

DR. SCOTT (3-703)

# NATIONAL GALLERY OF ART

NEWS RELEASE

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## "CIVILISATION" BEGINS SECOND RUN AT NATIONAL GALLERY MARCH 22

J. Carter Brown, Director of the National Gallery of Art, announced that, with contributions by over 2,000 persons of more than \$15,000 toward the purchase of prints of "Civilisation," the extraordinary series of thirteen one-hour films in color narrated by Kenneth Clark, the National Gallery is ready to show the film series again.

"Thanks to more than a little help from our friends," Mr. Brown said, "we will be able to begin daily showings again starting Sunday, March 22.

"In just five weeks, public response to our proposal - itself a response to great public demand in the Washington area - has put us almost fifty per cent over our original goal. This overage will be used to meet expenditures for a projectionist, and other administrative expenses such as staffing a ticket and reservation desk.

"We still expect to run the series continually sometime in the future. In the meantime, contributions are still coming in, which may enable us to run the series again in the summer. Also during the summer, we hope to be able to show the films in the evenings, for those who cannot make it during weekdays."

A friend of "Civilisation" also wrote and asked if it would be

possible for the next showing of the films to have a brochure available that would point out items in the Gallery's collection that related to the subject of each film. The Gallery agreed, and the first of these brochures will be available for the reopening of "Civilisation" on March 22.

Showing times will be weekdays and Saturdays at 10:30 and 11:30 a.m., and 12:30, 2:30, and 3:30 p.m. Sunday performances will be at 12:30 and 1:30 p.m. There will be additional Sunday showings at 5:30, 6:30, and 7:30 p.m. on March 22 and 29, April 26, May 17 and 24, and June 14.

The Spring series schedule is as follows:

March 22-28	I	<u>The Skin of Our Teeth</u>
March 29-April 4	II	<u>The Great Thaw</u>
April 5-11	III	<u>Romance and Reality</u>
April 12-18	IV	<u>Man - The Measure of All Things</u>
April 19-25	V	<u>The Hero as Artist</u>
April 26-May 2	VI	<u>Protest and Communication</u>
May 3-9	VII	<u>Grandeur and Obedience</u>
May 10-16	VIII	<u>The Light of Experience</u>
May 17-23	IX	<u>The Pursuit of Happiness</u>
May 24-30	X	<u>The Smile of Reason</u>
May 31-June 6	XI	<u>The Worship of Nature</u>
June 7-13	XII	<u>The Fallacies of Hope</u>
June 14-20	XIII	<u>Heroic Materialism</u>

As previously announced, contributors of \$5 or more are entitled to reserve seats for a weekday performance.

"Civilisation" had its American premiere in the auditorium of the National Gallery of Art before an invited audience on Monday evening, October 27. In the first run of the series, the films were shown a total of 457 times, with approximately five showings daily Monday through Saturday and six on Sunday.

The Gallery was able to show the first series without charge, but could only repeat the films by purchasing a set for its own use. The Gallery's 1970 fiscal budget was set, however, before it became possible to buy the series and the necessary funds were not in its budget. In addition, by the terms on which the films are available for purchase, no charge for admission would be permitted.

Consequently the Gallery went to the public and asked their support in purchasing a copy of the series.

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