



Bulletin

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May 2002

2002 ASFD Pinnacle Design Achievement Awards

New London, NC - Celebrating the first six years of the Awards, the 2002 Pinnacle Poster shows thumbnails of all of the ASFD Pinnacle winners from 1996 to 2001. The 2002 cd/press book to be distributed to approximately 1,000 newspapers and magazines following the October market will include institutional advertising by corporate sponsors.

The only difference in entry design categories is the elimination of the RTA category which is in response to the wishes of many designers and manufacturers. "RTA manufacturers feel that their designs have matured to allow them to compete against assembled fine furniture in each category," said Karl D. Felperin, ASFD 2002 Pinnacle Awards Chairman.

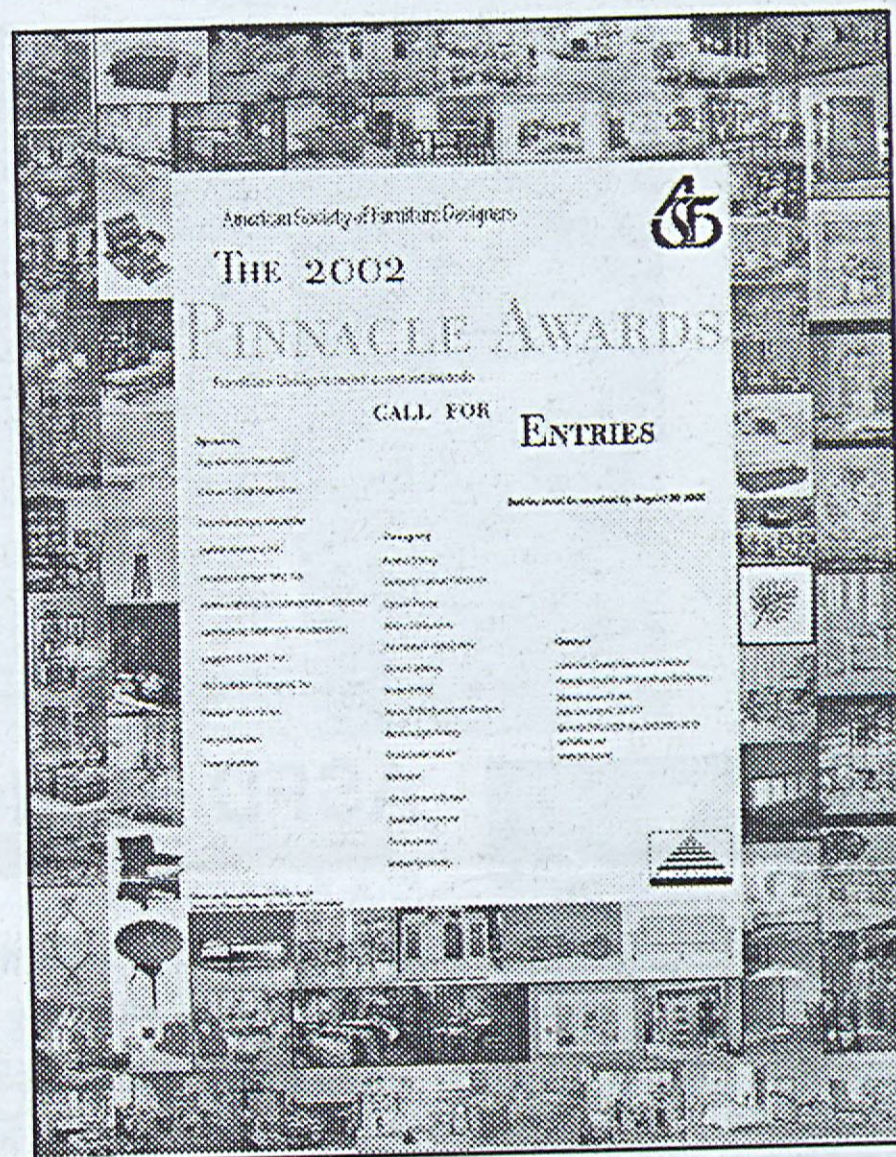
Pinnacle award judges include Ray Allegrezza, Editor-in-Chief of Furniture/Today; Richard Bennington, Professor of Business and Director of the Home Furnishings Program at High Point University; Larry Chilton, Corporate Buyer and Merchandise Manager for Wood-Armfield Company; Deborah Neely, Senior Editor of Home Lighting & Accessories; Ellen Gefen, President, Gefen Productions; Becky Boswell Smith, Editor-in-Chief of Casual Living, Home Accents Today, and Garden Decor; Jaclyn Hirschhaut, Vice President of Public Relations, AFMA; Max Shangle, Professor of Furniture Design at Kendall College of Art & Design; Julie Smith, Editor of FurnitureStyle; Mary Frye, President of the Home Furnishings International Association, Lee Buchanan, Editor-in - Chief of InFurniture; and Tony Wilkerson, Senior Vice President of Havertys Furniture.

Sponsorship has been obtained from twelve industry suppliers, including Appalachian Hardwood, Casual Living Magazine, Elmo Leather, FurnitureStyle Magazine, Laminating Materials Association, Leggett & Platt Inc., Hafele America, Inc., Home Lighting &

Accessories, The October Co. Inc., Valspar, Weyerhaeuser, and Hickory Springs Mfg.

"ASFD is delighted with the increasing enthusiasm and industry participation in the Pinnacle Awards", says Christine Evans, ASFD Executive Director. "We look forward to the Awards Dinner and Ceremony which will be held at the International Home Furnishing Center ballroom on October 18 during the Fall Market in High Point, N.C."

The 2002 Pinnacle Poster will be distributed to showrooms at regional Markets this summer and a nationwide mailing to designers and manufacturers will be done in July. Individuals who want a free poster and entry kit should contact ASFD by phone/fax at 910/576-1273, 910/576-1573 or by email at asfd@ac.net. The entry kit can also be downloaded from the ASFD website at www.asfd.com. Deadline for all entries will be August 31, 2002.



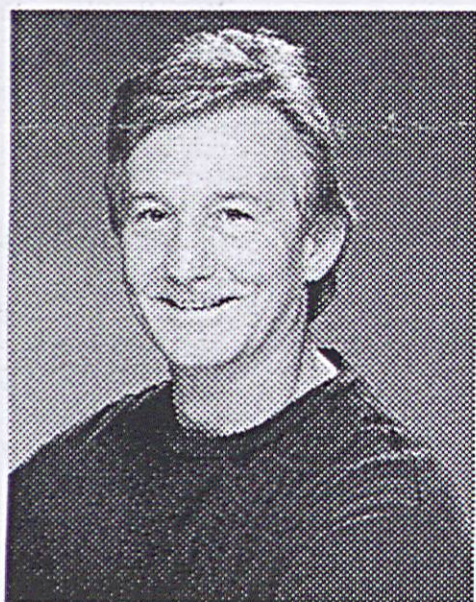
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Welcome New ASFD Members!

Professional:

- Martin de Blois Owner/Designer, Martin de Blois Designs
2848 N. Sawyer, Chicago, IL 60618
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Email: martin@martindeblois.com
- Dennis Higgins Owner/Designer, Dennis Higgins Design
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Email: dhinnyc@aol.com
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300 West Washington, Ste. 500, Chicago, IL 60606
Tel. (312) 423-5647; (312) 423-5555
Email: ssweeney@woodard-furniture.com
- S. Shah Gilani President, Accessories International, Inc., DBA Gilani Collection
9820 Drysdale, Houston, Texas 77041
Tel. (713) 895-9292 ; Fax (713) 895-0189



ASFD Student Mentor.....*Designer Rick Berry*

Rick Berry graduated from North Carolina State University in 1974 in Furniture Manufacturing and Management, working through school on a Cooperative Engineering Scholarship with Century Furniture Company. His focus on design began as an "apprentice" with the design firm Zagaroli & Company thru 1976, after which he started his own freelance design and product development firm.

In 1983, Berry & Clark Design Associates was formed with Partner Dave Clark. Their diverse but complimentary educational and experience backgrounds have enabled them to pursue a broad spectrum of furniture design disciplines – ranging from 18th century reproductions to leading edge contemporary designs, in a variety of categories and mediums.

His background in engineering and keen interest in art and aesthetics has enabled Rick to combine an "artistic design" approach with a working knowledge of manufacturing capabilities, materials, and technologies. This mode has resulted in many innovative and functional, yet practical and marketable designs.

Berry and Clark Design Associates is a full-service design and product development firm, working with major manufacturers in the U.S., Europe, and the Far East, concentrating primarily on middle to upper end residential and contract furnishings. BCDA has received numerous distinguished design awards, including SPEC Awards from NEOCON Contract Furnishings Association and winners in several categories of the ASFD Pinnacle Awards through the years. This includes the Pinnacle Designer of the Year in 1996 – the only year-to-date this distinction has been awarded by ASFD.

Rick has been an active member of ASFD for over 20 years, is a former ASFD Vice President and board member for 8 years. He resides in Hickory with his wife Mary and their three children.

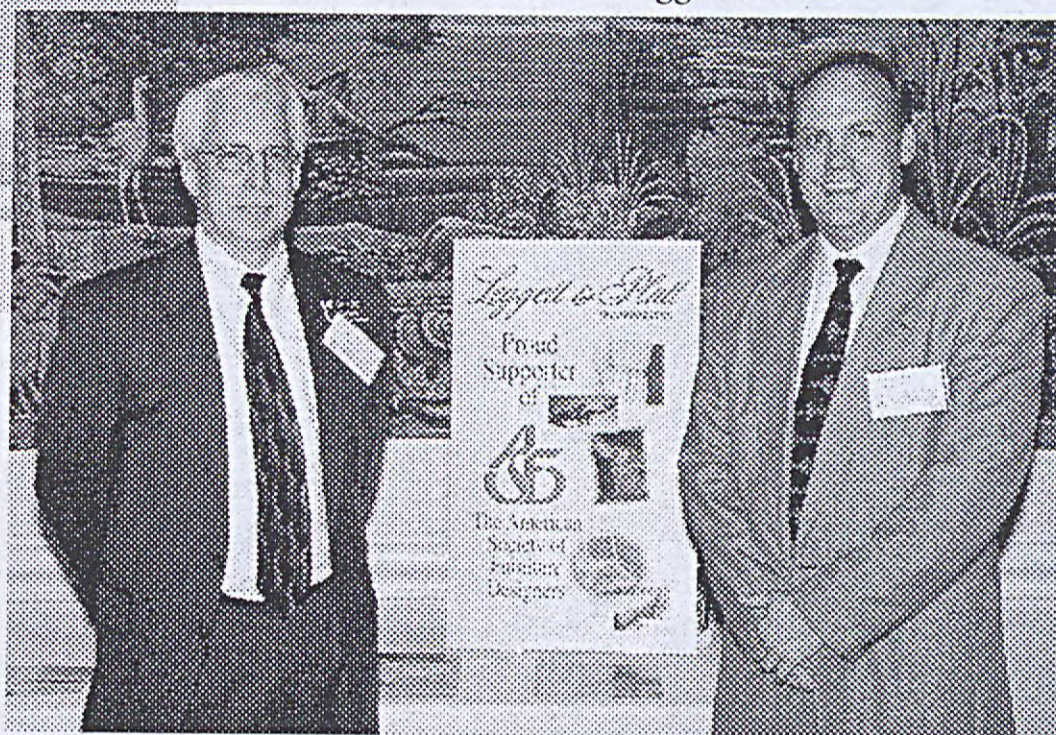
Since the article by Scott Rhyder appeared in the February issue, Rick Berry volunteered to be the Bulletin ASFD Student Mentor for a period of time. Students can send questions or discuss their careers by contacting Rick via email (rberry@berryandclark.com), Tel. 828-327-4648 or Fax 828-327-6896. Questions and Answers may be published in future Bulletins for the benefit of other Students.

Corporate Members Product Displays

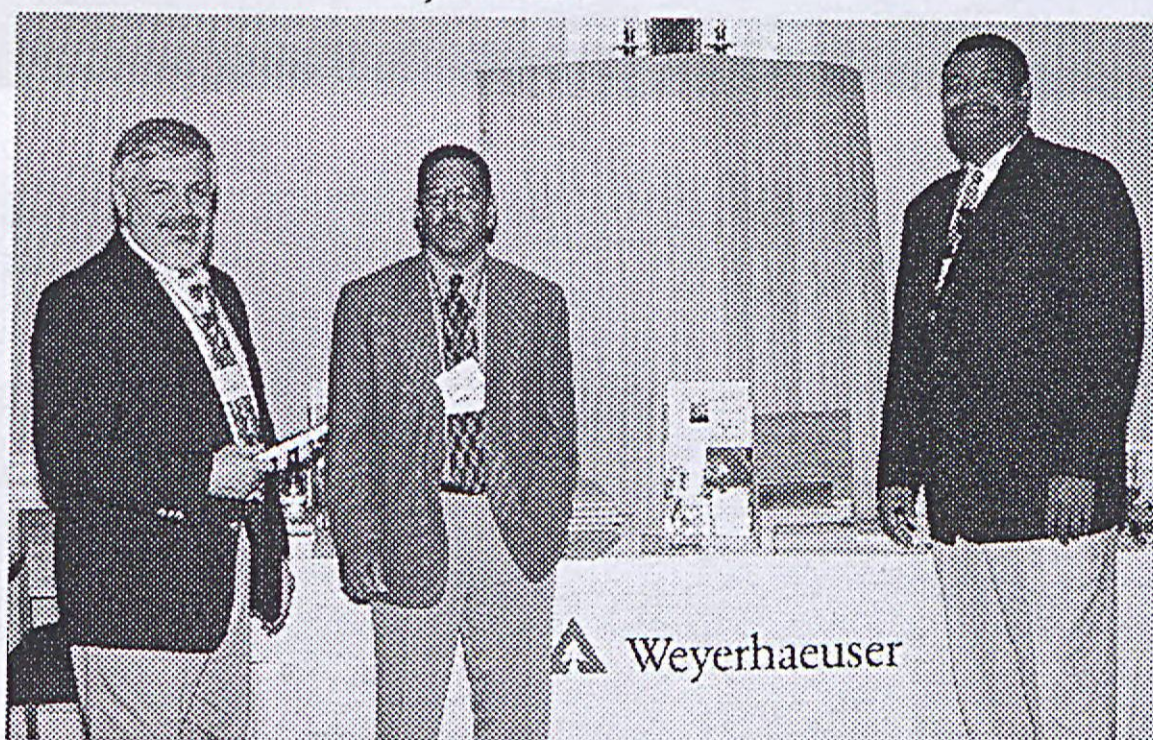


Robert Inman, Lew Ferretti, Mae Harper
Hafele America

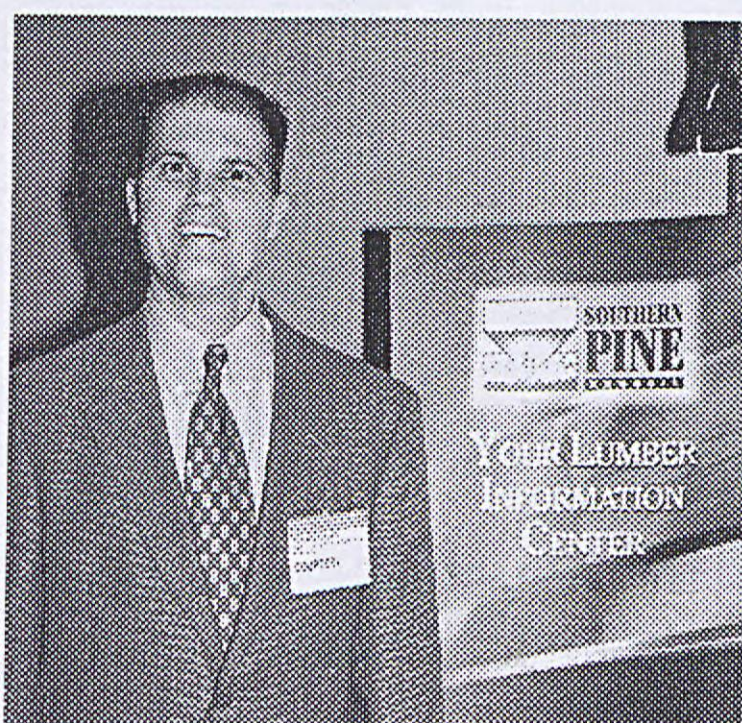
John Patrick, Richard Weeks
Leggett & Platt



Bary Janelle, Gene Manning
Weyerhaeuser



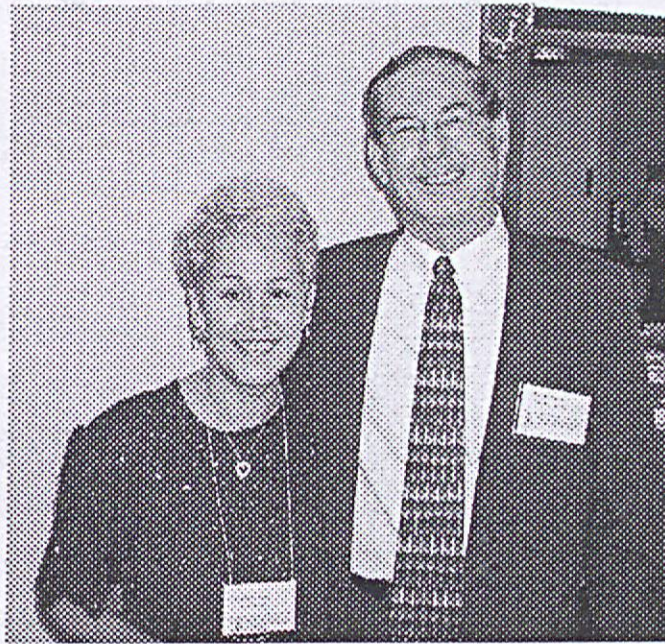
Sam Applegate from *Wood Technology*
with Lewis Mabon, *ASFD*



Richard Kleiner
Southern Pine Council



Gerald Klickstein
NC School of the Arts



Christine Evans, Mitchell Watson

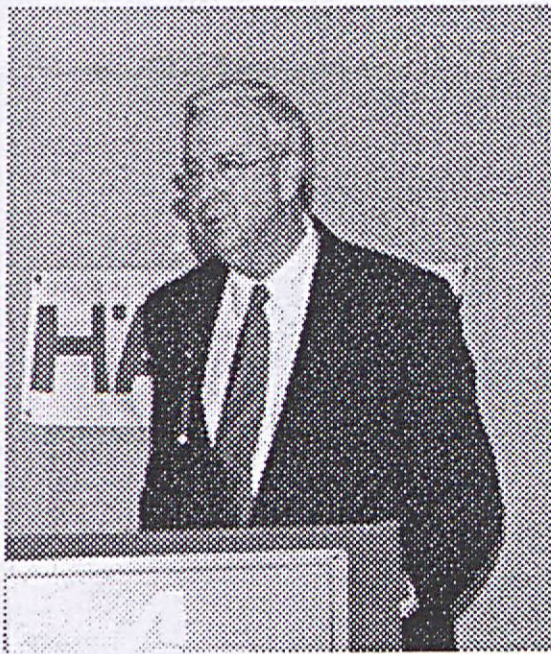


Ivan Cutler

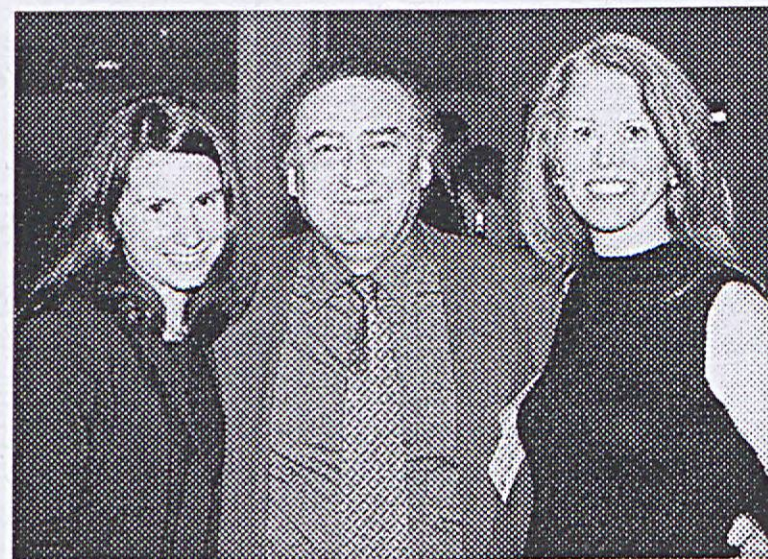
Spring Market Dinner



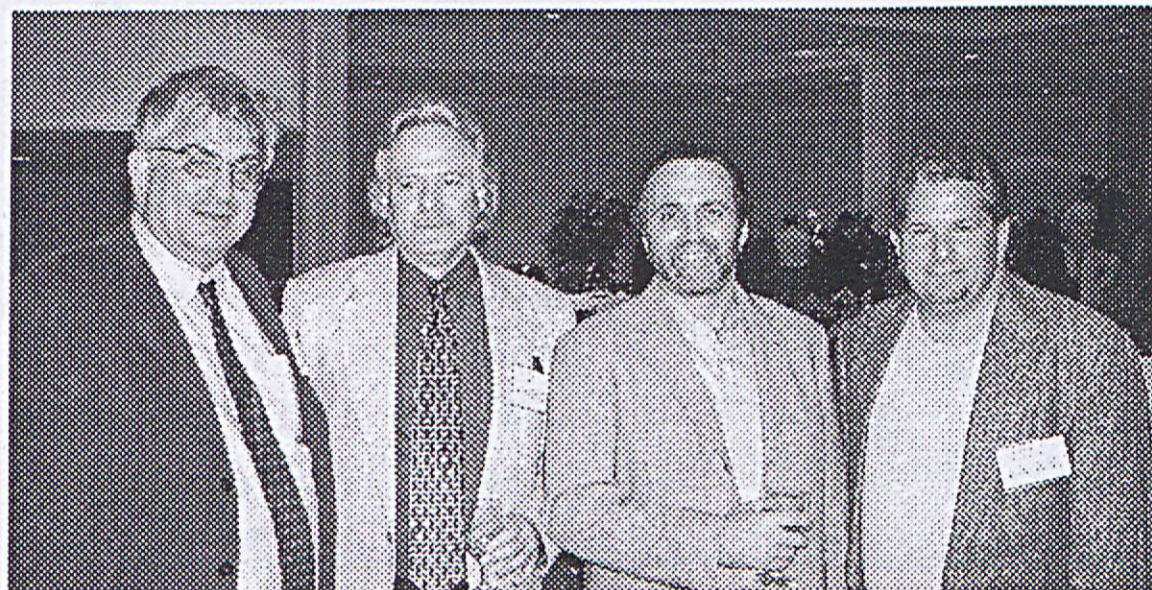
Michael Chazin, Joe Richardson, Bob Stannard, Derrell Lowman



Joe Carroll
Furniture/Today



Claudia Rebola, Haig Khachatoorian, Susan Von Cannon



Karl Felperin, Jim DiPersia, Michael Wolk, Charles Monaco



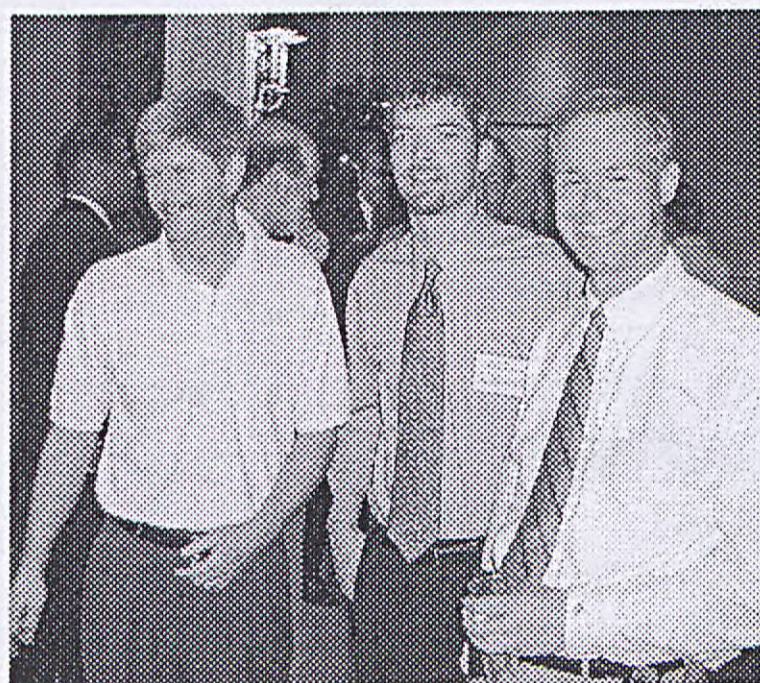
Susan Von Cannon, Jim DiPersia, Christine Evans



David Williams, Richard Bennington, Joe Carroll



Philip Behrens and Rebecca Gottsegen



Morgan Harris, Matt Hurley, David Tuxhorn

Tribute to O.B. Solie.....

as presented at the ASFD Market Dinner on April 19

In all begin in June of 1954 when O.B. Solie was asked to participate in a press conference at the American Furniture Mart in Chicago to discuss furniture trends. It was the first press conference panel that O.B. had ever been asked be on and unsure of his ability to communicate his ideas quickly, he arrived with sketches he had prepared ahead of time that conveyed his ideas. Those sketches were a big hit and were immediately printed on the front page of the Life Styles section of the New York Herald Tribune.

Since then, for over 40 years, O.B. Solie has been entertaining colleagues and friends with his drawings that parody furniture trends. His work has been presented at numerous press conferences, speaking engagements and trade show publications. Inspiration can be from a current movie, a trip to the zoo with his daughter or from a lighthearted discussion on politics and culture. He expresses his idea in an object of furniture that gives dual meaning to the drawing. Some drawings use cultural icons such as a Rolex watch or a 520 BMW sedan. Other drawing are made by taking the letter of a word such as "faux" or "yuppies" and constructing an item of furniture from them. However, in every drawing you will see the relationship of humor to furniture.

He describes his work as having as "design quality" instead of a "cartoon quality." He begins each drawing with a good design, a pleasing shape, and then renders it as if there were going to be a product sketch made from it. When he gets an ideas, he draws a quick sketch to get a good flow of lines and then goes back in and adds color and texture. Most of the drawings took less than ten minutes to create. Most of the drawings were made "just for the fun of it." But what is apparent in every drawing is the generous spirit and prolific imagination of the man who created them. Hope you have a chance to go by and see the exhibit at High Point's Furniture Discovery Center on display now through September 2002. Admission is free. Enjoy.



Lorraine, O.B. and Sue Solie

.....Susan Von Cannon

Hello OB, Old Boy.....

by Arto Szabo

OB, - these two letters always fascinated me. Way back in the 1960s, twice a year my colleagues and I used to



prowl the floors of the Furniture Building in Chicago during the furniture market. It was always freezing cold in January or sweltering hot in July.

Pretty soon after a few markets you started to recognize the same faces on the different floors. Out of all these people I especially noticed a very energetic, Scandinavian looking character, who was always accompanied by the same guy.

They were going in and out of almost all showrooms like salesmen, but curiously they always carried portfolios with them. I was curious as hell - How

come these folks can just go into any showroom and I can not?

Finally I asked somebody, an old timer who seemed to know everybody in the furniture business, who these characters are? He whispered into my ear, - the Scandinavian looking guy is OB Solie, the famous designer, and the other chap is his lieutenant Ron Sonnenleiter. They design for almost everybody in the building! Boy, I was really impressed!

A few years later I finally met personally OB the Viking, and over the years we became very good friends. After the demise of the Chicago market and when High Point became the center of the Furniture Universe, we often walked miles together through the floors and the ever-expanding buildings of High Point. But no matter where we walked the HI Ob's! HI Ob's! were coming from everywhere. It looks like everybody knows OB in this industry.

Later on, OB and I collaborated on several design projects together. But he always stipulated - "Arto, you do the traditional designing and I do the contemporary". It worked out perfectly, as you know

his flair for contemporary is legendary. All you have to do is to look at OB's designs for Ello, year after year.

On the other hand most of OB's great designs, like the "Orangatub", "Designer Genes", "Octopussy 007", "Club Chair", "Almond Croissant Chair", "Sportsofa", "Hush Yuppie Lounger", "Yuppies Chaise", "Nashville Brass", and many other designs never made it to any market or production. But OB is a smart businessman, he simply recycled these designs as cartoons, so at least everybody can enjoy his unwanted, unmakeable fantastic designs, at least on paper, in newspapers and magazines. All these fabulous, one of a kind designs are now on display at the ASFD sponsored exhibit at the Furniture Discovery Center, just across the street. I hope all of you will go to see it.

There is a mystery about OB's name, what OB stands for. When anybody says JFK or LBJ you know right away that these are initials of the name of our former presidents. When it come to OB, you are dumbfounded.

I always wondered whether OB is an abbreviation for Old Boy, Over Board, Obese Boy, Oversized Bra, Opium Buyer, Off Broadway, Obscene Bohemian, Old Brigadier or such things like that.

So, at one time while OB was visiting us with his family in Greenwich I had a chance to find out. We had dinner at a local restaurant, and after OB had a few Old Brew I did ask him what OB stood for. "This is a secret and a long story Arto" and then proceeded with the explanation. It was a nice Viking tale and I was happy to hear it. - To tell you the truth, this happened such a long time ago that I forgot the details. Therefore I can't spill this big secret to you, and shall remain a secret.

Congratulations OB on your LifeTime achievements, for your design leadership and for your funny Furniture cartoons!

OB, If you get you knees together, may be we can play a few tennis sets again.

We love you!



American Society of Furniture Designers

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Christine Evans, Executive Director

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2002-2003

Executive Committee:

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DiPersia, Jim - Vice Pres.	2004 (212) 889-7474	(212) 689-6463	jinn3000@aol.com
Krieger, Doug - Vice Pres.	2004 (419) 446-3484	(419) 446-3690	dkrieger@sauder.com
Szabo, Arto - Treasurer	(203) 661-2505	(203) 629-2978	aszabo@optonline.net

Pinnacle Awards Chairman:

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Corporate Advisor

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Board of Directors

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Gilbert, Joe	2003	(336) 275-4443	(336) 275-4469	catinadesign@aol.com
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Thompson, Jim	2003/Corporate	(800) 628-9346	(413) 527-0091	thompson@octobercompany.com
Visage, Colleen	2003	(864) 599-6045	(864) 599-6156	colleen.visage@progresslighting.com
Zaidman, Paul	2003	(204) 488-2413	(204) 489-4224	designpaz@aol.com
Ted Rittersdorf	2003	(336) 249-6220	(336) 249-7612	shodges1@lexcominc.net
Behrens, Philip	2004	(336) 769-4732	(336) 769-4732	pbehrens@naturadesign.com
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Monaco, Charles	2004	(631) 351-0640	(631) 424-5982	charles@fdstudios.com
Mulder, Bruce	2004	(828) 754-6001	(828) 754-2028	
Lowman, Darrell	2005	(828) 294-6048	(828) 294-6303	dlowman@charter.net
Stilwell, Seth	2005	(828) 758-4216	(828) 758-2896	seth_s@charter.net

Committee Chairs (committee):

Academic:	Doug Krieger (Scott Rhyder, Bruce Mulder)
Bulletin:	Colleen Visage (Christine Evans, Roger Schneeman)
Membership:	Alan Friedman (Michael Chazin, John Cooper, Charles Monaco)
Nominating:	Alan Friedman
Pinnacle Awards:	Karl Felperin (Jim DiPersia, Arto Szabo, Christine Evans)
Public Relations:	Jim DiPersia (Roger Schneeman)
Website:	Joe Gilbert

Note: BOD are required to attend two meetings per year—April and October, High Point, NC. All professional members are eligible for Board member nomination (contact Alan Friedman).



P.O. Box 2688
High Point, NC 27261

FORM FOLLOWS FUNCTION, THE GLOBALIZATION OF DESIGN.....Observations, Provocations and Possibilities was the topic of Professor Haig Khachatoorian's keynote address at the recent annual High Point Market dinner. Haig is Chair of the Industrial Design Department at NCSU College of Design. He has practiced internationally in the disciplines of architecture, exhibit, graphic, interior and product design as a consultant, educator and freelance designer.

"Haig presented us with many very stimulating and thought provoking designs being done by design students and professionals in Asia and Europe. I believe we benefit greatly by this kind of presentation because it teaches us to think 'outside of the box'. We often stay with what is familiar in our designing, and we are grateful to Haig for showing us some creative thinking and aesthetic problem solving on a more academic and theoretical level. Thanks again Haig for devoting your time and thoughtful presentation to the organization. We hope you will remain active in ASFD."

Alan Friedman, V.P., Pres. Elect

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