

THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK

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MUSEUM OF MODERN ART EXHIBITS WELL-DESIGNED HOUSEHOLD OBJECTS

On Thursday, December 7, the Museum of Modern Art, 11 West 53 Street, will open to the public an exhibition of Useful Objects Under Ten Dollars. Instead of going back a thousand years for beautiful pottery vases and dishes used by the Chinese, or five thousand years to household objects found in the tombs of the Pharaohs, the Museum of Modern Art presents well-designed objects in general use today--dishes, bottles, forks, lamps and so on. For years museums have exhibited water jugs once carried by Greek maidens, Roman perfume bottles, Persian textiles, Japanese rice bowls, and many other objects in daily use long ago.

In a gallery adjacent to its great exhibition of painting by Picasso, the Museum displays these utilitarian contemporary objects of art. As the Christmas season is upon us, these objects are shown by the Museum not only for the enjoyment of the public but for the guidance of shoppers.

The exhibition has been assembled under the direction of Elodie Courter, head of the Museum's Department of Circulating Exhibitions, assisted by Elizabeth Mock and other members of the Department of Architecture. When the exhibition closes at the Museum in January it will be sent on tour throughout the country. Not only will the articles themselves travel but the installation used at the Museum will also be circulated. Tables on which the objects are shown have been designed to be dismantled and reassembled so that the exhibition will be provided with a simple and effective setting wherever it goes.

The purpose of the exhibition is two-fold: (1) to encourage the manufacture of well-designed useful objects at prices within the reach of the average person; (2) to acquaint the public with the fact that every year increasing numbers of such objects are available in the general market.

Most of the objects selected for the exhibition are examples of machine-made beauty in form and in finish. Contrasted with these

are hand-made objects, examples of things that can still be made more cheaply and efficiently, and sometimes more beautifully, by hand than by machine. The exhibition is evidence of the fact that designers and manufacturers are now collaborating to create for the American market useful objects which do not rely on superfluous ornament for attractiveness but, rather, on appropriate shape and the natural beauty of materials.

Curtains of spun glass, bowls and trays of wood, kitchen utensils of plastics; lamp shades, vases and plates of shellflex in translucent pastel colors; plates, coat hangers and salad spoon and fork in clear plexiglas and lucite; a hearth broom made of a Mexican palm leaf folded double, and many other articles have been chosen particularly to show the various uses to which old and new materials are being put today. Aluminum, glass, china and earthenware are also used in the manufacture of these and other household objects of many types, such as flower pots, scrap baskets, poker chips, dice, table mats, closet accessories, cigarette boxes, ash trays, vases, rugs, shower curtains and many other things.

The Exhibition of Useful Objects Under Ten Dollars will be open to the public from Thursday, December 7, 1939, through Sunday, January 7, 1940, with the exception of Christmas Day, when the entire Museum will be closed.