

The Museum of Modern Art

For Immediate Release
January 1988

SPRINGS INDUSTRIES, INC., SPONSORS MAJOR HISTORY OF PHOTOGRAPHY EXHIBITION AT THE MUSEUM OF MODERN ART

January 11, 1988. . . . Richard E. Oldenburg, director of The Museum of Modern Art, announced today that the Museum has received a generous grant from Springs Industries, Inc., to underwrite THE HISTORY OF PHOTOGRAPHY exhibition, opening February 18, 1990. Organized by John Szarkowski, director, Department of Photography, the exhibition will celebrate the sesquicentennial of the public announcement in 1839 of the process of L.J.M. Daguerre, the first of photography's several inventors to make his work known to the world.

THE HISTORY OF PHOTOGRAPHY exhibition and publication are part of the Springs Industries Series on the Art of Photography at The Museum of Modern Art. "Once again we take great pleasure in saluting Springs Industries, Inc., for its support of our photography program," stated Mr. Oldenburg. "Since 1978 Springs has sponsored twelve exhibitions at the Museum, including ANSEL ADAMS AND THE WEST; a series of four major exhibitions on THE WORK OF ATGET; the NEW PHOTOGRAPHY series; and GARRY WINOGRAND. By providing support over several years for continuing exploration of an art form particularly important in our time, Springs Industries, Inc., has set an outstanding example of farsighted corporate sponsorship. The Museum, the photographic community, and the large public they serve all owe Springs and its officers our gratitude."

Walter Y. Elisha, chairman, Springs Industries, Inc., added, "We expect THE HISTORY OF PHOTOGRAPHY to be a landmark in the field, both as an exhibition and as a publication. The project has the potential for producing lasting

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value as well as great immediate impact, and we are proud to be associated with The Museum of Modern Art and John Szarkowski in its development."

THE HISTORY OF PHOTOGRAPHY will provide the first comprehensive critical view of photography at the Museum since PHOTOGRAPHY: 1839-1937, organized in 1937 by Beaumont Newhall. Including approximately 250 photographs, drawn from many of the world's most important private and public collections, the exhibition and its accompanying publication will offer a revised statement of photographic tradition.

The exhibition will continue at the Museum through May 29 before embarking on a limited tour (details to be announced).

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For further information, contact the Department of Public Information,
212/708-9750.