

1997 Press Book

Use this book for background on ASFD Pinnacle Design Achievement Award winners and finalists.

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AMERICAN SOCIETY OF FURNITURE DESIGNERS 144 Woodland Drive New London, NC 28127 TEL:910/576-1273•FAX:910/576-1573



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AMERICAN SOCIETY OF FURNITURE DESIGNERS

November 3, 1997

To Members of the Home Furnishings Trade and Consumer Press:

We are indeed proud to present to you this 1997 Pinnacle Design Achievement Awards Press Book. 1997 marks the second year of what we expect to be an annual event in our industry.

We are encouraged by the industry response. While the number of entries was approximately the same as last year, the entries matched our objectives much more closely. While the entries represented a range of price points in each category, this year's finalists were much more likely to be more popularly priced than last year's and more available at retail stores.

The attendance at the award banquet, held on October 17 at the High Point Country Club, broke all records for ASFD events. Nearly 200 people, including manufacturers, designers, industry suppliers, and editors attended.

We have made several changes in this press book. First, we have improved the quality of the product illustrations. The photographs of the finalists were obtained directly from slides submitted by the manufacturers, and are of much higher quality than the scans made from flat art last year. Second we have included photographs of the designers whose products were finalists. And we have also included photographs of the designers or manufacturers receiving their awards at the award banquet.

To save paper and expense, we are not printing a press book for general distribution. If you have difficulty using this CD, we will gladly send you a printed book and slides. We will support you with whatever it takes to make your story of the Pinnacle Awards a success.

Thanks for your support.

David T. Kline, ASFD President

Credits

ASFD Pinnacle Award Committee: Karl D. Felperin, ASFD, Chairman. Members Michael Chazin, Carol Christa, ASFD, Steve Hodges, ASFD, Arto Szabo, ASFD.

Product Photographs: Supplied by manufacturer or designer.

Designer Portraits: Supplied by manufacturer or designer

Pinnacle Statue Design and Manufacture: Laurel Clark Fyfe, Foxfire, Inc.

Pinnacle and Award Ceremony Photographs: Roby Johnson

Press Book Writing and Preparation: Karl D. Felperin, ASFD

CD and Mailer Illustration: Arto Szabo, ASFD

About the Pinnacle Design Achievement Awards

This chapter contains the objectives and history of the Pinnacle award program, the 1997 categories, judging and special awards. The category co-sponsors are listed, along with the judges, and the award ceremony is described. The list of seven winners is given with the designer, manufacturer, category and winning product. The high resolution images are presented.

Objectives

The Pinnacle Design Achievement awards were created in April 1995 by the Board of Directors of the ASFD to accomplish the following specific objectives:

- To promote designers within the retail home furnishings industry
- To promote the ASFD as an organization devoted to the recognition of design and designers
- To promote increased quality of design in retail home furnishings

The Pinnacle awards are open worldwide to any designer or manufacturer. Membership in the ASFD is not a requirement for entry.

For the 1997 awards, eligible products had to be (1) generally available to the public in retail stores; (2) in current production; (3) introduced after October 1995. Craft-produced or one-of-a-kind products were not eligible. Products must have been exhibited at a major market or be available in at least 20 retail locations nationwide.

Criteria for Judging

In accordance with the objectives of the awards as stated above, the designs were to be judged according to the following criteria:

- The extent to which the design represents value to the consumer at its suggested price point by combining visual appearance and function
- The extent to which the design makes best use of available materials and production technology

Pinnacle Award Category Co-Sponsors

 The extent to which the design incorporates the needs of the retail furniture consumer

It is important to note that the primary object of the judging is the needs of the retail consumer. The judges were instructed to make their selection on the basis of perceived design value for the price point indicated.

Categories

For 1997 there were originally 11 categories for products. These were Major Collections, Stationary Upholstery, Motion Upholstery, Bedroom, Casual Dining, Formal Dining, Occasional Furniture, Home Office, Juvenile Furniture and Correlates, Lighting and Accessories. The Pinnacle Awards committee reduced the number of categories from 11 to seven by combining casual and formal dining into one category, eliminating accessories, lighting, and juvenile furniture because of a lack of entries.

Judging

The deadline for submission was September 8, 1997. A total of 90 entries were received. Judging took place on Tuesday, September 16 at High Point University. The judges selected 24 finalists in the seven categories. While the list of finalists was immediately released to the press, the winners would not be notified until the award ceremony on October 17.

All finalists were notified immediately after the award, and requested to send 35 mm slides from their product photographs together with 35 mm portraits of the designers and a brief description of the manufacturer and product. This information is presented later in this book.

Special Awards

While the judges elected not to make any special awards, the ASFD Board of Directors made special awards to Richard Bennington, for his help with the award program and to Karl D. Felperin, ASFD for originating the Pinnacle Awards and serving as chairman in 1996 and 1997.

Pinnacle Award Category Co-Sponsors

Several organizations generously contributed \$500 per category to help defray the cost of running the Pinnacle Award program for 1997. The organizations and the categories sponsored are:

- Upholstery Design and Manufacturing magazine for Stationary Upholstery
- JB Research Inc. for Motion Upholstery
- Lilly Industries for Bedroom
- Laminating Materials Association for Occasional and Home Office
- Hafele America for Major Collections

Judges

The judges and their affiliations were as follows:

Richard R. Bennington, Professor of Business and Director of the Home Furnishings Marketing Program at High Point University.

Patricia Bowling, Executive Vice President of the National Home Furnishings Association.

Gary James, Special Projects Editor, Furniture Today.

Cindy Scheafer, Editor, Home Accents/Today

Laura Lang, Associate Editor, HOME Magazine

Bob Ficks, Home Furnishings Council

Liz Seymour, free-lance writer to the industry

Max S. Shangle, instructor in furniture and industrial design, Kendall College of Design.

1997 Pinnacle Award Ceremony

The 1997 Pinnacle award dinner and ceremony was held at the High Point Country Club, in High Point NC on Friday October 17 during the fall market. The cocktail reception started at 6:30 pm. ASFD Corporate Members and Pinnacle Category sponsors showed "table-top" displays of their products. Dinner was served at 7:30 and the award ceremony began at 8:30.

The presenter for a particular category announced all the finalists for that category. Designers or manufacturers came up to the front as their names were read, and a slide of their product was shown to the audience. The presenter then announced the winner who was awarded the glass Pinnacle. The other finalists received a certificate acknowledging their design.

1997 Pinnacle Winners

Table 1 shows the winners of the 1997 Pinnacle Awards.

TABLE 1. 1997 Pinnacle Award Winners

Designer(s)	Manufacturer	Category	Product
Berry & Clark Design Associates	Planum	Major Collec- tions	Intarsia
Mark Mascheroni	LeatherTech	Stationary Upholstery	Valencia
Carl Schauble, ASFD	Action Industries	Motion Uphol- stery	Manhattan 15005
Vell Hubel/Alain Juneau	Baronet Inc.	Bedroom	Ungava Nordic
Thomas McDaniel/Scott Coley, ASFD	Charleston Forge	Dining	Blackberry Road Collec- tion
Berry & Clark Design Associates	Hammary Furniture Co.	Occasional Furniture	Lofty Living 92000 Group
Joe Miller	Bush Furniture	Home Office	Milano Collec- tion

Using this Press Book/CD

The 1997 Pinnacle Press Book/CD contains the following:

- A Portable Document File (1997BOOK.PDF). This file can be viewed on a
 wide variety of computer platforms, including Windows 3.1, Windows 95/NT,
 and Macintosh. All of the images can be viewed in color. The press book can
 also be printed on most printers.
- Installation files for Adobe Acrobat Reader for the platforms above. Installing
 these files on your computer will allow you to install Adobe Acrobat Reader on
 your computer so you can read this file. Instructions for installing these files is
 supplied with the CD in the mailer.
- High Resolution (up to 2000 x 3000 pixels) Images. These images are in PhotoCD format. The 62 images include the 24 finalists, portraits of the 15 designers who submitted slides, a picture of the glass Pinnacle, and 22 pictures of the award ceremony.
- The files PINNACLE.TIF and ASFDLOGO.TIF. These are the Pinnacle and ASFD logos to illustrate your stories.

Using the High Resolution Images

To use the high resolution images in your publication, you need an image processing program, such as Adobe Photoshop. Details on opening the PhotoCD file, picking the resolution, brightness, contrast, screening, etc. should be performed by persons skilled in this area.

List of Images

Table 2 shows a list of the images. Selecting the image will bring you to the image location in the press book.

For your convenience, the figure number of the image in this book corresponds to the high resolution image on the CD. For example Figure 9 corresponds to the file IMG0009.PCD on the CD. The hypertext feature of this book allows you to double click on a Figure number, and that figure will appear. For example clicking on Figure 1 on page 10 takes you to page 10. By using the navigation commands in Adobe Acrobat you can return to this page or go to any other page.

TABLE 2. List of Images

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Figure 2 on page 11	Product Currituck Cherry, Kincaid Furniture, designed by Tim Annas
Figure 3 on page 13	Product Intarsia, Planum, designed by Berry and Clark Design Associates
Figure 4 on page 14	Product British Classics, Ethan Allen, designed by Irving Sabo/Craig Stout
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Figure 15 on page 29	Product Victoria Dining Nook, Conestoga Wood Inc., designed by Stephen Donoho
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Figure 62 on page 73	Karl D. Felperin, ASFD (center) receives Pinnacle from Arto Szabo, ASFD and Dave Kline, ASFD

Pinnacle Award Finalist Information

This chapter presents the following information on each of the 24 finalists:

- Category Information
- Contact information on the manufacturer and designer. This information includes name, address, phone, fax, and retail price if supplied. The name of any *outside* contact persons is also given.
- A picture of the winning product, as submitted by the designer or manufacturer. If you need a higher quality or different photograph for your story, please contact the designer or manufacturer directly.
- Descriptive information on the designer, product, or manufacturer, based on submissions made by the manufacturer or designer. The information has been, in most cases, edited for brevity. The manufacturer or designer should be contacted if more detailed information is needed. *The ASFD includes this information as a courtesy to the finalists and is not responsible for the accuracy.*

Whalehead Oak (Ducks Unlimited Home Furnishings)

Finalist—Major Collections

Designer Tim Annas

PO Box 605

Hudson, NC 28638

Phone: 704/728-3261 FAX: 704/726-8223

Manufacturer Kincaid Furniture Co. Inc.

PO Box 605

Hudson, NC 28638

Phone: 704/728-3261 FAX: 704-726-8223

Retail Price \$258-2100



FIGURE 1. Whalehead Oak, Kincaid Furniture, designed by Tim Annas

This collection has a solid oak distressed antique finish with casual styling. The 46 pieces include bedroom, dining room and occasional furniture. A portion of the proceeds benefits Ducks Unlimited.

Whalehead Oak is a graceful collection using solid Red Oak. The heavy post and rails with multiple drawers give a distinct look throughout the collection. Routing

Currituck Cherry (Ducks Unlimited Home Furnishings)

or scooping has been used in the knob area to give the worn-out look of a true antique. Heavily carved rope posts and crown moldings set this collection apart in the market. Metal accents on beds, mirrors, and casual dining pieces make this a masculine yet elegant statement.

Currituck Cherry (Ducks Unlimited Home Furnishings)

Finalist—Major Collections

Designer Tim Annas

PO Box 605

Hudson, NC 28638

Phone: 704/728-3261 FAX: 704/726-8223

Manufacturer Kincaid Furniture Co. Inc.

PO Box 605

Hudson, NC 28638

Phone: 704/728-3261 FAX: 704-726-8223

Retail Price \$350-2200



FIGURE 2. Currituck Cherry, Kincaid Furniture, designed by Tim Annas

Intarsia

This collection has a solid cherry distressed antique finish with casual country design. The 50 pieces include bedroom, dining room and occasional furniture. A portion of the proceeds benefits Ducks Unlimited.

Currituck Cherry is constructed of solid cherry. End panels and parting rails carry the weight of the cases and contribute to the design. the 23-step finishing process includes hand antiquing with a series of rasping, worm holing, chaining and cowtailing. Each case is hand rubbed to give the desired look and feel. The silhouette of the pieces draw from Shaker influences. Individual pieces combine storage with style. The Windsor sleigh bed takes styling from Windsor chairs for the past, using solid cherry dowel rods bend under steam and pressure to the correct profile.

Intarsia

Winner—Major Collections

Designer Berry & Clark Design Associates

100 Main Ave. NW

Suite 500

Hickory, NC 28601

Phone: 704/327-4648 FAX: 704/327-6896

Manufacturer Planum Furniture

619B Swedesford Corporate Center

Frazer PA 19355

Phone: 610/251-2120 FAX: 610/251-2290

Retail Price High End



FIGURE 3. Intarsia, Planum, designed by Berry and Clark Design Associates

The Intarsia collection features sculptural lines, sensual contours, delicate details and a sophisticated harmony. Classical architectural details include large fluting from classical Greek columns, curvilinear shapes from 20th century architecture, veneer inlays and cast brass hardware. Figured maple veneers, ebony inlay lines, and mother of pearl inlays are used with natural finishes to enhance the beauty of the woods.

Full extension metal draw slides, hand rubbed natural finishes, individually wrapped fluted veneer moldings applied one at a time, and European locking shelf hardware are also used. Intarsia offers a wide variety of pieces for living and dining rooms, credenzas and sideboards, rectangular round and oval dining tables.

British Classics

Finalist—Major Collections

Designer Irving Sabo/Craig Stout

Manufacturer Ethan Allen

Ethan Allen Drive Danbury, CT 06813

Phone: 203/743-8000 FAX: 203/743-8298

Retail Price Not Available



FIGURE 4. British Classics, Ethan Allen, designed by Irving Sabo/Craig Stout

Valencia

The British Classics Collection takes an inspired look at the furnishings created by the British who traveled to the Caribbean in the 18th and 19th centuries. It melds stunning reminders of island life—carved pineapples, woven cane shelves, rustic hardware—with the highly defined style of European furniture. It includes brass-castered feet, reeded aprons, scrolling legs and postered beds.

Expanded from the occasional category to a full line last fall, the collection now offers a house full of generously-sized furnishings. Options range from a reed-paneled sleigh bed and four-postered bed to rectangular or round dining room tables. an entertainment unit, armoire, dresser, buffet and choices of accent tables and chairs are also part of the collection. To further elicit an aged, antiqued appearance, the solid maple pieces undergo a 17-step processed that creates a slightly distressed, deep, patinated finish.

Valencia

Finalist—Stationary Upholstery

Designer Rick Lee

1562 35th Avenue San Francisco, CA 94122

Phone: 415/681-4266 FAX: 415/681-2131

Manufacturer LeatherTech

3700 Eagle Place Drive

Suite 800

Dallas, TX 75236

Phone: 972/296-9599 FAX: 972/296-8859

Retail Price \$1,999-\$2,749



FIGURE 5. Valencia, LeatherTech, designed by Rick Lee

Inspired by the Art-Deco period, the Valencia sofa utilizes clean, stylistic lines from the 1920s and 30s while incorporating the modern conveniences of cushioned comfort. Designed to have a warm silhouette with a familiar appeal, the reverse roll in the arms adds a creative surprise, giving Valencia a fresh contemporary look

Loose seat and back cushions add comfort and accentuate the sofa's coziness. The gentle reverse curve of the arms and the deck suggests the shape of a telephone handset, the shape is a metaphor for conversation, but is also a conversation piece.

Tiffany

Tiffany

Winner—Stationary Upholstery

Designer Mark Mascheroni

435 E. 57th Street New York, NY 10022

Phone: 212/371-9319 FAX:212/980-6642

Manufacturer LeatherTech

3700 Eagle Place Drive

Suite 800

Dallas, TX 75236

Phone: 972/296-9599 FAX: 972/296-8859

Contact: Jennifer Green, Michael A. Burns Assoc. 214/521-8596

Retail Price \$3,498-4,248



FIGURE 6. Tiffany, LeatherTech, designed by Mark Mascheroni

Designated as a "Best of Market" product by Furniture/Today in October 1996, the Tiffany blends contemporary and traditional elements to create a look of classical elegance. It was designed to look and feel comfortable while providing a larger scale architectural presence in a room. Large, boldly scaled "X" patterns on

Chair 792

the outside back and arm panels is a classical reminder of Roman bronze door panels. This pattern allows the sofa to be positioned in a room with the back or sides exposed, without baring blank panels of leather.

The sofa is scaled for comfort, with large, down-cushioned seating areas and multi-pillow back and arms. It is complemented with gracefully flared arms for a casual and cozy feel. the overall look has some references to the past, but also fits the scale, proportion and comfort of today's needs.

Chair 792

Finalist—Stationary Upholstery

Designer Bruce Ward

221 Overbrook Drive Winston-Salem, NC 27107 Phone: 910/769-0001

Manufacturer Pearson (Division of Lane)

1420 Progress Avenue High Point, NC 27260

Phone: 910/882-8135 FAX: 910/885-5508

Retail Price \$1,695-2,365



FIGURE 7. 792 Chair, Pearson, designed by Bruce Ward

The 792 Chair combines sophisticated, transitional design with a unique silhouette and empire detail Exposed wood is ash, with an exaggerated carved scroll arm and outward-sweeping tapered legs. The upholstery features a rollover saddle arm, pleated rollover tight back, and plush loose seat cushion.

Manhattan 15005

Winner—Motion Upholstery

Designer

Carl Schauble, ASFD 308 Hillfield Ct Tupelo, MS 38802 Phone: 601/844-5893

Manhattan 15005

Manufacturer Action Industries

PO Box 1627 Tupelo, MS 38802

Phone: 601/566-3153 FAX: 601/566-3374

Retail Price \$599

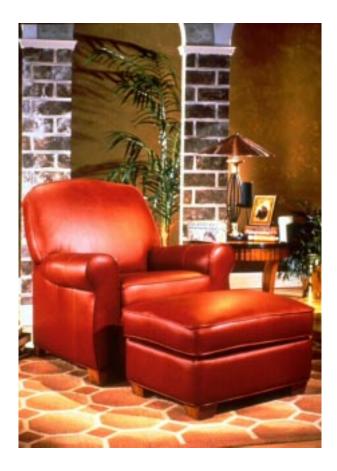


FIGURE 8. Manhattan 15005, Action Industries, designed by Carl Schauble, ASFD

The Manhattan was created for the casual contemporary customer. The line of the arm sweeps around the top and gently flows out along the side. These curves are continued in the lines of the back, to form a crowned back cushion. Tapered solid maple block legs are finished in honey maple. Boxed welted cushions with soft foam cores are offered in both leather and fabric.

The Manhattan is also a recliner. The back changes angles with a little pressure and gently lays back to a full recline position.

Dreamtime 554

Finalist—Motion Upholstery

Designer Jack Lewis, ASFD

809 Scarlet Oak Dr. Monroe, MI 48162 Phone: 313/457-2294

Manufacturer La-Z-Boy Inc.

1284 No. Telegraph Road Monroe, MI 48162

Phone: 313/457-2003 FAX: 313/457-3411

Retail Price \$499 Recliner/\$999 Sofa



FIGURE 9. Dreamtime 554, La-Z-Boy Inc., designed by Jack Lewis, ASFD

Dreamtime 554 features bold compound-curved front posts that are heavily padded and shirred. an overstuffed back offers unique curvilinear sew lines which are precisely positioned and deeply drawn. Soft pillow arms nestle beside a chaise pad seat.

Another detail is a wide-edged welt. It is available as a recliner, motion sofa, motion loveseat, and rocking loveseat with console. It was voted the winner in the

Homestead 950

Motion Upholstery category of the 1997 Great Britain Furniture Industry Awards in Birmingham.

Homestead 950

Finalist—Bedroom

Designer Steve Hodges, ASFD

PO Box 1613

Lexington, NC 27293

Phone: 910/249-6220 FAX: 910/249-7612

Manufacture Durham Furniture Inc.

450 Lambton Street West Durham, Ontario N0G1R0

Phone: 519/369-2345 FAX:519/369-6515

Retail Price Not Available



FIGURE 10. Homestead 950, Durham Furniture, designed by Steve Hodges, ASFD

Passages 970

Made of solid cherry, the Homestead Collection is available in two unique finishes—the lighter natural Cherry, and the darker antique cherry. The natural finish is ideal for brighter, sophisticated rooms where a fresh look is desired. The antique cherry finish replicates the patina a worn edges of fine heirlooms.

The premium brass hardware was specially designed to complement both finishes. The group is constructed of solid Pennsylvania select cherry, and the wide selection of pieces allows the consumer a variety of decorating options. Several pieces offer felt-lined drawers for jewelry storage.

Passages 970

Finalist—Bedroom

Designer Steve Hodges, ASFD

PO Box 1613

Lexington, NC 27293

Phone: 910/249-6220 FAX: 910/249-7612

Manufacture Durham Furniture Inc.

450 Lambton Street West Durham, Ontario N0G1R0

Phone: 519/369-2345 FAX:519/369-6515

Retail Price Not available



FIGURE 11. Passages 970, Durham Furniture, designed by Steve Hodges, ASFD

The 970 Passages collection blends elements of Shaker, Arts & Crafts and contemporary styles. Constructed of solid cherry, the group is available in two finishes. Natural, a clear stain accentuates the grain of the selected cherry lumber, and Candlelight, a rich reddish-brown. Cases have graduated fitted drawers set off by custom flat-grained cherry knobs, ergonomically located near the center for ease of opening. Framed 3/4" solid end panels are accentuated by a small chamfer on the outside edge of the pilasters and sculptured undercut 5/4 tops. Several pieces have cedar drawer bottoms to protect fine garments.

The Pencil Post Bed is offered with an optional cast iron rosette in the headboard, based on southwestern mission or church windows. The Spindle and Panel beds are reminiscent of Arts & Crafts furniture. the Slat bed, with its rakish profile is more contemporary. The Storage Tower can be used in either bedroom or home office together with the work center of the desk, storage deck, and mobile file.

Sand Castle Collection

Finalist—Bedroom

Designer Douglas Krieger/Michael Lambright

Sauder Woodworking Co.

502 Middle Street Archbold, OH 43502

Phone: 419/446-2711 FAX: 419/446-3690

Manufacturer Sauder Woodworking Co.

502 Middle Street Archbold, OH 43502

Phone: 800/537-8560 FAX: 419/446-3690

Retail Price Varies



FIGURE 12. Sand Castle Collection, Sauder Woodworking Co., designed by Douglas Krieger/Michael Lambright

Engineered with kids in mind, this collection is a new concept in youth bedroom. Interlocking drawer mechanisms allow only one drawer to be open at a time. The extended base increases stability, providing parents with peace of mind.

The handsome sweet maple finish can be accented with blue pulls and trim or can be complemented in matching finish wood pulls and trim.

Ungava Nordic Bed

Douglas Krieger received a BFA with honors from Kendall School of Design in 1992. He has been employed by Sauder Woodworking Co. since then, and is a previous Pinnacle Award winner.

Michael Lambright received his BFA from Bowling Green State University in 1990, majoring in graphic design. Prior to joining sauder Woodworking Co. in 1993 he was a designer with Zapiecki & Partners, an advertising agency. He has introduced several successful products and is a previous ASFD Pinnacle Award winner.

Ungava Nordic Bed

Winner—Bedroom

Designer Vell Hubel/Alain Juneau

Baronet Inc.

234 Rue Baronet, C.P. 580 Sainte-Marie, Quebec G6E 3B8

Phone: 418/387-5431 FAX: 418/387-3028

Note: Vell Hubel deceased in July 1996.

Manufacturer Baronet Inc.

234 Rue Baronet, C.P. 580 Sainte-Marie, Quebec G6E 3B8

Phone: 418/387-5431 FAX: 418/387-3028

Retail Price \$1,500



FIGURE 13. Ungava Nordic Bed, Baronet Inc., designed by Vell Hubel/Alain Juneau

Beautiful in its simplicity, this bed is available in solid maple and birch veneer. It is a structural piece of geometric perfection.

It is available in both full and queen sizes.

Empress Arm Chair EM11A

Finalist—Dining

Designer John W. Caldwell, ASFD

901 El Centro Street

South Pasadena, CA 91030

Phone: 626/799-1175 FAX: 626/799-4579

Manufacturer Veneman Furniture

6392 Industry Way Westminister, CA 92683

Phone: 714/894-0202 FAX: 714/894-8602

Contact: Mary Meehan, Aves Public Relations, 616/459-3351

Retail Price \$549.00



FIGURE 14. Empress Arm Chair, EM11A, Veneman Furniture, designed by John Caldwell, ASFD

The Empress Group is a brand new concept with the classical look of Empire style furniture of the early 19th century. The style uses rectangular shapes and ornamental motifs to appear massive and regal. The group features durable cast aluminum construction, making it weather resistant and rust-free.

The group includes side chairs, arm chairs and a selection of dining tables. Chairs are available with either a cast seat and optional pad or fixed upholstered seats. Finish selections are available in 16 basic colors that can be antiqued, marbleized or custom mixed. Chairs have a scroll on the back and arms to provide a graceful appearance.

Victoria Dining Nook

Finalist—Dining

Designer

Stephen Donoho 2 Wall Street, Suite 111 Asheville, NC 28801

Phone: 704/255-9599 FAX: 704/255-9599

Victoria Dining Nook

Manufacturer Conestoga Wood Inc.

1050 Second Avenue Mountain Lake, MN 56159

Phone: 507/427-2028 FAX: 507/427-3113

Retail Price Not Available



FIGURE 15. Victoria Dining Nook, Conestoga Wood Inc., designed by Stephen Donoho

In response to customer requests, the Victoria Dining nook feature a larger seating area and sophisticated French country styling. the solid turned pedestal is a spectacular design element the complements the french-curved backrests that showcase an exquisite handcarved floral motif.

Made from oak and finished in a popular American Oak finish, customers have a choice of a large array of novelty scenic tapestry fabrics for the bench upholstery. Alternatively, solid oak seats are available.

Blackberry Road Collection (Dining)

Winner—Dining

Designer Thomas McDaniel/D. Scott Coley, ASFD

116 South Sterling St. Suite 204

Morganton, NC 28655

Phone: 704/433-8486 FAX: 704/433-8486

Manufacture Charleston Forge

251 Industrial Park Dr. Boone, NC 28607

Phone: 704/264-0100 FAX: 704/264-5901

Retail Price \$1,286 (Average)



 $\label{lem:figure} \mbox{Figure 16. Blackberry Road Collection, (Dining) Charleston Forge, designed by Thomas McDaniel/Scott Coley, ASFD}$

Blackberry Road Collection (Occasional)

The Blackberry Road Dining Collection features an english cottage style in a mix of wood and iron. The collection consists of six pieces: an oval dining table, a regency-styled arm chair, a regency-styled side chair, a two-drawer, two-door cabinet with hutch top, a large baker's rack and a wine rack.

Each piece exhibits fine craftsmanship and includes many unique details such as hand forged feet, reverse "C" leg configuration, metal wraps at joints and twisted bar stock. All wood used is distressed to provide a warm feeling of antiquity.

Blackberry Road Collection (Occasional)

Finalist—Occasional

Designer Thomas McDaniel/D. Scott Coley, ASFD

116 South Sterling St. Suite 204

Morganton, NC 28655

Phone: 704/433-8486 FAX: 704/433-8486

Manufacture Charleston Forge

251 Industrial Park Dr. Boone, NC 28607

Phone: 704/264-0100 FAX: 704/264-5901

Retail Price \$939 (Average)



FIGURE 17. Blackberry Road Collection, (Occasional) Charleston Forge, designed by Thomas McDaniel/Scott Coley, ASFD

The Blackberry Road Dining Collection features an english cottage style in a mix of wood and iron. The collection consists of seven pieces: an oval cocktail table, rectangular cocktail table, a tea stand, a rectangular end table, a console table, a corner television stand with VCR storage, and a small baker's rack.

Each piece exhibits fine craftsmanship and includes many unique details such as hand forged feet, reverse "C" leg configuration, metal wraps at joints and twisted bar stock. All wood used is distressed to provide a warm feeling of antiquity.

Lofty Living 92000 Group

Winner—Occasional

Designer Berry & Clark Design Associates

100 Main Ave. NW

Suite 500

Hickory, NC 28601

Phone: 704/327-4648 FAX: 704/327-6896

Manufacturer Hammary Furniture Company

PO Box 760 Lenoir, NC 28645

Phone: 704/728-3231 FAX: 704/728-5063

Retail Price Low to Middle



FIGURE 18. Lofty Living 92000 Group, Hammary Furniture Co., designed by Berry and Clark Design Associates

Every piece in the Lofty Living collection is designed for fresh, functional solutions for today's comfortable interiors. A fantastic assortment of occasion tables, casual dining, home entertainment, and home office allows busy families to make their homes personally distinctive, practical and livable.

Belmont 6451 Entertainment Stand

Light in scale, Lofty Living selections are crafted from forged iron bases in a textured black finish. Cheery veneered tops are accented by marquetry inlays of figured maple and walnut. Open shelves and pass-through drawers offer spots for displaying books, magazines, and collectibles.

Belmont 6451 Entertainment Stand

Finalist—Occasional

Designer Douglas Krieger/Michael Lambright

Sauder Woodworking Co.

502 Middle Street Archbold, OH 43502

Phone: 419/446-2711 FAX: 419/446-3690

Manufacturer Sauder Woodworking Co.

502 Middle Street Archbold, OH 43502

Phone: 800/537-8560 FAX: 419/446-3690

Retail Price \$193.90



FIGURE 19. Belmont 6451 Entertainment Stand, Sauder Woodworking Co., designed by Michael Lambright/Douglas Krieger

The 6451 features elegantly drawn hardware with a polished brass finish, delicately detailed trim moldings, and raised-panel doors. The finish is a warm fruitwood. Forward-looking functions have been incorporated in this design. They include 3Deep^{TM} storage for tapes and CDs, locking inner doors, and advanced assembly systems that make it as easy to put together as to look at.

3Deep[™] storage consists of a double set of doors nested together to provide easy access and organization for cassettes, CDs, and VHS tapes. It holds 158 VHS tapes or 256 CDs or 84 oversized-case VHS tapes with other tapes and CDs.

Douglas Krieger received a BFA with honors from Kendall School of Design in 1992. He has been employed by Sauder Woodworking Co. since then, and is a previous Pinnacle Award winner.

Michael Lambright received his BFA from Bowling Green State University in 1990, majoring in graphic design. Prior to joining sauder Woodworking Co. in 1993 he

8452 Entertainment Stand

was a designer with Zapiecki & Partners, an advertising agency. He has introduced several successful products and is a previous ASFD Pinnacle Award winner.

8452 Entertainment Stand

Finalist—Occasional

Designer Douglas Krieger/Michael Lambright

Sauder Woodworking Co.

502 Middle Street Archbold, OH 43502

Phone: 419/446-2711 FAX: 419/446-3690

Manufacturer Sauder Woodworking Co.

502 Middle Street Archbold, OH 43502

Phone: 800/537-8560 FAX: 419/446-3690

Retail Price \$159.90



FIGURE 20. 8452 Entertainment Stand, Sauder Woodworking Co., designed by Michael Lambright/Douglas Krieger

The solid simplicity of mission style makes this stand versatile enough to blend with any decor. It features fruitwood finish with hammered-look metal hardware and patent-pending 3Deep^{TM} storage. An adjustable shelf behind a framed, safety-tempered glass door holds audio and video components.

3Deep[™] storage consists of a double set of doors nested together to provide easy access and organization for cassettes, CDs, and VHS tapes. It holds 68 VHS tapes or 104 CDs or 34 oversized-case VHS tapes with other tapes and CDs.

Douglas Krieger received a BFA with honors from Kendall School of Design in 1992. He has been employed by Sauder Woodworking Co. since then, and is a previous Pinnacle Award winner.

Michael Lambright received his BFA from Bowling Green State University in 1990, majoring in graphic design. Prior to joining sauder Woodworking Co. in 1993 he was a designer with Zapiecki & Partners, an advertising agency. He has introduced several successful products and is a previous ASFD Pinnacle Award winner.

Homeworks Unlimited 1800

Finalist—Home Office

Designer Jack Kelley, ASFD

Studio 222 PO Box 222

Grand Haven, MI 49417

Phone: 616/846-5660 FAX: 616/846-5801

Manufacturer Sligh Furniture Co.

1201 Industrial Avenue Holland, MI 49423

Phone: 616/392-7101 FAX: 616/392-9495

Retail Price \$1,776-6,588



FIGURE 21. Homeworks Unlimited 1800, Sligh Furniture Co., designed by Jack Kelly, ASFD

Homeworks Unlimited, Sligh's modular home office group, can be used to create a wide variety of functional configurations, from simple desks to highly efficient workstations for the home office. Homeworks Unlimited, the industry's first interconnected modular home office system, consists of ten components featuring

Country Colors—EA Organizer

complementary functions that satisfy all storage, work surface, and computer needs. This inter-connection reduces structural redundancy, lowers the price and adds value for the consumer.

The modules include a corner desk and straight desktop, each of which features a flip-down keyboard drawer with relocatable palm rest, wire management capabilities and a surge suppressor with built-in phone jack. Also available is a peninsula desk for creating "L" shaped work surfaces. The peninsula has a center utility drawer that can be opened from either side, for maximum versatility.

Additionally, there is a three-drawer vertical file, two drawer, lateral file, a closed cabinet for storage, an upper deck unit with doors, and a corner deck to keep books and reference materials within easy reach. The final two pieces are end panels that support the three desk components in user selected configurations. all pieces connect together, presenting a seamless uniform appearance, allowing the user to add to their system at any time to meet expanding needs.

Homeworks Unlimited is crafted of hardwood solids and veneers in Sligh's Saratoga Cherry finish. the look is traditional with casual overtones.

Country Colors—EA Organizer

Finalist—Home Office

Designer Irving Sabo/Craig Stout

Manufacturer Ethan Allen

Ethan Allen Drive Danbury, CT 06813

Phone: 203/743-8000 FAX: 203/743-8298

Retail Price Not Available

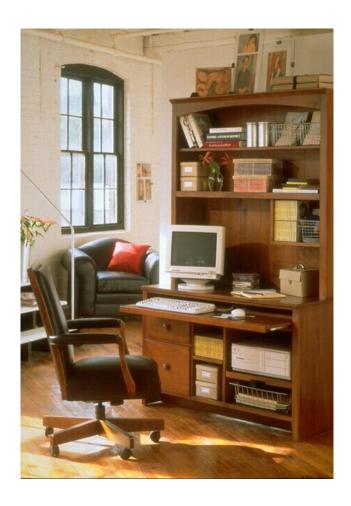


FIGURE 22. Country Colors—EA Organizer, Ethan Allen, designed by Irving Sabo/Craig Stout

The EA Organizer home office system was introduced in December 1996. In developing the LA Organizer, designers were challenged to create the most versatile home workspace possible. The system had to suit children as well as adults, small as well as expansive spaces, people with an abundance of office equipment and books as well as those with only pencils, paper and files. Units had to consider current technological requirements while anticipating future needs. Stylistically, the components were expected to fit comfortably into most room settings.

Built with flexibility in mind, LA Organizer consists of 24 modular components, including desks, shelving, drawered bases and filing cabinets. Units are available in three widths: bookshelves and cabinets are shallower to conserve space while desks arc deeper to accommodate office equipment. A variety of shelving, desk and storage options are available to suit individual preferences, and to suit children as well as adults. L-shaped arrangements of either the same or different

Ungava 55

widths are tied together with specially designed corner tables. And, since the modular units can be mixed and matched, the storage, shelving and desk space can be supplemented as a business expands or a young student grows.

LA Organizer contains all of the special features that make using computer equipment or simply storing household bills easier. The rolling file cabinet, for example, has a fifth caster on its front to prevent tipping when the drawer is extended. Additionally, the cabinet was designed to roll beneath desks when it's not in use. The computer workstation includes a pullout keyboard tray, adjustable pullout printer shelf, tower section, storage and file drawers, wiring grommet, wire organizer, electrical outlet and surge protector. Additionally, the three-drawer base unit was created to work either as office storage or as a child's dresser.

Inspired by functional, simple Shaker furniture, the streamlined system is crafted of solid maple for durability and longevity. Pieces come in five finishes cranberry, wheat, denim, forest, autumn maple and wheat - that can enliven kids' rooms or blend easily into a living room nook.

Ungava 55

Finalist—Home Office

Designer Vell Hubel/Alain Juneau

Baronet Inc.

234 Rue Baronet, C.P. 580 Sainte-Marie, Quebec G6E 3B8

Phone: 418/387-5431 FAX: 418/387-3028

Manufacturer Baronet Inc.

234 Rue Baronet, C.P. 580 Sainte-Marie, Quebec G6E 3B8

Phone: 418/387-5431 FAX: 418/387-3028

Retail Price Desk, File Cabinet and Return, \$2,400



FIGURE 23. Ungava 55, Baronet Inc., designed by Vell Hubel/Alain Juneau

The Ungava 55 is made of maple and birch, with a rich finish that works well in either a contemporary or traditional home. It is detailed with tapered legs, chamfered edges, and solid wood drawer pulls.

The desk has a compute keyboard pullout. The cabinet features double lateral files. A corner connector links the two pieces.

Milano Collection

Winner—Home Office

Designer Joe Miller

12800 University Drive, Suite 325

Fort Myers, FL 33907

Phone: 941/487-4723 FAX: 941/482-8590

Manufacturer Bush Furniture

1 Mason Drive

Jamestown, NY 14702

Phone 800/727-2874 FAX: 716/665-9186

Contact: Jamie Walsh, 603/775-0169 FAX: 603/775-0170

Retail Price \$299-499



FIGURE 24. Milano Collection, Bush Furniture, designed by Joe Miller

The Milano Collection is an avant-garde, ultra-modern line of functional office furniture. Set on 3″ casters to allow for easy placement, each piece is styled in satinfinished tubular steel end frames and finished with Euro Beech and Jade Green WearGuard™ finish. the collection achieves innovative and functional design at low price points.

Milano Collection

The Milano Executive Desk and Executive Workcenter are each highlighted by a unique movable monitor shelf that rests atop four 2" wooden balls. the both have concealed vertical CPU storage with an adjustable shelf, a pullout keyboard shelf, a box drawer for office accessories, and a file drawer with a file management system. The workcenter also contains a pullout printer shelf and paper storage area behind double doors.

The Milano Lateral file accommodates the storage of office accessories with two box drawers, and the large lateral file drawer contains a letter or legal size file management system.

The Milano Library Table is a tall, functional work area, measuring 44" in height. It contains two box drawers with a lower storage area concealed behind double doors. The middle section is open and ideal for books, paper, or office equipment.

Portraits of Pinnacle Award Finalists

In this chapter, we present portraits of the designers who submitted photographs to us. We also present a photograph of the Pinnacle statue designed by Laurel Clark Fyfe of Foxfire, Inc. in Figure 40 on page 60.

Tim Annas



FIGURE 25. Tim Annas

Berry and Clark Design Associates



FIGURE 26. Berry and Clark Design Associates. Bottom from left, Dave Clark, ASFD, Rick Berry, ASFD, Nancy Pittman. Top from left, Tim Lehman, ASFD, Keith Binns, ASFD, Margaret Short

Irving Sabo



FIGURE 27. Irving Sabo

Craig Stout



FIGURE 28. Craig Stout

Rick Lee



FIGURE 29. Rick Lee

Mark Mascheroni



FIGURE 30. Mark Mascheroni

Bruce Ward



FIGURE 31. Bruce Ward

Jack Lewis, ASFD

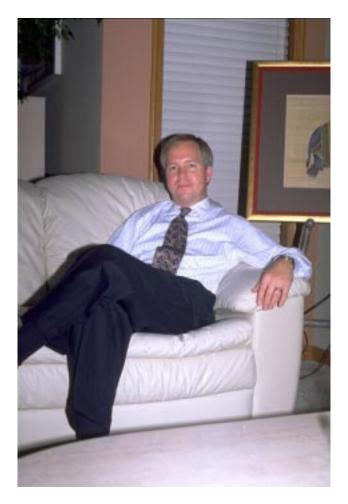


FIGURE 32. Jack Lewis, ASFD

Steve Hodges, ASFD



FIGURE 33. Steve Hodges, ASFD

Michael Lambright, Douglas Krieger, Michael Short



FIGURE 34. Michael Lambright, Douglas Krieger, Michael Short

Alain Juneau



FIGURE 35. Alain Juneau

Vell Hubel



FIGURE 36. Vell Hubel (deceased 7/96)

John Caldwell, ASFD

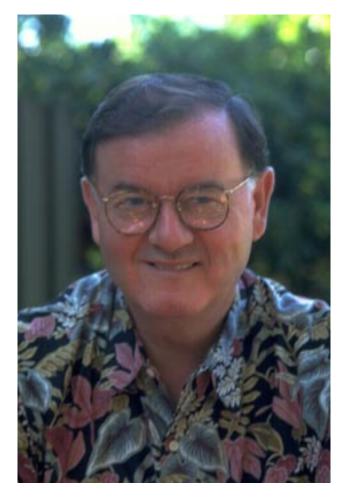


FIGURE 37. John Caldwell, ASFD

Jack Kelley, ASFD



FIGURE 38. Jack Kelley, ASFD

Joe Miller



FIGURE 39. Joe Miller

Pinnacle Statue

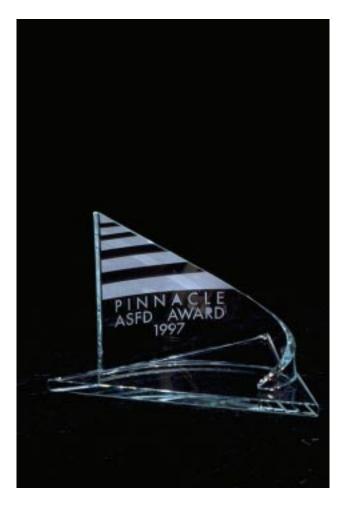


FIGURE 40. Pinnacle Award, designed by Laurel Clark Fyfe, Foxfire, Inc. Photograph by Roby Johnson.

Photographs of the 1997 Pinnacle Award Ceremony

The photographs in this chapter were taken by Roby Johnson at the award ceremony at the High Point Country Club, Friday night, October 17, 1997. They are organized in this chapterby category, according to the order of presentation at the event.

Award Photographs, Major Collections



FIGURE 41. Tim Annas receiving certificates from Phillip Martin, Hafele America for Walehead Oak and Currituck Cherry.



FIGURE 42. Dave Clark, ASFD receiving Pinnacle from Phillip Martin, Hafele America for Intarsia



FIGURE 43. Craig Stout receiving certificate from Phillip Martin, Hafele America for British Classics

Award Photographs, Stationary Upholstery



FIGURE 44. Rick Lee receiving certificate from Michael Chazin, UDM for Valencia



FIGURE 45. Mark Mascheroni receiving Pinnacle from Michael Chazin, UDM, for Tiffany

Award Photographs, Stationary Upholstery



FIGURE 46. Bruce Ward receiving certificate from Michael Chazin, UDM for Chair 792

Award Photographs, Motion Upholstery



FIGURE 47. Carl Schauble, ASFD receiving Pinnacle from Michael Chazin, UDM for Manhattan 15005



FIGURE 48. Jack Lewis, ASFD receiving certificate from Michael Chazin, UDM for Dreamtime 554

Award Photographs, Bedroom Furniture



 $\textbf{FIGURE 49.} \ \, \textbf{Steve Hodges, ASFD receiving certificates from Bob Stannard, ASFD for Homestead 950 and Passages 970}$



FIGURE 50. Michael Lambright and Douglas Krieger receiving certificate from Bob Stannard, ASFD for Sand Castle Collection

Award Photographs, Bedroom Furniture



FIGURE 51. Ivan LaCroix, Baronet receiving Pinnacle from Bob Stannard, ASFD for Ungava Nordic

Award Photographs, Dining



FIGURE 52. John Denney, Conestoga Wood Inc. receiving certificate from Carol Christa, ASFD for Victoria Dining Nook



FIGURE 53. Scott Coley, ASFD and Thomas McDaniel receiving Pinnacle from Carol Christa, ASFD for Blackberry Road Collection (Dining)

Award Photographs, Occasional Furniture



FIGURE 54. Thomas McDaniel and Scott Coley, ASFD receiving certificate from Arto Szabo, ASFD for Blackberry Road Collection (Occasional)



FIGURE 55. Dave Clark, ASFD receiving Pinnacle from Arto Szabo, ASFD for Lofty Living 92000 Group

Award Photographs, Occasional Furniture



FIGURE 56. Douglas Krieger and Michael Lambright receiving certificate from Arto Szabo, ASFD for Belmont 6451 and Entertainment Stand 8452

Award Photographs, Home Office Furniture



FIGURE 57. Jack Kelley, Sligh Furniture, receiving certificate from Arto Szabo, ASFD for Homeworks Unlimited 1800



FIGURE 58. Craig Stout receiving certificate from Arto Szabo, ASFD for EA Organizer



 $\textbf{FIGURE 59.} \ \ \text{Ivan LaCroix, Baronet Inc. receiving certificate from Arto Szabo, ASFD for Ungava 55}$



FIGURE 60. Joe Miller, Bush Furniture, receiving Pinnacle from Arto Szabo, ASFD for Milano Collection

Award Photographs, Special Awards



FIGURE 61. Richard Bennington, High Point University, receives plaque from Steve Hodges, ASFD



FIGURE 62. Karl D. Felperin, ASFD (center) receives Pinnacle from Arto Szabo, ASFD and Dave Kline, President ASFD

Award Photographs, Special Awards