

The Museum of Modern Art

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

Monday, May 23, 1966

To: Assignment Editors, City Desk, Television and Radio

From: Elizabeth Shaw, Director of Public Information, The Museum of Modern Art

Press schedule for dinner in honor of Sophia Loren at The Museum of Modern Art, Wednesday, May 25, 1966.

6:30 p.m. Miss Loren and Mr. Ponti will arrive at the Museum for an early special preview of the exhibition SOPHIA LOREN: THE CAREER OF AN ACTRESS, on view in the Auditorium Gallery.

They will be met by Mrs. Bliss Parkinson, President of The Museum of Modern Art

René d'Harnoncourt, Director, The Museum of Modern Art

Willard Van Dyke, Director, Film Department, The Museum of Modern Art

Release on exhibition available at Press Desk at Museum entrance.

6:30-7:30 p.m. Miss Loren will be available in the exhibition for television cameras and still photography, as well as brief radio interviews. We will attempt to schedule interviews on an individual basis.

7:30-9:00 p.m. Cocktails will be served for the 250 dinner guests in the Museum Garden. (In case of rain cocktails will be on the 6th floor.)

Miss Loren, Mr. Ponti and Museum officials will receive from 8:00 to 8:30 p.m. Television cameras will be restricted to an area of the garden near Miss Loren, as will photographers using flash. Candid photographers will be able to mingle with the guests.

9:00-10:30 p.m. Dinner for 250 invited guests in the Museum's 6th floor Founders' Room.

Filming and still photography are not possible at the dinner.

Guest list available at Press Desk at Museum entrance.

11:00 p.m. Screening in the Auditorium of Yesterday, Today and Tomorrow.

NOTE: Television camera crews are invited to arrive anytime after 5 p.m. to set up in the exhibition gallery. Please use the main entrance until 7:30 p.m. After 7:30, please use the special working press entrance just west of the main entrance.

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No. 67
Wednesday, May 25, 1966
FOR IMMEDIATE RELEASE

Sophia Loren was the guest of honor at a dinner given by the Trustees and the Film Department of The Museum of Modern Art on Wednesday, May 25.

Miss Loren and her husband arrived at the Museum at 6:30 p.m. for a special preview of the exhibition SOPHIA LOREN: THE CAREER OF AN ACTRESS, on view in the Museum's Auditorium Gallery throughout the summer. They were met by Mrs. Bliss Parkinson, President, René d'Harnoncourt, Director of the Museum, and Willard Van Dyke, Director of the Museum Film Department, who selected the show.

Guests were invited at 7:30 p.m. and asked to first visit the exhibition and then go to the Museum Garden where cocktails were served until 9 p.m. Miss Loren, her husband, Carlo Ponti, Mrs. Parkinson, Mr. d'Harnoncourt, and Mr. Van Dyke received the guests from 8 to 8:30 p.m., standing in front of a large weeping beech tree next to a sculpture by Rodin.

Guests included Museum Trustees, Philip Johnson, John de Menil, and Wallace K. Harrison; Robert O'Brien, President of Metro-Goldwyn-Mayer, and Mrs. O'Brien; Mrs. Douglas Auchincloss and Mrs. Alfred R. Stern, Co-Chairmen of the Museum's Junior Council; artists Robert Motherwell and his wife Helen Frankenthaler, whose paintings will be shown in the U.S. Pavilion at the Venice Biennale next month, Mark Rothko, Marisol, Robert Indiana, and Larry Rivers; television news commentators, Mike Wallace and Mrs. Wallace, Hugh Downs and Mrs. Downs, Ed Sullivan and Mrs. Sullivan, and Barry Gray and Mrs. Gray; Rudolph Joseph, Director of the Film Department of the Stadtmuseum in Munich, who first assembled the material and showed it in Germany and South America; actresses Piper Laurie and Phyllis Newman; and the famous photographer Captain Edward Steichen.

The dinner was held in the Museum's sixth floor Trustees' and Founders' Rooms on the top floor of the Museum's newest wing designed by Philip Johnson.

Following the dinner the guests attended a screening of Yesterday, Today and Tomorrow, a 1963 film in which Miss Loren starred.

The exhibition of stills and photographs which opened last week traces Miss Loren's career from 1950 to 1966.

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