

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

No. 5
Monday, January 6, 1969
FOR IMMEDIATE RELEASE

In The Museum of Modern Art's new series of free lectures at noon on the exhibition THE MACHINE AS SEEN AT THE MECHANICAL AGE, Julie Martin of Experiments in Art and Technology and Lloyd Kreutzer of Bell Telephone Laboratories, Inc., will discuss "E.A.T.: An Experiment in Collaboration" on Thursday, January 9, at 12 noon in the Museum Auditorium. The audience is invited to ask questions.

Anne Hanson, Director of the International Study Center of the Museum, in announcing the new program, said that the auditorium talks are being offered so that several hundred people can participate instead of the limited number of about 35 who can be accommodated in the usual lectures in the galleries. Furthermore, she pointed out, when an exhibition is as popular and crowded as THE MACHINE, which is breaking attendance records, it is virtually impossible for a gallery talk to be held in the exhibition area; those attending have a difficult time hearing the speaker, and those who do not wish to listen to a lecture find a section of the exhibition gallery blocked to their view.

Speakers and topics for the free Thursday lectures at noon for the duration of THE MACHINE exhibition are:

January 23 "Some Aspects of 'The Machine'": Helen Franc, Senior Editor, Department of Publications, The Museum of Modern Art.

February 6 "The Machine." Jennifer Licht, Associate Curator, Department of Painting and Sculpture, The Museum of Modern Art.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, and Linda Gordon, Coordinator, Public Services, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. 245-3200.