

THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

**ERIK NITSCHÉ APPOINTED CONSULTANT FOR DESIGN SURVEY OF
MUSEUM OF MODERN ART**

The Museum of Modern Art has appointed the well-known designer, Erik Nitsche, as a Consultant for a study of design as applied to its own institutional needs. Mr. Nitsche will make a survey of the Museum's bulletin boards, announcements, posters, etc., in its public places with a view to bringing these displays fully in line with the architecture of the building and will also correlate the Museum's letterheads, circulars and other printed material in layout and typography.

Mr. Nitsche, who won the Art Director's Gold Medal in 1949, has executed covers and illustrations for many of the major magazines in the country; in addition he is known for his posters, book illustrations, package designs and displays. His work has been seen widely of late in his designs and posters for 20th-Century Fox films: "All About Eve," "No Way Out" and "Of Men and Music." He is also at present design consultant for Decca Records, for Squibb & Sons and for several department stores. Examples of his work were included in design exhibitions at the Museum of Modern Art in 1947 and 1948.

He was born in Switzerland in 1908. Prior to coming to this country in 1934, Mr. Nitsche worked on many design projects in Paris and was published in most European magazines.

René d'Harnoncourt, Director of the Museum of Modern Art, commented in announcing the appointment:

"We are fortunate indeed to have secured the services of Mr. Nitsche, one of the foremost designers of today, as consultant for a study of our institutional design needs. Being keenly aware of the importance of good design in all its applications, the Museum cannot aim at the highest standards in this field without applying them to its own practices. We are confident that the Museum will benefit greatly through the keen and forward-looking judgment and wide experience that Mr. Nitsche will bring to his task."