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Secretary of the Interior Stewart L. Udall announced today the appointment of Lloyd H. New as Superintendent of the Institute of American Indian Arts, a school operated by the Bureau of Indian Affairs in Santa Fe, N. M. New has been the Institute's Arts Director.

His promotion is effective August 13.

A member of the Cherokee Tribe and a native of Fairland, Okla., New operated his own fabric and commercial design organization in Scottsdale, Ariz., prior to 1962 under the name Lloyd Kiva. His designs and fashion items have been featured in national publications and exhibited in many museums. In addition he served on museum boards, did field research in a variety of Indian Art forms, and was President of the Kiva Craft Center in Scottsdale. He joined the Institute staff in 1962.

Prior to that he had served as an arts and crafts instructor in the Bureau's Intermountain Indian School at Brigham City, Utah, and from time to time as a consultant on matters dealing with arts and crafts.

New was graduated from the Chicago Art Institute. He served as a Navy Lieutenant during World War II. He is married and the father of two children.