

The Museum of Modern Art

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Transportation Graphics: Where Am I Going? How Do I Get There? is the topic of a day-long symposium for designers, transportation experts, airline and transit executives, and federal, state and city officials to be held at The Museum of Modern Art on Monday, October 23.

The program will examine signs, maps, and symbols in three-dimensional, electronic, and printed form for pedestrian, auto, rapid, rail, and air traffic.

Under the chairmanship of George Nelson, the morning session will be devoted to a discussion of ways to improve traveller information. Speakers will include the Honorable Lowell K. Bridwell, Federal Highway Administrator and Jock Kinneir, design consultant for the British Airport Authority and British Railways.

The luncheon address will be given by Henry A. Barnes, New York City Commissioner of Traffic.

Workshops dealing with recently-completed projects will be held in the afternoon. Among these are: A Street, designed by Will Burtin; An Airport by Jock Kinneir; and Subways in Boston and Milan, designed by Peter Chermayeff and Bob Noorda, respectively. "Clients" participating in the workshop discussions will include Charles Haar, Assistant Secretary of the Department of Housing and Urban Development, and Harmon Goldstone, New York City Planning Commissioner.

The symposium is being organized by Mildred Constantine, Associate Curator of The Museum of Modern Art's Department of Architecture and Design. Registration, limited to specialists and professionals, opens September 5th when the full program and registration forms will be available. The registration fee for the entire day, including luncheon, is \$50. The meetings will be recorded and published in a forthcoming issue of Dot Zero Magazine.

The Museum of Modern Art's Department of Architecture and Design has devoted numerous exhibitions and publications to programs relating to urban design, the street scene, and public graphics. "Signs in the Street," a major exhibition, was presented in 1954. "Would You Change Broadway?", a symposium, was held in that same year.

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