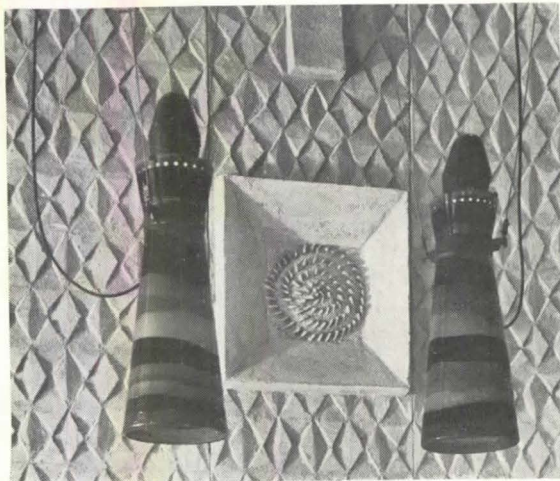


Page Beauchamp **showrooms**

A showroom has one important function—to display the merchandise to best advantage. Our three examples this month were chosen because they do just that. The Fifth Avenue showroom of Olivetti Corporation of America provides a handsome setting, rich and spacious, to enhance the importance of the relatively small business machines shown. Both the showroom and the merchandise reflect the Olivetti belief that good design is good business.

Two more milestones in design advance are the lighting fixture department and the lamp department of Lightolier, Inc., because of their architectural backgrounds and their movable display panels which permit maximum flexibility in rearrangement. In the past, displays of lighting have usually been massed, with little attempt to show any individual unit. Ceiling fixtures have been hung indiscriminately, as many as could be crowded in, while the table lamps have been shown side by side—regardless of shape, size, or meaning—becoming a hodgepodge of shades, bases, and bulbs (the latter often winning the attention). But with backgrounds designed to permit selective display, the units can be seen and almost sell themselves. Light, textures, and colors in proper distribution of space are probably more important here than with any other type of merchandising background.

showrooms



blown-glass cylinders

sand mural

indirect cove lighting



pink-marble display table

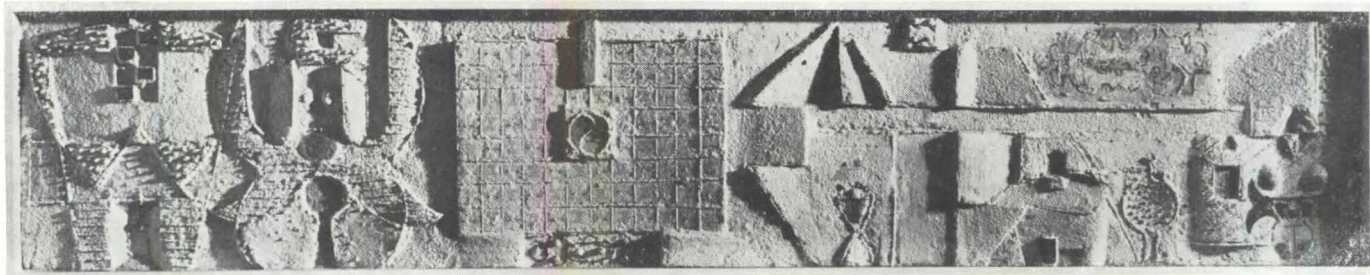
display fixture

No area could more properly be called a showroom. Lavish use of rich marble and the dramatic sand mural proclaim the importance of the typewriters and business machines on display. The machines are shown on marble pedestals like stalagmites which rise smoothly from the marble floor. These and the marble-topped display tables and the plastic-topped desks were designed by the architects. The hanging lights are tapered cylinders of Venetian glass in spiralled colors. Other light glows behind the suspended walls. Reminiscent of Italy are the light blue on the ceiling and the warm mustard tone of the back wall.

The abstract mural cast in sand molds offers an attractive play of light on soft textures, contrasting effectively with the plain walls and the highly polished marble floor.

Photos: Ben Schnall

client | Olivetti Corporation of America
 location | New York, New York
 architects | L. B. Belgiojoso, E. Peressuti, E. N. Rogers
 sculptor | Constantino Nivola



preliminary study of mural

data

doors and windows

Door: 16' x 3' 5", solid walnut/ designed by architects, executed abroad.

Windows: plate glass/ Pittsburgh Plate Glass Co., Glass Div., Room 3798 632 Ft. Duquesne Blvd., Pittsburgh 22, Pa.

equipment

Heating and Air Conditioning: W. H. Peepels Co., Inc., 12-17 Jackson Ave., Long Island City, N. Y.

furnishings and fabrics

Desks, Work Tables, Display Tables: designed by architects.

lighting

Ceiling Lighting: Century Lighting, Inc., 521 W. 43 St., New York, N. Y.

Blown Glass Cones: Venini-Murano, Italy.

mural

Sand Sculpture: Constantino Nivola, 47 W. Eighth St., New York, N. Y.

walls, ceiling, flooring

Walls and Ceiling: painted plaster.

Floor: marble of the Val d'Ossola "Challand"/ Uferradini, Via Procaccini, Milan, Italy.



marble stair

display pedestals

plastic-topped desk



showrooms

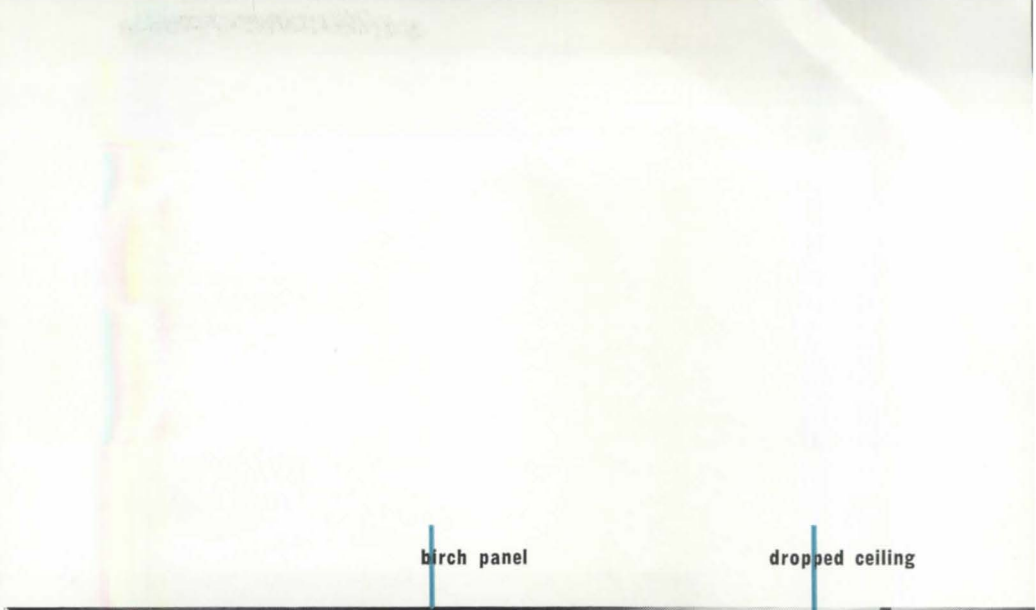
client | Lightolier, Inc.
location | New York, New York
designer | Alvin Lustig



black vinyl tile

"thin skin" panel





birch panel

dropped ceiling

data

furnishings and fabrics

All Furniture: white-enameled frames/ mustard, flame, blue, and black upholstery/ designed by Lustig.

Fabric: white raw silk/ Far Eastern Fabrics Inc., 171 Madison Ave., New York, N. Y.

lighting

Ceiling Lighting: Lightolier, Inc., 11 E. 36 St., New York, N. Y.

walls, ceiling, flooring

Walls: painted plaster.

Ceiling: dropped ceiling/ 9" x 24" white-painted wood panels suspended on aluminum tracks.

Panels: white perforated-metal screening, red birch, "Thin Skin"/ Polyplastex United, Inc., 441 Madison Ave., New York, N. Y./ cabinetwork: Loosen & Brautigam, 40 East End Ave., New York, N. Y.

Flooring: existing black vinyl and asphalt tile.



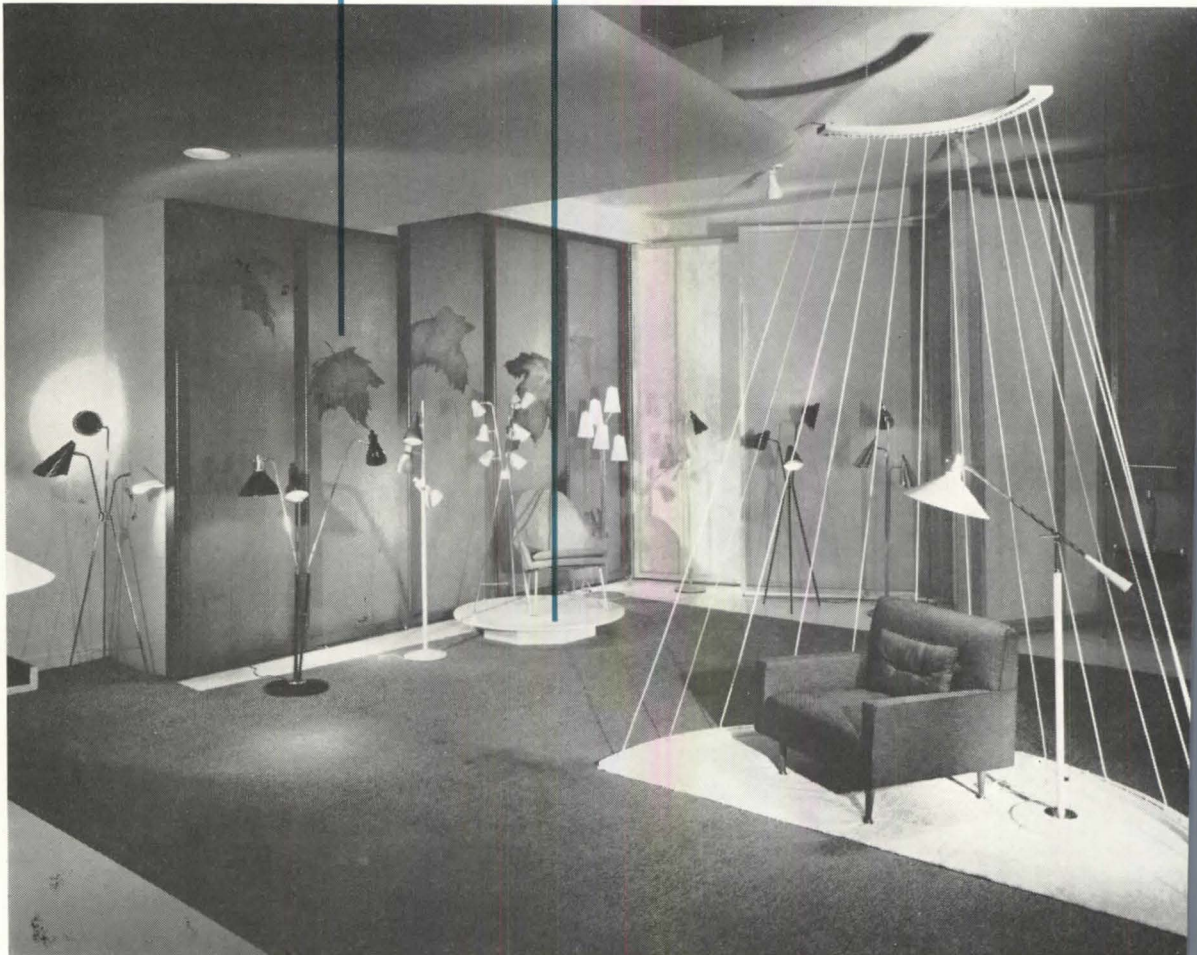
Through the use of strategically placed panels of a range of materials, the designer has created a perfect background for this showroom of lighting fixtures. Unlike most lighting displays, each fixture has been isolated to allow it to show to its best advantage. Brilliant color combined with black and white, as well as variations in texture in a clean, straightforward presentation, make the design exciting.

The furniture has been designed especially for the space. In its forms it adds to the beauty of the showroom and becomes an integral part of it, also supplying spots of color where needed. *Photos: Ben Schnall*

showrooms

client | Lightolier, Inc.
location | New York, New York
designer | Eugene Tarnawa, Design & Display, Inc.

display panels
circular display stand



Previous theory in lamp display has been that the fixtures themselves supply more than enough light for display. However, this showroom disproves that theory: each lamp has here the advantage of soft, diffused, or indirect lighting which attracts the eye and dramatizes the bases, allowing their forms to show dramatically.

Platforms of colored squares and circles adjust in height to accommodate varying sizes of lamps. Polyplastic panels arranged in a zigzag isolate units so that there is no confusion.

White cork flooring, gray carpeting, and gray curtain combined with strategically placed seating units, create a gentle, uncluttered background—allowing color and texture to present merchandise successfully.

Photo: Ben Schnall



column display

display platform

data

furnishings and fabrics

Chairs: Murray Furniture Company, Inc., 2191 Third Ave., New York, N. Y.

Curtain: "Fiberglas"/ Owens-Corning Fiberglas Corp., 16 E. 56 St., New York, N. Y.

lighting

All Lighting: Lightolier, Inc., 11 E. 36 St., New York, N. Y.

walls, ceiling, flooring

Walls, Ceiling: painted plaster.

Flooring: cork/ Dodge Cork Co., Inc., 11 E. 36 St., New York, N. Y.

Display Fixtures: Harold A. Brandt, Inc., 250 E. 43 St., New York, N. Y.

