The Museum of Modern Art

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TWO DESIGN PROGRAMS: THE BRAUN COMPANY, GERMANY; THE CHEMEX CORPORATION, USA

Two Design Programs: The Braun Company of Germany and the Chemex Corporation, U.S.A., will be on view at The Museum of Modern Art from May 27 through September 20.

This exhibition will be one of nine shows marking the opening of the Museum's new and remodeled galleries. More than 50 objects will be on view, including the Braun Company's radios and phonographs, slide projectors, camera flash attachments, speakers, electric shavers and kitchen equipment. Chemex will be represented by coffee and tea makers, an electric fan, water kettles, wine coolers and cocktail shakers. The selections date from the '40s and '50s through 1964.

The products of the Braun and Chemex Corporation are outstanding for their consistent qualities of design. The Braun "house style" relies on purity of shape and proportion, and a refined, even exquisite, adjustment of elegant detail, resulting in a product that is neat and unobtrusive in appearance and function. The Chemex wares are essentially based on laboratory equipment -- flasks, cork insulation, paper filters -- adapted for home use, yet, retaining the simple geometric beauty of chemical ware.

The Braun style, to which all the company's products now conform, originated in 1951 when Arthur and Erwin Braun assumed the management of the Max Braun Company (founded in 1921) after their father's death. With the direction and guidance of the designers, including Dr. Fritz Eichler, Dieter Ram and a design staff, they undertook a modernization program. It was their conviction that their product design had to be based on good form and performance.

The Chemex Company, founded by Dr. Peter Schlumbohm, was a one-man firm. Dr. Schlumbohm was a scholar, a graduate chemist and a successful inventor who came to the U.S. in 1931. Until his death in 1962, Dr. Schlumbohm was an inventor, designer, and manufacturer who held over 300 patents on inventions ranging

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from a pro-
/pane-fueled car to a conical garbage can.

The Braun Company and the Chemex Corporations do not hesitate to acquaint the consumer with the merits of their respective design philosophies. All Chemex ware is accompanied by instructive brochures explaining the congruency of invention and design as well as the technical reasons for its successful functioning. The Braun Company, fully conscious of the importance of the functional character of graphics, has produced brochures as lucid and orderly as their products.

The Chemex coffee maker, the most famous Schlumbohm creation, which was first exhibited at The Museum of Modern Art in 1942, is now a familiar household utensil. Braun designs have received six international awards since 1957 for design excellence; their products were first displayed by The Museum of Modern Art in 1959. Both Chemex and Braun products are also represented in the Museum's Design Collection, in the new Philip L. Goodwin Galleries for Architecture and Design.

The exhibition, organized by the Museum's Department of Architecture and Design, will be installed in two semi-circular vitrines in the new galleries.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, New York 10019 CI 5-8900.