

FROM: Lincoln Center for the
Performing Arts, Inc.
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New York 23, New York
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FOR RELEASE:

Wednesday, May 1, 1963

New York's first international film festival will be presented by Lincoln Center for the Performing Arts and the Museum of Modern Art, in association with the British Film Institute, from September 10 through 19, it was announced yesterday (Tuesday, April 30, 1963) by William Schuman, president of Lincoln Center. (The announcement was made concurrently in London by the British Film Institute.)

In making the announcement, Dr. Schuman said: "The motion picture is an authentic art form which must be included in the presentations of Lincoln Center. The inauguration of this first New York Film Festival fills a void in the offerings available to the New York community.

"Our close collaboration with the Museum of Modern Art and the British Film Institute which created the distinguished London Film Festival assures us that we will be able to show films representative of the finest efforts of motion picture artists throughout the world.

"The New York Film Festival, like its London counterpart, will be non-competitive, with no juries or prizes. The emphasis will be on the films themselves, most of them chosen from among the best shown at other festivals, and all selected solely on the basis of quality."

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The Festival will open on Tuesday, September 10, and run for ten days. It will consist of two concurrent programs. In Philharmonic Hall, Lincoln Center will present twenty new feature-length films, as well as the year's best short subjects. Each film will receive a single showing with two different bills scheduled each evening at 6:30 and 9:15.

The Museum of Modern Art, in its auditorium, will present ten programs from among distinguished films of the past decade which have never before been shown in New York. Each film will be shown twice daily during the afternoon. Richard Griffith, curator of the Museum's Film Library, will select the films representing this segment of the Film Festival.

The films to be shown at Lincoln Center during the Festival are being selected by Richard Roud, festival organizer of the British Film Institute. They will also serve as the program of the seventh London Film Festival in October, at the National Film Theater in London.

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-3-

Amos Vogel, executive secretary of Cinema 16, will serve as festival coordinator. In this capacity, Mr. Vogel will assist Lincoln Center in the planning and organization of the New York Film Festival.

Dr. Schuman said that ticket prices for the New York Film Festival will be kept at a minimum -- \$1.50 for Terrace seats and \$2.25 for Orchestra seats, with a small reserved-seat section in the Loge available at \$3.50. An additional ticket plan is also being offered, with five \$1.50 tickets priced at \$6, and five \$2.25 tickets priced at \$9.

In planning the Festival, Dr. Schuman said that Lincoln Center officials sought the cooperation of the Museum of Modern Art, whose film library had pioneered in the field. The leadership of the Center and the Museum agreed that New York -- indeed the United States -- needed an international film festival similar in format and content to the London Film Festival.

In London last summer, Dr. Schuman met with Mr. Roud. He invited Mr. Roud and James Quinn, the director of the British Film Institute, to this country to work out final plans for the collaboration with Richard Leach, the Center's executive director, programming. Dr. Schuman also expressed his gratitude for the advice and guidance offered by other leaders in the motion picture field during the organization of the Festival.

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-4-

August Heckscher, special White House consultant on the arts to President Kennedy, will serve as chairman of the Sponsoring Committee to comprise approximately thirty members, drawn mainly from leaders of the film industry, education, and the arts. (See attached list.)

Eric Johnston, president of the Motion Picture Association of America, in a letter to Dr. Schuman said: "I welcome warmly the initiation of an international film festival at Lincoln Center. Such a festival, under the auspices of the Center provides new dimension to the significance of the motion picture picture in the realm of culture and of art, as well as its world-wide recognition as an entertainment medium. The decision of Lincoln Center to bring to its auditorium films which mark new achievements in the dramatic use of motion pictures will add new luster to the growing accomplishments of the Center. I sincerely hope that American films will be well-represented in the Festival."

The Independent Film Importers and Distributors of America, Inc., (IFIDA) will cooperate in the presentation of the Film Festival. Michael F. Mayer, executive director of IFIDA, will serve the Festival in an advisory capacity. In addition, three additional members of IFIDA, over and above those already serving, will be added to the Sponsoring Committee.

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156

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