

NEWS FROM GOOD DESIGN

THE MUSEUM OF MODERN ART • THE MERCHANDISE MART

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GOOD DESIGN ANNIVERSARY SHOW: SPECIAL FEATURES

A forecast of future home furnishings design trends and a retrospective look at those of the past five years will highlight the fifth anniversary celebration of "Good Design," the continuing home furnishings exhibition sponsored jointly by the Museum of Modern Art and The Merchandise Mart. This special anniversary exhibition, under the direction of Edgar Kaufmann, Jr., will open in The Mart June 20, in place of the customary semi-annual market survey exhibition, which will be resumed next year.

Design directions that may be expected to affect American homes of the future will be featured in special displays prepared by leading design schools over the U. S. A. This will be the first public showing of advanced design tendencies formulated by progressive teachers and students of this country. Displays will be prepared by M. I. T.; Yale University; Cranbrook Academy of Art; the Institute of Design as well as the Department of Architecture of Illinois Institute of Technology; Pratt Institute; Rhode Island School of Design; University of Georgia; and North Carolina State College.

From 2000 items shown during the first five years of "Good Design," the Museum will select 100 to be presented in the retrospective portion of the anniversary show.

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The exhibition at The Merchandise Mart will be installed by two young Chicago architects and teachers: Daniel Brenner, who installed "The Sculpture of the Twentieth Century" exhibition at the Art Institute of Chicago; and A. James Speyer, currently responsible for installing exhibitions at the Arts Club of Chicago.

The June "Good Design" exhibition will be shown later in New York at the Museum of Modern Art as part of its 25th anniversary program of special events and exhibitions. In New York the show will be installed by the eminent Italian architect and designer Franco Albini, well known for his recent remodeling of the Genoa museum, the "Palazzo Bianco." He will also prepare traveling versions of the exhibition which will be shown in principal museums of Europe, Latin America, and Asia. An illustrated booklet of the 100 Museum choices will be published to accompany the New York and foreign exhibitions.

A committee composed of Rene d'Harnoncourt, Director of the Museum of Modern Art, Alfred H. Barr, Jr., Director of Museum Collections, Philip C. Johnson, Director of the Department of Architecture and Design, Porter McCray, Director of the Museum's International Circulating Exhibitions, and Edgar Kaufmann, Jr., Director of "Good Design," will select the 100 retrospective objects from "Good Design 1950-1954."

Another feature of the "Good Design" anniversary exhibition will be a survey of the selling record of "Good Design,"
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now being conducted under the direction of Louis Goodenough, editor of Retailing Daily, well-known daily trade newspaper in the home furnishings field. The survey, being conducted within necessary limits in order to avoid misleading comparisons, will indicate market acceptance of "Good Design" selections from firms which have had more than one nationally available object in the shows to date.

In announcing the "Good Design" anniversary program, Mr. Kaufmann said:

The tenth season of "Good Design" will utilize several important new features. First, this season we will be free from a market deadline as we will not present a six months' survey but a broad considered look at five years' work and progress. Next year we plan to resume our usual market investigations. In the June, 1954, Anniversary program we will also have a chance to observe where public acceptance has underlined the choices made by our various distinguished Selection Committees, a valuable complement to our fund of experience. Further, we can see what potentialities younger designers find tempting -- an insight long wished for and finally within reach. To be presented abroad as widely as we plan is a special privilege which is the due of progressive design as represented in U. S. homes. Last but by no means least, the illustrated book of the 100 Museum Choices from "Good Design" 1950-1954 will be an enduring testimony to the first five years of collaboration between The Merchandise Mart, Chicago, the Museum of Modern Art, New York, and a long list of eminent designers, teachers, craftsmen, journalists, and business executives. The "Good Design" Anniversary Program will be not only a lively, full season of exhibition and publication, but also a token of gratitude for all this generously contributed talent as well as a tribute to the cultural activities of American trade as it affects the homes and lives of American families.