

THE MUSEUM OF MODERN ART

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PRESS PREVIEW:

Friday, November 1, 1963

11 a.m. - 4 p.m.

New color photographs of Fallingwater, the famous house in Bear Run, Pennsylvania, designed by Frank Lloyd Wright in 1936, will be on view at The Museum of Modern Art from November 3 through December 1. The exhibition salutes the recent gift of the house by its owner, Edgar Kaufmann, Jr., to Western Pennsylvania Conservancy which will maintain it for the public. The house was commissioned by Mr. Kaufmann's father.

"The future of a building as important to America's cultural history as Fallingwater is a matter of public interest, although the United States has no federally sponsored program for the preservation of architecture," according to Arthur Drexler, Director of the Museum's Department of Architecture and Design. "Edgar Kaufmann, Jr.'s gift to Western Pennsylvania Conservancy of the house and 500 acres, supported by a \$500,000 endowment from the Foundation established by his father, is an act of intelligence as responsible as it is generous."

Exhibited and published by The Museum of Modern Art in 1938, and subsequently published and discussed around the world, Fallingwater has been regarded for 25 years as the greatest of Frank Lloyd Wright's houses. It has become one of the most famous buildings in the world: no history of architecture can omit "this titanic creation," as the Italian historian Bruno Zevi calls it. The 18 new photographs on view, taken by Ezra Stoller for the Museum, show interior and exterior views.

Wright conceived the house as a flight of terraces hovering over a waterfall. Concrete piers and stone walls anchor these terraces to a rock ledge and to the hillside above it. "Structurally and visually inseparable from its site, the house is a technical tour de force. But its breathtaking structure is only one aspect of Wright's sense of architecture organically related to its site, revealing and enhancing qualities already there. In Wright's hands the totality of building and site constitute a new lyric image, at once vigorous and serene," Drexler comments.

The Western Pennsylvania Conservancy is a non-profit citizens' organization dedicated to acquiring and protecting large tracts, including many sites of unusual beauty, for purposes of conservation and recreation. Designated "The Kaufmann Conservation on Bear Run, a memorial to Edgar J. and Liliane S. Kaufmann" the building and its grounds (including an additional 1,500 acres now placed under the Conservancy's management) will be open to the public beginning in the spring of 1964.

The color transparencies in the exhibition were made by David Dean Color Laboratories, Inc.

Photographs and additional information available from Elizabeth Shaw, Director, Department of Public Information, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. CI 5-8900.