

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

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The appointment of Emilio Ambasz as Associate Curator of Design in the Department of Architecture and Design, has been announced by Arthur Drexler, Director of the Department.

Mr. Ambasz is on leave of absence from Princeton University, where he holds the Phillip Freneau Bicentennial Professorship at the School of Architecture. As Associate Curator of Design, Mr. Ambasz will be concerned specifically with industrial and graphic design, and will work on the Department's publications and exhibitions.

Born in Argentina, Mr. Ambasz, who is twenty-six, attended Princeton University, completing the undergraduate program in one year, and received an M.F.A. degree in architecture from the same institution. Joining the Princeton faculty in 1966, he is credited with introducing an innovative design course in which the emphasis was on heuristic exercises--or the problem-solving process in design--combined with formal design problems. The course had a strong semiological basis, according to which design is analyzed with reference to the various philosophical levels of meaning of visual signs and symbols.

A graphic artist himself, one of his "Geigy" posters is in the Museum's permanent design collection, and was exhibited in the recent WORD AND IMAGE show.

Mr. Ambasz has served as an editorial consultant to George Braziller & Co. in 1967, and as a design consultant to several architectural firms in New York and Philadelphia. He has contributed articles to such journals as Perspecta, and is now preparing a book Institutions for a Post-Technological Society: The University of Polis Development, which proposes the foundation of a university dedicated to the comprehensive political and physical design of our urban environment. Mr. Ambasz presently holds the Graham Foundation Fellowship to do research toward the formulation of a design discourse at the Institute for Architecture and Urban Studies in New York.

Additional information available from Elizabeth Shaw, Director, and Joan Wiggins, Assistant, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. 245-3200.