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FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC / IP	J. A. 1173

File ICE-F-66-61 (Basel)
ROTHKO

THE INTERNATIONAL COUNCIL AT THE MUSEUM OF MODERN ART

11 West 53 Street, New York 19, N. Y.

Cables: Modernart, New York

(To be completed and returned to this office as soon as the shipment departs for the next exhibition point)

SHIPPING RECORD on exhibition - MARK ROTHKO

for shipment from Basel to Rome

Shipped via Railway (Internationale Transporte Fert & Cie, Innere Margarethen-
(name of airline, steamship company or other carrier) str.2, Basel

on _____ which departed on April 10, 19.30^h
(flight number or name of vessel) (date)

and is scheduled to arrive on April 12, 1962 (to be unloaded on April 13)
(date).

Name of agent handling shipment: Internationale Transporte Fert & Cie,

address: Innere Margarethenstrasse 2, Basel

cable address: Fertransport

Waybill or manifest number: _____

10.4.62
(date)

Maqrit Sute
(signature)

Secretary

PLEASE RETURN TO:

(title)

Mr. Porter McGray
The Museum of Modern Art
11 West 53rd
New York 19, N. Y.

KUNSTHALLE BASEL

(institution)

10/15/57

CONFESIONNANCE

PUBLICITY
REPORT

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	IC / IP	S. A. 1173

File ICE-F-66-61 (Basel)

THE INTERNATIONAL COUNCIL AT THE MUSEUM OF MODERN ART

11 West 53 Street, New York 19, N. Y.

Cables: Modernart, New York

ARRIVAL NOTICE of exhibition - MARK ROTHKO (To be completed and returned shortly
after the shipment arrives in Basel)

Cases received on 16.2.62
(date)

Number of cases received 18

If unpacked and in good condition, check here see condition report form

If damaged, please fill in details on CONDITION REPORT FORM provided
separately for the purpose.

Please list dates of showing: 3.3.-8.4.62

Place of exhibition: Kunsthalle Basel

Auspices or sponsoring organization(s): Basler Kunstverein

5.3.62 H. Sauter
(date) (signature)

PLEASE RETURN TO: Secretary
(title)

Mr. Porter McCray
The Museum of Modern Art
11 West 53rd
New York 19, N. Y.

Kunsthalle Basel
(institution)

10/15/57

CORRESPONDENCE

PUBLICITY
REPORT

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The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	IC / IP	I. A. 1173

THE INTERNATIONAL COUNCIL AT THE MUSEUM OF MODERN ART

11 West 53 Street, New York 19, N. Y.

Cables: Modernart, New York

(To be completed and returned to this office as soon as the shipment has been unpacked and the contents checked thoroughly.) 5.3.62
(date)

CONDITION REPORT FORM

Report on condition of MARK ROTHKO
(name of exhibition)

upon receipt in Basel on 16.2.62
(place) (date received)

for showing 3.3.-8.4.62
(dates)

Please check the material in the exhibition against the check list provided and list below all damages and omissions from the list.

Please note whether in your opinion damage occurred in transit or while in
/to/from/while in transit/. Describe condition of item in detail.

<u>Museum</u>	<u>Artist</u>	<u>Title, date, medium</u>	<u>Description of damage</u>
<u>Number</u>			
		Mural Section 3, 1959	scratch, left, at the foot of the pict.
		Mural Section 7, 58-59	small scratches, edges damaged
		7, 1960	small scratches
		Mural section 4, 1959	spots
		Sketch for Mural 1, 58	small scratches
		" " 6, 58	" "
		14, 1960	spots and scratches
		8, 1953	spots on white part
		30, 1954	
		22, 1960	spots
<u>Condition of box:</u>		22, 1950	many dark spots
		20, 1949	small scratches and hollows
		16, 1960	hollow below (continued on the back of this form)

If necessary, please able request for new bolts from the Museum of Modern Art.

M. Sute

(signature of person in charge)

PLEASE RETURN TO:

Mr. Porter McCray
The Museum of Modern Art
11 West 53rd
New York 19, N. Y.

Secretary

(title)

KUNSTHALLE BASEL
(institution)

10/15/57

./.

CORRESPONDENCE

PUBLICITY
REPORT

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Black over reds, 1957

13, 1949

10, 1953

11, 1949

15, 1949

18, 1947

12, 1949

No 61, 1953

Brown and black on plum

edge damaged

small scratch

small scratch different/

small hollow, at two places

small hollows

scratch, left below

big scratch, left

spots

small scratches

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CORRESPONDENCE

PUBLICITY
REPORT

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The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	IC / IP	S - A. 1173

cc: Hecht
Rasmussen
1000/E-66 61 ✓
green

February 1, 1963

Dr. Arnold Rudlinger, Curator
Kunsthalle
St. Albanthal, 50
Basel, Switzerland

Dear Dr. Rudlinger:

At the time of the showing of the exhibition MARK ROTHKO we sent you a Publicity Report Form to be returned to us after the exhibition closed. We are still interested in having the information this would contain in our permanent records of the exhibition. For your convenience we are enclosing three additional copies of the Publicity Report Form and hope that you will fill them out. Two copies should be returned to us and one retained for your files.

Sincerely,

Waldo Rasmussen
Executive Director
Department of Circulating
Exhibitions

Enclosures: Publicity Report Forms

PUBLICITY
REPORT

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC / IP	I. A. 1173

DLS

MUSEUM OF MODERN ART NEW YORK

LT
ARNOLD RUDLINGER
KUNSTHALLE
BASEL (SWITZERLAND)

cc: Hecht
ICE F 66 61
green
APR 19, 1962

RE YOUR CABLE APRIL 16 NOTING PREPERS TO DECIDE
AVAILABILITY AND PRICES WORKS FOR SALE AFTER
COMPLETION SHOW YOUR STOP INFORMATION PROBABLY
AVAILABLE BY NOVEMBER AFTER FINAL SHOWING

Mr. Walter Rasmussen,
Associate Director,
International Circulating

RASMUSSEN
MODERNART

CHANGE: ICE-F-66-61

cc

DLS

MUSEUM OF MODERN ART

LT
RUDLINGER
KUNSTHALLE
BASEL (SWITZERLAND)

April 23, 1962

WUC

cc: Mr. Rothko
Mr. Rasmussen
Mr. Palmer
ICE-F-66-61
green

URGENTLY NEED INSTALLATION AND EVENTS PHOTOS ROTHKO
EXHIBITION BY APRIL 30.

RASMUSSEN
MODERNART

Crg: Circulating Exhibitions Rothko ICE F 66 61

Yours sincerely,
for the KUNSTHALLE BASEL

Arnold Rudlinger
Director

PUBLICITY
REPORT

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC / IP	I. A. 1173

cc: RP
RK

Kunsthalle Basel

25.4.62

Basel

D L S

MUSEUM OF MODERN ART NEW YORK

LT

VIA W. U. CABLES

ARNOLD RUDLINGER

KUNSTHALLE

APRIL 19, 1962

BASEL (SWITZERLAND)

APR 30 1962

RE YOUR CABLE APRIL 10 ROTHKO PREFERS TO DECIDE

AVAILABILITY AND PRICES WORKS FOR SALE AFTER

COMPLETION SHOW TOUR stop INFORMATION PROBABLY

AVAILABLE BY NOVEMBER AFTER FINAL SHOWING

Kh

Mr. Waldo Rasmussen,
Associate Director,
International Circulating

RASMUSSEN
MODERNART

CHARGE: ICE-F-66-61

cc

The Museum of Modern Art
11 West 53rd Street,
New York 19.

Dear Mr. Rasmussen,

cc: Mr. Rothko
Mr. Rasmussen
Mr. Palmer
Mrs. Kolmetz
ICE-F-66-61
green

In answer to your letter of March 23rd I beg to let you know that we have immediately mailed the copies of the catalog according to your wishes. 25 copies have been sent to your collection.

I have the pleasure of informing you that the Rothko Exhibition has met with a very great interest and admiration among the public. Upon your request we have had made installation photos of the exhibition "The New American Painting", but normally we do not take such photos, because they are very expensive and our budget is rather small. We have therefore no installation and events photos to send to you and we do regret not to be able to fulfill your wishes of your telegram of April 23rd.

With kind regards,

yours sincerely,
for the KUNSTHALLE BASEL

a. Rudlinger
Curator

PUBLICITY
REPORT

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC / IP	I. A. 1173

cc: RP
RK

Kunsthalle Basel

see Rothko
25.4.62 ICE-F-66-61

APR 30 1962

Kh

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

Dear Mr. Rasmussen,

in answer to your letter of March 23rd I beg to let you know that we have immediately mailed the copies of the catalog to the lenders according to your wishes. 25 copies have been sent to your attention.

I have the pleasure of informing you that the Rothko Exhibition has met with a very great interest and admiration among the public. Upon your request we have had made installation photos of the exhibition "The New American Painting", but normally we do not take such photos, because they are very expensive and our budget is rather small. We have therefore no installation and events photos to send to you and we do regret not to be able to fulfill your wishes of your telegramm of April 23rd.

With kind regards,

yours sincerely,
for the KUNSTHALLE BASEL

A. Rüchling
Curator

PUBLICITY
REPORT

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	IC / IP	I. A. 1173

Catalog
Number

5 No. 18, 1947. Sale Price \$5,000.

8 No. 15, 1948. Sale Price not indicated. Ins value \$3,000.

12 No. 13, 1949. Sale Price not indicated. Ins value \$7,000.

13 No. 15, 1949. Sale Price Not indicated. Ins value \$4,000.

27 No. 30, 1954. Sale price \$14,000.

These figures are from the signed Loan Agreement Forms.

rp

PUBLICITY
REPORT

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC / IP	I . A . 1173

CC:
Miss Rubenstein
Mrs. Allee
ICE-F-66-61
green
Mr. Palmer

April 5, 1962

March 23, 1962

Kunsthalle
St. Albenthal, 50
Basel, Switzerland

Attention:
Dr. Arnold Rüdinger
Curator

Dear Sirs:

I enclose our invoice for \$750., referred to in my letter of December 15, 1961, to cover your Museum's share of the insurance costs for the exhibition MARK ROTHKO.

Thank you for your cooperation with this exhibition.

Sincerely,

In addition to the lenders' copies, we would like to send you our own records and for distribution to the Museum's library and members of the Museum's staff who worked directly on the exhibition. It would be good enough to pack these catalogues and forward them by regular surface mail. The Kunsthalle's bill for 25 charges should also be directed to my attention.

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

I hope the exhibition is enjoying a great success in Basel.

Enclosure:
Invoice
WR:RP/ef

PUBLICITY
REPORT

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	IC / IP	I. A. 1173

WR:RP/ef

cc: RP

RK

ADH

ICE-F-66-61

WALDO RASMUSSEN

KUNSTHALLE

BASEL (Switzerland)

CONGRATULATIONS ON OPENING OF ROTHKO EXHIBITION AND WISH

WISHES FOR SUCCESS ON BEHALF OF THE MUSEUM AND THE

March 23, 1962

INTERNATIONAL COUNCIL

RASMUSSEN

WALDO RASMUSSEN

Dr. Arnold Rüdinger

Curator

Kunsthalle

St. Albanthal, 50

Basel, Switzerland

Charge: Rothko, IC-F-66-61 cc: Mr. d'Harncourt, Mrs. Parkinson,

Dear Dr. Rüdinger: WR,RP,EF, ICE-F-66-61, green

I received earlier today your handsome catalog of the MARK ROTHKO exhibition and am writing to ask if you would consider mailing complimentary copies to the lenders direct from Basel. In the hope you will be able to do so, I have enclosed a listing of the 14 lenders to the Rothko show which indicates their complete mailing addresses. Could you let me know sometime soon if you will be willing to undertake this project?

In addition to the lenders' copies, we would like 25 copies for our own records and for distribution to the Museum's library and members of the Museum's staff who worked directly on the exhibition. If you would be good enough to pack these catalogs in a sturdy container and then forward them by regular surface mail to me I would be most appreciative. The Kunsthalle's bill for 25 Rothko catalogs and the mailing charges should also be directed to my attention.

I hope the exhibition is enjoying a great success in Basel.

Sincerely,

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

PUBLICITY
REPORT

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	IC / IP	I. A. 1173

DLS
LT

MUSEUM OF MODERN ART NEW YORK

WU CABLES Feb. 28, 1962

RUDLINGER
KUNSTHAUS
BASEL (Switzerland)

CONGRATULATIONS ON OPENING OF ROTHKO EXHIBITION AND BEST

WISHES FOR SUCCESS ON BEHALF OF THE MUSEUM AND THE

INTERNATIONAL COUNCIL

RASMUSSEN
MODERNART NEWYORK

Charge: Rothko, ICM-F-66-61 cc: Mr. d'Harnoncourt, Mrs. Parkinson,
WR,RP,RE, ICM-F-66-61, green

Dear Dr. Rudlinger:

This is in reply to your cable of February 26 and will inform you that 30 new bolts for the Rothko packing cases will be forwarded to you via air mail tomorrow. You should have them within a few days after you receive this letter.

I hope that the repair of the packing cases in Brussels has not interfered with your schedule for the exhibition and I am eager to learn also whether the works of art arrived in good condition.

With my best wishes for a most successful Basel showing of the exhibition,

Sincerely,

Vald Rasmussen
Executive Director
International Circulating
Exhibitions

PUBLICITY
REPORT

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC / IP	I. A. 1173

WR/RP/rp

cc: RP
ICE-F-66-61 (Basel)
green

cc: RP
RK

file
Rothko Museum
ICE-F-66-61

AIR MAIL

February 27, 1962

FEB 26 1962

Dr. Arnold Rüdlinger
Curator
Kunsthalle
St. Albanthal, 50
Basel, Switzerland

Dear Dr. Rüdlinger:

This is in reply to your cable of February 26 and will inform you that 30 new bolts for the Rothko packing cases will be forwarded to you via air mail tomorrow. You should have them within a few days after you receive this letter.

I hope that the repair of the packing cases in Brussels has not interfered with your schedule for the exhibition and I am eager to learn also whether the works of art arrived in good condition.

With my best wishes for a most successful Basel showing of the exhibition,

MODERNART NEWYORK *

Sincerely,

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

RE ROTHKO EXHIBITION PLEASE SEND 20 NEW BOLTS

KUNSTHALLE BASEL

CFM SD254 20

RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORP.
30 ROCKEFELLER PLAZA, N.Y. 101
101

RCA

RCA

RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORP.
30 ROCKEFELLER PLAZA, N.Y. 101
101

RCA

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A SERVICE OF RADIO CORP.
30 ROCKEFELLER PLAZA, N.Y. 101
101

COMMUNICATIONS, INC.
A SERVICE OF RADIO CORP.
30 ROCKEFELLER PLAZA, N.Y. 101
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A SERVICE OF RADIO CORP.
30 ROCKEFELLER PLAZA, N.Y. 101
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RCA

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A SERVICE OF RADIO CORP.
30 ROCKEFELLER PLAZA, N.Y. 101
101

PUBLICITY
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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC / IP	I. A. 1173

cc: Mr. Palmer
Mrs. Kolmetz
Mrs. Hecht
✓ ICE-F-66-61 (Basel)
green

cc: RP
RK

file
Rothko Runer
ICE-F-66-61

FEB 26 9 58 AM '62

FEB 26 1962

RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
30 ROCKEFELLER PLAZA, N.Y. TEL. CL. 7-5525



RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
30 ROCKEFELLER PLAZA, N.Y. TEL. CL. 7-5525

RX51

SDZ54

BASEL 12 26 1407 =

MODERNART NEWYORK =

RE ROTHKO EXHIBITION PLEASE SEND 20 NEW BOLTS

KUNSTHALLE BASEL

CFM SDZ54 20

RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
30 ROCKEFELLER PLAZA, N.Y. TEL. CL. 7-5525



RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
30 ROCKEFELLER PLAZA, N.Y. TEL. CL. 7-5525



RCA COMMUNICATIONS, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA
30 ROCKEFELLER PLAZA, N.Y. TEL. CL. 7-5525

PUBLICITY
REPORT

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	IC / IP	I. A. 1173

cc: Mr. Palmer
Mrs. Kolmetz
Mrs. Hecht
✓ ICE-F-66-61 (Basel)
green

Dr. Arnold Rudlinger

- 2 -

I hope that you will also confer with Botticelli Passerelli in Rome regarding her dates, which have been tentatively listed for an April 20 opening.

December 15, 1961

4. Catalog:

Our records indicate that you have received a copy of the Museum of Modern Art's Mark Rothko catalog, a copy of Robert Goldwater's article on Rothko, and Willie Miller's essay on Rothko. I am now enclosing the following additional information and photographs:

Dr. Arnold Rudlinger

Curator

Kunsthalle
St. Albanthal, 50 - Bernard Gottfried.

Basel, Switzerland

Dear Dr. Rudlinger: ten are not available.

I am writing at this time to bring you up-to-date on the various aspects of the MARK ROTHKO exhibition which have changed since Mr. McCray's last correspondence with you in July, and am also enclosing detailed information for your catalog.

1. Shipment of the exhibition:

As you know from Mr. McCray's earlier correspondence, the Rothko show will come to you from Brussels. The exhibition is now at the Stedelijk Museum in Amsterdam and will, in the near future, be forwarded to the Palais des Beaux-Arts in Brussels for showing between January 5th and the 20th. I know that you have already been in touch with Mr. Giron and I hope that you will now proceed to make the necessary arrangements for having the show forwarded after its Brussels exhibition period. I have enclosed two copies of the box list for the show to aid you in making these arrangements and for your use in unpacking the shipment when it arrives. I would also be most appreciative if you would complete and return the "Arrival Notice", "Condition Report" and "Shipping Record" forms attached, following the instructions indicated on each form.

2. Costs:

Since Mr. McCray's last letter to you, the over-
all costs of the exhibition to each exhibitor have been substantially reduced. The Holland-America Line, at Dr. Sandberg's request, agreed to provide free round-trip ocean transportation for the show from New York to Rotterdam and return, thereby effecting a large saving, and this Museum, in negotiations with Dr. Sandberg and Mr. Giron, has agreed to absorb any insurance charges over a fixed amount of \$4,500. This means that your only costs should be the pro-rated fee of \$750. for insurance, the charges for transporting the exhibition from Brussels and, of course, your own local costs of installation and catalog publication.

3. Dates of Showing:

We have listed your dates of showing the Rothko exhibition as from March 1 to April 8 and I would appreciate hearing from you as soon as possible if it has been necessary for you to change your schedule in any way. Since Mr. Giron is closing the exhibition quite early, it would still be possible for you to open the Rothko show at the Kunsthalle in mid or late February if you would wish to.

PUBLICITY
REPORT

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	IC / IP	I. A. 1173

Dr. Arnold Rudlinger

- 2 -

December 15, 1961

I hope that you will also confer with Dottoressa Bucarelli in Rome regarding her dates, which have been tentatively listed for an April 20 opening.

4. Catalog:

Our records indicate that you have received a copy of The Museum of Modern Art's Mark Rothko catalog, a copy of Robert Goldwater's article on Rothko, and Emilio Villa's essay on Rothko. I am now enclosing the following additional information and photographs:

1. Two black-and-white portrait photographs of Rothko. You could use either one in your catalog and the credit should be listed as "Newsweek magazine - Bernard Gotfryd."

2. A set of 45 black-and-white photographs of works in the exhibition. Three photos are not available.

3. A complete catalog item listing consisting of title, date, medium, size in inches and centimeters and lender's credit line for each of the 48 works in the exhibition.

4. A listing of additions to the bibliography printed in The Museum of Modern Art's Rothko catalog. With these additions, you will be able to print the bibliography as it appeared in the catalog.

If you should wish to reproduce Peter Selz' introduction to the New York showing of the Rothko exhibition exactly as it appeared in our catalog, you have our permission to do so. The artist's biography can also be used as we printed, or revised, whichever you prefer.

Could I again remind you that, if you should wish to use the color plates which were used in our catalog, you should contact Brüder Hartmann at Hauptstrasse 26 in Berlin-Schöneberg, Germany. You could either request Hartmann to prepare electros to send to you in Basel or you could ask them to print the color illustrations for you from the original color plates. (If you should use the color plate, illustrated on page 13 of this Museum's catalog, please note that it must be reversed in printing; the orange rectangular shape should be at the bottom, rather than the top, of the page. This is the canvas which Mr. and Mrs. Burton G. Tremaine have loaned to the show, No. 8, 1952.)

5. Catalog

acknowledgements:

I know you are planning to acknowledge the Museum as the organizer of the exhibition and I would like to suggest that the following wording would be appropriate: "This exhibition was prepared by the Department of Circulating Exhibitions, The Museum of Modern Art, New York under the auspices of The International Council of the Museum." Along with your acknowledgements to Rothko and the other lenders, could we also ask that Peter Selz, Curator of Painting and Sculpture Exhibitions, be mentioned as the Director of the exhibition? In addition, we would greatly appreciate a sentence along the following lines: "Mr. and Mrs. Henry J. Heins II, Mr. John de Menil, and Mrs. Bliss Parkinson, members of The International Council, generously contributed toward the expenses of preparing the exhibition for circulation abroad."

PUBLICITY
REPORT

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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Dr. Arnold Rudlinger

- 3 -

December 15, 1961

25th September, 1961

Photograph credits should be listed as indicated on the back of each photo and I would suggest that they appear at the end of your catalog in one listing.

We have been notified by Arts magazine that they would like the following credit line to appear if you should decide to use the Robert Goldwater article: "Reprinted from ARTS (New York) March, 1961." It should appear, preferably, at the end of the article itself.

6. Installation:

I have enclosed Mr. Rothko's own suggestions for hanging the exhibition and think you will find them most interesting and informative. Should you have any other questions regarding your installation, I would be glad to convey them to Mr. Rothko here in New York. We have written asking Mr. Robertson of the Whitechapel for the hanging height of the pictures as exhibited in London and will forward this to you when it arrives, as Mr. Rothko felt the hanging height in each case was most successful.

This letter has become quite long and I hope that I have covered all of the areas in which you might have had any questions. I shall hope to hear from you soon regarding your opening and closing dates for the exhibition and hope you will not hesitate to ask for any other information you might need at that time.

Sincerely,

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

Enclosures:

- 2 copies of the box list
- Arrival Notice, Condition Report & Shipping Record forms
- 45 black-and-white photographs
- 2 portrait photos of Rothko
- Catalog item listing
- Listing of additions to the bibliography
- Suggestions for your installation

WR:RP:md Remember me to Mr. Alfred Barr and Miss Dorothy Miller.

PUBLICITY
REPORT

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	S. A. 1173



KUNSTHALLE BASEL

JUL 21 1961
SEP 27 1961

File ICE-F-66-61 (Basel) ✓

ROTHKO

25th September, 1961

Mr. Porter A. McGraw,
Mr. Rasmussen,
Director,
Department of Circulating Exhibitions,
The Museum of Modern Art,
New York 19.
11 West 53rd Street

Dear Mr. McGraw,

many thanks for your letter of July 19th and the check list.
Dear Mr. Rasmussen, mainly for sending list which may be
perhaps a bit narrow.

I have had a telephone call from Mr. Sandberg and Mr. Giron to-day
informing me, that the Rothko-Exhibition will tour Europe as previously
foreseen. Mr. Giron will show the exhibition from January 5th to the
beginning of February. He also told me that he will be in New York
on the 4, 5, 6th of October to discuss the itinery definitely. I would be
very pleased to show the Rothko-Exhibition at the Kunsthalle Basel,
who has been the first to display the Exhibition of Modern American
Painting - Jackson Pollock in 1958. The following dates would be most
convenient to us: beginning of March to April 8th.

Sincerely,

I do hope to hear from you soon confirming your consent in order to
enable us to fix our programm for 1962.

Looking forward with interest to your kind answer I am,

yours truly,

A. Rüdlinger
A. Rüdlinger
Curator

Please remember me to Mr. Alfred Barr and Miss Dorothy Miller.

PUBLICITY
REPORT

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KUNSTHALLE BASEL

JUL 24 1961

21st July, 1961

*Kunsthalle -
Basel*

Mr. Porter A. McCray,
Director,
Department of Circulating Exhibitions,
The Museum of Modern Art,
New York 19.
11, West 53rd Street

Dear Mr. McCray,

many thanks for your letter of July 10th and the check list.
I count with approximately 500 running feet which may be
perhaps a bit narrow.

I have written to Mr. Giron to ask him about the dates of
his exhibition. If we cannot open our exhibition on January
20th, we have to postpone the opening until March 3rd.
As soon as I get these informations I shall write you again
and send you a plan of the Kunsthalle.

With kindest regards,

Sincerely,

A. Rindlinger

Curator

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cc: Mr. Rasmussen
Mr. Palmer
Miss Dudley
Mrs. Hecht
ICE-F-66-61
green

Via air mail

July 10, 1961

Dr. Arnold Rudlinger
Curator
Kunsthalle
St. Albanthal, 50
Basel, Switzerland

Dear Arnold Rudlinger:

On July 6 I cabled you as follows regarding the Rothko exhibition:

ROTHKO EXHIBITION 48 PAINTINGS OPENING LONDON SEPTEMBER
AFTERWARDS AMSTERDAM BRUSSELS stop AVAILABLE FOUR WEEKS
BOOKING LATE JANUARY OR EARLY SPRING stop EUROPEAN EX-
HIBITORS SHARE PRO-RATED COSTS OCEAN TRANSPORTATION IN-
SURANCE PLUS TRANSPORTATION PRECEDING CITY stop IF IN-
TERESTED PLEASE CABLE PREFERRED DATES stop BEST REGARDS.

I was delighted to receive the following cable from you on July 7:

THANKS FOR CABLE WOULD LIKE OPENING ROTHKO SHOW BASEL
20 JANUARY.

For your further information I am writing at this time to set down the many details regarding the exhibition's availability, including arrangements for expenses, catalog text and illustrations, dates of showing and installation.

1. Contents of the exhibition: I shall send you shortly an approximately final check list of the selection which has been made by Peter Selz, the Museum's Curator of Painting and Sculpture Exhibitions, in collaboration with Rothko. Under separate cover, I have sent you a copy of the catalog of the Museum's Rothko exhibition, which served as the basis for the present show. Although it has been necessary to make substitutions for pictures which were not available for circulation, we have maintained the character and quality of the exhibition, so that it gives a balanced retrospective of Rothko's work from 1945 to the present. The exhibition has been reduced from 58 to 48 paintings.

2. Installation: As it was presented in our Museum in a rather dense installation, the exhibition of 58 paintings occupied nearly 600 running feet of gallery space. Rothko spent a good deal of time with Mr. Selz in planning the exhibition and would like

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Dr. Dr. Arnold Rüdinger, Basel

July 10, 1961 - 2 -

to reprint the 3 texts listed below, with the probable addition of to contribute his suggestions for the hanging sequence in your galleries, if that is agreeable to you. We would greatly appreciate it if you would send us a plan of your galleries and any notes on whatever preliminary plans you have considered for installation, so that we could discuss this further with Rothko and send you his suggestions.

3. Dates of showing: As you know, the exhibition is scheduled to be shown at the Whitechapel Art Gallery in London, the Stedelijk Museum in Amsterdam and the Palais des Beaux Arts in Brussels, in that order, beginning in mid-September. Since exact dates have not been determined, I suggest you contact M. Giron and confirm whether the exhibition can reach you in Basel in time for a January 20, 1962 opening.

Since we are also in correspondence with M. François Mathey of the Musée des Arts Decoratifs and Dottoressa Palma Bucarelli of the Galleria Nazionale d'Arte Moderna regarding spring showings in Paris and Rome, we would appreciate receiving a cable supplying us with your exact dates as soon as they can be finally determined.

4. Costs: In discussions with Ben Heller here in New York and with Will Sandberg and Robert Giron, I understand that you have agreed to participate in sharing all costs for the exhibition from the time it leaves New York, including transportation from New York and return, insurance, local costs of installation, catalog, publicity and transportation from the preceding city on its itinerary. Our Museum has agreed to assume all costs of assembly, preparation and packing in the United States and of supplying the exhibitors with text material and black-and-white photographs for the catalog and information on availability of color illustrations.

For your information in estimating your share of the expenses, we estimate that the costs of round-trip ocean transportation will amount to between \$18,000 and \$20,000. Since the exhibition has not yet been packed, this can only be a rough estimate based upon an expected number of 16 cases with total cubage of approximately 2400 cubic feet. Final figures are not yet available for the insurance value, but the total will be in the vicinity of \$477,000 and coverage for both ocean transits and while on location within Europe would cost approximately \$5,500. Both these expenses would be equitably distributed among all the European exhibitors; since we are planning on about seven bookings, the total expense to each institution should be between \$3,500 and \$4,000. There is a possibility that the costs of ocean transportation may be donated by the United States Lines and we shall of course let you know immediately of their decision, with the hope that, if this fails, either Cunard or the Holland American Lines can be approached by one or several of the European exhibitors with a request for free transportation.

5. Catalog: I have discussed the character of the catalog in some detail with Rothko who, because of the character of his work, recommends the use of a minimum of black-and-white illustrations and as much color as possible. He also pre-

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Dr. Arnold Rudlinger, Basel
July 10, 1961 - 3 -

fers to reprint the 3 texts listed below, with the probable addition of your own critical comment.

a. Text: We are forwarding under separate cover the following:

- (1) Introduction to the New York exhibition by Peter Sels
- (2) Essay by Robert Goldwater
- (3) Essay by Emilio Villa which appeared in Appia (Rome)
- (4) Catalog item listing
- (5) Biography of the artist
- (6) Selective bibliography (reprint, with minor corrections, of that in Museum of Modern Art catalog).

b. Illustrations: On the check list of the exhibition I have marked with a red asterisk the five paintings which were reproduced in color in the Museum's catalog, which was printed by Bruder Hartmann, Berlin. Unfortunately, the Museum is unable to lend the color plates, but if you wish you may either request Hartmann to prepare electros to send to Basel or you may wish to ask them to print the color illustrations for you from the original color plates.

I do hope that we may hear from you soon, replying to the several questions raised. I am sure you realize how pleased we are that the exhibition can be presented under the Kunsthalle's distinguished auspices under your direction.

With warmest regards,

Sincerely,

Porter A. McGray
Director
Department of Circulating
Exhibitions

PAM/WR/trk

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Telefax **WESTERN UNION** *Telefax* ↑

SNW863
BASEL 15 7 1605
1961 JUL 7

MCCRAY MODERNART
NEW YORK MODERNART
THE MUSEUM OF MODERN ART
11 WEST 53RD ST.
D L S CD FAX

THANKS FOR CABLE WOULD LIKE OPENING ROTHKO
SHOW BASLE 20 JANUARY
RUEDLINGER *1141 ASD J*

(1-51)

cc. Mr. Rasmussen
of the MARK ROTHKO exhibit and of the show's tour.
For your information I have also sent you a copy of Dr. Ruedlinger's
cable to Mr. Rasmussen requesting this information, and of Mr.
Rasmussen's reply.

I have also asked our Publications Department to forward
two copies of The Museum of Modern Art MARK ROTHKO catalog to you
free of charge and you may expect them to arrive within the week.

Sincerely,

Richard L. Palmer
Executive Assistant
International Circulating
Exhibitions

Enclosures:

Copy of cable from Dr. Ruedlinger
Copy Mr. Rasmussen's cabled reply

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DLS
LT
ARNOLD RUDLINGER
KUNSTHALLE
BASEL (SWITZERLAND)

MUSEUM OF MODERN ART

WUC JULY 6, 1961

ROTHKO EXHIBITION 48 PAINTINGS OPENING LONDON
SEPTEMBER AFTERWARDS AMSTERDAM BRUSSELS stop
AVAILABLE FOUR WEEKS BOOKING LATE JANUARY OR
EARLY SPRING stop EUROPEAN EXHIBITORS SHARE PRO-
RATED COSTS OCEAN TRANSPORTATION INSURANCE PLUS
TRANSPORTATION PRECEDING CITY stop IF INTERESTED
PLEASE CABLE PREFERRED DATES stop BEST REGARDS

Mr. Mark Rothko
118 East 75th Street
New York 20, New York

MCCRAY
MODERNART

Dear Mr. Rothko:

chg international exhibitions ice-f-66-61

Following our telephone conversation earlier today, we
cabled Dr. Arnold Rudlinger of the Kunsthalle in Basel to the
effect that you wished to defer any decision regarding the avail-
ability and prices of the Rothko exhibition in the European version
of the MARK ROTHKO exhibition and of the show's tour.
For your information I have cc'd Mr. Rothko's
cable to Mr. Rasmussen requesting this information, and of Mr.
Rasmussen's reply.

cc: mr. rasmussen
mr. palmer
ice-f-66-61 / g

I have also asked our Publications Department to forward
two copies of The Museum of Modern Art MARK ROTHKO catalog to you
free of charge and you may expect them to arrive within the week.

Sincerely,

Richard L. Palmer
Executive Assistant
International Circulating
Exhibitions

Enclosures:

Copy of cable from Dr. Rudlinger
Copy Mr. Rasmussen's cabled reply

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RP
RK
ICE-F-66-61 (Basel)✓
ICE-F-66-61 (corresp-Rothko)
green

April 19, 1962

Mr. Mark Rothko
118 East 95th Street
New York 28, New York

Dear Mr. Rothko:

Following our telephone conversation earlier today, we cabled Dr. Arnold Rudlinger of the Kunsthalle in Basel to the effect that you wished to defer any decision regarding the availability and prices of the works you own in the European version of the MARK ROTHKO exhibition until the end of the show's tour. For your information I have enclosed copies of Dr. Rudlinger's cable to Mr. Rasmussen requesting this information, and of Mr. Rasmussen's reply.

I have also asked our Publications Department to forward two copies of The Museum of Modern Art MARK ROTHKO catalog to you free of charge and you may expect them to arrive within the week.

Sincerely,

Richard L. Palmer
Executive Assistant
International Circulating
Exhibitions

Enclosures:

Copy of cable from Dr. Rudlinger
Copy Mr. Rasmussen's cabled reply

RP/rp

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

EXHIBIT DATA

Give us the following information for the exhibit:

1. Date of opening: 3. 1. - 4. 4. 62 2. Address: 200

3. Museum or other building where shown: KUNSTHAUS BASEL

4. Name(s) of sponsoring organization(s): BASEL ART SOCIETY

5. Name of special group: 1

6. Estimated value (cost or exhibition program, or other): 25

7. Name of person(s) who have / who have had / who have [Name]

8. Name of person(s) who have / who have had / who have [Name]

9. Name of person(s) who have / who have had / who have [Name]

10. Name of person(s) who have / who have had / who have [Name]

11. Name of person(s) who have / who have had / who have [Name]

12. Name of person(s) who have / who have had / who have [Name]

13. Name of person(s) who have / who have had / who have [Name]

Very respectfully, your extremely obedient servant

THE MUSEUM OF MODERN ART ARCHIVES

Very respectfully, your extremely obedient servant

Very respectfully, your extremely obedient servant

Very respectfully, your extremely obedient servant

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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

*file ICE-F-66-61
Publicity-Basel*

Publicity Report

May we have the following information for the exhibition:

1. Dates of showing: 3.3.-8.4.62 2. Attendance: 4.000
3. Museum or other building where shown: KUNSTHALLE BASEL
4. Auspices or sponsoring organization (s): BASEL, ART SOCIETY
5. Visits by special groups: 1
6. Lectures, radio talks or television programs, or films: 2:
Radio Beromünster (Swiss) / Süddeutscher Rundfunk (German)
7. Opening ceremonies and events: Vernissage: opening addresses by:
Dr. Hans Theler, President of the Board of Trustess of the Kunsthalle Basel
Dr. Franz Meyer, Director of the Art Museum, Basel
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 ☒ at the time of showing
* sent to Mr. Rasmussen, one copy of each under separate
9. Comments about the exhibition: cover once more to Mr. Rasmussen

Very favourable, even enthusiastic comments in all the Newspapers
and magazine articles and among the amateurs in Basel and Switzerland

Signature: *A. Rüdlinger*

Title: Curator of the KUNSTHALLE

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FEB 19 1963

ADH

List of the Newspapers which published articles on the
ROTHKO-Exhibition - we mention only the more important ones:

BASEL

Basler Volksblatt, 8. März 1962
National Zeitung, 12. März 1962
Basler Nachrichten, 14. März 1962
Basler Woche, 16. März 1962

ZUERICH

Neue Zürcher Zeitung, 13. März 1962
Die Tat, 13. März 1962
Zürcher Woche, 30. März 1962

LAUSANNE

Gazette de Lausanne, 7. April 1962

AARAU

Aargauer Tagblatt, 28. März 1962

OLTEN

Die Woche, 4. April 1962

BADEN

Badener Tagblatt, 17. März 1962

GERMANY

Deutsche Zeitung, 15. März 1962
Badische Neuester Nachrichten, Karlsruhe, 29. März 1962
Rhein-Neckar-Zeitung, Heidelberg, 29. März 1962
Stuttgarter Nachrichten, 18. April 1962
Weser-Kurier, Bremer Zeitung, 18. April 1962
Neue Württembergische Zeitung, 19. April 1962

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File ICE-F-66-61 (Basel) ✓

MARK ROTHKO

112 APR 10 AM 5 24-6

cc: RP
RK
2 extra

BMC330

BASEL 20 10 1037

RASMUSSEN MODERNART NEWYORK

ARE ROTHKO NUMBER 5 8 12 13 27 FOR SALE WHEN YES PLEASE

NAME PRICES

KUNSTHALLE BASEL

COL 5 8 12 13 27

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Mackay
Radio
Globe
Wireless
Commercial
Cables
All America
Cables and Radio

200



American Cable & Radio System
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