

THE MUSEUM OF MODERN ART

NEW YORK 19

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REVIEW COPY

THE PACKAGE by Mildred Constantine. 40 pages, 53 black and white photographs. \$1.25. Published by the Museum of Modern Art, New York; distributed to booksellers throughout the country by Doubleday and Co., Inc. February 4, 1960*

Catalog of the Museum of Modern Art's exhibition of package design, directed by Mildred Constantine, Associate Curator of Graphic Design. (Fall, 1959). The purpose of the exhibition was to appraise packages of all sorts for their design qualities, and in so doing to re-examine and perhaps broaden our ideas of what actually does constitute a package.

Webster's dictionary defines a package as "a bundle made up for transportation; that in which anything is packed; a box, case, barrel, crate; a container." Well-designed packages protect and preserve the things they contain, sometimes facilitate their use, and are often beautiful objects in themselves.

The catalog is profusely illustrated with packages ranging from small vials designed to contain a few drops of perfume to a 24 foot rubber tank used to transport 20 tons of milk, gasoline, wine, etc.

*Note to out-of-town reviewers:

Since Museum of Modern Art books are frequently published in conjunction with an exhibition there is an unavoidable lag between the date they go on sale at the Museum and the delivery date to booksellers throughout the country. "The Package" has been for sale at the Museum since January. However, publication date is February 4, 1960, timed for the arrival of the books in your local stores. While we would appreciate it if you would not review before that date, we do not want to set two different release dates. New York reviewers are now reviewing the book and we leave the option to you.