

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

No. 104H
For Release:
Tuesday,
Nov. 17, 1959

To: Photo Assignment Editors
City Desks

Governor Nelson A. Rockefeller, a former President of the Museum of Modern Art and a son of one of its founders, is expected to attend a reception and a special preview of an exhibition "Toward the New Museum of Modern Art" on Monday, November 16, from 10 to 11:30 P.M. at the Museum, 11 West 53 Street.

The Governor and Mrs. Rockefeller are among about 900 distinguished guests invited to the preview which marks the opening of the Museum's 30th Anniversary Drive for \$25,000,000 for building and program funds. The exhibition illustrating future plans of the Museum includes a 14 foot model of the new wing, to be built on West 54 Street, and a specially installed exhibition sampling the paintings, sculpture, prints, drawings, photographs, architecture and design objects in the Museum Collections.

Among those expected to attend the Monday evening preview in addition to the Governor and Mrs. Rockefeller are: Dr. Victor Andres Belaunde of Peru, President of the U.N. General Assembly, Henry Cabot Lodge, U. S. Ambassador to the U.N. and General Lucius D. Clay.

On Tuesday, the regular Museum members will preview the exhibition model which will go on public view on Wednesday, November 18.

Governor Rockefeller is expected to arrive at the Museum about 10:15. He will come from the Roosevelt Hotel where he is speaking at a Freedom Award Dinner.

Note: Full story on Anniversary Drive mailed to City Desks Thursday, Nov. 12 - For release Tuesday, Nov. 17. Press Preview of exhibition model Monday, Nov. 16 at 2:30.

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