

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

No. 109

FOR RELEASE

Sunday, Oct. 2, 1960

Press Preview

Friday, Sept. 30, 1960

11 a.m. - 4 p.m.

An exhibition and sale of Photographs for Collectors, more than 250 prints by 66 photographers, will be held at the Museum of Modern Art, 11 West 53 Street, New York City, October 2 - 16. Edward Steichen, Director of the Museum's Department of Photography, supervised the selection of the show, installed in the sixth floor Art Lending Service gallery by his Special Assistant, Grace M. Mayer. The exhibition inaugurates the inclusion of photographs as a permanent activity of the Art Lending Service.

Many of the photographs on view are also represented in the Museum's Permanent and Study Collections. They are priced at \$25 and up, in color or in black and white, some framed for hanging. Styles range from photo-journalism to abstraction, with a wide variety of subject matter. Included in the exhibition and sale are familiar classics of photography; works from The Family of Man exhibition; portraits of such personalities as Albert Einstein, Dame Edith Sitwell, Boris Pasternak, Adlai Stevenson, General de Gaulle, Bernard Berenson and Pablo Picasso; cityscapes and landscapes; artists at work; children at play; ironic and humorous studies; and the abstract image.

Participating photographers, among them the Magnum group, are from many countries. Included are Ansel Adams, Harry Callahan, Paul Caponigro, Henri Cartier-Bresson, Imogen Cunningham, Roy DeCarava, Robert Frank, Ernst Haas, Philippe Halsman, Arthur Rothstein, Aaron Siskind, Edward Steichen and Minor White. All work in the exhibition is on consignment.

Photographs for Collectors will be on view for Museum members Monday through Saturday, 12:30 to 5:30, Sunday, 1:00 to 5:00; for non-members, Mondays through Saturday, 12:30 to 5:30, Sunday, 1:00 to 5:00.

The Art Lending Service, sponsored by the Junior Council of the Museum of Modern Art, was established in 1951 as a membership privilege to encourage the purchase of contemporary art. Through this non-profit service, paintings, prints and sculpture are available for rent or purchase, with rental fees deductible from the purchase price. Photographs are for sale only.

Photographs and further information available from Herbert Bronstein, Associate Publicity Director, Museum of Modern Art, 11 West 53 Street, New York, N.Y. CI-5-8900.