

Modern Masters Exhibition Details

Exhibition initiated by Australian members of MoMA's International Council. These were Penelope Seidler, Ann Lewis, James Fairfax, Lady Casey, Mrs Chester Guest, Sandra McGrath.

The **Art Gallery of New South Wales** and the **National Gallery of Victoria** each put in \$10,000 for catalogue & \$20,000 each for expenses.

The **Visual Arts Board** of the **Australia Council** put up \$25,000 guarantee against loss on catalogue & set aside \$15,000 to bring students from State capitals which didn't receive show.

Freight costs to & from US met by **Aluminum Company of America's Alcoa Foundation** [\$US150,000] The Australian Government indemnified insurance to the value of \$A70m.

180,000 saw show in Sydney, 172,000 in Melbourne.
Costs: 20¢ to enter Gallery, 50¢ to see show; \$4 for Catalogue.

Total works in show: 114. & 58 artists represented. Source of works MoMA 23, other US museums 31, Musée d'Art Moderne, Paris 9, Tate Gallery London 1, NGV, AGNSW 4, Private collections New York, 33, elsewhere US 3, outside US, mostly Europe 10.

Information source: Smith T. (ed) Art & Language 1975 (Art & Language Press, Banbury-New York-Sydney 1976; no rights reserved)