



1 Knoll's "Gavina" collection, sculptured forms of foam rubber, are spotlighted as new products.

2 Partial view of Knoll setting. Massily chairs and (background right) tandem seating unit designed by David Rowland for General Office Equipment are featured products.

3 Foreground shows custom designed receptionist desk. Components of Herman Miller's Action Office System are set on squares of vividly colored carpet.

Order Reigns Supreme

Since the company has hundreds of chair styles, all obviously cannot be incorporated into room settings. Instead, they are ingeniously displayed in three-sided Plexiglas boxes; the boxes are arranged in groups of four throughout the showroom.

Each manufacturer's area has a cabinet housing a complete catalog, reprints for customers, fabric samples, and wood and metal finish samples. Complete catalogs and price lists also are stocked at the custom-designed reception desks and in the sales office located at the back of the showroom. Although seemingly minor details, they are testimony to Ms. Walsh's belief that customers should not have to wait while a salesman returns to his desk for additional information. Accessories, too, are displayed to facilitate specification. One of each item stocked is shown on the Lundia rolling storage system. Of course, some items do accessorize room settings, but their display on the Lundia system means that customers do not have to walk through an entire floor to make selections.

Concluding, the designer summarizes the installation which took two months to plan and execute with: "This is a showroom for the man on the street who needs furniture and must be able to touch it, sit in it—and above all relate to his own space." □

