

NATIONAL GALLERY OF ART

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NEWS RELEASE

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NATIONAL GALLERY OF ART INTRODUCES NATIONWIDE MULTI-MEDIA EDUCATION PROGRAM ON ART AND MAN

WASHINGTON, D.C. February 12, 1970. The National Gallery of Art announced this week the launching of a multi-media education program on art and man for junior and senior high schools throughout the nation. The announcement was made at a session of the National Association of Secondary School Principals held at the National Gallery on Monday.

"The objective of the program," according to J. Carter Brown, Director of the National Gallery, who made the announcement, "is to invite young people into the adventure of discovering the arts of all time and their relationship to today's world.

"The program, which uses the publishing technology of today, is a new method of reaching students," he stated. It is based on a low-priced periodical called "Art and Man", which will be packaged with filmstrips, slides, posters, color reproductions, and teaching guides. These will be drawn from the resources not only of the National Gallery, but of other museums and collections throughout the world. The first package will be released in October. Scholastic Magazines, Inc. will be the publisher.

Mr. Brown stressed the fact that through this new program, the National Gallery would greatly expand the sharing of its treasures

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and resources with students throughout the country. "The new multi-media program," he said, "will bring together examples of man's creative expression from earliest times to the present and all parts of the globe.

"Closely linked to history, literature, and philosophy, it will be as pertinent to the humanities as to the arts."

In describing the venture with Scholastic Magazines, Mr. Brown states, "We look forward to cooperating with Scholastic Magazines in this endeavor, as the firm has for 43 years encouraged creative achievement among high school students through its Art Awards program and brings editorial, production, and distribution skills developed over a half a century of publishing for American schools."

M. R. Robinson, Chief Executive Officer of Scholastic Magazines, Inc., said, "No publisher could ask for the support of a more superb organization than the National Gallery - one of the greatest cultural resources of the world. We are honored to be associated in this venture. Conveying the scope, content, and richness of the National Gallery to students will be a most rewarding experience."

W. Howard Adams, Assistant Administrator of the Gallery, whose responsibilities include the Extension Services and Publications for the Gallery, is in charge of the program.

Dr. Richard McLanathan, formerly of the Museum of Fine Arts in Boston, and the author of several books on art history, will be consulting editor.