

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

No. 117

FOR RELEASE:

Sunday, October 7, 1962

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Television joins the other visual arts at the Museum of Modern Art for the first time next ~~January~~ ^{FEBRUARY} with the opening of a 14-week series of screenings called Television: USA: Thirteen Seasons. Selected from television programs produced between 1948 and 1961, the kinescopes and films will be shown twice daily in the Museum Auditorium. The program will change at the beginning and middle of each week.

Jac Venza is guest director for the retrospective which will consist of approximately 50 television programs. He is working under the overall direction of Richard Griffith, Curator of the Museum's Film Library and with a selection committee of five men each of whom is organizing programs for different categories. Isaac Kleinerman will organize the selection of news and special events programs, Lewis Freedman, dramatic programs, Burt Shevelove, comedy and music programs, and Perry Wolff, programs dealing with education in the arts. Abe Liss is organizing the selection of outstanding commercials.

The project, first of its kind in the Museum's history, was initiated in 1961 when the Museum asked NBC, CBS and ABC to help underwrite the costs of research aimed at finding out whether enough material existed on film or kinescope. At that time René d'Harnoncourt, Director of the Museum, wrote each network saying "We expect that such a retrospective would accomplish within the field of television the same kind of result that we have experienced with retrospectives of the film, architecture, design, photography, painting and sculpture. That is, by focusing attention on those areas in which the Museum feels the medium has made significant contributions to the art of our time, the exhibition would help the public to develop general standards of understanding, enjoyment and evaluation."

The various talent unions have expressed a desire to cooperate with the project by providing clearances for the programs supplied by the networks, but final arrangements will not be made until the Museum's selection committee has viewed all the programs submitted and made its definite choices.

Educational stations and independent producers as well as the three networks were invited to submit programs for possible inclusion in the series.

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

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No. 117A

FOR RELEASE:

Tuesday, Oct. 16, 1962

Television's outstanding commercials from 1948 to 1961 will be included in Television USA: Thirteen Seasons, a special series of kinescopes and films produced for television to be shown at the Museum of Modern Art beginning in January.

Abe Liss, President and Creative Director of Elektra Film Studios and a former instructor in film design at Columbia University, is organizing this part of the program which will include dramatic shows, comedy and music, and education in the arts as well as commercials.

More than 200 advertising agencies and production films have already been contacted and asked to submit material for possible inclusion in the program. The aim is to make a comprehensive evaluation of the development of the commercial on television from its formative years up to 1961.

Television USA: Thirteen Seasons, is the first project of its kind in the history of the Museum which collects and exhibits photographs, films, design objects and advertising layouts as well as painting, sculpture, drawings and prints. The television show is being aided by contributions from NBC, CBS and ABC.

Jac Venza is Guest Director for the Museum project. The television films and kinescopes selected will be shown twice daily in the Museum Auditorium and the program will probably change twice a week.

Programs dealing with education in the arts are being selected by Perry Wolf, comedy and music programs by Burt Shevelove, dramatic shows by Lewis Freedman, and news and special events by Isaac Kleinerman.

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