## THE MUSEUM OF MODERN ART

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FOR RELEASE WEDNESDAY November 18, 1953

"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

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being made for a public meeting at the Museum next spring to present specialists in the field from this country and from Europe, where the problem has received a great deal of attention in the post-war rebuilding program.

Faculty members at Yale whose students are participating in the collaborative include Joseph Albers, well known painter, Alvin Lustig, graphic artist, and Louis Kahn and George Howe, well known architects associated with the Department of Architecture at Yale. Guests invited to participate in the conference include the architects I.M. Pei of Webb & Knapp, Gordon Bunschaft of Skidmore, Owings & Merrill, Jose Luis Sert, Dean of the Harvard School of Design, Pietro Belluschi, Dean of the MIT School of Architecture, Wallace K. Harrison, Director of Planning for the UN Secretariat, Walter Gropius, Marcel Breuer, Mies van der Rohe and Philip Goodwin. Graphic designers and typographers who will participate include Leo Lionni, Art Director of "Fortune" Magazine, Erik Nitsche, Will Burtin, Ben Shahn, Paul Rand, Arnold Bank and Warren Chappell.

## PROGRAM for the CONFERENCE

SIGNS FOR STREETS AND BUILDINGS

Yale Art Gallery November 20, 1953

10:45-12:30 p.m.

LETTERING AS APPROACHED BY THE ARCHITECT Philip C. Johnson, Chairman. Director of the Department of Architecture and Design, Museum of Modern Art.

LETTERING AS APPROACHED BY THE GRAPHIC DESIGNER Alvin Lustig, graphic designer, teacher at Yale

3:30-5:00 p.m.

THE ART OF LETTERING THROUGH HISTORY Henry-Russell Hitchcock, art and architectural historian, Director of Smith College Art Museum

THE LETTER
John Heward Benson, specialist in typography
and calligraphy, author of "The Elements of
Lettering."

Cocktails

7:30-9:00 p.m.

THE FUTURE OF DECORATIVE LETTERING Eero Saarinen, architect.

LETTERING IN THE NEW LANDSCAPE Gyorgy Kepes, designer, author, teacher at MIT.

LETTERING ART IN MODERN USE Raymond Ballinger, author and designer.