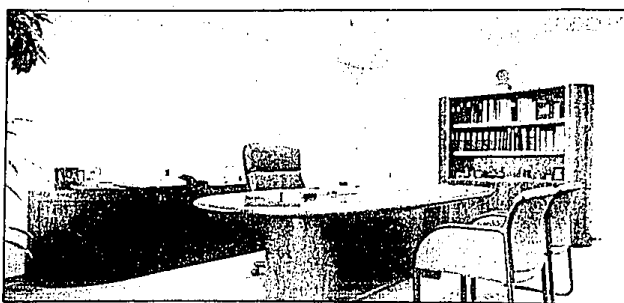


Dale Randa's office has an avant garde look with sleek gray marble table with black leather the cantilevered desk and cabinets of black chairs lacquer stained oak. In the foreground is a



Peter A. Kizer likes a traditional look so Wendy Silverman designed a desk and storage cabinets of warm, gleaming rosewood for him.

Office designer makes it look so easy

By Corinne Abatt
staff writer

When it looks easy, it probably isn't. Wendy Silverman, interior architectural planner, has a knack for making her job look simple. While that's the whole idea, it's really a pleasant deception. When this Birmingham-based designer was hired to do the Southfield offices of Federal Broadcasting Co., she started with the space planning and worked her way through to furnishings, much of which she designed herself.

Along the way she utilized all of her interior design and architectural skills plus a generous sprinkling of adult psychology.

"I wanted to create a real easy, open atmosphere for this communications company," she said, adding that because of the hubbub these busy executives operate in and the volatile nature of the business (they own radio stations in various parts of the country and a separate real estate company), she wanted calm, soothing interior space that was attractive and highly functional.

Another challenge which she particularly liked was to tap into the personality of the individuals as she designed the private offices.

"I love reading the people, my goal is to be a design psychologist," she said, adding that the three principals — Peter A. Kizer, Stuart Kaufman and Dale Randa — "are three different personalities." Consequently they have quite different offices. And since, as Silverman pointed out, they probably spend more time in the office than anywhere else, it

offices: changing look

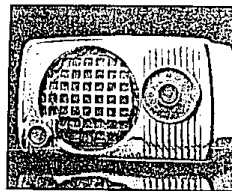
should reflect them and meet their needs in every way possible.

FOR RANDS, who Silverman said, "needed something new and different," she gave an avant garde look, a cantilevered pedestal desk and oversize wall unit of black lacquer, stained oak. In one corner of this light-filled office is a gray, Italian marble table. The four chairs are black leather. On one wall is a striking contemporary work of art by Aviva Robinson.

Kizer's office, with its cabinets and desk of gleaming rosewood is the most traditional, even though the sleek curves are modern in line.

Kaufman's office is decidedly upbeat and lively, beginning with the red leather chairs, the funky, almost full-sized, free-standing zebra among a grouping of live plants, to the large, captivating painting by Detroit artist Bill House. Kaufman's desk is a glass top on a black metal base with long rows of black lacquer finished oak storage cabinets along two walls.

Staff photos by Blake
Discher

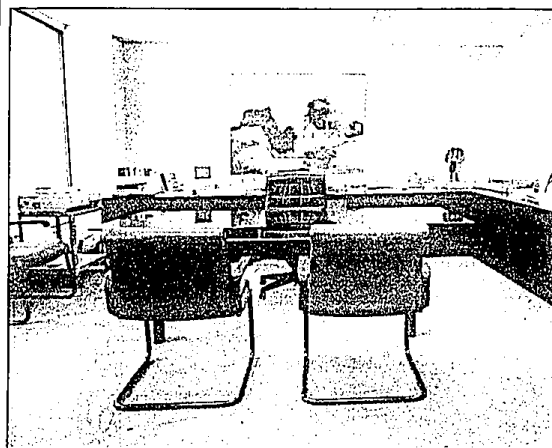


Framed Photographs of antique radios, like this one from the book, "Radios: The Golden Age" by Philip Collins, make an interesting statement in the hall, conference room and reception area.

One thing that Kizer said evokes a comment from every visitor is the pictures of antique radios in the lobby and hallways of the suite.

To get them, Silverman contacted Philip Collins, author of the book, "Radios: The Golden Age," to ask if she could have large photographs made from the negatives he used for his book. He complied graciously with the request and supplied about a dozen 18-by-24 excellent color photos of radios of the '30s and '40s.

The designs which Silverman did for the furniture were fabricated by Cabinetry of Pontiac. She can be reached through Walter Herz Interiors of Birmingham.



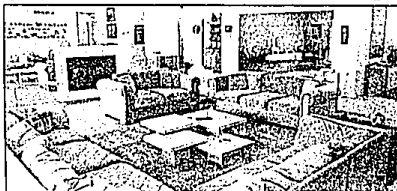
Stuart Kaufman likes his world upbeat. His desk is an elegant glass-topped table on a black metal base. The leather chairs are bright red. There's an eye-catching carved, painted folk art zebra in a grove of plants at the far side and that's a painting by Detroit artist Bill House behind the desk. The storage cabinets are black lacquer stained oak.

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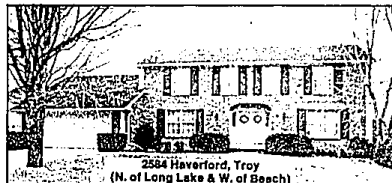
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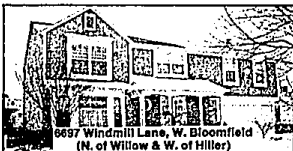
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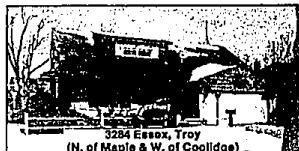
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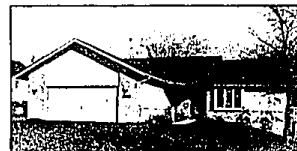
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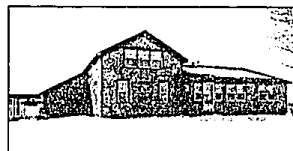
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