

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

FOR RELEASE

Friday, September 20, 1957
No. 93

MUSEUM OF MODERN ART TO PRESENT PROSPECTS FOR THE FILM

Prospects for the Film, an inquiry into films of fact, presented by the Museum of Modern Art Film Library in collaboration with the New York Film Council, will be held in the Museum auditorium, 11 West 53 Street, on three successive Monday evenings at 8:30, October 21, 28 and November 4.

Tickets will be on sale October 1 for the series, which will consist of film screenings and discussion by a distinguished panel of producers, directors, cameramen, editors, writers and artists. The programs are: October 21 - "The Sponsored Film"; October 28 - "The Propaganda and the Journalistic Film"; November 4 - "Artists and Film - Animation and Experiment."

Films of fact, also known as documentaries or non-fiction films, have in recent years become increasingly significant as a commercially sponsored medium, as a propaganda and journalistic outlet, and, esthetically, in the development of animation and other techniques. The Museum series will investigate such areas as creativity in film communication - the early promise, present realization and future prospects; the role of the sponsor; the responsibilities of film makers to sponsors and to the public; the TV commercial - demands and potential.

Panelists include, among others, Stephen Bosustow, originator and president of UPA; Boris Kaufman, photographer of On the Waterfront and Baby Doll; Frank Capra (schedule permitting) director of It Happened One Night, Lost Horizon, the wartime Why We Fight series and the current hour-long TV documentary, Our Mr. Sun; Irving Gitlin, CBS Director of Public Affairs, under whose jurisdiction the Nikita Krushchev interview was developed on Face the Nation; Richard Griffith, Curator of the Film Library, Museum of Modern Art; Isaac Kleinerman, editor of Victory at Sea and producer-editor of the forthcoming CBS-TV program, Twentieth Century; and Robert Osborn, cartoonist, illustrator of The Exurbanites.

Film excerpts will illustrate the inquiry, and a screening of one of the best current films will conclude each evening.

Checks should be made payable after October 1 to the Museum of Modern Art, and addressed to the attention of the Film Library. Applications will be filed in order of receipt. Series admission, \$5.00; single admission, \$2.00. For additional program information call CI 5-8900, Ext. 316.

For additional information please contact Herbert Bronstein, Assistant Publicity Director, Museum of Modern Art, 11 West 53 Street, New York. CI 5-8900.