

NICHOLAS ROERICH

*—the artist, scientist, philosopher; one of the towering geniuses
of contemporary history, and one of the great artists of all time—*

will lecture in America during the 1929-30 season on

The Heart of Asia

Four Years of Central Asiatic Expedition

and

The Message of Asia

Legends of Asia and Its Future

Exclusive Management

WILLIAM B. FEAKINS, INC.

TIMES BUILDING, NEW YORK



HOTEL ST. FRANCIS, SAN FRANCISCO

D F NICHOLAS ROERICH—recognized as one of the greatest contemporary figures of art and philosophy—Ivan Narodny once wrote: “His is the world-soul, the onward moving spirit of cosmic evolution.” His achievements have been universally acclaimed. Leaders of thought and culture in many lands, such as Tagore, Zuloaga, Andreyeff and others too numerous to mention, have paid him the highest tributes.

In 1924, Roerich left America on the Roerich American Central Asiatic Expedition under the auspices of the Roerich Museum in New York and other American institutions. His purposes were to make a panorama of paintings of Asia which would transmit to the West the spirit of the East, and to study the cultures of Asia. Since 1924 Roerich has been in India, Little Tibet, over the Karakorum Pass to Chinese Turkestan, across Mongolia and Tibet, completely encircling the heart of Asia. The story of his expedition is well known. Yielding, as it has, such remarkable artistic and cultural material, it was nevertheless fraught with dangers. The members of the expedition were held captive in Turkestan, at great risk of life, their arms confiscated, thus depriving them of means of protection; they were held for five months in the mountains of Tibet at heights of 15,000 feet under such terrific climatic and physical hardships that five members of the caravan died and ninety of their caravan animals. Yet, in spite of all these obstacles, Roerich was able to complete more than 350 paintings—a veritable “Pageant” of Asia, transmitting its natural beauties, its lore and legends.

Furthermore, equipped with the artist’s eye and philosopher’s spirit, as well as the scientist’s experience, Roerich has been able to touch and understand

as could possibly no one else the pulse of Asia, its beauties, its ancient cultures, its hopes and prophecies.

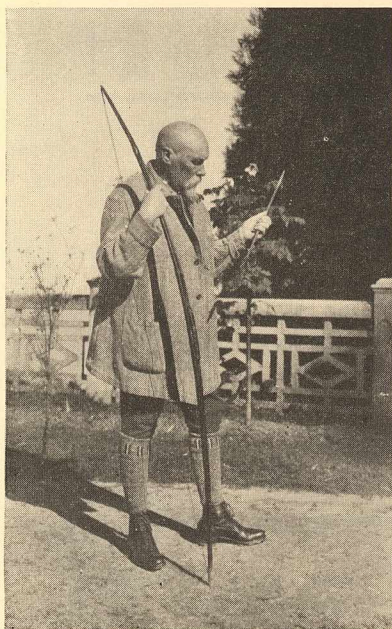
It is this message of Asia which Prof. Roerich will present on his first general lecture tour of America this season.

* * *

Born in Russia, Roerich’s destiny has been an international one. From the beginning of his career he at once identified himself with the artistic and cultural lives of numerous countries. His paintings were shown throughout Europe and acquired by most of the leading museums and collectors here and abroad. It was while he was living in England that the Chicago Art Institute invited Roerich to this country and sponsored his two-year exhibition of two hundred of his works throughout America. While here he founded the Master Institute of United Arts and the Corona Mundi, or International Art Center. The Roerich Museum, created by admirers of his genius, is now erecting its magnificent new twenty-four story structure in New York City.

The chief glory of his paintings is their spiritual quality—though his technique, of course, is that of a great master. His paintings are animated by the poetry of a mystic who is a worshipper of life and nature—whose ruggedness has caused him to be called a Walt Whitman in painting. There is to be seen in them a fourth dimensional quality of greatness, the effect of which, as told by an American critic, “is one of stunning, blending, luminous impact, like that of an intensified, moving and metallic rainbow.”

Among Roerich’s printed writings are many works published in France, Russia and America, but his new volume, *Altai-Himalaya*, just published by F. A. Stokes & Co., will probably be the most widely discussed at the present time.



(Extract from article in New York Times,
March 3, 1929)

ROERICH NOMINATED FOR PEACE AWARD

Artist and Scientist Named with Four Prominent Statesmen for the Nobel Prize

According to a cablegram received from Paris by the Roerich Museum, the names submitted to the Nobel Commission for the Peace Prize . . . include those of Secretary Kellogg of the United States, Senator Jouvenal of France, Prof. Nicholas Roerich, former Premier Ramsay MacDonald of Great Britain and former Premier Herriot of France.

Prof. Roerich’s name was presented officially through the Department of International Law of the University of Paris. . . .

In presenting the name of Prof. Roerich, the committee of presentation states, among other things:

“Since 1890, Nicholas Roerich through his writings, through his lectures, researches, paintings and through the many fields into which his broad personality has led him, has forcefully expounded the teaching of international brotherhood. His propaganda for peace has penetrated into more than twenty-one countries and the recognition of its influence has been testified by the widely different activities which have invited his assistance.

“As an artist, one of the greatest that history has produced, his paintings have illustrated the great volume of beauty and spiritual light symbolized by his teaching. . . .

“The works of Roerich have, for the last thirty years, been one of the greatest summons to the world for love among men.”



BUDDHA, THE CONQUEROR ("Banners of the East" Series)

Nicholas Roerich

Roerich—By His Contemporaries

ANDREYEFF, the Russian writer, in the last work published during his lifetime, devoted himself to an appreciation of Roerich's art. "The world of Roerich," he wrote, "is the world of truth. . . . Here [in Roerich's realm] is the cradle of wisdom."

ZULOAGA, the Spanish painter, on seeing some of Roerich's paintings, exclaimed: "Great artist! Here is the evidence that from Russia is coming some force to the world—I cannot measure, cannot impart what it is, but it is here."

CLAUDE BRAGDON has written: "One has the feeling that in everything Roerich does he is seeking the hidden truth, the unrevealed beauty; the Lost Word, in point of fact."

From DR. EDGAR L. HEWETT, director of the School of American Research, comes the following: "To me Roerich is the fulfilment of Browning's ideal—Sordello; all-containing, all-imparting."

ROYAL CORTISSOZ, the art critic, in the *N. Y. Tribune*: "The essential charm of his art springs from his depth of imaginative power, its inventive

fervor. . . . Roerich passes from dreams to realities and back again."

DR. R. TAIT MCKENZIE, sculptor, Director of the Pennsylvania Academy of Fine Arts, proclaims of Roerich's work: "A gigantic achievement!"

"Roerich's paintings," said OLIN DOWNES, the music critic, "are so great because of their affirmation, their great surety, in this restless day. His work reminds me of the expression of Renan that 'all the world's reveries nestled around his heart'."

DR. ROBERT A. HARSHE of the Chicago Art Institute, which first invited Roerich to America, said, "Roerich's message goes beyond museum walls. He has been a tremendous influence on American Art."

CHARLES R. CRANE, American statesman, said: "I consider Roerich the greatest living artist and one of the world's ten greatest living men."

There are many thousands of others who have acclaimed Roerich and his work. There is no end to the tributes such as these few representative examples.



THE NEW ROERICH MUSEUM ON RIVERSIDE DRIVE,
NEW YORK, NOW BEING ERRECTED

Extract from a letter to the Roerich Museum by Secretary Davis of the
Department of Labor:

"In whatever direction your endeavors reach out I wish you a great and ever-growing success through the years. After all, while this is a time of danger to things of the spirit, the time has also its propitious aspect. Civilization attains its highest peaks only after it has amassed the material means with which to recompense the artist and the thinker. These ample means we have. The need is only for leaders to call forth this wealth and see that it is expended in cultural advancement. You and your associates are such leaders. May you build not only this building but a great new movement among us toward a love of the beautiful, and may both endure to serve our people and bring more light into their lives.

Most cordially yours,

JAMES J. DAVIS."

