

The Museum of Modern Art

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

No. 127A

Friday, October 21, 1966

FOR IMMEDIATE RELEASE

During the month of November The Museum of Modern Art's Department of Film will present films sponsored by business, government and non-profit foundations along with award winning television commercials in its popular WEDNESDAYS AT NOON lunch hour programs. The films, selected for their artistic and technical merits, by Margareta Akermark, Associate Director of the Department of Film, were submitted by members of the Film Producers Association of New York and other producers specializing in the \$300 million sponsored-film field. Wallace A. Ross, Director of the American TV Commercials, and Harold Klein, Executive Director of the Film Producers Association, have cooperated with the Museum in assembling the programs.

The first program on Wednesday, November 2, consists of a half-hour film entitled EUROPE/FROM DUSK TO DAWN, sponsored by Alitalia Airlines and produced by Wilding, Inc.; THE QUESTION TREE produced by Henry Strauss for IBM; DIMENSIONS IN LIVING produced by Lew Schwartz for Dimensions in Living magazine; and twelve television commercials cited for awards by judges at the American Television Commercials Festival. Similar programs will be presented every Wednesday in November; thereafter, sponsored films will be interspersed with other shorts at the regular Wednesday screenings.

Miss Akermark points out that "many public relations films, designed for showing to schools and civic groups in theatres and on television, display taste and style and emphasize information and entertainment rather than commercial 'sell.' The television commercial is a modern art form which can be a highly disciplined one aimed at the maximum of impact in the minimum of time. Each of those to be screened at the Museum lasts only one minute."

Sponsored films and television commercials have been shown at the Museum for many years. PROSPECTS FOR THE FILM, a special series, was presented in 1957, and TELEVISION USA: THIRTEEN SEASONS in 1963 included television commercials, now circulating as a special program.

WEDNESDAYS AT NOON is a continuing hour-long series of shorts presented every week in the Museum Auditorium. Admission to the films is included in the \$1.25 Museum admission.

PROGRAM ATTACHED

Stills and 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.

PROGRAM

- Nov. 2 12 TV COMMERCIALS (12 minutes)
QUESTION TREE, sponsored by IBM, produced by Henry Strauss Co., Inc.
 (15 minutes)
DIMENSIONS IN LIVING, sponsored by Dimensions In Living magazine,
 produced by Lew Schwartz, Inc. (7 minutes)
EUROPE/DUSK TO DAWN, sponsored by Alitalia Airlines, produced by
 Wilding, Inc. (18 1/2 minutes)
- Nov. 9 CHANGE FOR THE BETTER, sponsored by Alcoa, produced by Fuller &
 Smith & Ross. (20 minutes)
BEHIND THE CAMERA WITH DAVID LEAN, sponsored by MGM, produced by
 T. H. Craven. (10 minutes)
A TIME LIKE THIS, sponsored by Volkswagen of America, produced by
 Marathon. (27 minutes)
- Nov. 16 10 TV COMMERCIALS. (10 minutes)
UNICEF GREETINGS, sponsored by Unicef Greeting Cards, produced by
 Niles. (10 minutes)
OTHER SIDE OF KODAK, sponsored by Eastman Kodak, produced by Filmex. (12 minutes)
ESS, sponsored by Western Electric, produced by Pelican. (28 minutes)
- Nov. 23 YEATS COUNTRY, sponsored by Dept. of External Affairs of Ireland,
 produced by Aengus Films. (20 minutes)
LITHO, sponsored by Amalgamated Lithographers of America-Local 1,
 produced by Elektra. (10 minutes)
HIGH IN THE HIMALAYAS, sponsored by Sears, Roebuck, produced by
 Sears Consumer Information Service. (28 minutes)
- Nov. 30 AGES OF TIME, sponsored by Hamilton Watch Company, produced by MPO.
 (18 minutes)
SILK, sponsored by Silk Institute, produced by Wheaton Gallantine.
 (10 minutes)
PRICELESS LABORATORY, sponsored by Douglas Aircraft, produced by
 Douglas Aircraft. (28 minutes)

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