

THE MUSEUM OF MODERN ART

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THE FAMILY OF MAN, with introduction by Edward Steichen; prologue by Carl Sandburg; 192 pages; over 500 photographs; paper bound; \$1.00. Published for the Museum of Modern Art, New York, by the Maco Magazine Corporation, New York.

A \$1 edition of THE FAMILY OF MAN, containing virtually all the photographs in the widely acclaimed photography exhibition Edward Steichen presented at the Museum of Modern Art in New York, is now available at bookstores, news stands and at the Museum, 11 West 53 Street. This inexpensive paper bound edition of one of the Museum's most popular exhibitions has been published for the Museum by Maco Magazine Corporation. A \$10 deluxe edition has been published by Simon and Schuster in collaboration with Maco and will be in bookstores by June. Both editions were designed by Leo Lionni and contain in addition to more than 500 photographs from 68 countries, the text of Carl Sandburg's prologue, the quotations from world literature used as wall captions in the show and an introduction by Mr. Steichen.

The \$1 edition, printed by regular rotogravure, has a stiff paper cover printed in four colors and a photograph of the Piper, the exhibition's theme photograph by Eugene Harris (Popular Photography). The deluxe edition, bound in boards and boxed, and printed by sheet-fed gravure, contains an additional 34 pages including a portfolio of installation photographs of the exhibition in the Museum taken by the architectural photographer, Ezra Stoller, and photographic "footnotes" by Wayne Miller, Mr. Steichen's assistant and well-known photographer. Mr. Miller photographed his four young children, aged three to ten, as they went through the exhibition just before it opened to the public. In layout, except for this additional section, both books are identical.

In his introduction, written especially for the books, Mr. Steichen, who spent three years assembling photographs for the show from more than 68 countries, says:

I believe The Family of Man exhibition, produced and first shown at the Museum of Modern Art in New York and now being circulated throughout the world, is the most ambitious and challenging project photography has ever attempted. The exhibition, now permanently presented on the pages of this book demonstrates that the art of photography is a dynamic process of giving form to ideas and of explaining man to man. It was conceived as a mirror of the universal elements and emotions in the everydayness of life -- as a mirror of the essential oneness of mankind throughout the world. We sought and selected photographs, made in all parts of the world, of the gamut of life from birth to death with emphasis on the daily relationships of man to himself, to his family, to the community, and to the world we live in -- subject matter ranging from babies to philosophers, from the kindergarten to the university, from primitive peoples to the Councils of the United Nations.

Review copies and photographs to illustrate reviews available from Elizabeth Shaw, Publicity Director, Museum of Modern Art.