

THE MUSEUM OF MODERN ART

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The International Council of the Museum of Modern Art, concluding a two-day meeting in New York, announced today its new five year exhibition program with great emphasis on countries in which the people have had limited opportunities to become acquainted with the cultural achievements of our country. Because of this new policy, the Council said, it will no longer be able to finance the official United States representation at the regularly recurring international art shows in São Paulo and Venice which it has sponsored since the early '50s.

The projected program, which aims at the eventual expenditure of \$200,000 a year, will include exhibitions in all the visual arts prepared for circulation throughout Latin America, the Near, Middle and Far East, Africa, Australia and Europe.

"In taking stock of our resources for the next five years and in estimating the need for cultural exchange, it seemed appropriate for the Council as a private agency to concentrate on the kind of long-range circulating exhibitions program which we can operate with greater flexibility than a public agency rather than to concentrate on the United States participation in official biennials," Mrs. Bliss Parkinson, President of the Council, said. "Furthermore we are the only country in the world whose government does not officially sponsor its artists at the São Paulo and Venice Biennales. Financing the official United States representation at these and similar international shows in which the pattern of government support has been successfully established throughout the world, seems to us an appropriate function of our government."

This announcement does not affect the 31st Venice Biennale, opening June 16, to which the International Council is already committed and for which the Museum of Modern Art has already made the selection of the United States representation. The first biennial to be affected will be the São Paulo exhibition in 1963.

The Council also expressed its gratification for the concern shown recently for international exchange of the arts by members of the United States Congress, and under the leadership of the President, by the Administration itself.

The International Council of the Museum of Modern Art, composed of about 100 art patrons and community leaders from various parts of the country, was founded in 1953 to encourage the international exchange of the visual arts. In 1957 it assumed financial responsibility for the Museum of Modern Art's extensive overseas activities which have included the United States representation at twelve international art shows since the end of World War II. In addition, in 1954, the Museum of Modern Art purchased

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the United States Pavilion at Venice which was for sale by a private art gallery, and was the only privately owned pavilion at the biennale.

Although the Museum of Modern Art has shared with other museums the task of selecting the United States section of the Sao Paulo and Venice Biennales, it has been necessary each year for the Museum and the Council to make a substantial financial contribution as no museum was able to add such an expensive activity to its annual budget. It is estimated that in all about half a million dollars have been spent on these shows since 1953.

Mrs. Parkinson also announced that the Art in Embassy program, a pilot project initiated by the International Council in 1958 has sent thirteen groups of loans to the official residences of United States Ambassadors abroad. Now in preparation are loans for the residence of our Ambassador in Rome, being assembled in cooperation with the Boston Museum of Fine Arts and the America-Italy Society, and for the residence of our Ambassador to Poland. Projects approved at the Council meeting for the future, pending the raising of sufficient funds, include loan exhibitions for our Ambassador's residences in Turkey, Colombia and the Philippines.

Completed Art in Embassies projects are in Ethiopia, Thailand, Yugoslavia, Germany, Denmark, Peru, Portugal, India, Canada, France, Iceland, Egypt and Japan.

New exhibitions which the Council proposes to circulate during the next five years include Modern Paintings from Collections in the United States, requested by several museums in Latin America and Modern Sculpture USA, requested by the Musee Rodin in Paris. The 20th Century House will be sent to Africa, the Near, Middle and Far East and Roads will be circulated throughout Latin America. Two exhibitions of fine photographs, a retrospective of work by Edward Steichen and Alexander Liberman's The Artist in His Studio will be sent to India, Japan and Australia. The Children's Carnival of Art, a gift to the National Children's Museum by the International Council and The Asia Society, will circulate in that country beginning in 1963.

Among the exhibitions now traveling abroad which will continue to circulate in the coming months are one-man shows of the work of Ben Shahn and Mark Rothko, Visionary Architecture and the Intimate World of Lyonel Feininger, now in Berlin and scheduled for Israel and Japan.

The International Council's five year program will be financed by contributions from its members and by specially raised capital funds and income from endowment. This now stands at slightly more than one million dollars which the Museum expects to be able to increase to two million with funds provided by the Museum's current drive for endowment, program and building money.

August Heckscher is Chairman of the Council, Mrs. Bliss Parkinson, President. Honorary Members include Mrs. John F. Kennedy, Georges Salles, The Honorable C. Douglas Dillon, Senator J. William Fulbright, Dr. Will Grohmann, Roland Penrose, Sir Herbert Read, Professor Paul J. Sachs.

Further information available from Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. Circle 5-8900.