

*business editors
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THE MUSEUM OF MODERN ART

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ADVANCE ANNOUNCEMENT

OLIVETTI: DESIGN IN INDUSTRY, an exhibition of the products, advertising designs and architecture of this Italian manufacturer, will be on view at the Museum of Modern Art, 11 West 53 Street, from October 22 through November 30. The purpose of the exhibition is to encourage American industries to follow the lead of this corporation in organizing all the visual aspects of the industry under a single high standard of taste.

Leo Lionni, Art Director of "Fortune" magazine will be the guest director of the show for the Museum's Department of Architecture and Design. Giovanni Pintori, the artist responsible for co-ordinating the advertising design for the Olivetti Company, is coming from Italy for the exhibition.

A special feature will be an 8-foot-high billboard to be erected in the Museum Garden showing how the Olivetti Company advertises its products along Italy's highways. The exhibition will also include posters, advertising displays, typewriters and adding machines, and photographs of the company's factories, workers' low-cost housing, nursery school and retail showrooms, all designed by well-known artists and architects.

The Olivetti Company is the largest European maker of typewriters and calculating machines. The main plant and company town is in Ivrea, outside Turin. Olivetti retail stores are in Paris, Vienna, London, Brussels, Johannesburg, Buenos Aires and Mexico City, among others. In this country a printing calculator from the firm is available through more than 400 dealers and distributors.

NOTE: Photographs and additional information are available from the Publicity Department, Museum of Modern Art, 11 West 53 Street, CI 5-8900.