A group of ingenious lamps, which won for their designers $2,600 in prizes in a competition sponsored by the Museum of Modern Art in New York and The Heifetz Company, will go on exhibition at the Museum on March 28 and at the same time will go on sale at

The 8 table lamps and 2 floor lamps, manufactured by The Heifetz Company, were selected from entries from 43 states of more than 600 competitors, whose designs show a trend towards lightness of appearance, unusual flexibility in the control of light, and multiplicity of use. The prize-winning designs, selected by the Jury from a most gratifying variety of ideas, represent for the most part the work of young, relatively unknown designers, many of whom were GIs. In addition to their prize money, the competitors whose winning designs are being manufactured receive a royalty on sales. According to Rene

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d'Harnoncourt, Director of the Museum of Modern Art and Chairman of the Lamp Competition Jury, "They have brought fresh, unbiased ideas to a highly competitive field and have shown great inventiveness in technical details."

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particular direction and the lamp becomes suitable for reading. This lamp will retail for approximately $37.50.

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The Special Prize for floor lamps ($500) was awarded to Gilbert A. Watrous, 31-year-old California designer who was graduated from the Chicago Institute of Design last year. The base of this lamp is a small metal tripod on top of which rests a metal ball held in its socket by magnetism. The main stem of the lamp, with a counter-weighted handle at the low end, passes through this metal ball at an angle; since the ball revolves in the socket, it is possible to adjust the lamp to almost any position. By simply moving the rod through the ball the lamp can be lifted or lowered and can be swiveled. The small fiber-glass shade is attached to the stem by a swivel socket so that it too can be adjusted for direct or indirect light.

**Chicago Student Won Second Table Lamp Prize**

The second prize ($500) in table lamps was awarded to Anthony Ingolia, age 29, also a student at the Chicago Institute of Design. This lamp not only can be adjusted to different heights as a table lamp, but also can be hung from a shelf or pinned on the wall, either for direct or indirect lighting. The bonnet-shaped shade of gray baked enameled metal joins the main stem on a swivel. Two short legs are attached to the stem by a simple spring. When the legs are squeezed together, the spring is released, and the legs can be moved up or down the main stem to raise or lower the height of the lamp, simultaneously changing the direction of the light and the angle of the lamp. The lamp will retail for approximately $23.50.

**Third Prize for Table Lamps**

The third prize ($250) was won by James H. Crate, a 25-year-old designer in the styling section of General Motors in Detroit. The main feature of this lamp is the hyperbolic funnel which contains the light source. Three straight stainless steel rods, tipped with cork balls at both ends, run through the funnel to provide legs at the base and a support for the reflector or shade on top. By moving the rods, the degree of light reflected from this flat metal disk can be controlled.
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Alexey Brodovitch, well-known New York art director, was awarded an honorable mention for an inexpensive lamp that may be converted easily from a low, direct light to a high general lighting fixture. The light bulb is contained in an opaque, heavy paper shade, closed at one end. The shade is set on three removable, slender legs of colored wood. When these are inserted one way, the light is directed upward; the other way, the lamp becomes a low fixture. This lamp will retail at about $13.00, the most inexpensive of any of the prize-winners that are being manufactured.

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In addition to three prizes and two honorable mentions, three mentions were awarded for table lamps. Robert Gage's lamp, which will retail for about $23.50, has four masonite panels, two of gray, two of yellow, surrounding a central light source. Each of the four panels,
which measure 15 inches by 7 3/4 inches, can be adjusted to give varying amounts of diffused light; suitable, among other uses, for rooms using television sets. The panels also make an attractive geometric pattern. Zahara Schatz received a mention for her lamp which consists of one single bent tube, the middle section of which serves as a base, while the two ends in juxtaposition are used to hold the light source and the diffusing shade. This will sell for about $25.00. John Van Zwieten, youngest prize-winner, aged 21, received a mention for a lamp set on a 7 1/2-inch-high rectangular block of African mahogany; the light source and the oiled paper parchment shade rotate and also adjust to various heights by use of a tilting handle device.

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In addition to the 10 prize-winning lamps which are being produced by The Heifetz Company, several other designs received awards but are not being manufactured at this time. The original entry panels of these lamps are included in the exhibition; there are no models. Frank Greenhaus and Kevin Roche received a mention for a table lamp of classical proportions with a simple tripod base. Moses Richard Schultz received a mention for a table lamp which the Jury considered a handsomely proportioned revival of a design of the early 'twenties.

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In announcing the awards, Mr. d'Harnoncourt, as Chairman of the Jury, said: "It became clear to the Jury that the competition itself represented only one step in the entire project. The competition as such had produced ideas rather than finished designs. Every winning entry, in the early stages of production, had to be adjusted for economy of manufacture, improved performance (the scale of most models proved to be too small for effective lighting), choice of appropriate materials and colors. Only by co-operative teamwork among designer, manufacturer and the Museum's staff did the models chosen for production emerge as presented here. The Jury feels that the solutions found, technically and esthetically, are a credit to The Heifetz Company, manufacturer of the Award Lamps."

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- Burdine's
  Miami, Florida

- Carson Pirie Scott & Co.
  Chicago, Illinois

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- Davison-Paxon
  Atlanta, Georgia

- Foley Bros.
  Houston, Texas

- The J.L. Hudson Co.
  Detroit, Michigan

- Lammert Furniture Co.
  St. Louis, Missouri

- Macy's
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- L. Bamberger Co.
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- Comprecht & Benesich
  Baltimore, Maryland

- Dayton Co.
  Minneapolis, Minnesota

- Frank Brothers
  Long Beach, California

- Kaufmann's
  Pittsburgh, Pennsylvania

- La Salle & Koch Co.
  Toledo, Ohio

- Lauer Furniture Co.
  Indianapolis, Indiana

- P. & R. Lazarus Co.
  Columbus, Ohio

- J.W. Robinson Co.
  Los Angeles, California

- Runkle Furniture Co.
  York, Pennsylvania

- John Shillito Co.
  Cincinnati, Ohio

- Strawbridge & Clothier
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PRIZE-WINNING LAMPS TO GO ON VIEW AT MUSEUM
AND ON SALE THROUGHOUT COUNTRY

A group of ingenious lamps, which won for their designers $2,600 in prizes in the competition sponsored by the Museum of Modern Art and The Heifetz Company, will be on exhibition in the Auditorium gallery of the Museum, 11 West 53 Street, from March 28 through June 3. Ten of the 15 winning designs are being manufactured by The Heifetz Company and will go on sale at stores throughout the country at the same time.

The exhibition will be arranged so that visitors not only can see the lamps displayed in a special free-standing showcase, but also can use additional models and thus get a first-hand demonstration of the flexibility and multiplicity of use possible in these new designs. The original entries of all the prize-winners - scale drawings, diagrams and photographs - will also be shown. The exhibition will be installed by the Competition Director, Greta Daniel, who is Assistant Curator of the Museum's Department of Architecture and Design.

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