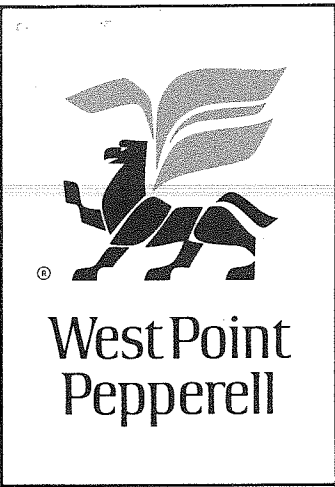


To Denver
PW Editorial
(Believe WP had IP feature
on this in March)



West Point
Pepperell



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FOR RELEASE:

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West Point, Ga.--A foam house of the future in an old Southern Setting in the Chattahoochee Valley of Georgia and Alabama has been built by WestPoint Pepperell, one of the nation's largest textile companies. It was designed and built to demonstrate the adaptability of textile fabrics to modern and future modes of living.

Made entirely of urethane foam, sprayed onto a fabric, the house is a series of domes strung together on a lakeshore to form a futuristic shape which reflects the new look in leisure living. WestPoint Pepperell's tough industrial nylon fabric is used as the actual shell of the house. During construction this was supported by weather balloons during the actual spraying just to create the shape. These balloons are then deflated. and minutes later, a dome is born.

Inside, the house is completely decorated with WestPoint Pepperell fabrics. All the company's famous brands are well represented: Cabin Crafts carpeting, area rugs and wall hangings, Martex[®] towels, Lady Pepperell[®] sheets and blankets, and upholstery fabrics from the wide range of cotton ducks, denims and other blends.

Built as a show house to feature all of the textile manufacturers products, the house was designed by Felix Drury, professor of architecture at Yale and decorated by Vera Hahn, interior design editor at American Home magazine. The purpose is to show WestPoint Pepperell's great product versatility and the many applications of important fabric categories in unusual decorating schemes.

Most of the furniture in the foam house is built right in, and that is why carpeting and other textiles play a very big role, offering color and texture as well as actual architectural help. This is truly a fabric house, from the heavy nylon shell, to built-in seating.