

THE MUSEUM OF MODERN ART

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"SIGNS FOR STREETS AND BUILDINGS" - CONFERENCE AT YALE

ANNOUNCED BY MUSEUM

An all day conference on "Signs for Streets and Buildings" will be held at the Yale Art Gallery in New Haven on Friday, November 20, under the co-operative sponsorship of the Museum of Modern Art and Yale University. Speakers will include conference chairman Philip C. Johnson, Director of the Museum of Modern Art's Department of Architecture and Design; Alvin Lustig, well known graphic designer who teaches at Yale; Henry-Russell Hitchcock, leading architectural historian; John Howard Benson, specialist in typography and calligraphy; Eero Saarinen, architect of many well known public and commercial buildings; Gyorgy Kepes, artist, designer and teacher at MIT, and Raymond Ballinger, author and designer.

Approximately 35 distinguished architects and designers who are professionally concerned with this subject have been invited to take an active part in the conference. They will be joined by 60 Yale students of architecture, graphic design and painting who are now working on a collaborative project to redesign the lettering on the facades of the Museum of Modern Art and to design an outdoor bulletin board for the new Art Gallery at Yale.

"No grammar exists in terms of modern design for our streets and buildings despite the obvious importance of this aspect of our cities in terms of civic beauty as well as the convenience of our citizens," Mr. Johnson said in announcing the conference which is the first of its kind to be held. "Thanks to the vision of the Yale School of Design, and to Alvin Eisenman, head of its section on graphic arts," he said, "for the first time a representative group of professionals and students will meet to discuss this problem and we expect to come up with some new and challenging ideas."

The student designs will be included as part of a large exhibition Street Scene: Signs for Streets and Buildings to be held at the Museum of Modern Art in March 1954 under the direction of Mildred Constantine, Associate Curator of Graphic Design at the Museum. Plans are also

