

What puts the life in the World Trade Center?









Its size.  
 Its international scope.  
 Its view of the world.  
 Its wool-covered floors,  
 partitions, chairs,  
 even cabinet doors.

Never has a greater architectural project been undertaken—and never has wool been called upon to do so big a job. The World Trade Center rises 110 stories. Each of its twin towers is 1,350 feet high. It will have 9,000,000 square feet of office space upon completion. Each tower floor is an acre in size. And the carpeting is wool, of course.

The idea of a World Trade Center was born in 1960 when the business community of lower Manhattan recognized the need for such a business complex. In 1962, the Port Authority of New York and New Jersey was authorized by both States to develop the idea. Minoru Yamasaki and Associates and Emery Roth and Sons were commissioned architects. In 1966, ground was broken and on April 4, 1973, the formal dedication ceremony was held. One of the biggest architectural projects in the world is taking shape—a complex which includes the twin towers, the Customs House, the two Plaza buildings, and a proposed hotel.

Of course, tenants haven't waited for completion, and neither have their interior designers and carpet suppliers.

More than twenty-five of the World Trade Center's acres have been covered in wool, but far more wool acreage is projected.

The use of wool in the Trade Center might be described as three-faceted, with three classifications of areas to be covered. First, public areas including entrance lobbies, hallways, elevators and "skylobbies" or changeover points from local and express elevators on the forty-fourth and seventy-eighth floors. Second, the twenty-two Port Authority floors including executive offices, dining rooms and cafeterias, the World Trade Institute's language school and seminar rooms, the library, etc. Third, tenant areas.

This means that almost everywhere in the World Trade Center, wool warms concrete, cuts sun glare at windows, softens the sound of hundreds of thousands of phones, voices, footsteps. It adds flowing elegance, color, warmth, helping create a more human scale and ambience in these larger-than-life towers of concrete, steel and glass.

However, there was no need to review all these virtues when the time came to make a decision on carpet fiber. The decision was automatic. Fire Department regulations practically specified it.





Sid Schachter, the Planning Manager for the Port Authority's move to the World Trade Center, who is responsible for the twenty-two Port Authority floors, points out that "wool is naturally flame-retardant. With synthetics, smoke density is higher. So we also strongly encourage Port Authority tenants to stick with wool."

And most of them have. For instance, Manufacturers Hanover on the forty-fourth floor has all wool carpeting and upholstery, as have the four banks on the Center's Concourse level.

On the twenty-two Port Authority floors, wool was even the choice for partition coverings: Elkhorn pebbly wool fabric from Isabel Scott. In addition to its fire retardancy, wool helps solve the acoustical problems of these vast floors.

Office chairs throughout the twenty-two floors are also covered in wool: grey Timme Acorama wool fabric. V'Soske and Edward Fields wool rugs as well as Tai Ping wool carpeting and drapes are also used to create special decorating effects. Even cafeteria and dining rooms are almost totally carpeted in wool.

Although fire retardancy was the most pressing consideration, it was, according to Mr. Schachter, far from the only one. "Synthetics simply don't clean on the floor as well as wool."

Ms. Michael Love, the New York interior designer retained to decorate all non-tenant areas in the complex, agrees.

"I like wool's clarity and subtlety of color. The carpet I chose for the lobby could be called purple, but it's more. It's softer, a true violet that adapts to any lighting. The color stays beautiful and rich even after repeated cleanings."

Ms. Love selected two basic carpetings for the one hundred and two elevators and elevator lobbies in each tower and for the two skylobbies: a plain tufted and a stripe in neutral shades of beige and brown with touches of orange. She used considerable designing imagination to avoid monotony, creating distinctive graphic arrangements by mitering the stripes or by using a segment of carpeting cross-



wise like an area rug within another carpeting pattern. Specifications are as follows: Custom-tufted. Jute primary and secondary backings. Five tufted stitches per inch. Pile: 1/2 inch. Brunslon® antistatic control.

For carpeting on the Port Authority floors, Lees and Philadelphia Carpets furnished over 60,000 sq. yds. of custom-made wool Wilton. (A number of brands were subjected to strenuous testing for durability, color retention, texture, etc.) Great interest was created through the use of the same grey/brown checked pattern with changes in scale for different areas. The total effect is an impressive combination of unity and variety: unity through the consistent use of one pattern, variety through the change in scale. Checks are quarter-inch for office floors, magnified to a dramatic two feet in halls and five feet in elevator banks. Specifications include: 256 pitch; .290 pile height; loop pile; 45.6 ounces per square yard face weight; 10 wires per inch.

Nowhere is wool more distinctively and effectively used than on the Port Authority Engineering Work Station. Rancocas wool covers even the metal doors of drafting table book shelves.

Decorating was a special challenge on the World Trade Institute floor. Beneath it all is a small-check Stevens Gulistan wool carpet specified by Leo Kornblath and Associates.

Wool. It does the big job in the big architectural achievement: the World Trade Center. It's strong, cleanable, elegant, has true color-clarity. It deadens sound, cuts drafts, cuts glare.

But perhaps most important, wool creates a whole natural ecology, a human environment, in what might otherwise be a dehumanized one. Wool, imaginatively used, creates smaller, entirely livable environments within one gigantic one, and thus makes the World Trade Center a delightful place for productive and vital human working and living. Never has there been a clearer illustration of the words, "Wool, it's got life."

For up-to-date information on nationwide uses and sources of wool, call the Wool Bureau, 919 Third Ave., New York, N.Y. 10022. Telephone: (212) 421-5410.



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# contract carpet

News

## Philadelphia Carpet Covers New York Complex

What are said to be the most rigid tests ever conducted for a commercial carpet installation preceded the manufacture of all-wool pile carpeting by Philadelphia now used in the World Trade Center complex in New York. Conforming also to other stringent specifications written by the Port of New York Authority's office of WTC Operations and Plant Sanitation, the floor covering surfaces the concourse, mezzanine, elevator lobbies and cabs in the North and South Towers, and the lobbies of the U.S. Customs Building, Northeast Plaza and Southeast Plaza buildings. Several solid colors, the majority in wood violet, were used for the public areas as well as several tenants' spaces.

Michael Love, NSID, of Quadric Incorporated was design consultant to the international commerce complex, which has twin 110-story tower buildings. She explains her choice of the custom-dyed wood violet shade by pointing out that it keeps its value under the quartz and Lucalux lighting used throughout, and blends well with the interior aesthetics. To enhance functional factors, the carpet contains Brunson anti-static control.

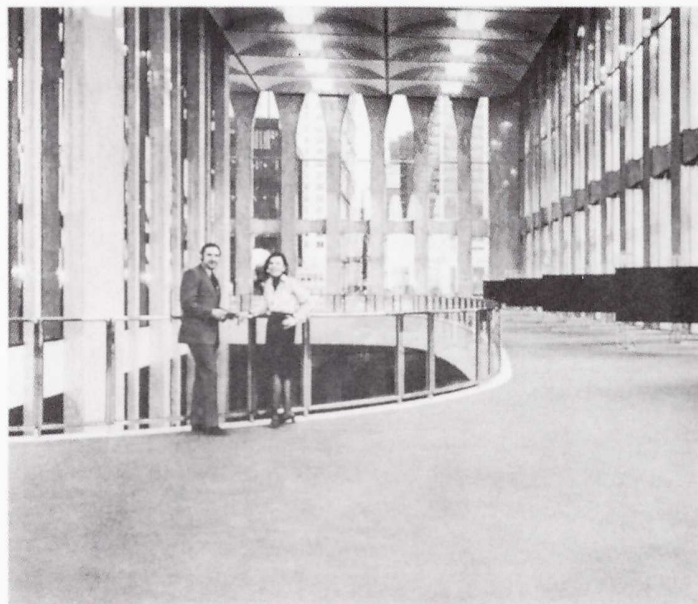
Philadelphia Carpet Company is a division of Shaw Industries, Inc. Circle Industries Corp. handled the sale and installation.

### Light and Its Effect on Carpet

The Wool Bureau, Inc., 919 Third Avenue, New York, has issued a booklet called "Carpet is How You Light It" as a tool to help specifiers of commercial carpet select the appropriate carpets for their planned lighting conditions. Four different wool carpet textures in seven colorations (red, orange, beige, gold, avocado, green and blue) are illustrated as they would look under five different lighting conditions—deluxe cool white, cool white, deluxe warm white, warm white and filament incandescent. The changes are sometimes subtle but significant enough to change the entire look of an installation. A handy and useful booklet to

own.

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Michael Love, NSID, and Angelo A. DiNome, supervisor of WTC Plant Sanitation, in the North Tower of the World Trade Center.



Philadelphia's custom tufted wool pile carpet in the corridors of one of the WTC tower buildings.

### Enkalure II in Full Production

After a two-year period of limited commercial production of Enkalure II nylon used in numerous commercial grade carpet installations, American Enka Co. has announced that it is ready for full-scale production of the yarn.

According to the company, the assets of the yarn are its soil-hiding power, durability, luster, color clar-

ity and design flexibility. The yarns can be used in all styles of carpets including tip-sheared or cut pile. A unique multilobal cross-section diffuses light in all directions and intensifies carpet colors.

Field performance and/or fabric construction data have been compiled for carpet manufacturers, interior designers and architects and are available. circle 251



Floral Flare

## Wellco's Program I and II

To fit the varying needs of designers and specifiers, Wellco Carpet Corporation has introduced seven printed commercial carpeting patterns and made them available in two "programs." Program I offers four Zimmer-printed patterns (*Royal Palace*, *Uptown*, *St. Thomas* and *Star Drama*) in frieze construction and an assortment of ten color



Royal Palace

combinations. All four styles are available in roll or cut order on jute backing.

Program II is designed for installations requiring 1,000 lineal feet or more, and in this program Wellco offers seven patterns—the four in Program I plus *Floral Flare*, *Nassau*