

# THE MUSEUM OF MODERN ART

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FOR WEDNESDAY RELEASE

## CHRISTMAS SHOW: OBJECTS UNDER \$10.00

An exhibition of well designed articles under \$10.00 will be on view in the auditorium gallery of the Museum of Modern Art, 11 West 53 Street from November 10, 1948 to January 9, 1949. This exhibition, assembled by the Department of Architecture and Industrial Design, will present handsome objects in the following nine categories: artists' materials, costume jewelry, hardware, home furnishings, houseware, laboratory ware, photographic equipment, sporting goods and toys. These selections, ranging from decorative jewelry to utilitarian hardware, have all been made on the basis of appearance and usefulness; whether the article is a jeweler's hammer or a kitchen ladle, good design is the basic standard applied.

The show is scheduled before Christmas for the convenience of the gift shopper. The price limit of \$10.00, an anti-inflationary measure, will serve as a guide to inexpensive as well as attractive gifts. Nine New York stores, one in each of the above categories, were selected, and the objects were chosen from these firms. Credit is given to these stores in appreciation of their co-operation with the Museum in preparing this exhibition. The selection made in each store is considered representative of good design in these categories, available in many shops locally and nationally.

The installation has been designed to emphasize the abstract pattern as well as the meaning of the shapes on view. Objects so simple they sometimes escape our attention have been displayed to point up the visual pleasure they afford as well as their utility; their design excellence worthy of special notice.

Some objects in the more specialized groups, such as laboratory ware and artists' materials, have been chosen not only for their primary function, but because their decorative forms are easily adaptable to other uses and needs. In almost all cases the items are mass-produced. Their handsome appearance is a logical development of modern production methods applied to objects for everyday use. Handmade objects, of which only a few are displayed, use simple materials in direct and attractive fashion.

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