

GUGGENHEIM

NEWS RELEASE

Guggenheim Launches Museum Exhibition Catalogue in Digital Format and Expands Online Publications Resources

New Titles, Out-of-Print Essays, and Archived Materials Dating from 1937 Now Accessible as E-books

(NEW YORK, NY – December 20, 2011) — The Solomon R. Guggenheim Museum has expanded its digital publications resources, offering greater access to a range of content from Guggenheim publications, including the first exhibition catalogue to be published by a museum in an e-book format. A newly digitized selection of essays and historical materials dating back to the 1937 founding of the museum are also now available at guggenheim.org/publications.

Museum publications currently offered for purchase as e-books include the catalogue for the current exhibition *Maurizio Cattelan: All* and the recently reintroduced 1970 children's book *I'd Like The Guggenheim*. A number of essays on a wide variety of art historical topics are also now available as e-book singles. With selections such as Robert Rosenblum's "From Realism to Symbolism, 1860–1900," from the 2005 exhibition catalogue *Russia!*, essays are being digitally converted in order to make out-of-print titles available again, particularly to meet the needs of students and educators. E-books are sold at select retailers including Amazon and iTunes, with a range of books and essays available for download on guggenheimstore.org/ebooks.

In addition to content for purchase, selections from key museum titles dating back to the founding of the Guggenheim in 1937 are now freely accessible to the public through guggenheim.org/publications. Over 60 catalogues were scanned in their entirety with the help of the Internet Archive project and can now be read online. Visitors can flip through pages of classic titles such as *Alexander Calder: A Retrospective Exhibition*, published in 1964; Lawrence Alloway's groundbreaking 1963 catalogue *Six Painters and the Object*; or the *Solomon R. Guggenheim Collection of Non-Objective Paintings*, one of the museum's first publications.

As a point of entry to guide visitors through the historic materials, a regularly updated area of the museum's website titled the Syllabus highlights key themes, topics, and trends found in the Guggenheim archives. An entry on the designer Herbert Matter, for example, explains how Matter's innovations in typography and photomontage elevated many of the Guggenheim's catalogues in the 1950s and 1960s. The Syllabus also offers suggestions for additional readings as well as links for further

exploration.

About the Solomon R. Guggenheim Foundation

Founded in 1937, the Solomon R. Guggenheim Foundation is dedicated to promoting the understanding and appreciation of art, primarily of the modern and contemporary periods, through exhibitions, education programs, research initiatives, and publications. Currently the Solomon R. Guggenheim Foundation owns and operates the Guggenheim Museum on Fifth Avenue in New York and the Peggy Guggenheim Collection on the Grand Canal in Venice, and provides programming and management for the Guggenheim Museum Bilbao. The Deutsche Guggenheim in Berlin is the result of a collaboration, begun in 1997, between the Guggenheim Foundation and Deutsche Bank. The Guggenheim Abu Dhabi, a museum of modern and contemporary art designed by Frank Gehry on Saadiyat Island, adjacent to the main island of Abu Dhabi city, the capital of the United Arab Emirates, is currently in progress. More information about the foundation can be found at guggenheim.org.

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