

THE MUSEUM OF MODERN ART

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A clear plastic globe, four feet in diameter, with over a thousand interior red strings illustrating the Museum of Modern Art activities around the world is one of the main elements in a new 30th Anniversary Drive Exhibition opening Thursday (Sept. 29) in the Museum lobby. Three 12-foot tall photo-murals and an abstract construction symbolizing the complex functions of the Museum are also part of the new display which marks the second year of the Museum's drive for \$25 million for a new building and for program and endowment. \$10,700,000 has been contributed so far.

Simultaneously, the Museum announced that Gardner Cowles, Editor of Look Magazine, is assuming Co-chairmanship of the drive with James Hopkins Smith, Jr., who has been chairman since the drive was launched in November, 1959.

In accepting the Co-chairmanship at a 30th Anniversary Drive Committee Dinner at the Museum on Wednesday night, Mr. Cowles stressed the importance of corporate gifts to the drive.

"As recently as 20 years ago, corporations were making practically no corporate gifts to colleges and universities.

The pattern of the corporate giving is now so well established that thousands of corporations - not just a few dozen of the largest - give generously and regularly - through a wide variety of different plans - to help build and maintain the colleges and universities across this great country.

The Museum of Modern Art deserves support from foundations and corporations exactly the same way Harvard or Columbia or Chicago University or Stamford deserves support.

There are high hurdles to be overcome. The idea of giving to an art museum is not yet in the corporate bloodstream. A given corporate president may not like Picasso or may think abstract art ridiculous. But that is no valid excuse for denying corporate support for the very broad and varied program of this Museum - any more than for a corporate president to say he won't allow his company to give Harvard because he doesn't personally like the views of a particular professor in the Harvard Economics Department."

The purpose of the drive is to provide additional gallery space so that more of the Museum's collections, now largely hidden in inaccessible storage, can be on view. The Museum's collections of 20th Century painting, sculpture, drawings, photography, and prints are unique in the world.

The Drive is also to provide funds for endowment and for program so that the Museum can meet increasing demands for services in New York City, in the nation and around the world.

Since its founding in 1929, the Museum has presented 100 exhibitions in 56 countries abroad, 500 exhibitions in 900 communities throughout the United States and 670 in New York City.

Photographs and additional material available from Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53rd Street, CI 5-8900.