

THE MUSEUM OF MODERN ART

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MUSEUM ORGANIZING FIRST MAJOR EXHIBITION OF AMERICAN HOME FURNISHINGS TO CIRCULATE WIDELY IN EUROPE

The Museum of Modern Art will organize and produce the first large exhibition of well-designed American home furnishings to tour the principal cities of Europe and Great Britain. To be called DESIGN FOR USE, U.S.A., the exhibition will contain some 500 items including furniture, fabrics, lamps, pottery, glassware, flatware, floor covers, luggage, decorative and personal accessories. Its first stop is scheduled for early next year at the Landesgewerbemuseum in Stuttgart, which originally requested it.

This exhibition is organized in the belief that it will be a timely and effective presentation of progressive cultural achievement in the U.S. shown in terms that need no translating and that have the widest human appeal. As Director of the overall activity, the Museum has appointed Edgar Kaufmann, Jr., who is also conducting the "Good Design" exhibitions for the Museum in collaboration with The Merchandise Mart, Chicago. Because of the demands of these joint duties, Mr. Kaufmann will not continue his connection with the Department of Architecture and Design.

The exhibition will present to Europeans the progressive side of American design against a striking background, suitable for shipment, which is now being prepared by Alexander Girard, a Detroit architect who recently staged a large and successful exhibition, "For Modern Living," at the Detroit Institute of Arts. Mr. Girard will also prepare an illustrated catalog of the exhibition. Many of the items to be included in the exhibition will be selected from the two shows "Good Design" and "For Modern Living."

Mr. Kaufmann says, in regard to the exhibition:

"In Europe, as well as in America, we have found a wonderful response in the press to our 'Good Design' exhibitions at The Merchandise Mart in Chicago. This encourages the belief that a discriminating show of American home furnishing design can present the best and most progressive side of our life to the European public in terms which are internationally understandable and sympathetic. Naturally, many of the objects chosen for 'Good Design' this year by our Selection Committee will be requested for this European venture.

"There is much evidence that Europeans are keenly interested in American design, and we look forward to the generous co-operation of American industry in presenting this side of our national life to a wide European public. Plans are being made to circulate this exhibition in such a way that a maximum attendance, including tourists as well as residents of the big cities, can be assured."