

AIGA

The American Institute of Graphic Arts

1059 Third Avenue

New York 10021

Plaza 2-0813 area code 212

Mr. Eliot Porter
Route 4, Box 33
Santa Fe, New Mexico 87501

Dear Mr. Porter -

The American Institute of Graphic Arts takes pleasure in announcing plans for a major showing in the gallery in June of the original work of selected outstanding artists, designers and photographers in the United States and abroad as a benefit for a newly established capital fund to further the expansion of activities into new graphic disciplines; to institute a scholarship program in the graphic arts; and to help sustain the degree of excellence long associated with our organization since its founding in 1914.

You have been selected by the committee to receive this invitation to have an example of your work included. After you have reviewed the attached information sheet, we hope very much that you will promptly return the enclosed card telling us that you will lend the AIGA your support - and that your work will be received at the Institute gallery, 1059 Third Avenue, by April 1, 1974.

Sincerely,

Edward Russell

Edward Russell, Jr.

Chairman

Friends of the AIGA Committee

Ivan Chermayeff

Lee Jones

James Miho

Michael Schacht

George Tscherny

Henry Wolf

Maybe returned
enclosed card,
Don't remember
A line
no further word came

Memo from

MAGNUM PHOTOS, INC. New York 15 West 46 Street, N.Y. 10036 Tel. 541-7570 Cable: MAGNUMFOTO

Dear Mr. Porter -

We hope you'll
join this project.
The ARGA is a fine
institution; the show
should be very hand-
some - We look for-
ward to hanging one
of your prints -

With many thanks,
Lee Jones

GENERAL INFORMATION ON JUNE 4, 1974 EXHIBIT

. One hundred and fifty artists, designers and photographers are being invited to submit original work not previously published or exhibited.

. The subject is COLOR.

. The works of art will be framed by the AIGA - and should be able to be incorporated in a 30-inch by 30-inch exhibition module. We anticipate using a welded polished aluminum frame which is one inch deep with a 5/16 inch face.

. Please ship to arrive by April 1, 1974 to:

AIGA/COLOR
1059 Third Avenue
New York 10021

. All entries will be considered a contribution to the AIGA and will become the property of the AIGA.

. Prior to the exhibit, fifteen hundred friends and interested persons of the AIGA will be asked to make \$25.00 unit contributions to the Institute, which may be tax deductible. Prior to the opening of the exhibit, there will be an impartial drawing of 150 names from the 1500 donors and those 150 persons will be eligible to receive one of the original works of art after the close of the exhibition. At the opening of the exhibition in the Gallery on June 4, 1974, a second drawing will be made to determine which work of art the 150 lucky donors will receive. It will not be necessary that the donor be present.

AN AUXILIARY AND CONTINUING FUND RAISING PROGRAM WILL BE INSTITUTED
BASED ON THE FOLLOWING:

This Committee will select 10 pieces from the show to be reproduced in a limited edition of posters for resale by the AIGA.

The posters will be reproduced under the art direction of the Committee; production costs to be borne by five paper manufacturers, who will be invited to participate. The manufacturers will be modestly credited on the individual poster but the works will not be reproduced by them in another form or otherwise commercially promoted.

The posters will be offered for sale at \$5.00 each, or \$40.00 for a set (a portion of this will be a contribution and may be tax deductible.)

Some art editors have received a preliminary briefing on the show and have expressed more than considerable interest. Detailed publicity articles on the show, the contributing artists, and the posters will be released to leading graphic arts magazines in the U.S.A. and abroad. A special effort will be made to promote the sale of the posters through this medium.

Phoned N.Y.
to say you were
away - + couldn't send.
A.P.

Mar. 8

AIGA

The American Institute of Graphic Arts
1059 Third Avenue
New York 10021
Plaza 2-0813 area code 212

March 4, 1974

We know that the mails are slow and we know too that you are a busy person, but that's why we do not want to hang our AIGA COLOR Show without an example of your work.

Won't you please take a few minutes and send us a reply to our invitation this week before March 11th so that we can complete our planning? If by chance you did not receive your invitation, please call or write to us so that a duplicate copy can be expedited to you.

The Friends of the AIGA Committee

Edward Russell, Jr.
Ivan Chermayeff
Lee Jones
James Miho
Michael Schacht
George Tscherny
Henry Wolf