

# The Museum of Modern Art

1 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

A far-reaching cooperative industrial design project with Latin American countries was announced at the annual spring meeting of The International Council of The Museum of Modern Art at Dumbarton Oaks, Washington, D.C., on April 25.

C. Douglas Dillon, Chairman of the Council conducted the meeting which was attended by more than 100 Council members from various parts of the United States and abroad. A membership organization of art patrons and community leaders, the Council was formed in 1953 to support and expand The Museum of Modern Art's international activities. In 1957 it assumed full sponsorship of the Museum's international program, the largest of its kind in the world.

In addition to holding their business meeting, Council members visited public and private art collections during their two-day stay in Washington.

Although the International Council has long carried on an active exhibition program in the visual arts with Latin America, no comprehensive exhibition of industrial design reviewing international developments in this field from Art Nouveau to the present has ever traveled there nor is there any museum which systematically collects and exhibits industrial design projects. The reciprocal cultural exchange project in this field, developed by Emilio Ambasz, Curator of Design at The Museum of Modern Art, which will be undertaken by the Council and countries in Latin America, is the first of its kind.

A collection of industrial design objects will be selected by two curatorial interns from Latin America who will work with the Museum's Department of Architecture and Design. They will also accompany the exhibition as it travels, beginning next year, to several Latin American cities -- Mexico City, Caracas, Bogotá, Santiago, Rio de Janeiro and/or São Paulo -- before being established in Buenos Aires as the nucleus of the first permanent design collection on the continent.

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A Foundation for Industrial Design Research and Development has been established in Buenos Aires to ensure housing for the collection in its Industrial Design Exhibition Center, a continuing program of industrial design research through its Industrial Design Research Institute, and eventually the establishment of a School of Industrial Design as a regional center. Already guaranteed \$500,000 by public and private funds in Argentina, it will also be supported by the International Council which will raise \$270,000.

Council members from abroad who attended the Washington sessions included Alfredo Boulton from Caracas, Venezuela; Mrs. Konrad Henkel from Dusseldorf, Germany; Mr. and Mrs. H. Irgens Larsen from Oslo, Norway; and Lady Weidenfeld from London, England.

Other members taking part in the meeting included Gifford Phillips, Trustee of The Museum of Modern Art and of the Phillips Foundation; Mrs. Robert A. Rowan, wife of the Chairman of the Board of the Pasadena Museum of Art; Mrs. John D. Rockefeller, first President of the Council and a Trustee of The Museum of Modern Art; Mr. and Mrs. Edmund C. Bovey, Toronto; Mrs. Harry Lynde Bradley, Wisconsin; the Honorable Walter Dowling, Georgia; Mr. and Mrs. August Heckscher, New York; Mrs. J. Lee Johnson, Texas; Mrs. Edgar Stern, Louisiana; and the Honorable and Mrs. John Hay Whitney, New York.

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Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53rd Street, New York, N.Y. 10019. (212) 956 - 7501.