

THE MUSEUM OF MODERN ART

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THE MUSEUM OF MODERN ART AND LATIN AMERICA

(with the exception of Brazil)

10/17
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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.

From 1931 when the Museum presented a one-man show devoted to the Mexican painter Diego Rivera, it has conducted an active exchange program with Latin American institutions. It has continued to collect and exhibit the work of Latin American artists, and it now has the largest collection of these outside Latin America. In addition, it has circulated exhibitions of Latin American art to countries in South and Central America and to the United States and Canada. The Museum has also circulated exhibitions of art from the United States to many countries in Latin America.

Pre-Columbian art has been the subject of two major exhibitions held at the Museum, Ancient Arts of the Andes in 1954 and American Sources of Modern Art (Aztec, Mayan, Incan) in 1933. The exhibition 20 Centuries of Mexican Art was the most comprehensive survey of the art of a single country ever presented at the Museum.

In the exhibition The Latin American Collection of The Museum of Modern Art shown in 1943 and in subsequent purchases in this field, the Museum has demonstrated its continued interest in the artistic activity of Central and South America. A large part of this collection has been circulated throughout Latin America under the auspices of the Pan American Union.

In 1955 the Museum presented Latin American Architecture Since 1945, a comprehensive survey of the distinguished architecture accomplished in many Latin American countries in those ten years.

A conference on studies in Latin American art was organized by the Museum in 1945. The Museum also published a number of books relating to Latin American art, including Ancient Arts of the Andes by Wendell Bennett and René d'Harnoncourt and Latin American Architecture Since 1945 by H. R. Hitchcock. Some of the most outstanding Museum publications

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have been translated into Spanish and Portugese such as Masters of Modern Art by A. H.

Barr, Jr.

A large selection of American art books has been presented to several Latin American institutions and material on the contemporary theatre and dance was presented to four libraries in 1953.

The first large exhibition of contemporary American art to be shown in South America was La Pintura Contemporanea Norteamericana organized by the Museum in collaboration with four other American museums in 1941. The Museum has either organized or partly financed all United States representations to the International Bienals in São Paulo.

In 1954 the International Program organized the United States Representation at the exhibition held in conjunction with the Tenth Inter-American Conference in Caracas, Venezuela.

Under the International Program three print shows devoted to contemporary American printmaking and two shows devoted to the postwar architecture of both the United States and Latin America have been widely circulated throughout Central and South America. The Family of Man, the famous photography exhibition created by Captain Edward Steichen, also had a wide and popular circulation in Central and South America.

During World War II the Museum's Film Library at the request of the U.S. State Department prepared several documentary films in Spanish and Portuguese for showing in Latin America.

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