

The Museum of Modern Art Department of Film

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For Immediate Release

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FILM RESTORATION AND PRESERVATION:
MoMA FILM PRESERVATION FUND AIDED
BY N.Y. PREMIERE OF "SUPERMAN III"

When SUPERMAN III premieres in New York on June 14, guests at the black-tie gala will not only be enjoying the newest adventures of the Man of Steel, but will also be contributing to an ambitious and vital campaign. The Benefit Premiere of Warner Bros.' SUPERMAN III will aid the Preservation Fund of the Department of Film of The Museum of Modern Art. The benefit exemplifies the shared concern of film archives and the film industry to save the twentieth century's signal art form from literally fading away or crumbling to dust.

The dual problems of film deterioration and color fading threaten most of our young film heritage with an untimely old age. The Museum of Modern Art has been actively involved in the preservation of its Archive since the Film Library (now the Department of Film) was established in 1935. To date, more than 12 million feet of silver nitrate film, more than half the nitrate in the Archive's collection of over 8,000 titles, have been transferred from the highly unstable nitrate medium to acetate safety stock.

Each transferal requires meticulous care in matching tone and contrast, and must equally try to correct any deterioration that may have already affected the original film. Escalating laboratory, stock and storage costs have made the transferral of the remaining 8 million feet of nitrate a much more expensive task.

Several major projects have already been successfully completed, including the preservation of the D.W. Griffith Collection, which includes BROKEN BLOSSOMS, WAY DOWN EAST, INTOLERANCE and BIRTH OF A NATION. The David O. Selznick Collection films in Technicolor,

which include NOTHING SACRED, THE GARDEN OF ALLAH, DUEL IN THE SUN and THE ADVENTURES OF TOM SAWYER, have been preserved by color separation, and the Selznick black-and-white films SPELLBOUND, A BILL OF DIVORCEMENT and A PORTRAIT OF JENNY have been transferred to safety stock. All surviving negatives of both the Biograph and Edison film companies have been preserved, as well as the Douglas Fairbanks Collection, Sergei Eisenstein's QUE VIVA MEXICO and Alfred Hitchcock's NOTORIOUS. A major ongoing project is Raoul Walsh's 1929 THE BIG TRAIL, starring a very young John Wayne, in its original 70mm "Grandeur" screen format.

The cost of preserving these priceless films, from the laboratory to the vault, is staggeringly high -- but the cost of film deterioration is higher. The Museum of Modern Art's Film Preservation Fund was established in 1982 to carry through the restoration and preservation of endangered works in the Archive. A goal of \$6 million in preservation capital has been set.

The New York premiere on June 14 of SUPERMAN III to benefit the Film Preservation Fund is an invaluable support to this campaign. The Trustees of The Museum of Modern Art are extremely grateful to the producers of SUPERMAN III, to Warner Bros. and Warner Communications, Inc. for their concern and participation in this important effort.

For Benefit ticket information, please contact The Museum of Modern Art: (212) 708-9680.

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For further information, photo material and background on the MoMA Film Preservation Fund, and information on the SUPERMAN III Benefit Premiere, please contact Alicia Springer at Steve Seifert Associates, 18 East 53rd Street, New York NY, 10022, (212) 838-0888.
