

# THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

FOR RELEASE: FRIDAY

October 1, 1954

No 33

## MUSEUM OF MODERN ART ANNOUNCES FORTHCOMING EXHIBITION

### OF FABRICS; COSTUME AND JEWELRY FROM INDIA

A major exhibition of TEXTILES AND JEWELRY FROM INDIA will be shown at the Museum of Modern Art, New York, in April and May, 1955 as part of the 25th Anniversary program, René d'Harnoncourt, Director of the Museum, announced today. Organized under the Museum's International Program of fostering cultural exchange among nations, the exhibition is intended to celebrate the revival under India's new Commonwealth status of some of her oldest native crafts, known and admired in the West since the time of the Roman Empire. It is the outgrowth of numerous discussions extending over a period of years between the Museum of Modern Art, on the one hand, and interested Indian authorities, connoisseurs and collectors, on the other.

TEXTILES AND JEWELRY FROM INDIA will feature historical textiles of several centuries, as well as outstanding modern fabrics chosen for their brilliance of coloring, perfection of craftsmanship and significance from the point of view of modern design. Since so much of Indian weaving and embroidery has been devoted to the elaboration for the costume, many of the fabrics chosen will be displayed draped and combined as in use, accompanied by jewelry and other accessories. Decorative fabrics and animal trappings will also be included.

Edgar Kaufmann, Jr., Director of Good Design for the Museum of Modern Art, arrived today in Bombay on a 6-week trip to Great Britain, Europe and India to assemble material for the exhibition. He will be joined by Alexander Girard, noted American designer and architect, who in addition to assisting Mr. Kaufmann in selecting material will also design and install the exhibition at the Museum. Examples of historical fabrics and jewelry from India will be chosen in consultation with experts at the Victoria and Albert Museum, London, one of the world's outstanding museums of fine and applied arts, drawing on that Museum's own unrivaled collection and on private and public collections throughout the world. The modern textiles, to be sought mostly in India itself with the aid of patrons and collectors, government agencies and industrial concerns, will consist of fabrics produced both by hand and industrially.

Following its New York showing the exhibition will be circulated to other important American museums. Concurrently with the exhibition the Museum of Modern Art plans to issue a book on TEXTILES AND JEWELRY FROM INDIA illustrated with plates in color and black-and-white.

more...

EDGAR KAUFMANN; JR., Director of the TEXTILES AND JEWELRY FROM INDIA exhibition, has been associated with the Museum of Modern Art since 1940. He has organized numerous exhibitions shown in major museums in the United States and abroad, and since 1950 has directed the Good Design shows sponsored jointly by the Museum of Modern Art and The Merchandise Mart in Chicago. He has written numerous books and articles for leading periodicals in America and abroad, particularly in the field of modern design and contemporary architecture, and has lectured on modern architectural history at the Institute of Fine Arts, New York University. He has been a trustee of The American Federation of Arts and a Director of the American Institute of Graphic Arts, and is a Fellow of the Royal Society of Arts in England and an honorary member of the Industrial Designer's Institute. Mr. Kaufmann is a member of the Committee on 20th-century painting and sculpture of the Art Institute of Chicago and is himself a well-known collector and patron of the arts. He is a corresponding member of both the Danish and Swedish Societies of Arts and Crafts. He will return from India in time to organize the January 1955 Good Design exhibition to be shown at The Merchandise Mart in Chicago.

Alexander Girard of Santa Fe, New Mexico is an eminent designer and well known as a residential and industrial architect. A citizen of the United States by birth, he grew up in Florence, Italy, where he received his first commissions in 1928. The following year he designed the Italian room at the International Exposition in Barcelona, Spain. He was responsible, in 1944, for factory and office interiors and product design for the Detrola Radio Company in Detroit, and a restaurant for the Ford Motor Company in the same city. In 1949 he directed the exhibition FOR MODERN LIVING held at the Detroit Institute of Arts and more recently designed and installed the 1953 Good Design show at the Merchandise Mart in Chicago and the Museum of Modern Art, New York. A skilled craftsman, he enjoys exercising his versatility in such varied media as cabinetwork, textiles, ceramics and typography. He is a member of the design committee and head of the fabric division of the Herman Miller Furniture Co. Like Mr. Kaufmann, he is a collector, specializing principally in folk arts.