

NEWS FROM GOOD DESIGN^{a2}

THE MUSEUM OF MODERN ART • THE MERCHANDISE MART

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Chicago, Oct. 6 --- Retail buyers and the consuming public occasionally are at odds in their preferences for home furnishings, a ten-week poll of more than 8,000 visitors to The Merchandise Mart's "Good Design" exhibit indicates. Results of the poll were made public today.

Consumers voted a wide marginal preference for advanced design in a conventional item of furniture--a love seat by Eero Saarinen. The item was not included in the first ten choices of buyers.

The two groups, the poll revealed, differed in nine of their "first ten" selections, and agreed only on an upholstered side chair, also designed by Saarinen, which ranked second in the consumer poll and fifth in the buyer poll.

In comparison with the results of a similar poll completed last March, consumers then ranked a Thru-Vu Vertical Blind designed by Henry Wright in first position. The item was not included in the buyers' first ten choices in that poll, but achieved fourth position in the present poll of that group.

Four items in the top ten selections of the earlier poll maintained their positions in the current list of first ten tabulations. In the consumer poll, an adjustable arm chair designed by Edward Wormley moved from second to third position and a sideboard by Florence Knoll maintained fourth position. On the buyer list, the Universal Select-A-Range, a cooking unit with sectional, demountable drawers, was advanced from third to first position, and the Saarinen upholstered side chair moved from second to fifth position.

In addition to consumers and buyers, two other groups participated in the survey. They were: (1) manufacturers, and (2) designers and members of the press. Consumers were requested to vote for any five objects included in the exhibit on the basis of personal preference regardless of item costs. The other groups were asked to vote for five objects in accordance with professional opinion.

Results of balloting by the other groups tended to agree, generally, with the combined selections of buyers and consumers.

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Designers and members of the press voted most heavily for Saarinen's upholstered side chair, gave second position to a Carl Strobe-designed hand-printed gauze ninon fabric, followed successively by a molded plastic chair with rocker base designed by Charles Eames, a cabinet with shelf and drawer sections designed by Robert S. Levine, and an adjustable ceiling light designed by Harry Gitlin.

Manufacturers gave first preference to the Gitlin light, followed in succession by a sideboard designed by Hendrik Van Keppel and Taylor Green, a Robsjohn-Gibbings refreshment cart, the Saarinen upholstered side chair and the adjustable armchair by Edward J. Wormley.

In the combined group tabulations, the Saarinen upholstered side chair took first position, followed by the same designer's love seat, the Gitlin ceiling light, Wright's Thru-Vu Vertical Blind and a double dresser by Robsjohn-Gibbings.

"Good Design," a continuing exhibit sponsored jointly by the Museum of Modern Art in New York and The Merchandise Mart in Chicago, is a display of more than 300 of the best new designs available on the American home furnishings market. Selections are made biennially from objects intended for present-day life in regard to usefulness, to production methods and materials, and to the progressive tastes of the day. Edgar Kaufmann, Jr., consultant to the Museum, is permanent chairman of the Selection Committee. The "Good Design" exhibition space in The Mart was designed and executed by Charles Eames and his wife, Ray.

Since its inception, the "Good Design" exhibit has attracted more than 40,000 manufacturers, buyers, designers, members of the press and the general public. Consumers are admitted to the exhibit as members of The Mart's daily guided tours.

Tabulations, by groups, of first ten preferences in the current "Good Design" poll follow:

TABULATION OF CONSUMER BALLOTS

<u>Item</u>	<u>Designer</u>	<u>Distributor/Manufacturer</u>	<u>Votes</u>	<u>Rank</u>
Love Seat	Eero Saarinen	Knoll Associates	1720	1
Upholstered side chair	Eero Saarinen	Knoll Associates	1181	2
Adjustable armchair	Edward J. Wormley	Dunbar Furniture Mfg. Co.	863	3
Sideboard	Florence Knoll	Knoll Associates	849	4
Adjustable ceiling light	Harry Gitlin	Ledlin Lighting, Inc.	819	5
Dining table	Joseph Salerno	Corvilla Furniture, Inc.	665	6
Side chair, detachable foam rubber cushion	Don R. Knorr	Knoll Associates	634	7
Cocktail glasses, salad bowl, jardiniere, decanter		Baccarat and Porthault	628	8
Arzberg China	Hermann Gretsch	Court Associates	575	9
Double Dresser	Robsjohn-Gibbings	Widdicomb Furniture	523	10

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TABULATION OF BUYER BALLOTS

Item	Designer	Distributor/Manufacturer	Votes	Rank
Universal Select-A-Range Lounge chair		Landers, Frary & Clark	1135	1
	Pipsan Saarinen			
	Swanson	Ficks Reed Co.	1016	2
Thru-Vu Vertical Blind	Henry Wright	Thru-Vu Vertical Blind Co.	913	3
Sideboard	Hendrik Van Keppel	Brown-Saltman Furniture Co.	855	4
	Taylor Green		845	5
Upholstered side chair	Eero Saarinen	Knoll Associates	842	6
Upholstered arm chair	Finn Juhl	Frederik Lunning, Inc.	824	7
Love Seat	Harvey Probbler	Harvey Probbler, Inc.		
Table lamp	Greta Magnusson- Grossman	Ralph O. Smith Co.	751	8
"Cobwebs," hand-printed gauze ninon	Carl Strobe	Golding Decorative Fabrics	727	9
Pinless curtain stretcher		Quaker Stretcher Co.	722	10

TABULATION OF PRESS/DESIGNER BALLOTS

Upholstered side chair	Eero Saarinen	Knoll Associates	1089	1
"Cobwebs," hand-printed gauze ninon	Carl Strobe	Golding Decorative Fabrics	525	2
Molded Plastic chair, rocker base	Charles Eames	Herman Miller Furniture Co.	519	3
Cabinet with shelf and drawer sections	Robert S. Levine	Woolf Furniture Co.	510	4
Adjustable ceiling light	Harry Gitlin	Ledlin Lighting, Inc.	470	5
Love seat	Eero Saarinen	Knoll Associates	453	6
Double dresser	Robsjohn-Gibbings	Widdicomb Furniture Co.	443	7
Armchair	Edward J. Wormley	Dunbar Furniture Mfg.	425	8
Molded wood chair	Ray Komai	J. G. Furniture Co., Inc.	418	9
Armchair	Robsjohn-Gibbings	Widdicomb Furniture Co.	370	10

TABULATION OF MANUFACTURERS BALLOTS

Adjustable ceiling light	Harry Gitlin	Ledlin Lighting, Inc.	638	1
Sideboard	Hendrik Van Keppel	Brown-Saltman Furniture Co.	395	2
	Taylor Green			
Refreshment cart	Robsjohn-Gibbings	Widdicomb Furniture Co.	280	3
Upholstered side chair	Eero Saarinen	Knoll Associates	271	4
Armchair	Edward J. Wormley	Dunbar Furniture Co.	221	5
Combination sink and dishwasher		General Electric Co.	214	6
Armchair	Robsjohn-Gibbings	Widdicomb Furniture Co.	200	7
Lounge chair	Pipsan Saarinen	Ficks Reed Co.	198	8
	Swanson			
Universal Select-A-Range Dining table	Joseph Salerno	Landers, Frary & Clark Corvilla Furniture, Inc.	190 183	9 10

TABULATION OF COMBINED BALLOTS

Upholstered side chair	Eero Saarinen	Knoll Associates	3342	1
Love seat	Eero Saarinen	Knoll Associates	2740	2
Adjustable ceiling light	Harry Gitlin	Ledlin Lighting, Inc.	2083	3
Thru-Vu Vertical Blind	Henry Wright	Thru-Vu Vertical Blind Co.	1673	4
Double Dresser	Robsjohn-Gibbings	Widdicomb Furniture Co.	1647	5
Armchair	Robsjohn-Gibbings	Widdicomb Furniture Co.	1600	6
"Cobwebs," hand-printed gauze ninon	Carl Strobe	Golding Decorative Fabrics	1568	7
Lounge chair	Pipsan Saarinen	Ficks Reed Co.	1551	8
	Swanson			
Universal Select-A-Range Sideboard	Hendrik Van Keppel	Landers, Frary & Clark Brown-Saltman Furniture Co.	1479 1470	9 10
	Taylor Green			

(Editors, Please note: Individual pictures of the above products are available on request. Please address

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TABULATION OF CONSUMER BALLOTS IN MARCH, 1950, POLL

<u>Item</u>	<u>Designer</u>	<u>Distributor/Manufacturer</u>	<u>Votes</u>	<u>Rank</u>
Thru-Vu Vertical Blind	Henry Wright	Thru-Vu Vertical Blind	1785	1
Adjustable Arm Chair	Edward Wormley	Dunbar Furniture Co.	1170	2
Counterweight Ceiling Light		Finland House	870	3
Sideboard	Florence Knoll	Knoll Associates	715	4
Boca Rattan Salad Set	John Van Acker	Ilanda Products Co.	680	5
Upholstered Side Chair	Eero Saarinen	Knoll Associates	665	6
Sew Easy Sewing Machine	C. E. Waltman & Associates	The SK Company	650	7
Select-A-Range		Landers, Frary & Clark	575	8
Electric Refrigerator		General Electric Co	545	9
Upholstered Arm Chair	Ray Komai	J. G. Furniture Co.	475	10

TABULATION OF BUYERS BALLOTS IN MARCH, 1950, POLL

Counterweight Ceiling Light		Finland House	890	1
Upholstered Side Chair	Eero Saarinen	Knoll Associates	835	2
Select-A-Range		Landers, Frary & Clark	765	3
Sew Easy Sewing Machine	C. E. Waltman & Associates	The SK Company	710	4
Nest of 5 Tables	Edward Wormley	Dunbar Furniture Co.	595	5
Boca Rattan Salad Set	John Van Acker	Ilanda Products Co.	580	6
Plastic Dinnerware	Joan Luntz	International Molded Plastics, Inc.	540	7
Adjustable Arm Chair	Edward Wormley	Dunbar Furniture Co.	505	8
Revere Ware Utensils		Revere Copper and Brass	485	9
Libbey Glass	Freda Diamond	Libbey Glass Co.	460	10

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