

The Museum of Modern Art

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GIFT OF OSCAR-WINNING FILMS BY COLUMBIA MARKED BY MoMA GALA OCTOBER 29

Columbia Pictures, a unit of The Coca-Cola Company, is donating its eleven Academy Award-winning films for Best Picture to The Museum of Modern Art. Columbia will mark the donation with a formal presentation, screening of representative film clips, and buffet reception at the Museum on Wednesday, October 29, at 6:30 p.m. Francis T. Vincent, Jr., president of the Entertainment Business Sector of The Coca-Cola Company, and David Puttnam, chairman and chief executive officer of Columbia Pictures, will present the gift to Donald Marron, president of the Museum.

The Columbia gift ensures that the 35mm prints and trailers of the Academy Award-winning films, as well as such supporting materials as screenplays, production notes, and promotional posters, will be preserved for future generations. Mary Lea Bandy, director of the Museum's Department of Film, states, "This is the first gift to the Museum of a selection of Academy Award-winning films from a major studio and is a major addition of Columbia titles to our Film Archive. We are eager to strengthen our holdings of recent feature films. Building our collection of Columbia titles is definitely a priority."

The gift reflects two major periods in the studio's history. The first, from the twenties through the fifties, was the era of mogul Harry Cohn and such production chiefs as Sidney Buchman and Virginia Van Upp. One of the most significant directors from this period is Frank Capra, whose It Happened One Night (1934) and You Can't Take It With You (1938) are included in the gift, as is Robert Rossen's All the King's Men (1949) and Fred Zinnemann's From Here to Eternity (1953). The second era, from the fifties through the eighties, is

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the period of such independent producers as Ray Stark, the BBS group of Bert Schneider, Bob Rafelson, and Steve Blauner, and especially Sam Spiegel. The gift includes three films produced by Spiegel, Elia Kazan's On the Waterfront (1954) and David Lean's The Bridge on the River Kwai (1957) and Lawrence of Arabia (1962). Other films from the period include Fred Zinnemann's A Man for All Seasons (1966), Carol Reed's Oliver! (1968), Robert Benton's Kramer vs. Kramer (1979), and Richard Attenborough's Gandhi (1982). A third era begins in 1986 with the appointment of David Puttnam to the studio's top position.

On Thursday, October 30, the Museum will pay tribute to Sam Spiegel, who died earlier this year, with public screenings of the three Best Picture films he produced at Columbia. On the Waterfront will be screened at 12:30 p.m., The Bridge on the River Kwai at 2:30 p.m., and Lawrence of Arabia at 6:00 p.m.

An exhibition of forty-two film stills enlargements spanning six decades of Columbia films is now on display in the gallery outside The Roy and Niuta Titus Theater 1. Highlighting treasures as diverse as Gilda (1946) and Gandhi, the exhibition has been organized by Mary Corliss, assistant curator in the Museum's Department of Film. The stills were selected from the Museum's Film Stills Archive, which recently acquired 50,000 additional Columbia stills from a private collection.

The relationship between Columbia Pictures and The Museum of Modern Art has been particularly strong over the years. In 1969 the Museum held a major retrospective of films from Columbia, and for the past two years, Columbia has generously contributed to preservation programs at the Museum and other archives in the United States.

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