

THE MUSEUM OF MODERN ART

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TELEVISION RETROSPECTIVE CONTINUES AT MUSEUM OF MODERN ART

TELEVISION USA: 13 SEASONS enters into its second month at the Museum of Modern Art with daily showings of programs originally seen on television between 1948 and 1961. Two "Adventure" shows, GENETICS I and THE FAMILY OF MAN will comprise the two-hour program Thursday, Friday and Saturday, February 28 through March 1. The entire retrospective, which continues through May 2, will screen 54 different television shows.

GENETICS I, first seen on CBS "Adventure" in 1954, uses an early Sucksdorf film and a modern dance to illustrate its subject. The show was a successful attempt to teach a systematic science by unsystematic, impressionistic means. GENETICS I was produced by Perry Wolff and directed by Tom Donovan. John Butler was the choreographer.

THE FAMILY OF MAN was filmed in 1955 in the Museum of Modern Art during the famous photography exhibition which has since travelled around the world. This broadcast was the first successful use of still photographs animated by the motion picture camera - all within television terms. Created by Edward Steichen, the exhibition contained 593 pictures from 68 countries. The television show included interviews with Mr. Steichen, Carl Sandburg, Mrs. Eleanor Roosevelt and Dr. Harry L. Shapiro.

TELEVISION USA is under the direction of Jac Venza, with Doris Hibbard as Assistant. Lewis Freedman was responsible for the dramatic selections in the series; Burt Shevelove for the comedy and music programs; Isaac Kleinerman for the news and special events; Perry Wolff for the arts and sciences; and Abe Liss for the commercials to be interspersed with some of the programs.

The television retrospective was made possible by generous contributions from, and cooperation of, the American Broadcasting Company, the Columbia Broadcasting System and the National Broadcasting Company, Inc.

Programs will be screened at 3:00 and 5:30 p.m. daily in the Museum's Film Auditorium. Admission to the Museum is \$1.00 for non-members; 25 cents for children. There is no charge for the auditorium television series.

Stills and additional information available from Marcia Rubinoff, Publicity Department, Museum of Modern Art, 11 West 53 Street, New York 19, N.Y. CI 5-8900