

THE MUSEUM OF MODERN ART

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THE MUSEUM OF MODERN ART AND SCANDINAVIA

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The Museum of Modern Art, which has just announced a campaign to raise 25 million dollars for additional building and program funds, has played an important role in worldwide cultural exchange since its founding in 1929. This activity has been increased in recent years with the establishment of the International Program, a special department in the Museum devoted to cultural exchange. The importance of this activity to men and women all over America is attested by the fact that the Museum's program is now under the auspices of an international Council composed of community leaders and art patrons from many parts of the country.

The Museum has carried on an active exchange program with Scandinavia since 1938 when it presented an exhibition of architecture and furniture designed by Finland's Alvar Aalto. Since then it has continued to exhibit and collect the work of Scandinavian artists. The large exhibition of the work of Edvard Munch was exhibited at the Museum in 1950. The Museum has circulated exhibitions of Scandinavian art to institutions throughout the United States and has sent exhibitions to Norway, Sweden, Denmark, Finland and Iceland.

In celebration of the 25th Anniversary of the Swedish-American Society in Stockholm and the American Scandinavian Foundation in New York, the Museum was invited to participate in an exhibition of American architecture for Sweden. America Builds, which was sent to Sweden under the auspices of the Office of War Information in 1944, was the first architectural exhibition held at the National Museum in Stockholm and its first American exhibition of any kind. It was subsequently sent to Finland and Denmark.

The major exhibition organized by the Museum's International Program, Twelve Modern American Painters and Sculptors, was shown in Sweden, Finland and Norway during 1953 and 1954. Other exhibitions assembled by the Program have also been widely circulated in Scandinavia; Built in U.S.A.: Postwar Architecture, originally shown at The Museum of Modern Art in New York, was shown in Sweden, Denmark and Norway and after being shown in Finland, was donated to the Finnish Architectural Museum there. Another architecture exhibition, The Skyscraper, U.S.A., was shown in two Norwegian cities in 1954. Two print shows, Thirty American Printmakers and Young American Printmakers were extensively circulated, the former in 19 cities in Sweden and Finland and the latter in 12 cities in Norway.

The Museum has adapted three exhibitions of Scandinavian material originally shown in

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New York to be circulated throughout the United States and Canada: The Graphic Works of Edvard Munch, Stockholm Builds and Art Work of Swedish Children.

The Family of Man, Edward Steichen's famous photography show originally shown at The Museum of Modern Art was circulated in Scandinavia under the auspices of the American government. Between 1957 and 1959, it was shown in ten cities in Norway, Sweden, Finland, Iceland and Denmark.

The Museum of Modern Art publications have been exhibited in Denmark, Norway and Sweden, and a Swedish edition of Masters of Modern Art, edited by Alfred H. Barr, Jr., has been published recently.

A detailed list of activities is available upon request.

For further information contact Elizabeth Shaw, Publicity Director, The Museum of Modern Art, 11 West 53rd Street, New York, N. Y. CI 5-8900