

The Museum of Modern Art

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Advance Information on THE ART OF THE REAL: USA 1948-68

Guest Director: E. C. Goossen, Chairman, Department of Art, Hunter College, N.Y.

Showings: THE MUSEUM OF MODERN ART, NEW YORK - July 3 - Sept. 8, 1968
Exhibition will later be circulated abroad under the auspices of the Museum's Department of Circulating Exhibitions.

Contents: 57 works (paintings, wall pieces, sculptures, three-dimensional objects by 33 artists including Carl Andre, Paul Feeley, Jasper Johns, Donald Judd, Ellsworth Kelly, Kenneth Noland, Tony Smith, Frank Stella, Robert Swain, Sanford Wurmfeld.

Generally minimal in image, maximal in color, most are very recent works, executed in the last few years, and have never been exhibited. Some have been made specifically for this exhibition. Some familiar work (e.g. by Newman, Johns, Rothko, and O'Keeffe) is included for its historical significance.

Premise: "A significant, identifiable change has been taking place in American art over the last two decades. The new attitude has been turning art inside out: instead of perceptual experience being accepted as the means to an end, it has become the end in itself. The contemporary artist labors to make art itself believable. The spectator is not given symbols, but facts, to make of them what he can. The new work of art is very much like a chunk of nature, a rock, a tree, a cloud, and possesses much the same hermetic 'otherness.'" The Art of the Real title refers to this approach. "Whether this kind of confrontation can be sustained, whether it can remain vital and satisfying, it is not yet possible to tell."

Background: "The diversity of the styles that have appeared (during these two decades) may at first seem simply confusing, ranging as they do from pop art's immersion in subject matter to op art's appeal to pure visual sensation. Yet between these extremes (pop-op) there can be seen a consistent development of abstract forms and the manner of their presentation.

"We have witnessed an interaction, perhaps unprecedented in modern art, between painting and sculpture. In this development seems to lie the essence of the most crucial problem for art in our time, and also the most significant areas of stylistic invention," which are presented in the exhibition.

Catalogue: The Art of the Real: USA 1948-68 by E. C. Goossen is scheduled for publication July 3. Essay by Mr. Goossen, bibliography, chronology. Galleys are now available. Paperbound, \$2.50. 64 pp. 49 illustrations (9 in color).

Poster: A poster for the exhibition, designed by Ellsworth Kelly, will be on sale at the time of the show. Mr. Kelly is also designing banners to hang from the Museum's flagpoles.

Photographs, galleys, and additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. 245-3200.