

THE MUSEUM OF MODERN ART

11 WEST 53RD STREET, NEW YORK

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The Museum of Modern Art, 11 West 53 Street, announces two exhibitions to open to the public Wednesday, June 10. They are an Exhibition of Modern Exposition Architecture, which will remain on view through Sunday, September 6; and an Exhibition of Architecture in Government Housing which will continue through Sunday, July 12. Both exhibitions are under the direction of the Museum's Department of Architecture and have been assembled and installed by Miss Ernestine M. Fantl, Curator. Two floors of the Museum's current Exhibition of Modern Painters and Sculptors as Illustrators will be continued through September 6.

The Museum has assembled the Exhibition of Modern Exposition Architecture as a timely contribution to the current interest in plans for the World's Fair in New York in 1939. Because of their temporary nature, not only the actual buildings but the entire plot arrangement of expositions lend themselves readily to architectural experiment. In most cases, however, the variety and multitude of interests that enter into the organization of a World's Fair prevent the strongly centralized control for the entire project that would give it unified architectural design. The first modern exposition to vest architectural control in a single man was the Stockholm Exposition of 1930. Designed almost entirely by Gunnar Asplund, it is a successful example of modern principles of architecture applied consistently to the entire plan of an exposition.

A series of enlarged photographs of the Stockholm Exposition, showing its distinctive architectural characteristics, will be a feature of the Museum's Exhibition of Modern Exposition Architecture. The exhibition will also include enlarged photographs of the World Press Exposition, Cologne, 1928; the 5th Triennial Exposition at Milan in 1933; the Brussels Exposition in 1935; the Chicago World's Fair, 1933; the Texas Centennial at Dallas and plans for the Paris Exposition of 1937. Enlarged photographs of single buildings to be shown will include Mies van der Rohe's German Pavilion for the Barcelona Exposition, 1927; Gropius' Pavilion at Cologne, 1914; the Electrical House at Monza Exposition, 1930, designed by Figini and Pollini; William Lescaze's Pavilion for Magnolia Petroleum Company at the coming Texas Centennial at Dallas.

The first floor of the Museum has been rebuilt for the Exhibition of Modern Exposition Architecture. Special installation with living plant material has been arranged with the cooperation of the Hawthorne Flower Shops, Inc.

The entire fourth floor of the Museum will be devoted to the exhibition of Architecture in Government Housing, shown in cooperation with the Housing Division of the Public Works Administration and the Suburban Resettlement Division of the Resettlement Administration of the United States Government. The material to be exhibited has been selected chiefly from housing designs that exemplify or show the influence of modern architectural principles. The models, enlarged photographs, sketches and plans that make up this exhibition will have their first public showing at the Museum.

Six projects of the Housing Division of the P.W.A. will be shown. This Division, under the Department of the Interior, received a special appropriation for slum clearance and urban housing. It has not engaged directly in building operations but works through local authorities. The Housing Division projects to be shown are:

Langston Terrace, WASHINGTON, D.C. Robinson, Porter and Williams, architects. A project to house negro families of low income. The site was chosen for its proximity to market, school, recreational facilities and hospital.

Cedar-Central, CLEVELAND, OHIO. W. R. McCornack, architect. A development to house 654 low-income families. The previous density of population was 67 persons per acre. The new buildings will house 120 persons per acre but by orderly planning will provide increased light, air and recreation grounds.

Williamsburg Housing Development, NEW YORK. Chief Architect: R. H. Shreve, Associate Architects: James F. Bly, M. W. Del Gaudio, Arthur C. Holden, William Lescaze, Samuel Gardstein, John W. Ingle, Jr., G. Harmon Gurney, Paul Trapani, Harry Leslie Walker. Foundations are being laid for this low-cost housing development which will cover an area of approximately ten city blocks. The development will consist of four super-blocks, each of which will be surrounded by a park area. Each super-block will include a social room, a nursery school and two playgrounds. Neighborhood stores will also be included in the plan. The buildings will contain 1614 low-cost apartments.

Carl Mackley Houses, Juniata Park, PHILADELPHIA. Designed by Kastner & Stonorov, executed under the direction of W. Pope Barney. The first housing project started by the Housing Division of Public Works Administration, this development houses 284 families. It is a limited dividend corporation organized by the American Federation of Hosiery Workers. The development includes garages, laundries, swimming pool, auditorium and kindergarten. Average rental is \$9.35 per room per month.

Westfield Acres, CAMDEN, N.J. Associated architects of

Camden, N.J. Joseph N. Hettel, Chief architect. Designed by Oscar G. Stonorov. This project is sponsored by the Camden Labor Housing Committee but is financed entirely by the Federal Government. It will house 598 families.

Suburban Resettlement Division is devoted to suburban housing. It does not work through local authorities but does its own building, making grants to groups of people interested in building communities of homes. The ultimate aim for these units is to dissociate them from neighboring towns so that they may become self-sustaining, self-governing communities, with the Government's interest guarded by managerial supervision. These suburban communities--each a complete town of small farms, parks, gardens, community and commercial buildings--are built by relief labor under the Resettlement Administration. They are known as "greenbelt towns" and are designed to provide low rentals for city workers and more accessible markets for small farmers.

The Suburban Resettlement projects to be shown in the Exhibition are:

HIGHTSTOWN, N.J. Alfred Kastner, Principal architect. Louis I. Kahn, Assistant architect and co-designer. A town for garment workers to be completed September 1, 1936. A cooperative holding corporation will purchase the project from the Government and through supervised management will operate the community until the full amount is amortized. Several subsidiary cooperatives are being set up now: a factory cooperative, a processing cooperative, consumers cooperative and marketing cooperative.

GREENBROOK, N.J. Henry Churchill and Albert Mayer, architects. This project near Bound Brook, N.J. was intended to be a complete town with residential units and business center surrounded by a greenbelt area. The entire development was to have comprised 3,900 acres, planned for a town of 5,000 families. The population would have been composed chiefly of workers in industrial towns within a forty-minute radius by automobile. Each of these families would have had sufficient land for a flower and vegetable garden, with allotment gardens provided for those interested in more extensive gardening. Although the plan for the encircling greenbelt area had not been worked out, it would probably have included a cooperative farming set-up, with full-time farmers using the town as their principal market.