

# THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

5+  
SENT TO LOCAL PAPERS IN TOWNS WITH  
STORES OR MUSEUMS SHOWING THE EXHIBITION

51-312 - 20a

NOTE RELEASE DATES: PICTURE SPREADS MAY BE  
RELEASED SUNDAY, MARCH 25. ARTICLES AND  
COMMENTS MAY BE RELEASED MARCH 28. STORES  
ARE NOT PERMITTED TO ADVERTISE THE LAMPS  
BEFORE MARCH 27 AFTERNOON PAPERS, MARCH 28  
MORNING PAPERS.\*

PRIZE-WINNING LAMPS. ON EXHIBITION AT NEW YORK'S  
MUSEUM OF MODERN ART, GO ON SALE HERE

A group of ingenious lamps, which won for their designers \$2,600 in prizes in a competition sponsored by the Museum of Modern Art in New York and The Heifetz Company, will go on exhibition at the Museum on March 28 and at the same time will go on sale at

The 8 table lamps and 2 floor lamps, manufactured by The Heifetz Company, were selected from entries from 43 states of more than 600 competitors, whose designs show a trend towards lightness of appearance, unusual flexibility in the control of light, and multiplicity of use. The prize-winning designs, selected by the Jury from a most gratifying variety of ideas, represent for the most part the work of young, relatively unknown designers, many of whom were GIs. In addition to their prize money, the competitors whose winning designs are being manufactured receive a royalty on sales. According to Rene

\* Photographs can be obtained on request from the store.

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The competition grew out of a lively controversy on the subject of good lamps for the home set off in 1949 by a remark of the architect Marcel Breuer. As the designer of the Museum's Exhibition House that year, Breuer claimed that he had not found on the market one single satisfactory floor or table lamp for this house. Opinions ranged from emphatic approval to vehement disagreement. Light as a structural element had become an essential feature of modern architecture. However, little was available in the field of portable lamps that would properly supplement furniture and accessories for the modern interior. Therefore the Museum agreed to sponsor a lamp competition to encourage the design and production of good table and floor lamps.

## First Prize Won by Student

The first prize in table lamps (\$1,000) was awarded to Joseph Burnett, 27-year-old student at the Institute of Design in Chicago, for a lamp which achieves the greatest possible flexibility in the control of light. The light source, a bulb set in a well proportioned "husk" of brass standing  $8\frac{1}{2}$  inches high, is completely separate from the reflector. The reflector is a wide, but shallow, funnel-shaped shade of perforated paper, silver foil on the bottom, black on the top. It rests in a dark gray metal ring which is supported by 3 thin metal rod legs 15 inches high. When the bulb is placed directly under the reflector, the lamp gives an even and diffused light; when it is moved to one side, the light is concentrated and reflected in one

particular direction and the lamp becomes suitable for reading. This lamp will retail for approximately \$37.50.

#### Special Prize Awarded for Floor Lamp

The Special Prize for floor lamps (\$500) was awarded to Gilbert A. Watrous, 31-year-old California designer who was graduated from the Chicago Institute of Design last year. The base of this lamp is a small metal tripod on top of which rests a metal ball held in its socket by magnetism. The main stem of the lamp, with a counter-weighted handle at the low end, passes through this metal ball at an angle; since the ball revolves in the socket, it is possible to adjust the lamp to almost any position. By simply moving the rod through the ball the lamp can be lifted or lowered and can be swiveled. The small fiber-glass shade is attached to the stem by a swivel socket so that it too can be adjusted for direct or indirect light.

#### Chicago Student Won Second Table Lamp Prize

The second prize (\$500) in table lamps was awarded to Anthony Ingolia, age 29, also a student at the Chicago Institute of Design. This lamp not only can be adjusted to different heights as a table lamp, but also can be hung from a shelf or pinned on the wall, either for direct or indirect lighting. The bonnet-shaped shade of gray baked enameled metal joins the main stem on a swivel. Two short legs are attached to the stem by a simple spring. When the legs are squeezed together, the spring is released, and the legs can be moved up or down the main stem to raise or lower the height of the lamp, simultaneously changing the direction of the light and the angle of the lamp. The lamp will retail for approximately \$23.50.

#### Third Prize for Table Lamps

The third prize (\$250) was won by James H. Crate, a 25-year-old designer in the styling section of General Motors in Detroit. The main feature of this lamp is the hyperbolic funnel which contains the light source. Three straight stainless steel rods, tipped with cork balls at both ends, run through the funnel to provide legs at the base and a support for the reflector or shade on top. By moving the rods, the degree of light reflected from this flat metal disk can be controlled.

### Honorable Mention Awarded to Two Table Lamps

Alexey Brodovitch, well-known New York art director, was awarded an honorable mention for an inexpensive lamp that may be converted easily from a low, direct light to a high general lighting fixture. The light bulb is contained in an opaque, heavy paper shade, closed at one end. The shade is set on three removable, slender legs of colored wood. When these are inserted one way, the light is directed upward; the other way, the lamp becomes a low fixture. This lamp will retail at about \$13.00, the most inexpensive of any of the prize-winners that are being manufactured.

Honorable mention also was awarded to Lester Geis, architect and Eastern sales manager for a Chicago lighting equipment firm, for a lamp with a two-piece metal shade. Each section of the shade, one gray, one yellow, moves independently, allowing simultaneous light adjustment in two directions, and making it possible to convert the lamp into any one of 4 different uses: spot, indirect lighting, 1-way reading light, 2-way reading light. The stem and base consist of a single, bent, dark metal tube. This lamp will retail at about \$27.50.

### Two Honorable Mentions for Floor Lamps

A.W. and Marion Geller, New York architects and designers, were awarded an honorable mention for their floor lamp for reading. The bulb is set low in the lamp in an inverted cone-shaped metal container suspended in a 36-inch-high metal tripod. A round, shallow reflector of metal rests on top of the tripod. This can be tilted to various positions to direct the light to the desired angle.

Roberto Mango, a young Italian designer in the Raymond Loewy firm, received an honorable mention for his floor lamp designed to throw light into the room from a large sheet-like metal reflector. This lamp is not being manufactured at this time, but the original entry panel, praised by the Jury for its excellent presentation, will be shown.

### Three Mentions Awarded for Table Lamps

In addition to three prizes and two honorable mentions, three mentions were awarded for table lamps. Robert Gage's lamp, which will retail for about \$23.50, has four masonite panels, two of gray, two of yellow, surrounding a central light source. Each of the four panels,

which measure 15 inches by 7 3/4 inches, can be adjusted to give varying amounts of diffused light; suitable, among other uses, for rooms using television sets. The panels also make an attractive geometric pattern. Zahara Schatz received a mention for her lamp which consists of one single bent tube, the middle section of which serves as a base, while the two ends in juxtaposition are used to hold the light source and the diffusing shade. This will sell for about \$25.00. John Van Zwienen, youngest prize-winner, aged 21, received a mention for a lamp set on a 7 1/2-inch-high rectangular block of African mahogany; the light source and the oiled paper parchment shade rotate and also adjust to various heights by use of a tilting handle device.

#### Some Awards Not Being Manufactured

In addition to the 10 prize-winning lamps which are being produced by The Heifetz Company, several other designs received awards but are not being manufactured at this time. The original entry panels of these lamps are included in the exhibition; there are no models. Frank Greenhaus and Kevin Roche received a mention for a table lamp of classical proportions with a simple tripod base. Moses Richard Schultz received a mention for a table lamp which the Jury considered a handsomely proportioned revival of a design of the early 'twenties.

The Jury gave two citations, not provided for in the program of the competition, because they felt the originality of the basic ideas was worthy of praise. One went to Robert Lonson for a lamp with a recessed light source, shielded and diffused by a solid disk; the other to Eileen Weltner and Ken Sklar for a swivel-mounted spot light facing an adjustable, reflecting metal shield.

#### Jury Meeting Last Summer

The Competition was announced by The Museum last spring; it closed August 24, 1950. More than 600 competitors from 43 states submitted approximately 3,000 entries. The Jury was composed of: Rene d'Harnoncourt, Director, Museum of Modern Art, as Chairman; Peter Blake, Associate Editor, Architectural Forum, The Magazine of Building; Marcel Breuer, architect and designer; Louise Dunbar, Carson Pirie Scott and Co.; Yasha Heifetz, designer, President, The Heifetz Company; Philip C. Johnson, Director, Department of Architecture and Design, Museum of Modern Art; and Richard Kelly, designer, and lighting engineer.

The Competition was intended to encourage the design and production of good portable table and floor lamps employing incandescent bulbs; no other restrictions were imposed. More prizes were offered for table lamps than for floor lamps because of the greater demand. Costs were to be kept within reasonable limits, although price was not to be considered a factor in making awards. In addition to the prizes awarded for winning designs, competitors whose designs are being manufactured will receive a royalty based on the wholesale price of the lamps.

#### Co-operative Teamwork Produced Lamps

In announcing the awards, Mr. d'Harnoncourt, as Chairman of the Jury, said: "It became clear to the Jury that the competition itself represented only one step in the entire project. The competition as such had produced ideas rather than finished designs. Every winning entry, in the early stages of production, had to be adjusted for economy of manufacture, improved performance (the scale of most models proved to be too small for effective lighting), choice of appropriate materials and colors. Only by co-operative teamwork among designer, manufacturer and the Museum's staff did the models chosen for production emerge as presented here. The Jury feels that the solutions found, technically and esthetically, are a credit to The Heifetz Company, manufacturer of the Award Lamps."

#### Co-sponsoring Stores

The following stores are co-sponsors of the competition. These stores, among others, will sell the prize-winners and will exhibit the designs in a display prepared by the Museum of Modern Art. In some of these towns local museums will show a Museum Circulating Exhibition of the lamps:

|   |  |
|---|--|
| Burdine's<br>Miami, Florida                         | Lammert Furniture Co.<br>St. Louis, Missouri |
| Carson Pirie Scott & Co.<br>Chicago, Illinois       | Macy's<br>New York, New York                 |
| The Daniels & Fisher Stores Co.<br>Denver, Colorado | Macy's<br>Kansas City, Missouri              |
| Davison-Paxon<br>Atlanta, Georgia                   | Macy's<br>San Francisco, California          |
| Foley Bros.<br>Houston, Texas                       | Paine Furniture Co.<br>Boston, Massachusetts |
| The J.L. Hudson Co.<br>Detroit, Michigan            | Peerless Modern House<br>Washington, D.C.    |

Participating stores which will also sell the lamps. Other stores may be added:

L. Bamberger Co.  
Newark, New Jersey

Comprecht & Benesch  
Baltimore, Maryland

Dayton Co.  
Minneapolis, Minnesota

Frank Brothers  
Long Beach, California

Kaufmann's  
Pittsburgh, Pennsylvania

La Salle & Koch Co.  
Toledo, Ohio

Lauer Furniture Co.  
Indianapolis, Indiana

F. & R. Lazarus Co.  
Columbus, Ohio

J.W. Robinson Co.  
Los Angeles, California

Runkle Furniture Co.  
York, Pennsylvania

John Shillito Co.  
Cincinnati, Ohio

Strawbridge & Clothier  
Philadelphia, Pennsylvania

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NOT TO BE RELEASED UNTIL MARCH 28

## PRIZE-WINNING LAMPS TO GO ON VIEW AT MUSEUM

## AND ON SALE THROUGHOUT COUNTRY

A group of ingenious lamps, which won for their designers \$2,600 in prizes in the competition sponsored by the Museum of Modern Art and The Heifetz Company, will be on exhibition in the Auditorium gallery of the Museum, 11 West 53 Street, from March 28 through June 3. Ten of the 15 winning designs are being manufactured by The Heifetz Company and will go on sale at stores throughout the country at the same time.

The exhibition will be arranged so that visitors not only can see the lamps displayed in a special free-standing showcase, but also can use additional models and thus get a first-hand demonstration of the flexibility and multiplicity of use possible in these new designs. The original entries of all the prize-winners - scale drawings, diagrams and photographs - will also be shown. The exhibition will be installed by the Competition Director, Greta Daniel, who is Assistant Curator of the Museum's Department of Architecture and Design.

The 8 table lamps and 2 floor lamps, manufactured by The Heifetz Company, were selected from entries from 43 states of more than 600 competitors, whose designs show a trend towards lightness of appearance, unusual flexibility in the control of light, and multiplicity of use. The prize-winning designs, selected by the Jury from a most gratifying variety of ideas, represent for the most part the work of young, relatively unknown designers, many of whom were GIs. In addition to their prize money, the competitors whose winning designs are being manufactured receive a royalty on sales. According to Rene

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Burdine's  
Miami, Florida

Lammert Furniture Co.  
St. Louis, Missouri

Carson Pirie Scott & Co.  
Chicago, Illinois

Macy's  
New York, New York

The Daniels & Fisher Stores Co.  
Denver, Colorado

Macy's  
Kansas City, Missouri

Davison-Paxon  
Atlanta, Georgia

Macy's  
San Francisco, California

Foley Bros.  
Houston, Texas

Paine Furniture Co.  
Boston, Massachusetts

The J.L. Hudson Co.  
Detroit, Michigan

Peerless Modern House  
Washington, D.C.

Participating stores which will also sell the lamps. Other stores may be added:

L. Bamberger Co.  
Newark, New Jersey

Comprecht & Benesch  
Baltimore, Maryland

Dayton Co.  
Minneapolis, Minnesota

Frank Brothers  
Long Beach, California

Kaufmann's  
Pittsburgh, Pennsylvania

La Salle & Koch Co.  
Toledo, Ohio

Lauer Furniture Co.  
Indianapolis, Indiana

F. & R. Lazarus Co.  
Columbus, Ohio

J.W. Robinson Co.  
Los Angeles, California

Runkle Furniture Co.  
York, Pennsylvania

John Shillito Co.  
Cincinnati, Ohio

Strawbridge & Clothier  
Philadelphia, Pennsylvania