!HIGH & LOW!
MODERN ART AND POPULAR CULTURE

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HIGH AND LOW: MODERN ART AND POPULAR CULTURE
OPENS OCTOBER 7 AT THE MUSEUM OF MODERN ART

HIGH AND LOW: MODERN ART AND POPULAR CULTURE, a major exhibition addressing the relationship between the individual artistic imagination and the world of popular and commercial culture in the modern era, opens at The Museum of Modern Art on October 7, 1990, and continues through January 15, 1991. The exhibition was organized by Kirk Varnedoe, director of the Department of Painting and Sculpture, The Museum of Modern Art, and Adam Gopnik, staff writer and art critic, *The New Yorker*, and is sponsored by AT&T. An indemnity for the exhibition has been received from the Federal Council on the Arts and the Humanities.

HIGH AND LOW: MODERN ART AND POPULAR CULTURE begins in Paris prior to World War I and continues to New York today, recounting a dialogue central to the modern visual experience. The exhibition concentrates on painting and sculpture and is divided into four categories: graffiti, caricature, comics, and the broad domain of advertising, including newspaper ads, billboards, catalogues, and sales displays.

In conjunction with the exhibition is SIX EVENINGS OF PERFORMANCE: LAURIE ANDERSON, ERIC BOGOSIAN, BONGWATER (WITH ANN MAGNUSON & KRAMER), DAVID CALE, BRIAN ENO (A LECTURE), SPALDING GRAY. Organized by RoseLee Goldberg, author of *Performance Art: From Futurism to the Present* (1988), the performance series features artists whose work in the media of performance explores the relationship between art and popular culture.

AT&T 50 YEARS WITH THE ARTS 1940-1990

The Museum of Modern Art, New York
October 7, 1990–January 15, 1991
The Art Institute of Chicago
February 23–May 12, 1991
The Museum of Contemporary Art, Los Angeles
June 23–September 15, 1991