

INSIDE: PAPER EYELASHES, PUNCHY SCARVES, AND PRETTY AWESOME MOTORCYCLES

DESIGN BUREAU

KARIM RASHID

*The designer we
know and love,
or love to hate?*

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SURVIVORMAN

LES STROUD IS KICKING
NATURE'S ASS, DIY STYLE

THE MODERN FARMHOUSE

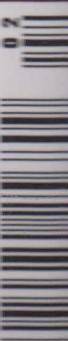
AT-HOME STYLE THAT'S
BEEN STEPPED UP

10 TIPS FROM A PRO

HOW TO MAKE IT
AS AN ARCHITECT

SWISS GRAPHIC
DESIGNERS
GO STATESIDE:
DETEKTIW BUREAU

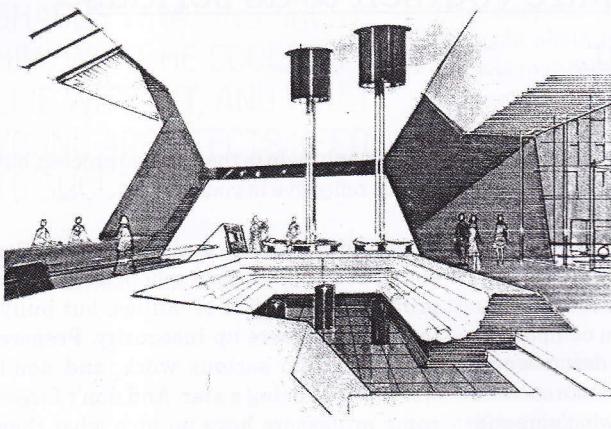
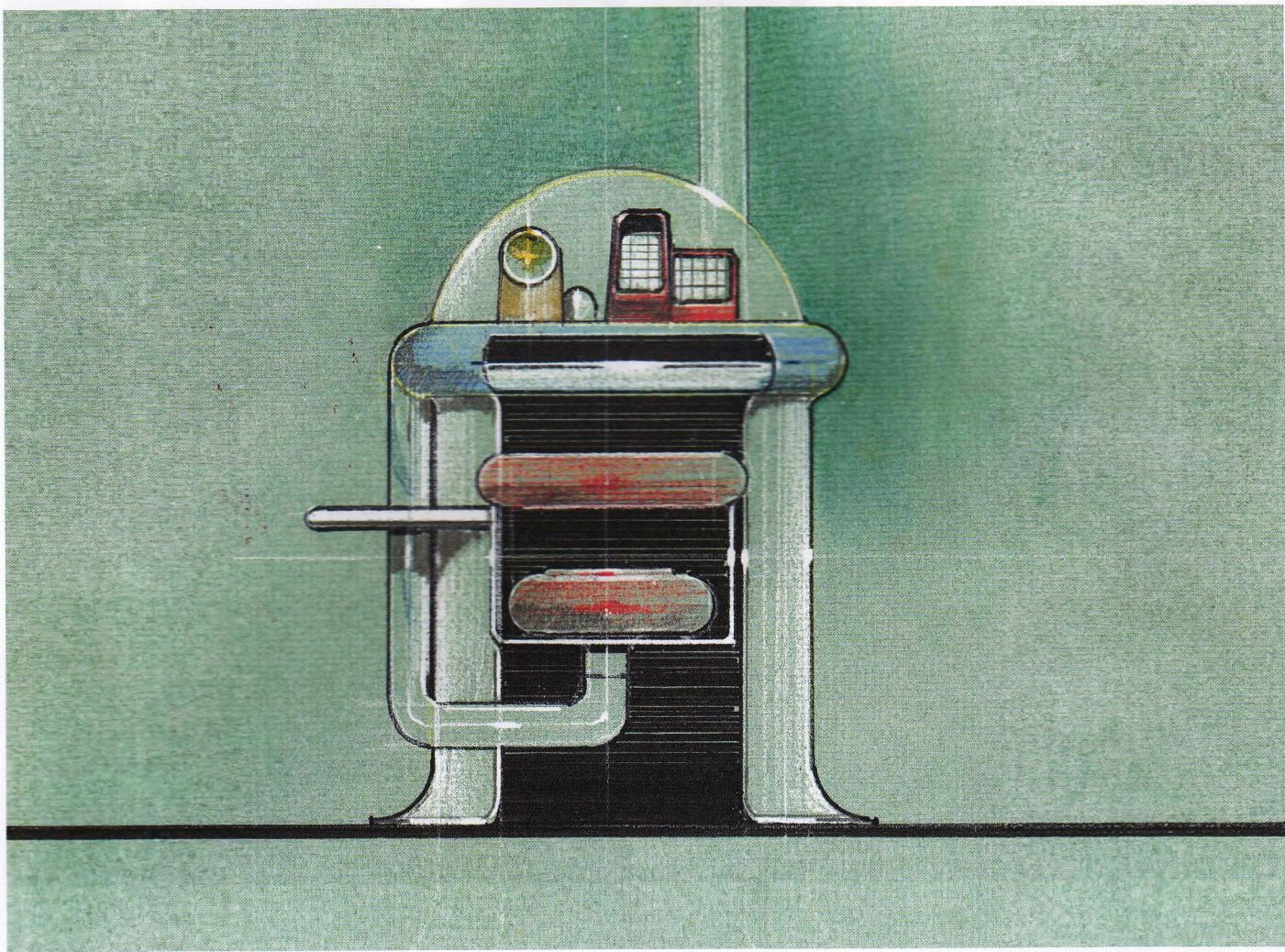
JANUARY/FEBRUARY 2018
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PEOPLE

DESIGN ICON: THE ATM

Retrieving cash from a stand-alone unit is an everyday occurrence. But remember when it wasn't? We talk to ATM innovator Stanley Felderman about the rise of the money machines.



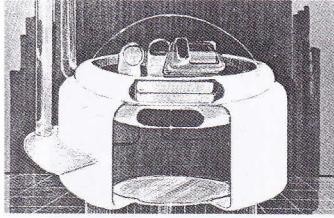
The early '70s heralded in a whole cultural paradigm shift, so it's no surprise that designers began to conceptualize a new and improved banking process. "The way people did banking was a relic of the past," says Stanley Felderman, one of the ATM's original innovators. "We knew the future would be about teller-less machines." Thus, Felderman started to design what he calls "banking pods," machines that, as he puts it, "looked a lot like R2-D2." "My initial idea was to use systems of air tubes connected to these pods so that you could access your bank remotely. Obviously, that got nixed," he adds with a chuckle. However far-fetched Felderman's initial designs were, companies interested in new banking machines took notice. The Burroughs Corporation, a forerunner in the computer industry, had already been at work on a similar ATM concept with safe manufacturers Diebold and Mosler. The team came across Felderman's ideas, and in 1973 contracted him as the ATM's official industrial designer.

These drawings depict a new design concept for an early ATM, which planned to show up in the "bank of the future." Burroughs Clearing House newsletter, April 1975.



TEAM PLAYERS

Jesse Bagley, head of IOS Interior Office Solutions, often works with Felderman Keatinge on projects, and says he appreciates the lack of office hierarchy in their team. "FKA is a very flat organization with projects actively handled by Nancy and Stanley. The remaining team members act in a support role of the principals. It is refreshing to work with a firm that knows exactly what their design intent is and is committed to ensuring products match the intent. Clean, functional, colorful, and exciting—they truly have a unique design style."



Felderman's original drawings incorporated plastics and iconic shapes in order to make the ATM a more approachable machine. Even though these ideas were toned down in the final product, most of Felderman's suggestions went into production. As he says, "today's ATMs haven't changed much."

But Felderman believes they may soon become objects of the past. "Phones will replace them—and maybe even cash—altogether," he says. If you can't really fathom a world where your only source of money can be literally flushed down the toilet, support your local ATM. Speaking of which, do you know where the nearest one is?

—KATHRYN FREEMAN RATHBONE

Stanley Felderman and his wife Nancy Keatinge run architecture and design firm Felderman Keatinge + Associates in Los Angeles. FKA's work includes MTV Networks' West Coast headquarters and the Disney Sound Studios.

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