

The Museum of Modern Art

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NO. 131
FOR RELEASE:
NOVEMBER 10, 1971

INTERNATIONAL COUNCIL OF THE MUSEUM OF MODERN ART MEETS IN NEW YORK CITY

A major exhibition of African textiles and ornaments that relate to the decoration of the body will be held in 1972 at The Museum of Modern Art, it was announced today by the International Council of the Museum at the conclusion of its annual meeting on November 9. At the meeting attended by 78 Council members from 14 countries and held at the Japan House, programs for the third decade of the council's world-wide operation were formulated.

Mrs. Donald B. Straus, President of the Council since 1965, stated that the African Textiles and Jewelry show typifies a new thrust in the Council's program which, in the 1970s, will provide American audiences and artists alike with increased cultural stimulation from Africa, Asia, Australia and New Zealand.

"At a time when we seem to be turning inward as we reassess our involvement and concern with the rest of the world, we need more than ever the refreshment of contact from abroad so that we don't become too insular," she said. Mrs. Straus is relinquishing the post of President this year to become Vice Chairman of the Council and Chairman of the Executive Committee. Her successor as President is Mrs. Alfred R. Stern, who joined the Council in 1968, has been active in Museum affairs for many years, and a Trustee since 1970. Waldo Rasmussen is Director of the International Program which the Council sponsors.

The African show, which will travel under Council sponsorship to San Francisco, Los Angeles and Cleveland subsequent to its New York showing, is one of several major projects discussed at the meeting; others include the donation of \$1 million by public and private sources in Latin America as their contribution to an industrial design project, Council sponsorship of an international symposium on the urban environment, and

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travel grants for research on projects involving film, photography, architecture and design and painting and sculpture.

Most of the projects reflect the direction for the '70s, away from simply exporting American art toward an increasing emphasis on exhibitions and programs that are international in content and on the exchange of artists, curators and other professionals. This is in contrast to the first years of the Council activities in the 50's, which were primarily concerned with disseminating American art abroad where it was little known. As American art became widely shown and collected in Europe, the Council began in the mid '60s to shift its emphasis to Latin America, India, Japan, Australia and Africa.

The core of the Latin American design project, the first collaborative venture of its kind, will be a gift by the International Council of furniture, household objects, industrial design, graphics, architectural drawings and models and posters paralleling The Museum of Modern Art's famous International Design Collection.

After touring major cities in Latin America, the collection will be permanently installed in a newly constructed 27-story building in Buenos Aires, three stories of which have been set aside for a design research center, an exhibition hall, a study center and a new school of design. These facilities, donated by Argentine private industry, are valued at \$500,000. The Argentine government has guaranteed a contribution to the design center of \$100,000 a year for at least five years.

Susanna Torre has
An Argentine intern in design/ been working at The Museum of Modern Art in New
researching
York for the past year/~~assembling~~ this exhibition under the supervision of Emilio
Ambasz, Curator of Design in the Museum's Department of Architecture and Design, who
developed this ambitious and far-reaching plan.

The Council is also providing grants for the exchange of curators; John Szarkowski, Director of the Department of Photography, has received a grant to enable

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him to investigate photographic archives in Czechoslovakia while members of the Film Department at the Museum will explore current filmmaking activities in Africa and Latin America. Kynaston McShine, Associate Curator of Painting and Sculpture, will also go to Latin America seeking experimental artists who can come to the U.S. to participate in the "Projects" series of exhibitions at the Museum. David Vance, the Museum Registrar, will go to Haiti under a grant to provide professional assistance to a Museum there in setting up registration procedures for works of art.

More than 20 distinguished architects, planners, scientists and philosophers from 14 countries will exchange ideas on the problems of evaluation and design of the urban environment at the international symposium in January in New York which the Council is co-sponsoring with the Brionvega Corporation of Italy.

The International Council ^{received its} ~~got its~~ original impetus from the absence of a cultural ministry in the U.S. and has always been concerned with cultural exchange in a broad sense. Today it has 150 members from 18 countries with one third of its membership from other parts of the world.

"Art is a means of communication among peoples and should not be considered a propagandistic tool," said Mrs. Straus. "It was very gratifying to hear that trainloads of union members in Chile came hundreds of miles to see the Cézanne to Miró show the Council circulated in Latin America," she said. "The attendance of that show in Chile was greater than at any show we've ever had here at the Museum and the Chileans came because many of them had never seen great paintings before except in reproductions."

The International Council of The Museum of Modern Art, which is the only private institution with an extensive international program, will also send an exhibition called One Hundred Master Drawings ~~to New Zealand~~ ^{from the collection of The Museum of Modern Art to Australia,} and plans to begin to exchange exhibitions of masterworks with great museums. In addition a major international

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show devoted to print making, Modern Prints of the West, will tour India and South East Asia. The Library Overseas Program, established in 1965 to strengthen art sections of libraries abroad which started in Asia where 37 libraries are now receiving study materials and art books, was extended in 1970 to Latin America where 23 institutions now receive materials. The International Council hopes soon to extend the program to Africa.

Other new proposals discussed at the Annual Meeting for Latin American tours were an international Pop Art show, an exhibition of work by Latin American Masters, to also travel perhaps in Europe, and a new version of The New American Painting, to present abstract-expressionism and related work of the '40s and '50s.

An exhibition of recent work to be shown in New Zealand and Australia includes sending three different artists to each of the three showings so that they can make their works on the site.

A reverse of this is projected for a major international show of ^{sculpture of the} ~~Master Sculpt~~ 20th century from Rodin to Oldenburg for India. ~~xxxxxxxIndia~~ As it would be difficult to move such a show around, it is proposed that the exhibition have only one showing and that people be bused from other cities to see it. At the same time an exhibition of small bronzes would tour the country. Among the proposals for international shows to be brought to this country is one called Recent Works on Paper, a review of drawings and related media by younger artists all over the world.

Further information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., New York, NY 10019. Phone: (212) 956-7501, -7504
