

NATIONAL GALLERY OF ART

NEWS RELEASE

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NATIONAL GALLERY OF ART LAUNCHES MULTI-MEDIA

"ART AND MAN" PROGRAM

WASHINGTON, D. C. September 16, 1970. The National Gallery of Art today introduced a new multi-media program in the humanities called "Art and Man." The first installment in the eight-part program will be distributed to subscribing museums and schools throughout the country the week of September 21. The program is being published and distributed by Scholastic Magazines, Inc., under the direction of the National Gallery of Art.

The first installment, comprising a fully-illustrated magazine entitled "The American Wilderness" and a teaching guide and a film-strip relating to contemporary ecological topics of interest, is being shown today for the first time at a luncheon and reception given by the National Gallery for fifty distinguished persons in art and education.

A special two-day exhibition of over 50 original works of art, which are among those that will illustrate the program during its first year, has been installed in Galleries G-11 through 15 for the occasion. These works are drawn from the collections of the National Gallery and lent by private collectors and other museums, including the Fogg at Harvard, the Smithsonian's Museum of Natural History, and

(MORE)

the Museum of African Art in Washington, D. C. Among the works on view are Self-Portrait (1659) by Rembrandt van Ryn (1606-1669), Head of a Woman by Amedeo Modigliani (1884-1920), The Notch of the White Mountains by Thomas Cole (1801-1848). Also included are important selections of African and American Indian art.

J. Carter Brown, Director of the National Gallery, pointed out at the luncheon that although these masterpieces are only assembled for the special occasion for two days, through the new program, "Art and Man," they will be brought to hundreds of thousands of students in all parts of the country. "The National Gallery of Art will thus add another new dimension to its national educational efforts," he said.

"Art and Man" will be published in eight monthly packages during the school year. Each will deal with an important subject which is pertinent today: The American Wilderness, Rembrandt and His Age, African Heritage, Art and the Machine, Florence and the Renaissance, Cities to Live In, and The First Americans (the American Indians). The program involves various arts of all periods from prehistoric paintings to the latest contemporary works.

The program was initiated and supervised by W. Howard Adams, Assistant Administrator (Extension Services). Consulting editor for the program is Dr. Richard McLanathan, art historian and author.

Each "Art and Man" package will consist of a 16-page magazine for each pupil, illustrated in full color with works of art from public and private collections throughout the world, a teaching guide which suggests the application of this material in a variety of fields

(MORE)

of study, and a multi-media element such as a filmstrip, recording, a poster, or color reproductions.

With African Heritage, for instance, there will be a recording of African music and explanations of its original purposes. In November, Rembrandt and His Age will include a portfolio of facsimile reproductions of Rembrandt prints and drawings, with "Cities to Live In," a filmstrip on the idea of livable cities, giving chief attention to the protection of landmark buildings and neighborhoods.

The monthly teaching guide will provide background material on the themes: historical outlines, biographies, suggestions for class projects, local collections, monuments and exhibitions to visit, and bibliography for further exploration of the arts, literature, history, and music related to the month's subject. The guide will also suggest topics for discussion on such vital contemporary problems as ecology, today's cities, etc. In addition, each issue of the guide will carry a list of important collections and exhibits across the country.

The basic package is for 20 students. The cost of the program is \$2.00 per student for a year's subscription. It will be available through Scholastic Magazines, Inc., 902 Sylvan Avenue, Englewood Cliffs, New Jersey 07632.

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