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THE MUSEUM OF MODERN ART  
11 WEST 53RD STREET, NEW YORK  
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FOR RELEASE SATURDAY AFTERNOON OR  
SUNDAY MORNING, AUGUST 3 or 4, 1940

THE MUSEUM OF MODERN ART WILL SPONSOR A COMPREHENSIVE  
COMPETITION FOR FURNITURE AND TEXTILE DESIGNS

As a first major undertaking, the new Department of Industrial Design of the Museum of Modern Art, 11 West 53 Street, is now preparing an extensive program for the purpose of discovering young designers who are capable of a fresh approach to design problems and for development of their designs beyond this stage into production. In this way it is planned to create a group of designs which will serve their purpose simply and efficiently and which will be a contemporary design expression.

The first stage of this program is a Competition which will be open to anyone in the United States, Cuba, Mexico, Central or South America. The complete program for the Competition which will cover such fields as furniture, fabrics and lighting, will be ready in the early fall and will be distributed widely in all these countries.

Entries will be judged early in December by a jury selected by the Museum of Modern Art. Arrangements are being made for the winning designers to receive commissions for the production of their designs and for royalties or fees instead of cash prizes. A large exhibition of the designs submitted and of the pieces produced from them is scheduled in the Museum for the early fall of 1941. This exhibition will later be sent throughout the country by the Museum's Department of Circulating Exhibitions.

Plans for the Competition are now being completed and as soon as they are ready the Museum will be glad to mail programs and entry blanks to any designers who are interested.

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Eliot F. Noyes, the Director of the new Department of Industrial Design, was born in Boston August 12, 1910. He attended

Phillips Academy, Andover, and received the degree of Bachelor of Arts at Harvard University in 1932. The following year he entered the Harvard School of Architecture but left in the spring of 1935 to join an expedition to Persepolis, Iran, sent out by the Oriental Institute of the University of Chicago. After two years in the Middle East, he returned to the Harvard Graduate School of Design, working under Walter Gropius and Marcel Breuer for the degree of Master of Architecture which he received in 1938.

Upon graduation, he worked in the office of Gropius and Breuer. In association with Robert Woods Kennedy of Boston, he placed in the finals of the Smithsonian Competition. In the spring of 1939 he was awarded the Wheelwright Traveling Fellowship by Harvard and made a survey tour of architecture in the United States and Mexico.