

# The Museum of Modern Art

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No. 118 A  
FOR IMMEDIATE RELEASE

A non-calendar calendar usable in any year is now available at The Museum of Modern Art Book Stores. Illustrated with photographs and programs from some of Allan Kaprow's famous Happenings, the nine-month documentary for wall hanging is printed on newsprint and sells for \$1.95 (\$1.46 for Museum members.) It measures 11 x 16 inches, and is mailed (add 25 cents for postage) in a shrinkoplastic cover.

Allan Kaprow, the inventor of Happenings, has selected photographs and instructions from Runner, Pose, Record II, Moving, Travelog, and Fluids, which he executed during the last few years.

"A Happening," Kaprow says, "is an assemblage of events performed or perceived in more than one time and place ... Unlike a stage play, a Happening may occur at a supermarket, driving along a highway, under a pile of rags ... The Happening is performed according to plan but without rehearsal, audience or repetition. It is art but seems closer to life."

Allan Kaprow was born in 1927 in Atlantic City, New Jersey. He received his Bachelor of Arts degree, did graduate work in philosophy and studied art history under Meyer Schapiro at Columbia University, where he received his Masters Degree in 1952. Interspersed with his academic curriculum, he studied painting with Hans Hoffman, and later music composition with John Cage. His first one-man show was held in New York in 1953. Since then he has created Environments and Happenings in many parts of the U.S. and Europe.

Mr. Kaprow is Associate Dean of Art at The California Institute of The Arts. He lives with his wife and three children in Pasadena.

The non-calendar calendar was commissioned by the Junior Council of The Museum of Modern Art. Sponsors for the Happenings in the non-calendar include eight universities and two museums in various parts of the country. Kaprow's original collages, which he prepared for the non-calendar, will be shown at John Gibson Commissions, New York City, in October.

Also on sale will be a Kaprow poster, which claims to be the world's largest coupon - 4' x 6', folding down to 8 1/2" x 11" for mailing. The poster has photos and copy on both sides, and sells for \$5.00.

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Additional information and review copies available from Elizabeth Shaw, Director, and Kenneth Simsarian, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, New York. 10019. 956-7501, 7504, 7296.