

The Museum of Modern Art

50th Anniversary



MUSEUM SALUTES JAMES BOND AND HIS CREATORS CRITIC JUDITH CRIST MODERATES FORUM

In any time capsule of the 20th century, there is sure to be a commentary on and, more than likely, a print of a James Bond movie. So great is the impact of Secret Agent 007, archetypal hero of the second half of this century, that it is estimated one out of three people throughout the world have at one time or another viewed one of his spy thrillers. The most popular Bond film so far, "The Spy Who Loved Me" reportedly has drawn one and a half billion viewers or over one eighth of the earth's population.

Given these facts, the Department of Film of The Museum of Modern Art, considers the phenomenon of James Bond noteworthy and is rendering, at an appropriate time concurrent with the premiere of the new James Bond "Moonraker," an homage to the producer, Albert R. Broccoli and his colleagues. Recognizing that each of the Bond films is a collaborative project, Larry Kardish, Associate Curator in the Department of Film, has included in this tribute Lewis Gilbert, the director, Ken Adam, production designer, and Maurice Binder, title creator and graphics artist.

The James Bond program, organized by Mr. Kardish, opens on June 25, with a documentary titled "The Making Of James Bond." It takes the viewer behind the scenes of the production of "The Spy Who Loved Me."

Produced by BBC, it consists of four half-hour films: the first deals

with Broccoli's style of producing; the second is with Lewis Gilbert as he directs the cast on a Ken Adam's set; the third covers Ken Adam in the process of designing the set; and the fourth concerns the editing methods of John Glen and the composing executed by Marvin Hamlisch. All these talented specialists worked on "The Spy Who Loved Me."

It was Albert R. Broccoli, the producer who nurtured the idea of bringing James Bond to the screen long before it became a reality. Taken with the concept of the author Ian Fleming, Broccoli in 1962 together with Harry Saltzman, his co-producer, put together the initial James Bond film, "Dr. No," which led to his unprecedented successful series, numbering eleven productions to date. In all the 007 films Broccoli has played an active role, starting with the script, the casting, location finding, and final editing, always with the objective of achieving the accurate "Bondian" flavor. This special quality is again projected in the newest Bond film "Moonraker," a United Artists release, as are all Bond films, which will be shown on Wednesday, June 27, to an audience composed exclusively of Contributing Members of the Museum.

Two earlier Bond films will be open to the public in the Roy and Niuta Titus Auditorium. On Friday, June 29, at 2:30 p.m. "You Only Live Twice" will be screened and that same evening at 6:00 p.m. there will be a showing of "The Spy Who Loved Me," followed by a symposium to be moderated by critic Judith Crist, with a panel including the producer of all Bond films, Albert "Cubby" Broccoli, Lewis Gilbert, director of three Bond pictures, and Ken Adam who designed seven of

the productions including "Moonraker."

Maurice Binder, who created the main title sequences for the Bond films, will also be the guest speaker the following day, Saturday, June 30, at 5:00 p.m., when he will present and discuss the making of the main titles and opening and credit sequences of all eleven Bond films, in addition to showing some special Bond trailers. The titles as a rule establish the mood and tempo of a Bond film and they have been so admired by the industry they have influenced title treatment in many contemporary films.

Indicating that the Museum's Department of Film has become "wary" of spectacle, Associate Curator Kardish notes, "the Bond films are something different. They are spectacular in the proper sense of the word - dramatic, thrilling, suprising. Certainly '007' films are large-scale, remarkably so, but it is a large scale used with wit, and that is quite refreshing. A fine dry taste informs the Bond films. Also, I always go to a new Bond film to learn of the technical state of the art."

Producer Broccoli believes that audiences want production values such as fantastic sets and unique locations, in additions to the excitement provoked by "power-hungry" villains, beautiful girls, exotic weapons and cars, new mind-boggling gadgetry and stunts, and mechanic devices invented for each script, as for example an underwater car. His technical innovations sometimes find their way to the marketplace.

Broccoli, born in Astoria, Queens, was raised in Long Island and worked on his father's vegetable trucking farm. His uncle, incidentally, introduced the broccoli seed to America. At 23 Broccoli went to

Hollywood and got a job as a mail boy at the 20th Century Fox Studios. Later he met Howard Hughes, by chance, and was appointed assistant director on "The Outlaw." During World War II, as a Lieutenant in the Special Services branch of the Navy, he produced shows with stars like Bing Crosby and Danny Kaye. In 1952, however, he went to England to settle, and in partnership with Irving Allen founded Warwick Films. Broccoli had produced 25 films before his Bond career began with "Dr. No."

The Bond program from June 25 to June 30 follows:

- Monday, June 25 at 2:30: "The Making of James Bond". 4 films about the production of "The Spy Who Loved Me." From a BBC/Open University Television Series. Films include: "Producing, Designing, Shooting Scene 330" and "Editing and Composing." (Prints courtesy Macmillan Films.) 110 minutes
- Friday, June 29 at 2:30: "You Only Live Twice." 1967 007 adventure produced by Albert R. Broccoli, directed by Lewis Gilbert, and designed by Ken Adam and with main titles by Maurice Binder. (Print courtesy United Artists.) 116 minutes
- Friday, June 29 at 6:00: "The Spy Who Loved Me," followed by discussion with Broccoli, Gilbert and Adam. Discussion moderated by Judith Crist. "The Spy Who Loved Me." 1977. Directed by Lewis Gilbert. Produced by Albert R. Broccoli. Main titles by Maurice Binder. (Print courtesy United Artists.) 126 minutes
- Saturday, June 30 at 2:30: "The Making of James Bond." (see Monday, June 25 at 2:30)
- Saturday, June 30 at 5:00: An evening with Maurice Binder, graphic and titles artist who will screen the opening credit sequences from all 11 James Bond films. Some Bond trailers. Discussion with audience.

For further information, please contact Lillian Gerard, (212) 956 - 7296 or Pamela Sweeney, 956 - 7501, Department of Public Information, The Museum of Modern Art, 11 west 53 Street, New York, New York 10019.

SOME BIOGRAPHICAL NOTES ON ALBERT R. BROCCOLI AND COLLEAGUES

ALBERT R. BROCCOLI: His career as a producer spans twenty-five years. It began with "Hell Below Zero" (1954), which was shot near the North Pole on a Danish ice-breaker. The experience now seems appropriate for the producer of the James Bond films, who also initiated another adventure film in 1956, titled "The Cockleshell Heroes." His highly dramatic version of "The Trials of Oscar Wilde" was made in 1960 with Peter Finch prior to the Bond series, starting with "Dr. No." (1962). Other Bond films quickly followed: "From Russia With Love" (1963), "Goldfinger" (1964), "Thunderball" (1965), "You Only Live Twice" (1967), "On Her Majesty's Secret Service" (1969), "Diamonds Are Forever" (1971), "Live And Let Die" (1973), "The Man With The Golden Gun" (1974), "The Spy Who Loved Me" (1977), and most recently, "Moonraker" (1979).

LEWIS GILBERT: Gilbert began his career in film as a child actor. He appeared in the original "Goodbye Mr. Chips." He has completed over thirty feature films, since his first one in 1947; among his films are the following British works: "Albert R.N." (1953), "The Good Die Young" (1954), "Reach For The Sky" (1956), "Carve Her Name With Pride" (1957), "Sink The Bismark" (1960), and the best known here "Alfie" (1966).

KEN ADAM: Adam whose settings for "Barry Lyndon" won him an Academy Award in 1975, has worked on many notable productions, such as "Around The World In Eighty Days" (1957), "Dr. Strangelove" (1963), and "The Ipress File" (1965). He first became associated with producer Broccoli on "The Trials of Oscar Wilde" in 1960, and later was called in to create the imaginative settings seen in "Dr. No," and later on in "Goldfinger," "Thunderball," "You Only Live Twice," "The Spy Who Loved Me," and "Moonraker." He has also designed sets for operas at Convent Garden.

MAURICE BINDER: An American graphics artist who specializes in film titles. Binder lives in Britain and, in addition to his outstanding work on the Bond films, has also created titles for "The Mouse That Roared" (1959), "Repulsion" (1964) and "The Private Lives of Sherlock Holmes" (1971).