

The Museum of Modern Art

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Architectural Studies and Projects, an informal exhibition of 50 recent drawings by American and European architects, will be on view in the Members Penthouse of The Museum of Modern Art from March 13 through May 15, 1975. The exhibition is open to the public daily between 3:00 and 5:30.

The majority of the drawings on view are of visionary projects, imaginary creations never intended to be built. The drawings are, in many cases, not the plan or facade for a specific construction, but rather the expression of an idea, or an attitude towards architecture. As Emilio Ambasz, Curator of Design at the Museum, writes: "Paper projects have in many instances influenced architecture's history as forcefully as those committed to stone. Whether their intent is aesthetic, evocative, ironic, polemical, methodological, ideological, or conjectural, their strength has always resided in their poetic content."

Mr. Ambasz organized the exhibition by selecting 23 architects and groups who were invited to submit three works they considered representative of their ideas. Included are Raimund Abraham's ink and watercolor "House with Flower Walls," Friedrich St. Florian's "Himmelbett, Penthouse Version (with Holographic Heaven)," Superstudio's collage "Life/Supersurface--You Can Be Where You Like," and John Hejduk's "Villa of No Consequence." Among other works are Peter Eisenman's "House Six: Transformations #14," Gaetano Pesce's "Project for the Remodeling of a Villa," Peter Cook's "The Urban Mark as City," Cedric Price's "Thinkbelt," and Ettore Sottsass' "Temple for Erotic Dances."

Architectural Studies and Projects, the first of a series of exhibitions, is made possible by a grant from Pernod, and organized by the Museum's Art Lending Service, a project of the Junior Council. All of the drawings are for sale, ranging in price from \$200 to \$2000.

The Art Lending Service is a sales/rental gallery with selected works in various mediums from galleries and independent artists. Works are on sale to members and non-members; rental is a membership privilege. Rental fees, for a two month period, are approximately 10% of the value of the work and can be applied to the purchase price.

Additional information available from Michael Boodro, Assistant, and Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., New York, NY 10019. Phone: (212) 956-7504; 7501.
