

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

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PRESS PREVIEW: TUESDAY
October 21, 1952, 2-5 p.m.

FOR RELEASE: WEDNESDAY
October 22, 1952

521016-70

EXHIBITION OF ARCHITECTURE AND DESIGN EXECUTED FOR THE OLIVETTI COMPANY IN ITALY TO GO ON VIEW AT MUSEUM

The products, retail stores, advertising displays, posters, technical pamphlets, factory company built houses and nursery school designed for the Olivetti Company of Italy will be shown in models, replicas, original samples and enlarged photographs in an exhibition at the Museum of Modern Art, 11 West 53 Street, from October 22 through November 30 in the first floor galleries and garden. The purpose of the exhibition OLIVETTI: DESIGN IN INDUSTRY, is to give recognition to the achievement of this manufacturer of business machines in organizing all the visual aspects of its industry under a single high standard of taste, and to encourage American industry to follow this leadership.

Leo Lionni, art director of "Fortune" magazine, has designed the exhibition in co-operation with the Museum's Department of Architecture and Design. Giovanni Pintori, art director for the Olivetti Company, is coming to New York from Italy for the show.

The Olivetti Company, founded 43 years ago, has its main plant and housing for employees at Ivrea, 50 miles north of Turin in Italy. Here they manufacture typewriters, printing calculators and other office machines sold in Olivetti retail stores in London, Paris, Vienna, Buenos Aires, Johannesburg and other cities throughout the world.

The buildings shown in the exhibition were by Figini and Pollini, well-known Italian architects. Their model of a section of the factory at Ivrea, a concrete building 60 feet high with a glass facade 350 feet long on one side, will be shown along with photographs of the low horizontal nursery school accomodating 150 children of Olivetti women employees. There are also photographs of the low cost housing development for workers at Ivrea, a group of buildings distinguished by a concrete skeleton projecting 5 feet beyond the front wall to achieve a uniform facade.

Photographs of interiors of Olivetti retail stores, designed by many different architects, will also be shown as examples of Olivetti

*Local design
invitation*

163

display methods. In these stores the business machines are displayed in simple but elegant settings, with such handsome details as marble and travertine floors. Murals for the stores have been executed by well-known artists such as Renato Guttuso, whose paintings were included in the exhibition of Twentieth Century Italian Art at the Museum in 1949, and Costantino Nivola, painter, sculptor and designer. The firm has recently commissioned Picasso to paint a mural for one of their stores.

Olivetti advertising is characterized, according to the Museum Bulletin accompanying the show, by sober use of language, imaginative pictorial symbols, presentations unified by one esthetic concept and emphasis on the company's high standard of design. The exhibition will include a book jacket designed for a volume "A Visit to a Factory"; here a typewriter key has been used as a single symbol to serve as a background for the title. A 3-dimensional display created out of an alphabet strung up on beads will also be shown. A technical pamphlet in the exhibition incorporates an abacus in its cover design with flowers strewn over the page to give a light touch and to indicate the ease of operating the calculating machine. In an advertisement exhibited in the show, hand drawn numbers in different sizes, shapes and colors form a mosaic background against which the white machine-cast letters assume their proper shape.

An 8-foot billboard will be erected in the Museum Garden adjoining the gallery to show how the company advertises its products along Italy's highways. This is a tubular metal construction, resembling a jungle gym. Large painted sheets of metal bearing the name of the company and the product are woven through the steel skeleton.

Four business machines manufactured by the Olivetti Company will be shown: a portable typewriter, a standard office typewriter, a calculating machine and a teleprinter. These machines were designed by Marcello Nizzoli who, according to the exhibition Bulletin, has "combined sculptural mass with architectural balance in machines which number among the best in the field of contemporary industrial design." They are characterized by order and simplicity in all details, including the soft putty-beige color, the placing of the firm name, the shape of the keys. One machine will be dismantled and its individual parts attached to a wall to illustrate the good design of the individual parts.