



THE FOREIGN SERVICE  
OF THE  
UNITED STATES OF AMERICA

American Embassy,  
Rome, Italy, October 28, 1954.

Dear Mr. Whitney:

The Tenth Triennale Exhibition of modern architecture and interior decoration of Milan, was, like so many artistic activities characteristic of post-war Italy, filled with vitality and beauty.

Here in Rome one is impressed not only by the grandeur of the city's antiquities but also by the freshness, the charm and persuasiveness of so many things: automobile design, window displays, interior decoration, clothing and other creations of the special visual genius of the Italian people. In Rome itself and in its environs, and elsewhere in Italy, one sees not only homes and shops but also factories which in their way, both outside and inside, are evidences of originality and taste.

I am happy that your special issue devoted to Italy will draw to the attention of my fellow-Americans the phenomenon of a country which although poor and troubled, still possesses, as it has always possessed, the grace and the courage to recognize and to create so many of the better things of life.

Sincerely yours,

Clare Boothe Luce,  
American Ambassador

Mr. Charles E. Whitney  
President  
Whitney Publications, Inc.  
18 East 50th Street  
New York 22, N. Y.





AMBASCIATA D' ITALIA

WASHINGTON, D. C.

Washington, October 7  
1954

Mr. Charles E. Whitney  
President  
Whitney Publications, Inc.  
18 East 50th Street  
New York 22, N. Y.

Dear Mr. Whitney:

I was most pleased to learn that the November issue of "Interiors" will be devoted to Italy and to the Tenth Triennale Exhibition of Modern Architecture and Interior Decoration of Milan.

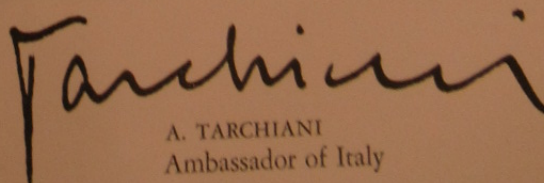
The Triennale of Milan has become over the years a world landmark to gauge modern design trends and to survey the efforts of architects and designers to make living more comfortable at home and at work in the factory and in the office.

The influence of Italian designs is being felt to an ever increasing extent in many fields of industrial and artistic production here in the United States, particularly in the world of architecture and interior decoration.

A large number of typical Italian products, due to their distinctive characteristics and non-competitive nature with American goods, have won increasing approval in America, a market particularly receptive to new products, rich in inspiration and style.

The very theme chosen by the Tenth Triennale of Milan—"A recognition of the new terms of collaboration between the arts and industrial productions"—is an appropriate reminder of the mutually rewarding results that, in terms of artistic, economical and social betterment, can be achieved through the harmonious blending of the creative resources of our two countries.

Sincerely yours,

  
A. TARCHIANI  
Ambassador of Italy