

Design nscreen

The Initiative for Architecture
and Design on Film

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DESIGN ONSCREEN SPONSORS EXHIBITION AT MUSEUM OF MODERN ART, NEW YORK CITY MAY 6, 2009 – NOVEMBER 30, 2009

Design Onscreen—The Initiative for Architecture and Design on Film announces its sponsorship of the exhibition *What Was Good Design? MoMA's Message 1944-56* at The Museum of Modern Art (MoMA). The focus of Design Onscreen's support was the conservation of two recently discovered historical film clips showing the late 1950 and 1952 *Good Design* exhibitions at MoMA, and their transfer from original 35 mm film into digibeta media for future preservation and display of the footage. One of the films was made for the television program *News of the World for Women* and features curator Edgar Kaufmann, Jr., who directed the Good Design program at MoMA from 1950 – 1955. Ever publicity conscious, Kaufmann saw the value of film in his efforts to promote good design for everyone through a partnership between the Museum, manufacturers, and retailers. Both films are unique and MoMA's only record on film of these pioneering exhibitions.

The exhibition features objects from MoMA's collection, acquired primarily from the Good Design exhibitions of the 1950s and the Useful Objects exhibitions of the 1940s. Unmistakable design icons, such as the Charles and Ray Eames' *La Chaise* of 1948, are included along with household objects of the same period such as the Chemex Coffee Maker of 1941, the Anywhere Lamp by Greta Von Nessen, Tupperware, and textiles by Esztyer Haraszty and Alexander Girard. Organized by Juliet Kinchin and Curatorial Assistant Aiden O'Connor of MoMA's Department of Architecture and Design, the exhibition will be on display through November 30th, 2009.

Design Onscreen, is a Denver-based not-for-profit foundation dedicated to the production and preservation of high quality films on architecture and design. Founded in 2007 by Denver documentary enthusiasts H. Kirk Brown III and Jill A. Wiltse, Design Onscreen has produced number of films including: *Hella Jongerius: Contemporary Archetypes*, which recently premiered world-wide to an audience at the Museum of Arts and Design in New York, and *Journeyman Architect: The Life and Work of Donald Wexler*, which premiered February 15, 2009, as part of Modernism Week in Palm Springs, California. Presently, a film exploring the work of the renowned architect William Krisel is in production.

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