

# THE MUSEUM OF MODERN ART

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FOR WEDNESDAY RELEASE

## FIRST SHOWING OF GOOD DESIGN EXHIBITION IN NEW YORK

This year, as a greatly enlarged version of its annual Christmas exhibition of useful objects, the Museum of Modern Art has brought to New York for the first time a selection of the home furnishings which have been on view throughout the year in Chicago as the Good Design exhibition in The Merchandise Mart. The exhibition, directed by Edgar Kaufmann, Jr., will be on view in the first floor galleries from November 22 through January 28.

More than 250 items ranging from a 15-cent glass to a \$500 sofa will be shown in a colorful setting especially designed by Ray and Charles Eames. Mr. and Mrs. Eames, well-known California architect and artist, designed the installation of the Good Design show in Chicago which created much favorable comment among retailers, manufacturers and the public.

For the convenience of visitors a small catalog will be sold for 15 cents listing New York retail stores where the objects in the exhibition can be bought and giving approximate retail prices.

Entrance to the exhibition is through a pavilion where works of art from the past and from our own time are shown. Art from the past is here as a symbol of the relation between the art and the useful objects of the time, the best of which still have esthetic significance for us. Modern art is here to show its relation to the 1950 furnishings exhibited, some of which may turn out to be representative of the best of our time.

In the large main hall tables, lamps, chairs, rugs, fabrics and kitchen equipment are placed free standing so that visitors can walk around them. Accessories such as vases, glassware and tableware are shown on two long tables separated by plants. Adjacent to the main hall a small gallery has been set up with the suggestion of a room arrangement.

The New York exhibition, in order to fit into the Museum galleries, is somewhat smaller than the Good Design exhibition at The Merchandise Mart. The New York show, however, presents a complete cross-section of the larger Chicago exhibition and includes large and small tables of wood, glass and slate; casement cloths, printed fabrics, drapery and upholstery fabrics; ceiling lamps, floor lamps, table lamps; vases, ashtrays, jugs, china, baskets and other accessories; kitchen gadgets and equipment; upholstered chairs, chairs of molded plastic, of metal, of wood; floor coverings, table linen, blinds, etc.

The items were chosen from hundreds submitted to the Committee from all over the country.

The 1950 Good Design Exhibition, a project sponsored jointly by the Museum and The Merchandise Mart, is the first of a series of annual home furnishings shows to be exhibited at The Mart throughout the year and at the Museum each November. These exhibitions of the best designed new products open in Chicago during the January market. At the time of the June market, additions are made, chosen from items produced after January. The Selection Committee of three decides upon what should be included, based on the standards set by Good Design: "Design intended for present-day life, in regard to usefulness, to production methods and materials and to the progressive taste of the day." The January Selection Committee was composed of Meyric Rogers of the Chicago Art Institute and Alexander Girard, Detroit architect. The June Committee was composed of Serge Chermayeff, of Chicago's Institute of Design, and Berthold Strauss, Philadelphia manufacturer. Edgar Kaufmann, Jr. is permanent chairman of all Selection Committees.