



Philip Morris Incorporated
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PM's Art Programs Tour the World

Women of the Revolution, black artists and America's frontiersmen. What do they have in common? They are the focus of three major art exhibitions currently being sponsored by Philip Morris.

PM has been involved in corporate support of the arts for more than 15 years, sponsoring major museum exhibitions, commissions for sculpture and architectural work, contributions to art institutions and installation of art work in PM factories and office buildings all over the world. Everywhere, PM's insistence upon excellence has been achieved, and public opinion has been extremely enthusiastic.

Recent major exhibitions continue to receive both national and international acclaim. "Remember The Ladies," a well-documented profile of American women from 1750-1815, opened in June in Plymouth, Mass. The exhibition was officially opened by First Lady Betty Ford and other notable women including Joan Kennedy, Nancy Kissinger and Kitty Dukakis, wife of the Massachusetts Governor. Jointly sponsored by Philip Morris Incorporated, Clairol, the National Endowment for the Arts (NEA) and the National Endowment for the Humanities (NEH), the exhibition highlights the ever-changing status and influence of women in such areas as education, the arts, fashion, birth, child rearing, religion, war and politics. "Remember The Ladies" was recently on view at the High Museum of Art in Atlanta. Future showings are scheduled for museums in Washington, D.C., Chicago, Austin, Texas and New York.

\$125,000 for Black Art

At the Los Angeles County Museum of Art, "Two Centuries of Black American Art," an exhibition made possible by a grant from NEH and a \$125,000 grant from Philip Morris Incorporated, opened in September and earned nationwide attention. The exhibition marks the first comprehensive survey of the black contribution to the arts, featuring over 200 paintings, sculptures, drawings, graphics, crafts and decorative arts. Following the Los Angeles showing, the exhibition travels to Atlanta, Dallas and Brooklyn, New York.

A western theme, a natural tie-in with "Marlboro Country," sparked another PM exhibition, "Frontier America: The Far West." The show opened in Boston in January, 1975, and includes a large selection of art and artifacts from pioneer America. It made subsequent trips to Denver, San Diego and Milwaukee before traveling to Europe under

the auspices of PM-Europe. The show, retitled "The Far West," is now in Essen, Germany.

Philip Morris International and PM-Europe played a significant role in bringing La Scala Opera Company to the United States — one of the most thrilling artistic happenings of the year. Due to the depreciation of the lira earlier this year, it appeared as if La Scala's long-planned U.S. visit would have to be cancelled. But in June, PM made a generous contribution that helped make the trip possible, and amid much fanfare La Scala Opera Company made its U.S. debut at the Kennedy Center in Washington, D.C. on September 7.

PM's artistic support reaches all parts of the globe. Australian communities are also reaping the rewards, this time in the form of the Philip Morris Arts Grant, a five-year plan enabling the purchase of art by bold, innovative artists for exhibition in State and Provincial galleries.

Business and Art Unite

The impetus behind these, and a wealth of other PM-sponsored projects, lies with one man, George Weissman, vice chairman of the board, who had the foresight to see the natural link between art and business. As he points out, "Art has its practical side and business has its artistic aspects."

Our company's commitment to the arts is a reflection upon its firm dedication to and admiration for creativity, innovation and new talent, a philosophy which permeates every aspect of our business. PM believes that an aesthetically pleasing working environment is vital if creativity is to flourish.

With this in mind, the Richmond Manufacturing Center, recognized by architecture and design experts as a showplace among factories, features floor-to-ceiling windows, garden courtyards and a fine collection of art works by international and Virginia artists.

The importance placed on creativity and original thinking is an attitude that prevails in our product quality, packaging design and office space. It is obvious too, throughout communities where our plants and offices are located. PM has generously contributed to cultural institutions in these cities, viewing this as their responsibility to both their employees and the industry.

Philip Morris's corporate support of the arts has certainly withstood the test of time. Continual growth of the project, combined with consistent positive feedback on all fronts, has proven what George Weissman said long ago — "Good art is good business."



Los Angeles Mayor Tom Bradley (far left) presents to Philip Morris Chairman Joseph F. Cullman 3rd (second from left) and Board Member Margaret B. Young a city proclamation declaring September 30 "Two Centuries of Black American Art Day." Kenneth Donahue (r.), director of the Los Angeles County Museum of Art, received a similar honor, commending Philip Morris and the Museum for their cultural contributions.



Vice Chairman George Weissman (far right) attends a reception for La Scala Opera Company in New York City with Paolo Grassi (l.), director of Teatro alla Scala, and Martin Feinstein, executive director of the John F. Kennedy Center for the Performing Arts in Washington, D.C.



Ross R. Millhiser (l.), president of Philip Morris Incorporated, attends the opening of "The Far West" in Essen, Germany with Dr. Wolfgang Vollrath (center), director of Villa Hugel, Essen, Germany, and R. W. Murray, president of PM-Europe. The antique locomotive bell was presented by Mr. Millhiser to the Museum.



At right, (from l. to r.) Hugh Cullman, president of Philip Morris International, Alcardo G. Buzzi, vice president of Philip Morris International, and Roger L. Stevens, chairman of the John F. Kennedy Center for the Performing Arts celebrate the Center's fifth anniversary after the opening performance by La Scala Opera Company. At left, First Lady Betty Ford greets Shepard Pollack, vice president of finance, Philip Morris Incorporated, after the opening ribbon-cutting ceremony of the "Remember The Ladies" exhibition at Pilgrim Hall in Plymouth, Mass.

