

The Museum of Modern Art

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

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MOBILE ENVIRONMENTS

A home that could be shipped or mailed like containerized freight, another that expands to four times its original size, and a new kind of vacation automobile designed to encourage the use of public transportation to recreation areas, will be on view at The Museum of Modern Art from May 26 to September 11 as part of the design exhibition ITALY: THE NEW DOMESTIC LANDSCAPE. Among the dozen environments for modern living specially commissioned for this exhibition, these transportable environments represent three distinct solutions to housing and design problems by using mobile units. The other environments on view are intended for fixed houses or apartments or suggest "counter design" solutions.

For their mobile unit, Marco Zanuso and Richard Sapper make use of existing components of our industrial society by recycling the containers used for transatlantic freight. When closed, the measurements and structural specifications of Zanuso-Sapper's aluminum house correspond to those of the standard freight container, thus enabling it to be shipped like freight and thereby avoiding the physical and ecological hazards of road traffic which occur with the traditional trailer or camper.

"The solution not only answers the requirements of a mobile home -- since with a big enough stamp it should be possible to mail it from door to door," say the designers, "but the redesigned container can be seen as a component element of a housing scheme, since they could be stacked one on top of another, or arranged along the contour of the land."

Once the container reaches its destination, the two long walls may be folded down to form terraces. Two large plastic capsules containing bedroom and kitchen units slide out from the interior onto the terraces and two fur-

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ther capsules in the interior contain toilet and wardrobe. Suitable for a couple, the unit can be enlarged to accommodate a family with children by combining it with another container element equipped with similar internal modules according to necessity.

Alberto Rosselli has designed a lightweight aluminum house expandable in four directions by means of telescoping runners, hinged floors and accordion walls. The surface of this environment upon opening is over four times larger than its closed transportable condition from (7 x 14 feet to 20 x 29 feet), and it is designed to afford living space and furnishings for five or six people.

Rosselli sees the problem of the conventional mobile home in terms of the conflicting requirements of movement and repose, with movement demanding a small, compact form and repose the maximum expansion of potential space.

"The strictly habitable parts of vehicles designed for the road, therefore, often turn out as a miniature form of a real dwelling, with all living functions reduced to the very meager scale demanded by the road," he says.

"But surely we can overcome the limitations of the mobile house by giving it a new form of expression, discovering in it the concept of the mobility of interior space, and of its transformation and connection with other spaces. Contemporary technology permits us to extend mobility and expansion through the use of lightweight materials and more highly developed mechanisms for various types of land or air transport."

Each of the four walls in Rosselli's unit is movable outward and forms the outer surface of a differing function -- beds, wardrobe, terrace, bathroom and kitchen. During a journey, it would be fixed on the back of an open truck and carried by a small vehicle. The size of both vehicle and

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mobile unit is within the limits allowed by current European road regulations. Upon arrival at destination, the unit would be unloaded and placed on independent supports in the ground, freeing the vehicle for use by the family. By varying the arrangement of the basic sections, Rosselli's house can also be transformed and reassembled for living in different ways according to climate and position in the landscape.

The third mobile environment on view is an exploration car designed by Mario Bellini. It consists of an 8 x 20 foot transparent box on wheels made of steel and glass with a roof and walls which can ascend from a travelling height of four feet to a usable height of seven feet. Specially designed form-conserving cushions stored in the interior can be arranged by the passengers in any manner or pattern they choose.

Unlike the other units, Bellini's car environment has no bathroom or kitchen, for it does not attempt to be anything other than "an exploration capsule" which could be rented at the sea or in the mountains once one has arrived there. The design implies a clear urban concept since Bellini hopes that the family will arrive by public transportation, reserving for the car the role of connector between city points and assigning transportation between cities to public means.

Directed and installed by Emilio Ambasz, Curator of Design in the Museum's Department of Architecture and Design, the exhibition reports on current design developments in Italy and contains more than 160 objects for household use in addition to the environments. It is presented under the sponsorship of the Ministry of Foreign Trade of Italy and the Italian Institute of Foreign Trade (I.C.E.) and the Gruppo ENI, with contributions from ANIC and Lanerossi (companies of Gruppo ENI), Fiat, Olivetti, Anonima Castelli, Alitalia,

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and Abet Print, and with the collaboration of a large number of Italian industries.

Patrons and producers of the three mobile environments include Fiat, Carrozzeria Renzo Orlandi, Carrozzeria Boneschi, Industria Arredamenti Saporiti, Boffi, ANIC-Lanerossi, Kartell, Cassina, C&B Italia, Citroen, Pirelli.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., New York, NY 10019. Phone: (212) 956-7501, -7504

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This dining room-kitchen area of a new kind of mobile home is one of three new concepts for mobile living included in the summer exhibition at The Museum of Modern Art, New York, called ITALY: THE NEW DOMESTIC LANDSCAPE. FIAT, the automobile manufacturer, is the patron of this design created by Alberto Rosselli. The house consists of a lightweight capsule that expands in four directions by telescoping runners, hinged floors and accordian walls. Closed, it is small enough to be carried by a small vehicle which can be used independently by the family when the capsule itself is on the ground. When stationary and open it becomes four times as large as it is when travelling. Each of the four walls moves out to make a wall for different functions -- double bunk beds, wardrobe, terrace, bathroom and kitchen.

The designer's idea is that this "mobile" home could form part of a present house by fitting into the garage of a suburban home, for example, or could be hoisted onto an apartment building.

The Italian design exhibition on view at The Museum of Modern Art from May 26 through September 11, includes three mobile homes as well as several new ideas for permanent homes and other comments on the future of design. One hundred and sixty objects for household use, ranging from ashtrays and chairs to small kitchen units, are also shown in large specially designed containers placed in the Museum's garden.

Full release attached.

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A new kind of "car-house," an "exploration car," is one of three mobile environments included in The Museum of Modern Art's big summer show ITALY: THE NEW DOMESTIC LANDSCAPE. This car, designed by Mario Bellini, is a transparent box of steel and glass. It is small when on the road and expands when stationary.

It is a vacation car that turns into an outdoor room which the family can rearrange for conversation, watching a sunset, or use as a base while they go off fishing or hiking. There is no bath or kitchen. Bellini assumes that the family would take public transportation to the area, then rent his car for a day's outing, like a "day" sailing boat.

The car, painted bright green and accompanied by a short film shown on television in the Museum galleries, is one of 12 "environments" commissioned by the Museum from Italian designers. In addition, 160 objects for household use, ranging from ashtrays and chairs to kitchen units are also in the show, which reports on recent developments in Italy. The exhibition is on view from May 26 through September.

A full release is attached.

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One of the mobile homes on view in The Museum of Modern Art's summer show ITALY: THE NEW DOMESTIC LANDSCAPE is made of re-cycled containers used for transatlantic freight. These could be used alone, as each is self-sufficient, or stacked on top of each other to make an apartment house, or arranged along the contours of the land to make a small community, according to designers Marco Zanuso and Richard Sapper. They also point out that with a big enough stamp it should be possible to mail the capsule from door to door. It does not have wheels and requires a truck.

The two long walls of the container are hinged and can be folded down to make terraces. Two large plastic capsules, one containing the bed, the other the kitchen, slide out onto the terraces. Two other plastic capsules inside contain the toilet and closet.

The exhibition, one of the largest ever mounted by the Museum, includes 12 commissioned environments and 160 objects for household use. It will be on view from May 26 through September 11.

A full release is attached.

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