

The Museum of Modern Art

For Immediate Release

THE MUSEUM OF MODERN ART DEDICATES ERNA AND VICTOR HASSELBLAD PHOTOGRAPHY STUDY CENTER

October 21, 1985, New York....King Carl XVI Gustaf of Sweden, Officers of the Museum and of the Erna and Victor Hasselblad Foundation, and members of the Museum's Trustee Committee for Photography today were among the guests at the formal dedication of the Erna and Victor Hasselblad Photography Study Center. "Today...is an important day for Sweden and for the Hasselblad Foundation," said Alf Akerman, chairman of the Board of the Hasselblad Foundation. "A new channel has been formed for contacts and a cultural gate has been opened which we hope will be of importance for further development of good relations between our countries."

William S. Paley, chairman of the Board of Trustees, The Museum of Modern Art, stated, "We are both grateful and proud that the Hasselblad Foundation has made this extraordinary gift. We are grateful for what it enables our Study Center to do. We are proud of the international recognition it represents. And we are also proud that our Study Center now bears so distinguished a name."

Although the Department of Photography has maintained a study center since 1964, its greatly expanded new facility is named in honor of the Hasselblads, as a gesture of gratitude to the Foundation that bears their names. An unprecedented gift from the Foundation will enable the Department of Photography to sustain and expand its capacity for sharing its rare resources and research materials with the larger photography community. John Szarkowski, director of the Department of Photography, has described this community as "an international audience, transcending national or regional perspectives."

Since the Department of Photography first made its collection, library, and supporting archives available to the public for study, it has devoted an increasing amount of thought and attention to its study center. As both scholarly and general

- more -

interest in photography have intensified, the importance of the study center function has grown. The generosity and vision of the Hasselblad Foundation will support the Museum's service to photographers, students, researchers, and scholars. A substantial amount of the income derived from the gift will be allocated for the acquisition and cataloguing of books, journals, and other educational materials that will enhance the existing research materials. The resources of the Study Center include approximately 20,000 photographs in the permanent collection, a library of over 3,500 books and bound periodicals, extensive documentation of previous exhibitions, biographical files on over 10,000 photographers, and original archival material on Edward Steichen, Eugène Atget, and others.

Mr. Szarkowski also noted, "I am confident that in the years ahead a progressively larger part of our energies will be inevitably dedicated to a formal educational function because we have the collection of original works, the library, and the supporting archives that serious study requires.... Bright students and sophisticated scholars ask for our help every day; we serve them as best we can, and are determined that our best will continue to improve.... We are delighted that our Photography Study Center will bear the name that has meant so much to the advancement of the art and science of photography, and to the educational goals which the Museum and the Foundation share."

The primary purpose of the Hasselblad Foundation is to encourage and support scientific studies and research within the fields of photography and the natural sciences. Since 1980 the Foundation has presented a photographic prize, along with a gold medal bearing the inscription "Erna och Victor Hasselblad's medal" to photographers of international distinction. The winners of the medal have been Lennart Nilsson, Ansel Adams, Henri Cartier-Bresson, Manuel Alvarez Bravo, and Irving Penn.

The Erna and Victor Hasselblad Photography Study Center is open to the general public, by appointment. For appointments, call 212/708-9626.

* * *