

NEWS FROM GOOD DESIGN

MUSEUM OF MODERN ART • THE MERCHANDISE MART

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RESULTS OF POLL OF GOOD DESIGN 1951

Number one preference of consumers who have visited the Museum of Modern Art-Merchandise Mart Good Design 1951 show at The Mart is Chambers' new pale grey range with chrome broiler and locking gas handles, which ranked eighth with buyers. First choice among buyers was the walnut desk designed by George Nelson from the Herman Miller executive office group. A poll of several thousand consumers and store buyers, just completed, nevertheless indicates that this year there are more selections in common - though in a different order of choice - than in the polls during 1950 when there was considerable disparity in choice of the two groups.

Following is the listing of the first ten choices of each group:

<u>Consumers</u>	<u>Buyers</u>
1. Chambers range	George Nelson executive desk
2. Edward Wormley natural cherry desk for Dunbar	Lounge chair from Ron Fidler Associates; black steel frame, leather seat and back

(more)

Consumers

Buyers

- | | |
|--|---|
| 3. George Nelson executive desk | Edward Wormley desk |
| 4. Langbein's low-fold wicker chair with storage space | Edward Wormley convertible bed-sofa |
| 5. George Nelson round lazy-susan table with white plastic top, from Herman Miller | Edward Wormley oval walnut drop-leaf table, from Dunbar |
| 6. Edward Wormley oval walnut drop-leaf table, from Dunbar | George Nelson lazy-susan table |
| 7. Italian floor lamp with colored enamel reflectors designed by Arredoluce, from New Design | English walnut and mahogany floor model radio by Murphy Radio, Ltd. |
| 8. English floor model radio | Chambers range |
| 9. Edward Wormley bed-sofa | Saarinen armchair with aluminum swivel base |
| 10. Thrifty-Thirty range by Frigidaire | Arredoluce lamp |