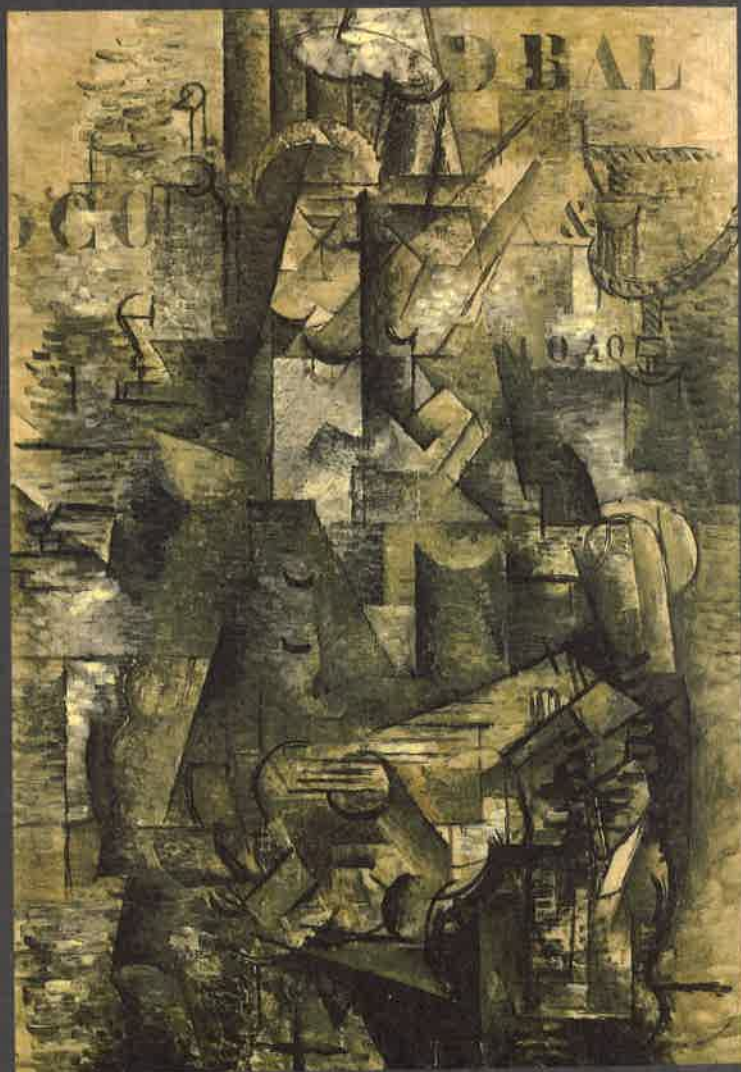


Picasso and Braque

PIONEERING CUBISM



THE MUSEUM OF MODERN ART, NEW YORK

Pablo Picasso and Georges Braque created a revolution so sweeping that today, over seventy-five years later, its influences still are felt not only in art, but also in architecture, music, and literature.

In a sense, their experiments in Cubism were artistic parallels to other pioneering events of the period such as the Wright brothers' historic breakthrough in aviation. Picasso even affectionately called Braque "Wilbourg," in admiration of Wilbur Wright, whose spectacular air demonstrations captured the imagination of the French in 1908.

Thanks to The Museum of Modern Art's initiative in assembling this exhibition, the pioneering works that Picasso and Braque produced in dialogue with each other are brought together for the first time. This offers a unique opportunity to explore their extraordinary collaboration.

Philip Morris is pleased to help present this tribute to the enduring value of creativity, experimentation, and innovation, qualities that we think are as important to business as they are to the arts. For whether the year is 1908 or 1989, in a rapidly changing world, not to take risks is the greatest risk of all.

Hamish Maxwell

Chairman and Chief Executive Officer

Philip Morris Companies Inc.

Dr. Alan Bloom

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PICASSO AND BRAQUE PIONEERING CUBISM

EACH EVENING THEY WOULD MEET to pour out ideas they would share with no one else. By day, the Paris studios of Pablo Picasso and Georges Braque exploded with images like none ever seen before. Cubism, it was called. And it swept through 20th-century art like a fire.

Assembled here for the first time are 390 Cubist works by Braque and Picasso, many new to American eyes. Arranged season by season, these images follow the march of two pioneers into uncharted territory that is still being explored today.

This remarkable exhibition is itself a creative partnership between The Museum of Modern Art and Philip Morris Companies Inc., whose people have an eye for original ideas in many fields. In Enterprise as well as the Arts.

The Museum of Modern Art
September 24, 1989–January 16, 1990
11 West 53 Street, New York City
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This exhibition is sponsored by Philip Morris Companies Inc.

THE MUSEUM OF MODERN ART

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An in-depth exploration
of the most passionate adventure
in our century's art.



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Additional support has been provided by
the National Endowment for the Arts. An indemnity for the exhibition
has been received from the Federal Council on the Arts and the Humanities.

For information, call 212/708-9850.