

The Museum of Modern Art

For Immediate Release
February 1987

WILLIAM P. EDWARDS APPOINTED TO NEW POST AT THE MUSEUM OF MODERN ART

Richard E. Oldenburg, Director of The Museum of Modern art, New York, has announced the appointment of William P. Edwards as Deputy Director for Auxiliary Activities. In this newly created position, Mr. Edwards oversees publishing and retail operations, the restaurants, and licensing agreements involving the Museum.

Prior to joining the Museum staff this February, Mr. Edwards had worked since 1979 for B. Dalton Bookseller of Minneapolis, most recently as Vice President, New Business Development, and before that as Vice President, General Merchandise Manager. Previously he worked as Divisional Merchandise Manager, Diamond's Department Stores, Phoenix (1974-79); Vice President, Marketing Director, Paperback Booksmith, Boston (1973-74); and Vice President, Director of Marketing, B. Dalton Bookseller, Minneapolis (1968-73).

Raised in Vermont, Mr. Edwards has a B.A. from Harvard College and an M.A. from the University of Minnesota, where he was also an instructor in English (1964-66). He was a Fulbright Scholar to England in history (1967-68).

* * *

No. 22

For further information, contact the Department of Public Information,
212/708-9750.