

NATIONAL ENDOWMENT FOR THE HUMANITIES



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THE NATIONAL ENDOWMENT FOR THE HUMANITIES MAKES GRANT
TO THE NATIONAL GALLERY OF ART FOR DISTRIBUTION OF
LORD CLARK'S "PIONEERS OF MODERN PAINTING."

FOR RELEASE: Tuesday, May 2, at 10:00 a.m.

Washington, D.C., May 2 -- The National Endowment for the Humanities has made a grant of \$50,481 to The National Gallery of Art for distribution of Pioneers of Modern Painting, a six-part film series written and narrated by Kenneth Clark, to community and campus audiences in the United States through the auspices of smaller colleges and universities with enrollments under 2000 and smaller art museums. Announcement of the grant was made by Dr. Ronald S. Berman, Chairman of the National Endowment at a 10:00 a.m. news conference at The National Gallery of Art.

The films, in color and 45 minutes in length, are visual explorations of the works of Manet, Cezanne, Monet, Seurat, Rousseau and Munch. They were originally produced for ATV-London. The news conference was also the occasion for the first United States press preview of two films from the series, those on Monet and Munch.

The Endowment's grant to the Gallery will be used to purchase and distribute prints of the Pioneers of Modern Painting series through a distribution concept which offers them free of charge to small colleges and museums and neighboring communities which might not otherwise be able to afford to rent or buy them.

Since 1970 the National Gallery has been distributing prints of Lord Clark's widely-acclaimed 13-part Civilisation series in a similar manner under a \$180,000 matching grant from the National Endowment and the Xerox Corporation. "The great success of this program," said Dr. Berman, "has encouraged the National Endowment to engage in a similar program with respect to Pioneers of Modern Painting."

Specifics of this second joint program for distribution of Lord Clark's films were outlined by J. Carter Brown, Director of the National Gallery of Art, following Dr. Berman's announcement of the grant. "The National Gallery is especially pleased to be able to continue its partnership with the National Endowment for the Humanities to reach the student and adult audiences for the arts across the country," said Mr. Brown. "Through our initial program sponsored also by the Endowment, Lord Clark's Civilisation films have already have been shown on more than 600 campuses and their communities in the United States and its possessions. The cooperative screenings of

Civilisation for both 'town and gown' have been enthusiastically received by the colleges and have proved to be a most useful formula in reaching a broad community audience."

One of the broad goals of the National Endowment for the Humanities is to bring media to serve more fully the needs of broad citizen audiences at the reduced unit costs which such technology makes possible. Dr. Berman stated at the conference that "in film lies the opportunity to bring education to great numbers, yet with the extraordinary economy which this medium makes possible. In Pioneers of Modern Painting, as well as Civilisation, we have on film a gifted teacher and interpreter. Through Lord Clark's vision, millions of citizens and students now may gain a deeper insight into the work, life and events of six major artists who profoundly affected the direction of modern painting."