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THE MUSEUM OF MODERN ART
THE MUSEUM OF MODERN ART

file 10806661 ✓
1-0
Date July 8, 1963

To: Pearl Moeller

Re: Rothko Transparencies

From: Nadia Hermos

I am returning to your files three Rothko transparencies returned to us from Paris:

Sketch for Mural No. 1, 1958
Sketch for Mural No. 6, 1958
No. 18, 1952.

These were originally taken by Anne Hecht on November 20, 1962, along with another.

Peter

CORRESPONDENCE

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*file
memos - Rothko et.*

THE MUSEUM OF MODERN ART

Date December 18, 1961

To: Waldo Rasmussen

Re: Rothko catalog - Amsterdam
Edition

From: Peter Selz

Thank you for sending me the Amsterdam Rothko catalog. I agree with you that my article should only be reproduced in its entirety and I wish that you would specify that in the future.

Let us discuss the Venice Biennale soon.

Peter

CORRESPONDENCE

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CORRESPONDENCE

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Appia Antica - Sisti

cc: Hecht
ICE F 66-61
Mrs. Hecht
ICE F 66-61
green

VIA AIR MAIL

December 19, 1961

Mr. Emilio Villa
Appia
Via Odescalchi da Rubbia 215
Rome, Italy

July 26, 1961

Mrs. Liana Sisti
Appia Antica
20 via Appia Antica
Rome
Italy

Dear Mrs. Sisti:

We are anxious to obtain the right to reprint an article on Rothko, "Idée de Rothko" by Emilio Villa, which appeared in January 1960 No. 2 issue of your magazine. It will be reprinted in the catalog of a large Rothko exhibition which The Museum of Modern Art is preparing for circulation in Europe. The show will open in London at the Whitechapel Art Gallery in September.

Would you be able also, to contact Mr. Villa for his permission? Please let us know what credit line you would like us to use.

Hoping to hear from you soon.

I take pleasure in forwarding to you the two catalogs which we have received to date, the one from London, and that from Amsterdam.

Sincerely,

With best wishes for the holiday season,

Waldo Rasmussen
Assistant Director
Circulating Exhibitions

Waldo Rasmussen
Associate Director
Department of Circulating Exhibitions

Enclosures - 2 catalogs

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Translation attached

cc: Hecht

✓ ICE F 66 61 (cat. ~~distribution~~)

Rasmussen

Kolmetz

green

NOV 27 1961

APPIA

SEMINARIO INTERNAZIONALE
DI ARTE MODERNA

DIREZIONE

VIA AIR MAIL

December 19, 1961

Mr. Emilio Villa
APPIA
Via Oderisi da Gubbio 2b5
Rome, Italy

Dear Mr. Villa:

Thank you for your letter of November 23. Your check was returned to us since it was sent without the number of the street and was re-sent December 6 correctly addressed. If you have not yet received it, please do not hesitate to let me know.

The itinerary of the MARK ROTHKO exhibition is as follows:

Whitechapel Gallery, London Oct. 10 - Nov. 8, 1961
Stedelijk Museum, Amsterdam Nov. 24 - Dec. 27, 1961
Palais des Beaux-Arts, Brussels Jan. 5 - Jan. 20, 1962
Kunsthalle, Basel Mar. 1 - Apr. 8, 1962
Galleria Nazionale d'Arte Moderna, Rome Apr. 20 - May 20, 1962
Musée des Arts Decoratifs, Paris Oct. 20 - (tentative)

I take pleasure in forwarding to you the two catalogs which we have received to date, that from London, and that from Amsterdam.

With best wishes for the holiday season,

Sincerely,

Waldo Rasmussen
Associate Director
Department of Circulating
Exhibitions

Enclosures - 2 catalogs

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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MEMORANDUM

To: ADH

From: WALDO RASMUSSEN

Date: 12/5

Subject:

Pl ch with CW
 & see whether
 P.O. was issued &
 if not, issue. -
 Also, please
 give him itinerary
 of show (but hold
 off for a week
 until I know
 about Paris).

Translation attached

Roma 23 novembre 1961

File Rothko - cat.

NOV 27 1961

(Vella)

Al signor Rasmussen,
 in riferimento alla sua gentile lettera del 23 agosto scorso,
 rivolgerle alcune domande.
 Vorrei notizie sulla mostra circostante delle
 re di Rothko: dove si trova attualmente? dove
 andrà in seguito?

Inoltre vorrei, se possibile, ricevere il ca-
 talogo o i cataloghi della mostra o delle mostre
 in cui quali sarebbe stato riprodotto il mio lavoro
 su Rothko.

Infine vorrei sapere se il compenso da
 voi stabilito e annunciato di \$ 29 mi è stato
 spedito, non avendo io fino ad oggi nulla
 ricevuto.

Voglia gradire, intanto, i sensi della mia
 stima, e i miei saluti. Suo

Gall Naz Roma

Apr 20 - Mayo

Musée des Arts Décoratifs, Paris

Oct. 20 - (tentative)

Ennio Vella

Stedelijk Mus.

Nov 24 - Dec. 27

Pd B-A Brussels

Jan 5 - Jan 20

Kunsthalle, Basel

Mar 1 - Apr 8

66-61 "K"

8-25

PO no 3981

ckaw 18830

pd 9-14-61

wrong address,
 resent Dec. 6, '61

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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Translation attached

Roma 23 novembre 1961

File Rothko - cat.

NOV 27 1961

(Vella)

APPIA

ATLANTE INTERNAZIONALE
DI ARTE NUOVA

DIREZIONE

ROMA

VIA ODERISI DA GUBBIO 245

PARIGI

BOULEVARD DES INVALIDES 63

Gentile signor Rasmussen,
mi riferisco alla sua gentile lettera del 23 agosto scorso
per rivolgerle alcune domande.

Vorrei notizie sulla mostra circostante delle
opere di Rothko: dove si trova attualmente? dove
andrà in seguito?

Inoltre vorrei, se possibile, ricevere il ca-
talogo o i cataloghi della mostra o delle mostre
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Voglia gradire, intanto, i sensi della mia
stima, e i miei saluti. Suv

Stedelijk Mus.

Nov 24 - Dec. 27

Pd B-A Brussels

Jan 5 - Jan 20

Kunsthaus

Kunsthaus, Basel

Mar 1 - Apr 8 29.05

66-61 "K"

8-25

Gall Naz Roma

Apr 20 - Mayo

Musée des Arts Decoratifs, Paris

Oct. 20 - (tentative)

Ennio Vella

PO no 3981

Chw 18830

pd 9-14-61

wrong address,
resent Dec 6, '61

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

A P P I A
Atlante Internazionale di Arte Nuova
Via Oderisi da Gubbio 245 - Roma
Boulevard des Invalides 63 - Paris

Dear Mr. Rasmussen:

I am referring to your kind letter of August 23rd and would like to ask you a few questions.

I would like to have news of Rothko's circulating exhibition; where is it now? where will it go later?

I would also like to receive, if possible, the catalog, or catalogs of the exhibition in which appears my piece on Rothko.

Finally I would also like to know if the payment, by you established and announced, of \$29, has already been mailed to me as up to date I have not received it.

Best regards,

s/ Emilio Villa

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AUG 18 1961

Appia
August 15 *Villa*

APPIA

SPAZIO INTERNAZIONALE
DI ARTE MODERNA

ORGANIZAZIONE

A.D.M.A.

VIA CECILIA DA GUBBIO 242

AIR MAIL

BOULEVARD DES INVALIDES 2A

cc; Mr. Wheeler
Hecht
Wylly
ICE F 66 61
green
Rasmussen

August 23, 1961

Mr. Emilio Villa *Mr. Rasmussen*

Appia
Via Uderisi da Gubbio
Rome, Italy

Dear Mr. Villa:

Thank you so much for your letter of August 15th giving us permission to reprint your article on Rothko which originally appeared in Appia. We are delighted to be able to include it in the catalogs which will be issued for the European showings of the exhibition MARK ROTHKO, and shall of course make sure that copies of these catalogs are sent to you.

Our exhibitions budgets are established on the basis of five cents per word for catalog introductions and I have therefore asked our Treasurer to forward you a check in the amount of \$29.05 which you should receive very shortly.

I am sure you will be happy to know that Mr. Rothko was very eager to have your article appear in his catalog and is enormously pleased that you have made it available.

With many thanks again,

Sincerely,

Waldo Rasmussen
Assistant Director
Department of Circulating
Exhibitions

WR:FOH:NH

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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AUG 18 1961

FOH

APPIA

ATLANTE INTERNAZIONALE
DI ARTE NUOVA

DIREZIONE

ROMA

VIA ODERISI DA GUBBIO 245

PARIGI

BOULEVARD DES INVALIDES 63

August 15, 1961

ADH then file

✓ ICE F 66-61

catalogue

Dear Mr. Rasmussen:

Mrs. Sisti give me in charge your letter of July 26, 1961. I am sincerely pleased to accord my permission and the right to reprint my article on Rothko (from 'Appia' magazine, n. 2 issue) in the catalog of Rothko exhibition.

I take the opportunity to declare you my gratitude for this request. I consider myself fortunate and honoured to offer my little homage to painter Rothko, who I think is one of the best Spirits of the modern Revelation.

Sincerely,
Emilio Villa
(EMILIO VILLA)

c: Mr Rothko
Selz

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HR ADA
Hilton Kramer
EDITOR

Jack Fader
GENERAL MANAGER

ARTS

AUG 11 1961

Published by The Art Digest, Inc.
established in 1926

1861 BROADWAY, NEW YORK 23, N. Y. COLUMBUS 5-4100

August 10, 1961

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

Dear Mr. Rasmussen:

We will be very happy to have you reprint the article on the Rothko Exhibition provided, as I believe I mentioned to you, that you have the consent of Dr. Goldwater himself. We would like the credit line to read, preferably at the end of the piece: Reprinted from ARTS (New York) March, 1961.

With best wishes,

James R. Mellow
James R. Mellow
Executive Editor

JRM:abc

credit for G. water article

Arto
Hecht
Rasmussen
F 66-61
(Mellow)

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In this

Waldo Rasmussen
Assistant Director
Circulating Exhibitions

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Arts
Mrs. Hecht
Mr. Rasmussen
~~ICE F 66-61~~
green
extra

July 26, 1961

Mr. James R. Mellow
Managing Editor
Arts
116 East 59th Street
New York 22, New York

Dear Mr. Mellow:

Confirming Mrs. Hecht's telephone conversation of earlier today, we would like to thank you for giving us permission to reprint the article by Robert Goldwater, "Reflections on the Rothko Exhibition," which appeared in *Arts*, March 1961, Vol.35, No.6. It will be used in the catalog of the Rothko exhibition which our Department of Circulating Exhibitions is preparing to send to Europe. The first showing will be at the Whitechapel Art Gallery in London in September. We will also give a credit line: Reprinted courtesy Arts, New York. Please let me know if any of the above is not agreeable to you.

In the meantime, thank you so much for your cooperation in this matter.

Sincerely,

Waldo Rasmussen
Assistant Director
Circulating Exhibitions

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The Museum of Modern Art Archives, NY	Collection:	Series.Foldt:
	IC / IP	I.A. 1179

Mrs. Hecht
Mr. Rasmussen
ICE F 66-61
extra
green

cc: Willy
Hecht
ICE F 66-61
green
Joan Vane
H. Wheeler

Not Registered
Paris 111
August 23, 1961

July 26, 1961

Dr. Robert Goldwater
77 rue Daguerre
Paris XIV, France

Dear Dr. Goldwater:

We have obtained permission from Mr. Mellow, of Arts, to re-print your article "Reflections on the Rothko Exhibition," which Rothko particularly admired, in the catalog for the Rothko exhibition the Museum is circulating abroad. The first showing will be at the Whitechapel Art Gallery in September. We would also like to be sure, however, that this arrangement is satisfactory to you. At present the credit line would read: Reprinted courtesy Arts, New York.

With best wishes and hopes that you are having a pleasant summer. Please accept our thanks for your kindness and cooperation.

Sincerely,

Waldo Rasmussen
Assistant Director
Circulating Exhibitions

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC / IP	I.A. 1179

Goldwater

cc: Wyllly
Hecht
ICE F 66 61
green
Joan Vass
M. Wheeler

Catalogue

COPY

Rue Daguerre
Paris XIV

August 23, 1961

AIR MAIL

Dear Mr. Rasmussen:

Having been away from Paris, I have come
Mr. Robert Goldwater concerning the Rothko catalogue.
77 Rue Daguerre the inclusion of my article, and I am
Paris XIV your decision. I must however, add the
France I believe that in printing my article

Dear Mr. Goldwater: the Magazine of Art. I also believe
that in such a case, such as the use of an article as

In Mr. Rasmussen's absence in São Paulo, I am
writing in answer to your letter received here August 14,
1961. After consultation with Mr. Monroe Wheeler, the
Museum's Director of Exhibitions and Publications, I
am pleased to report that we can accept your proposal of
a token fee for your article on Rothko which appeared
in Arts. The Museum at present pays a flat rate of five
cents a word for articles of less than 3000 words, making
the total for your article \$117.15. We are very grateful
that you wish to contribute this to the Thirtieth Anniversary
Fund Drive, and have arranged to do so. You will receive
formal acknowledgment of this gift later. In the meantime,
please accept our thanks for your kindness and cooperation.

Sincerely,

Anne Dahlenen Hecht
(Mrs. David Hecht)
Editorial Associate
Department of Circulating
Exhibitions

ADH/NH

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC / IP	I.A. 1179

Mr. Palmer
Mr. Wally
Mr. Necht
Mr. Kallman
Mr. F. G. G. G.
Mrs. G. G. G. G.

AUG 14 1961

77 Rue Daguerre
Paris XIV

COPY

August 14, 1961

Rue Daguerre
Paris XIV

Dear Mr. Rasmussen:

Having been away from Paris, I have come back to find your letter concerning the Rothko catalogue. He had mentioned the inclusion of my article, and I am pleased at your decision. I must however, add the following: I believe that in printing my article Arts only bought "first reproduction rights." This at least was the practice on the Magazine of Art. I also believe that in principle such consecutive use of an article as you propose should be paid. I would therefore suggest that you establish a token fee for the article, and that this fee be paid over as a gift to the 30 anniversary fund drive. I am sure you - and Monroe Wheeler - will see my point.

Cordially,

Robert Goldwater

Cordially

Robert Goldwater

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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AUG 14 1961

77 Rue Daguerre

Paris ~~XIV~~

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that you establish a token fee for the article,

and that this fee be paid over as a gift to the

30 anniversary fund drive. - I am sure

you - and Monroe Wheeler - will see my point.

Cordially

Robert G. G. G. G.

Richard L. Palmer
Executive Secretary
Department of Circulating Exhibitions

Enclosures

RP:mk

Keating
see shipping
with Heller
London

1962

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

Keating
see shipping
with Heller
London

January 4, 1962

Mr. William Augerot
W. R. Keating & Company, Inc.
90 Broad Street
New York, New York

August 7, 1961

Dear Mr. Augerot:

This will confirm our telephone conversation earlier today regarding the prepaid shipment of 200 MARK ROTHKO exhibition catalogs which were forwarded for delivery to this Museum by Posh & Cross Ltd. of London on instructions from The Whitechapel Gallery. I have enclosed the shipper's invoice, certificate of insurance, and bill of lading as well as the carrier's (United States Lines) arrival notice and freight bill and would be most appreciative if you would make arrangements to have this shipment cleared through customs and delivered to the Museum.

Our Purchase Order I.C.B. 1095 has been issued to cover your firm's charges for this service and will cover the customs and delivery charges as well.

I hope you will not hesitate to call me about the value declaration we discussed this morning since there does seem to be a discrepancy between the shipper's invoice and the certificate of insurance forms.

Thank you for your cooperation.

Sincerely,

Richard L. Palmer
Executive Assistant
Department of Circulating
Exhibitions

Enclosures

RP:nk

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cc: Hecht
ICE F 66 61
green

*Newsweek
Catalogue*

August 9, 1961

Miss Thelma Hepburn
Publicity Department
Newsweek
1111 Madison Avenue
New York, New York

Dear Miss Hepburn:

We would like permission to use one of the photographs of Mark Rothko taken by NEWSWEEK in connection with the Rothko exhibition held at The Museum of Modern Art in January 1961. It would be reproduced in the catalog of a forthcoming exhibition of Rothko's work opening at the Whitechapel Art Gallery, London, in September and to be circulated in other countries by The Museum of Modern Art. Mr. Rothko already has the photographs. The catalog is to be prepared by the Whitechapel, but we will, of course, ask that they give credit to NEWSWEEK. The photograph will probably be used in catalogs for the rest of the showings on the itinerary and we hope that permission will cover all these uses, as well.

Sincerely,

Waldo Rasmussen
Assistant Director
Department of Circulating
Exhibitions

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<i>Telefax</i> WESTERN UNION <i>Telefax</i>	
SENDING BLANK	
CALL LETTERS	CHARGE TO
DLS	Museum of Modern Art, New York
KUNSTBRIEF BERLIN	
MAKE AND SHIP SOONEST PROGS ROTHKO CATALOGUE, PAGE THIRTY-FIVE TO FOSS AND CROSS 80-92 MANSELLSTREET LONDON LETTER FOLLOWS	
MOELLER MODERN ART	
Sent 4:30 Aug. 10 Charge C/E CC Anne Hecht	
<small>Send the above message, subject to the terms on back hereof, which are hereby agreed to</small>	
PLEASE TYPE OR WRITE PLAINLY WITHIN BORDER—DO NOT FOLD	
<small>1269—(R 4-55)</small>	

Please send the progressives to

Messrs Fosh and Cross
80-92 Mansellstreet
London E 1
England

Kindly send the invoice to the Museum to cover the costs.

Thank you for your prompt attention.

Sincerely yours,

Betsy Froehlich
Secretary to Pearl L. Moeller
Rights and Reproductions

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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cc Mrs. Hecht
Mrs. Shaw
File

File with
ICE-F66-61
(cat. material)
Bruder Hartmann

August 10, 1961

Mr. Fritz Hartmann
Bruder Hartmann
Hauptstrasse 26
Berlin-Schöneberg
Germany

Dear Mr. Hartmann:

To confirm my cable of today, would you kindly make up and send as quickly as possible the progressive proofs for the Rothko painting: Sketch for Mural No. 6, 1958, page 35 of the Rothko catalogue. The original progressives were shipped back to you by Art News in April, 1961 first class mail and evidently were lost in transit. Unfortunately, these were not insured.

Please send the progressives to

Messrs Fosh and Cross
80-92 Mansellstreet
London E 1
England

Kindly send the invoice to the Museum to cover the costs.

Thank you for your prompt attention.

Sincerely yours,

Betsy Froehlich
Secretary to Pearl L. Moeller
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