

THE MUSEUM OF MODERN ART

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

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FOR RELEASE: FRIDAY,
January 20, 1956

No. 3

A major exhibition of the best contemporary American fabrics, selected by a seven-member jury, will be on view at the Museum of Modern Art, 11 West 53 Street, from August 29 through November 11, under the sponsorship of the Museum of Modern Art and American Fabrics Magazine. The exhibition, to be called AMERICAN FABRICS, will be dramatically installed by Bernard Rudofsky in the Museum's first floor galleries and in a specially constructed pavilion in the Museum garden where new techniques of the industry will be demonstrated.

In a joint statement announcing the project, Rene d'Harnoncourt, Director of the Museum of Modern Art, and William C. Segal, Publisher of American Fabrics Magazine, said: "The purpose of the exhibition is to demonstrate the tremendous scope, quality and beauty American textiles have attained in the last decade, and to focus public attention on the contribution to the arts of our time made by a vital and progressive industry."

Fabrics woven, printed, knitted and dyed in the U.S. for apparel, home furnishings or industrial and institutional uses, and which are contemporary in feeling, are eligible for the selection to be made by a seven-member jury, assisted by non-voting technical advisors. The selection of fabrics to be shown will be based on beauty of color and construction, as well as performance in each fabric's designated field, regardless of price. All entries must be received by March 15. Entry forms are available now on request from Greta Daniel, American Fabrics Project Director, the Museum of Modern Art, 11 West 53 Street.

The jury, which will be assisted by non-voting technical advisors, has been appointed by the Museum in association with American Fabrics Magazine and consists of the following members:

Rene d'Harnoncourt - Director, Museum of Modern Art
Arthur Drexler - Curator, Museum of Modern Art, Department of Architecture and Design.
Philip C. Johnson - Architect; Chairman of the Museum of Modern Art's Committee on Architecture
William C. Segal - Publisher, American Fabrics Magazine
Anni Albers - Fabric Designer
Claire McCardell - Fashion Designer
Mary Lewis - Fashion Director, Sears, Roebuck and Company

Prominent members of the textile and related industries have formed a committee to assist the fabric industry in calling public attention to the great variety and beauty of American fabrics, as represented in the exhibition. (full list attached)

American Fabrics Magazine will devote its entire fall issue to the exhibition. Reprints of the editorial section of this issue will be available as a complete illustrated catalogue of the show.

INDUSTRY COMMITTEE FOR AMERICAN FABRICS

(representing)

Robert Appleton - Ametex Mills	: Lace Association
Andrew Sokol - J.P. Steven Company	: National Federation of Textiles
George Adams - Everfast Fabrics	: Cotton Converters Guild
Walter Boyle - McCall Corporation	: Pattern Group
Ralph Freyberg - Metlon Corporation	: Metallic Fibers
William Lord - Galey and Lord	: Cotton Group
Milson Thomas - M. and W. Thomas	: Cotton Group
Abbott Copeland - Cohama	: Converters Group
Stuart Carse	: Linen Guild
Max Thal - Alamac Knitting Mills	: Jersey Group
Godfrey Rockefeller- Cranston Print Works	: Textile Finishing
W. Ralph McIntyre - Joseph Bancroft Co.	: Textile Finishing
Edward Smith - Collins and Aikman	: Automotive Fabrics
George Elbogen	: International Silk Association
I.A. Wyner	: Jersey Group
Alfred Auerbach - Alfred Auerbach Assoc.	: Decorative Fabrics
L.A. Fluke - American Cyanamid Co.	: Chemical Group
William Klopman - Klopman Mills	: Greige Goods
Charles Karagheusian	: Carpet Institute
Grover Whalen	: New York City
Robert Winternitz- J. Walter Thompson Co.	: Public Relations
Wheelock H. Bingham - R.H. Macy Co.	: Retail Group
Jack Kenrick- Aberfoyle	: Cotton Yarns
John E. Bassill - American Enka Corp.	
Max Schmidt - Wool Bureau	
John Kahrr - Virginia Carolina Corp	
George Hotte - Allied Chemical Corp.	
W. Ray Bell - Assn. Cotton Text. Merchants	
Ashton M. Tenney - A.M. Tenney Assoc.	
John Brooks - Celanese Corporation	
William Luttge - Chemstrand Corp.	
Roy Dunforth - Courtaulds Ltd.	
William Benson - Industrial Rayon Corp.	
John Cairns - Anderson and Cairns	
Donald Benedict - Union Carbide	
Mathew O'Brien - American Rayon Institute	
Charles Bertland - North American Rayon	
George Storm - American Viscose Corp.	
Bernard Bertland - Chemstrand Corp.	
Donald Tansill - M. Lowenstein & Sons	
Daniel Fuller - Fuller Fabrics	
Henry C. Froehling - E.I. du Pont de Nemours	