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THE MUSEUM OF MODERN ART

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\$30,000 IN GRANTS, \$20,000 IN PRIZES IN INTERNATIONAL COMPETITION FOR
DESIGN OF LOW-COST FURNITURE. ANNOUNCEMENT OF TERMS AND CONDITIONS.

CHICAGO, January 5, 1948....The International Competition for the Design of Low-Cost Furniture, with prizes and grants totaling \$50,000 is declared open today (January 5) and will close at midnight, October 31, 1948, awards to be made by the jury within two months after the Competition closes.

The announcement was made at a meeting yesterday (January 4) in the Drake Hotel, Chicago, attended by officials of the Museum and the Steering Committee of Museum Design Project, Inc. which is sponsoring the Competition jointly with the Museum. Museum Design Project represents leading retail stores in more than 160 cities throughout the United States which are cooperating in the Competition and will be the outlets for the furniture realized from the winning designs.

At the meeting, printed programs of the Competition listing its formal terms and conditions were given out. Many thousands of these booklets will be distributed throughout the country and will be sent upon request to any prospective contestant. A similar booklet with certain changes in the regulations will be sent upon request to all prospective contestants residing outside the United States of America.

Nelson A. Rockefeller, President of the Museum, made the original preliminary announcement of this international project at a dinner held two weeks ago in New York and attended by leading furniture retailers from all over the country. Since that time Rene d'Harnoncourt, Director of the Museum's Curatorial Departments, and Edgar Kaufmann, Jr., Director of its Department of Industrial Design, have been working out details of the Competition with the Museum Design Project Steering Committee, which consists of

Harry Fish, Chairman, of New York City
Nathan S. Sachs of New York City
Harry I. Stern of Philadelphia, Pa.
Harry M. Epstine of Pittsburgh, Pa.
Harry Coplan of Baltimore, Md.

Yesterday all of these officials were present at the meeting in the Drake Hotel.

COMPETITORS ELEGIBLE

The Competition is open to designers in all countries with the exception of employees of the Museum of Modern Art and Museum Design Pro-

ject, Inc. Entries to the Competition must be submitted anonymously. Competition programs with attached entry blanks giving each prospective competitor a number will be mailed to anyone sending a request to

Edgar Kaufmann, Jr., Director
Department of Industrial Design
Museum of Modern Art
11 West 53 Street
New York 19, N. Y.

Identified only by the number on the entry blank, drawings on 20 x 30" sketch boards or the equivalent must be submitted (plans or half-plans, sections, elevations, details of construction, etc.) In addition to the technical drawings, each piece must be shown in a colored perspective or isometric at a large enough scale to give an accurate idea of the appearance of the finished piece.

In addition to the drawings competitors are required to send in a working model of each seating or storage unit submitted, not less than 1/4 full size.

SCOPE OF COMPETITION

To obtain furniture capable of being adapted to a variety of uses in today's small homes the Competition covers two main categories:

- (1) Seating units for one or more persons, such as upright and lounge chairs, sofas, daybeds, benches, and others.
- (2) Storage units for household or personal effects or for both.

Competitors may submit entries for seating units or storage units or both, and there is no restriction on the total number of entries one competitor may submit.

In addition to individual competitors, six design-research teams consisting of outstanding designers working in collaboration with technological laboratories have been selected by the Museum of Modern Art and given a research grant of \$5,000 each. These teams will be asked to submit a research report to supplement their entries.

PRIZES

Prizes will be awarded for designs capable of being developed into furniture groups for living rooms, bedrooms and dining areas.

Best design for a seating unit

First prize \$5,000
Second prize 2,500
Third prize 1,250

Best design for a storage unit

First prize \$5,000
Second prize 2,500
Third prize 1,250

In addition, a special Research Report Prize of \$2,500 will be awarded to the team submitting the best report.

The jury retains the right not to award any of the prizes if it finds no entries of sufficient merit.

THE JURY

The jury is composed of the following:

Alfred Auerbach, Design and Merchandising Consultant, former Editor "Retailing"

Catherine Bauer, Housewife, Housing Expert

Luis de Florez, Consulting Engineer, former Deputy Chief of Naval Research, United States Navy

Rene d'Harnoncourt, Director of Curatorial Departments, Museum of Modern Art

Hugh Lawson, Divisional Merchandise Manager of Home Furnishings, Carson Pirie Scott & Company

Ludwig Mies van der Rohe, Director of Department of Architecture, Illinois Institute of Technology

Gordon Russell, Director, Council of Industrial Design, Great Britain

The awards will be made by the jury within two months after the closing of the Competition. Winners will be notified promptly by telegraph. The jurors will meet in as many sessions as are needed for careful judging.

The decision of the jurors will be final.

MANUFACTURE, SALE AND EXHIBITION OF PRIZE-WINNING DESIGNS

Museum Design Project, Inc., co-sponsor of the Competition, will endeavor to arrange for the manufacture and sale of the prize-winning designs in the United States, with a royalty to the designer of not less than 3% on all sales of such furniture or a flat amount agreed to as equivalent to such royalty.

The Museum will exhibit the winning entries and the manufactured furniture if this latter is realized in a form satisfactory to the designers and to the Museum. It may also exhibit additional entries of merit which did not win prizes. Several other museums, and stores cooperating with Museum Design Project, Inc., are expected to hold exhibitions in the United States and in other countries. These exhibitions will be based on and limited to the material selected for exhibition by the Museum of Modern Art.

NOTE: Most important of the technical changes in the Competition regulations governing contestants residing outside the United States is the omission of the requirement to send in a working model of the entry. This is not required of foreign contestants. Other changes in the regulations concern directions for mailing or expressing the entries and customs declarations, etc.