

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

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Design for Sport, an exhibition of 115 examples of sports equipment gathered from various parts of the world will be on view at the Museum of Modern Art from May 15 through July 31.

The objects, which range from diving masks to a racing car and includes a sail plane and an ice boat, are being shown in an 80 foot square tent erected especially for the exhibition just east of the Museum's sculpture garden.

The armor of football players, fencers, hockey players and boxers, the equipment of fishermen, archers and baseball players, a lacrosse stick and rugby ball are among objects used in 56 sports represented in the exhibition which is presented in cooperation with Sports Illustrated and The National Sporting Goods Association. All were selected by the Museum of Modern Art for excellence of design after having met Sports Illustrated's standards of performance.

"Sports equipment, like tools, cannot be used without effort," Arthur Drexler, Director of the Museum's Department of Architecture and Design, notes in the exhibition catalog. "It demands active participation and the cultivation of skill. The design of such equipment is therefore evaluated by a public that takes pride in its abilities and receives an even more critical evaluation by professionals in every sport.

"The high standard of performance serve to discipline the designer. He is largely free of those irrelevant considerations which guide the development of what are called consumer objects: artificial obsolescence and dubious innovations created for merchandising purposes. He is expected to use good and durable materials, and is able to devote his time and talents to improving his work. The designs that emerge from this continuous process are characterized by intensely developed forms which directly contribute to proper use."

Some of the objects in the exhibition, like the cross bow, the kite and the discus, have been developed by many men of many nations for centuries; others, such as the racing car, are mechanized products of the mid-20th century. Most were designed by groups of technicians; a few are designed by individuals whose style is clearly identifiable.

Seventeen countries are represented in the exhibition, frequently by objects used in sports widely practiced there. All of the baseball equipment is from the

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United States, while the cricket bat and gloves are from England, the curling stone from Scotland, boomerangs from Australia, hockey gear from Canada, ice speed skates from Norway, jai alai cesta from Spain, hunting saddle from West Germany, and skis from Austria.

The influence of new materials and methods of manufacture on the design of sports equipment is reflected in some objects in the show, such as soccer balls which use vulcanized rubber seams instead of traditional stitching and fishing rods of fiberglass now used for 90 per cent of all those manufactured rather than wood.

The objects were selected by the Museum's Director of Architecture and Design, Arthur Drexler, with Mildred Constantine and Greta Daniel, Associate Curators. The brochure, with an introduction by Mr. Drexler, accompanying the exhibition contains a reprint of an article written by Fred R. Smith, for the May 14 issue of Sports Illustrated.

Brightly colored walls have been built around the perimeter of the tent in which the smaller objects in the show are installed. Boats are displayed in a special area that is covered with crushed marble. A sail plane with a 52 foot wing span soars overhead on an 8 foot pedestal.

Design for Sport is one of a continuing series of exhibitions the Museum of Modern Art has presented of well-designed artifacts. Previous exhibitions, beginning with the now famous Machine Art show of 1934, have included automobiles, packages, furniture, household equipment and textiles.

Photographs and further information available from Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. Circle 5-8900.