

3rd INTERNATIONAL CONGRESS OF ART CRITICS

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" ORGANIZATION OF TEMPORARY EXHIBITIONS "

Report of Roland Penrose :

Temporary exhibitions, whether small or large, whether organized by official or unofficial bodies all have one thing in common : Unsound Economics. Many are planned with the expectation of a deficit.

1. Why should this happen ?
2. Is it inevitable ?
3. If it is, what method can be suggested to make this burden more tolerable to the organiser ?

List of expenses incurred by all exhibitions .  
List of additional expenses, often unavoidable .  
Sources of income .  
Importance of "Gate Money" .  
Necessity of popular appeal .  
Consideration of popular appeal presentation in exhibitions of a specialist nature .  
The disadvantages of various types of exhibitions .  
Necessity of a coherent theme .

Conclusion from above that expenses and risks of organising are formidable compared to likely returns in income.

How can burden be made less heavy ?

Help from the press, guided by art critic .  
Responsibility of critics .  
Space for criticism .  
Radio, television .  
Promptness of reviews  
    Favourable criticism not essential for success .  
    Silence and indifference of critics, most deadly .  
Help from cooperation between exhibition organisers on an International scale.  
Lend exhibitions,  
Circulating exhibitions, etc.  
Other ideas for cooperation between organisations and critics .