

The Museum of Modern Art

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ITALY: THE NEW DOMESTIC LANDSCAPE

RELEASE NO. 39

Director: Emilio Ambasz

May 26, 1972 - September 11, 1972

OUTLINE OF EXHIBITION STRUCTURE

ORIENTATION GALLERY: Exhibition structure of 3-D model of exhibition; text panels; and leaflet with plan of the exhibition area and list of exhibition groupings.

INTRODUCTION-OBJECTS: 12 minute film presenting intentions and premises underlying the exhibition and explaining of criteria guiding the selection of objects.

OBJECTS EXHIBITION: 180 objects produced by over 100 Italian Designers grouped into three categories presented in the Museum's Garden in exhibition containers and organized into the following groupings (Each category is further subdivided into sub-categories according to specific objects):

1. Objects chosen for formal, technical or typological reasons.
 2. Objects chosen because their formal characteristics are derived from or motivated by semantic operations upon established socio-cultural meanings, such as 'back to nature', pop art, anthropomorphism etc.
 3. Objects chosen because they represent multiple modes of use of single objects, or systems of objects adaptable to multiple modes of use.
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INTRODUCTION-ENVIRONMENTS: 4 minutes of television screen projection describing specific and general considerations for the design of the commissioned environments.

ENVIRONMENTS EXHIBITION:

Commentary:	"Archaeological Environment" Gaetano Pesce	16' x 16'	small gallery adjacent to Garden Wing.
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Design as
Postulation:

a. "House Environments"

Gae Aulenti	16' x 16'	
Joe Colombo	16' x 16'	Garden
Ettore Sottsass	16' x 16'	Wing

b. "Mobile Environments"
(trailer house-type)

Richard Sapper	20' x 7' (closed)	
Marco Zanuso	20' x 14' (open)	
	8' x 17' (closed)	
Alberto Roselli	17' x 34' (open)	
Mario Bellini	7' x 16' x (5' height closed)	
	7' x 16' x (7' height open)	

The ceremonies and rituals and the modes of use contemplated for each environment will be in four- to five-minute films shown on color television screens. Each was prepared by the environment's designers.

Counter-Design
as Postulation:

Ugo La Pietra	16' x 20'	
Archizoom	14' x 14'	East
Superstudio	14' x 14'	Wing
Gruppo Strum	14' x 14'	

The view points of the designers who have adopted a counter-design approach will be presented by three dimensional and audio-visual display techniques.

Results of the Competition for young designer's promoted by the Museum in relation to this exhibition:

Gruppo 999	Alcove 54th
G. Mari and Collaborators 14' x 14'	Street Lobby
	Note: Shown in photo panels only

COMMENTARY GALLERY:

Critical questions raised by the exhibition will be presented via a specially designed audio-visual technique which involves and encourages audience participation.

Visitors enter a space totally defined by mirrors which are specially treated and act as screens for a 15 minute rear projection