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THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900
48119-5

FOR IMMEDIATE RELEASE

SIMMONS COMPANY CONTRIBUTES ADDITIONAL PRIZE TO INTERNATIONAL
COMPETITION FOR THE DESIGN OF LOW-COST FURNITURE

The Museum of Modern Art announces that the Simmons Company has contributed a prize of \$5,000 to the International Competition for the Design of Low-Cost Furniture. This is in addition to previously announced prizes and grants to designers and research teams totaling \$50,000.

The Simmons contribution makes possible a third category in prizes. The first two previously announced were for the "best design for a seating unit" and "best design for a storage unit." The special Simmons prize of \$5,000 will be for the best design for dual use living bedroom upholstered unit, attractive in the living room by day and convertible into a comfortable bed at night.

Before contributing the \$5,000 prize the Simmons Company had already made a generous contribution to the general fund of the Project which is being jointly sponsored by the Museum of Modern Art and Museum Design Project, Inc., a group of leading retail furniture 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.

The new prize money was announced by Mr. G. D. Wrightson, Executive Vice President of the Simmons Company. Citing the shortage of living space and the present high cost per cubic foot for building, Mr. Wrightson emphasized the new and broader market for dual-use rooms. "There are indications," he said, "of a mass demand for combination bedroom--living room pieces. If this mass demand can be further developed, mass production with attendant lower costs will follow."

The Competition for the Design of Low-Cost Furniture opened January 5 and will close at midnight October 31, 1948. 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, New York

