



# FLOOR OF THE YEAR

## BEST USE OF WOOD TECHNOLOGY

*Birger Juell Ltd.*  
CHICAGO, ILL.

# Juell's Seaside Jewel

**F**or a beachfront home on Jupiter Island, Florida, Birger Juell Ltd. provided the perfect floor for the 13-by-7-foot entry: a seashell. Laid in a field of clear hickory that looks like ripples of water, the free-form shell floats in the center. Composed of 4,500 paper-thin, laminated pieces, it matches the color of the sand outside.

The creation earned Birger Juell, a longtime and nationally respected flooring craftsman in Chicago, the "Best Use of Wood Technology" honor in the NWF A's 1995 Floor of the Year competition. Juell attended the convention-ending dinner at which the awards were announced, yet he slipped out before his name was called. "I thought I had a better chance at winning in poker than I did in the contest," he said. "There were so many other fantastic entries."



With 46 years in the business, Juell is known for his high-end installations across the country. He has worked on hardwood flooring projects in Pebble Beach, Calif., Steamboat Springs, Colo., and on Manhattan's Fifth Avenue in the last few months alone.

The shell became part of his portfolio after a Wisconsin designer, Cindy Wilson of Lake Geneva, invited him to be part of a beachfront project. "I suggested a shell, and then bought a book of shells," Juell said of the floor's beginnings.

"I have an installer, Ray Thurman, who is very clever and actually designed the shell. We talked about how we would do it, what woods we would need to create the grain of the shell. I collect shells; I like to dive. There is a grain pattern in all marine life. Yet there's not any particular place where it stops and starts; it all just flows. That's what we needed to do."

The selected shell is the shape of Thatchet's Wonder Shell (*Thatcheria Mirabilis*). It is a mixture of extremely thin laminations of walnut, hard maple, beech, sycamore and cherry. All of it is quartersawn. The laminations range from to .0625-inch wide, all 5/16-inch deep. They are affixed to 1/2-inch plywood underlayment.

The background is made from 2-by-8-inch clear hickory, hand-scraped with hand-beveled edges to simulate running water. The shell, also hand-scraped — Juell's specialty — appears to be floating in a pool, which is, in reality, a 1 1/4-inch wenge plank, surrounded by a 2-inch wenge oval band.

The project began in April 1994, and was finished in time for the family to enjoy their first Christmas in Florida.

"I was very pleased, because it turned out beyond what I had imagined," Juell said. "The owner said it was like a Tiffany." ●

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FLOORING: *Heidler Hardwood Lumber* • WAX: *Birger Juell Special Wax* • ADHESIVE: **Franklin 711** • GLUE: **Tite Bond (Franklin)** • SANDERS: *Clarke* • BUFFERS: *Clarke* • ABRASIVES: **St. Paul**



*Floor of the Year (Master Division)*

# WATERFRONT JEWEL

**BIRGER JUELL LTD.**

*Chicago, Ill.*

The word “retirement” doesn’t seem to be a part of Birger Juell’s vocabulary. Although the 84-year-old is well past the age where most people say goodbye to the working world, Juell’s passion for growing his business is ever increasing. He’s looking to move his operations to a larger location (“I’m trying to rent or buy some new space,”

he says)—and ceaselessly works to increase his company’s profile (“Have you seen my new ad in Architectural Digest? I got 20 calls in four days.”).

It came as no surprise when the industry legend walked away from the Palm Springs Convention with one of the most prestigious awards—Floor of the Year in the Master

Division, reserved for those who have won an award before. Juell is thrilled with the award, and even moreso with the fact that the winning floor represents the epitome of his work—clean, good design.

“That is basically what I do,” Juell says. “I don’t do all this laser cutting and crazy things like that. I do ‘simple classic’—that’s what I call it. It’s just a way of making the whole room come together. You don’t want to see just wood floors. If your floor sticks out, it’s not a good job,” he explains.

Juell’s success in achieving that principle is what has earned him notoriety in high-end design circles, and it’s what keeps designers coming to him for jobs such as this one in Fort Lauderdale, Fla. The designer, Sam Rosenberg, had worked with Juell on a job in the same area and sought out Juell for this one, as well.

For many contractors, it’s a job they could only dream about. For Juell, it’s a typical project. The waterfront home is approximately 22,000 square feet, most of which features wood flooring. The price tag for the wood floors came in at just under a half million dollars.

The portion of the job that won the award is a foyer measuring 800 square feet. Herringbone sections are individually framed between the foyer columns. Walnut, maple and mahogany were hand-scraped, hand-beveled, oiled and waxed in signature Juell style. All of the flooring was manufactured by Juell. The entire job, which features different custom patterns throughout the home, took about nine months to complete.

In large part, Juell credits his employees for his continued success. “I have good people, and that’s what it takes,” he says. That’s true, but the driving passion behind the company undoubtedly remains Juell himself. —*K.M.W.*



*Designers: Sam Rosenberg, Birger Juell ♦ Flooring: Birger Juell Ltd. ♦ Finish: Dura Seal ♦ Nailers: Stanley-Bostitch, Powernail Co.*

*♦ Adhesive: Franklin International ♦ Buffer: Clarke (Alto) ♦ Saws: Makita ♦ Handscrapers: Red Devil*

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# RETURN PERFORMANCE

BIRGER JUELL LTD.

Chicago, Ill.

This certainly isn't the first Floor of the Year award for industry legend Birger Juell, but this year's winning floor does represent several Floor of the Year firsts. It's the only time that different floors in the same house have won in back-to-back years. It's also the first time that a project with leather as part of the floor has been a winner.

The classic floor marks the completion of a two-year, half-million dollar project for the company. Last year, a foyer in the

same 22,000-square-foot, Florida home earned Floor of the Year honors in the Master Division. This year, it's the same home's office that got the nod from ASID judges for the same award.

In typical Birger Juell style, every step of manufacturing the floor was a custom process at the company's 31,000-square-foot facility. The large-scale parquet features stained character-grade hickory in a Versailles pattern with faux "alligator" leather centers. After being milled at the factory, each piece of flooring is hand-beveled and hand-scraped by one of the 18 workers who do hand-scraping exclusively. Each one has been trained by Juell himself to scrape the wood following the grain in a fashion Juell likens to water flowing over rocks. Scraping the wood in this style yields production of 60 to 70 square feet of flooring a day per worker.

After scraping, the flooring is acid-stained with Juell's proprietary process and double-oiled. For this floor, there was the additional step of manufacturing the leather inserts. To do this, workers cut hides to size and glue them to  $\frac{3}{8}$ -inch high-grade dimensional plywood for a full  $\frac{3}{4}$ -inch thickness. The plywood is tongue-and-grooved, as is the rest of the floor, and the leather is waxed with the recommended leather wax. The completed panels then are held together at the corners by hickory pegs. Together with the floor's mortise-and-tenon construction (a deeper tongue and groove), the pegs are all that holds the floor together until it is installed in adhesive on the job site.

Once installed, one of Juell's floors normally receives a final coat of oil and then wax. Because of the unique mixed media on this floor, the final process had to be done by hand, with care taken to not contaminate the leather inserts with the wood flooring wax.

The entire process may sound extraordinary to many contractors, but most things about Birger Juell are. At age 85, Juell's passion for his work is undiminished. He's still working nearly full time, and he was beaming proudly as ever when he climbed up on stage to personally collect his latest award.—*K.M.W.*



◆ Flooring: Birger Juell Ltd. ◆ Finish: Dura Seal (oil), Birger Juell Ltd. (wax) ◆ Adhesive: Bostik ◆ Nailer: Stanley-Bostitch ◆ Buffer: Clarke  
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WINNER

Best Library/Office

# SIMPLY RADIANT

## BIRGER JUELL LTD.

### Chicago

When the Chicago owner of this mid-rise home decided to have his dream office designed, he left the job—from top to bottom—in the hands of Birger Juell Ltd. The legendary wood flooring company worked with designer Lawrence Jones and interior designer Phyllis Needleman to develop the architectural millwork plan. With that concept in place, Birger Juell's Chuck Crispin turned his attention to creating a spectacular floor fitting with the upscale home. He took his design cues from the owner's many pieces of Biedermeier-style furniture, which feature clean, classic lines and exquisite wood veneer in various matching patterns. "About the time we started

investigating floor materials, Kent Mcpherson [of Flame Figured Woods in Nashville, Ind.] called me up and said, 'I have 500 feet of curly cherry all 8 inches and wider out of the same tree,'" Crispin recalls. He took the wood immediately, then told Mcpherson that he also wanted to do a large oval medallion using eight pieces of matched cherry crotch wood.

With the unusual wood secured, Crispin worked with Birger Juell's Jennifer Alomia to create an autoCAD plan for the floor. While the homeowner was particular about approving the woods for the room, he left the actual design in the hands of the design team. "He had a little bit of a difficult time comprehending how we were going to make the floor look like his Biedermeier furniture in other parts of the house," Crispin says. "But he trusted our explanations and was confident that we could pull it off."

The simple-looking design was complicated in execution. Although the rays that radiate out from the starburst appear to be the same dimension, due to the odd size of the room and the oval medallion, the dimensions graduate from 1/8 to 3/8 of an inch, with narrow strips of sapele separating the radiating bands of curly cherry. Once the autoCAD design was finalized, Dan Antes of Nashville, Ind.-based Distinctive Hardwoods and Mcpherson worked together to build the floor in panels, resulting in a floor with a 5/8-inch thickness over 1/2-inch Baltic birch.

The Birger Juell crew then installed the floor, and Teles Floro Gonzales and Benjamin Martinez hand-scraped and waxed the floor on-site. "It is very difficult to scrape crotch material and not tear the grain," Crispin says. In typical Birger Juell style, the floor is not "dis-

tressed" in a typical manner. "We just try to make it look like it's been worn and cared for over a long, long period of time," Crispin explains.

Long before hand-scraped wood flooring was mainstream, it was the signature style for Birger Juell himself. "It's amazing how the industry has fallen in line with his aesthetic ... Birger has certainly been a leader in promoting that old-world, hand-hewn look," Crispin says. Today, at 89, Juell still comes into the office every day. "He's still very creative and active in developing new patterns—still dreaming at 89," Crispin says.

—K.M.W.



**Distributor:**

Niles Color Center

**Flooring:**

Distinctive Hardwoods

**Finish:**

Dura Seal

**Filler:**

Timbermate

**Adhesive:**

Bostik Inc.

**Buffer:**

Clarke American Sanders

**Saws:**

Festool

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Winner

Best Reclaimed

# SYLVAN RETREAT

## Birger Juell Ltd.

### Chicago

There aren't too many wood flooring jobs that would be considered unusual for Birger Juell Ltd. The ultra-high-end wood flooring company has done jobs for some of the world's wealthiest clients in the U.S. and abroad. But this Wood Floor of the Year winner was truly a one-of-a-kind project.

The genesis for the floor was an idea from the company's namesake, Birger Juell himself. While on a trip to Mexico, he had seen workers assembling a stone floor using everything from large stones to tiny pebbles, and he thought it would be interesting to duplicate the design in wood.

This project proved to be the perfect opportunity to realize that vision. The company had previously installed floors throughout the customer's opulent Chicago home, and now the client was renovating his turn-of-the-century log home in upscale Lake Geneva, Wis. When he saw a small sample of the floor created in wood, the customer immediately loved it, says Brian Quinn, salesman for Birger Juell Ltd.

Quinn ended up spending about two weeks on his hands and knees in the 6-by-10-foot bathroom working on the floor. He started with the large presanded and prefinished oak rounds. To fill in the spaces between the rounds, he walked through the wooded property, gathering twigs and branches.

"There's oak, birch, maple and all sorts of stuff that I don't even know what it is, it just looked right," Quinn says. "I really wanted to bring in elements from his property to make it that much more intimate." Quinn cut the pieces on-site and let them air-dry for a week.

With his material ready and cut to the 3/4-inch thickness of the floor, he carefully dipped each one into a pan of adhesive and placed each twig. When he thought the floor was ready, he filled it in with the soft grout—a combination of sawdust and oils—that the company typically uses to fill in its end-grain floors. When he and the project manager stepped back and looked at the final result, they both realized that the floor needed more of the smallest pieces, so Quinn meticulously removed all of the soft grout and installed more of the smallest material. Rough spots on the little pieces were hand-sanded, as using any kind of sanding machine would have knocked them out. Once complete, the floor was again filled in with the grout, and the floor was coated with the company's oil-and-wax finish system.

"It was a very rewarding job at the very end of it, but a very painstaking process," Quinn says. The time-consuming job was worth it, as the owner loved the floor, and Birger Juell was

thrilled to win yet another Wood Floor of the Year Award.—*K.M.W.*



**Flooring:**  
Birger Juell Ltd.

**Finish:**  
Dura Seal

**Adhesive:**  
Bostik Inc.

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Winner

Best Limited Species

# Radiating Elegance

## Birger Juell Ltd.

### Chicago

The Birger Juell Ltd. staff spend a fair amount of time criss-crossing the country—"We have a broad connection with the A & D community," company President Chuck Crispin says—but this Wood Floor of the Year winner is right in the company's backyard. Located on the 14<sup>th</sup> floor of a stately midrise on Chicago's north lakeshore, the condo is the personal home of one of the company's builders.

The builder's work is very high-end, and so is his new home. "He wanted something very elegant, something that made a statement, so the Versailles parquet was kind of a natural fit,"

Crispin says. Meanwhile, the owner's wife wanted a special design for the space. "We played with an exploded star pattern first, but then we decided that was too over the top," Crispin says. The final design features Versailles parquet in the living room and the study, while the adjoining foyer has a pattern of interlocking figured black walnut triangles that essentially form an inlaid wood rug. The spaces are tied together by a series of radial design elements.

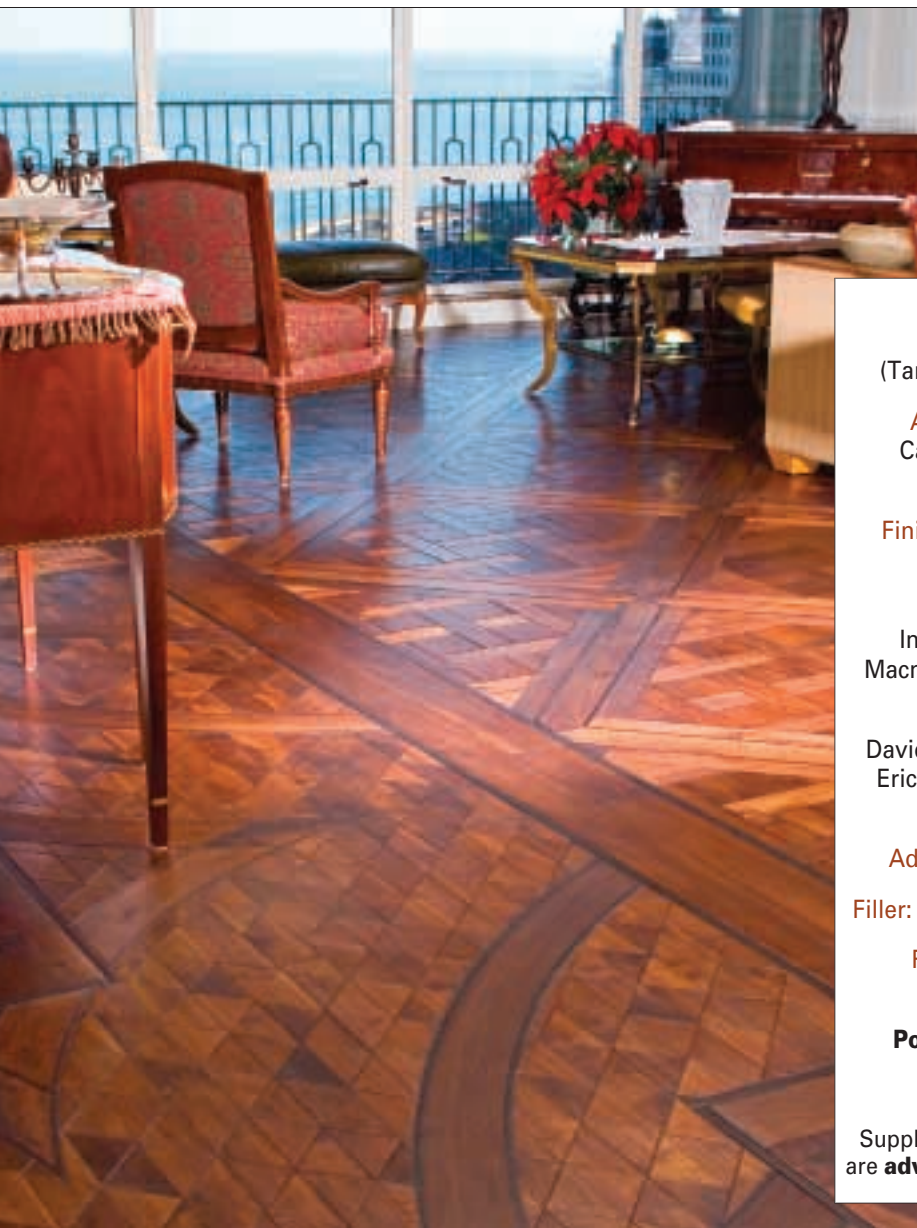
"You get this tease of these parts and pieces that lead you down the hall, and then you turn to the left and are introduced to the parquet elements," Crispin explains. The geometry of the spaces made for a layout challenge: No two walls are parallel in the living room, and the foyer has a key-like shape. "We had to center the parquet so we were able to break on halves and wholes on the main point of address architecturally," Crispin explains. Additionally, the entire floor is bordered by a simple walnut plank with a wenge feature strip.

Birger Juell is legendary for his secret color tech-

niques that he applies to his floors, and this floor is a classic example.

"It's one of Birger Juell's special proprietary colors," Crispin says. "It enhances the rich, golden brown undertones of the walnut." As with many Birger Juell floors, each piece was hand-scraped.

Although there are only two species, the floor makes a bold, yet elegant, statement that meshes with the philosophy of Birger Juell himself, who believes that the floor shouldn't draw attention to itself but rather enhance the design of the room. "It's a really fun floor; everybody gasps when they walk in the door," Crispin says. At the same time, "All the architectural elements in the home were so beautifully designed ... and so the floor was very much in keeping with the attention to detail that was paid everywhere else." —*K.M.W.*



- Builder:**  
Adel Tarakdjian  
(Tara Designer Homes)
  - AutoCAD Design:**  
Candace Mountain,  
Sakhon Nhek
  - Finish Superintendent:**  
Hally Juell
  - Finishers:**  
Immanuel Orta, Cal  
Macmillan, Lyman Gaines
  - Installers:**  
David Guido (supervisor),  
Eric Rout, Kevin Zobott,  
Kevin Smith
  - Adhesive: Bostik Inc.**
  - Filler: Timbermate USA Inc.**
  - Finish: Dura Seal**
  - Nailer:**  
**Powernail Company**
  - Saw: Festool**
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Photo: Meagan Lloyd



Winner

Best Living Room/Family Room

# Room With a View

## Birger Juell Ltd.

Chicago

While nothing about this 15,000-square-foot custom log cabin nestled along a lake in the mountains of Lake Placid, N.Y., is ordinary, when it came to this room, the designer wanted something extraordinary. That's when Birger Juell Ltd. became involved.

"She wanted something completely unique tailored to her customer's home," says Chuck Crispin, president. Another company had already installed reclaimed white oak random-width plank in the rest of the home, but for this room, which the client refers to as "the perch," and the foyer, the designer was looking for a floor that utilized the design on a credenza in the hallway. Sounds simple enough, but developing the design took a laborious six months, with the designer comparing the process to birthing a baby.

Once the layout was settled, Crispin traveled to the job site to do a site template, checking the accuracy of the measurements they had been given, and meet with the designer to choose species. Crispin had envisioned something more subdued, but the designer chose a "surprisingly vivid color palette," he says, including amarillo, heavily figured bird's-eye maple, wenge, wal-

nut and a red-toned wood called rengas.

With the template in hand and species chosen, creation of the floor could begin. The final design was carefully detailed in an AutoCAD program, but each piece of the floor was painstakingly hand-cut, hand-scraped, colored and oiled in signature Birger Juell style at the company's shop in Chicago.

As often happens, the project came down to the last minute. The entire floor was overnighted to the job site, where it took the installers about five days to put it together.

"Everybody was thrilled with the final product; the owner was very pleased," says Crispin, who can't reveal the owner's identity due to a confidentiality agreement.

The floor also pleased the company's namesake, who at age 90 was present to collect the floor's trophy at the awards dinner at the NWFA Convention in Denver. Juell is still involved in the day-to-day operations of the company: "He is still creating designs for floors; he's still an active member of the sales team," Crispin says, adding that Juell is hoping to see everyone again next year at the convention in Fort Lauderdale, Fla. Given the company's track record, Juell will likely not only see

everyone, but also collect more Wood Floor of the Year trophies.—**K.M.W.**



### Designer:

Ann S. Oleary  
(Evergreen House)

### AutoCAD Design:

Hedy Dietzen,  
Candace Mountain

### Shop Personnel:

Quentin Grays (supervisor), Phil Bennett, Francisco Valencia, Gonzalo Vidana, Javier DeJesus, Telefloro Gonzales, Luis A. Abarca, Luis M. Abarca, Hugo A. Carranza, Samuel Garcia, Benjamin Matrinez, Fredi Reyes, Mario Reyes, Jerry Lee Shirley, Alejandro Valle, Leopoldo Villar

### Installers:

Chuck Norris, Kevin Smith

### Adhesive:

**Bostik Inc.**

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## Best Commercial/Showroom (non-CNC)

# Sweet Home Chicago

Birger Juell Ltd. (Chicago)

This may be a new showroom, but Birger Juell Ltd. is hardly new to the wood flooring industry. The legendary company is a fixture in both the wood flooring business and Chicago's Merchandise Mart, where the company has had a showroom for two decades. When the opportunity came to move into this more centrally located space on the Mart's main floor, the company took it.

The new space features the company's custom flooring as well as its architectural millwork (the company's namesake tells the story that one night he had three martinis and dreamed the flooring went up the walls, thus the millwork). Featured is a Versailles parquet with wenge feature strips as well as a popular parquet that Juell designed based on a floor from an 18<sup>th</sup> century chateau in France's Loire Valley, Chateau Montgeoffroy. Between the two parquets is a large starburst pattern in which all eight points of the star are purposely slightly distorted to highlight different areas in the showroom.

The green aspects of the products suit both the Merchandise Mart and Birger Juell Ltd.'s clientele. The Merchandise Mart is the largest LEED (Leadership in Energy and Environmental Design)-certified building in the country, and Birger Juell Ltd. President Chuck Crispin estimates customers' interest in green products has tripled in the last year alone, making Birger Juell Ltd.'s wood flooring—much of which is reclaimed or manufactured from Chicago city trees that have died naturally—a perfect fit.—**K.M.W.**

Photo: Meagan Lloyd

Adhesive: **Bostik Inc.** ~ Buffer: **Clarke American Sanders** ~ Filler: **Timbermate USA** ~ Finish: **Dura Seal** ~ Nailer: Powernail Company ~ Router, Saws: **Festool** ~ Crotch Walnut: Kent MacPherson ~ Fabricators: Sam Garcia and Francisco Valenzia ~ Scraping & Finishing: Lyman Gaines, Eric Wermager, Bill Arnold and Steve Merritt ~ Special Projects Manager: Don Morrison ~ Scheduling/Production Management: David Guido, Quentin Grayst

## Best Commercial/Showroom (CNC)

# Last-Minute Artistry

Maximum Hardwood Floors (Coral Springs, Fla.)

Some masterpieces take years, even a lifetime to perfect. This Wood Floor of the Year winner and luxury showroom, however, took only a week. Brothers and business partners Evandro and Alisson Carvalho of Maximum Hardwood Floors were moving into their new showroom in a hurry. "There was nothing fancy about designing it," says Evandro Carvalho. "We had some leftover material lying around and it was like, this is what we have to work with." So, with scraps remaining from previous jobs, including several high-end CNC-designed borders and medallions, the two installed myriad flooring options for customers to peruse. Carvalho's favorite area of the showroom features hand-scraped, fumed 5-inch American walnut. Such product displays are usually the deal-closers for Carvalho. "If they're hesitating on making a purchase or closing the contract, once they see the showroom they say, 'OK, we're comfortable with you,'" Carvalho says.

This is the first Wood Floor of the Year Award for Maximum Hardwood Floors, and even though the Carvalhos have always taken pride in their work, they have often felt intimidated by the craftsmanship of the beautiful floors entered into the contest. "You see how some of these people are working for billionaires, and you think maybe we don't have a chance. The whole thing is you have to keep trying," Carvalho says. With this award backing his own craftsmanship, Carvalho now feels motivated to enter at least three of his floors in the contest each year.—**M.D.**



Abrasives: **3M**, Cumi Canada Inc., **Norton Abrasives** ~ Adhesive: **Sika Corporation** ~ Borders/Medallions: Oshkosh Designs ~ Buffer, Edger: **Clarke American Sanders** ~ Distributors: Custom Wholesale Floors, Design Flooring Distributors Inc., **Floor Style Products** ~ Filler: **Woodwise/Design Hardwood Products** ~ Finish: Basic Coatings, McGrevor Coatings ~ Nailer: Porter Cable, Powernail Company, Stanley-Bostitch ~ Sander: **Hummel (Palo Duro)** ~ Saws: Bosch, DeWalt, Fein, **Festool** ~ Wood Flooring: **BR-111 Imports & Exports**, Foreverwood, Mullican Flooring, **Owens Flooring Co.**, Virginia Vintage





Photos: John Yarema

The floor pattern is a traditional chain-style parquet that is “souped up a little bit,” Crispin says. The main floor is stained walnut, while the chain linking the pattern features wenge, walnut and a wood the company calls Peruvian gold. The square centers are flame-figured crotch walnut. “They’re really exquisite little jewels in the middle of the parquet,” Crispin notes.

Birger Juell Ltd. parquets are traditionally hand-cut, but this project marks the first collaboration between the company and John Yarema, wherein Yarema laser-cut the parquet and a torch inlay resembling one of the Clive Christian logos. Birger Juell Ltd. workers then hand-scraped, oiled and finished the floor in traditional Birger Juell Ltd. style, resulting in what has become another Birger Juell Ltd. tradition: a Wood Floor of the Year trophy.

Adhesive: **Bostik Inc.** ~ Filler: Timbermate USA ~ Finish: **Dura Seal** ~ Medallion, Wood Flooring: John Yarema ~ Saws: Festool

### Best Reclaimed (Hand-Cut)

When the interior designer of this South Bend, Ind.-home brought the homeowners to the Birger Juell Ltd. showroom in the Merchandise Mart, they were instantly drawn to reclaimed products and made it clear that they wanted to use environmentally responsible materials. Birger Juell Ltd. was able to meet their needs, as all of the wood flooring chosen for their house was from wood that was either salvaged, cut from city trees or harvested because the tree died a natural death. The wood in this particular room was reclaimed white oak from a circa-1860 medical building in Richmond, Ind. It combines with leather centers, lightly stamped with a faux-reptilian pattern, to create a Versailles parquet. The company has done wood/leather combinations for years—having won a Wood Floor of the Year trophy in 2002 for such a floor—and Crispin says the pairing has become even more popular recently. The leather is glued to plywood squares that are tongue and grooved, and it is oiled and waxed just like the rest of the floor.

The floor’s installation was handled by longtime Birger Juell Ltd. employee Tony Farina. “That was his last big award-winning installation,” Crispin says. “He retired after that; it was kind of his swan song. He always did an exquisite job and was a gentleman installer in every way.” Another Birger Juell Ltd. stalwart is still on the scene, though—the company’s namesake is now 92 and still comes into the showroom several times a week to chat up clients with classic Birger Juell charm.—**K.M.W.**

Adhesive: **Bostik Inc.** ~ Filler: Timbermate USA ~ Finish: **Dura Seal** ~ Interior Designer: Chris Kramer/Graffis Furniture Inc. (South Bend, Ind.) ~ Leather: Edelman ~ Saws: Festool

### Best Commercial/Showroom (CNC/Laser-Cut)

Birger Juell Ltd. (Chicago)

## Traditionally Beautiful

“I don’t think I fall in love as much as I used to with any one thing; now I’m more interested in: Does it fit? Does it look like it belongs here? That’s one of the things I like about the Clive Christian showroom,” says Chuck Crispin, president at Birger Juell Ltd. The ultra-high-end English furniture and cabinet company usually uses stone flooring for its showroom floors, but for this room, a wood floor that would complement the cherry and yew wood on the walls was desired, and Birger Juell Ltd. provided a perfect fit for its neighbor in Chicago’s Merchandise Mart.



Photo: Dale Hall