

The Museum of Modern Art

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Robert Ayres Carter has been named Director of Publications for The Museum of Modern Art, Bates Lowry, Director of the Museum, announced today. Mr. Carter, now associated with Doubleday and Company, will assume his new position November 6.

At Doubleday during the past eight years, Mr. Carter has been Advertising Manager, Director of Advertising and Publicity for the Publishing Division, and Director of Books for Young Readers. Prior to 1960 he was Advertising Manager for McGraw-Hill Book Trade Company and for Funk and Wagnalls.

Mr. Carter attended the University of Chicago and was awarded the B.A. degree from the New School for Social Research in New York in 1949. His graduate studies were at the University of Paris as a Fulbright Scholar, at the University of Missouri, and at New York University. He also taught French at Stephens College.

Mr. Carter is a playwright and was a member of the New Dramatists Committee from 1959 through 1962. His poetry and short stories have been published in various literary magazines. He is a member of the Publishers Ad Club for which he served as President from 1963 to 1965. In 1967 he received the Russell Reynold Award from the National Association of College Stores.

As Director of Museum publications Mr. Carter will be responsible for a current list of 105 titles in all the visual arts, the largest publishing program of any museum in the world. About a dozen titles are added each year, frequently in printings of 40,000 because Museum members receive a certain number of free books annually as a membership privilege. Museum books are sold in the Museum lobby, by mail, and distributed to the trade in this country by New York Graphic Society Ltd. Design, production, and all editorial work is handled by the Museum staff. Printing is done here and abroad.

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The Museum of Modern Art early assumed a pioneering role in art book publishing. Since its founding in 1929, the Museum has published over 375 titles in the fields of painting and sculpture, drawings and prints, architecture and design, photography, art education, and the film.

The Museum is also engaged with Arno Press in re-issuing many now famous classics which have been out of print for some years, as well as its Bulletins, issued between 1933 and 1963. Museum books have been translated into 7 foreign languages and have won numerous awards for their design and critical acclaim for their scholarly content.

The Museum's new Director of Publications was born in Nebraska in 1923 and spent his early years in Wisconsin where his parents still live. He is married to the former Marjorie Anne Marker and they have two children, Jonathan Barlow, 11, and Randall Ayres, 8. The Carters live in Huntington, Long Island.

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.