

**THE MUSEUM OF MODERN ART**  
 11 WEST 53RD STREET, NEW YORK  
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MUSEUM OF MODERN ART ANNOUNCES WINNERS IN INDUSTRIAL DESIGN  
 COMPETITIONS FOR TWENTY-ONE AMERICAN REPUBLICS

The Museum of Modern Art, 11 West 53 Street, announces that prizes have been awarded in its Industrial Design Competitions for Home Furnishings. In Competition I, for designers in the United States, eight first prizes and nineteen honorable mentions have been awarded. In Competition II, for designers in the other American Republics, five first prizes have been awarded. The prize winners are as follows:

For the United States

The prize winners in the United States will be offered contracts from manufacturers for producing their designs commercially.

Category A - Seating for a living room

Eero Saarinen and Charles O. Eames of Bloomfield Hills, Michigan. Honorable Mentions to Emrich Nicholson and Douglas Maier of New York City; Peter Pfisterer of Los Angeles; Carl Anderson and Ross Bellah of Los Angeles; Oskar Stonorov and Willo von Moltke of Philadelphia.

Category B - Other furniture for a living room

Eero Saarinen and Charles O. Eames of Bloomfield Hills, Michigan. Honorable Mention to Harry Weese and Benjamin Baldwin of Kenilworth, Ill.

Category C - Furniture for a dining room

No submissions were found worthy of a first prize. Honorable Mentions to Carl Koch of Belmont, Mass.; Hugh Stubbins of Arlington, Mass.; and Stephen L. Macdonald of Salt Lake City.

Category D - Furniture for a bedroom

Oskar Stonorov and Willo von Moltke of Philadelphia  
 Honorable Mention to Harry Weese and Benjamin Baldwin of Kenilworth, Ill.

Category E - Furniture for a one room apartment

Martin Craig and Ann Hatfield of New York City  
 Honorable Mention to Antonin Raymond of New Hope, Penna.

Category F - Furniture for outdoor living

Harry Weese and Benjamin Baldwin of Kenilworth, Ill.  
 Honorable Mention to Chester E. Nagel of Austin, Texas.

Category G - Movable lighting equipment

Peter Pfisterer of Los Angeles

Honorable Mentions to Norton Polivnick and Bernard Greenberg of Cambridge, Mass.; and to Charles W. Wyckoff of Cambridge, Mass.

Category H - Woven fabrics

Marli Ehrman of Chicago

Honorable Mention to Henning-Rees of San Francisco; Marianne Strengell of Bloomfield Hills, Mich.; and Ulla of Ugglas of Bloomfield Hills, Mich.

Category I - Printed fabrics

Antonin Raymond of New Hope, Penna.

Honorable Mentions to Frances Miller of New York City; Harriet Meserole of New York City; and Virginia Nepodal of Cleveland Heights, Ohio.

For the other American Republics

Julio Villalobos, Buenos Aires, Argentina

Bernardo Rudofsky, Sao Paulo, Brazil

Xavier Guerrero, Mexico, D. F.

Michael van Beuren, Klaus Grabe, Morley Webb,  
Mexico, D. F.

Roman Fresnedo Siri, Montevideo, Uruguay.

Each of these five prize winners will receive a round trip ticket to New York and \$1,000 to cover expenses while visiting the United States for the purpose of becoming acquainted with its manufacturing and retailing methods. It is hoped that they will take back with them whatever ideas and methods may be of value in putting their designs into production in their own countries. Their designs will not be manufactured in the United States but all possible assistance will be given in finding retail outlets for their goods in this country.

The design competitions opened September 30, 1940 and closed for the United States January 11, 1941, and for the other American Republics January 15. There was a total of 643 entries received. Of this number 58 entries came from fourteen American republics other than the United States. Entries were received from thirty-eight States in this country, New York leading with 164 entries; California second with 57; Illinois third with 43; Massachusetts fourth with 28. It is interesting to note that only one first prize went to a New York entry whereas two first prizes were awarded entries from Bloomfield Hills, Michigan.

Under the leadership of Bloomingdale Bros., New York City, twelve stores throughout the country are sponsoring the production and sale of the winning designs. These stores have cooperated with the Museum from the time plans were first made to hold the Competition; and they will be the retail outlets for the home furnishings produced as a result of the Competition. It is expected

that stores in other cities may join the project. The original sponsoring stores are:

Bloomingdale Bros.	NEW YORK, N. Y.
Strawbridge & Clothier	PHILADELPHIA, PENNA.
Marshall Field	CHICAGO, ILL.
Barker Bros.	LOS ANGELES, CAL.
Halle Bros.	CLEVELAND, OHIO
The May Co.	ST. LOUIS, MO.
The F. & R. Lazarus Co.	COLUMBUS, OHIO
Wolf & Dessauer	FORT WAYNE, IND.
The J. L. Hudson Co.	DETROIT, MICH.
Kaufmann Dep't. Store	PITTSBURGH, PENNA.
L. S. Ayres Co.	INDIANAPOLIS, IND.

A large exhibition of the prize-winning designs and the actual pieces produced from them will open at the Museum of Modern Art, 11 West 53 Street, early in the fall of 1941. Simultaneously the manufactured pieces will be placed on sale in the sponsoring stores throughout the country.

The judges for the Competition were:

Alfred H. Barr, Jr. - Director of the Museum of Modern Art

Catherine K. Bauer - Special Consultant to the United States Housing Authority

Marcel Breuer - Associate Professor of Architecture, Harvard University

Edgar Kaufmann, Jr. - Design Editor of New Directions; Merchandise Manager in Home Furnishings of Kaufmann's Stores

Edward Stone - New York architect

Alternate: John McAndrew - Curator of the Architecture Department of the Museum of Modern Art.

Mr. Barr, Chairman, gave the following preliminary report for the jury:

"While a detailed report of the jury on the winning designs will be made at the time that these designs are published, the jury wishes to state now that it feels that the competition has been remarkably successful in securing a group of designers who have the ability to create useful and beautiful furniture for today's living.

"Winners in the various categories were selected where the jury felt that designers had thoroughly demonstrated sound direction and real competence in design. Honorable Mentions were awarded to designers usually for specific designs rather than for their entire entries, and signify that the jury wishes to recommend that these designs be considered for production.

"Winners were selected in all categories excepting for dining room furniture, where no competitor had made a sufficient study of the various essential dining room requirements. Two Honorable Mentions were awarded in this category, however.

"The jury was particularly pleased that the competition had not only brought out good designs in all categories, but that it had uncovered one outstanding new development in

furniture design in the entries of Eero Saarinen and Charles O. Eames, of Bloomfield Hills, Michigan, whose submissions matched a reasonable and intelligent structural idea with a brilliant expression. Their designs for chairs, using a technique new to the furniture industry, gives promise of being an important step in the progress of furniture design, and their new handling of unit furniture in a living room marks a definite advance over any now produced."

Technical advisors for the jury were:

Woven Fabrics:

Berthold Strauss of Moss Rose, Inc., Philadelphia

Printed Fabrics:

Cyrus Clark of Cyrus Clark, Inc., New York City

Lighting:

Kurt Versen of Kurt Versen, Inc., New York City

Furniture:

Frank T. Parrish of Heywood-Wakefield Company,  
Gardner, Mass.

Mr. Parrish made the following comments in his technical report:

"From the several thousand different detailed individual designs submitted, we would say that the percentage of technically impracticable pieces was relatively low.

"A greater percentage of designs, because of their use of over-large rubber or latex inner cushions, carried them out of the 'normal price range for the middle income groups.' This was also true of the many pieces of plastic furniture submitted."