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Department of Communication Design
College of Fine and Applied Arts
Rochester Institute of Technology



June 29, 1973

My Deletion Address
Museum of Modern Art
New York, NY

Robert Shaffer Kerr
Assistant Professor
Department of Communication Design
College of Fine and Applied Arts
Rochester Institute of Technology
One Lomb Memorial Drive
Rochester, New York 14623

Dear Professor Kerr:

I have sent your check to our Publication
Sales Department, who will be happy to forward
a copy of the "Think Program" catalog to you.

I'm afraid the slide presentation of the show
is no longer in our possession.

Thank you very much for your departmental
brochure; if I ever get to Rochester, I will
certainly get in touch with you. I also appre-
ciate Professor Barschel's slide/tape plans
graph.

If Mr. Remington would be so kind, I would also
like to receive a copy of the catalog you men-
tioned to aid one around Rochester.

Cordially

Emilio Ambasz
Curator of Design

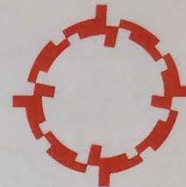
cc: Publication Sales

One Lomb Memorial Drive
Rochester, New York 14623

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Department of Communication Design
College of Fine and Applied Arts
Rochester Institute of Technology



Mr Emilio Ambasz
Museum of Modern Art
New York, NY

Dear Mr Ambasz,

Please send a copy of "think program" catalog. My personal check is attached.

I notice that you mention in the catalog that this is a print of the slide presentation on the show. I would be interested in knowing what the cost would be for the slides and a tape to go with it.

I am taking the liberty of enclosing also a copy of our departmental brochure for your information. Should you ever get to the Rochester area we would be most happy to have you visit RIT and the Department of Communication Design. We have made some use of Professor Gerstner's works in the past as well as Professor Armin Hofmann's works. We use Hofman's text, "Graphic Design Manual" as the reference for our Junior year majors. We use the programed method as "a way" in the hope that our students will be better able to cope with the amounts and kinds of information processing that graphic designers must deal with today.

I am also inclosing for your information a slide/tape plans graph developed by our Senior Professor H J Barschel in 1969. Professor Barschel has used this himself with great success and I am sure that he would be happy to explain it in detail to you should you be interested.

Professor Roger Remington who is chairman of the department has been involved in a number of extensive slid/tape presentations and exhibitions the most recent being one called "Insight". This is patterned after Richard Saul Warman's attempts to make the city of Philadelphia visible. Mr Warman has been here to see and critique the exhibition. Plans are in the offing to produce a catalog to be use by citizens to find their way about Rochester. If you would like a copy of this I am sure that Mr Remington would be happy to mail you one when they come off the press in September or October.

Thank you,

Robert Shaffer Kerr
Assistant Professor

6.18.73

One Lomb Memorial Drive
Rochester, New York 14623

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CITY OF LOS ANGELES
CALIFORNIA



SAN FRANCISCO
MAY 28

June 4, 1973

Claire Isaacs Deussen
Director
Junior Arts Center
4814 Hollywood Boulevard
Los Angeles, Cal. 90027

April 9, 1973

Dear Ms. Deussen:

Thank you for your recent letter in which you request a copy of the catalog "Designing Programs/Programming Designs", which accompanied the Karl Gerstner Exhibition.

I am referring your request to our Publication Sales Department for handling. The catalog thoroughly explains the "Think Program".

Sincerely,

Emilio Ambasz
Curator of Design

Sincerely,

cc: Gertrude Sojcher - Publication Sales

Claire Isaacs Deussen
Claire Isaacs Deussen
Director

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CLAIRE ISAACS DEUSSEN
DIRECTOR

April 9, 1973

Mr. Emilio Ambasz
Curator of Design
Museum of Modern Art
11 West 53rd Street
New York, New York 10019

Dear Mr. Ambasz:

I am a member of the Museum and am very interested in the exhibit "Designing Programs/Programming Designs" by Karl Gerstner which I saw on a visit to New York in February. Is there a catalog available for this exhibit and is it likely to be a museum benefit? If not, what is the cost of the catalog less member discount?

What is "Think Program"?

Thank you for your assistance.

Sincerely,

JUNIOR ARTS CENTER

Claire Isaacs Deussen
Director

CID:mb