

The Museum of Modern Art

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

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ADVANCE FACT SHEET

WILLIAM EGGLESTON

- Sponsors: Vivitar Incorporated and the National Endowment for the Arts
- Dates: The Museum of Modern Art, New York City, May 25 - August 1, 1976
- Tour: To be announced.
- Director: John Szarkowski, Director, Department of Photography, The Museum of Modern Art
- Contents: Approximately 80 prints. Installation will be in the Museum's first-floor galleries.

During recent years younger photographers have begun to use color photography in a new spirit of freedom and naturalness. In this work the role of color is more than descriptive or decorative, and assumes a central place in the definition of the picture's content. William Eggleston is one of the most talented and accomplished of these photographers. His pictures also comprise a remarkable and surprising commentary on contemporary American life.

Mr. Eggleston, who has been working with color since 1962, was awarded a Guggenheim Fellowship in photography in 1974 and a National Endowment for the Arts fellowship in 1975. In 1974 he was lecturer in Visual and Environmental Studies at Carpenter Center, Harvard College. 14 Pictures, a portfolio of his dye-transfer prints, was privately published in 1975.

Book: William Eggleston's Guide by John Szarkowski, 112 pp, 48 color plates. This book is the Museum's first publication on color photography.

Poster: Four - color

April 1976

Photographs, color transparencies, additional information available from Bruce Wolmer, Assistant, and Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., New York, NY 10019 Phone: (212) 956-7295; 7501.
