

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

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The New York News is sponsoring "From the Picture Press," the first serious appraisal of news photography, which will be on view from January 30 through April 29 at The Museum of Modern Art. The News is the latest corporate sponsor to underwrite a major Museum exhibition which would not otherwise have been possible.

Significant corporate support of art exhibitions has increased dramatically in recent years as Museums around the country have experienced mounting financial difficulties. A grant from Exxon Corporation (and the National Endowment for the Arts) has made possible the Museum's current show "African Textiles and Decorative Arts," on view in New York until January 31 before it travels to Los Angeles, San Francisco and Cleveland. A group of Italian corporations and government agencies made grants for the design exhibition "Italy: The New Domestic Landscape," presented at the Museum during the past summer.

"From the Picture Press" will focus on the character and significance of news photography with 200 photographs drawn from a variety of sources, including United Press International, The Associated Press, Photoworld, The New York Times, the London Sunday Times, and The New York News. The exhibition concentrates not on what is in conventional terms most newsworthy, but rather on those universal aspects of human experience that news photography has in fact described: the recurring tragedies, celebrations, victories, defeats, and ceremonies that identify preoccupations and values of an era.

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