

MUSEUM OF MODERN ART
11 West 53 Street
New York 19, New York

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THE MERCHANDISE MART
Chicago, Illinois

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NOT TO BE RELEASED UNTIL NOVEMBER 10

MUSEUM OF MODERN ART AND THE MERCHANDISE MART ANNOUNCE CONTINUING
SERIES OF EXHIBITIONS IN A JOINT PROGRAM: "GOOD DESIGN"

The Museum of Modern Art in New York and The Merchandise Mart in Chicago announce a joint program of continuing public exhibitions of the best examples of modern design in all phases of home furnishings. To be called "Good Design," the first of three annual showings will open in The Merchandise Mart on January 16, the second Monday of the yearly winter home furnishings market.

Additional selections will be shown in June during the summer home furnishings market at The Mart, while in November each year a culminating design exhibition will open simultaneously in the Museum of Modern Art in New York and in The Merchandise Mart based on the year's earlier displays.

Announcements of the exhibitions were made at press conferences held simultaneously in New York and Chicago with members of the staffs of the two organizations in attendance at each.

In a joint statement by Rene d'Harnoncourt, Director of the Museum, and Wallace O. Ollman, General Manager of The Mart, they said: "It is the first time an art museum and wholesale merchandising center have co-operated to present the best examples of modern design in home furnishings. Now, at the mid-point of the century, these two national institutions, whose very different careers began just 20 years ago, believe and hope that in combining their resources they are stimulating the appreciation and creation of the best design among manufacturers, designers and retailers for good living in the American home. Thus the attention of all America will be focused on the good things being created by the home furnishings industry."

The Museum has appointed as director of the Chicago activities Edgar Kaufmann, Jr. who has been associated with design activities of the Museum since 1940. Before each of the semi-annual home furnishings markets Mr. Kaufmann will be joined by two outside authorities in the field of modern design. Serving with the director for the first exhibition will be Meyric Rogers, Curator of Decorative Arts at the Chicago Art Institute and Alexander Girard, the architect who

recently directed the Detroit Institute of Arts' "For Modern Living" exhibition.

Although the committee will personally inspect the home furnishings field and make selections, every home furnishings designer, manufacturer and distributor is urged to submit photographs and drawings of his products for preliminary judging. All selections will be based on the best new designs available on the American home furnishings market, and will conform to the selection committee's standard which is: "Design intended for present-day life, in regard to usefulness, to production methods and materials and to the progressive taste of the day."

While The Mart, the world's largest business building where more than 2,000 lines of home furnishings are displayed, will maintain the exhibitions on a year-around basis and open to the public in connection with its conducted tours; all details of selection and display will be left entirely to the discretion of the selection committee and the Museum.

Each year an able designer will be selected by the Museum to create backgrounds and lighting for The Mart exhibitions. Thus fresh new concepts of display for home goods will be presented to a great trade audience as well as to the general public.

With the Chicago activities largely being built around the two two-week markets, many thousands of buyers and manufacturers will have the first opportunity to see the articles selected for display before they are put on view for the general public at the close of the markets. Special ceremonies will be held in connection with the opening of each showing both in New York and Chicago. Furthermore, it is planned to issue an illustrated catalog of the November show.

No "best" of any category will be chosen by the committee. But although no prizes will be awarded, it is planned to make available to manufacturers of the items selected a suitable counter card which they can supply to dealers. The card would contain a photograph of the product shown in the exhibitions.

The selection committee will not be limited in the variety or the number of items to be chosen. All home furnishings are included, such as major and small appliances, furniture, housewares, fabrics, lamps, rugs, etc. "This committee will examine," Mr. Kaufmann said, "all categories of home furnishings and will endeavor to achieve a

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balanced showing in keeping with standards of good design."

While selections will be made from the new design available, existing models that are notably altered will be considered new design by the committee.

The selection committee will start functioning immediately and hopes to have many of its preliminary choices made from photographs and drawings far in advance of the final entrance deadline which is December 15, 1942, or slightly more than three weeks prior to the opening of the market on January 9. As final selections are made by the committee, specific shipping information will be sent to the firm or individual entering the item so that it can be received in Chicago in time to be placed on exhibition prior to the opening of the show on January 16.

Through this arrangement the committee believes it will be able to expedite its selection, thus enabling a manufacturer whose product is chosen to have a duplicate sample for showing in the exhibition in addition to having a sample for show room display during the market period.

Those desiring to enter a product should send photographs and drawings to:

Mr. Edgar Kaufmann, Jr.
Director, "Good Design"
Museum of Modern Art
11 West 53 Street
New York 19, New York

Partial list of sponsors of the program, "Good Design":

Nelson A. Rockefeller, President, Museum of Modern Art
Rene d'Harnoncourt, Director, Museum of Modern Art
Joseph P. Kennedy, President, The Merchandise Mart, Chicago
Wallace O. Ollman, General Manager, The Merchandise Mart, Chicago
Karl Bock, President, American Institute of Decorators
Paul Casey, Manager, Exhibition Building, High Point
Stanley Marcus, Vice President, Neiman-Marcus Co., Dallas
Ben Nash, President, The American Designers' Institute
Neil Petree, President, Barker Bros., Los Angeles
Daniel Catton Rich, Director, Chicago Institute of Fine Arts
Dorothy Shaver, President, Lord and Taylor, New York

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EWS



From the MERCHANDISE MART, CHICAGO 54

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195FOR RELEASE - A.M. Papers Dated
November 10, 1949

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Additional selections made after January will be shown in June during the summer home furnishings market at The Mart, while in November each year a culminating design exhibition will open simultaneously in the Museum of Modern Art in New York and in the Merchandise Mart based on the year's earlier displays.

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In a joint statement by Rene d'Harnoncourt, director of the Museum, and Wallace O. Ollman, general manager of The Mart, they said: "It is the first time an art museum and wholesale merchandising center have cooperated to present the best new examples of modern design in home furnishings. Now at the mid-point of the century, these two national institutions, whose very different careers began just 20 years ago, believe and hope that in combining their resources they are stimulating the appreciation and creation of the best design among manufacturers, designers and retailers. Thus, the exhibitions will focus the attention of all America on the good things being created by the home furnishings industry."

The Museum has appointed Edgar Kaufmann, Jr., who has been with the Museum since 1940, as the director of the Chicago activities. Before each of the semi-annual home furnishings markets Mr. Kaufmann will be joined by two outside authorities in the field of modern design. Serving with the director for the first exhibition will be Meyric Rogers, curator of decorative arts at the Art Institute of Chicago and Alexander Girard, the architect who recently directed the Detroit Institute of Arts' "For Modern Living" exhibition.

While the selection committee will personally inspect the home furnishings field and make choices, every home furnishings designer, manufacturer and distributor is urged to submit photographs and drawings of their products for preliminary judging. All selections will be based on the best new designs available on the American home furnishings market, and will conform to the committee's standard which is: "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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Each year an able designer will be chosen by the Museum to create backgrounds and lighting for The Mart exhibitions. Thus, the sponsors say, fresh new concepts of display for home goods will be presented to a great trade audience as well as to the general public.

With the Chicago activities largely being built around the winter and summer markets, many thousands of buyers and manufacturers will have the first opportunity to see the articles selected for display before they are put on view for the general public at the close of the markets. Special ceremonies will be held in connection with the opening of each showing both in New York and Chicago. Furthermore, it is planned to issue an illustrated catalog of the November show.

All items selected will be of equal merit in the opinion of the committee. And while no prizes will be awarded, it is planned to make available to manufacturers of the items selected a suitable counter card which they can supply to dealers. The card would contain a photograph of the product shown in the exhibitions.

The selection committee will not be limited in the variety or the number of items to be chosen. All home furnishings are included, such as major and small appliances, furniture, housewares, fabrics, lamps, rugs, etc. "This committee will examine," Mr. Kaufmann said, "all categories of home furnishings and will endeavor to achieve a balanced showing in keeping with standards of good design."

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