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THE MUSEUM OF MODERN ART

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FOR RELEASE Sunday, December 23, 1934,
or any time during that week for the
broadcast Saturday night, December 29

In cooperation with the Museum of Modern Art, the American Federation of Arts announces the thirteenth of its new series of "Art in America" programs to be broadcast by the National Broadcasting Company over Station WJZ and national network Saturday, December 29, from 8:00 to 8:20 P.M., Eastern Standard Time. The program will be given in dramatic form from material prepared by Philip Johnson, Chairman of the Architecture Department of the Museum of Modern Art. The subject will be "The Modern House."

To the primary housing needs of shelter and protection, civilization has added a host of lesser requirements. Houses have evolved accordingly. Within the past few decades structural advances have been so remarkable and revolutionary that our entire concept of house building must change to keep pace with the times and to utilize modern improvements. Most houses, even today, are still being built from the outside in. An exterior style--Georgian, Colonial, California-Spanish, and variations or combinations of these or other styles--is decided upon. The interior arrangement of the house must then be planned to conform with the exterior arrangement.

The genuinely modern house is built from the inside out. No exterior pattern is decided upon; the outward shape and design is determined by the inner arrangement of rooms and by the needs and desires of the persons who will live in the house. This principle of functionalism applied to house-building upsets many traditional ideas of home architecture but it results in dwellings far more convenient and comfortable and that have a new clean beauty of line and balance.

The "Art in America" programs broadcast every Saturday night from October 6 to January 26 are a continuation of the series initiated by the General Federation of Women's Clubs and made possible through the cooperation of the Carnegie Corporation of New York, the American Federation of Arts, the National Advisory Council on Radio in Education, the National Broadcasting Company, the Metropolitan Museum of Art, the Art Institute of Chicago and The Museum of Modern Art.