

The Museum of Modern Art

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RESTORED! *SEVEN BRIDES FOR SEVEN BROTHERS*
September 12, 1996, at 6:00 p.m.
The Roy and Niuta Titus Theater 1

The Department of Film and Video of The Museum of Modern Art will present the New York premiere of a newly restored print of *Seven Brides for Seven Brothers*, MGM's classic 1954 CinemaScope musical, on September 12. Directed by Stanley Donen, scored by Gene de Paul and Johnny Mercer, and choreographed by Michael Kidd, this wonderful musical will air on the Turner Classic Movies channel in October.

When MGM released *Seven Brides* in Ansco Color in 1954, the film proved so popular that the studio rushed out many more release prints than it had first anticipated it would need. Contrary to customary practice, MGM mass-produced these prints from the original camera negative rather than a duplicate negative, and, over time, this original negative deteriorated drastically. By the late 1960s the problem was further compounded when the damaged portions, re-created using Kodak's Eastman Color process, did not match the original Ansco colors.

Using the improved color film stock of the 1990s, Turner Entertainment has restored *Seven Brides* to resemble its original 1954 look as closely as possible, and has also produced a modern stereo track from the film's original stereo master recordings.

This screening is made possible thanks to Roger L. Mayer, President and Chief Operating Officer, and Richard P. May, Vice-President, Preservation and Distribution Services, Turner Entertainment Co., Los Angeles.

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