

# THE MUSEUM OF MODERN ART

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## SWEDISH DESIGNER TO LECTURE AT MUSEUM NOVEMBER 30

Sven Erik Skawonius, Director of the Swedish Society of Arts and Crafts, will give an illustrated lecture in English on Recent Experimental Design in Sweden on Tuesday evening at 8:30 p.m., November 30.

Mr. Skawonius, well known in his native country as a designer, of textiles, ceramics, glass and especially as a stage designer, is spending a few months in this country to observe modern trends in American design on behalf of his organization, The Society of Arts and Crafts, founded in 1845. Since the Society is composed of leading manufacturers and tradespeople as well as designers, it enjoys unusual opportunities for introducing good design to the Swedish public. The Society has also sponsored the sale of paper patterns so that people in remote rural areas can make furnishings for their homes according to the designs of the best Swedish artists and craftsmen. The drawings and blueprints for a good modern chair, for example, are sold for about \$1. Besides making good design available through retail stores, co-operative and through the inexpensive paper patterns, the Swedish Society of Arts and Crafts has an active education program which includes discussion groups, circulating exhibitions and the publication of books as well as an important monthly magazine called Form.

Mr. Skawonius feels that the reason for the world-wide fame of Swedish design stems from the great artistic effort which Sweden made in the '20s and '30s to improve the products available to their public. In the program a careful balance was kept between practicality and good looks. It is this balanced appearance which recommends Swedish products to people throughout the world today and which has made it so acceptable to the American public in particular who have accepted the term Swedish Modern as a label of graciousness and high quality. Mr. Skawonius will discuss and illustrate with slides examples of the work of some outstanding furniture designers such as Carl-Axel Acking, Bruno Mathsson and Axel Larson, and of the ceramist William Kåge.

Admission will be \$1.00.