

104 5 290

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

November 18, 1959

TELEPHONE: CIRCLE 5-8900

GENERAL RELEASE ON THE INTERNATIONAL ACTIVITIES OF

THE MUSEUM OF MODERN ART

The Museum of Modern Art, which announced on November 17th a campaign to raise 25 million dollars for additional building and program funds, was founded in 1929 upon the principle that art should have no boundaries. The Museum has sought to fulfill this principle by acquiring, exhibiting, and publishing the best of modern art both in the United States and abroad. Therefore its collections represent the work of Frank Lloyd Wright, Le Corbusier, Mies Van der Rohe, the architects of Brazil, Finland and Japan, the designs of Eames, Guimard and Tiffany, the art of Boccioni, Gonzalez, Kandinsky, Klee, Lehmbruck, Marin, Matisse, Mondrian, Moore, Munch, Orozco, Picasso, Pollock and Van Gogh.

Loan exhibitions have included the textiles and ornamental arts of India, the pottery and calligraphy of Japan, religious folk art of the Southwestern United States and the art of the American Indian. The Museum has also shown the art of primitive cultures which have produced major influences upon contemporary art such as African Negro sculpture, the arts of the Andes and of the South Seas and the Pre-Columbian Art of Mexico. The Museum's publications have been equally broad and have included books on almost all of the significant movements in modern art. In many instances the Museum has been the first in America to present to the public comprehensive surveys of the twentieth century art of other countries.

Today in organizing and circulating exhibitions, publishing books, lending and borrowing works of art, it is an important agent in worldwide cultural exchange.

This activity was intensified in 1952 when a five-year grant from the Rockefeller Brothers Fund enabled the Museum to establish the International Program, now sponsored by the International Council at The Museum of Modern Art. This Program grew out of demand. Foreign countries wanted exhibitions of American art, but in the postwar years dollar exchange was lacking and there was as yet no governmental agency in the United States responsible for cultural exchange.

Under the International Program, the Museum has accepted invitations to organize the U.S. representation in the great recurrent internationals shown in Venice, Paris, Kassel, São Paulo, India and Japan. It has met other specific requests for exhibitions from foreign institutions, which have often contributed substantially in local funds or services toward their realization. It has on commission prepared exhibitions for American and foreign

more.....

agencies to present under their own auspices. It has brought to the United States art of other countries and has also on occasion sent abroad exhibitions honoring the achievements of other cultures than our own.

Although several governmental and private agencies now operate in this field, The Museum of Modern Art remains the only institution directly concerned with the selection, preparation and continuous supervision of every exhibition organized under its auspices.

An expanded International Program will enable the new Museum to meet demands arising out of the awakened interest in our art and to extend its activities to provincial centers and entirely new areas. It will also bring to the United States contemporary art from other countries, particularly those that formerly lay outside the mainstream of modern art but are now producing a lively generation of advanced artists whose work is still almost unknown in America.

The Museum's publications have also played an important part in international exchange. In 1952 in order to make these volumes more readily available in countries that desire and need them and to obtain wider recognition for American scholarship and achievement in fine arts publications, the International Publications Program of the Museum was established. This program stimulates international distribution of Museum books through normal trade channels and assists in underwriting the costs of publishing foreign language editions of selected works particularly needed in other countries.

A detailed list of activities is available upon request.

For further information contact Elizabeth Shaw, Publicity Director, The Museum of Modern Art, 11 West 53rd Street, New York, N. Y. CI 5-8900