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THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

MANUFACTURERS PARTICIPATE IN FURTHERING INTERNATIONAL COMPETITION

FOR THE DESIGN OF LOW-COST FURNITURE

The Museum of Modern Art's furniture competition, calculated not only to design but also to produce low-cost furniture, entered a new and important phase when a Manufacturers' Advisory Committee to the Museum Design Project, Inc. was created yesterday, May 11, at a manufacturers' meeting in the Museum. Participating manufacturers contributed comments from their engineering and design departments on technical problems. The new Advisory Committee will make available to the Project expert opinion on current problems of manufacture and distribution. The Committee's detailed advice and information will be disseminated among all the competitors and the research teams, made up of designers and technological laboratories, in a forthcoming Bulletin to be issued by the Museum.

This is the first time an entire industry - manufacturers, retailers and designers - have banded together on a nationwide scale in a single project to produce well-made furniture within the average man's income. Mr. Ira A. Hirschmann, Executive Vice-President of the Museum Design Project, Inc., co-sponsors with the Museum of Modern Art of the furniture competition, presided over the manufacturers' meeting. Mr. Nelson A. Rockefeller, President of the Museum, spoke on the interest of the Museum in the Project. Mr. Rene d'Harnoncourt, Director of the Museum's Curatorial Departments, reported on the enthusiasm with which the announcement of the competition has been received both here and abroad. Even at this early stage already 345 entries from 30 foreign countries and 628 from the United States have been received.

Prizes and grants totaling \$55,000 are offered in this competition terms for which were announced early in January. Prize winners will be announced by the jury two months after the competition closes on October 31, 1948. Participating furniture retailers include stores in more than 200 cities throughout the United States.



The following were participants in the manufacturers' meeting:

Sponsoring Retailer and Vice-President, Museum Design Project,

Nathan S. Sachs - Secretary-Treasurer, Sachs Quality Stores, New York

Participating Manufacturers:

Delmar Kroehler
Kroehler Manufacturing Co.
Naperville, Illinois

Hugh A. Murrill
Simmons Company
New York, New York

Donald L. Jordan
Johnson-Carper Furniture Co.
Roanoke, Virginia

Irving Weisglass
Eclipse Sleep Products
New York, New York

Other Manufacturers or Representatives

Merrill A. Watson, President
Carpet Institute, Inc.
New York, New York

Kent-Coffey Manufacturing Co.
Lenoir
North Carolina

Joseph Robineau
Dearborn Company
Chicago, Illinois

Albert Roistacher
National Association Bedding Mfrs.
New York, New York
Messrs. Alex Shiel, Harry Watson,
John Goodwillie, Wilbert C. Hammell
Alexander Smith Carpet Co.
New York, New York

W. D. Hartman
Drexel Company
Drexel, North Carolina

Edward J. Wormley, representing
Dunbar Furniture Company
New York, New York

Joseph Sauer
Thonet Brothers
New York, New York

Charles Sligh
Grand Rapids Furniture Co.
Grand Rapids, Michigan

Leo Jiranek, representing
Ward Furniture Manufacturing Co.
Fort Smith, Arkansas

Frank T. Parrish
Weywood-Wakefield Co.
Gardner, Mass.

T. Hart Anderson
Anderson, Davis & Platte
New York, New York

Museum Design Project, Inc.

Ira A. Hirschmann, Executive Vice-President
Ottillie Jerchower, Secretary
Gwyn Ferris, Assistant to Secretary