

The Museum of Modern Art

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

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"Transportation Graphics: Where am I Going? How do I get There?" will be the subject of a day-long symposium at The Museum of Modern Art, 11 West 53 Street, New York City, on October 23, 1967.

Participants will include Lowell K. Bridwell, Federal Highway Administrator; Henry A. Barnes, New York City Commissioner of Traffic; and Professor Jock Kinneir, design consultant for the British Airport Authority and British Railways. George Nelson, designer and critic, will chair the meeting which is being organized by Mildred Constantine, Associate Curator, Department of Architecture and Design, The Museum of Modern Art.

The morning session will explore recent developments in improving traveller information. The afternoon program will be devoted to simultaneous sessions on key developments in transit, pedestrian, highway, airport, and rail terminal travel.

Signs, maps and symbols in three-dimensional, electronic and printed form, for pedestrian traffic, highways, street signs, rapid transit and rail transportation, which answer the travellers' questions "Where and How," will be discussed by designers, planners, architects and other specialists in the field.

Registration, limited to specialists and professionals, will open September 1 when the full program will be available.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. 245-3200.