

***Designing Modern Women, 1890–1990*
October 5, 2013–September 21, 2014
Architecture and Design Galleries, third floor**

NEW YORK, June 12, 2013—Modern design of the 20th century was profoundly shaped and enhanced by the creativity of women—as muses of modernity and shapers of new ways of living, and as designers, patrons, performers and educators. This installation, drawn entirely from MoMA’s collection, celebrates the diversity and vitality of individual artists’ engagement in the modern world, from Loie Fuller’s pulsating turn-of-the-century performances to April Greiman’s 1980s computer-generated graphics, at the vanguard of early digital design. Highlights include the first display of a newly conserved kitchen by Charlotte Perriand with Le Corbusier (1952) from the Unité d’Habitation housing project, furniture and designs by Lilly Reich, Eileen Gray, Eva Zeisel, Ray Eames, Lella Vignelli, and Denise Scott Brown; textiles by Anni Albers and Eszter Haraszty; ceramics by Lucy Rie; a display of 1960s psychedelic concert posters by graphic designer Bonnie Maclean, and a never-before-seen selection of posters and graphic material from the punk era.

The gallery’s “graphics corner” first explores the changing role and visual imagery of The New Woman through a selection of posters created between 1890 and 1938; in April 2014 the focus shifts to Women at War, an examination of the iconography and varied roles of women in times of conflict, commemorating the centennial of the outbreak of World War I.

Organized by Juliet Kinchin, Curator, and Luke Baker, Curatorial Assistant, Department of Architecture and Design.

Architecture and Design Collection Exhibitions are made possible by Hyundai Card.

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For downloadable high-resolution images, register at MoMA.org/press.

Public Information:

The Museum of Modern Art, 11 West 53 Street, New York, NY 10019, (212) 708-9400, MoMA.org.

Hours: Saturday through Thursday, 10:30 a.m.–5:30 p.m. Friday, 10:30 a.m.–8:00 p.m.

Museum Admission: \$25 adults; \$18 seniors, 65 years and over with I.D.; \$14 full-time students with current I.D. Free, members and children 16 and under. (Includes admittance to Museum galleries and film programs). Free admission during Uniqlo Free Friday Nights: Fridays, 4:00 p.m.–8:00 p.m.

MoMA.org: No service charge for tickets ordered on MoMA.org. Tickets purchased online may be printed out and presented at the Museum without waiting in line. (Includes admittance to Museum galleries and film programs).

Film and After Hours Program Admission: \$12 adults; \$10 seniors, 65 years and over with I.D.; \$8 full-time students with current I.D. The price of an After Hours Program Admission ticket may be applied toward the price of a Museum admission ticket or MoMA Membership within 30 days.