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NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N.Y. • TELEPHONE- AREA CODE 212-WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES
PRESIDENT

NEWS:

March 8, 1965

REFER INQUIRIES TO:

Frank Elkins - WF 4-6508

FOR RELEASE: TUESDAY, MARCH 9, 1965

New York World's Fair, Mar. 9 -- During the 1965 season, the New York World's Fair, through the American Express Company, will offer art circles of the world a forum in which they will be able to present young, undiscovered talent of the future, Fair president Robert Moses and James A. Henderson, senior vice president of American Express, announced today.

Entitled "New Art 1965", the exhibit will show the works of 60 new artists and sculptors, both American and foreign, in some 14,000 square feet of interior and exterior space of the American Express Pavilion.

For the past four months, two of the world's foremost art and sculpture referees have been searching wherever artists gather for hidden and unknown talent that is worthy of public recognition. Brian O'Doherty, associated with the Boston Museum of Art, the New York Times, Newsweek, television and radio, has been combing art circles. Wayne Anderson, Fellow of many institutes, head of the Art Department of M.I.T. and author of the current book, "Sculpture Since 1930", has been seeking promising unknown works of sculpture.

With excellence as the only criterion, the new art exhibition is expected to be an exciting compendium of styles, subjects and investigations. What will emerge, says Mr. Henderson, "is a concentrated experience of new and exciting talents searching for their own direction, checking the past and present against their own needs and, thus, providing some blueprint for the future."

(more)

FROM: Wm. J. Donoghue Corporation
10 Columbus Circle, N.Y.C.

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It is his hope that this pursuit of excellence in any of the art forms, inventive, graphic, pictorial, etc., will result in the exhibit at the American Express Pavilion being "THE SERIOUS SHOW OF MODERN ART OF 1965." Both Mr. Moses and Mr. Henderson believe the exhibit "Will have a profound impact on the art community and enhance the cultural aspect of the Fair itself."

Present plans call for the refurbished Pavilion to display paintings and sculpture in the interior of the building and larger sculptures and paintings on the outside.

In addition to the exhibit of international art, the American Express Company will continue to offer the fairgoer all of the services provided during last season, the sales and redemption of Travelers Cheques, money orders, foreign remittances, travel and hotel reservations and Western Union facilities. An updated and refurbished official World's Fair scale model, a 54-foot long miniature reproduction of the exposition built at a cost of more than half-million dollars, will again be on display for visitors wishing to orient themselves and plan their activities upon arrival at the Fairgrounds.

The American Express Pavilion is located near Gotham Plaza, the main entrance, Gate No. 1, of the Fair, where fairgoers arrive by subway and Long Island Railroad.

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