

PINNACLE

THE JOURNAL OF THE
AMERICAN SOCIETY OF FURNITURE DESIGNERS

Pinnacle Awards Deadline Approaching

11th Annual Pinnacle Awards 2006
Call for Entries
Entries must be received by August 4, 2006.

Categories:
Accessories
Bedroom
Casual Dining
Formal Dining
Home Entertainment
Home Lighting
Home Office
Juvenile Furniture
Leather Upholstery
Major Collections
Motion Upholstery
Occasional Storage
Occasional Tables
Stationary Upholstery
Summer/Casual

Contact:
Christine Evans, Executive Director
American Society of Furniture Designers
144 Woodland Drive
New London, NC 28127
Tel: 910-576-1273, Fax: 910-576-1573
Info: asfd.com, www.asfdpinnacle.com

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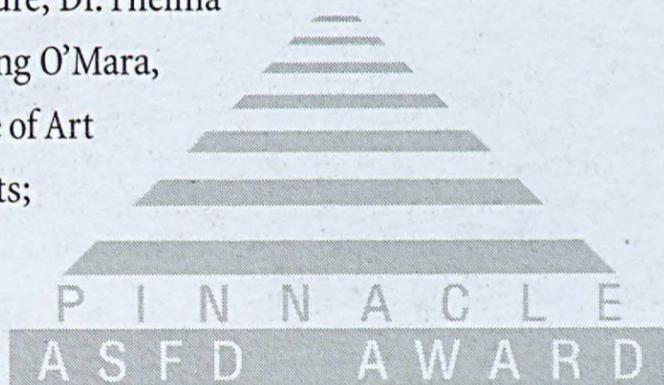
“ASFD is extremely proud and excited about the continued growth of the Pinnacle awards and the enthusiasm they have generated for the importance of design within our industry. We look forward to an outstanding awards ceremony at the October market and would like to remind everyone of the change of date this year as well as the earlier deadline for Pinnacle entries of August 4th” says Jack Lewis, ASFD vice president and Pinnacle chairman for 2006.

With the deadline fast approaching, it is recommended that entries be express mailed to ASFD. The 2006 Pinnacle entry forms and instructions can be downloaded at www.asfdpinnacle.com/news.php. For a free Pinnacle poster and entry form by mail, call Christine Evans at 910/576-1273 or by email at info@asfd.com. Entry forms for the second annual ASFD President’s Award can likewise be downloaded or mailed. **All entries must be received by August 4, 2006.**

FurnitureToday is the Major Underwriter of the 2006 ASFD Pinnacles and will participate as M.C. at the awards banquet on Monday evening, October 16 at the IHFC ballroom in High Point.

The 2006 Pinnacle sponsors are APA-The Engineered Wood Association, Appalachian Hardwood Manufacturers, Elmo Leather, FurnitureFan Inc., Furniture Style, Hafele America Co., Hickory Springs Manufacturing, Home Furnishings Business, Home Lighting & Accessories, Leggett & Platt, Inc., The October Company, Weyerhaeuser and World Market Center Las Vegas.

The 2006 Pinnacle judges are Dr. Richard Bennington, High Point University; Gary Evans, FurnitureToday; Leslie Fishbein, Kacey Fine Furniture; Francel Goude, RFG-Global Design Group; Jackie Hirschhaut, AHFA; Dan Minor, Boyles Furniture; Dr. Thelma Lazo-Flores, Savannah College of Art & Design; Sheila Long O’Mara, Home Furnishings Business; Max Shangle, Kendall College of Art & Design; Julie Smith, Furniture Style and its supplements; Steve Walker, NC State/Furniture Manufacturing and Management Center; and Rhonda Wolf, Havertys.



CONTENTS

2006 Student Design Contest Winners.....	2
Letter from the Editor	3
Spring Market Photos	4
Trend Alert	6
President’s Award	7

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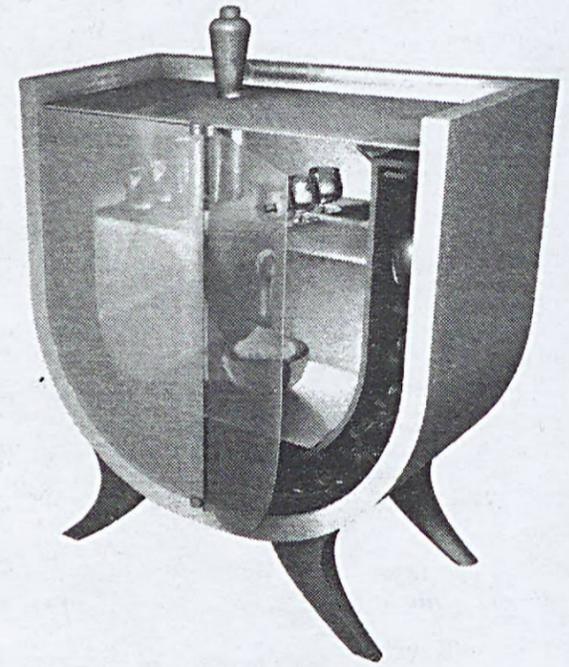
2006 ASFD Student Design Contest Winners

For the third consecutive year, Philip Martin, marketing manager for Hafele America Co. presented the annual 2006 David Kline Memorial Scholarship contest winners during the High Point Spring Market dinner. The three top winners were all students at Kendall College of Art & Design (KCAD) in Grand Rapids, MI. Contest application kits were sent to colleges across the Country whereas eligible design students were asked to design a piece of furniture utilizing Hafele's UV Glass Bonding Hardware.

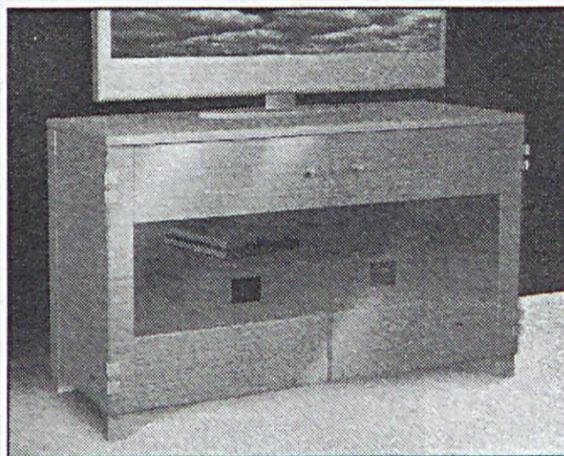
The First Place Award of \$3,500 went to Thor Taber for his "Dionysus" Bar. The judges noted that Thor used the required Hafele hardware multiple times in his "creative, functional, uniquely styled cabinet design."

Lisa Koskela received the \$1,000 Second Place Award for her "Grace Console" entry. Judges stated that the entry included a "great explanation of product purpose; and the design was very appealing, elegant but simple."

Diane McCabe received the \$500 Honorable Mention Award for the second year in a row with her entry entitled "UV Bonded Cart Display". The judges said that her "understanding of the Hafele product was superb! The design has great potential for numerous pieces. Good for retail, or home."

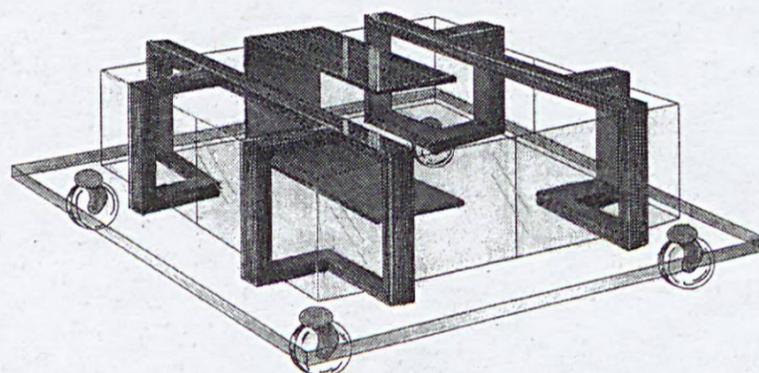


FIRST PLACE
"Dionysus" Bar



SECOND PLACE
"Grace Console"

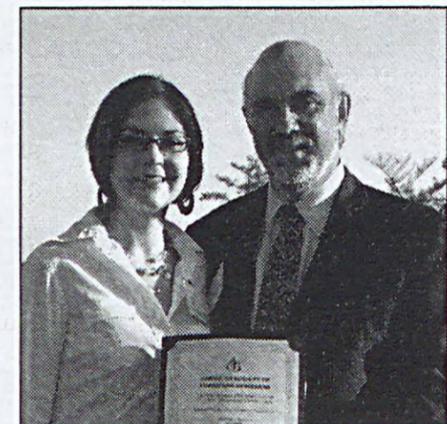
America Co. is a Corporate Member of ASFD; we are grateful for their continuous support and sponsorship of this and other important ASFD initiatives.



HONORABLE MENTION
"UV Bonded Cart Display"

The Judges for the Contest included Philip Martin, director of marketing, Hafele; Philip Behrens, ASFD vice president and president of Natura Design; Larry Chilton, Director of Marketing, Pennsylvania House; Gray Pennell, Merchandising Director, Furnitureland South; and Dr. Richard Bennington, Director, Home Furnishings Programs, High Point University.

The ASFD annual scholarship contest was named in honor of the late David Kline, who was a West Coast designer and former ASFD president during the late nineties. Hafele



*Philip Martin presenting the award to
Diane McCabe, Honorable Mention Winner*

Letter from the Editor: Time to Design

So much of what we hear these days about being healthy, being productive and having fun centers around the idea of balance. Yoga instructors preach it, self-help gurus write about it and talk show hosts make sure we are reminded of it in full multi-media splendor. But what does it mean to become in balance?

Balance takes time. Work takes time. Family responsibilities take time. Finding your shoes takes time. Volunteering takes time. Driving takes time. Eating takes time. Dialing the phone to call your client takes time. Sharpening your pencil in the midst of a great idea takes time. Design takes time.

You see, everything takes time – sure, some scientists may argue chaos theory X and string theory Y, but for us, everything takes time. As designers, we love to design – it's part of what defines us as who we are. Some of us work on staff for large (or small) manufacturers, while others are independent, and still others fall somewhere in between. Design may be our passion, but it can't consume the entirety of our lives. We each need to sleep, and play, and drive, and eat, and sharpen pencils.... So what is all this business about balance? What does it have to do with design?

Everything.

Balance is what lets an idea grow silently in the "off-season" (anytime you're not sitting with a pad in front of you) and balance is when the rewards of your great ideas and hard work pay off. Balance is the exploration of something foreign or familiar (with fresh eyes) that sticks with you even when the details become fuzzy. Balance is what lets a thousand ideas ride on the same

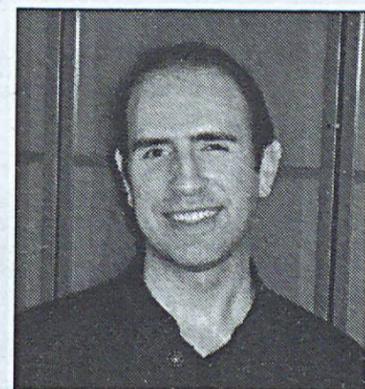
highway, in the same direction, and change lanes in an orderly fashion. Are these issues unique to designers? No, but we are at our cores involved in a creative profession, like writers, painters and musicians. Balance chips away at writers' block (or designers' block) because it is the space between the letters that gives us room to breathe, room to think... room to do what we do best. Sometimes ideas just need to percolate for awhile before they are fully ripe.

So set aside time to design. Set aside time in the gym, time in the car, time at the restaurant and time in the shower. There's plenty of time to design between all of those seconds of the day, but no pencil is required. No visions of chairs or tables are required. Nothing is required, except time, space, breath. That's balance – finding time without looking for it, being creatively recharged by the space between the lines – no pressure, no penalty. If you try to find balance it will always elude you, but when you are ready it will simply find you.

And now, it's time to design....

*Thom O'Leary, ASFD
Editor*

Studio@ApparenzADesign.com



Thom O'Leary
ASFD

CALL FOR SUBMISSIONS

As part of our re-imagining, Pinnacle: The Journal of the American Society of Furniture Designers would like to issue a call for submissions. To suggest a feature or receive a copy of our publication schedule, please contact the editor Thom O'Leary at studio@ApparenzADesign.com

Spring 2006 ASFD Market Dinner

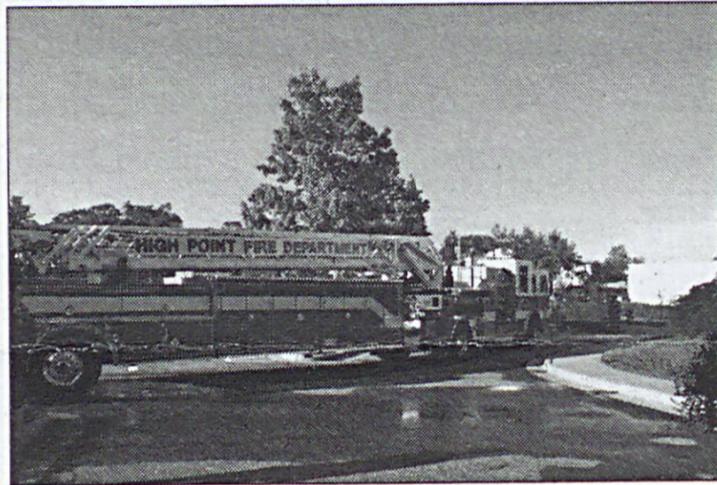


ASFD Board Members Jack Lewis, Carl Muller, Christine Evans, Jim DiPersia, Bob Stannard



Say "Hey" to Richard Weeks, Murray Catton and Walt Myers, Leggett & Platt! Is that a Fire Truck behind our guys? That's Morgan Harris, ASFD on the far left.

Oh yes, High Point's finest came to the rescue saving ASFD's evening dinner event which was almost cancelled due to an electrical fire and power outage at High Point CC occurring during the reception causing a complete building evacuation for a short period of time!



Dr. Oliver Evans, President KCAD, Dawn Dempsey, KCAD Staff and David Daniel, ASFD

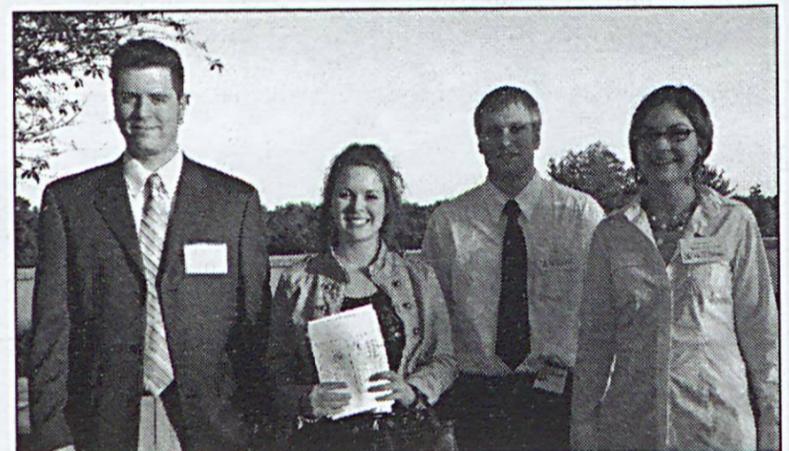


Special guests Theresa Swett, President, David Francis Furniture and Leslie Fishbein, President, Kacey Fine Furniture; Christine Evans and Matt Hurley, ASFD



Lisa Harris, Robert Evans; Brenda Anderson, President, Southern Flair Interior Design

Brian Kersanske, SCAD; Michelle Cushman, ASFD; Jesse Schopmeyer, KCAD; Diane McCabe, KCAD





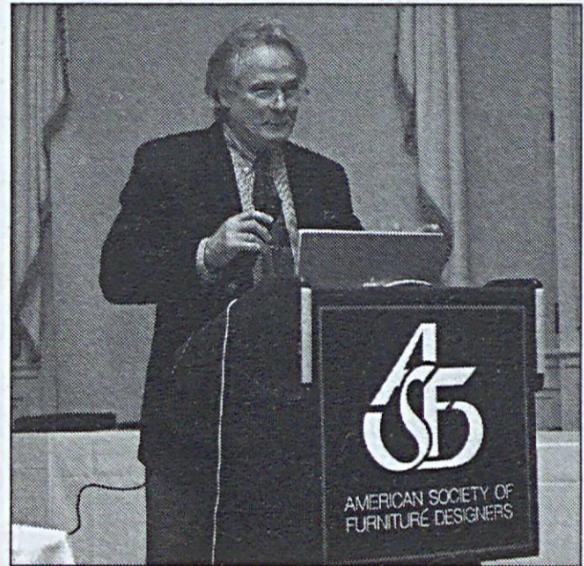
Vikki and Steve Hodges, ASFD



*Christine Evans and Geraldine Callicutt,
Receptionist support*



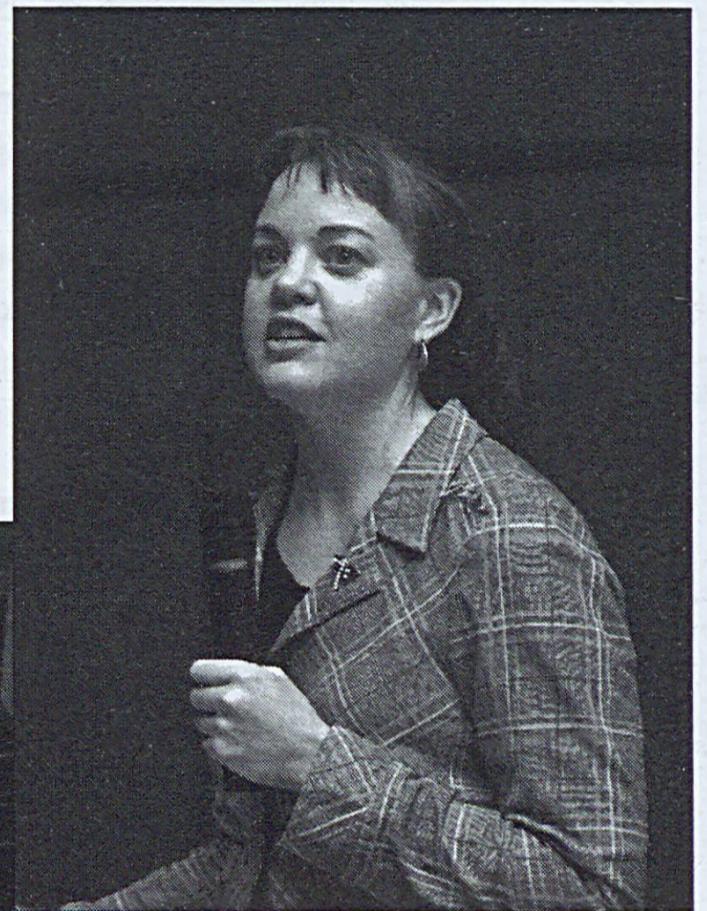
*Steve Hodges presents Pinnacle Awards
2006 poster/call for entries*



*Jim DiPersia, ASFD President
greet members and guests*



*Guest Speaker, Julie M. Smith,
Editor-in-Chief, Furniture Style
Magazine and its supplements,
Home Fashion Forecast,
The Retail Experience and Connected.*



trendalert



Frank M. Spano
ASFD

Furniture as Art in the World of Museums

Trend alert! Yes fellow furniture designers. There is a trend afoot, and we are at the heart of it. A milestone in this trend occurred two years ago when The Metropolitan Museum of Art staged the memorable Jacques Emille Ruhlmann exhibit. Ruhlmann, of course was the early 20th century designer who crafted lavish furniture for a lavish lifestyle, yet never realized a profit from it. No need for pity though, not only did he profit handsomely from his interior projects, but his obsession for quality earned him several enviable positions. First of all, he never had a client say, "No!" to him, but what is more important, his furniture has achieved the collectible status of fine art. Since the Ruhlmann exhibit, presentations of the art of furniture have become a great draw for museums worldwide.

The Nevada Museum of Art, in Reno, Nevada, is currently attracting enthusiastic attendance for their exhibit *100 Years 100 Chairs*, which runs through October 2006. They are the only US venue to present this exciting collection from the Vitra Design Museum in Germany. Ann Wolfe, Curator of Exhibitions and Collections says, "This is the second in a two-part series of design exhibitions mounted at the Nevada Museum, both of which were intended to build our community's growing interest in architecture and design." As has been the case in many such exhibits, Wolfe emphasizes, "...audiences have been especially receptive to both exhibitions, which have presented everyday, functional objects seen through the lens of twentieth century modernism."

The Neuberger Museum of Art, in Purchase, New York, presented *Home Is Where the Art Is* in May 2006. "The success of this exhibit," according to Director Thom Collins, "...was through the juxtaposition of the "fine arts" to the "decorative" and "applied" arts. Art is a social product," states Collins, "Every work of art weds ideas and forms to meet specific and collective needs. In this sense, all art is functional." The exhibit brought together paintings, photography, sculpture and furniture portrayed in an equal status. A rare prototype for the Breuer lounge chair, and other twentieth century modern classics, sat alongside numerous contemporary expressions of furniture as art.

The Nevada Museum of Art's
"100 Years, 100 Chairs"
runs May 27th - October 1, 2006
www.NevadaArt.com



So, what we furniture designers have appreciated all along is now being recognized and promoted by the art community in response to the heightened public awareness of designed furniture. The trend has caught up to us, and we share the optimism of these museums, as expressed by Ann Wolfe, "We hope that viewers will continue to think critically about the relationship between form and function and how they can incorporate finely designed furniture into their own lives."

Frank M. Spano, ASFD



President's Award

Deadline for Entries

Deadline for Entries is Friday, August 4.

Purpose

The second annual President's Award is intended to honor talented young furniture designers and to "jump start" careers in conjunction with the Pinnacle Design Achievement Awards which will be presented on Monday evening, October 16 during the High Point Market.

The ASFD President's Award was created to honor the memories of the late David Kline, Roger Schneeman and Alan Friedman who were professional furniture designers and distinguished former ASFD presidents since 1997.

Eligibility

This award is open to any staff or "free-lance" furniture designer who will be 35 years of age or younger on October 16, 2006. Portfolios will be judged on designs manufactured for the North American retail home furnishings market.

Entry Requirements

Candidates may nominate themselves or be nominated by an employer, co-worker or client. The criteria for judging will include signs of exceptional creativity, exhibited ability to learn and grow; and how much the applicant has contributed already to the furniture industry. A subcommittee of the 2006 Pinnacle Awards Judges will select the President's Award recipient.

The President's Award entry requirements and forms can be downloaded at www.asfdpinnacle.com/downloads.php or you can request by mail at info@asfd.com; or call (910) 576-1273.



Pinnacle Design Achievement Awards

The 2006 Pinnacle Design Achievement Awards Entry Forms are available now! Download your entry kit from www.asfdpinnacle.com/downloads.php, or contact ASFD for a free 2006 Pinnacle poster/Entry form.



Contact:

Christine Evans, Executive Director
 American Society of Furniture Designers
 144 Woodland Drive, New London, NC 28127,
 Phone: 910-576-1273, FAX: 910-576-1573, info@asfd.com, www.asfd.com



Dave Kline 1932-1998



Alan Friedman 1938-2004



Roger Schneeman 1933-2003



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American Society of Furniture Designers



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144 Woodland Drive
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Announcements

2006 ASFD Pinnacle Awards Entries Due
Friday, August 4, 2006
(one month earlier than previous years!)

President's Award Entries Due
Friday, August 4, 2006

Pinnacle Awards Judging
Thursday, August 10, 2006
High Point University

High Point Fall Market
October 16-20, 2006 (Monday through Friday)

ASFD Board of Directors Meeting
Monday, October 16, 3:00 p.m., IHFC 11th Floor,
President's Room

ASFD Pinnacle Awards Reception/Dinner
Monday, October 16, 6:00 p.m.
IHFC Ballroom, High Point, NC

Next Issue: *Philosophy and Design, Furniture Show Recaps,
Top Magazines for Furniture Lovers, and more...*

**American Society
of Furniture Designers**

Christine Evans, Executive Director
Phone: (910) 576-1273
Fax: (910) 576-1573
email: info@asfd.com

Thom O'Leary, ASFD - Journal Editor
Phone: (914) 924-0338
email: studio@AmericanFurnitureDesign.com

www.asfd.com