

The Museum of Modern Art

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OPTICAL SCREEN EFFECTS TO BE DEMONSTRATED AT MUSEUM FIRST PUBLIC SHOWING AS PART OF WEDNESDAYS AT NOON SERIES

How film optical effects are achieved and how multiple images are created on the screen will be shown in the auditorium of The Museum of Modern Art, Wednesday, February 5th, at noon, when a demonstration film of the step by step process will be presented to the public for the first time.

Sequences of the optical effects from "Tom Jones" and "To Sir With Love" will be shown, as well as television commercials and industrial films in which these special effects are employed. The experimental use of optical concepts will also be shown.

Opticals can be aesthetic, dramatic and informative, it was pointed out by Margareta Akermark, Associate Director of the Film Department in charge of the Wednesday at Noon Series. New techniques are constantly developed to answer the increasing demand to convey more information in less time, especially in the production of industrial and advertising films.

The program opens with a film titled "Control," (1968) demonstrating the operation of a step optical printer. Its executive producer, Kip Livingston, cooperated with Miss Akermark in assembling sample films from leading optical firms in New York, London and Los Angeles. These films illustrate the solutions to optical problems and at the same time they show both technical and artistic skills.

Also on the optical effect program will be some excerpts from the television series "Star Trek," and a ballet, "Pas de Deux," filmed by Norman McLaren; both films will demonstrate further skillful use of multiple effects.

The Wednesday noon program during the balance of February will reintroduce many unusual films, among them "A Day in the Country," made by Jean Renoir, in 1936, based

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on a Guy de Maupassant story, with Renoir and his wife in the cast. A sequence from the first ballet film in color "Red Shoes" stars Moira Shearer and Leonid Massine. "House" is a short, designed and created by Charles and Ray Eames.

The complete program follows:

- February 5 "Control" (1968). Produced by Animated Productions for Oxberry. Excerpts from "Tom Jones," "To Sir With Love," "Star Trek;" opticals in TV commercials from Cineeffects, Berkey Pathe, MPO, and Norman McLaren's "Pas de Deux." Approximately 50 min.
- February 12 "Lincoln Speaks at Gettysburg" (1953). Written, directed and produced by Paul Falkenberg and Lewis Jacobs. Music by Gene Forrell. 11 min.

"Moods of a City (L.A. City Limits)" (1964). Written and directed by Bill Adams. Photographed by John W. Young. Produced by H. L. Johnson. Music played by Riptides. 27 min.

"Redwoods" (1968). Produced by Mark Harris and Trevor Greenwood for King Screen Productions. Directed by Greenwood. Photographed by Richard Chew and Greenwood. Music by Charles Ives and Pete Seeger. 20 min.
- February 19 "Midwinter Blot (Midwinter Sacrifice)" (1946). Written, produced and directed by Gösta Werner. Photographed by S. Dahlgren. 10 min.

"Evolution" (1955). By James E. Davis. 7 min.

"Partie de Campagne" (1936). Produced by Pierre Braunberger. Directed by Jean Renoir. Story by Guy de Maupassant. Cast includes Jeanne Marken, Jean and Marguerite Renoir, Sylvia Bataille and Georges Saint-Saens. 40 min.
- February 26 "Threes are Beautiful" (1968). By Ed Packer. 5 min.

"House" (1955). By Charles and Ray Eames. Music by Elmer Bernstein. 10 min.

"A Bowl of Cherries" (1960). Produced by George Edgar. Written and directed by William Kronick. Photographed by Graeme Ferguson. With Barry Alan Grael and Elmarie Wendel. 24 min.

"Red Shoes" (Ballet Sequence) (1948). Written and produced by Michael Powell and E. Pressburger for J. Arthur Rank. Ballet designed by H. Heckroth. Music by H. Heckroth. Danced by Moira Shearer, Leonid Massine and Robert Helpmann. 20 min.

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