

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

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"Photography for Collectors," the spring exhibition of The Museum of Modern Art's Art Lending Service, opens on March 16. Selected from New York galleries by John Szarkowski, Director of the Department of Photography, all of the works are for sale; prices begin at \$100.00. The exhibition/sale, which is sponsored by the Museum's Junior Council and made possible by a grant from Black and White Scotch, will be on view in the sixth floor Members Penthouse through June 15.

The exhibition contains a wide variety of works by more than 30 photographers, including such long-recognized masters as Bill Brandt, Imogen Cunningham, Manuel Alvarez Bravo, and Clarence H. White, as well as younger photographers: Robert Adams, Roger Mertin, and Stephen Shore, among others.

Mr. Szarkowski has written that collecting photographs is a search "...filled with mysteries and contradictions and unexpected adventures. Even photography's eternal virtues are provisional, and its future is as unpredictable as that of any other living species."

The Art Lending Service was formed by the Museum's Junior Council in 1951 to encourage people to collect modern art. Photography was made a permanent section of the Service nine years later, when the collecting of photography was limited, primarily to museums, and there were few galleries that sold photographs to the public. The Art Lending Service, however, has included photographic prints along with its selection of paintings, sculpture and prints since 1960 and has presented several exhibitions of photography. The exhibition is open to the public through the Museum's office entrance at 21 West 53 Street, from 11:30 a.m. to 5:00 p.m. daily except Wednesdays; 2:00 to 5:00 p.m. Sundays.

Additional press information available from Michael Boodro, Assistant, and Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., New York, NY 10019. Phone: (212) 956-7504; 7501
