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CIA Employees' Bright Idea Pays Off

There is a story, more accurate than you might expect, about the Central Intelligence agency offices in Washington.

It seems that the interior was gray—all gray. The walls were gray, the doors were gray, the floors were gray.

To relieve the monotony of 1.8 million square feet of space surrounded by grayness, the employes pasted colorful art on the walls and glass partitions, and brought brightly colored objects to their desks.

Professional Job Sought

I. S. D., Inc., an interior design affiliate of Perkins & Will, architects, was called in to do a more professional job.

The brightest colors they could find were used on doors and floating panels attached to the walls. Colorful maps were attached to walls and glass partitions.

The designers used color as a means of designating certain areas and to give the employes a psychological lift.

Officer Cites Effectiveness

"I don't know what you can say about its effect on increasing the productivity of spies," said Kenneth E. Johnson, vice president in charge of the Chicago office of the I. S. D.

However, I. S. D. has contracts for work at 26 CIA installations.

Altho an affiliate of Perkins & Will, less than one-third of their work is for

that architectural firm. Most comes from other architects and businesses.

The firm was started six years ago, and half of its members are also architects.

The firm analyzes the image of the client and then determines the specific requirements of work and traffic flow.

An advertising agency might need a highly designed display area, and conference and audio visual rooms; an in-

surance office might be a sea of desks, and a law office might be network of offices and an area for a pool of typists.

The firm then will prepare schematic, definitive drawings, and select furnishings and fabrics for a presentation. Upon approval, I. S. D. will seek competitive bids, and supervise construction of the offices and installation of furnishings.



Stow/Davis Furniture company show rooms in Merchandise Mart display fabrics on walls like paintings in gallery. It is work of I. S. D., Inc.

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