



U. S. INFORMATION SERVICE

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

American Embassy
Djakarta, Indonesia
January 9, 1963

Mr. John Rhoden
Bandung Institute of Technology
Bandung

Dear John,

This is to follow up our conversations with Paul Neilson and me about the possibilities of our getting together to show your sculpture here in Djakarta.

Word of the project has now reached Ambassador Jones, and he is most enthusiastic about it. The Ambassador believes the show should be held in the main garden of the Embassy, rather than in the front area adjoining the parking lot. I think there is no more perfect place for a sculpture show since the surroundings will help visitors to the show achieve a more complete aesthetic experience.

I have thought about the conversation you, Mrs. Rhoden and I had the other evening on the subject of reaching the best possible audience with an art exhibit. I think it is unrealistic at this point to expect a mass audience to visit a showing of work as advanced as yours and to react to it with any degree of thoughtfulness. The suggested location will not appeal to a mass audience, but it and an invitational opening will produce the best possible reaction from all those interested in sculpture.

Further on this line I believe, if you and Mrs. Rhoden agree, that her showing should be in another location and with our help it should either precede or immediately follow yours. I am sure that the impact of two shows in two different locations will reach a larger audience more effectively than a joint show. Please let us know of your reaction to these ideas. We are thinking of the

middle of March as a good time for the show since it will be after the Lebaran holidays. We would also appreciate some idea of the technical requirements for installing your sculpture and transporting your sculpture and Mrs. Rhoden's paintings from Bandung to Djakarta and back.

Sincerely,



Harold P. Schneidman
Cultural Attache