

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

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FOR IMMEDIATE RELEASE

COMPETITION IN DESIGN OF LAMPS ANNOUNCED

A competition in the design of table and floor lamps, with prizes totaling \$2,600 plus royalties, will open May 5 under the sponsorship of the Museum of Modern Art in co-operation with The Heifetz Company. Entries must be postmarked not later than midnight, August 24, 1950.

Prizes to be awarded are in 2 categories:

Table lamps: 1st prize - \$1,000
2nd prize - 500
3rd prize - 250
3 honorable mentions - \$50 each
several mentions - Membership in Museum of Modern Art

Floor lamps: 1 Special Prize - \$500
2 honorable mentions - \$50 each

A royalty of 4% of the wholesale price of each lamp sold will be given competitors whose winning designs are manufactured. The Heifetz Company will manufacture at least three-quarters of the prize-winning designs, including the 1st and 2nd prize winners in table lamps and the Special Prize winner for floor lamps. Manufactured designs will be exhibited at the Museum of Modern Art early in 1951.

At the time of the exhibition, prize-winning lamps will go on display and sale in stores throughout the country. Co-sponsoring stores are:

Burdine's, Miami, Florida
Carson, Pirie, Scott & Co., Chicago, Illinois
The Daniels & Fisher Stores Co., Denver, Colorado
Davison-Paxon, Atlanta, Georgia
Foley Brothers, Houston, Texas
The J.L. Hudson Co., Detroit, Michigan
Lammert Furniture Co., St. Louis, Missouri
R.H. Macy's, New York City, Kansas City, San Francisco
Paine Furniture Co., Boston, Massachusetts
Peerless Modern House, Washington, D.C.

In addition, applications for participation by other stores throughout the country are being received daily.

Members of the jury:

Peter Blake, Curator of Architecture, Museum of Modern Art
Marcel Breuer, architect and designer
Rene d'Harnoncourt, Director, Museum of Modern Art
Louise Dunbar, Carson, Pirie, Scott & Co.
Yasha Heifetz, designer, President, The Heifetz Co.
Philip C. Johnson, Director, Department of Architecture and Design, Museum of Modern Art
Richard Kelly, designer and lighting engineer

For program and entry blanks write:

Miss Greta Daniel
Lamp Competition Director
Museum of Modern Art
11 West 53 Street, New York 19

MoMA - Press Release on Lamps