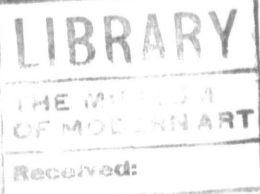


THE MUSEUM OF MODERN ART

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FOR WEDNESDAY RELEASE

MODELS OF NEW BUILDINGS ON EXHIBITION

Four scale models of spectacular new buildings by Skidmore, Owings & Merrill will be included in an exhibition of this architectural firm's recent work which will be shown on the first floor of the Museum of Modern Art, 11 West 53 Street, from September 27 through November 5.

This exhibition will give visitors a preview of Lever House, the skyscraper of blue heat resistant glass and stainless steel now under construction at Park Avenue and 53 Street; and of the precedent-creating NYU-Bellevue Medical Center being built on an 11-acre site along the East River. Models will also be shown of the Central Staff Offices for the Ford Motor Company in Dearborn, the largest building constructed in the Detroit area since the '20s; and of the R.J. Heinz Company-Vinegar Building in Pittsburgh.

Photographic blow-ups, plans, renderings and color transparencies of the Lake Meadows Project in Chicago, hospitals in Indiana and in Brooklyn, the Del Monte Shopping Center in California, Oak Ridge in Tennessee and a town in Venezuela will also be shown along with other recent and projected architectural work by this firm.

First Museum Exhibition of Work by a Firm

This is the first time the Museum has exhibited the work of an architectural firm rather than of an individual designer. Skidmore, Owings & Merrill, the largest group of architects working exclusively in the modern idiom, has offices in New York, Chicago and San Francisco. Its recent work was chosen for exhibition because of its "imaginative, serviceable and sophisticated architecture...animated by two disciplines...the discipline of modern architecture and the discipline of American organizational methods," according to the Museum Bulletin which the Department of Architecture and Design, directed by Philip Johnson, has prepared for the exhibition.

The work being done by this firm, the Museum believes, illustrates the acceptance of the revolutionary principles introduced by the chief pioneers of the International Style of architecture: Le Corbusier, Mies van der Rohe, Gropius, Oud and others. Because these principles are so well understood today, a group of designers can work together on one building and achieve a cohesive and well integrated design, as

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demonstrated by the models and photographs in this exhibition. But these enormous and varied projects, sometimes covering many acres and occasionally comprising an entire town, could not be built without the benefit of American organization methods, which in the case of Skidmore, Owings & Merrill means a staff of hundreds of specialists, including architects, engineers, city planners, designers, researchers and economists, working together as a team.

In the Bulletin accompanying the exhibition, the Museum selects several buildings as "among the most successful produced by either an individual or a firm in this country today." Included are:

Lever House

This office building has been called the most important New York commercial office building since the war and the only imaginative contribution of private enterprise to the architecture of a more livable metropolis. Because of its open patio and slender tower it creates a single geometric mass completely different from the earlier and familiar skyscrapers with their street-to-street mass and ziggurat-like setbacks. It is under construction on Park Avenue between 53rd and 54th Streets.

New York University-Bellevue Medical Center

One unit of this center, which will be shown in scale model, is now under construction on the site which runs from 30th to 34th Streets and from First Avenue to the East River in New York. The asymmetric arrangement of the different units - hospital, residence hall, college and clinic - is a practical contribution to the dream of all modern architects to change the monotony of the 19th century pattern.

Lake Meadows Project

Large photographic murals and drawings will show this Chicago redevelopment project planned by the New York Life Insurance Company. Two 23-story apartment buildings, separated by a park, will house 1,288 families. Each building, 830 feet long and only 40 feet thick, will have open air galleries instead of interior public halls, thus opening every apartment to through ventilation and providing shaded terraces. Eleven two-story garden apartments complete the project which will be a moderate rental development mainly for Negro families.

ARCHITECTURAL FIRM

This firm was founded in 1936 by Louis Skidmore and Nathaniel A. Owings. Today the partners include, as well as the original founders: John Merrill, William S. Brown, Gordon Bunshaft, Robert W. Cutler, John L. King, John B. Rodgers and J. Walter Severinghaus.