

The Museum of Modern Art

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SCM CORPORATION AIDS MOMA FAUVE SHOW

A grant from SCM Corporation matching one from the National Endowment for the Arts is making it possible for The Museum of Modern Art to present a major exhibition, The "Wild Beasts": Fauvisum and Its Affinities beginning March 26. The show consists of approximately 100 paintings, drawings and sculptures created by a group of early twentieth-century artists, led by Matisse, who earned the name "fauves" because of their bold use of color.

SCM's support of the Fauve exhibit is the latest in a program backing various artistic projects which began in 1973. Since then, the corporation has donated funds to photography shows and costume shows, the relocation of a university's radio antenna, archeological digs, and restoration of historic houses. Initiated by Paul H. Elicker, president of SCM, the program serves a dual purpose. It aids cultural endeavors, "that might not otherwise be able to obtain the attention they deserve," and increases corporate visibility. Mr. Elicker is a member of The Museum of Modern Art Business Committee, whose primary task is to attract corporate support for the institution's operating expenses.

The first exhibition receiving SCM's support was New Japanese Photography, a collection of nearly 200 photographs by 15 Japanese photographers which opened at The Museum of Modern Art and then was on tour for two years to major American cities. In 1975 a retrospective of the works of Edward Weston, one of America's most famous photographers opened at The Museum of Modern Art and also toured the United States.

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Other popular shows sponsored by SCM have been "Romantic and Glamorous Hollywood Design" and "American Women of Style" at the Costume Institute of New York's Metropolitan Museum of Art.

A donation of paint manufactured by the Glidden Company, a division of SCM, will be used to refurbish a series of revolutionary homes in New York City as part of the company's contribution to the Bicentennial.

And later this year, SCM funds will make it possible to move the transmitter of the Columbia University radio station from a mid-Manhattan building to the top of the World Trade Center adding many hours of classical music broadcasting for metropolitan area listeners.

The corporation has also supported an archeological excavation at Kommos on the island of Crete, an underwater exploration of Roman and archaic shipwrecks off the Turkish coast, and has contributed 12,000 francs to the Society of the Friends of Marcel Proust for restoration of the famous novelist's house in France.

Headquartered in New York, SCM is a diversified manufacturing company whose products include Smith Corona typewriters, Glidden paints, Durkee convenience foods and Proctor-Silex houseware.

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