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The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	IC / IP	I. A. 1001

WR/FP/rp

cc: Mr. Michael V. Karnis, CAO
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RP
RK
ICE-F-45-60
green

Sr. Marco Bontá Costa

-3-

Santiago offer

Also enclosed is an information sheet about the exhibition providing details of packing, order and space. **January 25, 1962** our schedule for the exhibition will probably be forwarded to you from Buenos Aires, Argentina. The packing figures on the information sheet make it possible to estimate your transportation charges. I would be interested in hearing your suggestions about forwarding from Buenos Aires to you; whether shipping by overland connections are more feasible and the length of time the shipment to reach you. We are the sponsors of the exhibition since its Quinto Normal edition has been welcome and collectors, and would appreciate suggestions regarding preferred customs procedures. As outlined on the information sheet, your only other costs would be those of labor and publicity.

Dear Sr. Costa:

I am writing to inform you of the availability of the exhibition **ABSTRACT DRAWINGS AND WATERCOLORS: USA**, organized by The Museum of Modern Art under the auspices of the International Council of The Museum. The many variations in postwar abstract art in this country -- including geometric abstraction, neo-dadaism, abstract-expressionism and other important trends -- are significantly represented by the work of some of our leading artists. We feel that the drawing and watercolor media, with their spontaneity and informality or their intimate relation to larger works in progress, are especially successful in introducing the work of this group of artists.

The exhibition, selected by the well known art critic Miss Dore Ashton, in consultation with Mr. William Seitz, Associate Curator of Painting and Sculpture Exhibitions at our Museum, opened at the Museo de Bellas Artes in Caracas on January 14, 1962. We plan to invite approximately 10 museums in leading Latin American cities to collaborate with us in showing the exhibition and hope very much that Santiago can be included on this itinerary. Although we cannot yet propose completely accurate dates, the preliminary itinerary indicates that the period September 7 through October 4, 1962 might be most advantageous. If this period would not fit into your schedule, I would appreciate it if you would suggest alternate dates when you might be able to accommodate the exhibition.

In order to afford you a comprehensive idea of the scope of the exhibition, I have enclosed a copy of the Museo de Bellas Artes' recently published catalog of the exhibition. The Museo has offered to make the catalog available to other Latin American exhibitors at a nominal cost and, in the event you are able to show the exhibition, the design could be adapted quite easily for your showing. If you would prefer to print your own catalog, you could contact the Museo de Bellas Artes concerning the possibility of borrowing the clichés from Caracas. We would, at any rate, furnish a set of 15 photographs which could be used both for a catalog and as publicity material for your announcements to the press.

PUBLICITY
REPORT

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cc: Mr. Michael V. Karnis (letterhead)
Mrs. Eva Bontá-Marcos
Mr. Palmer
Mrs. Solzeta
ICP-1-15-60
green

Sr. Marco Bontá Costa

-2-

January 25, 1962

Also enclosed is an information sheet about the exhibition providing details of packing, costs and space requirements. As our schedule now stands, the exhibition would probably be forwarded to you from Buenos Aires, Argentina; the packing figures on the information sheet make it possible to estimate your transportation charges. I would be interested in having your suggestions about forwarding from Buenos Aires to you; whether shipping or overland connections are more feasible and the length of time you estimate that it would take the shipment to reach you. We are especially anxious to expedite the shipments of the exhibition since its material is on limited loan from museums and collectors, and would appreciate specific suggestions regarding preferred customs procedures. As outlined on the information sheet, your only other costs would be those of local installation and publicity.

I am forwarding a copy of this letter to Mr. Michael V. Karnis, Cultural Affairs Officer at the United States Embassy in Santiago requesting that he contact you about our proposal. I shall hope to hear from you soon and would appreciate a cabled reply if possible so that we might confirm the exhibition's itinerary.

Sincerely,

Waldo Hammussen
Associate Director
International Circulating
Exhibitions

Enclosures:

Museo de Bellas Artes catalog
Information sheet

I have enclosed two copies of the exhibition's box list for your information and for use in requesting the shipment.

2. Dating of shipping: Assuming that it will be possible to transport the exhibition to Santiago from Montevideo during the week of August 20, it appears that you could plan to open the show during the first week of September.

PUBLICITY
REPORT

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cc: Mr. Michael V. Karnis } letterhead
 Mrs. Eva Thoby-Marcelin)
 Mr. Palmer
 Mrs. Kolmetz
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Mr. Jorge Caballero Cristi

of September - rather than later in the month as we suggested earlier. This would, of course, depend entirely on your schedule. Could I request that you let us know your exact opening and closing dates by cable as soon as you have discussed this point with Mr. Karnis? July 9, 1962
 It is very important to us since we must, in the near future, set exact dates for the Lima, Quito and Bogotawings of the exhibition which follow yours on the itinerary.

Mr. Jorge Caballero Cristi, Exhibition will, as you know, be available to you for Director the costs of one-way transportation from Montevideo and, University of Chile assumption that all costs of local installation, catalog Institute for the Promotion by your institution, of The Plastic Arts
 Miraflores 556
 Santiago, Chile

Dear Mr. Caballero Cristi: As mentioned in our earlier letter to Mr. South Davis, the Museo de Bellas Artes in Caracas has offered to make copies of its catalog of the ABSTRACT DRAWINGS AND WATERCOLORS: USA exhibition. I have enclosed a copy of this catalog for your information. Your letter of May 25 addressed to the Cultural Affairs Officer of the United States Embassy in Santiago has been forwarded to this Museum by Mr. Michael V. Karnis along with his own letter further confirming the Santiago showing of our ABSTRACT DRAWINGS AND WATERCOLORS: USA exhibition, also in English.

We were gratified to learn that the Museo de Arte Contemporaneo would be able to accommodate the exhibition and I am writing to confirm the various details regarding the exhibition's shipment, dates of showing, cost and catalogue.

1. Shipment: The exhibition is currently at the Museo de Arte Moderno in Buenos Aires where it will be on view through July 22. Immediately following the Buenos Aires showing, the exhibition will be transported to Montevideo, Uruguay where it will be shown from August 1 to August 17 under the auspices of the National Commission of Fine Arts. Since your showing of the exhibition will now follow Montevideo, rather than Buenos Aires as we had originally planned, I hope you will be able to proceed with your transportation arrangements on that basis. I hope this change in the exhibition's itinerary will not adversely affect your plans to request free transportation from either Panagra or IAN. Could I request that you coordinate the shipping arrangements with Mr. Karnis, since we feel it would be advisable to have the shipment from Montevideo consigned directly to our Embassy in Santiago in order to avoid customs delays. Barring any unforeseen delays in Montevideo, I should think the shipment's transport could be arranged for sometime during the week of August 20. I will, at any rate, send a copy of this letter to Mr. Karnis along with the request that he contact the U. S. Embassy in Montevideo to determine exactly when shipment of the exhibition could be made and that he then discuss this matter with you.

I have enclosed two copies of the exhibition's box list for your information and for use in unpacking the shipment.

2. Dates of showing: Assuming that it will be possible to transport the exhibition to Santiago from Montevideo during the week of August 20, it appears that you could plan to open the show during the first week

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Mr. Jorge Caballero Cristi UNIVERSIDAD DE CHILE

July 9, 1962

INSTITUTO DE EXTENSION DE ARTES PLASTICAS

of September - rather than later in the month as we suggested earlier. This would, of course, depend entirely on your schedule. Could I request that you let me know your exact opening and closing dates by cable as soon as you have discussed this point with Mr. Karmis? This is especially important to us since we must, in the near future, set exact dates for the Lima, Quito and Bogota showings of the exhibition which follow yours on the itinerary.

3. Costs: The exhibition will, as you know, be available to you for the costs of one-way transportation from Montevideo and, of course, with the assumption that all costs of local installation, catalog and publicity will be absorbed by your institution.

4. Catalog and Publicity: As was mentioned in our earlier letter to Sr. Bontá Costa, the Museo de Bellas Artes in Caracas has offered to make copies of its catalog of the ABSTRACT DRAWINGS AND WATER-COLORS: USA exhibition available to the other Latin American exhibitors of the show at a nominal cost. I have enclosed a copy of this catalog for your information and would suggest, if you are interested in using it for your showing of the exhibition, that you write directly to Mr. Miguel Arroyo C., Director of the Museo de Bellas Artes, to secure additional copies. Also enclosed are copies of the exhibition's check list in English and the artists' biographies, also in English.

For your use in publicizing the exhibition, I am further enclosing a copy of our suggested press release on the show as well as 15 black-and-white glossy photographs. Would you be so kind as to return the photographs when you have finished with them? I am sure that Mr. Karmis will be interested in cooperating with you in planning your publicity program and I hope you will discuss this matter with him also.

In addition to this material, I am enclosing our Arrival Notice, Condition Report, Shipping Record and Publicity Report forms with the request that they be completed and returned to me at the times indicated on each form.

I would like to take this early opportunity to wish you a most successful Santiago showing of the exhibition. I shall look forward to hearing from you soon.

Le ruego sea procure ejemplares del catálogo impreso en otras ciudades y al mismo tiempo le sugiere que todo lo relacionado con la muestra, sea dirigido directamente a este Instituto.

Sincerely,

Richard L. Palmer

Executive Assistant
International Circulating
Exhibitions

Enclosures:

- 2 copies of the exhibition box list
- 1 copy of the Museo de Bellas Artes catalog
- Exhibition check list & artists' biographies
- Publicity release
- 15 black-and-white photographs
- Shipping forms

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TRANSLATION ATTACHED

UNIVERSIDAD DE CHILE

INSTITUTO DE EXTENSION DE ARTES PLASTICAS

File
ICEF-45-60 (Santiago) ✓
University of Chile
TELEFONO 30717

MIRAFLORES 556
SANTIAGO - CHILE



SANTIAGO, 25 de mayo de 1962

Señor
David Phillips
Agregado Cultural Adjunto a
la Embajada de los Estados Unidos
Presente

Distinguido señor:

Tengo en mi poder, entregada por la Sra. Maruja Pinedo, la lista de las obras de Dibujos y Acuarelas abstractos, de la Exposición realizada en el MUSEO DE ARTE MODERNO en Nueva York, la cual se proyecta en Santiago, para el mes de setiembre.

Este Instituto de Extensión de Artes Plásticas, acoge con sumo agrado dicha muestra y se preocupará de la mejor presentación y propaganda de ella, en su oportunidad.

Le ruego nos procure ejemplares del catálogo impreso en otras ciudades y al mismo tiempo le sugiero que todo lo relacionado con la muestra, sea dirigido directamente a este Instituto.

Reiterando el ofrecimiento de nuestros servicios, le saluda cordialmente

Jorge Caballero Cristi
JORGE CABALLERO CRISTI
Director



PUBLICITY
REPORT

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ICE-F-45-60-Santiago(Chile)

RP RK ~~XXXX~~

TRANSLATED FROM THE SPANISH

Via air mail

UNIVERSITY OF CHILE
INSTITUTE FOR THE PROMOTION OF
THE PLASTIC ARTS

Santiago, Chile

Santiago, May 25, 1962

Mr. David Phillips
Cultural Officer
U. S. Embassy
City

Distinguished Sir:

I have in my possession, delivered to me by Sra. Maruja Pinedo, the list of works in ABSTRACT DRAWINGS AND WATERCOLORS, the exhibition organized by The Museum of Modern Art in New York which they have offered us for showing in Santiago during the month of September.

This Institute for the Promotion of the Plastic Arts accepts with the greatest pleasure this exhibition and will do its best to give it the best presentation and publicity it possibly can.

Will you please procure for us copies of the catalog printed in other cities. At the same time, I should like to suggest that all correspondence concerning the exhibition be sent directly to this Institute.

Renewing the offer of our services, I send you cordial greetings.

Completed for transporting the exhibition from Montevideo to Buenos Aires and thence to Santiago. Would you be good enough to send us the details /s/ Jorge Caballero C. In order to avoid Customs delays, we have requested that the exhibition be consigned to you at the Embassy.

Jorge Caballero Cristi
Director

Following the Santiago showing, the exhibition is scheduled to be shown at the Instituto de Arte Contemporaneo, Jiron Ochoa 174, Montevideo. The Executive Director of this organization is Sra. Angelina de Mendonca. I enclose copies of my cables of August 13 to Sra. de Mendonca and Mr. Francis Townsend, Cultural Affairs Officer in Lima, in which you will note that we have asked Mr. Townsend to coordinate with you the details of shipment from Santiago to Lima following the Santiago closing.

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ICE-F-45-60-Santiago - U.S.I.S. -

RP RK green

Mr. Michael V. Karnis

Santiago, Chile

August 16, 1962

Via air mail

I am sure Mr. Townsend will be in touch with you regarding this. We will send you the dates of the Lima showing as soon as they have been fixed. August 16, 1962

We are most grateful to the Embassy in Santiago for undertaking to subsidize the catalog and gallery expenses for Mr. Michael V. Karnis. We appreciate especially your efforts in Cultural Attache to bring this important exhibition to Santiago. U. S. Information Service
U. S. Embassy
Santiago, Chile

Dear Mr. Karnis:

Thank you very much for your letters of July 20 and 31 to Mr. Palmer and your cable confirming the dates of the Santiago showing of our exhibition: ABSTRACT DRAWINGS AND WATERCOLORS, U.S.A. We have noted the changes in dates and place of showing and have been in touch with Panagra regarding transportation. On August 13 Mr. Palmer cabled you as follows:

PANAGRA WILLING TRANSPORT SHOW FROM BUENOS AIRES TO SANTIAGO BUT DOES NOT HAVE SERVICE FROM MONTEVIDEO stop LOUIS GARCIA OF PANAGRA CONTACTING PAN AMERICA ABOUT PROVIDING TRANSPORT FROM MONTEVIDEO TO BUENOS AIRES SO SHOW COULD BE TRANSSHIPPED HE WILL ADVISE BRUNSON RESULTS SOON AS POSSIBLE stop LIMA SHOWING AT INSTITUTO CONTEMPORANEO HAVE ASKED DIRECTOR DE MONCLOA AND CAO TOWNSEND CONTACT YOU RE SHIPMENT.

I hope you have by now had word from Panagra that arrangements have been completed for transporting the exhibition from Montevideo to Buenos Aires and thence to Santiago. Would you be good enough to send us the details of these arrangements? In order to avoid Customs delays, we have requested that the shipment be consigned to you at the Embassy.

Following the Santiago showing, the exhibition is scheduled to be shown at the Instituto de Arte Contemporaneo, Jiron Ochoa 174, Lima, Peru. The Executive Director of this organization is Sra. Angelica de Moncloa. I enclose copies of my cables of August 13 to Sra. de Moncloa and Mr. Francis Townsend, Cultural Affairs Officer in Lima, in which you will note that we have asked Mr. Townsend to coordinate with you the details of shipment from Santiago to Lima following the Santiago closing.

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Mr. Michael V. Karnis
Santiago, Chile
August 16, 1962
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THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

I am sure Mr. Townsend will be in touch with you regarding this. We will send you the dates of the Lima showing as soon as they have been fixed.

We are most grateful to the Embassy in Santiago for undertaking to subsidize the catalog and gallery expenses for this exhibition and we appreciate especially your efforts in making it possible to bring this important exhibition to Santiago.

Mr. Richard We shall look forward to seeing the press notices.
Executive Assistant
International Circulating Exhibitions
The Museum of Modern Art,
11th West 53rd Street,
New York 19, N.Y.

Sincerely,
Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

Dear Mr. Palmer,

Last Friday, July 27, the Embassy cabled you firm day. Enclosures: Copies, 2 cables
"ABSTRACT DRAWINGS AND WATER COLORS: USA" in Santiago. Mr. Jorge Caballero, Director of the Institute of Plastic Arts, intends to inaugurate the exhibit on Thursday, September 20. The exhibit is scheduled to run through September 30. We have made plans to repack the exhibit immediately for onward shipment to Lima, Peru. I would much appreciate your advising us of the entity which will show the exhibit in Peru, and, if possible, the name of the person or group and exact address you wish us to use.

The reason for not inaugurating the exhibit earlier in the month is that the Chilean National holidays fall on Tuesday and Wednesday, September 18 and 19. Consequently, we calculate that most of Santiago will begin celebrating on Friday, September 14, and there would, therefore, be little hope of attracting a public until Thursday the 20. In conjunction with Mr. Caballero, we have decided to shift the exhibit site from Santiago's Museum of Contemporary Art to a down-town gallery in the hopes that we can reach a larger public. The Santiago showing hence will take place in the "Sala Reifschneider", Alameda 1151, a very attractive and spacious modern gallery.

We will forward copies of all the press notices and reviews which appear, as well as the catalogue which we are preparing locally.

I trust you ...2/

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U. S. INFORMATION SERVICE

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

American Embassy
Santiago, Chile.

July 31, 1962.

Mr. Richard L. Palmer,
Executive Assistant
International Circulating Exhibitions
The Museum of Modern Art,
11th West 53rd. Street,
New York 19, N.Y.

Dear Mr. Palmer,

Last Friday, July 27, the Embassy cabled you firm dates for showing the Museum of Modern Art exhibit "ABSTRACT DRAWINGS AND WATER COLORS: USA" in Santiago. Mr. Jorge Caballero, Director of the Institute of Plastic Arts, intends to inaugurate the exhibit on Thursday, September 20. The exhibit is scheduled to run through Saturday, October 6. We have made plans to repack the exhibit immediately for onward shipment to Lima, Peru. I would much appreciate your advising us of the entity which will show the exhibit in Peru, and, if possible, the name of the person or group and exact address you wish us to use.

The reason for not inaugurating the exhibit earlier in the month is that the Chilean National holidays fall on Tuesday and Wednesday, September 18 and 19. Consequently, we calculate that most of Santiago will begin celebrating on Friday, September 14, and there would, therefore, be little hope of attracting a public until Thursday the 20. In conjunction with Mr. Caballero, we have decided to shift the exhibit site from Santiago's Museum of Contemporary Art to a down-town gallery in the hopes that we can reach a larger public. The Santiago showing hence will take place in the "Sala Reifschneider", Alameda 1151, a very attractive and spacious modern gallery.

We will forward copies of all the press notices and reviews which appear, as well as the catalogue which we are preparing locally.

I trust you ...2/

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I trust you have received my letter of July 20 in which we requested that you make contact with Mr. C. S. Collins of PANAGRA in New York City. We are very anxious for the New York office to back our local initiative in having Panagra fly the exhibit from Montevideo to Santiago, at no cost to the Institute of Plastic Arts. For your information, the Institute has no funds to pay for air freight.

I trust that our arrangements are to your entire satisfaction.

Cordially,

Michael V. Karnis

Michael V. Karnis
Cultural Attaché

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OF THE
UNITED STATES OF AMERICA

ICE-F-45-60 - Santiago

JUL 30 1962

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JUL 27 1962

Radio System
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American Cable & Radio System
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American Cable & Radio System
67 BROAD ST., N. Y.

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PALMER MUSEUM MODERN ART NEWYORK

SANTIAGO EXHIBIT DATES CONFIRMED INAUGURATION
SEPTEMBER 20 TERMINATING OCTOBER 6 STOP WILL
IMMEDIATELY FORWARD LIMA UPON YOUR INSTRUCTIONS

KARNIS

20 6

55

to should run until the end of the month. You might, therefore, advise Lima that we can ship the exhibit to them in the early days of October.

This morning the President of the Chilean Association of Artists and Sculptors and I went to the Santiago offices of Panagra. Panagra has tentatively agreed to transport the exhibit from Montevideo to Santiago at no cost although the local office must have authorization from New York. The Manager here, Mr Carlos Brunson, requested

that we advise...2/

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U. S. INFORMATION SERVICE

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

ICE-F-45-60 - Santiago

42 30 1962

American Embassy
Santiago, Chile.

July 20, 1962

Mr. Richard L. Palmer,
Executive Assistant
International Circulating Exhibitions,
The Museum of Modern Art,
11th West 53rd. Street,
New York 19, N.Y.

Dear Mr. Palmer,

I wish to acknowledge receipt of your cable and your letter dated July 10, which informed us of the slight change in schedule of the exhibit ABSTRACT DRAWINGS AND WATER COLORS: USA. I have consulted with Mr. Caballero concerning the change in showing dates and also with the directors of the Chilean Association of Artists and Sculptors.

In all probability, we will be unable to inaugurate the exhibit in Santiago until Friday, September 14. It is now our intention to hold the exhibit in a downtown Santiago gallery rather than in the Contemporary Art Museum because we feel that a larger public will be able to see the exhibit if it is hung in the center of the city. Should the exhibit open on the 14th, we feel that it should run until the end of the month. You might, therefore, advise Lima that we can ship the exhibit to them in the early days of October.

This morning the President of the Chilean Association of Artists and Sculptors and I went to the Santiago offices of Panagra. Panagra has tentatively agreed to transport the exhibit from Montevideo to Santiago at no cost although the local office must have authorization from New York. The Manager here, Mr Carlos Brunson, requested

that we advise...2/

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that we advise you of his writing to New York. He also requested that you call their New York Office to advise them that the Museum of Modern Art is indeed sponsoring this project. He feels that a personal call from your office will make it much more probable that PANAGRA's New York Office will grant us the authorization for free airshipment. The name he has given is:

C. S. Collins
V. P. - Sales & Traffic
Pan-American Grace Airways Inc.
Chrysler Building, 44th floor,
New York

587-6300

You might also tell him that the Embassy is lending its support by providing the catalogs for the showings here. We will also pay any expenses connected with additional guards, gallery rental fees, if any, etc. The Embassy Press Section will collaborate on publicity with the Chilean sponsors.

Either Mr. Caballero or I will cable you just as soon as we have firm exhibit dates. Our cable will no doubt reach you before this letter.

With best regards,

Sincerely,

Michael V. Karnis

Michael V. Karnis
Cultural Attaché

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cc: Mrs. Eva Thoby-Marcelin - letterhead
Mr. Palmer
Mrs. Kolmetz
ICE-F-45-60 (Santiago)
green

*Ed. H.
Karnis*

July 10, 1962

Mr. Michael V. Karnis
Cultural Affairs Officer
Embassy of the United States of America
Santiago, Chile

Dear Mr. Karnis:

As you know from my cable of yesterday morning, the itinerary of the ABSTRACT DRAWINGS AND WATERCOLORS: USA exhibition has been changed slightly in order to include a brief showing in Montevideo. I have enclosed a copy of my letter of yesterday's date to Mr. Jorge Caballero Cristi which informs him of this change officially and which gives him the various details of the exhibition's future shipment from Montevideo to Santiago and other related information.

I hope that you will be able to coordinate the details of the shipment from Montevideo and would suggest that you contact Mr. Francis A. Cooke, the CAO at the U.S. Embassy in Montevideo, as soon as possible to determine exactly when the shipment could be forwarded. By the time this reaches you, hopefully, Mr. Cooke will have had an opportunity to discuss the shipment's transit from Buenos Aires with the CAO there and should have a good idea of whether it will be possible to open the Montevideo showing on August 1 as planned. Assuming that the exhibition opens in Montevideo on schedule and that it closes on August 17, it should be relatively easy to have it repacked and ready for shipment to you during the week of August 20. Providing that it would have no effect on Mr. Caballero's plans to request free transportation from either Panagra or IAN, we would hope that the shipment from Montevideo could be consigned directly to the U.S. Embassy in Santiago rather than to the Museo de Arte Contemporáneo in order to avoid customs delays. However, I think you will be able to work this factor out satisfactorily and, if it appears advisable to consign the shipment to Mr. Caballero, you could do so. I have, at any rate, enclosed a copy of the exhibition's box list for your information.

You will note also that we have suggested the possibility of changing the opening date of the exhibition in Santiago to sometime earlier in September if possible. I hope that you will be able to discuss this point with Mr. Caballero as soon as you have talked to Mr. Cooke and that one of you will let me know by cable whether the dates have been revised or if the period from September 21 - October 19 which we originally suggested will be held to. As you can probably imagine, we are being pressed by the exhibitors,

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Mr. Michael V. Karnis

- 2 -

July 10, 1962

whose showings follow Santiago on the itinerary, to assign exact dates for their showings. This whole problem has, of course, come up because the Montevideo showing was confirmed at the last minute but I do hope you will be able to let us know about this matter soon.

I have also enclosed a copy of the Museo de Bellas Artes catalog of the drawings and watercolors show for your information - it is the only version of the catalog which has appeared thus far in Spanish. I have sent a copy directly to Mr. Caballero also along with the suggestion that he contact the Museo in Caracas if he decides to use the catalog for the Santiago showing.

We are hopeful that you will be able to cooperate with Mr. Caballero in publicizing the exhibition through your official channels and have enclosed a copy of our suggested press release which you may wish to adapt for this purpose. Mr. Caballero has a set of publicity photographs which he could make available to you for this purpose also. We would, of course, be most appreciative too if you could be present at the Santiago opening of the exhibition and, if it would be possible for the Ambassador to attend, I am sure it would add to the success of the occasion immensely.

I hope you will not hesitate to cable or write if I have left any of your questions unanswered and I shall, at any rate, look forward to hearing from you as soon as the dates of the Santiago showing have been decided.

With best regards,

Sincerely,

Richard L. Palmer
Executive Assistant
International Circulating
Exhibitions

Enclosures:

- Copy of letter to Mr. Jorge Caballero Cristi
- Copy of the exhibition box list
- Copy of the Museo de Bellas Artes catalog of the exhibition
- Copy of suggested publicity release

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REPORT

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U. S. INFORMATION SERVICE

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

AMERICAN EMBASSY
Santiago, Chile

DLS

MUSEUM OF MODERN ART

May 29, 1962

LT

MICHAEL KARNIS

AMEMBASSY

SANTIAGO (CHILE)

WUC July 9, 1962

Waldo Rasmussen, Director,
International Circulating Exhibitions,
11 West 53rd Street,

REGRET DELAY THIS REPLY stop RECENT CHANGE ABSTRACT DRAWINGS

ITINERARY MAKES IT AVAILABLE FOR SANTIAGO FOLLOWING MONTEVIDEO

CLOSING AUGUST 17 RATHER THAN FROM BUENOS AIRES stop PLS INFORM

Thank you very much for your letter of April 10 in
which you confirm the tentative arrangements made here to
show the exhibit "Abstract Drawings and Water-Colors:
USA".

Charge : ICE-F-15-60 cc: Extra(1trhead) NP RK ICE-F-15-60 green

We have just received a letter from Mr. Jorge Caballero
confirming the exhibit for showing of the Contemporary
Art Museum in Santiago this coming September. We are
making a copy of the letter for our records and attaching
the original for your files. For your information,
paragraph 2 meets your request, I believe. Roughly
translated Mr. Caballero says: "The Institute of Plastic
Arts is very pleased to accept the exhibit and will do its
best to present it advantageously and give it ample publici-
ty".

Mr. Caballero has asked the USIS office to make an
effort to get copies of the catalogues which other countries
have printed. He has also asked that everything related to
the exhibit be sent directly to:

Instituto de Extensión de Artes Plásticas
Miraflores 556
Santiago, Chile

We are in agreement with these requests but hope that any
correspondence which you send directly to Mr. Caballero will
include a drop copy to our office. If it is possible for
the Museum to send us copies of the catalogues which the
Museum in the other cities included in the tour have

produced, we would,

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THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

AMERICAN EMBASSY
Santiago, Chile

May 29, 1962

Mr. Waldo Rasmussen
Associate Director,
International Circulating Exhibitions,
11 West 53rd. Street,
New York 19

Dear Mr. Rasmussen:

Thank you very much for your letter of April 10 in which you confirm the tentative arrangements made here to show the exhibit "Abstract Drawings and Water-Colors: USA".

We have just received a letter from Mr. Jorge Caballero confirming the exhibit for showing of the Contemporary Art Museum in Santiago this coming September. We are making a copy of the letter for our records and attaching the original for your files. For your information, paragraph 2 meets your request, I believe. Roughly translated Mr. Caballero says: "The Institute of Plastic Arts is very pleased to accept the exhibit and will do its best to present it advantageously and give it ample publicity".

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produced, we would,

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produced, we would very much appreciate receiving them so that we can comply with Mr. Caballero's request. The Chileans concerned with the presentation of this exhibit, feel that air-shipment from Buenos Aires would be the best means of transport. However, to date no arrangements have been made for such a shipment as the Institute of Plastic Arts is planning to ask the Panagra airlines to transport the exhibit at no charge. If Panagra declines, then the Committee is expecting to try to have LAN, the Chilean national airline, transport the exhibit.

We shall keep you advised of developments.

Sincerely yours,

Michael V. Karnis

Michael V. Karnis
Cultural Affairs Officer

Enclosure:
Original of letter.

PUBLICITY
REPORT

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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WR:RP/ef

cc: letterhead
Mr. Palmer
Mrs. Kolmetz
ICE-F-45-60 ✓
green

April 10, 1962

Mr. Michael V. Karnis
Cultural Affairs Officer
United States Information Service
United States Embassy
Santiago, Chile

Dear Mr. Karnis:

Thank you for your detailed letter of March 19 informing us that The Board of Directors of the Institute of Plastic Arts has expressed an interest in showing our ABSTRACT DRAWINGS AND WATER-COLORS: USA exhibition at the Museo de Arte Contemporáneo in Santiago. We were delighted with the news and this letter will confirm your tentative arrangements.

I would appreciate knowing, at your earliest convenience, whether our subsequent correspondence regarding the details of the exhibition and its Santiago showing should be directed to the Director of the Museo or to your office? If you would prefer to handle these details yourself, it would be perfectly agreeable to us; however, I would like to have some sort of written confirmation from the Museo for our own records.

Since my earlier letters to Sr. Bonta Costa and yourself, we have confirmed showings of the exhibition at the Museu de Arte Moderna in Rio de Janeiro from March 29 - April 28 and in São Paulo at the Museu de Arte Moderna from May 8 - May 31. The next showing has been offered to Montevideo but has not yet been confirmed; following Montevideo, we have confirmed a booking at the Museo de Arte Moderno in Buenos Aires and this would be followed by the Santiago showing. Until we hear from the Escuela Nacional in Montevideo, I can not definitely confirm that the exhibition will be available for Santiago on the dates mentioned in my earlier correspondence. The itinerary now appears to be running approximately two weeks behind schedule and, barring any future delays, this would mean that it could probably open in Santiago on September 21 rather than September 7. However, I hope the Museo de Arte Contemporáneo's schedule is flexible enough to accommodate the exhibition even though it is delayed a bit and I can assure you that I will write as soon as I am in a position to offer absolutely accurate dates.

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Mr. Michael V. Karnis

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

April 10, 1962

U. S. INFORMATION SERVICE

In the meantime, I would suggest that the Museo de Arte Contemporáneo contact the Museo de Bellas Artes in Caracas if they wish to use the already completed version of the exhibition catalog for the Santiago showing. Mr. Miguel Arroyo C., Director of the Museo de Bellas Artes, has informed us that the catalog would be available at approximately \$0.30 per copy to other Latin American exhibitors, but he will need sufficient advance notification to have additional copies printed.

As you have suggested, we will plan to have the exhibition consigned directly to the U.S. Embassy in Santiago when it is forwarded from Buenos Aires. Well in advance of that time, we will write to ask that the Santiago sponsors contact the Buenos Aires museum directly to make specific shipping arrangements. If you could do some preliminary checking to determine whether overland or ocean transport would be more feasible and the normal amount of time we should allow in our schedule for this transit, it would be most helpful in planning the remainder of the exhibition's itinerary.

We are most grateful for your cooperation with us in making arrangements to bring this exhibition to Chile and I shall look forward to hearing from you soon.

With best regards,

Sincerely,
Waldo Rasmussen
Associate Director
International Circulating Exhibitions

The Board of Directors of the Institute of Plastic Arts governs the Museum of Contemporary Art which you have suggested as a possible location for the exhibit. We trust that you have received our letter of February 27 in which we advised you of the Institute's acceptance of your terms and the proposed showing dates. The Embassy will, of course, work closely with the Institute of Plastic Arts, and we do hope that your letter to Miss Lois Bingham, Chief of the Fine Arts Section of the Exhibits Division of USIA, will result in the Agency's authorizing us to co-sponsor the show locally. The Institute of Plastic Arts has agreed to pay the shipment costs from Buenos Aires as well as the local expenses for the publicity and the hanging of the show. However, we do wish to caution you that the Buenos Aires sponsor should by all means consign this exhibit directly to the American Embassy in Santiago. If this is not done, you will run the risk of having the exhibit fall into the hands of the Chilean customs where it may be retained for a year or more (we recall the fate of the wood cuts two years ago!). The Institute of Plastic Arts

agrees that this,

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U. S. INFORMATION SERVICE

THE FOREIGN SERVICE
OF THE
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AMERICAN EMBASSY
Santiago, Chile

March 19, 1962

Mr. Waldo Rasmussen,
Assistant Director,
International Circulating Exhibitions,
Museum of Modern Art,
11 W. 53rd Street,
New York 19, N. Y.

Dear Mr. Rasmussen:

We wish to acknowledge receipt of your letter informing us of the exhibition "Architectural Drawing and Water Colors: USA" which the Museum of Modern Art is sending on tour to South America this year. Unfortunately the month of February is a dead month in Santiago since it is the month when most people leave the capital for their summer holidays. It was therefore impossible for us to establish contact with Mr. Bontá Costa to discuss your proposal with him. Furthermore, Mr. Bontá is retiring this year, we understand, and no successor has been named as yet.

The Board of Directors of the Institute of Plastic Arts governs the Museum of Contemporary Art which you have suggested as a possible local sponsor of your exhibit. We trust that you have received our cable of February 27 in which we advised you of the Institute's acceptance of your terms and the proposed showing dates. The Embassy will, of course, work closely with the Institute of Plastic Arts, and we do hope that your letter to Miss Lois Bingham, Chief of the Fine Arts Section of the Exhibits Division of USIA, will result in the Agency's authorizing us to co-sponsor the show locally. The Institute of Plastic Arts has agreed to pay the shipment costs from Buenos Aires as well as the local expenses for the publicity and the hanging of the show. However, we do wish to caution you that the Buenos Aires sponsor should by all means consign this exhibit directly to the American Embassy in Santiago. If this is not done, you will run the risk of having the exhibit fall into the hands of the Chilean customs where it may be retained for a year or more (we recall the fate of the wood cuts two years ago!). The Institute of Plastic Arts

agrees that this,

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agrees that this would be the most practical way of consigning the exhibit to Chile. It would thus enter and leave with diplomatic immunity, so to speak.

We would much appreciate knowing more about other details such as the insurance which covers the exhibit while on tour, and any precautions which you feel should be taken locally.

It will be a pleasure for this Embassy to work with you in making the exhibit a success. We feel that the opportunity to show original contemporary American Art in Santiago will serve in a very positive way our efforts to promote in Chile a recognition and understanding of this important area of our national achievements.

With all best wishes, we remain

Sincerely,

Michael V. Karnis

Michael V. Karnis
Cultural Affairs Officer

American Cable & Radio System



American Cable & Radio System
47 BROAD STREET, N. Y. • BOWLING GREEN 9-3806

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WR/RP/rp

cc: Miss Lois Bingham
1 extra 11xhead

cc: RP
RK

FEB 28 1962

1962 FEB 27 PM 6 20
1962 FEB 27 PM 5 20

Santiago, Chile
to S. D. R. Rasmus

SONYX164 SANTIAGOCH 12 27 653P=

MODERNART NY=

SANTIAGO GROUP ACCEPTS YOUR CONDITIONS AND DATES

LETTER FOLLOWS=

KARNIS +

ABSTRACT DRAWINGS
ICE-F-45-60

offer

American Cable & Radio System
7AD STREET, N. Y. • BOWLING GREEN 9-3800



American Cable & Radio System
67 BROAD STREET, N. Y. • BOWLING GREEN 9-3800

PUBLICITY
REPORT

CHIEF OF THE FINE ARTS SECTION of the Exhibits Division of U.S.I.A. in Washington and hope that she will authorize formal U.S.I.A. auspices and further assistance.

I shall hope to hear from you soon.

Sincerely,

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

2 Enclosures

Radio
Commercial Cables
Globe Wireless
Mackay Radio
All America Cables and Radio
Commercial Cables
Globe Wireless

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WR/RP/rp

cc: Miss Lois Bingham
1 extra ltrhead
RP
RK
ICE-T-45-60
green

Santiago
U.S.I.S.
Karnis

January 25, 1962

September 21, 1962

Mr. Michael V. Karnis
Cultural Affairs Officer
United States Information Service
United States Embassy
Santiago, Chile

Dear Mr. Karnis:

I am enclosing a copy of my letter to Sr. Marco Bontá Costa, Director of the Museo de Arte Contemporáneo, offering the exhibition ABSTRACT DRAWINGS AND WATERCOLORS: USA for a showing in his museum during September-October 1962. The exhibition has been organized by The Museum of Modern Art under the auspices of the International Council and we feel it would contribute substantially toward the understanding of American art in Santiago. The show is, as you will see in the descriptive sheet and check list which I have enclosed, a rather broad sampling of artists and trends in postwar American art and has been selected to introduce the works of many of our leading artists.

I am writing in the hope that you will offer Sr. Bontá Costa your assistance and that you might discuss our proposal with him. The exhibition has been offered at no costs other than those of one-way transportation from the preceding exhibitor and we are hopeful that this will make the Santiago showing financially feasible. Of course, if U.S.I.S. could undertake even a portion of the transportation costs, it might be an added inducement.

Since we cannot set up the exhibition's final itinerary until we have heard from all of the prospective exhibitors, anything you could do to expedite these arrangements would be greatly appreciated. May I ask too that you suggest alternate institutions which might be able to accommodate the exhibition in the event this original proposal elicits an unfavorable response?

I have forwarded a copy of this letter to Miss Lois Bingham, Chief of the Fine Arts Section of the Exhibits Division of U.S.I.A. in Washington and hope that she will authorize formal U.S.I.A. auspices and further assistance.

I shall hope to hear from you soon.

Sincerely,

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

2 Enclosures

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U. S. INFORMATION SERVICE

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

cc: Hecht
Palmer
green
ICE F 45 60
Circulating copy

SEP 1 1964

September 21, 1964

American Embassy
Quito, Ecuador
August 21, 1964

Mr. David F. Phillips
Acting Cultural Affairs Officer
U. S. Embassy
Quito, Ecuador

Dear Mr. Phillips:

Thank you so much for your reply to our questions concerning the Santiago showing of ABSTRACT DRAWINGS AND WATERCOLORS: USA. It was indeed thoughtful of you to persevere in your inquiries, and the publicity report forms will help us immeasurably in our overall analysis of our exhibition program. We received press clippings from Chile earlier. As you probably know, we are augmenting our South American activities and at present have an exhibition of HANS HOFMANN and another of JACQUES LIPCHITZ: BRONZE SKETCHES opening in Buenos Aires. The exhibition ROADS is in San José. I enclose a descriptive sheet on ROADS should you be interested in finding an exhibitor in Quito. We will be writing about the ALBERS exhibition shortly.

With best regards and many thanks for your trouble,
Sincerely,

We are looking forward to receiving the Josef Albers exhibition which the Museum has long considered a most welcomed by us and we do hope the Museum is going to further an understanding through these international circulating exhibits.

Waldo Rasmussen
Executive Director
Department of Circulating Exhibitions

Enclosure

Very truly yours,

David F. Phillips

David F. Phillips
Acting Cultural Affairs Officer

Mr. Waldo Rasmussen
Executive Director
Department of Circulating Exhibitions
Museum of Modern Art
11 West 53rd Street
New York 19, N.Y.

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U. S. INFORMATION SERVICE

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

SEP 1 1964

American Embassy
Quito, Ecuador
August 21, 1964

Dear Mr. Rasmussen:

By this time you have probably given up in despair on ever receiving an answer to your letter written to me at the Embassy in Santiago, Chile, in December of 1962! It so happened that I was transferred from the Embassy in Chile to the Embassy in Ecuador in the month of November, 1962. When I arrived in Quito in February of 1963, I found that your letter had been forwarded from Santiago here. I, in turn, wrote back to Chile in the hopes of getting the information which you requested. At that time, I also asked that any newspaper clippings together with photographs of the installations be forwarded to you. We took excellent pictures of the exhibition which was held at the "Sala Reifschneider" in downtown Santiago. In fact, as you must know, the exhibition in Santiago was a big hit! It was exceptionally well attended and caused a great furor in Chilean artistic circles. We had a round-table discussion which was also very successful.

As an attachment to this letter, I am returning two copies of the form "publicity report". The information contained in it has been sent to me here in Quito from the Embassy in Santiago. I hope that it will help you to round out your records on the exhibition.

We are looking forward eagerly to receiving the Josef Albers exhibition which the Museum has on tour. This type of activity is most welcomed by us and we do appreciate all that the Museum is doing to further an understanding of the arts through these international circulating exhibits.

Very truly yours,

David F. Phillips

David F. Phillips
Acting Cultural Affairs Officer

Mr. Waldo Rasmussen
Executive Director
Department of Circulating Exhibitions.
Museum of Modern Art
11 West 53rd Street
New York 19, N.Y.

PUBLICITY
REPORT

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cc: Rasmussen
Hecht
ICE F 45 60
green

USIS - Phillips

December 20, 1962

Mr. David F. Phillips
Assistant Cultural Affairs Officer
Embassy of the United States of America
Santiago, Chile

Dear Mr. Phillips:

At the time of the showing of ABSTRACT DRAWINGS AND WATERCOLORS: USA at the Instituto de Extension de Artes Plasticas, we forwarded to you a Publicity Report Form to be returned to us after the exhibition ended. We are still interested in obtaining the information this would contain, and in the hope that we can round out our records on the exhibition, we are enclosing three additional copies of the Publicity Report Form, two to be returned to us and the third retained for your files. We would also be particularly happy to receive newspaper clippings on the exhibition, together with photographs of the installation and events if they are available.

Hoping you will be able to help us, and with best wishes for the holiday season,

Sincerely,

Waldo Rasmussen
Executive Director
Department of Circulating
Exhibitions

Enclosures: Publicity Report Forms

cc: Mr. Jorge Caballero Cristi, Director
Instituto de Extension de Artes Plasticas

PUBLICITY
REPORT

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cc: Mr. Rasmussen
Mr. Palmer
Mrs. Kolmetz
✓ ICE-F-45-60 SANTIAGO
green

Mr. David E. Phillips

- 2 -

November 8, 1962

You will be interested in knowing that we did request official U.S.I.A. sponsorship for the drawings and watercolor exhibition, first in August 1961 and again in January 1962. However, check carefully to ascertain the maximum case dimensions which the Latin American Building could accommodate; part of the reason for this was that the transit to be either overland or by ocean for temporary exhibitions. This must definitely be considered in the future, as will your

Mr. David E. Phillips
Assistant Cultural Affairs Officer
Embassy of the United States of America
Santiago, Chile

Dear Mr. Phillips:

Thank you for your long and most interesting letter of October 5. I must tell you how much we appreciate all of the time and energy you and the Embassy staff spent in arranging the showing of our ABSTRACT DRAWINGS AND WATERCOLORS: U.S.A. exhibition at the Reifschneider Gallery. With such an extraordinary number of delays, it is truly amazing that you were able to open the exhibition on schedule. Our conservator

We were also greatly pleased to learn that the Santiago showing of the exhibition had been such a success and that the Chilean public had responded so enthusiastically to the works. From the photographs you forwarded, the Reifschneider Gallery looked like a most appropriate space for the show and I thought your installation of it was also quite handsome.

I regret that the Chilean sponsors of the show did not take a more active part in coordinating the details of the Reifschneider showing and in assuming a greater part of the financial responsibility involved. As you know from our earlier letters, we had hoped that the various institutions which exhibited the show would assume most of the work and cost themselves and that the United States Embassies in the various countries would act simply as our liaison agents in handling the details of shipment and in coordinating publicity. I think this premise is actually feasible when the exhibiting institution is an established museum, as was the case in Caracas, Rio de Janeiro and São Paulo, where the showings were arranged almost solely by the museums themselves and where our Embassies were involved to a much more minimal extent.

In those cities on the exhibition's itinerary in which museum facilities have either been unavailable, or for some other reason not completely appropriate for the show, most of the organizational work has been accomplished by our Embassies. I do hope we will be able to work out a more satisfactory arrangement, from the Embassy's point of view, the next time we plan to send one of our shows to Santiago.

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Mr. David E. Phillips

- 2 -

November 8, 1962

SANTIAGO
USIN - PHILLIPS

You will be interested in knowing that we did request official U.S.I.A. sponsorship for the drawings and watercolors exhibition, first in August 1961 and again in January 1962. We did not, however, check carefully to ascertain the maximum case dimensions which the Latin American Airlines could accommodate; part of the reason for this was that we expected most of the transits to be either overland or by ocean freight, since we knew in advance that most Latin American institutions do not have large funds at their disposal for temporary exhibitions. This factor will definitely be considered in the future, as will your suggestion regarding the possibility of securing advance transportation pledges from the airlines servicing cities included on our future itineraries. To date, however, we have never succeeded in obtaining free transportation from any of the airlines.

We were concerned about the news contained in your condition report regarding the wrinkled condition which several of the drawings have developed and have already made arrangements to have one of them flown back to New York immediately after the Lima showing. Our conservator will then be able to check it thoroughly and let us know whether we must withdraw any of the other works. I hope this step does not prove necessary.

I shall look forward to receiving the press clippings and posters you mentioned in your letter. My thanks once again for making the Santiago showing of the exhibition such a successful reality.

Sincerely,

Waldo Rasmussen
Executive Director
International Circulating
Exhibitions

WR:RP/jl

Enclosure

List of Institute and artists

RIP/jl

PUBLICITY
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cc: Mr. Palmer
Mrs. Kolmetz
Mrs. Horsfield
ICE-F-45-60
green
SANTIAGO
USIS - PHILLIPS



U. S. INFORMATION SERVICE

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

October 10, 1962

AMERICAN EMBASSY
SANTIAGO - CHILE

Mr. David F. Phillips
Assistant Cultural Affairs Officer
Embassy of the United States of America
Santiago, Chile

October 5, 1962

Dear Mr. Phillips:

Thank you for your letter of September 27 and for the copies of the Santiago version of the catalogue for the ABSTRACT DRAWINGS AND WATERCOLORS: U.S.A. exhibition. It was good to know that the Santiago showing of our exhibition had been so successful and I shall look forward to receiving your publicity report. If you should have any photographs of the exhibition as it was installed in the Sala Reifschneider, they would make an extremely useful addition to our records too.

I hope that you might be willing to undertake one further task for us in regard to the exhibition. The lenders to our exhibitions, and the artists represented in them, are extremely interested in receiving copies of catalogues as they are published; since your office prepared the Santiago version of the catalogue, would it be possible to send one complimentary copy to each of the lenders and artists on the listing which I have attached? We would be very grateful if you could and would appreciate having 15 additional copies for our permanent records as well.

although there is a good possibility that the Instituto de Arte Contemporaneo in Lima, Peru notified us yesterday that the arrangements for transporting the exhibition from Santiago to Lima had been confirmed and that the shipment was scheduled to arrive in Lima on October 12. Since this last detail seems in order, I hope we will not have to bother you again with any further requests.

I do want to take this opportunity to tell you how much we appreciate the time both you and Mr. Karnis have given to administering the Santiago showing of the exhibition for us. We've found the U.S.I.S. personnel in each of the cities in which the exhibition has been shown, most cooperative and it is very reassuring to know that our show has been in such capable hands.

Sincerely,

Richard L. Palmer
Executive Assistant
International Circulating
Exhibitions

Enclosures:

List of lenders and artists

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AMERICAN EMBASSY
SANTIAGO - CHILE

October 5, 1962

Mr. Waldo Rasmussen, Associate Director,
International Circulating Exhibitions,
The Museum of Modern Art,
11 West 53 Street,
New York 19, N.Y.

Dear Mr. Rasmussen,

The Museum of Modern Art's circulating exhibition "Abstract Drawings and Water Colors: USA" opened on schedule in Santiago on Monday, September 24. We plan it will terminate on schedule on Saturday October 6, although there is a good possibility that the presentation will be extended through Wednesday, October 10 by popular demand. I am enclosing the forms which the Museum had forwarded to Mr. Jorge Caballero, Director of the University of Chile's Institute for Extension of the Plastic Arts, the local group which in collaboration with the Chilean Association of Painters and Sculptors is sponsoring the Santiago showing.

We have been in contact with the Embassy in Lima and feel that it will be possible for us to forward the exhibit by air during the week of October 15-19. The most important thing to report is that so far the exhibit has met with unprecedented success here in Santiago. The exhibit was opened to the public on Monday at 7 p.m. By Wednesday midday our entire print run of 1,000 catalogues had been exhausted! The reaction of the critics and the Santiago public in general has been unanimously favorable. Upon termination of the exhibit we shall forward a complete set of newspaper clippings, set of posters which were produced to publicize the exhibit, and a copy of the invitations which were sent out. Under separate cover

we have already ../

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file: ICE-F-45-60 - a. cc. RP Phillips

RK
DHD

OCT 15 1962

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forwarded three copies of our locally-produced catalogue which was very similar to the one produced in Caracas, Venezuela.

Without wishing to make this letter too extensive, we would like to comment upon some of the rather unusual difficulties we encountered before being able to inaugurate the Santiago showing. Following receipt of your cable advising us of PANAGRA's willingness to supply free transportation from Buenos Aires to Santiago, we made the necessary arrangements with the Santiago office agreeing that the Embassy would pay the air freight cost from Montevideo to Buenos Aires. On or about the first of September we called the Embassy in Montevideo long-distance to determine how the showing stood there and were informed that it had formally closed but that several items were being used on local television shows and that the exhibition was not yet ready for shipment to Santiago. In any event, we were unable to program the inauguration here prior to Monday the 24th of September inasmuch as the 18 and 19th of September are the Chilean National Holidays and the week in which they fall is always a dead week.

During the week of September 10-14 the local PANAGRA office informed us that the New York office had cabled indicating that no free transportation could be provided until such time as the New York office received a written request from the Department of State in Washington. After an exchange of cables between New York and Santiago, it was agreed that a formal written request from the American Ambassador to Chile would serve in lieu of a written request from the State Department.

After this hurdle was passed PANAGRA informed us that two of the four cases were too large to fit through the door of their jet plane and hence they would be unable to transport them unless permission were granted to repack the drawings and water colors in smaller cases. As this was obviously impossible, we therefore agreed to have the half of the exhibit that could not be flown by PANAGRA come from Buenos Aires Via LUFTHANSA. On Thursday, September 13th LUFTHANSA was unable to land in Montevideo due to bad weather nor could AIR FRANCE land the next day and consequently the exhibit was stuck in Uruguay until the following Thursday, September 20th. On this day LUFTHANSA delivered two of the four cases to PANAGRA in Buenos Aires carrying the other two directly to Santiago.

Then it was .. /

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Then it was discovered that the two cases unloaded at the Buenos Aires airport were precisely the two cases too large to fit the PANAGRA jet. At this point, the Buenos Aires airport was closed down two days because of the revolt of the Argentine Generals of the "Campo de Mayo". By the grace of God, LUFTHANSA was able to land at the Buenos Aires airport on Sunday, September 23rd, and the remaining half of the exhibit reached Santiago Customs that same day. The second half of the show reached the Reifschneider Gallery at about 5 P.M. on Monday the 24th, the day on which it was to open at seven P.M. with the American Ambassador to Chile officiating. If it had not been for the fact that the Museum's system of packing was so fantastically good, we never could have been able to open on time!! To add to the comedy and confusion, Santiago's leading daily newspaper, "El Mercurio", mistakenly reported that the exhibit would open at 5 P.M. so that just as the paintings arrived, the reporters from all the Santiago paper arrived on the scene along with an ex-Foreign Minister of Chile, Sr. German Vergara Donoso, a great art lover.

Well, as mentioned previously, the opening was a smash hit. The Reifschneider Gallery, an ultra-modern gallery perfectly suited for this type of show and located right in the heart of the city, (across the street from the Central Bank and only one block from the Presidential Palace), was full to overflowing. All of the leading art critics and intellectual leaders were in attendance. If we could pick one word to characterize the comments heard at the opening it would be "audacious".

In all fairness, it should be said that the burden of presenting the show to the Chilean public fell almost completely on the American Embassy. The Chilean sponsors were merely a front. All the work and expenses, with the exception of the posters and the printing of invitations, were borne by the Embassy. It is our understanding that this has been the case in many of the other countries. The Embassies in both Argentina and Peru are paying the transportation costs. Since it is very difficult to find organizations willing to accept responsibility here in Latin America and as it is almost impossible to present U.S. art shows without great difficulty at customs unless they are consigned to the American Embassy, it would seem practicable to consider the following in the future:

- 1.- Send the circulating exhibits to Latin America under official auspices. Thus it would not be necessary

for each individual ../

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for each individual post to make inquiry of the United States Information Agency in Washington as to how much support is authorized the exhibits sent abroad by the Museum of Modern Art. As it stands, the greater share of the expenditures incurred in the presentation of the circulating to Latin America exhibits are paid from official U.S. Government funds.

- 2.- Clear with U.S. airlines at their home offices so that they will provide free transportation for such circulating international exhibitions in Latin America. For the record, it would be necessary to have a written request from the Department of State, according to the local PANAGRA office.
- 3.- Take special caution to prepare the exhibits in cases which will fit through the doors of aircraft operated by the American Flag Carriers.

USIS Santiago is extremely grateful for having had the opportunity to work with this fine exhibit of contemporary American Art. We only wish that there were more funds available in Washington to permit a greater flow of such cultural material to the capitals of Latin America. We have noted with interest in the September 7th edition of "Time" magazine that the S.C. Johnson & Son collection "Art: USA: Now" is being sent abroad on tour with USIA as the overseas booking agent. We hope that more exhibits by Museums and private collections can travel abroad as it is our experience that the art lovers in Chile are hungry for exhibits of original works by American artists.

The "Abstract Drawings and Water Colors: USA" exhibit arrived in excellent condition taking into account the fact that it has gone through several changes of climate en route to Chile. The only damage noticed is described on the attached report. It appears that some of the drawings had become a bit wrinkly due to the humidity, a condition we feel is only temporary.

If the effect of this show elsewhere has been as remarkable as in Chile, we feel that this venture was a tremendous success!

Sincerely,

David F. Phillips

David F. Phillips
Assistant Cultural Affairs Officer

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File ICE-F-45-60 SANTIAGO
Abstract Drawings

AMERICAN EMBASSY

Santiago, September 27, 1962

Mr. Richard L. Palmer
Executive Assistant
International Circulating Exhibition
The Museum of Modern Art
11 West 53rd. St.
New York 19, N.Y.
U.S.A.

Dear Mr. Palmer:

You will be interested to know that the Exhibit Abstract Drawings and Water Colors U.S.A. opened in Santiago on Monday September 24, and if all goes according to schedule, will terminate on Saturday October 6.

Since the USIS Office here in Santiago prepared the catalogue and did the publicity, Mr. Caballero turned over the fifteen black and white glossy photographs to us.

I wish to take this opportunity to return them to you as per your request (your letter July 9, 1962) and am also enclosing copy of the Santiago catalogue.

So far the Exhibition has been an unprecedented success. Press reviews and a full report will follow.

Sincerely yours,

David F. Phillips

David F. Phillips
Assistant Cultural Affairs Officer

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Please return to: Department of Circulating Exhibitions
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

JCP. F-45-60
ABSTRACT DRAWINGS
- Santiago

Publicity Report

May we have the following information for the exhibition:

1. Dates of showing: Sept. 24-Oct. 6, 62 2. Attendance: 4,100
3. Museum or other building where shown: Reifschneider Art Gallery
4. Auspices or sponsoring organization (s): Embassy of the United States, University of Chile, and Chilean Association of Painters and Sculptors
5. Visits by special groups: -
6. Lectures, radio talks or television programs, or films: Telecast made of formal opening, including interviews with art critics present. Further interviews with leading art critics recorded for radio and broadcast throughout country. Round table discussion before audience held with Chilean artists acting as panel members. Special 20-minute television program broadcast featuring lecture on contemporary art in U.S. and artists and prints in the show.
7. Opening ceremonies and events: Opening ceremony consisted of few words by U.S. Ambassador Charles Cole to assembled invited guests. Cocktails served. 700 to 800 present.
8. Available material: please check and attach (or list if copies are not available)
Newspaper or magazine articles ☒
Photographs: of ceremonies and events ☒ of installation ☒
Catalog or leaflet issued: ☒ Poster: ☒
9. Comments about the exhibition: _____

Signature: Donald Albright

Title: Assistant Cultural Affairs Officer