

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 EXHIBITS FABRICS MADE FROM
PRIZE-WINNING DESIGNS. SIMULTANEOUS DISPLAY
BY NINETEEN LEADING DEPARTMENT STORES THROUGHOUT COUNTRY

Four prize-winning modern designs executed in a variety of color combinations will be shown for the first time anywhere when the Museum of Modern Art, 11 West 53 Street, opens on Wednesday, March 12, its exhibition of PRINTED TEXTILES FOR THE HOME: Prize-winning Designs from National Competition. Simultaneously, nineteen stores throughout the country will display the fabrics in room settings. The four prize-winning designs were selected from 2,443 entries received from 44 States and the District of Columbia in the \$2,250 prize competition for the design of printed fabrics held by the Museum February-June, 1946. The only states from which entries were not received were Alabama, Nevada, South Dakota and Vermont. The greatest number of entries, 374, came from New York; California was second, with 175. The exhibition, which closes at the Museum June 15, will then be sent by the Circulating Department on tour to other cities throughout the country.

Winner of the first prize of \$500 was Mrs. Yvonne Delattre, at the time of the Competition a student at the Cranbrook Academy in Bloomfield Hills, Mich. Mrs. Delattre, who has studied both in this country and abroad, now lives in Philadelphia.

The second prize of \$350 was won by Milton Weiner of 314 South Broad Street, Philadelphia, who also took one of the two third prizes of \$250 each, which netted him in prize money \$1.00 more than the winner of the first prize. The other third-prize winner was Fredric Karoly of 111 East 48 Street, New York City. June Groff, 1825 Wylie Street, Philadelphia, won the fourth prize of \$150 plus an Honorable Mention of \$50.

In addition to the fabrics executed from the first, second, and two third prize designs, the exhibition will consist of these original designs, the design which won the fourth prize, and those that won the fifteen Honorable Mentions of \$50 each. The Honorable Mentions were won by the following designers:

Mrs. Reba C. Weiner
314 S. Broad Street
Philadelphia 2, Pa.

Mrs. Hollis J. Beasley
7325 S.W. Frier Place
Portland 1, Oregon

Idilly Ekan
48-07 47rd Street
Woodside, N. Y.

Dawn Guichard
626 East 22 Street
Oakland 6, Calif.

Virginia Negodal
102 Summit Avenue
Mt. Vernon, N. Y.

Clark Voorhees
R.F.D.
Old Lyme, Conn.

Mariame Strenge
Cranbrook Academy of Art
Bloomfield Hills, Mich.

Alexander H. Girard
16906 Kercheval Avenue
Grosse Pointe 30, Mich.

Thurman Rotan
Hastings House
Hastings-on-Hudson, N. Y.

Ray Eames
11013 1/2 Strathmore
W. Los Angeles 24, Calif.

George Farkas
954 41st Street
Miami Beach 40, Fla.

Juliet Kepes
3 Walker Terrace
Cambridge 38, Mass.

Marshall Barer
231 East 52 St.
New York 22, N. Y.

Alexander Girard and Eero Saarinen,
with Charles Eames as coordinator
West Long Lake Rd.
Bloomfield Hills, Mich.

June Groff
1825 Wylie Street
Philadelphia, Pa.

The Competition was conducted by the Museum's Department of Industrial Design and judged by a jury consisting of:

Marcel Breuer, architect and designer

Zelina C. Brunschwig, Director of Design, Brunschwig & Fils

Rene d'Harnoncourt, Director of the Department of Manual Industry,
Museum of Modern Art

Aline B. Louchheim, Managing Editor, ART NEWS

James Johnson Sweeney, formerly Director of Department of Painting
and Sculpture, Museum of Modern Art

Simultaneously with the opening of the exhibition at the Museum on March 12 nineteen retail stores, which will distribute the fabrics, will put them on display for the first time. The stores are:

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 Co.

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

NEW YORK, New York. B. Altman & Co.
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

NEW JERSEY, Newark. Kresge-Newark

BIOGRAPHIES OF PRIZE WINNERS

Yvonne Delattre - Winner of First Prize

Born Yvonne Lecoultre, at Le Brassus, Canton of Vaud, Switzerland, 1909.

Studied art at the Art School of Bern, Switzerland, 1928-30.

Married André Delattre (now Associate Prof. French Dept., University of Pennsylvania, Philadelphia) in 1935.

American citizen since 1939.

Studied art at the Cranbrook Academy of Art, Bloomfield Hills, Mich., from 1944 to 1946, Majored in weaving.

Milton Weiner - Winner of Second and one Third Prize

Born, Philadelphia, Pennsylvania, 1914.

Scholarship student at Philadelphia Museum School of Industrial Art.

Illustrated limited edition of "Tartarin de Tarascon" by Alphonse Daudet for Folio Club of Philadelphia.

During war, with U.S. Coast and Geodetic Survey as Engineering Draftsman.

Later, Supervisor of Art Department at Philadelphia Signal Corps.

Now at N. W. Ayer & Son as Art Director.

"My wife and I designed fabrics together in our free time as a hobby when we decided to enter Museum competition. We have exhibited fabrics at The Philadelphia Art Alliance, Rochester, N. W. Ayer, the Philadelphia Print Club, The Philadelphia Museum School of Industrial Art.

"Aside from our fabrics, we are now designing limited edition wallpaper and illustrating a children's book for publication in December, 1947."

Fredric Karoly - Winner of one of the two Third Prizes

"I was born in Budapest, Hungary, studied architectural engineering but entered the field of fashion design when given the opportunity by a Paris couture house to create clothes for them. They had seen my fine-art work, which I did in my free time. Success led to continued work in this field not only in Paris but later in London, Vienna, Berlin and finally New York, where I arrived in February, 1926, obtaining my U.S. citizenship in 1931. In order to obtain exclusive fabrics for my designs of women's fashions, I found it desirable to develop my own fabrics and eventually designed a number of printed fabrics for women's dresses. In connection with the designs of various modern interiors such as showrooms and apartments for which I drew the plans, I created the drapery fabrics.

"For seven years and at present I am the designer for Davidow, Inc., of New York and London and am responsible for the well-known, nation-wide publicized DAVIDOW Suit, as well as the general collection of this concern's sports clothes for women. However, my great interest lies in contemporary art and my entire time outside of my professional designing is given to painting, graphic work in many media and experimental photography. The Museum of Modern Art's Fabric Design Competition gave me my first opportunity to compete in the field of designs for home furnishings. I aimed to create a design which would appeal even to the less modern minded public, yet, truly modern without any concession which might affect its quality.

"For many years I have been an ardent observer of all phases of contemporary art which is offering such an abundance of inspiration and stimulation to the creative mind and I have acquired a small but important collection of oils, drawings, etchings and lithographs by such artists as Picasso, André Masson, Matisse, Eugene Berman, Max Ernst, Chagall and others."