

# THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

No. 5

FOR RELEASE

Tuesday, Feb. 7, 1961

The new wing of the Museum of Modern Art will first open to the public at the time of the 1964 New York World's Fair, Mrs. John D. Rockefeller, 3rd, President of the Museum, announced today.

The decision to schedule the opening date to coincide with the New York World's Fair was made because the Museum has passed the half-way mark in its fund raising drive for \$25,000,000. More than \$12,900,000 has been raised since the launching of the drive 14 months ago.

Robert Moses, President of the Fair, applauded the Museum announcement saying "It is good news to hear that the opening of the 'new' and enlarged Museum of Modern Art will coincide with the 1964 World's Fair. The opening of the new building, in which the Museum can show its internationally famous 20th century art collections, now largely in storage, will be a major international cultural event. There will be no other place on earth where the public can see such a rich and varied manifestation of the accomplishments of our time in the visual arts. To be able to present this first at the time of the World's Fair when we expect millions of visitors from this country and abroad will be a major contribution toward the success of the Fair."

In addition to providing 31,000 square feet of new exhibition space the Museum will also contain sufficient space and equipment so that its collections, library and archive material can be readily available and it can function as an International Study Center. A revised version of the plans published last year will be announced this spring. Philip C. Johnson is the architect for the building which will be built on West 54 Street.

At the same time Gardner Cowles and James Hopkins Smith, Jr., Co-Chairmen of the Museum's 30th Anniversary Drive Committee, pointed out that the decision to open the "new" museum in 1964 increases the urgency of pushing the drive to a successful conclusion as rapidly as possible.

Cowles singled out business and industry for praise as having already made a significant contribution to the encouraging progress of the drive and thus being an important factor in making it possible for the "new" museum to open at the time of the Fair.

Among the corporations and partnerships which have contributed either directly or through their charitable foundations are Harry N. Abrams, Inc.; Chase Manhattan Bank; CBS Foundation; Condé Nast Publications, Inc.; Cowles Magazines, Inc.; Famous Artists Schools, Inc.; Harrisen & Abramovitz; International Business Machines Corp.; Knoll Associates, Inc.; Lord & Taylor; R. H. Macy & Co.; National Broadcasting

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Company; Olin Mathieson Chemical Corp.; Rockefeller Center, Inc.; Skidmore, Owings & Merrill; Thonet Industries, Inc.; Time, Inc. and Uris Brothers Foundation, Inc..

In addition to the Museum trustees and their families, whose contributions were announced when the drive was launched, hundreds of other friends have participated led by Mrs. Nate B. Spingold who contributed \$500,000. Her name will be inscribed as a benefactor of the "new" museum. Museum members and friends from 39 states and 10 foreign countries have contributed to the drive.

The Museum of Modern Art which receives no federal, state or city subsidy, has grown in 31 years from an experimental museum in rented space in a New York City office building to be the leading museum of modern art in the world with collections of 20th century visual art, painting, sculpture, prints, and drawings considered unequalled in scope and importance. More than 700,000 visitors come to the Museum each year and more than 28,000 people from all parts of the world now have paid annual memberships.

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

*Sent to American Banker Mag.*

Chase Manhattan Bank is one of 18 corporations singled out for praise by Gardner Cowles, publisher of Look Magazine and Co-Chairman of the Museum of Modern Art's current fund raising drive, as an important factor in making it possible for the museum to schedule the opening of its new wing at the time of the 1964 New York World Fair. The decision to open in the spring of 1964 was announced by Mrs. John D. Rockefeller 3rd, President of the Museum, on February 7.

Other corporations and partnerships which have contributed either directly or through their charitable foundations are: Harry N. Abrams, Inc.; CBS Foundation; Condé Nast Publications, Inc.; Cowles Magazines, Inc.; Famous Artists Schools Inc.; Harrison & Abramovitz; International Business Machines Corp.; Knoll Associates, Inc.; Lord & Taylor; R. H. Macy & Co., Inc.; National Broadcasting Company; Olin Mathieson Chemical Corp.; Rockefeller Center, Inc.; Skidmore, Owings & Merrill; Thonet Industries, Inc.; Time, Inc.; and Uris Brothers Foundations, Inc.

Robert Moses, President of the Fair, applauded the Museum announcement saying, "It is good news to hear that the opening of the 'new' and enlarged Museum of Modern Art will coincide with the 1964 World's Fair. The opening of the new building, in which the Museum can show its internationally famous 20th century art collections, now largely in storage, will be a major international cultural event. There will be no other place on earth where the public can see such a rich and varied manifestation of the accomplishments of our time in the visual arts. To be able to present this first at the time of the World's Fair when we expect millions of visitors from this country and abroad will be a major contribution toward the success of the Fair."

In addition to providing 31,000 square feet of additional exhibition space the "new" Museum will also contain sufficient space and equipment so that its collections, library and archive material can be readily available and it can function as an International Study Center. A revised version of the plans published last year will be announced this spring. Philip C. Johnson is the architect for the building which will be on West 54th Street.

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The Museum of Modern Art which receives no federal, state or city subsidy, has grown in thirty one years from an experimental museum in rented space in a New York City office buildings to be the leading museum of modern art in the world with collections of 20th century visual art, painting, sculpture, prints, and drawings. More than 700,000 visitors come to the Museum each year and more than 28,000 people from all parts of the world now have paid annual memberships.

For additional information contact Elizabeth Shae, Publicity Director, Museum of Modern Art, 11 West 53rd Street, N.Y.C., C1 5-8900

*Sent:*

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*Sent to: Real Estate News, Architecture & Eng. News,  
Arch. Forum, Arch. Record, Prog. Arch.,  
N.Y. Construction News*

Contributions from two architectural offices and a construction firm are among the corporate gifts which have helped the Museum of Modern Art pass the half way mark in its current fund raising drive thus enabling it to set the 1964 New York World's Fair as the target date for the opening of its new building, Gardner Cowles, Co-Chairman of the Drive, has announced.

Harrison & Abramovitz, Skidmore Owings & Merrill and the Uris Brothers Foundation are among more than eighteen corporations and partnerships which have contributed either directly or through their charitable foundations. Other contributors so far are Harry N. Abrams, Inc.; Chase Manhattan Bank; CBS Foundation; Condé Nast Publications, Inc.; Cowles Magazines, Inc.; Famous Artists Schools Inc.; International Business Machines Corp.; Knoll Associates, Inc.; Lord & Taylor; R. H. Macy & Co., Inc.; National Broadcasting Company; Olin Mathieson Chemical Corp.; Rockefeller Center, Inc.; Thonet Industries, Inc. and Time, Inc.

The Museum, which has raised more than \$12,900,000 toward its goal of \$25,000,000 for additional building, endowment and program, plans to build a new wing on West 54th Street. Philip C. Johnson is the architect. A revised version of plans published last year will be announced this spring.

In addition to providing 31,000 square feet of additional exhibition space, the "new" museum will also contain sufficient space and equipment so that its collections, library and archive material can be readily available and it can function as an International Study Center.

The Museum of Modern Art, the first and still the only museum to include a Department of Architecture and Design, has presented over 160 exhibitions and published nearly 50 books and catalogs documenting the history of modern architecture and design and in the process built up a reference file of several thousand photographs and related material. Its collection includes over 1200 carefully selected utensils, articles of furniture, decorative and craft objects, architectural models and drawings and 2500 posters.

In the "new" Museum the design collection and the archive of modern architecture will have separate areas so that for the first time this material can be available to the interested public and profession. Architectural drawings,

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models and photographic enlargements of buildings by the great architects of our time will be shown along with mass-produced utensils and furniture, table-ware, textiles, Tiffany glass and Matisse vestments.

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*Sent to: Editor & Publisher + Publishers' Weekly*

Time, Inc.; Condé Nast Publications, Inc., Cowles Magazines, Inc. and Harry N. Abrams, Inc. are among companies in the publishing field which have contributed to the Museum of Modern Art fund drive, launched 14 months ago, for additional building, endowment and program funds, Gardner Cowles, Publisher of Look Magazine and Co-Chairman of the Drive says.

He praised American business and industry for significantly aiding the drive, now past the half-way mark, and for thus being an important factor in enabling the Museum to open its new building at the time of the New York 1964 World's Fair.

The announcement that the Museum would first open at the time of the Fair was made by Mrs. John D. Rockefeller, 3rd, President of the Museum, February 7.

\$500,000 of the \$25,000,000 goal is allotted to the Museum publications' program which is today the most active of any art museum in the world. Since its founding in 1929 the Museum has published more than 250 catalogs, introductory texts, surveys of art movement and monographs on artists. Its books are currently distributed throughout the United States and in seventy countries around the world by Doubleday.

The growing importance of color illustrations, combined with other factors that raise the cost of book production, call for additional subsidy to enable the Museum to broaden the range of its present publication program in response to new needs.

Areas in which the "new" Museum will concentrate its publishing program include contributions to art education and scholarship and particular attention to types of books not being published elsewhere, such as introductory booklets, essential monographs on subjects too specialized to attract commercial publishers and books, portfolios and others teaching materials specifically planned in relation to existing school or college curricula at various levels.

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*To: Fairchild Publications*

R. H. Macy and Lord & Taylor are among corporations whose contributions have helped the Museum of Modern Art pass the half-way mark in its drive for \$25,000,000, Mrs. John D. Rockefeller, President of the Museum, announced today. As a result, the new wing of the Museum can be scheduled to open by the time of the 1964 New York World's Fair.

Robert Moses, President of the Fair, applauded the Museum announcement saying, "It is good news to hear that the opening of the 'new' and enlarged Museum of Modern Art will coincide with the 1964 World's Fair. The opening of the new building, in which the Museum can show its internationally famous 20th century art collections, now largely in storage, will be a major international cultural event. There will be no other place on earth where the public can see such a rich and varied manifestation of the accomplishments of our time in the visual arts. To be able to present this first at the time of the World's Fair when we expect millions of visitors from this country and abroad will be a major contribution toward the success of the Fair."

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At the same time Gardner Cowles and James Hopkins Smith, Jr., Co-Chairmen of the Museum's 30th Anniversary Drive Committee, pointed out that the decision to open the "new" museum in 1964 increases the urgency of pushing the drive to a successful conclusion as rapidly as possible.

Cowles singled out business and industry for praise as having already made a significant contribution to the encouraging progress of the drive and thus being an important factor in making it possible for the "new" museum to open at the time of the Fair.

In addition to the two retail stores, other business firms which have contributed either directly or through their charitable foundations include: Harry N. Abrams, Inc.; Chase Manhattan Bank; CBS Foundation; Condé Nast Publications, Inc., Cowles Magazines, Inc.; Famous Artists Schools, Inc.; Harrison & Abramovitz;

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International Business Machines Corp.; Knoll Associates, Inc.; National Broadcasting Company; Olin Mathieson Chemical Corp.; Rockefeller Center, Inc.; Skidmore, Owings & Merrill; Thonet Industries, Inc.; Time, Inc. and Uris Brothers Foundation, Inc.

Museum trustees and their families, whose contributions were announced when the drive was launched 14 months ago have been joined by hundreds of other friends and members led by Mrs. Nate B. Spingold. Because of her contribution of \$500,000 her name will be inscribed as a benefactor of the "new" museum. People from 39 states and 10 foreign countries have contributed to the drive so far.

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