

# I N T E R I O R S <sup>®</sup>

AUGUST 1989



*SystemWall, the first truly new wall product introduced in almost two decades, uniquely combines the factors and benefits of both demountable and masonry walls.*

*Designed with an unusual structural versatility, SystemWall offers variations of surface materials, complex power distributions, use of metalizing and total modularity. All of which integrate SystemWall with the structure of the building and the various functions contemporary architecture requires.*

*As an effective alternative available in a wide range of materials and finishes, SystemWall conceals the designer to create an office environment.*

**NEOCON WINNERS  
VIGNELLI CREATES  
BEST OF SHOW**  
MASSIMO VIGNELLI & DAVID LAW

**SPECIAL PRODUCT  
DESIGN ISSUE**

**SEATING  
DIRECTORY**



## SUBTLE DIMENSION

*By partially obscuring products, Beckson Design Associates creates a new showroom for Brayton International that draws designers inside.*

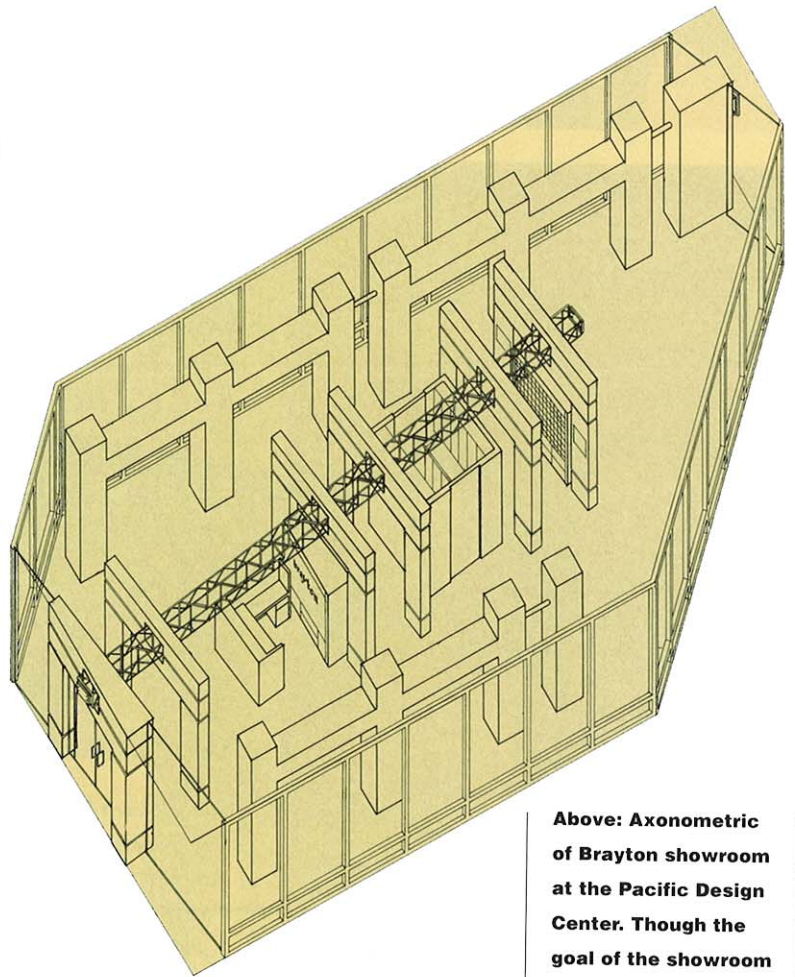
**Y**ou know the syndrome. You walk into a showroom, have a look around, leave and remember nothing about the products because the showroom itself was so dramatic. This is how Michael Beckson, President of Beckson Design Associates, describes one of the problems of showroom design today, and it is precisely what was to be avoided in their new showroom for Brayton International at the Pacific Design Center in Los Angeles.

Ironically, they began with a dramatic 'island' site: 2,500 square feet surrounded on all sides by corridors. The solution was to obscure the products—chairs, casegoods and fabrics—with arcades constructed out of faux cement and perforated shades. Products are hinted at with shadows and partial views without giving away the whole story. With a budget of only \$175,000, this low-cost showroom relies on intelligence and subtlety rather than the cheap glamor that often makes you wonder what you have just walked away from. ●

*Michael Wagner*

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**Above: Axonometric of Brayton showroom at the Pacific Design Center. Though the goal of the showroom was to partially obscure products in an effort to stimulate interest and draw designers inside, the entrance (left) was positioned off-axis to give the space greater visibility in relation to the building's escalators. Illuminated onyx fixtures attached to a steel truss traversing the showroom enhance this effect.**

PHOTOGRAPHY BY ROLAND BISHOP



**Left: Chairs were also displayed near the showroom's entrance, off-axis to give the showroom greater visibility. Above: Displays were organized around a centrally located cube-shaped storage area. Fabric samples are obscured until**

**one enters the showroom where they are illuminated.**

*Carpeting Bentley Mills Ceiling  
Armstrong Lighting Lightolier  
Cabinetry Millwood Diversified  
Flooring Bolster Flooring  
Shades Shewerd & Sons Onyx  
Belushi Marble & Onyx  
Hardware Forms + Surfaces  
Truss Ultrabeam Furniture,  
custom reception desk Brayton*