MUSEUM DESIGN SHOW: CHRISTMAS 1949 TO GO ON EXHIBITION

The DESIGN SHOW: CHRISTMAS 1949 will be on view on the first floor of the Museum of Modern Art, 11 West 53 Street, from November 16 to January 8, 1950. This exhibition will include a wide variety of objects and fabrics selected from the comprehensive design exhibition, FOR MODERN LIVING, assembled by the architect Alexander Girard for the Detroit Institute of Arts. The Museum of Modern Art's Department of Architecture and Design limited its selection to objects which have never before been exhibited by this Museum.

The exhibition is to be on view through the Christmas season when public attention is most closely focused on the quality of items available for purchase. It contains approximately 100 items including children's toys, a sewing machine, typewriters, a window ventilating fan, lamps, cooking pots and kites. Furniture has not been included in view of the fact that most of the examples shown in Detroit may be seen in a number of showrooms in New York City.

The installation of this show juxtaposes such objects as calipers and dog leashes to point out the one quality they have in common: their excellent design. Articles will be displayed on low table benches and open shelves backed with tracing paper through which the light is diffused from behind. Designs come from many countries as well as from the United States. Examples of glassware will be shown from Italy, Sweden, Finland and the Netherlands. Other countries represented in the exhibition are Germany with a set of porcelain dinnerware, and China with traditionally simple handwoven baskets. Among many outstanding designers represented are Alvar Aalto, Saul Steinberg, Isamu Noguchi, Eliot Noyes, Edith Heath and Allan Adler, in addition to a large number of unknown peasant craftsmen of Europe and the East and anonymous company designers in American factories. Items from ten-cent stores priced as low as 25¢ for a plastic egg tray are shown along with expensive items such as an inlaid marble box from Italy for $150 to indicate the equally high standard of design of many products at all prices. The exhibition will contain a number of fabrics including a print of "Trains" in fresh colors on white by Saul Steinberg, a linen from Scotland and a handwoven silk from Siam.
The exhibition is another of the Museum's summaries for the public of the best available design. The fact that these items have not been shown before in the Museum's numerous exhibitions of objects is an affirmation that an ever-increasing amount of excellent design is being produced by manufacturers here and abroad for sale to the constantly expanding body of discriminating American consumers.

Peter Blake, Curator of the Department of Architecture and Design, who arranged the exhibition and designed the installation, states:

"The Detroit show 'For Modern Living' contained probably the largest group of well designed objects shown in the United States in recent years, and thus enabled us to make the broadest possible selection in keeping with high esthetic standards. Since the primary criterion of selection for this design show was esthetic, the objects in the show are not necessarily within a certain price range. Most of them do, however, fall within a popular price bracket."
The objects and fabrics in this show were selected from the comprehensive design exhibition arranged this fall at the Detroit Institute of Arts, by Alexander Girard, and devoted to things "FOR MODERN LIVING". The Department of Architecture and Design of the Museum of Modern Art, in making this selection from the Detroit exhibition, excluded the large number of objects which have been exhibited repeatedly here in the past and are therefore familiar to our audience.

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Abbreviations: des., designer; mfr., manufacturer; ret., retailer.

GLASS

1. STEM WARE, Mousslin glass.
   wine - $14.00; cocktail - $16.00;
   claret - $18.00; champagne - $18.00;
   inhaler - $24.00; cordial - 2 sizes
   $12.00 ea.
   des. J. Gistl
   mfr. Krystall Glas Fabrik, Frauenau, Germany
   ret. Plummer's, etc.

2. TUMBLER, green, 5 3/4" h., c.$18.00.
   mfr. P. Rigatti, Empoli, Italy
   ret. House of Italian Handicrafts

3. GLASSES, green ribbed, 3" h. and
   3 1/2" h. - $0.75 ea.
   mfr. Taddei & Co., Empoli, Italy
   ret. House of Italian Handicrafts
   on special order.

4. GLASSES, green, 3" h. and 3 1/2" h.
   $0.75. ea.
   mfr. Taddei & Co., Empoli, Italy
   ret. House of Italian Handicrafts,
   on special order.

5. BOWL, green, 3 3/4" x 12" c..$8.50
   mfr. P. Rigatti, Empoli, Italy
   ret. House of Italian Handicrafts,
   on special order.

6. BOWL, clear crystal, 1 1/2" x 9" $8.

7. BOWL, clear crystal, 3" x 8" $8.

8. BOWL, free form, white glass, $50.
   des. Gunnel Nyman
   mfr. Karhula-Bruk, Karhula, Finland
   ret. Finnish Art Shop, etc.

9. BOWL, Pyrex glass, opaque red,
   3 1/2" x 7" $2.95 for nest of 4
   mfr. Corning Glass Works
   ret. Dept. and houseware stores

10. FITCHER, 12" x 6" $10.
    des. M. Carlson
    mfr. Ekenas, Sweden
    ret. Bonnier's
11. DECANTER, handblown, blue waterglass, 9½" h. c. $12.50
   mf. Stromberg Kyttan Co., Sweden
   ret. Bonnier's

12. VASE, freeform, white frosted glass, 6" x 6" c. $24.00
   des. Alvar Alto
   mf. Karhula-Bruk, Karhula, Finland
   ret. Finnish Art Shop, Bonnier's

13. VASE, square pressed glass, $10.
   des. Pipsan Svanson
   mf. United States Glass Co.
   ret. Waldron Associates

14. DINNER WARE, white porcelain, 5-pc place set - $6.50;
    sugar & creamer - $4.95;
    pepper & salt - $1.20 ea.;
    tea pot - $6.60; pitcher - $3.60;
    fruit dish - $0.55;
    cream soup & saucer - $3.35
   des. Hermann Gretsch
   mf. Arzberg Porcelain Mfg. Co., Arzberg, Germany
   ret. New Design, Inc.; decorators

15. SOUTHERN HARVEST dinner ware, glazed pottery, 6-pc place set - $4.25;
    tumbler - $0.70; gravy boat - $1.00
    creamer & sugar - $3.
   des. Beatrice Albert
   mf. Alfred E. Knobler
   ret. Designed for Living, Agnestrone Gift Shop, etc.

16. NESTING DISHES, 5-pc white ovenware, 7.50 per nest
   des. Kaj Franck
   mf. Oy Arabia AB, Helsinki, Finland
   ret. Finnish Art Shop, Bonnier's

17. NESTING DISHES, 3-pc white ovenware, $3.20 per set
   des. Kaj Franck
   mf. Oy Arabia AB, Helsinki, Finland
   ret. Finnish Art Shop, Bonnier's

18. FIRST FORK BOWL, glazed stoneware, 10" long $20.
    des. & mf. Alexander Giampietro
    ret. America House

19. SALAD BOWL, 12" black glaze, $8.
    des. & mf. Edith Heath
    ret. New Design, Inc., etc.

20. ACID PITCHER, white porcelain, 9½" h. $10.43
    mf. Coors Porcelain Co.
    ret. N. Y. Laboratory Supply Co.

WOOD

21. SALAD BOWL & SERVER, English walnut, 5½ x 12", $36.

22. FRUIT BOWL, black walnut, 2½ x 12", $27.

23. FRUIT BOWL, black walnut, 3½ x 10", $29.

24. FRUIT BOWL, ash wood, 2 x 11", $12.
    des. & mf. Bob Stocksdale
    ret. America House

25. BOWL, high, narrow, Siamese teak wood, 6" x 7", $18.50

26. BOWL, black walnut, 3" x 11" with maple servers, $17.50

27. PLATE, Brazilian rosewood, 11" - $22.50

28. PLATE, Brazilian rosewood, 11" - $22.50
    des. A. E. Carpenter
    mf. Aspenet Fine Woods
    ret. New Design, for similar pieces.

29. PLATE, cherry wood, 6½", $1.95
    des. & mf. Swedish, traditional peasant work
    ret. Bonnier's

30. SPOON, carved wood $0.45

31. SPOON, carved wood $0.95

32. FORK, carved wood $0.95
    des. & mf. Swedish, traditional peasant work
    ret. Bonnier's
33. TYPEWRITER, electric $300.
des. Eliot Noyes
mfr. Internat'l Business Machines
ret. same

34. TYPEWRITER, Lexikin No. 80
des. Marcello Nizzoli
mfr. Olivetti & Co., Ivrea, Italy
not obtainable in United States

35. "BF" SEWING MACHINE (w/portable case) $142.
mfr. Vittorio Necchi, Italy
ret. Better Service Sewing Machines Co.

36. WINDOW VENT. FAN $29.95
des. R.S. Hadcliffe
mfr. Westinghouse El. Corp.
ret. Lewis & Conger, etc.

37. LITE-MITE fluorescent lamp $16. without bulbs
des. G.F. Stocker
mfr. Stocker & Yale
ret. E. Kenneth Georg

38. EKCOMARE French Skillet, 10", copper clad stainless steel, $6.30
des. & mfr. Ekco Products Co.
ret. Dept. and houseware stores

39. HIRRO mixing bowl, aluminum $1.35
mfr. Aluminum Goods Co., Inc.
ret. Dept. and houseware stores

40. DURALUX el. tea kettle, aluminum, $11.95
des. H.E. Porter
mfr. Buckeye Aluminum Co.
ret. Hammerschlemmer & Co., Inc.

41. KANISTER set 4-pc., aluminum $5.95
des. H. Ziskin
mfr. Kenmex Corp.
ret. Dept. and houseware stores

42. CIGARETTE CUP, sterling silver, 2"x2 1/2" $11.40
des. & mfr. Allan Adler
ret. B. Altman, etc., on special order

43. SALT & PEPPER SHAKERS, sterling silver, $14.40
des. & mfr. Allan Adler
ret. B. Altman, etc., on special order

44. SOLUTION PITCHER, covered, stainless steel, $8.00

45. PITCHER, straight sided, stainless steel, $4.95

46. WATER PAIL, stainless steel, $10.80

47. TUMBLER, stainless steel, $1.60
des. & mfr. Vollrath Co.
ret. B. Altman & Co., etc.

48. PAPER KNIFE, metal alloy $5.00
des. Carl Aulin
mfr. Liplyte Co., Inc.
ret. Mayhew Shop, etc.

49. CIGARETTE BOX, enamel on copper, 1 1/2" x 5", $16.

50. ASH-TRAYS (13), enamel on copper, backs polished & lacquered:
3 3/4" - $4.50; 4 1/4" - $5.50;
6 1/2" - $9.
backs plain finish: 3" - $2.70;
3 3/4" - $2.70; 4 1/4" - $3.50;
5 1/2" - $5.
des. L. H. Lichtblau
mfr. Joseph Franken
ret. Rona Rosenthal, Inc.

51. CALIPER, enlarging & reducing, Laurel metal, 30", $13.85
des. Alex J. Ettl
mfr. & ret. Sculpture House

52. ICE-CUBE TRAY, opaque plastic $0.39
des. N.W. Hoop
mfr. Columbus Plastic Products, Inc.
ret. Woolworth Co.

53. FLEX COLLAR plastic dog collar
white, 24"-26" $3.00
green, 6"-9" $0.75

54. FLEX LEASH, plastic dog leash $1.50
des. & mfr. Hungerford Plastics Corp.
ret. Gimbel Bros., etc.
56. FISHING FLOATS, red & white plastic
   mfr. Ed. Lane & Co., Inc.
   ret. sports good stores & dept. stores

57. KYS-ITE serving trays, round 11"-$1.79
   des. & mfr. Keyes Fibre Sales Corp.
   ret. Lewis & Conger, Macy's, etc.

58. THYCO electric wall plugs, $0.17 ea.
   mfr. Thyco Electrical Products, Inc.
   ret. Woolworth

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   mfr. Thyco Electrical Products, Inc.
   ret. Woolworth

60. HOLLY KEWLS, Toy set of molded rubber
    balls and colored plastic tubes -
    small set $1.95
    large set $2.95
    des. Richard L. Hopkins
    mfr. Paul Bonhop, Inc.
    ret. Altman's, Macy's, Bloomingdale's

61. ROTO GRAB, colored plastic wheels on
    hardwood baseboard - $2.50
    des. Richard L. Hopkins
    mfr. Paul Bonhop, Inc.
    ret. Altman's, Macy's, Bloomingdale's

62. CRANE, all-metal scale model-$13.95

63. FLOOR TRAIN, Jr., colored wood-$1.50
    ret. Altman's, Saks 5th Ave., better
    toy stores

64. FLOOR SET, Landscape, colored wood-$2
    ret. Altman's, Saks 5th Ave., better
    toy stores

65. SPIRAL SPECTRUM, wood & metal- $2.98
    des. & mfr. J. B. Miller Co., Inc.
    ret. Reiss Bros. & Bernard Fein, etc.

66. LITE, 36" x 18" $4.50
    des. L. J. Donmire
    mfr. Kro Flies Kites, Keokuk, Iowa
    ret. same - mail order

67. BIRDS, (3), handpainted wood-
    small $0.85
    large $1.00
    des. & mfr. Swedish, traditional
    peasant work
    ret. Bonnier's

68. ROCKING DOLLS, (3)
    handpainted wood-$1.50 ea
    des. & mfr. Swedish, traditional
    peasant work
    ret. Bonnier's

69. Upholstery, handwoven, grey
    flax, 39"- $1.12 yd.
    des. Antoinette Webster
    mfr. Plymouth Colony Farms
    ret. New Design, Inc.

70. 1. Gold Gauze-54"- c., $12 yd.
    2. Fantaisie- 54"- c., $12 yd.
    des. & mfr. Menlo Textiles
    ret. Dan Cooper

71. "Milburn" Plaid Fabric, 46"
    c., $9.60 yd.
    des. & mfr. Jud Williams, Inc.
    ret. decorators 
    dept. stores

72. Peruvian Taffeta Linen, 52"
    c., $9.00 yd.
    mfr. Bretton Fabrics Corp.
    ret. Macy's, Altman's,
    Georg Jensen, etc.

73. Natural Tavern Cloth, 39"
    c., $2.25 yd.
    des. & mfr. McKay, Davis and
    McLane
    ret. Decorators and dept. stores

74. White checked boucle, 50"
    c., $5.50 yd.
    des. & mfr. McKay, Davis and
    McLane
    ret. Decorators, dept. stores

75. Casement Gauze, 39", hand-
    woven with "Helcon" non- 
    tarnishable metalic, $22.50
    des. Greta Franke
    mfr. Villich-Franke Studios
    ret. through decorators

77. Natural Shantung Fabric, 34"
    c., $3.95 yd.
    mfr. Product of China
    ret. Oriental Textiles

78. Cawdor Linen, graphite, 50"
    c., $8.25 yd.
    des. & mfr. Product of Scotland
    ret. Dan Cooper 
    decorators
79. "Imperial Metal Cloth", 49"- $9.75 yd.
   mfr. J. H. Thorpe & Co., Inc.
   ret. Decorating & Department stores

80. Yellow Chenille Fabric, 51"- $10.50 yd.
    des. Franco Scalamandre
    mfr. Scalamandre Silks, Inc.
    ret. Lord & Taylor, Altman's, Sloane's

81. "Barrel Heads", 54" printed linen, $7.50 yd.
    des. Benjamin Baldwin & William Rachado
    mfr. Design Unit
    ret. New Design, Inc., or through decorators

82. Maori printed cotton, 35"- $2.00 yd.
    des. mfr. & ret: D. D. & Leslie Tillet, N.Y.

83. "Trains", printed chintz, 36"- $5.50 yd.
    des. Saul Steinberg
    mfr. Patterson Fabrics, Inc.
    ret. Decorators or decorating depts.

84. "Views of Paris", printed chintz glazed, 36"- $5.50 yd.
    des. Saul Steinberg
    mfr. Patterson Fabrics, Inc.
    ret. Decorators or department stores

85. Collector's item, printed chintz, glazed, 35"- $1.50 yd.
    des. Tammis Keefe
    mfr. Cyrus Clark Co., Inc.
    ret. Bloomingdale's

86. Fractions, printed cotton, 50"- $3.95 yd.
    des. Bernard Rudofsky
    mfr. Mil-Art Co., Inc.
    ret. W. & J. Sloane and decorators

HISTORICAL ANIMALS

87. "The Pacemaker", Table radio, $22.95
    des. Robert Budlong
    mfr. Zenith Radio Corp.
    ret. B. Altman, Macy's, Gimbel's, other dept. stores

88. Lamp, wood, plastic shade, $21.00
    des. Isamu Noguchi
    mfr. Knoll Associates
    ret. New Design, Inc., McCrery's, Bloomingdale's

89. BOX, marble, 1 1/8" x 6 1/4", $150.00
    des. Richard Blow
    mfr. Montici Artisans, Florence, Italy
    ret. Richard Blow

90. BOX, marble, 1" x 3 3/4", $130.00
    des. Richard Blow
    mfr. Montici Artisans, Florence, Italy
    ret. Richard Blow