

# THE MUSEUM OF MODERN ART

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## THE MUSEUM OF MODERN ART AND INDIA

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.

In 1955 the Museum presented Textiles and Ornamental Arts of India, the first incoming exhibition of the International Program. In conjunction with this occasion, the Museum organized evening programs devoted to the music, the dance and the film in India.

Selections from the contemporary portion of this exhibition were later circulated throughout the United States and Canada.

A major exhibition of mass-production and handmade objects was organized by the International Program of the Museum, at the request of the Indian Government and with the aid of a grant from the Ford Foundation. Entitled Design Today in America and Europe, it opened in New Delhi in 1959 and will tour India for a two-year period, after which it will form the nucleus of a permanent design collection in that country. Recent American Prints in Color, also organized by the International Program, was seen in nine Indian cities in 1958.

The Family of Man, the famous photographic exhibition originally created by Captain Edward Steichen for The Museum of Modern Art, and circulated in the United States, was shown in seven Indian cities between 1956 and 1957, under the auspices of the American Embassy. It was seen by over a million people in these cities.

The International Program was also responsible for the U.S. Representation at the III International Contemporary Art Exhibition. In 1956 the International Program also organized the distribution of sets of art publications to delegates at the 9th Session of the General Conference of UNESCO in New Delhi.

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A detailed list of activities is available upon request.

For further information contact Elizabeth Shaw, Publicity Director, The Museum of Modern

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