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	MoMA Exhs.	1023.10

The Museum of Modern Art

To Emilio Ambasz *Dick* cc: RK, F.Coxen/J.Hall
From Richard L. Palmer J.McIlhenny, J.Schwab
Date April 10, 1973 Exhibition - equipemtn file
Re Equipment purchased for GERSTNER exhibition GERSTNER

Dear Emilio:

Our records indicate that the equipment listed on the attached form was purchased with exhibition funds for use in connection with the recent GERSTNER presentation in the Goodwin Gallery. It is therefore technically the property of the Exhibition Program. However, since the equipment was acquired for use in conjunction with other equipment already owned by your Department, it would make sense for you to keep it in your storage area. I trust it could be made available to another Department for exhibition usage if such a need should arise.

Could you check your records to determine if this equipment was ever properly reported, with its serial numbers, to Jim Schwab so that it would be covered by the Museum's equipment insurance policy?

Please return a copy of the form for our records with an indication of where you are storing this equipment.

Filed

*done
(reported
to Palmer)*

done

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The Museum of Modern Art

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

DISPOSITION OF EXHIBITION AND INSTALLATION MATERIALS

Exhibition: KARL GERSTNER

Charge #: 2097

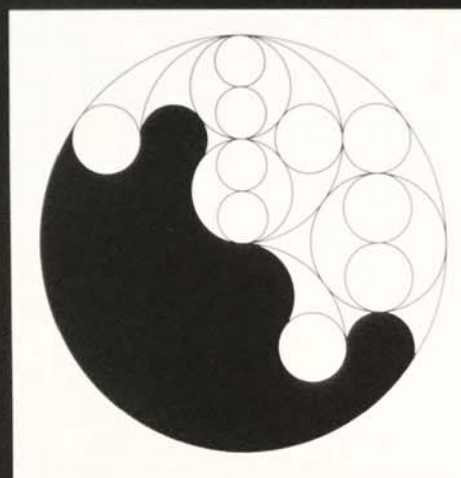
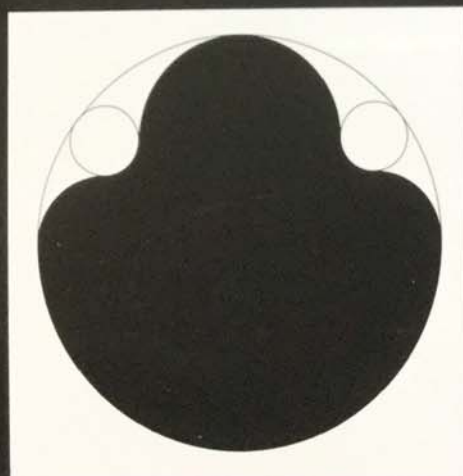
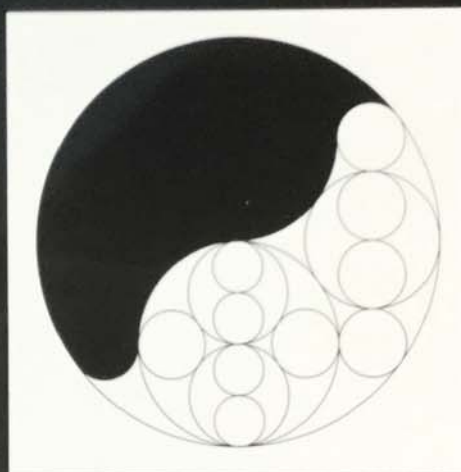
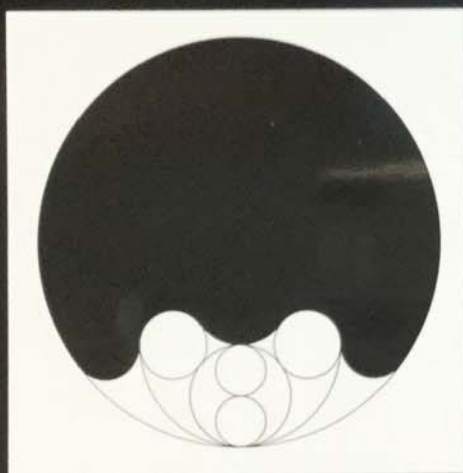
[illegible]

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The picture I called "algoRhythm"
was the invention of the problem:

programing form.

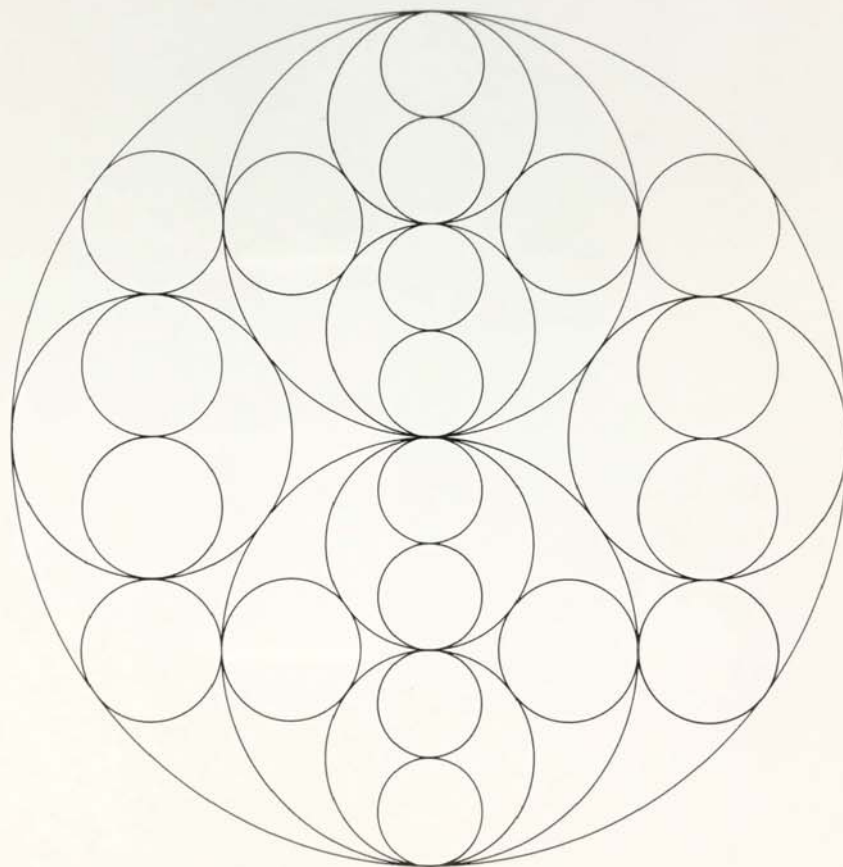
Designing the program
led to this structure
of interlacing tangential circles:



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Programing the designs
led to these different shapes:



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These shapes can be combined
to form coherent constellations:



Maybe I should add:
the constellations to be arranged
should not be variations
of an original theme.
Every single one should be as original
as every other.

DESIGNING PROGRAMS/PROGRAMMING DESIGNS: An Exhibition by Karl Gerstner

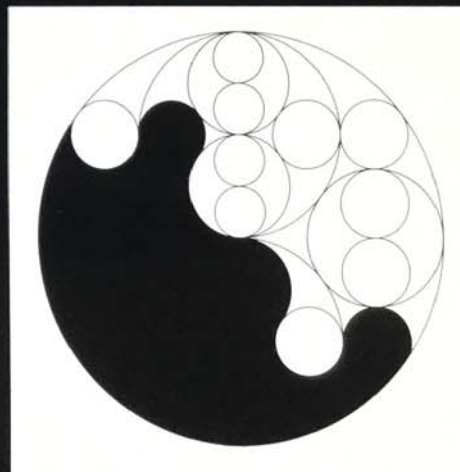
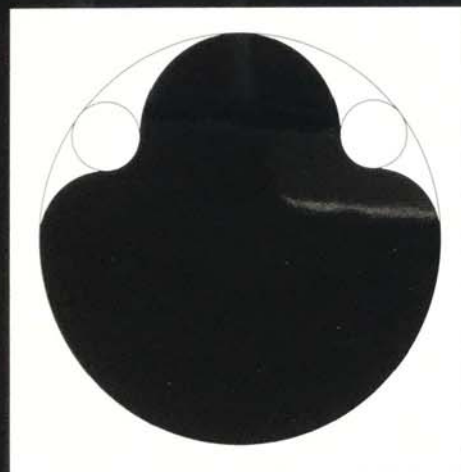
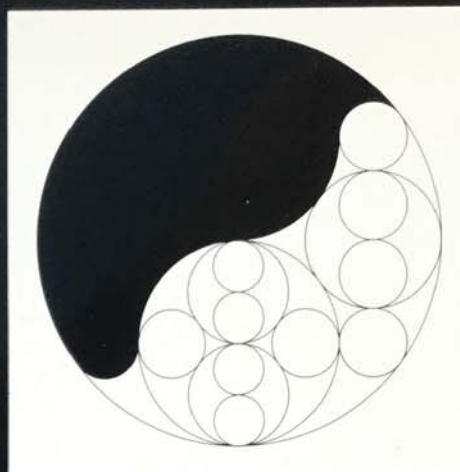
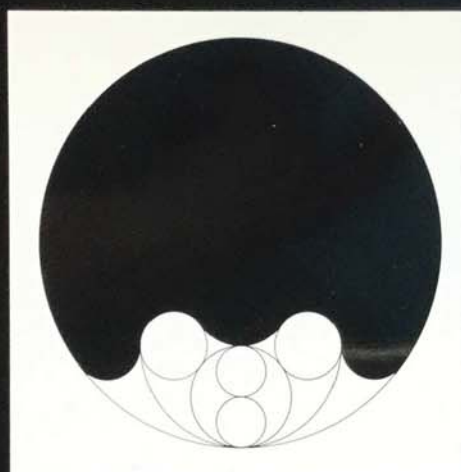
February 5 - March 20, 1973

The Museum of Modern Art, New York

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DESIGNING PROGRAMS/PROGRAMMING DESIGNS:
An Exhibition by Karl Gerstner
February 5 - March 20, 1973
The Museum of Modern Art, New York

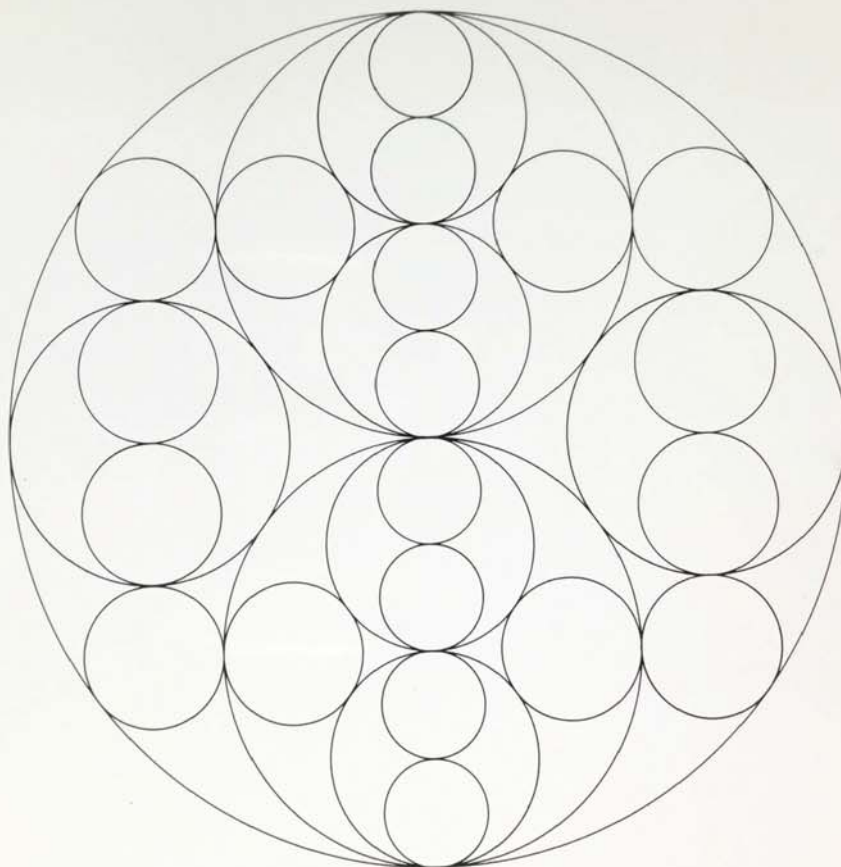
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DESIGNING PROGRAMS/PROGRAMMING DESIGNS :
An Exhibition by Karl Gerstner
The Museum of Modern Art, New York
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dp =

0. type	0.1 serifs	0.2 sans serifs	0.3 fantasy	0.4 combined
1. proportion	1.1 normal	1.2 narrow	1.3 broad	1.4 combined
2. strength	2.1 normal	2.2 lean	2.3 fat	2.4 combined
3. stance	3.1 upright	3.2 slanting left	3.3 slanting right	3.4 combined
4. integrity	4.1 integer	4.2 something omitted	4.3 something added	4.4 combined
5. gestalt	5.1 unchanged	5.2 disturbed	5.3 destroyed	5.4 combined
6. color	6.1 chromatic	6.2 achromatic	6.3 mixed	6.4 combined
7. shade	7.1 light	7.2 medium	7.3 dark	7.4 combined

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DESIGNING PROGRAMS/PROGRAMMING DESIGNS: An Exhibition by Karl Gerstner

February 5 - March 20, 1973

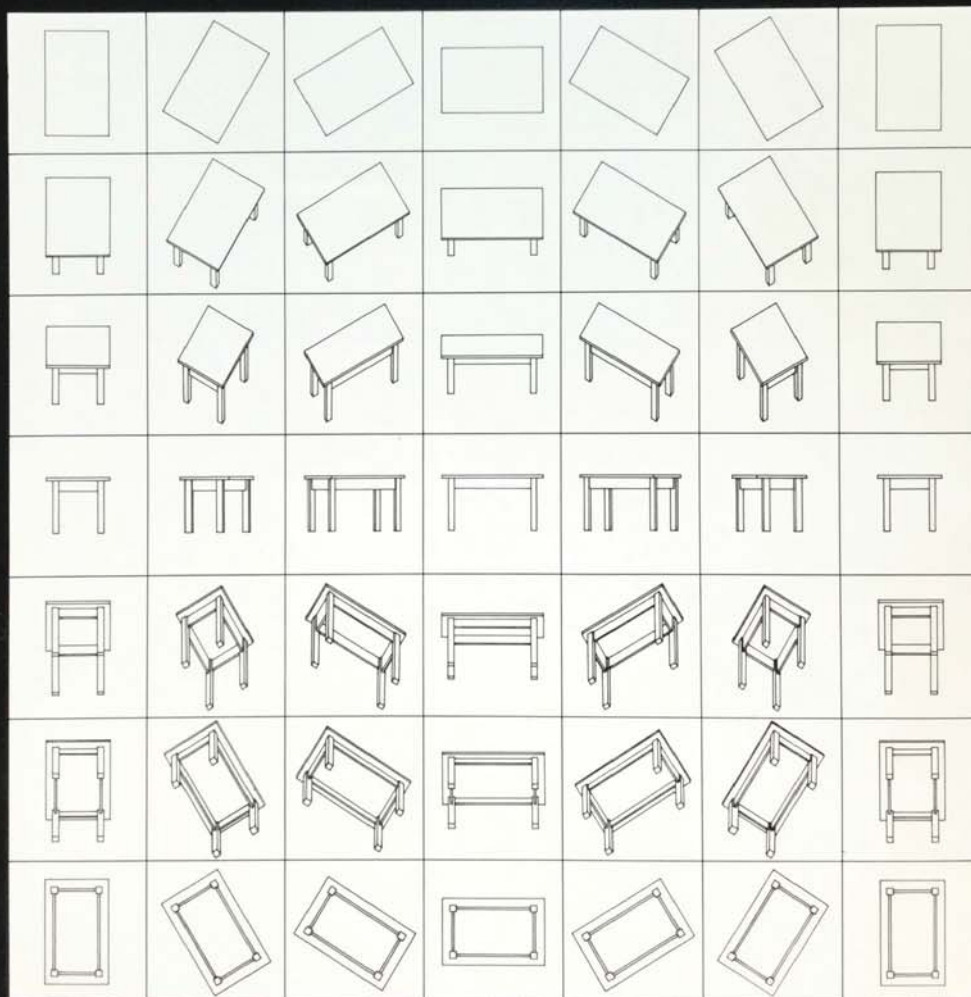
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No one has ever seen a table
as it *really* is.

Says the mathematician Andreas Speiser.

Designing the program of the table
– the totality of its aspects:
you still don't see the table
as it really is.
But you will understand the table
as it really is.



DESIGNING PROGRAMS/PROGRAMMING DESIGNS:
An Exhibition by Karl Gerstner
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Originals

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