

The Museum of Modern Art

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THREE FAMOUS MUSEUM OF MODERN ART BOOKS TO BE ISSUED IN PAPERBACK

In an article called "How to Know More Than You Like" in New York magazine less than a year ago, art critic Barbara Rose recommended Alfred Barr's monographs on Matisse and Picasso, long out-of-print and reissued in library editions in the '60s. "Unfortunately, these texts are hard cover and too expensive at \$19.95 but they are indispensable, as is Barr's seminal Cubism and Abstract Art, which clearly explains the relationship among the many modern movements," she said.

Now, fortunately, in the fall of '74 all three books by the former Director of Collections at The Museum of Modern Art will be available for the first time in paperback for \$10.95 (Matisse: His Art and His Public), \$8.95 (Picasso: Fifty Years of His Art), and \$6.95 (Cubism and Abstract Art). Re-issued by the publisher, The Museum of Modern Art, they will be distributed nationally by New York Graphic Society, Ltd.

Cubism and Abstract Art was first published in 1936 to accompany a famous Museum of Modern Art exhibition that Barr described as "an historical survey of an important movement in modern art....conceived in a retrospective -- not in a controversial spirit." When the book was re-issued in the '60s for libraries, Hilton Kramer, The New York Times critic, said "its exposition of a complicated subject, embracing artists and groups of many different persuasions and from many different countries, was characterized throughout by a wonderful concision, clarity and scholarly tact.... It is ... no exaggeration to say that, 30 years after its first appearance, Cubism and Abstract Art is not only one of the best things of its kind but almost the only thing of its kind." It has 223 black-and-white illustrations.

Matisse: His Art and His Public by Mr. Barr was originally published in

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1951 in regular and deluxe editions. When re-issued for libraries in 1966 Andrew Hudson in the Washington Post wrote that it was "crammed with incidents and anecdotes...of absorbing interest." This invaluable book, now published with eight color plates added to the original 500 black-and-white plates, includes many quotations recording how the artist was attacked by many and supported by many, including a Russian businessman and several Americans -- Leo and Sarah Stein, Bernard Berenson and Edward Steichen. Matisse's own lucid statements, notes taken in his school and contracts with his dealer complete this full documentation.

Mr. Barr's monograph on Picasso, whom he knew and whose work he assembled at The Museum of Modern Art in a great public collection, received enthusiastic reviews when originally published in 1946, and when it was reissued for libraries in 1966 at \$18.50. Now available at \$8.95 with eight color plates added to the 330 black-and-white illustrations, Picasso: Fifty Years of His Art, traces the artist's career from his early painting in Spain to works done in Paris immediately after World War II. "...discrete commentary and full notes make as plain as possible the baffling questions which surround every aspect of this painter's art," said the Times' Literary Supplement when the library edition appeared.

Cubism and Abstract Art by Alfred H. Barr, Jr. 248 pages; 223 black-and-white illustrations. Originally published in 1936. \$6.95. Paperbound reprint published by The Museum of Modern Art. Distributed by New York Graphic Society, Ltd.

Matisse: His Art and His Public by Alfred H. Barr, Jr. 592 pages; 500 black-and-white illustrations; eight color plates. Originally published in regular and deluxe editions in 1951. \$10.95. Paperbound reprint published by The Museum of Modern Art. Distributed by New York Graphic Society, Ltd.

Picasso: Fifty Years of His Art by Alfred H. Barr, Jr. 312 pages; 330 black-and-white illustrations; eight color plates. Originally published in 1946. \$8.95. Paperbound reprint published by The Museum of Modern Art. Distributed by New York Graphic Society, Ltd.

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