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THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

October 8, 1953

To: Film Editors
Art Editors
City Editors

Dear Sir:

You are cordially invited to attend a press preview screening of two new films, PARADE and BLACKTOP, by Charles and Ray Eames, which are being made available by the Film Library of the Museum of Modern Art for rental to non-commercial educational organizations.

Screenings will be held on Tuesday, October 13 at 2 p.m. and again at 5 p.m. in the 4th floor projection room of the Museum of Modern Art, 21 West 53 Street. Running time for the program is 15 minutes.

If you would like additional information, please call me.

Sincerely,

Elizabeth Shaw

Elizabeth Shaw
Acting Publicity
Director

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

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FOR RELEASE: WEDNESDAY
October 14, 1953

NEW FILMS AVAILABLE FOR RENTAL FROM MUSEUM OF MODERN ART FILM LIBRARY

Two new 16 mm. color sound films, BLACKTOP and PARADE, will be available for rental to educational and non-commercial organizations from the Film Library of the Museum of Modern Art, 11 West 53 Street, beginning November 1. The films were made by the well known husband and wife design team, Charles and Ray Eames, designers of furniture, houses and toys.

In BLACKTOP, The Story of the washing of a School Playground, variants in water patterns made as the water flows over the grainy asphalt surface and the white-painted lines for children's games are related to the score of Bach's Goldberg Variations played by Wanda Landowska on the harpsicord. There is no commentary and no people appear in the film.

PARADE, or Here They Come Down Our Street, is filmed entirely with mechanical toys as actors moving against a background of children's drawings of a city street. Band music, Sousa's Stars and Stripes Forever, accompanies the toy elephants, tigers and horses while brilliant Japanese paper flowers and balloons burst in the air over their heads.

Mr. and Mrs. Eames have only recently turned their talents to experimental films. BLACKTOP reflects their interest in the beauty of patterns found in everyday objects and events as the entire subject of the film is simply water moving over an ordinary school playground. PARADE is the result of their interest in toys, which they have collected from many parts of the world, and which they have designed.

BLACKTOP, running time 10 minutes, is available for rent for \$10. PARADE, running time 5 minutes, rents for \$5.

NOTE: Stills will be available at the Press Preview.