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THE MUSEUM OF MODERN ART
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FOR RELEASE Sunday, January 13, 1935,
or any time during that week for the
broadcast Saturday night, January 19

In cooperation with the Museum of Modern Art, the American Federation of Arts announces the sixteenth of its new series of "Art in America" programs to be broadcast by the National Broadcasting Company over Station WJZ and national network Saturday, January 19, from 8:00 to 8:20 P.M. Eastern Standard Time. The subject of the program will be "The Motion Picture." It will be given in dialogue form from material prepared by Iris Barry, motion picture critic of The Bulletin of The Museum of Modern Art and member of the Exceptional Photoplays Committee of the National Board of Review. Miss Barry was formerly motion picture critic of the London Daily Mail and the Spectator.

The motion picture combines several arts but considered visually it is properly included in a series of art talks on painting, sculpture, architecture, and still photography. Born in our own time and country, it lacks the sanctity of the ages and even today is often dismissed contemptuously as a low form of commercial entertainment for the masses. But with the advent of David Wark Griffith and Charles Spencer Chaplin, discriminating people began to recognize it as a distinct art form. These two men were the first great artists of the motion picture. Griffiths recognized it as an entirely new medium and where others had tried to transfer the stage bodily to the screen, he translated drama in terms of the screen. He was first to make the fade-out, dissolve, close-up, and other devices part of motion picture technique. His greatness lies in the fact that every development, invention and idea he brought to the screen belonged to that particular art and to no other. Similarly, Charlie Chaplin's genius is essentially that of the motion picture. He created a tragi-comic character that has never been equalled in its power to sway an audience, and that can live nowhere but on the screen. His projection of the little man against the big world struck a universal chord.

The part the public has played in the development of this new art will be discussed in the dialogue Saturday night. It was public demand that took the motion picture out of its cradle, the peep-show,

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put it into the vaudeville theatre, and then into its own show house, the movie palace. The public was first to recognize the genius of Griffith and demand more pictures directed by him. The public, uninfluenced by publicity campaigns, crowned Charlie Chaplin and Mary Pickford--an unknown actor and actress, nameless on the early programs--and made them king and queen of the movies. And it is the public, today, that will decide whether or not the motion picture shall be merely a combination of others arts or shall develop fully its own art form.

The "Art in America" programs broadcast every Saturday night from October 6 to January 26 are a continuation of the series initiated by the General Federation of Women's Clubs and made possible through the cooperation of the Carnegie Corporation of New York, the American Federation of Arts, the National Advisory Council on Radio in Education, the National Broadcasting Company, the Metropolitan Museum of Art, the Art Institute of Chicago and The Museum of Modern Art.