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THE MUSEUM OF MODERN ART

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FOR RELEASE: TUESDAY
JUNE 21, 1955

THE FAMILY OF MAN

deluxe edition, published by Simon and Schuster in collaboration with Maco Magazine Corporation for the Museum of Modern Art, New York.

Boards, boxed, 226 pages, more than 500 photographs from 68 countries, including portfolio of installation pictures of the exhibition "The Family of Man" in the Museum of Modern Art, New York. Prologue by Carl Sandburg, introduction by Edward Steichen. 8 1/2 x 11". \$10

paper edition, published by the Maco Magazine Corporation for the Museum of Modern Art.

Stiff paper cover printed in four colors. More than 500 photographs from 68 countries. 192 pages. Prologue by Carl Sandburg, introduction by Edward Steichen. 8 1/2 x 11". \$1

Two editions of The Family of Man based on the widely hailed exhibition created by Edward Steichen for the Museum of Modern Art, New York, will be published on June 21, the opening date of the show's national tour which begins in Minneapolis. A deluxe edition, published by Simon and Schuster in collaboration with the Maco Magazine Corporation for the Museum, contains 226 pages and is bound in boards and boxed. The paper edition, published by the Maco Magazine Corporation for the Museum, sells for \$1 and contains 192 pages. Both books include virtually all the photographs in the exhibition, Carl Sandburg's prologue and an introduction by Edward Steichen. The deluxe edition also contains a portfolio of photographs showing the exhibition as it was installed in the Museum and photographic footnotes by Wayne Miller, Steichen's assistant on the show.

The exhibition was visited by more than 270,000 people at the Museum of Modern Art this winter and will be shown in Minneapolis, Dallas, Cleveland, Philadelphia, Baltimore and Pittsburgh during the next year and a half. (Schedule given below) An international edition of the exhibition will be on view in July at the Corcoran Gallery of Art under the sponsorship of the Washington Post and Times-Herald and Washington University, and will then travel abroad under the auspices of the United States Information Agency.

Edward Steichen, dean of American photographers, spent almost three years selecting the photographs in these books from over two million. Thousands of pictures were submitted to the Museum in response to an international appeal and additional thousands were seen in photo files, photographers' studios, magazine files.

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Attendance records at the Museum for the past 15 years were shattered while The Family of Man was on view and many organizations, including the Newspaper Guild, the American Society of Magazine Photographers, the Urban League of Greater New York and the Philadelphia Museum School of Art, presented citations or awards to Mr. Steichen for the show.

The advance sales of both editions of the book were unprecedented in the Museum's history. More than 17,000 copies were ordered by visitors to the Museum. The first edition of the \$1 book has already sold out and a second printing of 100,000 is underway.

The deluxe edition includes a portfolio of installation photographs by Ezra Stoller, well-known architectural photographer, with photographic footnotes by Wayne Miller who assisted Mr. Steichen on the show. Mr. Miller photographed his four young children previewing the exhibition.

Carl Sandburg's prologue, which was distributed to visitors to the exhibition, is reprinted in full in both books. It concludes "A camera testament, a drama of the grand canyon of humanity, an epic woven of fun, mystery and holiness -- here is the Family of Man." Mr. Steichen's introduction, specially written for the book, says in part:

The exhibition, now permanently presented on the pages of this book, demonstrates that the art of photography is a dynamic process of giving form to ideas and of explaining man to man. It was conceived as a mirror of the universal elements and emotions in the everydayness of life -- as a mirror of the essential oneness of mankind throughout the world.

The books also contain the quotations from world literature used as wall captions in the exhibition. Leo Lionni, well-known art director and artist, designed the layout for both books which were printed by R.R. Donnelley and Sons.

EXHIBITION SCHEDULE

Minneapolis Institute of Art	June 21 - Sept. 4, 1955
Dallas Museum of Fine Arts	Oct. 7 - Nov. 18, 1955
Cleveland Museum of Art	Jan. 24 - March 5, 1956
Philadelphia Museum of Art	March 25 - April 29, 1956
Baltimore Museum of Art	May 30 - July 15, 1956 (approx.)
Carnegie Institute (Pittsburgh)	Oct. 18 - Nov. 29, 1956

The international edition of the exhibition will be on view at The Corcoran Gallery of Art, Washington D.C., June 30 - July 31, '55, under the sponsorship of the Washington Post and Times-Herald, and George Washington University.

NOTE: Review copies and photographs available.