

THE MUSEUM OF MODERN ART

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"GOOD DESIGN 1951" TO BE EXHIBITED AT MUSEUM

New Yorkers will have their first opportunity to see "Good Design 1951" which will be on view in the first floor galleries of the Museum of Modern Art, 11 West 53 Street, from November 28 through January 27. This exhibition, the second large annual New York showing of Good Design, jointly sponsored by The Merchandise Mart in Chicago and the Museum, will contain 335 items of home furnishings. This represents more than two-thirds of the exhibition current in Chicago during 1951. The smaller showing here, necessitated by the size of the Museum galleries, has been selected to represent all phases of the Chicago exhibition. Edgar Kaufmann, Jr., is Director of Good Design.

Settings at the Museum have been especially designed by Finn Juhl, well-known Danish architect and designer. Mr. Juhl was responsible also for the background of the Chicago exhibition. He is one of the few foreign designers to have a complete line of furniture produced by an American manufacturer. He is also responsible for the design of the Trusteeship Council Chambers now under construction in the U.N. building.

For the first time this year two large New York stores - Abraham and Straus and Bloomingdale's - are co-operating with Good Design in special displays of this carefully selected material. Also for the first time the public can find Good Design tags on items in many stores and shops throughout this city and in numerous other parts of the country, indicating the items were selected for Good Design. The tag is the same symbol as that used as entrance sign to the exhibition and also as cover for the catalog. A special catalog is being issued for New York audiences listing many of the local retail outlets as well as prices. This is for the convenience particularly of the many people who like to make up their Christmas shopping lists in the Museum exhibition.

In certain fields, such as kitchen utensils or other objects made of metals for specialized uses, there are fewer new designs available than in the past, due to restrictions in allotments. But in spite of this limitation, good new items in these fields are displayed.

All exhibits were picked by the Selection Committees of which Edgar Kaufmann, Jr. is continuing chairman. During 1951 the following generously agreed to serve on this committee:

William Friedman, Assistant Director, the Walker Art Center, Minneapolis, Minnesota

Philip C. Johnson, Director of Architecture and Design at the Museum of Modern Art, New York

Hugh Lawson, Divisional Merchandise Manager, Carson, Pirie, Scott and Co., Chicago, Illinois

Eero Saarinen, noted Detroit architect

The floor matting for the Museum installation is the generous gift of Waite Carpet Co. It is like several of the handsome new fibre rugs in the exhibition.

Mr. Kaufmann says of the Good Design exhibition:

"The Museum of Modern Art and The Merchandise Mart wish to acknowledge a debt of gratitude to designers and manufacturers, retailers and editors country-wide who voluntarily have supported Good Design in its effort to focus recognition and hasten acceptance of the development of modern beauty and comfort in everyday living."

On December 4, a discussion will take place in the Museum Auditorium at 8:30: HOW GOOD IS GOOD DESIGN? The experts to consider the consumer problems are:

Christine Holbrook, Editor of Better Living
Lasette van Houten, Fashion Editor of Retailing Daily
Eva Zeisel, ceramics designer and teacher
Paul McCobb, furniture designer
Russel Wright, designer of home furnishings
Moderator: Edgar Kaufmann, Jr., Director of the Museum's
Good Design project

Admission: Members, \$1.50; non-members, \$2.00