

THE MUSEUM OF MODERN ART  
NEW YORK

11 WEST 53rd STREET  
TELEPHONE: CIRCLE 5-8900  
CABLES: MODERNART, NEW-YORK

SARAH NEWMAYER, PUBLICITY DIRECTOR

June 13, 1941.

TO City Desk

Dear Sir:

You are invited to come or send a representative to a

Luncheon on Monday, June 16  
at 12:30  
in the Museum Penthouse, 11 West 53 Street

To meet the winners of the Latin-American  
Industrial Design Competition:  
Roman Fresnedo, Montevideo, Uruguay  
Xavier Guerrero, Mexico, D.F.  
Bernardo Rudofsky, Sao Paulo, Brazil  
Julio Villalobos, Buenos Aires, Argentina

Speakers at the luncheon:  
John Hay Whitney, President of the Museum  
Ira A. Hirschmann, Vice-President of Bloomingdale's  
Eliot F. Noyes, Director of the Museum's Department  
of Industrial Design.

For any further information will you please telephone me at Circle 5-8900.

Sincerely yours,

*Sarah Newmeyer*  
Sarah Newmeyer  
Publicity Director

Encl.

P.S. Will you please use the enclosed card for attendance at the luncheon.

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SARAH NEWMAYER, PUBLICITY DIRECTOR

June 13, 1941.

TO News Photo Editor

Dear Sir:

You may wish to send a photographer to photograph the celebrities at a luncheon to be held in the penthouse of the Museum, 11 West 53 Street, Monday, June 16. The luncheon begins promptly at 12:30. For the convenience of the photographers, we are arranging to have the prominent guests and speakers here at 12 o'clock so that pictures can be taken before the luncheon begins.

The luncheon is being given to introduce the winners of the Museum's Latin-American Design Competition. The winners who will be present are:

Roman Fresnedo, MONTEVIDEO, URUGUAY  
Xavier Guerrero, MEXICO, D.F.  
Bernardo Rudofsky, SAO PAULO, BRAZIL  
Julio Villalobos, BUENOS AIRES, ARGENTINA.

Speakers at the luncheon:

JOHN HAY WHITNEY, President of the Museum  
IRA A. HIRSCHMANN, Vice-President of Bloomingdale's Inc.  
ELIOT F. NOYES, Director of the Museum's Department of  
Industrial Design.

For any further information will you please telephone me at Circle 5-8900.

Sincerely yours,

Sarah Newmeyer  
Publicity Director

# THE MUSEUM OF MODERN ART

11 WEST 53RD STREET, NEW YORK

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FOR IMMEDIATE RELEASE

## MUSEUM OF MODERN ART INTRODUCES AT LUNCHEON WINNERS OF ITS MEXICAN AND SOUTH AMERICAN DESIGN COMPETITIONS

Monday, June 16, the Museum of Modern Art, 11 West 53 Street, will give a luncheon in its penthouse to introduce the Mexican and South American winners of the Industrial Design Competition held by the Museum September 30, 1940--January 11, 1941. Under the leadership of Bloomingdale Brothers, New York City, twelve large stores throughout the country are sponsoring the production and sale of the winning designs which will be presented to the public early in the fall.

Wallace K. Harrison, Chairman of the Museum's Industrial Design Committee, will act as Chairman at the luncheon. The speakers will be John Hay Whitney, President of the Museum, who will introduce the winners from Mexico and South America; Ira A. Hirschmann, Vice-President of Bloomingdale Brothers; and Eliot F. Noyes, Director of the Museum's Department of Industrial Design. At the luncheon announcements will be made regarding the prize-winning furniture designs now in production and the exhibition of it to be held in the fall.

The prize for each of the Latin American winners was a round-trip ticket to New York and \$1,000 for expenses during a three or four month's stay here to visit stores and manufacturing plants and look into ways of utilizing the products of their countries for North American use. Four of the Latin American winners are now in New York and will be presented at the luncheon Monday. They are Julio Villalobos, Buenos Aires, Argentina; Bernardo Rudofsky, Sao Paulo, Brazil; Xavier Guerrero, Mexico, D.F.; and Roman Fresnedo, Montevideo, Uruguay.

The fifth winner in the Competition was the firm of Domus of Mexico City, composed of Michael van Beuren, Klaus Grabe and Morley Webb. Mr. Grabe will arrive in New York later this week to represent his firm.

Also present at the luncheon will be several of the winners of the Competition in the United States.