

# NEWS FROM GOOD DESIGN

THE MUSEUM OF MODERN ART • THE MERCHANDISE MART

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New York--Serge Chermayeff, director of the Institute of Design, Chicago, and Berthold Strauss, president of Moss Rose Manufacturing Co., Philadelphia, will serve on the Selection Committee to choose the best new home furnishings objects of modern design for showing in June in the "Good Design" exhibition in The Merchandise Mart, Chicago.

The announcement was made by Edgar Kaufmann, Jr. who was appointed by the Museum of Modern Art in New York to direct the "Good Design" activities and who is chairman of the Selection Committee. The new committee will immediately start surveying the market to pick objects for showing in June.

The additions to the existing exhibition will be unveiled on Monday, June 19, the opening day of the Summer International Home Furnishings Market. "Good Design" was started last January as a joint program of the Museum and The Mart to stimulate the best modern design of home furnishings.

Any home furnishings object of new design that has been placed on the market during 1950 is eligible for selection. "This means," Kaufmann said, "that new products which will be introduced at markets all over the country during the coming weeks are also eligible. In fact, we urge all manufacturers and distributors to submit photographs and drawings of such products so that the committee will have the broadest range possible from which to make its preliminary selections."

Kaufmann also said that existing models that have been notably altered will be considered as new design. However, he stated, all objects must conform to the committee's standard of modern design which is: "Design intended for present-day life, in regard to usefulness, to production methods and materials and to the progressive taste of the day."

Kaufmann said submissions should reach him as early as possible. The deadline for entries is June 9. Drawings and photographs of objects should be sent to:

Edgar Kaufmann, Jr.  
Director, "Good Design"  
Museum of Modern Art  
11 West 53 Street  
New York 19, New York

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