

TIGHT BINDING

The Museum of Modern Art

11 West 53rd Street, New York, N. Y.

Telephone: Circle 7-7470

Cable Address: Modernart

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June 24, 1935

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To CITY EDITORS
 FEATURE EDITORS
 NEWS PHOTO EDITORS

Dear Sirs:

The Museum will make an important announcement Tuesday afternoon, June 25, in regard to the establishment of its Film Library, made possible by a recent grant from the Rockefeller Foundation.

The Film Library (the first institution of its kind in the world) will be international in scope. Its activities will include many phases of the development of the motion picture from its earliest beginnings to the present time not only in the United States but also in England, France, Germany, Russia, Japan, Sweden, Holland, and Italy.

You may wish to send a representative to meet officials of the Film Library and the Museum at


PLACE
 485 Madison Avenue--Suite 1507 (15th Floor)

TIME
 3:00 p.m., Tuesday, June 25

EVENT
 Opening of the offices of the Film Library, its first Board meeting, announcement of its officers and plans

PRESENT
 Mr. A. Conger Goodyear, President of the Museum
 Mr. John Hay Whitney, Trustee " " "
 Mr. Edward M. M. Warburg, Trustee " " "
 Mrs. William T. Emmet, Member Museum Advisory Board *Committee*
 and others

If additional information is desired, will you please telephone me, Circle 7-7470.

Sincerely yours,

 Sarah Newmeyer
 Publicity Director

THE MUSEUM OF MODERN ART

AT 53RD STREET, NEW YORK

TELEPHONE: CIRCLE 7-7470

No. 20. 6-21-35

FOR IMMEDIATE RELEASE

The Museum of Modern Art, 11 West 53 Street, announces that it has received a grant from the Rockefeller Foundation for the purpose of establishing a Department of Motion Pictures to be known as ~~The Film Library of the Museum of Modern Art, Inc.~~^{Museum of Modern Art Corp.}, with the following officers: John Hay Whitney, President; John E. Abbott, Vice-President and General Manager; and Edward M. M. Warburg, Treasurer. Miss Iris Barry, formerly Librarian of the Museum, will be Curator of the Film Library. Because of lack of space in the building now occupied by the Museum, the Film Library will be located at 485 Madison Avenue.

The Film Library will undertake a number of activities, chief of which will be to assemble, catalog and preserve as complete a record as possible, in the actual films, of all types of motion pictures made in this country or abroad from 1889 to the present day; to exhibit and circulate these films, singly or in program groups, to museums and colleges in the same manner in which other departments of the Museum now assemble, catalog, exhibit and circulate paintings, sculpture, models and photographs of architecture, and reproductions of works of art. In addition, the Film Library will assemble a collection of books and periodicals on the film, and gather other historical and critical material, including the vast amount of unrecorded data in the minds of the men who were either active participants or close observers of the development of the motion picture from its beginning. The Film Library also hopes to assemble a collection of film "stills" and a collection of old music scores originally issued to accompany the silent films. All the activities of the Film Library will be strictly non-commercial. There will be no charge for many of its services and the fee for its circulating exhibitions of films will be less than the cost of assembling and distributing the programs to the colleges and museums. It will in no way compete with the film industry.

In announcing the newly organized Film Library yesterday Mr. A. Conger Goodyear, President of the Museum, said: "The expansion of the Museum to include a department of motion pictures has

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long been contemplated. As our Charter states, the Museum is 'established and maintained for the purpose of encouraging and developing a study of modern art.' The art of the motion picture is the only art peculiar to the twentieth century. As an art it is practically unknown and unstudied. Many who are well acquainted with modern painting, literature, drama and architecture are almost wholly ignorant of the work of such great directors as Pabst, Pudovkin, or Seastrom and of the creative stages in the development of men like Griffith and Chaplin. Yet the films which these and other men made have had an immeasurably great influence on the life and thought of the present generation.

"This new and living form of expression, a vital force in our time, is such a young art that it can be studied from its beginnings; the 'primitives' among the movies are only forty years old. Yet the bulk of all films that are important historically or aesthetically, whether foreign or domestic, old or new, are invisible under existing conditions. To preserve these films and make them available to the public for study and research is the aim of the new Film Library."

Mr. John Hay Whitney, who is a Trustee of the Museum as well as President of the Film Library, has been very active in the preliminary survey made by the Museum during the past year to ascertain the possible response from museums and colleges throughout the country to the activities contemplated for the Film Library. This work was undertaken by Mr. John E. Abbott, who found that hundreds of colleges and museums were eager to avail themselves of the services proposed.

In commenting yesterday on the coordination of the work of the Film Library with colleges and Museums, Mr. Whitney said: "It is estimated that seventy million people attend the movies every week in the United States. The very great influence of the motion picture in forming the taste and affecting the lives of the greater part of our population is well-known. Despite the efforts the industry itself has made in this field, much remains to

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be done in arousing a critical, selective attitude toward the films in that part of the public most responsive to the arts - - - students, visitors to museums and art galleries and the active group in each community which takes the leadership in cultural matters. The situation is as though no novels were available to the public except the current year's output or as though no paintings could ever be seen except those painted during the previous twelve months. As a consequence, whenever artistic standards and creative vitality have been achieved in individual movies they are soon lost to view. From time to time attempts have been made to remedy the lack of means for the study and preservation of the film. Efforts have been made in many communities both here and abroad to show new films of artistic merit which are not exhibited commercially and to revive old films of interest. In most cases success has been only partial and the activity of short duration, as it has been almost impossible for any single group to obtain the necessary films. To remedy this situation the Film Library of the Museum of Modern Art has been established."

The first group of films assembled by the Film Library will be circulated next season.