

NEWS FROM GOOD DESIGN

THE MUSEUM OF MODERN ART • THE MERCHANDISE MART

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Chicago -- Finn Juhl, whose eminence as an architect and designer is undisputed on the international scene, has been selected to design the interior settings for the 1951 exhibit of "Good Design" in The Merchandise Mart, it was announced today by officials of The Mart in Chicago and the Museum of Modern Art in New York. Mr. Juhl is renowned for his many interior designs in all types of buildings, from residences to factories, in Denmark, and came to America for the first time this fall to work on a project for the interior of the United Nations Trusteeship Council Hall.

With the announcement of Mr. Juhl's appointment, it also was made public that William Friedman, assistant director of the Walker Art Center in Minneapolis, and Hugh Lawson, divisional merchandise manager of home furnishings at Carson Pirie Scott and Company in Chicago, have been chosen to serve on the program's 1951 selection committee with Edgar Kaufmann, Jr., chairman. Mr. Kaufmann is consultant to the Museum and director of the exhibit. The exhibit, revised in its entirety, will open on January 15 and will remain on view throughout 1951.

The "Good Design" installation of 1951 will mark Mr. Juhl's first completed interior design in America. A graduate of the Royal Academy of Fine Arts in Copenhagen, he is director of Denmark's School of Interior Design and has served on many committees and juries including the Applied Arts Association of Denmark. He has written extensively for architectural journals and has organized exhibitions in Copenhagen and London. In the course of his career, he has entered fourteen competitions and won prizes in all, including four first prizes.

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Mr. Juhl holds a unique position in the international fields of architecture and design. Relatively unknown outside his native Denmark prior to 1948, the 38-year-old architect has received widespread acceptance and acclaim in the United States within the past two years.

The first showing of his work in this country were importations by Frederic Lunning, Inc., with displays in Georg Jensen's New York windows. He has been engaged by Hollis Baker, president of the Baker Furniture Company of Grand Rapids, Michigan, to design that famous firm's first line of modern Furniture.

Three objects by Mr. Juhl--an upholstered armchair, upholstered side chair and a teakwood salad bowl--were included in the June selections of the "Good Design" committee and currently are being shown in the 1950 exhibit in The Merchandise Mart.

In discussing the merits of Mr. Juhl's designs, Interiors Magazine recently said, "The characteristics of Juhl's work are particularly clear when seen simultaneously in different media--the perfect balance and suavity, the thoughtfulness and ingenuity of detailing, the extreme yet unforced finesse, and the stubborn refusal to put up with a right angle or a straight line if they can be avoided."

Mr. Friedman, who has consented to serve on the January '51 "Good Design" selection committee, has been assistant director of the Minneapolis art center for several years. He is a graduate in architecture from New York University and the University of Minnesota. He was faculty chairman of the New York School of Design and was an associate of Norman Bel Geddes. He established and has been closely associated with the art center's Everyday Art Gallery which, since 1946, has shown exhibitions of the "arts of daily living," including furniture, fabrics and useful objects. He has designed several small houses.

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Mr. Lawson, in addition to his managerial post at Carson Pirie Scott, has served on the jury of the International Competition for Low-Cost Furniture Design, sponsored by the Museum of Modern Art and the Museum Design Project, Inc.

The new selection committee, like its predecessors for the January and June 1950 exhibitions, will select items which have been introduced to the market since June 1950 and which meet the standard, "Design intended for present-day life, in regard to usefulness, to production methods and materials and to the progressive taste of the day."

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