

The Museum of Modern Art

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NEW DIRECTOR OF PUBLICATIONS AT MUSEUM

The appointment of Richard E. Oldenburg as the new Director of Publications of The Museum of Modern Art was announced today by William S. Paley, President of the Museum. Mr. Oldenburg will assume his new position on December 9.

Associated with Crowell, Collier and MacMillan, Inc. for the past eight years, Mr. Oldenburg has been Managing Editor of the Trade Division of the MacMillan Company since 1965. Previously he worked in design and production, and prior to 1961, worked in the design and syndicate departments at Doubleday, Inc. He was born in Stockholm, Sweden in 1933 and received his B.A. degree from Harvard University in 1954.

Mr. Oldenburg succeeds Robert A. Carter, who resigned to devote his time to writing, advertising promotion, and editorial consultation for a number of publishing houses and advertising agencies. Among Mr. Carter's clients are the National Association of College Stores, who have retained him to handle press relations during 1970; Wakeman-Walworth, Inc.; Franklin Spier, Inc.; and Walker and Company, for whom he is doing some special mail order promotion. He is presently writing a book to be published by Stein and Day, probably early in 1971.

Within the Department which Mr. Oldenburg will supervise, the following appointments have also been made:

Helen Franc was appointed Editor-in-Chief of the Publications Department on August 15, 1969. Miss Franc, who joined the Museum in 1954, is a graduate of Wellesley College, and has done further graduate study at New York University and the Sorbonne. Before coming to the Museum, she had worked for Harry N. Abrams, Inc., Magazine of Art, The Art Bulletin, Philadelphia Museum of Art, and the Pierpont Morgan Library.

Marna Thoma was named Business Manager for the Publications Department. She has been with the Museum since 1960, after working for the Doubleday Bookshops. Mrs. Thoma has served since 1966 as Chairman of the Association of American Museum Shops and Sales section, and was Chairman of the Museum Stores Association in 1968. She attended the University of Connecticut and graduated from the University of Hartford Art School. Mrs. Thoma coordinates the activities of the two Museum bookstores, which are under the general supervision of Dale Munday; Promotion and Subsidiary Rights, under the supervision of Ethel Shein; and Rights and Reproductions, supervised by Richard Tooke.

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Irene Gordon has been appointed Senior Editor. Associated with the Museum since 1963, Miss Gordon was first a freelance editor, subsequently Special Assistant to the former Director, Bates Lowry, and most recently Editor in the Publications Department. She is a graduate of Hunter College, and has done further graduate study at Cambridge University and Columbia University. She has worked for Harry N. Abrams, Inc., the Bollingen Foundation, The Ford Foundation, and other publishers.

Mr. Oldenburg, as the new Director of Museum Publications, will be responsible for the largest publishing program of any museum in the world. Sixty-five titles in the fields of painting and sculpture, drawings and prints, architecture and design, photography, film, and art education are currently in print, with more than a dozen publications being added each year. Graphic design, under the general supervision of Kathleen Haven, Design Coordinator, production, under the direction of Jack Doenias, and all editorial work are handled by the Museum staff. The Department is also responsible for the production of postcards, reproductions, posters, and slides of the Museum collection and exhibitions.

Museum publications are sold in the two Museum bookstores, by mail, and are distributed to the trade in this country by New York Graphic Society Ltd.

Additional information available from Elizabeth Shaw, Director, and Joan Wiggins, Associate, Press Services, Department of Public Information, Museum of Modern Art, 11 West 53rd Street, New York, New York. 10019. (212) 956 - 7501, 7297.