

The Museum of Modern Art

For Immediate Release
February 1995

THE MUSEUM OF MODERN ART CELEBRATES THE SIXTIETH ANNIVERSARY OF ITS DESIGN COLLECTION

WHAT

Gala Benefit Dinner Dance

In honor of its internationally renowned design collection, The Museum of Modern Art is hosting a gala black-tie dinner dance. The event marks the sixtieth anniversary of the Museum's landmark 1934 exhibition **MACHINE ART**, organized by Philip Johnson, Founding Director of the Department of Architecture and Design. Mr. Johnson, along with numerous other international figures in design, will also be in attendance.

Proceeds will benefit the Museum's Department of Architecture and Design to help establish an endowment for the acquisition and exhibition of works in the area of design.

WHEN

Wednesday, February 15, 1995

The evening begins with a cocktail reception and viewing of an installation of recent design acquisitions at 7:00 p.m. in the Museum's architecture and design galleries. Dinner is served at 8:00 p.m. in Sette MoMA, overlooking the Abby Aldrich Rockefeller Sculpture Garden. A party with music and dancing follows from 9:00 p.m. to 12:00 midnight.

"THE TABLES"

Seven special tables at the dinner, representing different design themes, will be arranged to reflect the range and diversity of MoMA's design collection. Curatorial staff, and several members of the Trustee Committee on Architecture and Design, will organize such tables as "Frank Lloyd Wright," "American 1950s," "contemporary," and "*fin-de-siècle* Viennese." Other tables will be devoted to Japanese, Finnish, and Italian design.

WHERE

**The Museum of Modern Art
11 West 53 Street, New York**

TICKETS

For tickets and information, please call 212/708-9680.

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TICKETS	For cocktails and dinner, contributor tickets are available at \$500; sponsors at \$1,000; patron tables of ten at \$10,000; benefactor tables of ten at \$15,000; and special "design" tables of ten at \$25,000. For after-dinner festivities, fellow tickets are \$100.
CATERING	Glorious Food
DECORATIONS	Robert Isabell
BENEFIT CHAIRS	Philip Johnson and Lily Auchincloss, the two greatest benefactors of the Museum's design programs, will serve as honorary Co-Chairs of the evening.
BENEFIT COMMITTEE	Patricia Phelps de Cisneros, Marshall Cogan, Agnes Gund, Barbara Jakobson, Jo Carole Lauder, David Rockefeller, Jr.
CORPORATE COMMITTEE	Apple Computer, Inc., Bang & Olufsen of America, Inc., Braun of The Gillette Company, Corning Incorporated, Ferrari S.p.A., Herman Miller, Inc., The Knoll Group, Luceplan S.p.A., and Olivetti S.p.A.
ARCHITECTURE DESIGN AT MoMA	The Museum of Modern Art was the first museum of art to AND establish, in 1932, a Department of Architecture, under the directorship of Philip Johnson. In 1935 it was renamed the Department of Architecture and Industrial Arts; and, in 1934, it launched the Design Collection with the acquisition of some 100 objects from the MACHINE ART exhibition. Directed since 1992 by Terence Riley, the Department of Architecture and Design remains one of the only curatorial departments in the world to be devoted to these areas. The Design Collection currently holds more than 3,000 objects, ranging from appliances, office equipment, furniture, and tableware to tools, textiles, and microchip diagrams. The Graphic Design Collection numbers in excess of 4,000 and includes examples of typography, posters, and other combinations of text and image.

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For further press information, contact Richard Rojo, Department of Public Information, The Museum of Modern Art, 212/708-9750.