

Irving Penn

THE MUSEUM OF MODERN ART, NEW YORK

SEPTEMBER 13-NOVEMBER 27, 1984

No.27

For immediate release

FACT SHEET

EXHIBITION: IRVING PENN

DATES: September 13 - November 27, 1984

DIRECTOR: John Szarkowski, Director of the Department of Photography at The Museum of Modern Art, New York.

SPONSORS: This exhibition has been made possible by a generous grant from SCM Corporation. Additional support has been provided by the National Endowment for the Arts. IRVING PENN is the sixth exhibition SCM Corporation has sponsored at The Museum of Modern Art in the past decade.

CONTENTS: IRVING PENN, the first retrospective study of the artist's work in over twenty years, will present approximately 200 color and black and white photographs selected from a body of work which spans the past four decades. The exhibition will examine Penn's work in portraiture, fashion, advertising, the nude, ethnographic subjects and still life, and will also include a selection of Penn's early, unpublished photographs.

For more than a generation, Irving Penn has been recognized as one of the world's most distinguished and influential practitioners of editorial, advertising, and fashion photography. His work has been admired for its formal invention, technical elegance, breadth of reach, and for the confidence with which it has combined great boldness with artistic poise. In both his personal and commercial work--his photographs have appeared in Vogue magazine since 1944--Penn has maintained a rigorously demanding standard of style and craft.

By the 1970s Penn's interest shifted from the printed page as end product to the expressive possibilities of the photographic print. Through long, meticulous experiment he perfected a command of platinum printing to bring an even greater richness and clarity to his increasingly personal work.

PUBLICATION: Irving Penn, the first comprehensive volume of Penn's work since Moments Preserved (1960), will be published by The Museum of Modern Art in conjunction with the exhibition. In addition to an essay by John Szarkowski, which traces Penn's career from its art school beginnings in the 1930s to the provocative work of recent years, this catalog will contain 191 color and black and white illustrations. A clothbound edition of the book will be distributed

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for the Museum by New York Graphic Society Books/Little, Brown and Company, Boston at \$60; the paperbound version will be available only at the exhibition or by direct order from the Museum, at \$19.95 until November 30, 1984; \$25 thereafter.

TOUR:

After closing at The Museum of Modern Art, IRVING PENN will travel to:

Milwaukee Art Museum	July 12 - September 1, 1985
Detroit Institute of Arts	September 24 - November 24, 1985
University Art Museum University of California Berkeley, California	January 20 - March 16, 1986
Corcoran Gallery of Art Washington D.C.	April 19 - June 8, 1986
Fort Worth Art Museum Fort Worth, Texas	June 29 - August 31, 1986

The exhibition will circulate abroad in 1986-87 under the auspices of The International Council of The Museum of Modern Art.

For further information please contact Luisa Kreisberg, Director, or Debra Greenberg, Senior Press Officer, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, NY 10019. (212) 708-9750
