

THE MUSEUM OF MODERN ART

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

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PREVIEW OF TEXTILE EXHIBITION AT MUSEUM

More than 500 guests, including such well-known designers as Claire McCardell, Boris Kroll and Jack Lenor Larsen, and leading representatives of the textile industry will attend the private preview of TEXTILES USA at the Museum of Modern Art, 11 West 53 Street, on Tuesday evening, August 28. The exhibition, the first at the Museum devoted exclusively to American textile design, will be open to the public from Wednesday, August 29 through November 4.

The 185 fabrics in the show, selected for their aesthetic qualities by a seven-member jury from more than 3500 entries include such industrial fabrics as a cotton guide blanket used in making paper, polyethylene cloth used in air conditioning machines and laundry bag material as well as printed drapery fabric, hand-woven tapestries, upholstery material and silk, cotton, wool and synthetic fabrics used in men and women's clothing.

Among the special features of installation are light boxes covered with translucent fabric so that when the light flashes on and off visitors can see how dramatically the fabric changes its appearance, one of the famous Bonwit Teller wax mannequins of Sonney Harnett wearing a cloak of the inside of an automobile tire, display devices to demonstrate the properties of reflecting cloth and two regulation air force parachutes, one in brilliant Day-glo ribbon, the other in pale orange and white nylon. Other fabrics are shown on an umbrella that measures 23 feet in diameter, and on many faceted columns that run from the floor to the ceiling.

The floors of the gallery will be covered with five kinds of material selected from the exhibition including men's suiting, upholstery material and an automobile upholstery fabric. These fabrics have been specially treated with Cyana Soil Retardant. Many labels will carry a swatch of fabric and a legend seldom seen in museums - "Please touch."

TEXTILES USA was organized by Arthur Drexler, Director of the Museum's Department of Architecture and Design. Bernard Rudofsky, well-known architect, designed the unusual installation in the Museum's first floor galleries and Garden terrace. Greta Daniel is Project Director.

An Industry Committee, headed by Daniel B. Fuller enlisted the support of 50 firms to sponsor the exhibition.

Photographs and catalogues available from Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53rd Street, New York City, Circle 5-8900.