

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

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The Vice President of India, Dr. S. Redhakrishnan, will open an exhibition in New Delhi on Friday, January 16, called "Design Today in America and Europe."

Organized by the Museum of Modern Art at the request of the Indian Government, the exhibition, which consists of more than 300 examples of well designed household furnishings and equipment, will tour India for the next two years.

The purpose of the show is to present a selection of mass-produced objects, including many kinds of products relatively new to large sections of India, as a guide to the rapidly increasing small industries developing in response to the changes in India's social and economic life.

Chairs and other pieces of furniture, porcelain and china ware, cutlery and glassware and fabrics by designers in 13 countries are included in the exhibition which will be shown in a geodesic dome lent by the USIA. The exhibition has been made possible by a Ford Foundation grant.

The exhibition will be open in New Delhi through February 16. During the next two years it will be shown in nine other Indian cities. At the conclusion of the tour the exhibition will remain in India as the nucleus of a permanent design collection.

In a statement distributed with the exhibition catalog, Mrs. Pupul Jayakar, representative and member of the All-India Handicrafts Board, points out that India is at the fringe of a technological revolution which may result in a loss of pride in craftsmanship and of traditional design standards, unless attention is focused now on such problems as the nature of new materials and tools. Furthermore, some of the objects in the exhibition, such as the chair and china tea cup, were unknown in India outside large cities a few decades ago. The solutions developed by the Western world, she says, should not be imitated but can serve as a guide and may stimulate the imagination of Indian designers and manufacturers.

The exhibition was organized by the International Program of the Museum of Modern Art at the invitation of the Ministry of Commerce and Industry of the Indian Government.

Further information available from Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York. CI 5-8900.