

THE MUSEUM OF MODERN ART

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The Museum of Modern Art is embarking on a public campaign to raise \$25,000,000 for a new wing and for program funds, Dr. Henry Allen Moe, Chairman of the Board, announced yesterday (Nov. 16). The new wing will be built on West 54 Street between Canada House and the Museum Sculpture Garden. It will enable the Museum for the first time to make its entire unique collection accessible to the public either in exhibition galleries or in study-storage. Program funds are needed so that the institution, which receives no government subsidy, can meet increasing demands for educational services and not be forced to curtail its activities.

Even before the public announcement, \$9,250,000 was pledged for the campaign which is the largest ever sought by a Museum. Of these advance gifts more than \$8,000,000 is from trustees and patrons while \$1,000,000 has been contributed by other friends in various communities in all parts of the country.

The drive coincides with the Museum's 30th Anniversary. It is under the Chairmanship of James Hopkins Smith, Jr., of Aspen, Colorado, and Washington, D. C. Mrs. David M. Levy of New York is Vice Chairman of the 30th Anniversary Campaign Committee which consists of about 60 men and women from various parts of the country.

The "new" Museum of Modern Art, illustrated in two special exhibitions and a large model which go on public view tomorrow (Nov. 18), will be the only institution in the world able to show the visual arts of our time as manifested in painting, sculpture, photography, drawings, prints, architecture, design and the film, Dr. Moe said. This permanent display in the "new" Museum covering the accomplishments of the past 75 years will provide standards of excellence and an esthetic frame of reference for the Museum's changing exhibitions of the art of today. In the present space only 1/8 of the famous painting collection and none of the architecture, design or photography collection can be shown for example.

Program funds are as stringent as space limitations, Dr. Moe said, pointing out that an average of only 6 per cent of the annual operating budget of \$2,000,000 is met by income from endowment and that unlike many museums, the Museum of Modern Art receives no subsidy from the city, state or federal government. Most museums have a much larger endowment which not only provides a higher degree of security but also permits more flexibility and scope for experimentation.

The \$25,000,000 will be used for three aspects of the "new" Museum. The Building Fund consists of \$7,000,000 for new construction plus \$5,000,000 for building

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operation, maintenance and depreciation. The Program Fund of \$8,850,000 is for new projects such as intern training, research and conservation, for exhibition and publications, and for staff salaries and benefits. The Current Operations fund of \$4,150,000 includes \$900,000 to liquidate loans for reconstruction following the 1958 fire plus \$3,250,000, the income from which is to provide for the recent rise in the cost of operations which has affected museums throughout the country.

Trustees and their families have already contributed enough to the campaign to cover this "current operations" fund so that all monies received in the coming months will be for building and program funds.

The new wing, designed by Philip Johnson Associates, Architects, will be an 8 story building on a site approximately 113 feet by 100 feet. The five gallery floors will be completely free of columns, thus permitting maximum flexibility in installing works of art. This is accomplished by grouping all the services in a utility band on the south and east. Escalators as well as elevators will connect the gallery floors. A glass enclosed corridor will connect the new wing with the brick stair tower on the building at 11 West 53 Street. The new wing will become the main entrance to the Museum and the entrance lobby will be shifted there from 53 St.

The collections of paintings, sculptures, drawings, prints and photographs will be exhibited or accessible in study storage in the new wing; the architecture and design collection will be exhibited or accessible in study storage on the second floor of the building at 11 West 53 Street.

The "new" Museum of Modern Art will have 43,000 square feet of exhibition space instead of 12,000 and 11,000 square feet for accessible storage instead of about 4,500. The conservation laboratory will have about twice its present space and the library and the film library will also be enlarged. Additional space for changing exhibitions will be available, as will better facilities for the work shops and offices. The facilities for the members in the Penthouse will also be enlarged and improved.

The Museum of Modern Art, a privately supported and administered institution, opened to the public in 1929 in rented quarters in a New York office building. The building at 11 West 53 Street was built in 1939, the annex at 21 West 53 Street in 1951 and the adjacent building at 23-25 West 53 Street, formerly the Theatre Guild property, was occupied in 1958.

Since 1929 the Museum has presented more than 600 exhibitions in New York seen by hundreds of thousands of people. Additional thousands throughout the world have seen Museum exhibitions in every state in the Union, and in every continent. Approximately 250 publications, forming a more permanent record, have been issued, 14 of them in 9 foreign languages.

For further information and photographs contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York, N. Y. CI. 5-8900