

The Museum of Modern Art

1 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

May 1964

CHRONOLOGY OF THE DEPARTMENT OF ARCHITECTURE AND DESIGN

When The Museum of Modern Art was founded in 1929, it was proposed that standards be defined and history written for architecture and design as well as for painting and sculpture. Today, the Department of Architecture and Design has the principal program concerned with the qualitative selection, exhibition and collection of modern architectural, industrial and graphic design.

- 1932 The Department of Architecture is established under Philip C. Johnson, Chairman of the Department.

First show, MODERN ARCHITECTURE: INTERNATIONAL EXHIBITION, tours the country after being seen in New York.

The Museum publishes a selective report on "Modern Architects" by Alfred H. Barr, Jr., Director of the Museum.

- 1933 POSTER COMPETITION, posters designed by New York City high school students for Museum membership drive.

EARLY MODERN ARCHITECTURE, CHICAGO 1870/1910, exhibition and publication

OBJECTS: 1900 AND TODAY, exhibition and publication

THE WORK OF YOUNG ARCHITECTS IN THE MIDDLE WEST, exhibition and publication

- 1934 MACHINE ART, pioneer presentation of machine-produced objects initiates the Design Collection. Exhibition is accompanied by publication and lecture by Philip C. Johnson.

EARLY MUSEUM ARCHITECTURE

AMERICA. CAN'T HAVE HOUSING

PHILADELPHIA SAVINGS FUND SOCIETY BUILDINGS BY HOWE AND LESCAZE

- 1935 Becomes Department of Architecture and Industrial Design under Philip C. Johnson, Director.

EUROPEAN COMMERCIAL PRINTING OF TODAY, exhibition and publication

THE RECENT WORK OF LE CORBUSIER, accompanied by monograph by Henry-Russell Hitchcock and lecture series on the French architect.

"Louis Sullivan: Prophet of Modern Architecture" a monograph by Hugh Morrison is published by the Museum.

IGNATZ WIEMELER, MODERN BOOKBINDER, exhibition and publication

- 1936 POSTERS BY CASSANDRE, exhibition and publication highlights the development of great graphic art in poster design.

THE ARCHITECTURE OF HENRY HOBSON RICHARDSON, accompanied by a monograph, "The Architecture of Henry Hobson Richardson and His Times" by H.R. Hitchcock.

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1936 (cont'd)

ARCHITECTURE IN GOVERNMENT HOUSING

MODERN EXPOSITION ARCHITECTURE

The Museum publishes "The New Architecture and the Bauhaus" by Walter Gropius.

1937 RUGS FROM THE CRAWFORD SHOPS DESIGNED BY AMERICAN ARTISTS

MODERN ARCHITECTURE IN ENGLAND, exhibition accompanied by major publication by H.R. Hitchcock.

POSTERS BY E. McKNIGHT KAUFFER, a series done for the London Underground.

PROJECT FOR A COMMUNITY CENTER BY ARCHITECTS, PAINTERS AND SCULPTORS

THE TOWN OF TOMORROW

SPANISH AND U.S. GOVERNMENT POSTERS

1938 A NEW HOUSE BY FRANK LLOYD WRIGHT, Fallingwater at Bear Run, Pennsylvania, exhibition and publication.

MACHINE ART, second in a series of exhibitions devoted to machine-produced objects. Artist in the Machine Age, round-table discussion over station WEVD

ALVAR AALTO: ARCHITECTURE AND FURNITURE, exhibition and publication

WHEATON COLLEGE COMPETITION, the Museum with Architectural Forum sponsors competition to select an architect for campus art center, won by Richard Marsh Bennett and Caleb Hornbostel.

USEFUL OBJECTS UNDER \$5.00, initiated by John MacAndrew, who was then Curator; this annual exhibition of objects available to the American public, is designed to influence and encourage designers by the example of good work.

1939 BAUHAUS: 1919-1928, Museum publishes major book on the famous German school in conjunction with large-scale exhibition.

THREE CENTURIES OF AMERICAN ARCHITECTURE

WILLIAMSBURG COMPETITION, exhibition of prize-winning designs for Festival Theater and Fine Arts Building for William and Mary College in Virginia.

HOUSES AND HOUSING: INDUSTRIAL ARTS

USEFUL OBJECTS OF AMERICAN DESIGN UNDER \$10 , with report by John MacAndrew

1940 MACHINE ART: MODERN INTERIORS

TWO GREAT AMERICANS: FRANK LLOYD WRIGHT, ARCHITECT, AND D.W. GRIFFITH, FILM-MAKER, Wright comes to New York to install large-scale exhibition of his work.

Department of Industrial Design and Department of Architecture become separate areas with Industrial Design headed by Eliot F. Noyes and Architecture directed by Philip C. Johnson.

USEFUL OBJECTS OF AMERICAN DESIGN UNDER \$10

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1940 (cont'd)

"Guide to Modern Architecture: Northeast States" by John MacAndrew is published.

1941 PRELIMINARY COURSE OF THE BAUHAUS

Janet Henrich becomes Director of the Department of Architecture, Philip C. Johnson becomes Chairman of the Department.

FRANK LLOYD WRIGHT: AMERICAN ARCHITECT

ORGANIC DESIGN IN HOME FURNISHINGS, competition, exhibition and publication leads to manufacture of prize-winning designs. Chairs by Charles Eames and Eero Saarinen derive from this project. Directed by Eliot Noyes.

A HISTORY OF THE MODERN POSTER

USEFUL OBJECTS UNDER \$10

STOCKHOLM BUILDS, exhibition and publication

THE WOODEN HOUSE IN AMERICA

WHAT IS MODERN ARCHITECTURE: TRICKS IN MOVIE MAKING, exhibition and publication

1942 NEW RUGS BY AMERICAN ARTISTS

BUCKMINSTER FULLER'S DYMAXION DEPLOYMENT UNIT shown in outdoor exhibition area

USEFUL OBJECTS IN WARTIME UNDER \$10

ARCHITECTURE OF ERIC MENDELSON 1914/1940, memorial exhibition

WARTIME HOUSING

SALVAGE POSTERS BY NEW YORK HIGH SCHOOL STUDENTS

PLANNING A MODERN HOUSE

NEW POSTERS FROM ENGLAND

MODERN ARCHITECTURE FOR THE MODERN SCHOOL

UNITED HEMISPHERE POSTER COMPETITION, thirty-four winning posters tour the United States and Latin America

NATIONAL WAR POSTER COMPETITION

1943 BRAZIL BUILDS, exhibition is accompanied by major publication by Philip L. Goodwin, "Brazil Builds: Architecture New and Old."

FIVE CALIFORNIA HOUSES (John Ekin Dinwiddie and Albert Henry Hill, Hervey Parke Clark, Harwell Hamilton Harris, Richard J. Neutra, and William Wilson Wuster are represented.)

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- 1944 DESIGN FOR USE part of 15th Anniversary Exhibition, ART IN PROGRESS
NORMAN BEL GEDDES WAR MANEUVER MODELS
LOOK AT YOUR NEIGHBORHOOD
BUILT IN USA, first of two shows to present a qualitative selection of contemporary American architecture by means of three-dimensional color slides, accompanied by report by E.B. Mock
BUILDING WITH WOOD
- 1945 ARE CLOTHES MODERN?, exhibition and publication
INTEGRATED BUILDINGS: KITCHEN, BATHROOM AND STORAGE
ELEMENTS OF DESIGN
USEFUL OBJECTS
THE LESSON OF WAR HOUSING
TOMORROW'S SMALL HOUSE: MODELS AND PLANS, exhibition and publication
- 1946 NEW FURNITURE DESIGNED BY CHARLES EAMES
DESIGN TRENDS IN UNIT FURNITURE, FABRICS AND TABLEWARE
MODERN HANDMADE JEWELRY
USEFUL OBJECTS
IF YOU WANT TO BUILD A HOUSE, exhibition and publication
NEW DORMITORIES FOR SMITH COLLEGE
ARCHITECTURE IN STEEL: AN EXPERIMENT IN STANDARDIZATION BY KONRAD WACHSMAN
A NEW HOME FOR THE UNO: MUST WE REPEAT THE GENEVA FIASCO?
A NEW COUNTRY HOUSE BY FRANK LLOYD WRIGHT
MODERN ROOMS OF THE LAST FIFTY YEARS, exhibition and publication
- 1947 PRINTED TEXTILES FOR THE HOME
100 USEFUL OBJECTS OF FINE DESIGN AVAILABLE UNDER \$100
HENRY HOBSON RICHARDSON: 1838/1886, ARCHITECTURAL MASTERPIECES
TALIESIN AND TALIESIN WEST by Frank Lloyd Wright
TWO CITIES: PLANNING IN NORTH AND SOUTH AMERICA, architectural developments in Rio de Janeiro and Chicago's Southside
ROBERT MAILLART: ENGINEER
MIES VAN DER ROHE, major exhibition and publication

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1948 LOUIS SULLIVAN: 1856/1924

LAMB WEDGE-LOCK HANDLES

CHRISTMAS EXHIBITION: USEFUL OBJECTS UNDER \$10

1949 Combine Department of Architecture and Design with Philip C. Johnson as Director

HIDDEN TALENT COMPETITION

FROM LE CORBUSIER TO NIEMEYER: 1929/1949

ART DIRECTORS CLUB, 28th Annual Exhibition of Advertising and Editorial Art of the New York Art Directors Club

FRANK LLOYD WRIGHT: A NEW THEATRE

THE MARCEL BREUER HOUSE IN THE MUSEUM GARDEN, house built in outdoor exhibition area, show is accompanied by publication

LOBMEYER GLASS

ART NOUVEAU FROM THE MUSEUM COLLECTION

TEXTILES BY ANNI ALBERS

NEW POSTERS FROM 16 COUNTRIES

POLIO POSTER COMPETITION

DESIGN SHOW: CHRISTMAS 1949

"Pioneers of Modern Design" by Nicolas Pevsner is published

"Architecture of Bridges" by E.B. Mock is published

1950 MIES VAN DER ROHE: APARTMENT HOUSE

PRIZE DESIGNS FOR MODERN FURNITURE, exhibition of prize winning designs from international competition, with publication

POSTERS FROM THE DAVIS COLLECTION

ARCHITECTURAL WORKS BY SKIDMORE, OWINGS AND MERRILL, exhibition and publication

MATTHEW NOWICKI: 1910/1950, memorial exhibition

EXHIBITION HOUSE BY GREGORY AIN IN THE MUSEUM'S GARDEN

GOOD DESIGN, first exhibition of series directed by Edgar Kaufmann, Jr., between 1950 and 1955 intended to influence the wholesale buyers who determine what furnishings appear in stores throughout the country as well as to convince manufacturers of the potentially large market for well-designed objects. Held bi-annually at the Chicago Merchandise Mart in conjunction with the Furniture Show, and yearly at the Museum in New York

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1950 (cont'd)

"What is Modern Design" by Edgar Kaufmann is published

Aesthetics of Automobile Design, round-table discussion with Raymond Loewy, George Nelson, D. Cameron Peck, J.M. Crawford, Wilder Hobson, moderated by Philip Johnson.

1951 SWISS POSTERS

NEW LAMPS COMPETITION, sponsored by the Museum and the Heifetz Company, winning designs are manufactured and marketed throughout the country.

JAPANESE HOUSEHOLD OBJECTS

LE CORBUSIER: ARCHITECTURE, PAINTING, DESIGN

EIGHT AUTOMOBILES, exhibition and publication by Arthur Drexler

GOOD DESIGN

How Good is Good Design?, discussion moderated by Edgar Kaufmann, Jr.

Arthur Drexler is named Curator of Department of Architecture and Design.

1952 FRANK LLOYD WRIGHT: BUILDING FOR JOHNSON'S WAX COMPANY

POSTERS BY PAINTERS AND SCULPTORS

NEW DESIGN TRENDS

NEW YORK TIMES POSTERS

ARCHITECTURE IN THE NEW YORK AREA, exhibition and publication

TWO HOUSES: NEW WAYS TO BUILD (Architects: Frederick Kiesler and Buckminster Fuller)

GOOD DESIGN

OLIVETTI: DESIGN IN INDUSTRY, exhibition and publication

DE STIJL, exhibition and publication by Alfred H. Barr, Jr.

Crossroads in Architecture lecture sponsored by the Junior Council of the Museum of Modern Art.

Good Design Could Be Better lecture sponsored by the Junior Council.

1953 BUILT IN USA: POSTWAR ARCHITECTURE, exhibition and publication by H.R. Hitchcock and Arthur Drexler.

FOUR POSTER ARTISTS (Raymond Savignac, Abram Games, Otto Aicher, Max Bill)

THONET FURNITURE

TEN AUTOMOBILES, exhibition and publication

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1953 (cont'd)

GOOD DESIGN

ARCHITECTURE FOR THE STATE DEPARTMENT, (Architects: Skidmore, Owings & Merrill; Harrison and Abramovitz; Raymond and Rado; Ralph Rapson and John van der Meulen)

PREMIUM TOYS DESIGNED FOR INDUSTRY

RECENT ACQUISITIONS 1946/1953: DEPARTMENT OF ARCHITECTURE

Art and Advertising: New Forms vs. Cliches discussion sponsored by the Junior Council.

Is Ornament Good Design?, lecture by Edgar Kaufmann sponsored by the Junior Council.

1954 JAPANESE EXHIBITION HOUSE IN THE MUSEUM'S GARDEN, exhibition and publication

FOUR AMERICAN GRAPHIC DESIGNERS (Leo Lionni, Ben Shahn, Herbert Matter and Noel Martin)

SIGNS IN THE STREET, lecture by Philip Johnson given in conjunction with the show.

POTTERY BY KITAOJI RASANJIN

JAPANESE CALLIGRAPHY

PLAYGROUND SCULPTURE

1955 GOOD DESIGN

TEXTILES AND ORNAMENTAL ARTS OF INDIA, exhibition and publication

TWO GRAPHIC DESIGNERS: BRUNO MUNARI AND ALVIN LUSTIG

GLASS FROM THE MUSEUM OF MODERN ART DESIGN COLLECTION

LATIN AMERICAN ARCHITECTURE SINCE 1945, major exhibition and publication, later toured the United States, Canada and Latin America.

MATISSE CHASUBLES

FAMILY SERVICE ASSOCIATION POSTERS

Aspects of Japanese Architecture lecture held in conjunction with the year-long exhibition of the Japanese House in outdoor exhibition area. Museum also sponsors concerts of Japanese music.

"Architecture of Japan" by Arthur Drexler is published by the Museum

1956 AMERICAN ART OF THE 20th CENTURY: SALUTE TO FRANCE, sections on Architecture, Industrial Design and Graphic Design from the Museum's Collections are sent to Paris Exhibition.

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1956 (cont'd)

TEXTILES U.S.A., exhibition and publication

TWENTIETH CENTURY DESIGN IN EUROPE AND AMERICA, articles from the Museum's Design Collection are sent to four Japanese cities.

Arthur Drexler succeeds Philip C. Johnson as Director of the Department

1957 BUILDINGS FOR BUSINESS AND GOVERNMENT, exhibition and publication, (Architects: Eero Saarinen and Associates; Skidmore, Owings and Merrill; Mies van der Rohe and Philip C. Johnson; Edward Stone; Helmuth, Yamasaki and Leinweber)

TRAVEL POSTERS

GAUDI, exhibition and major publication by H.R. Hitchcock, lecture on Gaudi is sponsored by the Junior Council.

1958 ARCHITECTURE WORTH SAVING, presented in cooperation with National Trust for Historic Preservation and Architectural Forum.

TWENTIETH CENTURY DESIGN FROM THE MUSEUM COLLECTION, exhibition and publication

ARCHITECTURE AND IMAGERY, FOUR NEW BUILDINGS (The National Opera House in Sidney, Australia by John Utzon; Notre Dame de Royan in France by Guillaum Gillet; First Presbyterian Church in Stanford, California by Harrison & Abramovitz; the TWA Terminal at Kennedy Airport, New York by Eero Saarinen).

DESIGN TODAY IN AMERICA AND EUROPE, at the request of the Indian government and with the aid of a Ford Foundation grant, the Museum organizes an exhibition of mass-produced and hand-crafted objects from the marketplaces of the Western world. After touring India, the exhibition is housed in New Delhi.

1959 THE PACKAGE, exhibition and publication

THREE STRUCTURES BY BUCKMINSTER FULLER, erected in the outdoor exhibition area; accompanied by monograph.

BUCKMINSTER FULLER, supplementary exhibition of models, photographs, drawings

"Introduction to 20th Century Design" by Arthur Drexler and Greta Daniel is published by the Museum.

1960 ART NOUVEAU, exhibition and major publication edited by Peter Selz and Mildred Constantine.

VISIONARY ARCHITECTURE, later tours the United States and, under the auspices of the United States Information Service, the world.

MOVIE POSTERS

1961 JAPANESE VERNACULAR GRAPHICS, exhibition tours under the Museum's circulating program after being shown in New York.

RICHARDS MEDICAL RESEARCH BUILDING, LOUIS I. KAHN, ARCHITECT, exhibition and publication.

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1961 (cont'd)

EERO SAARINEN, 1910-1961, memorial exhibition

Building Boom: Architecture in Decline, series of five discussions:
The Transformation of Park Avenue, How Money Designs a City, The Laws of the Asphalt Jungle, The Present without Past or Future, The Ideal City; sponsored in cooperation with the Architectural League, Peter Blake, Moderator.

1962 FRANK LLOYD WRIGHT DRAWINGS, exhibition and publication, lecture by Arthur Drexler.

ROADS, tours under circulating exhibition program

DESIGN FOR SPORT, accompanied by publication by Fred Smith of Sports Illustrated, with introduction by Arthur Drexler.

LETTERING BY HAND, exhibition and publication, "Lettering by Modern Artists"

1963 LE CORBUSIER: BUILDINGS IN EUROPE AND AMERICA

STAIRS, tours the country under the Museum's circulating exhibition program

FALLINGWATER: A FRANK LLOYD WRIGHT HOUSE REVISTED

1964 TWENTIETH CENTURY ENGINEERING

TWO DESIGN PROGRAMS: THE BRAUN COMPANY, GERMANY, AND THE CHEMEX CORPORATION, USA

Although the Museum has presented many temporary exhibitions of architecture and design, until now lack of gallery space has prevented this collection from being exhibited permanently. Now its range and diversity are indicated by the selection on view in the new Philip L. Goodwin Galleries for Architecture and Design.

When the second phase of the Museum's building program has been completed, the Architecture and Design Collection will be shown in a gallery of approximately 8,000 square feet - roughly equivalent to one full floor of the present building. Most of the Architecture and Design Collection will thus be continuously on view and the remainder will be readily accessible for study purposes in adjoining storage rooms. In addition, the Department will maintain, on the same floor, a photograph archive and reading room open to scholars and the interested public. The Department's regular schedule of exhibitions will also be broadened by informal presentations in an experimental "Workshop" gallery.

STAFF: Arthur Drexler, Director
J. Wilder Green, Assistant Director
Mildred Constantine, Associate Director, Graphic Design
George Barrows, Curatorial Assistant
Ellen Marsh, Research Assistant
Ludwig Glaeser, Consultant

BIBLIOGRAPHY: Masters of Modern Art, edited by Alfred H. Barr, Jr. (1954)
Introduction to Twentieth Century Design from the Collection of The Museum of Modern Art, New York by Arthur Drexler and Greta Daniel (1959)
Premio La Rinascenza Compasso d'Oro, preface by Sir Herbert Read, text by Arthur Drexler (1956)

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.