FROM THE PHILEMON FOUNDATION

www.philemonfoundation.org

PUBLICATION OF THE *RED BOOK*

FOR IMMEDIATE RELEASE

April 2009

Dear IAAP Colleague,

On behalf of the Board of Directors of the Philemon Foundation it gives me distinct pleasure to inform you that C. G. Jung's magnum opus, the Red Book, will be published by W. W. Norton and Co on October 7, 2009. The Red Book is the third volume of our Philemon Series.

As analysts we can especially appreciate that this magnificent publication will have a profound impact on our understanding of C. G. Jung and his achievements. I believe also that it will significantly affect how we understand the process of individuation and the objective Psyche.

The folio size (11.57 inches by 15.35 inches) volume consists of 205 pages of text and paintings from Jung's masterful calligraphic hand and skilled brush. Of the 205 pages, 53 pages are full painted images, 71 pages contain both text and image and 81 pages are pure calligraphic text. The *Red Book* brings to mind such illuminated works as the *The Book of Kells* and the prophetic books of William Blake.

The volume, exactly the same size as the original, consists of a full facsimile of Jung's work, printed on the highest quality paper and with exquisite attention paid to reproducing Jung's calligraphy and paintings as faithfully as possible. The English edition will include more than 200 additional pages (amounting to 220,000 words) that with will present a translation of the newly reconstructed text, scholarly apparatus, introduction and appendices. Editions are planned in German, Japanese, Italian and other languages.

The Red Book published by W.W. Norton & Company (www.wwnorton.com), is a scholarly and historical edition made accessible to the general reader by an introduction that sketches the social and intellectual context of the work, its history, and the circumstances in which it arose. The volume is edited by Dr. Sonu Shamdasani, General Editor of the Philemon Foundation and Philemon Reader in Jung History at the Wellcome Trust Centre for the History of Medicine at University College, London. The Red Book has been translated by Dr. Sonu Shamdasani, Dr. Mark Kyburz and Dr. John Peck. The *Red Book* is one of the volumes of the Philemon Series, sponsored by the Philemon Foundation.

You may pre-order an English copy of the Red Book on our newly designed web site, www.philemonfoundation.org

How to Order the Standard Edition

The Philemon Foundation is providing a 'click-through' link to Amazon.com on our web site for the purpose of pre-ordering your copy of the *Red Book*. Please visit our newly expanded web site and take advantage of this pre-ordering opportunity. Every order placed through our web site financially supports the Philemon Foundation.

How to Order the Deluxe Edition

For a donation of $2350, if you are a current donor to the Philemon Foundation you will be given a copy of the deluxe edition of the *Red Book*, bound in hand-tooled red leather like the original and in a fitted clamshell case. Only 199 numbered copies will ever be created of this magnificent book. In contrast, the retail price of the deluxe edition is $2500. A portion of that donation to the Philemon Foundation will be tax-deductible in accordance with IRS regulations in the United States. That same deduction would not apply for retail purchase of the book.

For new donors to the Philemon Foundation, an initial donation of $100 will entitle the donor to the same discount and tax deduction on the deluxe edition of the *Red Book* as mentioned above as well as discounts on other Philemon Series volumes. The total donation that qualifies new donors to be given a deluxe edition of the *Red Book* will be $2450 including shipping in the continental United States.

Red Book Exhibition

Coinciding with the publication of the *Red Book* on October 7, 2009 the original volume and related material will go on exhibition at the Rubin Museum of Art in New York City (www.rmanyc.org), having been graciously lent by the Stiftung der Werke von C. G. Jung and various donors. Details of the exhibition can be found on our web site and on the press release from the Rubin Museum below.

In addition to museum sponsored activities surrounding this exhibition, the Philemon Foundation is planning a special donor event. During opening week, from October 7 through October 11, 2009, there will be a private view for donors on Thursday, October 8, 2009. Be sure to check the web site regularly for updates.

This is an exciting time for Jungian analysts everywhere. If you are not a donor to the Philemon Foundation, we urge you to become one and help us bring to publication more of Jung's unpublished work. Your help is critical.

With very best collegial regards,

Stephen A. Martin, Psy.D.
President, Philemon Foundation
119 Coulter Ave, Suite 202, Ardmore PA 19003 USA
smartin@philemonfoundation.org
610 896-7536
www.philemonfoundation.org

FOR IMMEDIATE RELEASE
April 2009

RUBIN MUSEUM OF ART PRESENTS FIRST PUBLIC SHOWING OF JUNG'S RED BOOK, *A FOUNDATIONAL TOME OF CONTEMPORARY CULTURE*

Exhibition Makes Visible the Visual Oeuvre of

A Founding Father of Modern Psychology

New York, NY — The preeminent psychologist C. G. Jung (1875-1961) considered his *Liber Novus*, the famous *Red Book*, to be the "*prima materia* for a lifetime's work." Many contemporary scholars regard it as the most influential unpublished work in the history of psychology.

Now this cultural touchstone—in which Jung developed his principal theories of archetypes, collective unconscious, and the process of individuation—is to go on public view for the first time in a special showing at the Rubin Museum of Art, West 17th Street and Seventh Avenue. Entitled *The Red Book of C. G. Jung: Creation of a New Cosmology*, the exhibition from October 7, 2009, to January 25, 2010, coincides with a major event in publishing: W.W. Norton & Company's publication of a facsimile and translation of Jung's original.

For a book that would transform psychotherapy from a practice concerned with the treatment of the sick into a means for the higher development of the personality, the *Red*

Book is a strange hybrid of thought and image taking the form of a 11.57 x 15.35 inch red leather-bound manuscript. In more than two-thirds of its pages, Jung paired his abstract and narrative brightly hued graphic forms with thoughts written in a beautiful calligraphic style.

The work has never been seen in public before, outside the circle of Jung's family. Alongside the *Red Book* the Rubin Museum will present a number of oil, chalk, and tempera paintings and preparatory sketches related to the *Red Book* and other original manuscripts, including the *Black Books*, which contain ideas and fantasies leading up to the *Red Book*. In addition, copies of the new publication will be available for perusal in a reference area in the gallery.

"This exhibition will cast new light on the genesis of Jung's work and the making of modern psychology, and open up possibilities for understanding how mandalas and mandala-like structures are understood across cultures," says Martin Brauen, Chief Curator, Rubin Museum of Art.

Dr. Brauen, who is particularly interested in the mandala-like paintings in the *Red Book*, first encountered Jung's work as a student at the Jung Institute in Zurich and in his own research into mandalas. *Mandala: The Perfect Circle*, an exhibition he is organizing, will be on view concurrently at the museum with the *Red Book* this fall.

"Jung described the mandala as an "archetype of wholeness," continues Brauen. "*The Red Book of C. G. Jung* is in some way the focal point of all of the exhibitions we will present in Fall and Winter 2009/2010."

(As well as *Mandala: The Perfect Circle* [August 14, 2009 – January 11, 2010], the Rubin Museum exhibition schedule includes *Victorious Ones: Jain Images of Perfection* [September 18, 2009 – February 15, 2010] and *Visions of the Cosmos: From Milky Ocean to Black Hole* [December 11, 2009 – May 10, 2010].)

Visitors to the Rubin Museum will be invited to see the ways in which Jung sought to translate the symbols he encountered in dreams and fantasies into contemporary graphic form, often using the circular diagrams of the mandala, which resembles structures represented in Tibetan Buddhist art. On display will be Jung's first known mandala-like work: *Systema mundi totius* (1916), a cosmic representation of his reflections on spirituality and the soul, drawn from a series of recorded personal fantasies. Jung considered this work—along with about 25 mandala sketches that he created while serving as a Medical Corps

Doctor and Commander of a British internment camp in Switzerland during the last two years of World War I—to be important documentations of his psychological and spiritual development.

The works of art and archival materials included in *The Red Book of C.G. Jung* are on loan from the Foundation for the Works of C. G. Jung, the Jung family private archive, and private collections.

About RMA

RMA holds one of the world's most important collections of Himalayan art. Paintings, pictorial textiles, and sculpture are drawn from cultures that touch upon the arc of mountains that extends from Afghanistan in the northwest to Myanmar (Burma) in the southeast and includes Tibet, Nepal, Mongolia, and Bhutan. The larger Himalayan cultural sphere, determined by significant cultural exchange over millennia, includes Iran, India, China, Central Asia, and Southeast Asia. This rich cultural legacy, largely unfamiliar to Western viewers, offers an uncommon opportunity for visual adventure and aesthetic discovery.

Admission to RMA is $10 for adults; $7 for seniors, middle- and high-school students, and artists (with ID); $2 for college students (with ID); $7 for neighbors (zip codes 10011 & 10001 with ID); free for seniors the first Monday of every month; and free for children under 12 and for museum members. Gallery admission is free to all on Fridays between 7 pm and 10 pm.

Open Monday 11 am to 5 pm, Wednesday 11 am to 7 pm, Thursday 11 am to 5 pm, Friday 11 am to 10 pm, Saturday and Sunday from 11 am to 6 pm; closed on Tuesday. To reach the museum by subway, visitors may take the A, C or E to 14th Street; the 1 to 18th Street; 1, 2, 3 to 14th Street; F and V to 14th Street; N, R, Q, W, 4, 5 and 6 to 14th or the L to 6th Avenue. By bus, visitors may take the B20 to the corner of 7th Avenue and 17th Street.

Press Contact:

Anne Edgar, (646) 336-7230, or anne@anneedgar.com

Anne-Marie Nolin, (212) 620-5000, ext. 276 or amnolin@rmanyc.org