

THE MUSEUM OF MODERN ART

NEW YORK 19

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FAVORITE LIKES AND DISLIKES FROM POLL OF "GOOD DESIGN"

EXHIBITION TO BE DISCUSSED IN SYMPOSIUM AT MUSEUM

The results of a poll taken of a small but representative cross-section of consumers will be used as the basis for a discussion, How Good is Good Design, to take place on Tuesday, December 4, at 8:30 p.m. in the Auditorium of the Museum of Modern Art, 11 West 53 Street.

The consumer group expressed both its likes and dislikes in the Good Design exhibition. The most like piece was the oak frame chair with woven reed seat designed by Hans Wegner of Denmark and available at Georg Jensen, Inc. The ballots indicated that men and women were equally in favor of the chair. Next most popular were: an oval drop leaf table designed by Edward J. Wormley for Dunbar, for which a majority of voters were women; a group of 3 porcelain pitchers designed by Frude Petri-Raben, imported by Fraser's; a knock-down arm chair designed by Folke Ohlsson of Sweden, at Swedish Modern, for which a majority of votes came from men; a circular glass table on a black wrought iron base by Darrell Avard Landrum of Avard, which tied in popularity with a metal tripod floor lamp by Gilbert A. Watrous, that recently won a prize in the Museum's lamp design competition, co-sponsored by the Heifetz Company; an air twist decanter by George Thompson, for Steuben Glass, preferred largely by women.

Among these preferred items, only one received a dissenting vote. However, the items least liked invariably polled a number of votes in their favor.

334 Preferences were widely scattered and a large percentage of the objects on exhibition were voted for or against.

The favorites as well as some items that were not liked will serve as springboards for consideration of the consumer's problems at Tuesday evening's symposium. The following experts will be present for the occasion:

Christine Holbrook, Editor of Better Living
Lasette van Houten, Fashion Editor of Retailing Daily
Eva Zeisel, ceramics designer and teacher
Paul McCobb, furniture designer
Russel Wright, designer of home furnishings
Moderator: Edgar Kaufmann, Jr., Director of the Museum's Good Design project