

REGISTRATION FORM

Mail to: Philadelphia Museum College of Art  
Education for Photography Conference, 1962  
Broad and Pine Streets  
Philadelphia 2, Pennsylvania

Complete Enrollment Fee: \$35 per person;  
\$50 per married couple.

The fee includes attendance at all scheduled conference events,  
dinner Friday evening, November 9th, luncheon Saturday,  
November 10th and concluding cocktail party.

Enclosed is my \_\_\_\_\_ check \_\_\_\_\_ money order made  
payable to the Philadelphia Museum College of Art in the  
amount of \$ \_\_\_\_\_.

Delegate's name and title \_\_\_\_\_

Institution or firm represented \_\_\_\_\_

Address \_\_\_\_\_

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Philadelphia Museum College of Art  
Broad and Pine Streets—Philadelphia 2, Pa.

The American Society of Magazine Photographers

America's first conference on the education of photographers will be held at the Philadelphia Museum College of Art on Friday and Saturday, November 9th and 10th, 1962, under the joint sponsorship of the College and the American Society of Magazine Photographers.

The spectacular growth of photography as an art, as a science and as a business encourages the reexamination of the content of post high school educational opportunities for those who wish to make a career of photography.

To this end the conference will bring together as panelists and participants leading educators, artist-photographers, teachers, editors and art directors whose daily work and interest bring them into close association with many young photographers, and who are in a position to judge their talent, background and educational needs.

The findings of this important conference will be fully reported in a special supplement of ASMP's official journal, "Infinity."

PROGRAM Education for Photography

All conference sessions, unless otherwise noted, will be held at the Philadelphia Museum College of Art, Broad and Pine Streets.

Friday, November 9, 1962

3:30 to 5 pmRegistration

5 to 7 pmReception and private preview, ASMP Color Photography Exhibition

7:30 to 9:30 pm**DINNER MEETING** welcoming remarks by **E. M. Benson**, Dean, PMCA, and Ben Rose, President, ASMP; illustrated talk by **Gyorgy Kepes**, distinguished author and educator, Professor of Visual Design, Massachusetts Institute of Technology; chairman of this event, **Sol Mednick**, Director, Department of Photography, PMCA.

Saturday, November 10, 1962

9 to 10:30 am**DEFINING THE NEEDS OF INDUSTRY**  
PANELISTS: **Peter Brattinga**, Chairman, Department of Advertising Design and Visual Communication, Pratt Institute Art School; **John Morris**, for many years associated with Magnum, currently editorial consultant in photography; **Onofrio Paccione**, Art Director; **Arthur Rothstein**, Technical Director, Look Magazine.  
CHAIRMAN: **Charles T. Coiner**, Vice President and Executive Art Director, N. W. Ayer & Son.

10:30 to 11 amCoffee Break

11 am to 12:30 pm**PREPARATION FOR A PROFESSION: THE ROLE AND RESPONSIBILITY OF THE SCHOOL**  
PANELISTS: **E. A. Adams**, Director, Art Center School, Los Angeles; **Gibson Danes**, Dean, School of Art and Architecture, Yale University; **Stanley H. Witmeyer**, Director, School of Art and Design, Rochester Institute of Technology.  
CHAIRMAN: **E. M. Benson**, Dean, Philadelphia Museum College of Art.

12:45 to 2:15 pmLunch at the Museum College

2:30 to 4 pmEXPANDING HORIZONS: PHOTOGRAPHY AS AN ART

PANELISTS: **Ivan Dmitri**, noted photographer and founder of "Photography in the Fine Arts"; **Gordon Parks**, free lance photographer associated with Life Magazine; **John Szarkowski**, photographer, recently appointed Director of Photography, Museum of Modern Art.

CHAIRMAN: **Beaumont Newhall**, author of many books and articles on photography, educator, Curator, George Eastman House, Rochester, New York.

4 to 5:30 pmCAN CREATIVE SEEING BE TAUGHT?

PANELISTS: **Clifford Edam**, photographer, teacher, member of faculty, University of Missouri; **Aaron Siskind**, noted photographer, teacher, member of faculty, Institute of Design, Illinois Institute of Technology; **Henry Wolfe**, designer, teacher, Art Director Show Magazine, formerly Art Director Esquire, Harpers Bazaar, faculty member, School of Visual Arts, New York City.

CHAIRMAN: **Gyorgy Kepes**

5:30 to 7 pmCocktails

**ENROLL NOW:** Registrations will be accepted in the order received. To assure your participation, send in your reservation form as soon as possible.

**HOTEL ACCOMMODATIONS:** Two hotels close to the Museum College are making blocks of rooms available for the Conference at the rates of \$7 per person (single room), and \$9 per twin-bedded room (all rooms with baths). Reservations should be made directly with the hotels: Hotel Sylvania, Locust at Juniper Streets, Philadelphia 7, PEnnypacker 5-7200; and Hotel Adelphia, Chestnut Street at 13th Street, Philadelphia 6, LOcust 3-3000.