

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

RELEASE NO. 44 A

## ITALY: THE NEW DOMESTIC LANDSCAPE

Director: Emilio Ambasz

May 26, 1972 - September 11, 1972

EXHIBITION OF OBJECTS: (180 objects produced by over 100 Italian designers  
(see enclosed photos) grouped into three categories)

- i. Objects chosen for formal, technical or typological reasons.
- ii. 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.
- iii. Objects chosen because they represent multiple modes of use of single objects, or system of objects adaptable to multiple modes of use.

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Media: Objects are presented in the Museum's Garden in exhibition containers and organized into their distinct groups. Each category is further subdivided into subcategories according to specific objects.

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The objects will be exhibited in the Museum's Garden (Upper and Lower Terraces) in exhibition containers especially designed to serve a double function: one, as display cases, and, two, as shipping containers once the dismantled show is to be transported to another museum.

Design: Emilio Ambasz, in collaboration with Thomas Czarnowski;  
(Technical consultants: initial phase, Giancarlo Piretti;  
construction phase, Justin Henshell)

Patron: Anonima Castelli, Bologna, Italy;  
Wooden, metal, and plastic furniture manufacturers.