

# The Museum of Modern Art

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FOR IMMEDIATE RELEASE

The publications of The Museum of Modern Art will be distributed to booksellers throughout the United States and Canada by New York Graphic Society beginning January 1, 1968, according to a joint announcement made today by Gray Williams, Jr., Director of Publications at the Museum, and Herbert D. Schutz, President of New York Graphic Society Ltd. New York Graphic Society succeeds Doubleday and Company, Inc., which has distributed Museum of Modern Art books since 1958. At the same time Mr. Williams announced a major expansion of the Museum's publications program including a new series of inexpensive paperbacks and more books drawing upon the Museum's resources but not directly related to its many exhibitions.

The Museum of Modern Art assumed a pioneering role in art book publishing from its early years. Since its founding in 1929, the Museum has published over 375 titles in the fields of painting and sculpture, drawings and prints, architecture and design, photography, art education, and the film. The Museum continues to control the design and production of all its books, which are well-known for their high standards of graphic design as well as scholarship.

New York Graphic Society has specialized in the fine arts since its founding in 1925. A division of Time-Life Books since 1966, the firm is itself a publisher of art books and is the trade distributor for a number of other museums and cultural organizations, including The Metropolitan Museum of Art, The Museum of Primitive Art, and the Asia House Gallery of the Asia Society.

"We are pleased to be associated with New York Graphic Society, with its wide experience in and knowledge of art book publishing," Mr. Williams said. "Their specialized distribution will be helpful, for example, in reaching out to the student readership through our paperback program. Next year we hope to issue two standard titles, John Rewald's History of Impressionism and Post Impressionism: from van Gogh to Gauguin, which are now available only as \$25.00 art books, in reasonably priced student editions." On a selected group of titles an experiment will be made to reach the student market by making available to the trade both hardcover and soft-

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cover editions, whereas the Museum has ordinarily issued only the clothbound edition to the trade. One such title, to be published at the time of a major exhibition in late March, is Dada, Surrealism, and Their Heritage by William S. Rubin; "we hope it will become a standard introduction to the subject and widely used as a text," stated Mr. Williams.

A new series of inexpensive paperbacks will begin this spring. "The first two subjects are a collection of Jim Dine's delightfully zany designs for A Midsummer Night's Dream and a group of splendid drawings and paintings by Lyonel Feininger all devoted to a small medieval church ruined by the erosion of the sea. We believe that such books will be especially appealing to younger people, and students in particular." Several more titles are projected for the next few years, including many not in conjunction with the exhibitions program.

"At the same time, the Museum is seeking to increase the number and variety of books drawn from the resources of the Museum--both its eminent collections and its expert staff--but not specifically tied to exhibitions. This year, in association with The Drawing Society, we will publish an important book devoted to the drawings of Jackson Pollock, a project that would be difficult, if not impossible, for a commercial publisher. The same is true of a major survey of the work of the sculptor David Smith, now in preparation. Among the exhibition-based books on the schedule are Willem de Kooning by Thomas B. Hess and The Machine by K. G. Pontus Hultén."

New York Graphic Society will publish the Museum's trade list in a special illustrated catalogue which will be available in early February. All books remain available to individuals by mail order from the Museum and at the Museum bookstore, and selected titles continue to be given to the Museum membership of almost 40,000. Negotiations are now underway to enlarge trade distribution internationally and to the British Commonwealth.

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