

A Museum For Display

The Janet Riza mannequins, recently used by LORD & TAYLOR, are a case in point. Without benefit of fanfare or invitation-to-an-unveiling, these superb pieces of sculpture-turned-mannequin which Henry Callahan commissioned Miss Riza to create, were put on view. Had they been exhibited in a museum, they would have certainly received critical applause. They were executed with imagination and sensitive feeling. But being used by a "store" they escaped serious artistic consideration. They will be used for a few months in the windows and then? Retirement to the third floor, better misses' dresses, where only the memory of admiring Fifth avenue audiences will linger to brighten their plastic memories.

The trustees and talent scouts of the Met and Museum of Modern Art may not agree, but I think these and most of the other pieces designed today for display are worthy of a mu-

seum and should be so preserved after their commercial lives are ended. Instead of a display morgue, they should be carted off to immortality where proper and full appreciation—sans swim suits and nighties—would be accorded them forever, or as near forever as anyone today can guarantee.

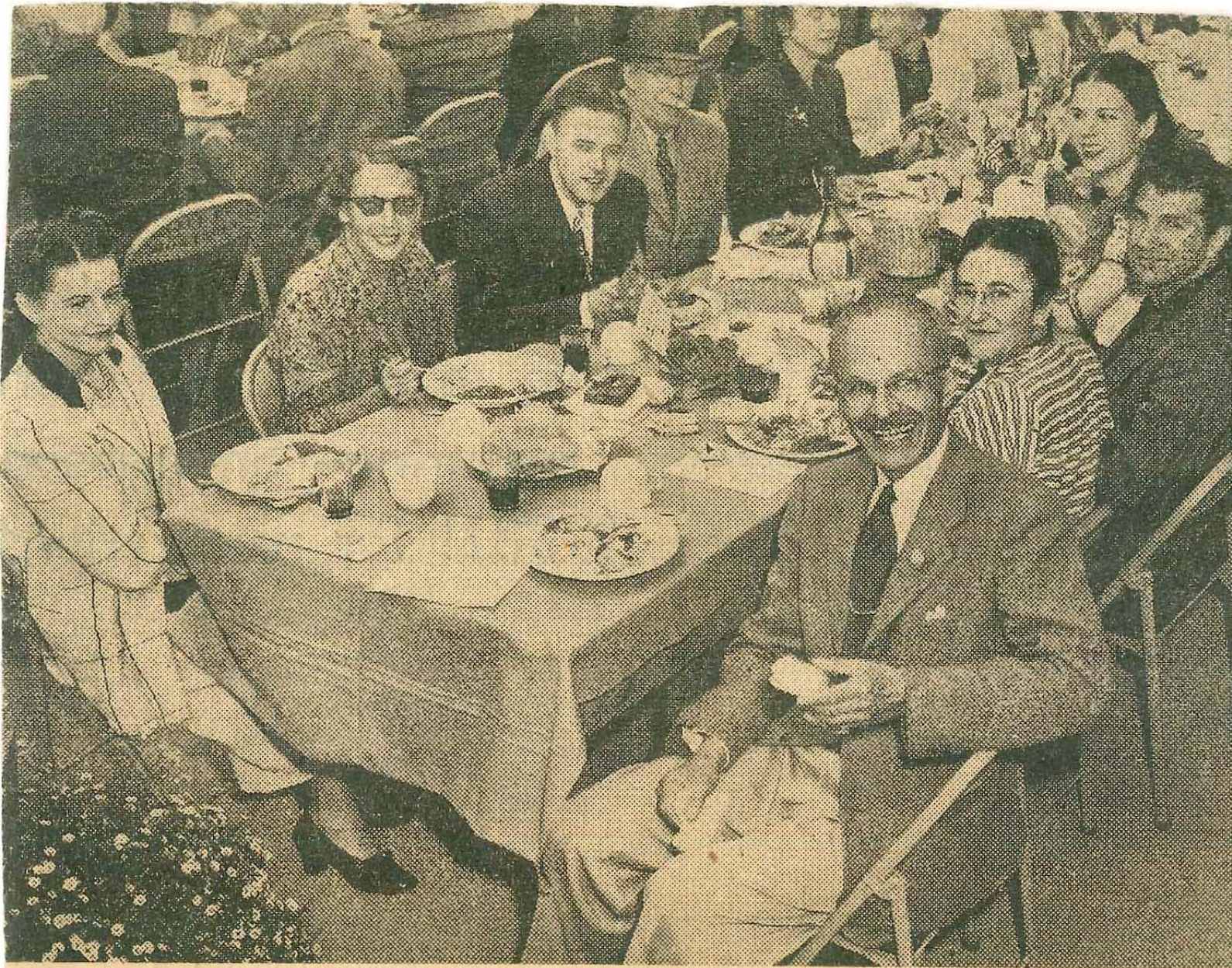
There are museums for costume, modern art, fashion, coins, birds, non-objective objects, fish and stars. Why not a museum of display? The picture collection alone would be fabulous. I'm certain every display manager in the world would make a fascinating contribution. The museum should be divided into three sections—past, present and future. Past and future wings would be permanent collections. The wing of the present would be devoted to a rotating exhibition of current interest which would, in addition to showing the best of today's material, be used to encourage and exhibit new talent available and adaptable to display.

DISPLAY is a minor art, but it has major significance is the way Mary Merrill, display manager Bergdorf Goodman, puts it. I agree with her.

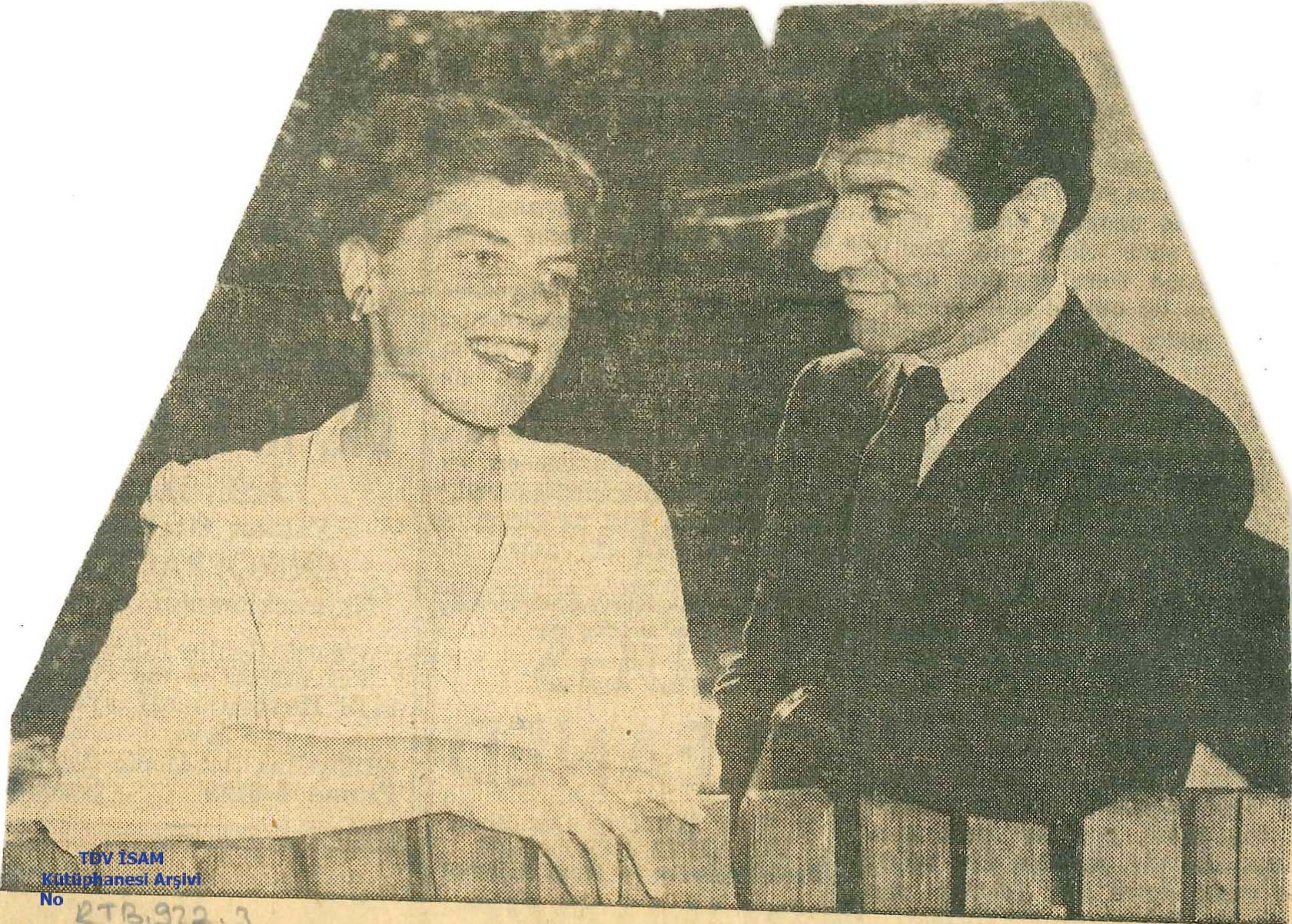
TDVİSAM

Kütüphanesi Arşivi

No. RTB.922.1



AOTHER GROUP of celebrants includes **MRS. FRITZ WURZMANN**, **MISS HARRIETTE LEWIS** of Belvedere, **CHARLES SIMPSON**, **PROF. BENJAMIN KURTZ** of Berkeley, and, in the foreground, **MR. WURZMANN**, **MRS. KURTZ**, **SAID RIZA** and **MRS. SIMPSON**. (See front photo)



TEV ISAM
Kütüphanesi Arşivi
No

RTB.922.3

BARBARA NORBERG (Mrs. Gunnar Norberg) and **SAID RIZA**, both well known to Peninsula theater-goers, are appearing in the current Wharf Players' production of "The Swan." Mrs. Norberg, who gave up professional acting for marriage but likes to turn her hand to an occasional little theater role, has the title part in the play. Mr. Riza, who plays opposite her, is an instructor of Turkish at the Army Language School, Presidio of Monterey. "The Swan" is directed by Dan Totheroh.

(Photo by Steve Crouch.)