

The Museum of Modern Art

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

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John McHale, who is currently Director of the Center for Integrative Studies in the School of Advanced Technology, the State University of New York at Binghamton, will talk about man and the technological extensions of man in a program entitled "Man +" at The Museum of Modern Art on Monday, January 27. Tickets for the lecture, which is presented in connection with the exhibition THE MACHINE AS SEEN AT THE END OF THE MECHANICAL AGE, are available for \$3.50; and \$2.60 to Museum members.

John McHale is an artist, writer and sociologist presently on leave of absence from the World Resources Inventory of Southern Illinois University in Carbondale. As its Executive Director, he is engaged in long-range studies of the utilization of man's resources. He holds a Ph.D. degree in sociology and is a Fellow of the World Academy of Art and Science and of the Royal Society of Arts in England. He also was the recipient of the Medaille d'Honneur en Vermeil, Société d'Encouragement au Progrès in France in 1966.

Mr. McHale has taught and lectured in institutions throughout the United States and Europe and has published extensively on the impact of technology on culture, mass communications and the future. As an artist and designer, he has exhibited widely in Europe since 1950. His work includes graphics, exhibition design, television, film, and general design consultancy to organizations in the United States and Europe. He has produced several experimental and documentary films.

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.