

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

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An exhibition illustrating the new direction in color photography developed by Ernst Haas will be on view at the Museum of Modern Art, 11 West 53 Street, from August 21 through October 28. A ten-year retrospective, ERNST HAAS - COLOR PHOTOGRAPHY consists of 80 prints, among them the unique motion studies in which Haas attempts "to arrive at an image in which the spectator feels the beauty of a fourth dimension, between moments rather than within a moment." About a dozen black and white photographs dating from 1946 have been included to show Haas' transition from photo-journalism to the more personal and abstract expression of his work in color. The exhibition is directed by John Szarkowski, Director of the Department of Photography, and Grace Mayer, Curator. Herbert Migdoll designed the installation in the Auditorium Gallery.

Haas' motion studies series are of bull fighting in Spain, water skiing in Florida sailing in Long Island Sound, rodeo in Nevada and Madison Square Garden, and football in Yankee Stadium. Other color essays, abstract to varying degrees, are concerned with New York, the American landscape, and elements in nature. In all of the photographs, according to Mr. Szarkowski, "the color sensation itself is the subject matter."

Ernst Haas, born in Vienna in 1921, was affiliated with the Reinhardt Dramatic School, and later with a motion picture company in Berlin. An exhibition of his photographs in Vienna led to employment with the American Army of Occupation. Following the widespread publication of his black and white essay, "Homecoming of Austrian Prisoners of War," he joined Magnum in Paris in 1949. Two years later he came to the United States and began his concentration on color photography. "New York," his first major essay in this medium, appeared in Life, as have his sequences on "Paris," "Venice," and "Color in Motion." His work, widely reproduced and exhibited here and abroad, has brought him numerous awards. Haas currently has two one-man shows traveling abroad: one opened at Photokina in Cologne in 1960, the other, to tour Japan, opened in Tokyo in July. His first book - 80 recent color photographs - will be published in 1963 by Edita, S.A. in Lausanne and The Macmillan Company in New York.

Speaking of Ernst Haas, Edward Steichen said: "In my estimation we have experienced an epoch in photography. Here is a free spirit, untrammled by tradition and theory, who has gone out and found beauty unparalleled in photography."

Photographs and further information available from Herbert Bronstein, Associate Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. Circle 5-8900.