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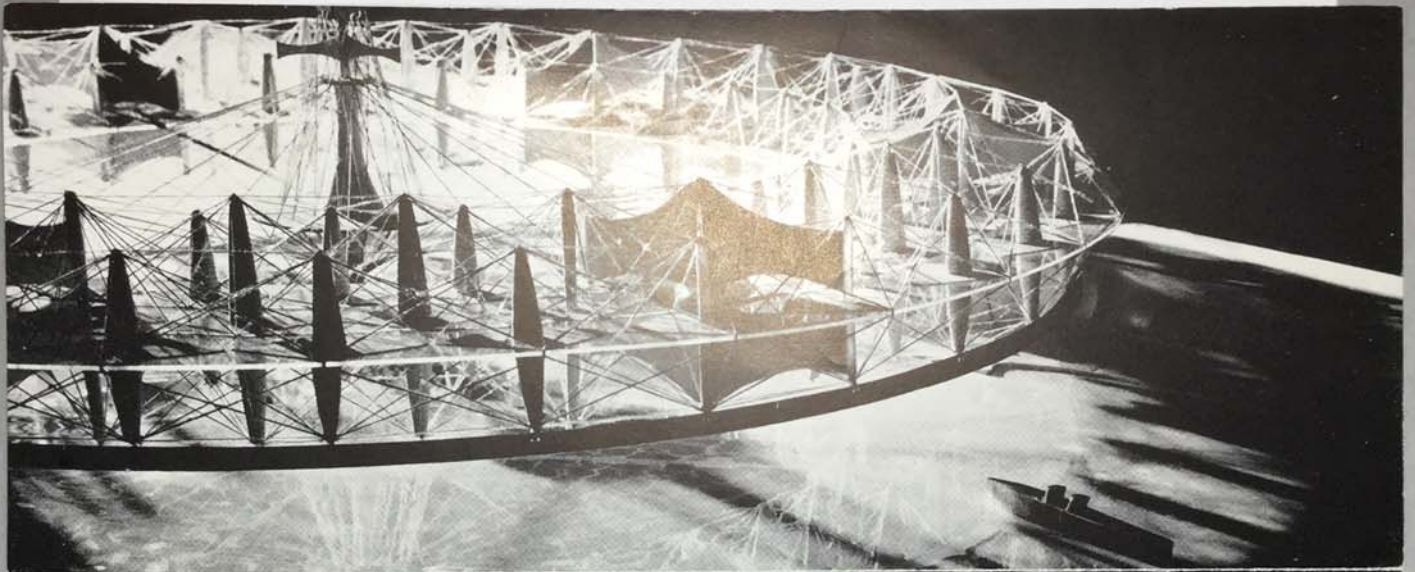
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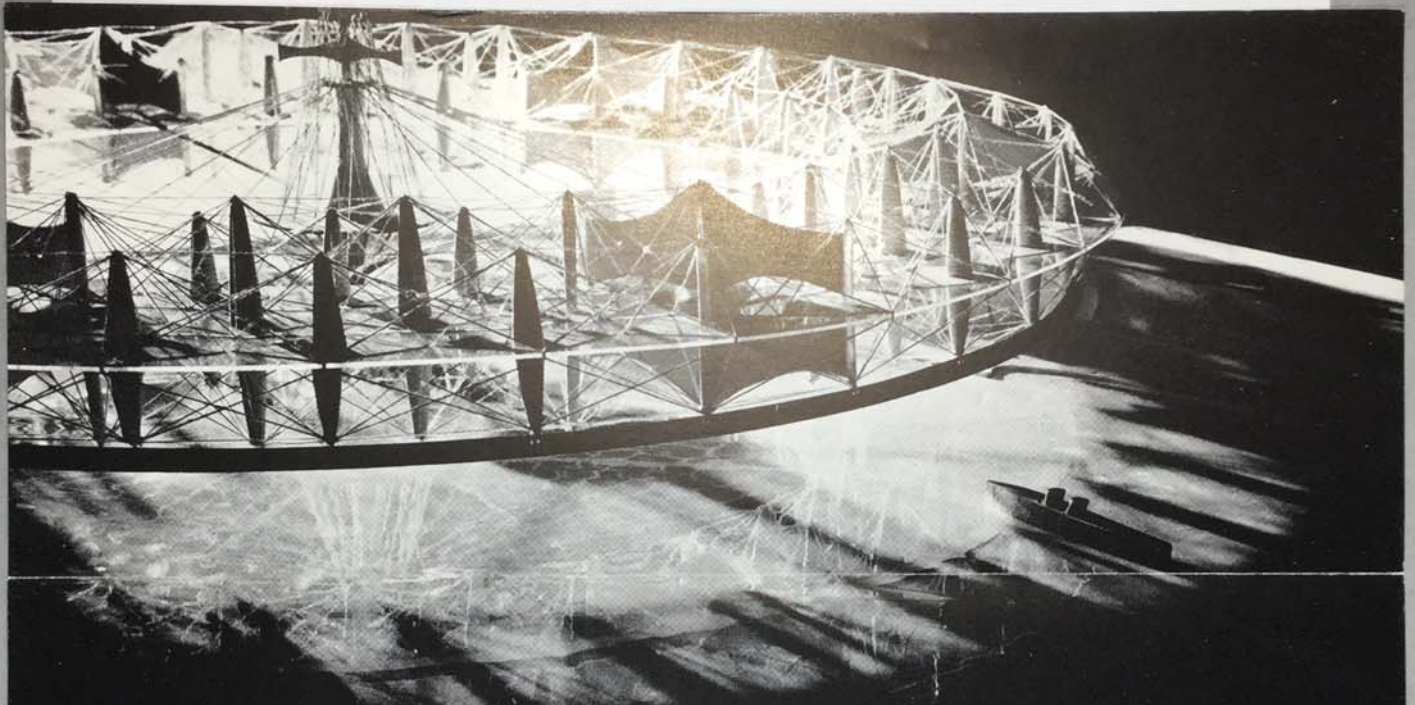


Project for Bridge City by J. W. Fitzgibbon and C. D. Sides

exhibition **VISIONARY ARCHITECTURE** The President and the Trustees of The Museum of Modern Art request the pleasure of your company at the Members' preview on Tuesday, September 27, from 5 to 11 p.m. This invitation admits two.

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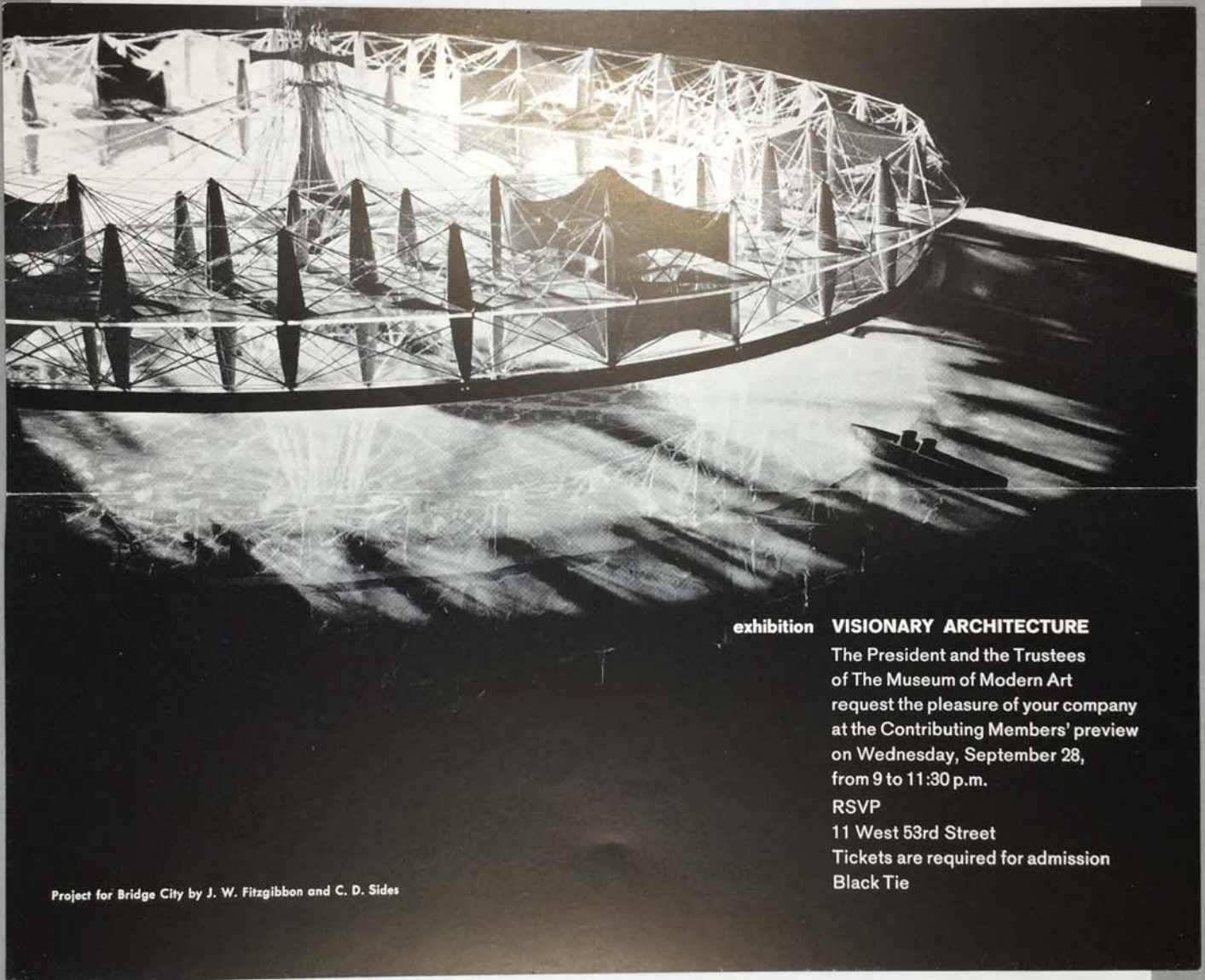


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exhibition **VISIONARY ARCHITECTURE**

The President and the Trustees of The Museum of Modern Art request the pleasure of your company at the Contributing Members' preview on Wednesday, September 28, from 9 to 11:30 p.m.

RSVP

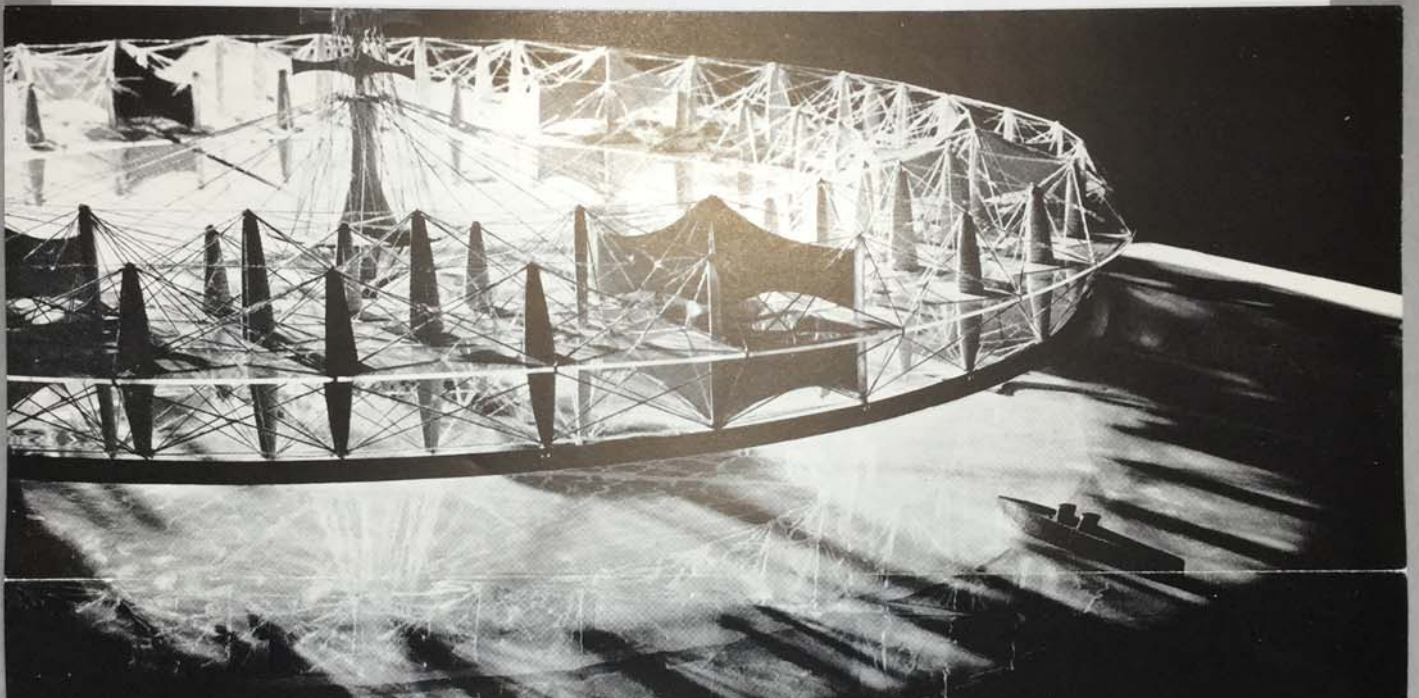
11 West 53rd Street

Tickets are required for admission
Black Tie

Project for Bridge City by J. W. Fitzgibbon and C. D. Sides

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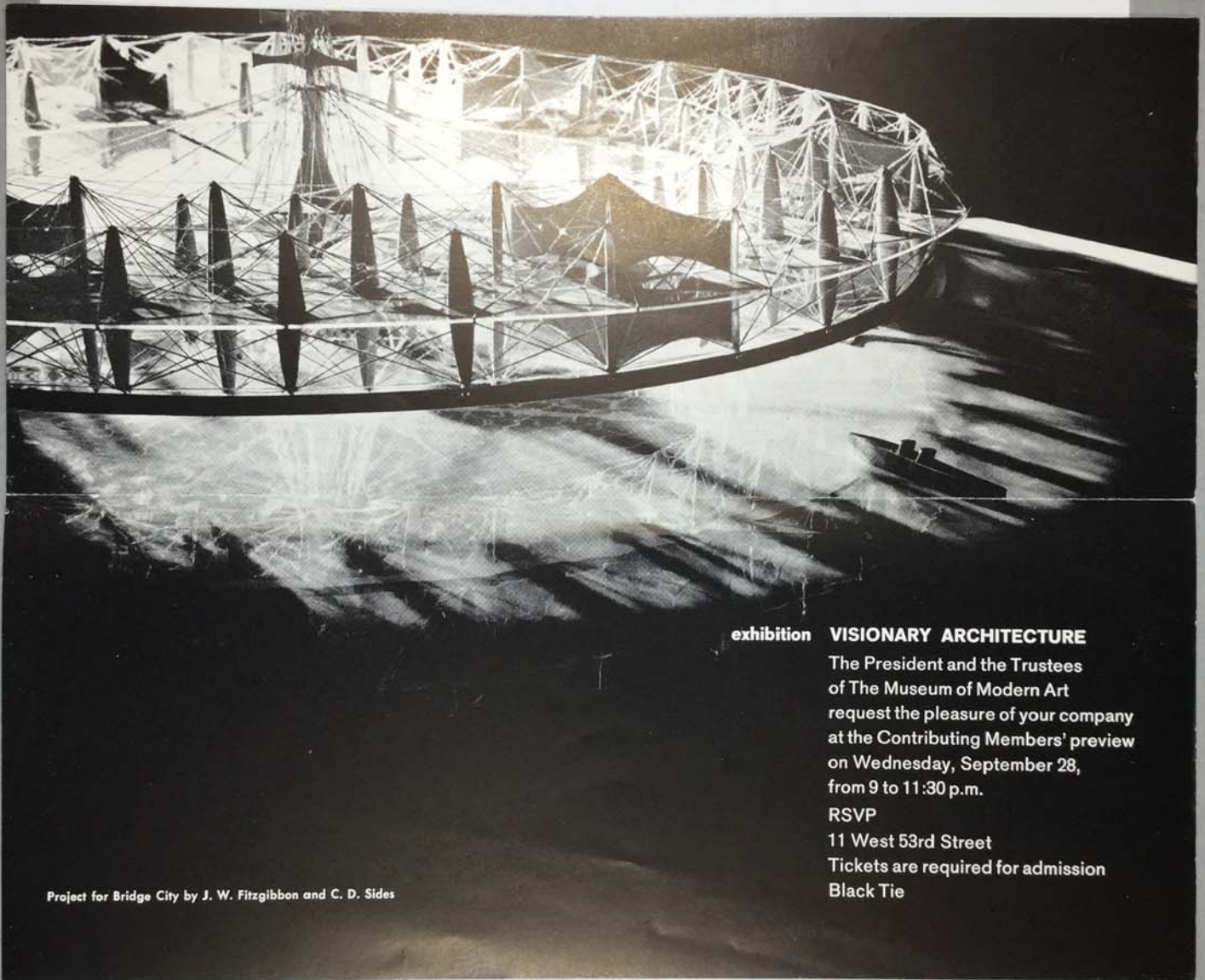


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April 15, 1970

Mr. Gerd Hatje
Wildungerstrasse 83
Stuttgart-Bad Cannstatt
Germany

Dear Mr. Hatje:

In response to your recent letter we are enclosing a copy of the checklist from our exhibition VISIONARY ARCHITECTURE which was held in the Museum the latter part of 1960. From the information contained in your letter, I believe this is the exhibition you had in mind. There is no need for you to return the checklist.

Sincerely yours,

Arthur Drexler
Director
Architecture and Design

enc.

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VERLAG GERD HATJE

Mr. Arthur Drexler
Museum of Modern Art
11 West 53 Street

New York, N.Y. 10019

18th March, 1970 ha-up

Dear Mr. Drexler,

We are preparing a book the working title of which is "Urban Structure of the Future". In this connection I remember to have seen in 1957 a show which was organized by you and which also showed so-called Bio-Textures by some Japanese people. As far as I remember there was no catalogue but a kind of mimeographed leaflets and I would be very grateful, if you could send me one of them. I shall photostat it here and return the original to you.

Thank you for any help you will be kind enough to give.

Sincerely yours,

Gerd Hatje
Gerd Hatje

"Visionary Architecture"
Mary Jane: Can you
find a checklist? —
A.

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The Museum of Modern Art

To Arthur Drexler cc: Waldo Rasmussen/Richard Palmer
From Annette Allwardt
Date December 19, 1968
Re VISIONARY ARCHITECTURE

*Wowith
than Lee*

Dear Mr. Drexler:

You may have been wondering what might have happened to this exhibition since it was last shown in Lima/Peru in 1967. Many things did happen to prevent a continuation of its Latin American tour, but the panels are reportedly still intact, and the exhibition is now beginning showings in Chile.

There was a total lack of communication between the directors of the museums in Lima and Santiago and ourselves, despite repeated cables and letters from us. Then the person handling the showing in Lima was replaced and we never heard from them again whether the exhibition was actually shipped to Chile or not. Finally, this past spring it was discovered in a customs warehouse in Chile, but no one could find the necessary papers by which the boxes could be released. Then the director of the Santiago Museum left also, and finally a month or so ago, we received a preliminary reply to all our correspondence from the new director there, saying that the boxes were still in the warehouse, and that he was having trouble getting them released.

Today, December 19, we finally ^{received} a first detailed letter from Santiago, stating that the exhibition has now cleared through customs, that the panels are in good shape and that the exhibition will be shown in six University Centers in Chile through April, 1969.

I will now again ask for a more precise panel-by-panel condition report, and possible close-up photographs, so that we can determine whether the exhibition is still fit to continue touring in Latin America (it has not been seen in any of the Central American countries or Mexico).

As soon as I receive some further news about the panels' condition, I will let you know.

aa.

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MUSEO DE ARTE CONTEMPORANEO

UNIVERSIDAD DE CHILE
Santiago

December 12, 1968

Dear Miss Allwardt:

With reference to the exhibition VISIONARY ARCHITECTURE, I would like to clarify the following:

- 1) When I took charge of this Museum, the cases of the exhibition had been in the warehouses of the customs authorities in Valparaiso for ten (10) months.
- 2) I immediately initiated its release from customs, and only now, for reasons of administration, was it possible to dispose of it.
- 3) The exhibition will first be sent to the provinces because of problems in programs, but you can rest assured that in those various university centers in the provinces its value will quite certainly be appreciated.
- 4) My failure to reply in detail to your inquiry regarding the panels' condition was because the material had been held up by customs.
- 5) Now, and before the exhibition was sent to Viña del Mar, the curator of that museum as well as the director inspected the panels, and both considered the panels to be in good condition.
- 6) I have been unable to give you the precise dates for the itinerary as promptly as you requested them, because our country is very large, and the individual showings will finally have to be set up by the individual centers.
- 7) So convinced am I of the importance of this exhibition, that this is precisely the reason why I decided to have it seen in the Provinces.
- 8) The exhibition will close these days in Viña del Mar and then go to the Universidad de Concepción, where it will be shown until mid-January. After that date it will be shipped to the Regional Center of Temuco and from there to Osorno. We are hoping to bring it to Santiago in March and then send it to the University Center in Antofagasta, in the northern part of our country, from where it will leave for Lima in May, 1969.
- 9) If for any reason you should not agree to the itinerary which our Museum has set up for this valuable exhibition, kindly let me know.

My kindest regards;

(signed) Alberto Perez

Director

tr. aa.

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Museo de Arte Contemporáneo
Universidad de Chile

Teléfono 91878 - Casilla 5627 - Quinta Normal - Santiago de Chile

Santiago, 12 de Diciembre de 1968

Miss Annette Allwardt
Circulating Exhibitions
The Museum of Modern Art
11 West 53 Street
New York
USA

Estimada Senorita Allwardt;

En relación con la exposición de "Arquitectura Fantástica" quisiera aclarar los siguientes puntos:

- 1) Cuando me hice cargo de este Museo, los cajones de la Exposición habían estado en las bodegas de la Aduana de Valparaíso durante diez (10) meses.
- 2) Inicié de inmediato su desaduanación y solo ahora, por motivos administrativos he podido disponer de la exposición.
- 3) La exposición se envió primero a provincia por problemas de programación y puede Ud. estar segura que en los diferentes centros universitarios de provincia ella será apreciada en lo que vale.
- 4) Mi demora en contestarle en detalle sobre el estado de los paneles no respondía a otro motivo que al hecho de estar en aduana el material.
- 5) Ahora, y antes del envío a Viña del Mar, el Curador de este Museo, revisó los paneles como asimismo el Director del Museo de Viña del Mar. Ambos consideraron que los paneles estaban en buen estado.
- 6) No he podido darle a Ud. las fechas de exhibición con la prontitud debida pues nuestro país es largo y esta exposición debió programarse a última hora en todos los centros.
- 7) Tan convencido estoy de la importancia de la Exposición, que

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Museo de Arte Contemporáneo
Universidad de Chile

Teléfono 91878 - Casilla 5627 - Quinta Normal - Santiago de Chile

ello es precisamente lo que me ha decidido enviarla a Provincia.

- 8) La exposición se clausura en estos días en Viña del Mar y parte a la Universidad de Concepción, donde se exhibirá hasta mediados de Enero. En esa fecha seguirá viaje al centro regional de Temuco y desde allí a Osorno. Esperamos traerla a Santiago en Marzo y enviarla posteriormente al Centro Universitario de Antofagasta, en el norte del país, desde donde partirá a Lima en Mayo de 1969.
- 9) Si en algún aspecto están Uds. en desacuerdo con los planes que este Museo ha previsto para la muestra de esta valiosa exposición, le rogaría me lo hiciera saber.

Sin otro particular, la saluda con toda atención,

ALBERTO PEREZ
Director

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WILLIAM GREAVES PRODUCTIONS
157-10 RIVERSIDE DRIVE, WEST
NEW YORK 32, N. Y.

WA 3-5792

WA 3-4816

Gentlemen:

Please forgive the long
delay in returning this item.
I thought my secretary had sent
this back to you two years
ago.

Paolo Soleri appeared in my film
Wealth of Nations for USA
Thank you for your cooperation.

Sincerely,
Will Greaves

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Contemp.
Arts,

Houston

Date: November 2,

To: Arthur Drexler
cc: Porter McCray
Walter Gropius

Re: circulating edition of the
Visionary Architecture exhibition

Dear Porter:
October 5, 1960

I am enclosing a copy of the breakdown of costs of all the photographic panels that were made for the Visionary Architecture show as it is now. Although this total sum is being collected by Mr. Donald Barthelme Contemporary Arts Association 6945 Fannin Street Houston 25, Texas all I think that a sum of \$500 here for a would be an accurate indication of what the photographic exhibition would cost if duplicated.

Dear Mr. Barthelme:

I am forwarding your request for information about the Visionary Architecture exhibition to our Department of Circulating Exhibitions. To my knowledge that department has not yet made definite arrangements for a circulating version of this show, but no doubt you will hear from them shortly.

Sincerely yours,

Arthur Drexler
Director
Department of Architecture and Design

AD:mg

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THE MUSEUM OF MODERN ART

Date November 2, 1960

To: Porter McCray

Re: circulating edition of the

From: Wilder Green (Secretary,
Architecture Dept.)

Visionary Architecture exhibition

Dear Porter:

I am enclosing a copy of the breakdown of costs of all the photographic panels that were made for the Visionary Architecture show as it is now installed in the Museum. Although this total sum is being contested by the Treasurer's Office, I still think that a sum of \$500 less (or a total of \$6,500) would be an accurate indication of what the photographic panels for the exhibition would cost if duplicated.

If you are considering one traveling edition of this exhibition (for one or two special showings) that would be essentially the same size as the one on the third floor, I would suggest that you have a man from Compo meet with someone from your department and go over the exhibition, panel by panel. In this way he will be able to tell you which panels might have to be made over for a circulating exhibition, which might only need reinforcing, and which ones might travel exactly as they are.

In regard to a smaller version for many showings, here or abroad, it seems to me that we must arrive at a set of maximum panel dimensions and simply re-design the exhibition accordingly.

It seems inadvisable that the models should travel with either of the exhibitions. However, it would probably be possible for the Fitzgibbon and Malcolmson models to go with the large show if you felt it was very important. In the case of both traveling exhibition versions, it would of course be necessary to supplement extra photographs in place of the models.

Arthur is about to revise the text, which should be ready in the near future.

Let me know if you have any further questions.

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Chernomyoff

THE MUSEUM OF MODERN ART

Date Nov. 10, 1960

To: Porter McCray

Re: Visionary Architecture show,

From: M. Gosnell (secretary,
Architecture Dept.)

circulating version

Harvard University is interested in showing a version of the Visionary Architecture exhibition if one is to travel. As soon as you have some information on cost (they haven't much of a budget), size (they've much space), and dates (they'd like to have the show around May 1 next year), please write to:

Professor J. Tyrwhitt (it's a she, by the way)
Robinson Hall
Harvard University
Cambridge, Massachusetts.

Sincerely,

Arthur Drexler
Director
Department of Architecture and Design

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Chernayoff

THE MUSEUM OF MODERN ART

Date Nov. 10, 1960

To: Porter McCray

Re: Visionary Architecture show,

From: M. Gosnell (secretary,
Architecture Dept.)

circulating version

*Mr. Serge Chermayeff
Joint Center for Urban Studies of
The Massachusetts Institute of Technology
and Harvard University
38 Church Street
Cambridge, Mass.*

Harvard University is interested in showing a version of the Visionary Architecture exhibition if one is to travel. As soon as you have some information on cost (they haven't much of a budget), size (they've much space), and dates (they'd like to have the show around May 1 next year), please write to:

Professor J. Tyrwhitt (it's a she, by the way)
Robinson Hall
Harvard University
Cambridge, Massachusetts.

Cordially,

Arthur Breklar
Instructor
Department of Architecture and Design

*Arthur Breklar
and photographs (for 5-8-3) 10-10-60
10/11/60
I have forwarded to the
with appreciation
Serge Chermayeff
Museum of Modern Art*

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Chermayeff



JOINT CENTER FOR URBAN STUDIES OF THE MASSACHUSETTS INSTITUTE OF TECHNOLOGY AND HARVARD UNIVERSITY

66 Church Street, Cambridge 38, Massachusetts - Telephone: 452-6000

Nov. 10. 1960

November 18, 1960

Dear Dealer,

Mr. Serge Chermayeff
 Joint Center for Urban Studies of
 The Massachusetts Institute of Technology
 and Harvard University
 66 Church Street
 Cambridge 38, Mass.

*My warmest congratulations
 shown from your
 I am looking for the J.S.D.*

Dear Serge Chermayeff:

Many thanks for your kind words about the Visionary Architecture
 exhibition. It is going to be made into a traveling show, and I
 have forwarded a recent request from Jaqueline Tyrwhitt to our
 Department of Circulating Exhibitions.

Copies of the exhibition texts you requested are enclosed in this
 letter. Photostats will take a day or two longer and may not be
 available on the Leonardo material, but we will do our best.

Cordially,

*A personal favor: can't
 obtain for my book (in press). The texts
 of your comment on:*

Arthur Drexler
 Director
 Department of Architecture and Design

*1. Leonardo's ideal city plan
 2. Kahn's traffic hierarchy etc.
 and photostats (for the J.S.D.) of this
 material?*

AD: el

*I look forward to the book
 with impatience.*

Best wishes.

Serge Chermayeff

P.S. Invitation to Greta.

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JOINT CENTER FOR URBAN STUDIES OF THE MASSACHUSETTS INSTITUTE OF TECHNOLOGY AND HARVARD UNIVERSITY

66 Church Street, Cambridge 38, Massachusetts • UNiversity 4-8060

Nov. 10. 1960

Dear Drexler,

My warmest congratulations on yet another great show from your hand. I am asking the J.S.D. Committee to try and get a booking of your Traveling Exhibit as soon as possible. - am confident it is already densely booked.

A personal favour: can't obtain for my book (in process). the texts of your comment on:

1. Leonardo's ideal City plan
2. Kahn's traffic hierarchy etc.

and photostats (for the J.S.D.) of this material?

I look forward to the book with impatience.

Best wishes.

Leuzi Chermayeff.

P.S. Spectors to Greta.

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cc: W. Rasmussen, Circ. Exhib.

December 22, 1960

December 22, 1960

Mr. Robert Plank
2387 Overlook Road
Cleveland Heights 6, Ohio

Dear Mr. Plank:

I apologize for being so late in answering your letter. The pressure of an exhibition schedule has kept me from answering my correspondence.

The Visionary Architecture exhibition will be shown in other museums and institutions in the United States. I am forwarding your request for information to our department of circulating exhibitions, and I am sure they will be able to tell you when and where you might be able to see the show.

Sincerely yours,
I do not know the exact schedule, but your letter to the Museum's Department of Circulating Exhibitions, which makes the arrangements for such traveling shows, it is possible that a booking has already been made in England—if not, perhaps something can be arranged.

Thank you for your kind interest.

Arthur Drexler
Director
Department of Architecture and Design

AD:mg

Arthur Drexler
Director
Department of Architecture and Design

AD:mg

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cc: W. Rasmussen,
Dept. of Circ. Exhib.

March 7, 1961
December 22, 1960

Mr. Colin Summerford Architects
Easton Court Hotel
Chagford, Devon
England

Dear Mr. Summerford:

Thank you for your letter about our Visionary Architecture exhibition. I am sorry to be so late in answering, but the pressure of another exhibition schedule has kept me from my correspondence.

The Visionary Architecture exhibition will be shown in several places in the United States and Europe. I do not know the exact schedule, but I am forwarding your letter to the Museum's Department of Circulating Exhibitions, which makes the arrangements for such traveling shows. It is possible that a booking has already been made in England--if not, perhaps something can be arranged.

Many thanks for your kind interest.

Sincerely yours,

Arthur Drexler
Director
Department of Architecture and Design

AD:mg

Arthur Drexler
Director
Department of Architecture and Design

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cc: E. Shaw
B. Karpel

Brunati e Mendini, Architects
Via S. Maurizio 14
Milan, Italy

December 10, 1960

Mr. Arthur Drexler
Department of Architecture and Design
The Museum of Modern Art
New York

March 9, 1961

Mr. Mario Brunati
Brunati and Mendini, Architects
Via S. Maurizio 14
Milan, Italy

Dear Mr. Brunati:

I am sorry to be so late in answering your letter, but the pressure of the work here has kept me from my correspondence.

First of all, may I thank you for sending the handsome and extremely interesting catalogues on the exhibitions you have organized. They are certainly valuable additions to our file. I wish that I could reciprocate with the microfilm copies of the architectural projects in our Visionary Architecture exhibition, as well as copies of the text, but I am afraid this is beyond our resources.

You may be interested to know that the Visionary Architecture exhibition is being prepared by the Museum's Department of Circulating Exhibitions for travel in both the United States and Europe. It may be that you would want to rent this exhibition; if so, you may want to correspond with Mr. Porter McCray, Director of the Museum's Department of Circulating Exhibitions.

In the meantime, I am asking the Museum's public relations office and the library to forward to you information on architectural exhibitions that may be of interest to you.

Sincerely yours,

cc: Mr. Alfred Barr
The Museum of Modern Art
New York

Arthur Drexler
Director
Department of Architecture and Design

AD:mg

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Translation

Brunati e Mendini, Architects
Via S. Maurizio 14
Milan, Italy

December 10, 1960

Mr. Arthur Drexler
Dept. of Architecture and Design
The Museum of Modern Art
New York

Dear Sir:

During my recent stay in New York I visited the very beautiful exhibition which you organized and installed "VISIONARY ARCHITECTURE". As our activity and our goals, in Milan, are very similar to yours, even though in a much smaller scale, we would like to have contacts with you, (an exhibition of Gaudi's work opened in Milan a few days before the one in New York).

For instance we would like very much to have a copy, in microfilm) of all the architectural projects in the exhibition, plus typed copy of the texts. This would allow us to present in Milan, either in a gallery or in a magazine in the form of "exhibition-newspaper" your very interesting studies (of course with your name).

And maybe we could achieve an almost continuous cooperation: our goal is to establish in Milan an International Museum of Modern Architecture and your support would be of great help.

I am sending copy of this letter to Mr. Alfred Barr and, under separate cover, I am mailing catalogs (literature) on exhibitions organized by us.

Very sincerely,

s/ Brunati

cc: Mr. Alfred Barr
The Museum of Modern Art
New York

rsn

M. Brunati

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Brunati e Mendini

MILANO - Via S. Maurizio, 14 - Tel. 866.269

Studio di Architettura

Dott. Arch. Mario Brunati

Dott. Arch. Sandro Mendini

Mister Arthur Drexler - Department of Architecture and Design.
The Museum of Modern Art - New York.

e p.c. Mister Alfred H. Baar - The Museum of Modern Art. N.Y.

Gentile Architetto, ho visitato in un mio recente soggiorno a New York, la bellissima mostra da lei curata e allestita sulle " Visionary Architecture".

Poichè noi svolgiamo a Milano una attività, sia pure molto ridotta, con intendimenti simili ai vostri (una mostra nostra di Gaudi è stata tenuta a Milano pochi giorni prima di quella di New York) desidereremmo entrare in contatto con Voi. Avremmo grande piacere avere ad esempio, copia in microfilm, di tutti i progetti/architettonici esposti alla mostra e copia dattiloscritta dei testi. Ciò permetterebbe di presentare qui a Milano, in una sala di esposizione o in una rivista sotto la formula di "mostra-giornale" i vostri interessanti studi (tutto naturalmente sotto vostro nome).

Si potrebbe anche forse arrivare ad una collaborazione quasi continua: nostra aspirazione è il costituire qui a Milano un Museo Internazionale di Architettura Moderna e un vostro appoggio sarebbe a noi di grande aiuto.

Mando copia di questa lettera anche a Mister Alfred Baar e spedisco a parte alcuni opuscoli editi in occasione di mostre da noi organizzate.

Con molti saluti,

Mario Brunati

Milano, dieci dicembre sessanta MB/lp

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THE MUSEUM OF MODERN ART

Date January 6, 1961

To: Mr. Drexler

cc: W. Rasmussen

From: Waldo Rasmussen *WR*

Re: request for VISIONARY ARCHITECTURE

for VI São Paulo Biennial

Dear Arthur:

February 23, 1961

Attached is a copy of Mr. Pedrosa's letter of December 1st requesting VISIONARY ARCHITECTURE for showing in the VI Biennial in São Paulo this September. It is to us from Mr. d'Harnoncourt, with a reply pending the decision whether the Museum undertakes responsibility for the Biennial this year. It is the hope of the Trustees that we should attempt to obtain the necessary preparation of U.S. representation to the Biennial, but the U.S.A. must await the appointment of a permanent director for the Agency to replace George Allen. Porter has an appointment to discuss the matter and an appointment is made, which is expected this January.

Dear Mr. Withrow:

I have forwarded your letter of February 17 concerning the Visionary Architecture Exhibition to Mr. Waldo Rasmussen in our Department of Circulating Exhibitions.

There have been many requests for this exhibition, and a version of it is being prepared for circulation both in the United States and abroad. I am sure Mr. Rasmussen will be able to give you some idea as to its size, cost, and availability.

Please give my greetings to John Parkin.

Sincerely yours,

Arthur Drexler
Director
Department of Architecture and Design

AD:mg

To be answered by Waldo Rasmussen

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|---------------------------------------|-------------|----------------|
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THE MUSEUM OF MODERN ART

Date January 6, 1961

To: Mr. Drexler
From: Waldo Rasmussen *WR*
Re: request for VISIONARY ARCHITECTURE
for VI São Paulo Bienal

Dear Arthur:

Attached is a copy of Mr. Pedrosa's letter of December 1st requesting VISIONARY ARCHITECTURE for showing in the VI Bienal in São Paulo this September. It had been forwarded to us from Mr. d'Harmoncourt, with a reply pending the decision on whether the Museum undertakes responsibility for the Bienal this year. It was decided by the Council and the Trustees that we should attempt to obtain government subsidy for preparation of U.S. representation to the Bienal, but the formal request to the U.S.I.A. must await the appointment of a permanent director of the Agency to replace George Allen. Porter has an appointment to discuss the matter as soon as this appointment is made, which is expected this January.

In the meantime perhaps you would like to reply to Mr. Pedrosa, thanking him for his interest in the show and informing him that Mr. McCray will be writing him later in the month as soon as a final decision can be reached.

*file
to be answered
by Waldo Rasmussen*

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DEC 6 1960

MUSEU DE ARTE MODERNA

CAIXA POSTAL, 7517 - SÃO PAULO - BRASIL MAM-9157

Sao Paulo
1st December, 1960.

Mr. René d'Harnoncourt
Director of the Museum
of Modern Art of New York
11 West 53 St.
NEW YORK 19, N.Y.
USA

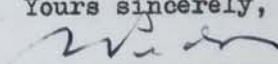
Dear Sir :

We read in Brazilian magazines and newspapers that you are organizing an exhibition on the theme "Visionary Architecture".

As we would like to have the same exhibition in our 6th Biennial of the Museum of Modern Art of Sao Paulo, we would be very thankful if you could send us the necessary information about the possibility of having the exhibition in our Biennial of September 1961.

We would appreciate if you could send this information in time for the preparation of such an initiative .

Yours sincerely,


Mario Pedrosa

Director of the
Museum of Modern Art of S.Paulo

MP/mg

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WEST

INTERNATIONAL

Arquitetura visionária
no Museu de Arte
Moderna de Nova
York

Instala-se amanhã no Museu de Arte Moderna de Nova York uma curiosa exposição de projetos arquitetônicos irrealizáveis, na sua época, ou por impossibilidade tecnológica ou por falta de apoio às convicções dos arquitetos, por parte da sociedade. Hoje que quase todos os projetos são considerados tecnologicamente executáveis a questão de o que construir começa a ganhar precedência sobre o problema de como fazê-lo. A exposição visa mostrar o que os arquitetos prefeririam fazer construir, tivessem eles conseguido persuadir a sociedade da estreiteza de sua visão. Dentre os projetos mostrados, em número superior a vinte, constam criações de Le Corbusier, Frank Lloyd Wright, Frederick Kiesler e outros.

Curso de Paris 29.9.60

UNION

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MEMORANDUM

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WESTERN UNION

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Mr. Drexler -

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WESTERN UNION
INTERNATIONAL COMMUNICATIONS

W. P. MARSHALL, PRESIDENT

Received VIA WESTERN UNION CABLES

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LR ARTHUR DREXLER DIRECTOR ARCHITECTURE DEPARTMENT

MODERNART (THE MUSEUM OF MODERN ART)
(11 WEST 53 ST) NEWYORK EMD

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GREETINGS

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THE MUSEUM OF MODERN ART

ITALCABLE

RIO DE JANEIRO
 Rua Buenos Aires, 44 — Telogramas Tel. 23-1896
 Rua Buenos Aires, 44 — Dir. e Adm. Tel. 23-2431
 Agência Castelo — R. México, 11 Tel. 32-8890
 Agência Mauá — Av. Rio Branco, 9 Tel. 43-9051
 Agência Copacabana — Av. Cop., 245-C Tel. 37-5525



SÃO PAULO
 Praça Ramos de Azevedo, 202 (loja) Tel. 36-6304
 (sede provisória)
 Agência - Rua 16 de Novembro, 164 Tel. 37-7693
 Agência - Av. Ipiranga, 1228 Tel. 36-6304
 Agência - Av. Bar. Itapetininga, 224, 3.ª Tel. 34-9503
 Agência - Hotel Príncipe

RECIFE
 Av. Dantas Barreto, Ed. S. Albino, 1, 6 Tel. 7-811/2/7
 Agência - Av. Marquês de Olinda, 142 Tel. 9174
 Agência - Hotel Guararapes
 Agência - Hotel Boa Viagem Tel. 7867-8559
 Agência - Aeroporto Guararapes

SANTOS
 Rua 16 de Novembro, 131/3 Tel. (22000
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TELEGRAMA

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ARTHUR DREXLER DIRECTOR
 ARCHITECTURE DEPARTMENT
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C O P Y

HOPING HAVE RECEIVED OUR LETTER FIRST DECEMBER ADDRESSED

D'HARNANCOURT WOULD LIKE ANSWER EXHIBITION VISIONARY

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BEST GREETINGS

PEDROSA
 DIRECTOR MODERNARTSPAULO

Estando de acordo com as condições estabelecidas no verso, sirva-se transmitir o presente telegrama

ASSINATURA DO EXPEDIDOR

PARQUE IBIRAPUERA

PAV. A.ARRUDA PEREIRA

TEL. 7-8815

MODERNART -575

SPAULO 4 janeiro

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THE MUSEUM OF MODERN ART

To: Waldo Rasmussen
From: Greta De la Torre

Dear Waldo

Doctor Mahoney

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MUSEU DE ARTE MODERNA DE SÃO PAULO

U.S.A.

New York

PAULO - BRASIL

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THE MUSEUM OF MODERN ART

Date 22 November 1961

To: Waldo Rasmussen Dealer

Re: VISIONARY ARCHITECTURE

From: Greta Daniel of Architecture

MUSEU DE ARTE MODERNA

CAIXA POSTAL, 7517 - SÃO PAULO - BRASIL

Mr.
Rene d'Harnancourt
Director of the
Museum of Modern Art of New York
11 West 53 St.
New York 19 - N.Y.

U.S.A.

VIA AÉREA
PAR AVION

Let us thank you so much for your kind help. We were extremely grateful for your generous co-operation and for the fact, that Baden-Baden was the first place in Europe to represent that wonderful exhibition.

With my warmest thanks and kind regards to you, I am

Yours sincerely

Mehner

(Dr. Dietrich Maslow)

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THE MUSEUM OF MODERN ART

Date: 22 November 1961

Dr.M./Lf.

To: Waldo Rasmussen Drexler

Re: VISIONARY ARCHITECTURE

From: Greta Daniel
Director of Architecture
and Design
The Museum of Modern Art

11 West, 53rd Street
New York 19, N.Y.
USA

Dear Waldo:

Doctor Mahlow has sent to Arthur the enclosed letter and accompanying newspaper review of "Visionary Architecture". He has asked me to hand it on to you.

Dear Mr. Drexler,

Our exhibition "Phantastische Architektur" has now finished and was a big success. Especially the part "Visionary Architecture" was a most frequented and excellent show, and the visitors -among them many architects and students of architecture- were mostly enthralled about it.

The selection and preparation of all photograph panels and text panels was splendid, facilitated the mounting and got a various survey.

Let us thank you so much for your kind help. We were extremely grateful for your generous co-operation and for the fact, that Baden-Baden was the first place in Europe to represent that wonderful exhibition.

With my warmest thanks and kind regards to you, I am

Yours sincerely

Mahlow

(Dr. Dietrich Mahlow)

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WARD

STAATLICHE KUNSTHALLE
BADEN - BADEN
LICHTENTALER ALLEE
November 10, 1961
Dr.M./Lf.

TELEFON 3250
Sparkasse 510

Mr. Arthur Drexler
Director,
Department of Architecture
and Design
The Museum of Modern Art
11 West, 53rd Street
New York 19, N.Y.
USA

Dear Mr. Drexler,

Our exhibition "Phantastische Architektur" has now finished and was a big success. Especially the part "Visionary Architecture" was a most frequented and excellent show, and the visitors -among them many architects and students of architecture- were mostly enthused about it.

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With my warmest thanks and kind regards to you, I am

Yours sincerely

Manlow

(Dr. Dietrich Manlow)

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Mr Arthur
Drexler
Sorry - Can't get a better copy
Sh

SEP 23 1961
September 22, 1961
Dr. M. / M.

file
make copy for
A Drexler
file

Dear Mr. Rasmussen,

We just received your telegram and would like to inform you, that the exhibition of the Museum of Modern Art is called "Visionary Architecture" - "Visionäre Architektur" in Baden-Baden, too.

At the same time, we have a special show in that exhibition in the Kunsthalle Baden-Baden: "Antonio Gaudi", therefore the general title of the exhibition will be "Phantastische Architektur" - you see that on the posters and invitation-cards.

We think the visitors will recognize the different parts of the exhibition, especially the big and excellent show from New York. We do hope that the hesitations of Mr. Drexler now are dissipated.

We thank you so much for your kind wishes for successful showing.

Yours sincerely,

(Dr. Dietrich P. Mahlow)

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see our ...
Call to him dated 9/22
in PINK folder

file

September 22, 1961
Dr. M. / Lf.

Mr. Waldo Rasmussen,
Assistant Director
International Circulating
Exhibitions
Museum of Modern Art
11 West 53rd Street
New York 19, N.Y.

make copy for
A Drexler
file

Dear Mr. Rasmussen,

We just received your telegram and would like to inform you, that the exhibition of the Museum of Modern Art is called "Visionary Architecture" - "Visionäre Architektur" in Baden-Baden, too.

At the same time, we have a special show in that exhibition in the Kunsthalle Baden-Baden: "Antoni Gaudí", therefore the general title of the exhibition will be "Phantastische Architektur" - you see that on the posters and invitation-cards.

We think, the visitors will recognize the different parts of the exhibition, especially the big and excellent show from New York. We do hope that the hesitations of Mr. Drexler now are dissipated.

We thank you so much for your kind wishes for successful showing.

Best regards to Mr. Drexler, too.

Yours sincerely,

(Dr. Dietrich P. Mahlow)

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W. See our letter +
Cable to him dated 9/22
in PINK folder

SEP 25 1961

file

September 22, 1961
Dr. M./M.

Mr. Waldo Rasmussen,
Assistant Director
International Circulating
Exhibitions
Museum of Modern Art
11 West, 53rd Street
New York 19, N.Y.
USA

*make copy for
A. Drexlner
& file*

Dear Mr. Rasmussen,

We just received your telegram and would like to inform you, that the exhibition of the Museum of Modern Art is called "Visionary Architecture" - "Visionsare Architektur" in Baden-Baden, too.

At the same time, we have a special show in that exhibition in the Kunsthalle Baden-Baden: "Antonio Gaudi", therefore the general title of the exhibition will be "Fantastische Architektur" - you see that on the posters and invitation-cards.

We think, the visitors will recognize the different parts of the exhibition, especially the big and excellent show from New York. We do hope that the hesitations of Mr. Drexlner now are dissipated.

We thank you so much for your kind wishes for successful showing.

With kindest regards, to Mr. Drexlner, too, I am

Yours sincerely

(Dr. Dietrich P. Mallow)

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|---------------------------------------|-------------|----------------|
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c: Mr. John J. Daly, Jr.
Mr. Drexler ✓
Mr. Palmer
Mr. O'Hara
Mrs. Kolmetz
ICE-F-50-61
ICEF-48-61
green

AIR MAIL

August 18, 1961

Dr. Dietrich P. Mahlow
Staatliche Kunsthalle
Lichtentaler Allee
Baden-Baden, Germany

Dear Dr. Mahlow:

Thank you so much for your letters of August 8th and 14th. We were especially pleased to learn that you would be interested in showing the LEONARD BASKIN exhibition, either from December 15th, 1961 to January 14th, 1962 or from March 23rd to April 22nd, 1962, and shall look forward to hearing from you further in this regard.

VISIONARY ARCHITECTURE:

We are glad that the United States Embassy has been able to be of assistance in translating Mr. Drexler's text for the exhibition and that they can arrange to have it produced as text-panels in Germany. I quite agree that this seems the simplest and most economical method. To assist in the production of the text-panels, I am enclosing herewith a drawing of the design of the panels which we are producing for our English version in this country; if this design can be quite closely adhered to, your text-panels would be identical in projection from the wall to the photo-panels we are sending you, which would make the installation and overall impression of the exhibition more effective. I am also enclosing for your consideration a typical text page in printer's proof showing the type-face which Mr. Drexler and our designer felt appropriate to the show; again, if this could serve as a model for your production, I think the exhibition would benefit. As you know, we have allowed for uniform text-panels each 36 inches high by 12 inches wide.

1. Shipment: As soon as we have definite word from Lansen-Naevé concerning the air cargo rate, we shall notify you whether shipment will be by air or by sea.

2. Publicity Material: Later on, we shall be sending you material for a press release on the exhibition and other background material, together with a selection of photographs to be used exclusively in connection with publicity on the exhibition. Please note that the

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Dr. D. P. Mahlow

-2-

August 18, 1961

photographs have been obtained from photographers with the explicit understanding that they will not be used outside the exhibition in any form except for publicity issued on the show.

Once again, my warmest thanks for your cooperation. I especially appreciated your understanding of our catalog problem for the exhibition.

I have asked our Publications Department to send you a complimentary copy of the catalog for the POLISH exhibition and you should receive it very shortly.

Sincerely,

Dear Mr. Mahlow:

Waldo Rasmussen
Assistant Director
International Circulating
Exhibitions

Enclosures:

1. Drawing of specifications for text panels, VISIONARY ARCHITECTURE
2. Sample text page in printer's proof

Dictated by Mr. Rasmussen
and signed in his absence

We are most impressed by your active work in exhibition activity in Germany and most genuinely grateful for your splendid cooperation on our projects.

Sincerely,

Enclosure:
Copy of letter to Dr. Mahlow

Waldo Rasmussen
Assistant Director
International Circulating
Exhibitions

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| | MoMA Exhs. | 670.22 |

cc: Mr. Koch
Mr. Drexler
Mr. O'Hara
Mr. Palmer
Mrs. Kolmetz
ICE-F-50-61
green

cc: Mr. John J. Daly, Jr.
Mr. Wheeler
Mr. Koch
Mr. Drexler
Mr. Hanchman
ICE-F-50-61
Green

AIR MAIL

August 21, 1961

Mr. Heinrich P. Mahlow
Schlossgarten
Bonn - Bad Godesberg, Germany

Mr. John J. Daly, Jr.
Assistant Cultural Affairs Officer
United States Information Service
American Embassy
Bonn - Bad Godesberg, Germany

Dear Mr. Daly:

I enclose a copy of my latest letter to Dr. Mahlow in Baden-Baden regarding his showing of VISIONARY ARCHITECTURE. I was glad to learn that you were able to offer him assistance in translating the English text into German, and we look forward to receiving a copy which we may review as a control before the text panels are put into production in Germany. You will note that we have furnished Dr. Mahlow with a drawing of the design of the text-panels which we are producing for circulation in this country, and I am sure that this, together with the sample text page in printer's proof, will be useful to you in producing the panels.

Would you please let me know at your earliest convenience whether U.S.I.S. is interested in purchasing the set of photo-panels for extensive circulation in Germany? The cost originally quoted - \$11,000. - can now be considerably reduced because the text-panels are being translated, produced and boxed in Germany; together with other savings we have been able to effect, I would suggest that we make the 70 photo-panels available to you for a cost of between \$6,800-\$7,000. If you are not able to purchase this copy but do wish to schedule one or two showings in Germany after Baden-Baden, I also need to know rather quickly since we have delayed writing other German museums pending word from you. In the meantime, I have been in touch with the Kröller-Müller Museum and the Gemeentemuseum in the Netherlands, both of whom expressed interest in the show some time ago. I have not yet made a definite commitment on dates for these showings, but need to proceed with scheduling of the show as soon as possible.

We are most impressed by your active work in exhibition activity in Germany and most genuinely grateful for your splendid cooperation on our projects.

Sincerely,

Enclosure:
Copy of letter to Dr. Mahlow

Waldo Rasmussen
Assistant Director
International Circulating
Exhibitions

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|---------------------------------------|-------------|----------------|
| The Museum of Modern Art Archives, NY | Collection: | Series.Folder: |
| | MoMA Exhs. | 670.22 |

cc: Mr. John J. Daly, Jr.
 Mr. Wheeler
 Mr. Koch
 Mr. Drexler ✓
 Mr. Rasmussen
 ICE-F-50-61
 Green

Since from planning, time is a major factor in the design of the exhibition. It requires approximately 10 weeks to produce the text panels after they have received the proofs of illustrations copy edited for AIR MAIL. This means that if we produce the panels for you, we would not meet a September 1st mailing date; at the earliest, August 9, 1961, be sent a week later, and it would be preferable to ship them by

Dr. Dietrich P. Mahlow
 Staatliche Kunsthalle
 Lichtentaler Allee
 Baden-Baden, Germany

Dear Dr. Mahlow:

Thank you for your letter of August 3rd in prompt response to mine of July 28th. I am hastening to reply to the specific questions raised in your letter regarding shipment of VISIONARY ARCHITECTURE, its German translation and catalog.

1. Translation of text and production of text panels: I have discussed details of your showing further with Mr. Arthur Drexler, Director of our Museum's Department of Architecture and Design, who selected the exhibition, and he feels quite strongly that it is important to have text panels in German displayed with the exhibition, rather than distributing printed copies of the text to visitors. I am therefore sending you separately a full typescript of his text which has been numbered in accordance with the photo-panel referred to in each section, and I hope that you may be able to have this translated as soon as possible. As soon as this translation is completed, we should like to receive a copy which we might review as a control before the text is put into production. I hope, therefore, that you can decide immediately whether you wish us to prepare the mounted German text panels in this country to send along with the exhibition, or whether you prefer to produce them in Germany according to our design specifications. If you wish us to produce the text panels in New York to send with the exhibition, we estimate that it would cost approximately \$1100. to prepare the aluminum panels and mount the text, plus an additional \$150. to box the 30 panels. In addition, if you would wish the text typeset, we should have to count on an additional \$750.; otherwise, it could be typed on an electric typewriter, photostated and mounted for a fraction of this amount, about \$150.

Since these costs are so substantial, I have suggested that you contact Mr. Daly of the United States Information Service in Bonn to determine whether they can lend assistance to the project. I am sure you will agree with Mr. Drexler that the exhibition would be immeasurably more effective if the German text can be displayed with the photographic material.

| | | |
|---------------------------------------|-------------|----------------|
| The Museum of Modern Art Archives, NY | Collection: | Series.Folder: |
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Dr. Mahlow

-2-

August 9, 1961

Aside from financing, time is a major factor in producing the German text. It requires approximately two weeks in our shops to produce the text panels after they have received the typeset or typewritten copy suitable for mounting. This means that if we produce the panels for you, we could not meet a September 1st sailing date; at the earliest, the panels would be sent a week later, and it would be preferable to ship them by air.

2. Revised packing figures: In considering your expenses, you will be glad to note that the number of cases and total weight will be considerably less than originally estimated. We now estimate that the photo-panels will be packed in 3 cases with a total maximum weight of 1200 pounds; the text panels would be packed in 1 case weighing approximately 300 pounds.

3. Shipment: As you requested, I have talked with the firm of Lansen-Naeve, export brokers in New York, and discussed the shipping schedule with them. We are doing everything possible to complete the production of the panels to allow for a September 1st sailing date from New York, which would bring the exhibition (except for the German text panels if produced here) to Bremen by September 14th; Lansen-Naeve informs me you should have the exhibition in Baden-Baden by September 18th latest. I am sorry we cannot push the delivery date earlier than this, but since the exhibition has been especially designed for ease of installation, I am sure this would allow time to meet your opening date.

If you wish to consider air shipment, Lansen-Naeve informs me that the current freight rate is \$.90 per pound; however, they tell me that there is a possibility of this rate being decreased after September 8th to \$.38 per pound.

Please notify me which method of shipment you prefer and we shall make final arrangements with Lansen-Naeve to ship with all charges payable on arrival.

4. Catalog: Both Mr. Drexler and Mr. Monroe Wheeler, the Museum's Director of Exhibitions and Publications, feel that it would be unwise to print a separate catalog for your showing of the exhibition since the Museum's own publication is still scheduled, and would probably be printed in a German edition. They also feel that if the complete text of the exhibition is available to the visitor mounted on panels together with the photographs, a separate catalog for your viewing would really not be necessary. I hope you agree with their recommendation, and I am sure you understand our problem in wanting to avoid confusion with the later full publication on the subject.

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Dr. Mahlow

-3-

August 9, 1961

I hope that we can solve the problem of the German text for the exhibition as soon as possible, and look forward to hearing from you. In the meantime, my very best wishes and sincere thanks for your cooperation.

January 26, 1962
Sincerely,

Mr. Milton R. Chase
Information Officer
U.S. Consulate General
Sydney, New South Wales
Australia

Waldo Rasmussen
Assistant Director
International Circulating
Exhibitions

Dear Mr. Chase:

Dictated by Mr. Rasmussen
and signed in his absence

I am sending you enclosed copies of our recent correspondence with Mr. Harry Seidler, of the Government Exhibition Committee of the Royal Australian Institute of Architects, regarding the showing of our exhibition: VISUARY ARCHITECTURE at the Architectural Convention, May 19 - 21.

We are hoping to circulate this exhibition in Australia at the conclusion of the convention and then to offer it for circulation in New Zealand and Japan. Mr. Seidler has very kindly offered to arrange additional showings for us in Australian capital cities and I hope it will be possible for you to aid him in his efforts. I hope, too, that the U. S. Information Service will be represented at the opening ceremonies of the convention and that the Consul may also find it possible to attend.

In order to acquaint you with the character of the exhibition, I am enclosing a descriptive sheet giving details of contents, costs, packing and space required.

We should be most appreciative of your assistance,

Sincerely,

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

Enclosures: .Copies, 3 letters
.Descriptive sheet

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|---------------------------------------|-------------|----------------|
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| | MoMA Exhs. | 670.22 |

Copies on letterhead for:
Mr. Milton M. Chase, 220, Sydney
Miss Lois Bingham, USIA Wash.

cc: ICE-F-50-61-COPY 2 - AUSTRALIA

Mr. Drexler
Miss Marsh
Miss Berge
RP
RK ADH
green

Via airmail

January 26, 1962

Mr. Harry Seidler
Convention Exhibition Committee
Royal Australian Institute of Architects
Milson's Point
Sydney, New South Wales
Australia

White House
Executive Director
International Circulating
Exhibitions

Dear Mr. Seidler:

Thank you for your letter of January 18. We are most pleased that our exhibition: VISIONARY ARCHITECTURE is to be the featured exhibition at the Australian Architectural Convention of 1962.

A new copy of the exhibition is now in preparation and we will arrange to ship it by sea freight, as you direct, in time to reach you before May 1. We shall, of course, send you details when the shipment is ready.

We appreciate very much your willingness to arrange for additional showings in Australia. I am sending a copy of this letter to Mr. Milton M. Chase, Information Officer at the American Consulate General in Sydney, requesting that he cooperate with you in any way possible. I hope that the Australian tour can be arranged with the joint sponsorship of the local exhibiting institutions and the United States Information Service. Would you be good enough to send us an itinerary as soon as possible, so that we may be able to schedule future showings? We are planning, if possible, to circulate the exhibition in New Zealand and Japan following its Australian tour.

In offering the exhibition to other organizations in Australia, may I ask you to bear in mind the fact that it must be shown only in museums, schools or other non-profit organizations and that each exhibitor is expected to pay transportation costs from the previous point of showing.

I am sending you enclosed a copy of our draft release and a set of 13 black-and-white glossy photographs for use in publicizing the exhibition; also a photostat of an article on the exhibition which appeared in the London Illustrated News of November 5, 1960. In addition, I am attaching three copies of our Publicity Report form, to be filled out at the conclusion of your showing and sent us in duplicate, together with any publicity photographs, articles and press clippings that may be available. The third copy is for your own records.

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| | | |
|---------------------------------------|-------------|----------------|
| The Museum of Modern Art Archives, NY | Collection: | Series.Folder: |
| | MoMA Exhs. | 670.22 |

Copies on letterhead for:
Mr. Milton M. Chase, 220, Sydney
Miss Lois Bingham, USIA Wash.

cc: ICE-F-50-61-COPY 2 - AUSTRALIA

Mr. Drexler
Miss Marsh
Miss Berge
RP
RK ADH
green

Via airmail

January 26, 1962

Mr. Harry Seidler
Convention Exhibition Committee
Royal Australian Institute of Architects
Milson's Point
Sydney, New South Wales
Australia

Dear Mr. Seidler:

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ROYAL AUSTRALIAN INSTITUTE OF ARCHITECTS
Mr. H. Seidler
Australian Architectural Convention 1962
Sydney
January 26, 1962 - 2 -
170 ALFRED STREET
SYDNEY'S POINT

Please do not hesitate to write me if you have any questions regarding the exhibition.

Sincerely,

Waldo Wassmussen
Associate Director
International Circulating Exhibitions

Mr. H. Seidler, Esq.,
Executive Director,
Department of Circulating Exhibitions,
The Museum of Modern Art,
110 West 57th Street,
New York 19, N.Y. U.S.A.

Dear Mr. Wassmussen,

Enclosures: Draft Release - International Convention, 1962

- 13 photographs
- Photostat
- Publicity Report forms

Thank you very much for your letter of December 22, 1961. Its contents were most wonderful and we are glad to have the International Exhibition Committee as well as the organizers of the Convention.

The material you have sent us outlining the exhibition on Visionary Architecture is to take precedence over any other exhibits we are planning to show, and it will literally form the focal point at the Art Gallery of New South Wales in Sydney.

WR/RRK/rrk
We are therefore, to make all arrangements to have this exhibit shipped to Sydney by sea freight at the earliest possible date so as to ensure that it reaches Sydney not later than MAY 1, 1962. The crates should be addressed to the Royal Australian Institute of Architects Exhibition, Art Gallery of New South Wales, Art Gallery Road, Sydney, Australia. The shipping documents should contain evidence of the fact that the crates are to be returned to the U.S.A. after being shown in Australia. Regarding the showing of this exhibition in other States, we will certainly make efforts for the exhibition to be shown in other capital cities and you will receive advice on this later.

If possible, please arrange for freight to be collected at this end. Failing this, we would appreciate your invoices from the Shipping Company so that the required transfer of funds can be made to meet costs.

Many thanks again for this wonderful offer of an exhibition which I am sure will be the most interesting element of our forthcoming Convention.

Waiting to hear from you further as to the final date of shipment, and the vessel of shipping.

I am,

Yours very sincerely,

Harry Seidler,
For Convention Exhibition Committee.

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| | MoMA Exhs. | 670.22 |

ROYAL AUSTRALIAN INSTITUTE OF ARCHITECTS

Patron: Her Majesty The Queen

NEW SOUTH WALES CHAPTER

JAN 22 1962

TELEPHONE: 92-0624

116 ALFRED STREET
MILBON'S POINT

OUR REF: HS/JGS

January 16, 1962

Waldo Rasmussen, Esq.,
Associate Director,
Department of Circulating Exhibitions,
The Museum of Modern Art,
11 West 53rd Street,
NEW YORK, 19, N.Y. U.S.A.

cc: R.K.

Allen Marshall
Arthur Dwyer

Dear Mr. Rasmussen,

Re: Australian Architectural Convention, 1962

Thank you very much indeed for your letter of December 22, 1961. Its contents were most wonderful news both for my Convention Exhibition Committee as well as the organisers of the Convention.

The material you have sent us outlining the exhibition on Visionary Architecture is to take precedence over any other exhibits we are planning to show, and it will literally form the focal point at the Art Gallery of New South Wales in Sydney.

May we ask you, therefore, to make all arrangements to have this exhibit shipped to Sydney by sea freight at the earliest possible date so as to ensure that it reaches Sydney not later than MAY 1, 1962. The crates should be addressed to the Royal Australian Institute of Architects Exhibition, Art Gallery of New South Wales, Art Gallery Road, Sydney, Australia. The shipping documents should contain evidence of the fact that the crates are to be returned to the U.S.A. after being shown in Australia. Regarding the showing of this exhibition in other States, we will certainly make efforts for the exhibition to be shown in other capital cities and you will receive advice on this later.

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I am,

Yours very sincerely,

Harry Seidler,
for Convention Exhibition Committee.

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| The Museum of Modern Art Archives, NY | Collection: | Series/Folder: |
| | MoMA Exhs. | 670.22 |

ROYAL AUSTRALIAN INSTITUTE OF ARCHITECTS

Patron: Her Majesty The Queen

JAN 22 1962

NEW SOUTH WALES CHAPTER

TELEPHONE: 22-0624

118 ALFRED STREET
MILSON'S POINT

OUR REF. HS/JGS

January 16, 1962

Valdo Rasmussen, Esq.,
Associate Director,
Department of Circulating Exhibitions,
The Museum of Modern Art,
11 West 53rd Street,
NEW YORK, 19, N.Y. U.S.A.

cc: RJK

Allen March
Arthur, Draper

Dear Mr. Rasmussen,

Re: Australian Architectural Convention, 1962

Thank you very much indeed for your letter of December 22, 1961. Its contents were most wonderful news both for my Convention Exhibition Committee as well as the organisers of the Convention.

The material you have sent us outlining the exhibition on Visionary Architecture is to take precedence over any other exhibits we are planning to show, and it will literally form the focal point at the Art Gallery of New South Wales in Sydney.

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Mr. Draxler
 CHALMERS TEKNISKA HÖGSKOLA
 AVDELNINGEN FÖR ARKITEKTUR
 Inst. för formlära
 Storgatan 43
 Göteborg C

(Visionary arch.)

cc: Miss Rubenstein
 Mr. Palmer
 Miss Constantine ✓
 Mrs. Licht
 green

Santini

Mr. Waldo Rasmussen
 The Museum of Modern Art
 11 West, 53rd Street
 New York 19
 U.S.A.

File VA/120

Mr. Jerry D'Amato
 Santini Brothers Warehouse
 447 West 49th Street
 New York 19, New York

Dear Jerry:

I have enclosed your bill No. 40-3880, dated 7/30/62, which we discussed briefly over the phone this morning. Since the first two charges listed on this billing are not to be absorbed by the Department of Circulating Exhibitions, I would appreciate it if you would now issue two bills as follows:

The first should be made out to Miss Mildred Constantine, C/O The Museum of Modern Art, 11 West 53rd Street, New York 19, N.Y. The route of the Visionary Architecture Arkitektforening that the route of the Visionary Architecture has been somewhat changed. It is in N.Y. 19, N.Y. Trenchheim before coming and should read:

7/12/62

For receiving the Visionary Architecture exhibition at our 49th Street Warehouse, Receiving Labor \$5.00
 As a result the exhibition will be shown in Göteborg in March and in Stockholm. Advanced to Denver, Chicago Trucking on account, for transporting the shipment from Denver to New York 117.25

I enclose a copy of our local art review, Paletten, showing that we have long been interested in the exhibition of visionary architecture.

The second bill should be made out in the same manner as was your original billing, but should now reflect a total charge of only \$163.62.

When these bills have been issued, would you kindly forward them to our Treasurer's office so that we may process them for payment?

L'Architectures d'aujourd'hui last year.

Sincerely,

Sincerely,
 Richard L. Palmer
 Executive Assistant
 International Circulating Exhibitions

Enclosure:
 Your bill No. 40-3880

RLP/jl

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cc: Mr. Drexler

CHALMERS TEKNISKA HÖGSKOLA

AVDELNINGEN FÖR ARKITEKTUR

Inst. för formlära

Storgatan 43

Göteborg C

FEB 21 1963

cc: Arthur Drexler
(with magazine)

RIK

Mr. Waldo Rasmussen
The Museum of Modern Art
11 West, 53rd Street
New York 19
U. S. A.

FILE
VA/ICE

IM/BL

Göteborg, 30th January, 1963.

Dear Mr. Rasmussen:

I suppose you have been informed by Mr. Jon Eikvar of the Oslo Arkitektforening that the route of the exhibition Visionary Architecture has been somewhat changed. It is now going to Trondheim before coming to Sweden. This rearrangement has been coordinated with your Embassy in Stockholm and with Mr. Märten Larsson of the National Union of Swedish Architects in Stockholm.

As a result the exhibition will be shown in Göteborg in March and in Stockholm in April.

I will let you know immediately when the material has arrived here.

I enclose a copy of our local art review, Paletten, showing you that we have long been interested in the problems which your exhibition illuminates. Palle Nielsen is a great artist and a fascinating exponent of visionary architecture. Do you think Mr. Drexler is acquainted with his work? Anyhow he was not mentioned in the special number on visionary architecture in L'Architecture d'aujourd'hui last year.

Sincerely,

Ingrid Mesterton

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|---------------------------------------|-------------|----------------|
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cc: Mr. Drexler

CHALMERS TEKNISKA HÖGSKOLA

AVDELNINGEN FÖR ARKITEKTUR

Inst. för formlära

Storgatan 43

Göteborg C

FEB 21 1963

cc: Arthur Drexler
(with magazine)

RIK

Mr. Waldo Rasmussen
The Museum of Modern Art
11 West, 53rd Street
New York 19
U. S. A.

FILE
VA/ICE

IM/BL

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| The Museum of Modern Art Archives, NY | Collection: | Series/Folder: |
| | MoMA Exhs. | 670.22 |

cc: Mr. Drexler

CHALMERS TEKNISKA HÖGSKOLA

AVDELNINGEN FÖR ARKITEKTUR

Inst. för formlära

Storgatan 43

Göteborg C

FEB 21 1963

cc: Arthur Drexler
(with magazine)

RK

Mr. Waldo Rasmussen
The Museum of Modern Art
11 West, 53rd Street
New York 19
U. S. A.

FILE
VA/ICE

IM/BL

Göteborg, 30th January, 1963.

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| | MoMA Exhs. | 670.22 |

(Visionary
Arch. C/E)

(VA)

1961 - 63

VISIONARY ARCHITECTURE

An exhibition circulated by The Museum of Modern Art, New York, New York

February 6, 1963

UNPACKING INSTRUCTIONS - BOX #1: 25 photo panels

1. Lift out the panels WITH CARE - ONE AT A TIME - DO NOT DROP. Corners damage easily.
Mrs. Elizabeth Shaw
Visionary Architecture C/E
2. Replace lid making sure all box bolts are saved.
M. Constantine
request

PACKING INSTRUCTIONS - BOX #1: - 25 photo panels

1. Replace them be ca
The attached is a request which was buried under a good deal of correspondence. It refers to the Visionary Architecture exhibition which is traveling in Europe. The writer, who is a well-known architectural writer, wants photographs of things which are in the show which he would like to publish in his publication. It is okay with us to send him anything you have for release.
2. Pack the panels in the box in the order listed:

A-1 FACING OUTSIDE OF BOX
A-4 BACK TO A-3
A-5 FACE TO A-4
A-7 BACK TO A-5
A-9 FACE TO A-7
A-10 BACK TO A-9
A-12 FACE TO A-10
A-14 BACK TO A-12
A-16 FACE TO A-14
A-17 BACK TO A-16
A-19 FACE TO A-17
B-2 BACK TO A-19
B-4 FACE TO B-2
B-6 BACK TO B-4
B-7 FACE TO B-6
B-9 BACK TO B-7) double photo
B-10 FACE TO B-9)
B-11 BACK TO B-10
B-12 FACE TO B-11
B-14 BACK TO B-12
B-16 FACE TO B-14
B-17 BACK TO B-16
B-19 FACE TO B-17) double photo
B-20 BACK TO B-19)
B-21 FACE TO B-20 (BACK TO OUTSIDE OF BOX)

3. Bolt lid on box SECURELY.

UNPACKING INSTRUCTIONS - BOX #2: - 25 photo panels

1. Lift out the panels WITH CARE - ONE AT A TIME - DO NOT DROP. Corners damage easily.
2. Replace lid making sure all box bolts are saved.

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|---------------------------------------|-------------|----------------|
| The Museum of Modern Art Archives, NY | Collection: | Series.Folder: |
| | MoMA Exhs. | 670.22 |

(Visionary Arch. C/E)

(VA)

1961 - 63

VISIONARY ARCHITECTURE

an exhibition circulated by The Museum of Modern Art, New York, New York

February 6, 1963

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Mrs. Elizabeth Shaw
Visionary Architecture C/E
2. Replace lid making sure all box bolts are saved.
M. Constantine
request

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2. Pack the panels in the box in the order listed:

A-1 FACING OUTSIDE OF BOX
A-4 BACK TO A-1
A-5 FACE TO A-4
A-7 BACK TO A-5
A-9 FACE TO A-7
A-10 BACK TO A-9
A-12 FACE TO A-10
A-14 BACK TO A-12
A-16 FACE TO A-14
A-17 BACK TO A-16
A-19 FACE TO A-17
B-2 BACK TO A-19
B-4 FACE TO B-2
B-6 BACK TO B-4
B-7 FACE TO B-6
B-9 BACK TO B-7) double photo
B-10 FACE TO B-9)
B-11 BACK TO B-10
B-12 FACE TO B-11
B-14 BACK TO B-12
B-16 FACE TO B-14
B-17 BACK TO B-16
B-19 FACE TO B-17) double photo
B-20 BACK TO B-19)
B-21 FACE TO B-20 (BACK TO OUTSIDE OF BOX)

Seal lid on box SECURELY.

UNPACKING INSTRUCTIONS - BOX #2: - 25 photo panels

1. Lift out the panels WITH CARE - ONE AT A TIME - DO NOT DROP. Corners damage easily.
2. Replace lid making sure all box bolts are saved.

| | | |
|---------------------------------------|-------------|----------------|
| The Museum of Modern Art Archives, NY | Collection: | Series.Folder: |
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VISIONARY ARCHITECTURE

1961 - 63

An exhibition circulated by The Museum of Modern Art, New York, New York

UNPACKING INSTRUCTIONS - BOX #1: 25 photo panels

1. Lift out the panels WITH CARE - ONE AT A TIME - DO NOT DROP. Corners damage easily.
2. Replace lid making sure all box bolts are saved.

PACKING INSTRUCTIONS - BOX #1: - 25 photo panels

1. Replace the 25 panels in the box in their own marked grooves by placing them FACE TO FACE and BACK TO BACK. It is important that these instructions be carefully followed.

2. Pack the panels in the box in the order listed:

A-1 FACING OUTSIDE OF BOX

A-4 BACK TO A-1

A-5 FACE TO A-4

A-7 BACK TO A-5

A-9 FACE TO A-7

A-10 BACK TO A-9

A-12 FACE TO A-10

A-14 BACK TO A-12

A-16 FACE TO A-14

A-17 BACK TO A-16

A-19 FACE TO A-17

B-2 BACK TO A-19

B-4 FACE TO B-2

B-6 BACK TO B-4

B-7 FACE TO B-6

B-9 BACK TO B-7) double photo

B-10 FACE TO B-9)

B-11 BACK TO B-10

B-12 FACE TO B-11

B-14 BACK TO B-12

B-16 FACE TO B-14

B-17 BACK TO B-16

B-19 FACE TO B-17) double photo

B-20 BACK TO B-19)

B-21 FACE TO B-20 (BACK TO OUTSIDE OF BOX)

3. Bolt lid on box SECURELY.

UNPACKING INSTRUCTIONS - BOX #2: - 25 photo panels

1. Lift out the panels WITH CARE - ONE AT A TIME - DO NOT DROP. Corners damage easily.
2. Replace lid making sure all box bolts are saved.

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PACKING INSTRUCTIONS - BOX #2: - 25 photo panels VISIONARY ARCHITECTURE - - 2 -

1. Replace the 25 panels in the box in their own marked grooves by placing them FACE TO FACE and BACK TO BACK. It is important that these instructions be carefully followed.

2. Pack the panels in the box in the order listed:

B-23 WITH BACK TO OUTSIDE OF BOX) double photo
B-24 FACE TO B-23

C-3 BACK TO B-24

C-5 FACE TO C-3

C-8 BACK TO C-5

C-11 FACE TO C-8

C-13 BACK TO C-11

D-2 FACE TO C-13

D-4 BACK TO D-2

D-6 FACE TO D-4

D-7 BACK TO D-6

D-9 FACE TO D-7

D-10 BACK TO D-9

D-12 FACE TO D-10

D-14 BACK TO D-12

D-16 FACE TO D-14

D-17 BACK TO D-16

D-18 FACE TO D-17

D-20 BACK TO D-18

D-21 FACE TO D-20

D-22 BACK TO D-21

D-24 FACE TO D-22

D-26 BACK TO D-24

E-1 FACE TO D-26

E-3 BACK TO E-1) double photo second half packed in box #3 (BACK TO OUTSIDE OF BOX)

3. Bolt lid on SECURELY.

UNPACKING INSTRUCTIONS - BOX #3: - 24 photo panels

1. Lift out the panels WITH CARE - ONE AT A TIME - DO NOT DROP. Corners damage easily.

2. Replace lid making sure all box bolts are saved.

PACKING INSTRUCTIONS - BOX #3: - 24 photo panels

1. Replace the panels in the box in their own marked grooves by placing them FACE TO FACE and BACK TO BACK. It is important that these instructions be carefully followed.

2. Pack the panels in the box in the order listed:

E-4 BACK TO OUTSIDE OF BOX) double photo first half packed in Box #2

E-5 FACE TO E-4

E-6 BACK TO E-5

E-8 FACE TO E-6

F-1 BACK TO E-8

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VISIONARY ARCHITECTURE - Packing & Unpacking instructions, cont.

F-3 FACE TO F-1)
F-4 BACK TO F-3) double photo
F-6 FACE TO F-4
F-7 BACK TO F-6
F-10 FACE TO F-7
F-11 BACK TO F-10
F-13 FACE TO F-11
F-15 BACK TO F-13
F-16 FACE TO F-15
F-18 BACK TO F-16
F-19 FACE TO F-18
F-21 BACK TO F-19
F-22FACE TO F-21
G-2 BACK TO F-22
G-4 FACE TO G-2
G-5 EACK TO G-4
G-7 FACE TO G-5
G-8 BACK TO G-7
G-11 FACE TO G-8

3. Bolt lid on box SECURELY.

UNPACKING INSTRUCTIONS - BOX #4: - 51 text panels packed in 2 sections

1. Lift out the panels WITH CARE - DO NOT DROP - Corners damage easily.
2. Replace lid making sure all box bolts are saved.

PACKING INSTRUCTIONS - BOX #4: - 51 text panels packed in 2 sections

1. Replace the panels in the box and their own section and grooves by placing them FACE TO FACE and BACK TO BACK. It is important that these instructions be carefully followed.
2. Pack the panels in the box in the order listed:

SECTION #1:

A-6 BACK TO OUTSIDE OF BOX
A-8 FACE TO A-6
A-11 BACK TO A-8
A-13 FACE TO A-11
A-15 BACK TO A-13
A-18 FACE TO A-15
B-1 BACK TO A-18
B-3 FACE TO B-1
B-5 BACK TO B-3
B-8 FACE TO B-5
D-13 BACK TO B-8
B-15 FACE TO B-13
B-18 BACK TO B-15

B-22FACE TO B-18
C-1 BACK TO B-22
C-2 FACE TO C-1
C-4 BACK TO C-2
C-6 FACE TO C-4
C-7 BACK TO C-6
C-9 FACE TO C-7
C-10 BACK TO C-9
C-12 FACE TO C-10
D-1 BACK TO C-12
D-3 FACE TO D-1
D-5 BACK TO D-3

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*VISIONARY ARCHITECTURE - Packing & Unpacking instructions, cont.

SECTION #2:

D-8 FACE OUTSIDE OF BOX
D-11 BACK TO D-8
D-13 FACE TO D-11
D-15 BACK TO D-13
D-19 FACE TO D-15
D-23 BACK TO D-19
D-25 FACE TO D-23
E-2 BACK TO D-25
E-7 FACE TO E-2
F-2 BACK TO E-7
F-5 FACE TO F-2
F-8 BACK TO F-5

F-9 FACE TO F-8
F-12 BACK TO F-9
F-14 FACE TO F-12
F-17 BACK TO F-14
F-20 FACE TO F-17
G-1 BACK TO F-20
G-3 FACE TO G-1
G-6 BACK TO G-3
G-9 FACE TO G-6
G-10 BACK TO G-9
A-2 FACE TO G-10
A-3 BACK TO OUTSIDE OF BOX

1. Bolt lid on box SECURELY.

10/30/61