

!HIGH & LOW! MODERN ART AND POPULAR CULTURE

For Immediate Release
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TWO MAJOR PUBLICATIONS TO ACCOMPANY HIGH AND LOW EXHIBITION

Two books are being published in conjunction with the exhibition HIGH AND LOW: MODERN ART AND POPULAR CULTURE, on view at The Museum of Modern Art from October 7, 1990, to January 15, 1991. *High and Low: Modern Art and Popular Culture*, the catalogue accompanying the exhibition, is the first encompassing history of the century-long dialogue between "high" and "low" art. *Modern Art and Popular Culture: Readings in High and Low*, is a collection of essays by art historians and critics intended to complement the exhibition catalogue. Both the exhibition and its accompanying publications are sponsored by AT&T.

High and Low: Modern Art and Popular Culture was written by Kirk Varnedoe, director of the Department of Painting and Sculpture, The Museum of Modern Art, and Adam Gopnik, staff writer and art critic for *The New Yorker*, curators of the exhibition. In eight chapters, the authors examine the key exchanges by which artists have taken up styles and imagery derived from newspapers, advertising, caricature, comics, and graffiti. Histories of particular aspects of popular culture are also traced, from Pompeian graffiti to the kiosks of turn-of-the-century Paris. The book establishes a lineage that flows from the Cubists, who first incorporated into art elements from the popular press, through the 1980s, when the imagery of consumer society and the modes of mass communication became of central importance to younger artists.



The Museum of Modern Art, New York
October 7, 1990–January 15, 1991

The Art Institute of Chicago
February 23–May 12, 1991

The Museum of Contemporary Art, Los Angeles
June 23–September 15, 1991

The richly illustrated volume includes works by such artists as Jean Dubuffet, Marcel Duchamp, Philip Guston, Roy Lichtenstein, Elizabeth Murray, Claes Oldenburg, Pablo Picasso, and Andy Warhol, as well as relevant examples of commercial, cartoon, and journalistic art forms. An extensive annotated bibliography by Matthew Armstrong and Fereshteh Daftari completes the volume.

High and Low: Modern Art and Popular Culture is published by The Museum of Modern Art, New York. The 464-page book includes 625 illustrations, including 220 color plates and three fold-outs. The hardcover version (\$60.00) is distributed by Harry N. Abrams, Inc.; the paperback book (\$29.95) is available in The MoMA Book Store.

Modern Art and Popular Culture: Readings in High and Low explores the interplay of high and low art in a series of essays whose subjects range from Bernini's caricatures to the Russian avant-garde and from the music halls of pre-World War I Paris to the custom car shops of Los Angeles in the 1960s. Edited and with an introduction by Mr. Varnedoe and Mr. Gopnik, the publication includes essays by John Bowlt, Lynne Cooke, Lorenz Eitner, Irving Lavin, Peter Plagens, Robert Rosenblum, Roger Shattuck, Robert Storr, and Jeffrey Weiss.

Modern Art and Popular Culture is copublished by The Museum of Modern Art, New York, and Harry N. Abrams, Inc. The paperback book (\$29.95) contains 336 pages with 225 black-and-white illustrations and is available in The MoMA Book Store.

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For further information regarding the exhibition or publication, contact the Department of Public Information, The Museum of Modern Art, 212 708-9750.

For book review copies, contact Ellen Celli, Harry N. Abrams, Inc., 212 206-7715.

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