

THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK 19, N. Y.
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FOR IMMEDIATE RELEASE

MUSEUM OF MODERN ART ANNOUNCES \$2,000 PRIZE
COMPETITION FOR FABRIC DESIGN

The Museum of Modern Art, through its Department of Industrial Design, announces the opening of a \$2,000 prize competition for the design of printed fabrics. The competition, sponsored by a group of leading stores throughout the country, opens with this announcement and will close at 7 P.M. Saturday, June 1, 1946.

Several of the prize-winning designs will be reproduced and be offered for sale. An exhibition of all the designs winning awards and of the fabrics produced from the top winners will be held at the Museum of Modern Art early in 1947. The exhibition will later be circulated throughout the country, and possibly abroad.

The designs will be judged by a jury, selected by the Museum of Modern Art, to be announced later. Entry numbers will be given all contestants so that the designs may be judged anonymously. Competition program and entry blank will be sent on request. Applications should be addressed to

Eliot F. Noyes, Director
Department of Industrial Design
Museum of Modern Art
11 West 53 Street
New York 19, N. Y.

The competition and the exhibition have been made possible through the collaboration of Brunswig & Fils of New York, which

will produce the winning fabrics, and the following retail stores will distribute them:

CALIFORNIA, Los Angeles. Bullock's
San Francisco. S. & G. Gump

CONNECTICUT, Hartford. G. Fox & Co.

GEORGIA, Atlanta. Rich's

ILLINOIS, Chicago. Marshall Field & Co.

INDIANA, Indianapolis. L. S. Ayers

MASSACHUSETTS, Boston. Paine Furniture Co.

MICHIGAN, Detroit. The J. L. Hudson Company

MISSOURI, Kansas City. Robert Keith, Inc.
St. Louis. Lammert Furniture Co.

NEW JERSEY, Newark. Kresge-Newark

NEW YORK, New York. B. Altman & Co.
Brunschwig & Fils
Rochester. McCurdy's

OHIO, Cincinnati. The John Shillito Co.
Cleveland. William Taylor & Son

PENNSYLVANIA, Philadelphia. John Wanamaker
Pittsburgh. Kaufmann's

TEXAS, Dallas. Neiman-Marcus

WASHINGTON, Seattle. Frederick & Nelson

Simultaneously with the exhibition at the Museum, the collaborating stores will show and sell the fabrics. Many of the stores have elaborate plans for room display and some are making tie-ups with local museums, as in the case of McCurdy's of Rochester.

The sum of \$2,000 will be awarded as prizes. First prize will be \$500. The remaining \$1,500 will be distributed as the jury may decide, except that there will be at least ten honor awards of \$50 each, and no prize of less than \$50. In addition, between three and five of the designs winning the top prizes will be designated by the jury for production, but the jury retains the right not to recommend any for production if it finds no designs of sufficient merit.

N.B. Enclosed with this release is a printed program of the Competition.