

THE MUSEUM OF MODERN ART

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RECIPROCAL AGREEMENT SIGNED BY THE MUSEU DE ARTE MODERNA OF SÃO PAULO, BRAZIL, AND THE MUSEUM OF MODERN ART OF NEW YORK

Nelson A. Rockefeller, President of the Museum of Modern Art of New York, and Francisco Matarazzo Sobrinho, President of the Museu de Arte Moderna of São Paulo, Brazil, announced today that the two museums have signed an agreement to collaborate with each other as follows:

1. By furnishing exhibitions to each other in the field of contemporary arts
2. By furnishing films to each other for artistic and educational purposes
3. By acting as representatives of each other for the distribution of publications and reproductions
4. By acting as representatives of each other in the obtaining of memberships

Under the terms of the agreement, the Museum of Modern Art will designate the Museu de Arte Moderna as distributing agent for its publications and reproductions in Brazil. The Museum of Modern Art will also make available for sale or rental in Brazil, exhibitions prepared by its Department of Circulating Exhibitions, including exhibitions on architecture, painting, sculpture and photography as well as teaching materials. The Museum of Modern Art Film Library will assist the Museu de Arte Moderna to establish a film library along similar lines. In return the Museu de Arte Moderna will make their exhibitions and publications available to the Museum of Modern Art in New York.

In announcing the agreement, which is the first of its kind to be undertaken by the Museum of Modern Art outside the U.S.A., Mr. Rockefeller described its significance by quoting the text of the contract: "In a world which is increasingly becoming aware of the extent to which the material welfare of the people depends on co-operation in the sphere of economics and politics, it is most important that these efforts be accompanied by an exchange in the field of cultural endeavors."