



Article: 21st Century designers debut at IWF '96. (International Woodworking Machinery and Furniture Supply Fair)

Article from: Wood & Wood Products, Article date: October 1, 1996, Author:
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Design Emphasis '96 salutes **furniture designers of the next millennium**.

In Atlanta, in August, 75 students from 26 colleges, universities and art centers shed a new light on furniture design -- a dazzling light, indeed. Their 75 original, full-scale furniture prototypes on display at Design Emphasis '96 in the Georgia World Congress Center provided a taste of what lies in store for homes and offices of the 21st century. From a graceful sweep of aluminum supporting a wood stool seat, to no-nonsense carbon fiber in a post-modern chair, to a fluid wall of MDF disks in a mirrored room divider, the entries displayed thoughtful use of materials as well as innovative design.

Marilyn Jeans of the International Woodworking Machinery and Furniture Supply Fair coordinated Design Emphasis, a biennial competition for students enrolled in undergraduate furniture design courses, that runs concurrently with IWF. Joe Richardson III, president of Richardson Bros. Furniture, chaired the judging committee. The judges, who included manufacturers, designers, retailers and members of the press, used a point system based on design creativity, adaptability for production, marketability and workmanship to pick three prizewinners in each of five categories, and an overall Best of Show winner.

Albert Pfeiffer, vice president of design management for the Knoll Group, commented that the student finalists were very professional in what they did and the manner in which they did it. Jena Hall, furniture and interior designer, described entries as diversified, innovative and stimulating.

Other judges were Roseanne Somerson, Rhode Island School of Design; Les Flippo, Emerson Leather; Arto Szabo, Arto Szabo Associates; Owen Saretsky, Rhodes Inc.; Steve Ehle, Wood Digest; Jack Warner, Atlanta Journal; and myself.

A total \$12,000 in prize money was presented to 16 students from 13 different schools. Three award winners were from Art Center College of Design, Pasadena, CA, and two from Savannah College of Art & Design, Savannah, GA.

Baris Taser's MDF room divider won Best of Show. Other award winners were Juanita Huryn, Michael Rockwood and Michelle Chong, Seating; **David Bull**, Barry Daggett and Larry Hauser, RTA; Sami Hayek, Greg Opatik and Brent Applegit, Contract; Jeremy Wilkins, Brad Little and Allen Frederick, Case Goods; and Peter Benarcik, Kevin Johnson and Andre Clark, Design Creativity.

Garet, Barbara. "[21st Century designers debut at IWF '96. \(International Woodworking Machinery and Furniture Supply Fair\)](#)." *Wood & Wood Products*. Vance Publishing Corp. 1996. *HighBeam Research*. 1 Jun. 2010 <<http://www.highbeam.com>>. <http://www.highbeam.com/doc/1G1-18939143.html>

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