

Facing page: Looking from larger room toward sales room; corrugated glass partition at left; cantilevered yarn-display case at right.

Right: Entrance hall, furnished with two built-in settees with end tables. The linoleum floor is navy blue; walls, French gray; ceiling, Delft blue.



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P. A. Dearborn

Spinnerin Yarn Co. Show Rooms, New York City

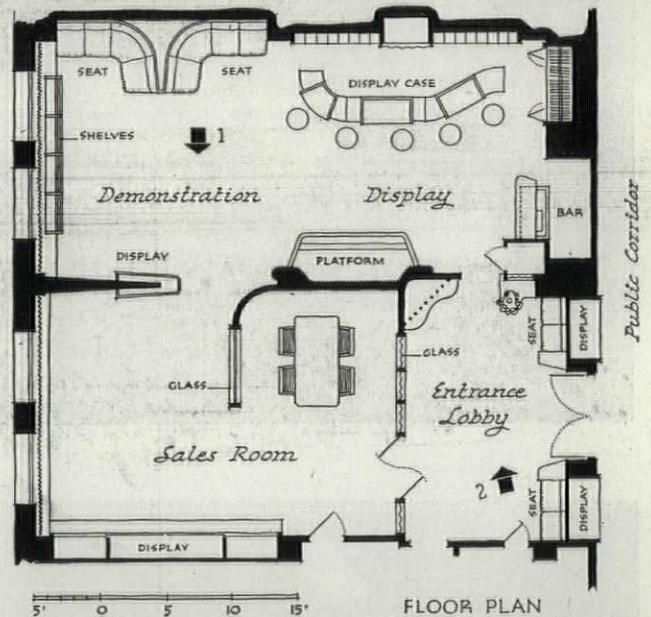
V. PALADINI, DESIGNER

Environments created for product wholesaling must usually be judged quite apart from basic structural integration; for, as a rule, these are simply interiors developed within a standard and often unsympathetic existing building. Design skill is evidenced rather by plan ingenuity that makes good use of predetermined space and by display techniques schemed around a particular product—yarn, in this case.

Problem: In this addition to a yarn company's wholesale show rooms, the need was for a display space where yarn sales could be assisted by showing buyers effective new ways to display their merchandise and where they could get ideas for developing up-to-date knitting-instruction centers in their stores throughout the country.

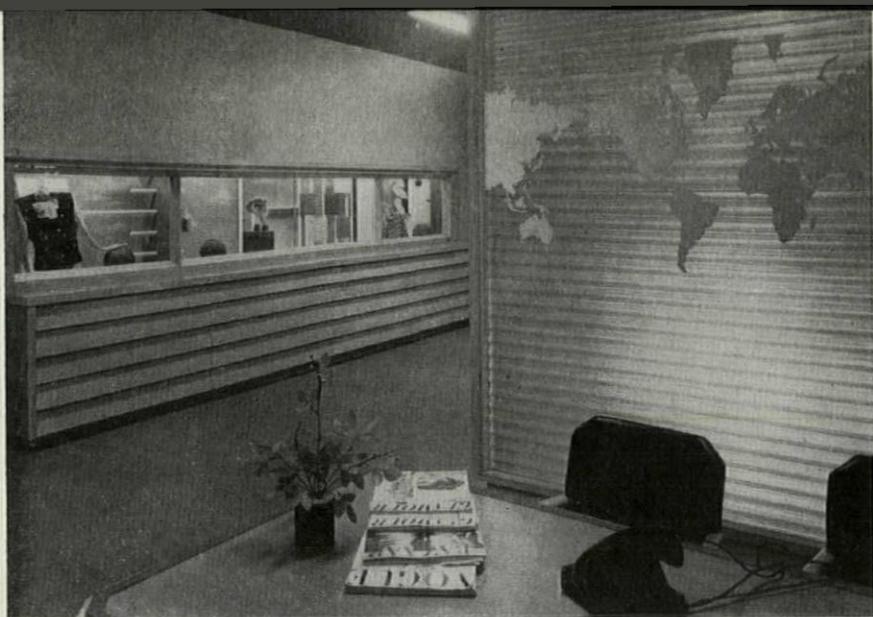
Solution: The designer subdivided his space into functional areas, yet in appearance and treatment, these are but interrelated components of a visual whole. The only closing door in the plan occurs between the entrance hall and the sales room.

The sales room is partially subdivided by a pickled oak partition screen glazed with blue, frosted corrugated glass, over which is set a sheet of plate glass, air brushed with a decorative map of the world. In the

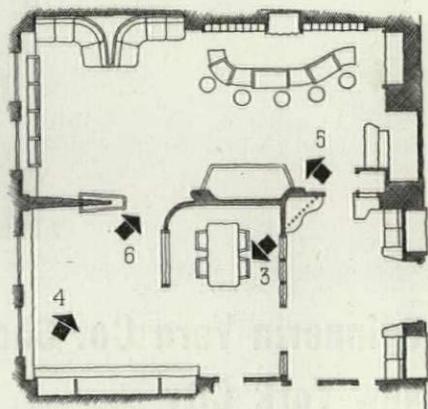


alcove so formed are a table and chairs for business discussions.

The larger display and knitting-demonstration room is entered either from the entrance hall or from the sales room. In the space nearest the entrance hall is a counter sales and display unit, built with a back-lighted, frosted, corrugated glass front. Behind this counter is a wall case made up of central, lighted display case flanked by decorative yarn cases made up of diagonal cells. Against the wall opposite this counter is a stage-lighted platform display of finished products made of Spinnerin yarn. The window end of the room, equipped with a pair of L-shaped settees is used for knitting demonstrations. On the end wall nearest the entrance hall is a cedar-lined storage closet and small refreshment bar.



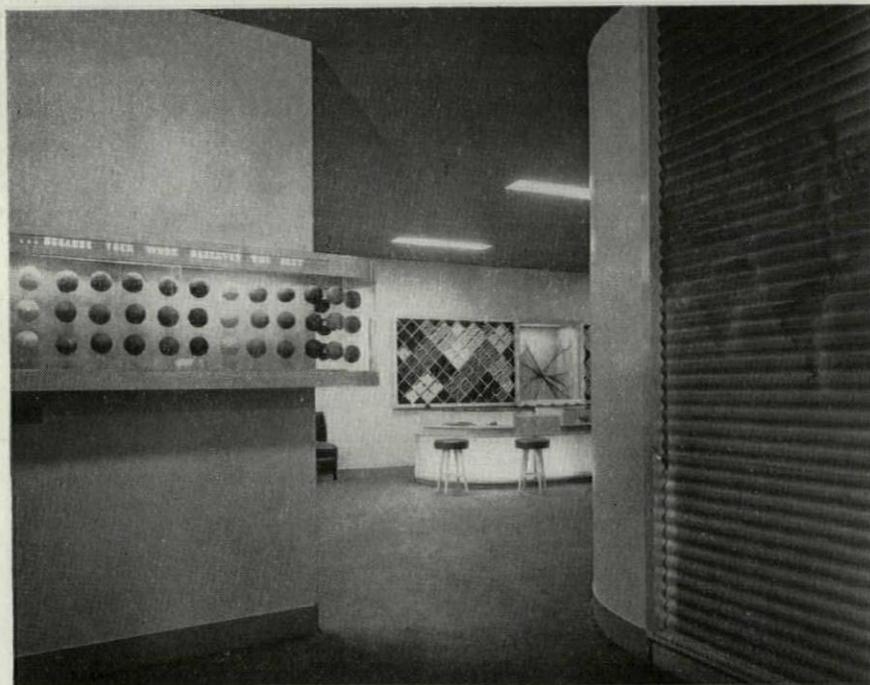
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Top: Business table in foreground; lighted display case and louvered storage drawers in wall at rear.

Center: View of knitting counter from sales room.

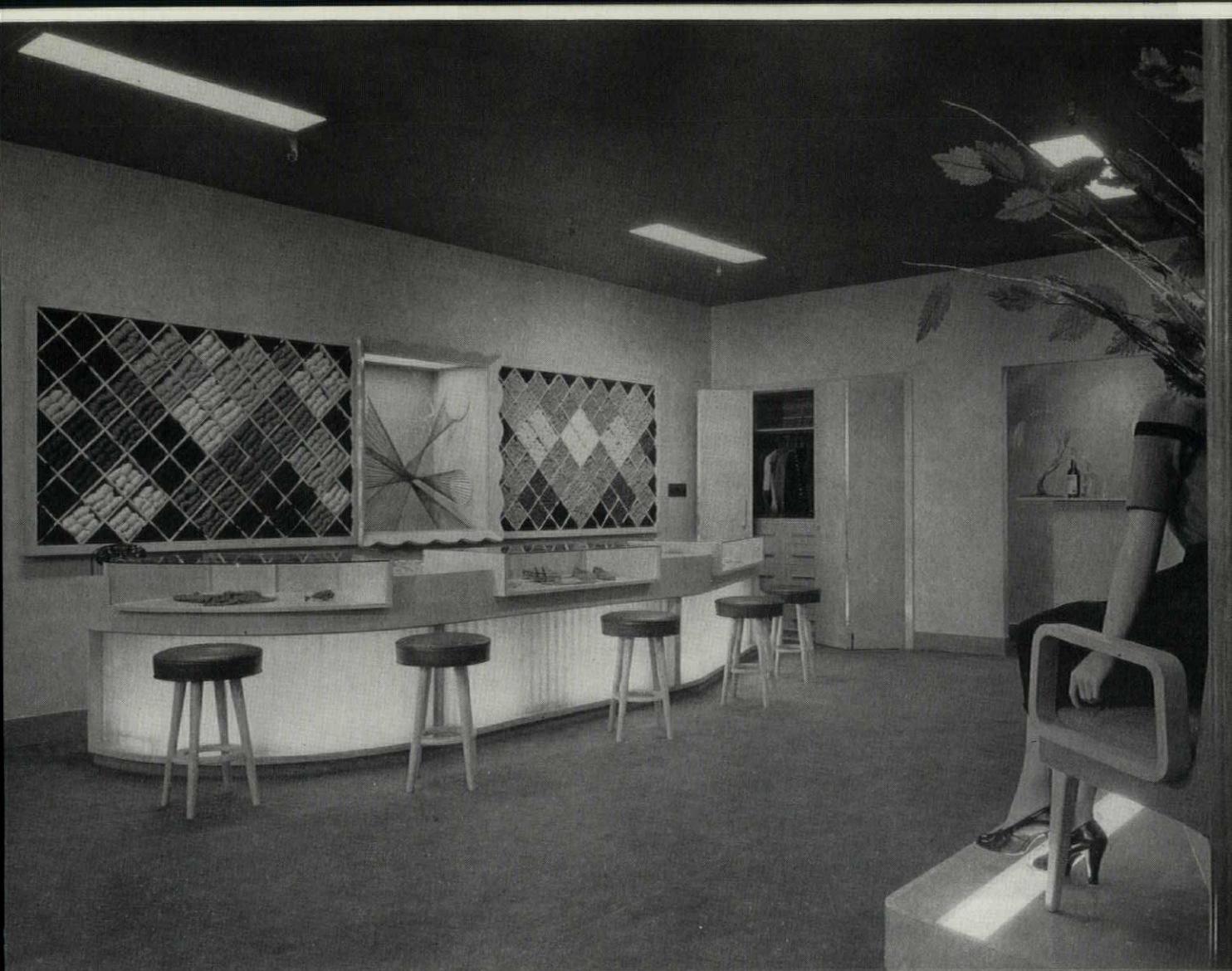
Bottom: Display platform in left foreground; settees for instruction, at rear. All display rooms have cedar rose all-over carpeting, walls of dusty rose, and ceilings painted a color called "crushed berry."



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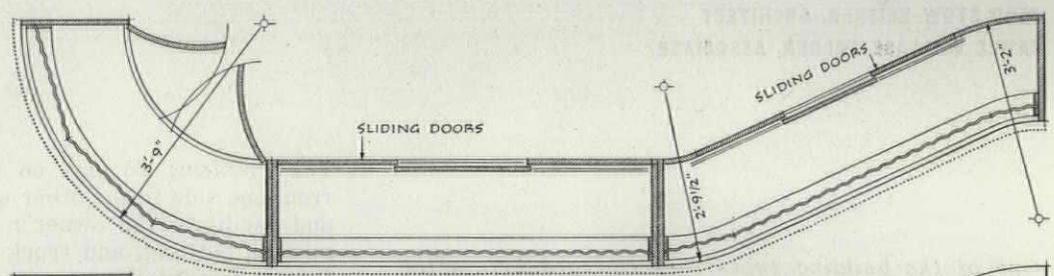


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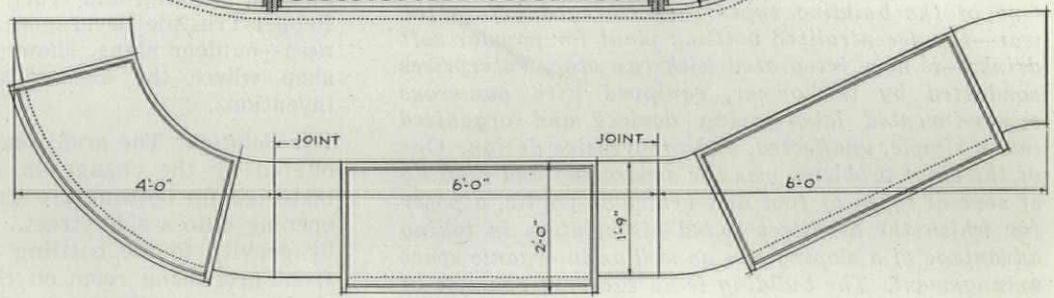


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PLAN UNDER COUNTER

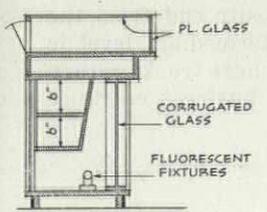


PLAN ABOVE COUNTER



Details of Display Counter

SECTION at CENTER



FRONT ELEVATION

