

THE MUSEUM OF MODERN ART

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"GOOD DESIGN" EXHIBITION TO OPEN AT MUSEUM WITH MORE THAN 225 HOME FURNISHINGS ITEMS

Good Design 1952, sponsored jointly by the Museum of Modern Art, 11 West 53 Street, and The Merchandise Mart in Chicago will open on September 24 with approximately 225 items of home furnishings installed in the first floor galleries of the Museum. Under the direction of Edgar Kaufmann, Jr., who also heads the Selection Committees that choose the items, the exhibition, which will remain on view through November 30, will be the 9th Good Design showing in the 3 years of this collaboration between the Museum and The Mart. A selection of the items chosen in January and in June for the exhibition at The Mart is being installed in the Museum, the smaller selection being required for reasons of space.

A special installation for the New York show is being designed by Paul Rudolph who also installed the Chicago exhibition. Mr. Rudolph, a young Florida architect, has come here especially for this purpose. A curved grille of plastic and large transparent screens will divide but not confine the space. Lighting will contrast bright areas with darker ones providing alternate backgrounds to accent the products shown.

This year in New York, 3 stores are conducting special Good Design merchandising campaigns concurrently with the Museum show. In addition to Bloomingdale's and Abraham & Straus, which participated last year, W. & J. Sloane will also arrange a Good Design selection as part of a storewide reorientation. In these stores will be found a great many of the items exhibited in this and earlier Good Design shows.

Dates for the Museum show this year have been moved forward to coincide with the annual Home Fashions Week including events at Grand Central Palace and various shops, features in magazines and newspapers and the attendant increase of interest in the field at this time.

Selections were made in January and June from home furnishings items that had appeared on the market during the previous six months. In January Mr. Kaufmann was assisted on the Selection Committee by Harry Weese, a young Chicago architect and city planner of note, and Charles Zadok, head of Gimbel's in Milwaukee and a patron of modern art who was recently portrayed in Life magazine. In June Mr. Kaufmann's committee included F. Carlton Ball, Professor of ceramics at the University of Southern Illinois, and Gordon Fraser, whose modern furnishings store in Berkeley, California, has in a very few years become known to many parts of the country.

Home furnishings items in the exhibition this year come from 10 countries of Europe and Asia and from all over the United States. A particularly large selection comes from California. A higher percen-

tage than in previous years is in the moderate price bracket. There is perhaps more emphasis on color than has been the case heretofore, and pattern and texture tend to become smaller scaled and more controlled. The major categories of furnishings exhibited are furniture, fabrics, lamps, tableware, accessories, kitchen ware and floor coverings. In most of these fields, the Selection Committees observed that their job was more than usually difficult, for the quality of the rejected items was often little below that of the accepted items, a gratifying indication of an overall general improvement in design throughout the country.

Symposium

On the evening of November 12 a special symposium on the subject "Good Design Could Be Better" will be conducted by Edgar Kaufmann, Jr., in the Museum Auditorium. Panel members, who will participate in the discussion and will examine actual home furnishings items on the platform, are:

Edward J. Wormley, designer of furniture, floor coverings, lamps, etc.

George Nakashima, furniture craftsman

Katharine Kinnane, floor covering stylist and designer

Fay Hines, executive editor of House and Garden

Tickets are available at the Museum of Modern Art, 11 West 53 Street, New York, 19.

Members	\$1.50
Non-members	\$2.00