

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

501120 - 71

FOR WEDNESDAY RELEASE

DINNER TO OPEN FIRST GOOD DESIGN EXHIBITION AT MUSEUM

John Hay Whitney, Ranald MacDonald, David Rockefeller and Wallace K. Harrison, Trustees of the Museum of Modern Art, 11 West 53 Street, have invited 60 key business executives, designers and press to attend a dinner and a private preview of the Good Design exhibition to open at the Museum on November 22. The dinner, which will be given in the Penthouse of the Museum on November 21, will be addressed by Miss Dorothy Shaver, President of Lord & Taylor.

Others who will make brief statements are Mr. Whitney, Chairman of the Board of the Museum; Edgar Kaufmann, Jr., Director of Good Design; Wallace O. Ollman, General Manager of The Merchandise Mart, the organization collaborating with the Museum in the presentation of Good Design, and Mr. MacDonald, Trustee of the Museum.

Miss Shaver will discuss the role of art in business from her own point of view and personal experience.

"I am not an artist. I am a woman engaged in the business life of our community, yet most of whatever success I have achieved in business is due to art and its universal appeal. I have learned from dollars and cents returns that art is neither remote nor esoteric nor removed from everyday life, but that it touches the heart and spirit of all people. There is no man who does not respond to some form of art. The form may not be a painting or a piece of sculpture, It may be a chair or a dress or a window display. Only in these latter forms, it isn't called art. It is called design. But to me, good design is simply art applied to living. How important then for The Merchandise Mart to encourage good design. How right for this Museum to exhibit it.

"I am sure that all of you who are here from industry tonight agree that it is good business to help satisfy our customers' artistic yearnings. But I wonder if all of us recognize that helping our employees to satisfy those needs is equally important to our business success. Today, industry must give as much attention to its inside public - its employees - as to its outside public, and I believe that corporate membership in this Museum is another instrument, and a most valuable one, for building sound personnel relations...." (Full text available on request.)

Mr. Whitney will say in part:

"The manufacturer and distributor of objects for everyday use is one of the overwhelming factors in the creation of public taste. The Museum's recognition of this has prompted the Good Design project. For The Merchandise Mart to undertake this project with us constitutes a pioneering venture in the co-operation between art and industry. In the first weeks after the opening of Good Design at The Mart there

were articles about the project in 135 different newspapers and magazines. This vindication of the criticism with which The Mart was faced when the joint venture was first announced is a great tribute to the vision and courage of its directors.

"Edgar Kaufmann's discriminating taste, his knowledge of the world of industry and merchandise and his objective training as an art historian have made him the ideal director of this exhibition."

Mr. Kaufmann's talk includes the following:

"This is the first Good Design exhibition in New York. It is the outgrowth of a long development started 12 years ago in modest annual presentations. Today a comprehensive selection and a fitting presentation have become possible thanks to the generous sponsorship of The Merchandise Mart in Chicago. The selections were made from the great national home furnishings wholesale markets held in Chicago twice yearly. The articles chosen were placed on display in a large space donated by The Merchandise Mart amid settings brilliantly designed by Ray and Charles Eames, who came from Los Angeles especially for this. Good Design thus was launched at the core of American commerce. The traders came to see and remained to praise. A new and crucial audience was gained for progressive modern design. After market weeks the exhibition is open to the public who visit The Mart on guided tours. They too have voiced approval there. Now a culminating selection has been made to fit the Good Design exhibition of 1950 into the halls of the Museum of Modern Art in New York. Ray and Charles Eames have designed new backgrounds for the Museum related to those in Chicago. We hope you will like Good Design. In 1951 we will recommence this yearly round of activities."

Mr. Ollman will say:

"In Chicago at The Merchandise Mart we have felt all during the year that this has been our most promising project. We are pleased at this climax of the first year's activity and particularly gratified that we can look forward to its continuation next year. Although it is true some people thought we were crazy when we embarked on this project just a year ago, we have nevertheless seen it work out to extremely successful practical applications."

Mr. MacDonald will describe the Museum's corporate memberships for business and industrial firms, their value to corporations and their employees.

"These special memberships help to make possible Museum activities such as this Good Design project and the many other far-reaching programs of the Museum. This aid is important to a Museum that receives no city, state or federal support. But it is not a one-sided benefit, for it offers to employers and employees all the privileges of Museum membership at a much reduced annual rate. The popularity of this new plan so far is indicated by the fact that the larger corporations which have joined have already had over-subscription from their employees."

The list of guests who expect to attend the dinner is as follows:

Trustees

Mr. Rene d'Harnoncourt	Mr. Ranald H. MacDonald
Mr. Wallace K. Harrison	Mr. David Rockefeller
Mr. James W. Husted	Mr. Monroe Wheeler
Mr. John Hay Whitney	

Guests of Honor

The Honorable Joseph P. Kennedy
Owner of The Merchandise Mart

Mr. Wallace O. Ollman
General Manager, The Merchandise
Mart

Miss Dorothy Shaver
President, Lord & Taylor

Other Guests

Mr. Harry Anderson
Interior Design

Dr. Alfred Frankfurter
Art News

Mrs. Vincent Astor
Membership Committee

Mr. John M. Gates
Steuben Glass

Mr. Alfred Auerbach
Auerbach Associates

Mr. & Mrs. Bernard F. Gimbel
Gimbel Bros.

Mr. Thomas H. Beck
Crowell-Collier Publishing Co.

Mr. & Mrs. Alexander Girard
Designer

Mr. William B. Berchtold
Foote Cone and Belding

Princess Gourielli
Helena Rubenstein, Inc.

Mr. Edward M.K. Blitzer
Lightolier Inc.

Mrs. Elizabeth N. Graham
Elizabeth Arden Sales Corp.

Mr. Francis Brennan
Time, Inc.

Mr. Otis L. Guernsey
Abercrombie & Fitch Co.

Mr. Gordon Bunshaft
Skidmore, Owings & Merrill

Mr. William L. Hanley
Hanley Co.

Miss Florence Byerly
Better Homes and Gardens

Mr. William Randolph Hearst, Jr.
Hearst Publications

Mrs. Edna Woolman Chase
Vogue

Mr. Yasha Heifetz
Heifetz Lamp Co.

Mrs. Elizabeth R. Clark
Membership Committee

Mr. Wilder Hobson
Harper's Bazaar

Mr. Charles T. Coiner
N.W. Ayer & Son

Mrs. Christine Holbrook
Better Living

Mr. Theodore Cott
National Broadcasting Co.

Mr. Robert Hose
Henry Dreyfuss co.

Mrs. J. Cheever Cowdin
Membership Committee

Mr. Robert Allan Jacobs
Kahn & Jacobs

Mrs. Gardner Cowles
Cowles Magazines, Inc.

Mr. John K. Jessup
Fortune

Mr. Harry L. Dalton
American Viscose Corp.

Mr. Robert Johnson
The Merchandise Mart

Mr. & Mrs. Charles Eames
Designers

Mrs. Edgar J. Kaufmann
Kaufmann Dept. Stores, Inc.

Mr. J.M. Eppinger
Herman Miller Furniture Co.

Mr. James A. Keillor
B. Altman & Co.

Mr. William Esty
William Esty & Co.

Miss Eunice Kennedy
The Merchandise Mart

Mrs. Edith Raswell Evans
Mademoiselle

Miss Jean Kennedy
The Merchandise Mart

Mr. Cornelius C. Felton
Revere Copper and Brass

Miss Patricia Kennedy
The Merchandise Mart

Mrs. Katharine Ford
House & Garden

Mr. & Mrs. Hans Knoll
Knoll Associates, Inc.

Other Guests (continued)

Mr. Frederik Lunning
Georg Jensen, Inc.

Mrs. Relman Morin
Designer

Mr. Lawrence Uttinger
U.S. Plywood

Mr. & Mrs. Stanley Resor
J. Walter Thompson Co.

Mr. Harold Ross
The New Yorker

Mr. Sargent Shriver
The Merchandise Mart

Mr. Charles Sligh, Jr.
Sligh Furniture Co.

Mrs. Carmel Snow
Harper's Bazaar

Mr. Walter Dorwin Teague
Designer

Mr. Horace Titus
Princess Gourielli's guest

Mr. Harold Van Doren
Designer

Mrs. Lasette Van Houten
Retailing Daily

Mr. Ralph Walker
American Institutes of Architects

Mr. William Weintraub
William Weintraub Co.

Mr. Charles Whitney
Whitney Publications