

# The Museum of Modern Art

For Immediate Release  
September 1996

Contact: Graham Leggat  
212/708-9752

## NEW DAY FILMS: TWENTY-FIVE YEARS

*A Program of Recent Acquisitions and Seminal Older Works  
Celebrating the Distribution Cooperative's Silver Anniversary*

**October 6–13, 1996**

Founded in 1971 as a distribution cooperative of independent producers whose works addressed timely social issues, New Day Films now distributes roughly 100 works that inform and inspire, by some sixty film- and videomakers from across the United States. On the twenty-fifth anniversary of the cooperative, The Museum of Modern Art presents a selection of New Day's most recent acquisitions and a retrospective of eleven works by some of its most acclaimed members. **NEW DAY FILMS: TWENTY-FIVE YEARS**, which also features some of New Day's earliest films, now in MoMA's film archive, runs from October 6 through October 13.

Founded during the early years of the women's liberation movement, New Day was first known for distributing feminist films, including *Joyce at 34* (1972) by Joyce Chopra and *Union Maids* (1976) by Julia Reichert. Still strong in works dealing with gender and socialization, New Day films explore a wide range of social issues, from mental and physical health to the practice of American business and the concerns of Native Americans.

**NEW DAYS FILMS: TWENTY-FIVE YEARS** was organized by Sally Berger, Curatorial Assistant, and Laurence Kardish, Curator and Coordinator of Film Exhibitions, Department of Film and Video.

No. 42.2

# # #