

THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK

TELEPHONE: CIRCLE 5-8900

FOR IMMEDIATE RELEASE

IMAGE OF FREEDOM PHOTOGRAPHY COMPETITION OPENS

The Museum of Modern Art, 11 West 53 Street, announces a Competition for amateur and professional photographers in the United States and its dependencies to begin immediately and to close at midnight August 15, 1941. Entries postmarked after that date will not be accepted. The name of the Competition is Image of Freedom; any photograph which interprets the American spirit is eligible. Purchase prizes of \$25. each will be given for the 100 prints selected as best in the Competition. Any competitor has an opportunity to win five of these prizes inasmuch as five prints from a single photographer may be selected as among the 100 best.

On October 29 the Museum will open an exhibition of the 100 prize-winning photographs. This exhibition will later be shown in towns and cities throughout the country. The Competition is open to any photographer, amateur or professional, upon payment of a \$1.00 entry fee, to cover handling costs. Each competitor may submit from one to five photographs, which may have been taken at any time. These must be unmounted, but may be on any type of paper (preferably double weight), glossy or mat finish, black-and-white or toned. Color photographs are not eligible. The largest acceptable dimension is 14 inches; the smallest, 5 inches.

Judging will take place between August 20 and September 15. The jury will be composed of:

Three members of the Museum staff:
Alfred H. Barr, Jr., Director
Monroe Wheeler, Director of Exhibitions
Beaumont Newhall, Curator of Photography

and three members of the Committee on Photography:
David H. McAlpin, Chairman
Ansel Adams, Vice-Chairman
James Thrall Soby.

The judging will be anonymous, as photographs must be submitted with numbered entry blank. Entry blanks and rules may be obtained by writing to:

Department of Photography
The Museum of Modern Art
11 West 53 Street
New York City.

The purpose of the Competition and the point of view from which the photographs will be judged is contained in the text accompanying the entry blank. The statement is as follows:

IMAGE OF FREEDOM--A COMPETITION FOR PHOTOGRAPHERS

Let us look at these United States now, in these critical days, when our lives and all that gives them meaning are threatened.

What gives our lives meaning? Why do we feel that, with all its faults, this is the place we want to live? Why do we feel that the foundations of our national life are not only unshaken but capable of supporting a greater, more human structure than any nation, or combination of nations, has yet built?

We have seen searching photographic studies of the waste of life and land due to abuses that we allowed to accumulate, and we have seen the beginnings of a reclamation.

Now let us see, with a vision equally exact, the power which can remedy these faults, the vast, unconscious power of millions of us living on American earth, the spirit born of our thoughts, our ways, our homes, our jobs. Let us look at the earth, the sky, the waters. Let us look at the people--our friends, our families, ourselves. How do we work, how do we play, how do we live? What are our resources and our potential strength? What is our past, our present, our future?

In this immense panorama, what, to you, most deeply signifies America? Can you compress it into a few photographic images? Not with the hysteria and jingle of superficial patriotism, nor with the bitterness of protest, but profoundly, simply, with insight and emotion?

Through one hundred images, chosen from the expression of your varied experience, an image of America is to be built--an image designed to be seen throughout the Western Hemisphere. No other medium carries the conviction that is implicit in photography. In no other medium can the look, the motion, the feel of our life, our work, our land be held instantly, with a completeness and a clarity that cause our half-forgotten experience of a thousand details to rise and tell us, "This is so."

In the belief that the photographers of America can through photography express and affirm our faith, you are invited to enter a Competition for an important exhibition...
IMAGE OF FREEDOM.