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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.29

Questions for Radio Interview

EXH

ART

*This ticket and 35 cents  
may be exchanged for one admission  
(Federal tax included) to*

**THE MUSEUM OF MODERN ART -  
WOMAN'S HOME COMPANION  
EXHIBITION HOUSE 4 West 54 Street  
New York  
May 19 - October 29, 1950**

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Natalie Hoyt  
Coordinator for the  
Exhibition House

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May 19 – October 29, 1950

1. What was the mid-century modern style?
2. Why was it called "mid-century modern"?
3. What is the significance of the name "Woman's Home Companion"?
4. Is this house in the "mid-century modern" style?
5. Do you think it is a good example of the style without being too "modern"?
6. Do you think it is a good example of the style to suburban areas?
7. How would you describe the style?
8. Is landscaping important in this style?

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May 19 - October 29, 1950

1. What was the mid-century modern house in
2. Why was it considered a house in
3. What is the significance of the house in
4. Is this house a product of the mid-century modern construction methods?
5. Do you think it appears spacious?
6. Do you think it is a good example of the mid-century modern style? Is the solution
7. How would you describe the house?
8. Is landscaping a significant part of the house's design?
9. How would the cost of maintenance of this house compare with that of a Cape Codder?



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1. What was the mid-century modern house in
2. Why was it considered a landmark in the history of architecture?
3. What is the significance of the house in the context of mid-century modern design?
4. Is this house a good example of the "California House" style?
5. Do you think the house is still relevant today without its historical context?
6. Do you think the house is a good example of the "California House" style?
7. How would you describe the house's architectural style?
8. Is landscaping an important part of the house's design?
9. How would the cost of maintenance of this house compare with that of a Cape Codder?

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*Questions for Radio Interview*

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THE MUSEUM OF MODERN ART • 11 WEST 53 STREET • NEW YORK 19

Thank you for your inquiry about the Museum of Modern Art-Woman's Home Companion Exhibition House designed by Gregory Ain. Blueprints are not for sale. However, catalogues of the house are available, by prepaid order of 20¢ a copy, from the Publication Sales Department, Museum of Modern Art. The catalogue contains information on construction, price list of furnishings and names and addresses of the architect, contractors and manufacturers of materials and furnishings to whom inquiries may be directed.

Department of Architecture & Design

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Natalie Hoyt  
Coordinator for the  
Exhibition House

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*Questions for Radio Interview*

THE MUSEUM OF MODERN ART, NEW YORK

You are cordially invited to attend a party  
for contributors to an Exhibition House in  
the Museum Garden, designed by Gregory Ain,  
and co-sponsored by the Museum of Modern Art  
and the Woman's Home Companion, on Tuesday,  
May 16. Entrance to House at 4 West 54 St.  
Cocktails from 5:30 to 7.

1. What is the purpose of the party?
2. What is the location of the party?
3. What is the time of the party?
4. Is there any special feature?
5. Do you have any special arrangements?
6. Do you have any special arrangements for the party?  
to suburban living?
7. How would antique furniture look in this house?
8. Is landscaping an essential part of modern design?
9. How would the cost of maintenance of this house compare with that of a Cape Codder?

Natalie Hoyt  
Coordinator for the  
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Questions for Radio Interview

Attendance 1950      Needed

23 1/2 weeks

average per day 400

" " week 2800

$$2800 \times 23.5 = 67,800.$$

3/7 @ 42	11,200	Catalogues
4/7 @ 30	11,622	25,000
	\$22,822	15
		1250.00
		2500.00
		3750.00

Estimate

65,000 @ 42¢      \$27,300.

22,822
3750
<u>26,572</u>

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*Questions for Radio Interview*

EXHIBITION HOUSE IN THE GARDEN OF THE MUSEUM OF MODERN ART

4 WEST 54th STREET, NEW YORK

CO-SPONSORED BY THE WOMAN'S HOME COMPANION

DESIGNED BY GREGORY AIN

OPEN UNTIL OCTOBER 29

1. What was the Museum's purpose in building a small suburban house in the middle of Manhattan?
2. Why was Gregory Ain selected as the architect?
3. What is the outstanding characteristic of the house?
4. Is this house the last word in modern materials and construction methods?
5. Do you think it is possible for a small modern house to appear spacious without sacrificing privacy?
6. Do you think that subdivision into small lots is a desirable solution to suburban living?
7. How would antique furniture look in this house?
8. Is landscaping an essential part of modern design?
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THE MUSEUM OF MODERN ART

Date: April 12, 1935

To: Mr. William Andrewes

cc. Miss Ulrich

Re: Cocktail Party

From: Natalie Hoyt

EXHIBITION HOUSE IN THE GARDEN OF THE MUSEUM OF MODERN ART

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DESIGNED BY GREGORY AIN

OPEN UNTIL OCTOBER 29

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# THE MUSEUM OF MODERN ART

Date April 13, 1950

To: Mr. William Antrobus

cc. Miss Ulrich

Re: Cocktail Party

From: Natalie Hoyt

This memo is to confirm our recent conversation regarding the cocktail party which the Department of Architecture and Design will give in conjunction with the Woman's Home Companion on Tuesday, May 16, 6:30 to 7:00 P.M., for approximately 200 guests. If the weather is fair, the refreshments will be served in the garden adjacent to the house. (The garage may be used for serving purposes.) In case of rain, we shall use the penthouse. I believe that there will be little or no conflict with the tea patrons because the cocktail party guests will first visit the house, and therefore will probably not arrive in the penthouse until 6:00 P.M.

We shall serve martini and manhattan cocktails and very simple canapes, possibly just cocktail crackers.

- Contributors
- Women's Municipal Lunch
- Daughters of the Revolution
- L. I. State Society
- Three Arts Club
- Whitney Museum of American Art
- Cosper Union
- Whitney Museum of Art
- Building Contractors
- Mrs. Norman Barber
- Casa Galicia de United College
- New York Convention & Visitors Bureau
- Comodore Hotel - Guest Relations Desk
- Statler Hotel - Home Furnishings Club
- National Association of Chiefs of Police
- Hotel New York
- Soldiers and Sailors Club
- WARTER
- School of Painting
- Brander Matthews Theater
- Women's Faculty Club
- Men's Faculty Club
- Ticket Bureau, University Poster Store
- Harvard College Staff
- Harvard Residence Halls
- Teachers College (Student Activities Dept.)
- Women's Graduate Residence Halls (Johnson, Hewitt, Farnald & Livingston)
- School of Education
- School of Education Art Department
- School of Commerce & Washington Square College
- Ferguson School of Design
- International House
- Illinois School of Music
- Office of Student Life in Army Hall
- Office of Student Life in Army Hall
- Office of Student Life in Army Hall

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 1716-1736

Parsons School of Design  
 Contributors  
 Women's Municipal Lunch  
 Daughters of the Revolution  
 L. I. State Society  
 Three Arts Club  
 Whitney Museum of American Art  
 Cooper Union  
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 Mr. Kingery  
 U. S. Plywood Corp.  
 Women's University Club  
 Miss Ulrich  
 Manhattan Study Club  
 Commodore Hotel  
 Guest Relations Desk  
 Metropolitan Museum of Art  
 Building Contractors  
 Philanthropy, Inc.  
 Mrs. Norman Barber  
 Casa Galicia de Unidad Gallega  
 New York Convention & Visitors Bureau  
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 Parsons School of Design  
 International House  
 Juilliard School of Music  
 CCNY - Office of Student Life in Army Hall  
 Society of American Florists  
 New York Public Library - Main Branch

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1711-1740	Allerton House Furniture Company
1741-1781	National Association of Curtain, Drapery & Linen Mfgers. West 44th St.
1782-1822	YWCA Headquarters Activities Dept.
1823-1923	Hunter College
1924-1964	Barbizon Hotel West - Personnel Office
1965-1975	Thaibok Fabrics
1976-2026	Art Students League Ballet
2027-2042	International Theater Group
2043-2063	Carnegie Recital Hall
2064-2084	Fokine School of Ballet
2085-2105	Carnegie Hall
2106-2120	Shurman School of Ballet
2121-2136	Nimura School of Ballet
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2187-2196	YWCA - Laura Spellman House 79th St.
2197-2213	Guild Book Shop Library
2214-2315	Corporate Members - MMA
2316-2366	Rochester Center - Nurses Office
2367-2467	New School of Social Research Poster
2468-2518	Cooper Union Library - 79th Street
2519-2569	NYU - Uptown Branch - Student Activities Office
2570-2590	Fordam University
2591-2610	Theater Guild
2611-2660	Rehearsal Club of Interior Decoration
2661-2690	Georg Jensen and Company
2691-2720	Kleesman Galleries
2721-2781	New York School of Design Superintendent's
2782-2821	New York Convention & Visitors Bureau
2822-2938	YWCA - Tatham House Interior Decoration
2939-2989	Bloomingdales - Reception Desk
2990-3020	Home Furnishings Recreation Office
3021-3039	Public Library - 58th Street and Military Arts
3040-3060	French Institute - 22 East 60 Street
3061-3111	Colony Club Village - Recreation Office
3112-3160	Vassar Club Theater
3161-3181	Sachs Quality Stores
3182-3186	YWCA - Sloan House
3187-3217	Three Arts Club
3218-3318	Warner Hospital
3319-3345	Webster Apartments - 419 West 34 St.
3346-3436	McCreery's Dept. Store
3437-3438	Society of American Florists
	New York Public Library - Main Branch
	National Association Dancing Instructors

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	6033-6083	
	3437-3537	Federation of New York Women's Clubs
	3538-3588	Jackson Square Branch Library
		Artistic Modern Furniture Company
		East 8th Street
	3589-3608	Modern Decorators, Inc. - East 8th St.
	3609-3685	Modern Age Furniture Company
	3686-3786	Macy's - Employee's Service Bureau
	3787-3837	Saks - 34th Street - Personnel Office
	3838-3939	Gimbels
	3940-3972	School of American Ballet
	3972-4022	Scribners Book Store
	4023-4123	Brentanos Book Store
	4124-4181	Pascoes
	4182-4231	Sachs Quality Stores - Bronx
	4232-4262	Plus Studios
	4263-4313	Arundell Clark
	4314-4414	New York Hospital - Nurses School and Residence Hall
		New York Society Library - 79th St.
	4415-4430	Yorkville Branch Library
	4431-4531	YMHA - 92nd Street
	4532-4684	Memorial Hospital - Nurses Office
	4685-4735	East 67th Street Branch Library Poster
	4736-4786	New York Society Library - 79th Street
	4787-4801	Latin American Institute - 900 Park Ave.
	4802-4902	Three Arts Club
	4903-4933	TIME-LIFE Staff
	4934-4949	New York School of Interior Decoration
	4950-5025	515 Madison Ave.
		Presbyterian Hospital - Nursing Office
MO	5026-5065	Presbyterian Hospital - Superintendent's Office
AS	5066-5116	New York School of Interior Decoration
	7780-7804	515 Madison Ave.
Charis	5117-5129	Stuyvesant Town - Recreation Office
CSA	7860-7869	Traphagen School of Fashion and Millinery Arts
O	5130-5155	Fashion Academy - 812 Fifth Ave.
	5156-5306	Peter Cooper Village - Recreation Office
	5307-5353	Originals Only Theater
	5354-5454	Clay Club Gallery
	5455-5505	J. Ray Peck Book Store
Prepaid	5506-5556	Bonniers
1-20	5557-5604	Bellevue Hospital
21-30	5605-5705	Stuyvesant Town Office
	5706-5807	Manhattan Sightseeing Company
	5808-5813	Jean Morgan School of Art
	5814-5830	Henry Hudson Hotel
	5831-5931	National Association Dancing Instructors
	5932-6032	

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307 East 77th Street  
New York 16, N.Y.  
Murray Hill 9-7121

pictor

6033-6083	Federation of New York Women's Clubs
6084-6134	Hotel Astor
6135-6165	Whitman School Interior Decoration
6166-6196	University School Handicrafts & Design
6197-6266	United Kingdom Mission to UN
6267-6317	U. S. Mission to UN
6318-6388	Creative Playthings
6389-6489	Knoll Associates
6490-6584	W. J. Sloan and Company - Mrs. Smith Advertising Department
6585-6615	United Nations Secretariat
6616-6636	Protocol Section
6637-6686	Ferargil Gallery
6687-6737	Wittenborn Book Shop
6738-6788	M. J. Whaley Book Shop
6789-6799	The New Book Store and Gallery
6800-6820	Hotel Algonquin
6821-6831	14th Street Book Fair and Gallery
6832-6882	Michael Studios
6883-6983	UN Secretariat
6984-7085	Protocol Section
7086-7186	J. Ray Peck Book Store
7187-7287	Presbyterian Hospital Nursing Office
7288-7328	IBM Staff
7329-7343	New York Visitors & Convention Bureau
7344-7769	YWCA Headquarters
7770-7779	Gray Lines Sightseeing Company
7780-7804	Manhattan Sightseeing Company
7805-7839	J. Walter Thompson - Miss Sutter
7840-7869	Women's Clubs
7870-8229	Architectural Schools
8230-8329	Contributors
	Charia Matinee and Luncheon Club
	Charlotte Baruth Association
	Clubs (Red Book)
	Education Department - MFA

Miss Estelle Hoyt  
Prepaid  
1-50 8330-8379  
51-60 8380-8389

Sincerely,  
Richard Kelly

8390-8419 YWCA - Morgan House  
8420-8449 Roberts House

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

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Murray Hill 9-7123

**pictor**

April 7, 1950

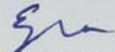
Dear Natalie:

Somewhere along the line I got the idea that all you wanted were some exteriors of the house in the garden to complement the exterior model shots and the interiors of Gray-O'Reilly. For this reason, I thought I would be able to do this in one day without having to bother about lighting equipment; hence, my estimate of \$200. Am I all wet about this, or has the specification for interiors been added only after you saw the shots which the Companion had.

Please let me know right away because this makes a great, great difference.

Incidentally, we would be willing to reduce our minimum order at which the Museum can get prints at 50 cents each to quantities of 25 ordered at one time. Again, though, this should not be considered a precedent.

Sincerely yours,

  
Ezra Stoller

ES:sp

Miss Natalie Hoyt  
Museum of Modern Art  
11 West 53 Street  
New York City

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THE MUSEUM OF MODERN ART

Date April 21, 1950

To: Jean Volkmer

April 6, 1950 Exhibition House

From: Natalie Hoyt

Mr. Ezra Stoller  
307 East 37th Street  
New York, New York

Dear Ezra:

I am writing to confirm our recent conversation during which we agreed to commission you to photograph the exhibition house in the Museum Garden. As I understand it you will take a minimum of six shots, four of which will be of the exterior and two of the interior. We shall pay \$200 for this coverage which will include all editorial and publicity and advertising rights.

As I told you, we would prefer to order photographs in blocks of twenty-five of each print at 50 cents each and it might very well be that some orders would be doubled. My records show that last year we purchased a total of 422 prints of the photographs you took of the Breuer house. All orders will be placed by Miss Pearl Moeller who is in charge of ordering photographs for the Museum. I shall give her Miss Peres's name, although I imagine that they are already acquainted. The house will be ready for photographing on April 17 and we shall need the first supply of prints on the 24th.

Will you kindly let me know your decision in regard to the minimum of prints that can be ordered at the rate of 50 cents each. I am delighted that you are to photograph the house and know that we shall be more than satisfied with the results.

Sincerely yours,

Natalie Hoyt

Coordinator for the Exhibition House

NH:pw

The movie slide we can let slide for the present.

Sign for changing entrance

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# THE MUSEUM OF MODERN ART

Date April 21, 1950

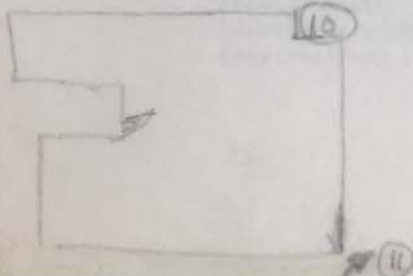
To: Jean Volkmer

Re: Signs for Exhibition House

From: Natalie Hoyt

At the present time I foresee the need for the following signs for the Exhibition House:

1. At least 25 copies of negative photostats of sign typing on the bulletin typewriter: "Please Do Not Open". These are to be used for cabinets and closet doors in the house.
2. No. "4" over entrance to ticket booth probably needs retouching.
3. Large sign, 1'x2' (?), for outside of ticket booth: "Museum of Modern Art - Woman's Home Companion Exhibition House".
4. Price list of tickets for box offices (see Vera deVries).
5. Book display at 54th Street entrance needs refurbishing.
6. Sign for 53rd Street entrance. As I mentioned, we can possibly use a color transparency, provided we get permission from M.M.A.
7. A shadow box of color transparencies might be useful in the lobby.
8. Copies of the announcement (Florence's masterpiece) can be used in the elevator.
9. Three signs for exit gate in steel fence, garage, and gate by the stone wall and ticket booth (near sand pile!): "Exit Only".
10. Sign for entrance to house near chimney: "Entrance".
11. Several large arrows (one left hand, three right hand) Probably these should be marked: "To Entrance".
12. Sign for front door which will be roped off. Signs could be tacked to the door itself on both sides, so as to be visible when open or closed, explaining that it is normally the front door. (You word it.)
13. The movie slide we can let "slide" for the present.



Sign for chimney entrance?

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# THE MUSEUM OF MODERN ART

HOUSE FOR MUSEUM OF MODERN ART AND W. Date June 9, 1950

ARCHITECT: Gregory Ain, 2305 Hyperion Avenue, Los Angeles 27, California.

**To:** Jean Volkmer

**Re:** plans using dry wall construction

**From:** Natalie Hoyt

The house designed is a wood frame construction. The exterior walls are striated Douglas Fir plywood, and the interior walls are essentially plywood. The ceilings are gypsum board with flush taped joints. Floors are concrete with asphalt tile finish flooring over. The heating system consists of hot water radiant heating coils in the concrete slab. The roof is composition roofing with white gravel.

- In accordance with our conversation and at your convenience during the next two weeks, please rule in black india ink the sheets of white paper, 24"x38", now in your office according to the attached diagrams.

- 12 sheets 24"x38"
- 2 sheets 19"x24"

- Please make sign for model which is to be displayed in first floor lobby. I suggest that sign used by Jensens can be adapted. It is at present with model in dark room on mezzanine.

- Please make small sign "Closed" which may be clipped on since at 6:45 P.M. daily. Deliver to Frank Kraft.

- Please display a copy of the catalogue on glass of Frank Kraft's shelter with sign saying catalogues are for sale in office.

- Sliding wardrobe door <sup>on west side of</sup> ~~in~~ dressing room needs "Do not Open" sign.

COST

The cost of these drawings is subject to revision to the local conditions. The plan is subject to revision to the local conditions. The cost of these drawings is subject to revision to the local conditions. The plan is subject to revision to the local conditions. The cost of these drawings is subject to revision to the local conditions. The plan is subject to revision to the local conditions.

PURCHASE OF PLANS

One set of plans and outline specifications are available from the architect for the price of \$75. Additional sets may be obtained for \$10 each. These drawings do not include a diagram of the radiant heat system since this will vary according to locality.

Charges for consultation will be at the rate of \$6 per hour. Charges for changes in drawings to meet local or personal requirements will be made on an hourly rate basis.

Plans at the above stated prices are available without charges only. Adoption of building to plot may best be handled locally.

CATALOGUE

Catalogues of the house are available, by prepaid order of 20¢ a copy, from the Publication Sales Department, Museum of Modern Art. The catalogue contains information on construction, price list of furnishings and names and addresses of manufacturers of materials and furnishings to whom inquiries may be directed.

**THERE ARE MANY DUPLICATES OF THE FOLLOWING RELEASE,  
ONLY ONE COPY HAS BEEN SCANNED.**

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THE MUSEUM OF MODERN ART - 11 WEST 53 STREET - NEW YORK 19

HOUSE FOR MUSEUM OF MODERN ART AND WOMAN'S HOME COMPANION

ARCHITECT Gregory Ain, 2305 Hyperion Avenue, Los Angeles 27, California.

GENERAL

The house as designed is a wood frame structure using dry wall construction. The exterior walls are striated Douglas Fir plywood, and the interior walls are essentially plywood. The ceilings are gypsum board with flush taped joints. Floors are concrete with asphalt tile finish flooring over. The heating system consists of hot water radiant heating coils in the concrete slab. The roof is composition roofing with white gravel surface. Ceiling insulation is provided in the joist space. The sash are steel.

The house as exhibited in the Museum Garden is at slight variance with the drawings. The difference is primarily in the kitchen cabinet arrangement and in the artificial lighting. Various deviations were made to satisfy the requirements of a model house open for public display.

DRAWINGS

The prepared drawings consist of a general plot plan, foundation plan, floor plan, exterior elevations, roof framing details, interior elevations, miscellaneous framing, cabinet details and fireplace details.

The plot plan is subject to revisions to meet the requirement of the individual's own property. The foundation plan is subject to revision to meet actual conditions of site and local building requirements. The drawings may need local revisions to comply with peculiarities of local codes.

COST

The Museum of Modern Art received various estimates for building a series of these houses ranging from \$16,000 to \$19,500. These estimates included the radiant heating but did not include hardwood paneling and the elaborate lighting system installed in the Museum house. Variation in price will result with change of materials.

PURCHASE OF PLANS

One set of plans and outline specifications are available from the architect for the price of \$75. Additional sets may be obtained for \$10 each. These drawings do not include a diagram of the radiant heat system since this will vary according to locality.

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Department of Architecture & Design