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PUBLIC RELATIONS DEPARTMENT

News From: SIMMONS COMPANY

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LUXURY REIGNS AT SIMMONS V.I.P. SUITE AT WORLD'S FAIR

New York, September 17--A special retreat for celebrities visiting or appearing at the Fair has been included in the Simmons Rest Center at the 1964 World's Fair. The Rest Center was previewed today by Fair officials. The first exhibitor building to be completed at the Fair, the Simmons building has two top floors designed as a Rest Center for the public.

The V.I.P. suite, a private section on the building's third floor, stresses elegance and a quiet atmosphere and abounds in new materials and design concepts.

In a soft blue and chamois color scheme, accents of deep rich sapphire blue give the room great style on the quiet side. The glass wall, overlooking a pastoral park-like area of the Fair, is covered with the new slim venetian blinds that almost disappear when opened. In the evening, wall-to-wall draperies in the new Beta Fiber of Fiberglas cover the windows and create an intimate atmosphere. In a soft beige, the fabric is printed in a tiny overall pattern which repeats the blue and chamois colors of the room.

An electric adjustable bed, operated by push-button controls, can be raised at the head and foot to a contour position for complete relaxation while guests watch the special closed circuit color television produced by RCA.

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If a nap is desired, the bed is fully fitted out in exciting printed sheets and bedding. Sheets and pillow cases by Wamsutta are in a floral panelled design in blues and greens. The fabric, a new cool, silky blend of cotton and Avril rayon is called Lustercale.

For entertaining, the opposite side of the room has a conversation grouping of furniture from the Simmons Living Room Division. The light and dark blue striped carpet extends throughout the room and ties the bed and sitting room section of the suite together.

Designed by Karl Steinhauser, A.I.D., the room has a compact wall storage unit that includes the liquor cabinet, television, and mirror, as well as shelves and drawers for make-up, writing material and refreshment accessories. A plastic laminate in a teakwood pattern used in construction of this unit will retain its new look despite two years of hard usage.

SOURCE LIST FOR V.I.P. SUITE

Carpeting - Bigelow

Draperies of Beta Fiber, Fiberglas (Owens-Corning) designed by Ben Rose

Venetian Blinds - Bali Blinds - Carey McFall

Masterpiece Mirror - Walton Mirror Works, New York

Electric adjustable Beautyrest bed - Simmons

Upholstered furniture - Simmons

Liquor cabinet - Drexel

Wall accessories - Karl Mann

Lustercale sheets and pillow cases, Acrilan blanket - Wamsutta