

# The Museum of Modern Art

No.21  
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## RECENT COLOR PHOTOGRAPHS TO GO ON VIEW AT THE MUSEUM OF MODERN ART

An exhibition of color photographs collected within the past five years by The Museum of Modern Art will be on view from August 18 through the month of October in its new Edward Steichen Photography Center. COLOR PHOTOGRAPHS: RECENT ACQUISITIONS consists of approximately 35 works selected by Peter Galassi, Associate Curator in the Museum's Department of Photography. The color photographs, nearly all of which were made since the late 1970s, represent the work of some established figures, among them Jan Groover, William Eggleston, and Lucas Samaras. But the great majority of pictures are by younger photographers, such as John Harding, David Graham, and Lorie Novak.

Until recently, according to Mr. Galassi, most still photographers--accustomed to seeing the world through the familiar tonalities of black-and-white prints--would have agreed that color was not only unrealistic but vulgar, a medium for advertising, scenic calendars, and extravagant Hollywood fantasies. That this outlook has changed is due at least in part to technological advances in photographic materials. Up until the past 15 or 20 years, the complexity of processing and expense of materials have been deterrents to free experimentation in color photography. But improvements in commercially available color materials have offered an increasing number of creative photographers the inviting combination of reasonable cost, technical ease, and aesthetic beauty. Since the mid-1970s many young photographers of widely varied training and inclination have chosen color over black-and-white.

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