

Library 30

THE MUSEUM OF MODERN ART

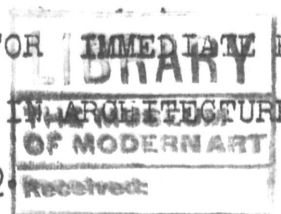
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MUSEUM SPONSORS "HIDDEN TALENT COMPETITION"

WITH THE ARCHITECTURAL RECORD

FOR IMMEDIATE RELEASE



The Museum of Modern Art, 11 West 53 St., is co-sponsoring with the Architectural Record a nationwide architectural competition the aim of which is to discover and encourage latent talent. Excluding architects whose work has been published heretofore in national magazines, the competition offers encouragement and incentive to the participation of newcomers in designing a memorial community center for a hypothetical town in the Middle West. It calls upon them to consider and incorporate into their designs not only the functional but also the esthetic aspects which will arouse civic pride, including character, proportion, scale, spatial arrangement and use of material.

Prizes totaling \$2,750.00 will be awarded by a jury of 5 recognized architects, and jury-selected designs will be placed on exhibition at the Museum and published in Architectural Record, both in February 1949. The program of requirements for the community center will be published on September 6, 1948, and the competition will close on November 8. Professional advisers to the competition are Philip C. Johnson, Consultant to the Museum's Department of Architecture, and Kenneth K. Stowell, Editor-in-Chief of Architectural Record.

The awarding of prizes, exhibition at the Museum, publication of the best designs and local and national publicity will serve to reveal new talent not only to the sponsors but to the nation for subsequent development and use in both community and individual architectural design projects.

EXHIBITION OF 50 PHOTOGRAPHS BY 50 PHOTOGRAPHERS AT MUSEUM OF MODERN ART EXTENDED TO SEPTEMBER 26.

The interested response shown by the public to the exhibition of 50 Photographs by 50 Photographers has been such that the Museum of Modern Art has announced the extension of the exhibition to September 26. This concise survey of pictorial photography during the past 100 years, selected by Edward Steichen, Director of the Museum's Department of Photography, was originally planned to close on August 29. The new date of closing will give returning vacationists the opportunity to examine these prints which range from early works of the pioneers in this field to the recent prints of contemporary masters.