

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

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148

## EMILIO AMBASZ AND THE LATIN AMERICAN INDUSTRIAL DESIGN PROJECT

Washington, D.C. April 25, 1970

Emilio Ambasz, who has been instrumental in establishing the Latin American Industrial Design Project with the International Council of The Museum of Modern Art, has been appointed the Curator of Design in the Museum's Department of Architecture and Design. Since he joined the department, which is under the direction of Arthur Drexler, in 1968 as Associate Curator, he has been both a founder and trustee of the Foundation for Industrial Design Research and Development in Buenos Aires. He is also heading the Museum's new Program on Environmental Design which is currently being developed under the auspices of the Department of Architecture and Design. This new program seeks to develop an understanding of the meanings and relationships of our existing environment and to explore alternative solutions to the problems of a man-made environment through design projects. As part of this program, Mr. Ambasz has undertaken a research project called "Institutions for a Post Technological Society The Future of the Man-Made Environment" which will culminate in a publication of the same name and a series of presentations at the Museum in the fall of 1971.

Born in Argentina, Mr. Ambasz, who is 28, attended Princeton University, completing the undergraduate program in one year and receiving an M.F.A. degree in architecture from the same institution. He formerly held the Phillip Freneau Bicentennial Preceptorship at the Princeton School of Architecture where he has been on the faculty since 1966 and is credited with introducing an unusual and stimulating basic design course. Presently a visiting faculty member at Princeton, he has also been involved in the planning of the Campus Master Plan and in the design of a

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dormitory complex for the Princeton Theological Seminary.

In the spring of 1967, Mr. Ambasz was a visiting professor at the Hochschule für Gestaltung in Ulm, Germany. From 1966 to 1968, he also served as an editorial consultant to George Braziller & Company and as a design consultant to several architectural firms in New York and Philadelphia. He has contributed articles to such journals as Perspecta, the Yale Architectural Journal, and in 1968 he held the Graham Foundation Fellowship to do research toward the formulation of a design discourse at the Institute of Architecture and Urban Studies in New York. He is presently Associate Director of the Institute which was established with the help of The Museum of Modern Art in 1967. One of the research projects developed by the Institute of Architecture and Urban Studies, with the participation of the Program on Environmental Design of the Department of Architecture and Design of the Museum, will examine the potential of street design as a means of improving the overall environment and developing new community models for public and semi-public spaces.

Mr. Ambasz, also a graphic artist, was represented by posters shown in the 1968 "Word and Image" exhibition of the Museum. He designed the circulating exhibition "Geigy Graphics" for the Geigy Chemical Corporation in Switzerland in 1966. His other exhibitions include "Eugene Henard: Urban Anticipations 1849-1923," presented at The Museum of Modern Art from July through October, 1969, and "Paris: May 1968, Posters of the Student Revolt," shown at the Museum from November 1968 to February 1969. He is currently preparing "The New Domestic Landscape," an exhibition of Italian industrial and environmental design scheduled to open at the Museum in 1971. He is also working on a series of publications entitled "Prospectives of Design," which will present the last decade's important contributions postulated toward the design of the man-made environment.

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

(212) 956 - 7501 DURING SPRING MEETING: Shoreham Hotel, Washington, D.C.

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Emilio Ambasz has been appointed Curator of Design in the Museum's Department of Architecture and Design, Arthur Drexler, Director of the Department, announced today. His responsibilities will now include, in addition to supervising the regular programs of graphic and industrial design exhibitions and collections, development of the Department's new Program on Environmental Design. As part of this program, Mr. Ambasz has undertaken a research project called "Institutions for a Post-Technological Society; the Future of the Man-Made Environment," which will culminate in a publication of the same name and a series of presentations at the Museum in the fall of 1971.

Since he joined the Department in 1968 as Associate Curator, Mr. Ambasz has also served as Associate Director of the Institute for Architecture and Urban Studies, established with the help of The Museum of Modern Art in 1967. As Curator of Design he will coordinate the Institute's studies with the Department's Program on Environmental Design. One of the Institute's current projects scheduled for Museum presentation is a study undertaken through grants from the Department of Housing and Urban Development and the Sloan Foundation to explore the potential of street design as a means of improving the urban environment and developing new community models for public and semi-public spaces.

Born in Argentina, Mr. Ambasz, who is 28 years old, completed Princeton University's undergraduate program in one year and received an M.F.A. degree in architecture from the same institution. He formerly held the Phillip Freneau Bicentennial Preceptorship at the Princeton School of Architecture, where he has been on the faculty since 1966, and is credited with introducing an unusual and stimulating basic design course. In the spring of 1967, Mr. Ambasz was a visiting professor at the Hochschule für Gestaltung in Ulm, Germany, and at present he is a visiting faculty member at Princeton.

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A contributor to such journals as Perspecta, the Yale Architectural Journal, Mr. Ambasz, also a designer, has been represented by posters shown in the 1968 "Word and Image" exhibition of the Museum, and has been involved in the design of several private and institutional buildings. His exhibitions at the Museum include designing the installation of "Eugène Hénard: Urban Anticipation 1849-1923," presented at The Museum of Modern Art from July to October, 1969; and the exhibition "Paris: May 1968, Posters of the Student Revolt" shown at the Museum from November 1968 to February 1969.

He is currently preparing "Italy: The New Domestic Landscape," an exhibition of design at environmental scale, scheduled to open at the Museum in 1971; and is working on a series of publications entitled "Prospectives of Design," concerned with the last decade's contributions to the design of the man-made environment.

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