

THE MUSEUM OF MODERN ART

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NELSON ROCKEFELLER SPEAKS AT PREVIEW OF FAMILY OF MAN EXHIBITION

Nelson A. Rockefeller, Special Assistant to President Eisenhower, told an invited audience of 500 guests at the Museum of Modern Art, Monday evening, January 24, that the Museum's FAMILY OF MAN exhibition of photographs taken in 68 countries was a beautiful demonstration of the community of experience and aspiration in fundamental human relations and that it "gives us hope that we can find the basis for a broad community of interest in the more complicated relationships of mankind. It gives us hope," he said, "that in all human relationships we can find a common framework of objectives -- objectives broad enough to encompass the hopes and aspirations of all mankind."

THE FAMILY OF MAN exhibition, which Mr. Rockefeller said creates a sense of kinship with mankind and demonstrates the power of pictures to communicate the unity of human experience, attitude and emotion, will open to the public in the second floor galleries of the Museum, 11 West 53 Street, on Wednesday, January 26. Conceived and directed by Edward Steichen, Director of the Museum's Department of Photography, it is composed of more than 500 photographs.

Carl Sandburg, noted poet and author, opened the program in the Museum auditorium by reading the prologue he wrote for the exhibition, and which will be distributed as a leaflet to all visitors.

William A. M. Burden, President of the Museum of Modern Art, described the background of the exhibition and said that Mr. Steichen had conceived the idea of THE FAMILY OF MAN five years ago, and that like many great ideas, it forced itself past many obstacles until it was finally realized.

Mr. Steichen, who is a world-famous photographer and also generally credited with creating a new art form through photography exhibitions, read to the audience a few words from the Charter of the United Nations which are used as a caption in the exhibition because, he said, they express the feeling and meaning behind the exhibition and serve as a reminder to all of us of the high purpose and grave responsibility the United Nations has to the family of man everywhere. The words from the Charter deal with the determination to save future generations from war, and to reaffirm faith in fundamental human rights, in the dignity and worth of the human person, in the equal rights of men and women and of nations, large or small.

Following the program, which was broadcast over WNYC, the audience previewed

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the exhibition installed by Paul Rudolph in the Museum's entire second floor. Members of the Museum of Modern Art will see the exhibition Tuesday evening, from 5 to 11 p.m. and it will be open to the public from January 26 through May 8.

Mr. Rockefeller, a trustee of the Museum and former President, paid tribute to Captain Steichen as a great creative artist and said that his leadership in obtaining acceptance of photography as an art has been recognized throughout the world, and that through this art he has communicated his sympathy and love for man and respect for the human spirit. "The boldness of Steichen's conception and the reach of his imagination that he invites us to share rests in his creation of an entire exhibition, drawn from all over the world, as one work of art."

Mr. Rockefeller closed his talk by quoting a letter President Eisenhower sent him when he was appointed Special Assistant:

"It is time for all of us to renew our faith in ourselves and in our fellow men. The whole world has been far too preoccupied with fears. It is time for people throughout the world to think again of hopes, of the progress that is within reach."

Carl Carl Sandburg's prologue, which he read to the audience, opens with the words, "The first cry of a newborn baby in Chicago or Zambaoango, in Amsterdam or Rangoon, has the same pitch and key, each saying, 'I am! I have come through! I belong! I am a member of the Family...'" and ends with a poem which appears at the entrance to the exhibition written on a large panel in his own handwriting:

"There is only one man in the world
and his name is All Men.

There is only one woman in the world
and her name is All Women.

There is only one child in the world
and the child's name is All Children."

In his introduction, Mr. Burden said that Captain Steichen and his assistant, Wayne Miller, had looked at between two and four million photographs to make THE FAMILY OF MAN EXHIBITION. He recounted the world-wide search for material, Captain Steichen's trip to Europe in 1952, his international appeal for photographs and the regional meetings held all over the United States to discuss the idea.

Mr. Burden particularly welcomed the many members of the United Nations Delegations in the audience because the exhibition, FAMILY OF MAN, recognizes and emphasizes the importance of the United Nations for the future of the family of man.