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THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53rd STREET
TELEPHONE: CIRCLE 5-8900
CABLES: MODERNART, NEW-YORK

SARAH NEWMAYER, PUBLICITY DIRECTOR

October 19, 1945

TO Art Editors
Education Editors
Architecture Editors
Household Editors

Dear Sir:

This is to let you know that our twice-postponed exhibition
ELEMENTS OF DESIGN will have its press preview Tuesday, October 23,
from 2 to 6 P.M. and will open to the public the next day, Wednesday,
October 24.

The exhibition, on twenty-four large cardboard panels, is a new
experiment in visual education prepared by the Museum's Department
of Circulating Exhibitions. On the panels large photographs,
photomontages, drawings and color reproductions illustrate the
basic principles of design.

You are invited to come or send a representative. For further
information please telephone me at Circle 5-8900.

Sincerely yours,

Sarah Newmeyer
Sarah Newmeyer
Publicity Director

THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

DESIGN PRINCIPLES SHOWN IN SMALL EXHIBITION AT MUSEUM OF MODERN ART

That old adage "seeing is believing" may soon change to "seeing is learning," especially if the visual method of teaching used so extensively in World War II is adapted to civilian use. But it is doubtful if pictures will ever completely supplant words, as the two methods of communicating ideas usually attain maximum efficiency when one supplements the other.

The word-and-picture combination is the technique used in Elements of Design, the new experiment in visual education which will be shown at the Museum of Modern Art, 11 West 53 Street, from Wednesday, October 24, through Sunday, November 18. This is the fourth of the Museum's series of small, compact and very complete exhibitions reproduced in multiple form for sale or circulation throughout this country and abroad. The other three in the series are What is Modern Painting?, Creative Photography, and Look at Your Neighborhood.

Elements of Design consists of twenty-four cardboard panels, 20 x 25" in size, with color reproductions, photographs and text introducing principles of design--line, form, space, color, light--as they are used in architecture, painting, sculpture, textile design, posters, and other arts. The fundamental premise of the exhibition is that design does not exist as a separate concept, but is intrinsic in all objects of the natural as well as the man-made world.

The brief text on each panel in the exhibition introduces ideas basic to all the plastic arts. A few words underline the illustrative part of the material. For example, the heading of one panel states boldly "CONTOURS define form"--a sentence which comes to life and assumes its full meaning when seen with a large photograph of snowy hills undulating against each other and a series of photographs of a sculptured head by Charles Despiau seen from several different points. Another panel defines VOLUME as "Contained Space" and this is illustrated through a pair of large cupped hands, a bowl, a room. TEXTURE, TRANSPARENCY, LINE, PLANE, MASS, LIGHT, COLOR, and other subjects are treated in this same fashion--that is, simply, dramatically, and visually.

The exhibition would be of particular value to colleges, art schools, and the educational departments of museums. Material for it has been assembled and designed by Robert Jay Wolff, formerly Dean of the Institute of Design, Chicago, in collaboration with Alice Otis, Elodie Courter and Victor D'Amico of the Museum staff.