

# ASFD BULLETIN

american society of furniture designers

## ASFD 2004 Pinnacle Awards – We have the Finalists



*Pinnacle Judges at Work*

NEW LONDON, NC, September 8, 2004 – A field of 61 finalists in 16 design categories have been chosen for the 2004-2005 Pinnacle Design Achievement Awards from the American Society of Furniture Designers (ASFD) to be presented on October 15 at the International Home Furnishings Market in High Point, North Carolina.

“We are delighted that there was over 30 percent more entries than last year and a record number overall for the Pinnacle Awards,” says Christine Evans, executive director of ASFD. “While one designer in each category will receive the actual Pinnacle, all of the finalists are important winners, in the sense that their compelling designs in the eyes of the judges met the strict criteria that includes value to consumers, visual appearance and function, use of materials and application of production technology,” said Karl D. Felperin, a California-based furniture designer and chairman of ASFD’s Pinnacle Design Achievement Awards.

For the furniture industry’s most prestigious recognition for design, a panel of 12 independent judges selected the following finalists:

### Occasional Tables

#### Saville Row

*Brian Palmer for Hammary Furniture*

#### Leonardo

*James DiPersia, ASFD for Johnston Casuals*

#### Wainwright

*Rick Schroeder for Stanley Furniture Co. Inc.*

#### Mocha Collection

*Hugh Elliott, ASFD for Charleston Forge*

### Casual Dining

#### Madera

*Jeffrey White & Bill Faber for Century Furniture*

#### Nova Swivel Barstool

*Carl Muller, ASFD for Elite Manufacturing Corp.*

#### 4-Score

*Michael Wolk for Johnston Casuals Furniture*

#### Princeton Collection

*John LeShane for Johnston Casuals Furniture*

### Occasional Storage

#### Beau Nouveau Bar

*Gary Hokanson for Stanley Furniture Co. Inc.*

#### Shadow Box Tower

*Gayle Zalduondo, ASFD &*

*Laisy Martinez for Urbanus, Inc.*

#### Symphony Hall Chest

*Frank M. Spano, ASFD & Thom O’Leary, ASFD for Polidor*

### Juvenile

#### Monster Bedroom

*David Walker for Powell Company*

#### Citisleper Student Studio

*Tinka Camfield Swetland for A Custom Workshop Co*

#### 2nd Nature

*Michael Warren, ASFD &*

*Shannon Lookabill for Stanley Furniture Co. Inc.*

#### Spring Garden

*Bonnie Kielwasser for Lea Industries*

### Formal Dining

#### Moderne

*Steve Hodges Associates, Inc., ASFD for*

*Crescent Manufacturing Co*

#### Kentshire

*Bill Faber for Century Furniture*

#### Symphony

*Frank M. Spano, ASFD & Thom O’Leary, ASFD for Polidor*

#### Camden Group

*Lisa Strong for The Platt Collections*

### Motion Upholstery

#### (sub) Urban Recliner

*Jack Lewis, ASFD for Berkline/Benchcraft LLC*

#### Comfort Swing

*Tom Garland for American Leather*

#### The Ritz

*Michael A. Galardo for Elite Leather Company*

....continued on page 4

## CONTENTS

Welcome New Members.....	2
Views.....	3
more Views.....	5
From the President.....	5
Mentor Q&A.....	6
NeoCon 2004.....	6
Editor’s Notes.....	7
Clip & Send.....	7
ASFD Calendar.....	Back Page



**2004-2005  
ASFD Board  
Officers/Directors**

**Scott Coley**  
Chairman

**Jim DiPersia**  
President

**Jack Lewis**  
Vice Pres/Pres-Elect

**Philip Behrens**  
Vice President

**Ted Rittersdorf**  
Vice President

**Arto Szabo**  
Treasurer

**Christine Evans**  
Executive Director

**Michael Chazin**  
Corporate/Media Advisor

**Philip Martin, Hafele**  
Corporate Rep

**Professional:**

John Cooper

Karl Felperin

Morgan Harris

Matt Hurley

Jack Kelley

Darrell Lowman

Charles Monaco

Carl Muller

Tommy McDaniel

Jeff Smoler

Bob Stannard

Gayle Zalduondo

# Welcome New Members!

## PROFESSIONAL

**Jerry Bear**

Jerry Bear Designs  
888 N. Lafox Avenue, Ste 101, S. Elgin, IL 60177  
Tel. 847/429-2900; Email jerrybear@bearcomgmt.com

**John Burke**

John T. Burke Design, Inc.  
P.O. Box 2085, Abington, MA 02351  
Tel. 781/871-1168, Email johnburkedesigninc.@adelphia.net

**Hugh Elliott**

Director, Alchemede Ltd.  
67 Cantlop, Cross Houses, Shrewsbury, UK SY56HH  
Tel. 44 1743761177; Email hugh@alchemede.co.uk

**Mayshu Huang**

Mayshu Studio  
18 Oak Road, Westford, MA 01886  
Tel. 978/635-9956; Email mshhuang@comcast.net

**Kathy Imes**

Owner/Designer, Lauren Brooks  
600 Corp. Circle, Ste. J, Golden CO 80401  
Tel. 303/730-9300; Email kimes@earthlink.net

**Tim Shannon**

VP Design, Veneman Collections  
6392 Industry Way, Westminster, CA 92683  
Tel. 714/894-0202; Email timsha@venemangroup.com

**Jeff Weatherford**

Weatherford Design Co.  
408 W. Kilbuck Street, Tecumseh, MI 49286  
Tel. 517/424-0236; Email info@weatherforddesign.com

## CORPORATE

**Veneman Collections**

William Markowitz, President  
6392 Industry Way, Westminster, CA 92683  
Tel. 714/894-0202; Email marketing@venemangroup.com

## ASSOCIATE

**Catherine Frinier**

Principal, Frinier, LLC  
4324 East Broadway, Long Beach, CA 90803  
Tel. 562/439-8119

## STUDENTS

**Joshua Brincko**

Designer/Intern Architect  
254 Melrose Ave., Boardman, OH 44512  
Email: ab3design@aol.com

**Victor Arias**

NCSU, College of Design  
3900 Lexington Dr., Raleigh, NC 27606  
Email manolarias10@yahoo.com

### Attention All Members:

The 2004-2005 MEMBERSHIP DIRECTORY will be published in November 2004. This serves as a reminder and request that all outstanding membership dues be paid this month. Please make sure that your business address, area codes, telephone numbers, email addresses, etc. and "brief" bios are up to date. Contact Christine Evans on these matters at Email info@asfd.com.



# VIEWS VIEWS VIEWS VIEWS VIEWS

*The denunciation of the young is a necessary part of the hygiene of older people,  
and greatly assists in the circulation of their blood.*

Logan Pearsall Smith (1865 - 1946), Afterthoughts (1931) "Age and Death"

"Is the old goat ever gonna retire?"

This is a query we've all heard at one time or another. Maybe even posed it our self, or of ourselves. When those of us shorter in tooth behold a career in furniture design looming before us the question's answer must seem altogether self-evident. "Now, of course. Make room for me. I'll never get anywhere with you old geezers crowding the scene." On the other end of that tooth the reply may be a little harder to pin down. The younger could, perhaps, take a broader examination of the state of affairs.

To be sure, some seasoned veterans may not have a grasp on the more advanced technical aspects of the modern world. Placing them in front of a computer running AutoCAD or PhotoShop might be akin to asking them to perform brain surgery. Additionally, the "good ole' boy" network upon which the industry has rested for as long as anyone can remember, is crumbling along with national boundaries in the global economy. Up and comers would say, "Your time is up, move on out, make room for the new generation."

Whoa there pardner. Ease up on them reigns. Don't count out the immense wealth of knowledge to be gained from spending time with the veteran. Pretty much anybody that puts his or her mind to it can learn to draw a dresser, but it takes years to learn to draw a dresser that is truly a work of art. Experience puts the finesse on the proportion, the timing on the design, and the sizzle in the salesmanship of the project, and long-standing network ties are still important. The subtle art of our profession is gained from long exposure.

Yes, some of the old timers may grumble. They may ride their protégé's unmercifully until they feel like going postal, but the smart apostle, the one who will be successful, will learn this guild's treasure.

One of the wonderful aspects of the furniture industry, and in particular design, is that the ability to continue producing meritorious product is not limited by one's advancing years, but only by one's inability to learn the delicate nuance. A pleasing and saleable design is just as pleasing and just as marketable whether drawn on paper with pencil or conceived on a computer. Should the concept need to be translated from pencil sketch to electronic ones and zeros the old style designer needs only hire a good translator. The resulting product is the same.

"But how do I get anywhere if the old guys won't retire?" Keep in mind; it is not a zero sum game. The number of designers does not equal the number of available opportunities. There are more opportunities out there today than there ever were. Just look around. Many companies

have never used a designer and desperately need one. When your name gets out there as an available designer you will be amazed how many companies will be calling. If you're not already, make sure you're a member of ASFD. Christine Evans frequently sends out emails from companies soliciting for a designer. Room exists for everyone. For those so inclined towards making it on your own, the launching point of your freelance career may not be the dream account but it will get your foot in the door. And don't be daunted by approaching a company that already retains a big name designer. Many of them use several designers and pay the same no matter who you are.

For those presently residing in the category of less experienced, keep in mind that you too will one day be the one that the youngsters complain about. Since the advent of mass availability of the personal computer the dividing line between "young" and "old" has marched rapidly downward. You undoubtedly will be caught unawares when, in a nearer future than you may imagine, some young person calls you "the old guy". Having started as an "old guy" I was able to forego the phenomenon (at least in this line of work).

In many professions, retirement is set at a finite age. The beauty of ours is that we can continue to be productive, creative, and alive in business far longer than most other professions. I have heard a rumor that some designers do actually retire; haven't witnessed it for myself, but anything can happen. In typical practice, "retired" designers tend to retain a favorite account and just cut back. Those retiring from a larger firm are apt to take a couple of months off then start showing up at the office a few days a week. In a profession which most come to love, the ability to continue in some capacity is a luxury few can realize in today's fast paced world.

While I have written this from the perspective of, and in terms of, men, my intent is not to discount the many very talented women furniture designers. I may be out in left field, but the observable experience described does not seem to apply to women. My personal opinion is that women tend to be more respectful.

Now, if you are a furniture designer, young or old, pat yourself on the back. Despite the frustrations, headaches, and sometimes-long hours you made a great choice...for life.

Morgan M. Harris, ASFD  
President, MH Design, Inc.  
Email: FurnitureDesign@aol.com



# 2004 Pinnacle Awards Finalists

*continued....*



**Christine Evans**  
ASFD Executive Director

## Stationary Upholstery

### Snap

*Todd Oldham for La-Z-Boy, Inc.*

### Mackenzie Settee

*Lauren Brooks, ASFD for Vanguard Furniture*

### Lizzie

*Nancy Genova for John Charles Designs, Inc.*

### Sandy

*Jeffrey Goodman & Steven Charlton for  
John Charles Designs, Inc.*

## Leather Upholstery

### San Tropez

*Fillmore Harty for W. Schillig USA*

### Hip Hop Chaise

*Vladimir Kagan, ASFD for American Leather*

### Milan

*Greg Sheres, ASFD for Elite Leather Company*

### Glen Cove

*Michael A. Galardo for Elite Leather Company*

## Accessories

### A Man & A Woman Sculpture

*Yuri Zatarain for The Phillips Collection*

### Styletrends Floor Clocks

*Mike Warren, ASFD & Shannon Lookabill for  
Sligh Furniture Co.*

### Cole Side Chair

*Sarah Gayle Carter, ASFD for Casa Pacifica*

### Water Lily/Bowl/Watergarden

*Joe Gordy for Natural Decorations, Inc.*

## Lighting

### Neo-classic Desk Lamp

*John T. Burke, ASFD for Decorative Crafts, Inc.*

### Dolci

*Mark McDowell for Fine Art Lamps*

### Quadralli

*Mark McDowell for Fine Art Lamps*

### Impressions Table Lamp

*George Chandler, ASFD for Hubbardton Forge*

## Home Office

### Gen "X" Collection

*Jim Sexton for Z Line Designs, Inc.*

### Tuxedo Executive Collection

*Walton Shaw, ASFD for Bush Industries, Inc.*

### Candlewood

*Jack Kelley, ASFD & Mike Warren, ASFD for Sligh Furniture Co.*

### Elegance Credenza 51" Desk/Hutch

*Alex Holden for Kimball Home*

## Home Entertainment

### Mason Hills Collection

*Walton Shaw, ASFD for Bush Industries, Inc.*

### Tuxedo 36" Ent. Center

*Walton Shaw, ASFD for Bush Industries, Inc.*

### Candlewood Display Case & Pop-Up

*Mike Warren, ASFD & Shannon Lookabill for  
Sligh Furniture Co.*

## Summer/Casual

### Trinidad Wicker

*Carl Muller, ASFD for Woodard*

### Atrium Collection

*Frederic Doughty, ASFD for Crate & Barrel*

### Harmony

*Ray Carter for Brown Jordan International*

### Skyline Umbrella

*John W. Caldwell, ASFD for Treasure Garden*

## Bedroom

### Moderne

*Steve Hodges Associates, Inc., ASFD for  
Crescent Manufacturing Co*

### Simply French

*Bill Faber for Century Furniture*

### Avery Bed

*John T. Kolkka for Kolkka Furniture*

### Elements

*Martin de Blois, ASFD for Globber Finel Metal Furniture*

## Major Collections

### Nautica, Colonial Passage

*Troy Hollis & Jerry Crotts for Lexington Home Brands*

### National Geographic Home

*Matthew Hurley, ASFD; Dudley Moore, Jr.;*

*Lesli Chastain, Lane Home Furnishings*

### Continental Sketchbook

*Tommy McDaniel, ASFD & D. Scott Coley, ASFD for Bassett  
Furniture Inds.*

### American Home

*Tommy McDaniel, ASFD & D. Scott Coley, ASFD for Hickory White*

## Decorative Surfaces

### Vance Collection

*Linda Marsh for Recherche Limited*

### Avery Bed

*John T. Kolkka for Kolkka Furniture*

### Vanderbilt Dining Table

*John T. Kolkka for Kolkka Furniture*

### Florence Table & Chairs

*Kelly Neal Mariotti, ASFD for Green Frog Art*





## more VIEWS

by Gayle Zalduondo,  
President & Director of Design, Urbanus Furniture

As furniture designers, women and men both have to overcome self-limiting ideas about what they are good at and what others can do better. Any person in business should have a working knowledge of every area of the business for which they are ultimately responsible. Anyone who chooses a career in design has probably been told-- in explicit or tacit messages-- that their creative potential is unlimited. But I assume many women and designers are like me, and choose to believe the correlative argument: I am not a real business person, trained in quantitative sciences such as economics and finance, and able to clearly communicate business objectives. By staying in the dark, or systematically avoiding the things we don't do well, it becomes much easier to blame others when things go wrong.

In a professional environment, it's extremely difficult to shift from the culture of blame to one where performance and accountability are the factors for success. My experience tells me success lies in accepting personal responsibility "to be all you can be." For me, that has meant exploring areas outside of my comfort zone (creative direction and product design) and integrating newly acquired skills into an ever-changing, and expanding sense of myself as a designer, as a business person and, as a woman. Like so many other women and designers alike, I had to stop over-compensating for my own perceived weakness and, instead, validate and cultivate my strengths. I continually learn new skills to feel more confident about articulating specific goals and achieving them. I still believe in the value of quirkiness and I continue to satisfy the need for individual expression-- however, it must be within the confines of achievable goals.

My business philosophy is born of experience that I hope is helpful to women in the furniture industry: I believe we create value by being innovative in our approach to business, design, customer relationships and, essentially, how we choose to live life. If we continue to add value through change and growth we will remain relevant over the long-term.

Gayle Zalduondo, ASFD  
Email: [gzalduondo@urbanusfurniture.com](mailto:gzalduondo@urbanusfurniture.com)

## From the President

Bon Giorno,

The last thing on my mind was the post of President, but here I am and hope to live up to the requirements.

Serving as a board member and sitting on various committees for some time, I was able to see first hand the workings of an organization that is driven by its membership as spokes in a wheel.

I would like to take this opportunity to bring up a few issues which I would like to see in the forefront.

1. Making manufacturers aware of the professional talent available to them through ASFD.
2. Students up and coming in our profession and the support systems in place at ASFD for them.

The exemplary job that the committees have done in these areas will only strengthen the commitment of ASFD.

Communication and input is the fuel for any organization and in this Bulletin there is a new "Clip and Send" feature. You are encouraged to take a few minutes and express your thoughts, any questions, ideas or constructive criticism on any matters pertaining to ASFD membership or management. These responses will be presented to the Board before or at the next meeting where your voice will be heard with every comment considered and every question answered. I am available to all and if I don't know the answer, I will find out.

Thank you for your continued participation and support. I hope a great many of you plan to attend the October 15 ASFD Market Dinner. I look forward to meeting you.

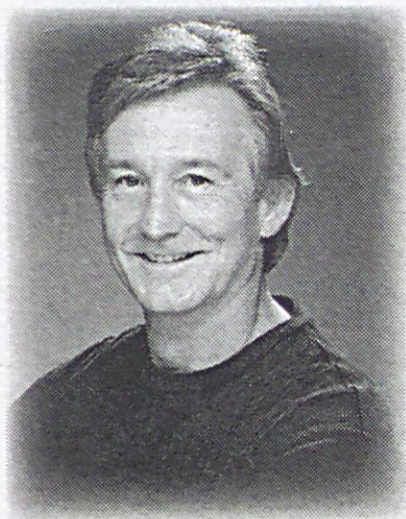
And finally, my congratulations to all of the Pinnacle Awards finalists!

Jim DiPersia  
ASFD President  
Email: [jinn3000@aol.com](mailto:jinn3000@aol.com)



**Jim DiPersia**  
ASFD President





**Rick Berry**  
Berry & Clark Design  
Associates

# mentor Q&A

*Mr. Berry,*

*I am an Architect who has been practicing in Los Angeles for the past 20 years, and have a long-standing interest in furniture and furniture design. I am currently working on a prototype for a chair.*

*I recently became aware of the ASFD, and although what I read of the organization on the web site seems attractive, I don't see any category into which an Architect would fit. Can you suggest a category, or is there some reason that the organization might not be a good fit for someone like me?*

*And can you suggest a book or resource for marketing a design that is aimed at the novice?*

*Any time you're able to spend replying is greatly appreciated.*

*Gregory Baker, AIA*

## NeoCon 2004

First the good news: China is not at Neocon.

Now the bad news "they're coming".

There were no Chinese booths to speak of at Neocon, but there were plenty of Asian visitors roaming the Merchandise Mart in Chicago on Monday, June 7.

They will be back in force although not as in High Point yet.

Trends: technology is driving all of the office furniture designs. Flat panel monitors and TV's are everywhere. No longer are desktops relegated to holding large computer monitors--they are now smaller in depth.

Systems now include either arms that can move from front to back or even having monitors built in to the back wall of the system.

Colors are still muted but black and beige are prevalent. The floors were packed with people. I had to use the freight elevators to get to other floors.

The mood is more upbeat than in recent years as this industry has been in a depression since 9/11.

The seminars and workshops are very much in evidence at Neocon. Many people add two days to their schedule just to attend these. A new wrinkle was having three keynote speakers a day at varying times discussing the industry. Maybe one day ASFD might have a booth presence here. I am now soaking my body in a hot tub to recover.

*Jeff Smoler, ASID, ASFD*

Gregory,

As a practicing architect, and if you are truly interested in designing furniture "professionally", I believe ASFD would be a great network "fit" for you. You can contact Christine Evans, the ASFD Executive Director, @ info@asfd.com for membership "classification" guidelines, etc. I would think an Affiliate or Associate membership is very much in order - if not Professional?? ASFD is a great network of professional designers, suppliers, manufacturers, media, etc.

As to marketing a chair design, I personally am not aware of any particular marketing book to directly address such a project step-by-step. However, there are certainly basic/general marketing principals involved, of which I am sure there are many literary references. Our experience in such a matter has been to take a particular design to a manufacturer - whom you feel can do a good job with the execution of the design - and marketing and sales. We may answer/address several initial questions internally about the design: Is it better suited for residential or contract applications - or both? Is it complicated to manufacturer/source? What price range would the final product fall? To whom is the product directed - mass market/high production or specialty market/limited production? How would you prefer to be compensated (royalty, retainer, fee, etc)? - Etc., etc. Questions such as these (and any others you can muster) will help determine what manufacturing/marketing companies can "do your design justice".

Researching such companies would be a matter of visiting retail stores, trade shows, web sites, trade publications, etc., etc. A "list" of those who may "qualify" is compiled, and then contacted directly - their head of sales, marketing, or even CEO if applicable. We prefer initial meetings/presentations to be face-to-face, and would set up as many as possible/feasible. Then "armed" with Proprietary Information/Non-Disclosure agreement, we would follow-thru with the "2-way" interviews" - and proceed accordingly.

Persistence is important. This is but scratching the surface with but one method. I hope it is of some help.

Please feel free to contact me further if you wish.

Best wishes in your endeavors.

*Rick Berry*



## Editor's Notes

Congratulations to all of the Pinnacle Finalists. Looks like the judges had their work cut out for them, from the heavy hitter names on the list the competition appears rather stiff. Hopefully the tradition of someone sitting at our table during the Awards Ceremony winning will hold true so that our son Matt Hurley can walk out with one of those coveted trophies. No bias here, to be sure.

Since our last Bulletin, the highly anticipated Cebu Forum has been established. Please visit the Forum and contribute your ideas and comments. You can find the Forum by going to ASFD.com and clicking on the Forum link at the bottom of the home page. Thanks to Philip Behrens, ASFD and Aaron Kelley, Synergy Web Designs for their hard work in getting this ASFD benefit up and running.

As many of you may remember, the Cebu Furniture Industries Foundation, Inc. (CFIF) had a display at our last market dinner. I thoroughly enjoyed all of the exciting materials they displayed, as did many others in attendance. CFIF is very interested in furthering their collaboration with ASFD. CFIF Executive Director Ruby Salutan, along with several other CFIF Trustees will be meeting with members of the ASFD Board during market to discuss how best to carry on the collaboration. CFIF is very

interested in putting together an ASFD study mission to Cebu during the Cebu Furniture and Furnishings Exhibition in February 2005. Anyone interested in further information concerning the trip, or CFIF, can contact Rosemel Calderon directly [Rosemel@furniturecebu.com](mailto:Rosemel@furniturecebu.com).

One of my aims for this issue was to provide the beginnings of an ongoing exploration of the "off-shore" concern. This may have been ambitious. Due to the sheer volume of information and the rapidly changing situation, providing timely information in the Bulletin has proven unwieldy. Other, more frequently published, sources are your best source for up to the minute coverage. However, Charles Monaco has done an excellent job at providing continuing updates to the Board via email. This information will provide crucial background for considerations in future discussions and decisions. On behalf of the rest of the Board, Thank you Charles.

I hope you have a GREAT market, and look forward to seeing everyone at the ASFD Pinnacle Awards Dinner.

Morgan M. Harris, ASFD  
Editor

Email: [FurnitureDesign@aol.com](mailto:FurnitureDesign@aol.com)



**Morgan M. Harris**  
*Editor, ASFD Bulletin*

## Clip & Send

Name \_\_\_\_\_ Member Status \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

My Comments/Questions concerning ASFD:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**All comments will be addressed by the ASFD Board  
and response returned to sender a.s.a.p.**

*Sent to: ASFD, 144 Woodland Drive, New London, NC 28127 or email: [info@asfd.com](mailto:info@asfd.com)*





P.O. Box 2688  
High Point, NC 27261

## ASFD Calendar

### 2004

- October 14- 21 International Home Furnishings Market, High Point
- October 15 ASFD Board Meeting - IHFC  
2:30 - 4:30 p.m. 11th Floor, President's Room
- October 15 ASFD 2004 Pinnacle Awards Reception/Banquet  
6:00 - 10 p.m. IHFC, 11th Floor Ballroom
- November 2 ELECTION DAY-- Let's Go Vote!!

### 2005

- April 14-21 International Home Furnishings Market, High Point
- April 14 ASFD Board Meeting/ASFD evening Dinner  
*Thursday* High Point Country Club
- May/June ASFD Members Conference (Proposed)  
Timeframe (date to be determined)

### American Society of Furniture Designers

Christine Evans, Executive Director  
144 Woodland Drive (Badin Lake)  
New London, NC 28127

Mailing Address:  
P.O. Box 2688  
High Point, NC 27261

Phone: (910) 576-1273  
Fax: (910) 576-1573  
email: [info@asfd.com](mailto:info@asfd.com)

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