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THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

No. 37

April 26, 1955

MEMORANDUM TO CITY DESKS AND ASSIGNMENT EDITORS

YOUR COVERAGE IS INVITED:

TIME: Thursday, April 28, 1955, 11:30 A.M.

PLACE: Museum of Modern Art, 11 West 53 Street, New York City
(second floor - in exhibition)

EVENT: Human relations award to be presented by the Urban League of Greater New York to Edward Steichen, Director of the Department of Photography, the Museum of Modern Art, for his photographic exhibition, "The Family of Man." Presentation will be made by Edward S. Lewis, Urban League executive director.

Copy of citation enclosed.

For additional information, call Elizabeth Shaw, Publicity Director, Museum of Modern Art - Circle 5 - 8900.

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FOR RELEASE: FRIDAY
April 29, 1955

No. 37A

CITATION PRESENTED TO

EDWARD STEICHEN

by

URBAN LEAGUE OF GREATER NEW YORK

Thursday, April 28, 1955

If "the proper study of mankind is man," as certainly it is, then Edward Steichen must take his place among the world's great scholars. In his photographic exhibition, "The Family of Man," he has created one of the great poems of our time, taking us on an Odyssey through all the myriad of human experience. The journey, whose end is known for the individual, is unknown as yet for humanity itself.

For the Urban League, "The Family of Man," is the poem of humankind in the atom age. Seeking equality of opportunity for Negroes with all Americans, the Urban League works for the benefit of all peoples, building towards the eventual creation of a true Family of Man. Edward Steichen's exhibition narrates the Urban League credo with an eloquence seldom before seen or heard. It portrays all individuals and groups, all races and religions in the context of world human relations.

For there can be no narrow definitions. How clearly his poem in photographs, sweeping through 68 nations and their peoples of all degree, age and occupation shows man's infinite sameness in difference and interdependence in the most dramatic assertion of individuality.

For neglecting nothing human, Edward Steichen, neither what is easy nor what is difficult; neither what is hateful nor what is loved - so long as it is human - for making mankind proud of its humanity, the Urban League presents to you this award.

James Felt

Chairman, Board of Directors
Urban League of Greater New York