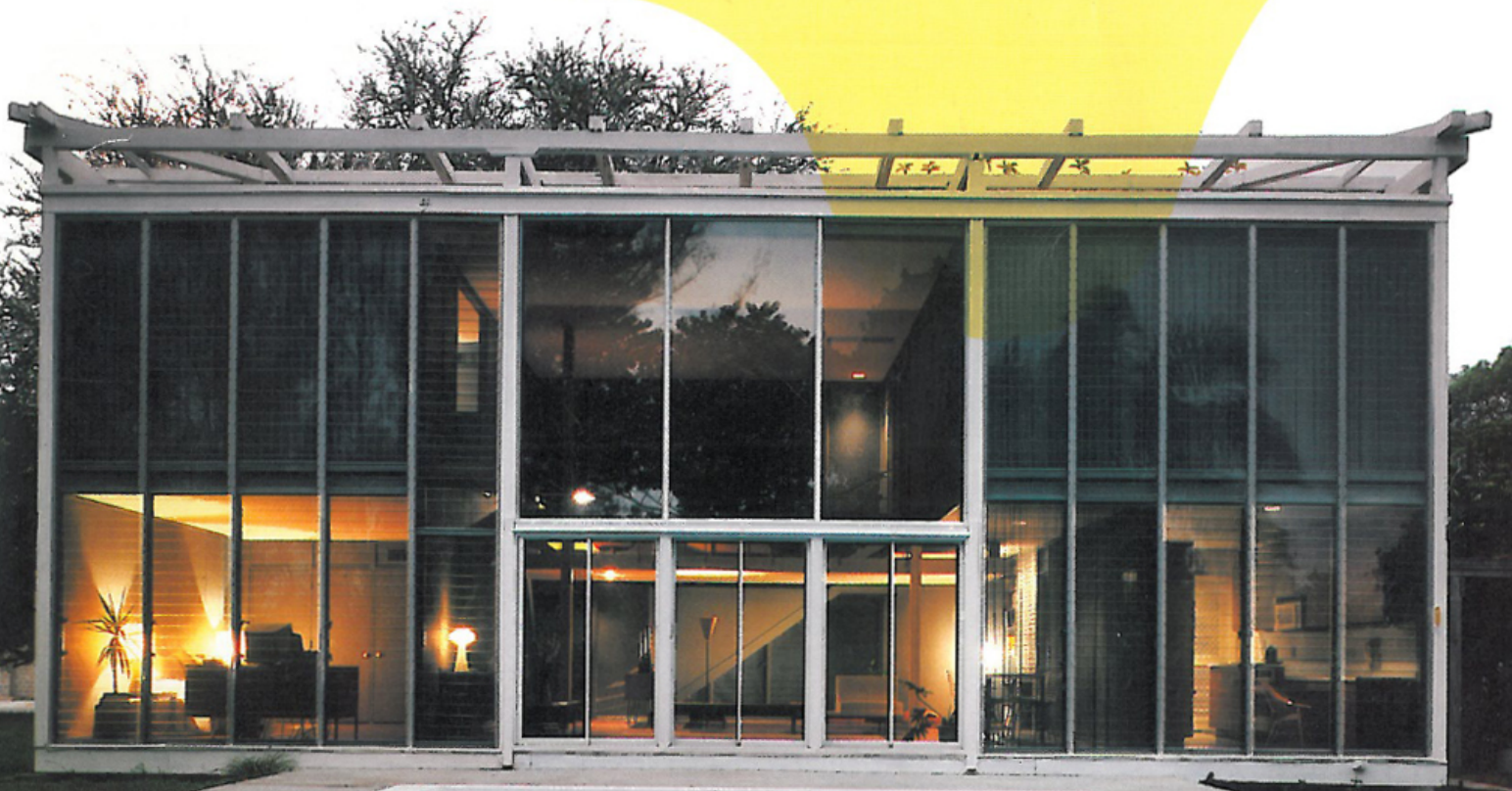
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interiors

FUNKY, FUNKY BUT CHIC
STUDIOS ARCHITECTURE'S
SPIN ON A RECORD COMPANY

MIND THE GAP
ORMS RAMPS UP SPACE FOR
HILL & KNOWLTON IN LONDON

ON YOUR MARKET
REPORT FROM NEOCON 2000



sunny side up

THE UNSHADY BUSINESS OF RESTORING PAUL RUDOLPH'S UMBRELLA HOUSE



The Display's the Thing

Showroom Awards
NeoCon, Chicago, IL

The Herman Miller showroom won the Grand Award in the fifth annual Showroom Design competition sponsored by the IIDA and Interiors at NeoCon 2000; four other showrooms received Creative Excellence awards. This year's jurors included Jodi Conway, a facility planner with USAA in Sacramento, California, who is the incoming director for IIDA's facility planning and design forum; Dan Evans, vice-president of sales and marketing for MET and Leggett & Platt in New York City, IIDA's retail forum director; Lynn Hynes Foster, a principal with CSO Architects, Engineers and Interiors in Indianapolis, who is IIDA's corporate forum director; and Jay Philomena, a principal and senior vice-president at GHK in Boston, and IIDA's vice president of

forums. The jurors spent a good part of the Sunday before NeoCon's official opening touring the 41 showrooms that had entered the competition (up from 29 entries in 1999). They evaluated the spaces for originality of design; visual impact; effective use of materials; use of space, color, and textures; lighting; and graphics. In general, the jurors, who asked that their quotes be anonymous, refused to be seduced by gimmickry, favoring showrooms that served as handsome foils for products while gently encouraging the flow of visitors.

GRAND AWARD

Herman Miller

Designers: Robert Nassar, a consultant with The Environments Group; Joyce Mast (graphic design); Krueck & Sexton Architects.

Herman Miller has dominated this competition for the past several years, winning the Grand Award in 1998 and a creative excellence award last year, and the jurors were unanimous about awarding it top honors again. "What a masterpiece!" one of them exclaimed. "Not only did the

space meet the criteria, it set a new level of design." The showroom was suffused with light filtered through clouded glass panels in front of windows overlooking the Chicago River and emanating from fixtures suspended from the white ceiling grid, which rose and fell like the contours of a topographical map. (One juror described the ceiling as an "egg crate with waves.") Herman Miller filled the space with different configurations of its Resolve office system, creating a garden out of the petal-like canopies and organically shaped work surfaces. In one section, visitors were caught on videotape, and their images were displayed on a screen while projected letters forming words and expressions like "Be yourself" showered them from above, collecting in their cupped hands and settling on their shoulders.

CREATIVE EXCELLENCE AWARDS

Maharam

Designers: Fernuld & Logan, A4 Studio, Matsumoto Associates.

A mix of playfulness and restraint led the



Stare Masters

NeoCon 2000
Chicago, IL

An estimated 60,000 people attended NeoCon 2000, snagging every hotel room within miles and laying the usual burden on the infrastructure of the dear old Merchandise Mart. This year, the only thing harder than finding space on an elevator ascending to the market floors was securing seats on an airplane leaving Chicago: O'Hare Airport canceled most of its flights east due to bad weather, stranding hundreds of weary conventioners for hours, if not days. But this magazine's intrepid staff used every possible means—charm, temper tantrums, rerouting through Boston—to rush home and prepare the following report, which includes product highlights and the winners of the IIDA/Interiors showroom competition. All showroom photos by Douglas Reid Fogelson.

above Carnegie showroom.
below, left to right Showrooms for HBF,
Humanscale, and Herman Miller.

