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SEP 11 1961

*W.R. to R.K. for then entering*  
Urgent

STAATLICHE KUNSTHALLE  
BADEN - BADEN  
LICHTENTALER ALLEE  
September 7, 1961  
Dr.M./Lf.

TELEFON 3250  
Sparkasse 510

Mr. Porter MacCray  
Museum of Modern Art  
11 West, 53rd Street  
New York 19, N.Y.  
USA

*Rothko  
Request*

Dear Porter MacCray,

Mr. Ruedlinger from Basel /Suisse wanted to try  
to ask Marc Rothko for his agreeing to an exhibition  
of his paintings in Germany.

In the last days, I went to see Director Sandberg  
in Amsterdam and spoke about that plan with him, too.

I would be very much obliged to you when you could  
let know me whether Rothko has decided for an exhibition  
of his works of art in Germany. Although I have little  
hope, I would very much appreciate to get a notice from  
you as soon as possible.

With kind regards, I am

Yours sincerely,

*in a/hw*

(Dr.Dietrich P.Mahlow)

COPENHAGEN  
NY CARLSBERG

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ice-f-66-61

cc: Mr. James Daly  
 Mr. d'Harnoncourt  
 Mr. Koch  
 Mr. Selz  
 Miss Toby-Marcelin  
 Miss Dudley  
 Miss Pearson  
 Mr. Palmer

AIR MAIL

July 28, 1961

Dr. Dietrich F. Mahlow  
 Staatliche Kunsthalle  
 Lichtentaler Allee  
 Baden Baden  
 Germany

Dear Dr. Mahlow:

In Mr. McCray's absence on vacation and later extended leave from the Museum for travel, I am replying to your recent correspondence regarding the exhibitions of VISIONARY ARCHITECTURE and MARK ROTHKO. I am greatly concerned that several misunderstandings have occurred regarding the two shows, and I hope that this letter can clarify our situation and result in the collaboration between our institutions which we all most sincerely desire.

## 1. MARK ROTHKO Exhibition

I regret very much that we cannot offer this exhibition to you since its itinerary will not permit us to schedule any showings in Germany. When Mr. McCray wrote you about the exhibition on April 10th, he had hoped that we would be able to offer it for one German showing; as he pointed out in his letter, we had not been able to predetermine the choice of the institution. Unfortunately, it has not proven possible to bring the exhibition to Germany, and the report which you heard that the exhibition was to go to Rockingham is completely unfounded. Please be assured that had circumstances permitted we would have been most pleased to offer the exhibition to your museum, and we know and appreciate your enthusiasm for Rothko's work.

## 2. VISIONARY ARCHITECTURE

I have received your letter of July 11th to Mr. McCray and have noted that you plan to open the exhibition on September 23rd. Since we are now proceeding with the production of the revised smaller version of the exhibition, I want to bring you up-to-date on our plans and be certain that it conforms with your expectations.

Our designer is now working on the layout of the panels as described in Mr. McCray's letter of April 10th: between 70 and 75 photographic panels, each 36 inches square, with about 30 text panels, each 36 inches high by 12 inches wide. Although

*Staatliche  
 Kunsthalle  
 (Mellow)*

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Dr. Mahlow

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July 28, 1961

this may sound like a rather inflexible scheme, I am sure the final design will be most handsome and varied, since in several cases a group of the panels will be combined to form one large panel of an individual project, while in others several photographs will be mounted on the same panel. The text is being printed in English, and as soon as the designer has coordinated the text to the photographic panels we would send you a copy so that it could be translated into German for your visitors for easy reference to the exhibition, or, if your facilities permitted, you could produce text panels in German according to the design of the English ones.

I do hope that this solution is satisfactory with you. I realize that you had at one time hoped to produce a larger version of the exhibition, similar to the one presented in our Museum, but as I believe the United States Information Service in Bonn has informed you, our Museum did not feel it was possible to lend the negatives or to have another version produced without direct supervision of the design. Unfortunately, our present commitments do not allow us to undertake this additional supervision.

Regarding the costs for the exhibition, your museum would be responsible for the costs of one-way transportation from New York and of course for any local costs incurred in your presentation. Since the exhibition has not yet been packed it is difficult to estimate the shipping expense; however, we are counting on approximately 9 or 10 cases with a total weight of about 2500 pounds. I am writing Mr. John J. Daly, the Assistant Cultural Affairs Officer for the United States Information Service in Bonn, in the event that U.S.I.S. may be able to assist with your presentation.

I would appreciate hearing from you at your earliest convenience confirming whether this arrangement is satisfactory with you. I should also be grateful for receiving more information on the catalog you intend to prepare. As you may know, our Museum is preparing an extensive publication on the subject and we would therefore prefer that if a catalog accompanies your showing of the exhibition it contain only a selection of the photographs reproduced in the show.

### 3. MODERN AMERICAN DRAWINGS

The exhibition which I mentioned to you during your visit to New York last summer has now begun its circulation, and I am forwarding to you separately a copy of the catalog prepared for its initial showing in Spoleto in connection with the Festival of Two Worlds. Enclosed herewith is a check list of the 73 drawings by 43 artists represented in the show. At present the exhibition is in Israel where it will be shown through the early autumn, and we are negotiating with other institutions regarding subsequent showings. Would it be possible

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Dr. Mahlow

-3-

July 28, 1961

to fit the exhibition within your schedule sometime in the late spring of 1962? Again, it would be available for the costs of one-way transportation from the preceding city, and we would plan its itinerary so that the distance would not impose a great expense upon your transportation budget. The exhibition is packed in 5 cases with a total cubage of 232.4 cubic feet and total weight of 1,718 pounds. All drawings are framed and glazed with plexiglas for maximum security and ease in installation.

Valde Kohnstamm  
Assistant Director

#### 4. LEONARD BASKIN EXHIBITION

Although we had not been in direct touch with you regarding this exhibition, we had discussed the possibility of German showings with the United States Information Service and had especially requested that you be contacted regarding a possible booking in Baden-Baden. We were informed that this was not possible during this summer, but in the event that you may wish to consider it later during its itinerary I am enclosing a catalog list of the exhibition. The 22 sculptures in bronze, wood and limestone and 7 bronze reliefs were selected by Peter Selz and 36 drawings and 12 woodcuts were chosen by William S. Lieberman. I have sent you separately a catalog of the exhibition which was prepared for its first showing at the Museum Beynans-van Reuningen.

There is a possibility that the exhibition may be presented in Berlin this September at the time of the Arts Festival, and immediately afterwards it is scheduled in Paris during November. We are contacting several museums regarding the three remaining bookings, which would be arranged on the following schedule:

December 15 - January 14, 1962  
February 2 - March 4, 1962  
March 23 - April 22, 1962

Would you let me know if you might be interested in one of these showings? In addition to the transportation costs from the preceding city, we are asking each exhibitor to reimburse the costs of insurance which is carried under our Museum's policy.

Finally to conclude this myriad of detail, Mr. Selz asked me to tell you that he received your letter of July 17th and regretted very much that he could not be of assistance with the Louise Nevelson exhibition, but immediately after the opening of his Polish exhibition on July 31 he is going on a month's vacation.

I have heard the most splendid reports of your exhibition "Das Naive Bild der Welt" and want to congratulate you on it.

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NY CARLSBERG



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DIREKTION  
Dr. Mahlow

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STÄDTISCHE KUNSTHALE  
BADEN July 28, 1961  
LICHTENTALER ALLEE  
11.7.1961 Dr. M./L.

and its handsome catalog

Mr. Porter MacGregor

I look forward to hearing from you soon.

11 East 93rd Street

New York 28, N.Y.

U.S.A.

Best regards,

Miss: Dr. Rothko-Wahlström

Dear Porter MacGregor,

Walde Rasmussen  
Assistant Director

Ich bin sehr erfreut, dass Sie sich für die Rothko-Ausstellung interessieren und sich

Enclosures:

check list, Modern American Drawings

catalog, Modern American Drawings

check list, Leonard Baskin

Wir sind sehr dankbar für die Aufmerksamkeit, die Sie der Ausstellung der Museum of Modern Art entgegenbringen.

Auf der anderen Seite ist es mir sehr wichtig, dass die Rothko-Ausstellung in Baden-Baden eine große Aufmerksamkeit erhält. Ich hoffe, Sie werden sich für die Ausstellung interessieren und sich für die Ausstellung interessieren.

Sie ich höre, dass Sie sich für die Rothko-Ausstellung interessieren. Ich hoffe, Sie werden sich für die Ausstellung interessieren und sich für die Ausstellung interessieren.

Gern bin ich bereit, Sie zu informieren. Ich hoffe, Sie werden sich für die Ausstellung interessieren und sich für die Ausstellung interessieren.

Über die Frage der Rothko-Ausstellung in Baden-Baden werde ich Sie informieren. Ich hoffe, Sie werden sich für die Ausstellung interessieren und sich für die Ausstellung interessieren.

Mit freundlichen Grüßen

Mr. Oskar W. Rasmussen

(Dr. Oskar W. Rasmussen)

Baden 28 - Kurt Wirths Straße 10



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STAATLICHE KUNSTHALLE  
BADEN - BADEN  
LICHTENTALER ALLEE  
11.7.1961 Dr.M./Lf.

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

Betr.: Re Rothko-Exhibition

Dear Porter MacCray,

Ich bin sehr entsetzt, von Mr. Daly gehört zu haben, dass wir die Rothko-Ausstellung nicht kriegen könnten, und habe deswegen auch an Peter Selz geschrieben.

Wir bemühen uns hier, mit einigem Erfolg, amerikanische Künstler auszustellen und die Verbindung mit dem Museum of Modern Art insbesondere zu pflegen.

Auf der andern Seite hörte ich heute, dass die Rothko-Ausstellung evtl. nach Recklinghausen kommen soll. Vielleicht lässt sich in diesem Falle doch Baden-Baden anhängen, da unsere frühere Verabredung ja bereits seit längerem besteht.

Wie ich hörte, hat Sandberg die Ausstellung für Grochowiak besorgt. Mit Sandberg bin ich sehr eng verbunden und habe ihn kurz vor seiner Amerika-Reise noch in Amsterdam besucht. Natürlich haben wir damals nicht über Rothko gesprochen. Ich bin ganz überzeugt davon, dass Sandberg sonst Baden-Baden nicht vergessen hätte.

Gern bin ich bereit, wenn es notwendig ist, zu einer Besprechung zu Ihnen zu kommen; aber ich hörte, dass Sie im November nach Europa fahren. Vielleicht können wir uns dann hier sehen?

Aber die Frage der Rothko-Ausstellung bedarf sicher schon früher einer Klärung. Das einfachste wäre es, wenn Sie und Rothko zwei Ausstellungsorten -vielleicht von nur kurzer Dauer- zustimmen würden.

Mit freundlichen Grüßen!

Dr. Dietrich P. Mahlow

(Dr. Dietrich P. Mahlow)

Telefon 3250 - Konto Städtische Sparkasse 501



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OFFICE OF THE DIRECTOR

BADEN-BADEN

STAATLICHE KUNSTHALLE  
(NATIONAL ART GALLERY)  
Lichtenthaler Allee  
July 11, 1961 Dr.M./Lf

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

Re: Rothko Exhibition

Dear Porter McCray:

I am very much amazed to hear from Mr. Daly that we are not to get the Rothko exhibition and I have for this reason written to Peter Selz.

We make an effort here, and with some success, to show the work of American artists and to foster association with The Museum of Modern Art.

Despite this, I heard today that the Rothko exhibition will eventually go to Recklinghausen. Perhaps, in this case, Baden-Baden will also get it, since we requested it long before.

As I heard it, Sandberg requested the exhibition for Grochowiak. I am very closely associated with Sandberg and visited him in Amsterdam shortly before his trip to America. Naturally at that time we did not speak of Rothko. I am quite convinced that otherwise Sandberg would not have forgotten Baden-Baden.

If necessary, I am prepared to go to you to talk it over; but I heard that you were coming to Europe in November. Perhaps you could come to see us then?

But the question of the Rothko exhibition needs clarification before then. Perhaps it would be simplest if you and Rothko would agree to show it in two places, perhaps for a shorter period of time.

With friendly greetings,

/s/ Dieter Mahlow  
(Dr. Dietrich Mahlow)

7/17/61/rrk



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Dr. Peter Selz  
Museum of Modern Art  
11 West, 53rd Street  
New York 19, N.Y.

STAATLICHE KUNSTHALLE  
BADEN - BADEN  
LICHTENTALER ALLEE  
11.7.1961 Dr.M./Lf.

Dear Peter Selz,

Unsere Ausstellung "Das naive Bild der Welt" haben wir vor einer Woche eröffnet, und ich möchte mich bei Ihnen noch einmal herzlichst für die Unterstützung bedanken. Die Bilder von Roeder sind erstaunlich gut, und ich bin froh, dass ich Sie damals bei Ihnen im Museum sehen konnte; d.h. dort waren ja nur die Diapositive, die Originale bei Eakle. Meinen herzlichen Dank auch an Bill Seitz für seine Hilfe und meine besten Wünsche für seine Collagen-Ausstellung. Er soll mir doch einmal den Termin der Eröffnung mitteilen.

Von Mr. Daly, Kulturabteilung der Amerikanischen Botschaft in Bonn, hörte ich von Porter MacCray, dass wir die Rothko-Ausstellung nicht bekommen könnten. Das betrübt mich zutiefst; woran liegt es? Ich war gerade dabei, Sie für die Eröffnung nach hier einzuladen bzw. Sie um die Eröffnungsrede hier zu bitten.

Beiliegenden Brief geben Sie, bitte, an Porter MacCray und übersetzen Sie ihm. Ich bin überzeugt davon, dass sich doch noch ein Weg finden lässt, dass wir die Ausstellung in Baden-Baden zeigen können.

Dazu ist zur Sache zu sagen, dass ich mich um jährliche Ausstellungen amerikanischer Künstler bemühe. Sie wissen ja sicher noch, dass in diesem Herbst zusammen mit den Fotos der phantastischen Architektur Louise Nevelson ausgestellt werden soll. Zunächst wollte ich das über die Galerie Cordier tun; diese hat mir aber jetzt erklärt, dass sie keinen weiteren Transport von New York in diesem Sommer veranlassen will. Daraufhin hat auf meine Bitte hin die Kulturabteilung der Amerikanischen Botschaft ihre finanzielle Hilfe für einen Transport zugesagt.

Heute höre ich, dass Grochowiak in Recklinghausen die Rothko-Ausstellung über Sandberg's Vermittlung bekommen soll. Ich weiss nicht, ob es stimmt. Aber wenn, dann würde ich doch bitten, dass dies mit Baden-Baden verbunden wird.

Lieber Peter Selz, solche Beziehungen müssen sich ja immer erst einlaufen. Ich wäre bereit, in diesem Herbst noch einmal hinüber zu kommen, wenn das unserer Verbindung nützt. Auf alle Fälle möchte ich Sie aber bitten, mir bei Louise Nevelson behilflich zu sein. Ich schicke Ihnen dieser Tage Copy meines Briefes an sie, aus dem Sie alles ersehen.

Mit freundlichen Grüßen

Ihr

Dieter Mahlow

(Dr. Dieter Mahlow)

Telefon 3250 · Konto Städtische Sparkasse 501



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STAATLICHE KUNSTHALLE  
BADEN - BADEN  
LICHTENTALER ALLEE

11.7.1961 Dr.M./Lf.

Dr.Peter Selz

Museum of Modern Art  
New York

P.S.

Dear Peter Selz,

Wichtig wäre die Auswahl der vier Wände. Es ist ja nicht so schwer, Louise Nevelson herumzukriegen, aber dann empfiehlt es sich, möglichst bald den Transport durch Lausen-Naevø zu veranlassen. Ich wäre Ihnen wirklich sehr dankbar für Ihre entscheidende Hilfe.

Mit freundlichen Grüßen

Ihr

*Manlow*

(Dr.Manlow)



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OFFICE OF THE DIRECTOR

STAATLICHE KUNSTHALLE  
(NATIONAL ART GALLERY)  
BADEN - BADEN  
Lichtentaler Allee

Dr. Peter Selz  
Museum of Modern Art  
11 West 53rd Street  
New York 19, New York

July 17, 1961 Dr. M./Lf.

Dear Peter Selz:

We opened our exhibition: "Das Naive Bild der Welt" a few weeks ago and I wish to thank you very much once more for your assistance. The Roeder paintings are astonishingly good and I am glad that I was able to see them when I was in your museum - that is, the diapositive of them, since Eakle had the originals. My cordial thanks also to Bill Seitz for his help and my best wishes for his Collage exhibition. Ask him to let me know the opening date.

Through Mr. Daly of the Cultural Division of the American Embassy in Bonn, I heard from Porter McCray that we could not have the Rothko exhibition. That disturbs me greatly; what is the reason? I was ready to invite you here to the opening to make the Opening address.

Please give the enclosed letters to Porter McCray and translate them for him. I am still convinced that a way can be found to show the exhibition in Baden-Baden.

In connection with this I should like to say that I make an effort to show yearly exhibitions of American artists. You doubtless already know that in the coming autumn we are showing, in conjunction with the exhibition of Fantastic Architecture, the work of Louise Nevelson. At first I wanted to do this through the Cordier Gallery, but they now tell me that they are not sending any more shipments from New York this summer. Because of this, the Cultural Division of the American Embassy, at my request, has provided financial help for the transportation.

Today I hear that Grochowiak in Recklinghausen is getting the Rothko through Sandberg's intervention. I don't know if it's true; but if so, I should like to ask that it be tied in with a Baden-Baden showing.

Dear Peter Selz, such problems always arise. I should be prepared to go abroad again this Fall, if our association required it. In any case, I should like to ask your help with the ~~Nevelson~~ Louise Nevelson. I am sending you today a copy of my letter to her in which you will tell you all about it.

With friendly greetings,

Yours,

/s/ Dieter Mahlow  
(Dr. Dieter Mahlow)

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NY CARLSBERG

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P.S. Dear Peter Selz:

The choice of the four walls would be very important. It is indeed not so difficult to deal with Louise Nevelson, but then there is the matter of the transportation, as soon as possible, through Lansen-Naeve. I should really be most grateful for your critical help.

With friendly greetings,

Yours  
/s/Mahlow

7/17/61/rrk

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NY CARLSBERG



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KE-F-66-61

C. Walden Rasmussen

APR 24 1961

DIREKTION

STAATLICHE KUNSTHALLE  
BADEN BADEN  
LICHTENTALE ALLEE

21-4-1961 Dr. M. H.

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

Dear Mr. Porter McCray,

I thank you heartily for your so kind letter from April 10. I am so sorry too, that I could not meet you in New York. Mr. Rasmussen kindly informed you about my wishes and I thank you, too, for your informations about the exhibitions we would like to show here in Germany.

Re: Visionary Architecture: The term of September would be quite right for us and I ask you to prove whether the term could be fixed for us from September 16 to October 15.

Could you kindly give me your opinion re my following plan: I would like to have make bigger panels than you have (more than one meter square each) and could you send us therefore the negatives. An other reason for that intension is: I met the cultural representant of the American Embassy in Germany, Mr. Hammond, Bad Godesberg, last week, who offered me to have make this copies enlarged here in Germany on his costs. Professor Hammond will inform you in this matter. He intends, too, to arrange the forwarding of the exhibition to other German places.

May I ask you further for the measure of the rooms this exhibition has been shown (perhaps some photos of these rooms, if possible). The impression of a photograph or painting is being not the same if you are standing before or if you have it in your hand to look on.

Re: Rothko. Thanks, too, that you will make that exhibition available for us and that we will be the only German city to show it. We just made the schedule for our exhibitions for 1962 and would like to show Rothko in Mai 1962, that could be in April or June, as you can arrange it. In any case, we are very interested in that exhibition and would be very much obliged to you if you could let us know the definite term on which Rothko can be shown in Baden-Baden, until September 1961.

Perhaps, there would be a possibility to show Rothko together with the exhibition Modern American Drawings, as our Museum resp. Gallery is big enough to have two exhibitions at the same time.

Thank you again for your great help!

With warmest regards and best wishes

Sincerely

C. Walden Rasmussen (1909 - 1971)

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NY CARLSBERG





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*Staatliche Kunsthalle*

Dr. Mahlow

cc: - Mr. Selz ice-f-44-60  
 Mr. Seitz ice-f-50-61  
 Miss Dudley ice-f-66-61  
 Miss Pearson g  
 Mr. McCray  
 Mr. Rasmussen

long text which you observed in  
 Rasmussen told you the model

We would consider placing in a total of three German cities hoping for a reasonable geographical distribution. I was **AIR MAIL** therefore Baden Baden was one stop, Munich as a second, and Bonn or Düsseldorf as a third, provided **April 10, 1961** location of sufficient prestige is interested. Otherwise we would consider a showing in Berlin or possibly Hamburg.

Dr. Dietrich P. Mahlow making progress in the organization of the Staatliche Kunsthalle of the last 15 years of Kottke's Lichtentaler Allee extent this will duplicate portions of Baden Baden exhibition but since these large paintings Germany rolled but must be shipped fully stretched, the scale of the original show is being reduced by about one-

Dear Dr. Mahlow: Selz is also well committed with his exhibition of European and New Polish Painting he is unable to. I am indeed sorry not to have met you on your visit to New York but I have an account of your meeting with Mr. Rasmussen and your expressed interest in a number of exhibitions which we plan to circulate in Europe. I also have spoken of your interest with Mr. Selz and Mr. Seitz, both of whom have recently forwarded to me your letters regarding international exhibitions.

Just today Mr. Drexler, director of the Museum's Department of Architecture, has furnished us with his revision of the text and photographic copy of the exhibition Visionary Architecture which I believe you saw last autumn. Meanwhile, previous commitments of the International Program's personnel and technical resources have accumulated to such an extent that we are obliged to postpone completion of the new design and fabrication of Visionary Architecture until mid-June. Since both Dr. Kasmacher of the Kroller-Muller Museum and Dr. Wijzenbeek of the Gemeentemuseum in The Hague made their requests previous to yours, we must give them a choice of the first dates in the schedule. This means that our first showing in Germany could begin either following these two bookings, say in September, or if Holland were unable to accept it immediately upon the exhibition's arrival in Europe in late July, we could offer the exhibition to you at that time.

The exhibition is now planned to consist of 75 panels each one meter square accompanied by the rather

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Dr. Mahlow

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April 10, 1961

long text which you observed in New York. As Mr. Rasmussen told you the models are too fragile to travel.

We would consider placing the exhibition in a total of three German cities hoping for a reasonable geographical distribution. I would suggest therefore Baden Baden as one stop, Munich as a second, and Essen or Düsseldorf as a third, provided a public institution of sufficient prestige is interested. Otherwise we would consider a showing in Berlin or possibly Hamburg.

We are also now making progress in the organization of an exhibition of the last 15 years of Rothko's painting. To some extent this will duplicate portions of the New York exhibition but since these large paintings cannot be rolled but must be shipped fully stretched, the scale of the original show is being reduced by about one-third. Since Mr. Selz is also well committed with his exhibition of Futurism and New Polish Painting he is unable to concentrate on the choice of the Rothko exhibition until summer. We have therefore agreed to open the exhibition's European tour in London in September followed by bookings in Amsterdam, Brussels, Paris, Rome and possibly Basle. I would think we would be able to offer only one showing in Germany: we have so far not been able to intelligently predetermine this choice. I shall certainly welcome your suggestions and it is possible the German date could be integrated into the schedule in the fourth or fifth booking.

Visionary Architecture is offered for a maximum period of four weeks with the understanding that the exhibitor will assume all costs of transportation and handling from the previous point of exhibition and all expenses in connection with the local showing.

The Rothko exhibition is also offered for a period of not more than 4 weeks and in consideration of the expenses outlined above plus the costs of the local catalog and a prorated share of the sea and European insurance and transportation for the duration of the exhibition's tour. Fortunately, the Holland American Line has granted free transportation to Europe.

I shall be writing you separately regarding the exhibition Modern American Drawings now in preparation

I shall count upon hearing from you at your

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NY CARLSBERG

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MEMORANDUM

To: *Porter A. McCray*  
From: *PETER*  
Date: *8-4-61*  
Subject:

- 3 -

earliest convenience regarding the booking of the two exhibitions more fully discussed.

With warmest regards,

Sincerely,

Porter A. McCray

*Here is Mable's letter  
which you said you  
would answer*

TRANSLATION ATTACHED

STAATLICHE KUNSTHALLE  
BADEN  
April 10, 1961

TELEFON 3239  
STADTLEITER 312

Brief vom 1. Febr. 61. Wie Sie von  
mir haben werden, war ich zwei Monate  
krank und bin jetzt mit frischen Kräften

und weitere Sitzungen stattfinden,  
Eröffnung des Instituts für bildenden  
Kunst. Ich werde Ihnen dann darüber be-

züglich Rothko betrifft, erwarte ich Ihre  
Antwort so bald wie möglich. Ich bin bereit, in Deutsch-  
land oder zwei weitere Museen für die Ausstellung  
zu gewinnen. Herr Dr. Altermann von Leverkusen sagte  
mir, dass er auch wegen der Rothko-Ausstellung an Sie  
geschrieben hätte.  
Vor allem wegen der Zeiteinteilung wäre es wichtig, bald  
etwas darüber zu hören.

Leider konnte ich noch nichts von Mr. McCray hören  
über die "Visionary Architecture". In einem Brief, den  
ich heute an Mr. Bill Selts geschrieben habe, habe ich  
auch ihn gebeten, danach zu fragen.  
Ich möchte die Ausstellung gern festsetzen für Herbst  
1961 und müsste nun wissen, ob ich ein duplicate set  
kriege oder im andern Falle die negative bekommen kann,  
um hier dann die Vergrößerungen anfertigen zu lassen.

Ich hoffe sehr, dass ich Sie zu der Sommer-Sitzung des  
Instituts einladen kann - wenn bis dahin nicht die warmer  
den Plan verfrassen haben!

Mit herzlichen Grüßen

Ihr

*Peter Maffei*

(Maffei)

COPENHAGEN  
NY CARLSBERG



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	IC/IP	I.A.1178

MEMORANDUM

To: *Porter MacGraw*

From: PETER SELZ

Date: 4-4-61

Subject:

*here is Makhlo's letter  
which you said you  
would answer*

12  
dern Art  
d Street  
N.Y.

Self.

TRANSLATION ATTACHED

STAATLICHE KUNSTHALLE  
BADEN - BADEN  
LICHTENTALER ALLEE

30-3-61 Dr.M./Lf.

TELEFON 3250  
Sparkasse 510

Ihren Brief vom 1. Februar. Wie Sie von  
angenannt haben werden, war ich zwei Monate  
in Baden-Baden und bin jetzt mit frischen Kräften  
zurück.

Es werden zwei weitere Sitzungen stattfinden,  
die die Gründung des Instituts für bildenden  
Kunst betreffen, und ich werde Ihnen dann darüber be-  
richten.

Zur Ausstellung Rothko betrifft, erwarte ich Ihre  
Antwort sobald als möglich. Ich bin bereit, in Deutsch-  
land ein oder zwei weitere Museen für die Ausstellung  
zu gewinnen. Herr Dr. Kultermann von Leverkusen sagte  
mir, dass er auch wegen der Rothko-Ausstellung an Sie  
geschrieben hätte.  
Vor allem wegen der Zeiteinteilung wäre es wichtig, bald  
Genaueres darüber zu hören.

Leider konnte ich noch nichts von Mr. MacGraw hören  
über die "Visionary architecture". In einem Brief, den  
ich heute an Mr. Bill Seltz geschrieben habe, habe ich  
auch ihn gebeten, danach zu fragen.  
Ich möchte die Ausstellung gern festsetzen für Herbst  
1961 und müsste nun wissen, ob ich ein duplicate set  
kriege oder im andern Falle die Negative bekommen kann,  
um hier dann die Vergrößerungen anfertigen zu lassen.

Ich hoffe sehr, dass ich Sie zu der Sommer-Sitzung des  
Institutes einladen kann -wenn bis dahin nicht die Würmer  
den Plan zerfressen haben!

Mit herzlichen Grüßen

Ihr

*Peter Makhlo*

(Makhlow)

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NY CARLSBERG

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TRANSLATION ATTACHED

STAATLICHE KUNSTHALLE  
BADEN - BADEN  
LICHTENTALER ALLEE

30-3-61 Dr.M./Lf.

Herrn  
Dr. Peter Selz  
Museum of Modern Art  
11 West, 53rd Street  
New York 19, N.Y.

TELEFON 3250  
Sparkasse 510

Lieber Herr Selz.

Danke für Ihren Brief vom 1. Februar. Wie Sie von  
Mr. Bill Seltz gehört haben werden, war ich zwei Monate  
nicht in Baden-Baden und bin jetzt mit frischen Kräften  
zurückgekommen.

Im April werden zwei weitere Sitzungen stattfinden,  
die die Frage der Gründung des Instituts für bildenden  
Kunst behandeln, und ich werde Ihnen dann darüber be-  
richten.

Was die Ausstellung Rothko betrifft, erwarte ich Ihre  
Antwort sobald als möglich. Ich bin bereit, in Deutsch-  
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Ich hoffe sehr, dass ich Sie zu der Sommer-Sitzung des  
Institutes einladen kann -wenn bis dahin nicht die Würmer  
den Plan zerfressen haben!

Mit herzlichen Grüßen

Ihr

*Dietrich Mafrow*

(Mafrow)

COPIEN  
NY CARLSBERG



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TRANSLATED FROM THE GERMAN

October 17, 1960  
Staatliche Kunsthalle  
(National Art Museum)  
Baden-Baden  
Lichtenthaler Allee

Dr. Peter Selz  
Museum of Modern Art  
11 West 53rd Street  
New York 19, N.Y.

30-3-61 Dr.M/Lf

Tel.: 32 50

Dear Mr. Selz:

Thank you for your letter of February 1. As you will have heard from Mr. Bill Seitz, I was away from Baden-Baden for two months and have just returned, with my energies renewed.

In April there will be two meetings during which the question of the founding of the Institute of Fine Arts will be taken up and I will inform you about it at that time.

Concerning the ROTHKO exhibition, I await your answer as soon as possible. I am ~~ready~~ prepared to place it for you in ~~one~~ one or two other museums in Germany. Mr. Kultermann of Leverkusen told me he had written you concerning the ROTHKO exhibition.

Above all, from the point of view of time, it is essential that we have definite word soon.

Unfortunately I have not been able to get any information from Mr. McCray on VISIONARY ARCHITECTURE. In a letter which I wrote today to Mr. Bill Seitz, I have asked him to make inquiries about it.

I should very much like to schedule this exhibition for the Fall of 1961 and so must know now if I can get a duplicate set or, on the other hand, if I can get the negatives and have them enlarged here.

I very much hope I can invite you to the Summer Session of the Institute - if in the meantime the worms have not devoured the plan.

With cordial greetings,

Yours,

/s/ Dieter Mahlow

4/4/61/rrk

COPENHAGEN  
NY CARLSBERG

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ICE - F. 66 - 61  
Museum  
Dunlop

October 27, 1960

Mr. McGray

Waldo Rasmussen

Visit of Dr. Dietrich Mahlow and  
request for VISIONARY ARCHITECTURE

Dear Porter:

Dr. Mahlow is Director of the Staatliche Kunsthalle in Baden-Baden and is also associated with the Institute für Bildende Kunst in Frankfurt. He is a friend of Peter Sels and has been in New York in connection with several exhibitions his museum is organizing. He is most interested in obtaining VISIONARY ARCHITECTURE when its European version is prepared, and I told him that we would contact him as soon as our schedule of preparation had been arranged and plans for its European itinerary could proceed. I informed him that our version would be somewhat reduced in scale, and that models would probably not be included. He suggested that we might consider several showings in Germany, and suggested Frankfurt, and Munich, and one or two others, -- Düsseldorf or Essen, Hamburg, or Hannover. Since he will be seeing museum representatives from those cities, he will give them a preliminary account of the show which will probably be most useful when we come to booking it. I did make clear that we would have to limit the number of showings in Germany so that the exhibition could reach other countries in Europe.

I also told him of our plans to circulate AMERICAN DRAWINGS AND WATERCOLORS: 1940-1960 in Israel and Europe and he will be very interested in receiving the show when it is available.

Dr. Mahlow is very interested in American Art and his museum is planning several one-man exhibitions in the near future. With the Galerie Cordier in Paris, he is planning a Louise Nevelson exhibition; he planned to talk to Frans Kline about a one-man show (and had already discussed it briefly with Sydney Janis); and he is definitely planning on a Feininger exhibition which would also be shown at the Kunsthalle in Hamburg. He said he had also discussed with Peter Sels the possibility of receiving the Museum's Rothke exhibition, and on Peter's advice was going to discuss it further with Rothke. Evidently Peter had encouraged him to feel that this was a real possibility, but I haven't heard anything further about it.

I understand that Dr. Mahlow is now organizing a naiff exhibition for which he is borrowing some pictures from the Museum Collections.

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NY CARLSBERG



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ICE-F-67-61(Biennale)  
Miss Johnson  
RP, RK, ADH  
green

~~ICE-F-67-61~~  
ICE-F-50-61-Dortmund (Visionary Arch., Copy 1)  
ICE-F-44-60-Germany (Mod. Amer. Digs.)  
ICE-F-68662-Germany (Shahn Graphics)  
ICE-F-65-61-Germany (Feininger)  
ICE-F-66-61 (Rothko)

*Bonn*  
*W.S. J.S. Daly*

for the period just preceding the Heerlen exhibition. Following these two German showings, we plan to circulate it in Yugoslavia, Sweden, Israel, Pakistan, India and Japan. Via air mail

April 18, 1962

MR. JOHN J. DALY, JR. Dr. Mahlow has written us, too, that he cannot accommodate the showings show in his schedule. This leaves two open dates for the exhibition following the Bonn/Ed. Godesberg, Germany or one of these periods - or both if Mr. Mahlow should not be able to place it in Berlin. We are ready to accept its Dear Mr. Daly: of the smaller museums in Germany, but would really like it to show where it would have a large public, since we feel it is an important exhibition. Thank you for your letter of April 11 and for the careful consideration you have given our various exhibitions. Your continued interest and support is most gratifying to us.

VISIONARY ARCHITECTURE: We are very much surprised to learn that this exhibition was refused by the Heerlen authorities and so was not shown, particularly since the Architects Association in Heerlen, which originally requested the exhibition, was extremely eager to have it. I am writing today to ask for an explanation. I am very sorry for the trouble this has caused you but am glad to know that, thanks to your vigilance, the exhibition is now safely on its way to Dortmund for the Festival there in May. I am truly sorry the catalog material for the Feininger exhibition did not reach you in time.

On February 15, Dr. Hamscher of the Kröller-Müller Museum in Otterloo confirmed his acceptance of the exhibition for showing at the Prinsenhof Museum in Delft in June and I wrote him the same day, suggesting that he consult you to coordinate the dates of his showing with any you might have in mind for Germany. In case he has not yet done so, I am writing him again, asking him to get in touch with you to determine final dates and arrange for shipping from Dortmund. I am also reporting to him on the Heerlen fiasco.

SHAHN: Thank you for your very kind offer to investigate the possibility. Following the Delft showing, we have no further bookings for this exhibition, although we have offered it to the Oslo Architects Association for mid-September to mid-October. If you know of other German museums that would want to show it after it closes in Delft, I should appreciate it very much if you would keep it circulating in Germany for the summer months. We will, of course, let you know as soon as we hear from Oslo if and when it is wanted there.

REX SHAHN: GRAPHICS: Dr. Mahlow has written us again, saying he would like to have the dates August 20 - September 17 confirmed for his showing of this exhibition in Baden-Baden. We have told him that we shall be glad to reserve these dates for him, provided they do not conflict with any commitment you may have made. By now I suppose you have also confirmed the dates he prefers and we shall proceed to offer the exhibition to Mr. Thomas Gröschel, Director of the Becklinghausen Museum,

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NY CARLSBERG



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Mr. John J. Daly, Jr.  
U.S.I.S. Bonn-Bad Godesberg  
April 18, 1962 - 2 -

for the period just preceding the Baden-Baden showing. Following these two German showings, we plan to circulate it in Yugoslavia, France, Sweden, Israel, Pakistan, India and Japan.

MODERN AMERICAN DRAWINGS: Dr. Nahlow has written us, too, that he cannot accommodate the Drawings show in his schedule. This leaves two open dates for the exhibition following its closing in Paris on June 30, before the loan period on the works expires. We have offered it to Mr. Barjansky for showing in Vienna, but have had no reply. I will write him again, offering him the alternate dates July 15 - August 12 or September 2 - 30, and should be most appreciative if you could place it in Germany for one of these periods - or both if Mr. Barjansky should not be able to place it in Austria. We are ready to accept its showing in one of the smaller museums in Germany, but would really like it shown where it would have a large public, since we feel it is an important exhibition featuring drawings by America's leading artists. I shall rely on your judgment to place it where it would have the most appreciative audience.

Sincerely,

I am sorry you appear not to have received the catalogs and descriptive material on the Drawings show which were previously sent you. I am sending you under separate cover a group of catalogs for this and other exhibitions mentioned in this letter, as well as check lists, descriptive material and press releases. Please do not hesitate to request more material if you should need it.

THE INTIMATE WORLD OF  
LYONEL FEININGER

I am truly sorry the catalog material for the Feininger exhibition did not reach you in time to permit the publication of a catalog for the Berlin showing. The exhibition was assembled on such short notice and the delays we encountered were so many that we were simply not able to do better. We hope, however, that the exhibition will be a great success despite the absence of a catalog and that some of the German magazines will publish illustrated articles on it. We should, of course, be interested to receive any publicity available on it.

ROTHKO

Thank you for your very kind offer to investigate the possibilities for a summer showing of the Rothko exhibition, but I must tell you that it is not available. If it had been shown in Venice, we should have had to request extension of loans from the lenders; under the circumstances, we have decided to return the loans at the time agreed upon.

NEVELSON WORKS FOR  
VENICE BIENNALE

Many thanks, too, for your quick and efficient handling of the problem of the Nevelson works for the U. S. Representation at the Biennale. Without your help I am sure they could not have been made available to us within the time required.

We try to plan our program of International Circulating Exhibitions with the interests of foreign museums in mind. Actually, most of the shows in our program are organized as a result of specific requests from European museums - notably the Rothko show, which was requested by the

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NY CARLSBERG



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Mr. John J. Daly, Jr.  
U.S.I.S. Bonn-Bad Godesberg  
April 18, 1962

Stedelijk Museum in Amsterdam, The Whitechapel Gallery in London, the Palais des Beaux Arts in Brussels, the Kunsthalle in Basle and the Galleria Nazionale d'Arte Moderna in Rome; and the Shahn exhibition, which the Stedelijk and the Albertina had been urging us for several years to assemble. We hope to continue the preparation of a series of one-man exhibitions, since these seem to be in greatest demand, probably not during the current year but certainly in 1963. Exhibitions of the works of Kline and Motherwell will probably be next on our program. These artists are among those in which European museums have most frequently expressed interest. We hope at some time, too, to prepare an exhibition of contemporary American sculpture, as a kind of parallel to THE NEW AMERICAN PAINTING, which introduced so many leading American artists to the European public in 1958.

Let me thank you once more for your many kindnesses.

Sincerely,

Waldo Rasmussen  
Associate Director  
International Circulating  
Exhibitions

WR/RRE/rrk

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NY CARLSBERG

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GLYPTOTHÈQUE NY CARLSBERG

SEP 14 1961

File Rothko

IC-E-F-66-61

DANTES PLADS  
COPENHAGEN V.

VP/PS

The 11th September 1961

Mr. Waldo Rasmussen  
Assistant Director  
International Circulating Exhibitions  
The Museum of Modern Art  
NEW YORK 19

Dear Mr. Rasmussen,

I thank you very much for your kind letter of 29th August in which you offer us an exhibition of Rothko's works. I am sorry to inform you that our possibilities of arranging or accepting exhibitions in the Glyptothek are very limited and that we will not be able to have the pleasure of collaborating with you in this matter.

With kindest regards,

Yours sincerely,

*Vagn Poulsen*

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

Dr. Vagn Poulsen

As it was presented at our Museum in a rather dark installation, the exhibition of 58 paintings seemed really and possibly lost of all its space. *Ny - means new, - the y shouldn't be cap. (BP)*  
I am writing in the hope that the NY Carlsberg Glyptothek might collaborate with us in showing Rothko's work in Copenhagen. We feel sure that the Rothko show would be of great interest to the Danish public and, if your schedule would permit, we would suggest a mid-July, 1962 opening at your museum. This letter will outline the many details regarding the exhibition's availability, including arrangements for expenses, catalog text and illustrations, dates of showing and installation.

The exhibition is scheduled to open at the Whitechapel Art Gallery in London on October 3rd and NY Carlsberg Glyptothek. It will then be shown at the Statens Museum for Kunst in Copenhagen, Denmark. The exhibition is scheduled to open at the Whitechapel Art Gallery in London on October 3rd and NY Carlsberg Glyptothek. It will then be shown at the Statens Museum for Kunst in Copenhagen, Denmark.

Dear Dr. Poulsen: I am enclosing the final check list of the selection which has been made by Peter Selz, the Museum's Curator of Painting and Sculpture Exhibitions, in collaboration with Rothko. Also enclosed you will find a copy of the catalog of the Museum's Rothko exhibition, which served as the basis for the European version. 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.

The Museum of Modern Art, under the auspices of The International Council, is sending an exhibition of the work of Mark Rothko to Europe in the near future, with the opening scheduled for October 3rd at the Whitechapel Art Gallery in London. This exhibition, organized in response to requests from several distinguished European cultural institutions, will present in depth the work of one of America's foremost artists, and I am writing in the hope that the NY Carlsberg Glyptothek might collaborate with us in showing Rothko's work in Copenhagen. We feel sure that the Rothko show would be of great interest to the Danish public and, if your schedule would permit, we would suggest a mid-July, 1962 opening at your museum. This letter will outline 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 the final check list of the selection which has been made by Peter Selz, the Museum's Curator of Painting and Sculpture Exhibitions, in collaboration with Rothko. Also enclosed you will find a copy of the catalog of the Museum's Rothko exhibition, which served as the basis for the European version. 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 a varying width 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, 8'9" x 15' can be safely brought into the gallery. Would you please confirm this at your earliest convenience.



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Dr. Vagn Poulsen

-2-

August 29, 1961

As it was presented at our Museum in a rather dense installation, the exhibition of 58 paintings occupied nearly 600 running feet of gallery space. Rothko spent a good deal of time with Mr. Selz in planning the installation, and would like to contribute his suggestions for the hanging sequence in your galleries, providing you are able to show the exhibition.

**3. Dates of Showing:** The exhibition is scheduled to open at the White-Chapel Art Gallery in London on October 3rd and will run through October 31st. It will then be shown at the Stedelijk Museum in Amsterdam, the Palais des Beaux Arts in Brussels, and the Kunsthalle in Basel. Final dates in Paris and Rome after the Basel showing have not been received, but we expect to receive this information very shortly. In the meantime, we would appreciate receiving your response to this proposal as soon as possible, confirming whether a showing from July 13 to August 10 or shortly thereafter would fit within your schedule or listing alternate possibilities in the summer of 1962.

**4. Costs:** The insurance costs of the exhibition, covering ocean transits to and from Europe and while on location within Europe, would be shared equally by the European exhibitors. These costs have been established at \$1,500 and our Museum has agreed to absorb any costs of insurance over that amount. Your museum would be responsible for assuming transportation charges from the previous point of exhibition, either Paris or Rome, and for its installation and catalog costs. The Museum of Modern Art has agreed to assume all costs of assembly, preparation and packing in the United States and of supplying exhibitors with text material and black-and-white photographs for the catalog and information on availability of color illustrations. Holland-America Lines has agreed to provide free transportation to and from Europe for the exhibition.

**5. Catalog:** In the event you are able to show the Rothko exhibition in Copenhagen and decide to publish a catalog, we would furnish you with complete catalog information including: introductory essays, catalog item listing, biography of the artist, selective bibliography, portrait photos of the artist and black-and-white prints of the works in the exhibition, as well as instructions for securing electros for printing the color plates illustrated in the enclosed catalog of the New York showing.

I sincerely hope that you will be able to fit the Rothko exhibition into your schedule and I am positive that, under the auspices of the Carlsberg and your own direction, it would be a tremendous success.

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Mr. E. E. E. E.  
Mr. Palmer  
Mrs. H. H.  
Mrs. K. K.  
ICB-P-68-61 (Carlsberg)

Dr. Vagn Poulsen

-2-

August 29, 1961

Since our schedule for completing the itinerary of the exhibition is quite pressing, I would be most appreciative if you would cable your reply to this proposal as soon as possible.

With warmest regards,  
U.S. Information Agency  
United States Embassy  
Copenhagen, Denmark

Sincerely,

Dear Mr. Poulsen:

Waldo Rasmussen  
Assistant Director  
International Circulating  
Exhibitions

As you perhaps know, the Louvre Museum at the cost of the exhibition. We have, therefore, decided to offer the exhibition in Copenhagen in the hope that we will yet be able to schedule a showing in Denmark.

**Enclosures:**

Check list for Mark Rothko exhibition  
Museum of Modern Art catalog Mark Rothko

Dictated by Mr. Rasmussen and signed in his absence  
with this Museum absorbing any costs over the specified amount. The Carlsberg's costs would be relatively small - insurance plus transportation charges from the previous point of exhibition - and I hope this will be an inducement for them to work with us in showing the ROTHS exhibition.

Mr. Porter McGraw, in writing of several paintings which are being sent to the American Embassy in Copenhagen as a part of the ART IN EXHIBITION project, is planning to ask Ambassador Blair to use his influence in securing a Danish showing. We will let you know as soon as we have an answer from Mr. Poulsen and, should his answer be negative, would appreciate your suggestions about placing the exhibition in another institution in Copenhagen.

With best regards,

Sincerely,

RP:GMM

Waldo Rasmussen  
Assistant Director  
International Circulating  
Exhibitions

Enclosure:  
Copy of letter to  
Dr. Poulsen

Signed in Dr. Rasmussen's absence



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cc: Mr. Rasmussen  
Mr. Palmer  
Mrs. Hecht  
Mrs. Kolmetz  
ICE-F-66-61 (Carlsberg) *off*  
green

AIRMAIL

August 31, 1961

Mr. Roger P. Ross  
Cultural Affairs Officer  
U.S. Information Agency  
United States Embassy  
Copenhagen, Denmark

Dear Mr. Ross:

As you perhaps know, the Louisiana Museum was not able to accept our offer of a showing of the ROTHKO exhibition. We have, therefore, decided to offer it to the NY Carlsberg Glyptothek in Copenhagen in the hope that we will yet be able to schedule a showing in Denmark.

I have enclosed a copy of my letter to Dr. Poulsen of the Carlsberg which will indicate that the costs of the exhibition have been substantially reduced. Holland-America Line has contributed free round-trip ocean transportation for the show and an agreement between The Museum of Modern Art and the European exhibitors has established the insurance charges at \$4,500 (to be shared equally by the exhibitors) with this Museum absorbing any costs over the specified amount. The Carlsberg's costs would be relatively small - insurance plus transportation charges from the previous point of exhibition - and I hope this will be an inducement for them to collaborate with us in showing the ROTHKO exhibition.

Mr. Porter McCray, in writing of several paintings which are being sent to the American Embassy in Copenhagen as a part of the ART IN EMBASSIES project, is planning to ask Ambassador Blair to use his influence in securing a Danish showing. We will let you know as soon as we have an answer from Dr. Poulsen and, should his answer be negative, would appreciate your suggestions about placing the exhibition in another institution in Copenhagen.

With best regards,

Sincerely,

Waldo Rasmussen  
Assistant Director  
International Circulating  
Exhibitions

RP:GMM

Enclosure:  
Copy of letter to  
Dr. Poulsen

Signed in Mr. Rasmussen's absence

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MILAN

HUMPHREY  
(Louisiana  
Museum)

CHICKADEE



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cc: CAO- Copenhagen  
Mr. Rasmussen  
Mr. Palmer  
Miss Dudley  
Mrs. Becht  
ICE F 66-61  
green

*Louisiana Museum  
(Humblebaek - Norway)*

JUL 26 1961

1961 JUL 25

AM 6 49

1

KH300

HUMLEBAEK 21 25 1230

LT

MODERNART

NEWYORK

SORRY NOT ABLE TO TAKE ROTHKO EXHIBITION STOP OUR  
EXHIBITION PROGRAM IS FILLED UP UNTIL NOVEMBER 1962

LOUIDIANA

~~1962~~

ing 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

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

MILAN

RECEIVED

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

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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cc: CAO- Copenhagen  
Mr. Rasmussen  
Mr. Palmer  
Miss Dudley  
Mrs. Becht  
ICK F 66-61  
green

*Louisiana Museum  
(Humbleback - Norway)*

Mr. Knud Jensen

with the largest dimensions, 8'9" x 15' can be easily hung in the gallery. Would you please confirm this at your earliest opportunity.

As it was presented at our Museum in a picture frame, the exhibition of 50 paintings, decorated with a gallery space. Rothko spent a good deal of time with us, and in planning the installation, and would like to contribute his suggestions for the layout and arrangement in your gallery, providing you are able to do so.

Mr. Knud Jensen  
Director  
Louisiana Museum  
Humbleback, Denmark

Dear Mr. Jensen:

The Museum of Modern Art, under the auspices of The International Council, is sending an exhibition of the work of Mark Rothko to Europe in the fall, with the opening scheduled for September 27th at the Whitechapel Art Gallery in London. As you know, we have long wanted to present an important American exhibition in Denmark and I am writing in the hope that the Rothko exhibition may initiate this activity. We feel sure that an exhibition of this important American artist's work would be of great interest to your public in Denmark. If your schedule would permit, we would suggest a June 1st opening at the Louisiana Museum and this letter will outline 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 an approximately final check list of the selection which has been made by Peter Selz, the Museum's Curator of Painting and Sculpture Exhibitions, in collaboration with Rothko. Under separate cover, I have sent you a copy of the catalog of the Museum's Rothko exhibition, which serves 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 50 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

MILAN

ENCLOSURE



The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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Mr. Knud Jensen

-2-

July 17, 1961

with the largest dimensions, 8'9" x 15' can be safely brought into the gallery. Would you please confirm this at your earliest opportunity.

As it was presented at our Museum in a rather dense installation, the exhibition of 58 paintings occupied nearly 600 running feet of gallery space. Rothko spent a good deal of time with Mr. Sels in planning the installation, and would like to contribute his suggestions for the hanging sequence in your galleries, providing you are able to show the exhibition.

### 3. Dates of Showing:

The exhibition is scheduled to open at the Whitechapel Art Gallery in London on September 27th and will run through October 29th. It will then be shown at the Stedelijk Museum in Amsterdam, the Palais des Beaux Arts in Brussels, and the Kunsthalle in Basel. Final dates in Paris and Rome after the Basel showing have not been received, but we expect to receive this information very shortly. In the meantime we would appreciate receiving your response to this proposal as soon as possible, confirming whether June 1st opening date or shortly thereafter would fit within your schedule or listing alternate possibilities in the summer of 1962.

### 4. Costs:

The European costs for the exhibition are being shared equally by the participating museums. These include all costs from the time the exhibition leaves New York, including transportation from New York and return, insurance, local costs of installation, catalog, publicity and transportation from the preceding city on its itinerary. Our Museum has agreed to assume all costs of assembly, preparation and packing in the United States and of supplying the exhibitors with text material and black-and-white photographs for the catalog and information on availability of color illustrations.

For your information in estimating your share of the expenses, we estimate that the costs of round-trip ocean transportation will amount to between \$18,000 and \$20,000. Since the exhibition has not yet been packed, this can only be a rough estimate based upon an expected number of 16 cases with total cubage of approximately 2400 cubic feet. Final figures are not yet available for the insurance value, but the total will be in the vicinity of \$477,000 and coverage for both ocean transits and while on location within Europe would cost approximately \$5,500. Both these expenses would be equitably distributed among all the European exhibitors; since we are planning on about seven bookings, the total expense to each institution should be between \$3500 and \$4000. We have been notified that the United States Lines has agreed to contribute 50% of the ocean transportation costs and this will substantially reduce the total cost of the exhibition to each participating institution.

MILAN

ORIGINAL

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	IC/IP	I.A.1178

Mr. Knud Jensen

-3-

Mr. Rasmussen

Mrs. Necht

July 17, 1961

1007 10-01 (Louisiana)

Green

5. Catalog: I have discussed the character of the catalog in some detail with Rothko who, because of the character of his work, recommends the use of a minimum of black-and-white illustrations and as much color as possible. He also prefers to reprint the 3 texts listed below, with the probably addition of your own critical comment.

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

- Mr. Roger P. M. (1) Introduction to the New York exhibition by Peter Sels  
Cultural Affairs Officer  
USA  
(2) Essay by Robert Goldwater  
United States Embassy  
Copenhagen, Denmark  
(3) Essay by Emilio Villa which appeared in Appia (Rome)

Dear Mr. Necht: (h) Catalog item listing

I have on (5) Biography of the artist Mr. Knud Jensen of the Louisiana Museum in Humleback offering his museum a showing of the Mark Rothko on (6) Selective bibliography (reprint, with minor corrections, for NYM) opening of that in Museum of Modern Art catalog).

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

We will be in touch with you when we have a definite answer from Mr. I was sorry to learn that your schedule would not permit a showing of the Leonard Baskin exhibition in the Louisiana Museum. We do hope however that you will be able to fit the Rothko exhibition into your schedule; I am positive that, under the distinguished auspices of the Louisiana and your own direction, it would be a tremendous success.

Since our schedule of preparation is very pressing, I hope you will be able to cable your reply to this proposal without delay.

With warmest regards,

Waldo Rasmussen

Assistant Director

International Circulating

Exhibitions

Sincerely,

Enclosure: Copy of letter to  
Mr. Knud Jensen

Waldo Rasmussen  
Assistant Director  
International Circulating  
Exhibitions

Enclosure:  
Check list for Mark Rothko exhibition

MILAN

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The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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MEMORANDUM  
 TO: PORTER MC GRAY  
 FROM:  
 SUBJECT:

THE FOREIGN SERVICE  
 OF THE  
 UNITED STATES OF AMERICA

July 3, 1961

Mr. Rasmussen  
 Mrs. Hecht  
 Mr. Palmer  
 ICE F 66-61 (Louisiana)  
 green

*u.s.s.A*  
*Ross*

July 20, 1961

Mr. Roger P. Ross  
 Cultural Affairs Officer  
 USIA  
 United States Embassy  
 Copenhagen, Denmark

Dear Mr. Ross:

I have enclosed a copy of a letter to Mr. Knud Jensen of the Louisiana Museum in Humlebeck offering his museum a showing of the Mark Rothko exhibition which we are sending to Europe for a September 27th opening at the Whitechapel Art Gallery in London.

We are hopeful that the Louisiana Museum will be able to schedule this important exhibition and, in the event they are able to do so, we would be grateful for any help you might be able to extend us in clearing the exhibition through customs, publicity etc. Perhaps the USIS may be interested in a co-sponsorship arrangement with the Louisiana Museum and any other official Danish auspices.

We will be in touch with you when we have a definite answer from Mr. Jensen.

With best regards,

Sincerely,

Waldo Rasmussen  
 Assistant Director  
 International Circulating  
 Exhibitions

Enclosure: Copy of letter to  
 Mr. Knud Jensen

MILAN

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.A.1178

# MEMORANDUM

To: *Adelstein*  
From: PORTER MC CRAY  
Date:  
Subject:

JUL 6 1961

THE FOREIGN SERVICE  
OF THE  
UNITED STATES OF AMERICA

July 3, 1961

*In view of your  
recent letter  
perhaps no reply necessary*

General Council  
Modern Art  
rd Street  
N. Y.

respect to a news report last May about a  
er of American art works being sent under  
ces for display in various European cities  
this summer and fall, it would be helpful to us to  
know more precisely than we do, just where and when  
the actual showings are scheduled. We have received  
several inquiries in this connection which we have not  
been able to answer very satisfactorily.

Please do not go to any great trouble about it,  
but if you have the information in ready form, we would  
very much appreciate receiving it. Thank you very much.

Sincerely,

*R. P. Ross*  
Roger P. Ross  
Cultural Affairs Officer

MITAN

CONFIDENTIAL



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.A.1178



U. S. INFORMATION SERVICE

AMERICAN EMBASSY  
ØSTERBROGADE 24  
COPENHAGEN Ø

THE FOREIGN SERVICE  
OF THE  
UNITED STATES OF AMERICA

July 3, 1961

JUL 6 1961

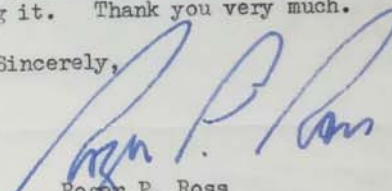
International Council  
Museum of Modern Art  
21 West 53rd Street  
New York, N. Y.

Gentlemen:

With respect to a news report last May about a large number of American art works being sent under your auspices for display in various European cities this summer and fall, it would be helpful to us to know more precisely than we do, just where and when the actual showings are scheduled. We have received several inquiries in this connection which we have not been able to answer very satisfactorily.

Please do not go to any great trouble about it, but if you have the information in ready form, we would very much appreciate receiving it. Thank you very much.

Sincerely,

  
Roger P. Ross  
Cultural Affairs Officer

MILAN

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MIAN

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cc: RK

File ICEF-66-61 ✓  
(MILAN CORRESPONDENT)

TRANSLATION

Education Department  
Via Francesco Sforza 23

June 4, 1962

To the Director of The Museum of Modern Art  
New York

RE: Rothko Exhibition

We are referring to your cables and we are sorry to inform you that we can not grant permission to organize in the Modern Art Gallery an exhibition of paintings by Mark Rothko. A special committee has already established a program of exhibitions to be organized during this year in the above galleries. As a matter of fact during August-September there will be an exhibition of Yugoslav art.

In the hope that we will be able to cooperate in this field in the future, please accept best greetings

s/ for the Mayor

SECRET



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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ESPRESSO



*Comune di Milano*

MILANO. 4 giugno 1962

RIPARTIZIONE EDUCAZIONE  
Via Francesco Sforza, 23

AF/mb

PROTOCOLLO N. 103909/1803/62 Educ.

RISPOSTA A LETTERA DEL .....

N. ....

ALLEGATI N. ....

Al Signor DIRETTORE DEL MUSEO  
D'ARTE MODERNA di

NEW YORK  
(U.S.A.)

OGGETTO

Mostra di Mark Rothko.

Con riferimento ai testi telegrafici inviati da codesto Ente spiace comunicare che non è possibile accogliere la richiesta di allestire, presso la Galleria d'Arte Moderna, una mostra del Pittore Mark Rothko in quanto i locali di cui trattasi sono la naturale sede di esposizioni che riflettono un ben definito periodo storico-artistico, esposizioni per le quali è stato da tempo elaborato da apposita Commissione un preciso programma da realizzarsi entro il corrente anno. Ed in fatti per i mesi di agosto-settembre p.v. verrà allestita, in detta sede, la Mostra d'Arte Jugoslava.

Con l'augurio che si presenti in avvenire al tra occasione per una reciproca collaborazione in campo artistico, si porgono i migliori saluti.

p. IL SINDACO

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ESPRESSO

COMUNE DI MILANO

ESPRESSO

COMUNE DI MILANO

Al Signor DIRETTORE DEL MUSEO D'ARTE MODERNA

di

NEW YORK (U.S.A.)

ESPRESSO

MILANO

ESPRESSO

RASMUSSEN MODERNART NEWYORK

CONSIGLIO RIVOLGERE DOMANDA ROTHKO SINDACO MILANO PER GALLERIA  
ARTE MODERNA

RUSSOLI

FOR ROTHKO  
"SUGGEST YOU MAKE REQUEST/TO MAYOR (SINDACO)  
OF MILAN FOR GALLERIA ARTE MODERNA"



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MUSEUM OF MODERN ART NEW YORK

ICE-F-66-61  
Rothko

cc: RP  
RK  
WR

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MAY 4 1962

MILANO 42143 14 4 1520

RASMUSSEN MODERNART NEWYORK

CONSIGLIO RIVOLGERE DOMANDA ROTHKO SINDACO MILANO PER GALLERIA  
ARTE MODERNA

RUSSOLI

FOR ROTHKO  
"SUGGEST YOU MAKE REQUEST/TO MAYOR (SINDACO)  
OF MILAN FOR GALLERIA ARTE MODERNA"

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D L S

MUSEUM OF MODERN ART NEW YORK

LT

VIA: W. U. CABLES

FRANCO RUSSOLI  
PALAZZO DI ERERA  
MILAN (ITALY)

MAY 2, 1962

PERMANENTE UNABLE ACCEPT ROTHKO stop CAN YOU SUGGEST

OTHER POSSIBILITIES stop GREATLY APPRECIATE CABLE

RASMUSSEN  
MODERNART

PREPAY 12 WORDS

FRANCO RUSSOLI  
PALAZZO DI ERERA  
MILAN (ITALY)

WUC APRIL 20, 1962

CHARGE: ICE-F-66-61 cc: Mr. d'Harnoncourt

CLOSING MAY 24 BEFORE PARIS OPENING cc: Mr. Rasmussen

APPRECIATE YOUR HELP CONFIRMING THESE Mr. Palmer

Mrs. Kolmetz

ICE-F-66-61

green

Charge ICE-F-66-61

cc: Mr. d'Harnoncourt, Mr. Rasmussen, Mr. Palmer, Mrs. Kolmetz

ICE-F-66-61, green

STOCKHOLM



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MILAN  
(Rusconi)  
(Falk)

ST. GIOVANNI PER FOLLA  
SOCIETA PER LE BELLE ARTI  
NO ESPOSIZIONE PERMANENTE  
MILAN (ITALY)  
WUC APRIL 20, 1962

CHANGE IN PLANS MAKES MARK ROTHKO EXHIBITION AVAILABLE MILAN  
SHOWING AFTER ROME CLOSING MAY 24 BEFORE PARIS OPENING OCTOBER 20  
stop EXHIBITION CONSISTS 43 WORKS DATING 1945 THRU 1960 stop YOUR  
COSTS WOULD BE \$7500 DIS MUSEUM OF MODERN ART  
FROM ROME stop SHOW PACKED 18 CASES WEIGHING APPROX 5000 LB. CLOTHES  
53 CUBIC METERS stop GREATLY HONORED IF EXHIBITION COULD BE SHOWN  
UNDER AUSPICES stop IF POSSIBLE WOULD SUGGEST JUNE OR  
SEPTEMBER stop PALAZZO DI BRERA stop APPRECIATE GAINED REVUE  
MILAN (ITALY)  
WUC APRIL 20, 1962

RASMUSSEN  
MODERNART

Charge ICE-F- HAVE OFFERED MARK ROTHKO EXHIBITION TO PERMANENTE AFTER ROME  
CLOSING MAY 24 BEFORE PARIS OPENING OCTOBER 20 stop GREATLY  
APPRECIATE YOUR HELP CONFIRMING THESE ARRANGEMENTS

RASMUSSEN  
MODERNART

Charge ICE-F-66-61

cc: Mr. d'Harnoncourt, Mr. Rasmussen, Mr. Palmer, Mrs. Kolmetz  
ICE-F-66-61, green

STOCKHOLM

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SOCIETA PER LE BELLE ARTI  
ED ESPOSIZIONE PERMANENTE  
MILAN (ITALY)

WUC APRIL 20, 1962

CHANGE IN PLANS MAKES MARK ROTHKO EXHIBITION AVAILABLE MILAN  
SHOWING AFTER ROME CLOSING MAY 24 BEFORE PARIS OPENING OCTOBER 20  
stop EXHIBITION CONSISTS 48 WORKS DATING 1945 THRU 1960 stop YOUR  
COSTS WOULD BE \$750. SHARE OF INSURANCE PLUS ONE WAY TRANSPORT  
FROM ROME stop SHOW PACKED 18 CASES WEIGHING APRX 5132 KGS CUBAGE  
53 CUBIC METRES stop GREATLY HONORED IF EXHIBITION COULD BE SHOWN  
UNDER AUSPICES PERMANENTE stop IF POSSIBLE WOULD SUGGEST JUNE OR  
SEPTEMBER EXHIBITION PERIOD stop APPRECIATE CABLED REPLY

RASMUSSEN  
MODERNART

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

*Milan*

*Societa  
- arte*

*(Falk)*

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*file: Rothko - ICE-F-66-61*

*cc: RK  
RP*

*Milano*

D498 MIT468

MILANO 38730 18 26 2035

1962 APR 27 AM 1 06

LT

RASMUSSEN MODERNART NEWYORK

APR 27 1962

YOUR CABLE 20 REGRET EXHIBITION IMPOSSIBLE HAVING  
ALREADY MANY ENGAGEMENTS

SOCIETA BELLE ARTI PERMANENTE

COL MIT468 20

**ATIONS, INC.**  
ORATION OF AMERICA  
Y. TEL. HA. 2-1811



**RCA COMMUNICATIONS, INC.**  
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**RCA**

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File ICE-F-66-61 (Milan corresp)

JUL 6 1962

# TONINELLI ARTE MODERNA

8, VIA SANT'ANDREA - MILANO - TELEFONI 792369 - 700972

Mr. Richard L. Palmer  
The Museum of Modern Art  
11 W 53rd Street  
New York 19, N.Y.

Milan,  
July 3, 1962

Dear Mr. Palmer:

thank you for your letter of June 28. I can very well understand the reasons why Mr. Rasmussen was forced to drop his project for a Milan showing of Rothko.

I had hoped to meet Mr. Rasmussen some place here in Italy but I imagine he must have been very busy and his schedules heavy.

We wish to be in a position to do better for the Museum the next time you may need some help or information.

With my best regards to you and Mr. Rasmussen when he is back,

Yours very sincerely,

Romeo Toninelli

STOCKHOLM



The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	IC/IP	I.A.1178

RP

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

Mr. Toninelli

-2-

June 28, 1962

I regret that we could not inform you of these recent developments until now and I hope you will accept **AIR MAIL** our thanks for having spent your valuable time in attempting to place the exhibition for us.

June 28, 1962

With best regards,

Mr. Romeo Toninelli  
Toninelli Arte Moderna  
8, Via Sant'Andrea  
Milan, Italy

Sincerely,

Dear Mr. Toninelli:

Richard L. Palmer  
Executive Assistant

Thank you for your letter of June 25, 1962 which has been referred to me for reply in Mr. Rasmussen's absence abroad.

Since Mr. Rasmussen's earlier cable to you regarding the possibility of a Milan showing of our MARK ROTHKO exhibition, several factors have arisen which, unfortunately, make it necessary for us to retract our original proposal. The primary reason for this decision is that, in checking the works at the Galleria Nazionale d'Arte Moderna in Rome, Mr. Rasmussen discovered several minor damages which, he felt, made it inadvisable to plan another Italian showing of the Rothko exhibition. As you perhaps know, all of the large Rothko canvases are unframed - because the artist paints the edges of his canvases as well as the front surfaces - since the works have already been packed and unpacked five times in the course of their European tour, these edges have become worn and quite delicate. These conditions prompted Mr. Rasmussen to make arrangements with Dottoressa Bucarelli to retain the Rothko show for the entire summer. In the Fall, the works will be shipped directly to Paris for a showing at the Musée des Arts Décoratifs - this commitment was made over a year ago and must, of course, be fulfilled. Immediately after the Paris showing, the entire exhibition will be returned to the United States where the works will be returned to their owners.

In addition to the fact that the condition of the Rothko canvases precludes another Italian showing, we have been led to believe that it would be next to impossible to schedule a showing of the exhibition in Milan on such short notice. As you know from our cable of May 4, the Permanente was unable to accommodate the show. The Sindaco of Milan also notified us this week that arrangements could not be made to show the Rothko exhibition in Milan before this Fall because of prior commitments.

STOCKHOLM  
(Hulten)

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.A.1178

Mr. Toninelli

-2-

June 28, 1962

I regret that we could not inform you of these recent developments until now and I hope you will accept our sincerest thanks for having spent your valuable time in attempting to place the exhibition for us.

With best regards,

Sincerely,

Richard L. Palmer  
Executive Assistant  
International Circulating  
Exhibitions

STOCKHOLM  
(Hulten)



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.A.1178

cc: RK  
RP

## TONINELLI ARTE MODERNA

8, VIA SANT'ANDREA - MILANO - TELEFONI 792369 - 700972

25th June 1962

Mr. Waldo Rasmussen  
The Museum of Modern Art  
11 West 53rd Street  
New York 19 N.Y.

JUN 28 1962

Dear Mr. Rasmussen,

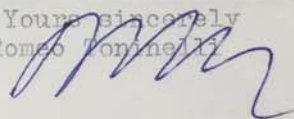
I never replied to your cable of the 4th May hoping to have the possibility of speaking with Dott. Meda, alderman for the Board of Education of Milan, who is the person open to give the permission. Unfortunately till now I cannot meet him, as he is very busy for political questions happening now in Italy.

As soon as I meet Dott. Meda I shall cable to you stating the decisions concerning Rothko exhibition in Milan and I hope this will happen within July.

I meet Dott. sa Bucarelli who said to me that Rothko exhibition there will be till September, so we can have it in Milan during October, if DR. Meda will agree with us. I assure you that I did my possible and I shall do all I can.

Looking forward to receiving your reply as soon as possible with kindest regards

Yours sincerely  
Romeo Toninelli



STOCKHOLM  
(Hulten)

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Rothko - ICE-F-66-61

cc: RK

WR RP

MAY 11 1962

## TONINELLI ARTE MODERNA

8, VIA SANT'ANDREA - MILANO - TELEFONI 792369 - 700972

9th May 1962

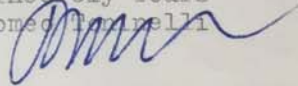
Mr. Waldo Rasmussen  
The Museum of Modern Art  
11 West 53rd Street  
New York 19 N.Y.

Dear Mr. Rasmussen:

I am in receipt of your cable and I am trying to have a meeting with ON. Meda, alderman for the Board of Education of Milan, for the organization of the exhibitions in Milan Museums depends on him.

As soon as I meet him I will cable you, however I must tell you that my work will have been facilitated if you had not got in direct touch before. In fact Mr. McCray also knows very well how difficult is the matter. In any way I will try to do my very best.

Sincerely Yours  
Romano Toninelli



STOCKHOLM  
(Hulten)



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	IC/IP	I.A.1178

*Milan-Linelli*

D L S MUSEUM OF MODERN ART NEW YORK  
LT LT VIA: W. U. CABLES  
SINDACO GINO CASSINIS  
COMUNE DI MILANO MAY 4, 1962  
MILAN (ITALY)

MARK ROTHEO EXHIBITION ORGANIZED BY MUSEUM MODERN ART  
NEW YORK AVAILABLE MILAN SHOWING DURING PERIOD JULY TO  
SEPTEMBER 1962 stop SHOW CONSISTS 43 WORKS DATING 1945  
THRU 1960 stop YOUR COSTS WOULD BE \$750. SHARE OF  
INSURANCE PLUS ONE WAY TRANSPORT FROM ROME stop SHOW  
PACKED 18 CASES ABOUT 5132 KILOS 53 CUBIC METRES stop  
GREATLY HONORED IF EXHIBITION COULD BE SHOWN GALLERIA  
D'ARTE MODERNA stop IF SCHEDULE PERMITS WOULD SUGGEST  
JUNE OR SEPTEMBER EXHIBITION PERIOD stop APPRECIATE  
CABLED REPLY RASMUSSEN MODERNART

CHARGE: ICE-F-66-61 cc: WR, RP, RK, ICE-F-66-61, green  
CHARGE: ICE-F-66-61 cc: WR, RP, RK, ICE-F-66-61, green

STOCKHOLM  
(Hulten)

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*Milan Toninelli*

D L S  
LT  
ROMEO TONINELLI  
TONITALIA  
MILAN (ITALY)

MUSEUM OF MODERN ART NEW YORK

VIA: W. U. CABLES

MAY 4, 1962

CHANGE IN PLANS MAKES POSSIBLE MILAN SHOWING MARK  
ROTHKO EXHIBITION stop AVAILABLE DURING PERIOD JULY TO  
SEPTEMBER 1962 FOR COSTS ONE-WAY TRANSPORT FROM ROME  
PLUS \$750. FOR REIMBURSEMENT INSURANCE COSTS stop  
PACKED 18 CASES ABOUT 5132 KILOS 53 CUBIC METRES stop  
HAVE OFFERED TO SINDACO CASSINIS FOR SUGGESTED SHOWING  
GALLERIA D'ARTE MODERNA stop APPROACHED PERMANENTE  
EARLIER BUT NO DATES AVAILABLE stop ANYTHING YOU CAN  
DO TO EXPEDITE FAVORABLE DECISION GREATLY APPRECIATED  
stop HOPE SEE YOU MILAN MAY 23 or 24 REGARDS  
RASMUSSEN MODERNART

CHARGE: ICE-F-66-61

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STOCKHOLM  
(Hulten)



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Copies made for:  
Mr. Rasmussen  
Mr. Palmer  
Mrs. Kolmetz

OCT 25 1961

*Je-F-66-61*  
*Milan*

8, VIA SANT'ANDREA TEL. 792369 - MILANO - 18, VIA BAGUTTA TEL. 700554

Mr. Waldo Rasmussen  
The Museum of Modern Art  
11 W 53rd Street  
New York 19, N.Y.

Dear Mr. Rasmussen:

thank you very much for your letter of October 19. We very well understand the reason why we did not receive any answer to our request but we knew that we would get one sooner or later.

It was Mr. Rothko himself who suggested to my son, while he was in New York, to look for the possibilities of a showing of his exhibition in Milan, in addition to that in Rome and not instead. This because Mr. Rothko would have liked to have his works shown also here.

My son spoke about this with Mr. McCray and he suggested that possibilities were tried at his return and reported to him to see what could be done in this respect.

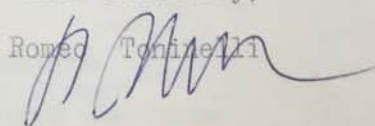
We understand that there are very little possibilities to have this exhibition in Milan because, even if it were free in summer 1962, as you certainly, people here are spending their holidays during the summer months and very few people feel like looking at paintings. It is just too hot here.

As far as Leonard Baskin is concerned, this is certainly a highly interesting exhibition but, before we can tell you anything, we should not what kind of works there are and how large the exhibition actually is. Perhaps you could ask the Boymans-van-Beuningen people and those in Berlin, whom we do not know yet, to send us catalogues of their showings. We need both, please. Then we shall visit the exhibition in Paris in November and give you a definite answer.

Looking forward to hearing from you on this subject as soon as possible, we thank you for your kindness, and we are, with our best wishes,

Yours sincerely,

Romeo Toninelli



STOCKHOLM  
(Hulten)

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cc: Mr. Rasmussen  
Mr. Palmer  
Mrs. Kolmetz  
ICE-F-66-61  
ICE-F-48-61  
green

ROMEO TONINELLI

VIA S. ANDREA, 8  
MILANO

October 19, 1961

Mr. Romeo Toninelli  
Via San Andrea, 8  
Milan, Italy

Milan, June 23rd, 1961

Dear Mr. Toninelli:

I was embarrassed to note that your letter of June 23rd to Mr. McCray had remained unanswered, and in apologizing must explain that his summer has been spent in preparation for extended travels throughout the world as part of a research project for international cultural exchange. Mr. McCray begins his travels in Australia and the Far East and will be traveling on his extensive itinerary for at least ten months.

I do want to assure you that we would be most happy to arrange a Milan showing of the Rothko exhibition, if it is at all possible. At the moment the itinerary is nearly complete, however, and since we have had numerous requests from a good many countries, we felt that the Rome showing which had been requested long ago would have to remain the single Italian showing. However, the final booking next summer has still not been confirmed, and if we do not hear in the near future, I shall let you know in the event that it is not too late to arrange a Milan showing.

As a more immediate possibility, however, I would like to bring to your attention the exhibition of the work of Leonard Baskin which is now circulating in Europe. Our museum organized the exhibition for a first showing at the Museum Boymans-van-Beuningen in Rotterdam, and it has just concluded a showing in Berlin in connection with the annual Festival of the Arts. In November the exhibition will be shown in Paris at the Centre Culturel Américain. It has received a most lively response for its first two showings and recently Baskin's graphic accomplishments were acknowledged at the Bienal in São Paulo where he was awarded the first prize in printmaking. There are still three remaining bookings in the exhibition's itinerary, which would be approximately on the following schedule:

December 16, 1961 - January 4, 1962  
February 2 - March 4, 1962  
March 23 - April 22, 1962

With warmest regards to you and your son.

Sincerely,

Waldo Rasmussen  
Assistant Director  
International Circulating  
Exhibitions

WRink

STOCKHOLM  
(Hulten)



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ROMEO TONINELLI

VIA S. ANDREA, 8

MILANO

ICE-F-66-61

Rothko

Toninelli

Mr. Porter A. McCray  
11 W 53rd Street  
New York 19, N.Y.

Milan, June 23rd, 1961

Dear Mr. McCray,

my son has told me that there will be a Rothko exhibition circulating in Europe beginning this fall. I understand that a showing in Rome is planned but not yet decided. It would certainly be very interesting for all of us to have this exhibition shown here, also following the personal wish of Mr. Rothko, and I wonder whether the Museum is prepared to send it to Milan too. In this case I would be glad to try to secure the necessary space like I did for the other two exhibitions. This one would certainly arise enormous interest as it is the case every time something by an artist shown in "The New American Painting" is on display somewhere here. That exhibition indeed left its mark on collectors and people generally interested in this town.

Looking forward to receiving your reply as soon as possible, with some details about the schedules which are already fixed, I remain, dear Sir,

Yours very sincerely,

Romeo Toninelli

Telefono 79.2369

STOCKHOLM  
(Hulten)

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STOCKHOLM  
(Hulten)



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STATENS KONSTSAMLINGAR  
MODERNA MUSEET

Stockholm

AUG 14 1961

AUG 9 - 1961

ICE F 66-61

AUG - 9 1961

EX49

SWN289

STOCKHOLM 15 8 1402

LT

RASMUSSEN MODERNART NEWYORK

UNFORTUNATELY IMPOSSIBLE TO RECEIVE ROTHKO EXHIBITION JULY

1962 LETTER FOLLOWS

HULTEN

COL 289 1962

Yours sincerely

K. G. Hultén

(K. G. Hultén)  
Director

RCA  
A SERVICE OF RADIO CORPORATION OF AMERICA  
30 ROCKEFELLER PLAZA, N.Y., TEL. CI 7-5523



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STATENS KONSTSAMLINGAR  
MODERNA MUSEET

Stockholm 100  
Tel. 107411, 107415  
Porten 208104

AUG 14 1961

ICE-F-66-61 ✓  
Sweden - open

Stockholm, August 9, 1961.

Mr Waldo Rasmussen  
Assistant Director  
International Circulating Exhibitions  
The Museum of Modern Art  
NEW YORK 19 N. Y. USA

Dear Mr Rasmussen,

Thank you for proposing the Mark Rothko exhibition to Moderna Museet. Unfortunately it is quite impossible for us to receive it here in July next year. July and August are impossible months here, the town is almost completely empty, everybody is trying to get the most out of our short summer.

It should of course be very interesting to show Rothkos paintings in Sweden. He is almost completely unknown here, But what we most should like to show at that point is a survey of the actual tendencies in American art, an exhibition of about 6-10 artists. We had a very big show of Sam Francis' works a year ago and is now planning a exhibition of Alfred Leslie and Richard Stankiewicz for November. After that, for 1962, I think the best for us would be an exhibition that showed the American Scene in a broader way than a one-man show can do. As a matter of fact a new exhibition like 12 Americans, containing the best young artists of US would be ideal for Sweden.

However we are very glad and thankful for your kindness to ask us about this exhibition and regret that it is not possible for us to take it.

Yours sincerely

K. G. Hultén  
(K. G. Hultén)  
Director



The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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cc: Mr. Rasmussen  
Miss Dudley  
Mr. Palmer  
ICE F 66-61  
green

*Moderna Museet  
(Stockholm)*

July 20, 1961

As it was presented at our Museum in a rather dark room, the exhibition of 58 paintings occupied nearly 300 square feet of gallery space. I am sure that a good deal of what Mr. Rothko is showing the world would like to contribute to the exhibition for the large in your galleries, providing you are able to show the work.

Mr. Karl Hultén  
Director  
Moderna Museet  
Stockholm 100, Sweden

Dear Mr. Hultén:

The Museum of Modern Art, under the auspices of The International Council, is sending an exhibition of the work of Mark Rothko to Europe in the fall, with the opening scheduled for September 27th at the White-chapel Art Gallery in London. This exhibition, organized in response to requests from several distinguished European cultural institutions, will present in depth the work of one of America's foremost artists, and I am writing in the hope that the Moderna Museet might collaborate with us in showing Rothko's work in Stockholm. As you know, the last major exhibition of American painting assembled by this Museum for Swedish showing was 12 AMERICANS which was shown in Stockholm in 1953. We feel sure that the Rothko show would be of great interest to the Swedish public and, if your schedule would permit, we would suggest a July 13th opening at your museum. This letter will outline 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 an approximately final check list of the selection which has been made by Peter Selz, the Museum's Curator of Painting and Sculpture Exhibitions, in collaboration with Rothko. Also enclosed you will find a copy of the catalog of the Museum's Rothko exhibition, which served as the basis for the European version. 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 a varying



The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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Mr. Karl Hultén

-2-

July 20, 1961

width 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, 8'9" x 15' can be safely brought into the gallery. Would you please confirm this at your earliest opportunity.

As it was presented at our Museum in a rather dense installation, the exhibition of 58 paintings occupied nearly 600 running feet of gallery space. Rothko spent a good deal of time with Mr. Selz in planning the installation, and would like to contribute his suggestions for the hanging sequence in your galleries, providing you are able to show the exhibition.

3. Dates of Showing: The exhibition is scheduled to open at the Whitechapel Art Gallery in London on September 27th and will run through October 29th. It will then be shown at the Stedelijk Museum in Amsterdam, the Palais des Beaux Arts in Brussels, and the Kunsthalle in Basel. Final dates in Paris and Rome after the Basel showing have not been received, but we expect to receive this information very shortly. In the meantime, we would appreciate receiving your response to this proposal as soon as possible, confirming whether a showing from July 13 to August 10 or shortly thereafter would fit within your schedule or listing alternate possibilities in the summer of 1962.

4. Costs: The European costs for the exhibition are being shared equally by the participating museums. These include all costs from the time the exhibition leaves New York, including transportation from New York and return, insurance, local costs of installation, catalog, publicity and transportation from the preceding city on its itinerary. Our Museum has agreed to assume all costs of assembly, preparation and packing in the United States and of supplying the exhibitors with text material and black-and-white photographs for the catalog and information on availability of color illustrations.

For your information in estimating your share of the expenses, we estimate that the costs of round-trip ocean transportation will amount to between \$18,000 and \$20,000. Since the exhibition has not yet been packed, this can only be a rough estimate based upon an expected number of 16 cases with total cubage of approximately 2400 cubic feet. Final figures are not yet available for the insurance value, but the total will be in the vicinity of \$477,000 and coverage for both ocean transits and while on location within Europe would cost approximately \$5,500. Both these expenses would be equitably distributed among all the European exhibitors; since we are planning on about seven bookings, the total expense to each institution should be between \$3500 and \$4000. We have been notified that the United States Lines has agreed to contribute 50% of the ocean transportation costs and this will substantially reduce the total cost of the exhibition to each participating institution.

Enclosures:

Check list for Mark Rothko Exhibition  
Museum of Modern Art catalog "Mark Rothko"



The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	IC/IP	I.A.1178

Mr. Karl Hultén

-3-

July 20, 1961

THE FOREIGN SERVICE  
OF THE

**5. Catalog:** I have discussed the character of the catalog in some detail with Rothko who, because of the character of his work, recommends the use of a minimum of black-and-white illustrations and as much color as possible. He also prefers to reprint the 3 texts listed below, with the probable addition of your own critical comment.

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

Dear Mr. Rasmussen (1) Introduction to the New York exhibition by Peter Sels

Since the (2) Essay by Robert Goldwater  
name that Director Karl Hultén would have a copy of the International Circulating Exhibition MARK (3) Essay by Emilio Villa which appeared in Appia (Rome) of the exhibition to Sweden.

(4) Catalog item listing

A new gallery has recently opened in Stockholm and has already shown many fine exhibitions. It (5) Biography of the artist

gallery and to (6) Selective bibliography (reprint, with minor corrections, of that in Museum of Modern Art catalog).

I should like to urge you to consider this possibility. The director's name is b. **Illustrations:** On the check list of the exhibition I have marked

with a red asterisk the five paintings which were reproduced in color in the Museum's catalog, which was printed by Bruder Hartmann, Berlin. Unfortunately, the Museum is unable to lend the color plates, but if you wish you may either request Hartmann to prepare electros to send to Stockholm or you may wish to ask them to print the color illustrations for you from the original color plates.

You may wish to write to Mr. Hultén directly. If you should I would I sincerely hope that you will be able to fit the Rothko exhibition into your schedule and I am positive that, under the auspices of the Moderna Museet and your own direction, it would be a tremendous success. "Italian Culture Today".

Since our schedule of preparation is very pressing, I hope you will be able to cable your reply to this proposal without delay.

With warmest regards,

Robert W. Lindvall  
Sincerely, Affairs Officer

Mr. Waldo Rasmussen  
Assistant Director  
International Circulating Exhibitions  
The Museum of Modern Art  
11 West 53rd Street  
New York 19, N.Y.  
U.S.A.

Waldo Rasmussen  
Assistant Director  
International Circulating  
Exhibitions

Enclosures:

Check list for Mark Rothko Exhibition  
Museum of Modern Art catalog "Mark Rothko"

Enclosure

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U. S. INFORMATION SERVICE

THE FOREIGN SERVICE  
OF THE  
UNITED STATES OF AMERICA

OCT - 9 1961

*In F-66-61  
Stockholm*

American Embassy  
Stockholm  
October 3, 1961

Dear Mr. Rasmussen:

Since the arrival of your letter of August 28 containing the disappointing news that Director Karl Hultén would not accept the International Circulating Exhibition MARK ROTHKO, I have been seeking to find some means of bringing the exhibition to Sweden.

A new gallery has recently opened here and has had several very fine exhibitions: Italian art, Russian art, sculpture, collages, etc. Its director is an energetic gentleman anxious to publicize his attractive gallery and to lure to it exhibitions of outstanding stature.

I should like to urge you to consider this possibility. The director's name is:

Intendent Karl Hugogård  
Svea-Galleriet  
ABF-huset  
Sveavägen 41  
Stockholm C, Sweden

You may wish to write to Mr. Hugogård directly or, if you prefer, I would be happy to make the initial approach and present your financial terms.

Enclosed is a catalog, produced by Mr. Hugogård, on the exhibition "Italian Culture Today".

Sincerely yours,

*Robert W. Lindvall*

Robert W. Lindvall  
Cultural Affairs Officer

Mr. Waldo Rasmussen  
Assistant Director  
International Circulating Exhibitions  
The Museum of Modern Art  
11 West 53rd Street  
New York 19, N.Y.  
U.S.A.

Enclosure



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ICE F 66-61  
green

*Stockholm  
U.S.S.  
Lindvall*

AIR MAIL

August 28, 1961

Mr. Robert W. Lindvall  
American Embassy  
Stockholm, Sweden

(CAO)

Dear Mr. Lindvall:

Thank you for your letter of August 4th and your kind interest in our International Circulating Exhibition MARK ROTHKO. As you are perhaps also aware, we have heard from Mr. Hultén, Director of the Museum of Modern Art in Stockholm, that they will not be able to accept this exhibition.

I look forward to our possible cooperation at another time.

Sincerely,

Waldo Rasmussen  
Assistant Director  
International Circulating  
Exhibitions

WR:GMM/hs

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U. S. INFORMATION SERVICE

THE FOREIGN SERVICE  
OF THE  
UNITED STATES OF AMERICA

American Embassy  
Stockholm, Sweden  
August 4, 1961

July 20, 1961

Dear Mr. Rasmussen:

Thank you for your letter of July 20 informing us that the Mark Rothko exhibition has been offered to the Museum of Modern Art in Stockholm. We have read your letter to Director Karl Hultén with great interest.

I was told a few days ago when I visited the Museum that Mr. Hultén was on vacation, so thus I have not had the opportunity to discuss the proposed exhibition with him. However, knowing Mr. Hultén's tastes, I would guess that he will be favorably inclined to accept your offer if satisfactory financial arrangements can be made.

During the past few weeks the Museum has featured "Movement in Modern Art", a unique collection ranging from some magnificent Calder mobiles to some bizarre "objects" beyond my ability either to understand or describe. In spite of the fact that a tremendous number of Stockholm residents are absent from the city on holiday at this time, the Museum has been jammed, day after day, with enthusiastic, curious crowds. Mr. Hultén, without a doubt, is a very able promoter as well as director.

Our budget, unfortunately, prohibits us from offering official USIS co-sponsorship, because active participation would involve expenditure of exhibit funds, and these just do not exist for us at the moment.

Be assured, however, of our very keen interest in being kept informed of Mr. Hultén's response.

Sincerely yours,

*Robert W. Lindvall*

Robert W. Lindvall  
Cultural Affairs Officer

Mr. Waldo Rasmussen  
Assistant Director  
International Circulating Exhibitions  
The Museum of Modern Art  
11 West 53rd Street  
New York 19, N.Y.  
U.S.A.

AUG 4 - 1961

ICE F 66-61

*File ICE F-66-61*  
*RP*  
*W. J. J. J.*  
*Lindvall*



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Mr. Rasmussen  
Mrs. Hecht  
Mr. Palmer  
ICE F 66-61 (Moderna Museet)  
green

*U.S.I.A.  
Lindvall*

July 20, 1961

Mr. Robert W. Lindvall  
Cultural Affairs Officer  
USIS  
United States Embassy  
Stockholm, Sweden

Dear Mr. Lindvall:

I have enclosed a copy of a letter to Mr. Karl Hultén of the Moderna Museet in Stockholm offering his museum a showing of the Mark Rothko exhibition which we are sending to Europe for a September 27th opening at the Whitechapel Art Gallery in London.

We are hopeful that the Moderna Museet will be able to schedule this important exhibition and, in the event they are able to do so, we would be grateful for any help you might be able to extend us in clearing the exhibition through customs, publicity etc. Perhaps USIS may be interested in a co-sponsorship arrangement with the Moderna Museet and any other official Swedish auspices.

We will be in touch with you when we have a definite answer from Mr. Hultén.

Sincerely,

Waldo Rasmussen  
Assistant Director  
International Circulating  
Exhibitions

Enclosure: Copy of letter to  
Mr. Karl Hultén