

The Museum of Modern Art

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FOR IMMEDIATE RELEASE

The Machine as Seen at the End of the Mechanical Age, a new book bound in tin-can steel embossed with a "pop" color adaptation of The Museum of Modern Art's facade, has just been published by the Museum. At a time in history when machines that imitate man's muscles are being supplanted by electronic equipment that imitates the brain and nervous system in a new technology, author K.G. Pontus Hultén has gathered examples of the dramatic, ironic, humorous, fearful, and optimistic ways artists have looked on machines. With wit and insight, Mr. Hultén comments on works ranging from Leonardo's visionary projects for flying machines to recent works produced by artists and engineers working together, including a sculpture of dust activated by the sound of human heart beats.

240 illustrations include paintings of speeding automobiles, a Bugatti Royale, drawings and constructions emphasizing the erotic aspects of machines, mechanical dolls, stills from Charlie Chaplin's film "Modern Times," Jean Tinguely's Rotczaa, which consumes the rubber balls it produces, 18th- and 19th-century prints of balloons, and 20th-century cartoons by Rube Goldberg.

K.G. Pontus Hultén, Director of Moderna Museet in Stockholm, was Guest Director for The Museum of Modern Art's exhibition, The Machine as Seen at the End of the Mechanical Age, currently attracting record-breaking crowds in New York. The show will later be seen at Rice University, Houston, Texas, from March 25 through May 18, 1969, and at The San Francisco Museum of Art from June 23 through August 24.

THE MACHINE AS SEEN AT THE END OF THE MECHANICAL AGE by K.G. Pontus Hultén. 218 pages; 240 illustrations; bibliography. Published by The Museum of Modern Art, New York. Distributed in the United States and Canada by New York Graphic Society Ltd.; in the United Kingdom by Trans Atlantic Book Service, Ltd.; and internationally by Feffer and Simons, Inc.

Photographs, review copies and additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. 245-3200.