



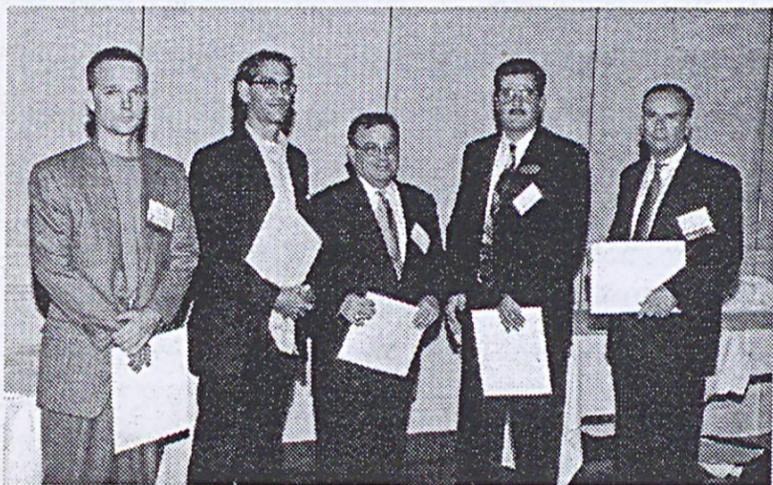
Bulletin

Published by the American Society of Furniture Designers

November 2000

ASFD Presents Fifth Annual Pinnacle Award Winners

High Point, NC - The American Society of Furniture Designers (ASFD) announced the winners before an audience of over 200 guests at the Fifth Annual Pinnacle Design Achievement Awards ceremony held Friday night at the High Point Country Club during the International Home Furnishings Market in High Point on October 20th. Following recognition of all 47 finalists including a slide viewing of the products, a Pinnacle was awarded to the winning designer in each of the thirteen categories.



Summer Casual Finalists (L-R): Philip Behrens, ASFD; John Kelly, ASFD; Mark Gorr (Veneman); Don Miller (McGuire); Richard Frinier, ASFD

The Pinnacle winners in each category are listed below and include a comment or two by the Pinnacle Award judges.

The Pinnacle winners in each category are listed below and include a comment or two by the Pinnacle Award judges.

Occasional Furniture

Capri Table Group, James DiPersia for Excelsior Designs. "These designs show interesting forms combined with delightful surfaces at a great value to the customer."

Juvenile Furniture

YA Colors, Gary Hokanson for Stanley Furniture Company. "Juvenile furnishings with a truly youthful aesthetic. The colors are not only mix and match, but are livable...a thoughtful collection at a good value."

Casual Dining

Dynasty Group, Fred Puksta and Peter Saloom for Saloom Furniture Company. "Crisp design with a Zen appeal, casual dining with maturity. Effective use of materials and finish to unify the group in a timely and fashionable offering."

Motion Upholstery

Explorer, Jack Lewis for La-Z-Boy, Inc. "It isn't your parents motion upholstery! This project offers versatility, technology and function in a forward looking contemporary style."

Accessories

Storage on Small Places, Anne M. Larsen, Jostein Gunderson, Svein Moller for Woody Shop International. "Functional accessories with a contemporary flair, wood and metal combine to create unique products suitable to a broad range of customers and environments."

Lighting

Architect's Wood Table Lamp, Alfonso Fontal for Ethan Allen Interiors. "A clean, simple design in a style that can bridge the style gap, blending equally well in contemporary or traditional decors at a good value."

Home Office

Reflections of the 20th Century, Gary Hokanson for Stanley Furniture Company. "What home office ought to be....aesthetics and function in one package. This home office offers effective storage and function in a deliberate tasteful design at a great value."

Stationary Upholstery

Croc Club Chair & Ottoman, Bruce Ward for Pearson. "Great proportions in a scale suitable to real world interiors. Both the chair and ottoman express sophisticated comfort....great legs!"

Entertainment Centers

Trio, Rick Lee for Statements, Inc. "Entertaining home entertainment...a blend of crisp contemporary lines, loads of function, fun colors in a versatile functional design."

Bedroom

N (nu) Series, John N. Kelly for John Kelly Furniture Design. "Contemporary design with a softer side. The Bow Bed and the Bedside Table with a combination of wood and glass are outstanding designs."

Formal Dining

Reflections of the 20th Century, Gary Hokanson for Stanley Furniture Company. "Formal dining without being stuffy, this collection offers the consumer a broad array of pieces at a good value. The design is both elegant and comfortable with an entirely livable finish."

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Welcome New ASFD Members!

Professional:

Judy Deaton

President, Bago Luma Collection, Inc.
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Steve Gantt

Designer, McDaniel & Coley, Inc.
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Tel. (828) 433-8486; Fax (828) 430-7612
Email: mci@hci.net

Mark McDowell

Vice President Design, Fine Art Lamps
5770 Miami Lakes Dr. East, Miami Lakes, FL 33014
Tel. (305) 821-3850; Fax (305) 821-8114
Email: mmcdowell@fineartlamps.net

Walt Shaw

Senior Design Manager, Bush Industries
12800 University Drive, Ste. 650, Fort Myers, FL 33907
Tel. (941) 482-3677; Fax (941) 481-8690

Corporate:

Hickory Springs Manufacturing Company
Contact: Dwayne Welch, Sales Manager, Metal
P. O. Box 128, Hickory, NC 28603
Tel. (828) 328-2201; Fax (828) 324-4893
Email: sug@hickorysprings.com; Web: www.hickorysprings.com

Associate:

Colle Paolo

President, Automatic Turning Technology
8318 Pineville Matthews Road, Ste. 275, Charlotte, NC 28226
Tel. (704) 540-7121; Fax (704) 540-7275
Email: attllc@bellsouth.net; Web: www.attllc.com

Student:

Varnava Ioannis

Design student at Kendall College of Art & Design
544 Fairview Avenue NE, Grand Rapids, MI 49503
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Toppan Interamerica, Inc. Co-Sponsors Memorial Scholarship

Toppan Interamerica, Inc. Co-sponsors 2001 ASFD David Kline Memorial Scholarship Award

The American Society of Furniture Designers (ASFD) is offering a scholarship competition to students majoring in furniture design or with a special interest in furniture design. The award is named in honor of the late David Kline, a past president and formerly one of ASFD's most active members. ASFD proudly announces that **Toppan Interamerica, Inc., Corporate Member of ASFD is co-sponsoring the award which will be in the amount of \$2,500.**

The purpose of the award is to actively express support for furniture design education by assisting students with high potential to contribute to the furniture design profession and to the Society.

Eligible entrants must be current furniture design students who have completed at least one year of study with preference going to students in later years of undergraduate program. Poster announcements along with applications have been sent to several design schools across the country.

Application requirements include submitting a "mini portfolio" of sketches, renderings and details of one furniture design project along with a written essay or synopsis about the project in 500 words or less. The deadline for applications will be January 15, 2001 and the award recipient will be announced in early February 2000.

Doug Krieger, ASFD Scholarship Program Chairman, Tel. (419) 446-3484, Email: dkrieger@sauder.com

...from the ASFD 2000 Pinnacle Awards Press Book

To Members of the Home Furnishings Trade and Consumer Press:

We are proud to present to you this 2000 Pinnacle Design Achievement Awards Press Book. This is the fifth year the American Society of Furniture Designers has sponsored the Pinnacle Awards and this was our most successful competition to date.

From its inception, the goal of the Pinnacle Awards has been to recognize design excellence within the home furnishings choices available to ordinary consumers in retail stores, rather than one-of-a-kind crafted items which are not eligible for consideration.

I have been privileged to have served as chairman of the Pinnacle Awards Committee for the past three years and, in that time, have seen the program greeted with increasing enthusiasm within our industry. Not only has the sheer number of entries increased dramatically each succeeding year, but the overall quality of the entries as well, a sentiment voiced by the judges as well.

Personally, the most interesting aspect of the competition is the diversity of the companies and designers represented each year. The former range from the largest and best known manufacturers within the industry, to relatively unknown small niche companies. The designers may be part of a large in-house staff, well-known free-lancer, or the company principal. What they all share is a passion for the importance of good design.

The 2000 competition was no less diverse, with entries running the gamut of price and style. One important criteria of the judging has always been the extent to which a design represents an outstanding value to the consumer.

The RTA manufacturers in particular have consistently provided both good value and excellent design, particularly in the home office category. The high standards these manufacturers have set has led to suggestions to spin RTA off into its own category due to the impact it has made upon the categories in which it has been entered the past few years.

The increase in the number of home office entries this year also speaks to the increasing importance of that category within the retail home

furnishings industry. No less than three entries paid homage to Apple Computer's popular iMac in both word and presence within the sales photography.

One notable entry this year was a blending of two categories, home office and motion upholstery, which saw a WebTV incorporated into a recliner, allowing couch potatoes to surf the net in a more laid-back fashion. This, and the category above, speak to the importance of the home furnishings industry keeping abreast of technological trends.

Summer and casual furniture saw an huge increase in the number of entries, receiving the most of any category this year, in a wide variety of styles and prices, pointing out the growing importance of this category for the home.

Major collections, always a very competitive category, saw a number of exciting and different entries which made judging all the more difficult. All of the finalists exhibited a high degree of craftsmanship, excellent design and scale.

Traditional has always been the dominant style, but it has been interesting to see the increasing number of contemporary entries the past several year in almost every category. In contrast to previous years, the traditional designs appeared a bit more formal, perhaps a result of the strong economy.

Another noteworthy trend in this year's submissions was the increased interest in the lighting and accessories categories, indicating the importance these manufacturers attach to recognizing design excellence.

We take great pride in presenting to you the 2000 ASFD Pinnacle Awards finalists and winners.

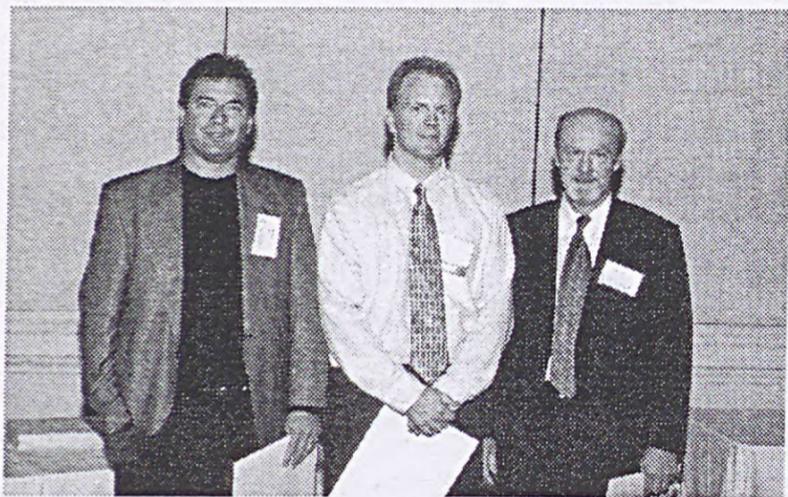
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Editor's Note: Steve Hodges has been a professional member of ASFD since the organization was founded in 1981. He has held many Board positions, including president in 1992-93. ASFD is indebted to him for his service as Pinnacle Chair for the past three years exemplifying his continued support and loyalty to the Society and the profession for which it stands.



*by Steve Hodges, ASFD
Pinnacle Awards Chairman*

ASFD Presents Fifth Annual Pinnacle Award Winners...continued



*Home Office
Pinnacle Finalists (L-R):
Walt Shaw, ASFD;
Drew Maple, ASFD;
Gary Hokanson*

Summer/Casual

Archetype, Michael Vanderbyl for McGuire Furniture Company. "Summer casual in a whole new light. Sophisticated, contemporary and flat out beautiful...the marriage of wood and metal is sublime."

Major Collections

Gramercy, Steve Worthman for Hickory White. "This collection simply WORKS—awesome looks and great contemporary styling. The three-seat banquet chair is a wonderful option adding both flexibility and delight to this thoughtful collection."

This year's sponsors include Appalachian Hardwood, Casual Living magazine, FurnitureStyle magazine, Hafele America, Hickory Springs Manufacturing Co., Home Lighting & Accessories magazine, Laminating Materials Association, Leggett & Platt, Lilly Industries, NEST magazine, The October Company, and Wilsonart International.

The panel of judges included Dr. Richard Bennington, Professor of Business and Director of the Home Furnishings Program, High Point University; Judith Cushman, Head of J.Z. Cushman & Company; Tom Edmonds, Contributing Editor, Furniture/Today; Robert L. Ficks, Jr., Director, Home Furnishings Council; Ellen Gefen, President, Gefen Productions and Majec, Inc.; Jackie Hirschhaut, Vice President, Public Relations, AFMA; Mike McCune, Divisional Merchandise Manager, Dillard's; Allen Norwood, Home Editor, The Charlotte Observer; Max Shangle, Professor, Design Studies, Kendall College of Art & Design; Cindy Sheaffer, Director, Media Relations, AFMA and former Editor-in-Chief, Home Accents Today; Cheminne Taylor-Smith, Editor-in-Chief, Casual Living and Tony Wilkerson, Senior Vice President, Marketing, Havertys Furniture.

A CD ROM press book including reproduction quality photographs of all finalists will be published and distributed in late November 2000. People may contact ASFD to obtain a free CD or for any further information about the Pinnacle Awards by calling (910) 576-1273; by fax (910) 576-1573; or by E-mail: asfd@ac.net.

Stationary Upholstery Finalists (L-R):

*Greg Sheres, ASFD;
Alan Palecek;
Darrell Lowman, ASFD;
Bob Duncan;
Bruce Ward*



*(L-R) Carl Schauble,
ASFD with
Bedroom Pinnacle Winner
John Kelly, ASFD*

Major Collection Finalists (L-R):

*Scott Coley and
Thomas McDaniel, ASFD;
Dave Clark, ASFD;
Craig Stout;
Steve Worthman*

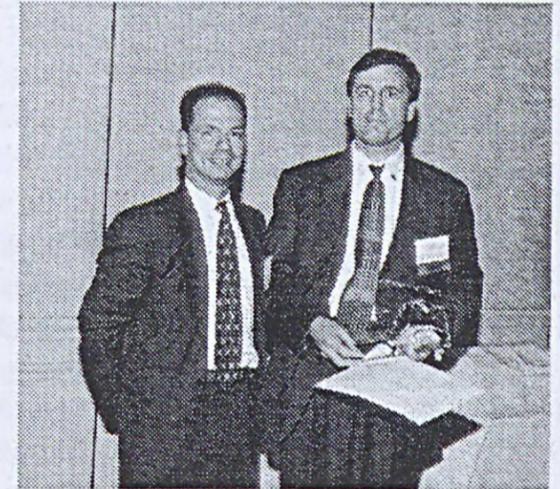




Lighting Category Finalists (L-R):
Jeffrey Jensen, ASFD; Mark McDowell, ASFD; Scott Coogan, Craig Stout



Carl Schauble, ASFD with Occasional Pinnacle Winner Jim DiPersia, ASFD



Casual Dining Pinnacle Winner
Fred Puksta, ASFD



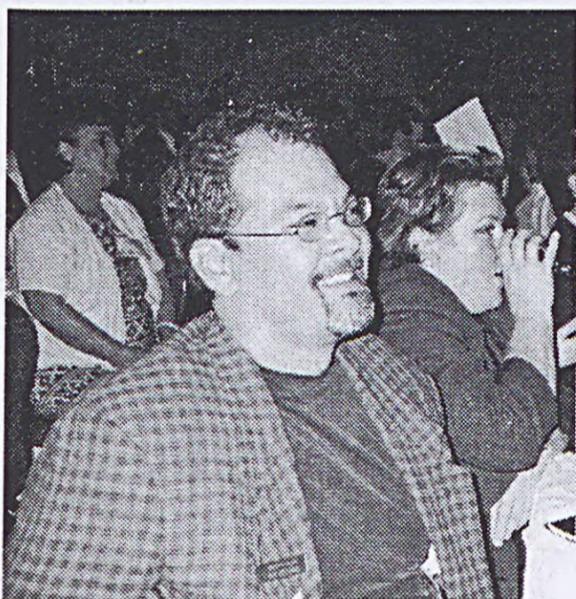
Julia Luce from Statements, Inc. accepted Pinnacle for designer Rick Lee, ASFD



Accessories Finalists (L-R):
Roland Alix (Woody Shop); Michael Friedes, ASFD and Carol Canner



Gary Hokanson, Stanley with Tom Inman, Appalachian Hardwood



Mark McDowell, ASFD from Fine Art Lamps

Dear ASFD,

I attended the annual Pinnacle Awards dinner for the first time last week and was floored by the experience. After witnessing the madness that is High Point during Market, the dinner and awards were a reaffirmation of why Eubank, Inc. is involved in the furniture industry and a member of the ASFD.

I would like to send congratulations post cards to all the nominees and winners from last week's awards. Please provide me with a list of the winners. Also Eubank, Inc. would like to be more involved with the ASFD and the Pinnacle Awards. If you are in need of volunteers, especially in the area of PR please contact us, we would like to help.

Very Truly Yours,

Scott D. Schied
 Eubank, Inc.
 Info@Eubank.com
 (215) 766-0197 xt. 11

Is the mouse the pencil of the future?

by Philip Behrens, an independent designer and ASFD professional member

Philip Behrens, ASFD

Philip is a graduate of Utah State University with a BS in Mechanical Engineering and learned industrial wood working during a three year apprenticeship in chair and frame building with a high end residential furniture manufacturer in Germany. Upon returning to the States, he worked briefly as a machine room supervisor before returning to product development/product design for ten years with Davis Furniture Industries in mid-to-high end office furniture. In 1995, he founded Natura Design, Inc. and has experience in contemporary art and craft, seating and tables, outdoor metal, wood furniture and casegoods. Philip was a 2000 Pinnacle Awards Finalist in the Casual Outdoor Category for his "San Francisco Bar Chair" manufactured by Rockwood Casual Furniture based in Ontario, Canada. This design also won "Best of Category" at the 1998 International Casual Furniture Market in Chicago. He previously won "Best of Category" for a table in 1997; and "Best of Show" for his teak rolling bar in 1999.

Philip has been a professional member of ASFD since March 1995. He resides in Winston-Salem, N.C. with his wife Joan; daughter Margot who is 10 months old; "Hoover", a 145-pound bloodhound, and "Berta", a 90-pound red bone hound.

As the title of this writing indicates, this will be about CAD technology—what it is and what it means for our profession.

As a profession, we are paid for our ideas. Each of us has developed a way, a method to express ourselves. The ideas, the concepts that we develop need to be communicated to the world around us in order for these ideas to become reality. To do this, we struggle not only to understand the present and the past in order to create the new, but also to understand the technologies that produced it. The tools of our trade have been the pencil and the drafting table; the result, a drawing or a rendering. Computer-aided design (CAD) is a step in the evolutionary process of our methods. CAD technology can do for our profession what technology in general has done for our economy.

CAD lets us visualize the ideas and concepts that we have from any angle in almost any setting. This allows a level of refinement that was not possible before. A photo realistic picture lets us communicate these ideas to the world in a way that leaves little chance for misinterpretation.

If you can think, draw, or sketch it; it can be repeated or created on the computer. Any sketched line can be brought into the computer and then manipulated. With a recent article in a major interior design magazine, the author expressed frustration with the difficulty of using the various CAD program, saying they are too difficult to use and do not allow him to produce what he wants. This is a misunderstanding. Under normal circumstances, a computer only does what you tell it. Garbage in, garbage out. You must know what you want to do. To get the CAD programs to do what we want, we must feed them the information they need in the way they need it. When you cook in the kitchen, you proceed step after step in a certain manner; deviate, so will the results.

The most significant thing about CAD is that it lets us work in three dimensions (3D). The ability to rotate the ideas on screen and to view them from all sides is a major achievement. Now ideas can be created and visualized long before the prototype is ready or needed. Until recently, we thought in 3D, made a 2D drawing and waited for a 3D prototype to be built. Now, we think in 3D and work in 3D and can see the idea in life-like reality. Then, when the project is ready, we drag and drop and the software makes the 2D drawings. Best of all, to do this has become almost easy. Compare the typewriter to Microsoft Word. Which is easier?

Same with CAD. The programs have become very simple to use. Just click on the button. What has not changed is the need to understand what we are trying to do. Without this understanding, telling a computer program to do something is impossible. For that matter, so is making a drawing. If you don't know, how is the computer to know? By definition, in computer-aided design, the computer is in the supporting role—not the designer.

CAD in and onto itself is nothing without the experience of the designer.

ACIS vs. Parasolid, parametric, NURB surfaces, Boolean operations, splines, bmp maps and ray tracing are all terms that mean something and are important to know and understand in their respective fields. But you don't need to know what they are to start and do what you need to do. To create an object in a CAD program, you use the same method you now use. If you want to draw a straight line, pick the straight line tool. You want to draw a curve, pick the curve tool. You want to draw a squiggly line, pick the squiggly line tool. If you don't like what you have, change it. In each case, certain information is needed to make each command work. You need the start and the end point of the line, and what you want the line to do in between—straight, curve or squiggle. You need this information whether you are working on paper or on the screen. The next step in CAD is to extrude, revolve, loft or sweep the 2D geometry into something 3D. Do this several times for the various parts and you have the chair or table in 3D. It's that simple.

What is a mouse? It is an input device. What is a pencil? It is an output device. These two will never meet for they are opposites. The mouse will never replace the pencil. Each is a tool for a job. CAD is like a hammer or a scalpel. You would not try slicing a tomato with a hammer. This implies that certain tools are used for certain tasks. The skills needed to use CAD successfully must be learned. Whatever method that each of us now use, it was learned—one step at a time. The technology available to us is as profound and influential today as the pencil was to the cave dweller.

If you have any questions or comments, I'm available.

Philip Behrens, ASFD
Natura Design Inc.
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tel: 336-769-4732

ASFD 2000 Pinnacle Design Achievement Award Finalists

Occasional Furniture

Reflections of the 20th Century
Capri Table Group
Cent' Anni
339 Table Group

Gary Hokanson
James DiPersia, ASFD
Berry & Clark Design Assoc., ASFD
Michael Wolk Designs

Stanley Furniture
Excelsior Designs
Planum
Design Institute America

Juvenile Furniture

YA Colors
Contours

Gary Hokanson
Gary Hokanson

Stanley Furniture Company
Stanley Furniture Company

Casual Dining

VU
Dynasty Group
2000 7-Piece Dining Set

Richard Frinier, ASFD
Fred Puksta, ASFD/Peter Saloom
Vincenzo Vardaro

Brown Jordan
Saloom Furniture Company
Hemsley Inc.

Motion Upholstery

Explorer
Branson
Carson Recliner

Jack Lewis, ASFD
Jack Lewis, ASFD
Enrico (Henry) Panceri

La-Z-Boy, Inc.
La-Z-Boy, Inc.
American Leather

Accessories

Storage on Small Places
Michael Friedes Rugs Collection
Gothic Twig

Anne Mette Larsen, Jostein Gundersen, Svein Moller
Michael Friedes, ASFD
Carol Canner

Woody Shop International
Royal Intercontinental
Carver's Guild

Lighting

Caterina
Architect's Wood Table Lamp
Sabrina #831510
Moroccan Mystique #844710
INversion2

Scott M. Coogan
Alfonso Fontal
Mark McDowell, ASFD
Mark McDowell, ASFD
Jeffrey Jensen, ASFD

Cambridge Lamps
Ethan Allen Interiors
Fine Art Lamps
Fine Art Lamps
Pearl River

Home Office

iLine Computer Workcenter
Jagger PC Station
Reflections of the 20th Century

Drew Maple, ASFD
Joe Miller, Felipe Planes
Gary Hokanson

O'Sullivan Industries
Bush Furniture
Stanley Furniture Company

Stationary Upholstery

Iris Chaise
Croc Club Chair & Ottoman
Manhattan Sofa/Chair
Tahoe
Chaise #828

Jena Hall
Bruce Ward
Greg Sheres, ASFD
Allan Palecek
Darrell G. Lowman, ASFD

American Leather
Pearson
Sheres Studio
PALECEK
Woodmark, Inc.

Entertainment Centers

Trio
Manhattan Entertainment Ctr
Bayside

Rick Lee, ASFD
Greg Sheres, ASFD
Joe Miller, Walt Shaw

Statements, Inc.
Sheres Studio
Bush Furniture

Bedroom

Reflections of the 20th Century
Spool Turned Bed
N (nu) Series
Lamplight Lane

Gary Hokanson
Catina Waters Roscoe, ASFD
John N. Kelly, ASFD
Tim Annas, ASFD

Stanley Furniture Company
K. Highsmith, Inc.
John Kelly Furniture Design
Kincaid Furniture Company

Formal Dining

Reflections of the 20th Century
French Flair
Capri

Gary Hokanson
David M. Daniel, ASFD
James DiPersia, ASFD

Stanley Furniture Company
Leda Furniture, Ltd
Excelsior Design

Summer/Casual

Veneman Weave
Archetype
Ocean
K2 Series Furnishings
San Francisco Bar Stool

Thayer Hopkins
Michael Vanderbyl
Richard Frinier, ASFD
John N. Kelly, ASFD
Philip Behrens, ASFD

Veneman Collections
McGuire Furniture Company
Brown Jordan
John Kelly Furniture Design
Rockwood Casual Furniture

Major Collections

Grand Vista
Horizons by Ethan Allen
Coronado
Gramercy

Berry & Clark Design Assoc., ASFD
Philip Stone, Irving Sabo, Craig Stout
McDaniel & Coley, Inc., ASFD
Steve Worthman

Hickory Chair
Ethan Allen Interiors
Bernhardt Furniture Company
Hickory White



AMERICAN SOCIETY OF
FURNITURE DESIGNERS

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Spring 2001 Market Dinner

Please set aside Friday evening, April 20th for a night to remember when we celebrate ASFD's 20th anniversary at Kepley's Barn in High Point. If anyone has any suggestions or new ideas towards planning the event, i.e., speakers, programming, entertainment, fun; please contact Christine at ASFD headquarters or me. We would love to hear from you. Of course, all Corporate members will be invited to participate in a mini-trade show featuring table top displays.

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