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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC / IP	I.3.146

THE FAMILY OF MAN

OVERSEAS SHOWINGS (Sponsored by the U.S.I.A.)

COPY I INTERNATIONAL (Showings between 1955-62)

<u>Place</u>	<u>Institution</u>	<u>Dates</u>	<u>Attendance</u>
Washington, D.C.	Corcoran Gallery	June 30-July 31, 1955	68,844
Germany: Berlin	Hochschule fur Bildende Kunst	Sept.17-Oct.9,'55	45,000
" : Munich	Staedische Lenbach-Galerie	Nov.19-Dec.18,'55	32,500
France : Paris	Musee National d'Art Moderne	Jan.26-Feb.26,'56	60,000
Netherlands:			
Amsterdam	Stedelijk Museum	Mar.23-Apr.19,'56	116,617
Belgium: Brussels	Palais des Beaux Arts	May 23-July 1,'56	35,000
England: London	Royal Festival Hall	Aug.1-30,'56	149,000
Italy : Rome	Palazzo Venezia	Nov.1-28,'56	50,000
Yugoslavia:			
Belgrade	Kalemegdan Pavilion	Jan.25-Feb.22,'57	76,000
Austria: Vienna	Kunstlerhaus	Mar.30-Apr.28,'57	45,600

(After Vienna showing, toured under the auspices of the USIA)

Germany: Hamburg	N.A.	N.A.	N.A.
Hannover	" "	" "	" "
Frankfurt	" "	" "	" "
Denmark: Aarhus	" "	" "	" "
Aalborg	" "	" "	" "
Odense	" "	" "	" "
U.S.S.R.: Moscow	" "	" "	" "
Finland: Helsinki	" "	" "	" "
Netherlands:			
Rotterdam	" "	" "	" "
Italy: Milan	Villa Comunale		24,000
TOTAL			833,717

COPY II INTERNATIONAL (Showings between 1955-63)

<u>Place</u>	<u>Institution</u>	<u>Dates</u>	<u>Attendance</u>
Guatemala:			
Guatemala City	Palacio Nacional	Aug.24-Sept.18, 1955	50,000
Mexico:			
Mexico City	La Fragua	Oct.21-Nov.20,'55	12,500
India: Bombay	Jehangir Art Gallery	June 19-July 26,'56	125,561
Agra	University of Agra Library	Aug.31-Sept.19,'56	62,000
New Delhi	All India Fine Arts and Crafts Society	Nov.4-Dec.5,'56	1,500,000

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Ahmedabad	Cultural Center	Jan.11-Feb.1, 1957	200,000
Calcutta	Ranji Stadium	Mar.14-Apr.16, '57	350,292
Madras	N.A.	May 23-June 20, '57	271,000
Trivandurum	N.A.	Sept.1-22, '57	N.A.
Ceylon (Sri Lanka): Colombo	CANCELLED		

(Toured under the auspices of the U.S.I.A.)

<u>Place</u>	<u>Institution</u>	<u>Dates</u>	<u>Attendance</u>
South Rhodesia:			
Salisbury	N.A.	N.A.	N.A.
South Africa:			
Johannesburg	" "	" "	" "
Capetown	" "	" "	" "
Durban	" "	Nov.11, '58	100,000
Pretoria	" "	N.A.	N.A.
Windhoek	" "	" "	" "
Port Elizabeth	" "	" "	" "
Uitenhage	" "	" "	" "
British East Africa			
(Kenya): Nairobi	" "	" "	" "
United Arab Republic			
(Egypt): Cairo	" "	" "	" "
Afghanistan: Kabul	" "	" "	" "
Iran: Tehran	" "	" "	" "
TOTAL			1,271,353

COPY III INTERNATIONAL (Showings between 1955-63)

<u>Place</u>	<u>Institution</u>	<u>Dates</u>	<u>Attendance</u>
Norway: Oslo	Kunstindustrimuseet (Museum of Applied Arts)	Jan.15-Feb.10, 1957	25,000
Sweden: Stockholm	Liljevalchs Konsthall	Mar.22-Apr.7, '57	40,000
Gothenborg	Svenska Massan (Gothenborg Fair)	June 8-23, '57	N.A.
Halsingborg	Halsingborg Exposition	July 12-Aug.18, '57	" "
Iceland: Reykjavik	N.A.	Sept.-Oct. '57	40,000

(Toured under the auspices of the USIA)

Finland: Helsinki	N.A.	Sept.-Oct., '57	N.A.
Denmark: Copenhagen	Charlottenborg Gallery	Nov.-Dec., '57	" "
Switzerland: Basle	N.A.	January '58	" "
Zurich	" "	N.A.	" "
Geneva	" "	August 1958	" "
Yugoslavia: Zagreb	" "	Oct.-Nov., '58	" "
Italy: Milan	" "	N.A.	" "
Turin	" "	" "	" "
Florence	" "	" "	" "
Poland: Warsaw	" "	" "	" "
Wroclaw	" "	" "	" "

ITINERARIES

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Walbrzych	" "	" "	" "
Jelenia Gora	" "	" "	" "
Cracow	" "	" "	" "
Poznan	" "	" "	" "
Debrowa Gornicza	" "	" "	" "

TOTAL 65,000

COPY IV INTERNATIONAL (Shown between 1957-62)

<u>Place</u>	<u>Institution</u>	<u>Dates</u>	<u>Attendance</u>
Cuba: Havana	Museo Nacional,	Mar.6-Apr., 1957	40,000
Venezuela: Caracas	Palacio de Bellas Artes	July 5-30, '57	12,500

TOTAL 52,500

(Toured under the auspices of the USIA)

Chile: Santiago	N.A.	N.A.	N.A.
Uruguay: Montevideo	" "	" "	" "
Australia: Melbourne	" "	" "	" "
Brisbane	" "	" "	" "
Adelaide	" "	" "	" "
Laos: Bientani	" "	" "	10,600
Indonesia: Djakarta	" "	" "	N.A.

TOTAL 63,100

GRAND TOTAL 2,233,170

TOTAL: 72 showings in 34 countries

Note: This itinerary was compiled from available information at the Museum of Modern Art, International Program, as of July 1994.

ITINERARIES

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ITINERARIES

THE MUSEUM OF MODERN ART

Date: October 16, 1956

To: Mr. J. Edgar Hoover

From: John F. Kelly

Re: French News of T.M.A. gifts of the following information re the delivery of the facility of the above.

1. It will be in Delaware, January 22 - February 2, 1957; then to New York City from the above information to and from Germany and finally to Berlin.

2. It will be in Paris January - February 1957; in three different sections of France during March through August; in Belgium September - October 1957, and in Luxembourg November - December 1957.

3. It is being handled and will have field agents.

4. It is to be in London. The T.M.A. report from Turkey should come in by 1957.

Mr. Hoover also will have in Nevada, also in our files a copy of report from London. Also they will report some of the facilities they had in New York. Also there have been in 1955, 14 in particular that they would have been transferred to the terminal. I will gladly send and gather through the files if you would please do. But we would certainly have a larger stock of what you have.

John F. Kelly

Handwritten notes:
 of the M.A. (1956)
 U.S.A. research report dated 12/1/56,
 was not last handwritten proceeding.
 French records show that the information
 was first in London, 2 then
 New York

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.B.146

THE MUSEUM OF MODERN ART

Date December 12, 1956

To: Rose Kolmetz

Re: Family of Man

From: Erika Pauli

Mr. Joseph Krene of U.S.I.A. gave me the following information re the itinerary of the Family of Man show.

Set 1 will be in Belgrade, January 15 - February 8; Vienna, March 30 - April 28; then the show will return to and tour Germany and finally be retired.

Set ³ will be in Oslo January - February 1957; in three different cities of Sweden during March through August; in Helsinki September - October 1957, and in Copenhagen November - December 1957.

Set ⁴ is being assembled and will tour Latin America.

*Set ² is now in Lucknow. The U.S.I.S. report from Bombay should come in any day.

Mr. Krene also said that we should have in our files a ~~xxxx~~ USIS report from London. Also that full reports came out on Guatemala City and Mexico City. Since these last two were in 1955, is it possible that they would have been transferred to the archives? I will gladly come and search through the files if you would like me to. But you would certainly have a better idea of what you have.

Many thanks.

* Note W.R. : (12/14/56)
U.S.I.A. Exhibits list, dated 12/1/56,
does not list Lucknow showing.
Earlier records show that the exhibition
was first in Bombay, then
New Delhi.

ATTENDANCE

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.B.146

THE MUSEUM OF MODERN ART

Copy #1 (Dus A)

Date 25th September 1956.

*RK
HMF
full*

To: Porter McCray

Re: FM dates

From: Edward Steichen.

Yesterday Maco spoke to a Mr. Jonassen (X2849) at the USIA and has passed on to us the following dates for the FM :

- Rome : November 2-28 : Palazzo Venezia
- Belgrade : January 25-February 22, 1957
- Vienna : April 15-May 15 : Kunstlerhaus

INDIA

- New Delhi : November 4-December 5
- Ahmedabad : January 11-February ?, 1957
- Calcutta : March 14-April 15
- Madras : May 23-June 20

ATTENDANCE

*one
initial
list*

Egypt - June 28
 Seoul - 25,000
 Tokyo - July 28 - 2 weeks
 Paris - 45,000
 Berlin - September 1 - 15.
 1,000 last day
 1,000 last day
 15,000 last day

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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*From Allis Ferguson
Sept 25, 1976*

Overseas F.O.M.

Copy #1 (Our A)

A. Asian

- 1955 Guatemala- August (3 weeks)
50,000.
- Mexico City- Oct. 26 - Nov. 15
12,500
- 1956 Bombay- June 19 - July 20
over 125,000
- Agra-
- New Delhi- Nov. 4 - Dec. 5
- Madras- May 23 - June 20
- 1957 Calcutta- Mar. 14 - April 15
- Leaves India-

Copy #2 (Our B)

B. European

- 1955 Washington D. C. 68,844 (9,170 last
day).
- Berlin - September 17 - October 9
45,000
- Munich - November 19 - December 18
32,500
- 1956 Paris - January 19 - February 25
(2,500 one day)
- Amsterdam - March 23 - April 29
Stedlijk Museum 116,617
- Brussels - May 15 - July 1
- London - August 1 - September 12
Royal Festival Hall
- Rome - Nov. 2 - 28
Palazzo Venezia
- Belgrade - January 25 - February 22
- Vienna - April 15 - May 15
Kunstlerhaus

Japanese Version

- 1956 Tokyo - March 20 - April 15
243,000
Takashimaya Department Store
(10,000 opening day)
- Osaka - May 8
74,678
- Nagoya - June 28
- Sendai - 22,000
11 Days
- Tokyo - July 18 - 2 weeks
75,215
- Fuoka - 43,000
- Kyoto - September 1 - 15.
1,800 1st Day.
3,900 2nd Day.
32,387 in 12 Days.

*see
detailed
list*

1,922,186 September 13, 1956 - exclusive Paris, London, Brussels, Rochester,
total Kyoto.

ATTENDANCE

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

THE MUSEUM OF MODERN ART

Date June 4, 1956

To: Mr. McCray

Re: Family of Man

From: Grace Davis

While talking with Jackie Martin re replacements for Bombay FOM, the following dates were confirmed:

1. FOM, Brussels Showing, May 23 - July 1
(Stedelijk Museum Palais des Beaux Arts)
2. FOM, London, hopes to open August 1 for a six weeks showing, Festival Hall, London (sponsored by PICTURE POST)
3. ...
4. ...
5. ...
6. ...
7. ...
8. ...

9/26/14

9. Vienna - Künstlerhaus Mar. 30 - Apr. 28, 1956
(see letter from S. Kallos, Vienna 2513 in "Modernism"
art in hsa - ICE F. #24-14-Vienna, Sept 13, 1956)

ATTENDANCE

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.B.146

THE FAMILY OF MAN - USIA SP-ICE-#10-55

ITINERARY

Copy #1 (Our B)

1. Berlin - Sept. 17 - Oct. 9, 1955
(45,000)
2. Munich - Nov. 19 - Dec. 18, 1955
(Staedische Lenbach Galerie) (32,000)
3. Paris - Jan. 26 - Feb. 26, 1956
(Musée d'Art Moderne) (2,500 in 1 day)
4. Amsterdam - Mar. 23 - Apr. 29, 1956
(Stedelijk Museum) (114,617)
5. Brussels - ~~June~~ May 23 - July 1, 1956 (Palais des Beaux Arts) (See memo GD to PAM, 6/4/56)
6. London - August 1 - Sept. 12, 1956 (See memo GD to PAM, 6/4/56)
(Royal Festival Hall, sponsored by Picture Post Magazine)
7. Rome - Palazzo Venezia - Nov. 2 - 28, 1956
8. Belgrade - Jan. 25, - Feb. 22, 1957
9. Vienna - *Kunstlerhaus Mar. 30 - Apr. 28, 1957*
(see letters from S. Kalich, Vienna 2513 in "Modern"
art m hsa. ICE F. # 24-14 - Vienna, Sept 13, 1956)

*add in
PAM
9/24/56*

ATTENDANCE

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.B.146

return to RK for file

THE MUSEUM OF MODERN ART

Date Oct. 21, 1955

Date Sept. 7, 1955

To: Mr. McCray

Re: Itinerary - FAMILY OF MAN

From: Rose Kolmetz

Re: U.S.I.A. SP-ICE-#10-55

FAMILY OF MAN - USIA

SP-ICE-#10-55

When Jackie Martin was in the Museum this morning, I asked her to give me the itinerary of the FAMILY OF MAN to date. This is how it stands at the moment:

FAMILY OF MAN was given to Allis Ferguson by Jackie Martin

Copy #1 (B):

*add
Carolina
wash*

1. Berlin -- Sept. 17 to Oct. 9, 1955

7. Rome

2. Munich -- Nov. 19 to Dec. 18, 1955

8. Belgrade

9. Vienna

*music
d'ant*

3. Paris -- Jan. 21 to Feb. 26, 1956

4. The Hague -- Month of April, 1956

5. Brussels -- Month of June, 1956

6. London -- Month of August, 1956

*Conference of Central
American States*

Copy #2 (A):

Caracas

1. Guatemala City -- Aug. to Sept., 1956

Palacio Nacional

2. Mexico City -- Oct. 26 to Nov. 15, 1955

3. India -

Green Dalchi

May says Amsterdam - 10/55

Tokyo showing -

ATTENDANCE

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC / IP	I.B.146

THE MUSEUM OF MODERN ART

Date Sept. 7, 1955

To: Mr. McCray

Re: Itinerary in Europe

From: Rose Kolmets

FAMILY OF MAN - USIA

SP-ICE-#10-55

The following itinerary of the Government's editions of
FAMILY OF MAN was given to Allis Ferguson by Jackie Martin
this afternoon:

COPY 1 (B)

1. Berlin - Sept. 17 to Oct. 4, 1955
2. Munich - Nov. 10 to Dec. 18, 1955
3. Paris - Jan. 21 to Feb. 19, 1956

COPY 2 (A)

1. Guatemala City - Due to open Aug. 20 for two weeks,
but was late. Exact dates to be
supplied later.
2. India - dates not yet determined

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ICE Files & Liz Shaw

see previous schedules

FAMILY OF MAN

Set 1

Belgrade Jan. 15 - Feb. 8
Vienna Mar. 30 - April 28
return to Germany afterwards and tour before being retired.

Set 3

Oslo Jan. - Feb. 1957
3 different cities in Sweden Mar. - Aug.
Helsinki Sept. - Oct. 1957
Copenhagen Nov. - Dec. 1957

Set 4

Will tour Latin America

Set R

Is now in Lucknow (spelling?) - not listed in 12/1/56
+ then New Delhi
USIA Exhibits list.
(U.R. - 12-14-56)

ATTENDANCE

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Nov. 1960

FAMILY OF MAN - Attendance Figures

<u>Country</u>		<u>Attendance</u>
India	Quote- Bombay Chronicle ... in THE FAMILY OF MAN	1 1/2 million (every 100,000th visitor received a book)
Japan	Quote-	19 cities - a million
Yugoslavia	Belgrade	276,000 in a city of 500,000 saw it, in a 3 week period.
Germany	Berlin, Munich	45,000 32,500
France	Paris	60,000
Netherlands	Amsterdam	116,617
Belgium	Brussels	35,000
England	London	149,000
Italy	Rome	50,000
Guatemala	Guatemala City	50,000
Mexico	Mexico City	12,500
India	New Delhi	1,500,000
Japan	Tokyo Osaka Nagayo Fukuoka Kyoto Okayama Hiroshima Shizuoko Sendai Akita Hakodati Niizata Sappuri Sasebo Kokura Kagoshima Miyozaki Kwmamoto Oita	243,455 77,368 75,937 46,548 32,387 30,204 28,700 13,369 21,618 12,675 10,035 16,976 36,802 15,085 20,887 33,764 14,000, 32,542x 31,542 19,732

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1959

FACT SHEET ON "THE FAMILY OF MAN"

The Family of Man show opened in New York at the Museum of Modern Art in January 1955. Since that time an estimated five million people in Asia, Africa, South America and Europe have lined up in queues, sometimes four abreast, to see the exhibition.

In Belgrade, where the show was on view for three weeks, 276,000 people out of a city population of 500,000 saw the show.

In Japan, a million people crowded into showings in 19 cities.

In India, at least one and one-half million saw it, free books were given out to each 100,000th visitor. In Madras, 22% of the population turned out for the show.

A letter published in a Calcutta paper (Amrita Bazar Patrika):

Despite its immense educative value, it has a significant role to play against the background of the present day world-tension. In these days of hatred, malice and rancour between countries under the canopy of different 'isms', such an exhibition will surely go a long way towards promotion of international friendship and amity. I offer my thanks to the USIS for holding this exhibition. (signed: Santosh Kumar Raychaudburi.)

A Staff Correspondent, writing in the Hindustan Times, New Delhi:

An exhibition at once tremendous in the conception of its theme and spiritually and aesthetically sublime in its execution is "The Family of Man", presented by the USIS in the former American pavilion.

In Germany, an opinion survey revealed that more than 90% of the visitors recognized the objective of the exhibit to be beyond that of the usual photo show, i.e. that it was intended to stress the common and uniting characteristics of all men. 10% returned for a second, third and fourth time.

In Southern Rhodesia, the African Daily News, editorialized: "the portrayal of life is a astounding... Never before have the universal themes and the common experiences of a lifetime so graphically been shown... I believe 'The Family of Man' helps one to realize how man is basically the same all over the world, and in our multiracial society, the exhibition helps one to have a realization and humane approach to all problems that estrange one man from another. Its philosophy is human: is of immense cultural and spiritual value."

In France, (where all photography was invented) the press comments are extraordinarily unanimous in high praise. ... "wonderful", "beautiful", "extraordinary quality", "revelation for all the Parisians", "a symphony in black and white", "heart-rending"...

An estimated 1,000,000 copies of book have been sold.
(875,000 by June '58)

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THE MUSEUM OF MODERN ART

Date June 11, 1957

To: Files

Re: THE FAMILY OF MAN, Belgrade

From: EFH *EFH*

FOM attendance in Belgrade, with a population of about 500,000, totaled 276,000. On the last day alone, 26,590 attended.

Source: press clipping, shown by Erika Pauli

This is already in our files & recorded - also included in FOM's report to the Council last month!

HUF

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*From attendance -
Belgrade
period of 29 days
Jan. 26 - Feb 22, 1917
276,311
Info from F.M.F. -
Pillars (Paper-)*

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TELEGRAM

*Shaw 2 19
1917 FEB 28
Phillips*

RX125
IMZ499
JU140/LMB BEOGRAD 11/10 26 1800
USAGOVT
MECRAY MODERNART NEWYORK
FAMILY TOTAL 276.311 FOR 29 DAY

CFM USAGOVT 276.311 29

*Francis MASON, Cultural Attache -
American Embassy -
Belgrade. } please
put on
copies*

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RX125
IMZ499

JU140/LMB BEOGRAD 11/10 26 1800

USAGOVT

MECRAY MODERNART NEWYORK

FAMILY TOTAL 276.311 FOR 29 DAY

CFM USAGOVT 276.311 29

Francis MASON, Cultural Attache - } please
 American Embassy - } put on
 Belgrade. } copies

cc Steichen
 d'Hannemaunt
 Shaw
 1957 FEB 28
 P.H. 2
 Kappel

WESTERN UNION
 TELEGRAM

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W. P. MARSHALL, PRESIDENT

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RK125
INZ199

cc: Mr. Steichen
Mr. d'Harnoncourt
Mrs. Shaw
Mr. Keppel

JU 110/LMB BEOGRAD 11/10 26 1800

USAGOVT

MCCRAY MODERNART NEWYORK

FAMILY TOTAL 276.311 FOR 29 DAYS

FRANCIS MASON (Cultural Attaché
American Embassy,
Belgrade)

CFM USAGOVT 276.311 29

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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All information on itineraries, co-sponsorship and attendance confirmed by telephone 1/18/57 with Mr. Fritjof Jonassen, Exhibits Division, I. C. S., U. S. I. A. - III A - D.

January 18, 1957

NO D. complete

III. THE FAMILY OF MAN - United States Information Agency versions

A. Copy 1 - for circulation throughout Europe

Before being sent overseas, the exhibition was shown at The Corcoran Gallery of Art from June 30 to July 31, 1955, under the auspices of George Washington University and the Washington Post and Times-Herald. Total attendance figures for this showing were 68,844.

<u>Country/City/Place</u>	<u>Dates</u>	<u>Co-Sponsorship</u>	<u>Attendance</u>
1. <u>Germany</u> : Berlin, Hochschule für Bildende Künste (Academy for Creative Arts).	September 17 - October 9, 1955		45,000
2. <u>Germany</u> : Munich, Städtische Lenbach-Galerie (Municipal Lenbach Gallery).	November 19 - December 18, 1955	Städtische Lenbach-Galerie, Munich Amerika-Haus	32,500
3. <u>France</u> : Paris, Musée National d'Art Moderne.	January 20 - February 26, 1956		60,000
4. <u>Netherlands</u> : Amsterdam, Stedelijk Museum.	March 23 - April 29, 1956	Het Parool, Amsterdam newspaper	116,617
5. <u>Belgium</u> : Brussels, Palais des Beaux Arts.	May 23 - June 1, 1956		35,000
6. <u>England</u> : London, Royal Festival Hall.	August 2 - 30, 1956	Picture Post, weekly magazine	149,000
7. <u>Italy</u> : Rome, Palazzo Venezia.	November 1 - 28, 1956		50,000
8. <u>Yugoslavia</u> : Belgrade, Kalemegdan Pavilion.	Scheduled for January 26 - February 22, 1957		

(continued on next page)

III. THE FAMILY OF
A. Copy 1 -
Country/City/Place
9. Austria: Vienna
Kunstlerhaus.
10. Germany

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January 18, 1957

III. THE FAMILY OF MAN - United States Information Agency versions

A. Copy 1 - for circulation throughout Europe (continued)

<u>Country/City/Place</u>	<u>Dates</u>	<u>Co-Sponsorship</u>	<u>Attendance</u>
9. <u>Austria</u> : Vienna, Künstlerhaus.	Scheduled for March 30 - April 28, 1957		
10. Germany	Scheduled for May, 1957		

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PK

PUBLICITY

~~Belgrade Hails Steichen's 'Man'~~
Belgrade Hails Steichen's 'Man'
Special to The New York Times
BELGRADE, Yugoslavia, Jan. 28—Edward Steichen's "Family of Man," a panorama of human life seen through the camera's eye, is the latest United States export to be welcomed with enthusiasm in Yugoslavia. The first showing yesterday in the Salemgdan Pavillion here drew an admiring crowd of 2,500 to view the 500 photographs.

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PUBLICITY

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE MUSEUM OF MODERN ART

Date February 19, 1957

Italian Show

To: Porter McCray
Liz Shaw
Capt. Steichen

Re: Family of Man

From: Erika Pauli

The attached is a translation from an Italian weekly which might interest you. The clipping was sent me by the USIA officer in Rome.

Italy, one does not know if it is through the initiative of USIS which has sponsored the coming of the show here, or through clerical requests. Taking into account that this has not happened in other countries the second hypothesis seems however to be the most likely. The picture of a parturition, for example, has been removed. And there was truly a great deal of patriarchal simplicity even in the scene in a certain scientific sense (certainly not pornographic) which would not have been able to scandalize even a nun. As for the priests, does not one teach them in the seminary, perhaps, drawn on a blackboard, the acts of love so that they can receive confession with a knowledge of the cause?

One other photo, and precisely the Italian one of two lovers at the Cascine has been censored, it is said due to the intervention of the subjects. These removals cannot but displease, also because the photos of our country are not many, altogether a dozen or so. Netherlands, but otherwise very little. No USIS report.

Tokyo Mar. 20 - April 15 July 18 - Aug. 4

The two removed photographs are illustrated, the caption reads A... has also been in numerous other Japanese... The personal modesty of the youths and the public modesty of so authority have obtained the censure of these two photographs.

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FAMILY OF MAN SHOW REPORT ON MATERIAL AT HAND
 From an article in "Nuova Generazione", Settimanale, Roma
 Dec. 9, 1956
 by Maria Luisa Piazza

Various

DISCREPANCIES IN THE FAMILY OF MAN

A photographic show like "The Family of Man" is a completely new occurrence in Italy; perhaps this is the reason why censorship has intervened so awkwardly in suppressing an essential image.

Through newspaper articles I am classifying reactions to the show as to conclusions drawn, or purpose, criticism concerning the Family of Man is above all the biggest photographic show which has so far been assembled. at for praise or criticism and a list of which photographs are reproduced.

Here in Italy the show has arrived after five years. It has arisen through the initiative of a group of intellectuals in America, including Carl Sandburg, the poet, a friend among others of Charlie Chaplin. It has from the beginning had a pacifistic intent which however has been mistaken in being a bit behind the times--attaching itself more, that is, to the climate of the America of Roosevelt and the New Deal rather than the era of today. Perhaps because of this position, preeminently cultural, it has been permitted and has found its first authoritative seat in the Museum of Modern Art of New York.

Some of the original photographs have disappeared from the show in Italy, one does not know if it is through the initiative of USIS which has sponsored the coming of the show here, or through clerical requests. Taking into account that this has not happened in other countries the second hypothesis seems however to be the most likely. The picture of a parturition, for example, has been removed. And there was truly a great deal of patriarchal simplicity even in the scene in a certain scientific sense (certainly not pornographic) which would not have been able to scandalize even a nun. As for the priests, does not one teach them in the seminary, perhaps, drawn on a blackboard, the acts of love so that they can receive confession with a knowledge of the cause? and that a formal USIS report is most important.

One other photo, and precisely the Italian one of two lovers at the Cascine has been censored, it is said due to the intervention of the subjects. These removals cannot but displease, also because the photos of our country are not many, altogether a dozen or so. Netherlands, but otherwise very little. No USIS report.

Tokyo Mar. 20 - April 15 July 18 - Aug. 4

The two removed photographs are illustrated, the caption reads
 She has also been in numerous other Japanese cities. An important
 The personal modesty of the youths and the public modesty of so
 authority have obtained the censure of these two photographs.

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FAMILY OF MAN SHOW

REPORT ON MATERIAL AT HAND

Various

London Aug. 1 - Sept. 12, 1956

Ample newspaper and magazine clippings.
No sociological background on the people attending.
No USIS report.

Through newspaper articles I am classifying reactions to the show as to conclusions drawn, or purpose; criticism concerning display and captions; reactions to the photographs themselves. I am preparing a list of the photographs singled out for praise or criticism, and a list of which photographs were reproduced and the number of times.

I am also preparing a list of the most important quotes from the newspaper and magazine articles, noting the proportion of these to simple announcements, noting the percentage of articles which mention USIS, Picture Post which was the co-sponsor, and MOMA, alone or in the various combinations.

There are some attendance figures available, but these still have to be completed and set in their proper context of overall population, ease of travel, whether the time of year and the weather were favorable or unfavorable, and the extent of the publicity given to the show.

Paris Jan. 26 - Feb. 26, 1956

Plentiful clippings from articles, plus a list of press announcements are available. Parts of the articles are translated, but they seem to be only favorable. A count has been kept of the number but not of which photos were used.

Since some of the London papers mention that the show was a success everywhere but in Paris, I feel that the French newspaper clippings will have to be carefully checked and that a formal USIS report is most important.

Amsterdam Mar. 23 - April 29

Large clippings from Het Parool, the co-sponsor of the show in The Netherlands, but otherwise very little. No USIS report.

Tokyo Mar. 20 - April 15 July 18 - Aug. 4

A half dozen clippings. No USIS report.
Show has also been in numerous other Japanese cities. An important factor in Japan is that the composition of the show was changed, so that comparison with the other countries would be questionable.

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Rome Nov. 2 - 28, 1956

A few clippings of the show in London.
This material should still be forthcoming since the show there has just ended.

Munich Nov. 19 - Dec. 18, 1955

Quite complete set of clippings, plus report of a study of the Audience by the Divo Institute of Frankfort. Thorough USIS report.

Berlin Sept. 17 - Oct. 9, -1955

Practically no material.

Brussels May 23 - July 1, 1956

Slight amount.

Guatemala City Aug, 1955

Nothing except attendance figure.

Mexico City Oct. 26 - Nov. 15, 1955

Nothing except attendance figure.

India

Slight sprinkling of clippings and letter from Paxton Hadow. Show was in Bombay, June 19 - July 20, 1956 and will be in various other cities.

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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~~HMF~~ - RK & juv -

THE MUSEUM OF MODERN ART

Mr. McCray ✓
 Capt. Steichen
 Mrs. Shaw

Date May 13, 1957

*Pub
 cat*

To:

Re: Family of Man

From: Erika Pauli

Mr. Alexander of USIA has sent me a report on the "Family of Man" made up from the despatches in their files. I had wanted them to send me the despatches themselves, but for some reason this they would not do. Mr. Alexander has given me the following attendance figures, which in some cases, differ from those we already have.

Berlin, 25 days, 45,000 Munich, 31 days, 33,000 Paris, 37 days, 35,000
 Amsterdam, 38 days, 116,000 ✓ Brussels, 40 days, 30,000

Guatemala City, 26 days, 50,000 ✓ Mexico City, 31 days, 12,500 ✓
 Bombay, 32 days, 125,500.

Tokyo, 28 days, 243,000 Total attendance in Tokyo, Osaka, Nagoya and
 Tokyo was nearly ~~500,000~~ 500,000.
 Osaka, 12 days, 77,000 Nagoya, 11 days, 80,000 plus Fukuoka, 12 days, 50,000 plus
 Belgrade, 270,000 ✓

He included also excerpts from reviews in the press of each country--quotes that is, all of them favorable.

Re the Family of Man film he said:

USIA has made more than 300 prints of the 20-minute black-and-white "Family of Man" film, which is available in both 16mm and 35mm. In addition to the English language, the audio part of the film has been translated into the following 22 languages: Spanish, Portugese, Persian, Hindi, Tamil, Teluga, Bengali, Urdu, Turkish, Arabic, Greek, Serbo-Croat, German, Italian, Japanese, Danish, French, Icelandic, Dutch, Norwegian, Swedish and Finnish. Of the more than 300 prints, 115 are in English and the rest in these foreign languages. To date the film is being shown in commercial theaters in Mexico, Bolivia, Honduras, Chile, Uruguay, India, Netherlands, Pakistan, and Kenya. The film is being screened in 70 overseas countries. (I suppose this means by USIA directly.)

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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FAMILY OF MAN

Country: Germany
FAMILY OF MAN
City: Berlin Dates of Showing: AVAILABLE MATERIAL Oct. 9, 1955

Place Shown: Hochschule für Bildende Kunst
Country: Germany
City: Berlin

Installation photos Hours:
Photos of Ceremonies and events
Catalog of show: in Circulating files
Press clippings
Press analysis

USIA report: Not available, number listed in USBER Despatch #126 Oct. 20, 1955
from USIS Bonn to Washington

Attendance figures: by Sept. 25, ~~2x~~ over 12,000

Letters:
Radio and Television:
Other: Mention is also made of a report stamped #007234 Action ICS-25
#1181

Press Co: See circulating files - publicity

USIS Officer in Berlin
Remarks: Mr. Michael Weyl
Cultural Affairs Officer USIS
Berlin

Books sold:

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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FAMILY OF MAN

Country: Germany

City: Berlin Dates of Showing: Sept. 17 - Oct. 9, 1955

Place Shown: Hochschule fur Bildende Kunst

Co-sponsor:

Admission: Hours:

✓ Attendance: average daily:
Total: 45,000

Opening Ceremonies:

Distinguished Visitors:

Special Events:

Radio and Television:

Press Coverage:

Remarks:

Books sold:

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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FAMILY OF MAN

Country: Germany

City: Munich Dates of Showing: Nov. 19 - Dec. 18, 1956

Place shown: Staedtische Lenbach-Galerie

Co-sponsor: Staedtische Lenbach-Galerie
Munich Amerika Haus

Admission: photos: Files SP, also red album

Attendance: average daily: heaviest day:
Total: 32,500

Opening Ceremonies: opened by Lord Mayor Thomas Wimmer

Distinguished visitors:

Special Events: all files

Radio and television: 89 minutes of radio and television time in Munich.

Press coverage: 101 articles and picture stories covering 1,870 column inches in 95 West German publications (circ. 5,680,000)

Remarks:

Books: 1500 sold at \$1.40, estimate possible market for 3,500

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CORRESPONDENCE

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FAMILY OF MAN

AVAILABLE MATERIAL

City: Paris Dates of Showing: Jan. 21 - Feb. 28, 1956

Country: France Musée National d'Art Moderne
City: Paris

Installation photos: Files EP, also red album

Photos of Ceremonies and events: Files EP, also red album

Catalog of show Average daily: 600 to 2,500 on Sunday
Total: 60,000

Press clippings: Files EP, red album

Press Analysis: EP files

USIA report

Attendance figures: all files

Letters:

Other

Special Events:

Radio and Television:

Press Coverage: Ample press coverage in writing and photos.
No count taken as yet.

Remarks:

Books sold:

VENUE
CORRESPONDENCE

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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FAMILY OF MAN

Country: France

City: Paris Dates of Showing: Jan. 21 - Feb. 26, 1956

Place Shown: Musée National d'Art Moderne

Co-sponsor:

Admission: 100 Fr. Hours:

Attendance: average daily: 600 to 2,500 on Sunday
Total: 60,000

Press Clippings:

Opening Ceremonies: Steichen present, as were M. Eyraud,
Directeur des Beaux-Arts et de l'Architecture à la
Prefecture de la Seine: M. Emile Pelletier, Prefet de
la Seine: M. Jondot, Conservateur du Musée d'Art Moderne
de la Ville de Paris; M. Andre Chamson, Membre de l'Ac-
adémie Française, Conservateur du Musée du Petit Palais:
M. Taittinger, Conseiller Municipal: M. Jean Berthoin,
Ministre de l'Education Nationale: M. Jean Berthoin,
Ministre de l'Education Nationale

Distinguished Visitors: see above

Special Events:

Radio and Television:

Press Coverage: Ample press coverage in writing and photos.
No count taken as yet.

Remarks:

Books sold:

VENUE
CORRESPONDENCE

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.B.146

FAMILY OF MAN AVAILABLE MATERIAL
Date: March 23--April 29, 1956

Country: The Netherlands
City: Amsterdam

Installation photos

Photos of ceremonies and events

Catalog of show

Press clippings

Press analysis

USIA report

Attendance figures: in letter from Earle H Balch, USIS, Dec.19, 1956 to EP

Letters: Digest of USIS report in letter from Balch (see above)

Other:

Remarks:

Books sold: 4,414
could have sold up to 11,000 if available

VENUE
CORRESPONDENCE

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.B.46

FAMILY OF MAN

Country: The Netherlands

City: Amsterdam

Dates of Showing: March 23--April 29, 195

Place Shown: Stedelijk Museum

Co-sponsor: Het Parool, Amsterdam Newspaper

Admission: 50 Dutch cents (\$0.13) Hours: 10 - 5: 7:30 - 10 weekdays
Sundays

Attendance; average daily: 2,990 heaviest day:
Total: 116,617

Opening Ceremonies: Included speech by Foreign Minister Luns

Distinguished Visitors: Queen Juliana, Prince Bernhard, Princess
Beatrix, U.S. Ambassador, Soviet Ambassador

Special Events: 10,000th, 25,000th, 50,000th, and 100,000th
visitor received book and special gifts.

✓ Radio and television: special reports of show as well as special
broadcasts of 50,000th and 100,000th visitor, The Queen's
visit, the Princess' visit, the closing on April 30th

✓ Press coverage: Practically all newspapers, some giving it full
pages and front page coverage, including favorable treatment by
the left wing and Communist dailies.

Remarks:

Books sold: 4,414
could have sold up to 11,000 if available

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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May-June '56

FAMILY OF MAN

AVAILABLE MATERIAL

FAMILY OF MAN

AVAILABLE MATERIAL

Country: Belgium

City: Brussels

Installation Photos (set of photos of visitors) EP

Photos of Ceremonies and events

Catalog of show

Press clippings Files EP

Press analysis in progress

USIA report despatched to Washington on Sept. 19. Not in Museum

Attendance figures: yes, in all files

letter to P. Notray from USIA 17th Sept.

Letters:

Other:

Other:

VENUE
CORRESPONDENCE

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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FAMILY OF MAN

Country: England

City: London

Date of Showings: Month of August 1966

FAMILY OF MAN

AVAILABLE MATERIAL

Place shown: Royal Festival Hall

Country: England
Lecture Post, weekly magazine

City: London

Admission: 1 shilling

Installation Photos: Photo file, room 506

Attendance: average daily: 2,500 to 5,000 heaviest day:

Photos of ceremonies and events 3,000 (plus ballet performance visitors makes 140,000) 143,000

Catalog of show

Press clippings: Files EP

Distinguished Visitors: Sir Albert Richardson, Royal Academy

Press analysis: in progress

USIA report: despatched to Washington on Sept. 19. Not in Museum

Attendance figures: Newspapers clippings

Letter to P. McCray from USIS 17th Sept.

Letters and television:

Other: coverage: clippings from 45 weeklies and dailies with approximately 40 articles, 17 news releases and 20 single announcements. A total of 50 photographs from the show were included in 27 of the articles.

VENUE
CORRESPONDENCE

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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FAMILY OF MAN

Country: England

City: London Dates of Showing: Month of August 1956
2 - 30

Place Shown: Royal Festival Hall

Co-sponsor: Picture Post, weekly magazine

Admission: 1 shilling

Attendance: average daily: 2,500 to 5,000 heaviest day:
Total: over 90,000 (plus ballet performance visitors
makes 140,000) 149,000

Opening Ceremonies:

Distinguished Visitors: Sir Albert Richardson, Royal Academy

Special Events:

Radio and television:

Press coverage: clippings from 36 weeklies and dailies
with approximately 40 articles, 17 news releases and 26
simple announcements. A total of 88 photographs from the
show were included in 28 of the articles.

Remarks: August is London's traditional holiday month and had
much rain.

Books:

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FAMILY OF MAN

AVAILABLE MATERIAL

Country: Italy
City: Rome

Installation Photos

Photos of Ceremonies and Events

Catalog of show

Press clippings 11 long clippings from Italy in files EP

Press analysis

USIA report

Attendance figures: 52,000 letter 1/18/57 from Krene USIA to Mr. McCray

Letters:

Other : Text of Italian radio broadcast, Dec. 3

12/11/56 Herbert L. Jacobsen writes report should be in hands of
Mr. Edward Stansbury, Chief ICS Exhibits, USIA, 1776 Pennsylvania
Avenue, Washington 25, D.C.

1/18/57 Letter from Joseph I. Krene, Exhibits Division to Porter McCray
"We are pleased to enclose additional material."

VENUE
CORRESPONDENCE

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cc: Mr. Richard C. Wooton(CAO, USIS, LONDON)
Captain Steichen
files

HOURS OF BUSINESS
9 A.M. TO 5 P.M.
MONDAY TO FRIDAY



Brown. Muff's of Bradford

BROWN, MUFF & CO. LIMITED

The Department Store

BRADFORD 1

Found
Mr. J. R. Theobald
BROWN, MUFF & CO. LTD
Bradford 1, England

BRADFORD 1
BRADFORD 1
BRADFORD 1

3rd March, 1958.

Dear Mr. Theobald:

In Captain Steichen's absence, I am replying to your letter of March 3rd, inquiring into the possibility of showing the exhibition THE FAMILY OF MAN in Bradford.

While the Museum, through its Department of Circulating Exhibitions, has been circulating this exhibition throughout the United States and Canada, all other showings must be arranged through the United States Information Agency, which has acquired several copies for showing elsewhere in the world. I would therefore suggest that you write to Mr. Wooton, Cultural Affairs Officer, United States Information Agency, American Embassy, London, who is the proper person to reply to your inquiry.

We greatly appreciate your interest in the exhibition and hope that it may be possible to show THE FAMILY OF MAN in the North of England. The only showing of the exhibition in the United Kingdom to date has been in London in August, 1956.

Sincerely,

Yours faithfully,
For BROWN, MUFF & CO. LTD.

Porter A. McCray
Director
The International Program

PAM/EPH:RM

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IT IS REQUESTED THAT ALL BUSINESS COMMUNICATIONS BE ADDRESSED TO THE COMPANY

HOURS OF BUSINESS
9 A.M. TO 5.30 P.M.
SATURDAYS 9 TO 1

Brown, Muff's of Bradford

BROWN, MUFF & CO. LIMITED

The Department Store



BRADFORD-1

TELEPHONE : BRADFORD 23434
TELEGRAMS : BROMUFF BRADFORD

Founded in 1814
AIR MAIL
102 & 103
Washington Street
Bradford, W. Yorks.

3rd March, 1958.

Edward Steichen Esq.,
Director of Photography,
Museum of Modern Art,
NEW YORK.

Dear Sir,

We wish to have details of the exhibition "The Family of Man" and would like particulars regarding the likelihood of staging this in Bradford in the North of England.

We have written for these details to Hulton Press Ltd., of London and they have advised us to write to you, and we hope you will be able to advise us of the position as to cost etc.

We should appreciate any help you may be able to give to us and we await your reply.

Yours faithfully,
for BROWN, MUFF & CO. LTD.

J. R. Theobald
J. R. Theobald

U/JH

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The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	IC / IP	I.3.146

England
Trevelyan

June 8, 1956

Miss Erika Trevelyan
3248 O Street
Washington 7, D. C.

Exhibition Director
Dear Miss Trevelyan:

Your letter addressed to the Exhibition Director of this Museum inquiring whether the exhibition THE FAMILY OF MAN is to be shown in England has been forwarded to this department for reply.

Dear Sir

I am pleased to be able to report that a full-scale edition of this exhibition is to open in Festival Hall, London, on August 1, this summer. THE FAMILY OF MAN has been exhibited in Berlin, Munich, Paris and Amsterdam, and opened in Brussels on May 23 where it is now on view.

Since I have another in England
Two editions of this exhibition are being circulated in the Far East after having been shown in Guatemala and Mexico City. They are now being shown in Japan and India.

The booklet of photographs from
In addition to the exhibitions that are circulating internationally now there are tentative plans for several smaller versions to be shown abroad in smaller communities where exhibition space may be limited.

written to enquire whether there is
I wish to thank you for your inquiry, and I hope your mother has an opportunity to see THE FAMILY OF MAN in London.

likelihood of this exhibition being shown
Sincerely,

in England, or indeed whether it is
leaving this country at all
Porter McCray
Director
Circulating Exhibitions and
the International Program

(and I hope) that it should have an
PAN:GE:sls
cc: Mr. Steichen (per)

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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GD advice of page ordering including
one in England & those in Asia
plans for smaller
version

Exhibition Director
Museum of Modern Art.

15 May 1956.

Dear Sir;

Since I sent my mother, in England,
the booklet of photographs from the
exhibition "The Family of Man" she has
written to enquire whether there is any
likelihood of this exhibition being shown
in England, or indeed whether it is
leaving this country at all. She feels
(and I agree) that it should have an

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international showing. I would therefore
be grateful if you could give me some
information at this point.

Yours sincerely

Erika Trevelyan.

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UNITED STATES INFORMATION AGENCY
WASHINGTON

May 17, 1956

GD

Handwritten notes in red ink:
This is a letter from
Mr. J. van den Bogaert
dated 5/17/56

May 17, 1956

Mr. J. van den Bogaert
 Assistant Director
 The Netherlands Information Service
 10 Rockefeller Plaza
 New York 20, New York

Forwarding eight contact sheets of
 "The Family of Man" and the negatives
 to match.

Dear Mr. van den Bogaert:

Thank you for your letter of May 3 in which you pointed out the outstanding success of THE FAMILY OF MAN exhibition in Amsterdam. of the Government, will you please see that they are returned here to ICS as soon as possible?

We are very pleased to have the contents of the news item which appeared in the Dutch press. That such a record crowd attended the exhibition is very impressive, and I have forwarded a copy of the news item to Mr. Steichen.

Sincerely yours, Martin
 Information Center Service

Porter McCray
 Director
 Circulating Exhibitions and
 the International Program

FAM:GD:sls

cc: SP-ICE #10-55 Copy 1
Amsterdam

Handwritten notes in red ink:
Please
note

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UNITED STATES INFORMATION AGENCY
WASHINGTON

April 30, 1956

GP

*Has May S. Allen been
answered
Received
handed to E. Steichen
5/10/56 -gd*

Dear Porter:

Under separate cover I am forwarding eight contact sheets of 35 mms on the Paris opening of "The Family of Man" and the negatives to match.

Mr. Steichen asked to borrow these. Would you please be good enough to see that he gets them?

In that they are the property of the Government, will you please see that they are returned here to ICS as soon as possible?

*Return
note
↑*

Sincerely yours,

Jackie Martin
Information Center Service

Enclosed:
8 contact sheets of
35 mms and negatives.

Mr. Porter McCray,
Director of Circulating Exhibits,
Museum of Modern Art,
11 West 53rd Street,
New York 19, New York.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	IC/IP	I.3.146

cc: Mr. Steichen

c
o
p
y

*Copy to Steichen if
he has not received*

September 7, 1955



THE FOREIGN SERVICE
OF THE
UNITED STATES OF
AMERICA

American Embassy -LONDON
Cultural Office
41 Grosvenor Square
London W.1.

September 7, 1955.

Mr. Porter A. McCray
Director International Program
Museum of Modern Art
11 West 53rd Street
NEW YORK 19, N.Y.
U.S.A.

Mr.
Dear
New
U.S.

Dear Porter:

Dear

Thank you for sending me copies of the letters about the "FAMILY of MAN" exhibit. We are still awaiting final confirmation of dates for the London showing, but it looks as if it will be August 1956, and at the Royal Festival Hall. It will be sponsored by Picture Post Magazine, as I told you previously. I will keep you informed of our plans.

Best regards.

Sincerely yours,

Best regards.

(Mrs.) Margretta Stroup Austin
Information & Cultural Affairs Officer

Margretta

MSA:pj

(Mrs.) Margretta Stroup Austin,
Information & Cultural Affairs Officer.

MSA:pj

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THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

20M

AMERICAN EMBASSY - LONDON
Cultural Office
41 Grosvenor Square
London W.1.

September 7, 1955.

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

Dear Porter:

Thank you for sending me copies of the letters about the "Family of Man" exhibit. We are still awaiting final confirmation of dates for the London showing, but it looks as if it will be August 1956, and at the Royal Festival Hall. It will be sponsored by Picture Post Magazine, as I told you previously. I will keep you informed of our plans.

Best regards.

Sincerely yours,

Margretta

(Mrs.) Margretta Stroup Austin,
Information & Cultural Affairs Officer.

MSA:pj

Copy sent to PAM 9/1/55

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RK
Jan 7
Man
Concept.

AIR MAIL

August 23, 1955

WESTERN UNION

CLASS OF SERVICE
 This is a fast message when its delivery charge is indicated by the proper symbol.

STANDARD TIME in parts of world. Time of service is STANDARD TIME in parts of destination.

Mrs. Margretta Stroup Austin
 Information & Cultural Affairs Officer
 American Embassy
 41 Grosvenor Square
 LONDON W.1.
 England

Dear Margretta:

August 1, 1955

MARGARETTA AUSTIN
 AMERICAN I am enclosing copies of inquiries received from London
 LONDON about the possibilities of The Family of Man being shown
 there; also copies of my replies.

Best, WASHINGTON SAYS THEY HAVE NO REQUEST FAMILY FOR LONDON

LETTER FOLLOWS

Sincerely,

Porter A. McCray
 Director International Program

Charge: FAMILY OF MAN USIA - 2P-100-710-

PAM:sh
 enc: cc - Photography letter - London
 " PAM's reply
 " Rera Wassell - London
 " PAM's reply

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WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

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LT.

~~SECRET~~

August 1, 1955

MARGRETTA AUSTIN
AMBASSY
LONDON

ORIGINAL EXHIBITION MUSEUM OCCUPIED EIGHT THOUSAND EIGHTY NINE SQUARE FEET
COMPLETELY FLEXIBLE ARRANGEMENT AIRMAILED FRIDAY FLEET PO SCALED DRAWING
EXHIBITION WASHINGTON SAYS THEY HAVE NO REQUEST FAMILY FOR LONDON
LETTER FOLLOWS

McGRAY
MODERNART

Charge: FAMILY OF MAN USIA - SP-ICE-#10-55

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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cc: Mr. d'Harnoncourt
Mr. Dyer
Mrs. Shaw

Via air mail

August 1, 1955

*Family of Man
WSIS*

Mrs. Margretta Stroup Austin
Information and Cultural Affairs Officer
American Embassy
41 Grosvenor Square
London W 1, England

Dear Margretta:

This morning I cabled you as follows:

ORIGINAL EXHIBITION MUSEUM OCCUPIED EIGHT THOUSAND
EIGHTY NINE SQUARE FEET COMPLETELY FLEXIBLE ARRANGEMENT
AIRMAILED FRIDAY FLEET PO SCALED DRAWING EXHIBITION
WASHINGTON SAYS THEY HAVE NO REQUEST FAMILY
FOR LONDON LETTER FOLLOWS.

This material was forwarded by airmail to the address furnished us by the New York Office of the Department of State:

American Embassy
Navy 100 Fleet Post Office
New York, N.Y.

Attention Information and Cultural
Affairs Officer

Included in this shipment were the following:

- I. 1 set of black-and-white prints, indicating all photographs or groups of photographs drawn to scale. These drawings respect the categories into which the exhibition is divided, - a division which should be observed in your installation. Reference to this set is essential to your London installation.
- II. 1 set of black-and-white prints, indicating the exact installation of the Museum's original exhibition. All photographs or groups of photographs are drawn to scale and categories are indicated.
- III. 1 bird's-eye view of the structural elements in the Museum's original installation.
- IV. 1 floor plan of the Museum's original installation.
 - .1 de luxe edition of the book: Family of Man, showing, on pages 195 to 207, the installation in the Museum.
 - .1 set of essential documents on the USIA version, Set No.2-A (there is no appreciable difference between this and Set No.1):
 - a-check-list of contents, by categories

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Aug. 1, 1955

- 2 -



THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

U. S. INFORMATION SERVICE

SEPTEMBER 1955

- b. box-list, with packing and unpacking instructions.
- c. installation instructions.
- d. box weights and dimensions.

AMERICAN EMBASSY - LONDON

By comparing the above check-list of the USIA version with the contents of the book, which represents the Museum's version, you will note that there are slight variations. The large photomurals have been reduced from 12 to 10 feet in height, the large hydrogen bomb Kodachrome has been converted to a black-and-white photomural, and a few photographs have been added.

I am delighted you have succeeded in getting Picture Post interested in the show. However, when I originally hinted to Washington that I had heard such a rumor, they said they had no request for the show from our Embassy in London. Perhaps by now they have your request, but a confirmation may not be a bad idea.

Because of the variety of conditions under which THE FAMILY OF MAN will be presented, it was impossible to set down any one scheme for installation. Hence your suggestion that a designer be used is essential to the best interests of the show. If you plan to use an American for this purpose, I would suggest Carlus Dyer, whom the Museum retains on a free-lance basis and who has designed most of the detail work in the Museum and USIA installations. He is at present in Guatemala City, installing one of the USIA copies at the Conference of Inter-American States. When your plans are final, we shall investigate Carlus' availability.

I estimate the area of the Royal Society of British Architects to be 6,627 square feet, which is slightly less than the area of 8,089 square feet allotted for the original in the Museum.

I am writing you separately regarding a complication with the Tate gallery and Sir John's arrangements for our painting and sculpture show there,

With very best regards,

Sincerely,

Porter A. McCray
Director
Circulating Exhibitions and
the International Program

PAM/rrk

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THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

AMERICAN EMBASSY - LONDON

41 Grosvenor Square,
London W.1.

July 22, 1955.

Mr. Porter McCray,
Director of Circulating Exhibits,
11 West 53rd Street,
New York City,
New York, U.S.A.

Dear Porter:

As I have written to you, Picture Post here is going to sponsor our "Family of Man" exhibition and they are trying to find suitable space in London, in itself a very difficult job.

They have asked me to send to you this floor plan of the galleries of the Royal Society of British Artists, with the dimensions of the galleries, to get your view as to whether the exhibition could be accommodated in this space. Could you let me have your opinion by return airmail, if this is possible? I do appreciate your help.

Sincerely yours,

PP. Margretta Stroup Austin.

M.S.A.

(Mrs.) Margretta Stroup Austin
Information & Cultural Affairs Officer

Encl.

Dictated but not read
by Mrs. Austin.

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U. S. INFORMATION SERVICE

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Royal Society of British Artists

DIMENSIONS OF GALLERIES

- 1 and 2 31x20 ft.
- 3 59x42 ft.
- 4 and 5 29x20 ft.
- 6 53x33 ft.

Cauch
Rend
SW7

LONDON
Square

Dear Porter:

The "Family of Man" exhibition is to be sponsored in England jointly by the Picture Post and USIS. They will be paying all expenses. We have not yet set a date, as they are trying to get space, and I have no confirmation of any time from Washington when the exhibition can be made available to us. We do, however, want to go ahead as soon as we can with plans. Picture Post would like to show it in London for about a month, and if we can get the exhibit for longer, take it to one or two other centres in the country. Do you know if there are complete floor plans and instructions for setting up the show contained in the exhibit as it was delivered to USIA? This will be most essential, I think.

Also, Picture Post would be willing to have a man brought over from the United States to England to supervise the layout and set-up of the show if there is someone available who has worked on it and knows how it should be done. I know this is a hard thing to ask when we do not have a particular date, but could you tell me if you think there might be anyone available in the near future for such a trip? I thought you would know if any of the men who worked on it for you are not back in permanent jobs at this time.

No word from Jack and Hope for some time. I hope all is well with them. If you see them give them my love.

Best regards.

Sincerely yours,

Margretta

(Mrs.) Margretta Stroup Austin,
Information & Cultural Affairs Officer.

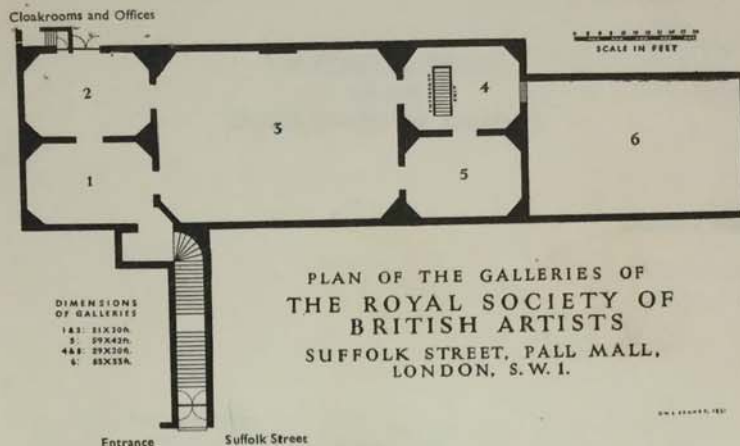
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U. S. INFORMATION SERVICE

GR05vsnor 900



Courth
Road
SW7

LONDON
Square

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Best regards.

Sincerely yours,

Margretta

(Mrs.) Margretta Strop Austin,
Information & Cultural Affairs Officer.

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THE FOREIGN SERVICE
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UNITED STATES OF AMERICA

32 Princes Gate Court
Ebury Road
London SW7

AMERICAN EMBASSY - LONDON

41 Grosvenor Square
London W.1.

July 8, 1955.

Mr. Porter McCray,
Director of Circulating Exhibits,
11 West 53rd Street, New York City,
New York, U. S. A.

Dear Porter:

The "Family of Man" exhibition is to be sponsored in England jointly by the Picture Post and USIS. They will be paying all expenses. We have not yet set a date, as they are trying to get space, and I have no confirmation of any time from Washington when the exhibition can be made available to us. We do, however, want to go ahead as soon as we can with plans. Picture Post would like to show it in London for about a month, and if we can get the exhibit for longer, take it to one or two other centres in the country. Do you know if there are complete floor plans and instructions for setting up the show contained in the exhibit as it was delivered to USIA? This will be most essential, I think.

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Best regards.

Sincerely yours,

Margretta

(Mrs.) Margretta Stroup Austin,
Information & Cultural Affairs Officer.