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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.A.1172

ec: Mr

to it was precented of our fearur in a rather doore installation, the arbitition of 65 possibles complet nearly 650 running fort of gallery erace. Satolly more a pool deal of time with He, dels in

to you. We would greatly appropriate it if you would each us a plan of the galleries and any actor on distance proliminary plans you have conaffected for installation so but we sould discuss this further with

Mr. Rasmussen Miss Dudley Mr. Palmer Mrs. Hecht

Mrs. Hecht ICE-F-66-61/- Paris

locate auxiliaire

Green

July 13, 1961

Mr. Robert Giron
Directeur Général,
Société Ausiliaire des
Expositions du
Palais des Beaux Arts
10 Rue Royale
Brussels, Belgium

Dear Mr. Giron:

I have today learned from Bryan Robertson that he has scheduled the opening of the Rothko exhibition for September 27th in the White-chapel Art Gallery in London. This enables me to outline the following details relating to the contents of the show, its installation, dates of exhibition, costs and catalog in order that you might confirm arrangements to bring the Rothko exhibition to the Palais des Beaux Arts in December.

- 1. Contents 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 airmailed 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: You will note from the check list that a major section of the show is devoted to the series of murals painted in 1958 and 1959, represented by eight extremely large canvases. Six of these have a standard height of 8'9" with varying widths from 7'10" to 15', with two each 6' x 15'. All canvases are being sent unframed, but I am especially anxious to know whether pictures with the largest dimensions of 8'9" x 15', can be safely brought into your galleries. Would you please confirm this at your earliest opportunity?

RIZE

PUBLICITY

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ICE-F-66-61 - ROME Invitation to Opening



SOPRINTENDENZA ALLE GALLERIE ROMA II GALLERIA NAZIONALE D'ARTE MODERNA

LA S. V. È INVITATA ALLA INAUGURAZIONE DELLA MOSTRA DI

MARK ROTHKO

CHE SI TERRÀ IL 27 APRILE ALLE ORE II.

LA SOPRINTENDENTE
PALMA BUCARELLE

VALLE GIULIA - TEL- 802.751

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	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

Pome

# THE MUSEUM OF MODERN ART

cc: Mr. Selz ICE-F-66-61 (Paris)
Miss Dudley ICE-F-66-61 (Rome)
Mr. Palmer i-0

Date July 11, 1962

To: Mr. Alfred H. Barr, Jr.

Richard L. Palmer

Re: MARK ROTHKO Exhibition

- ICE-F-66-61

Dear Mr. Barr:

Thank you for your memo of July 2 in which you agreed to extend the loan of the Museum's Rothko, No. 19, 1958, through December 1962, in order to accommodate the Paris showing of the exhibition.

In regard to your question concerning the Rothko exhibition's reception in Rome, I have quoted the following from Waldo's letter of June 19:

"On the other hand, from people who were in Venice -- exespecially foreign visitors such as the Commissioners for Greece and Yugoslavia who had seen the (Rothko) show in Rome -- it is clearly a great advantage for the show to be in Rome throughout the summer when there are such crowds of people. Please tell Mr. Rothko that it has been a great success in Rome and that Bucarelli hopes against hope that he will be able to come at least for the last part of the showing."

We have on hand several clippings from Italian papers regarding the Rothko exhibition's Rome showing, and as soon as they have been translated, I shall have copies forwarded to you.

Although I realize this answers your question only rather vaguely, I'm afraid that I haven't any other news - we have had no direct word from the Galleria Nazionale since the Rothko show's opening there last April 26.

(Distated by Mr. Darr, signed in his absonce)

	Collection:	Series.Folder:
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# THE MUSEUM OF MODERN ART

cc: Miss Miller
Miss Jones

Date July 2, 1962

To: Richard L. Palmer

Re: Loan extension: Rothko No. 19,

From: Alfred H. Barr, Jr.

1958

Dear Mr. Palmer:

I think we must lend the Rothko you ask for even though it means we shall not be able to include it in our Recent Acquisitions show. We will put off the announcement until the following year when the picture will be all ours instead of half.

May I question whether the show is attracting a great deal of attention in Rome. My wife was at the Galleria Nazionale d'Arte Moderna and said that the show looked wonderful but that there was no one there at all. Furthermore, the magazine Arte Oggi, although it did mention other shows, did not mention the Rothko show for some reason.

However, I am sure that a great many artists in Rome have found the show very interesting.

AHB, Jr.

(Dictated by Mr. Barr, signed in his absence)

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	Collection:	Series.Folder:
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WI DAMES April 26, 1962

MEDICAL PROPERTY.

ICE F 66 61 Rome-Repreduction right

Miss Moeller

ADH

RP

August 13, 1963

TO THE APPLIA PRESTORER BUSINESS Brüder Hartmann Hauptstrasse 26 Berlin-Shineberg Germany

Dear Sirs:

Miss Pearl Moeller, of our Rights and Reproductions Department has asked me to check with you on whether the five progressives of Rothko plates which you forwarded to Mr. Stefano de Luca as per our letter to you of April 13, 1962, have been safely returned to you.

Hoping to hear from you on this matter,

EXPENSES DEFONES EXECUTOR PROSPERSIONAL ROPERO CATALOG ALPHAILIES

Sincerely,

Anne Dahlgren Hecht (Mrs. David Hecht) Editorial Associate

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

DLS

MUSEUM OF MODERN ART NEWYORK

LT

BUCARELLI GALMODERNA ROME (Italy)

WU CABLES April 16, 1962

HARTMANN INFORMS ELECTROS PROGRESSIVES ROTHKO CATALOG AIRMAILED

TO YOU APRIL FOURTEENTH REGARDS

RASMUSSEN MODERNART NEWYORK

Charge: OCE-F-66-61-Rome

-00-01-Rome

CC: VICE-F-66-61-Rome

Miss Moeller

Miss Boaz

RPalmer

RKolmetz

green

7/4

Collection: Series.Folder: The Museum of Modern Art Archives, NY IC/IP I.A.1174

BRUDER HARTMANN Rother RK

WHITECHAPEL

Buchdruckerei BERLIN-SCHONEBERG . HAUPTSTRASSE 26 . TELEFON: SAMMEL-NR. 710451

Mr. Rasmussen c/o The Museum of Modern Art

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

April 14, 1962 II./B1.

Dear Mr. Rasmussen:

COMMUNIC

RCA

CZ

AAIINIIC ATIONE

LER

Today we shipped by air mail progressives and electros of ROTHKO Catalogue to Istituto Grafico Tiberino, Via Gaeta 14, Rom. We hope the shipment will be in Rom Monday, 16.

Yesterday we received the progressives from London. Mr. have given you a wrong message.

Sincerely yours,

BRUDER HARTMANN

Air mail!

Bank für Handel und Industrie, Zweigstelle 1 - Borliber Commerzhank, Zweigstelle Schüneberg - Berliner Discoute-Bank - Postschackkontm. Sanlia West 107 91

APR 14 1962

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

RCA COMMUNIC
A SERVICE OF RADIO CORP.
30 ROCKEFELLER PLAZA,

APR 1 6 1962

MUNICATIONS, IN
RADIO CORPORATION OF AMERICA
FELLER PLAZA, N.Y. TEL. Cl. 7-5525 ZC.

RX90 IAT1140/GLL537 ROMA 402303 20 13 1500

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RCA

COMMUNICATIONS, II

HARTMAN NON SPEDITO CLICHES COLORI PREGO SOLLECITARLO ALTRIMENTI IMPOSSIBILE APRIRE MOSTRA ROTHKO DATA STABILITA BUCARELLI GALMODERNA +

HARTMEN HAS NOT YET MAILED COLORED PLATES PLEASE WRITE HIM TO HASTEN SHIPMENT OR IT WILL BE IMPOSSIBLE TO OPEN ROTHKO EXHIBITION IN TIME COL IAT1140 +



PCA A

SERVICE OF RADIO CORPORATION OF CRICA 30 ROCKEFELLER PLAZA, N.Y. TEL. CI. 7-5525



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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# THE WHITECHAPEL ART GALLERY

Bishopsgate 1492 tube station: Aldgate East High Street, London, E.I

Chairman of Trustees: Director: Bryan Robertson, O.B.E.
The Viscount Bearsted, D.L., T.D. Assistant Director: Ann Forsdyke

12th April, 1962

cc; RP

Dear Mr. Rasmussen,

Thank you for your cablegram in connection with Bruder Hartmann's Berlin progressives for the Tobey catalogue. These were sent off to Mr. Hartmann on 10th April and should have arrived there by now.

With all good wishes,

-Romko?

Yours sincerely,

my tom

Assistant Director

Mr. W. Rasmussen,
The Museum of Modern Art,
11, West 53rd Street,
New York 19,
N.Y.,
U.S.A.

NEW YORK

ril 10, 1962

SIVES

ROTHKO

ORK

er, ICE-F-66-61-Rome green

Hammunum, HOMA, N.T.

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catalog in Rome,

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

DIS

ROBERTSON

MUSEUM OF MODERN ART NEW YORK

ART GALLERY

Hauptstrassa, 26

WU CABLES April 10, 1962

Copy for Mr. Rassussen, MCMA, N.Y.

WHITECHAPEL ART CALLERY HIGH STREET LONDON (England)

PIEASE FORWARD TO BRUDER HARTMANN BERLIN PROGRESSIVES

PAGES THIRTEEN TWENTYTHREE THIRTYTWO THIRTYFIVE ROTHKO

CATALOG FOR USE ROME CATALOG

RASMUSSEN MODERNART NEWYORK

Charge: Rothko-Rome ICE-F-66-61 cc: WR,RP,RK,Miss Moeller, ICE-F-66-61-Rome green

Bridge Hartnern.

High Street, Stepney E 1 London, England Dear Mr. Hobertsons

On August 16, 1962, on instructions from The Museum of Modern Art, New York, we sent to your printers, Messre. Fosh and Gross, London, four sets of progressives for Pages 23, 25, 32 and 35 of the Rothko catalog. In addition, the progressives for the reproduction on Page 13 was sent directly from New York. These progressives were never returned to us. Will you please be good enough to forward them to us by return mail, since they are needed for the printing of an exhibition catalog in Rome.

Respectfully yours,

Vis siresil

	Collection:	Series.Folder:
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ICE-F-66-61-Rome-catalog RP,RK, Miss Moeller

#### TRANSLATED FROM THE GERMAN

BRUDER HARTMANN Book Printers Berlin-Schoneberg Hauptstrasse, 26

Copy for Mr. Rasmussen, MOMA, N.Y.

April 5, 1962

Mr. Bryan Robertson c/o Whitechapel Art Gallery High Street, Stepney E 1 London, England

Dear Mr. Robertson:

On August 16, 1962, on instructions from The Museum of Modern Art, New York, we sent to your printers, Messrs. Fosh and Cross, London, four sets of progressives for Pages 23, 25, 32 and 35 of the Rothko catalog. In addition, the progressives for the reproduction on Page 13 was sent directly from New York. These progressives were never returned to us. Will you please be good enough to forward them to us by return mail, since they are needed for the printing of an exhibition catalog in Rome.

Respectfully yours,

Bruder Hartmann

Via airmail

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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VICE-F-66-61-Rome (Reproduction rights)
Miss Moeller
Miss Boas
RP, RK, ADH green

Via air mail

April 13, 1962

April 10, 1962

Bruder Hartmann Hauptstrasse 26 Berlin-Schineberg Germany

Dear Sirs: In response to your letter of March 27, I cabled you on April h as follows:

Thank you for your letter of April 5. We have cabled Mr. Robertson of the Whitechapel Art Gallery in London, asking him to forward to you the progressives for pages 13, 23, 25, 32 and 35 of the Rothko catalog and no doubt you will receive them very shortly and can send them directly on to Rome.

We have informed Mr. Stefano de Luca of the Istituto Crafico Tiberino, the printers of the Rome catalog, that we will lend him our progressives without charge, but would like him to return them to you when he has finished with them, insuring each set for \$100. We should appreciate it if you would let us know when they have returned to your hands.

All new electros made by you for the Rome catalog should be billed to Dr. Palma Bucarelli, Director of the Galleria Nazionale d'Arte Moderna in Rome, where the Rothko exhibition will be shown.

les for the Engine's Notice shilliften. There also, would have

Sincerely,

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

WR/rrk/rrk

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

ICE-F-66-61-Rome Miss Moeller Miss Boas RP, RK, ADH green Istitute Ora:

Via air mail

Indicated is a list of April 10, 1962 - observed in printing the reproductions. I should appreciate it if you

Associate Birector

Rebibitions

International Circulating

April 10, 1962

Mr. Stefano de Luca Istituto Grafico Tiberino Via Gaeta 1h Rome, Italy

would give these careful consideration,

Dear Mr. de Luca:

In response to your letter of March 27, I cabled you on April 4 as follows:

> AUTHORIZING BRUDER HARTMANN RELEASE ELECTROS FIVE COLOR PLATES ROTHKO CATALOG stop CONSULT THEM ON MAKING ELECTROS FOR HALFTONES.

Sincerely,

We have today had word from the Bruder Hartmann that new electros are being made for the five color plates and that Mr. Bryan Robertson of the Whitechapel Art Gallery in London has been requested to return the progressives for these plates, which he is holding. We have also cabled Mr. Robertson authorizing him to forward the progressives for your use. You should have all this material in your hands within a short time.

The progressives, which belong to The Museum of Modern Art, are being placed at your disposition without charge, but we must ask you to return them to the Bruder Hartmann immediately after you have finished with them, insuring each set for \$100. This amount represents the replacement value in case of loss or damage.

Since the electros are being made especially for your use, the Hartmanns will bill you for them.

If you should wish to use half-tone illustrations in addition to the color plates, I would suggest you consult the Hartmanns on the possibility of having electros made from plates which they may possibly be holding, since they printed the catalog for the Museum's Rothko exhibition. These also, would have to be made at your expense.

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

Mr. de Luca Istituto Grafico Tiberino, Rome April 10, 1962

Enclosed is a list of conditions to be observed in printing the reproductions. I should appreciate it if you would give these careful consideration.

Sincerely,

Waldo Rasmussen Associate Director International Circulating Exhibitions

WR/RRK/rrk

ROBUTENES MAT CACTURE STOR STREET

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DIS

DIS MUSEUM OF MODERN ART NEW YORK

ROBERTSON WHITECHAPEL ART CALLERY

WU CABLES April 10, 1962

HIGH STREET LONDON (England)

PIEASE FORWARD TO BRUDER HARTMANN BERLIN PROGRESSIVES

PAGES THIRTEEN TWENTYTHREE THIRTYTWO THIRTYFIVE ROTHKO

CATALOG FOR USE ROME CATALOG

RASMUSSEN MODERNART NEWYORK

Charge: Rothko-Rome ICE-F-66-61 cc: WR, RP, RK, Miss Moeller, ICE-F-66-61-Rome green

	Collection:	Series.Folder:
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BRUDER HARTMANN

APR 9 1962

CEI RP

Buchdruckerei BERLIN-SCHONEBERG . HAUPTSTRASSE 26 . TELEFON: SAMMEL-NR. 710451

ICE-F-66-61-Rome (Reproduction Rights

Mr. Rasmussen c/o Museum of Modern Art 11 West 53rd Street New York 19, N.Y.

April 5, 1962 II./Ga.

Re.: Rothko

16

Dear Mr. Rasmussen,

Today we wrote to Mr. Robertson, London to return to us the progressives of the pages 13, 23, 25, 32 and 35. We never received them from London.

We ordered new electroes from the above mentioned pages and will send them as soon as possible to Rome.

Please send a cable to Mr. Robertson4, London to make sure that he will send us the progressives so that we can forward them to Rome.

We are sorry to make so much trouble.

Sincerely yours

BRUDER HARTMANN

air-mail

	Collection:	Series.Folder:
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BRUDER HARTMANN

Buchdruckerei BERLIN-SCHUNBBERG, HAUPTSTR. 26 FERNSPRECHER: SAMMEL-NR. 710451 Kopie für Mr. Rasmussen, Moma, New York

Mr. Bryan Robertson c/o Whitechapel Art Gallery High Street, Stepney E 1 L o n d o n /England

den 5. April 1962 II./Ga.

Sehr geehrter Mr. Robertson,

Am 16. August 1961 sandten wir im Auftrage des Museums of Modern Art, New York an Ihren Drucker Messrs. Fosh and Cross, London, vier Farbskalen, und zwar aus dem Rothko-Katalog Seiten 23, 25, 32 und 35. Außerdem wurde Ihnen aus New York die Farbskala des Bildes Seite 13 geschickt. Diese Farbskalen sind nie wieder in unseren Besitz gelangt. B itte, veranlassen Sie, daß sie umgehend an uns auf den Weg gebracht werden, da in Rom ein Ausstellungskatalog gedruckt werden soll.

Mit vorzüglicher Hochachtung

BRUDER HARTMANN

Luftpost

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ICE-F-66-61-Rome-catalog RP,RK, Miss Moeller

# TRANSLATED FROM THE GERMAN

BRUDER HARTMANN Book Printers Berlin-Schoneberg Hauptstrasse, 26

Copy for Mr. Rasmussen, MOMA, N.Y.

greek

April 5, 1962

Mr. Bryan Robertson c/o Whitechapel Art Gallery High Street, Stepney E 1 London, England

Dear Mr. Robertson:

On August 16, 1962, on instructions from The Museum of Modern Art, New York, we sent to your printers, Messrs. Fosh and Cross, London, four sets of progressives for Pages 23, 25, 32 and 35 of the Rothko catalog. In addition, the progressives for the reproduction on Page 13 was sent directly from New York. These progressives were never returned to us. Will you please be good enough to forward them to us by return mail, since they are needed for the printing of an exhibition catalog in Rome.

Respectfully yours,

Bruder Hartmann

Via airmail

CA

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DIS LT CONTRACT MUSEUM OF MODERN ART NEW YORK

WU CABIES April h, 1962

DE LUCA ISTITUTO CRAFICO TIBERINO VIA CAETA 14 TO INTITUDO CRAFTOS TIRREDO MONS POR ROTIRO

AUTHORIZING BRUDER HARTMANN RELEASE ELECTROS FIVE COLOR PLATES ROTHEO CATALOG STOP CONSULT THEM ON MAKING ELECTROS

FOR HALFTONES THE STOP IN SECRETARY MANY REST ELECTRONS

RASMUSSEN MODERNART NEWYORK

Charge: ROTHKO ICE-F-66-61-Rome co: Miss Moeller, Miss Boas, WR, RP, RK, ADH green

VICE-F-66-61-Rome

	Collection:	Series.Folder:
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DIS LT ERUDER HARTMANN HAUPTSTRASSE 26 BERLIN-SCHONE BERG (Germany)

MUSEUM OF MOVERN ART NEW YORK

WU CABLES April 4, 1962

PIEASE RELEASE TO ISTITUTO GRAPICO TIERRINO ROME FOR ROTHKO CATALOG FOURCOLOR ELECTROS AND PROGRESSIVES OF PAGES 13, 23, 25, 32, 35 RETURNED TO YOU BY ROBERTSON LONDON SEPTEMBER

RASMUSSEN MODERNART NEWYORK

Charge: ROT-KO ICE-F-66-61-Rome cc: Miss Moeller, Miss Bons, WR, RP, RK, ADH
green

ICE-F-66-61-Rome

NINETERN SIXTYONE stop IF NECESSARY MAKE NEW ELECTROS

or Dir. Theorements

I have been solved by Dott, Palet Honoralli to publish the .

d'Arts distarna in Boss, but I de not hove the monreury tide is

sale the plates for said extalog, therefore, I am asking you to be so him as to lead to the plates (in block & shite) that pure used in

the remed estimition to the lighted States.

Ad for the colored plates I have abready saint living. Syllier

I nope that within the cent few days you will be able to appear

to defend the lase of the shore sectioned raterial.

" Binding to hear from you were soon, and very grainful for your bind

attention, I on always at your disposal for anytiday you might sand,

Most sorephi greatings,

	Collection:	Series.Folder:
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RK.

ISTITUTO GRAFICO TIBERINO
EDITORE IN ROMA
Eredi di Luigi De Luca
Via Gaeta 14
Roma

TRANSLATION CONCERNIANT

March 12, 1962

Mr. Rasmussen Mudeo d'Arte Moderna 11 West 53rd Street New York 32 (?)

Dear Mr. Rasmussen:

I have been asked by Dott. Palma Bucarelli to publish the catalog for the coming Rothko exhibition at the Balleria Nazionale d'Arte Moderna in Rome, but I do not have the necessary time to make the plates for said catalog, therefore, I am asking you to be so kind as to lend me the plates (in black & white) that were used in the recent exhibition in the United States.

As for the colored plates I have already asked Dott. Brüder Hartmen in Germany.

I hope that within the next few days you will be able to agree to xxixxi the loan of the above mentioned material.

Hoping to hear from you very soon, and very grateful for your kind attention, I am always at your disposal for anything you might need.

Most cordell greetings,

s/ Stefano De Luca

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

cc: Mrs. Thoby-Marcelin(ltrhead)
Mr. Palmer
Mrs. Hecht
Mrs. Kolmetz
ICE-F-66-61 (Rome)

is the latter of the Narch 8, 1962

Mr. John Brown Country Cultural Affairs Officer United States Embassy Rome, Italy

Dear Mr. Browns

This is in reply to your Operations Memorandum of February 15, a copy of which was forwarded to this office by Mrs. Eva Thoby-Marcelin of U.S.I.A. in Washington. We were very pleased to learn of your plans for publicising the MARK ROTHKO exhibition when it is shown at the Galleria Nazionale d'Arte Moderna in Rome from April 26-May 2h and of the arrangements you have made to have Mr. Argan give a series of lectures about the artist and his work.

I hope that you will not beside to note if I can be of any further

As you requested, we have investigated the availability of slides of Rothko's work which could be used to illustrate the lectures and I have enclosed six from our Museum's lending service for your use; of the six, only one is of a work in the exhibition but I thought the others would be useful for illustrative purposes as well. There is a fairly good possibility that several other slides, perhaps 10 or 12, of works which will actually be shown in Rome might be available after mid-April. We have already discussed this with Mrs. Marcelin and she has agreed to order them directly from our supplier in New York if they can be completed in time; they are now in production and must first be approved by the artist before they can be made available for sale. The slides enclosed with this letter should be returned to this department when you are finished with them.

I have also enclosed the following material for your use in publicizing the exhibition:

- 1. MARK ROTEKO catalog from the Whitechapel Gallery, London
- 2. MARK ROTHKO catalog from the Stedelijk Museum, Amsterdam
- 3. Portrait photograph of the artist
- 4. Six black-and-white photographs of works in the exhibition
- 5. Our suggested press release

Should you need additional photographs of works in the show, I would suggest that you contact Pottoressa Palma Bucarelli at the Galleria as she has a complete set.

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

Mr. John Brown

-2-

March 8, 1962

I am sending this letter with the enclosures to Mrs. Thoby-Marcelin in Washington with the understanding that she will relay them to you. I hope that you will not hesitate to write if I can be of any further assistance.

Sincerely,

Waldo Rasmussen Associate Director International Circulating Exhibitions

Anclosures: 6 Slides 5 as itemised

WR:nk

The Museum of Modern Art Archives, NY		Collection:	Series.Folder:
	archives, NY	IC/IP	I.A.1174
	rchives, NY	IC/IP	I.A.1174

NUMBER 10, 1950.

NUMBER 7, 1951.

THE BLACK AND THE WHITE. 1956.

BLACK OVER REDS. 1957.

TAN AND BLACK ON RED. 1957.

WHITE AND GREENS IN BLUE. 1957.

Sent to
Rome To

IN PRODUCTION AND MAY BE READY BY MID-APRIL

VESSELS OF MAGIC. 1946.

NUMBER 15, 1948.

NUMBER 13, 1949.

NUMBER 8, 1952.

NUMBER 18, 1952.

NUMBER 10, 1953.

HOMAGE TO MATISSE. 1954.

BLACK OVER REDS. 1957.

SKETCH FOR MURAL NUMBER 1, 1958.

MURAL, SECTION 3, 1959.

INSERT

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.A.1174

OPERATIONS MEMORAND

cc: RP
RK
ADH
ICE-F-66-61 (rome)
green

March 8, 1962

Mrs. Eva Thoby-Marcelin
Fine Arts Section
Exhibits Division
Information Center Services
USIA
Washington 25, D. C.

Dear Mrs. Marcelin:

I have enclosed a copy of my letter to Mr. John Brown regarding the material he requested for USIS-Rome's use in connection with the Rome showing of the MARK ROTHKO exhibition and have, as well attached a package containing the original of my letter and its enclosures which I would appreciate your forwarding to Rome in the diplomatic pouch.

Since your conversation with my secretary, Miss Dennis, yesterday, we have managed to secure six slides of works by Rothko from the Museum's slide service; these slides are among the enclosures in the attached package and should be returned to this Department after the lecture series in Rome has been completed. We have also contacted our supplier, Sandak Inc. at 39 West 53 Street, New York 19, and have learned that the following slides might be available in mid-April:

VESSELS OF MAGIC. 1946 NUMBER 10, 1953. NUMBER 15, 1948. HOMAGE TO MATISSE. 1954. NUMBER 13, 1949. BIACK OVER REDS. 1957. NUMBER 8, 1952. SKETCH FOR HURAL NUMBER 1, 1958. NUMBER 18, 1952. MURAL, SECTION 3, 1959.

These slides are all of works in the exhibition and would be most useful in illustrating the lectures. They will be available at \$1.25 each and I would suggest that you write to Sandak as soon as possible to place your order. We will try to speed them up on this end in any way we can.

I hope this has been helpful and that you will not hesitate to write or call if you need any further assistance.

With best regards,

Sincerely,

Waldo Rasmuseen Associate Director International Circulating Exhibitions

Enclosures:

Copy of ltr. to Mr. Brown

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.A.1174

FORM DS-682

gile: ICE-F-66-61 Rome

WIA AIR FOUGE

cc. Rp

# **OPERATIONS MEMORANDUM**

TO:

USIA Washington

Date: February 15, 1962

FROM:

USIS Rome

SUBJECT:

Museum of Modern Art - European Show of American Fainter, Mark ROFIECO

REF:

Hone

In April, the Museum of Medern Art of Bome will be featuring a large show -- the first of its sort in Burepe -- of the American painter Mark Bothko. It has been organized by the Museum of Medern Art in New York and, like previous exhibits produced by this institute, will undoubtedly be of high quality and will enhance American artistic prestige in Italy.

We are anxious to support the Museum of Modern Art as such as we can, and plan lectures and publications on Rothko and his work. We are inviting Argan, leading Italian art critic, to speak on Bothko, and for this purpose we should appreciate receiving any colored slides of his work that are available. These might be obtained through the Museum of Modern Art.

In addition, we should appreciate receiving any publications on Rothko which might be used for exhibit purposes in the USIS Library and also for preparation of press material concerning his.

cc: Mr. Waldo Rasmussen, The Museum of Modern Art Miss Jane Fairweather

Jibromisja

UNCLASSIFIED

☆ U.S. GOVERNMENT PRINTING OFFICE: 1960-866662

Series.Folder:
I.A.1174

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ICE-F-66-61 Rome

green

Hartmann

from Fritz Surtages which is ICE business, ret Methods I believe Tiberino in Rose still has theApril 17, 1963 proposed was not too. We need Hartmann constantly

Dear this a I turn over to you herewith a letter

for all space of work so I do hope for Busarelli will

Brider Hartmann Haupstrasse 26 Berlin-Schöneberg Germany

Att: Mr. Fritz Hartmann

Gentlemen:

I must apologize for not having answered your letter of last February 20 which Miss Pearl Moeller has passed on to me. The past month and a half here at the Museum have been so hectic for me that I have had to neglect much of my correspondence.

I assure you that I have, however, written directly to Dott. Palma Bucarelli of the Galleria Nazionale d'Arte Moderna in Rome to urge her to settle your outstanding invoice of April 1962 as soon as possible. I can think of no reason why your bill for the Rothko electros has remained unpaid for so long and I will let you know as soon as I have Dott. Bucarelli's reply.

If you have, in the meantime, received reimbursement for your invoice, I would appreciate it if you would let me know.

er, becomenen, opril 13, 1962). Our theoline on the second of In 925,80 has

Sincerely,

Richard L. Palmer Executive Assistant Department of Circulating Exhibitions

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.A.1174

FFR 2 5 1963 2/25/63

Note to Mr. Rasmussen:

Dear Waldo - I turn over to you herewith a letter from Fritz Hartmann which is ICE business. re: Rothko. I believe Tiberino in Rome still has the progressives out too. We need Hartmann constantly for all kinds of work so I do hope Dr. Bucarelli will attend to the money owed Hartmann.

P.L. Moeller RM

HAUPTSTRASSE 26 . TELEFON: SAMMEL-NR. 710451

(Recd 2/26/63)

New York 19, N.Y.

February 20, 1963 Ga. den 20. Februar 1963

Dear Miss Moeller,

Enclosed please find a carbon our todays letter to Dr. Palma Bucarelli, Galleria Nazionale d'Arte Moderna, Roma, containing a reminder to pay our invoice no. A 400, of April 19, 1962.

By order of Mr. Waldo Rasmussen, we sent off on April 13, 1962 to Istituto Grafico Tiberino, Roma, five sets of electros of the Rothko catalogue, page 13, 23, 25, 32 and 35, and billed Dr. Palma Bucarelli for it (see letter of Mr. Rasmussen, April 13, 1962). Our invoice on the amount of DM 945,80 has not yet been paid. Would you kindly ask Dr. Bucarelli too to pay short-dated.

We think you will agree that we want to have the money for an invoice of April, 1962.

Thank you in advance.

Sincerely yours

air-mail

BRUDER HARTMANN

Collection:	Series.Folder:
IC/IP	I.A.1174

## BRUDER HARTMANN

Buchdruckerei BERLIN-SCHONEBERG - HAUPTSTRASSE 26 - TELEFON: SAMMEL-NR. 710451

(Recd 2/26/63)
Wilibrary

Miss Pearl L. Moeller c/o Museum of Modern Art 11 West 53rd Street New York 19, N.Y.

February 20, 1963 Ga.

Dear Miss Moeller,

Enclosed please find a carbon our todays letter to Dr. Palma Bucarelli, Galleria Nazionale d'Arte Moderna, Roma, containing a reminder to pay our invoice no. A 400, of April 19, 1962.

By order of Mr. Waldo Rasmussen, we sent off on April 13, 1962 to Istituto Grafico Tiberino, Roma, five sets of electros of the Rothko catalogue, page 13, 23, 25, 32 and 35, and billed Dr. Palma Bucarelli for it (see letter of Mr. Rasmussen, April 13, 1962). Our invoice on the amount of DM 945,80 has not yet been paid. Would you kindly ask Dr. Bucarelli too to pay short-dated.

We think you will agree that we want to have the money for an invoice of April, 1962.

Thank you in advance.

Sincerely yours

air-mail

BRODER HARTMANN

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.A.1174

## BRUDER HARTMANN

Buchdruckerei BERLIN-SCHONEBERG . HAUPTSTRASSE 26 . TELEFON: SAMMEL-NR. 710451

Herrn

Direktor Dr. Palma Buvarelli Galleria Nazionale d'Arte Moderna R o m a /Italia

den 20. Februar 1963

Sehr geehrter Herr Dr. Bucarelli!

Am 13. April 1962 sadten wir an das Istituto Grafico Tiberino, Via Gaeta 14, Roma, fünf Galvanosätze aus dem Rothko-Katalog, und zwar der Seiten 13, 23, 25, 32 und 35. Auf Weisung des Museums of Modern Art, New York, haben wir Ihnen dafür am 19. April 1962 eine Rechnung für diese Galvanosätze zugesandt und Sie in unserem Schreiben vom gleichen Tage gebeten, das Istituto Grafico Tiberino zu unterrichten, die ihnen bereits übersandte Rechnung zu vernichten, da die Weisung, die Rechnung an Sie zu schicken, erst einige Tage später eintraf. Der Rechnungsbetrag lautet über zusammen DM 945,80. Diese Rechnung wurde von Ihnen bis heute nicht bezahlt. Wir müssen Sie bitten, uns den Betrag umgehend anzuweisen. Eine Abschrift unserer Rechnung fügen wir als Anlage bei.

Mit vorzüglicher Hochachtung

Anlage
Luftpost

ERNDER HARTMANN

Fro yelfeet second

cc: Miss Pearl L. Moeller

1,000,00

Telegr.- Adr.: Kunstbrief Berlin

Road für Hondel und Industrie Zweigstelle 1 Berliner Commerzhauk, Zweigstelle Schöneberg - Berliner Disconto-Bank - Postscheckkonto; Berlin West 102 91

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SOPRINTENDENZA

GALLERIA NAZIONALE D'ARTE MODERNA " Mr. Richard D. PALSER

cc: RP

ICE-F-66-61 Rome

green

Executive Assistant International

spiace anche a me che sia sorto questo equi-

April 17, 1963 chibitians The Museum of Modern Art-11 West 53rd Street

Dott. Palma Bucarelli La Soprintendente Galleria Nazionale d'Arte Moderna Viale Delle Belle Arti, 131 Rome, Italy

Dear Dott. Bucarelli:

Thank you for your letter of March 1 regarding the charges for repacking the Rothko exhibition after its closing at the Calleria. In view of the fact that you had previously assumed the costs of repacking the show in Basel, prior to its shipment to Rome, we have decided to reimburse Bruno Tartaglia directly for the \$230. balance due on his invoice of last December 11. We feel that too much time has elapsed to ask the Kunsthalle to consider assuming this charge. I have already notified Tartaglia that this situation has now been a nostro resolved and that our check will be forwarded within the next few a (Basilea) e weeks. Allaggio nel Juogo di arrivo (Roma), attenendosi in tal mo-

I recently received a letter from Bruder Hartmann in Berlin, Germany, regarding his invoice # A 400 which was forwarded to you in April, 1962. As you doubtless know, this invoice covered the cost of the five sets of electros which were sent to the Instituto Grafico Tiberino for their use in producing your MARK ROTHKO catalogue. Since the electros were forwarded to you by our order, and because Bruder Hartmann is a firm with which this Museum deals quite frequently, we naturally hope that you will settle this matter as an income soon as possible. debbono perciò essere perfettamente equi-

I was sorry to learn that it would not be possible for you to show the FRANZ KLINE exhibition because of our previous committment to Turin. The show has now been scheduled to open in Amsterdam in the latter part of September; the following showings will be in Turin, Brussels, Basel, Vienna, and London, in that order.

As soon as we have more definite information about the Lipchitz show, we will let you know. prego guindi, se ritiene di poterio fare,

With best regards,

Sincerely,

Richard L. Palmer Executive Assistant Department of Circulating Exhibitions

Collection: Series.Folder: The Museum of Modern Art Archives, NY IC/IP I.A.1174



# SOPRINTENDENZA

ALLA GALLERIA NAZIONALE

Prol. N. 558	Pos N	Allered N
Risposta a	SOP RINTEN	Allegali N.
Prol. N.		Add do N. A. Mar de Santon

Mostra Rothko

LA SOPRINTENDENTE (Dott.Palmg Bucarelli)

moulder Gent.mo Signor Palmer, Roma li F.1 MAR. 1963

195

VIALE DELLE BELLE ARTI, 131 - TEL. 802.751 TELEGR. : GALMODERNA - ROMA

D'ARTE MODERNA SIGNATORICHARD BALMER SMIS Executive Assistant International Circulating Exhibitions The Museum of Modern Art-11 West 53rd Street

NEW YORK

spiace anche a me che sia sorto questo equivoco circa il pagamento delle spese di reimballaggio delle opere di Rothko a Basilea. Lei cita la lettera del sig. Rasmussen del 29 dicembre 1961, di cui sono in possesso; in essa si diceva che le spese a carico del nostro museo dovevano essere quelle d'assicurazione nella misura di 750 dollari, le spese di trasporto da Basilea e la pubblicazione del catalogo. Poichè la lettera non conteneva altre indicazioni specifiche, noi abbiamo assunto a nostro carico le spese di reimballaggio nel luogo di provenienza (Basilea) e di sballaggio nel luogo di arrivo (Roma), attenendoci in tal modo a quanto era stato fatto in precedenti occasioni (anche in occasione della mostra di Ben Shahn era stato seguito guesto crite-

riohis letter it was stated that the expenses to be paid by our museus

were \$750 for insurance, transportation from base) the letter there were Comunque mi sembra che il problema si possa risolvere facilmente, addebitando al Museo di Basilea le spese del reimballaggio della mostra a Roma, reimballaggio che è stato eseguito, a Roma, dalla stessa ditta Tartaglia che l'aveva eseguito a Bruxelles; i due importi debbono perciò essere perfettamente equivalenti. Se il dott. Rüdlinger pagherà direttamente la ditta Tartaglia, liquidando la fattura di cui Lei è attualmente in possesso, la cosa sarà molto semplificata e si eviteranno gli ostacoli di carattere amministrativo che questa Soprintendenza incontrerebbe se dovesse farsi tramite di questo pagamento, secondo la soluzione che Lei suggerisce.

La prego quindi, se ritiene di poterlo fare, di voler scrivere Lei stesso al dr. Rudlinger inoltrandogli la fattura di cui Lei è in possesso. Witing to hear from you, pleas assept my nest sordial greatlandy.

Oggetto

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VIALE DELLE BELLE ARTI, 131 - TEL ROZ. 754

SOPRINTENDENZA

GALLERIA NAZIONALE Rimango in attesa di notizie e La prego di gradire i miei

Isnot migliori saluti. A evitusex a

The Tuseum of Modern Art-11 West 53rd Street

LA SOPRINTENDENTE (Dott.Palma Bucarelli)

Much

Gent.mo Signor Palmer,

spiace anche a me che sia sorto questo equivoco circa il pagamento delle spese di reimballaggio delle opere di Rothko a Basilea. Lei cita la lettera del sig. Rasmussen del 29 dicembre 1961, di cui sono in possesso; in essa si diceva che le spese a carico del nostro museo dovevano essere quelle d'assigurazione mella misura di 750 dollari, le spese di trasporto da Basilea e la pubblicazione del catalogo. Poichè la lettera non conteneva altre indicazioni specifiche, noi abbiamo assunto a nostro carico le spese di reimballaggio nel luogo di provenienza (Basilea) e di sballaggio nel luogo di arrivo (Roma), attenendoci in tal modo a quanto era stato fatto in precedenti occasioni (anche in occasione della mostra di Ben Shahn era stato seguito questo crite-. OFT

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	Collection:	Series.Folder:
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TRANSLATION

## SOPRINTENDENZA ALLA GALLERIA NAZIONALE D'ARTE MODERNA

Exhibition: ROTHKO

March 1, 1963

Mr. Richard L. Palmer
Executive Assistant
Int. Circulating Exhibitions
The Museum of Modern Art
11 W 53rd Street
New York

Dear Mr. Palmer:

0

I too am sorry about this misunderstanding about the payment of the expenses for repacking Rothko's works in Basel. You mention Mr. Rasmussen's letter of December 29, 1961, which is in front of me; in this letter it was stated that the expenses to be paid by our museum were \$750 for insurance, transportation from Basel and catalog. As in the letter there were no more specific instruction, we took upon us the expenses of repacking in Basel and unpacking on arrival in Rome, in this manner following what had been done on previous occasions (for the Ben Shan exhibition we followed this procedure).

Anyhow it seems to me that the problem could be easily solved by charging the Basel Museum for the expenses of repacking the exhibition in Rome; as the repacking in Rome was done by Tartaglia who had also packed it in Brussels, the two amounts should be identical. If Dr. Rudlinger would pay Tartaglia directly taking care of the invoice now in your possession, everything would be simplified and we would avoid obstacles of administrative character that this Spprintendenza would encounter whould we handle it in the way you suggest.

Therefore I ask you, if you think you can do it, to write yourself to Dr. Rüdlinger forwarding to him the invoice you have.

Waiting to hear from you, pleas accept my most cordial greetings.

LA SOPRINTENDENTE (Dott. Palma Bucarelli)

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cc: Miss Rubenstein
Mr. Palmer
Mrs. Kolmetz
ICE-F-66-61 PARIS AND ROME
green

February 11, 1963

Dott. Palma Bucarelli La Soprintendente Galleria Nazionale d'Arte Moderna Viale Delle Belle Arti 131 Rome, Italy

Dear Dott. Bucarelli:

9

Thank you for your letter of January 29 regarding the Tartaglia invoice for repacking and forwarding the Rothko exhibition to Paris after its closing in Rome. It is unfortunate that this misunderstanding about the responsibility for absorbing the repacking charges has occurred; as I mentioned in my letter of January 9, we understood that each exhibitor of the Rothko show would assume all "local" costs - certainly both unpacking and repacking are in this category - and that the only charge which was to be divided in equal parts was the insurance cost. We specifically outlined the costs of the exhibition to each exhibitor and I think you will find, if you check back to Mr. Rammussen's letter of December 29, 1961 which originally confirmed your showing of the exhibition, that he stated that you would be responsible only for the transportation charges from Basel to Rome, not for the cost of repacking the show in Basel as well.

However, knowing that you did absorb the Basel repacking charges, I can understand your position. Do you think there would be any possibility, at this late date, of asking Dr. Rudlinger at the Kunsthalle in Basel to reimburse you for the Basel repacking charges so that you could, in turn, reimburse Tartaglia for the Rome charges? I suppose we will have no choice but to assume these charges ourselves if this possibility cannot be explored. Since we have already absorbed the additional costs of insurance for the extended period the exhibition was in Rome, we hope we shall not be called upon for further expenses.

I shall delay any further action on the unpaid portion of the in-

Sincerely,

Richard L. Palmer Executive Assistant International Circulating Exhibitions

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Transtatia

GALLERIA NAZIONALE D'ARTE MODERNA ARTE CONTEMPORANEA - ROME

January 29, 1963

RE: Rothko Exhibition

Mr. Richard L. Palmer
Executive Assistant
Department of Circ. Exhibitions
c/o Museum of Modern Art
ll West 53rd St.
New York 19

Dear Mr. Palmer:

We have received your kind letter of January 9but we must inform you, that, from our point of view, your request of reimbursement to Tartaglia of the expenses incurred in repacking the works by M. Rothko in Rome, is not correct.

As a matter of fact, among other conditions, it had been agreed that expenses in Europe for the exhibition would be divided in equal parts among participating Museums and Galleries. This Gallery has already paid the expenses of packing and transportation from Basel to Rome, therefore we feel that the successive transportation to Paris should be charged to the receiving Museum or, as instructed by cable, charged to the American Organization.

We believe our point of view to be correct, anyhow we are awaiting to hear from you in regards to this.

Cordial greetings,

LA SOPRINTENDENTE s/ Bucarelli

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SOPRINTENDENZA ALLE GALLERIE ROMA II GALLERIA NAZIONALE D'ARTE MODERNA ARTE CONTEMPORANEA

Prot. N. 16	Pos. N.	Allegati N	
Risposta a		del	
Prot. N.		Div.	
OGGETTO:	Mostra	Rothko -	

Translation attached

29 GEN. 1963

19

VIALE DELLE BELLE ARTI 131 - TELEF. 80 97 51 - 54

Sig. Richard L. PALMER
Executive Assistant
Department of Circulaing
Exhibitions
c/o Museum of Modern Art
11 West, 53 rd Street

NEW YORK 19

Gentilissimo sig. Palmer,

riceviamo la Sua cortese comunicazione del 9 c.m. ma dobbiamo dirLe in proposito che, a nostro modo di vedere, la Sua richiesta di rimborso alla Ditta Tartaglia delle spese riferentisi al reimballggio a Roma delle opere della mostra di Mark Rothko non é esatta.

Era, infatti stabilito, fra le altre clausole, che le spese in Europa per la Mostra sarebbero state divise in parti uguali fra i Musei e le Gallerie partecipanti. Ora,, poiché questa Galleria ha già sostenuto le spese di imballaggio delle opere a Basilea e quelle del trasporto delle stesse da Basilea a Roma, si ritiene che l'onere derivante dal reimballaggio delle opere a Roma e il successivo trasporto a Parigi debbano essere a carico del Museo ospitante o, come disposto dal telegramma inviato da cotesto Museo a carico dell'Organizzazione Americana.

Crediamo che il nostro punto di vista sia esatto; comunque attendiamo Sue cortesi comunicazioni in proposito.

Gradisca, intanto, i nostri saluti migliori.

LA SOPRINTENDENTE
(Dott. Palma Bucarelli)

Si prega di trattare per ogni lettera un solo argomento e indicare nella risposta il numero

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cc: Hecht Rasmussen WE E C/# 66 61 green

January 9, 1963 February 1, 1963

ratory arrangements which were made af-

Dott. Palma Bucarelli Soprintendenza Galleria Nazionale d'Arte Moderna Viale delle Belle Arti, 131 my latter dated Jesuary 8 to the firm of Rome, Italy e, as well as a photocopy of the Tarthglia involce

Dear Dott. Bucarelli: firm's charm

Bott. Palage Recarding

Calleria Masionala d'Ario Moderna Vinle delle Belle Avtt, 131

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, peolities of works of art - reseating par

Waldo Rasmussen Executive Director Department of Circulating bafore the showing, on well on the final report Exhibitions muneums showing the HOTHKO exhibition paid these cuts. Since we made

Enclosures: Publicity Report Forms

an extremely generous allowesce in the insurence cost of the exhibition year institution paid \$500, and had the show for three months, while the other eshibitors paid the same omount and exhibited the glass for one month each

ing materiels, and assistence of packers at customs inspection, rupes and secting

	Collection:	Series.Folder:
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cc: Miss Rubenstein Mr. Palmer Mrs. Kolmetz -2-

ICE-F-66-61 Paris & Rome

green Normale d'arle Molerna January 9, 1963

Dott. Palma Bucarelli sea has to ked me to acknowledge year letter shoul the item I tope to write in greater detail about it shortly. La Soprintendente Galleria Nazionale d'Arte Moderna Viale della Belle Arti, 131 Rome, Italy

the ramaining portion of the bill our been put

Dear Dott. Bucarelli:

I have enclosed a copy of my letter dated January 8 to the firm of Bruno Tartaglia in Rome, as well as a photocopy of the Tartaglia invoice which prompted my reply, for your information. The invoice itemizes that firm's charges for all of the preparatory arrangements which were made after the MARK ROTHKO exhibition closed at the Galleria last October and prior to its shipment to our agents in Paris and also includes the various transportation charges necessitated by the shipment.

I have checked the invoice quite thoroughly and, after discussing it with Mr. Waldo Rasmussen, the Executive Director of this Department, am writing to explain that we do not feel the item on the invoice which I have quoted below, should be charged to our Museum:

> Packing by expert packers - specialists in the packing of works of art - renewing part of packing materials, and assistance of packers at customs inspection, ropes and sealing \$230.

For all showings of our traveling exhibitions it is assumed that the exhibiting institution will absorb all costs of unpacking the works of art before the showing, as well as the final repacking. All of the other European museums showing the ROTHKO exhibition paid these csts. Since we made an extremely generous allowance in the insurance cost of the exhibition your institution paid \$500, and had the show for three months, while the other exhibitors paid the same amount and exhibited the show for one month each or less - we ask that the Galleria Nazionale d'Arte Moderna pay this \$230. portion of the Tartaglia billing. As you will note from the enclosed letter

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- 2 -

co: Dott. Burarelli (letterhend) Miss Robenstein Mr. Palmer Mrs. Kolmetz Mrs. Fo5-81 Paris & Rome

to Tartaglia, we have authorized only partial payment of the invoice - in the total amount of \$829.50. I would appreciate receiving your confirmation when the remaining portion of the bill has been paid.

Mr. Rasmussen has asked me to acknowledge your letter about the FRANZ KLINE exhibition; I hope to write in greater detail about it shortly.

I hope to hear from you soon.

Sincerely.

Dear Street

Bome, Italy

I am writing in report to your invoice [2251/8] dated Descender 11, 1962 which there the expenses incurred by your Richard L. Palmer angements to forward the MARK BOTTHEO exhibition from Executive Assistant the draws Mederan in Name to our against in Paris - Exp Department of Circulating to de Flandry. I regret that I have not had an oppose Exhibitions emunicate with you helder now, but your killing arrived during a terribly heav period and just before I left the Massam for a two-week heliday.

All of the items on the billing seem in order, except for the \$220, charge which you have listed as your fee for peaking the works of art, for "Zenewing" a pertion of the packing materials, and for assisting the custame temporary. It was one understanding that the repeaking of the paintings would be undertaken by the staff of the Calleria Maximumb or, at least, at their expense. For this reason, I am approve payment of your billing only in the amount of \$650.50. I will forward a copy of this letter, along with an explanatory note to Spitoressa Pulma Becaralli, Director of the Galleria Maximumb, requesting that the Galleria shooth this expense and reindures your firm directly for the \$220, parties of your billing.

I hope this arrangement will be agreeable to you and that you will let me know when you have been reimburged for the total amount of this billing so that we may consider the matter closed.

We appropriate Issuesanely the speed with which you prepared the

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cc: Dott. Bucarelli (letterhead)
Miss Rubenstein
Mr. Palmer
Mrs. Kolmetz
ICE-F-66-61 Paris & Rome
green

January 8, 1963

Bruno Tarteglia
26-27 Piazza Di Spagna
Rome, Italy

Dear Sirs:

I am writing in regard to your invoice (2331/E) dated December 11, 1962 which lists the expenses incurred by your firm in making arrangements to forward the MARK ROTHKO exhibition from the Galleria Nazionale d'Arte Moderna in Rome to our agents in Paris - Express Transport Ltd. at 27 Rue de Flandre. I regret that I have not had an opportunity to communicate with you before now, but your billing arrived during a terribly busy period and just before I left the Museum for a two-week holiday.

show for shippasset to Peris and I shall certainly count on using your services

All of the items on the billing seem in order, except for the \$230. charge which you have listed as your fee for packing the works of art, for "Renewing" a portion of the packing materials, and for assisting the customs inspectors. It was our understanding that the repacking of the paintings would be undertaken by the staff of the Galleria Nazionale or, at least, at their expense. For this reason, I can approve payment of your billing only in the amount of \$229.50. I will forward a copy of this letter, along with an explanatory note to Dottoressa Palma Bucarelli, Director of the Galleria Nazional, requesting that the Galleria absorb this expense and reimburse your firm directly for the \$230. portion of your billing.

I hope this arrangement will be agreeable to you and that you will let me know when you have been reimbursed for the total amount of this billing so that we may consider the matter closed.

We appreciate immensely the speed with which you prepared the

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Tallers Sectionals Divid Hodeway.

December 21, 1962

show for shipment to Paris and I shall certainly count on using your services in the future. You may expect our check for \$829.50 within the next 10 days or so.

# Sincerely,

with reference to your mentions latter regarding four request for catalogues of the exhibitions of Ren Shahn and Rothke, we have you that we regret that we cannot send you the catalogues requested, as the copies which were at Richard L. Palmer as copened, with the exception of a small remained Executive Assistant have been end to send in presentation Department of Circulating as instructed by you.

Exhibitions

Anyhow to avoid inconvenience we have charged the publisher to take care of the chipping of the 25 catalogues of Rothko and the 25 of Den Shaho directly. Forever we warn you that these latter cannot be sent before must rebroary, because it is only at that time that the publisher intends to reprint them.

However concerning that number of collectors wishing to receive in presentation the copies of the Ben Shahn catalogues, we assure this honourable Euseum that we shall readily great their request, again in the month of February.

For future communications the address of the Publishing Fouse is as follows: Istituto Grafico Tiberino, Via Gaeta, Il., Fine.

Sincero greetings.

La Seprintendante (Dott. Palma Bucarelli)

Trunclated from the Italian 11 2.1h.63

es: Mrs. Kolmetz Mrs. Horefield MS-F-66-61 Rathko

D L. B

Collection:	Series.Folder:
IC/IP	I.A.1174

Soprintendenza alle Gallerie Roma II Galleria Nazionale D'Arte Moderna Arte Contemporanea

December 21, 1962

MUSEUR OF BUDGER ARY ERS YORK

OCTOBUR 83, 1982

The Museum of Modern Art

Catalogues for the Ben Shahn and Rothko exhibitions

With reference to your previous letter regarding your request for catalogues of the exhibitions of Ben Shahn and Rothko, we inform you that we regret that we cannot send you the catalogues requested, as the copies which were at our disposition are expended, with the exception of a small remainder of those of Rothko which we have hastened to send in presentation to the ll collector-lenders as instructed by you.

Anyhow to avoid inconvenience we have charged the publisher to take care of the shipping of the 25 catalogues of Rothko and the 25 of Ben Shahn directly. However we warn you that these latter cannot be sent before next February, because it is only at that time that the publisher intends to reprint them.

However concerning that number of collectors wishing to receive in presentation the copies of the Ben Shahn catalogues, we assure this honourable Museum that we shall readily grant their request, again in the month of February.

For future communications the address of the Publishing House is as follows: Istituto Grafico Tiberino, Via Gaeta, 14, Rome.

Sincere greetings.

La Soprintendente

(Dott. Palma Bucarelli)

Translated from the Italian jl 2.14.63

cc: Mrs. Kolmetz
Mrs. Horsfield
ICE-F-66-61 Rothko
ICE-F-38-58 Shahn

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The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

DLS

MUSEUM OF MODERN ART NEW YORK

OCTOBER 23, 1962

ODTOBER 10, 1962

EXPRESS TRANSPORT LTD 27 RUE DE FLANDRE PARIS 19 (FRANCE)

W. U. CABLES

HAVE CONSIGNED PREPAID SHIPMENT 18 CASES MARK BOTHEO
PAINTINGS TO YOU FROM ROME STOP TARTAGLIA 26-27 PIAZZA
DI SPAGNA IN ROME ADVISES SHIPMENT SCHEDULED ARRIVE
PARIS OCTOBER 25 STOP PLEASE HOLD SHIPMENT IN STORAGE
PENDING FURTHER INSTRUCTIONS FROM US

WALDO RASMUSSEN WALDO RASMUS WALDO RASMUSSEN WALDO RASMUS WALD

CHARGE: ICE-F-66-61 (ROTHKO)

cc: Mr. Wheeler
Miss Dudley
ICE-F-66-61 PARIS
ICE-F-66-61 ROME
Mr. Palmer
Mr. Rasmussen
Mrs. Kolmetz
green

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

DLS

MUSEUM OF MODERN ART NEW YORK

BOCAFOLLI GAIMODERNA ROME (ITALY)

OCTOBER 10, 1962

W. U. CABLES

ROTHKO EXPIBITION NOW SCHEDULED PARIS URDENTLY REQUEST ARRANGE SHIPMENT ARRIVE PARIS NOVEMBER 1 LATEST STOP PLEASE INSTRUCT SHIPPING AGENT PREPAY COSTS BILL MUSEUM MODERN ART MY ATTENTION Stop CONSIGN AS FOLLOWS TO EXPRESS TRANSPORT LTD 27 RUE DE FLANDRE PARIS 19 FOR CUSTOMS CLEARANCE AND DELIVERY MUSEE D'ART MODERNE DE LA VILLE DE PARIS AVENUE DU PRESIDENT WILSON QUAI DE NEW YORK PARIS 16 stop IMPORTANT INFORM AGENT EXHIBITION COMPLETELY COVERED OUR INSURANCE DECLARE NO VALUE FOR CARRIAGE STOP APPRECIATE CABLE LISTING AGENT HANDLING SHIPMENT FROM ROME DATE SHIPMENT ESTIMATED APRIVAL DATE stop WARNEST THANKS RASHUSSEN MODERNART

CHARGE: ICE-F-66-61( ROTHEO)

milayed in transit. We would still like to have the estalogues for our

not and pight still be willing to do may I have employed hintings of the

lenders to both show for your upo in perparing address labels.

cc: Mr. Wheeler
Miss Dudley
ICE-F-66-61 - ROTHKO (PARIS)
ICE-F-66-61 - ROTHKO (ROME)
Mr. Palmer
Mrs. Kolmetz
Hr. Rasmussen
green

I am your that Mr. Lammresa will be in touch with you soon engageing a the abiguout of the Sethio exhibition, Our arrangements for the Serie about ing have not some as smoothly as we had expected they would, but so hope to

I have sent to you noted adparant country a group of photographs of the Potographs of the Potographs of the Potographs of the Potographs and the Potographs of the Potographs Rhehand J., Folister

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

cc: Mr. Palmer Mrs. Hecht Mrs. Kolmetz ICE-F-66-61 ROME / ICE-F-38-58 ROME green Vent and little Acc 124 - Text 80 87 51 - 54

PARINTENDENZA ALLE GATLLEIE ROMA II

October 1, 1962 Walds Basherson

Dott. Palma wcarelli. La Soprintendente Galleria Mazionele d'Arte Moderna Wialle delle Belle Arti, 131 Rome, Italy

Appendate Director International Circulating Exhibition The Museum of Modern Art 11 West 53 rd Street

Dear Pott. Bucarelli:

I am writing further to my letter of May 28 in which I requested that you forward 25 copies each of your MARK ROTHKO and BEN SHAHN exhibition catalogues. Since the catalogues have not yet arrived, I wonder if you might check to see whether our order could have been misplaced or somehow delayed in transit. We would still like to have the catalogues for our records and are, of course, willing to reimburse the Calleria for the cost of the cetalogues as well as any handling and forwarding charges. If the estalogues are still available, could you kindly have them forwarded by regular surface sail, along with your billing for the charges.

At the same time I requested catalogues for our own records, I also asked if you would consider mailing complimentary copies directly from Rome to the lenders to both the Sothko and Shahn exhibitions. Could you let me know whether you were able to fulfill this request? In the event you have not and might still be willing to do so, I have enclosed listings of the lenders to both shows for your use in preparing address labels.

I am sure that Mr. Rasmussen will be in touch with you soon regarding the shipment of the Rothko exhibition. Our arrangements for the Paris showing have not gone as smoothly as we had expected they would, but we hope to have a final decision within the next week or so.

I have sent to you under separate cover (Dett.Palma Bucarelli) a group of photographs of the Edincerely, . which illustrate particularly the central

RLP/51

Richard L. Palmer Executive Assistant International Circulating Exhibitions

RK, REP, ADM Enclosures:

Trans: JL & RN

List of MARK ROTHKO lenders List of BEN SHAHN lenders

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

file: ICE-F-66-61- Rome



SOPRINTENDENZA ALLE GALLERIE ROMA II GALLERIA NAZIONALE D'ARTE MODERNA ARTE CONTEMPORANEA

Prot. N. 893 P.	os. N. Allegati N.	
Risposta a		
Prot. N.	Div.	
OCCEPTO		

1 8 AGO. 1982 VIALE DELLE BELLE ARTI 131 - TELEF. 80 97 51 - 54 TELEGR. : GALMODERNA - ROMA

Mr. Waldo RASMUSSEN Associate Director International Circulating Exhibition The Museum of Modern Art 11 West 53 rd Street NEW YORK

Caro Rasmussen,

Le ho inviato con plico a parte un gruppo di fotografie della mostra di Rothko, che illustrano particolarmente il salone centrale dell'esposizione.

La prego di gradire i miei migliori saluti.

# TRANSLATION:

I have sent to you under separate cover (Dott. Palma Bucarelli) a group of photographs of the Rothko show, which illustrate particularly the central hall of the exhibition.

LA SOPRINTENDENTE

Trans: JL & RN

cc: RK, RLP, ADH

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

RP/ea

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

June 25, 1962

Galleria Nazionale d'Arte Moderna Viale delle Belle Arti, 131 Rome, Italy

Attn: Dottoressa Palma Bucarelli La Soprintendente

Dear Dott. Bucarelli:

Enclosed is our invoice for \$750.00, referred to in Mr. Waldo Rasmussen's letter of December 29, 1961, to cover your Museum's share of the insurance costs for the exhibition MARK ROTHKO.

Thank you for your cooperation with us on this exhibition.

Sincerely,

Richard Palmer Executive Assistant Richard Palmer International Circulating Exhibitions

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

Ce: RP RK

ICE-F-66-61 ROTHKO (Rome showing)

RND47 ITALCABLE VENEZIA 10 1550

LT PALMER MODERNART

\*MODERNART\*
THE MUSEUM OF MODERN ART Recaptionset Dest's
11 WEST 53RD ST.

EMD.

NEWYORK

GRANTED ROME EXTENSION THROUGH SUMMER INFORMED
BUCARELLI PARIS OPENING DATE UNCERTA

IN STOP ARRANGE

DATE PARIS AND NOTIFY BUCARELLI STOP DID NOT CONTACT
MILAN OR TORINO BECAUSE LARGE INTERNATIONAL AUDIENCE
ROME SUMMER SEEMED PREFERABLE AND FELT SHOW SHULDNT
UNDERGO ADDITIONAL HANDLING

WALDO

COLL RND47 SHULDT

to place the following order:

lutely continue 25 copies of your MARK ROTHED catalog

Could you kindly have these catalogs wrapped and forwarded to The Museum of Medern Art vie regular surface mail. If you would then send us your bill for the 50 catalogs and for the postage as well, our check will be forwarded in-mediately.

Thank you very much a cable from Mr. John Brown of the

imerican imbassy requesting as extension of the exhibition is your golderies until deptember, a Sincerely, sent bis a return cable informing him that we have effected the exhi-

Richard L. Pelmer
Executive Assistant
Department of Circulating

Inclosures:

List of lenders to the BEN SHAHN exhibition List of lenders to the HARN ROTHEO exhibition

Via UNION

Via WESTERN CABLI

\*STERN CABLES

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

cc: Mr. Palmer Mrs. Kelmets Mrs. Pecht ICE-F-38-58 ICE-F-66-61 green green

May 28, 1962 1982

Pott. Palma Sucarelli managella La Soprintendente Calleria Nazionale d'Arte Noderna Viale della Belle Arti, 131 Poma, Italia

Dear Dott. Bucarellis

I am writing to thank you for the complimentary copies of the Galleria Masionale d'Arte Moderna's BEN SHAMM catalog which we received earlier this month and to request that you consider mailing other complimentary copies directly to the lenders to the Shahn exhibition. Mr. Shahn and Mrs. Halpert, the Director of the Dountown Callery, as well as many members of our own staff were especially pleased with your catalog and I am sure the lenders to the exhibition would appreciate having copies too. In the hope you will grant this request, I am enclosing a complete address listing of landers to the Shahn exhibition for your use.

Although we have not yet received copies of your MART ROTHED catalog, we assume that it has been published and would therefore like to request that it be mailed to the lenders as well. I have enclosed a separate address listing of the lenders to the Bothko show for your use.

In addition to the complimentary copies of each of these catalogs, which we hope you will mail to the lenders directly from Home, I would also like to place the following order:

during my boild 25 copies of your BEN SHAFW datalog

Could you kindly have these estalogs wrapped and forwarded to The Museum of Medern Art wie regular surface mail. If you would then send us your bill for the 50 catalogs and for the postage as well, our chack will be forwarded inmediately, you at the Oslieria Essiesele d'Arte Maderse

bition for showing at the Galleria d'Arte Moderna in Miles

Thank you yery much d a cable from Mr. John Brown of the imprican Embausy requesting an extension of the exhibition in your galleries until September, a Sincerely, sent him a

roturn cable informing him that we have offered the sahi-

Bothko and the Burous would be part Department of Circulating Exhibitions

Unclosures:

List of lenders to the BEN SHAHN exhibition List of lenders to the HARK ROTHED exhibition

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

the exhibition remain in Home with September, but we do

so perhaps if that chowing does materialize, it can be co-

cc: Mr. John L. Brown Mr. Rasmussen Mrs. Kolmetz May 8, 1903 pothorosom Falma Bucarolli . VICE-F-66-61 - ROTHKO (ROME) green

feel that if the prior offer to Hilan is account, we would be obligated to hear it. However, May 8, 1962 inlly resommended that the Milan showing take place in September,

ordinated with your extension. At any rate this matter about be neithed by the time I see you near the end of Dottoressa Palma Bucarelli Soprintendenza Galleria Nazionale d'Arte Moderna you parlier notice of Viale delle Belle Arti, 131 as taken a good deal of time to Rome, Italy counts for my trip. I shall look forward very Dear Palma Bucarelli: the first time.

31

As you know, our Museum is organizing the American exhibition for the Venice Biennale and I have been trying to combine my trip to Europe to work on our exhibition there with several of our other shows also touring Europe. I am especially pleased that it has worked out that I shall be able to come to Rome before going to Venice so that I might see the Rothko exhibition while it is still on view. I am especially anxious to examine the condition of the paintings, since I have been concerned for their safety while traveling unframed. Condition reports from Amsterdam and Basel have noted minor damages, and I would like very much to inspect them as carefully as possible. Rothko himself is also concerned whether the paintings have suffered any important condition change.

I have now arranged to come to Rome from Vienna for a few days beginning May 18th through the 22nd, and I hope that it will be possible for me to accomplish this work during my brief stay. My hotel reservation is not absolutely confirmed; I would like to stay at either the Hotel Inghilterra or the Internazionale, since I understand they are both inexpensive and quite convenient, but at this moment my agent has booked me at the Caprice. I am therefore asking my office to forward any mail during this period in care of you at the Galleria Nazionale d'Arte Moderna.

Today I received a cable from Mr. John Brown of the American Embassy requesting an extension of the exhibition in your galleries until September, and I have sent him a return cable informing him that we have offered the exhibition for showing at the Galleria d'Arte Moderna in Milan sometime during the period from your originally announced closing the end of May until the next showing in Paris which is tentatively scheduled for October 20. Both Mr. Rothko and the Museum would be perfectly willing to have

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

Dottoressa Palma Bucarelli - 2 - May 8, 1962

the exhibition remain in Rome until September, but we do feel that if the prior offer to Milan is accepted, we would be obligated to honor it. However, we have especially re-commended that the Milan showing take place in September, so perhaps if that showing does materialize, it can be coordinated with your extension. At any rate this matter should be settled by the time I see you near the end of next week.

I am sorry that I have not given you earlier notice of my arrival in Rome, but it has taken a good deal of time to clear arrangements for my trip. I shall look forward very much to seeing you again, and am very excited at this opportunity to see Rome for the first time.

Rome

With best regards,

Sincerely,

Waldo Rasmussen Associate Director International Circulating Exhibitions

WR: md



31

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

DLS STR.

MUSEUM OF MODERN ART NEW YORK

BUCARBILI GALMODERNA ROME (Italy)

WU CAMES April 27, 1962

CONGRATULATIONS ON OPENING OF ROTHKO EXHIBITION ON BEHALF
OF THE MUSEUM AND THE INTERNATIONAL COUNCIL BEST WISHES

FOR SUCCESS

31

RASMUSSEN MODERNART NEWYORK

Charge: Rothko ICE-F-66-61-Rome cc: Mr. d'Marnoncourt, Mrs. Parkinson RP RK ICE-F-66-61 green Rome

delineta herterale d'esse l'a

	Collection:	Series.Folder:
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DLS

MUSEUM OF MODERN ART

Mr. Rasmussen
Mr. Palmer
Mrs. Kolmetz
Mrs. Hoenig
VICE-F-66-61
green

IT
PAIMA BUCARELLI
GALMODERNA
ROME (ITALY)

WUC APRIL 20, 1962

NO ADDITIONAL PORTRAIT PHOTOS ROTHKO AVAILABLE STOP ARTIST
PREFERS USE OF THOSE FORWARDED WITH MY LETTER DECEMBER 29
STOP IF DUPLICATES NEEDED PLS CABLE

RASMUSSEN

Dottoressa Pelma Bussrelli La Seprintendente Gelleria Masionale d'Arte Hodorna

Chg: Circulating Exhibitions

IGE-F-66-61

31

Dear Dott. Busarellis

I se finelly able to forward the attached listing of hanging heights for the pictures in the MARK ROTING exhibition. This list was compiled by Bryan Robertson of the Whiteshepel Cellery in Landon; as you coubtless know, Bothko was present in London for the opening of the show and spent agreeral days beforehend helping Mr. Robertson plan the installation while so you could enfely assume that these are the heights recommended by the artist himself.

I have also enclosed a copy of our check list of the Bothleo show which has been marked so that the catalog numbers sorrespond with these on the listing of hanging heights. You will note too that Mr. Robertson has divided the listing into several groups or sections and that the paintings were, in general, installed in that manner.

I hope this information will be belowed in planning your installation at the Galleria Maximumle. I am planning to be in Home during the time the Rothke show is in your galleries and shall look forward to seeing you then.

With best regards,

Sincerely .

Waldo Recomment Associate Director International Circulating Should tions

Enelosures: List of hunging beights-Rothko exhibition Check list

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

cc: RP

RK ICE-F-66

rroor

PADRA BUCARRELI

WHE APRIL 20, 1962

NO ADDITIONAL PORTURAL PROTOS ROTUGO AVAILABLE STOP ARTIST PROFOS REE OF TROSE PORMARDED WITH MY LETTER DOCUMER 29

April 4, 1962

Dottoressa Palma Bucarelli La Soprintendente Galleria Nazionale d'Arte Moderna Viale Delle Belle Arti, 131 Rome, Italy

Dear Dott. Bucarelli:

I am finally able to forward the attached listing of hanging heights for the pictures in the MARK ROTHKO exhibition. This list was compiled by Bryan Robertson of the Whitechapel Gallery in London; as you doubtless know, Rothko was present in London for the opening of the show and spent several days beforehand helping Mr. Robertson plan the installation etc, so you could safely assume that these are the heights recommended by the artist himself.

I have also enclosed a copy of our check list of the Rothko show which has been marked so that the catalog numbers correspond with those on the listing of hanging heights. You will note too that Mr. Robertson has divided the listing into several groups or sections and that the paintings were, in general, installed in that manner.

I hope this information will be helpful in planning your installation at the Galleria Nazionale. I am planning to be in Rome during the time the Rothko show is in your galleries and shall look forward to seeing you then.

With best regards,

Sincerely,

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

Enclosures:
List of hanging heights-Rothko exhibition
Check list

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

DLS

MUSEUM OF MODERN ART

Mr. Rasmussen
Mr. Palmer
Mrs. Kolmetz
Mrs. Hoenig
ICE-F-66-61
green

Fire 166 Fruit

LT
PAIMA BUCARELLI
GAIMODERNA
ROME (ITALY)

WUC APRIL 20, 1962

NO ADDITIONAL PORTRAIT PHOTOS ROTHKO AVAILABLE STOP ARTIST PREFERS USE OF THOSE FORWARDED WITH MY LETTER DECEMBER 29 STOP IF DUPLICATES NEEDED PLS CABLE

RASMUSSEN

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Chg: Circulating Exhibitions

ICE-F-66-61

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211004 15 18 1135

LT RASHUSSEN MODERNART NEWYORK THE GEORGIE OF MODERN ART

PRECOLA INVIARE BEGENZA ALTRE SCTOCHAFIE RITEATTI

PERSONALI ROTHEC CURPLALHERTE

PALMA BUCARELLI

Via WESTFRA CABLES

WESTERN JABLES

File 106-61

1 -2 APR 8 MM 9 In

Series.Folder:

I.A.1174

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LT RASMUSSEN MODERNART NEWYORK

\*MODERNART\*
THE MUSEUM OF MODERN ART
11 WEST 53RD ST.

PREGOLA INVIARE URGENZA ALTRE FOTOGRAFIE RITRATTI
PERSONALI ROTHKO CORDIALMENTE

PALMA BUCARELLI

decide to use this essay in your catalog, Arts magazine has requested that the following credit line appear, preferably at the end of the article:

"Reprinted From ARTS (New York) March, 1961."

3. Essay by Railio Villa - Photocopy enclosed. The author has requested that the following credit line appear if you use his text for your catalog:

"Reprinted courtesy the author, from Apple Antica, January 1960."

- h. Catalog item listing Duplicate copy enclosed. This is a duplicate copy of the listing you received with my letter of December 29 and should be used for your catalog.
- 5. Biography of the artist In The Museum of Modern Art's MARK ROTHKO catalog. This biography has not been revised since its inclusion in our catalog and you may therefore reprint it as it appeared there. You could, if you wish, change it to a chronological listing rather than a running biographical sketch as did Bryan Robertson for the Whitechapel Gallery's version of the catalog.

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

- 2 -

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

February 1h, 1962

Dottoressa Palma Bucarelli La Soprintendente Galleria Nazionale d'Arte Moderna Viale Delle Belle Arti, 131 Rome, Italy

Dear Dott. Bucarelli:

Drut, Palma Basarvilla

Thank you for your letter of February 10. I regret that my letter of December 29 was not more explicit regarding the information you have now requested for your version of the MARK ROTHKO catalog. In order to explain, I shall list these enclosures again as follows:

- l. Introduction by Peter Selz Since Mr. Selz has not revised his original introduction as it appeared in The Museum of Modern Art's MARK ROTHKO catalog, we have secured permission to use this text for the foreign versions of the catalog. You may therefore reproduce the introduction exactly as it appears in our satalog: I have enclosed another copy of our catalog for this purpose. May I request, however, that Mr. Selz be consulted if you should wish to make any changes or deletions to his text?
- 2. Rssay by Robert Goldwater Photocopy enclosed. If you should decide to use this essay in your catalog, Arts magazine has requested that the following credit line appear, preferably at the end of the article:

"Reprinted From ARTS (New York) March, 1961."

3. Essay by Emilio Villa - Photocopy enclosed. The author has requested that the following credit line appear if you use his text for your catalog:

"Reprinted courtesy the author, from Apple Antica, January 1960."

- h. Catalog item listing Duplicate copy enclosed. This is a duplicate copy of the listing you received with my letter of December 29 and should be used for your catalog.
- 5. Biography of the artist In The Museum of Modern Art's MARK ROTHKO catalog. This biography has not been revised since its inclusion in our catalog and you may therefore reprint it as it appeared there. You could, if you wish, change it to a chronological listing rather than a running biographical sketch as did Bryan Robertson for the Whitechapel Gallery's version of the catalog.

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

Dott. Palma Bucarelli

February 14, 1962

6. Selective bibliography - Copy of additions enclosed. You may also reprint the bibliography as it appeared in our MARK ROTHKO catalog. However, it should be brought up to date by making the additions indicated on the enclosed listing. You need not necessarily print the sections of the bibliography in the same order in which they appeared in our original catalog of the show if you feel they could be more appropriately arranged.

I hope this will clear up your questions and that you will not hesitate to write again if I can be of any further assistance. I would appreciate knowing, at any rate, whether your dates for the Rothko show are April 26-May 2h as we had originally agreed: I was a bit confused on this point by your letter of February 10.

With best regards,

ricavo il meteri Sincerely, e mestre di Rothko che mi ha mindreo sociuso alla lettera del 20 dicembre e La ringrazio. Ma devo dirle che non ho mai ricevuto il materiale per il Catalogo.

da cui lei, mella stessa lettera, mi parla cepe di un invio precedentemente fetto e clob: Associate Director 1) I introduzione della mostra International Circulating salte Exhibitions

Enclosures:

Copy of The Museum of Modern Art's MARK ROTHKO catalog

Copy of Essay by Robert Coldwater

Copy of Essay by Emilio Villa Catalog item listing

Listing - Additions to the Bibliography

ci uffici se è effettivamente stato specita; in ogni modo penso

WR:RP:nk rebbe meglio, per non perdare tempo, che se ne mendi copia. Per quanto riquerda liskigatingare la data della mole, le spere non potranno essere qui nella Galleria prime del 15, Poiche l'allestimente è abbastanza complesco e laborioso è impossibile che sia fatto in cinque giorni; ce ne vogliono almeno dieci e persiò la mostra non potrà chiudersi prima del 26 o 27 aprile. Però stie tranquillo; nel caso che voi mandiate le apera di Rothko alla Biennals, poiche l'imballaggio avviene qui e sette la mia sorvealianza, posso assicurarla che il mie spedicionieze le fach arrivare

Forse avra avuto un ritardo di posta: La prego di controllare nei

	Collection:	Series.Folder:
The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

cc: RP
RK
ICE-F-66-61 (Rome) /

January 31, 1962

Dottoressa Palma Bucarelli
Soprintendenza
Galleria Nazionale d'Arte Moderna
Viale delle Belle Arti, 131
Rome, Italy

Dear Dott. Bucarelli:

Thank you for your letter of January requesting further information regarding the costs of transporting the MARK ROTHKO exhibition from Basel to Rome.

I have enclosed an additional copy of the exhibition's box list which can be used for making your cost estimates. Using the figures, as indicated on the list, for total gross weight - 4,545.91 kilos - and for total cubage - 46.69 cubic metres - your shipping agent should be able to determine your transportation expenses quite easily. Unfortunately, I cannot give you the weights and cubage of two additional containers which are also a part of the shipment. These two cases contain works which were borrowed from European lenders (2 works from Giuseppe Panza di Biumo and one work from Dr. Franz Meyer) and were forwarded directly from the lenders to the Whitechapel Gallery in London prior to the inaugural showing of the exhibition. The Whitechapel has not notified us of these two case dimensions and weights and I would advise you to contact Mr. Robert Giron at the Palais des Beaux-Arts in Brussels for this information if you need a completely accurate estimate.

I hope that this information will be helpful and that you will not hesitate to write if I can be of further assistance.

With best regards,

Sincerely,

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

Enclosure: Box list

Collection: Series.Folder: The Museum of Modern Art Archives, NY IC/IP I.A.1174

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SOPRINTENDENZA ALLA
GALLERIA NAZIONALE D'ARTE MODERNA

Prot N Posiz. N.

Alleg. N. Risposta a

Prot N.

OCCETTO: Mostra Rothko

Roma, 22 GEN. 1962

(VALLE GIULIA) - TEL. 80 27 51 - 52 - 53 - 54

Dr. Waldo RASMUSSEN

Associate Director International Circulating Exhib.

The Museum of Modern Art

11 West 53rd Street-New York DERN ART

IL SOPRINTENDENTE

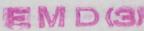
(Dost Palma Bucarelli) flent greenell

- Rome Rome

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PM 3 - 16 L S\* CD FAX



Caro Rasmussen.

ho ricevuto le fotografie di cui La ringrazio. Resto in attesa di ricevere la lettera che Lei mi ha annunciato contenente le indicazioni precise per le spese di trasporto delle opere di Rothko. Ne ho grande urgenza per formulare il preventivo.

Cordiali saluti.

OR DATES PROPOSED

Translation:

Dear Rasmussen:

I have received the photos and thank you for them. I am still waiting to receive your letter with the exact information re the transportation expenses for Rothko's works. I need this urgently to be able to make an estimate.

Cordial greetings,

ation and details for

e forms will be returned

Palma Bucarelli)

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ICE-F-66-61-Rothko - Rome
ICE-F-B8-58-Shahn - Rome

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\*MODERNART\*
THE MUSEUM OF MODERN ART
11 WEST 53RD ST.

EM D(3)

FERMO ACCETTAZIONE MOSTRE SHAHN ET ROTHKO ALLE CON DATE PROPOSTE SEGUE LETTERA

PALMA BUCARELLI

CONFIRM ACCEPTANCE SHAHN AND ROTHKO EXHIBITEONS FOR DATES PROPOSED
LETTER FOLLOWS

and above all the ones in color, would it be possible information and details for the catalog you mentioned in your letter.

I have sent the publicity material to the Press; the forms will be returned completed upon closing of the two shows.

Best greetings,

(Dott. Palma Bucarelli)

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fele - Rottko -ICE F -66-6, copus - WE REV
SOPRINTENDENZA ALLA GALLERIA NAZIONALE D'ARTE REV

January13, 1962

Mr. Wato Rasmussen Associate Director International Circulating Exhibitions Museum of M odern Art New York

# RE: Ben Shahn and Rothke Exhibitions

## Dear Rammagen;

I thank you for your letters and agree with you on the proposed dates for the Ben Shahn and Rothko exhibitions. I will write anyhow to Mr. Biron to find out how much time they will need in Brussels for the packing and shipping to Rome of Ben Shahn's works. Should I be able to open a few days before March 20th, so much the better. April 26 is the definite opening date for the Rothko exhibition.

As to the expenses for the Rothko exhibition we agree that this "Sorpintendensa" will have to pay \$500 as insurance quota and the transportation of the already packed cases from Brussels to Rome; of course we will also pay for the unpacking and repacking of the works in Rome plus installation, publicity and catalog.

For the catalog I will definitely ase the list of Ben Shahn's works you sent me.

Also in regards to the catalog I will take care myself of writing the critical essay, which will be published together with the prefaces by J.T. Soby and M. Constantine. In regards to the reproductions, much in black and white and above all the ones in color, would it be possible to receive the plates directly? I am waiting anyhow to receive all the information and details for the catalog you mentioned in your letter.

I have sent the publicity material to the Press; the forms will be returned completed upon closing of the two shows.

Best greetings,

10

(Dott. Palma Bucarelli)

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# GALLERIA NAZIONALE D'ARTE MODERNA

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Rome II 195

Mr. Welde RASMUSSEN
Associate Director International
Circulating Exhibitions
Museum of Modern Art - 11 West 53rd
Street - NEW YORK 19

Care Rasmussen,

- 0

ho ricevuto le Sub lettere.e La ringrazio. Sono d'accorde sulle date da Lei proposte per le mostre di Ben Shahn e di Rothke. Scrivo comunque a Mr. Giron per sentire quanto tempo sarà necessario a Bruxelles per l'imballaggio delle opere di Shahn e per la loro spedizione a Roma. Se riuscirò ad inauquarare qualche giorne prima del 20 marzo, sarà tanto di guadagnato. L'apertura della mostra di Rothke rimane comunque fissata per il 26 di aprile.

Per quanto riguarda le spese della mostra di Rethko rimane intese che questa Soprintendenza dovrà pagare la quota assicurativa di 500 dollari e il trasporto delle casse già imballate da Bruxelles a Roma; a nostro carico sarà naturalmente anche lo sballaggio e il reimballaggio delle opere a Roma, oltre alle spese locali di allestimente, pubblicità, catalogo.

Utilizzerò senz'altre per il catalogo l'elenco delle opere di Ben Shahn che Lee mi ha inviate.

Per quanto riguarda il catalogo provvederò senza altro io stessa a scrivere il saggio critico, che sarà pubblicato insieme alla prefazione di James Thrall Soby e di Mildred Constantine. Per quanto riguarda le illustrazioni in bianco e nero e soprattutto quelle a colori, non sarà possibile avere direttamente i clichés? Attendo comunque di ricevere tutte le informazioni e i dati per il catalogo cui Lei accenna.

Ho passato all'ufficio stampa il materiale per la pubblicità; i moduli saranno restituiti riempiti a chiusura delle due mostre.

Con i migliori saluti.

LA SOPRINTENDENTE (Dott.Palma Bucarelli)

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION. Collection: Series.Folder: The Museum of Modern Art Archives, NY IC/IP I.A.1174 cc: RK green January 8, 1962 Dottoressa Palma Bucarelli Soprintendenza Galleria Nazionale d'Arte Moderna Viale delle Belle Arti, 131 Rome, Italy Dear Dott. Bucarelli:

Enclosed you will find a selection of installation photographs of The Museum of Nodern Art's Rothko show as mentioned in my letter of January 1th. I hope you will find them useful in planning the Galleria Nazionale's installation.

You will note that photograph No. 1 is of the grouping which Mr. Rothko thought especially effective here; it is described in detail on the second page of his notes which I forwarded with an earlier letter.

I shall hope to hear from you soon regarding the Shahn catalog information.

the gallet I have suggested are agreeable to \$200 to you have, by any seek

Sincerely,

April 25 May 18

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

Enclosures:
6 installation photographs

5 B

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The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

n 2 m

cc: Mr. Rasmussen
Mr. Palmer
Mrs. Kolmetz
IGE-F-38-58 (rome)
IGE-F-66-61 (rome)
green

I have that I shall hear from you favorably door. January 4, 1962

Pottoressa Palma Bucarelli Soprintendenza Calleria Mazionale d'Arte Moderna Visle delle Belle Arti, 131 Rome, Italy

Dear Dott. Bucarelli:

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-0

Thank you for your letter of December 27 concerning details of the Galleria Nazionale's showings of the BEN SHAFF and MARK ROTHNO exhibitions. By now you will have received my letter of December 29th which should settle some of the questions you pose and the following will, I hope, clarify the remaining points.

Dates of showing: Since the itineraries for both the Shahn and Rothko shows are now quite firm, I would like to suggest that you consider the following dates for your showings:

		Opening			Closing		
BEN SE	AHN	relative man	March	20		in suid i	April 17
MARK B	OTEKO		April	26	the sa		May 2h

Using your suggested date of March 20th for the opening of the Shahn exhibition at the Galleria and limiting your showing to just over four weeks would enable you to close the Shahn show on April 17th. If you could then postpone the Rothko opening until April 26th, you would have a period of almost ten days between the shows for dismantling the Shahn and installing the Rothko show. The Nothko show could run through May 2hth, making the exhibition period just over four weeks.

I make these suggestions because I om quite sure that Mr. Giron of the Palais des Beaux-Arts will not be able to alter his dates for the Shahn exhibition. He is planning to show it for only three weeks and I doubt that he could consider cutting his time by even a day or two. I would suggest that you contact Mr. Giron directly to see what arrangements can be made to expedite the shipment of the Shahn exhibition to you after the Brussels closing; I am sure he will be happy to cooperate with you in any way possible.

Could I ask that you let me know by cable as soon as possible whether the dates I have suggested are agreeable to you? As you know, we are most

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Dottoressa Palma Bucarelli

January ly 1962

eager to have the Shahm exhibition shown in the Galleria Mazienale and I hope that I shall hear from you favorably soon.

Unfortunately, we have not yet received copies of the Whitechapel Gallery's installation photographs Installation: of the Rothko exhibition. Perhaps you could contact Mr. Bryan Robertson, Director of the Gallery, and ask that he send you copies direct, along with any information he might have about specific hanging heights for the pictures.

I am sending under separate cover a selection of photographs of the exhibition as it was installed here last year which you may find useful in planning your installation. You should have them shortly after this letter reaches you.

daring your recent wight to New York, I am sending you below detailed.

Could you let me know whether you will need the catalog information for the Shahn exhibition as itemized in my letter of December 19th? I will rush it to you as soon as I have your reply.

Publicity: I have enclosed a copy of our suggested press releases for both the Shahn and Nothko exhibitions. Could I also request that you retain the "Publicity Report Forms" I have enclosed and that you complete and return them to this office after the respective closings of the shows.

I shall look forward to hearing from you soon.

Sincerely, convenients agreed to smooth free concentrate separa terrocorpolism.

before of Sharing ... I have you will be interest to lance that, delivered

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions Edilbitions

Enclosures:

Press release: BEN SFAIM

Press release: MARK ROTERO

Publicity Report Forms

WR:nk

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cc: Mr. Palmer Mr. Rasmussen Mrs. Hecht Mrs. Kolmetz VICE-F-66-61-Rome of the outside of the Her tors confeited by Feder cells () Esserting

December 29, 1961 6) Sales and Market and Ma

Calleria Nazionale d'Arte Moderna Viale delle Belle Arti, 131 Re: MARK ROTHKO

Dear Dr. Bucarelli:

Further to our previous correspondence and our conversations during your recent visit to New York, I am sending you below detailed information concerning the Rome showing of the exhibition: MARK ROTHKO.

Shipment of the The exhibition is due to close at the Kunsthalle Exhibition in Basel on April 8 and I would suggest you com-municate with Dr. Rudlinger, the Director of the Kunsthalle, to make the necessary arrangements for having the exhibition forwarded from Basel to Rome in time for your scheduled opening date of April 20. I am enclosing 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 should 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.

Costs The Holland-America Line, at the request of Dr. Sandberg of the Stedelijk Museum in Amsterdam, has very generously agreed to provide free round-trip ocean transportation for the exhibition from New York to Rotterdam and return, thereby effecting a great saving; and The Museum of Modern Art has agreed to absorb any insurance charges over the fixed amount of \$1,500. This means that your only costs should be the pro-rated fee of \$750. for insurance, the charges for transporting the exhibition from Basel and publication of the catalog.

Dates of Showing I know you will be interest to know that, following your showing of the MARK ROTHKO exhibition, we expect to send it to Venice as the major American participation in the Biennale. Since this has not yet been officially amounced, I must ask you to hold this fact in confidence, but it does, of course, affect your closing date. I do not know the date of the official opening of the Biennale, but assume it is probably June 1h - 17. Since the installation in the American Pavilion will require extensive wall changes, I think that your closing date should be kept as near to May 20 as possible - at the latest May 23-24.

Sallowing Miles "Mr. ord Mars Posty Jr. Select Nig Mr. John de Month Boat New. Blica Postingon, preserve of the Scharton and Describ, sately contributed toward the expector of preterior the schildthes for execute

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Dr. Palma Bucarelli Galleria Nazionale d'Arte Moderna December 29, 1961 - 2 -

Catalog According to our records, you have already received the following catalog material: 1) Introduction to the catalog of the New York exhibition by Peter Sels; 2) Essay by Robert Goldwater; 3) Essay by Emilio Villa which appeared in Appla (Rome); h) Catalog item listing; 5) Biography of the artist; 6) Selective bibliography (reprint, with minor corrections, of that in The Museum of Modern Art catalog). I am 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 Cotfryd."

2. A set of black-and-white photographs of works in the exhibition. Two photographs 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 18 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, but Mr. Sels asks that no cuts be made in his essay with consulting him. The artist's biography can also be used as we printed it, 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 Brider Hartmann at Hauptstrasse 26 in Berlin-Schoneberg, Germany. You could either request Hartmann to prepare electros to send to you to Rome 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 crange rectangular shape should be at the bottom, rather than at the top, of the page. This is the canvas which Mr. and Mrs. Burton G. Tremaine have lent to the show - No. 8, 1952.)

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 Rethko and 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. Heinz II, Mr. John de Menil and Mrs. Hliss Parkinson, members of the International Council, generously contributed toward the expenses of preparing the exhibition for circulation abroad."

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Dr. Palma Bucarelli Galleria Nazionale d'Arte Moderna Rome Dec. 29, 1961 - 3 -

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 <u>Arts Magazine</u> 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.

Installation

I am enclosing Mr. Rothko's own suggestions for hanging the exhibition and think you will find them most interesting and informative. Should you have any questions regarding your installation, I should be glad to convey them to Mr. Rothko here in New York. We have asked Mr. Robertson of the Whitechapel Callery in London for the hanging height of the pintureurs exhibited in his gallery and will forward these to you as soon as we receive them, since Mr. Rothko felt that in each case the hanging height was most successful.

I shall hope to hear from you shortly regading the exact opening and closing dates of your showing.

With very best wishes for the New Year,

Sincerely,

Waldo Rasmussen
Associate Director
International Circulating
Exhibitions

Enclosures: 2 copies box list
Arrival Notice, Condition Report, Shipping Record forms
hó black-and-white photos
2 portrait photos of Rothko
Catalog item listing
Additions to Hibliography
Rothko's installation suggestions

WR/rrk

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ale Shalen Porce

I received your telegram. I am interested in the Ben Shan exhibition and would like very much to show it in the galleries before the Rothko exhibition, the opening of which has been set for April 20th. There is only the difficulties about the dates. If the exhibition (Ben Shahn) closes in Bruxelles of February 25, in the best of cases it will not reach Rome before the 7th or 5th of Merch and could max open here only around the 20th, as I would need about ten days for the installation. Keeping the arhibition open a bonth as customary, the classing date would be the 20th of April, same day of the Rothko opening in the same galleries.

Therefore to be able to have the two exhibitions we would have to solve two problems; one that the packing in Grussells be done as gast as possible or even better if the closing date there could be anticipated (even two or three days would help). In regards to this I would apprentate it if you could get in touch with promets and find out what they can do. Is for myself, I have asked the shipper to figure in his astimate for transportation ander



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the cost of shipping the cases from Brussels to Rome by express.

I believe we could postpone the closing for a few days (possibly a week) and therefore also postpone the Rothko opening. The latter you will have to decide as you know the other commitments of the Rothko.

Exhibition, especially with the museum who will show it right after us.

- 2 -

As the mase time I would also appreciate it if you could answer the various questions regarding the Rothko exhibition in my letter of December 2.

Lastly I would also appreciate receiving photos of the Rotheo installation both in New York and London; some of the general views could be prove with useful to me as I would become acquainted to the type of solutions previous adopted by the ather organizers.

Thank you again and best wishes for the holidays.

LA SEPRINTENDENTA (Palma Bucarelli





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Translation attached FILE ROTHKO ICE-F-66-61 (Rome)

> -2 DIC. 1961 Roma li

VIALE DELLE BELLE ARTI, 131 - TEL. 802.751 TELEGR.: GALMODERNA - ROMA

## SOPRINTENDENZA

# GALLERIA NAZIONALE

D'ARTE MODERNA quella di chiusura di qualche giorno, al massimo quattro ocinque, ma questo natival malla potrà fare solo Mgiesell successivi (100 min man) da Lei presi (100 min man) da Lei presi Consentiranno.

tras mrsboMaftos mustuMina Sua cortese risposta e La maluto con di aora 11 West 153 Street eroilpim

Oggetto Mostra Rothko NEW YORK 19

> LA SOPRINTENDENTE (Dott.Parma Bucarelli)

Le inviammo, nel luglio scorso, la nostra adesione di massima alla mostra di Rothko, che dovrà aprirsi in questa Galleria Nazionale il 20 aprile del prossimo

writing now to co precise information on Desidero ora confermarLe il nostro impegno e chiederLe anche notizie precise, che mi occorrono ormai con una certa urgenza per poter sottoporre un preventivo al Ministero, circa l'ammontare delle spese.

Immagino infatti che ora sia definito il numero dei musei che ospiteranno la mostra e tra i quali dovranno essere ripartite le spese. Penso anche che sia chiarito il punto riguardante l'eventuali facilitazioni da parte delle "United States Cines", per le spese di trasporto dagli Stati Uniti all'Europa.

La prego, insomma, di volermi precisare con la maggiore approssimazione possibile, quali saranno le spese di trasporto e di assicurazione che dovranno gravare su questa Soprintendenza.

also the closure date C'è un altro punto sul quale gradirei dei chiarimenti: vorrei sapere qual'è il museo che dovrà ricevere la mostra dopo il nostro e per quale data è stata fissata l'apertura della mostra in quel museo. Mi farebbe molto comodo infatti, in relazione alle date delle mostre che questa Galleria dovrà ospitare prima di quella di Rothko, di poter spostare la data di apertura, e di conseguenza anche

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-2016, 1981 195 Roma li

VIALE DELLE BELLE ARTI, (31 - TEL. 802.75)



SOPRINTENDENZA

GALLERIA NAZIONALE D'ARTE MODERNA

quella di chiusura di qualche giorno, al massimo quattro o cinque, ma questo naturalmente si potrà fare solo se i successivi impegni da Lei presi lo consentiranno.

Resto sin Mattesa di Muna Sua cortese risposta e La saluto con la Il Westitalia Eitasew II Oggetto Mostra Rothko

NEW YORK 19

LA SOPRINTENDENTE (Dott.Palma Bucarelli)

Missing Inviammo, nel luglio scorso, la nostra adesione di massima alla mostra di Rothko, che dovrà aprirsi in questa Galleria Nazionale il 20 aprile del prossimo an writing new to confirm our agreement and to ask .onne

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TRANSLATION

GALLERIA NAZIONALE D'ARTE MODERNA - Rome

RE: ROTHKO EXHIBITION

Mr. Rosmussen
International Council
The Museum of Modern Art
11 West 53rd Street
New York 19, N.Y.

Dear Rosmussen:

Last July we agreed in principle to the Rothko Exhibition which should open in the National Gallery on April 20th of next year.

I am writing now to confirm our agreement and to ask you some precise information on them expense involved. By now I need this information rather urgently to submit the estimate to the Ministry.

I feel that by now it should be fairly definite the number of museums having this exhibition and which will share the expenses. I imagine that by now you will also have more definite information about the possible "help" from the United States Cines for transportation from the United States to Europe.

Therefore I would appreciate it if you could send me as close as possible an estimate of what will be the transportation and insurance expenses that this Museum will incurr.

There is another information I would like to seceive: I would like to know t what museum will have the exhibition after us and what is their opening date. This because it would be very convenient for me - in relation to the dates of other exhibitions in the gallery before Rothko - to be able to postpone the opening date, and therefore also the closing date - of a few days, maximum four or five, but I realize that this will be possible only if the successive engagements will allow it.

Waiting for your kind answer I am sending my most cordial greetings

LA SOPRINTENDENTE (Dott. Palma Bucarelli)

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Sperjutions
from where
WTS:
Water

Dear Porter:

As I think you perhaps know, Palma Bucarelli will be in

New York for the International Congress of Art Historians next week

and Frank and I are both interested in knowing whether you are planning

to see her during that time. We think that she will want a definite

date for the Rothko exhibition (we already know that she prefers to open

the show in Rome on April 20th and WR has been holding definite confir
mation of this date off in the event Paris might want the same period)

as well as other details. Would you be willing to discuss this with

her? She has also mentioned that she would like to meet Rothko and I

can't quite imagine myself, at this point, effecting an introduction

and discussing the many details of the Rome showing-I know this would

be a big favor-could we talk about it later this week?

Dick

September 5,1961

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TERRELATION DIRECTION -

## Lausanne Talace

Loren 10 ofosto 1961

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his towner qui, shoot true for furthe firm of ripro, che il mis afficis a anish to his risjock alle mi letter ti blecito a proforito alla unha oli Rothko; resport in cui to obice che propresso muchen la works hells primore province (mitting to the Au e le det del 20 aprice) e che virtants mutte one which he works come to make hui eliestito, fer Alisturio respuesso dell'actività Hero. Non si his alcun feuren for l'alushi. ment ; he is been the the allestiments well follow assimile of who modern but Sumpre The wills curit, efectionente guests me he Ino occupato personalmente, in from packe o in fullo : e quelo la fire cestamente fes le wishe at Rothke fachi è un artista che mi interem in windo francestere. Poro Niche de la présentation Aller mostre de More, fee escupio, Lecuhin nela primoun Icata, etc ho cumbo co, i the front oh

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home them, runte a Rome for l'occasione, la mijline di fulle quelle che dille Melle mederius wishe tow the fitte well alhe eith of Europe. E la lunho, che i aueno oferta, di Euris Prame plini, it can oldestiment he falls is in ofini him no forbeture, to Juseith unanimi consum e de his fublisch l'illustrasione in n'n'te hi architethum e ti musuopopi com essempio de Lefnolore patenolineute, tuttoni, livo histo sich oti Comorcia il firere di Rothko e di Sofere quali Inether i tur resideri, si cui terio il mossimo ento- hubento fero, fu foter enuncione x idence I'allestimente, obnes were it exhlys Alle wishes folh at huseum of husburn art; extrogo che de ho for chiests musi for, e che la suite recente. mente bollecitate, hu che um do onerso ricento. la troser for vienhente a Roma alla fine une mese; me de um nu d'orene auero spechibo, la prefo to fulo helito, friche toto consendo quente e quali taranus -le ofere la espore from feurne o come Arm essere l'allestiments. he opin words, is his a terr fork il of tell

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## Lausanne Palace

Lettenha prossions forthe fortecipo el Crepresso si Ibrie 1811 arte ete, como hi tapore, si tiene opfunto ni corresto eitre son to el 2 sestembre, e
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a tomosto al sucreo e forteno partire sella
unostro (son nostro conferente le posto reduce encle
Rothes) Trobart, le sunto i foi controli selesti

Blus Kneueli-

P.S. - Peuro ete la Misha di Emiso Premplini,

offurlumbe aferte mella mia folleria, e di

cui te ho mandato il catalogo forbette virterema

il Promplini e un artita botto listeremante hella

Ifria di minimento d'orongandia, ete to orato

ma biterte misorteme del futurimo son ete

prese morta melle cio futurimo si ereo de ete

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fri, Aborero mie fori, è eminto ad une forme di oshotismo orificale e di froude quolità-the Establishe um foto redere d' colne di olificati (trouve uno, dell'ultimo feriolo); lughi altimi hicci ami cireo se mato del 1956), ma io ritemps se um io the emissioni dell'arte le um io the emissione - Le trio sute te, ritton dendruis se la marche di Robbe, ser stimui se dendruis se la morta di Robbe, ser stimui se ci trio (tellembe - Atola), mi foto olire solcom talla sontilità oli presura la tree forte la la trio (tellembe - Atola), mi foto olire solcom talla sontilità oli presura la tree forte la la curra di Promptimi, che si obiriolere a Roma alla simi il se stellembe.

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1CE F 66-61

TRANSLATION

Dear McCray:

I have been informed here - where I am staying for a few days of rest - of your letter regarding the Rothko exhibition; in your answer you state that you will send the exhibition this coming spring (the best of the two dates is the one of April 200) and that in the meantime and to answer a request of the artist, you would like to know how we will install this exhibition. Do not worry about the installation; as you know at the Calleria Nazionale we are always particularly careful about the installation specially if I take care of it, in part or completely: and this I will certainly do for the Rothko exhibition, artist in whom I am particularly interested. I can tell you for instance that the installation of the Moore exhibition, which took place last Spring, was done by me and that Moore himself - who came to Rome on that occasion, - thought it was the best of all the ones of the same exhibition held throughout in other European cities. And the/Prampolini exhibition, which is still open, and which I personally handled in every detail, has been considered extremely successful and photos of it will be published in architectural and museum s magazines, as an example to worth noticing.

However, of course, I will be very happy to k have Rothko's opinion and to know of his wishes which I will seriously consider. But in the meantime, to be able to think about this installation I need the catalog of the exhibition held at The Museum of Modern Art; catalog which I requested months ago, requested again recently, but have not yet received, unless I find it waiting for me in Rome where I will be at the end of the month; but should it not have been mailed yet, please give instruction to have a copy sent right away, as only

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Palma Bucarelli

when I will know how many and which works we will have, will I be able to think about the installation.

Anyhow I will be in New York September 7 for the Congress for History of Art that will be held, as you know, in New York from the 7th to the 12th of September, then I will stay in the United States M. Rawy for a tour of lectures. I will of course come to see you at the Museum and we will talk about the exhibition (I would like very much to see Rothko too). and later

In the menatime my best greetings

s/ Palma Bucarelli

as except 8/22/61

to Mr wheele

4 km Sels P.S. I believe that the Prampolini exhibition, at present in my Gallery, and of which I mailed you the catalog, could be of interest to The Museum of Modern Art. Do tell Barr about it: Prampolini is an extremely interesting artist in the history of avant-garde movements, he had a remarkable place in futurism (it comes out very clearly in this exhibition) and who, through various developments, arrived at a type of abstract art personal and of great quality. You will not be able to see the colors from the catalog reproductions (with exception of one of the last period) of the paintings of the last ten years (he died in 1956) but I believe, and I am not the only one, that they are among the best of contemporary Italian art. I will appreciate it if, when you will answer me on the Rothko exhibition, and to tell me if you will be in New York when I will be there (September-October), you will also tell me what are the possibilities of showing in New York Prampolini's work, the exhibition will close in Rome at the end of September

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Translation attached



### SOPRINTENDENZA

GALLERIA NAZIONALE

D'ARTE MODERNA

Pos. N. Allegali N. Mr. Porter MC CRAY

The Museum Of Mode: Risposta a .....

Oggeno Mostra Rothko

Roma li 31 LUG. 1991 VIALE DELLE BELLE ARTI, 131 - TEL. 802.751

AUG 2 - 1961 /CEF 66-61

The Museum Of Modern Art 11 West 63rd Street NEW YORK

Caro Mr. Mc Cray,

abbiamo ricevuto la Sua lettera del 12 luglio u.s. e Le ho già comunicato per telegramma la nostra adesione per quanto riguarda la data di apertura al 20 di aprile. La dott. Bucarelli è partita proprio in questi giorni e non posso quindi risponderLe su altri punti, comunque in linea di massima questa Galleria Nazionale è disposta ad accettare la mostra. Scrivo contemporanemmente alla dott. Bucarelli e quanto prima potrò darLe una risposta esauriente. Come Le ripeto l'impegno da parte nostra può già considerarsi assunto, anche se, come Lei sa dovremo sottoporre al Ministero la questione, soprattutto per quanto riguarda il finanziamento della mostra.

Ka prego di gradire i miei migliori sa-

luti

IL DIRETTORE (Prof. Maurizio Calvesi) Moulel 1

Collection:	Series.Folder:
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1CE F 66-61

TRANSLATION

# SORPINTENDENZA alla GALLERIA NAZIONALE d'ARTE MODERNA

July 31, 1961

RE: Rothko Exhibition

Mr. Porter McCray The Museum of Modern Art 11 West 63rd Street New York

Dear Mr. McCray:

0

We have received your letter of July 12 and I have already confirmed by telegram our agreement on the opening date of April 20th. Dr. Bucarelli is out of town therefore I cannot answer the other questions but anyhow this Galleria Nazionale is willing to take the exhibition. I am writing now also the Dr. Bucarelli and I will be able to give you a more complete answer very soon. As you know we must k now bring the question to the Ministry, in particular in what concerns the financing of the exhibition, but I am repeating we confirm our commitment for this exhibition.

Best regards,

Prof. Maurizio Calvesi Director

Collection: Series.Folder: The Museum of Modern Art Archives, NY IC/IP I.A.1174

5 1961

r of International of Modern Art.-II,

NEW-YORK (U.S.A.)

covess Sybolis SY NRAOGH RNT19ITALCAPLE BORGHI ROMA . JULY 29 1345 1961 JUL 31 AT 10 19612.751

FPORTER MCCRAY MODERNART (MUSEUM OF MODERN ART) 1/10 -F-66-NYK (11 WEST 53 ST)

APERTURE MOSTRA TOTHKO STA BENEPER 20 APRILE SEGUE LETTERA CALVESI GALMODERNA

1036 W

Opening Rothko exhibition is allright for April 20th.

Letter follows. Calvesi galmoderna

1270 (1-51)

faccio seguito alla mia lettera del I4 aprile con cui Le chiedevo di volermi precisare in quale mese del 62 avrebbe potuto tenersi in questa Galleria Nazionale, la mostra di Rothko. Lei infatti mi aveva comunicato che, in linea di massima, la mostra sarebbe caduta nella primavera del prossimo anno, essendo impossibile farla sostare a Roma nell'autunno di quest'anno, prima cioé dell'invio a Londra.

Poiché, come Lei ben sa, le pratiche amministrative connesse con ogni mostra prendono molto tempo, ed é necessario informare il Ministero molti mesi prima per poter ottenere i finanziamenti, e poiché ormai, con il prossimo mese di luglio, si apre il nuovo anno finanziario nel quale bisognerà inserire la mostra di Rothko, La prego vivamente di volermi dare qualche notizia precisa circa la data , e dirmi quali spese sarebbero a nostro carico. Naturalmente il Ministero già sa, seconto quanto Lei mi comunicò a Suo tempo, che la mostra avrà luogo e che il periodo potrà essere la primavera ventura. Ma io debbo al più presto dare una conferma e, se possibile, precisare la data. Le sarò quindi grata se vorrà scrivermi.

Con plico a parte Le invio il catalogo della mostra, da poco aperta, di Enrico Prampolini. E' una manifestazione che ha avuto un vivo successo di critica e di pubblico e sarei particolarmente lieta di poterglieLa mostrare. Sarà prossimamente a Roma?

Voglia gradire intanto i miei migliori saluti.

P. S. Lono Lempe in other all Estables

IL SOPRINTENDENTE (Dott Palma Bucarelli)

Series.Folder: Collection: The Museum of Modern Art Archives, NY IC/IP I.A.1174

Translation attached

1 CE-F66-61

JUL 2 5 1961

Roma, li VIALE DELLE BELLE ARGINIL. 10842.751

Al Signor Mc Cray

Porter Director of International Council Museum of Modern Art.-II, West 53rd Street

(U.S.A.)

SOPRINTENDENZA ALLA

GALLERIA NAZIONALE D'ARTE MODERNA

Prot. N. Allegati N 1 1 at

Prot. N.

Div.

OGGETTO:

Caro Mc Cray,

faccio seguito alla mia lettera del I4 aprile con cui Le chiedevo di volermi precisare in quale mese del '62 avrebbe potuto tenersi in questa Galleria Nazionale, la mostra di Rothko. Lei infatti mi aveva comunicato che, in linea di massima, la mostra sarebbe caduta nella primavera del prossimo anno, essendo impossibile farla sostare a Roma nell'autunno di quest'anno, prima cioé dell'invio a Londra.

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Voglia gradire intanto i miei migliori saluti.

P.S. Lous Lempre in ables all Cabables

IL SOPRINTENDENTE (Dott Palma Bucarelli)

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Translation

GALIERIA NAZIONALE D'ARTE MODERNA

July 23, 1961

Mr. Porter McCray Director International Council The Museum of Modern Art 11 West 53rd Street New York

Dear McCfay:

This is a follow up of my letter of April 14 in which I was asking in what month of 1962 we could have the Rothko exhibition at the Galleria Naziomale. You had already informed me that - due to the impossibility of having the show in Rome in the Fall, prior to London - it could probably take place in the spring. As you well know there is a lot of red tape in connection with every exhibition and to obtain the financial subsidy from the Ministry we should inform them months in advance. As in the coming month of July the new fiscal year will start and the Rothko exhibition whould be included in it, I would appreciate receiving as soon as possible more precise information about the date and what our expenses would be. Of course the Ministry, on the basis of your information, already knows of the exhibition and of its approximate date, but I should confirm it as soon as possible with the exact date, therefore I would be extremely grateful if you could let me knows.

Under separate cover I am sending you the catalog to the Prampolini exhibition which opened recently. It has been very successful with the press and the public and I would be particularly happy to lead you through it. Will you come soon to Rome?

Very sincerely.

s/ Palma Bucarelli

P.S. I am still waiting for the Rothko catalog.

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The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

cc: Mr. McCray (Rothko file) Mr. Rasmussen

Mr. Rasmussen

Miss Faigle-Bookkeeping

extra

(Bucarelli)

LT

MARCH 26, 1961

Charges: \$7.84 (incl

stax)

DOTTORESSA BUCARELLI GALMODERNA ROME ITALY

REGRET UNABLE BEGIN CIRCULATION ROTHKO EXHIBITION OF APPROXIMATELY 40 PAINTINGS BEFORE SEPTEMBER IN LONDON FOLLOWED BY AMSTERDAM BRUSSELS THROUGH DECEMBER. SUGGEST ROME SPRING 1962. STOP. EXHIBITION AVAILABLE FOR COSTS TRANSPORTATION PRECEDING CITY AND PRORATED OCEAN AND EUROPEAN INSURANCE COSTS. LETTER FOLLOWS. HOPE RUMOR YOUR VISIT NEW YORK APRIL WILL MATERIALIZE. REGARDS.

PORTER MCCRAY

Collection: Series.Folder: The Museum of Modern Art Archives, NY IC/IP I.A.1174

Translation attached

SOPRINTENDENZA

GALLERIA NAZIONALE D'ARTE MODERNA

Pos. N.

Risposta a

Prot N

Mostra Rothko

Roma li 21 MAR. 1961

VIALE DELLE BELLE ARTI, 131 - TEL. 802.751 TELEGR.: GALMODERNA - ROMA

CL W Rasmusson

Mr. Porter MC CRAY Museum of Modern Art NEW YORK

Caro Mc Cray, log of the Rothko exhibition which was organized by ho scritto qualche giorno fa al Museo d'Arte Moderna di New York per avere il catalogo della mostra di Rothko che è stata allestita da codesto Museo e so che si è chiusa in questi giorni. Ora scrivo a Lei perchè ho saputo che il Museo avrebbe intenzione di mandare la mostra in Europa. Me ne ha parlato anche la signora Odyssia Skuras, della Galleria Odyssia, la quale dovrebbe venire in questi giorni a New York e credo Le abbia già telegrafato in proposito. Io sarei disposta ad allestire la mostra in questa Galleria Nazionale anche subito, approfittando del fatto che dopo la chiusura della Mostra di Moore i locali destinati alle mostre temporanee sono rimasti liberi e posso aspettare qualche giorno a prendere impegni per altre mostre.

Se la mostra di Rothko intraprende subito il viaggio and I would take per l'Europa Lei potrebbe mandarla a Roma come prima tappa, il più presto possibile. Per quanto riguarda le spese, per poter fare un preventivo per il Ministero, La prego di mandarmi subito notizie. Suppongo che debba essere come fu per la mostra di Pollock e che le opere potrebbero arrivare al porto di Napoli e di li io le prenderei per portarle a Roma.

Ho bisogno di avere una conferma urgentemente per poter regolare il programma ulteriore della Galleria per questi mesi della primavera fino al principio dell'estate, e perchè il Ministero deve avere la mia richiesta tempestivamente. La mostra di Rothko mi interessa molto e ritengo che, in questo momento specialmente, la sua presentazione a Roma avrebbe una grande importanza culturale e sarebbe certamente un grande successo.

In attesa di una Sua risposta cortesemente sollecita, Le mando i miei più cordiali saluti.

LA SOPRINTENDENTE (Dott. Palma Bucarelli)

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The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

TRANSLATION

## Soprintendenza alle Galleria Nazionale d'Arte Moderna

March 21, 1961

Mr. Porter McCray Museum of Modern Art New York

Dear McCray:

A few days ago I wrote to The Miseum of Modern Art of New York requesting the catalog of the Rothko exhibition which was organized by your Miseum and which closed recently. I am now writing to you because I have heard that the Miseum is planning to send this exhibition to Europe. I also heard of this project from Mrs. Odyssia Skuras, of Odyssia Gallery, who, ixheric should be coming to New York in the next few days and I believe has already cabled you in regards to this. I would be willing to install the exhibition in the Galleria Nazionale right away, taking advantage of the fact that since the closing of the Moore exhibition the galleries usually reserved for temporary exhibitions are free, and I could wait few days before making any decision about other exhibitions.

If the Rothko exhibition could leave for Europe right away, you could send it, as first stop, to Rome as soon as possible. As far as the expenses are concerned, I would need details immediately, so that I can present an estimate to the Ministry. I imagine it would work in the same way as the Pollock exhibition, the works would arrive in Naples and I would take term from there to Rome.

To be able to establish the activities of the Gallery for Spring and early Summer, I need urgently a confirmation, and also because I would have to present my request to the Ministry immediately. I am very much interested in this Rothko exhibition and I believe that, particularly now, presenting it in Rome would be an important cultural event and would be extremely successful.

Waiting to receive from you a kind prompt reply, I am sending most cordial greetings.

La Soprintendente (Dott. Palma Bucarelli)

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The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

cc; mr. rasmussen

mr. palmer ice-1-66-61 / g Busnelle

AIR MAIL

July 13, 1961

Dorton A. McCrai

Miss Odyssia A. Skouras Galleria Odyssia Via Ludovisi 16 Rome, Italy

the early autom.

Dear Odyssia:

You were very good to have given us such an immediate and encouraging report on the Drawing show in Spoleto. It is always reassuring to hear directly from one whose opinion one can respect.

Managhile, with very best wishes.

I have sent Palma Buccarelli the enclosed letter regarding the schedule of the Rothko show for Rome which has now grown almost to the size of the original show here in New York. I do hope Palma can respond quickly for there has lately been a certain amount of pressure being exerted by the Milanese and their American friends to divert the one Italian showing of Rothko to Milan.

There is also the possiblity of substituting for the exhibition in Rome a block of three available bookings to be combined into one for the period of the Biennale. This of course would depend upon the administration of the Biennale inviting Rothko to be shown in the international pavilion.

Since the booking of the show throughout Europe is now taking place at an accelerated pace, we would need to know the Biennale's reaction certainly within the next ten days.

> I have not raised this question with Buccarelli because of the confidential character in which you presented it originally. I therefore must count upon you to explore the possibilities on a completely unofficial basis.

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Miss Skouras

War -

-2-

July 13, 1961

I do hope I shall be seeing you in Rome in the early autumn.

Meanwhile, with very best wishes,

change of acceptance with acceler, but is not taken you time then to be expected to complete acce appropriate and to expectate with other housest test believe which will be shown to an intition,

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Calleria Pulpuals Allera Indones

Sincerely,

Porter A. McCray

Enclosure letter to Dottoressa Bucarelli

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ed for toothilation, on that we could discome this further with

Delinies of phivings To date, the arribation is ashebiled at the

Galleria Nationale L'art Miss Odyssia A. Skouras Adum Mr. Rasmussen (Burarelli) Mrs. Hecht
— ICE F 66-61 — Rome (offen)

July 12, 1961

Dottoressa Palma Aucarelli ..... the February in Landon, the State Seprintendensa Galleria Manionale d'Arte Noderna Viale delle Belle Arti, 131 manufactura about Merch y, or for a later Rome, Italy H. Prescois Sather of the Suses des Arts Decoratify recording a

one of these periods, I would appreciate recolving Pear lott. Bugarelli: \_\_\_\_\_\_ the the date you would prefer.

10

I am sorry that it has not been possible to forward detailed information concerning the Rothko exhibition after our earlier exchange of correspondence this spring, but it has taken nore time than we expected to complete losn agreements and to negotiate with other Suropean institutions which will be showing the exhibition.

Our plans are now mearing completion and 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 am enclosing a copy of an approximately final check list of the selection which has been made by Pater Sels, the Museum's Ourator of Painting and Sculpture Exhibitions, in collabora-tion with Sothko. Under caparate cover I have sirmailed 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 evailable for direulation, we have maintained the character and quality of the exhibition so that it gives a balanced retrospective of Rothko's work from 1965 to the present. The exhibition has been reduced from 58 to 48 paintings.
- 2.Installation: As it was presented in our Auseum in a rather dense installation, the exhibition of 50 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 to contribute his suggestions for the hanging sequence in your gallery, if that is agreeable to you. We would

worky recommends the use of a mixture of black-substitution-\$5000 mal or much color so possible. By also prefere to secured

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Dottoressa Palma Sucarelli

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-2-

July 12, 1961

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: To date, the embilition is scheduled at the Whitechapel Art Callery in London, the Stedelijk Museum in Amsterdam, the Palais des Beaux Arts in Brussels and the Kunsthalle in Basel. I would suggest you consider a four week showing for one of these periods: either immediately following Basel, opening in the Calleria about March 9, or for a later opening about April 20. Since we are also in correspondence with M. Francois Mathey of the Musee des Arts Decoratifs regarding a showing during one of these periods, I would appreciate receiving a cable supplying me with the date you would prefer.

decises the European cests for the exhibition are being shared equally by the participating museums. These include all costs from the time the exhibition leaves May York, including transportation from New York and return, insurance, local costs of installation, eatslog, 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 cosan transportation will assume 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 \$2,000 cubic feet. Final figures are not yet available for the insurance value, but the total will be in the vicinity of \$177,000 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 \$1,000. There is a possibility that the costs of ocean transportation may be denated by the limited 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 Bolland 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 Bothko 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 prefers to reprint the three texts listed below, with the probably addition of your

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APR 1 7 1981

-3-

July 12, 1961

Pottoressa Palma Bucarelli

GALLERIA NAZIONALE

....

D'ARTH own critical comment.

a . No a . Next 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)
- (h) Catalog item listing
- (5) Biography of the artist
- Care (6) Selective bibliography (reprint, with minor corrections, of that in Museum of Modern Art catalog).

h. 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 Buseum's catalog,
which was printed by Brader Bartmann, Berlin. Unfortunately,
the Buseum in unable to lend the color plates, but if you
wish you may either request Bartmann to prepare electron to
send to Rome or you may wish to ask them to print the
color illustrations for you from the original color plates.

I do hope we may receive your decision soon and I look forward to your cabled reply.

I am sure you realise how much we appreciate your interest in the exhibition and we are sure that, under the auspices of the Galleria Manionale d'Arte Moderna and your own direction, it would be a transmitted success.

With warmest regarde, grazio e Le mando i miei cordiali saluti.

Sincerely,

Porter A. HeCrey

Dhen Breezele

Hnelogure:

Checklist for Mark Rothko

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SOPRINTENDENZA

GALLERIA NAZIONALE D'ARTE MODERNA

Prot. N. 959 Pos. N. 9 Q Allegati N.

Risposta a

del

Prot. N.

Div.

OGGETTO:

Mostra di Rothko

APR 17 1961

Translation attached

Roma, li

APR. 1961

196

VIALE DELLE BELLE ARTI, 131 - TEL. 802.751

TELEGR. GALMODERNA - ROMA

Mr. Porter MC CRAY

Direttore del Museum Of Modern Art

NEW WORK

Caro Mc Cray,

ho ricevuto il Suo telegramma e capisco che ci saranno delle ragioni particolari che impediscono di far cominciare la circolazione della mostra di Rothko prima del mese di settembre. Mi dispiace di non poter avere subito la mostra perchè la stagione sarebbe stata appropriatissima e le sale sono disponibili non essendoci altre manifestazioni in programma. Comunque attendo notizie più particolareggiate dalla lettera che Lei mi annuncia e che non ho ancora ricevuto.

In ogni caso, se non è possibile avere la mostra prima di Londra, La prego di volerla senz'altro mettere in programma per la primavera del '62, come Lei suggerisce. Le sarei anzi grata se potesse fin d'ora specificarmi in quale mese la manifestazione potrà tenersi.

La ringrazio e Le mando i miei cordiali saluti.

LA SOPRINTENDENTE (Dott.Palma Bucarelli)

Dhu Buench,

Si prega di trattare per ogni lettera un solo argomento e indicare nella rismosta il numero di monacollo di o

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The Museum of Modern Art Archives, NY	IC/IP	I.A.1174

TRANSLATION

### SOPRINTENDENZA alla GALLERIA NAZIONALE

D'ARTE MODERNA

April 14, 1961

Mr. Porter McCray Director The Museum of Modern Art New York

Dear McCray:

I have received your telegram and I imagine there must be special reasons preventing the circulation of the Rothko exhibition before September. I am sorry not to be able to have the exhibition now as the season would be right and the rooms are free as we have no other show in our plans. Anyhow I'll wait for your letter with more details.

Anyhow, should it be impossible to have the exhibition before London, please be so kind to reserve it for us, for the Spring of '62, as you suggest. I would be very grateful if you could tell me now in what month we could have this event.

With many thanks and most cordial greeting,

s/ Palma Bucarelli

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Renée S. Neu Circulating Exhibitions

> Rachard L. Polocy Descrive Assistant

Department of Circulating

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The Museum of Modern Art Archives, NY IC/IP I.A.1174

Rother Exis.
Rother Porther

November 21, 1961

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

Dear Mr. Rothko:

Myme Tarterlia

Galleria Nazionale d'Arte Moderna, I hope it will prove useful, in particular now that we have added measurements in feet.

I enjoyed very much meeting you the other evening and hope that Rome will keep on supplying good memories.

Very sincerely,

Renée S. Neu Circulating Exhibitions

> Describers Assistant Separtment of Circulating

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Sartaglia

PRASPORTI INTERNATION 1963

ROMA

Bruno Tartaglia 26-27 Piazza Di Spagna Rome, Italy

Re: 2331/E

Gentlemen:

attention, we remain,

Thank you for your letter of April 12 which I received earlier today. I must apologize for not having written before now to tell you that I have already made arrangements to reimburse you directly for the balance of \$230. due on your Invoice 2331/E; unfortunately, this is an especially busy time at the Museum and I have not had an opportunity to do so before now.

As you know from my letter of January 8, I had hoped that the Galleria Nazionale d'Arte Moderna would be able to assume the responsibility for this portion of your invoice. After several exchanges of correspondence with Dottoressa Palma Bucarelli of the Galleria, I learned last month that there were several reasons why her institution could not assume this charge - the primary one being the fact that they had paid a similar repacking charge when the exhibition was originally forwarded from Basel to Rome.

I am sorry that it has taken so long to settle this matter, but I hope you understood our position. At any rate, our check in the amount of \$230. is being processed now and should reach you within the next few weeks. I trust this will be satisfactory to you and I shall look forward to dealing with your excellent firm in the future.

Sincerely,

Richard L. Palmer Executive Assistant Department of Circulating Exhibitions The Museum of Modern Art Archives, NY | Collection: Series.Folder:

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TELEGRAMMI TARTAGLIASPED ROMA

CODICE TELEGR."ABC 5 EDIZ."



CODICE TELEGR. "LIEBERIS"

TELEFONI: 670.666 - 670.382

# BRUNO TARTAGLIA

IMBALLAGGI - ASSICURAZIONI MAGAZZINAGGI TRASPORTI INTERNAZIONALI

SPEDIZIONI DI OGGETTI D'ARTE SERVIZI AEREI

CASA FONDATA NEL 1907 26-27 PIAZZA DI SPAGNA

ROMA

12th April, 1963



THE MUSEUM OF MODERN ART 11 West 53rd Street NEW YORK 19, N.Y.

Gentlemen: RE - Mark Rothko Exhibition .-

For the attention of Mr. Richard L. Palmer .-

We wish to refer to your letter of January 8 and ours of January 23, which has not been acknowledged by you.

The Galleria Nazionale d'Arte Moderna, with whom we have get in teuch again recently, has confirmed that they cannot reimburse us for the \$230 representing packing costs in Rome, because they paid all of the Basel charges, including packing. They are therefore convinced that we should receive this amount from you.

As we wish to close this matter as soon as possible, will you please consider it at your earliest convenience and let us know your point of view and possibly your decision?=

In the meantime, thanking you for your immediate attention, we remain,

Yours faithfully,

DITTA BRUNO TARTAGLIA

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TELEGRAMMI : TARTAGLIASPED ROMA

CODICE TELEGR."ABC 5 EDIZ."



CODICE TELEGR. "LIEBERIS"

JAN 28 1963

TELEFONI: 670.666 - 670.382

# Bruno Tartaglia

IMBALLAGGI - ASSICURAZIONI TRASPORTI INTERNAZIONALI MAGAZZINAGGI

CASA FONDATA NEL 1907 26-27 PIAZZA DI SPAGNA SPEDIZIONI DI OGGETTI D'ARTE SERVIZI AEREI



ROMA

23rd January, 1963

The Museum of Modern Art 11 West 53rd Street New York 19, N.Y., U.S.A.

Gentlemen:

For the attention of Mr. Richard L. Palmer

We thank you for your letter of January 8 concerning the Mark Rothko exhibition and acknowledge receipt of a cheque in the amount of \$829.50, covering part of our bill.

We got in touch with the Galleria Nazionale d'Arte Moderna requesting them to reimburse us for the packing charges, \$230, in accordance with your instructions. The Galleria Nazionale d'Arte Moderna objected that they cannot be responsible for these charges or any other charges concerning the shipment to Paris, since they have paid already all charges from Basel to Rome, including packing.

We believe, anyway, that the said Gallery is going to write to you directly on this subject and we do not doubt that this point will be clarified and settled to our satisfaction and yours.

In the meantime, we remain,

Yours faithfully,

DITTA BRUNO TARTACLIA Momanianama

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MODERNART NEWYORK

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THE MUSEUM OF MODERN ART

11 WEST 53RD ST.

RASMUSSEN REFERENCE ROTHKO EXHIBITION SHIPPING TODAY EIGHTEEN CASES FOR EXPRESS TRANSPORT PARIS STOP PRESUMABLY ARRIVING PARIS BY 25TH OCTOBER

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maply at your earliest convenience.

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BRUNO TARTAGLIA
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MUSEUM OF MODERN ART

LT TARTAGLIASPED ROME (ITALY) OF THE WUC

UNITED STATES OF AMERICA

December 8, 1961

Kome

APPRECIATE CABLED ESTIMATE TOTAL COSTS EXPRESS TRANSPORT PLUS
FEE YOUR SERVICES PAINTING EXHIBITION PACKED 16 CASES TOTAL
CUBAGE 46.69 METRES WEIGHT 1103 KILOS FROM ROME GALLERIA
NAZIONALE DARTE MODERNA TO VENICE BIENNALE STOP LARGEST CASE
DIMENSION 2.9 BY 4.8 METRES STOP NEED ESTIMATE DECEMBER 11
IF POSSIBLE

RASMUSSEN MUSEUM MODERNART

Chg: Circulating Exhibitions VENICE BLENNALE

cc: Mr. Rasmussen
Miss Dudley

VENICE BIENNALE

BRUNO TARTAGLIA
26-27 Piazza di Spagna
Rome

Sincerely,

John L. Brown

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THE FOREIGN SERVICE OF THE UNITED STATES OF AMERICA

UNITED STATES OF AMERICANE WILL WILL

AMERICAN EMBASSY, Rome May 8, 1962

f of Modern Art in Torino

Dear Mr. Rasmussen:

Following the suggestion in your cable, USIS Milan has been in touch with the Permanente concerning the possibility of presenting the Rothko show there either in June or September. However, as I have already indicated to Mr. d'Harmoncourt in a recent letter, a number of people in the art world here feel that the Permanente is not the place for the exhibit, particularly during the Venice Biennale. Moreover, Palma Bucarelli, directress of the Museum of Modern Art in Rome, is willing to keep the Rothko show open until the end of September, if it is agreeable to you. She points out that it will probably attract more viewers here during the summer months than it would either in Milan or Turin, and in addition would save the expense of shipping and re-hanging. Would this suggestion be received favorably by the Museum? Miss Bucarelli would appreciate a reply at your earliest convenience.

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John L. Brown. John L. Brown wher sound show in Cultural Attache

Mr. Waldo Rasmussen Museum of Modern Art New York 19, New York

WR made arrangements to extend Rothko showing in Rome through the summer, with the understanding that it would close in time to reach Paris at least two weeks in advance of the Paris opening which will probably be in late September or early October.

No reply to this letter sent as WR settled personally.

the exhibit can be kept in Italy, it should

rp 6/24/62

The Museum of Modern Art Archives, NY

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file: Rothko (Rome) 8.9. 8. Benin



# THE FOREIGN SERVICE OF THE UNITED STATES OF AMERICA

AMERICAN EMBASSY, Rome May 3, 1962

Bear Ar. A'Farr encourt:

We had a press conference on April 26 and a formal opening on the morning of April 27 which was attended by the Undersecretary of State for Fine Arts, by the Director Reneral of Pine Arts of the chaistry of Public Instruction as well as by leading critics and the usual social personalities. The show was well hung and in general received favorable comment. Unfortunately, both the Ambassador and the Minister were out of town, but Mr. Phillips, Director of the United States Information Service, and myself represented the Embassy.

I am sending to you under separate cover some of the publicity materials we put out on the Rothko show. There will certainly be a large number of articles appearing in the course of the next few weeks which I shall ask our press section to forward to you.

A number of influential people in art galleries here (you know them but coquettishly they "don't want to be quoted") voiced the opinion that it would be unwise to have another Rothko show in Italy in June during the Venice Biennale. They believe that if the exhibit can be kept in Italy, it should be scheduled in September, and then given in the new Museum of Modern Art in Torino rather than at the Permanente of Milan, which they feel is not the proper place for this event. (There may be subterranean currents here that you are aware of.) I pass this information along to you for what it is worth. We have sounded out the Permanente in a tentative fashion but have had no indication from them as yet whether they would like to do the show or not.

Mr. Rene a'Harmoncourt Director The Museum of Modern Art New York 19, New York

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-2-

Loren McIver and her husband will be arriving to stay with us on lay 2 and we shall be thinking up diversions to share during the Biemnale.

With all good wishes, I am,

Sincerely yours,

John & Brown.

John L. Brown Cultural Attache

Williams

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION. Series.Folder: Collection: The Museum of Modern Art Archives, NY IC/IP I.A.1174 a III Rome Er. Resmones DLS MUSEUM OF MODERN ART NEW YORK LT MAY 8, 1962 JOHN L BROWN AMEMBASSY ROME (ITALY) W. U. CABLES PERMANENTE MILAN UNABLE ACCEPT ROTHKO Stop OFFERED TO SINDACO CASSINIS FOR GALLERIA D'ARTE MODERNA FOR FREE PERIOD AFTER ROME EXPRESSING PREFERENCE SEPTEMBER SHOWING Stop IF MILAN ACCEPTS FEEL MUST HONOR

COMMITMENT BUT HOPE SEPTEMBER SHOWING THERE COULD BE COORDINATED TO OBLIGE ROME STOP ROTHKO AND MUSEUM WILLING GRANT EXTENSION IF DOESN'T INTERFERE MILAN PLANS Stop ARRIVING ROME MAY 18 HOPE SEE YOU Rosse, I

CHARGE: ICE-F-66-61

Bear Mr. Brownson

Mr. John L. Brown

cc: ICE-F-66-61 -ROTHKO (ROME) Mr. Rasmussen
Mr. Palmer
Mrs. Kolmetz possible him sheeing. We will green the show green at the known at the

I have also written Palmo Emparolli telling her that I plan to be in home to use the Rothko exhibition, and especially to report on the condition of the paintings, from May 18th to May Mard. I do hope I shall have a chance to see you thee, and wish to discuss further with you and the submucator plans for the Venice Biomalo and the projest to provide a collection of Emerican paintiese for the Industry residence at the Villa Taverna. I look forward emericanly to this first visit to Rome, and after the Spaning of the Biennale plan to return to apout four masks of My vection.

den Arts Becoratifs on Catober 20th (tentative date).

I am especially glad I will have an appartunity to thank you personally for the wenderful cooperation you have given up in our many embilitions to Italy.

With best wishes;

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION. Series.Folder: Collection: The Museum of Modern Art Archives, NY IC/IP I.A.1174 cc: ICE-F-66-61-ROTHKO (ROME) Mr. Rasmussen Mr. Palmer Mrs. Kolmetz green \*MODERNART May 8, 1962 THE MUSEUM 11-WEST STAT ITALCABLE ROMA PO 27 7 2115 Mr. John L. Brown Cultural Affairs Officer American Embassy Rome, Italy MIST Dear Mr. Brown: ME DESTRES RETAIN ROTHKO I received your cable today requesting an extension of the Rothko exhibition until September, and immediately cabled you per the attached in reply. We will be very pleased to cooperate with the Galleria Nazionale d'Arte Moderna, so long as the extension does not jeopardize a possible Milan showing. We would hope, however, that the Milan showing could be given in September before the show go goes to Paris where it is scheduled to open at the Musée des Arts Decoratifs on October 20th (tentative date). I have also written Palma Bucarelli telling her that

I have also written Palma Bucarelli telling her that I plan to be in Rome to see the Rothko exhibition, and especially to report on the condition of the paintings, from May 18th to May 23rd. I do hope I shall have a chance to see you then, and also to discuss further with you and the Ambassador plans for the Venice Biennale and the project to provide a collection of American paintings for the Embassy residence at the Villa Taverna. I look forward enormously to this first visit to Rome, and after the opening of the Biennale plan to return to spend four weeks of my vacation.

I am especially glad I will have an opportunity to thank you personally for the wonderful cooperation you have given us in our many exhibitions in Italy.

With best wishes,

Sincerely,

Waldo Rasmussen Associate Director International Circulating Exhibitions

Enclosures

WR: md

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THE MUSEUM OF MODERN ART
11 WEST 53RD ST. RN173 ITALCABLE ROMA PO 27 7 2115 LT RASMUSSEN MUSEUM MODERN ART NEWYORK

1962 MAY 7 MUSEUM MODERN ART ROME DESIRES RETAIN ROTHKO

SHOW UNTIL SEPTEMBER STOP EARLY REPLY APPRECIATED

JOHN L BROWN CULTURAL ATTACHE AMERICAN EMBASSY

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Via WESTERN CABLES

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MUSEUM OF MODERN ART

IT
JOHN BROWN
AMEMBASSY
ROME (ITALY)

WUC APRIL 20, 1962

CHANGE IN PLANS MAKES POSSIBLE OFFER ROTHKO EXHIBITION TO PERMANENTE MILAN STOP AVAILABLE AFTER ROME UNTIL PARIS CEPHING OCTOBER 20 HAVE SUGGESTED SHOWING JUNE OR SEPTEMBER APPRECIATE USIS ASSISTANCE IN ARRANGING OR SUGGESTION ALTERNATE INSTITUTION IF PERMANENTE UNABLE ACCOMPATE

RASMUSSEN MODERNART

Charge ICE-F-66-61 cc: Mr. d'Harnoncourt, Wr, RP, RK, Show, green

CC: Hr. Wheeler
Hr. d'Harnomeourt
ICE-F-66-61 ROTHED (PARIS)
ICE-F-66-61 ROTHED (ROHE)
Hr. Hassussen
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MUSEUM OF MODERN ART NEW YORK

LT SPEYER AMEMBASSY PARIS (FRANCE) OCTOBER 10, 1962

W. U. CABLES

MONROE WHEELER ARRIVING PARIS OCTOBER 15 TO FINALIZE DETAILS ROTHKO SHOW stop STAYING HOTEL CONTINENTALE WILL CONTACT YOU IMMEDIATELY

RASMUSSEN

CHARGE: ICE-F-66-61 (ROTHEO)

CC: Mr. Wheeler
Mr. d'Harnoncourt
ICE-F-66-61 ROTHKO (PARIS)
ICE-F-66-61 ROTHKO (ROME)
Mr. Rasmussen
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