

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

229  
(Did not mail -  
Tickets were selling  
quickly)

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FOR IMMEDIATE RELEASE

The Museum of Modern Art and the Library Extension Division of the New York State Library will present an address by Marshall McLuhan, entitled "Understanding Media," at 8 p.m. on Monday, June 27, in the Museum Auditorium. A limited number of tickets are now available at \$2.25 for Museum members, \$3.00 for non-members.

Dr. McLuhan, the Director of the Centre for Culture and Technology at the University of Toronto, has been concerned with the psychological and cultural consequences of the various communications media for many years and is the author of such controversial publications as The Gutenberg Galaxy (1963) and Understanding Media (1964). He holds a PhD. in English literature from Cambridge University, England.

His address will be part of a three-day workshop-seminar on "Film and the Public Library" being held at the Museum from June 27-29. The purpose of the meetings is to focus attention on the integration of the film medium into library policies, and to stimulate creative film programming. Other speakers will include Willard Van Dyke, Director of the Museum's Department of Film, and John M. Cory, Deputy Director of the New York Public Library.

The interdepartmental Centre which Dr. McLuhan heads at the University of Toronto was established to investigate the psychic and social consequences of all technologies and draws its membership from the University's departments of anthropology, architecture and town planning, engineering, English, mathematics, political science, psychology and psychiatry.

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Additional information available from Elizabeth Shaw, Director, and Lynn Traiger, Assistant Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. Circle 5-8900.