

THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53rd STREET
TELEPHONE: CIRCLE 5-8900
CABLES: MODERNART, NEW-YORK

April 29, 1952

Dear Eliot Porter:

We have just closed a very successful group exhibition of the work of five French photographers, and we wish to follow it up with at least two or possibly three similar exhibitions of the work of American photographers. Each photographer represented by about twenty-five prints. The general theme of these exhibitions is the contribution made by photography to man's evaluation of truth. Each exhibition to contain as wide a range and variation of techniques and concepts as possible.

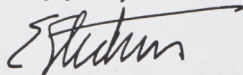
We would like to include a group of your color prints in one of the series. If this is agreeable to you, could you send us twenty-five to thirty prints for this purpose. As your bird pictures have been shown here before, it would probably be wise not to have too many of them in your selection. However, I leave this to your judgment. Please let me have your reply as soon as possible.

We are also considering a proposition made by Pavelle Company to make enlarged dye transfer prints from color photographs to be placed on sale here at the Museum in a similar manner to the way we handle large color prints of the Museum's collection of paintings. I would like to experiment with a few subjects to start with and wonder if you would be interested. The prints would be sold here on some kind of a royalty basis and, if successful, might be a means of producing an income for the photographer without any additional work on his part.

If this interests you, it would be worthwhile to try out your aspen print as the Museum audience has proven its interest in that picture. We would hold the print-maker to a close approximation of your print and, of course, submit it to you for approval before releasing it. Everybody here seems to feel that there should be a market for such color prints for home decoration. It is the Museum's experience that our largest color prints outsell the smaller ones. Pavelle will make their reproductions either from the original Kodachrome or use your separations.

With all good wishes,

Sincerely yours,



Dr. Eliot Porter
Route 1, Box 5B
Santa Fe, New Mexico

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