



Awards and Competitions

New Ways With Wallpaper

An open competition offering attractive cash prizes is the tested American way of promoting anything from baby food to automobiles. But Americans sometimes neglect their own best ideas in places where they might be of esthetic as well as economic value. We refer to the decorative field in general and the wallpaper industry in particular which comes up at this time because of a competition recently sponsored by the German wallpaper concern of Marburger Tapetenfabrik near Kassel. Not limited to professionals or students but open to anyone who cared to compete for the cash awards, the purpose of the exhibition was to focus attention on the often unrecognized decorative versatility of wallpaper. As can be seen by the cuts there was no lack of originality and adaptability in the results. Contestants of the *Novel Wall Decoration with Wallpaper* competition were asked to submit a photograph of the wall on which the proposed design was actually applied; a scale drawing of the design; and samples of the colors to be used. From about 300 entries a panel of illustrious jurors headed by the noted German architect Dr. Otto Bartning, awarded 12 cash prizes and an additional 50 designs were purchased by Marburger Tapetenfabrik. Prize-winners represented a wide variety of interests ranging from architects and interior designers to housewives and grade school students, and an age group that ranged from 14 to 70. Designs submitted fell into two categories. One group comprised of wall pictures made of wallpaper, and a second group in which the contestants considered the wall design in its architectural and decorative relation to the room. Awards were made in both groups.

Design Derby 1957

Official entry blanks are now available for

the Design Derby being sponsored by the Designers and Decorators Guild of South Florida (see June *Interiors*, page 20). Open to all designers and craftsmen in North and South America engaged in the design or production of home fashions and home furnishings, the Design Derby is to "further acquaint the American public with current trends and developments in home furnishing design." Awards will be made for both executed and projected designs in furniture, wall coverings, floor coverings, lighting, textiles, and decorative accessories. Jurors include William Pahlmann, A.I.D.; Raymond Loewy; George Beck, national president of Industrial Designers Institute; Mrs. Vanderbilt Webb, founder of the American Craftsman's Council; and Billy Pearson, art authority of \$64,000 Question fame. September 25th is the deadline for receipt of entries. *Design Derby 1957* will be held at Gulfstream Park Race Course from October 18 through November 3, 1957. Further information and entry forms may be had from Miss Lee Rice, P.O. Box 803, Coconut Grove 33, Florida.

Rome Prize Fellowships for 1958-59

The American Academy in Rome is again offering a limited number of fellowships for "mature students and artists capable of doing independent work in architecture, landscape architecture, painting, sculpture, history of art, musical composition, and classical studies." Fellowships will be awarded on evidence of ability and achievement to citizens of the U.S. for one year beginning October 1, 1958, with a possibility of renewal. The fellowships carry a stipend of \$1,250 a year, round trip transportation between New York and Rome, studio space, residence at the Academy, and an additional travel allowance. Applicants and submissions of work, in the form prescribed, must be received at the Academy's New York office by December 31, 1957. Requests for details should be addressed to the Executive Secretary,

Top row, left to right: First prize-winning design by 53-year-old housewife Hildegarde Hildebrandt made with Marburg wallpaper. Competition judges, Dr. Bartning at right. Purchase prize-winning design made with Marburg wallpaper by Rudolph Kroth. Bottom row, left to right: First prize-winning wall decoration by Heinz Velten for entrance of industrial administration building made with Marburg wallpaper. Wall decoration for wallpaper firm which won Luise Graff purchase prize. Wall and ceiling design of Marburg wallpaper by Gisela Borries was also awarded a purchase prize.



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1. Corridor in Dallas' new two-story Homefurnishings Mart. 2. Left to right: Mart owner-developer Trammell Crow; Southwestern Furniture Manufacturers president Milton Smith; Southwest Roadrunners president Hugh Cuthbertson; past president of Dallas Retail Furniture Assoc. Jess Tripp. 3. Spiral staircase between floors. 4. Section of second-floor Sealy space.



American Academy in Rome, 101 Park Avenue, New York 17, New York.

Homefurnishings Events

In the Southwest

Dallas' spanking new \$6,500,000 Southwest Homefurnishings Mart might be said to have received a true baptism by buyers during its first five-day Summer Homefurnishings Market in July. Some 5,000 retail buyers from all over the Southwest were on hand for the formal dedication of the new building and to inspect the nearly 100 lines of homefurnishings already occupying permanent display space in the Mart. This, however, was only the beginning of what promises to be one of the liveliest furniture centers in the country. Last month construction was started on the second unit of the contemporary, air-conditioned Mart designed by architect Don Speck for developer-owner Trammell Crow. When completed the Southwest Homefurnishings Mart will have 434,000 square feet of floor space. By the time the Winter Market opens (January 20-24), says Milton Smith of Austin, acting president of the Southwestern Furniture Manufacturers Association, "we expect more than 200 important lines of merchandise to be permanently housed in the building." The second 1958 market event is scheduled for July 14-18. Skylights, 46-foot corridors, suspended staircases, planted terraces and courtyards (see cuts) are a few of the features giving this first permanent furniture display building in the burgeoning Southwest a light and spacious quality well suited to its purpose.

In the East

Judging by pre-curtain announcements, New

York's Eighth Annual National Homefurnishings Show due to open at the Coliseum on September 12th, will have much to offer. For instance, the Decorative Furniture Manufacturers Association which has just signed a three-year contract for participation in the New York show, will make its debut this year with ten room settings by the following members: The Albano Company, Inc.; Directional Furniture Showrooms, Inc.; Grosfield House, Inc.; Harvey Probbler, Inc.; Herman Miller Furniture Company; E. Pashayan & Company, Inc.; Jens Risom Design, Inc.; Rway Furniture Company; M. Singer & Sons; and Lee L. Woodard Sons.

The A.I.D. members who are contributing some 16 room settings to this year's show include: Inez Croom, Melvin Dwork, Hector Grant, Melanie Kahane, Jerome Manashaw and James H. Daggett Jr., Nancy McClelland, Ellen Lehman McCluskey, Edyth McCoon, William Pahlmann, and John B. Wisner, all of New York, and Richard Himmel of Chicago. Perhaps one of the most interesting aspects of New York's Eighth National Homefurnishings Show is that it is to be the subject of a 27-minute color movie based on the theme "American at Home, 1958" which will be shot during the event. C. Eugene Stephenson will act as narrator for the 16 mm film planned by S. Robert Elton, director of the National Homefurnishings Show, for distribution during late 1957 and 1958 to 300 television stations throughout the country. In addition to the 16 mm film of selected exhibitors, slide films and transparencies will be made to point out specific points of the exhibition rooms. The film will also be offered as a service to the U.S. Government for showing at the Brussels World's Fair in 1958 as well as other foreign fairs in which the Department of Commerce is planning to participate.

U.S. Industrial Designers . . .

Lend a Hand to Foreign Handicrafters

By offering technical assistance to underdeveloped areas of the world through the Point Four program of the U.S. Government, a bevy of American industrial designers may well be gaining as much as they give. In their efforts to assist native handicrafters in making their products more marketable in the U.S., these designers have covered hundreds of thousands of miles surveying handicrafts in some 19 countries, and have filled huge files with their recommendations. So far the designers have been given an entirely free hand, but after some of their recommendations have been put into practice, the International Cooperation Administration will decide which approaches will produce the best results—setting up design schools, sponsoring trade fairs, advising craftsmen, or whatever. Since the program started in June, 1955, contracts totaling \$600,000 have been awarded to U.S. design concerns to study and aid native handicrafters. They are Design Research, Inc., Chicago; the Institute of Contemporary Art, Boston; Walter Dorwin Teague Associates, Russel Wright, both of New York; Smith, Scherr & McDermott, Akron; and Peter Muller-Munk Associates, Pittsburgh. Dave Chapman of Design Research helped convince Federal official of the value in establishing the program and is one of the U.S. designers who have literally visited hundreds of native huts and bazaars to achieve its purpose. "If we can accomplish the task," he told a *Wall Street Journal* reporter recently, "we will raise their standard of living in a way no economist could." Last year Russel Wright covered hundreds of miles surveying Southeast Asian handicrafts,