

NEWS FROM GOOD DESIGN

THE MUSEUM OF MODERN ART • THE MERCHANDISE MART

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For Immediate Release

May 24, 1950 -- Eight men nationally prominent in the fields of design, merchandising, publishing, manufacturing and architecture have become sponsors of the "Good Design" program, which is a joint project of The Museum of Modern Art of New York and The Merchandise Mart to stimulate the best modern design in home furnishings.

Accepting the post of sponsor to the program are: Walter P. Paepcke, chairman of the board, Container Corp. of America; Frank M. Mayfield, president, Scruggs-Vandervoort-Barney, Inc., St. Louis; William S. Street, president, Frederick & Nelson, Seattle; Marshall Field, publisher, Chicago Sun-Times; Paul R. MacAlister, president, American Designers' Institute; Mies van der Rohe, architect; Earle Ludgin, president, Earle Ludgin & Co., and Alfred Auerbach, Alfred Auerbach and Associates, New York.

Several of these men, along with many of the original group of sponsors, will be at the speakers' table at the luncheon in The Merchandise Mart on June 22, when the second edition of the "Good Design" exhibition will open to those in attendance at the summer International Home Furnishings Market.

The Selection Committee has already screened several hundred entries for the June exhibition, according to Edgar Kaufmann, Jr., who was appointed by the Museum as director of "Good Design." Serving with him are Serge Chermayeff, director, Institute of Design, Chicago, and Berthold Strauss, president, Moss Rose Manufacturing Co., Philadelphia.

Manufacturers who have introduced new products during 1950, or who are planning to introduce new products of modern design during the coming weeks are invited to send photographs or drawings of their products to Kaufmann at the Museum of Modern Art, 11 West 53rd St., New York 19. The deadline is June 9.

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