

# The Museum of Modern Art

For Immediate Release

## PHILIP MORRIS COMPANIES INC. SPONSORS MAJOR MATISSE RETROSPECTIVE AT THE MUSEUM OF MODERN ART, FALL 1992

July 1, 1991.....Richard E. Oldenburg, director of The Museum of Modern Art, announced today that the Museum has received a generous grant from Philip Morris Companies Inc. in support of **HENRI MATISSE: A RETROSPECTIVE**, opening mid-September 1992. Organized by John Elderfield, director of the Department of Drawings and curator in the Department of Painting and Sculpture, this exhibition is the first full-scale retrospective devoted to Henri Matisse since the centenary exhibition in Paris in 1970. Never before in the United States has there been such a comprehensive survey, representing Matisse's art in all mediums and drawing on all of the major collections of his work.

Mr. Oldenburg stated, "This exhibition, comparable in its own way to the great Picasso retrospective presented by the Museum in 1980, promises to be the most comprehensive of its kind ever assembled. It allows a new view and a new assessment of one of this century's greatest painters. An exhibition on this scale cannot take place without the help of a major sponsor. Once again, it is our great pleasure to work with Philip Morris Companies Inc., which continues its exemplary commitment to the arts by helping us realize this unprecedented opportunity to bring together the masterworks of Henri Matisse."

"Philip Morris is pleased to be working with The Museum of Modern Art to present this definitive retrospective of one of the greatest painters and

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colorists of the twentieth century," said Hamish Maxwell, chairman and chief executive officer, Philip Morris Companies Inc. "Matisse's lifelong commitment to creativity and experimentation underscores our approach to business, where success depends upon a continual exploration of new and innovative ideas."

On view through mid-January 1993, **HENRI MATISSE: A RETROSPECTIVE** builds on the extensive studies devoted to Matisse during the last two decades. The exhibition presents approximately 450 of the artist's works, including some 300 of the most important paintings, complemented by a generous selection of sculptures, drawings, paper cut-outs, and prints. Its realization was made possible by the new era of increased cultural cooperation with the Soviet Union. Key loans from the Hermitage Museum, Leningrad, the Pushkin Museum, Moscow, and as well as the Musée national d'art moderne, Centre Georges Pompidou, Paris, combined with The Museum of Modern Art's own Matisse holdings, form the core of the exhibition, which also draws on many other private and public collections throughout the world.

The exhibition begins with Matisse's early academic paintings and tonal still-lifes of the 1890s before tracing his responses to Impressionism and Post-Impressionism, from which evolved his breakthrough Fauvist pictures in the years around 1905. It continues with his great so-called Decorative and Experimental periods that extend through World War I, showing a greater range of those works than ever previously assembled, and reunites famous pairs and groups of paintings. After a section devoted to Matisse's art in Nice in the 1920s, the exhibition offers, for the first time, a thorough review of his new decorative styles of the 1930s and 1940s, culminating in the large paper cut-outs of his final years.

Philip Morris Companies Inc. began its support of the arts in 1958. Since then, the company has developed one of the most comprehensive corporate cultural programs. Through its broad spectrum of sponsorship, Philip Morris promotes contemporary and minority visual and performing arts, as well as major international exhibitions and tours. HENRI MATISSE: A RETROSPECTIVE is the fourth exhibition sponsored by Philip Morris at The Museum of Modern Art. The first was MIRRORS AND WINDOWS: AMERICAN PHOTOGRAPHY SINCE 1960 (1978); the second, "PRIMITIVISM" IN 20TH CENTURY ART: AFFINITY OF THE TRIBAL AND THE MODERN (1984); and the third, PICASSO AND BRAQUE: PIONEERING CUBISM (1989). In addition, Philip Morris supported BERLINART 1961-1987 (1987).

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No. 45

For further information or photographic materials, contact the Department of Public Information, 212/708-9750.

For further information on Philip Morris Companies Inc. and its support of the arts, contact Pamela Johnson, Rogers & Cowan, 212/490-8200.