

NATIONAL GALLERY OF ART

NEWS RELEASE

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"ART AND MAN" BEGINS SECOND YEAR
WITH LARGEST ART MAGAZINE CIRCULATION IN U.S.

Washington, D.C. October 26, 1971. Entering its second year of publication this month, "Art and Man," the multimedia magazine published under the direction of the National Gallery of Art, now has the largest art magazine circulation in the United States. During the first year of publication, some 1.2 million issues were distributed to 150,000 student subscribers in schools in every state of the Union.

Aimed at young people, primarily at elementary and secondary school levels, the program was initiated at the National Gallery by W. Howard Adams, Assistant to the Director.

The magazine is produced and distributed by Scholastic Magazines, Inc. Consulting Editor is Richard McLanathan, a well-known author of several books on the history of art.

Subscriptions are expected to go over 200,000 this year. Reflecting the purpose of the program, which is to serve the humanities as widely as possible and not solely as art instruction, the themes for the 1971-1972 academic year range from

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"ART AND MAN" BEGINS SECOND YEAR - 2

"Dürer and the Reformation" to "Cézanne" and "The Thirties."

In a special effort to reach schools with limited funds, a number of corporations have agreed to help underwrite the "Art and Man" program in those communities where they have operations. Similarly, a number of state arts councils are assisting schools in financing the program.

Packaged with filmstrips, slides, posters, color reproductions, and teaching guides, the multimedia magazine draws upon the resources of the National Gallery of Art and museums and collections around the world to aid young people in their discovery of the arts. The program has been praised by education and arts leaders as being an outstanding contribution to the study of the arts and humanities in American schools.

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For further information about the "Art and Man" program, contact Katherine Warwick, Assistant to the Director, National Gallery of Art, Washington, D.C. 20565, area code 202-737-4215, ext. 224; or Sonia Leventhal, Scholastic Magazines, Inc., 50 W. 44th Street, New York, New York, 10036, area code 212-867-7700.