

# THE MUSEUM OF MODERN ART

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

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FOR RELEASE

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The Museum of Modern Art plans a comprehensive survey of package design, it was announced at a luncheon meeting on Monday, May 19, held at the Museum Guest House, 242 East 52 Street. The International Packaging Exhibition will be the major design show at the Museum, 11 West 53 Street, in the autumn of 1959.

The exhibition will focus attention on various aspects of this major industry, particularly in relation to product design. Containers that are intended to be discarded, as well as packages which are an integral part of the product itself, will be selected from the United States, Europe, Asia and Latin America. Experimental and industrial packaging will be shown along with some familiar packages found on grocery shelves, in drug stores, hardware stores and department stores.

Examples of the outstanding contributions of graphic and industrial designers as well as of engineers to modern packaging will be shown, with emphasis on the imaginative use of new and old materials. Folding cardboard cartons, collapsible tubes, plastic squeeze bottles, spun foam cocoons, metal and glass boxes and cloth and paper bags will all be included. In scope the exhibition will range from wrapping paper to a 370 cubic foot rubber container.

The exhibition is under the direction of Mildred Constantine, Associate Curator in the Department of Architecture and Design at the Museum of Modern Art, and Arthur Drexler, director of the Department. An illustrated catalog will be published at the time of the show.

The luncheon was attended by representatives of some of the leading businesses in America concerned with package design, Museum officials and staff.

Note to Assignment Editors: If you would like to send someone to attend the luncheon please call Elizabeth Shaw, Publicity Director, Museum 11 West 53 Street, New York. CI 5-8900. The meeting will start at 12:30.