

THE MUSEUM OF MODERN ART

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At the close of the June Home Furnishings Market in Chicago, the Museum of Modern Art and The Merchandise Mart issued the following joint statement in response to inquiries about the Good Design exhibition:

"The Good Design project which the Museum of Modern Art and The Merchandise Mart co-sponsored for five years was extremely successful in bringing to the attention of a great number of buyers, a wide section of the press and thousands of consumers the great variety of good new designs that reach the market each year. For the Museum the project was an outgrowth of the series of Useful Objects shows which were initiated in 1938; for The Mart the project was one of several public service programs it has cooperated in developing.

The response of the public, of manufacturers, of retailers and of the press was extremely gratifying for each of the Good Design shows presented, both at The Mart in January and June and at the Museum later each year. Without such splendid cooperation on the part of the home furnishings industry, the Program could not have been carried on.

Now that the Good Design project has so successfully fulfilled its original purpose, we are taking the opportunity presented by the necessary interruption, due to the great demand for space at The Mart, to re-evaluate the project in terms of the total program of both the Museum and The Mart. We expect to announce the results of this re-evaluation in the coming months."
