

7 restaurants

A cafeteria by Bergson leads off a Hinesean design tour



photographs by corning glass works



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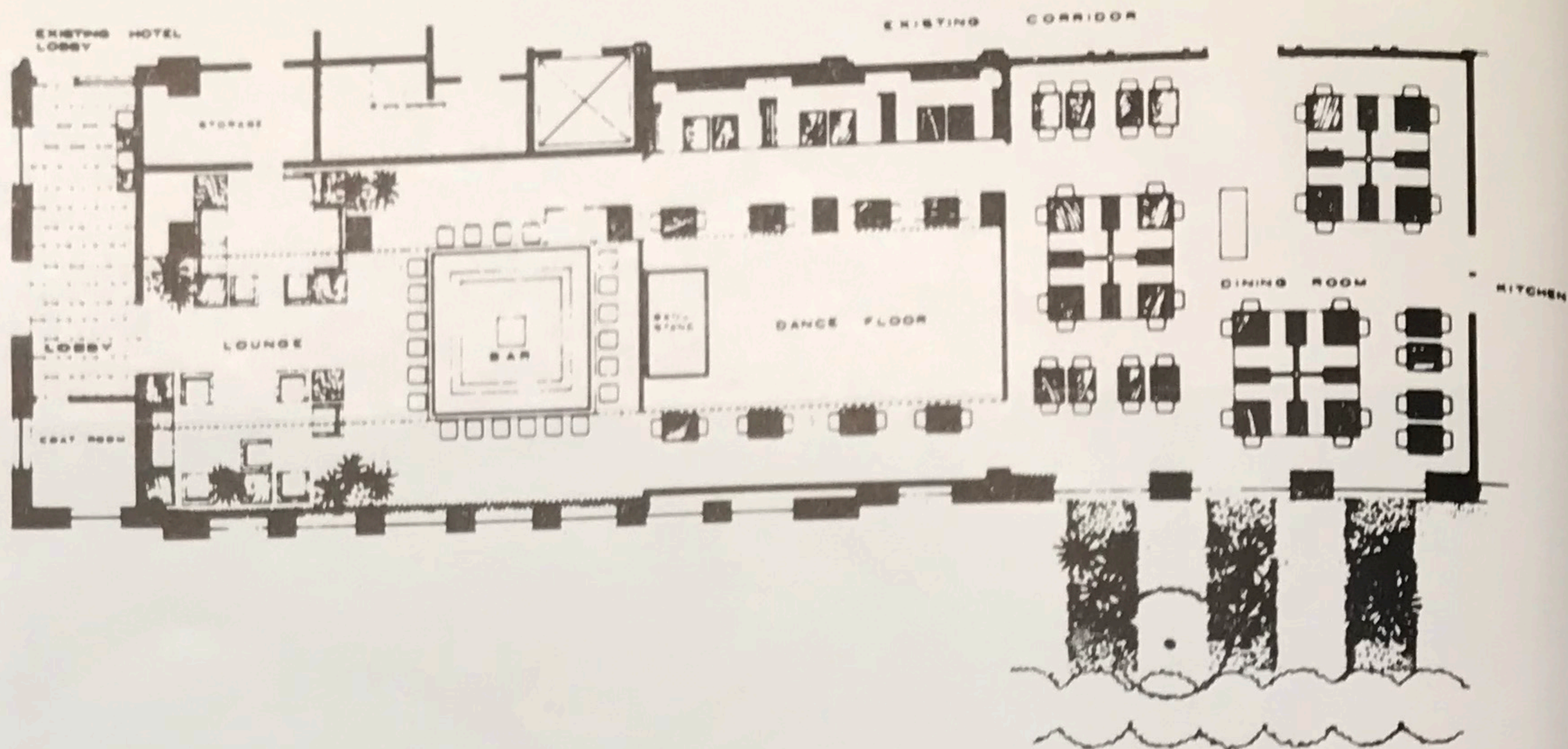
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Kicking off a survey of dining facilities which takes in two continents, we show on these two pages the Corning Glass Works cafeteria, whose motivation (paternalism, not profit) finds its European counterpart in the cafeteria for workers at the Pirelli rubber goods plant, Milan, designed by Giulio Minoletti, and shown on page 80.

Foiled against the glass-sheathed slab administrative building for the Corning Glass Works is a low ovoid structure measuring 70-feet long, which shelters dining facilities for Corning employees. Part of a conclave of buildings designed by Harrison & Abramovitz, the cafeteria boasts a serene interior scheme by Maria Bergson Associates, with glass the apt basic material for most of the furnishings. Our photographs show the cafeteria in juxtaposition to its rectilinear neighbor (2) and from a choice of interior angles; looking toward the lobby (1), facing the serving table (3), and out the windows (4). Kitchen and receiving areas are in the basement. White opaque glass tiles coat the exterior of the structure, which has a roof hung on cables strung between parabolic tension rings. Fiber glass Herman Miller chairs in sea-foam green and red provide seating for 190, around pedestal tables by Lion-Brand, topped with white Formica. The building's broad expanse of windows is hung with red and white Thortel fabric printed on Fiberglas. The interior walls are treated either to blue-gray Gilford vinyl coverings, or Martin-Senour paint in the same shade. Flooring is citron vinyl terrazzo; free-standing columns are square, sheathed with black Formica.



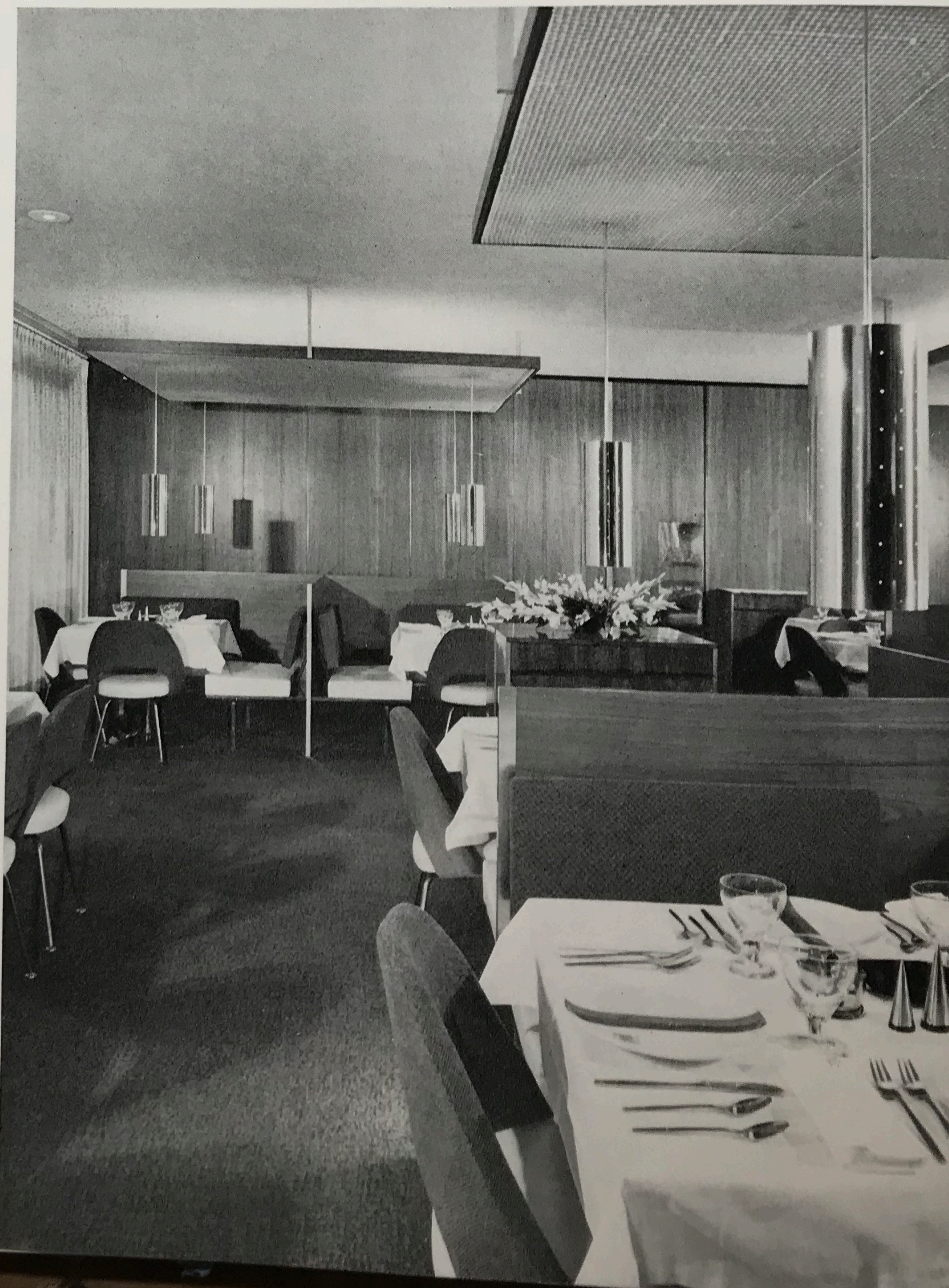
Austrian-born designer Maria Bergson covers the continent with offices in New York and Los Angeles, emphasizing all branches of contract work.



Composed clusters of gaily-clad furniture make a cheerful abstraction of the Gold Cup

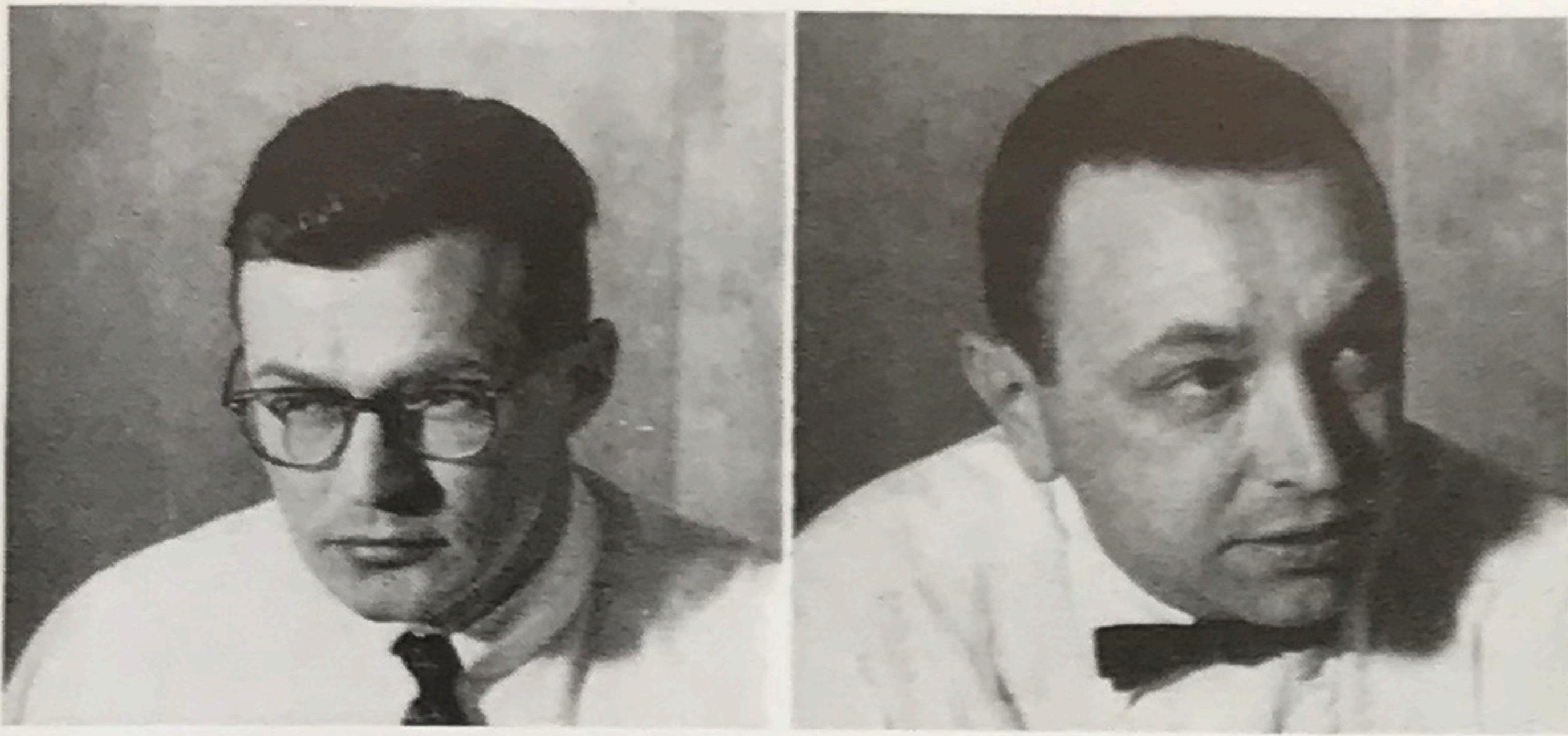
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photographs by lens-art





3



The youthful design firm of Meathe, Kessler, and Associates was founded in 1955 by Philip Meathe (left), a graduate of the University of Michigan, and William Kessler (right), a graduate of the Institute of Design in Chicago and of the School of Architecture at Harvard. Meathe heads all engineering and production; Kessler heads planning.



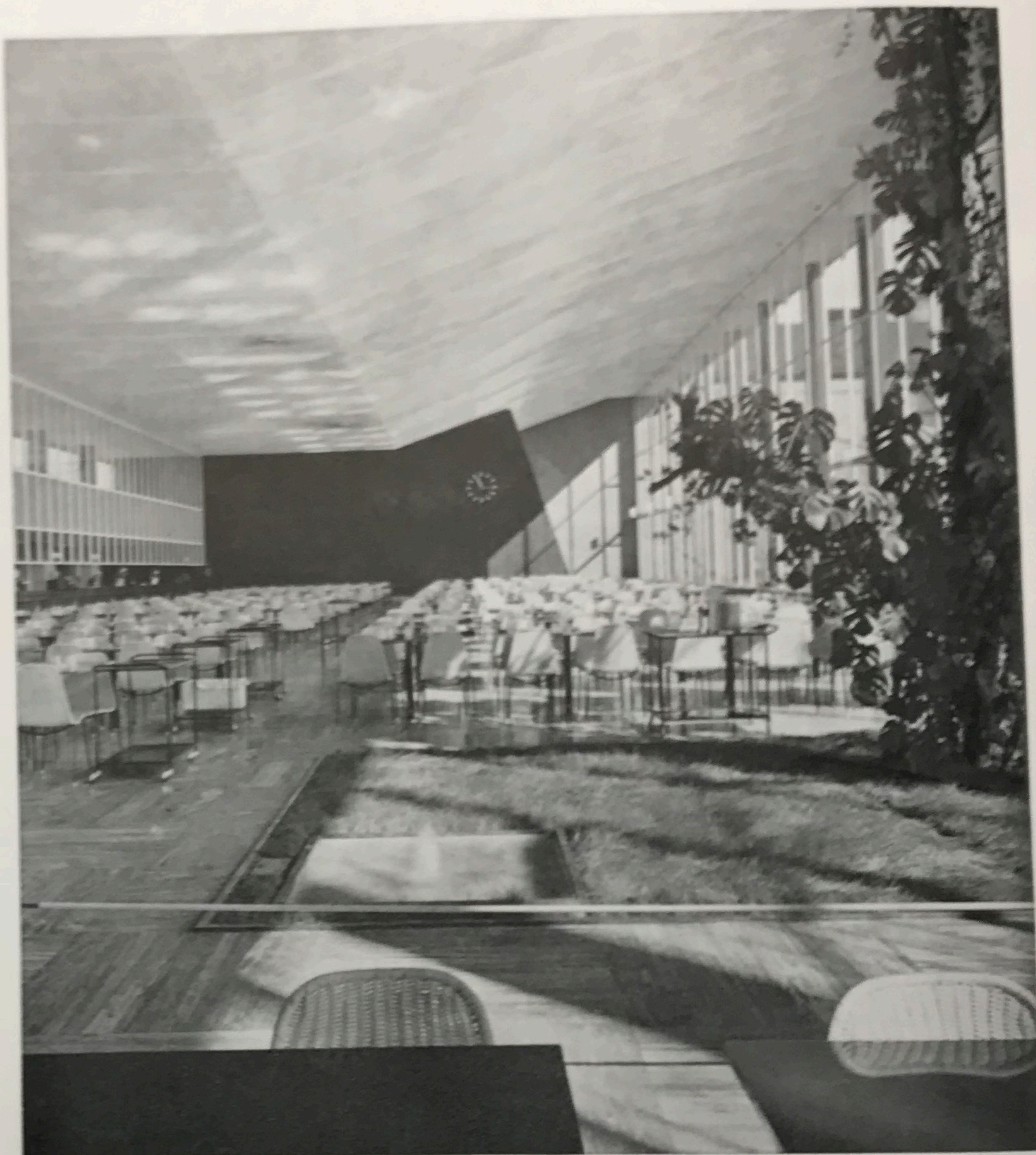
Crisp furniture and clear colors were the choices of designers Meathe and Kessler, assisted by Knoll Associates in Birmingham, for the Gold Cup dining room and bar which they constructed at the Whittier Hotel in Detroit. All furniture and fabrics were supplied by Knoll. Chairs in the dining room are covered in the pleasant contrast of blue tweed and white Naugahyde (photographs 1, 2, and 4). Chairs in the lounge (3) are covered in either beige, or blue and green texture, which is reiterated in the checkerboard curtains used between the bar, the dining room, and the dance floor — checked either in monotonous of beige, or brilliant blue and green. Matched teak paneling used for wall covering, booths, and the bar, was supplied by U. S. Plywood. Bar stools are covered with persimmon Naugahyde. V'Soske loomed the Gold Cup's dark brown, mocha, and Lurex carpeting. China was designed by Meathe and Kessler, made by Walker China Company.

6

4

Two by Giulio Minoletti, Milanese architect with a mania for water

Although fed 800 at a clip in forty minutes, the 1600 workers at the Pirelli rubber goods factory outside of Milan enjoy their full-course luncheon with wine in a Minoletti-designed cafeteria which captures some of the serenity of *al fresco* dining. Means to achieve this happy end consist of bringing a bit of the Italian *campagna* under the roof of the 85-meter long building; photographs 1 and 3 show an indoor park complete with grass, a tree, and a bubbling fountain. Water is also used for a shallow reflecting pool which runs along the exterior of the building, and in which the structure's supporting columns rest. Islands of cane chairs and red-topped tables provide for lunchers, who help themselves at counters running the length of the cafeteria (4).



1

photographs on this page by camera-color milano

2

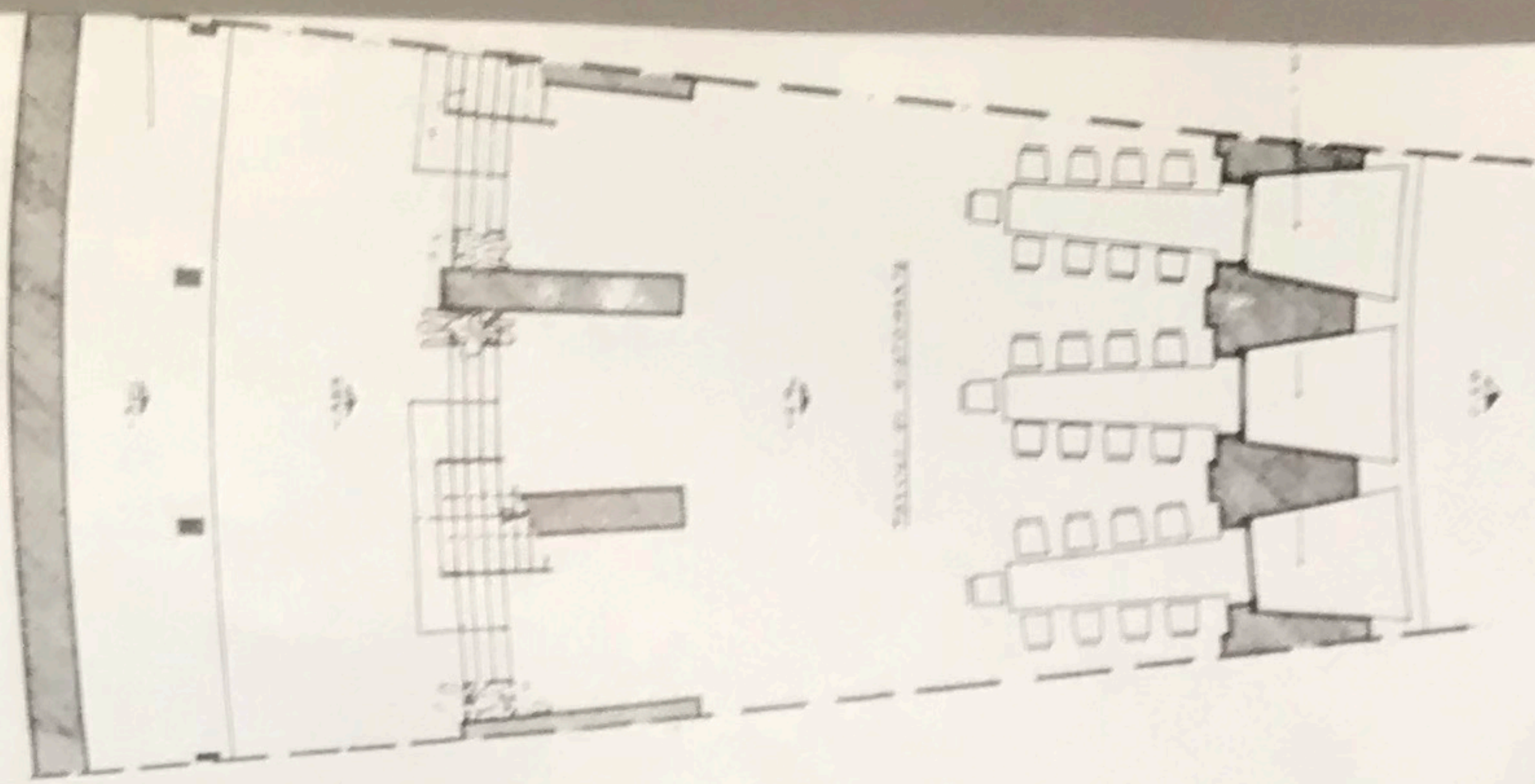


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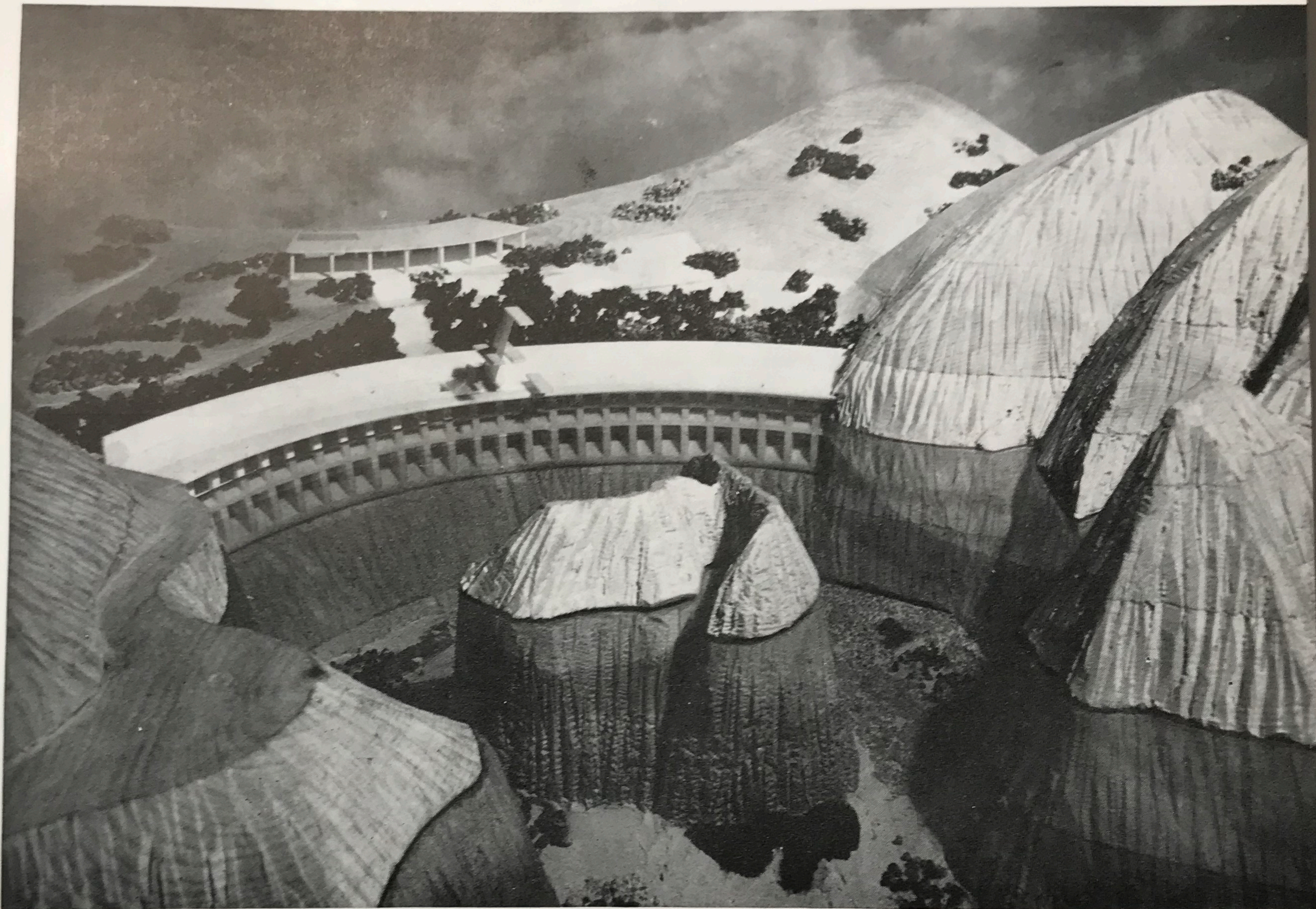
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restaurants: two by minoletti

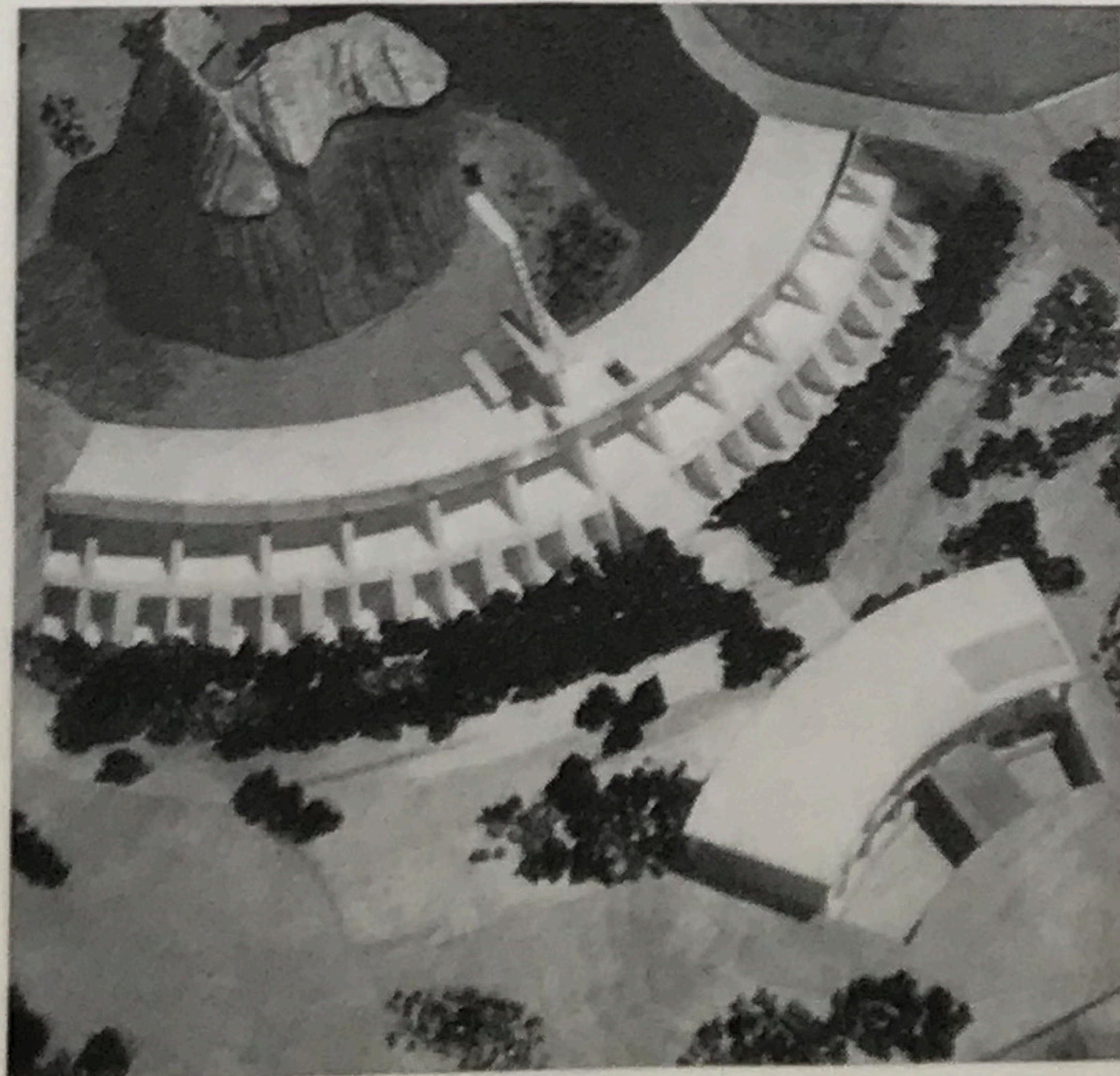
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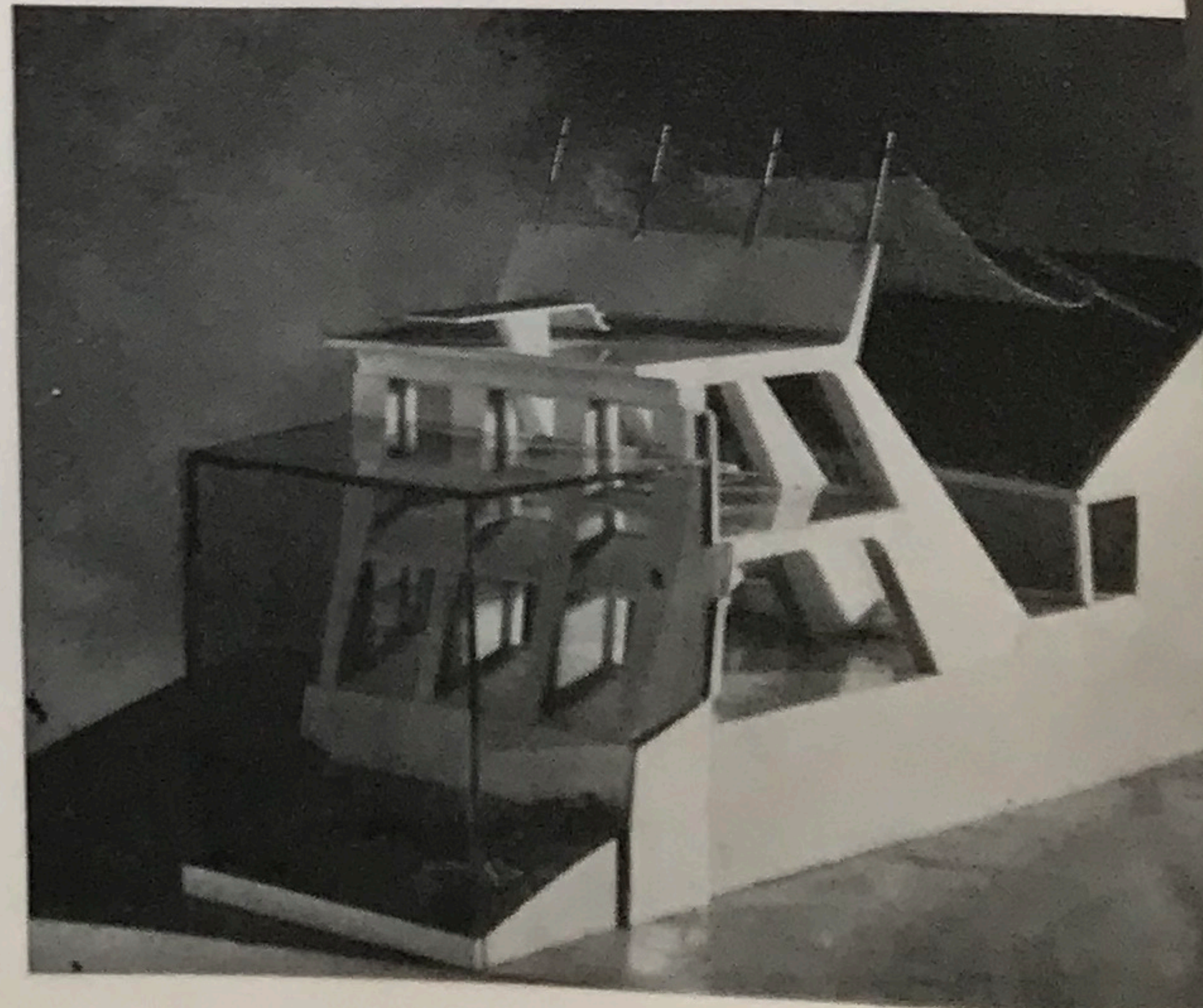
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With most of Italy sprouting fins, goggles, and spears in a wild epidemic of skin-diving, Minoletti's projected *ristorante subacqueo* smacks of a sure-fire success. Shown in cross-section plan above, in cross-section model (3), and in-setting models (1 and 2), it depends for its realization on a natural site which supplies the necessary ingredients of high cliffs and water, for the restaurant's purpose is to provide diners with day and night swimming and diving spectacles, as well as a chance to observe underwater flora and fauna without getting wet. Built on two levels, the top row of windows permits both an above and below water view, while lower bank of windows is totally submerged. Night water shows are to be lit by a series of moving colored spotlights. Entrance to the main arc-shaped structure is through a smaller arc (photograph 2).

2



3





Astringent scheme for the weary at a shopping center restaurant

Footsore shoppers at the Eastland Shopping Center, West Covina, California, can revive themselves in an atmosphere as redolent of Southern California as sun, salad, and sauterne. Designed by the architectural firm of Albert C. Martin and Associates, it gives out on an artfully landscaped vista (see photograph above) through a window wall running the entire length of the dining room, and hung with gold and white openweave casements. Other elements in the sunny color scheme include gold-brown tweed carpeting by Firth, warm walnut paneling, golden rush back chairs upholstered in white textured vinyl from the McPherson Leather Company (booths and wall seating by Delta Seating Company are covered with same material).

Entrance from the store's main floor (photograph 1) focusses on walnut cashier's stand backed with decorative screen executed by Spencer Smilie: enameled aluminum mesh is appliqued with multi-colored flowers in plastic. To right of entrance is counter area, shown in photo 2.



1

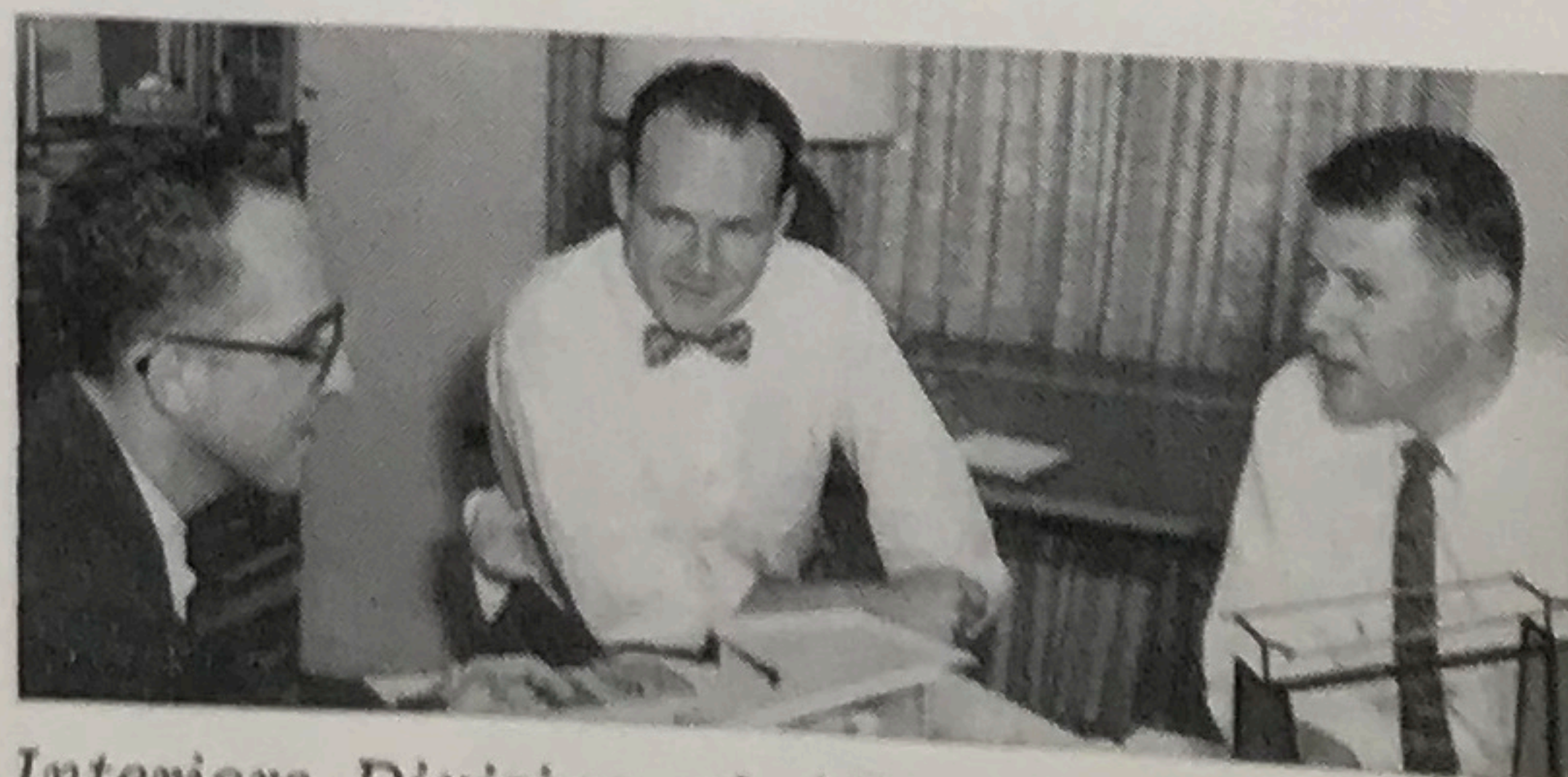


2

photographs by maurice erlich



Heading the firm of Albert C. Martin and Associates are (left to right) Albert C. Martin, Jr., Albert C. Martin, Sr., and J. Edward Martin.



Interiors Division of Albert C. Martin and Associates includes (left to right) Maurice Erlich, Hames Van Schaack, and Clifford S. Lance, head of this division.



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Two by Loewy: Stouffer's, and a suburban shopper's oasis



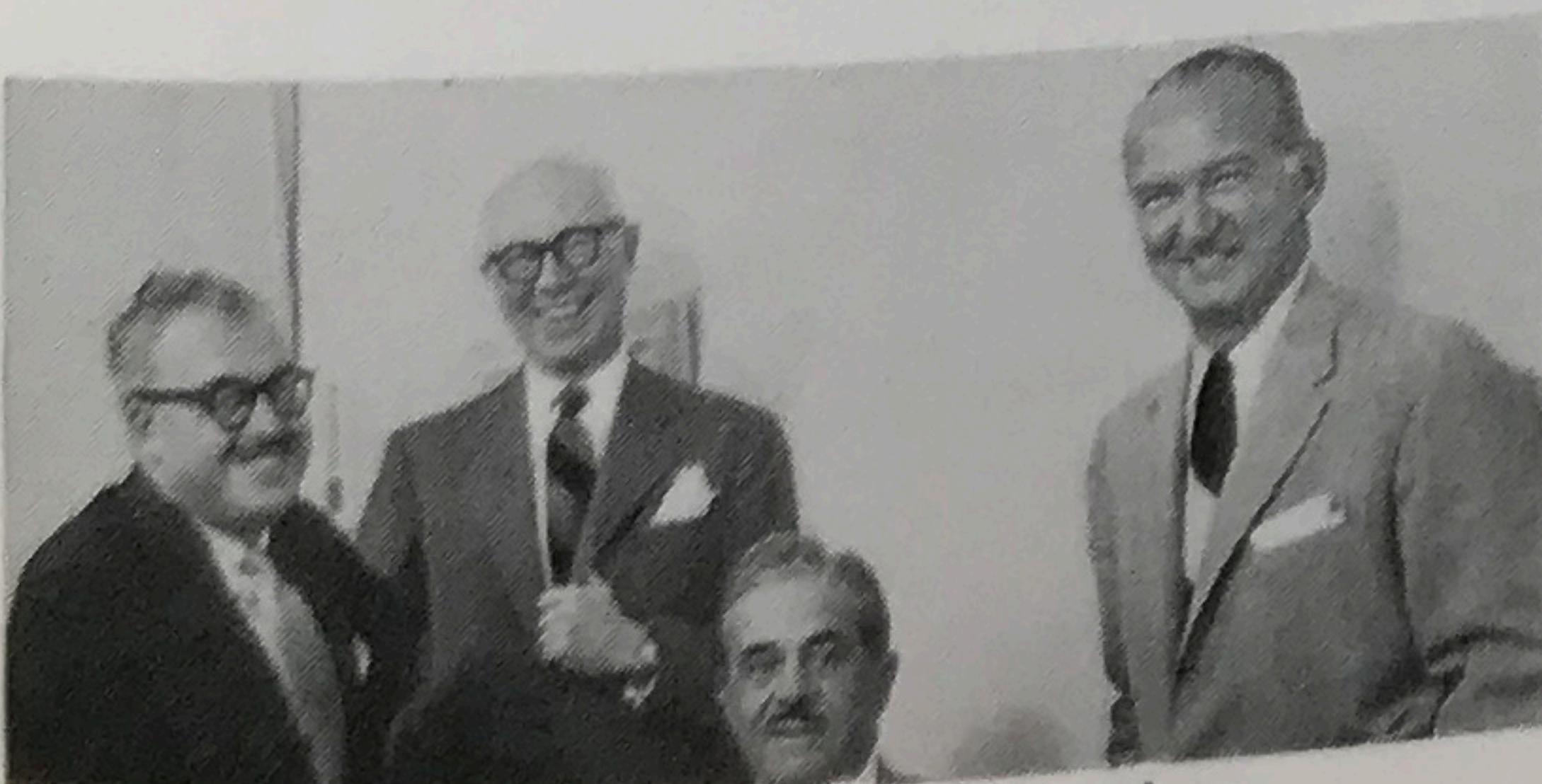
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Newest in a chain of Manhattan restaurants is the branch of Stouffer's located in the Tishman building, by the Raymond Loewy Corporation. The restaurant occupies ground floor and basement levels, broken up into a number of dining and bar areas each keyed to some bit of Americana (photograph 3 is of bar with "Constitution" mural by Tad Lipski). Floors are spanned by a staircase whose well contains the spectacular lighting fixture shown above, designed by the Loewy Corporation, and executed by William Cook. Chairs and tables are Brower; lighting, Gotham. Edward Roffman supplied banquettes, draperies. Carpeting by Mohawk.

photographs by gottscho-schleisner



The Raymond Loewy Corporation



New England in the 1900's provided the cosy theme for the shoppers' restaurant in the new branch of Filene's in Peabody, Massachusetts, housed in a building for which the Loewy Corporation did both exteriors and interiors. Main focus of the room is the be-tasseled blue and green canopy hung over the lunch counter, a pleasant evocation of park band stands. Keyed to a color scheme of blue, green, and pink, the room boasts murals of balloons, tandems, gazebos, and other memorabilia of the Good Old Days. Chairs are by Molla, covered with Gilford Leather upholstery, as is counter. Flagstone-effect flooring is by Robbins Floor Products.

Cave dwelling in Oriental style

A New York apartment by designers Schwartz and Yoshimura provides proof positive that the twin can meet



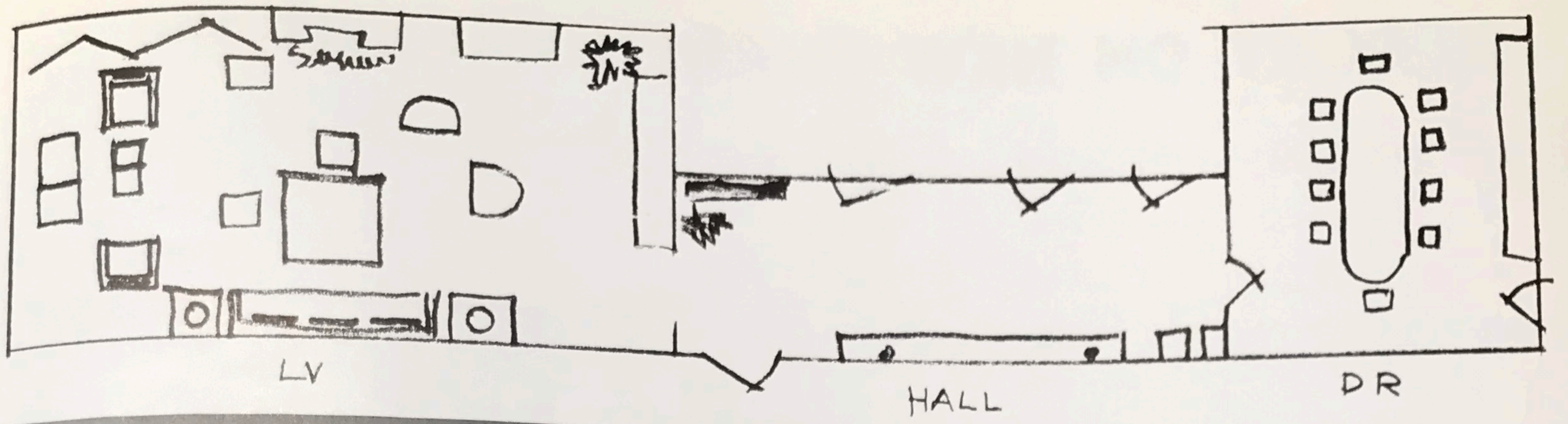
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Designers Yoshimura and Schwartz

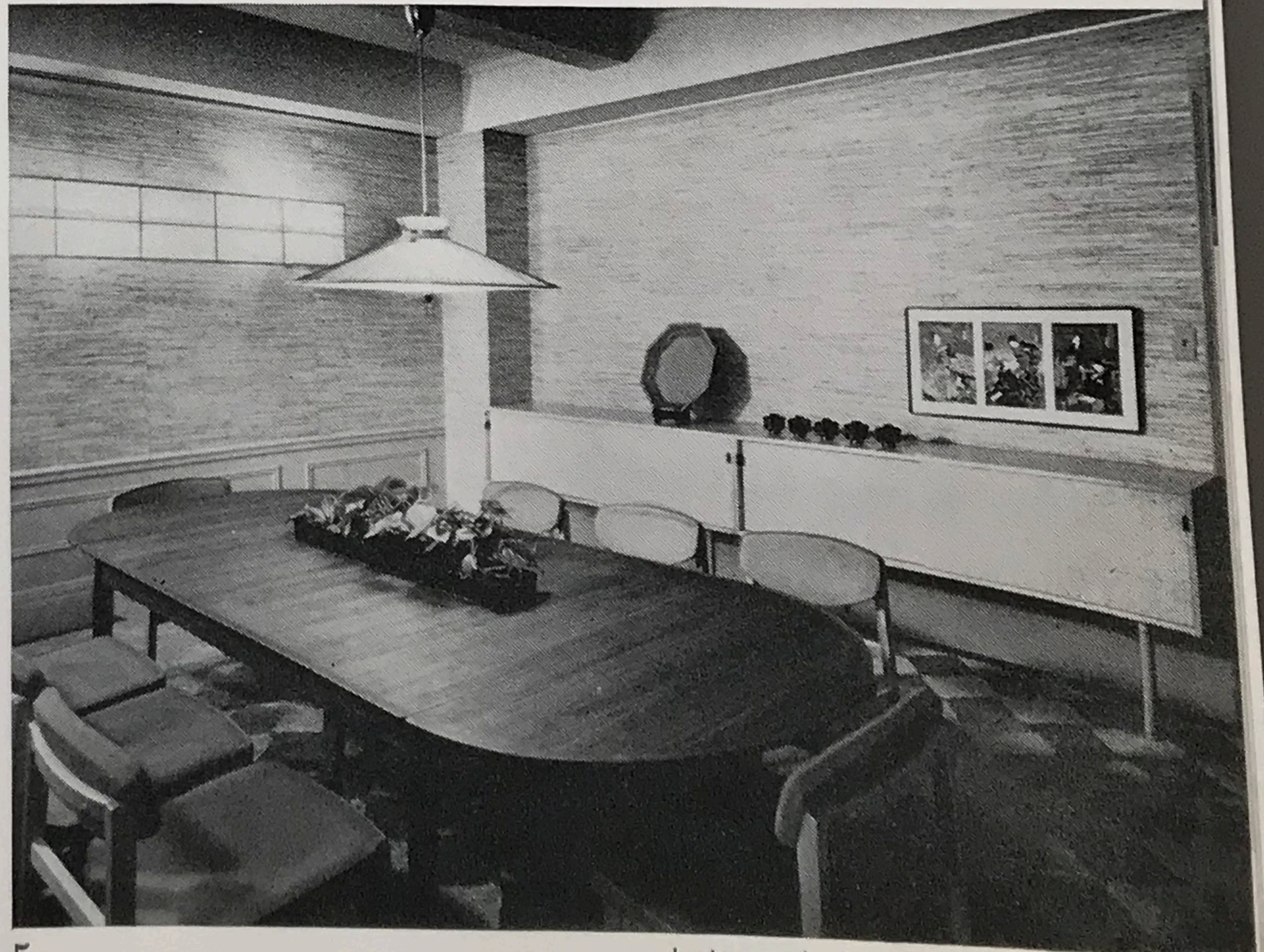
For the New York apartment of the President of the Bank of Tokyo, designers Lenore Schwartz and Junzo Yoshimura continued a collaboration which began with their teamwork on the design of the Motel on the Mountain (September 1956 Interiors) for which Yoshimura was architect, Mrs. Schwartz both interior designer and owner's wife. A subdued palette was selected for the apartment, which was furnished with pieces either imported from the Orient, or American-manufactured with strong Eastern flavor. In the living room (1, 2, and 4) cane-seated Baker chairs, Fan Company's blackwood coffee table, and floor cushions covered with Far Eastern's silk are serenely distributed on beige William Gold carpeting. Custom upholstered chairs and sofa are covered with brown, beige Knoll fabrics, standing screen with Pippin Legend paper. Wall lighting unit concealed behind shoji screen (3) leads down the hall to the dining room (5), where Taiter table surrounded with vermillion-covered Herman Miller chairs holds the center of the stage. Grasscloth wall covering is from Charles Gracie, the hanging buffet from Knoll.—M.G.



3



4



5

photographs by alexandre georges