

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.
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FOR WEDNESDAY RELEASE

MUSEUM DESIGN SHOW: CHRISTMAS 1949 TO GO ON EXHIBITION

The DESIGN SHOW: CHRISTMAS 1949 will be on view on the first floor of the Museum of Modern Art, 11 West 53 Street, from November 16 to January 8, 1950. This exhibition will include a wide variety of objects and fabrics selected from the comprehensive design exhibition, FOR MODERN LIVING, assembled by the architect Alexander Girard for the Detroit Institute of Arts. The Museum of Modern Art's Department of Architecture and Design limited its selection to objects which have never before been exhibited by this Museum.

The exhibition is to be on view through the Christmas season when public attention is most closely focused on the quality of items available for purchase. It contains approximately 100 items including children's toys, a sewing machine, typewriters, a window ventilating fan, lamps, cooking pots and kites. Furniture has not been included in view of the fact that most of the examples shown in Detroit may be seen in a number of showrooms in New York City.

The installation of this show juxtaposes such objects as calipers and dog leashes to point out the one quality they have in common: their excellent design. Articles will be displayed on low table benches and open shelves backed with tracing paper through which the light is diffused from behind. Designs come from many countries as well as from the United States. Examples of glassware will be shown from Italy, Sweden, Finland and the Netherlands. Other countries represented in the exhibition are Germany with a set of porcelain dinnerware, and China with traditionally simple handwoven baskets. Among many outstanding designers represented are Alvar Aalto, Saul Steinberg, Isamu Noguchi, Eliot Noyes, Edith Heath and Allan Adler, in addition to a large number of unknown peasant craftsmen of Europe and the East and anonymous company designers in American factories. Items from ten-cent stores priced as low as 25¢ for a plastic egg tray are shown along with expensive items such as an inlaid marble box from Italy for \$150 to indicate the equally high standard of design of many products at all prices. The exhibition will contain a number of fabrics including a print of "Trains" in fresh colors on white by Saul Steinberg, a linen from Scotland and a handwoven silk from Siam.

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The exhibition is another of the Museum's summaries for the public of the best available design. The fact that these items have not been shown before in the Museum's numerous exhibitions of objects is an affirmation that an ever-increasing amount of excellent design is being produced by manufacturers here and abroad for sale to the constantly expanding body of discriminating American consumers.

Peter Blake, Curator of the Department of Architecture and Design, who arranged the exhibition and designed the installation, states:

"The Detroit show 'For Modern Living' contained probably the largest group of well designed objects shown in the United States in recent years, and thus enabled us to make the broadest possible selection in keeping with high esthetic standards. Since the primary criterion of selection for this design show was esthetic, the objects in the show are not necessarily within a certain price range. Most of them do, however, fall within a popular price bracket."

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The objects and fabrics in this show were selected from the comprehensive design exhibition arranged this fall at the Detroit Institute of Arts, by Alexander Girard, and devoted to things "FOR MODERN LIVING". The Department of Architecture and Design of the Museum of Modern Art, in making this selection from the Detroit exhibition, excluded the large number of objects which have been exhibited repeatedly here in the past and are therefore familiar to our audience.

The Detroit show "FOR MODERN LIVING" contained probably the largest group of well designed objects shown in the United States in recent years, and thus enabled us to make the broadest possible selection in keeping with high esthetic standards. Since the primary criterion of selection for this design show was esthetic, the objects displayed are not necessarily within a certain price range. Most of them do, however, fall within a popular price bracket.

Abbreviations: des., designer; mfr., manufacturer; ret., retailer.

GLASS

1. STEM WARE, Mouslin glass.
wine - \$14.dz; cocktail - \$16.dz;
claret - \$16.dz; champagne - \$18.dz;
inhaler - \$24.dz; cordial - 2 sizes
\$12.dz, ea.
des. J. Gistl
mfr. Krystall Glas Fabrik, Frauenau,
Germany
ret. Plummer's, etc.
2. TUMBLER, green, 5 3/4"h., c. \$18.dz.
mfr. P. Rigatti, Empoli, Italy
ret. House of Italian Handicrafts
3. GLASSES, green ribbed, 3"h. and
3 1/4"h. - \$0.75 ea.
mfr. Taddei & Co., Empoli, Italy
ret. House of Italian Handicrafts,
on special order.
4. GLASSES, green, 3"h. and 3 1/2"h.
\$0.75. ea.
mfr. Taddei & Co., Empoli, Italy
ret. House of Italian Handicrafts,
on special order.
5. BOWL, green, 4 3/4" x 12" c. \$8.50
mfr. P. Rigatti, Empoli, Italy
ret. House of Italian Handicrafts,
on special order.
6. BOWL, clear crystal, 1 1/2" x 9" \$8.
7. BOWL, clear crystal, 3" x 8" \$8.
8. BOWL, free form, white glass, \$50.
des. Gunnel Nyman
mfr. Karhula-Bruk, Karhula, Finland
ret. Finnish Art Shop, etc.
9. BOWL, Pyrex glass, opaque red,
3 1/2" x 7" \$2.95 for nest of 4
mfr. Corning Glass Works
ret. Dept. and houseware stores
10. FITCHER, 12" x 6" \$10.
des. M. Carlson
mfr. Ekenas, Sweden
ret. Bonnier's

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- 11. DECANTER, handblown, blue waterglass,
9 1/2" h. c. \$12.50
mfr. Stromberg Hyttan Co., Sweden
ret. Bonnier's
- 12. VASE, freeform, white frosted glass,
6" x 6" c. \$24.00
des. Alvar Aalto
mfr. Karhula-Bruk, Karhula, Finland
ret. Finnish Art Shop,
Bonnier's

- 13. VASE, square pressed glass, \$10.
des. Pipsan Swanson
mfr. United States Glass Co.
ret. Waldron Associates

P O T T E R Y

- 14. DINNER WARE, white porcelain,
5-pc place set - \$6.50;
sugar & creamer - \$4.95;
pepper & salt - \$1.20 ea.;
tea pot - \$6.60; pitcher - \$3.60;
fruit dish - \$0.55;
cream soup & saucer - \$3.35
des. Hermann Gretsch
mfr. Arzberg Porcelain Mfg. Co.,
Arzberg, Germany
ret. New Design, Inc.; decorators
- 15. SOUTHERN HARVEST dinner ware, glazed
pottery, 6-pc place set - \$4.25;
tumbler - \$0.70; gravy boat - \$1.00
creamer & sugar - \$3.
des. Beatrice Albert
mfr. Alfred E. Knobler
ret. Designed for Living,
Agnestrong Gift Shop, etc.
- 16. NESTING DISHES, 5-pc white ovenware,
\$7.50 per nest
des. Kaj Franck
mfr. Oy Arabia AB, Helsingfors, Finland
ret. Finnish Art Shop, Bonnier's
- 17. NESTING DISHES, 3-pc white ovenware,
\$3.20 per set
des. Kaj Franck
mfr. Oy Arabia AB, Helsingfors, Finland
ret. Finnish Art Shop, Bonnier's
- 18. FREEFORM BOWL, glazed stoneware,
10" long \$20.
des. & mfr. Alexander Giampietro
ret. America House

- 19. SALAD BOWL, 12" black glaze, \$8.
des. & mfr. Edith Heath
ret. New Design, Inc., etc.
- 20. ACID FITCHER, white porcelain,
9 1/2" h. \$10.43
mfr. Coors Porcelain Co.
ret. N. Y. Laboratory Supply Co.
Einer & Amend, Will Corp.

W O O D

- 21. SALAD BOWL & SERVERS, English
walnut, 5" x 12", \$36.
- 22. FRUIT BOWL, black walnut,
2 1/2" x 12", \$27.
- 23. FRUIT BOWL, black walnut,
3 1/2" x 10 1/2", \$25.
- 24. FRUIT BOWL, ash wood,
2" x 11", \$12.
des. & mfr. Bob Stocksdale
ret. America house
- 25. BOWL, high, narrow, Siamese
teak wood, 6" x 7", \$18.50
- 26. BOWL, black walnut, 3" x 11" with
maple servers, \$17.50
- 27. PLATE, Brazilian rosewood,
11" - \$22.50
- 28. PLATE, Brazilian rosewood,
11" - \$22.50
des. A. E. Carpenter
mfr. Aspenet Fine Woods
ret. New Design, for similar
pieces.
- 29. PLATE, cherry wood, 6 1/2", \$1.95
des. & mfr. Swedish, traditional
peasant work
ret. Bonnier's
- 30. SPOON, carved wood \$0.45
- 31. SPOON, carved wood \$0.95
- 32. FORK, carved wood \$0.95
des. & mfr. Swedish, tradition-
al peasant work
ret. Bonnier's

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M E T A L

- 33. TYPEWRITER, electric \$300.
des. Eliot Noyes
mfr. Internatl. Business Machines
ret. same Corp.
- 34. TYPEWRITER, Lexikin No. 80
des. Marcello Nizzoli
mfr. Olivetti & C., Ivrea, Italy
not obtainable in United States
- 35. "BF" SEWING MACHINE (w/portable case) \$142.
mfr. Vittorio Necchi, Italy
ret. Better Service Sewing Machines Co.
- 36. WINDOW VENTILATOR FAN \$29.95
des. R.S. Radcliffe
mfr. Westinghouse El. Corp.
ret. Lewis & Conger, etc.
- 37. LITE-MITE fluorescent lamp \$16. with-
out bulbs
des. G.F. Stocker
mfr. Stocker & Yale
ret. E. Kenneth Georg
- 38. EKCOWARE French Skillet, 10", copper
clad stainless steel, \$6.30
des. & mfr. Ekco Products Co.
ret. Dept. and houseware stores
- 39. MIRROR mixing bowl, aluminum \$1.35
mfr. Aluminum Goods Mfg. Co.
ret. Dept. and houseware stores
- 40. DURALUX el. tea kettle, aluminum,
\$11.95
des. R.E. Porter
mfr. Buckeye Aluminum Co.
ret. Hammacher Schlemmer & Co., Inc.
- 41. KANISTER SET 4-pc., aluminum \$5.95
des. H. Ziskin
mfr. Kromex Corp.
ret. Dept. and houseware stores
- 42. CIGARETTE CUP, sterling silver,
2"x2 1/2" - \$11.40
- 43. SALT & PEPPER SHAKERS, sterling
silver, - \$14.40
des. & mfr. Allan Adler
ret. B. Altman, etc., on special
order

- 44. SOLUTION PITCHER, covered, stain-
less steel, \$8.00
- 45. PITCHER, straight sided, stain-
less steel, \$4.95
- 46. WATER PAIL, stainless steel,
\$10.80
- 47. TUMBLER, stainless steel, \$1.60
des. & mfr. Vollrath Co.
ret. B. Altman & Co., etc.
- 48. PAPER KNIFE, metal alloy \$5.00
des. Carl Holin
mfr. Lirilyte Co. of America, Inc.
ret. Hayhew Shop, etc.
- 49. CIGARETTE BOX, enamel on copper,
1 1/2" x 5", \$16.
- 50. ASHTRAYS (13), enamel on copper,
backs polished & lacquered:
3 1/2" - \$4.50; 4 1/2" - \$5.50;
6 1/2" - \$9.
backs plain finish: 3" - \$2.;
3 1/2" - \$2.70; 4 1/2" - \$3.50;
5 1/2" - \$5.
des. E.H. Lichtblau
mfr. Joseph Franken
ret. Rena Rosenthal, Inc.
- 51. CALIPER, enlarging & reducing,
dural metal, 30", \$13.85
des. Alex J. Ettl
mfr. & ret. Sculpture House

P L A S T I C S

- 52. ICE-CUBE TRAY, opaque plastic
\$0.39
des. N.W. Roop
mfr. Columbus Plastic Products,
Inc.
ret. Woolworth Co.
- 53. FLEXCOLLAR plastic dog collar
white, 24"-26" \$3.00
- 54. green, 6"-8" \$0.75
- 55. FLEXLEASH, plastic dog leash
\$1.50
des. & mfr. Hungerford Plastics
Corp.
ret. Gimbel Bros., etc.

- 56. FISHING FLOATS, red&white plastic
 \$0.40
 mfr. Ed. Lane & Co., Inc. \$0.50
 ret. sports good stores & dept. stores
- 57. KYS-ITE serving trays, round 11"-\$1.79
- 58. 6½" x 4½" - \$0.39
 des. & mfr. Keyes Fibre Sales Corp.
 ret. Lewis & Conger, Macy's, etc.
- 59. THYCO electric wall plugs, \$0.17 ea.
 des. W. T. Gossard
 mfr. Thyco Electrical Products, Inc.
 ret. Woolworth

T O Y S

- 60. MOLLY KEWLS, Toy set of molded rubber balls and colored plastic tubes -
 small set \$1.95
 large set \$2.95
 des. Richard L. Hopkins
 mfr. Paul Bonhop, Inc.
 ret. Altman's, Macy's, Bloomingdale's
- 61. ROTO GEAR, colored plastic wheels on hardwood baseboard - \$2.50
 des. Richard L. Hopkins
 mfr. Paul Bonhop, Inc.
 ret. Altman's, Macy's, Bloomingdale's
- 62. CRANE, all-metal scale model-\$13.95
 mfr. Charles Wm. Doepke Mfg. Co.
 ret. R. H. Macy & Co., Gimbel Bros.
- 63. FLOOR TRAIN, Jr., colored wood-\$1.50
 des. & mfr. Playskool Mfg. Co.
 ret. Altman's, Saks 5th Ave., better toy stores
- 64. PEG SET, Landscape, colored wood-\$2.
 des. & mfr. Playskool Mfg. Co.
 ret. Altman's, Saks 5th Ave., better toy stores
- 65. SPIRAL SPEEDWAY, wood & metal- \$2.98
 des. & mfr. J. B. Miller Co., Inc.
 ret. Reiss Bros., Bernard Fein, etc.
- 66. KITE, 36" x 18" \$4.50
 des. L. J. Denmire
 mfr. Kro Flies Kites, Keokuk, Iowa
 ret. same - mail order
- 67. BIRDS, (3), handpainted wood,
 small \$0.85
 large \$1.00
 des. & mfr. Swedish, traditional peasant work
 ret. Bonnier's

- 68. ROCKING DOLLS, (3)
 handpainted wood-\$1.50 ea
 des. & mfr. Swedish, traditional peasant work
 ret. Bonnier's

F A B R I C

- 69. Upholstery, handwoven, grey flax, 39"-\$12. yd.
 des. Antoinette Webster
 mfr. Plymouth Colony Farms
 ret. New Design, Inc.
- 70. 1. Gold Gauze-54" - c. \$12. yd.
- 71. 2. Fantaisie - 54"- c. \$12. yd.
 des. & mfr. Menlo Textiles
 ret. Dan Cooper
- 72. "Milburn" Plaid Fabric, 48"
 c. \$9.60 yd.
 des. & mfr. Jud Williams, Inc.
 ret. decorators & dept. stores
- 73. Peruvian Taffetan Linen, 52"-
 c. \$9.00 yd.
 mfr. Bretton Fabrics Corp.
 ret. Macy's, Altman's,
 Georg Jensen, etc.
- 74. Natural Tavern Cloth, 39"-
 c. \$2.25 yd.
 des. & mfr. McKay, Davis and McLane
 ret. Decorators and dept. stores
- 75. White checked boucle, 50"
 c. \$5.50 yd.
 des. & mfr. McKay, Davis and McLane
 ret. Decorators, dept. stores
- 76. Casement Gauze, 39", handwoven with "Metlon" non-tarnishable metallics, \$22.50
 des. Greta Franke
 mfr. Villich-Franke Studios
 ret. through decorators
- 77. Natural Shantung Fabric, 34"
 c. \$3.95 yd.
 mfr. Product of China
 ret. Oriental Textiles
- 78. Cawdor Linen, graphite, 50",
 c. \$8.25 yd.
 des. & mfr. product of Scotland
 ret. Dan Cooper & decorators

- 79. "Imperial Metal Cloth", 49"- \$9.75 yd.
mfr. J. H. Thorpe & Co., Inc.
ret. Decorating & Department stores
- 80. Yellow Chenille Fabric, 51"-\$10.50 yd.
des. Franco Scalamandre
mfr. Scalamandre Silks, Inc.
ret. Lord & Taylor, Altman's, Sloane's
- 81. "Barrel Heads", 54"printed linen, \$7.50 yd.
des. Benjamin Baldwin & William Machado
mfr. Design Unit
ret. New Design, Inc., or through decorators
- 82. Maori printed cotton, 35"- \$2.00 yd.
des. mfr. & ret: D. D. & Leslie Tillet, N.Y.
- 83. "Trains", printed chintz, 36"-\$5.50 yd.
des. Saul Steinberg
mfr. Patterson Fabrics, Inc.
ret. Decorators or decorating depts.
- 84. "Views of Paris", printed chintz glazed, 36"-\$5.50 yd.
des. Saul Steinberg
mfr. Patterson Fabrics Inc.
ret. decorators or department stores
- 85. Collector's item, printed chintz, glazed, 35"-\$1.50 yd.
des. Tammas Keefe
mfr. Cyrus Clark Co., Inc.
ret. Bloomingdale's
- 86. Fractions, printed cotton, 50"-\$3.95 yd.
des. Bernard Rudofsky
mfr. Mil-art Co., Inc.
ret. W. & J. Sloane and decorators

M I S C E L L A N E O U S

- 87. "The Pacemaker", Table radio, \$22.95
des. Robert Budlong
mfr. Zenith Radio Corp.
ret. B. Altman, Macy's, Gimbel's, other dept. stores
- 88. LAMP, wood, plastic shade, \$21.00
des. Isamu Noguchi
mfr. Knoll Associates
ret. New Design, Inc., McCreery's, Bloomingdale's
- 89. BOX, marble, 1 1/2" x 6 1/2" \$150.00
des. Richard Blow
mfr. Montici Artisans, Florence, Italy
ret. Richard Blow
- 90. Box, marble, 1" x 3 3/4", \$130.00
des. Richard Blow
mfr. Montici Artisans, Florence, Italy
ret. Richard Blow