

The Museum of Modern Art

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More than 125 public officials, representatives of private industry, transportation and traffic experts, urban planners, designers, architects and others from ~~(most of)~~ ^{many of} the nation's ~~(major)~~ ^{major} cities and abroad have registered for the day-long Transportation Graphics Symposium to be held at The Museum of Modern Art on Monday, October 23. Among the public agencies represented are the transit authorities of Boston, New York, New Haven and Chicago, the U.S. National Park Service, the U.S. Department of Public Roads, Highway Beautification co-ordinator and the New York State Council on the Arts. Private business and industry is represented by such companies as Ford, CBS, Westinghouse, Mobil, Corning Glass, and Pan American Airlines. In addition, financing has been made available to underwrite the attendance of a number of qualified graduate students. Among the schools sending students to the symposium are Yale, Princeton, Columbia, Cornell and the Institute for Architecture and Urban Studies.

George Nelson, well-known designer and critic, will chair the morning session at which Lowell K. Bridwell, Federal Highway Administrator, Jock Kinneir, design consultant for the British Airports Authority and British Railways, and Pierre Bourgeois, designer of the Montreal metro will speak. The luncheon address will be given by Henry A. Barnes, New York City Commissioner of Traffic. Recently completed projects will be analyzed at the afternoon sessions: A Street, designed by Will Burtin; A Highway, designed by Donald Appleyard; An Airport by Jock Kinneir; and Subways in Boston and Milan, designed by Peter Chermayeff and Bob Noorda, respectively. The "clients" point of view will be represented by Charles Haar, Assistant Secretary of the Department of Housing and Urban Development, Daniel T. Scannell, member of the New York City Transit Authority, and Harmon Goldstone, member of the New York City Planning Commission. Following the conference, the Trustees of the Museum will entertain the participants and registrants at a cocktail party.

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The program will examine signs, maps, and symbols in three-dimensional, electronic and printed form for pedestrian, auto, rapid, rail and air traffic. The purpose, according to Mildred Constantine, Associate Curator of the Museum's Department of Architecture and Design, is to bring together in a working session the men who have the responsibility, authority and ability to improve the signs that dominate more and more of our environment.

The symposium is sponsored by Transportation Displays, Inc. and the magazine Dot Zero which will publish the proceedings.

Limited to professionals, a few places are still available. Registration is \$50 including luncheon and the cocktail reception.

Additional information available from Elizabeth Shaw, Director, and Louise Josephs, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. 245-3200.