

The Museum of Modern Art

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NEW PUBLICATIONS HEAD NAMED AT MOMA

Richard E. Oldenburg, Director of The Museum of Modern Art, today announced the appointment of Martin Rapp as Director of Publishing and Retail Operations, a newly designated position.

Martin Rapp formerly was President of Mason/Charter Publishing Company, responsible for directing all aspects of the trade and technical book divisions. From 1969 to 1976, at American Heritage Publishing Company, he served as Assistant to the President and Publisher, Circulations Manager, then Business Manager of American Heritage Magazine as well as of Americana Magazine, which he created. At American Heritage, Mr. Rapp also devised and ran an extensive program of merchandise sales.

Mr. Rapp graduated from New York University in 1963 and received his MBA in finance from Columbia University's Graduate School of Business Administration in 1966. Upon graduation he worked in the Treasurer's Office of General Motors in New York. A native New Yorker, Martin Rapp was born in 1940, and lives in the City with his wife, the former Samantha Drake.