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THE MUSEUM OF MODERN ART

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GOOD DESIGN ON TELEVISION NETWORK FOR TWO WEEKS

Edgar Kaufmann, Jr., Director of the Museum of Modern Art's Good Design exhibition of home furnishings, will appear as a guest on the Margaret Arlen Show (CBS-TV, 9:00 - 9:45 a.m.) for two weeks beginning Monday, March 15.

Mr. Kaufmann has selected living room and dining room furniture and appropriate accessories which will be arranged in two sets. During the first week he and Miss Arlen will examine and discuss the various pieces of furniture in the dining area. During the second week they will show the individual pieces in the living area. All the furniture and accessories have been loaned to the program by Bloomingdale's where they are available in the regular departments.

Mr. Kaufmann will explain why he thinks the dining room chairs, round table and room divider make a harmonious setting and why each item on the table -- plastic dishes, glassware, flatware, saltcellars, ashtrays and other accessories -- are examples of good design. A rug and window draperies will also be displayed and discussed.

In the second week of the program, beginning March 22, Miss Arlen and Mr. Kaufmann will move to the other side of the room divider and discuss living room furniture -- a sofa, an upholstered easy chair, a plastic chair on a swivel base for watching television, occasional tables, a floor lamp, a desk lamp and decorative accessories.

Mr. Kaufmann, author of "What is Modern Interior Design[?]" recently published by the Museum of Modern Art, is director of "Good Design," a series of home furnishings exhibitions sponsored by the Museum of Modern Art and The Merchandise Mart in Chicago. Each January and June the Good Design show in Chicago at The Mart presents a selection of objects chosen from those which have become available on the market during the preceding six months. Each fall, most of the exhibition is reproduced in New York at the Museum of Modern Art.

The Margaret Arlen program, which frequently covers Museum of Modern Art exhibitions and activities of particular interest to housewives, is one of the most popular daytime television programs. This is believed to ^{be} the first time such a television show has joined with a leading store and a museum devoted to the arts of our day in recommending well designed home furnishings to a wide public.