

# THE MUSEUM OF MODERN ART

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## LARGE USEFUL OBJECTS EXHIBITION REPLACES

### INDEX OF MODERN DESIGN IN NOVEMBER AT MUSEUM OF MODERN ART

An unusually large exhibition of Useful Objects will be held from November 27 through January 26 at the Museum of Modern Art, 11 West 53 Street. Useful Objects exhibitions have been an annual Museum activity since 1938. Limited in retail price and opening late in the fall, these exhibitions have helped many Christmas shoppers to find the ideal gift in good modern design. During the war years when production was low, the exhibitions were necessarily small and during 1943 and 1944 no useful objects were displayed. However, the influx of new merchandise will allow the exhibition this fall to be impressive in size and variety. In the past the top price of objects in these exhibitions has generally been \$10. This year the Museum expects to raise this limit in conformity to the rise in retail prices in general. As in the past, the Museum will furnish a check list for the Useful Objects exhibition, giving prices, the names of designers and manufacturers and the places where objects may be purchased.

The Useful Objects exhibition of November 1946 will be held in place of an exhibition previously announced by the Museum, called the Index of Modern Design. The Index, which is to be a yearly activity, will be inaugurated in the fall of 1947 instead of this year. The Index will differ from the Useful Objects exhibitions, which it will supplant, by having no price limit, thus opening the door to many objects which, because of their size, complexity or rarity, had been excluded until now. The Index will award prizes for the best designs of the year in certain categories. It will be accompanied by an illustrated catalog providing a valuable check list for many people unable to see the exhibition. The Museum has decided to continue the older type of exhibition this year because so many items intended for sale this fall proved to be slower in production than originally anticipated. This was particularly true of many of the higher-priced objects. Since the market virtually imposed a price limit of its own on new, well-designed merchandise, it seemed reasonable to adhere to the earlier pattern in planning the 1946 exhibition.

The Useful Objects exhibition will be arranged by the Museum's Department of Industrial Design of which Edgar Kaufmann, Jr. is the Director. This department will also be responsible for next year's Index of Design, both exhibition and publication.