

THE MUSEUM OF MODERN ART

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ERNST HAAS - COLOR PHOTOGRAPHY, a 10 year retrospective, will be on view at the Museum of Modern Art, 11 West 53rd Street, New York, from August 21 through October 28. Approximately 80 prints will include color essays of New York, studies in motion -- bull fighting, water skiing, sailing, the rodeo, car racing and football -- and his current series on the American landscape and elements in nature. A small number of prints will exemplify his work in black and white. The exhibition, directed by John Szarkowski, Director of the Department of Photography and Grace M. Mayer, Curator, will be installed in the Auditorium Gallery by Herbert Migdoll.

For Haas, color photography is a new "philosophy of seeing"; it is not journalism, but a visual poetry. As Mr. Szarkowski writes, "The color in color photography has often seemed an irrelevant decorative screen between the viewer and the fact of the picture. Ernst Haas has resolved this conflict by making the color sensation itself the subject matter of his work. No photographer has worked more successfully to express the sheer physical joy of seeing."

Haas' interest in exploring the use of color as the dominant medium began in 1951. He had recently come to the United States with Magnum, the international photographers' cooperative; he originally joined Magnum in Paris in 1949, following the widespread publication of his memorable photo story in black and white of the homecoming of the Austrian Prisoners of War.

Haas' first major color essay, NEW YORK, and later, studies of PARIS, VENICE, and the experimental COLOR IN MOTION, including the "Bull-fight" series, have all been published by LIFE. His works have been shown at the Venice Biennale and many museums, including the Museum of Modern Art, where examples of his works are in the permanent collection. Currently, he has two one-man shows traveling abroad: one which opened at Photokina in 1960 and another which opened in Tokyo in July and will later tour Japan. A book on his studies of the elements of nature will be published in 1963 by Edita in Lausanne and the Macmillan Company in New York.

The photographer was born in Vienna and is now a New Yorker.

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