

THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

MUSEUM OF MODERN ART AND COLUMBIA BROADCASTING SYSTEM  
TO PRESENT ART SERIES ON THE AIR

The Museum of Modern Art, in cooperation with the Columbia Broadcasting System, will begin an unusual series of art broadcasts, What's Art To Me? on Saturday, October 28, from 6:30 P.M. to 6:45 P.M. over Station WABC and the Columbia coast-to-coast network. Commentator on the series will be Holger Cahill, noted authority on art and head of the Art Program of the Works Projects Administration.

The general subject of the series will be modern art in everyday life and its effect in home, office, factory, store, housing developments and public buildings; its influence on the design of automobiles, household and other manufactured objects; its relation to the movies; in fact, the change, often unnoticed, it is slowly making in the form and even in the substance of the material things that make up our daily existence. In relating art to daily life the programs will include modern painting, sculpture, architecture, industrial design, photography and motion pictures.

Nelson A. Rockefeller, President of the Museum of Modern Art, and Ernest Fiene, well-known American artist, will be informally interviewed by Mr. Cahill on the first program of the series. Each program will present artists, collectors and other individuals prominent in the field of modern art.

In announcing the new series, Alfred H. Barr, Jr., Director of the Museum of Modern Art, said: "It is an interesting problem to present effectively to the ear that which is created for the eye. In cooperation with Columbia Broadcasting System, we are trying an experiment in the broadcasting of art programs which we hope will be a step in the solution of that problem. The greatest effort is being made both by the Museum and by Columbia to bring the programs home to our listeners in a vivid, graphic way, without distorting or neglect-

ing art values. Without the invaluable assistance of CBS, which is contributing not only the time on the air but putting at the service of the program the talent of its writing and producing staff, this would of course be impossible. We are extremely fortunate to have as our partner in this series the Columbia Broadcasting System, which has so often distinguished itself by its intelligent and sympathetic handling of cultural subjects for the radio.

"We are equally fortunate in having Mr. Cahill as Commentator. He brings to the series the knowledge of the expert and the enthusiasm of the amateur in its true sense. For many years he has reached the public through his books and articles on art and the important exhibitions he has directed at the Museum of Modern Art and elsewhere. For the New York World's Fair he directed the big exhibition of contemporary art which includes the work of artists in every State in the country. During the past five years, in his official position as head of the Federal Art Project, Mr. Cahill has, we believe, made the people of this country aware of art more than at any other time in our history.

"In a democracy art is not official; it cannot be established by edict. It must be brought to the public by one who understands not only art and the artist but the public for which they exist. As Commentator on the What's Art To Me? CBS radio series, Mr. Cahill will have an opportunity to interest an even wider public in the art of our time."

The first program in What's Art To Me? to be broadcast Saturday, October 28, at 6:30 P.M. over the stations of the Columbia network, will be a general introduction to the series and will point out the many unsuspected ways in which modern art affects modern life. Subjects of the succeeding programs in the series will be announced later.