MUSEUM DESIGN SHOW: CHRISTMAS 1949 TO GO ON EXHIBITION

The DESIGN SHOW: CHRISTMAS 1949 will be on view on the first floor of the Museum of Modern Art, 11 West 53 Street, from November 16 to January 8, 1950. This exhibition will include a wide variety of objects and fabrics selected from the comprehensive design exhibition, FOR MODERN LIVING, assembled by the architect Alexander Girard for the Detroit Institute of Arts. The Museum of Modern Art's Department of Architecture and Design limited its selection to objects which have never before been exhibited by this Museum.

The exhibition is to be on view through the Christmas season when public attention is most closely focused on the quality of items available for purchase. It contains approximately 100 items including children's toys, a sewing machine, typewriters, a window ventilating fan, lamps, cooking pots and kites. Furniture has not been included in view of the fact that most of the examples shown in Detroit may be seen in a number of showrooms in New York City.

The installation of this show juxtaposes such objects as calipers and dog leashes to point out the one quality they have in common: their excellent design. Articles will be displayed on low table benches and open shelves backed with tracing paper through which the light is diffused from behind. Designs come from many countries as well as from the United States. Examples of glassware will be shown from Italy, Sweden, Finland and the Netherlands. Other countries represented in the exhibition are Germany with a set of porcelain dinnerware, and China with traditionally simple handwoven baskets. Among many outstanding designers represented are Alvar Aalto, Saul Steinberg, Isamu Noguchi, Eliot Noyes, Edith Heath and Allan Adler, in addition to a large number of unknown peasant craftsmen of Europe and the East and anonymous company designers in American factories. Items from ten-cent stores priced as low as 25¢ for a plastic egg tray are shown along with expensive items such as an inlaid marble box from Italy for $150 to indicate the equally high standard of design of many products at all prices. The exhibition will contain a number of fabrics including a print of "Trains" in fresh colors on white by Saul Steinberg, a linen from Scotland and a handwoven silk from Siam.
The exhibition is another of the Museum's summaries for the public of the best available design. The fact that these items have not been shown before in the Museum's numerous exhibitions of objects is an affirmation that an ever-increasing amount of excellent design is being produced by manufacturers here and abroad for sale to the constantly expanding body of discriminating American consumers.

Peter Blake, Curator of the Department of Architecture and Design, who arranged the exhibition and designed the installation, states:

"The Detroit show 'For Modern Living' contained probably the largest group of well designed objects shown in the United States in recent years, and thus enabled us to make the broadest possible selection in keeping with high esthetic standards. Since the primary criterion of selection for this design show was esthetic, the objects in the show are not necessarily within a certain price range. Most of them do, however, fall within a popular price bracket."

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The objects and fabrics in this show were selected from the comprehensive design exhibition arranged this fall at the Detroit Institute of Arts by Alexander Girard, and devoted to things "FOR MODERN LIVING". The Department of Architecture and Design of the Museum of Modern Art, in making this selection from the Detroit exhibition, excluded the large number of objects which have been exhibited repeatedly here in the past and are therefore familiar to our audience.

The Detroit show "FOR MODERN LIVING" contained probably the largest group of well designed objects shown in the United States in recent years, and thus enabled us to make the broadest possible selection in keeping with high esthetic standards. Since the primary criterion of selection for this design show was esthetic, the objects displayed are not necessarily within a certain price range. Most of them do, however, fall within a popular price bracket.

Abbreviations: des., designer; mfr., manufacturer; ret., retailer.

GLASSES

1. STEM WARE, Mouslin glass.
   wine - $14.dz; cocktail - $16.dz;
   claret - $16.dz; champagne - $18.dz;
   inhaler - $24.dz; cordial - 2 sizes
   $12.dz ea.
   des. J. Gistl
   mfr. Krystall Glas Fabrik, Frauenau, Germany
   ret. Plummer's, etc.

2. TUMBLER, green, 5 3/4" h, c.$18.dz.
   mfr. P. Rigatti, Empoli, Italy
   ret. House of Italian Handicrafts

3. GLASSES, green ribbed, 3" h. and
   3½" h. - $0.75 ea.
   mfr. Taddei & Co., Empoli, Italy
   ret. House of Italian Handicrafts, on special order.

4. GLASSES, green, 3" h. and 3½" h.
   $0.75 ea.
   mfr. Taddei & Co., Empoli, Italy
   ret. House of Italian Handicrafts, on special order.

5. BOWL, green, 3 3/4" x 12" c.$8.50
   mfr. P. Rigatti, Empoli, Italy
   ret. House of Italian Handicrafts, on special order.

6. BOWL, clear crystal, 1 ½" x 9" $8.

7. BOWL, clear crystal, 3" x 8" $8.

8. BOWL, free form, white glass, $80.
   des. Gunnel Nyman
   mfr. Karhula-Bruk, Karhula, Finland
   ret. Finnish Art Shop, etc.

9. BOWL, Pyrex glass, opaque red,
   3½" x 7" $2.95 for nest of 4
   mfr. Corning Glass Works
   ret. Dept. and houseware stores

10. FITCHER, 12" x 6" $10.
    des. H. Carlson
    mfr. Lkenas, Sweden
    ret. Bonnier's
11. GANTLITE, handblown, blue waterglass, 9 1/2" h. c. $2.50
   mfr. Stromberg Kyttan Co., Sweden
   ret. Bonnier's

12. VASE, freeform, white frosted glass, 6" x 6" c. $24.00
   des. Alvar Aalto
   mfr. Karhula-Bruck, Karhula, Finland
   ret. Finnish Art Shop, Bonnier's

13. VASE, square pressed glass, $10.
   des. Pipsan Svanson
   mfr. United States Glass Co.
   ret. Waldron Associates

14. DINNER WARE, white porcelain, 5-pc place set - $6.50;
    sugar & creamer - $4.95;
    pepper & salt - $1.20 ea.;
    tea pot - $6.60; pitcher - $3.60;
    fruit dish - $0.55;
    cream soup & saucer - $3.35
   des. Hermann Gretsch
   mfr. Arzberg Porcelain Mfg. Co., Arzberg, Germany
   ret. New Design, Inc.; decorators

15. SOUTHERN HARVEST dinner ware, glazed pottery, 6-pc place set - $4.25;
    tumbler - $0.70; gravy boat - $1.00
    creamer & sugar - $3.
   des. Beatrice Albert
   mfr. Alfred E. Knobler
   ret. Designed for Living, Agnestrong Gift Shop, etc.

16. NESTING DISHES, 5-pc white ovenware, $7.50 per nest
   des. Kaj Franck
   mfr. Oy Arabia AB, Helsinki, Finland
   ret. Finnish Art Shop, Bonnier's

17. NESTING DISHES, 3-pc white ovenware, $3.20 per set
   des. Kaj Franck
   mfr. Oy Arabia AB, Helsinki, Finland
   ret. Finnish Art Shop, Bonnier's

18. FORK BOWL, glazed stoneware, 10" long $20.
   des. & mfr. Alexander Giampietro
   ret. America House

19. SALAD BOWL, 12" black glaze, $8.
   des. & mfr. Edith Heath
   ret. New Design, Inc., etc.

20. ACID Pitcher, white porcelain, 9 1/2" h. $10.43
   mfr. Coors Porcelain Co.
   ret. New York Laboratory Supply Co.

21. SALAD BOWL, black walnut, 9 1/2" x 12", $36.
22. FRUIT BOWL, black walnut, 2 1/2" x 12", $27.
23. FRUIT BOWL, black walnut, 3 1/2" x 1 1/2", $25.
24. FRUIT BOWL, ash wood, 2" x 11", $12.
   des. & mfr. Bob Stocksdale
   ret. America House

25. BOWL, high, narrow, Siamese teak wood, 6" x 7", $18.50
26. BOWL, black walnut, 3" x 11" with maple servers, $17.50
27. PLATE, Brazilian rosewood, 11" - $22.50
28. PLATE, Brazilian rosewood, 11" - $22.50
   des. A. E. Carpenter
   mfr. Aspen Fine Woods
   ret. New Design, for similar pieces.

29. PLATE, cherry wood, 6", $1.95
   des. & mfr. Swedish, traditional peasant work
   ret. Bonnier's

30. SPOON, carved wood $0.45
31. SPOON, carved wood $0.95
32. FORK, carved wood $0.95
   des. & mfr. Swedish, traditional peasant work
   ret. Bonnier's
33. TYPEWRITER, electric $300.
   des. Eliot Noyes
   mfr. Internati,Business Machines Corp.
34. TYPEWRITER, Lexikin No.80
   des. Marcello Bizzelli
   mfr. Olivetti & C., Ivrea, Italy
   not obtainable in United States
35. "BF" SEWING MACHINE (w/portable case) $142.
   mfr. Vittorio Necchi, Italy
   ret. Better Service Sewing Machines Co.
36. WINDOW VENTILATOR FAN $29.95
   des. R.S. Haddock
   mfr. Westinghouse Elec.Corp.
   ret. Lewis & Conger, etc.
37. LITE-MITE fluorescent lamp $16, without bulbs
   des. G.F. Stecker
   mfr. Stocker & Yale
   ret. B. Conger, etc.
38. LECOMARE French Skillet, 10", copper clad stainless steel, $6.30
   des. & mfr. Ekco Products Co.
   ret. Dept. and houseware stores
39. HIRRO mixing bowl, aluminum $1.35
   ret. Dept. and houseware stores
40. DURALUX el.tea kettle, aluminum, $11.95
   des. H.H. Porter
   mfr. Buckeye Aluminum Co.
   ret. Hammerschlemmer & Co., Inc.
41. MANTISTER SET 4-pc., aluminum $5.95
   des. Ziskin
   mfr. Kronex Corp.
   ret. Dept. and houseware stores
42. CIGARETTE CUP, sterling silver, 2"x2½" $11.40
43. SALT & PEPPER SHAKERS, sterling silver, $14.40
   des. & mfr. Allan Adler
   ret. B. Altman, etc., on special order
44. SOLUTION PITCHER, covered, stainless steel, $8.00
45. PITCHER, straight sided, stainless steel, $4.95
46. WATER PAIL, stainless steel, $10.80
47. TUMBLER, stainless steel, $1.60
   des. & mfr. Vollrath Co.
   ret. B. Altman & Co., etc.
48. PAPER KNIFE, metal alloy $5.00
   des. Carl Aulin
   mfr. Lirillye Co., of America, Inc.
   ret. Mayhew Shop, etc.
49. CIGARETTE BOX, enamel on copper, 1½" x 5", $1.60
50. ASHTRAYS (13), enamel on copper, backs polished & lacquered:
   3½" - $4.50; 4" - $5.50; 6½" - $9.
   backs plain finish: 3" - $2.70; 4½" - $3.50; 5½" - $5.
   des. L.I. Lichtblau
   mfr. Joseph Franken
   ret. Rona Rosenthal, Inc.
51. CALIPER, enlarging & reducing, lural metal, 30", $13.85
   des. A. J. Ettl
   mfr. & ret. Sculpture house
52. ICE-CUBE TRAY, opaque plastic $0.39
   des. N.M. Koep
   mfr. Columbus Plastic Products, Inc.
   ret. Woolworth Co.
53. FLEXICOLLAR plastic dog collar
   white, 24"-28" $3.00
54. green, 6"-9" $0.75
55. FLEXILINK plastic dog leash $1.50
   des. & mfr. Hungerford Plastics Corp.
   ret. Gimbel Bros., etc.
56. FISHING FLOATS, red & white plastic
   mfr. Ed. Lane & Co., Inc. $0.40
   ret. sports good stores & dept. stores

57. KYS-ITE serving trays, round 11" - $1.79
   des. & mfr. Keyes Fibre Sales Corp.
   ret. Lewis & Conger, Macy's, etc.

58. THYCO electric wall plugs, $0.17 ea.
   des. & mfr. Thyco Electrical Products, Inc.
   ret. Woolworth

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   des. & mfr. Keyes Fibre Sales Corp.
   ret. Lewis & Conger, Macy's, etc.

60. HOLLY KEWLS, Toy set of molded rubber
    balls and colored plastic tubes -
    small set $1.95
    large set $2.95
   des. Richard L. Hopkins
   mfr. Paul Bonhop, Inc.
   ret. Altman's, Macy's, Bloomingdale's

61. ROTO GlAR, colored plastic wheels on
    hardwood baseboard - $2.50
   des. Richard L. Hopkins
   mfr. Paul Bonhop, Inc.
   ret. Altman's, Macy's, Bloomingdale's

62. CRANE, all-metal scale model $13.95

63. FLOOR TRAIN, Jr., colored wood - $1.50
    ret. Altman's, Saks 5th Ave., better
    toy stores

64. PEG SET, Landscape, colored wood - $2.
    ret. Altman's, Saks 5th Ave., better
    toy stores

65. SPIRAl SPELWAy, wood & metal - $2.98
    des. & mfr. J. B. Miller Co., Inc.
    ret. Reiss Bros., Bernard Fein, etc.

66. LITE, 36" x 18" $4.50
    des. L. J. Donmire
    mfr. Kro Flies Kites, Keokuk, Iowa
    ret. same - mail order

67. BIRDS, (3), handpainted wood -
    small $0.85
    large $1.00
   des. & mfr. Swedish, traditional
   peasant work
   ret. Bonnier's

68. ROCKING DOLLS, (3)
    handpainted wood - $1.50 ea.
   des. & mfr. Swedish, traditional
   peasant work
   ret. Bonnier's

69. Upholstery, handwoven, grey
    flax, 39" - 6.12 yd.
   des. & mfr. Plymouth Colony Farms
   ret. New Design, Inc.

   des. & mfr. Menlo Textiles
   ret. Dan Cooper

71. "Milburn" Plaid Fabric, 48"
    c. $9.60 yd.
   des. & mfr. Jud Williams, Inc.
   ret. decorators & dept. stores

72. Peruvian Taffeta Linen, 52"-
    c. $9.00 yd.
   mfr. Bretton Fabrics Corp.
   ret. Macy's, Altman's,
   Georg Jensen, etc.

73. Natural Tavern Cloth, 39"-
    c. $2.25 yd.
   des. & mfr. McKay, Davis and
   McLane
   ret. Decorators and dept. stores

74. Natural Shantung Fabric, 34"-
    c. $3.95 yd.
   mfr. Product of China
   ret. Oriental Textiles

75. White checked boucle, 50"
    c. $5.50 yd.
   des. & mfr. McKay, Davis and
   McLane
   ret. Decorators, dept. stores

76. Casement Gauze, 39", hand-
    woven with "helcon" non-
    tarnishable metallics, $2.50
   des. Greta Franke
   mfr. Villich-Franke Studios
   ret. through decorators

77. Natural Shantung Fabric, 34"-
    c. $3.95 yd.
   mfr. Product of China
   ret. Oriental Textiles

78. Cawdor Linen, graphite, 50"
    c. $8.25 yd.
   des. & mfr. Product of Scotland
   ret. Dan Cooper & decorators
79. "Imperial Metal Cloth", 49"—$9.75 yd.
mfr. J. H. Thorpe & Co., Inc.
ret. Decorating & Department stores

80. Yellow Chenille Fabric, 51"—$10.50 yd.
des. Franco Scalamandre
mfr. Scalamandre Silks, Inc.
ret. Lord & Taylor, Altman's, Sloane's

81. "Barrel Heads", 54"—printed linen, $7.50 yd.
des. Benjamin Baldwin & William Machado
mfr. Design Unit
ret. New Design, Inc., or through decorators

82. Maori printed cotton, 35"—$2.00 yd.
des. mfr. & ret.: D. D. & Leslie Tillet, N.Y.

83. "Trains", printed chintz, 36"—$5.50 yd.
des. Saul Steinberg
mfr. Patterson Fabrics, Inc.
ret. Decorators or decorating depts.

84. "Views of Paris", printed chintz glazed, 36"—$5.50 yd.
des. Saul Steinberg
mfr. Patterson Fabrics, Inc.
ret. Decorators or decorating depts.

85. Collector's item, printed chintz, glazed, 35"—$1.50 yd.
des. Tammis Keefe
mfr. Cyrus Clark Co., Inc.
ret. Bloomingdale's

86. Fractions, printed cotton, 50"—$3.95 yd.
des. Bernard Rudofsky
mfr. Mil-Art Co., Inc.
ret. W. & J. Sloane and decorators

H I S C U L L A N I S O U S

87. "The Pacemaker", Table radio, $22.95
des. Robert Budlong
mfr. Zenith Radio Corp.
ret. B. Altman, Macy's, Gimbel's, other dept. stores

88. Lamp, wood, plastic shade, $21.00
des. Isamu Noguchi
mfr. Knoll Associates
ret. New Design, Inc., McCrery's, Bloomingdale's

89. BOX, marble, 1 1/2" x 6 1/2", $150.00
des. Richard Blow
mfr. Montici Artisans, Florence, Italy
ret. Richard Blow

90. Box, marble, 1" x 3 3/4", $130.00
des. Richard Blow
mfr. Montici Artisans, Florence, Italy
ret. Richard Blow