

THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE
SUNDAY, May 1, 1955

No. 39

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Photog

From May 2 through May 7, the last week that the FAMILY OF MAN photography exhibition is on view at the Museum of Modern Art, 11 West 53 Street, the Museum will open at 10 a.m., two hours earlier than usual, to accommodate more people who want to see the show before it leaves for a nationwide tour. On Sunday, May 8, the last day the exhibition is on view, the Museum will open as usual at 1 p.m.

After leaving New York, the FAMILY OF MAN exhibition will be shown in Minneapolis, Dallas, Cleveland, Philadelphia and Baltimore. In addition, two foreign editions are being made for the United States Information Agency which will circulate one in Europe, one in Asia during the coming year.

The FAMILY OF AMAN Exhibition, conceived and directed by Edward Steichen, has already broken attendance records at the Museum. Since it opened in late January, it has been seen by more than 238,000 people or an average of 2615 a day. On Washington's Birthday almost 6000 people crowded the Museum to see the show, making this the highest single day's attendance since 1940 when an exhibition of paintings by Italian masters was on view.

During the past two weeks the exhibition has been opened in the mornings to accommodate groups of children from the New York public schools. More than 1000 students saw the show during this period. Other groups have come in from the Rhode Island School of Design, Ohio State University and the Philadelphia Museum Art School, which cancelled all classes for a day and chartered buses so its entire student body and faculty could come to New York to see the exhibition.

Advance orders for the two editions of the book on the FAMILY OF MAN have also broken Museum records. More than 15,000 people have ordered the \$1 edition or the deluxe \$10 edition, both containing virtually all the photographs in the show, the quotations used as captions, Carl Sandburg's preface and an introduction by Mr. Steichen. The deluxe edition also contains photographic footnotes by Wayne Miller, Mr. Steichen's assistant on the show, and installation photographs by Ezra Stoller. The books are being published for the Museum by Simon and Schuster in collaboration with the Maco Magazine Corporation.

The exhibition has received wide coverage in the press here and abroad and has also brought new honors to Mr. Steichen. Among the organizations which have presented citations or awards are the Newspaper Guild, the American Society of Magazine Photographers, and the Urban League of Greater New York.