

THE MUSEUM OF MODERN ART ANNOUNCES TERMS OF TWO DESIGN
COMPETITIONS FOR HOME FURNISHINGS

The Museum of Modern Art, 11 West 53 Street, announces the opening today of two design competitions for home furnishings. Competition I is open to any resident of the United States except employees of the Museum of Modern Art. Competition II is open to any resident of the twenty other American republics of Mexico, South and Central America and the West Indies. The two competitions will be open approximately fourteen weeks. All entries for Competition I must be postmarked not later than midnight Saturday, January 11, 1941, and must be submitted anonymously as directed in the program of rules and conditions for the competition. All entries for Competition II must be submitted anonymously and must reach the Museum not later than January 15, 1941.

Judges for both competitions will be:

Alvar Aalto - Finnish architect and furniture designer;
Professor of Architectural Research
at Massachusetts Institute of Technology.

Alfred H. Barr, Jr. - Director of the Museum of Modern Art.

Catherine K. Bauer - Special Consultant to the United
States Housing Authority.

Edgar Kaufmann, Jr. - Design Editor of New Directions,
Merchandise Manager in Home Furnishings
of Kaufmann's Department Stores.

Edward Stone - New York architect.

Entry blanks and printed program of rules and conditions
will be mailed upon application to the Competition Director:

Eliot F. Noyes, Director
Department of Industrial Design
The Museum of Modern Art
11 West 53 Street
New York, N. Y.

Competition I. The purpose of this competition is to select a group of designers capable of creating a useful and beautiful environment for today's living, in terms of furniture, fabrics and lighting. In order to bring the best designs on the market, arrangements have been made whereby stores and manufacturers will commission the designers selected through this competition, and work

with them on the production and sale of their designs throughout the country. The Museum will handle the competition, and will consult on design during the period of production, but will have no participation in the manufacture or sale of finished pieces or any responsibility in respect to them.

Mr. Noyes, Competition Director, makes this statement in regard to the character of the designs desired: "Many of the pieces of furniture in common use are inherited types, and today's pattern of living has adapted itself to them rather than determined them. This competition demands a solution starting with a sound analysis of the requirements, and a fresh approach to what our way of living calls for in furniture, fabrics and lighting. The best solutions will inevitably be a contemporary expression and will reflect today's social, economic, technological and esthetic tendencies and possibilities. In order to allow as much room as possible for new ideas, no specific pieces will be called for in this program; a solution which provides adequately and handsomely for the various normal activities of a typical American middle-income group family is desired."

Competition I is divided into the following nine categories:

1. Seating for a living room.
2. Other furniture for a living room. (Mechanical equipment such as radios, phonographs and clocks is not included.)
3. Furniture for a dining room.
4. Furniture for a bedroom.
5. Furniture for a one-room apartment.
6. Furniture for outdoor living on terraces or porches of a house or apartment.
7. Movable lighting equipment to provide illumination for several uses; i.e., for reading, eating, writing and so forth. These are not to be built-in fixtures.
8. Woven fabrics--for drapery, upholstery, or other uses.
9. Printed fabrics--for drapery, upholstery, or other uses.

The winning designer in each category within 30 days after the final judgment will receive an offer from a manufacturer to enter into a contract for the production of the winner's designs selected by the jury. Such contract will provide for payment of royalties or fees to the designer at the usual rates. The jury will have the right to select more than one winner in each category and if it does so, all winners in such a category will receive similar awards. In the event that the designs submitted are not,

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in the opinion of the Museum or the cooperating stores, suitable for being produced for sale, the right is reserved to give an award to each winning designer of \$250 in cash in lieu of an offer of contract for production.

Competition II. For residents of Mexico, Guatemala, Honduras, Salvador, Nicaragua, Costa Rica, Panama, Cuba, The Dominican Republic, Haiti, Venezuela, Columbia, Ecuador, Peru, Brazil, Bolivia, Chile, Paraguay, Uruguay, and Argentina. The purpose of this competition is to discover designers of imagination and ability in the other Americas, and to bring some of them to New York for a period of a few months. The competition is interested particularly in bringing out suggestions on the part of these designers as to how their own local materials and methods of construction might be applied in the making of furniture for contemporary American requirements.

Each competitor in this competition is required to submit original drawings for a few pieces of furniture such as might be used in a living room, a dining room, a bedroom, or an outdoor area. About four pieces would be considered a normal submission. As in Competition I, the entries are to be submitted anonymously to Mr. Noyes, Director of the Department of Industrial Design. The date for the closing of Competition II, however, is slightly changed.

The jury will meet at the end of January, 1941, and from the entries will select a number of designers as winners. Winners will receive a round trip ticket to New York and \$1,000 for expenses during a three or four month's stay here. During this period they will work with the Museum on the possibility of producing their designs. They will visit stores and manufacturing plants and look into ways of utilizing the products of their countries for American use. At least three such awards will be made, and if sufficient ability is found through the competition, the jury may double the number of awards.