

TIGHT BINDING

# NEWS FROM GOOD DESIGN

THE MUSEUM OF MODERN ART • THE MERCHANDISE MART

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FOR TUESDAY RELEASE

COMPLETELY NEW "GOOD DESIGN" EXHIBITION OF HOME

FURNISHINGS OPENS JANUARY 15 AT THE MART

A large new exhibition of more than 250 articles of home furnishings placed on the market since June 1950 will open on the 11th Floor of The Merchandise Mart on January 15 to the trade, and on January 22 to the public. Sponsored jointly by the Museum of Modern Art, New York, and The Merchandise Mart, Chicago, this showing begins the second year of the "Good Design" exhibitions, which run continuously throughout the year at The Mart, and selections from which are shown each autumn at the Museum. "Good Design" is directed by Edgar Kaufmann, Jr. of the Museum of Modern Art. The installation for this display was designed by Finn Juhl, well-known Danish architect and designer now visiting this country.

The show will open officially on Monday, January 15, with a luncheon for manufacturers, designers, buyers and press to be addressed by Frank M. Mayfield, President of the Scruggs-Vandervoort-Barney department store in St. Louis. Brief statements will also be made by Rene d'Harnoncourt, Director of the Museum of Modern Art; Finn Juhl, and Edgar Kaufmann, Jr. Wallace O. Ollman, General Manager of The Mart, will preside.

The products being exhibited were selected from new designs for their excellent appearance and their progressive performance. The Selection Committee, of which Mr. Kaufmann is permanent chairman, was composed of William Friedman from the Walker Art Center in Minneapolis and Hugh Lawson of the Chicago department store, Carson Pirie Scott & Co.

Mr. Kaufmann points out the highlights of this year's exhibition as follows:

"The Selection Committee was very happy with the large amount of excellent material presented for this exhibition. We found outstanding work in almost every field, especially in furniture. Some excellent new chairs were added to the market; but in contrast to last year, there are now many more fine storage pieces and tables.

"We also found outstanding items in various kinds of housekeeping equipment. In the field of tableware, it was particularly gratifying to find a co-ordinated line of pottery and glass and an important new line of silver flatware. The last is being shown through the generous co-operation of the Walker Art Center which had arranged to show it first to the public in their historical review 'Knives, Forks and Spoons.'

"A particularly agreeable group of printed fabrics shows fresh progress in this field.

"For the first time a few wallpapers are included in the exhibition. The floor coverings being shown indicate really fresh efforts in this direction. Some unusually neat lamps were found.

"'Good Design' was very fortunate in finding Finn Juhl, a designer who could take an area full of technical difficulties and recast it in an effective background for home furnishings, a background completely unlike that seen in the space last year. His display involves not only a whole new gamut of colors, but also a most original approach to the partitioning and accenting of the space itself.

"Mr. Juhl has also developed a simple explanatory mural at the back of the exhibition, composed of photographs and actual objects, which outlines in capsule form the means that man has developed to make his life more productive and more agreeable, with particular emphasis on the way that these techniques, developed over thousands of years, have affected the design of home furnishings.

"We hope you will like 'Good Design, 1951' and will find it useful."

ITEMS OF INTEREST:

A number of foreign imports appear in this year's exhibition. A side chair by the English designer Ernest Race, who won a mention in the Museum's recent International Competition for Low-Cost Furniture Design, is now imported for the first time.

Made of T-shaped black metal sections and upholstered in a choice of fabrics, this is one of the most widely used chairs in England. Also from England comes a floor and a table radio, now obtainable here, with the grain of the wood their only decoration and with dials placed on top at the angle most convenient for visibility and manipulation. This is the first time any radio has appeared in "Good Design."

For the first time also, the show includes a combination radio-phonograph, manufactured in this country.

An Italian floor lamp with 3 adjustable, counterweighted extensions has red, yellow and blue lacquered shades and grips. A number of pieces of Danish furniture are of molded plywood. Also to be found are Finnish and French glass, German pottery and Swedish chairs and printed fabrics, all now available in this country.

Hand made work includes pottery, hand woven fabrics and hand blown glass.

An indication that the occasional cushion is returning as an important factor in design and comfort is found in the square Avarð chair and in a sofa by Edward Wormley, both of which utilize loose cushions as their only back upholstery. Mr. Wormley is also represented by a new sideboard, a walnut cabinet with cherry drawer pulls and an all-cherry wood desk.

George Nelson shows new and interesting work in an executive desk in several units and a round, lazy-susan topped table. A good-sized square table by Robsjohn-Gibbins expands to twice its length with no extra legs, yet remains very firm. Many other designers of note also appear in the exhibition, as well as much new talent. A complete list is available in the catalog which also shows the manufacturer or distributor and the approximate retail price of each item.

New garden pieces of terra cotta and in large sizes have heretofore not been seen much outside California.

Articles used by Mr. Juhl in his background mural have been generously loaned by the Art Institute of Chicago and the Chicago Museum of Natural History.