

# THE MUSEUM OF MODERN ART

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FOR RELEASE AT WILL

THE CINEMA OF ALFRED HITCHCOCK by Peter Bogdanovich. 48 pages, 47 illustrations. Paper, \$1.25. Published by the Film Library of the Museum of Modern Art, New York. Distributed by Doubleday & Co., Inc. May, 1963.

The Cinema of Alfred Hitchcock, by Peter Bogdanovich, has been published by the Film Library of the Museum of Modern Art, New York, and will be available in bookstores throughout the country in May. The 48-page paper-bound book, illustrated with 47 photographs, is issued in conjunction with the Museum's current Hitchcock film series (May 5 - November 16), the longest Museum retrospective of the work of a single film maker. Based on an intensive interview, The Cinema of Alfred Hitchcock is a searching and sometimes startling index to the mind of this most successful of present-day film directors, who now is also recognized as one of the film's greatest artists.

"Today," Mr. Bogdanovich writes in his introduction, "Hitchcock is the only director whose movies are sold on his name alone - a name that has become synonymous in everyone's mind with a certain kind of film, whether thriller, mystery, macabre comedy or suspense. The phrase, 'a Hitchcock picture,' has become less a noun than an adjective." In the book, Hitchcock discusses at length the psychology of shock and horror, and describes his Pavlovian methods of inducing these emotional states in audiences. He reveals the secrets behind the technical tricks used in many of his films. He reveals also that he does not like camera trickery and resorts to it only when reality refuses to accomodate his vision. Usually thought of as exclusively interested in mystery and horror, Hitchcock here explains that his real devotion is to the whole of cinema, and he tells why.

Peter Bogdanovich, a writer on film and theatre, is author of The Cinema of Orson Welles and The Cinema of Howard Hawks, both published by the Museum. He also arranged the Museum's Hitchcock retrospective.

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Review copies and photographs available from Herbert Bronstein, Associate Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. CI 5-8900.