

The Museum of Modern Art

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FROM THE PICTURE PRESS by John Szarkowski. 96 pages; 90 black and white illustrations, Published by The Museum of Modern Art, NY, Paper \$3.95.

FROM THE PICTURE PRESS, edited by John Szarkowski, Director of The Museum of Modern Art's Department of Photography, will be published by the Museum January 30, in conjunction with an exhibition sponsored by The New York Daily News.

Viewed in perspective, most news photographs deal with one of the few universal subjects--among them, ceremonies, winners, losers, heroes, good news, alarms, confrontations, and disasters. The selection reproduced in this book, drawn from many files including the New York Daily News, United Press International, the Associated Press, Photoworld, The New York Times and the London Sunday Times, offers examples of each of these and intends to indicate some of the salient features of this unconsidered visual territory.

By the mid-1920's, the technologies of photography, photomechanical reproduction, and phototelegraphy had advanced to the point where photographs had become a central component of the modern newspaper. The pictures that resulted from this new potential were radically unlike those that had documented previous eras. They were, or seemed, unimpeachably frank; they revised prior standards of privacy, and the privilege of anonymity; they dealt not with the intellectual significance of facts, but with their emotional content; they directed journalism toward a subjective and intensely human focus. As images, the photographs were shockingly direct, and at the same time mysterious, elliptical, and fragmentary, reproducing the texture and flavor of experience without explaining its meaning.

John Szarkowski, is also the author of The Photographer's Eye, The Photographer and the American Landscape and the forthcoming Looking at Photographs; 100 pictures from the Collection of The Museum of Modern Art.

Review copies, black and white photographs available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. Phone: (212) 956-7504 - 7501.