

# THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.  
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FOR WEDNESDAY RELEASE

## MUSEUM DESIGN SHOW: CHRISTMAS 1949 TO GO ON EXHIBITION

The DESIGN SHOW: CHRISTMAS 1949 will be on view on the first floor of the Museum of Modern Art, 11 West 53 Street, from November 16 to January 8, 1950. This exhibition will include a wide variety of objects and fabrics selected from the comprehensive design exhibition, FOR MODERN LIVING, assembled by the architect Alexander Girard for the Detroit Institute of Arts. The Museum of Modern Art's Department of Architecture and Design limited its selection to objects which have never before been exhibited by this Museum.

The exhibition is to be on view through the Christmas season when public attention is most closely focused on the quality of items available for purchase. It contains approximately 100 items including children's toys, a sewing machine, typewriters, a window ventilating fan, lamps, cooking pots and kites. Furniture has not been included in view of the fact that most of the examples shown in Detroit may be seen in a number of showrooms in New York City.

The installation of this show juxtaposes such objects as calipers and dog leashes to point out the one quality they have in common: their excellent design. Articles will be displayed on low table benches and open shelves backed with tracing paper through which the light is diffused from behind. Designs come from many countries as well as from the United States. Examples of glassware will be shown from Italy, Sweden, Finland and the Netherlands. Other countries represented in the exhibition are Germany with a set of porcelain dinnerware, and China with traditionally simple handwoven baskets. Among many outstanding designers represented are Alvar Aalto, Saul Steinberg, Isamu Noguchi, Eliot Noyes, Edith Heath and Allan Adler, in addition to a large number of unknown peasant craftsmen of Europe and the East and anonymous company designers in American factories. Items from ten-cent stores priced as low as 25¢ for a plastic egg tray are shown along with expensive items such as an inlaid marble box from Italy for \$150 to indicate the equally high standard of design of many products at all prices. The exhibition will contain a number of fabrics including a print of "Trains" in fresh colors on white by Saul Steinberg, a linen from Scotland and a handwoven silk from Siam.

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The exhibition is another of the Museum's summaries for the public of the best available design. The fact that these items have not been shown before in the Museum's numerous exhibitions of objects is an affirmation that an ever-increasing amount of excellent design is being produced by manufacturers here and abroad for sale to the constantly expanding body of discriminating American consumers.

Peter Blake, Curator of the Department of Architecture and Design, who arranged the exhibition and designed the installation, states:

"The Detroit show 'For Modern Living' contained probably the largest group of well designed objects shown in the United States in recent years, and thus enabled us to make the broadest possible selection in keeping with high esthetic standards. Since the primary criterion of selection for this design show was esthetic, the objects in the show are not necessarily within a certain price range. Most of them do, however, fall within a popular price bracket."

DESIGN SHOW: CHRISTMAS 1949

The objects and fabrics in this show were selected from the comprehensive design exhibition arranged this fall at the Detroit Institute of Arts, by Alexander Girard, and devoted to things "FOR MODERN LIVING". The Department of Architecture and Design of the Museum of Modern Art, in making this selection from the Detroit exhibition, excluded the large number of objects which have been exhibited repeatedly here in the past and are therefore familiar to our audience.

The Detroit show "FOR MODERN LIVING" contained probably the largest group of well designed objects shown in the United States in recent years, and thus enabled us to make the broadest possible selection in keeping with high esthetic standards. Since the primary criterion of selection for this design show was esthetic, the objects displayed are not necessarily within a certain price range. Most of them do, however, fall within a popular price bracket.

Abbreviations: des., designer; mfr., manufacturer; ret., retailer.

GLASS

1. STEM WARE, Mouslin glass.  
wine - \$14.dz; cocktail - \$16.dz;  
claret - \$16.dz; champagne - \$18.dz;  
inhaler - \$24.dz; cordial - 2 sizes  
\$12.dz,ea.  
des. J. Gistl  
mfr. Krystall Glas Fabrik, Frauenau,  
Germany  
ret. Plummer's, etc.
2. TUMBLER, green, 5 3/4"h., c.\$18.dz.  
mfr. P. Rigatti, Empoli, Italy  
ret. House of Italian Handicrafts
3. GLASSES, green ribbed, 3"h. and  
3 1/4"h. - \$0.75 ea.  
mfr. Taddei & Co., Empoli, Italy  
ret. House of Italian Handicrafts,  
on special order.
4. GLASSES, green, 3"h. and 3 1/2"h.  
\$0.75. ea.  
mfr. Taddei & Co., Empoli, Italy  
ret. House of Italian Handicrafts,  
on special order.
5. BOWL, green, 4 3/4" x 12" c.\$8.50  
mfr. P. Rigatti, Empoli, Italy  
ret. House of Italian Handicrafts,  
on special order.
6. BOWL, clear crystal, 1 1/2" x 9" \$8.
7. BOWL, clear crystal, 3" x 8" \$8.
8. BOWL, free form, white glass, \$50.  
des. Gunnel Nyman  
mfr. Karhula-Bruk, Karhula, Finland  
ret. Finnish Art Shop, etc.
9. BOWL, Pyrex glass, opaque red,  
3 1/2"x7" \$2.95 for nest of 4  
mfr. Corning Glass Works  
ret. Dept. and houseware stores
10. FITCHER, 12" x 6" \$10.  
des. M. Carlson  
mfr. Ekenas, Sweden  
ret. Bonnier's

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- 11. DECANTER, handblown, blue waterglass,  
9 1/2" h. c. \$12.50  
mfr. Stromberg Hyttan Co., Sweden  
ret. Bonnier's
- 12. VASE, freeform, white frosted glass,  
6" x 6" c. \$24.00  
des. Alvar Aalto  
mfr. Karhula-Bruk, Karhula, Finland  
ret. Finnish Art Shop,  
Bonnier's

- 13. VASE, square pressed glass, \$10.  
des. Pipsan Swanson  
mfr. United States Glass Co.  
ret. Waldron Associates

P O T T E R Y

- 14. DINNER WARE, white porcelain,  
5-pc place set - \$6.50;  
sugar & creamer - \$4.95;  
pepper & salt - \$1.20 ea.;  
tea pot - \$6.60; pitcher - \$3.60;  
fruit dish - \$0.55;  
cream soup & saucer - \$3.35  
des. Hermann Gretsch  
mfr. Arzberg Porcelain Mfg. Co.,  
Arzberg, Germany  
ret. New Design, Inc.; decorators
- 15. SOUTHERN HARVEST dinner ware, glazed  
pottery, 6-pc place set - \$4.25;  
tumbler - \$0.70; gravy boat - \$1.00  
creamer & sugar - \$3.  
des. Beatrice Albert  
mfr. Alfred E. Knobler  
ret. Designed for Living,  
Agnestrong Gift Shop, etc.
- 16. NESTING DISHES, 5-pc white ovenware,  
\$7.50 per nest  
des. Kaj Franck  
mfr. Oy Arabia AB, Helsingfors, Finland  
ret. Finnish Art Shop, Bonnier's
- 17. NESTING DISHES, 3-pc white ovenware,  
\$3.20 per set  
des. Kaj Franck  
mfr. Oy Arabia AB, Helsingfors, Finland  
ret. Finnish Art Shop, Bonnier's
- 18. FREEFORM BOWL, glazed stoneware,  
10" long \$20.  
des. & mfr. Alexander Giampietro  
ret. America House

- 19. SALAD BOWL, 12" black glaze, \$8.  
des. & mfr. Edith Heath  
ret. New Design, Inc., etc.
- 20. ACID FITCHER, white porcelain,  
9 1/2" h. \$10.43  
mfr. Coors Porcelain Co.  
ret. N. Y. Laboratory Supply Co.  
Einer & Amend, Will Corp.

W O O D

- 21. SALAD BOWL & SERVERS, English  
walnut, 5"x12", \$36.
- 22. FRUIT BOWL, black walnut,  
2 1/2" x 12", \$27.
- 23. FRUIT BOWL, black walnut,  
3 1/2" x 10 1/2", \$25.
- 24. FRUIT BOWL, ash wood,  
2" x 11", \$12.  
des. & mfr. Bob Stocksdale  
ret. America house
- 25. BOWL, high, narrow, Siamese  
teak wood, 6"x7", \$18.50
- 26. BOWL, black walnut, 3" x 11" with  
maple servers, \$17.50
- 27. PLATE, Brazilian rosewood,  
11" - \$22.50
- 28. PLATE, Brazilian rosewood,  
11" - \$22.50  
des. A. E. Carpenter  
mfr. Aspenet Fine Woods  
ret. New Design, for similar  
pieces.
- 29. PLATE, cherry wood, 6 1/2", \$1.95  
des. & mfr. Swedish, traditional  
peasant work  
ret. Bonnier's
- 30. SPOON, carved wood \$0.45
- 31. SPOON, carved wood \$0.95
- 32. FORK, carved wood \$0.95  
des. & mfr. Swedish, tradition-  
al peasant work  
ret. Bonnier's

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M E T A L

- 33. TYPEWRITER, electric \$300.  
des. Eliot Noyes  
mfr. Internatl. Business Machines  
ret. same Corp.
- 34. TYPEWRITER, Lexikin No. 80  
des. Marcello Nizzoli  
mfr. Olivetti & C., Ivrea, Italy  
not obtainable in United States
- 35. "BF" SEWING MACHINE (w/portable case) \$142.  
mfr. Vittorio Necchi, Italy  
ret. Better Service Sewing Machines  
Co.
- 36. WINDOW VENTILATOR FAN \$29.95  
des. R.S. Radcliffe  
mfr. Westinghouse El. Corp.  
ret. Lewis & Conger, etc.
- 37. LITE-MITE fluorescent lamp \$16. with-  
out bulbs  
des. G.F. Stocker  
mfr. Stocker & Yale  
ret. E. Kenneth Georg
- 38. EKCOWARE French Skillet, 10", copper  
clad stainless steel, \$6.30  
des. & mfr. Ekco Products Co.  
ret. Dept. and houseware stores
- 39. MIRROR mixing bowl, aluminum \$1.35  
mfr. Aluminum Goods Mfg. Co.  
ret. Dept. and houseware stores
- 40. DURALUX el. tea kettle, aluminum,  
\$11.95  
des. R.E. Porter  
mfr. Buckeye Aluminum Co.  
ret. Hammacher Schlemmer & Co., Inc.
- 41. KANISTER SET 4-pc., aluminum \$5.95  
des. H. Ziskin  
mfr. Kromex Corp.  
ret. Dept. and houseware stores
- 42. CIGARETTE CUP, sterling silver,  
2"x2 1/2" - \$11.40
- 43. SALT & PEPPER SHAKERS, sterling  
silver, - \$14.40  
des. & mfr. Allan Adler  
ret. B. Altman, etc., on special  
order

- 44. SOLUTION PITCHER, covered, stain-  
less steel, \$8.00
- 45. PITCHER, straight sided, stain-  
less steel, \$4.95
- 46. WATER PAIL, stainless steel,  
\$10.80
- 47. TUMBLER, stainless steel, \$1.60  
des. & mfr. Vollrath Co.  
ret. B. Altman & Co., etc.
- 48. PAPER KNIFE, metal alloy \$5.00  
des. Carl Holin  
mfr. Lirilyte Co. of America, Inc.  
ret. Hayhew Shop, etc.
- 49. CIGARETTE BOX, enamel on copper,  
1 1/2" x 5", \$16.
- 50. ASHTRAYS (13), enamel on copper,  
backs polished & lacquered:  
3 1/2" - \$4.50; 4 1/2" - \$5.50;  
6 1/2" - \$9.  
backs plain finish: 3" - \$2.;  
3 1/2" - \$2.70; 4 1/2" - \$3.50;  
5 1/2" - \$5.  
des. E.H. Lichtblau  
mfr. Joseph Franken  
ret. Rena Rosenthal, Inc.
- 51. CALIPER, enlarging & reducing,  
dural metal, 30", \$13.85  
des. Alex J. Ettl  
mfr. & ret. Sculpture House

P L A S T I C S

- 52. ICE-CUBE TRAY, opaque plastic  
\$0.39  
des. N.W. Roop  
mfr. Columbus Plastic Products,  
Inc.  
ret. Woolworth Co.
- 53. FLEXCOLLAR plastic dog collar  
white, 24"-26" \$3.00
- 54. green, 6"-8" \$0.75
- 55. FLEXLEASH, plastic dog leash  
\$1.50  
des. & mfr. Hungerford Plastics  
Corp.  
ret. Gimbel Bros., etc.

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56. FISHING FLOATS, red&white plastic  
 mfr. Ed. Lane & Co., Inc. \$0.40  
 ret. sports good stores & dept. stores \$0.50
57. KYS-ITE serving trays, round 11"-\$1.79  
 6½" x 4½" - \$0.39
58. des. & mfr. Keyes Fibre Sales Corp.  
 ret. Lewis & Conger, Macy's, etc.
59. THYCO electric wall plugs, \$0.17 ea.  
 des. W. T. Gossard  
 mfr. Thyco Electrical Products, Inc.  
 ret. Woolworth

T O Y S

60. MOLLY KEWLS, Toy set of molded rubber balls and colored plastic tubes -  
 small set \$1.95  
 large set \$2.95
- des. Richard L. Hopkins  
 mfr. Paul Bonhop, Inc.  
 ret. Altman's, Macy's, Bloomingdale's
61. ROTO GEAR, colored plastic wheels on hardwood baseboard - \$2.50  
 des. Richard L. Hopkins  
 mfr. Paul Bonhop, Inc.  
 ret. Altman's, Macy's, Bloomingdale's
62. CRANE, all-metal scale model-\$13.95  
 mfr. Charles Wm. Doepke Mfg. Co.  
 ret. R. H. Macy & Co., Gimbel Bros.
63. FLOOR TRAIN, Jr., colored wood-\$1.50  
 des. & mfr. Playskool Mfg. Co.  
 ret. Altman's, Saks 5th Ave., better toy stores
64. PEG SET, Landscape, colored wood-\$2.  
 des. & mfr. Playskool Mfg. Co.  
 ret. Altman's, Saks 5th Ave., better toy stores
65. SPIRAL SPEEDWAY, wood & metal- \$2.98  
 des. & mfr. J. B. Miller Co., Inc.  
 ret. Reiss Bros., Bernard Fein, etc.
66. KITE, 36" x 18" \$4.50  
 des. L. J. Denmire  
 mfr. Kro Flies Kites, Keokuk, Iowa  
 ret. same - mail order
67. BIRDS, (3), handpainted wood,  
 small \$0.85  
 large \$1.00
- des. & mfr. Swedish, traditional peasant work  
 ret. Bonnier's

68. ROCKING DOLLS, (3)  
 handpainted wood-\$1.50 ea  
 des. & mfr. Swedish, traditional peasant work  
 ret. Bonnier's

F A B R I C

69. Upholstery, handwoven, grey flax, 39"-\$12. yd.  
 des. Antoinette Webster  
 mfr. Plymouth Colony Farms  
 ret. New Design, Inc.
70. 1. Gold Gauze-54" - c. \$12. yd.  
 71. 2. Fantaisie - 54"- c. \$12. yd.  
 des. & mfr. Menlo Textiles  
 ret. Dan Cooper
72. "Milburn" Plaid Fabric, 48" c. \$9.60 yd.  
 des. & mfr. Jud Williams, Inc.  
 ret. decorators & dept. stores
73. Peruvian Taffetan Linen, 52"- c. \$9.00 yd.  
 mfr. Bretton Fabrics Corp.  
 ret. Macy's, Altman's, Georg Jensen, etc.
74. Natural Tavern Cloth, 39"- c. \$2.25 yd.  
 des. & mfr. McKay, Davis and McLane  
 ret. Decorators and dept. stores
75. White checked boucle, 50" c. \$5.50 yd.  
 des. & mfr. McKay, Davis and McLane  
 ret. Decorators, dept. stores
76. Casement Gauze, 39", hand-woven with "Metlon" non-tarnishable metallics, \$22.50  
 des. Greta Franke  
 mfr. Villich-Franke Studios  
 ret. through decorators
77. Natural Shantung Fabric, 34" c. \$3.95 yd.  
 mfr. Product of China  
 ret. Oriental Textiles
78. Cawdor Linen, graphite, 50", c. \$8.25 yd.  
 des. & mfr. product of Scotland  
 ret. Dan Cooper & decorators

- 79. "Imperial Metal Cloth", 49"- \$9.75 yd.  
mfr. J. H. Thorpe & Co., Inc.  
ret. Decorating & Department stores
- 80. Yellow Chenille Fabric, 51"-\$10.50 yd.  
des. Franco Scalamandre  
mfr. Scalamandre Silks, Inc.  
ret. Lord & Taylor, Altman's, Sloane's
- 81. "Barrel Heads", 54"printed linen, \$7.50 yd.  
des. Benjamin Baldwin & William Machado  
mfr. Design Unit  
ret. New Design, Inc., or through decorators
- 82. Maori printed cotton, 35"- \$2.00 yd.  
des. mfr. & ret: D. D. & Leslie Tillet, N.Y.
- 83. "Trains", printed chintz, 36"-\$5.50 yd.  
des. Saul Steinberg  
mfr. Patterson Fabrics, Inc.  
ret. Decorators or decorating depts.
- 84. "Views of Paris", printed chintz glazed, 36"-\$5.50 yd.  
des. Saul Steinberg  
mfr. Patterson Fabrics Inc.  
ret. decorators or department stores
- 85. Collector's item, printed chintz, glazed, 35"-\$1.50 yd.  
des. Tammas Keefe  
mfr. Cyrus Clark Co., Inc.  
ret. Bloomingdale's
- 86. Fractions, printed cotton, 50"-\$3.95 yd.  
des. Bernard Rudofsky  
mfr. Mil-art Co., Inc.  
ret. W. & J. Sloane and decorators

M I S C E L L A N E O U S

- 87. "The Pacemaker", Table radio, \$22.95  
des. Robert Budlong  
mfr. Zenith Radio Corp.  
ret. B. Altman, Macy's, Gimbel's, other dept. stores
- 88. LAMP, wood, plastic shade, \$21.00  
des. Isamu Noguchi  
mfr. Knoll Associates  
ret. New Design, Inc., McCreery's, Bloomingdale's
- 89. BOX, marble, 1 1/2" x 6 1/2" \$150.00  
des. Richard Blow  
mfr. Montici Artisans, Florence, Italy  
ret. Richard Blow
- 90. Box, marble, 1" x 3 3/4", \$130.00  
des. Richard Blow  
mfr. Montici Artisans, Florence, Italy  
ret. Richard Blow