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	MoMA Exhs.	148.5

ORGANIC DESIGN IN HOME FURNISHINGS—148—24 September to 9 November 1941

File II

Photocopy of *Bloomingdale's Presents Organic Design Furniture and Furnishings Planned for Today's Living, Sponsored by The Museum of Modern Art*

Installation photographs (mounted on blueboard):

- Historical Survey and Projection track
- Entrance ramp
- Overstuffed armchair—cathedra gargantua
- Bedroom furniture—Oscar Stonorov & Willo von Moltke
- Chairs and unit casework—Saarinen & Eames
- Chairs and unit casework—Saarinen & Eames
- Living room and chairs—Saarinen & Eames
- Living room and desk—Saarinen & Eames
- Chair construction—Saarinen-Eames, Nicholson-Maier, Craig-Hatfield
- Dining room & table—Saarinen & Eames
- Furniture for one room apartment—Martin Craig & Ann Hatfield
- Chair and foot rest—Carl Anderson & Ross Bellah
- Printed fabrics—Antonin Raymond; outdoor furniture—Harry Weese & Ben Baldwin;
- Rattan—Carl Anderson & Ross Bellah (2 copies)
- Printed fabrics—Antonin Raymond; chairs and tables—Carl Anderson & Ross Bellah
- Woven fabrics—Marli Ehrman; chairs and tables—Carl Anderson & Ross Bellah
- Printed fabrics—Antonin Raymond; woven fabrics—Marli Ehrman
- Printed fabrics—Antonin Raymond & Virginia Nepodal

First ladies' lawn tennis team

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The Museum of Modern Art
11 West 53 St., New York

1100
A.I.I.S

Department of Industrial Design

UNITS - Living Room & CHAIRS

Des. Alvaro Saarinen & Charles O. Eames

Mf. Red Lion Table Co. (Units)
Haskelite Corp. & Heywood
Wakefield (Chairs)

(115)

Ph. Sunami S 3423 Slide neg: 5342
ORGANIC DESIGN

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INSTALLATION PHOTOGRAPH

Organic Design in Home Furnishings exhibition
circulated by The Museum of Modern Art, N.Y.C.

1941

41388

Photograph No.
SAMUEL H. GOTTSCHO
150-35 86th AVENUE
JAMAICA, NEW YORK
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CREDIT LINE — PLEASE
WITH ANY PUBLICATION
OF THIS PHOTOGRAPH

815555
~~WURTS BROTHERS~~
~~PHOTOGRAPHERS~~
15 EAST 40th STREET
NEW YORK CITY
16

WURTS BROTHERS
PHOTOGRAPHERS
33 PARKVIEW TERRACE
HUNTINGTON, L.I., N.Y.

THE MUSEUM OF MODERN ART
11 WEST 53 STREET NEW YORK 19, N.Y.

DEPARTMENT OF ARCHITECTURE
AND DESIGN

EXHIBITION INSTALLATION:

Organic Design in Home Furnishings

Sept. 24 - November 9, 1941

(148)

147-36

Organic Design
Eliot Noyes

Home
1941

21.2 cm

119254

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First ladies' lawn tennis team
(1880's)

ORGANIC DESIGN
in Home Furnishings
Sept. 24, 1941-Nov. 9, 1941
The Museum of Modern Art
11 West 53 St., New York

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The Museum of Modern Art
11 West 53 St., New York

Department of Industrial Design

D.
6200

INSTALLATION - ORGANIC DESIGN, 1941

CHAIRS & UNIT CASEWORK
Des. Eero Saarinen & Charles O.
Eames

PROJECTION TRACK - in background

Ph. Gottscho 41866

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The Museum of Modern Art
11 West 53 St., New York

Department of Industrial Design

1100

A.I.I.S

UNITS -Dining Room & TABLE

Des. Eero Saarinen & Charles Co.
Lames

Mf. Red Lion Table Co.

Ph. Sunami S 3435

ORGANIC DESIGN

Fabric - printed(bench pad)

Des. Antonin Raymond

Mf. Cyrus Clark
Cold Spring Bleachery

Side of 5396

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The Museum of Modern Art
11 West 53 St., New York

Department of Industrial Design

E.
600

INSTALLATION OF ORGANIC DESIGN, 1941

CHAIR CONSTRUCTION

Crate for Saarinen-Eames chair
(Top left hanging)

Left to right:

Chair - Saarinen-Eames

" Nicholson-Maier

" Saarinen-Eames

Panel " " show no-sag
spring

Chair - Craig-Hatfield
Models of 3 chairs in case by
Saarinen-Eames

Ph. Gottscho 41383

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Collection:
MoMA Exhs.

Series.Folder:

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11 West 53 St., New York

Department of Industrial Design

E.
6200

INSTALLATION - ORGANIC DESIGN, 1941

BEDROOM FURNITURE

Des. Oscar Stonorov & Willo von Moltke

Ph. Gotscho 41385

Mf. Red Lion Furniture Co.

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~~A.1.1.8~~

Department of Industrial Design

UNITS - Living Room & Desk
CHAIR - desk or dining (1st model)

Des. Eero Saarinen & Charles W. Eames

Mf. Red Lion Table Co. (Units)
Haskelite Corp. & Heywood,
Wakefield (Chair)

LAMP - Desk, fluorescent

Des. Harry Weese & Ben. Baldwin

Mf. Mutual Sunset Lamp Mfg. Co.

Ph. Sunami 3422

ORGANIC DESIGN

Slide ref 5349

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The Museum of Modern Art
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Department of Industrial Design

E.
6200

INSTALLATION - ORGANIC DESIGN, 1941

FURNITURE FOR ONE ROOM APARTMENT
Des. Martin Craig & Ann Hatfield

Ph. Gottscho 41384

Mf. Heywood Wakefield

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The Museum of Modern Art
11 West 53 St., New York

Department of Industrial Design

A.I.I.A.

B-703

1941

CHAIR & FOOT REST
TEA WAGON

Des. Carl Anderson & Ross Bellah

Mf. Ficks Reed Co.

Ph. Sunami S 3413

ORGANIC DESIGN

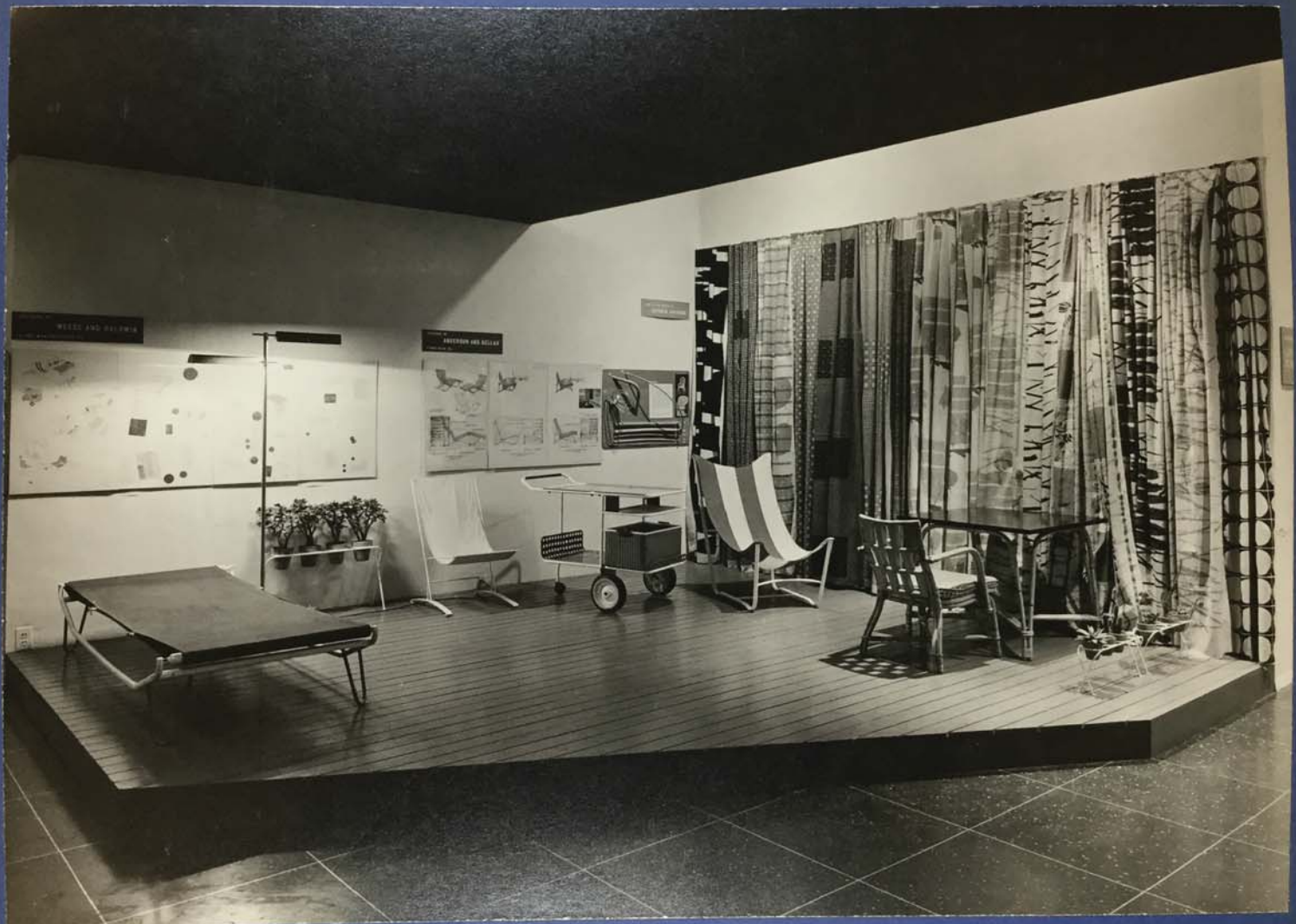
~~56-118 a-c.~~

#73
1280 A

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MODERN ART

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Department of Industrial Design

E.
6200

INSTALLATION - ORGANIC DESIGN, 1941

PRINTED FABRICS (Samples only)
Des. Antonin Raymond

OUTDOOR FURNITURE - Metal &
canvas
Des. Harry Weese & Ben. Baldwin

RATTAN FURNITURE
Des. Carl Anderson & Ross Bellah

Ph. Gottsche 41386

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INSTALLATION - ORGANIC DESIGN 1941

PRINTED FABRICS

Des. Antonin Raymond & Virginia
Nepodal

CHAIRS & TABLE

Des. Carl Anderson & Ross Bellah

Ph. Gottscho 41390

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E.

INSTALLATION = ORGANIC DESIGN, 1941

ENTRANCE RAMP

Printed fabric samples by Antonin
Raymond on left

Ph. Gottscho 41381

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6200

INSTALLATION - ORGANIC DESIGN, 1941

HISTORICAL SURVEY & PROJECTION
TRACK (shown in reverse order)

Ph. Gottschol41382

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Department of Industrial Design

E.
6200

INSTALLATION
ORGANIC DESIGN - GARGANTUA- 1941

Ph. Gottscho 41082

Ct. New York Times

OVERSTUFFED ARMCHAIR- Cathedra gargantua, genus americanus. Weight when fully matured, 60 pounds. Habitat, the American home. Devours little children pencils, fountain pens, small change, bracelets, clips, earrings, scissors, hairpins and other small flora and fauna of the domestic jungle. Is far from extinct.

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The Museum of Modern Art
11 West 53 St., New York

Department of Industrial Design

D.

4200

INSTALLATION - ORGANIC DESIGN, 1941

WOVEN FABRICS
Des. Marli Ehrman

CHAIRS & TABLE
Des. Carl Anderson & Ross Bellah

Ph. Gottsche 41389

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The Museum of Modern Art
11 West 53 St., New York

Department of Industrial Design

E.

6200

INSTALLATION - ORGANIC DESIGN, 1941

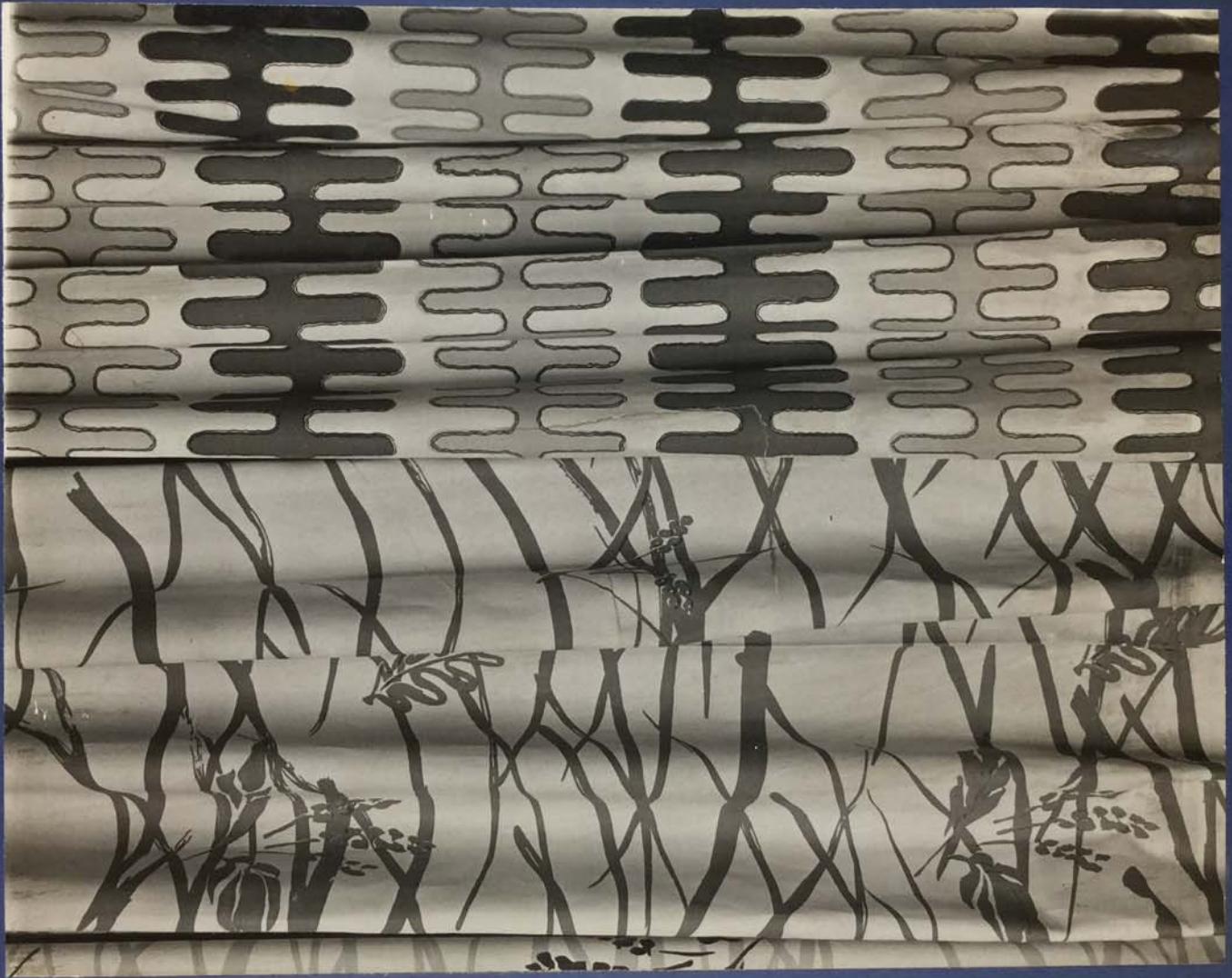
PRINTED FABRIC SAMPLES
Des. Antonin Raymond

WOVEN FABRICS (indistance)
Des. Marli Ehrman

Ph. Gottsche 41387

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The Museum of Modern Art
11 West 53 St., New York

Department of Industrial Design

A.1.4

2100

FABRICS, Printed

Des. Virginia Nepodal (Left)
Antonin Raymond (Right)

Mfg. Cold Spring Bleachery
Cyrus Clark Co.

Ph. Ct. "Retailing"

ORGANIC DESIGN 1940