

The Museum of Modern Art

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FILMS ON ECOLOGY TO BE SHOWN AT MUSEUM

Three films on ecology will be shown on Earth Day, April 22, at twelve noon, at The Museum of Modern Art, as part of a nationwide campaign to stimulate interest in the environmental problems facing our society.

Margareta Akermark, Associate Director of the Department of Film, who scheduled the films to be shown on Earth Day, has said, "Each of the films being shown indicates how our natural resources are deprived by the exploitation of our waterways, forests, and cities, and 'Little Man, Big City' also stresses how nerve-wracking noise in our cities is."

Among the films selected as part of the continuing Wednesday-At-Noon Series is "The River," produced in 1937 by the Farm Security Administration, and written and directed by Pare Lorenz. "The River" is a 30-minute documentary of the exploitation and ruin of the Mississippi River Basin and subsequent efforts by reforestation and the Tennessee Valley Authority to control its floods. Willard Van Dyke, now Director of the Department of Film, was the cameraman.

"The Redwoods," a 20-minute film directed by Trevor Greenwood, is also on the program. It opens as dawn breaks on a virgin redwood forest, but the sound of logging trucks and chain saws soon replaces the rustling of leaves and the calling of birds. The camera gradually reveals that the land has been logged, leaving rows of tree stumps as the vestiges of man's presence in the forest.

"Little Man, Big City," the third film on the program, is a 10-minute animated picture produced by the World Health Organization and directed by Roman Kunz. The cartoon dramatizes the environmental problems of today's

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cities -- noise, pollution, overcrowding -- and urges that citizens unite in an effort to make urban areas more pleasant and healthy places in which to live.

Among the activities scheduled for Earth Day by the Environmental Action Coalition are a teach-in, the banning of traffic on 14th Street between Second and Seventh Avenues from noon to midnight and on Fifth Avenue between 14th and 59th Streets from noon to 2 P.M., and a pollution-free vehicle parade.

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Additional information available from Mark Segal, Assistant, and Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53rd Street, New York, N.Y. 10019. (212) 956 - 7296, 7501.