

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

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## HEAD OF MEXICAN GOVERNMENT FILM ORGANIZATION TO INAUGURATE PROGRAM OF MEXICAN FILMS AT THE MUSEUM OF MODERN ART

Rodolfo Echeverría, Director of the Banco Nacional Cinematográfico of Mexico, considered a major figure in the revitalization of Mexican films in recent years, will be a guest speaker at the opening of The Museum of Modern Art's forthcoming program "New Mexican Cinema." Mr. Echeverría will introduce the cycle on Thursday, July 11, 8 P.M., when "Nest of Virgins," the story of a pretended holy man and miracle-maker of the 1920s, will be shown. Alfonso Arau, star of "Nest of Virgins" and director and star of "The Barefoot Eagle," also on the Museum's program, will attend the opening evening.

The Banco Nacional Cinematográfico is a primarily government-administered organization involved in the financing, production, distribution and exhibition of motion pictures in Mexico. Since Mr. Echeverría was placed in charge of this agency in 1970 it has taken an active role in encouraging a renewal of the film industry.

"Without Mr. Echeverría's encouragement of new talent and fresh ideas the films being shown in this series might not have been produced," according to Adrienne Mancía, Associate Curator of Film who organized the Mexican program. "And without his unstinting cooperation we could not have put together this series, the first of its kind in New York."

"New Mexican Cinema," which includes fourteen feature films and four shorts, has been subsidized, in part, by the Museum's International Council.

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Additional information available from Lillian Gerard, Special Projects Coordinator, and Mark Segal, Assistant, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. Phone (212)956-7296.

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