

film 10

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

FOR RELEASE:

Sunday, January 19, 1958

No. 10

*VALENTINO IN BLOOD AND SAND AT MUSEUM OF MODERN ART

Rudolph Valentino in Blood and Sand (1922) will be the January 19 - 22 film showing at the Museum of Modern Art, 11 West 53 Street; daily at 3 and 5:30. A new print, made with funds contributed in part by Valentino aficionados, enables the Museum to show the film publicly for the first time in its auditorium. The original negative has disintegrated.

Robert E. Sherwood, reviewing the film at the time, said:

The chief interest in Blood and Sand centered in the picturesque person of Rudolph Valentino, who played the toreador hero, Juan Gallardo. Valentino has become the most spectacular figure on the screen; since that memorable moment in "The Four Horsemen of the Apocalypse" when he executed the tango on the floor of a tawdry Argentinan dive, there has been absolutely no question of his position in the hearts of his countrywomen. This swarthy Italian dancer has been the most extensively worshipped of all the matinee idols in the history of the theatre; his photograph has been pasted on at least one mirror in almost every home throughout this country; he has been the embarrassed recipient of a flood of fan letters that reached an average of some 4,500 a week. Obscure and hungry before his engagement in The Four Horsemen, Valentino has since become the symbol of masculine attraction to every flapper - from sixteen to sixty....He was ideally suited for the principal role in Blood and Sand, and this may be rated as his finest characterization. He put his heart into the work of making the toreador's tragedy seem real. His whole performance was stamped with an earnest sincerity. In the arena he was a gorgeous dominant personality; out of it he was a vulgar, overdressed and rather pitiful poseur....The bull-fight scenes were not quite so thrilling as they might have been, because of the care exercised to prevent the expensive Valentino from running any possible risk. Whenever Valentino confronted a bull, only the fore part of the animal was visible on the screen. As the irreverent Will Rogers observed, the real hero of the piece was the stage-hand who held the bull's tail.

Produced by Paramount Pictures from the novel by Vicente Blasco Ibanez, Blood and Sand was directed by Fred Niblo; the cast includes Lila Lee, Nita Nalda and Walter Long.

*PLEASE NOTE: Because of technical problems, Blood and Sand has been substituted for the final program of the German film series. "Past and Present: A Selection of German Films, 1896 - 1957" is now concluded.

For additional information please contact Herbert Bronstein, Assistant Publicity Director, Museum of Modern Art, 11 West 53 Street, New York, N. Y. CI 5-8900