

THE MUSEUM OF MODERN ART

11 WEST 53RD STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

FOR IMMEDIATE RELEASE

MUSEUM OF MODERN ART TO SHOW NEWLY DESIGNED MODERN CHINA

On Wednesday, April 17, the Museum of Modern Art will open a small exhibition of Modern China newly designed by Eva Zeisel and produced by Castleton China, Inc. The exhibition will be the culmination of a project initiated in 1941 by the Museum's Department of Industrial Design.

At that time the department recommended a designer to Castleton China. Since then it has cooperated in the development of the design. The purpose of all three participants--the designer, the company and the Museum--has been to develop dinnerware of the best modern design. While the exhibition is on at the Museum, the china will also be shown in certain New York stores where orders may be placed for future delivery.