

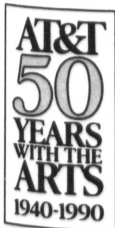
# !HIGH & LOW! MODERN ART AND POPULAR CULTURE

For Immediate Release  
October 1990

## TWO MAJOR PUBLICATIONS TO ACCOMPANY HIGH AND LOW EXHIBITION

Two books are being published in conjunction with the exhibition HIGH AND LOW: MODERN ART AND POPULAR CULTURE, on view at The Museum of Modern Art from October 7, 1990, to January 15, 1991. *High and Low: Modern Art and Popular Culture*, the catalogue accompanying the exhibition, is the first encompassing history of the century-long dialogue between "high" and "low" art. *Modern Art and Popular Culture: Readings in High and Low*, is a collection of essays by art historians and critics intended to complement the exhibition catalogue. Both the exhibition and its accompanying publications are sponsored by AT&T.

*High and Low: Modern Art and Popular Culture* was written by Kirk Varnedoe, director of the Department of Painting and Sculpture, The Museum of Modern Art, and Adam Gopnik, staff writer and art critic for *The New Yorker*, curators of the exhibition. In eight chapters, the authors examine the key exchanges by which artists have taken up styles and imagery derived from newspapers, advertising, caricature, comics, and graffiti. Histories of particular aspects of popular culture are also traced, from Pompeian graffiti to the kiosks of turn-of-the-century Paris. The book establishes a lineage that flows from the Cubists, who first incorporated into art elements from the popular press, through the 1980s, when the imagery of consumer society and the modes of mass communication became of central importance to younger artists.



The Museum of Modern Art, New York  
October 7, 1990–January 15, 1991

The Art Institute of Chicago  
February 23–May 12, 1991

The Museum of Contemporary Art, Los Angeles  
June 23–September 15, 1991

