

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

No. 15

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ADVANCE INFORMATION ON FRENCH FILM CYCLE FOR MAGAZINE EDITORS; FILM CRITICS; FEATURE WRITERS

The largest cycle of French films ever presented in America will be shown at the Museum of Modern Art, beginning April 4 and running through Labor Day. "The French Film: 1874 - 1956" is co-sponsored by the French Film Office (American representatives of the Centre Nationale de la Cinematographie; and Unifrance, the French organization of producers), and the Museum of Modern Art Film Library.

Tentative Program Attached

A tentative listing of all the films in the cycle in the order in which they will be shown is attached. Plans call for showing the complete cycle from April 5 through June 16. The week of June 17 will be devoted to special showings of unreleased French films made during the past ten weeks. From June 24 through Labor Day approximately two-thirds of the films shown in April, May and June will be repeated. Regular shows will be presented at the usual hours, 3 and 5:30 pm.

Breakdown by subject, director, etc.: As the entire cycle comprises more than 200 films, a breakdown according to a few categories is included. They are:

Anthropology and travel films
Films reflecting recent history
Fantasy films

Films by artists in related fields
Films by famous directors

PREMIERES

1. The Cycle will open with a gala premiere of a new unreleased French film for an invited audience on April 4. Ambassador Hervé Alphand will speak. The trustees of the Museum will entertain at dinner before the film.
2. Le Mystère Picasso, directed by Henri Georges Clouzot, music by Georges Auric, may be shown at a benefit preview in May.

Visiting French stars, Directors, etc.

Henri Langlois, Curator of the Cinematheque Française, Miss Iris Barry, former Curator of the Museum of Modern Art Film Library and now our representative in Europe, Jacques Flaud, Director General of Le Centre Nationale de la Cinematographie, and well-known directors and stars will be in New York for the gala premiere April 4.

Press Screenings

A series of general screenings for the press will be held about two weeks before the cycle begins. In addition, editors and writers who are interested in particular films and need to see them earlier may sit in on the screenings held for the Film Library staff who will screen everything as it arrives from France. We will also be glad to arrange special screenings of particular groups of films for editors and writers interested in covering a particular aspect of the cycle.

Many stills are available now: More will be available later. Stills can also be made up from the films.

Short clips will be available for television.

Museum Publications on the Cycle:

Henri Langlois, Curator of the Cinematheque Française, who assembled the show in Paris, has written a short book (approximately 75 pages) on the French Film. Excerpts from this book will be available for reprinting.

We will cooperate in every way possible to avoid the duplicating of material. Your cooperation in letting us know your plans will be appreciated.

For further information, please call Elizabeth Shaw, Publicity Director, the Museum of Modern Art, 11 West 53 Street, New York - CI 5-8900.