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THE MUSEUM OF MODERN ART

14 WEST 49TH STREET, NEW YORK

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ART THROUGH THE WINDOW

The Museum of Modern Art in its temporary galleries at 14 West 49th Street, is working out a method of presenting modern art to the public by dramatic contrast. In its large window in the concourse level, which hundreds of people pass daily, it is showing two Heads, both by modern sculptors, but very dissimilar.

One is an abstract Head in brass by the sculptor Rudolf Belling; the other is a portrait of "Pop" Hart, in gray plaster by Reuben Nakian. Beside these Heads are long descriptive labels which read in part as follows:

HEAD BY RUDOLF BELLING, 1923

In this sculpture, the artist has combined polished machine-like forms with the shape of the human head. He has not limited natural forms. Instead, he has used his imagination to create a new form, a form that does not exist in nature.

This Head suggests that art need not be a substitute or an imitation of nature, but something different, unexpected, original, appealing to our imagination, giving us a new experience.

PORTRAIT OF "POP" HART By Reuben Nakian, 1932

This sculptured portrait in plaster differs radically from Belling's polished machine-like Head. It is not a generalized abstraction of form and idea. Instead, it is directly dependent not only upon natural forms, but even upon individual specific form, namely, the Head of the artist "Pop" Hart.

But it is ^{not} a slavish imitation of nature. The subtle curves of the man's face are simplified by the artist into bold planes, or facets, which help the eye to grasp the forms of the head more quickly and vividly.

Between the two Heads the contrast is drawn even more dramatically in the following double column of opposing words:

CONTRAST TWO HEADS

Machine form	-	Human Form
Geometric form	-	Animal Form
Abstract	-	Specific
Idealistic	-	Realistic
Invented	-	Imitated
Formal	-	Informal
Conceptual	-	Perceptual
Imaginative	-	Documentary
Fantastic	-	Journalistic
Esoteric	-	Popular
Hard	-	Soft
Polished	-	Rough

The Museum plans to exhibit a series of fine examples in modern art in some such dramatic way as the two Heads now on