

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

NO. 52
FOR RELEASE:
APRIL 5, 1972

SCULPTURE OF PICASSO EXHIBITION RE-PRESENTED ON TAPE AT THE MUSEUM OF MODERN ART

The widely acclaimed and now-famous SCULPTURE OF PICASSO exhibition at The Museum of Modern Art has been recorded on a 20-minute narrated filmstrip currently being shown in the Museum's Auditorium Lounge through May 1. Photographed entirely in the Museum in 1967 at the time of the exhibition, the filmstrip was written and narrated by Louis Chapin, arts correspondent for the Christian Science Monitor and other publications. Mr. Chapin, at one time a college professor, is also director of the Earl Rowland Foundation, which produced this filmed tour.

The audio-visual presentation, projected by the push of a button, documents THE SCULPTURE OF PICASSO, which consisted primarily of works from the artist's own collection that had never before been exhibited in the United States. The exhibition was selected by Sir Roland Penrose and installed by the late Rene d'Harnoncourt, then Director of the Museum.

On this tour, Mr. Chapin traces Picasso's development as a sculptor, as represented in the exhibition, from 1901 when the artist was 20 years old through the monuments that the artist envisioned for the future in his 86th year. Also included in the tour are two key paintings, "Guernica" and "Les Demoiselles d'Avignon," which are continually on view in the Museum's collection galleries.

This is one of the "Museum-in-a-Projector" series of taped-narrated filmstrips, preserving major art exhibitions, produced by the Earl Rowland Foundation. This non-profit organization was established solely to pursue means for extending the reach of museums. It was founded in 1967 by David Rowland, the prize-winning furniture designer, in honor of his father, the late Earl Rowland, who was director of the

(more)

Haggin Museum in Stockton, California, for 26 years.

According to David Rowland, "The filmstrip project was conceived as a way of bringing major museum exhibitions into smaller museums, schools, libraries, hospitals and wherever the museum-in-a-projector can bring more art to more people at lower cost than ever before."

Produced on a 16 mm filmstrip, the 2-track tape was designed to be shown in a portable, automatic projector. The machine installed at the Museum is an Audiscan projector. The program was photographed by Malcolm Peach and engineered by Peter Jensen; Patricia Eakins served as production assistant.

Additional information available from Linda Gordon, Associate Director and Elizabeth Shaw, Director, The Department of Public Information, The Museum of Modern Art, 11 W. 53 St., NY, NY 10019. Phone: (212) 956-2648, -7501
